

Contemporary typography in graphic design

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Abstract

Knowledge In general grants the designer the power to speak their mind and give their true opinion.

It, also, allow him to form his surroundings. The overlap of life and science through technology has continued through the development of mankind in close relation; Imagination invests, and technology enables the designer to express his early thought and help him to find solutions that may be difficult to achieve through traditional treatments. This research offers the analysis of group types that played an important part in the evolution of the typography letter and its part in the evolution of graphic design for different models of international designers, which varied between geometric shapes and free forms and also added different raw materials for artificial software. All these skills of the designer appears in finding visual solutions as well as alphabet consisting of letters and words through which the designer arrived it to create a special world based on the craft of his own. it's the craft and the drawing of it the rhythm and movement is type

Key words: Formal diversity, modern typography, simple shape, open space, collage, light and movement.

For the paper in Arabic see pages (237-246).

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