Typography A research of the artistic form and Expressional Function

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Abstract
This research aims to treat an important issue in the field of Latin Characters design, which concentrates on the role of the typography and its function in Graphic Design. This issue has abstractive conceptual dimensions as well as embodied visual ones because Typography has visual effects that help in understanding and clarifying the design which are as important as the image. Most of the time, Typography replaces the image and its significations as if it emerged from the abstract to the concrete, so the image symbolizes the abstract or signifies it.

In fact, Serif Type appeared first, then was followed by Sans serif type; yet, the big/ small, thick/ thin characters has accompanied the journey of the two typographic until the Swiss has established basics and rules during the 1950s which they called Modernized Typography that dominated for a long while. Later on, reactions against it led to create designs that do not conform to any of the Swiss rules. Thus, new visual theories has emerged which were called by researchers Postmodernism in typographic design. In our research, we are going to discuss the types of characters that were widely spread and became like schools which were the center of argument between designers since the 20th century up to date.

Keywords: Graphic Design, Typographies, Modernism

* For the paper in Arabic see pages (621-641).
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Typography makes a graphic design look unique and creates the desired visual impact on viewers. For graphic designers, it is a crucial element in many ways. A typeface is a family of the fonts related to the typeface. A font refers to weights, widths, and styles of a typeface and is a graphic representation of text characters. Fonts are about the width and height of a typeface and refer to its style. All typefaces have different font sizes. So, graphic designers know every individual character as x-height. Research Point â€“ Typography Research. Posted on November 20, 2013 by Rowena. 0. Secondary Research. This research point asks me to do some secondary research on a part of typography history that interests me. The first thing that came to mind was kinetic typography. The use of animated text as an extension of a story or song. Calligraphy ranges from functional hand lettered inscriptions and designs to fine art pieces where the abstract expression of the handwritten mark may or may not supersede the legibility of the letters.[5] Classical calligraphy differs from typography and non-classical hand-lettering, though a calligrapher may create all of these; characters are historically disciplined yet fluid and spontaneous, improvised at the moment of writing.[6]. Typography is pretty important as far as design goes, and trying to learn things such as the origins of a font, or a specific typefaceâ€™s structure, can help you with enriching your designâ€™s meaning. When you know your craft, your clients will deem it impressive. And, as a designer, knowing the typography rules, ins and outs is something you should take as a responsibility. Before developing your skill set, you should learn the basics. There are a few rules of good typography, and typography design, and this is something that all typography designers should know. Below, youâ€™ll find a typography guide that touches on a few of these rules. Know the basics of typography design. The first step if you want better typography designs is to know the basics. Start studying Forms of Artistic Expression. Learn vocabulary, terms and more with flashcards, games and other study tools. This is the art form of the human form. The body is used, mobilized, and choreographed in a specific time, form and space. This set is often in the same folder as The Contemporary Arts. 26 terms. Maymay00. Various Art Forms in the Philippines. 26 terms. jajajananana.