

**The modern directions regarding graphic design and their impact on the  
Jordanian art**

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**Abstract**

This study aimed to demonstrate the impact of Jordanian art on modern trends in graphic design, and to find out how the Jordanian artist sees the impact of modern trends in graphic design on Jordanian art, and to clarify the relationship between graphic design and plastic art according to the opinion of the Jordanian artist, as this study answers important questions, including: Has Jordanian art been affected by modern trends in graphic design? How does the Jordanian artist see the impact of modern trends in graphic design on Jordanian art? Is there a relationship between graphic design and fine art, according to the Jordanian artist's opinion? The researcher adopted the descriptive analytical approach, and the researcher conducted personal interviews with a group of visual artists and designers with great experience in their field, criticized and analyzed large works of art, and conducted practical applications for the researcher that combine modern trends in graphic design and fine art.

The thesis contained four chapters, where the first chapter contains the general framework of the study, the second chapter contains the theoretical framework and includes the study of graphic design, knowledge of modern trends in graphic design and contemporary fine art, and the study of previous studies. The third chapter contains the research methodology and methods, as it includes the field applications that have been carried out, It includes personal interviews and criticism of works of art, as well as a practical application carried out by the researcher to combine modern trends in graphic design and fine art, The researcher worked on a practical experience by drawing artistic paintings and they were analyzed, The fourth and final chapter contains the results, recommendations, references, appendices, and a summary in English.

The study concluded that the application of modern trends in graphic design tended to be more moderate by designers and artists in their design and artistic work, The study also indicates that there are a number of artists who exclude the application of modern trends in design due to their fear of using them incorrectly, It also confirmed that The connection between graphic design and fine art lies in the challenges that can be faced when trying to unify elements and concepts between the two fields.