

काशी हिन्दू  
विश्वविद्यालय



BANARAS HINDU  
UNIVERSITY



DEPARTMENT OF APPLIED ARTS  
*Faculty of Visual Arts*



**National Seminar & Workshop**

Friday, 9th to Sunday, 11th October 2015







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Department of Applied Arts

*Faculty of Visual Arts*

DESIGN INNOVATION CENTRE (DIC) at BHU & IIT (BHU)  
अभिकल्प नवप्रवर्तन केन्द्र

## National Seminar & Workshop

Friday, 9th to Sunday, 11th October 2015



Selected Research paper will be published in ISBN Book/ Proceeding

**Venue** New Lecture Theater, Faculty of Visual Arts,  
Banaras Hindu University, Varanasi, UP, INDIA

### Mentor for the Workshop



**Achyut Pallav**  
Eminent Calligrapher



**Prof. Mahendra Patel - Pune**  
Only Indian who wins  
The Mainz Gutenberg Award 2010, Germany



**Rajeev Prakash Khare**  
Director - ART, Delhi Press  
& Eminent Typographer



**Dr. Girish Dalvi**  
Industrial Design Centre,  
IIT - Bombay



## Concept Note:

Calligraphy has essentially defined as "written letters, dependent upon the flow and rhythm of the pen or brush". The art of making beautiful and elegant handwriting is called Calligraphy, which requires skilled craftsmanship. A contemporary definition of calligraphy practice is "The art of giving form. to signs in an expressive, harmonious and skillful manner".

Language is an imitation of Civilization and Languages are emanating by Script in the form of Calligraphy. The interpretation of Language by humans in the civilization has been through the idea of Communication and Function, where as the interpretation of calligraphy by individuals through the idea of Beauty and Identity.

Calligraphy is an art form in which determination and focus are the major ingredients, it does not matter whether you have artistic background or not it indicates that for good calligraphy, you no need to be an "Artist". Language is frequent method of communication for public and tool for Writer/Poet and Artist. The story of writing is one of aesthetic evolution framed within the technical skills, transmission speed and material limitation of a person, time and place. A style of writing is described as a script, hand or alphabet. The literal meaning of the word calligraphy is beautiful writing. Calligraphy is a type of Visual Arts related to writing, it is often called the art offence lettering.

Calligraphy and Language are flourished and expended through ages with Experimentation, Innovation and Creations, which explode them to global heights. Traditional methods of Calligraphy designing are adopted and twisted for new Creations, like Open Indigenous fonts, Digital calligraphy designs and exposure of all languages from civilization to civilization.

## **Aim of the Seminar:**

The seminar will aim at facilitating interdisciplinary debate on ways and mechanisms of developing a protective framework for the forms of calligraphy and variations of languages in Indian standpoints. The purpose of the seminar is to let to know about the calligraphy and their expansion, approval and rationale as well as Language diversity in India and factors working behind to make it adequate and prosperous.

## **Aim of the Workshop:**

The workshop will aim at on condition that knowledge could spread, awareness of techniques and methodology of Innovation in Calligraphy forms with meticulous focal points on Indian diverse Language and Scripts as well as their working skills to the attendees. The workshop group will practice the practical knowledge in range of disciplines of calligraphy.



