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Expressive Typography Design for Enhancing the Communicative Impact of Quranic Verses and Hadith

Heba Mohamed Mahmoud Fathy Abdelfatah
Department of Digital Media and Communication, Effat College of Humanities, Effat University, Jeddah, Saudi Arabia
Department of Advertising, Faculty of Applied Arts, Capital University (formerly Helwan University), Egypt, heabdelfatah@effatuniversity.edu.sa; HebaFathy@a-arts.helwan.edu.eg

Abstract

Expressive typography has become an influential approach in visual communication by enhancing both the aesthetic appeal and communicative qualities of text. However, its application to Islamic texts, particularly Quranic verses (Ayat) and Hadith, and its communicative effectiveness remain largely unexplored. This study aims to investigate how expressive typography design principles and stylistic treatments can be applied to enhance the communication of meanings in Quranic verses and Hadith, and examines their impact on readers' comprehension, engagement, memorability, and willingness to share the presented content. This study employed a mixed-methods approach, combining a descriptive analytical approach to examine expressive typography principles, stylistic treatments, and relevant design examples with the development of expressive typography designs and questionnaire-based evaluation to assess their effectiveness in communicating the meanings of selected Quranic verses and Hadith. The findings indicate that the effective application of expressive typography to Quranic verses and Hadith depends on adhering to fundamental typographic principles while employing appropriate stylistic treatments that reinforce meaning without compromising readability or the sanctity of the sacred texts. The results further demonstrate that expressive typography enhances readers' understanding, engagement, memorability, and willingness to share the presented content, highlighting its potential as an effective visual communication approach for Islamic texts. These findings provide practical guidance for designers and researchers seeking to apply expressive typography to sacred texts while maintaining their communicative effectiveness and religious integrity.

Keywords

Typography Design; Expressive Typography; Quranic Verses; Hadith; Visual Communication.

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Introduction:

Typography is a fundamental element of visual communication that extends beyond readability to shape how messages are perceived and understood. Expressive typography transforms written language into visually expressive compositions in which typographic form reinforces semantic and emotional meaning, thereby enhancing communication effectiveness. Consequently, expressive typography has been widely applied in visual communication to strengthen the impact of messages across various media.

Despite its extensive application in graphic design, advertising, branding, and other visual communication contexts, research on the use of expressive typography for communicating Quranic verses and Hadith remains limited. As sacred texts, Quranic verses and Hadith require visual presentation that preserves their sanctity, readability, and intended meaning. Although digital media provide new opportunities to present these texts through contemporary visual approaches, there is a need to establish design practices that enhance communication without compromising their religious integrity.

Therefore, this study investigates how expressive

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typography principles and stylistic treatments can be applied to enhance the communicative impact of Quranic verses and Hadith while maintaining their readability and sanctity. It proposes a framework that integrates expressive typography principles, stylistic treatments, and design considerations specific to sacred texts, and evaluates their influence on readers' meaning perception, comprehension, engagement, memorability, and willingness to share. The findings provide practical guidance for applying expressive typography to sacred texts while preserving their communicative effectiveness and religious integrity.

Research Problem:

- Q1. How can expressive typography design principles and stylistic treatments be applied to visually communicate the meanings of Quranic verses (Ayat) and Hadith?
- Q2. To what extent does expressive typography enhance the communicative impact of Quranic verses (Ayat) and Hadith?

Research Objective:

- To investigate how the principles of expressive typography and stylistic treatments can be applied to support the communication of Quranic verses and Hadith, and to examine the extent to which expressive typographic design influences audiences' meaning perception, comprehension, engagement, memorability, and willingness to share.

Research Hypothesis:

The application of expressive typography design principles and stylistic treatments significantly enhances the communicative impact of Quranic verses and Hadith by improving audiences' meaning perception, comprehension, engagement, memorability, and willingness to share the content.

Research Methodology:

This study adopted a mixed-methods approach, integrating qualitative analysis with quantitative evaluation to investigate the role of expressive typography in enhancing the communicative impact of Quranic verses and Hadith. The research was conducted in three stages:

- First, a literature review and descriptive-analytical examination of expressive typography principles, stylistic treatments, and relevant design examples were undertaken to establish a set of design considerations for applying expressive typography to Quranic verses and Hadith.
- Second, four expressive typography designs were created, and one representative design was selected as a case study for evaluation.
- Finally, questionnaire data were collected from participants to assess the communicative impact of the selected design in terms of meaning perception, comprehension, engagement, memorability, and willingness to share, and the data were statistically analysed to evaluate the proposed design approach.

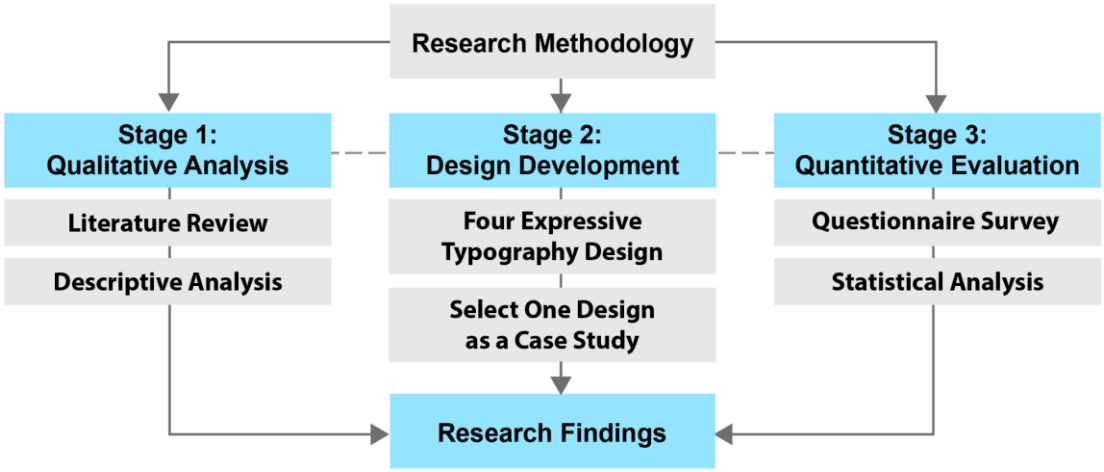


Figure (1). Research Methodology

Theoretical Framework

1. Expressive Typography Definition:

Expressive typography is an art form and design approach in which text becomes highly visual, transforming written language from abstract linguistic symbols into expressive pictorial forms that communicate meaning both visually and emotionally, thereby enhancing the communicative effectiveness and impact of the message. (Turgut, 2017), (Gamal El-Din, 2020). In the context of Quranic verses and Hadith, expressive typography can enhance the communicative impact of sacred texts by visually reinforcing their meanings and emotional resonance through carefully designed typographic compositions.

