

من خط المخطوط لتايوجرافي المخطوط
استخدام علم التايوجرافي في تصميم هوية مرئية لمكة المكرمة بداية بابتكار ابداعية
كتايبية للحرم المكي الشريف

" From the Manuscript Line to the Typography of the manuscript
The use of typography in the design of a visual identity of Mecca beginning
with the creation of a written alphabet of the Holy Mosque of Mecca

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Abstract:

The Arab and Islamic identity remains at the forefront of what our societies in general, and our scientific research in particular, seek to fortify, support its constituents, consolidate its membership, protect it from distortion, and protect it from weakness

Our Arab culture is one of the richest cultures in the world, and its richness is reflected in the integration of its elements, which include the following: beliefs that focused on the Islamic faith, the values that regulate social life, the cognitive elements that regulate identity, and the symbolic elements based on language and its alphabets

And the emergence of new branches and classifications of science, arts and human and natural knowledge, the emergence of a set of values and global alphabets in exchange for local values and the growing spread of languages in comparison to the Arabic language, and the emergence of patterns of communication between human structures and the emergence of new lifestyles at night and day ... On our Arab identity variables and challenges have thrown their weight on our Arab societies

The present study is based on the exploitation of contemporary media through one of its main pillars now, namely the design of the visual identity of the Taibografi, in order to support the cultural identity of the Makkah Mosque through its installation and deepening

Where the development of an innovative Arabic alphabet for the Haram al-Makki Sharif using the Taibografy science of both static and moving, a science of building a linear network of the Arabic and Latin characters used inside the Holy Mosque, which is a permanent symbol of our Arab and Islamic identity, and because of its impact and great magnificence in the hearts of Muslims globally and Arab, Through the study of all the current alphabets inside and outside the Holy Mosque of Mecca, as well as studying the types of lines in the manuscripts inside the library of the Holy Mosque of Mecca

The researcher then presents the results, recommendations and references