Seven Beauties: The Design Concepts of Islamic Graphic Design

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Abstract. The purpose of this research is to analyze the concepts of Islamic Art which relate to the graphic design for Thai Halal products. A framework consists of Islamization, localization and globalization. These are the elements applied to the qualitative research methods. The results will explain some artistic representation in Islamic graphic design as are: Unity: represented with natural, casual and classic Image. Use dark and bright tone colors. Respect: represented with natural, classic and casual Image. Use bright and subdued tone colors. Sincerity: represented with classic, casual and natural Image. Use dark and bright tone colors. Knowledge: represented with modern, natural and classic Image. Use dark tone colors. Balance: represented with natural, casual and classic Image. Use bright and subdued tone colors. Modesty: represented with natural and classic Image. Use subdued and dark tone colors. Remembrance: represented with natural, classic and elegant Image. Use subdued and dark tone colors.

Keywords: Islamic Art, Graphic Design, Thai Halal Products.

1. Introduction

The Qur'an never directly mentions to the art. But ever refers to the beauty which God created [1]. The essential of Qur'an was related to the way of life and mind in good. The Goodness was symbolized with all beautiful and God created things. In accordance with the faith, the mosques were represented the house of God, a part of the community and a symbol of Islam.

The Islamic art character is represented with three main structures of design: Arabesque, Geometric form and Arabian calligraphy [2]; as on Fig. 1. Muslims focus on the mosque and use Islamic art as the embodiment of beauty. There is no essential difference between sacred and secular art in Islam. This allows Islamic artist to symbolize the spiritual path of the religion. Through the study of seven key religious beliefs: Tawhid (Unity), Ihtiram (Respect), Ikhlas (Sincerity), Ilm (Knowledge), Iqtisad (Balance), Haya (Modesty), Dhikr (Remembrance) [3].

One of the universal languages is graphic design (visual communication): a set of images which use for communicate their concepts. The elements of visual communication are delineated through the elements of graphic design and the principles of design. The elements of graphic design can be divided into four groups of elements. The first is the conceptual elements; point, line, plane, volume. The second is the visual element: shape, size, color, texture. The third is the relational element; direction, position, space, gravity. The last is the practical element; representation, meaning and function.
The principles of design consist of two kinds of rule. The primary organization principles governing graphic design are unity, figure and ground relationships, emphasis, hierarchy and proportion. The secondary supporting principles are scale, balance, direction and movement, contrast, rhythm and repetition.

2. Methodology

This research intends to identify the seven key religious beliefs with the hypothesis as they able to be the primary concept for graphic design. Then use the elements and principles of graphic design to represent the concept. The graphic designers were interviewed. In addition, a focus group interview of Thai Muslims with dynamic roles in Islamic culture was undertaken. Data analysis will be described on the meaning of each key religious belief.

2.1. Conceptual Framework

The conceptual framework of this research was based on 3 words; as on Fig. 2. First is Islamization: the principles of Islam, the beauty of God. Second is Localization: the life and culture in Thailand, the environmental effect. Third is Globalization: the visual communication and sign recognition of all Muslims [4]. The framework was led to the idea of this research, Islamization was applied to the beauties, Globalization was applied to the graphic design and Localization was applied to the Islamic graphic design; as on Fig. 3. The result will be applied for Thai Halal products.

3. Results

Overall, the findings of this research reveal that the guidelines for Islamic graphic design through the

elements and principles of graphic design. Detail of all concepts as following:
3.1. **Unity: Use Natural, Casual and Classic Image**

Use dark and bright tone colors, use Thai fonts with round head fonts with one line weight, Thai traditional fonts with different line weights and hand fonts with one line weight. Principles of symmetrical balance, regular repetition and contrast of scale were the suitable compositions.

![Fig. 4: Concept of Unity.](image)

3.2. **Respect: Use Natural, Classic and Casual Image**

Use bright and subdued tone colors, use Thai traditional fonts with one line weights, round head fonts with one line weight and hand fonts with different line weight. Principles of contrast of scale, regular repetition and symmetrical balance were the suitable compositions.

![Fig. 5: Concept of Respect.](image)

3.3. **Sincerity: Use Classic, Casual and Natural Image**

Use dark and bright tone colors, use Thai fonts with hand writing with different line weight, round head fonts with one line weight and hand fonts with one line weight. Principles of regular repetition, symmetrical balance and contrast of scale were the suitable compositions.

![Fig. 6: Concept of Sincerity.](image)

3.4. **Knowledge: Use Modern, Natural and Classic Image**

Use dark tone colors, use Thai traditional fonts with one line weights, beaked end fonts with one line weights and round head fonts with one line weight. Principles of symmetrical balance, regular repetition and contrast of scale were the suitable compositions.
3.5. Balance: Use Natural, Casual and Classic Image

Use bright and subdued tone colors, use Thai fonts with round head fonts with one line weight, hand fonts with different line weight and Thai traditional fonts with one line weights. Principles of symmetrical balance, regular repetition and contrast of scale were the suitable compositions.

3.6. Modesty: Use Natural and Classic Image

Use subdued and dark tone colors, use Thai fonts with round head fonts with one line weight, Thai traditional fonts with one line weights. Principles of radial balance, symmetrical balance and regular repetition were the suitable compositions.

3.7. Remembrance: Use Natural, Classic and Elegant Image

Use subdued and dark tone colors, use Thai fonts with round head fonts with one line weight, Thai traditional fonts with one line weights and Thai traditional fonts with different line weight. Principles of symmetrical balance, regular repetition and radial balance were the suitable compositions.
4. Conclusions

Seven key concepts which suitable for graphic design consist of: Unity, Respect, Sincerity, Knowledge, Balance, Modesty and Remembrance. Each of single concepts has specific idea and way to represent their character. They were combined with the elements and principles of graphic design, specific Thai fonts, theme of colors and the suitable compositions. Then complete it with a picture, floral Arabesque, geometric form and Arabic calligraphy.

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6. References


