

Functional and Expressive Indications of Commercial Mark

This research is devoted for studying the functional and expressive significances in structure of Commercial Mark's Design, because it self has a complementary structure from the significant side.

Regarding this notion, Commercial Mark considered as eloquent visual language, challenging the graphic designer's skills, guides the whole design process, and illuminates the approach to be developed in this most sensitive area of design. The making of a new Commercial Mark, is considered a creative accomplishment, requiring the coincidence between the structure form of Commercial Mark and its concept, in addition to concentrating on the functional and expressive significances.

The Commercial Mark is a visual summary of the institution's identity; has become the vehicle for expressing the philosophy and position of the institution, become not just means of identification -like flag but also means communication. so, the design of Commercial Mark, which generation ago was simply about finding a neat visual solution to name, the design of Commercial Mark was simply about finding a clear visual solution to a name. is today is a much more complex process, which feeds back into the internal culture of a corporation and outwards into the market's perception of its activates and efforts. So, the Commercial Marks should become inseparable from the concepts of branding and corporate identity, and can be subsumed into a wider concept of corporate culture.

The research consists of preface and five chapters, starting with a scheme, explains the author's main idea of the problem and its targets. In his first chapter, the author establishes theoretical rules for the design structure of the Commercial Mark, in addition to its functional and expressive significances. In the second chapter; he explains the structural system of the Commercial Mark focusing on the visual perception of its main elements.

By the means theoretical rules, the author, in third chapter, was able to asset a number of affective procedures to analyze the involved chosen samples in the study account 23 Commercial Marks, considering the Commercial Mark, along the way as a unit of communication. In the light of this process, the author has designed a diagram to clarify his points and demonstrations.

The fourth chapter includes the results and recommendations of the study. And we can see in the fifth chapter this research how the researcher presents 20 samples of his work for discussion. After that we can find the Arabic and foreign resources, the abstract of the study, in both Arabic and English, it also contains a list of continents.

We have to mention that the 40 Commercial Marks of the author's work will be exhibit at the Fine Art College Gallery in full color prints.