



Arabic in multi-script signage and wayfinding

A Talk by Julia Petretta

Friday 20th July 2012 at 6pm

Keep it simple and don't make people think – this is the common ground rule for signage and wayfinding designers. Simplification in multi-script wayfinding environments however is anything but simple. The complex elements of a signage system become increasingly intricate in a multilingual layout – especially so when the two languages make use of different scripts. Another layer of complexity comes with altering the reading directions – from right to left and left to right. The Arabic script makes use of both.

Cultural identity is also a crucial ingredient for reading signs in context.

Natural questions then arise: What is the right layout? What is the right font size? But decisions on look and feel are just the beginning. Multi-script does not necessarily mean multi-lingual, and messages get altered or even lost in translation. All of this is for the designer to understand and evaluate.

This talk gives an overview of basic design understanding for a multi-script decision-making process.

Julia holds degrees in communication and information design from Mannheim, Germany and a Masters in Typeface Design from the University of Reading focusing on Arabic script. She has lived and studied in Egypt. Julia worked with Merson Signs on a Knowledge Transfer Project on Middle East airport signage and is currently a Last Mile wayfinding consultant for the London Olympics.

Venue

The Gallery, 75 Cowcross Street, Farringdon, London, EC1M 6EL
(Nearest tube: Farringdon)

Click [HERE](#) to find the venue in Google Maps

Information

www.signdesignsociety.co.uk



Admission

Free to SDS members, non-members £25.
Wine and canapés included.

Entry

Entry to all Sign Design Society talks and events is by ticket only. Space is limited, so allocation is on a first come, first served basis. If you have any special requirements please let us know, well in advance.

Membership

By joining the Society you will receive free entry to our very regular talks, discounted admission to events and many other benefits. Join today and come to this talk for free.

Tickets

Please apply for tickets as soon as you can and no later than Tuesday 17th July 2012.

For Tickets, Membership and Information go to:

www.signdesignsociety.co.uk
enquiries@signdesignsociety.co.uk
Telephone 0207 091 4273

The views and opinions expressed at our talks and events do not necessarily represent those of The Sign Design Society.