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2. Proposed Conceptual Framework for Expressive Typography of Quranic Verses and Hadith

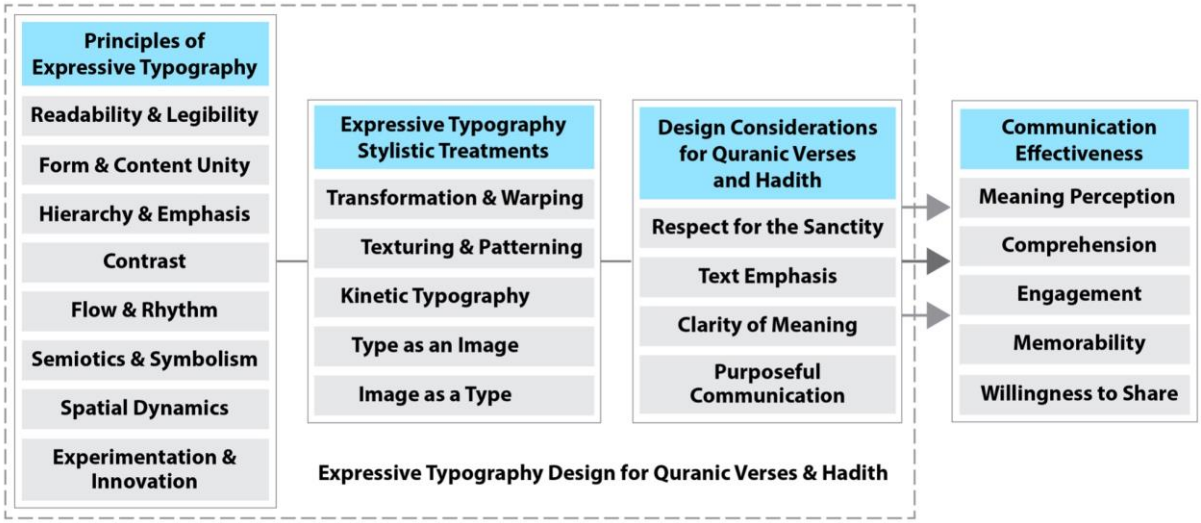


Figure 2. Conceptual framework of the proposed expressive typography design approach for enhancing the communication of Quranic verses and Hadith.

2. Principles of Expressive Typography

2.1. Readability and Legibility

Expressive typography should balance visual expression with clear communication (Carter, Day, & Meggs, 2012). This principle is particularly important when designing Quranic verses and Hadith, where preserving the clarity, accuracy, and sanctity of the sacred text is paramount. As illustrated in Figure 3, the selected verse is presented using an expressive typographic composition while maintaining a clear horizontal baseline that ensures readability. The final letter is extended horizontally to create a sense of visual continuity, symbolically reinforcing the verse's meaning by representing the supplication for Allah's guidance along the Straight Path. Thus, the typographic treatment enhances the communicative impact of the verse without compromising its legibility or textual integrity.



Figure 3. Arabic typographic composition of the verse “Guide us to the straight path” (Qur'an 1:6) (Mrghani, 2016)

2.2. Form Follows Meaning

Typography should visually reflect the tone, emotion, or concept of the message (Lupton, 2010). For example, in the case of Quranic verses, the visual style can support the message of the verse—for example, verses of promise and mercy may be expressed with soft, flowing forms, while verses of warning may use stronger, more structured lettering. In the following design (Figure 4), the letterforms are soft and flowing, visually expressing the blessings and grace of Allah conveyed in the verse.



Figure 4. Arabic typographic composition of the verse "And indeed We conferred a favour on you another time" (Qur'an 20:37). (Waleedabudouh, 2024)

2.3. Form and Content Unity

Expressive typography unifies visual form and textual content so that the design itself communicates meaning. When the shape, composition, and style of the letterforms reflect the message, typography becomes a cohesive visual expression of the text rather than merely a vehicle for it (Lupton, 2010). For example, in (Figure 5), we can notice that the Arabic word "**تعجب**" (astonishment) is designed in a way where the letterforms visually convey the feeling of surprise to the viewer. The letter (**ب**) is shaped like an exclamation mark (!), creating a visual emphasis. This design choice establishes unity between the content or meaning of the word and its visual form, which makes the design of the word highly expressive of its meaning.



Figure 5. Example of Form and Content Unity in Expressive Typography (Maghraby, 2017).

In Figure 6, the Qur'anic verse "Say, 'He is Allah, [who is] One." (Qur'an 112:1) is designed using geometric Kufic, where the composition forms the shape of the number (1) to symbolize the oneness of Allah. The design highlights the unity between the visual form and the content and meaning of the Qur'anic verse.



Figure 6. Geometric Kufic composition of the Qur'anic verse "Say, 'He is Allah, [who is] One.'" (Qur'an 112:1) (Pinterest, n.d.)

2.4. Hierarchy and Emphasis

Expressive typography uses variation in size, weight, spacing, and placement to guide the reader's attention and emphasize parts of the message. (Carter et al., 2018) In Figure 7, the Quranic verse "Indeed, your Lord is vast in forgiveness" is presented using the principles of visual hierarchy and emphasis. The word "vast" (**واسع**) is enlarged compared to the rest of the verse to highlight its meaning and visually express the greatness and abundance of Allah's forgiveness.



Figure 7. Use of hierarchy in the expressive typography of the Qur'anic verse "Indeed, your Lord is vast in forgiveness" (Qur'an 53:32). (Pinterest, n.d.)

