

# The visual content and the ancient Egyptian composition scenes and its impact on designing harmonious printed hangings and furnishings groups

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## Abstract

The language of the image overcame by the language of words, so we live in an optically oriented society, and thus, today's culture became visual, which made the sources of visual knowledge one of the most important requirements of learning in general. The visual culture is the ability to understand and use images, including the ability to think, learn and express oneself visually, as ideas and subjects moved throughout history through visual forms and visual images present on the walls of temples from thousands of years, the visual image is more effective in affecting the receiver as it represents a reflection of real or material things Inspired by reality, wall art is considered one of the oldest plastic arts throughout history. Ancient Egyptian antiquities abound with a lot of murals that express themes and stories throughout history. In view of the importance of photography in ancient Egyptian art, the researcher was keen to focus on the composition in the photo scenes and analyze its visual content to obtain a lot of visual information about this ancient art. The research has been divided into several parts, starting with the introduction, problem, goals, importance, assumptions and methodology, then reviewing the theoretical framework for research that contains the effect of the visual content on receiver and

The ancient Egyptian traits and rules of composition frame and its aesthetic and formative values, analysis of scenes in artistic way, design solutions for coordinated groups, and statistical analysis to achieve research objectives and finally reach the results and recommendations.

## Key words

visual content, composition scenes, harmonious groups

## Introduction:

The visual content is a connection that is made with the help of the sense of sight and is described as a summons to ideas and information in forms that can be read and seen by eye.

What helps to support the visual content effectively is how to create the visual cadre in a coordinated manner that attracts the recipient's eye to the strengths and interest in the work and to show the rules for organizing the cadre of form, proportions, balance, lines, rhythm and frequency.

And the ancient Egyptian civilization was distinguished by its different eras by many depicting scenes that express the depiction of man, animal, birds, plants, embodiment of the doctrinal concept and the myths of creation, life and death, the idea of resurrection and eternity, and depicting daily life in every detail from start to end.

From the foregoing, it is clear that the motive is to shed light in depth on the nature of the depicted scenes and how to form the cadre to express technically the spirit and characteristics of this ancient civilization.

### **Research problem:**

- 1- A study of the visual content of the artwork and its effect on the recipient did not receive sufficient attention in the previous studies.
- 2- The technical analysis of the composition of the scenes depicted in ancient Egyptian art did not receive a large amount of extensive analytical study.
- 3- The foundations and rules for organizing the depicted scenes did not get enough study, whether taking into account proportions, dimensions and distribution areas to help in creating many harmonious groups.

### **Research Aims:**

- 1- Study the art of visual communication and show its possibilities to communicate information visually to influence the recipient.
- 2- Technical analysis of a number of scenes depicted in ancient Egyptian art and showing its aesthetics and ingenuity in composition.
- 3- Creating designs suitable for the work of many harmonic groups bearing the character of artistic values of ancient Egyptian art.

### **Research Importance:**

- 1-The ancient Egyptian civilization is distinguished by its vitality and the intensity of its proximity to living forms in a manner consistent with what it was aiming for that suggests majesty and grandeur, which affects the recipient as a world that transcends the real world as the creativity of Egyptian art appeared in form, shade and color.
- 2- The role of the harmonious groups is not only a decoration, but is based on a potential expressive energy that is reflected in its spiritual influence through form and composition, and the meanings it contains of local and international cultural significance.

### **Research Hypotheses: The research assumes that:**

- 1- Study the artistic and plastic values to form scenes depicted in ancient Egyptian art, resulting in innovative designs for the work of many harmonious groups.
- 2- Attention to the visual content and its effect on the recipient creates an artistic eye capable of understanding and recognizing the visual messages stemming from the artwork.

### **Research Methodology:**

- 1- **Historical Method:** It includes the historical artistic study of the ancient Egyptian civilization
- 2- **Descriptive and analytical Method:** The research deals with study, description and analysis of a selection of graphic works of ancient Egyptian art throughout the ages.
- 3- **The Experimental Method:** it deals with the innovative aspect of the work of experiments, studies and technical and applied solutions derived from the study.

4 - **The Statistical Method:** It includes a public opinion poll of specialists and experts in the field of textile printing design to ensure that the research objectives are achieved

### Research limits:

1- **Temporal limits:** the historical study of ancient Egyptian painting art from the era of the ancient state to the middle to the modern period (2780 BC-332 BC)

2- **Spatial limits:** a study of selections from ancient Egyptian painting and applied works done on designing harmonious groups within the Arab Republic of Egypt

3- **Objective limits:**

- Study the value and impact of the visual content on the recipient
- The foundations and rules of composition scenes in the illuminated scenes of ancient Egyptian art.

