

Expressional Typography between word and image in contemporary design

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Introduction

The Arabic letter is the basis of the Arabic alphabet, including the units and symbols formality that performs its specific role in achieving the readability in the form of a blogging nature of the flow of nature as they communicate with each other in a single word to form a sentence or a meaning. Despite its role as an alphabet, the Arabic characters are considered as a form of art and voluntarily managed to create a dynamic rhythm which transformed the course of writing from the reality of blogging to the design reality, which gives the characters' certain characteristics and richness with artistic construction.

The image is the essence of the visual arts that has witnessed several artistic shifts in the modern era and had a significant impact in the creation of new concepts and therefore occupy an iconic place which occupies an important place in the classification of semantic marks in this era.

The German term *schriftbild* refers to the integration of typography with images or forms (the typography + image) and means the ability of the consumer to avoid the linguistic function of the typography and focus on the iconic form, and this leads away from the understanding of typography as a writing and is viewed as a design composition that shares all the typographic formations. They contain implicit concepts, but some are used to produce configurations that are more visual than others.

The research aims at investing Arabic writing as a communicative element to demonstrate its true value which appears in the ability of the written word as a visual element of design to express multiple meanings of humane and emotional values through the use of inductive and empirical approaches in the study of the concept of expressive typography in contemporary design and graphic elements. Typography as a visual icon is suitable to create the ability to the for the recipient to remember and how to create a state of symbolic sympathy or empathy reincarnation between the recipient and written writing.

The research has found that the Arabic writing goes beyond the cognitive role in the transmission of information to the emotional or expressive role, especially in the printed word as the printed word differs from the written and audible word in the lack of elements of sound and movement of other means.

Keywords

(Expressive Typography – Temporary Advertising – Gestalt Theory – pictograph)

The Research Problem

The research can be formulated in the following points:

1. Few specialized technical studies in the Arab library that study the concept of expressive typography in contemporary design.

2. How to take advantage of the Arab typography as a visual icon to create the ability for the recipient to remember and create a state of symbolic sympathy or emotional reincarnation between the recipient and the written writing?
3. What is the relationship between the visual effects of letters such as an optical icon, and the structural, semantic, and pragmatic properties of contemporary design?

The Research Objectives

- 1- Highlighting the ability of the written word as a visual element of the design to express multiple meanings of humane and emotional values as a visual icon, how to create a state of symbolic sympathy or emotional reincarnation between the recipient and the written writing, and creates the ability to remember within the recipient?
- 2- Study the relationship between each of the typography designer and the recipient with the design process through the basic properties of the sign.

The Research Hypotheses

1. Can Arabic writing go beyond the cognitive role in transmitting information to the emotional or expressive role?
2. Expressive typography can represent a visual icon in the design of a visual message in contemporary design.
3. Is there a relationship between both the typography designer and the recipient with the design process through the structural, semantic and pragmatic properties of contemporary design?

The Research Methodology

The research follows the inductive method and the experimental approach to ensure the validity of the research hypotheses.

Applied study

The applied study relied on - absolute expressive writing as well as expressive writing with photographs, illustrations, or special drawings. The results are sometimes crazy, sometimes artistic, and sometimes beautiful, but they are often different from the things we are used to and the applied study is divided into three studies:

The first applied study: includes 4 applied models represented in artistic works that represent the direction of expressive typography, and each plate is considered a separate expressive experience that is expressing a specific event in writing, contact, and images.

The second applied study: includes applied models that express different cities or countries of the world through the word which is represented in the name of the country or city combined with the most famous features or industry characterizing it. The study aims to find a relationship between the read word and the word picture.

The third applied study: includes applied models that express a group of characteristics, depend on the benefit and emphasize the different lines in terms of thickness, colour, elongation, flexibility and sharpness.

