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Florida Atlantic University

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To show the differences and similarities in Iranian and American culture through the graphic design

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This thesis project will explore the role of visual design in the interaction of two different cultures from two extremely different countries: Iran and the United States of America. Each has a particular political relation to each other in history. I want to explore design's role comparatively in illustrating and displaying the visual cultural subjects of both countries, their communication, and how the two cultures impact each other. Some of the effects on culture are integrated with technology and tradition too. Particularly tradition, which is part of the root of one's culture, slowly becomes obsolete due to turning into technology and becoming modern. So sometimes we encounter with exchanging or replacing cultures. Moreover, since social culture and personal culture play a crucial role in personal identity, assimilating with a different society brings about various identities too. In my opinion immigrant people such as myself, as an international student from Iran, are a good example to represent the clash and combination of two cultures and how one adapts and work in accord these cultures. The overall intent of this project is to utilize graphic design to design of series of seven to ten objects as a product packages or consumer artifacts along with advertisement based on visualizing the communication and interaction of these specific countries' culture. It will demonstrate similarities and differences through visual comparison, collation, and confronting of cultural and social elements through the visual language and the tools of design.