

# Calligraphy: An Art of Self Expression

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**Abstract:** From the time of its invention, the written words have been a major means of communication. Matching the appearance of the word with the meaning of the word has always been extremely challenging. Calligraphy is an art form that provides way to channelize the creative impulse of individuals. It combines form and function and also adds beauty, emotion and meaning to writing. It inspires and motivates readers.

Calligraphy is an evolving art form. There are historical styles which links the letterforms to the time and place in which they were used. Today we revived those styles to tell tales from the past and also still innovating new styles to tell story of today.

Almost all forms of writing owe their visual appearance to the techniques used to create them by hand. These handwritten forms vary due to the tools, the medium and the surface. For example, Chinese characters changed their form drastically with the introduction of brush, ink and paper which replaced the stylus used to engrave characters into bone or tortoise shell. It is calligraphers who are attuned to these origins that keep the writing systems true to the original forms, even as new innovations and styles arise.

With the innovation and development of the technologies of reproducing the written word in print and on screens, calligraphers have continued to be important contributors to typography. Thus, even in contemporary society where most people are reading and writing via digital interfaces, the symbols themselves are created by people with the various ways in which these forms can be created by hand. Today Visualizers use calligraphy to tell stories through letters.

**Key words:** Creativity, Communication, Handwritten, Visual appearance, Typography

## I. INTRODUCTION

As per the historical evidences, the people began to practice calligraphy only in the 7th century AD, with the introduction of Buddhist manuscripts from China. Kukai, c.800, invented the syllabic script, which was based on Chinese characters. Today the art of calligraphy is also practiced with the limited letter alphabet of Arabic. Before the printing press was invented in 1450, every single book published would have to be painstakingly written out by hand. The persons who did this were known as a scribe.

“Calligraphy is the creative style of forming beautiful symbols by hand and arranging them well. It’s a set of skills and techniques for positioning and inscribing words so they show harmony, some sort of ancestry, rhythm and creative fire.”

Calligraphy skills are used in many areas of art and graphics, from greetings card design to tattoo artistry so and so forth. Calligraphy is a visual art related to writing. It is the design and execution of lettering with a broad tip instrument, brush, or other writing tools. A contemporary calligraphy can be defined as "the art of giving form to signs in an expressive, harmonious, and skillful manner".

Like many styles, calligraphy has changed throughout the ages, from the rigidity of the middle ages, to the sheer eloquence and beauty of the Renaissance and to the blocked darkness of the gothic era. Though for some time, calligraphy was a dying art but during the 20th century it was resurrected by the great Edward Johnston, father of modern calligraphy.



Calligraphy writing

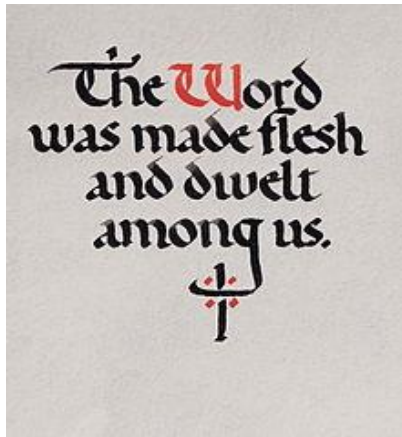


Set of Calligraphy pen

## II. DIFFERENCE BETWEEN CALLIGRAPHY AND HAND WRITING

Calligraphy is the art of beautiful writing while Hand Lettering is the art of illustrating the letters – pretty much as you would illustrate fruit, objects or people. The other big differences are the tools and techniques used in order to create hand lettering or calligraphy.

There are numerous types of calligraphy and all types of calligraphy is not same. In fact, this form of artistic handwriting can actually fall into a number of different styles. Essentially, there are three main types of calligraphy: Western, Arabic, and Oriental. Within each style, there may be several lettering sub-styles are available.



