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The Formal and Functional Structure of the Arabic Calligraphy in the Posters of Egyptian Films

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Thesis Abstract

The study began with the first chapter with the introduction of the history of Arabic fonts (beginning and evolution) Which deals with the beginnings of different writing systems. The Arabic calligraphy is one of the most beautiful visual arts created by the Arab civilization, which was initially only symbols and inscriptions not merged with the letters , And with the development of writing systems appeared alphabetical letters have gone through multiple stages until it became a wonderful technical unit linked to civilization, culture and thought. The calligrapher was able to invent new lines inspired by the Arabic lines, and the line journey continued to flourish and developed until the modern line was invented. One of the most important writing systems is Arabic writing, and the most famous Arabic fonts, which are used according to its distinctive identity such as Nash, Rihani, third, Diwani, Kufi.

The Arabic font is characterized by flexibility, innovation and development, while preserving its independent identity. The Arabic fonts of different types appear in all aspects of Islamic civilization, from the writing of the Holy Quran, and other elements of daily life.

This chapter also examined the aesthetic foundations of the Arabic calligraphy and the most important concepts related to these bases, including linear rhythm, balance, unity and proportionality. Address the influence of Arabic calligraphy in many other technical fields.

The second chapter deals with the structural structure of the poster and the stages of its development. A number of new art schools that appeared in the early 20th century were studied. Economic, social and cultural changes have played a major role in the development of the Declaration concept and form.

Also this chapter deals with the stages of the development of the poster in different stages of time through the development of posters through the presentation of poster models for different schools of art, and study the images and graphics advertising on which the poster and the functions of these images.