

Expressional Typography between word and image in contemporary design

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Abstract:

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 communicated with each other in a single word form a sentence or meaning, and despite its role as an alphabet, but the Arabic characters From the characteristics of art and voluntarily managed to create a dynamic rhythm and thus is transformed the course of writing from the reality of blogging to the design reality, which gives the characters characteristics and richness of artistic construction.

The image is the essence of the visual arts 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 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 viewed as a design composition and share 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 human 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. Suitable for typography as a visual icon to create the ability to remember the recipient 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 for other means.

Key Words

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