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

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Introduction

Arabic letters are considered a civilized legacy and a graphic miracle. If we follow the history of Arabic writing from its inception, we find that it develops a steady evolution in terms of shape, position, decoration, and Arabic calligraphy from inspiring living lines that accept adaptation and development due to its flexibility, the Arabic font has grown through calligraphers who dealt with various tools, and has been developed from the Nabataea script and the simple Kufic to the all complicated lines and details. Arabic calligraphy in its path has faced many contemporary and emerging problems in the world. Among the most prominent of these problems is the presence of incoherence between the forms of Arabic and Latin writings in advertising messages that combine Arabic and Latin because of the weak relationship between the anatomical structure of Arabic and Latin and the lack of interest in that. In the choice of writing, there are also huge numbers of Latin fonts on the computer in exchange for fewer Arabic fonts that suit and fit them in terms of anatomical quality and structural structure. Typography represents the main element in advertising messages, and it is possible to embody the final vision of design, depending on its shape, size, method of use, and the indicative indications it imposes through the forms and types of written letters.

Keywords:

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

Research Problem

The research problem can be formulated in the following points:

1. Lack of specialized technical studies in the Arab library that studies the relationship between the anatomy of Arabic writing and Latin writing.

2. The presence of inconsistencies between the forms of Arabic and Latin writing in advertising messages that combine Arabic and Latin.

3. The existence of knowledge and skill deficiencies of the student of the Department of Advertising in studying the anatomy of Arabic and Latin letters and benefiting from the mutual relations between them.

Research Objectives

1. Study the relationship between the anatomy of Arabic writing and Latin writing.

2. Devising an Arabic script based on the structural anatomy of the Latin script using the master learning teaching strategy to achieve a large amount of learning outcomes for all students.

3. Providing the student with the knowledge associated with drawing an Arabic script from a Latin script and achieving a great deal of learning outcomes for all students.

Research hypotheses

1- There is a relationship between anatomy and the structural structure of Arabic writing and Latin writing.

2- An Arabic script can be devised depending on the structural structure of the Latin script.

3- The student's study of the anatomy of the structural letters of the Arabic and Latin alphabet is considered an application of the master learning teaching strategy to achieve a large amount of learning outcomes for all students.

Research Methodology

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

Research Tools

The researcher applied the research idea to 50 students from his first band request in the Advertising Department of the Faculty of Applied Arts, Helwan University, **through the following:**

1- The design experiment aims to employ a master learning teaching strategy to design the Arabic alphabet that relies on the Latin alphabet so that the greatest amount of learning outcomes is achieved for all students. The scientific project and how to achieve it for the intended learning outcomes, determine the relative weights of these products, and prepare a measure for learners' performance to evaluate student outcomes.

2- Explain the student's theoretical framework within two weeks, then choose the student for one of the Latin fonts on the computer and study the structural and anatomical structure of that font, and design the Arabic font anatomically compatible with this alphabet with the help of the illustrator program.

3- Writing an advertisement in the Arabic calligraphy design and the Advertising Department in English, to measure the extent of achieving compatibility in design and to measure the extent to which the intended learning outcomes are achieved from the decision.

4- Design an evaluation form to estimate learners 'grades to verify the intended learning outcomes.

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, which includes 4 applied models represented in artistic works that represent the direction of expressive typography, and each plate is considered a separate expressive experience, 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 represented in the name of the country or city combined with the most famous features or industry characterized by it. The study aims to find a relationship between the read word and the pictured word.

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

The applied study:

Model 1

Model 2

Model 3

Model 4

Model 5

Euphorigenic pont 60

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r t u v w x y z

Model 6

Demonized 39

Advertising Design
تصميم الاعلان

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Research results

- The use of a comparison method between the structural anatomy of the Arabic and Latin alphabet helps the student to devise the main parts of the letter structure that help in creating an Arabic alphabet that aligns with the Latin alphabet and contributes to achieving better targeted learning outcomes.

2- The development of an anatomical structural structure for an Arabic alphabet based on the anatomical structure of a Latin alphabet contributes to:

- Providing the student with an Arabic alphabet design skill as well as the ability to find a successful correlation based on the structural anatomy of the letter.

- Providing the student with skills related to studying the typographic concepts associated with anatomy of letters and the relationships between writing and the ability to assess the suitability and compatibility between Arabic and non-rhetorical letters.

3- There is a relationship between anatomy and the structural structure of Arabic writing and Latin writing.

4- An Arabic script can be devised depending on the structural structure of the Latin script.

5- The student's study to dissect the structural letters of the Arabic and Latin alphabet is considered an application of the master learning teaching strategy to achieve a large amount of learning outcomes for all students.

Research Recommendations

1- The necessity of employing a master learning teaching strategy to achieve a large amount of learning outcomes for all students in design courses.

2- It is necessary to combine the calligrapher and the programmer to overcome the aesthetical problems related to the representation of the letter on the computer.

3- The necessity of directing students of advertising specialization in general and typography in particular to search for non-traditional ways to communicate knowledge related to writing design.

4- The necessity of developing the creative thought of the designer to invent creative ideas that are not traditional in a way that suits the mental energy of the contemporary recipient.

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