Alexandria University
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Effect of designer style and personality on graphic design

A Thesis Presented By the Researcher

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It is difficult to discover the identity of the arts as soon as they see their output, but only those arts that are characterized by their originality, distinctive features and aesthetic style, which are evident in their features.

The style is a measure of status for the classification of arts and the study of art. This is because the technique is the product of the historical development of art.

Historians of culture and philosophers have considered the style to be a science created to distinguish one period in social history from another, provided that these periods contain visually coherent works of art that can be distinguished from works of earlier periods. It is a way to understand the relations between the technical schools and through it show the personality of the artist who is a distinctive stamp.

When digital technology emerges, it changes the map of human existence at all levels. Technology is related to the various aspects of life associated with human activity, including art, because the tools provided by technology are the tools through which we think. Technology advances the art of design, From the stereotype to creativity, has contributed to the emergence of new formulations of graphic design.

Graphic design is one of the most important means of visual communication. The success of the design and its distinction depends on several factors, the most important of which is the designer style and its unique artistic character, which is reflected in the design, and is a clear imprint of the creative designer.

From this standpoint, the research consists of four chapters, starting with the first chapter which is (the general framework of the research) and includes an introduction illustrating the importance of research, which is the important role played by the designer style and personality in the success of graphic design and excellence and reflection on the recipient, especially with the development of the process of graphic design and widespread in various fields.

The introduction to the objectives of this study are:

• Try to understand the factors that affect the composition of the technical character of the designer and its impact on the technique

• Highlight the impact of the style and personality of the designer on the excellence and success of graphic design.

• Explain the importance of the visual and cultural identity of the designer and its impact on graphic design

The research then moves to the second chapter, entitled (style and personality of the graphic designer) and deals with the study of the historical development of the style, the concept of style when philosophers, critics and artists, and study the types of style (time style, individual style, and collective style), and study the artistic personality, and the cultural identity of the designer and its effects on Artistic designer style.

The third chapter, entitled (designer style and effect of creativity and technology) on the study of creative thinking in the design, and the study of creative personality, and then moves to fiction and its effects on the style of the designer

In addition to the study of technology and technological innovation and the impact on design and designer.

The fourth chapter, entitled (Graphic visual identity Techniques), presents the different styles of schools related to the art related to graphic art, from Victorian art to the end of the Bauhaus movement, and deals with the study of the design process and the features and skills to be available in a successful graphic designer and ends with an analysis of some of the work of graphic artists.