2.5. Contrast

Contrast is a fundamental principle of expressive typography that enables designers to communicate meaning, tone, and emotion effectively by creating visual differences in elements such as size, weight, style, and form. (Fontfabric Team, n.d.) In (Figure 8), the design of the verse "Allah is Kind to His Servants" (Qur'an 42:19) employs visual contrast to reinforce its meaning. The word "**لطيف**" (Kind) is distinguished through its colour and typographic styling, with lettering that appears soft, smooth, and flowing. This gentle visual treatment sets it apart from the rest of the verse, emphasizing Allah's attribute of kindness and conveying its meaning in a subtle yet evocative manner.



Figure 8. Example of contrast in expressive typography for a Quranic verse (Maghraby, 2017).

2.6. Visual Flow and Rhythm

Visual flow and rhythm play a crucial role in how text is perceived by affecting reading fluency and cognitive processing, thereby influencing how text

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is interpreted. (Markevich & Streltsova, 2025). In figure 9, the curved and wave-like text path, along with the background lines, visually reinforces the meaning of the phrase “Like Sea Waves”. The typography mimics the motion of sea waves, enhancing the viewer’s understanding by aligning the visual form with the textual content.



Figure 9. “Like Sea Waves”, an example of how the visual flow of expressive typography enhances interpretation (Aboelhassan.art, 2022).

2.7. Semiotics and Symbolism

Expressive typography builds on semiotics and symbolism by using visual features of text—such as shape, typeface, size, spacing, and arrangement—to communicate meaning and emotion. It transforms typography into a visual language in which form reinforces the message and evokes specific symbolic and cultural associations (Lee, 2025). As an example, Figure (8) illustrates a typographic design of the Arabic phrase “**كل خير سيعود لك**” (“All good will return to you”). The letter “**ك**” in the word “**لك**” is extended and rotated to form an arrow that curves back toward the beginning of the phrase. This visual treatment reinforces the message by symbolizing return, continuity, and reciprocity, emphasizing the cyclical nature of goodness through expressive typography.



Figure 8. “All good will return to you”, an example of how expressive typography employs semiotics and symbolism to reinforce meaning (Mohammad.shehatta, 2025).

2.8. Spatial Dynamics

The arrangement of type in space such as alignment, white space, and layout can add kinetic energy or tension to the text, enhancing its expressive potential (Carter, Day, & Meggs, 2015). In Figure 9, the verse was designed so that ' **من السماء إلى الأرض** - from the heaven to the earth (Qur'an 32:5)' is placed vertically in the design, and it was extended to express the meaning of the vastness of God's providence from heaven to earth.

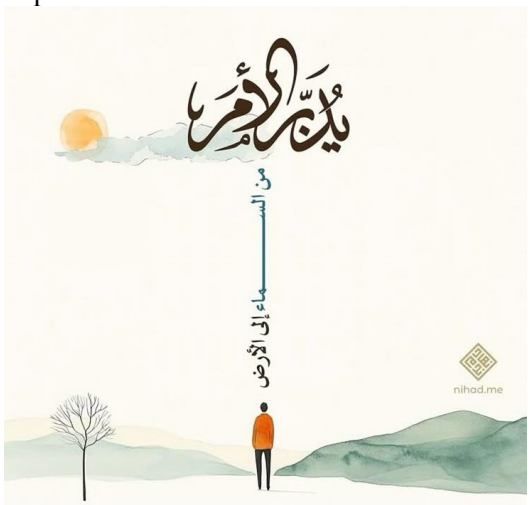


Figure 9. Expressive typography design for the Quranic verse, “He governs all affairs from the heavens to the earth” (Qur'an 32:5) (Nihad_nadam, 2025).

2.9. Experimentation and Innovation

Expressive typography often breaks traditional rules to create new visual experiences (Ellen Lupton, 2010). In figure 10, the innovative design of the verse "Allah will bring about ease after hardship" (Quran 65:7) breaks traditional conventions by merging the words “**عسرا**” (hardship) and “**يسرا**” (ease), as they share the same final three letters. This visually conveys that hardship is immediately followed by ease from Allah.



Figure 10. "Allah will bring about ease after hardship" (Quran 65:7). (Abu Al Ghurabaa 2025).

3. Stylistic Treatments in Expressive Typography:

These are stylistic modifications applied to type to enhance expression:

3.1. Transformation & Warping

Transformation or distortion is the intentional modification of typographic forms to influence how a message is perceived. It involves altering letterforms through techniques such as stretching, bending, twisting, or reshaping to visually reinforce the meaning, emotion, or theme of the text (Irgens, 2025).

Figures 11,12, and 13 demonstrate how expressive typography visually reinforces meaning through stylistic treatments, including stretching in the word ‘**شد**' ('stretch'), distortion and warping in “**زيتونة** (olive)”, and letterform modification in "**متشابه**" "similar". These examples illustrate the integration of typographic form and semantic meaning. A similar approach may be applied to selected words and phrases from Qur'anic verses and Hadith, if it enhances meaning while preserving the dignity and sanctity of the sacred text.

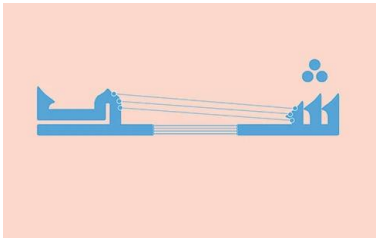


Figure 11. Stretching as a Stylistic Treatment in Expressive Typography (Al-Bloushi, 2024)



Figure 12. Distortion and Warping as a Stylistic Treatment in Expressive Typography (Hoballah, 2016)



Figure 13. Example of Modifying the Letterform to Express the Meaning of the Word (Elsheikh, 2021)

3.2. Texturing & Patterning

Texturing and patterning are powerful stylistic treatments in expressive typography, used to infuse text with emotion, atmosphere, and meaning. By transforming simple type into a visually rich experience, these treatments enhance the personality of the typography and strengthen its ability to communicate the intended message (123RF, 2019). In Figures (14, 15), the meaning of the words is visually expressed through texture. In the word "Crow **غراب**" a feather-like texture was applied to reflect the appearance of the bird, while in the word "Chocolate **شوكولاتة**" a melted chocolate texture was incorporated to visually reinforce the meaning of the word. These textures enhance the expressive quality of the typography and strengthen the connection between the visual form and the intended meaning. Therefore, this technique can be employed in the visual expression of religious texts, such as Qur’anic verses and Hadiths, particularly for words that require emphasis.



