THE ABSTRACT CHARACHTER of TYPOGRAHY ART (ABSTRACT ART MEANING)

Omnia Ezzeldeen Mohamed

Lecturer, Department of Advertising, Faculty of Applied Arts, Benha University, Qalyubia, Egypt

ABSTRACT:

Typography Art has investigated our use of written symbols for 100+ years. It has expanded the boundaries and possibilities of what we perceive language to be and what we believe it can achieve.

The research presents a new vision for employing the art of abstract typography and stripping typography of its basic function, which is conveying direct and explicit messages, and dealing with it as an original element of the design to present an idea or communicate an implicit and not an explicit message and present it in a way that keeps pace with the successive cultural and societal changes of the recipient of the modern era. This is done by stripping typography of its literary meaning and employing it in unique artistic paintings.

The study follows the descriptive approach to present and analyze some models related to the use of typography in advertising in its various forms.

The research assumes that abstract typography can be employed in new visual combinations help to attract the attention of the audience to many types of media ads.

The study aims to shed light on the art of abstract typography and how the designer can draw inspiration from it, new visions and ideas that can be employed in various fields of advertising.

INTRODUCTION

There are many recent developments in the world of visual ads in general and print ads, so it has increased the importance of providing means and tools to attract the public's attention to everything that is innovative and new, and therefore attention must be paid with these rapid developments at the present time and in the future, therefore, recent trends have emerged in typography, represented in the growth of awareness among typographic designers, in addition to the progress in modern technologies in the field of typographic design to create modern, attractive, and attention-grabbing designs to raise the level of campaigns advertising to achieve more successes in the field of advertising, and to focus on methods that meet the aspirations of the target audience. (Baraa, 2018)

The Industrial Revolution and nineteenth century are revealed as an era of technological innovation and an outpouring of new typographic forms. From the twentieth century, typeface was shaped by the aesthetic concerns of modernism, the need for functional communication, technological progress, and the digital revolution in typography. (Nesrin, 2020)

For a long time, typography has been one of the most vital tools for advertising materials promotional, and usually comes the process of using it on the part of designers to adjust the theme using large letters or by focusing on a specific word within the design or used in the design logos, and each type of font used in it is a message conveyed by the designer, for example fonts classicism indicates a strong personality, and modern fonts may indicate modernity and creativity. As for free fonts It indicates the idea, creativity and so on. (Baraa, 2018)

The art of abstract typography is one of the most important arts in which its owners try to put all their artistic energy into producing a simple and expressive painting.

The present study mainly tried to answer the subsequent question:

Q1: How can the designer inspire new visual compositions from abstract typography in the presence of interrelated relations between the elements that combine harmony and contrast?
Q2: How can these new visual combinations help to attract the attention of the audience to many types of media ads?

The research assumes that:
1-The designer can inspire new visual compositions from abstract typography in the presence of interrelated relations between the elements that combine harmony and contrast.
2-abstract typography can be employed in new visual combinations help to attract the attention of the audience to many types of media ads.

The study aims to shed light on the art of abstract typography, which helps the designer in presenting new artistic formations and visual compositions and using them later in distinctive and different designs.

1- ABSTRACT ART

The concept of abstractionism in art first began to emerge in the early 20th century, to explore abstract colors, lines, and shapes. Unlike traditional art forms, abstractionism features non-realistic art works that do not represent any real-world scene or subject matter. (Atxfinearts, 2023)

Abstract art is a form of visual art that moves away from traditional representation to explore shapes, color, and texture. It is often characterized by experimental, abstract lines and shapes that can be expressive and evocative for viewers.

It is does not attempt to accurately portray the visual reality, that is, it does not depict any person, place, or thing in the natural world, but rather uses geometric shapes, colors, and gestural signs that have no source in reality to communicate the idea, meaning that it is considered random art that revolves About the exploration of form and color, also called concrete art, non-representational art, or non-objective art, artists have used this art to describe and illustrate human civilization or the natural world. (singulart, 2023)

It can also be said that abstract art is an art that relies on drawing abstract shapes and models using geometric shapes, as it reduces ideas and forms them in colors without clarifying lines, as it is an art that

is not representative or unknown in purpose. The word abstraction means getting rid of all traces of reality and linking with it; In the sense that one form carries many meanings.