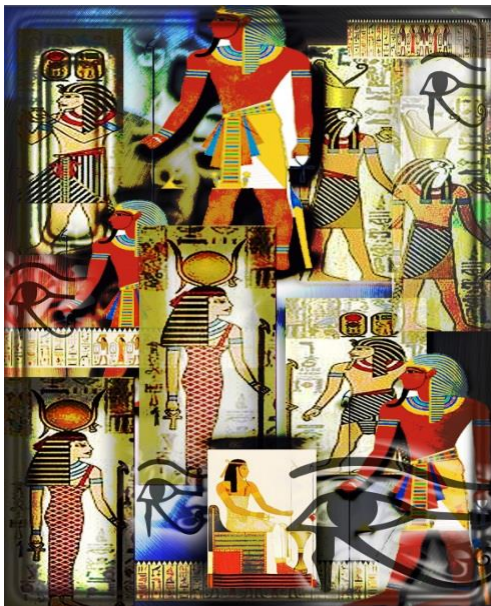
**The concept of harmonious groups in the field of textile printing.-**

**Creating designs inspired by ancient Egyptian art for harmonious collections.-**

-statistical analysis.

**The following is a presentation of one example design:**

**Design (4)**



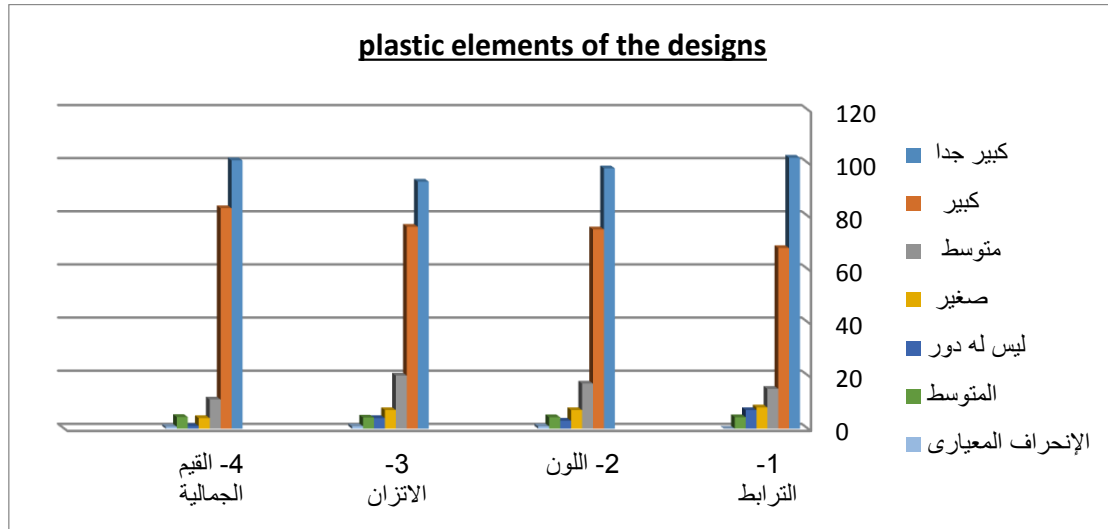
### Technical Analysis of Design (4):

The design came with a number of individual scenes for a number of Pharaonic characters, and the scenes came with the features of the Pharaonic art of simplicity and clarity, as well as seriousness and reverence, as all scenes bear the characteristics of seriousness in standing and eye view and carry a lot of strength and prestige as the distribution of people came in The right or left of the cadre, to create a kind of diversity and rhythm, which confirms a lot of repetition and symmetry, and the distribution of shadow and light came to emphasize the appearance of the characters and their artistic movement, and the recruitment came containing the design as a wall hanging and deduction of part of it to appear in the cushions and Repeating parts of it in hanging curtains, and therefore the design was used in more than one form in more than one technical recruitment.

