

Benefiting structural anatomy of Latin writing in deriving synonym design in Arabic writing

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Abstract

Arabic-calligraphy faces many contemporary and emerging problems. one of these is the presence of incoherence between forms of Arabic and Latin-writings in advertising-messages that combine them because the weak relationship between anatomical-structure of chosen Arabic-fonts and Latin-fonts, and also huge numbers of Latin-fonts for computer in exchange for fewer Arabic-fonts that suit, fit them in terms of anatomical-quality and structure.

Typography is important in advertising-messages and can embody the final vision of design in its form/method of employing through the forms/types of letters. And because teaching is a professional-activity with a methodology and predetermined steps to achieve learning-outcomes Targeted by practical-application, The researcher noted during teaching typography for students of first-grade at advertising-department and digital-advertising-design program that the student lacks knowledge and skills that enables him to design Arabic-alphabet which corresponds to a Latin-alphabet used in advertising, and he needs to study advanced-concepts that are related to the typography contemporary-meaning. Here came the idea of research to study the relationship between the structure of the Latin-letter compared to the Arabic's and benefit from the common anatomical-parts in Creating an integrated Arabic-alphabet design which compatible with Latin-alphabet and can be used in the advertising-message.

Research aims to create a design-experiment based on master-learning teaching-strategy to achieve learning-outcomes for students in designing Arabic-alphabet that relies on Latin-alphabet and it's structural-anatomy through studying relationship between anatomy of both. Research found that using the comparison between structural-anatomy of both alphabets helps students devise the main parts of letter-structure to create an Arabic-alphabet aligns with the Latin-alphabet, and contributes to achieving the learning-outcomes targeted.

Key Words

(structural anatomy of Arabic writing – structural anatomy of Latin writing – lettering anatomy)