1-1 Abstract art elements

There are many elements that make up this type of art, as follows:
Line, color, shapes, texture, and composition.

1-2 Characteristics of abstract art

- Emotional or expressive: Abstract art is often intended to convey emotion or express an idea or concept.
- Focused on form and composition: The form and composition of the artwork are often more important than the specific objects or scenes depicted.
- Non-literal: Abstract art does not depict objects or scenes in a literal way, but rather uses symbolic or metaphorical elements to convey meaning.
- Intuitive or spontaneous: Abstract art is often created in an intuitive or spontaneous way, rather than following a preconceived plan or set of rules.
- Non-traditional: Abstract art often breaks with traditional representational techniques and conventions and may include unconventional materials or techniques.
- The freedom to represent things and scenes away from reality and without the need to clarify a real concept.
- Contrasting and random colors are used in strokes that vary in proportions and shapes.
- It is expressed in a self-spontaneous and spontaneous way, and thus becomes one of the mysterious arts. (Atxfinearts, 2023)

2- TYPOGRAPHY

Typography is a visual artistic technique in creating and designing written words and letters, and the way they are coordinated and made attractive and proportional to the design idea when it is presented to the public. And formatting letters includes choosing the type of font which fits with the design, specifying the size and thickness of the line and the spacing between the letters and adjusting the letters contiguous and add the appropriate effects that are in line with the design of the advertisement. (Heba, 2014)

Typography is a type of design art that relies on the use of fonts with certain techniques that depend on the size of the font, the distance between the lines and the size of the dots. The beginning of the art was with the designers of publications and comic books. The font element was the most prominent in the design and was used as a visual means to attract the reader. After that, this art developed to merge images with the design. In short, it is the art of formation by letters, that is, forming a text, a specific shape, or a specific situation using letters. (Suhaib, 2020)

"Type design" refers to the creation of letterforms' shapes - the discrete lines, curves and spacing attributes that provide a typeface with its distinctive character. Helvetica, Times New Roman, Arial, Comic Sans, and Baskerville are widely known, at least by name - and by misnomer, as "font" indicates a specific character set such as "12-point Arial Bold," for example, and not the entire typeface.

2-1- Characteristics of typography as fine elements:
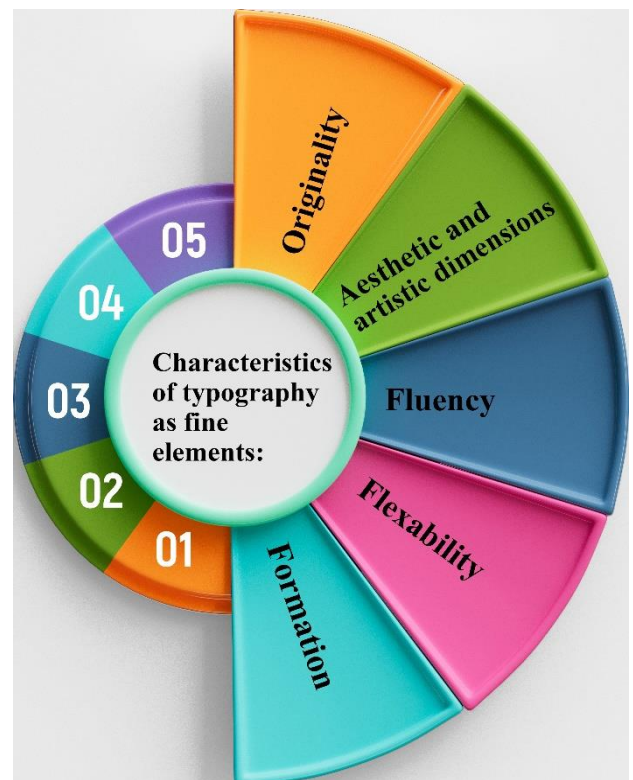
- **Originality and the ability to express identity**: the ability of crafts to portray cultural heritage and cultural legacies.

