

Typographic Formation in the Design of Artistic Figures and (Case Study of Jordanian Cities) Decorate Outer Space Murals to

By

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Abstract

This study aimed to investigate the utilization of typographic formation in designing artistic murals to decorate outer spaces, focusing specifically on Jordanian cities. The study also explored the differences concerning variables such as gender, age, educational level, and years of experience in relation to the perceived importance, effectiveness, and challenges of using typographic formation as artistic murals for enhancing urban spaces in Jordanian cities. The study adopted a descriptive and inferential methodology. The study population comprised academic faculty members in design colleges at 14 private universities in Jordan that offer arts and design programs, with a total of 214 academic faculty members. The study sample consisted of a random sample of 103 academics from those universities. The collected data from the sample individuals through a questionnaire regarding the study dimensions were analyzed using the Statistical Package for the Social Sciences (SPSS). The study yielded several noteworthy results, including statistically significant differences at a significance level of 0.05 in the degree of importance, effectiveness, and challenges of using typographic formation in designing murals for enhancing urban spaces in Jordanian cities attributed to the gender variable. However, no statistically significant differences were found at a significance

level of 0.05 in the degree of challenges attributed to the age variable. Based on the study results, several recommendations were provided, such as the necessity of employing typographic murals for embellishing outdoor plazas in Jordanian cities, allocating a larger budget for executing such projects, providing opportunities for talented designers specialized in typography, and encouraging designers to incorporate typography as a design art form for decorating public spaces in Jordanian cities.