

The Positive Impact of using Visual Effects in Commercial Space Design

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:Abstract

Societies have lived since the beginning of the last century a state of rapid technical development Reflected on the design a number of modern achievements and trends that measure the extent of civilization for a nation without others, and when the sense of sight plays a great role in seeing and realizing the determinants of interior design, through recognition On shapes, colors, and design materials, this sense had a share in being affected by technological progress through the emergence of many modern visual effects that resulted in new conceptual concepts that had a profound impact in bringing about a comprehensive change in the content of design thought, so visual effects are everything that surrounds man and works on Attracting his attention through visual perception, and these effects work to deliver a message to the recipient in a direct visual or indirect manner depending on what is known as optical illusion "illusion", and with the technical advancement appeared types of virtual visual effects such as "Holographic" and optical projection on surfaces "Video Projection" Mapping "is a virtual implicit design made on the inner and outer surfaces. And visual effects is one of the recent trends that have aroused the interest of many disciplines and the current study is one of those disciplines that examines the positive impact of the use of visual effects in the design of commercial spaces, which is one of the challenges faced by the interior designer. Dealing with a large societal segment requires the designer to create a design work characterized by With the flexibility to achieve the attraction and approval of the majority of customers, this challenge also doubles while dealing with small space commercial spaces, which have become a dominant feature in our Arab society, where it arose from a wave of high prices. And high prices, and creativity in the design process has not only depended on achieving the job and beauty, but also depends directly on the extent of the designer's familiarity with modern design trends and their application in a realistic manner, and the use of visual effects with its various techniques includes "optical deception ... hologram ... Optical projection Interactive screens "to control small-space commercial spaces is one of the design trends that relied on modern scientific data" such as kinesiology, optics, and results of Gestalt theory "to achieve innovative design visions, and this study aims to reveal the effective role The visual effects attract attention and narrow the small commercial spaces. The research concluded that some designs were produced as a result of the use of these visual effects, which contribute to enriching the internal space of shops with various designs.

Keywords:

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Holography
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Commercial space

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