- **Aesthetic and artistic dimensions**: where the advertising designer can employ the letters to formulate new aesthetic visions.

- **Fluency**: The ability to freely express psychological meanings in writing, such as impressions of freedom, stability, speed, and so on Diversity in the psychological reflections of the meaning of the font in a way that provides the advertising designer with a rich, artistic material. (Ola, 2022)

- **Flexibility**: The designer can adapt the font to suit the needs and requirements of the advertising design in a manner consistent with the visual language of the design.

- **Formation**: The font is characterized by its ability to shape the letter, elongate it, and extend it in a manner commensurate with the determinants of the shape to be designed. (Baraa, 2018)

2-2- Classification of modern typography trends according to style of influence:

The new classification of modern trends in typography depends on the psychological impact of each trend according to the following vision:
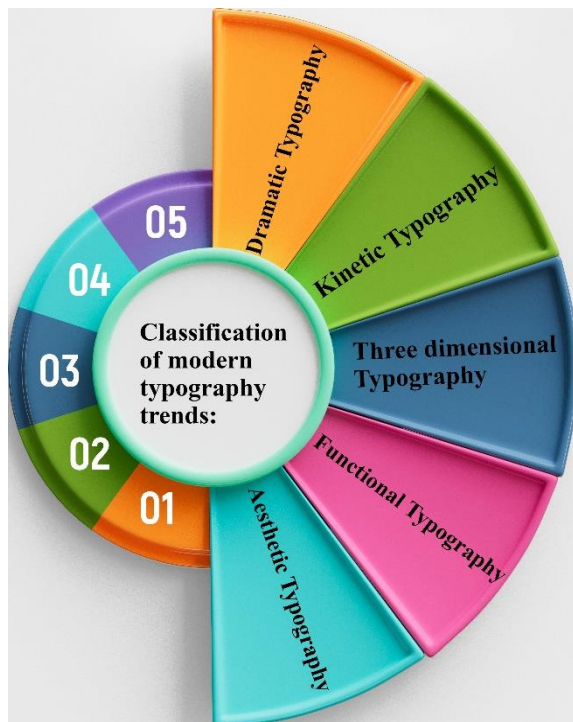
- **Dramatic Typography**: It represents the use of typography to affects the recipient emotionally and moves his senses towards something, by embodying typography in advertising in the form of a dramatic story, whether by recalling his childhood memories, or expressing a specific human tragedy or a romantic story. (Such as employing typography in comedian way for purposes of pleasure and entertainment, or in tragedy way to depict a tragedy or humanitarian event). (Sarah, 2021)

Figure (1) In print ads, the typography reflects the entertainment and fun nature of the design.
https://www.pinterest.com/esims16/j-250-typography/

Figure (2) The subliminal message integrates with typography to reflect dramatic sense.
https://speckyboy.com/typography-print-ads/

- Kinetic Typography: While typography shows two-dimensional characteristics, kinetic typography shows three-dimensional characteristics which are practical movement in the monitor or screen and sound effects. It is widely used in motion graphics to animate text to enhance the mental image of the viewer according to the sequence of required readings for each design, which enhances the way of displaying visual information. (Lim, 2014)

Kinetic Typography is characterized by the fact that information is displayed through it in a different manner than what it is displayed in the static design, as the moving elements can attract and direct the eye to read the information to suit the advertising message, by controlling how and when these words appear on the screen, so the designer dictates to the viewer the way to he should read the message out.

