The implications of the design structure in the emblems of the al-Abbas's (p) holy shrine.

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- **Abstract:** The current research was concerned with studying the connotations of the design structure in the emblems of the al-Abbas's (p) holy shrine, considering that the logo is an indicative sign whose design structure is characterized by aesthetic and semantic dimensions that seek to achieve communication and continuity. This research included four chapters. The first chapter is devoted to clarifying the research problem, which has been presented and summarized in the possibility of answering the following question: What are the implications of the design structure in the slogans of the al-Abbas's (p) holy shrine? And passing through the research and the need for it, the aim of the research comes in: Identifying the connotations of the design structure in the emblems of the al-Abbas's (p) holy shrine, and this chapter included the limits of the research by studying the significance of the emblems of the al-Abbasid shrine for the Nelson (1990). The second chapter is devoted to the theoretical framework and previous studies. The theoretical framework included three sections, the first of which was concerned with investigating the concept of significance in artistic criticism. The second topic dealt with the concept of structure, then the structural structure, as well as the design structure, in addition to the elements and foundations of design. As for the third topic, it sheds light on the concept of the logo, in addition to the factors that affect the design of the logo structure, as well as the logo systems. As for the third chapter, it included conducting the research through which the research community was identified, which consisted of (14) slogans. The third chapter also included the research community analysis tool, defining the research method, which is the descriptive approach and the method of content analysis. And then analyze the research community consisting of (14) models of the logo. The researcher used repetition as a unit to calculate the number of times each element of the structure of the artistic formation of logo models appears and its implications. While the fourth chapter is devoted to reviewing the results, conclusions, recommendations and suggestions. The researcher reviewed the results of the goal after calculating its percentage. This was followed by recommendations and suggestions, as well as a list of sources, references and appendices of the research. In addition, the design of the logo is linked to a number of factors, including the political, social, cultural and religious factor. These factors are of great importance as an idea in the design of the logo, as a result of the great importance witnessed by the holy shrines as they constitute cognitive and spiritual factors in their intellectual system. Therefore, the

researcher believes that it is necessary to shed light on the connotations of the design structure in the slogans of the al-Abbas's (p) Holy Shrine. In light of the foregoing, the researcher identifies the problem of her study by asking the following question: What are the implications of the design structure of the emblems of the departments of the General Secretariat at the al-Abbas's (p) Holy Shrine?