

Plastic and Expressionism Values in Decor Television Scene and Their Impact on The Recipient¹

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Abstract

The objective of this study is to identify and clarify the values of expression in art and decor television scene in terms of definition, components and elements. It takes account those values and determinants when It takes relieved by television design engineers. The paper estimates values and expression of the plastic fitting in order to achieve the desired aesthetic values. For decoration in television scenes the work of art applies all the foundations and rules of substantive work taking into account the advantage of other arts for the additional values as illustrated by the study. The study aims to clarify the extent of the impact of aesthetic and expressive values of the decoration on the television audience.

¹ For the paper in Arabic see pages (621-651).

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