The Role of Visual Connotations and Conceptual Metaphors in Enriching the Typography Design.

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Abstract:
The research revolves around how to take advantage of typography as one of the design elements in order to enrich the communicative and intellectual dimension of the design. The visual language is the basis for constructing the design, as the design process achieves its objectives according to laws related to visual perception. Taking into account both sides of understanding and perception is the essence of the design process. Connotation and metaphors are among the means that are used to enhance the processes of understanding and perception, and then achieve a better response by the recipient. In this paper, the researcher intends to differentiate between connotation and metaphors and to clarify the difference between them in typographical applications. A full understanding of typography applications will have a role in guiding the designer to choose the appropriate typographic characteristics through which the message is shown and communicated. The research revolves around how to take advantage of typography as one of the design elements in order to enrich the communicative and intellectual dimension of the design. The visual language is the basis for constructing the design, as the design process achieves its objectives according to laws related to visual perception. Taking into account both sides of understanding and perception is the essence of the design process. Allusions and metaphors are among the means that are used to enhance the processes of understanding and perception, and then achieve a better response by the recipient. In this paper, the researcher intends to differentiate between allusions and metaphors and to clarify the difference between them in typographical applications. A full understanding of typography applications will have a role in guiding the designer to choose the appropriate typographic characteristics through which the message is shown and communicated. The research problem is limited to controlling the concepts of typographic semantics, which have an impact on establishing meanings for the recipient, and the researcher seeks, through the inductive approach, to determine the characteristics of typographic metaphors, and connotations, and to clarify the difference between them. The importance of the research is that it deals with a precise topic in the specialization, which helps many researchers in the field of typography in particular and visual communication in general in controlling their scientific terms.

Keywords:
Typefaces, connotation, metaphor, semiotics.

References:
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