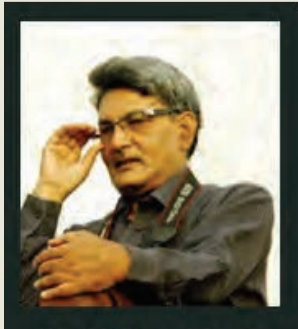
## Organizing Committee



Prof.H.L.Prajapati

**CHAIRMAN**

Head of Department of Applied Arts,  
Faculty of Visual Arts, BHU, Varanasi



Shri Vijay Singh

Associate Professor

Department of Applied Arts,  
Faculty of Visual Arts, BHU, Varanasi

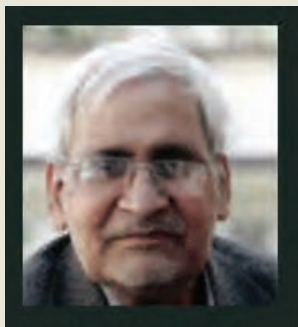


Dr. Manish Arora

**ORGANIZING SECRETARY**

Assistant Professor

Department of Applied Arts,  
Faculty of Visual Arts, BHU, Varanasi



Dr. V.B. Singh

Associate Professor

Department of Applied Arts,  
Faculty of Visual Arts, BHU, Varanasi

## MENTORS FOR THE WORKSHOP



**Indigenous  
Open Font Design**

**Dr. Girish Dalvi**  
Industrial Design Centre,  
IIT - Bombay



**Letter Form  
Exploration**

**Prof. Mahendra Patel**  
Only Indian who wins  
The Mainz Gutenberg Award 2010,  
Germany





**Innovations in  
Calligraphy**

**Rajeev Prakash Khare**  
Director - ART, Delhi Press  
& Eminent Typographer



**Experimentation in  
Calligraphy**

**Achyut Pallav**  
Eminent Calligrapher

## Sub topics for the Seminar :

1. Language and Calligraphy
2. Traditional Art and Calligraphy
3. Modern Art and Calligraphy
4. Traditional Art and Language
5. Modern Art and Language
6. New Influence of Calligraphy on Language
7. New Influence of Languages on Calligraphy
8. Voice, Rhythm and Language
9. Signs, Symbols and Calligraphy
10. Technology and Growth in Calligraphy
11. Modification and Expansion in Language
12. Why changes needed in Calligraphy
13. Communication through Calligraphy
14. Innovative Expression through Language
15. Globalization of India Calligraphy and Language
16. Calligraphy and different Languages through their Scripts
17. Unity and Diversity in Calligraphy and Language
18. Indian Calligraphy and History
19. Western Calligraphy and History
20. New Design in Calligraphy
21. Innovations in Language Designing
22. Innovative Challenges for Calligraphy and Languages
23. Innovative Techniques in Calligraphy
24. Challenges for Creativity in Calligraphy
25. Design Innovation in Calligraphy
26. Design Innovation in Languages
27. Role of Calligraphy in respective Disciplines of participants
28. Role of Language in respective Disciplines of participants
29. Challenges of Calligraphy in respective Disciplines of Education
30. Challenges of Language in respective Disciplines of Education
31. Modern Calligraphy
32. Modern Language
33. Modern and Traditional Calligraphy
34. Social connections of Calligraphy and Language
35. Role of Religion in Calligraphy and Language
36. Role of Institutions in Calligraphy and Language
37. The Fundamental aspects of Calligraphy along with Language and more.....

## National Seminar & Workshop

Friday, 9th to Sunday, 11th October 2015



**30th September, 2015 Last date for the Submission of Full Paper**





The National Seminar and Workshop "Kalakshar" held in 2013 at Banaras Hindu University's Department of Applied Arts was a significant event that brought together artists, scholars, and students to explore the intersection of traditional and contemporary art practices. The seminar focused on the role of art in society, emphasizing both theoretical discussions and practical workshops. Participants engaged in hands-on sessions, enhancing their skills in various artistic techniques while fostering a collaborative environment for creative exchange. The event highlighted the rich cultural heritage of India and aimed to inspire innovation in applied arts, contributing to the academic and artistic community. Through presentations, exhibitions, and interactive discussions, "Kalakshar" successfully celebrated the dynamic nature of art and its relevance in modern times.













# **A Multi disciplinary Approach**

**Art**  
**Art Directors**  
**Brand**  
**Business**  
**Behavior**  
**Calligraphy**  
**Commerce**  
**Creativity**  
**Creative Directors**  
**Copy Writing**  
**Culture**  
**Design**  
**Entertainment**  
**Economic Trends**  
**Film**  
**Graphic Design**  
**Idea**  
**Illustration**  
**Language**  
**Literature**  
**Law**  
**Marketing**  
**Mass Communication**  
**Market**  
**Media**  
**Photography**  
**Product**  
**Price**  
**Place**  
**Promotion**  
**Publicity**  
**Public Relation**  
**Psychology**  
**Philosophy**  
**Religion**  
**Rural Market**  
**Science**  
**Social Media**  
**Technology**  
**Tradition**  
**Typography**  
**Urban Market**



