



UNIVERSITY OF  
ARABIC CALLIGRAPHY

# Diploma in Professional Calligraphy Business

Calligraphy Entrepreneurship

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## Table of Contents

Diploma in Professional Calligraphy Business.....	2
1. Introduction:.....	2
2. Objectives:.....	2
3. Program Details: .....	2
4. Syllabus: .....	3
5. Course Breakdown:.....	4
6. Career Opportunities: .....	5
7. Entry Requirements: .....	5

# Diploma in Professional Calligraphy Business

## 1. Introduction:

The Diploma in Professional Calligraphy Business is crafted for individuals aiming to excel in the calligraphy industry by combining advanced artistic skills with essential business management knowledge. This program covers high-level calligraphy techniques, business strategies, and marketing approaches specifically tailored for calligraphic enterprises. Graduates will be equipped to operate, manage, and grow a calligraphy business, effectively handling client relations, project execution, and business development.

## 2. Objectives:

The main objectives of the Diploma in Professional Calligraphy Business are:

- To develop advanced calligraphy skills suitable for professional applications.
- To understand and apply business management principles within the calligraphy industry.
- To create and implement effective marketing strategies for calligraphy services.
- To manage client relationships and deliver high-quality calligraphic projects.

## 3. Program Details:

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

#### 4. Syllabus:

Semester	Course Code	Course Title	Duration	Credits	Description
1	CALL 1201	Advanced Calligraphy Techniques	12 weeks	4	Mastery of advanced calligraphy techniques for professional use, focusing on skill enhancement and artistic excellence.
1	CALL 1202	Business Fundamentals	12 weeks	4	Introduction to fundamental business management principles, including organizational structures, strategic planning, and operations management.
1	CALL 1203	Client Management	8 weeks	3	Strategies for effective client relationship management and project execution, including communication skills and client servicing.
2	CALL 1204	Marketing Strategies	12 weeks	4	Development of marketing and promotional strategies tailored specifically for the calligraphy industry, including branding, digital marketing, and market analysis.
2	CALL 1205	Financial Management	8 weeks	3	Financial planning and budgeting techniques, financial management practices, and financial analysis for a calligraphy business.
2	CALL 1206	Business Law and Ethics	8 weeks	3	Understanding legal considerations, business regulations, and ethical practices relevant to the calligraphy business.
3	CALL 1207	Portfolio Development	12 weeks	4	Creation of a professional portfolio showcasing calligraphy work and business projects, focusing on presentation, organization, and content quality.
3	CALL 1208	Capstone Business Project	12 weeks	4	Comprehensive project that integrates advanced calligraphy skills with business management practices, requiring the development and execution of a business plan or project.
3	CALL 1209	Examination and Portfolio Review	4 weeks	2	Final assessment involving a review of the business portfolio and project, including an examination to evaluate understanding of business and calligraphy concepts.

## 5. Course Breakdown:

### 1. **Advanced Calligraphy Techniques (CALL 1201):**

- Focuses on mastering complex and innovative calligraphy techniques that are essential for high-level professional work.
- Includes advanced training in various calligraphic styles and their applications in different contexts, such as commercial and artistic projects.

### 2. **Business Fundamentals (CALL 1202):**

- Covers the basics of business management, including the establishment and operation of a calligraphy business.
- Includes topics on business planning, organizational structures, operational strategies, and management practices tailored to the calligraphy industry.

### 3. **Client Management (CALL 1203):**

- Teaches strategies for building and maintaining positive client relationships, managing client expectations, and delivering successful projects.
- Emphasizes communication skills, customer service techniques, and project management practices.

### 4. **Marketing Strategies (CALL 1204):**

- Provides insight into creating and implementing marketing strategies specifically for calligraphy services.
- Covers branding, market research, digital marketing, promotional tactics, and sales strategies to attract and retain clients.

### 5. **Financial Management (CALL 1205):**

- Focuses on financial planning, budgeting, and financial management practices necessary for running a calligraphy business.
- Includes financial analysis, cash flow management, and strategies for financial growth and sustainability.

### 6. **Business Law and Ethics (CALL 1206):**

- Addresses legal aspects of operating a business, including contracts, intellectual property rights, and business regulations.
- Discusses ethical considerations and best practices for maintaining integrity and professionalism in the calligraphy business.

## 7. Portfolio Development (CALL 1207):

- Guides students in creating a professional portfolio that effectively showcases their calligraphy work and business projects.
- Emphasizes the importance of presentation, organization, and content quality in demonstrating skills and achievements.

## 8. Capstone Business Project (CALL 1208):

- Requires students to develop and execute a comprehensive business project that integrates advanced calligraphy skills with business management principles.
- The project may include creating a business plan, executing a marketing campaign, or developing a new product or service.

## 9. Examination and Portfolio Review (CALL 1209):

- Involves a final assessment of the student's understanding of both calligraphy and business concepts.
- Includes a portfolio review by a panel of experts and an examination to evaluate the student's knowledge and skills.

## 6. Career Opportunities:

Graduates of the Diploma in Professional Calligraphy Business can pursue various career paths, including:

- **Calligraphy Business Owner:** Operating and managing a business specializing in calligraphy services, including custom commissions, workshops, and product development.
- **Calligraphy Consultant:** Advising businesses and individuals on incorporating calligraphy into their branding, marketing materials, and design projects.
- **Marketing Specialist:** Developing and implementing marketing strategies for calligraphy services, including online presence and promotional campaigns.
- **Client Relations Manager:** Managing client interactions, ensuring satisfaction, and handling project execution in calligraphy-related businesses.
- **Business Development Manager:** Identifying growth opportunities, creating strategic plans, and expanding the reach of a calligraphy enterprise.

## 7. Entry Requirements:

- **Educational Background:** A background in fine arts, graphic design, or related fields is recommended.
- **Skills:** Proficiency in basic calligraphy techniques and a strong interest in business management.
- **Application Requirements:** Submission of a statement of intent, a resume highlighting relevant experience, and a portfolio showcasing calligraphy work or business projects.