The first applied study

comment	The application model
<p>Job specifications: 50 x 70 plate - zinc engraving - with free typography on paper with pens.</p> <p>Theorizing: The painting talks about the Arab identity of Jerusalem through:</p> <ul style="list-style-type: none"> - A small rectangle engraved on zinc, and the idea of the right to return in the form of a key that is graphically treated through the circle and within it there is a set of letters representing memories through a simple person drawn in black, sitting, meditating and symbolizing despair. In front of him a standing person drawn in white, symbolizing optimism and hope through his standing as an expression on the triumph of hope, because it is on the side of truth. <p>The poem of Jerusalem by Nizar Qabani: I cried .. until the tears ended ... I prayed ... until the candles melted. I knelt ... until the kneeling of the kneelers ... I asked about Muhammad, about you and Jesus. Oh Jerusalem, a city whose prophets smell ... the shortest paths between the earth and sky. Jerusalem, lighthouse of the law ... oh a beautiful child who burns fingers. Sad eyes, O city of virgin.. an oasis of shade passed by the Messenger. Sad street stones ... sad mosque minarets. Jerusalem, O beautiful, wrapped in black. Who ring the bells in the Church of the Holy Sepulchre? On the morning of Sunday, who holds games for boys? On Christmas Eve! Jerusalem, O city of sorrows ... O big tear roaming the eyelids. Who will stop the aggression? You, pearl of religions ... who washes blood on the wall stones?</p>	

Who saves the Bible? Who saves the Qur'an? Who saved Christ? Who killed Christ?

Who saves a person? .. Jerusalem ..

O my city .. oh Jerusalem .. my love.

- The whole poem is divided into lines in length in the form of bars, part of it in the form of half circles and part in horizontal lines as an expression of rupture and dispersion of the concept of the Palestinian cause. The writing came in a bold white colour on the black paper as an evidence of the right in the dark.

The writing varies between white, silver, - golden, and grey, we notice the boldness of the line and grace in the thousand and its word tomorrow. tomorrow it came alone in one line to signify hope without limits.

Job specifications: 50 x 70 plate - Charcoal and acrylic on paper - with free typography with pens on paper.

Theorizing: The painting expresses a poem of love and fiery. The love that is said to belong to Antara Bin Shaddad.

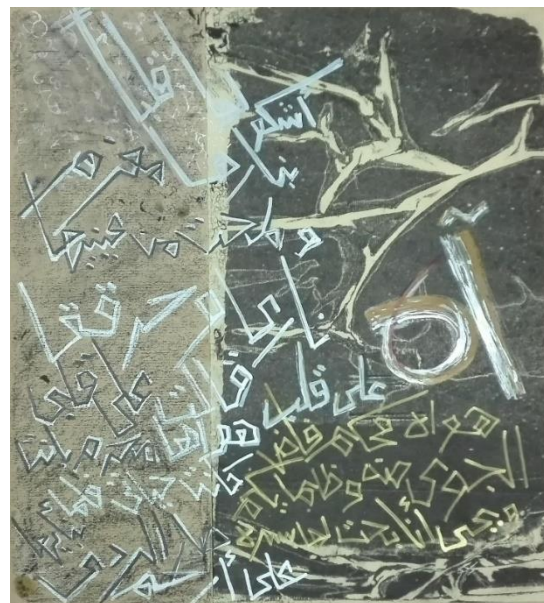
The poem says, uh, on the heart of his tight desires .. The air overflowed from him and unjustly kept silent .. And alive, I purely for her in secret .. I complain to her with a heart with a fond fire .. She glimpsed from her eyes fire and my heart.

She said that my love is forbidden in my heart ... It was my life, and when I took her mind ... the response became uh, the most merciful.

The poem expresses the poet's passion in his desperate love condemned by injustice and distance, and the expression appears in:




The divided background that expresses the poet's psychological conflict with the fragments in the black background.

-The writing represented by the word "ah" is large and clear to express the suffering of the poet, and the colours of the writing vary to express the psychological disorder that

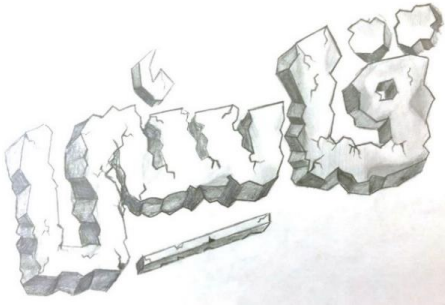
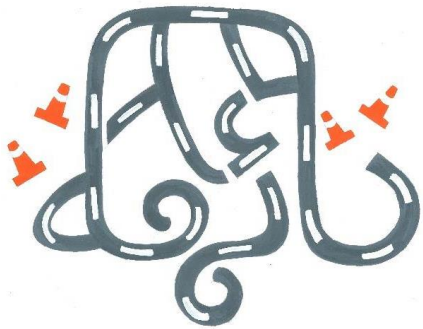


