

Motion Effects of Arabic Typography on Screen-Based Media

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Abstract : Motion typography is one of the most important types of visual communication based on display. Through the digital display media, we can control the text properties (size, direction, thickness, color, etc.). The use of motion typography in visual communication made it have several images. We need to adjust the terminology and clarify the different differences between them, so relying on the word motion typography -considered a general term- is not enough to separate the different communicative functions of the moving text. In this paper, we discuss the different effects of motion typography on Arabic writing and how we can achieve harmony between the movement and the letterform, and we will, during our experiments, present a new type of text movement.

Keywords : Arabic typography, motion typography, kinetic typography, fluid typography, temporal typography

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