

Aesthetics of Writing Arts and Visual Identity of Assiut University
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Abstract :

The widening of the areas of book art in practical life helps to identify its different aspects, and then the importance of research stems from trying to find a visual format that helps the recipient to respond to its various patterns and makes dealing with it more meaningful and easier. This also contributes to the advancement of visual culture and the language of form and deciphering its symbols. The forms of book art varied in our lives, especially on the Internet. and became closely related to what we see around us, and this is considered a visual distraction that affects the recipient with mental exhaustion, and then the dispersion of the message to be communicated, and here the researcher tries Putting all Assiut University publications under a distinctive visual style and a special visual identity

key words :

Aesthetics Dialogue, Writing Arts, Visual Identity