

This case study is about Architect Razan Basim who established her business Harmony Jewelry and her first collection in 2018, she is based in Jordan. Around 5 years ago she began studying graphic design and concentrated on typography. After she learnt about Western and Arabic types, she found a greater range of font styles in the English language, whilst Arabic typography had the tendency to stick to classic letterforms. Razan states “If you examine the font design, there aren’t many fonts in Arabic to utilise in computers or printing” Razan, noticing an opportunity began designing jewelry gaining inspiration from the Arabic alphabet, producing the letters in a unique style. Razan states that “it began with her colleagues along with her family and they said: “I would like a letter A or B (in Arabic),”she remembers. She also states “I attempt to make people examine typography in an alternative way, not simply as a letter to read, but as an image too.”

If you would like to find out more please follow this link:
<https://www.facebook.com/HarmonyDesignJewelry/>