Figure 14. Applying a Feather-Like Texture to Express the Meaning of the Word "Crow." (Maghraby, 2017)



Figure 15. Applying a melted chocolate texture to Express the Meaning of the Word “Chocolate” (Maghraby, 2017)

3.3. Kinetic Typography

Kinetic typography has been proposed as an effective approach for enhancing emotional expression in computer-mediated communication (CMC), by transforming static text into dynamic visual forms (Lee et al., 2014). In the context of Qur’anic verses and Hadith, it can further extend the expressive capacity of typography, enabling deeper conveyance of meaning, tone, and spiritual emotion through carefully designed motion and visual emphasis. In the figures (16,17 and 18), motion was incorporated to visually convey the meaning of the words. For example, the word “Layers” was represented through the repetition of the word in multiple layers, “Twist” was expressed by twisting the typography itself, and “Bounce” was illustrated through a bouncing movement applied to the letters.

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Figure 16. Kinetic typography for the word "Layers". (Nechkina, 2018)



Figure 17. Kinetic typography for the word "BOUNCE". (Daisy, 2024)



Figure 18. Kinetic typography for the word "Twist". (Motion Array, 2020)

Applying this approach to the visual expression of Qur'anic verses, motion was incorporated into the verse "Indeed, good deeds remove bad deeds" (Qur'an 11:114). The movement of a pencil and an eraser was added around the verse to visually symbolize the concept that good deeds erase sins. Furthermore, motion can also be integrated directly into the letters or words themselves to reinforce and enhance the intended meaning.



Figure 19. Applying movement to visually express verse meaning (Iatnfs, 2017)

3.4. Type as an Image

The use of letterforms as visual elements rather than solely for reading, achieved by modifying letterforms or integrating typography with imagery to create expressive compositions for Qur'anic verses or Hadith. (Meggs & Purvis, 2016)



Figure 20. Expressive typography design of the word "**كتاب**" (book), with the letter "**ك**" shaped as a book (**رمزيات**, n.d.)



Figure 21. Expressive typography design of the Arabic word "**الكون**" (universe), with the letter "**ن**" forming a planet



Figure 22. Expressive typography design of the Arabic word "**عقدة**" (knot), with the letter "**ق**" shaped as a knot (Elsheikh, n.d.)

3.5. Image as a Type

Building on the previous approach, the researcher proposes a reverse treatment. Whereas the previous approach uses typography as a visual image, this study suggests the possibility of using images in place of text, allowing visual elements to convey meanings that are traditionally communicated through written text. In the context of expressing Quranic verses or Hadiths, the researcher believes that applying this approach requires presenting the complete textual form of the verse or Hadith alongside the visual treatment. This is necessary to ensure that the intended meaning is conveyed accurately and to avoid any potential misinterpretation that may result from relying solely on visual elements. For example, as shown in Figure 23, the word "hearts" was designed within the Qur'anic verse to visually convey the meaning of the phrase "locks upon their hearts" while omitting the word "locks" from the text. This was achieved by incorporating lock shapes into the design of the word "hearts," allowing it to serve both as part of the verse and as a visual substitute for the omitted word "locks."

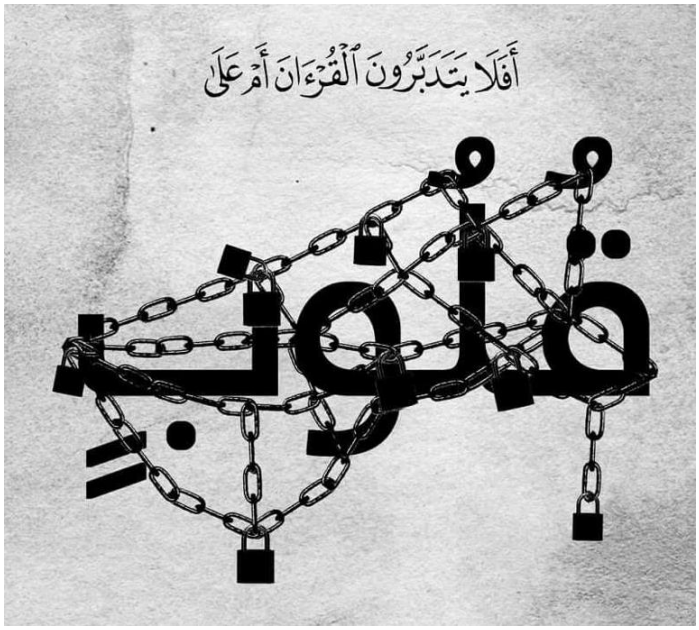


Figure 23. Expressive typography design of the Qur'anic verse, “Then do they not reflect upon the Qur'an, or are there locks upon [their] hearts?” (Qur'an 47:24). (Fariedomarah, 2020)

3. Principles of Visual Expression for Qur'anic Verses and Hadiths

3.1. Respect for the Sanctity of the Text

The ethical dimensions of sacred text translation extend far beyond linguistic accuracy. Each translation decision carries moral weight, shaping how millions of people understand their relationship with Allah and guiding their spiritual practices. (Directline Translators, 2025)

Expressive typography can be considered a form of visual translation. In visual translation, ethical responsibility extends to every design decision, including typography, layout, colour, and imagery, as these elements influence how audiences perceive and interpret the words of Allah and the teachings of the Prophet. Ensuring visual accuracy is therefore a moral obligation rather than merely a technical concern. The correct use of Arabic script preserves the intended meaning, while clear and respectful typography reflects the sanctity of the text. Furthermore, avoiding distracting or inappropriate visual elements helps maintain focus on the spiritual message rather than on superficial aesthetics.

3.2. Emphasizing a Specific Portion of a Qur'anic Verse or Hadith

There is no objection to citing only a portion of a Qur'anic verse when referencing it (IslamWeb, 2008). Accordingly, the design may focus on a specific part of the verse without compromising its intended meaning. However, the researcher argues that whenever expressive typography highlights only a portion of a verse or hadith, it is preferable to include the complete text within the design, even if it is presented in a smaller font. Doing so preserves the original context, ensures clarity, and minimizes the risk of misunderstanding or misinterpreting the intended meaning of the Qur'anic verse or the Prophetic hadith.

