



UNIVERSITY OF  
ARABIC CALLIGRAPHY

# Professional Diploma in Arabic Calligraphy

Calligraphy for Professionals

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University of Arabic Calligraphy

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## Professional Diploma in Arabic Calligraphy

### 1. Introduction:

The Professional Diploma in Arabic Calligraphy is designed for artists, designers, and professionals who seek to incorporate the art of calligraphy into their careers. The program provides advanced training in calligraphic techniques and prepares students to use these skills in various commercial and artistic contexts. The diploma covers both the creative and business aspects of a career in calligraphy, offering a well-rounded education that is suitable for anyone looking to elevate their practice to a professional level.

### 2. Objectives:

The key objectives of the Professional Diploma in Arabic Calligraphy are:

- To develop a comprehensive portfolio of professional-quality Arabic calligraphy.
- To learn how to apply calligraphy across different commercial and artistic domains, such as graphic design, branding, product design, and more.
- To understand the business aspects involved in a career in calligraphy, including client management, marketing, and pricing.

### 3. Program Details:

- **Duration:** 12-18 months
- **Total Credits:** 30
- **Total Educational Hours:** 750 hours
- **Mode of Study:** Full-time / Part-time
- **Certification:** Professional Diploma in Arabic Calligraphy

#### 4. Syllabus:

Semester	Course Code	Course Title	Duration	Credits	Description
1	CALL 801	Advanced Calligraphy Techniques	12 weeks	4	Mastery of advanced calligraphic techniques, focusing on precision, consistency, and creative expression in writing.
1	CALL 802	Calligraphy in Design	12 weeks	4	Application of calligraphy in graphic design, product design, and branding, combining traditional styles with modern aesthetics.
2	CALL 803	Professional Practices	8 weeks	2	Business practices for calligraphers, including client management, marketing, project pricing, and contracts.
2	CALL 804	Portfolio Development	12 weeks	4	Guided development of a professional portfolio showcasing the student's unique style and calligraphic skills.
3	CALL 805	Capstone Project	12 weeks	4	A comprehensive project that demonstrates the student's proficiency in applying calligraphic skills in a professional context.
3	CALL 806	Examination and Portfolio Review	4 weeks	2	Final assessment involving the presentation and review of the student's portfolio by a panel of experts.

#### 5. Course Breakdown:

##### 1. **Advanced Calligraphy Techniques (CALL 801):**

- Focuses on mastering advanced techniques in Arabic calligraphy, including complex compositions, advanced strokes, and the use of various traditional tools and materials.
- Covers different calligraphic styles, such as Naskh, Thuluth, Diwani, and more, with an emphasis on creative expression and personal style development.
- Students will learn to create high-quality calligraphic works, ready for professional display or sale.

##### 2. **Calligraphy in Design (CALL 802):**

- Explores the integration of calligraphy into modern design contexts, such as graphic design, product packaging, digital media, and branding.
- Covers both traditional and digital methods, allowing students to adapt their skills to contemporary design needs.
- Students will learn how to apply calligraphy to various mediums, including digital interfaces, textiles, ceramics, and other commercial products.

### 3. **Professional Practices (CALL 803):**

- Provides insights into the business side of a calligraphy career, focusing on essential skills like client management, marketing strategies, and project pricing.
- Teaches students how to navigate the commercial landscape, manage their own calligraphy business, and effectively communicate with clients.
- Covers legal aspects, such as contracts, intellectual property rights, and managing commissions.

### 4. **Portfolio Development (CALL 804):**

- Helps students create a professional portfolio that reflects their unique style and capabilities in Arabic calligraphy.
- Provides guidance on selecting and curating work to showcase a range of skills and techniques, tailored to different potential markets.
- Focuses on developing a portfolio suitable for presentation to clients, galleries, or for applications to further academic or professional opportunities.

### 5. **Capstone Project (CALL 805):**

- Involves the creation of a comprehensive project that demonstrates the student's expertise in Arabic calligraphy and its application in a professional context.
- Students are required to choose a project that aligns with their career aspirations, such as a branding project, a public art piece, or a collection of calligraphic works.
- The project should display a deep understanding of both traditional calligraphy and its contemporary applications.

### 6. **Examination and Portfolio Review (CALL 806):**

- The final assessment involves the presentation of the student's portfolio to a panel of experienced calligraphers and design professionals.
- The review will evaluate the artistic quality, technical proficiency, originality, and commercial viability of the portfolio.
- This assessment aims to prepare students for professional engagements by ensuring their portfolio meets industry standards.

## 6. Career Opportunities:

Graduates of the Professional Diploma in Arabic Calligraphy can pursue various career opportunities, including:

- **Freelance Calligrapher:** Offering calligraphic services for private commissions, invitations, certificates, or decorative art.
- **Graphic Designer:** Incorporating calligraphy into graphic design projects for clients, such as logos, posters, or branding materials.
- **Art Director:** Working with advertising agencies, publishers, or media companies to use calligraphy in creative and commercial contexts.
- **Entrepreneur:** Establishing a business around custom calligraphy, products, workshops, or online courses.
- **Educator:** Teaching calligraphy at art schools, cultural centers, or through online platforms.
- **Public Artist:** Creating calligraphic murals or installations for public and private spaces.

## 7. Entry Requirements:

- **Educational Background:** Prior experience in Arabic calligraphy or a related field, such as graphic design or fine arts.
- **Skills:** Demonstrated proficiency in calligraphy, with a portfolio showcasing a range of styles and techniques.
- **Application Requirements:** Submission of a portfolio, a completed application form, and a statement of purpose explaining the applicant's interest in professional calligraphy.