

Methodology Determinants and Mechanism for Image of Interior Design Projects.

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Abstract:

The world of Image is a fertile, multidimensional world, with a variety of fields, which includes many aspects, as well as many negative aspects. As I have now become the most important media and advertising in the world, as it occupies most of our councils, there is almost no empty house, shop, restaurant, whether they are of a personal, artistic or public nature unless the display screen was the first His assets, which makes her the guest who accompanies us almost everywhere. At the same time, we sit and listen to it while we are powerless, affected by what it serves us, whether directly or indirectly. For this, the research problem boils down to the lack of a clear methodology that can be used to understand the mechanism of the recipient's perception of the artwork, especially the interior design when viewed, analyzed and tasted. And the research aims to define a clear methodology that can be used to understand the mechanism of the recipient's perception of the optical image that he watches, analyzes, and tastes through it the artwork, especially the interior design. The research will address the study and analysis of the factors affecting visual perception of the content of optical images, and then clarify the concept of perception in detail, and address the physiological aspect and the semantic signs on which the perception and perception of the optical image depends, in addition to a review of the most important psychological theories in the field of visual perception and image understanding Optical, as well as clarify the mechanism of the eye's vision of the image physiologically, and its awareness of the different bodies and shapes and how they understand the semiotic implications of the optical image to help communicate the design ideas that the interior designer wants to the recipient. One of the most important findings of the research is that it is necessary for researchers in the field of the optical image, especially (interior designers) to understand the cultural codes included in them, so that they reflect the features of the local cultural identity and the design entities required, otherwise the contradictory codes that can be mistakenly understood from the optical image can lead To a modification or change in the behavior of recipients according to their awareness of the new codes and contents are wrong, and thus the message of the interior designer does not reach the recipient as required, which also affects his awareness of the designs he sees through the optical images presented by the interior designer.

Keywords

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