**Statistical Analysis:**

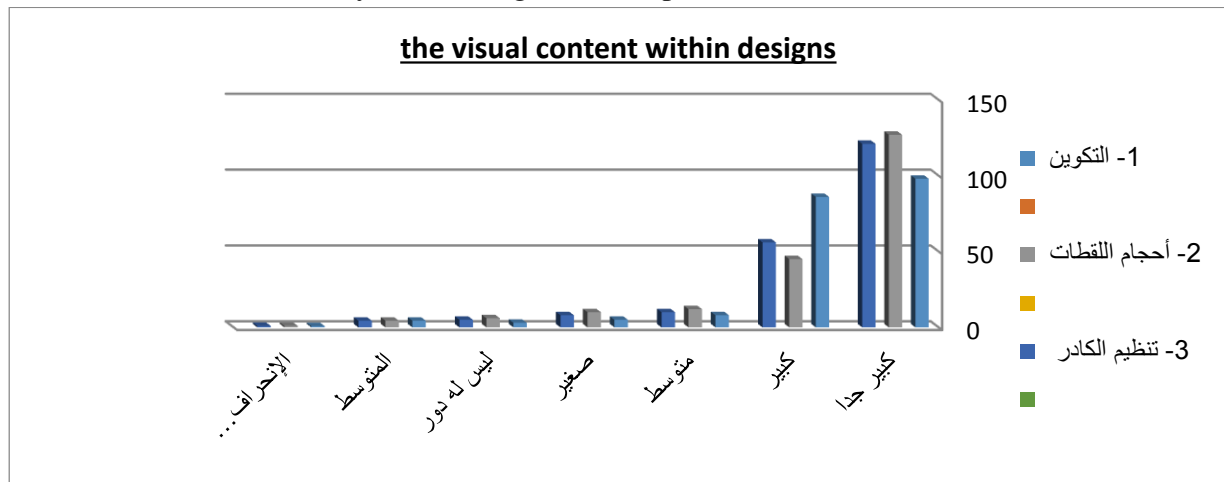
**The first axis: plastic elements of the designs and include the following criteria:**

- 1- The extent of the interconnection of the elements of designs
- 2- The extent of compatibility of color groups in designs
- 3- Clarity of balance in designs
- 4 - The effect of the aesthetic values of the Pharaonic scenes on the proposed designs



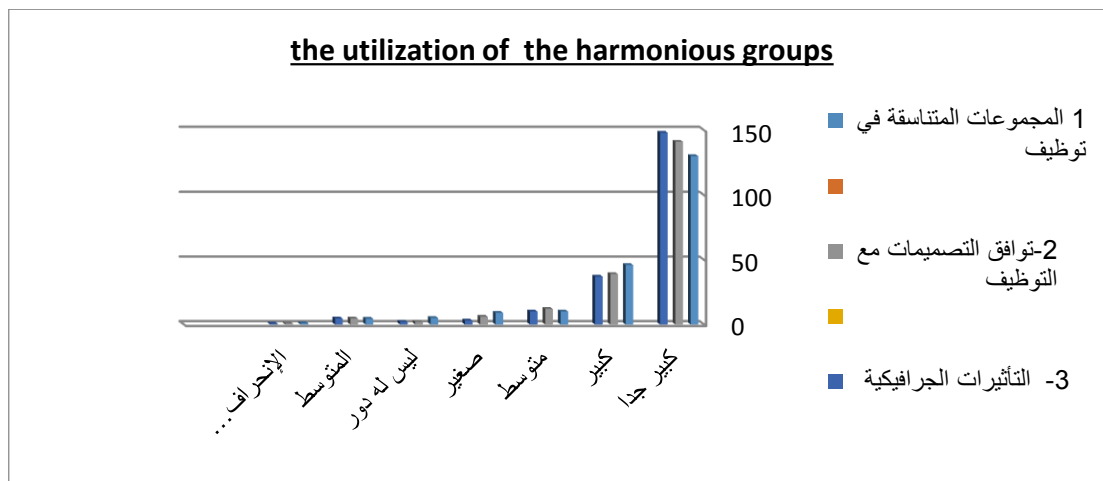
**The second axis: the visual content within designs, and includes the following criteria:**

- 1- The role of composition in creating a visual impact on the recipient
- 2- The diversity in using the sizes of shots taken in the designs
- 3- The extent of consistency of the design and composition frame rules



**The third axis: the utilization of the harmonious groups, and includes the following criteria**

- 1- Extent of benefit from the use of a harmonious group approach to employing designs
- 2- The designs are compatible with the proposed usage
- 3- Using graphic effects in designs



### Results:

- 1 - The ancient Egyptian art, with its illustrated scenes, is an important source for creating more designs suitable for harmonious printed hangings and furnishings collections.
- 2- The research showed the richness of the visual content in the photographed scenes and its effect on the recipient through the technical analytical study of selections from those scenes.
- 3- The research presented a set of design ideas with their employment models, using a computer that greatly contributes to enriching the innovative process.

### Recommendations:

- 1-The need to shed more light on the nature of the composition of the Pharaonic scenes and show their personal and spatial relationships with them for more understanding and analysis of this ancient art.
- 2-The need to pay attention to strengthening the field of textile printing design with the designs of harmonious groups, as it opens the way for more innovation and diversity in the employment of design color and formally.

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