3.3. Clarity of Meaning

Clarity of meaning is a fundamental principle of visual communication, requiring that visual elements reinforce and accurately convey the intended message while avoiding ambiguity (Lester, 2018).

3.4. Purposeful Communication

Every visual element should be intentionally selected to support the educational, spiritual, or inspirational objective of the Qur'anic verse or Hadith, ensuring that the design reinforces the intended message. (Lupton & Phillips, 2015; Lidwell et al., 2010)

4. Applied Study

Four designs were created based on the proposed principles and stylistic treatment of expressive typography. A comparative evaluation was then conducted according to a set of predefined criteria, including clarity of meaning, visual effectiveness, and appropriateness for representing the content. Based on this evaluation, Design (1) was selected for detailed analysis, as it demonstrated the strongest balance between visual expression and accurate communication of the intended message.

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Design (1):
(And do not extend your eyes toward that by which We have given enjoyment to [some] categories of them, [its being but] the splendour of worldly life by which We test them. And the provision of your Lord is better and more enduring). (Qur'an 20:131).

الآية القرآنية: ﴿وَلَا تَمُدَّنَّ عَيْنَيْكَ إِلَىٰ مَا مَتَّعْنَا بِهِ أَزْوَاجًا مِّنْهُمْ زَهْرَةَ الْحَيَاةِ الدُّنْيَا لِنَفْتِنَهُمْ فِيهِ ۚ وَرِزْقُ رَبِّكَ خَيْرٌ وَأَبْقَىٰ﴾ (القرآن الكريم، سورة طه، الآية 131).



Figure 24. First Applied Study Design
(Designed by the Researcher)

Design Concept:
The phrase "Do not extend your eyes" (**ولا تمدن عينيك**) was designed in the shape of a human eye to visually reinforce the prohibition expressed in the Qur'anic verse. The word "extend" (**تمدن**) was carefully positioned inside a circular element at the centre of the eye, emphasizing both the eye's structure and the meaning of the word itself. The word "extend" was highlighted in yellow to create visual contrast and to symbolize caution and prohibition, drawing the viewer's attention to the warning conveyed in the verse.
Expressive Typography Principles and Stylistic Treatments:
Symbolic Visual Element: The eye represents the act of looking at the blessings of others, directly reflecting the meaning of the verse.
Type as an Image: The typography is warped and arranged to form the shape of an eye, creating a strong connection between the text and its visual meaning.
Unity Between Form and Content: The eye-shaped typography integrates the visual form with the message of the verse.
Visual Flow and Rhythm: The fluid arrangement of the letterforms follows the contours of the eye, guiding the viewer's gaze naturally through the composition.
Colour Contrast: The high-contrast combination of dark blue and yellow enhances readability and creates visual emphasis.
Colour Symbolism: Yellow symbolizes caution and reinforces the warning conveyed in the verse, highlighting the intended message.

Design (2):
The design is for the Quranic verse, "For your Lord has decreed that you worship none but Him. And that you be dutiful to your parents." (Quran 17:23)

الآية القرآنية: {وَقَضَىٰ رَبُّكَ أَلاَّ تَعْبُدُوٓاْ إِلاَّ إِيَّاهُ وَبِٱلْوَٰلِدَيْنِ إِحْسَاناً إِمَّا يَبْلُغَنَّ عِندَكَ ٱلْكِبَرَ أَحَدُهُمَآ أَوْ كِلاَهُمَا فَلاَ تَقُل لَّهُمَآ أُفٍّ وَلاَ تَنْهَرْهُمَا وَقُل لَّهُمَا قَوْلاً كَرِيماً} - سورة الإسراء (الآية 23).



Figure 25. Second Applied Study Design
(Designed by the Researcher)

Design Concept:
The design focuses on the Quranic verse “And that you be dutiful to your parents,” which is arranged in the shape of a heart using smooth, flowing lines to symbolize love, compassion, and kindness toward one's parents. Different shades of red were used to convey feelings of love, warmth, and tenderness.
Expressive Typography Principles and Stylistic Treatments
Semiotics and Symbolism: The heart shape represents love, care, and kindness toward parents, reinforcing the meaning of the Quranic verse.
Form Follows Meaning: Soft curves and flowing letterforms create a gentle, warm, and affectionate visual expression.
Warping: The letters are transformed and arranged to form the shape of a heart, integrating typography with the overall composition.
Type as an Image: The text itself becomes the visual illustration, allowing typography to communicate both meaning and imagery.
Visual Flow: The arrangement of the letterforms creates a clear visual path that naturally guides the viewer’s eye through the composition.
Areas of Improvement: The meaning of “dutiful-**إحسانا**” is not limited to love. Therefore, representing it solely with a heart symbol reflects only one dimension of the concept, while the broader meaning includes additional values beyond love.

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Design (3):
The design is for the Qur'anic verse, “The Day when neither wealth nor children will benefit anyone, except one who comes to Allah with a sound heart" (Quran 26:88–89).
الآية القرآنية: يَوْمَ لا يَنْفَعُ مالٌ وَلا بَنُونَ (٨٨) إِلاَّ مَنْ أَتَى اللَّهَ بِقَلْبٍ سَلِيمٍ (٨٩) سورة الشعراء (الآيتان 88-89)

