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## Summary

The research of visual globalization in graphic design and multimedia starts from different starting points to study the relationship between the detachments of globalization and what it contains cognitive theories in the various fields of art and humanity, and between the arts in its various forms, and its relationship to technological development occurring in the world in the later years, and study the terms of knowledge globalization and dismantling to reach To know its role in graphic design and multimedia; To adopt cognitive terminology in line with the requirements of contemporary reality and its developments in the cognitive, technical and technical field, the research definition of procedural globalization has been accomplished in the research as the most important cognitive output from the outputs of this thesis.

The procedural definition of research was addressed and its foundations, requirements, and reflection on art, designer, and recipient were examined through the three chapters to which the research was divided. These chapters came as follows:

The first chapter, entitled "The emergence of visual globalization and the historical development of the use of contemporary graphic treatments" came to discuss the idea of globalization in terms of its definition, origin, and history, and highlighted the views presented on the meanings of globalization and its relationship to historical fluctuations, then studying technological developments that occurred in the current era and their impact on artwork in a way General and design in particular, and this produced a procedural definition of a term that is considered to be entirely novel, resulting from this survey, which is "visual globalization."

Then the research discussed in the first chapter the impact of contemporary philosophical theories represented in post-modernism on technical schools and their development and touched upon a detailed study of this effect in French, German and American schools.

The second chapter, entitled "Aesthetic and Functional Values of Visual

Globalization in the Use of Computer as a Technology Mediator in Graphic Design and Multimedia” came to talk in detail about the computer and its effect on art, so he focused on a detailed study of the meanings of computers, graphic design and multimedia, and a study on the impact of computers on graphic design and the emergence of art Digital, its evolution, its divisions and its impact on graphic design, and touched on the development of digital art explaining the emergence of fixed digital art, mobile digital art and reality simulation arts, the dimensions of each and its impact on the designer and graphic design.

The third section, entitled “The Psychological Visual Globalization Effect of Graphic and Multimedia Design on the Recipient”, focused in the first apartment on the most important factors of reception and types of recipients, and the role of visual perception in creating a different artistic taste for the recipient according to his knowledge, knowledge, participation, and interaction with the design process, with a focus on preserving Cultural identity through local heritage, while the second part of Chapter Three focused on the researcher's experience and research samples.

The research appended a conclusion that included the most important results and recommendations that emerged from the research.