

## **A standard criteria for the utilization of words and characters position and size for the enhancement ad design**

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### **Abstract:**

This study confirms the standard criteria for benefiting from the shape of the letter or the word within the ad sentence, which enables the designer to make these writings of a clear ability to express the meanings that he wants within the design such as (joy, anxiety, and fear) in addition to emphasizing the meaning of the sentence. The study is based on the fact that innovation, renewal and distance from monotony can be changed by changing the measurement of the letter in writing according to its shape or location to increase the activation of the sentence or draw attention. The study also believes that other elements can be added with letters such as (mass - texture - third dimension - color and different effects) will give the designer greater freedom in the added artistic creativity of the sentence, which by means of addressing the human psyche (visually). The study found that the formal formulation of the letter or word gives the designer the ability to add different technical values and expressive energies within the advertising design and that interest in studying the forms of letters and writings is one of the good and useful ways to design a brand or logo within the advertising design. It also confirms that the aesthetic form of the advertising sentence has a role in activating the message of advertising, and that there are many letter and writing designs that carry within it the burden of creating a picture and form of design, and that the design of lines and writings is not just an artwork but requires a real sense of balance.

### **Keywords:**

standard criteria Font form Design Effectiveness