



summer workshop 2019

engage your senses this summer

CALLIGRAPHY WORKSHOP

Anchor Faculty
Sutirtha De

Schedule
20 - 24 May, 2019

Introduction

Calligraphy is a visual art related to writing and letters. The word "Calligraphy" originated from the Greek word kalligraphia (kallos 'beauty' + graphein 'write'). Contemporary calligraphic practice can be defined as, "the art of giving form to signs in an expressive, harmonious, and skillful manner".

Writing has evolved hugely over time, right from cave drawings to the current computer fonts. Expressive writing through Calligraphy is very personal and needs a lot of premeditation and practice. All one needs is the sharp aesthetic eye to understand the letterforms and beautiful fluid movement of the arm with the writing instrument.

In this workshop the participants will be given and detailed introduction to the origins of Calligraphy, and be introduced to various scripts over the ages and how they have evolved. In the workshop they shall be taught the fundamentals of Calligraphy - rules and methods which are quintessential for the beginner as it is for the master calligrapher. They will make persistent efforts to help develop control and flow. Different aspects of form, rhythm and movement, spacing, pressure etc. shall be discussed and demonstrated. In this workshop we shall be dealing with the Chancery Script (English).

This workshop will sensitize and evoke the participants' design sense and aesthetics for Letter Forms, Lettering and scripts.

Course Objective

- To introduce the beauty of Letters and Letter forms
- Develop Calligraphy Skills
- To be able to develop skills to explore and apply the knowledge of letter forms

Course Structure

1. Introduction to Calligraphy
2. History of the Scripts
3. Different style of Calligraphy – FORMAL / INFORMAL / FREESTYLE

4. Introduction to different Instruments, Mediums Materials
5. Basics of Calligraphy
6. Demonstration of Different Scripts - Introduction to Calligraphy Scripts Hands on Roman / Copper Plate / Foundational / Chancery / Uncial / Gothic / Fraktur / Brush Script / Freestyle
7. Introduction to Strokes , Integration of Strokes, Group of Letters
8. Instructions to Calligraphy Script – Chancery Italics –Majuscles & Minuscles
9. Hand Made Pens – How to make them (Kittha, double pencil, Cola pen etc.)
10. Practise - practise - practise
11. Exploring a Letter – Form / Rhythm / Balance and Then Movement
12. Composition with Letters / Words / Sentences

Fee & Registration

Rs. 10,500/- inclusive GST for each participant. (Non-residential workshop fees includes one set of material, lunch and two refreshments for five days)

Register online at iop.nid.edu

The registration fees to be paid by Demand Draft / Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmadabad.

(for NEFT payment details please write to us at swipp@nid.edu, ipp@nid.edu)



Anchor Faculty

Sutirtha De is an Associate Senior Designer in Jute Design Cell, Innovation Centre for Natural Fibres Department at NID's Postgraduate Campus, Gandhinagar. He is an Economics (Honours) graduate from University of Burdwan and holds a post graduate diploma in Leather Design from National Institute of Fashion Technology.

He has 19 years industry experience working across many Indian and International Brands for Design and Product Development (Accessories/ Apparel – Knits, Woven & Leather) spanning over 16 years. Before joining NID in 2015 he has worked with various Companies - Tata International Ltd. (Leather Export Division), Color Plus, Arrow, Lee, Wrangler, Nautica, Louis Philippe, Reid and Taylor and also independently consulted for Puma, Saville Row and several startups (Range Design / Art Direction / Product and Fashion Photography / Interface & UI Design). Sutirtha has been awarded the India Design Mark 2017 award for Jute Fashion Tote Bag design.

Sutirtha has developed different custom lettering works for different brands (Paul John Whiskey) and also done commissioned custom art works. He has been the Official Calligrapher for the Chief Minister of Rajasthan.

Sutirtha has expertise in teaching Elements of Visual Design, Materials, Design Process and Methodology for Apparel and Accessories, Different scripts of Calligraphy and Photography.

His love for Calligraphy developed in his high school days (1992-93) and he has been pursuing it ever since though not professionally. The thrill and fun catapulted to a serious meticulous passion for him since 2010 after he bought some new writing instruments and started to teach himself. In August 2018 he has went for Master training at Calligraphy Residency with the renowned calligraphers of this era - Sheila Waters and Julian Waters - at the Waters' Residence in Pennsylvania, USA

Course Methodology

- Demonstration / Hands-on Training
- Assignments – Individual and Team Assignments

For further Details contact,

Industry & Online Programmes (I&OP)



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Intake

Maximum 30 participants.
(on a first come first serve basis)

Duration

The programme will be of five days.

Venue

NID, Paldi, Ahmedabad, 380 007

CERTIFICATE

A Certificate of participation will be presented to all the participants.