Problems in Characterizing the Arabic Letter in Advertising Design
(Typography - calligraphy - lettering)

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Abstract

The advent of the digital age has contributed to the existence of a major problem in differentiating between the terms typography, calligraphy, and lettering. This problem is due to the possibility of using a computer in each of them separately, so it has become difficult for non-specialists in the field of typography to differentiate between these terms. For example, handwritten letters can be entered on a computer, refined, digitized, and converted into a font. That font looks like a font that was already created by hand. The lack of specialized Arabic studies that discuss this problem, motivated this research to study the intertwining and confusion between the related concepts in Characterizing the Arabic letter in ads design. This research represents the different functions of typography, calligraphy, and Arabic lettering according to the functional and aesthetic goals that the designer wants to achieve. The researcher dealt with the three terms by studying the concept, the historical emergence, the used tools, the work stages, and the most famous artists, leading to the study of the function of each of them in the design. The researcher found essential differences between the three terms, starting from the historical origin to function and use. The designer's knowledge of the terms associated with the Arabic letter helps him achieve the functional and aesthetic goals of the design.

Keywords

Arabic Letters, Typography, Calligraphy, Arabic Lettering