Western calligraphy



Arabic calligraphy



Oriental calligraphy

Unlike calligraphy, hand lettering gives you the total freedom of creating whatever shape or form you see fit. Although it doesn't have strict rules, hand lettering still follows some fundamentals such as readability (otherwise what's the point) balance, composition, letter structure etc.

Almost all forms of hand writing owe their visual appearance to calligraphy. These handwritten forms that vary due to certain parameters form the basis of various font styles we admire today. We currently fit under the western calligraphy considering that we are using the Latin alphabet which firstly appeared around 600 BC in Rome.

It is calligraphers who are adapted to these origins that keep the writing systems true to the original forms, even as new innovative tools, fonts and styles appeared on the horizon.

Calligraphy has come a long way from traditional to contemporary styles. Now calligraphy has lot of benefits and it has evolved and has been integrated in a lot of diverse fields and works of daily life. Calligraphy is also used to give more impact on written matter and attract more people to read a text. Thus Calligraphy often used in quotations as it stands out in regular typed text.

## III. ADVANTAGES OF CALLIGRAPHY

Calligraphy works wonders for yourself as it soothes your soul and brings out your creativity. As Steve Jobs had noted in 2005 about calligraphy: "It was beautiful, historical, and artistically subtle in a way that science can't capture, and I found it fascinating"

Calligraphy can help you to cultivate a virtuous heart. Liu Gong Quan, a famous calligraphy artist and poet from the Tang Dynasty, said: "When the calligraphy is properly done, your heart will be righteous."

Certain advantages of this amazing form of art are listed follows:

### 3.1. ATTRACT ATTENTION & STANDS OUT

Calligraphy on a product label can tell insight story than what it actually says. Calligraphy has also become an important tool of marketing, such as packaging and labeling use unique and offbeat calligraphic art to suggest themes and slogan to attract people.

Because calligraphy is done by hand, it expresses emotion very well. Used in a brand mark or in advertising, good calligraphy can give the user something that technology can't provide: the human touch. But it will always be available in limited edition.



Calligraphy on the box & bottle of limited edition perfume

### 3.2. ENHANCE CREATIVITY IN STUDENTS

For students, Calligraphy helps escape monotonous assignments and inculcates expressiveness and creativity in children. It also helps them nail first impressions among peers and teachers, thus enhance innovation and creativity. Calligraphy is one of the most beneficial parts of the student's life that also help them in their future. For every stroke they make, they stay focused in body and mind, a state that nurtures the spirit.

“Serenity nurtures the spirit, agitation destroys it.” Calligraphy can help people to relax; when students practice calligraphy, they acquire great concentration and eliminate impatience and irritation.



Student assignment

Practicing calligraphy require students to be diligent, persistent, and to be able to endure well. While learning each stroke of a character, they focus on cultivating propriety. Confucius said: “Don't look at anything improper, listen to anything improper, say anything improper, or do anything improper.”

Through practicing calligraphy, students can learn self-control and regain propriety. The spirit of decorum is what the world needs most right now

### 3.3. SHOWCASE YOUR OWN CREATIVITY

You can also use the power of calligraphy for creative and personal uses. Through beautiful calligraphy, you can draw attention of viewers for your messages. Definitely shows the power of calligraphy to go beyond like graffiti writing.



Message for the passers by

These materials can all be used for official parties or important corporate dinners as well. Since these materials take time to create, you'll end up paying a pretty high price for them if you hire a calligrapher. But, if you create them yourself, you'll save money as well as feel even more of a personal connection to your creations.

### 3.4. GIVING PERSONAL TOUCH

Although it is not practical today to use calligraphy in our daily tasks such as simple letters, emails, grocery lists etc. it still has a place in special occasions because it takes skill, effort and dedication to use calligraphy and those qualities can give more meaning and value to the task. Modern style calligraphy is gaining huge popularity in weddings, birthdays and anniversaries. A handwritten invitation gives invitees an incomparable personal touch and special feeling, no matter who they are.