<p>the poet suffers from being departed with his girlfriend and describing his condition without her.</p> <p>The left-angled writings indicate the instability and slander of the poet.</p>	
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The second applied study

comment	The application model
<p>Job specifications: Computer using photoshop</p> <p>Theorizing: The state of Thailand and what is famous for it from palm trees, coconuts, and flowers. The writing of the name of the state relied on combining the visual elements expressing the nature of the state in the core of the writing while preserving the readability of the word and the use of coconut wood texture is evident in the word and confirmation through the white color of the heart Coconut, as if the word anthropomorphic .. The fruit of the coconut is visible in the points completely once and half again, llam thousand in the form of a coconut palm.</p>	
<p>Job specifications: Computer using Photoshop.</p> <p>Theorization: The state of China, which is famous for the winged dragon, and its book. The Name of the State adopted the combination of the visual elements expressing the nature of the state, while preserving the readability of the word, the use of the shape, the colour, and texture of the dragon, which is evident in the word and the confirmation through the red colour.</p>	
<p>Work specifications: drawing on paper in wooden colors.</p> <p>Theorization: The State of Japan, which is famous for the plants and trees of pink sakura, and its book The Name of the State adopted a combination of visual elements expressing the nature of the state, which is represented in the construction expressing its Japanese Shinto religion, Itsukushima gate, while preserving the readability of the word.</p>	

The third applied study

comment	The application model
<p>Job specifications: Drawing on paper.</p> <p>Theorization: The characteristic of cruelty and its related meanings of intensity, and estrangement. The characteristic of the adjective relied on expressing the emotions and feelings expressed by the word in lines, only to build the structural structure of the word only without visual elements, while maintaining the readability of the word, the use of winding lines in a form that expresses rocks with its cracks, besides the use of shade and light to confirm the meaning, and the use of grey colour with its various shades was the expression of the absence of feelings, the condition of breaking came under the letter Seine to emphasize reading and also as a symbol of the stick and its cruelty.</p>	
<p>Job specifications: Computer using Photoshop</p> <p>Theorization: a lost word and its associated meanings of confusion, a sense of confusion and loss of way. His word relied on the use of the shape of the maze and the use of winding lines in the composition of the construction. The land of the road with its white lines only, and the visual elements were limited to using traffic cones as points of the word that came scattered in an expression of the lack of clarity of the road.</p>	

Research results

The applied study relied on - absolute expressive writing and expressive writing with photographs, illustrations, or special drawings. The researcher found:

1. In designing a typography, the designer needs to study structural properties, syntactic meaning, semantic properties, and Pragmatic properties.
2. The recipient begins his relationship with the design of the topography with the truth in front of him, which is represented in the design, trying to fully realize it and then analyse it visually, i.e. it begins with studying the properties of the Pragmatic of the design and being fully aware of it, then studying the semantic properties associated with communicating a specific meaning and the nature of this stage depends on culture and optical experience of the recipient, then studying the structural properties in design, which are related to the specialized view by the specialized recipient.

3. Topography represents an important element of design that can go beyond its linguistic role and provide a visual form or expression and represent a line, feeling, or shape that achieves an emotional response.
4. Arabic writing can go beyond the cognitive role in transferring information to the emotional role or the expressive role so that its images can come with abstract concepts and can be transformed into material forms conveying the meaning through.
 - Absolute expressive writing by changing the font type to support a concept or position. Sometimes the size and shape of letters have a direct impact on the meaning of words, as well as expressive writing with photographs, illustrations, or special graphics.
 - Expressive writing with photographs, illustrations, or special drawings.

Research Recommendations

1. The importance of research in the concept of modern typography to achieve uniqueness in advertising design.
2. The necessity of guiding students and scholars of advertising specialization and training them in designing expressive typography at all levels, such as a separate expressive experience expressing a specific event in writing, contact, and images, or a relationship between the written word and the picture word or lines in terms of thickness, colour, elongation, flexibility, and sharpness.
3. The necessity of developing the creative intellect of the designer to devise creative ideas that employ expressive typography to suit the mental energy of the contemporary recipient.
4. The necessity of conducting more experimental studies to research the emotional or expressive role of Arabic writing.

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