

The Role of Visual Discourse in Promoting Green Design and Sustainability Concepts through Image Analysis in Contemporary Environmental Campaigns

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Abstract:

This research aims to explore the role of visual discourse in promoting concepts of green design and sustainability by analyzing the content of environmental images published within the official campaigns of the Egyptian Ministry of Environment on its Facebook page, during the period from December 1, 2024, to January 1, 2025. The study adopted the semiotic method based on Roland Barthes' model to analyze visual and cultural signs and connotations, employing tools such as semiological analysis and non-participant observation to monitor audience engagement. A purposive sample consisting of 13 images was selected, representing the most interactive and widely engaged visuals, in order to investigate the most influential visual elements and their role in constructing an effective environmental visual discourse. The analysis focused on indicators such as color schemes, symbols, visual composition, and accompanying text, examining the three levels of meaning: denotative (literal), connotative (symbolic), and mythological (ideological). Findings revealed that images relying on natural symbols—such as trees, water, and the color green—enhanced messages related to sustainability. Meanwhile, visuals that included human representation, particularly of children and field workers, achieved significantly higher levels of public engagement. However, a uniform visual pattern was observed across some campaigns, which occasionally weakened the attractiveness and renewal of the message. The study concluded with several recommendations, most notably: the need to diversify visual designs, incorporate local cultural symbols, enhance realistic human representation in images, and utilize modern visual tools such as infographics and interactive graphics. These measures would help ensure a more effective environmental visual discourse capable of achieving broader awareness and sustainability goals.

Paper History:

Paper received May 04, 2025, Accepted July 13, 2025, Published on line September 1, 2025

Keywords:

Visual Discourse, Green Design, Sustainability, Contemporary Environmental Campaigns

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CITATION	Rania El-Baz (2025), The Role of Visual Discourse in Promoting Green Design and Sustainability Concepts through Image Analysis in Contemporary Environmental Campaigns, International Design Journal, Vol. 15 No. 4, (September 2025) pp 377-394
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