ABSTRACT

Typography is one of the major elements of graphic designing. If a design has to communicate with people, the typography plays the main role to interact and to convey that message in the design. This research is all about the task for Kufic typography of having an impactful feel and communicating the message of the design.

Kufic typography is the script which is dominantly used in the Dawoodi Bohra community, for their design and they have religious philosophies based on their beliefs and values behind the use of Kufic typography. The research is based on the religious philosophies behind the use of Kufic in their community.

Initially the research started by studying on the Kufic script, through books and online information, on its history and how it was used in its early times and evolved during the time. Later on, to study on its significance in the Bohra Community, a qualitative research was approached where interviews were taken of people who were concerned with the topic and who gave information related to the philosophies and significance of Kufic. After the research, the analysis stepped in where the literature review and the qualitative research combined to help in to analyze the overall research where it helped to understand how things work, especially by analyzing their work, which along with its design has strong and deep values behind it.

In conclusion, it directed us to the point that Kufic script makes one realize that typography for sure is an important element of a design. It with strong concepts and a message behind it plays its role wonderfully. The research even tells us that the Kufic Zoaib 5 script is no doubt the script of Islam and plays the role of continuity, it started as the Quranic script spreading the message of Islam and till date it is serving the purpose of Islam for the Bohra Community through its design.