- Three-dimensional Typography: Using three dimensional programs to grant a sensation of reality, the possibility of adding texture and inflating shadow and light. (Baraa, 2018)
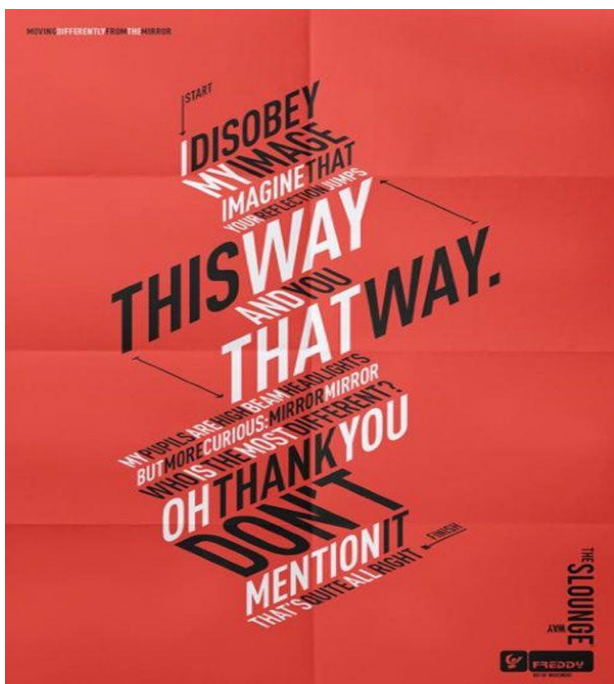

Figure (3) The typography in this ad takes three-dimensional directions**.**
https://ru.pinterest.com/pin/819795938410803952/

- Functional Typography: Where different types of fonts are employed in artistic works and designs to present an idea or communicate a message.

- Aesthetic Typography: Considers formation, expressive and aesthetic values of letters or the words used and does not concern the reading ability and the possibility of employing it at all. (Ola, 2022)
- The researcher added to this classification Abstract Typography term, which has emerged strongly recently as a new trend in the world of design, which enables the designer to create new and different designs that can be employed in many fields.

3- ABSTRACT TYPOGRAPHY

Typography art is one way that artists explore these abstractions that are inherent in our culture. It challenges our accepted ideas of what is meaningful and what is not meaningful by presenting written language out of its usual context, in uncanny ways, or juxtaposed with unusual or unexpected aesthetic counterparts. From Cubism to Dada to Conceptual Art to Pop Art and beyond,

Typography Art has investigated our use of written symbols for 100+ years. It has expanded the boundaries and possibilities of what we perceive language to be and what we believe it can achieve.

Abstract typography from literary meaning, these works rely on design basics, composition, rhythm, and visual movement to convey their meaning which is ambiguous without focusing on readability.

Also, it is an art based primarily on typography in the design process, and it is one of the wonderful and influential types of art in advertising design. It originally came out by playing with letters in one way or another, so that the result is to obtain a piece of art that carries a lot of meanings that can affect the audience. (Heba, 2014)

The designer must be aware of the methods of influencing the audience and attracting their interest. the types of typography, their characteristics, the foundations of their design, as well as his knowledge of font families and typefaces and how to use it.

The importance of typography lies in expressing words and ideas visually, and typography is not linked to a specific time or place, but is constantly evolving and changing, and cannot be dispensed with in any way.

Typographic elements are used in advertising design as a basic element of meaning as a readable verbal

language, in addition to being its formation. Various treatments, and in this type, reliance is placed on writings as a formative element through studied artistic relationships that achieve the aspects.

The required artistry and attracts attention. The writings may be in this type in their plastic capacity and be accompanied by other writings that contain. On the symbolic or verbal meaning, all written design elements may have a symbolic meaning.

Abstract typography depends on the formation of letters and writings, whether they are Arabic or Latin. The writings are the main component of the painting, in addition to some auxiliary factors such as pictures, drawings, paper clippings, colors, effects, and any other elements or materials that the designer wants to incorporate into the painting. The elements are distributed in the painting based on the application of different design principles. Such as rhythm, equilibrium, movement, and abstract typography paintings aiming to come up with new, non-traditional formations and styles that are applied and benefited from in different advertising designs.

