



## **Project (1): Environmental Graphic Design's Role in Way Finding for Faculty of Arts and Design, Pharos University**

### **Participated Students:**

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### **Supervised by:**

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### **Project summary:**

Since the dawn of history , Man was interested in expressing his feelings , reactions and what goes on his mind for creations in order to reach icons that can work on making a contact between him and the members of his community either in direct or indirect signs that serves as a necessity of life

The sign in semiology doesn't work on the definition or increasing the knowledge of the of the sign only but its main function is representing what the community have of aspects In terms of going out of the cycle of natural physical presence to what constitutes the essence of the moral presence in the life through codes used almost simulates a real fact of the link between the signifier and the signified at all levels in terms of age, culture or between different people

And as far as the importance of signs in our lives, a new science appears that can regulates and examines those signs which is Environmental Graphic Design

This field is neither considered as a science nor art , but also includes duplex through a combination of creative effects executing logical study carries with it the technology and how to work To find visual forms (signs)focusing on communication and aesthetics to the recipient of the modern era of environments , whether open or closed diverse and different in functions such as shopping centers , museums , hospitals , airports stadiums , parks , roads with theirs different types , buildings and educational institutions (schools and universities)



And then when the graphic structure is in direct contact with the civil society and aims to create a climate in line with the culture and the nature of the community this is called a environmental graphic so in case of non- availability of the necessary design measures and Graphic configuration by those who support it will turn into the environment and the lives of citizens to a place no longer capable to be afforded.

### **The Research's Problem**

The lack of signage system within its diverse sorts in Pharos University based on an intensive academic study that enables direct interaction with users whether from outside or inside the University in an effective manner.

### **The Research's Significance**

The graphic design in well considered as a sort of social awareness, and human behavior, reflecting reality in an aesthetic and artistic image

Semiotics can be considered as a contemporary form of a visual framework that can be studied through a summarized visual form that affects the audience's mental and emotional perception through a number of diverse domains and human activities, particularly the signage domain

### **The Research's Objectives**

Reaching a visual language- within a graphical organization- that enables its users inside the campus to directly orient and find their ways for their requirements with no need for inquiring information, through sign systems and maps on highly academic standards.

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