*Dear Ann & Tom,*

*Congratulations on your  
twenty-fifth wedding anniversary.  
There are so few who are as  
fortunate to have what you have,  
companionship, friendships, and  
a loving relationship.  
Happy anniversary.*

*Very truly,  
Helen*

Personal hand written note

Maybe least used but definitely calligraphy has found a place in the invitation/personal notes space. It might be kind of much, but as calligraphy is a craft that connect the personal touch that not many could afford.

Alternatively, you may want to send a piece of correspondence to a person who you know receives a large volume of mail. Creating a beautiful envelope, of course, generates curiosity about what is inside; which increases the chances of the letter being opened by the receiver.

With the development of the technologies of reproducing the written word in print and on screens, calligraphy artists have continued to be important contributors to typography. Thus, even today where most people are reading and writing via digital



interfaces, the symbols themselves are created by people with the many ways in which these forms can be created by hand. Today Visual designers also use calligraphy to tell stories through letters.

### 3.5. WORKS AS STRESS BUSTER

At the time of stress, you may start righting your innermost feeling using calligraphic skills. You can also pour your heart out in the letters to your dear ones. You can spend hours in this activity and later on you will forget your tensions and realize the power of writing.



The more pleasant and personal you make the set-up, the more joy you will get out of your stress. Pressure, however, takes a back seat to enjoyment. You must believe in making life as enjoyable as possible, and if writing in calligraphy /exploring creativity helps you to achieve that, then you're really doing something amazing.

### 3.6. CREATE A UNIQUE BUSINESS IDENTITY

It has been noticed that more and more design houses are welcoming calligraphy as part of their identity. Beyond being nice to look at, calligraphy sends a couple of pivotal messages. It says, first of all, that the venture is willing to take a bit more time to go the extra mile. It means, of course, calligraphy is more time-consuming to use in a logo, on a business card than a computer font is but it also reflects a human touch, which is becoming more and more appealing.



Business card

Alternatively, you may want to send a piece of business correspondence to a person who you know receives a large volume of mail. Creating a beautiful envelope, of course, generates curiosity about what is inside; which increases the chances of the letter being opened by the person concerned, which is strikingly calligraphic. It surely gives a positive response to the business.

### 3.7. CULTIVATES THE CONCEPT OF ART & AESTHETICS

Calligraphy also helps you learn to cherish beauty, to appreciate beauty, and to create beauty. Understanding from your heart comes from what you hear and what you see. However, to observe is far more important; we pay more attention to how much we are able to observe through watching and seeing artistically written script.

A wholly enjoyable way to utilize calligraphy is in sketchbook and art. There are so many artists using a mix of calligraphy and illustration. Calligraphy is an impressive way to communicate a message in a creative way, and adding illustrations / embellishments only adds to the striking nature of the art piece.

#### IV. CONCLUSION

"Calligraphy is the art of writing beautifully. It is the written letter, molded by one's concept of ultimate grace and perfect balance, a personal artistic expression as unique as the lines on the fingertips with which one holds the pen. It places one's soul at the tip of the pen for all to see." rightly concluded by M. Drogin.

And although you won't exactly be using calligraphy in the strictest sense, practicing the art will help mature your overall writing ability. Despite slow pace, calligraphy is still relevant to a digital age, where just a little hand written ink is more sought than those who can craft words on a keyboard.

Calligraphy is essentially the art or talent of forming beautiful symbols by hand and arranging them in meaningful manner. It is also known as the visual art of writing. It's a set of skills and techniques for positioning and inscribing words so they show integrity, harmony, some sort of ancestry, rhythm and leaves a charismatic impression on whoever sees it.

Calligraphy is the beautiful art in itself. It is more like the drawing with letters than the handwriting. Most of the elite people actually hire calligraphers and spend exorbitant amount. But there is no need to do it when you can learn it yourself. There are plenty of advantages of learning this art of handwriting.

Modern calligraphy ranges from innovative functional inscriptions and designs to creative fine-art pieces where the letters may or may not be readable. With a pleasant and relaxed mind, one can appreciate the world to be a better place with the nuances of artistic written beauty of calligraphy.

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