Samples of student's work

The art of abstract typography has been applied to models of students work of the first year, Department of Advertising, Faculty of Applied Arts, Benha University, during the basics of advertising design writings course as a workshop, each student chose a specific topic that was expressed by the collage technique, which abstract typography plays the main and pivotal role and integrates with other design elements pictures, drawings, paper clippings, colors, effects, and any other elements or materials that the designer wants to incorporate into the painting.

Each student chose a concept such as traveling, a favorite cartoon, a hobby he practices, a feature that distinguishes his personality, or a specific occasion, and he used elements that clarify his idea, including abstract writings of different types, whether Arabic or Latin, and of different sizes, colors and shapes in order to produce a piece of art that can be employed later in many fields, for example, designing a book cover or poster for an exhibition, or cleaning it on any piece of clothing, and so on.

Figure (4) The artistic painting is about the love of art which embodied in artistic statues, the beauty of women, and the proportions of Greek beauty.

Figure (5) The painting expresses one of the occasions, celebrating the month of Ramadan, with the memories it carries in the minds of all Egyptians.

Figure (6) The artistic painting expresses the love of traveling between all countries of the world and shows the distinctive monuments of this country.

Figure (8) The artwork represents old collectibles and memories that an individual keeps so that they remain in his imagination and conscience so that he does not forget them.
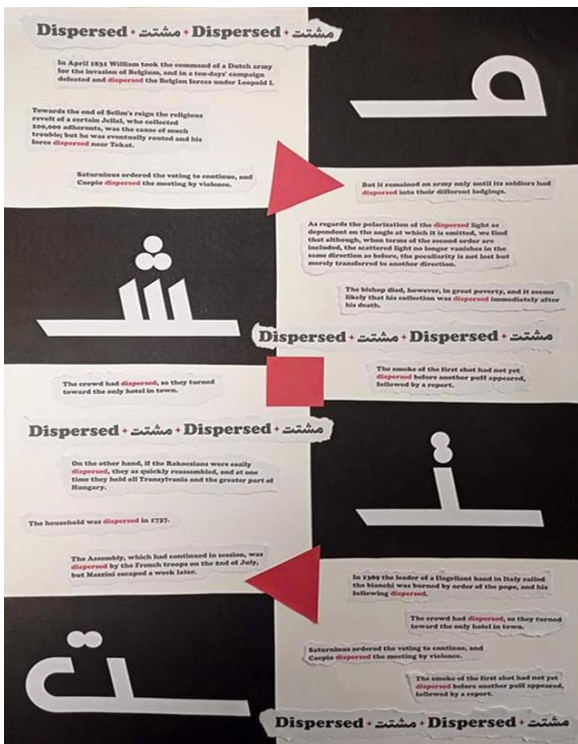

Figure (7) The painting shows the mood and psychological state that the student is going through, and he used abstract typography in a completely different way.

Figure (9) In this painting, the student expresses his love and passion for the famous character Harry Potter and the distinctive elements in his films.

Suggestions for applying abstract typography paintings in various advertising media:

1- The first applied example:

The student's artwork was used to design a book cover suitable for the painting's idea of memories and collectibles that an individual keeps for long periods of time.

2- The second applied example:

The student's artwork was used to design a T-shirt targeting young people of both sexes who are fans of the Harry Potter films.

3- The third applied example:

The student's artwork was used to design an awareness advertisement about the mental illnesses that may affect our children.

Results

1- The fields of contemporary typography, type design, and graphic design more generally have threads to the technological innovations and aesthetic influences.

2- Abstracting typography from its literary meaning is a new entry in the world of design.

3- Abstract typography offers new design solutions that make it easier for the designer to employ it in various advertising media.

4- The advertising designer should expand the study of Abstract Typography with the importance of reference to ideas and sketches in the design that achieve the uniqueness and excellence of the idea.

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