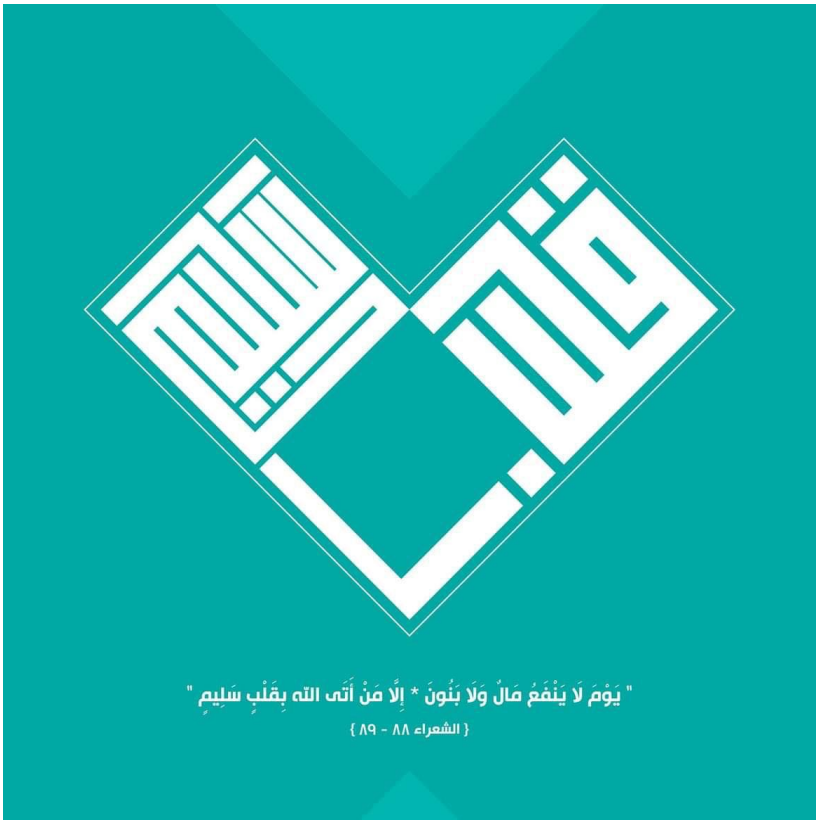


Figure 26: Third Applied Study Design
(Designed by the Researcher)

Design Concept:
The phrase “sound heart” was designed in the form of a heart using geometric Kufic. The calming turquoise hue was chosen for its symbolic association with purity, serenity, and spiritual tranquillity, reflecting the concept of a sound heart.
Expressive Typography Principles and Stylistic Treatments:
Form and Content Unity: Unity is achieved by integrating the heart shape with the text "**قلب سليم**" (Sound Heart), allowing the form to reinforce the meaning.
Hierarchy: The word "**قلب**" (Heart) has greater visual dominance than "**سليم**" (Sound) due to its heavier stroke weight.
Contrast: Contrast is created using colour in both the typography and the background.
Visual Flow and Rhythm: Visual flow and rhythm are achieved through the variation in stroke weight, naturally guiding the viewer's eye from one word to the other.
Type as Image: The typography itself forms the shape of a heart, transforming the text into a visual image.
Areas for Improvement: The geometric treatment of the heart shape may introduce a sense of rigidity or harshness, which weakens its alignment with the Qur'anic message and the symbolism of a sound heart.

Design (4):
The design is for hadith "None of you truly believes until he loves for his brother what he loves for himself"
الحديث الشريف: "لا يؤمن أحدكم حتى يحب لأخيه ما يحب لنفسه"



Figure 27: Fourth Applied Study Design
(Designed by the Researcher)

Design Concept:
The design arranges the phrase into two symmetrical heart shapes to represent equality and mutual care. The balanced composition and equal distribution of colour visually reinforce the Hadith's principle of loving for others what one loves for oneself, while the red colour symbolizes love and further emphasizes its central message.
Expressive Typography Principles and Stylistic Treatments:
Semiotics and Symbolism: Two heart shapes symbolize equality in loving others as one love oneself, while the red colour represents love and compassion.
Form Follows Meaning: The symmetrical hearts and balanced composition visually express the Hadith's message of equality and mutual care.
Contrast: The use of colour contrast and positive/negative space reinforces the concept of equal love and goodwill toward others.
Wrapping: The letters are wrapped and arranged to form the two heart shapes.
Type as Image: The Hadith functions as both readable text and a heart-shaped visual, conveying its meaning through typography.
Areas of Improvements: The design presents a strong visual aesthetic and a balanced composition. However, the stylized arrangement of the text may require additional viewing time for the Hadith and the heart shapes to be fully recognized.

5. Experimental Evaluation of the Selected Design

5.1 Selection of the Final Design

Based on the previous analysis of the four proposed designs, the first design was selected because of its simplicity and its potential to effectively represent the meaning conveyed in the Qur'anic verse. The selected design was subsequently evaluated using a random sample of 81 participants.

5.2 Questionnaire Design

A questionnaire was developed to assess the effectiveness of expressive typography in conveying the meanings of Qur'anic verses and Prophetic hadiths. The questionnaire consisted of 11 items: five measured using a five-point Likert scale, four using a three-point scale (Yes, To Some

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Extent, and No), one binary-choice question to identify participants' preferred design, and one open-ended question for qualitative feedback. The full questionnaire is available online at [https://forms.gle/SWL86sXGFooGY1gA9].

Table 1. Variables Measured by the Applied Study Questionnaire in Relation to the Research Questions

Research Question (1): How can expressive typography principles and stylistic treatments be applied to visually convey the meanings of Qur'anic Verses (Ayat) and Hadith?					
Measured Variable:	Recognition of the embedded visual element in the expressive typography	Readability of the Embedded Qur'anic Verse	Perceived Creativity	Aesthetic Evaluation	Effectiveness of Colour in Conveying Meaning
Question:	Was the eye shape easily recognizable?	Was the embedded Qur'anic verse "And do not extend your eyes" that forms the eye shape easy to read?	From a creative perspective, how would you evaluate the transformation of the Qur'anic verse into the shape of an eye?	How would you evaluate the aesthetic quality of the design?	Did the use of the yellow colour help convey the warning and prohibition expressed in the Qur'anic verse?
Research Question (2): To what extent can expressive typography enhance the understanding of Qur'anic Verses (Ayat) and Hadith?					
Measured Variable:	Effectiveness in Conveying the Qur'anic Meaning	Impact of visual design on comprehension and engagement	Memorability of the Qur'anic Meaning	Likelihood of Sharing	Preference for Visual–Text Integration versus Text-Only Presentation of Qur'anic Verses
Question:	To what extent do you think the design effectively conveys the meaning of the Qur'anic verse?	Did presenting the Qur'anic verse in the shape of an eye help you better understand its meaning and engage more deeply with its message?	Do you believe this design will help you recall the meaning of the Qur'anic verse later?	If you saw this design, how likely would you be to share it on social media?	In your opinion, which presentation method is more effective: integrating the Qur'anic verse with a visual form, or presenting it as plain text only?

