

## **Achieving the identity of the graphic design using the balance between geometric shapes**

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### **Introduction:**

Let your imagination swim in the fantasy world to translate what you imagined according to the scientific foundations of graphic design to reality- This is a design.

Graphic design is one of the art of visual communication is an innovative approach by the designer to deliver a message to the recipient. The designer uses a variety of elements such as harmony, balance, contrast and physical elements such as lines, shapes and images to create his visual idea that achieves his goals.

Graphic art is used in the design the cover of, books, magazines, newspapers and catalogs. – the design must include some design elements that integrated to achieve creative design.

The research is divided into a theoretical and applied study, where the theoretical study includes an explanation to the importance of graphic design and elements of graphic construction and principles of graphic construction of design and rules of balance to achieve the identity of graphic design, then applied study, which relied on using the geometric shapes to achieve balance in design and thus achieve identity, this achieves simplicity of design and creates creativity

The applied study was divided into three phases - the first stage: - the use of geometric shapes (square, circle, triangle and rectangle) in the work of a set of designs - the second stage: - designs work combining geometric shapes with the use of symmetrical or asymmetric or sensory balance - the third stage: - analysis Executing designs - presenting them to the sample community to measure their acceptance of diverse designs and the degree of success.

### **Research problem**

Some graphic designers ignored the importance of simple design by focusing on the use of geometric shapes in the construction of graphic design and balancing.

### **Research Goal**

The goal of the research to clarify of the importance to use geometrical shapes to achieve design identity and achieve balance.

### **Research importance**

Accreditation to use geometric shapes - they are able to achieve balance and identity of the graphic design.

### **Research Force**

If we achieve the integration of geometric shapes and keep balance and contrast, this simply achieves design and creates creativity.

## Research Methodology

The research follows the descriptive and experimental methodology to achieve the goal research.

### Key words: -

Balance - Graphic Design– Identity- Geometric Shape- Alignment

### Research axes

**The first axis:** - includes the theoretical study to show the importance of integration between the geometric shapes used in design and balance to achieve simplicity of design and create creativity.

**The second axis:** - includes the applied study, which requires analysis of a set of designs implemented and presented to the sample community to measure their acceptance of designs and degree of success.

### Theoretical study includes: -

**The First Part:** The importance of graphic design- Which end to

For graphic design we have to consider the physical and sensory components of the design. Physical components are line, dot, geometrical shapes, drawings, color, sensory components, unity, balance, movement, rhythm, contrast, and sovereignty. To achieve and enforce the research objective, we focus on the integration of geometric shapes; Successful achieves the purpose and function for which it was designed.

**The second part:** - Elements of graphic design- Which end to

Using the square, rectangle and triangle, the angles formed. These geometrical shapes create more eye movement which may give a fluctuating or disturbing effect, so we should use them carefully in graphic design.

**The third part:** - Principles of Graphic Design- Which end to

The principles and elements of the design depend on the sensory elements that achieve balance, movement, contrast, etc. Beside that -there are principles of design that we should be taken care of it. These principles usually separate between excellent design and bad design. All these principles have a relationship between each other to show good design and these principles are the Alignment between the elements and the logical organization of visual elements and maintain a constant center to attract the eye.

**The fourth part:** - Balance to achieve the identity of graphic design which end to

Balance is the moderation in the distribution of elements, it also means the regulation of the relationship between the elements of the design to achieve a sense of stability, and we can't achieve this balance only through the organization and harmony and interdependence of the elements and distribution in order to achieve balance. The balance as Symmetrical Balance- Asymmetrical Balance- Radiation Balance

### Applied Study include: -

To prove the importance of research in the use of geometric shapes to achieve the identity of design, we depend on the use of geometric shapes to make balance in the design and achieve the identity, and this achieve simple design and creates creativity.

To achieve the objective of the research and clarify its importance, this requires three stages

**The first step:** - Using the geometric shapes (square, circle, triangle and rectangle) to make different designs with a dimensions of 17.5 x 25 cm to each geometric shapes, to achieve the goal of research.

**The second step:** - Make design by using the geometric shapes together in a design with dimensions 20 × 25 cm with using one type of balance.

**The third step:** - Analysis of the implementation design -by Presentation on the community sample (who are specialists in the field of design) to measure their acceptance of different designs and degree of success.

### **Results: -**

- 1- From 76.5% to 88.2% it was possible to make a graphic design based on geometrical shapes with achieve the unity & balance.
- 2-From 69.6% to 86.3% it was possible to achieve different balance types. This indicates the successful use of geometric shapes in making graphic design.
- 3-The design (14) achieved 65.7% of the Maintain a constant center to attract the eye and based on the asymmetrical balance. The other three designs achieved the results of the questionnaires from 46.2% to 61.8% that means different type of balance is not given a fixed center of vision.
- 4- 64.7% of the sample community confirmed that the three designs (14, 15, 16) has succeeded in the designer in building the form and achieve the balance and harmony.
- 5- At rates ranging from 65.7 to 67.6%, it is possible to get out of new graphical designs form (14, 15, 16). This is due to the designer's ability and creativity to use the geometric shapes and employ them to be able to show the identity of the design with the achievement of balance and this achieve simple design and create creativity.

### **Recommendations:**

- 1 - Dependence on geometric shapes built a successful graphic design.
- 2- The geometric shapes must be used to achieve balance and design identity.
- 3 – When the graphic designer use geometric shapes in build the graphic design, this achieves the identity of graphic design, balance and simplicity.

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