TITLE: The impact of Latin typeface on its rival Arabic typeface design

Name: Omran Mohamed Ahmed Hassan

Job title: Lecture in, Faculty of Arts, Minya University

ABSTRACT

The aim of this study is to identify the extent of the impact of the design of the Latin fonts on the design of Arabic fonts through modern applications design and for the Arabic fonts production and matchmaking Typography service for the companies and institutions, which now depend on the proliferation in the periphery of the Arab world to the trend toward delivering information through the identity of the company. The Latin and Arabic fonts are the most important typefaces, which are accredited and had been adopted by companies. The researcher focused in the study on the analysis of recent trends for Arabic fonts designers in reliance on Latin fonts to produce Arabic font typography, which is compatible with Latin font of the company. During the research process, the researcher found that this trend has resulted in new designs of the form of the character of modern Arab typeface. The researcher experience during the design of the Arab font of the Latino line will be the most important feature of the Arabic font within the visual interpretation of said font, and the Latin influence appearing through the design. The study sample was based on the Arabic fonts derived from the Latin fonts used in the institutions. The study concluded the possibility of the analysis of Latin fonts impact on the design of new Arabic fonts, and that was conducted by following the foundations on which was reached after research and experimentation throughout the study. The study indirectly gave clear indication that the use of graphic design software was much easier and offers a great effort in seizures of measurements and decency in the preliminary design phase taking into consideration the choice of the appropriate software while designing the characters. Generally, the researcher did not find a at the borders of the findings of the study, a further study opposes the results of this study, and after having considered previous studies relevant to the subject matter, and this might be attributed to the creativity of designing Arab fonts to help achieve positive results.

Keywords: The Arabic Typeface Design-The Latin Typeface Design - Nasekh Typeface –Graphic Design

I. INTRODUCTION

There is no doubt that the writing or portray the character is one of the clearest manifestations of optical communication, Since the image is of the character and significance, There is no doubt that visual contact caused by the writing is too early to man promoted, And to recognize the significance the letter and the word is the difference between science and ignorance, And a means to communicate the intellectual and linguistic, And typeface represents an important element of Aesthetically, And visible in the effects of the Arab and Islamic civilization It also represents an anchor irreplaceable in the field of optical communication, Making a lot of designers are paying printing lines of Arabic typeface great

interest, To take care of it and develop it according to the requirements of visual communication in publications, Computer programs have allowed considerable room for the designer to implement what he sees fit for his thoughts and feelings without complying, Arab and Crafts layout when he moved to the center layout retained the emerging form of handwriting and copies specifically line, Most forms of printing lines of modern Arabic letters take the forms of copying line and Kufic, Whatever the amount to modify the design of these letters, It will have at the end of that show is familiar can be easily identified when reading, But there is a new effects through design Arabic typefaces that are aligned with lines of Latin institutions with, With the technological development of the world is in dire need to design Arabic typefaces, Keep pace and vision of companies and individuals, Featuring characteristics and requirements of graphic design in the modern era.

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, This research deals with a set of questions:

- What is the impact of pairing Altibograveh in the design of printing lines?

- Fine and the most important technical and expressive features in the design of the Arab lines based on the Latin lines?

- What is the most important modern art trends when printing lines designers?

- What is the extent of adherence to technical and aesthetic standards in the design Arabic typefaces used in the corporate visual identity support?

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