5.3. Results:

Table 2. Results of the Five-Point Likert Scale Questionnaire

Q #	Measured Variable	Mean	SD	Interpretation
Q1	Recognizing the eye shape	4.59	0.70	Very High Agreement
Q2	Readability of the Embedded Qur'anic Verse	3.79	0.98	High Agreement
Q3	Effectiveness in Conveying the Qur'anic Meaning	4.10	0.78	High Agreement
Q4	Perceived Creativity	4.12	0.97	High Agreement
Q5	Aesthetic Evaluation	4.12	0.98	High Agreement

Note. Responses were measured on a five-point Likert scale (1 = Strongly Disagree, 5 = Strongly Agree). Higher mean scores indicate stronger agreement. Interpretation ranges: 1.00–1.80 = Very Low, 1.81–2.60 = Low, 2.61–3.40 = Moderate, 3.41–4.20 = High, and 4.21–5.00 = Very High. SD = Standard Deviation.

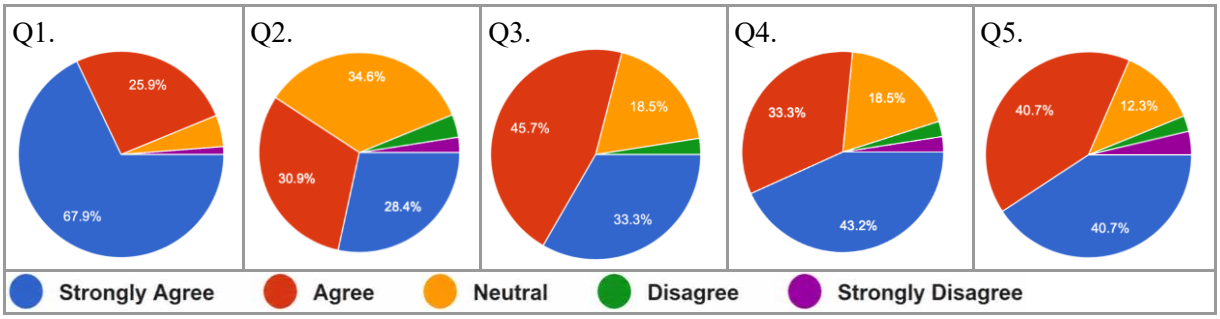


Figure 28. Pie Charts Representing the Results of the Five-Point Likert Scale Questionnaire

Table 3. Results of the Three-Point Scale Questionnaire

Q#	Measured Variable	Mean	SD	Yes %	To Some Extent %	No %	Interpretation
Q6	Impact of visual design on comprehension and engagement	2.44	0.69	55.6%	33.3%	11.1%	High Agreement
Q7	Memorability of the Qur'anic Meaning	2.64	0.55	67.9%	28.4%	3.7%	High Agreement
Q8	Effectiveness of Color in Conveying Meaning	2.33	0.74	49.4%	34.6%	16%	Moderate Agreement
Q9	Likelihood of Sharing	2.36	0.71	49.4%	37%	13.6%	High Agreement

Note. Responses were measured on a three-point scale (1 = No, 2 = To Some Extent, 3 = Yes). Higher mean scores indicate greater agreement. Interpretation ranges: 1.00–1.66 = Low, 1.67–2.33 = Moderate, and 2.34–3.00 = High. SD = Standard Deviation.

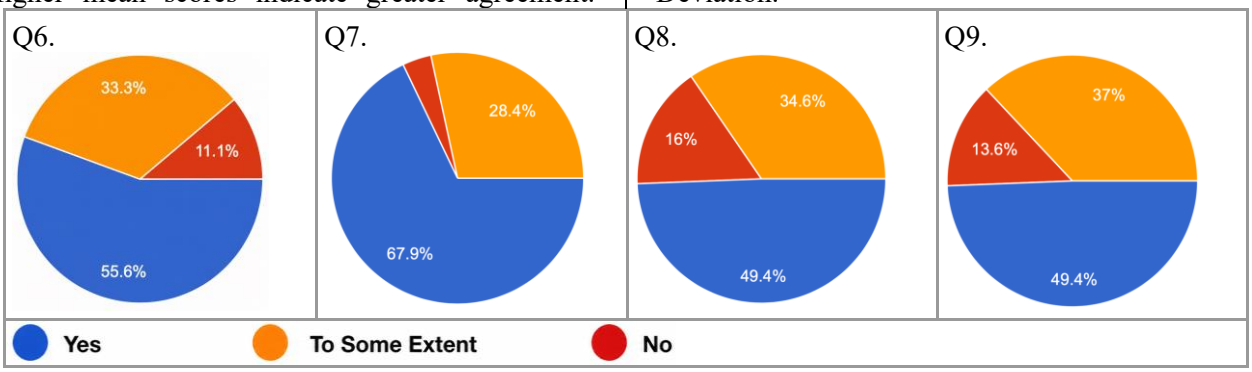
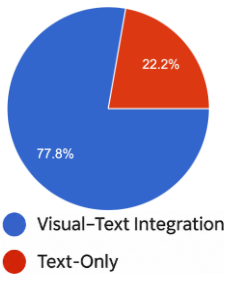


Figure 29. Pie Charts Representing the Results of the Three-Point Scale Questionnaire

Table 4. Preference for Visual–Text Integration versus Text-Only Presentation of Qur'anic Verses

Q#	Measured Variable	Visual–Text Integration n (%)	Text-Only n (%)	Interpretation
Q10	Perceived Preference for the Presentation of Qur'anic Verses	63 (77.8%)	18 (22.2%)	Most participants preferred the visual–text integration approach over the text-only presentation.



Note. n = Frequency. Percentages are based on the total sample (N = 81).

Q11. In your opinion, what did you like most about the design? Do you have any comments or suggestions that could help improve it?

The responses to this open-ended question reflected an overall positive perception of the design. Participants praised the concept of visually translating the meaning of the Quranic verse, the successful integration of Arabic typography within the eye shape, the harmonious colour scheme, and the creative treatment of the letterforms. However, the main suggestions for improvement focused on enhancing the clarity and readability of the text, refining certain details of the eye shape, and strengthening the representation of the verse's overall meaning through additional supporting visual elements. A small number of participants

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also expressed concerns regarding the appropriateness of shaping Quranic verses into symbolic or graphic forms, emphasizing the importance of respecting the sacred nature of the text when applying creative visual treatments.

