



## 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 sfocusing 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](http://www.signdesignsociety.co.uk)



### Admission

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

### Entry

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### 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:

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