



Research Papers In The Geography
Of The Kingdom Of Saudi Arabia



1

A MODEL OF PLACING ARABIC
TYPOGRAPHY ON GENERAL AND
TOPOGRAPHIC MAP SYMBOLS

DR. NASSER M. SALMA

1409 A.H

1989 A.D

OCCASIONAL PAPERS PUBLISHED BY THE SAUDI GEOGRAPHICAL SOCIETY

KING SAUD UNIVERSITY- RIYADH
KINGDOM OF SAUDI ARABIA

Summary

Proper design in a graphic display is the prime factor in bringing about effective cartographic communication. It is also understood that the differences between the perceptual world of two peoples having the same cultural background is less than that between two from different cultures and thus the cartotypographic logic that is based upon the language of a culture will be less effective among people conditioned to a different set of characters, writing, and reading systems in another culture. The utilization of typography on maps plays an important role in enhancing the quality of map communication if it is used correctly.

Western rules of typographic placements and arrangements on maps are, unfortunately, often used on Arabic maps leading to a lesser communication quality on such maps. Such was tested against a new rule based upon the user's language, experience, education, and age as external factors and upon type size, type style, and symbols as internal factors. The prime objective of such a test is to elucidate if the Western rule is appropriate for maps using Arabic typography and if the new model which considers the above mentioned aspects is, appreciably, more adequate.

The results of the analysis indicated far greater effectiveness of the new model over that of the Western one. The outcome of this research was placed on a graphical display intended for use as a guide to any future research regarding Arabic typography on maps.