

**Kalakshar 2017 - National Seminar & Workshop**  
**“Design and Innovation in Indian Culture in terms of**  
**Language, Art and Technology”**

*Thursday 9<sup>th</sup> to Saturday 11<sup>th</sup> November 2017*

**Concept Note**

Organizing Secretary – Dr. Manish Arora

Kalakshar 2017 will provide a platform, where language, art and technology in relevant to Writing ‘entailing of the use of words in a structural stance’, Calligraphy ‘the art of producing decorative Handwriting with tools (pen, pencil or brush etc.)’ and Typography ‘technology helps to revitalize the art of calligraphy in the form of fonts, typography etc.’. All in together can be discussed and worked by specialist, beginner and curious work on the same ground on the proposed areas of typography, to be conspired in the society.

Running framework of technology, that enhances the level of language, art and typography and society is accepting all the changes along with ‘pro-technology includes language modifications – language and script digitalization, calligraphy and art changing their appearance with the help of new tools, mediums and materials, where as typography will is getting new heights – in terms of web & mobile application execution, user interface and online study etc. are available more often. The era of modern typography in the combination with pro-technology it become the need of integrated language, art and technology with step by step involvement of communication mediums; involvement as follows speaking arts (symbolic representation) and writing (the documentation of communication outcomes). In the same ways when we add art with handwriting, this gives birth to calligraphy. Calligraphy in sum with technology emote typography; when we add scripting and documenting with communication we get language.

Generally we see language, communication, documentation, art, calligraphy, culture, typography, writing, tools and technology etc. they are having individual

significance and work differently; some how they have interlinked with each other. Conference theme and subjects are key factor to all disciplines of educations and professional aids. This conference will be mostly practical and also experience based in which people working on those subjects be it specialist, academic, non-academic, technician, everyone together work to give new extraordinary solutions, new technology and new research to the challenges prevailing.

In this conference, on the first day there will be concept based discussion in which eminent Intellectuals, Writer, designer, typographer, calligrapher, social reformers, web designer, mobile app designer all will present solution to present day challenges through lecture and demonstration of two days, two diverse mentors will organize practical workshop on these topic in which participants will learn the subjects practically. During this workshop we will also organize demonstration, installation and exhibition at some related public space.

After the conference we will be more able to decide whether through any multidisciplinary approach we can develop such an educational environment where language, art, typography, calligraphy, culture together can contribute in all sound development and if printing, designing, Execution etc. all work together then it can be possible that it will provide a balanced design art. Today world depends on technology development in which maximum work is done through virtual user interface in which can we can be able to make Fonts to printing, web fonts, languages etc. become user friendly. Present day world is quite different from the circumstances from two decades and how inhabitant may present calligraphy, typography language etc.

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**Registration Form**

Name (In Block Letter): .....

Designation: .....

Institute/Organization address: .....

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Contact Detail (with email ID and Phone no.): .....

.....

Topic of Research Paper/Participation: .....

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Bank Draft no./Cheque no./Cash detail: .....

.....

..... Date: .....

Signature

**Important Notes:**

- 1- Last date for submission of ABSTRACT: 25<sup>th</sup> October 2017
- 2- Last date for submission of Full Paper: 5<sup>th</sup> November 2017
- 3- Registration starts from: 2<sup>nd</sup> October 2017
- 4- Last date for Registration: 3<sup>rd</sup> November 2017
- 5- Conference (Venue & Date): 9<sup>th</sup> November 2017 and 6 Workshop (Venue & Date): 10<sup>th</sup> & 11<sup>th</sup> November 2017, Department of Applied Arts, Faculty of Visual Arts
- 6- Submission of Abstract, Full Papers: [kalaksharbhu@gmail.com](mailto:kalaksharbhu@gmail.com)
- 7- All papers submitted for Kalakshar 2017, will published with ISBN\* number.  
Bank Draft/Cheque :In favour of “**Kalakshar-Design and Innovations in Indian Culture in Terms of Language, Art and Technology**”. BHU payable at Varanasi

**Registration Fee: UG/PG Students:      Rs 1500**

**PhD/Academicians/Professionals:      Rs 2000**

**For other enquiry please contact:**

Dr Manish Arora, Organizing Secretary

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\* *Additional charges will take for ISBN publication.*

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**Theme:** Design and Innovation in Indian Culture in terms of Language, Art and Technology.

**For Whom:** Conference will provide a platform for all discipline academicians, researchers, students, professionals and Government officials to discuss the matter on various topics on Design and Innovation in Indian Culture in terms of Language, Art and Technology.

**Paper Category:** Empirical, Research based, Conceptual, Innovative and Case studies.

**Programme:** It will include one day conference and two day workshop based on event theme.

## **Subthemes:**

- Calligraphy and Design
- Calligraphy and Innovation
- Calligraphy and Language
- Calligraphy and Art
- Calligraphy and Technology
- Language and Art
- Language and Technology
- Language and Innovation
- Language, Design and Technology
- Language, Art and Technology
- Design and Language
- Design and Innovation in Language
- Design and Innovation in Art
- Traditional Modernity in Language

Participants' are welcome to introduce their own topics based on Kalakshar 2017 theme.