

Design as a developmental factor for culture and visual arts

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Introduction:

Visual language since the middle of the last century began to impose itself on the visual cultural as an important factor has a role in the formation of awareness and perception in humans, and if we consider this language as written and spoken language, unfortunately we find many people are don't master it, and here is the role of the owners of this visual culture for development it by Spreading their deferent productions Among the people.

It is said that the task of language is to evoke the image of things not the same things. If the word (lion) is mentioned, the lion does not attend but brings the image of the lion in the mind of the addressee. When man develops and moves from the Sensitive to the abstract, the image becomes a tool to express this imagined abstract, as we find this in All human civilizations.

The picture is not necessarily a simulation of reality, but is the abstraction and re-production of reality with the sense and experience of the designer of this image, whether this picture is painting or a piece of work or architecture or parks..... And so on.

Key words: Design – Development – culture - visual arts

Research Problem:

- The need to spread and develop the culture and visual arts in the societies.
- The recipient in the slums needed to spread more mature and technical designs.

Research Aims:

- Expanding the awareness of the recipient to the importance of the spread of beauty in the surrounding environment.
- Promoting public taste through the spread of designs that enrich artistic and visual culture in the slums.

The Importance of the Research:

- Visual enrichment from the forming point of view increases the cultural level and sense of the public.
- The spread of modern design treatments that meet functional, utilitarian and aesthetic needs to increase visual cultural awareness.

The Hypotheses of the Research:

- The research assumes that creativity in accessing design treatments in different fields will meet the functional and visual needs of the recipient

What is visual culture?

There are several definitions and interpretations of this concept, including the definition of the International Society of Visual Culture as "a group of visual efficiencies possessed by humans by vision, while at the same time by the integration and integration of some other sensory experiences".

Visual Design:

Modern techniques have helped to design images and graphics easily and easily, but this ease does not necessarily mean efficiency and effectiveness. In order to convey the contents of a message, optics must be designed with the language of these optics, which is called Design Consideration, These considerations are divided into two groups the design ((Design elements and design principles).

Murals design as a factor of visual culture

The wall design is one of the branches of design and photography, which is concerned with the decoration of the walls and ceilings of buildings. It is fundamentally different from the rest of the design branches, because the nature of its connection to the architecture and imposing on it a set of technical foundations that earn its own taste and which is supposed to work on large areas extending from the architectural surface.

The relationship of the wall design to the architecture:

The art of wall photography is closely linked to architecture. The wall painting is a continuation of the architectural structure and part of the fabric of the general urban environment. Through the design of the wall and the uses of color and the treatment of the subject, we find that there are radical changes in the sense of spatial proportions of buildings and their relation to the urban environment around them. In addition, wall imaging refers mostly to the meanings or general meaning of a particular subject or direction, and may be the location of the mural of the most important factors for the building or urban fabric as a whole.

Historical development of the wall design:

Since the dawn of history, man has been interested in expressing his ideas and concepts, so that art becomes a tool that helps him to achieve these ideas. The wall works were an objective through which man expresses the contents and the different formulations that he has expressed about his influence on the surrounding environment. With human evolution and technological progress we have come to the design of changing murals using light, hologram and others. The development of wall design techniques continues with the development of technology in the modern era..

Practical application

The following is a welcome mural for kindergarten children at the entrance of a school designed with computer applications designed to attract children's attention and excitement to deal with the school and it was a fun adventure to enjoy time in school in the absence of mother instead of crying and fear of the new world.



Welcom Mural For Boys



Welcom Mural For girls

Results

- Can contribute to the formation of technical awareness of the community by focusing on the dissemination of visual culture on a large scale.
- Wall design is one of the factors of visual culture.

Recommendations

- The research recommends expanding the dissemination of visual arts as a developmental and educational factor in society.
- Expanding the use of modern technology in the various visual arts to spread this kind of community culture.

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