UNIVERSITY OF
ARABIC CALLIGRAPHY

# Diploma in Digital Arabic Calligraphy

Calligraphy and Technology

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University of Arabic Calligraphy

## Academic Dept.

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# Diploma in Digital Arabic Calligraphy

## 1. Introduction:

The Diploma in Digital Arabic Calligraphy is a specialized program designed to combine traditional calligraphy skills with modern digital tools. This program equips students with the ability to create digital calligraphic artworks suitable for a variety of digital media and commercial applications. The curriculum emphasizes the use of digital design software and techniques while maintaining the artistic essence of traditional Arabic calligraphy.

## 2. Objectives:

The main objectives of the Diploma in Digital Arabic Calligraphy are:

- To blend traditional Arabic calligraphy skills with modern digital technology.
- To develop proficiency in using digital design software specifically tailored for calligraphic work.
- To produce professional-quality digital calligraphic artworks for various media and commercial purposes.

## 3. Program Details:

- **Duration:** 6-12 months
- **Total Credits:** 15
- **Total Educational Hours:** 375 hours
- **Mode of Study:** Full-time / Part-time
- **Certification:** Diploma in Digital Arabic Calligraphy

## 4. Syllabus:

| Semester | Course Code | Course Title | Duration | Credits | Description |
|----------|-------------|--------------|----------|---------|-------------|
| 1 | CALL 501 | Digital Calligraphy Tools | 8 weeks | 3 | Introduction to digital tools and software used in calligraphy, including Adobe Illustrator, Photoshop, and other design software. |
| 1 | CALL 502 | Digital Design Techniques | 8 weeks | 3 | Techniques for creating digital calligraphic designs, focusing on vectorization, digital brush strokes, and layering effects. |
| 2 | CALL 503 | Professional Digital Projects | 12 weeks | 4 | Development of digital calligraphy projects for professional use, including branding, web design, and multimedia applications. |
| 2 | CALL 504 | Advanced Digital Techniques | 8 weeks | 2 | Exploration of advanced digital calligraphy techniques, including 3D modeling, animation, and digital enhancement tools. |
| 3 | CALL 505 | Capstone Project | 12 weeks | 3 | Comprehensive digital calligraphy project that demonstrates the student's technical and artistic skills in a chosen area. |
| 3 | CALL 506 | Examination and Portfolio Review | 4 weeks | 2 | Final assessment and review of the student's digital portfolio by a panel of digital art and calligraphy experts. |

## 5. Course Breakdown:

1. **Digital Calligraphy Tools (CALL 501):**

   - Introduction to the essential digital tools and software used for creating calligraphic art.
   - Covers Adobe Illustrator, Photoshop, and other relevant software, focusing on their applications in digital calligraphy.
   - Includes lessons on setting up digital workspaces, utilizing calligraphic brushes, and basic digital editing skills.

2. **Digital Design Techniques (CALL 502):**

- Focuses on developing techniques for creating digital calligraphic designs.
- Students learn vectorization, digital brush strokes, layering effects, and color theory to enhance their calligraphic works.
- Explores various digital formats and their uses in branding, print, and web design.

3. **Professional Digital Projects (CALL 503):**

- Guides students through the creation of professional digital calligraphy projects.
- Includes practical assignments such as designing logos, web graphics, social media content, and multimedia presentations.
- Emphasizes originality, technical skill, and the ability to adapt traditional calligraphy for modern commercial applications.

4. **Advanced Digital Techniques (CALL 504):**

- Explores advanced digital techniques, including 3D modeling, animation, and digital enhancements.
- Students learn how to integrate calligraphy into complex digital compositions and multimedia formats.
- Includes workshops and exercises on creating dynamic, interactive digital calligraphic artworks.

5. **Capstone Project (CALL 505):**

- Serves as the culminating experience of the program, where students create a comprehensive digital calligraphy project.
- The project should demonstrate mastery of both traditional calligraphy principles and modern digital techniques.
- Students receive feedback from instructors and peers, and present their final work in a digital showcase.

6. **Examination and Portfolio Review (CALL 506):**

- Final evaluation through an extensive review of the student's digital portfolio.
- The portfolio should include all significant digital works produced during the program, showcasing a range of skills and styles.
- A panel of experts in digital art and calligraphy will assess the portfolio, providing constructive feedback and guidance for future work.

## 6. Career Opportunities:

Graduates of the Diploma in Digital Arabic Calligraphy can pursue various career paths, including:

- Digital Calligrapher or Graphic Designer, specializing in Arabic calligraphy for digital platforms.
- Branding and Marketing Specialist, using calligraphy as a key visual element in advertising, branding, and digital marketing.
- Web and Multimedia Designer, integrating calligraphy into web interfaces, apps, games, and other multimedia formats.
- Educator or Instructor, teaching digital calligraphy techniques and promoting the integration of traditional arts with modern technology.

**Entry Requirements:**

- **Educational Background:** Basic knowledge of Arabic calligraphy and familiarity with digital design tools.
- **Skills:** A portfolio showcasing foundational calligraphy skills and some digital artworks.
- **Application Requirements:** Submission of a portfolio, completed application form, and a brief statement of purpose explaining the applicant's interest in digital calligraphy