6. Discussion:

6.1. Discussion of Research Question (1)

6.1.1. Recognition of the Embedded Visual Expression

The findings showed that participants strongly recognized the embedded visual element, with the eye shape receiving a very high level of agreement (M = 4.59, SD = 0.70). This indicates that the visual metaphor was immediately identifiable and effectively conveyed the intended symbolic representation.

6.1.2. Readability of the Embedded Qur'anic Verse

Participants reported a high level of agreement regarding the readability of the embedded Qur'anic verse (M = 3.79, SD = 0.98). Although the verse was transformed into the shape of an eye, respondents were still able to read the text with relative ease, demonstrating that expressive typography can preserve readability while employing visual symbolism.

6.1.3. Effectiveness of Colour in Conveying Meaning

Participants expressed a moderate level of agreement that the use of yellow effectively conveyed the warning and prohibition expressed in the Qur'anic verse (M = 2.33, SD = 0.74). While nearly half of the respondents believed that the colour successfully reinforced the intended meaning, the findings suggest that colour functioned primarily as a supporting visual cue rather than the main communicator of meaning.

6.1.4. Perceived Creativity and Aesthetic Quality

Participants gave high ratings for both creativity (M = 4.12, SD = 0.97) and aesthetic quality (M = 4.12, SD = 0.98). These findings indicate that transforming the Qur'anic verse into the shape of an eye was perceived as both innovative and visually appealing, demonstrating the potential of expressive typography to integrate artistic expression with religious text.

6.1.5. Balancing Visual Expression and Readability

Taken together, these findings highlight the importance of achieving a balance between visual expression and textual readability in expressive typography. The high recognition of the visual form, combined with the satisfactory readability of the embedded Qur'anic verse, suggests that meaningful visual transformations can effectively communicate the intended message without significantly compromising the legibility of the sacred text. Furthermore, the positive evaluations of creativity, aesthetics, and the supporting role of colour reinforce the value of combining multiple design elements to enhance the communication of Qur'anic meanings.

6.2. Discussion of Research Question (2)

6.2.1. Effectiveness in Conveying the Qur'anic Meaning

The findings indicate that expressive typography effectively communicated the intended meaning of the Qur'anic verse. Participants reported a high level of agreement that the design conveyed the verse's meaning (M = 4.10, SD = 0.78). This suggests that integrating the Qur'anic text with a meaningful visual form enabled participants to understand the intended message beyond its textual content, demonstrating the potential of expressive typography to communicate abstract religious concepts through visual representation.

6.2.2. Impact of Visual Design on Comprehension and Engagement

Participants also reported that presenting the Qur'anic verse in the shape of an eye enhanced their understanding and engagement with its message (M = 2.44, SD = 0.69), with 55.6% responding "Yes" and 33.3% responding "To Some Extent." These findings suggest that visual design can promote a deeper cognitive and emotional connection with the Qur'anic verse by encouraging viewers to reflect on the relationship between the visual form and the textual meaning.

6.2.3. Memorability of the Qur'anic Meaning

The results further indicate that expressive typography may improve the memorability of Qur'anic meanings. This variable received one of the highest levels of agreement on the three-point scale (M = 2.64, SD = 0.55), with 67.9% of participants indicating that the design would help them remember the meaning of the verse. The combination of visual imagery and text appears to strengthen memory by creating a distinctive and meaningful association between the verse and its visual representation.

6.2.4. Likelihood of Sharing

Participants also expressed a high likelihood of sharing the design on social media (M = 2.36, SD = 0.71). Nearly half of the respondents (49.4%) indicated they would share the design, while an additional 37.0% reported they would do so to some extent. This finding suggests that expressive typography has the potential to increase the dissemination of Qur'anic messages by producing visually engaging designs that encourage social interaction and digital sharing.

6.2.5. Preference for Visual–Text Integration versus Text-Only Presentation

A substantial majority of participants (77.8%)

preferred the visual–text integration approach over a text-only presentation (22.2%). This preference indicates that combining Qur'anic text with meaningful visual elements provides a more engaging and impactful experience than presenting the text alone. The findings suggest that expressive typography enhances not only the aesthetic appeal of Qur'anic verses but also their accessibility and communicative effectiveness.

6.2.6. Overall Contribution of Expressive Typography to Understanding of Quranic Verses and Hadith Meanings

Taken together, the findings demonstrate that expressive typography contributes positively to the understanding of Qur'anic verses by effectively conveying meaning, enhancing comprehension and engagement, improving memorability, encouraging social sharing, and being preferred over conventional text-only presentation. These results support the view that expressive typography is an effective visual communication approach that can strengthen audiences' interaction with Qur'anic messages while preserving the integrity of the textual content.

Conclusion

- The findings of this study suggest that the effective application of expressive typography to Qur'anic verses and Hadith requires careful adherence to fundamental typographic principles, including readability, form–content unity, hierarchy and emphasis, contrast, flow and rhythm, and spatial dynamics. In addition, selecting appropriate stylistic treatments—such as warping, texturing, type as image, and kinetic typography—should reinforce the intended meaning of the sacred text while respecting its religious significance and sanctity.
- The results also highlight the importance of achieving an appropriate balance between visual expression and textual clarity. While expressive typographic compositions can enhance the communication of the intended meaning, they should not compromise the readability or legibility of the Qur'anic verse or Hadith.
- Furthermore, integrating visual expression with Qur'anic verses and Hadith through expressive typography can enhance recipients' understanding, engagement, and memorability of the intended message. Participants' positive evaluations of the creativity and aesthetic quality of the designs, together with their preference for visual–text integration and their willingness to share the designs, suggest that expressive typography has the potential to increase audience interaction and facilitate the wider dissemination of the messages conveyed in Qur'anic verses and Hadith.
- Finally, future research should involve scholars and experts in Qur'anic, Hadith, and Islamic studies to evaluate the effectiveness, appropriateness, and religious sensitivity of expressive typography in sacred texts. Their perspectives can help ensure that visual treatments enhance meaning while preserving the integrity and sanctity of Qur'anic verses and Hadith.

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