

**Mitra Manavi rad**

Associate Professor, Department of Graphic Design at Alzahra University, Tehran , Iran

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Graduated from Iranian Society of Calligraphers, with honour, rating A

**Honors & Memberships**

1	Diploma of honor, tablet of commendation and gold coin in the "First International Calligraphic Festival"/Tehran museum of contemporary arts / Iran
2	Awards from the Association of guardians of culture and art of Iran
3	Diploma of honour, tablet of commendation and gold coin for the art works appreciated " in 4 th. Iranian Graphic Design Biennial" / Tehran contemporary arts museum / Iran
4	Appreciated as art researcher at university since 2001 till 2021
5	Appreciation for the educational activities of the university
6	Ranked first received awards for scholastic calligraphy
7	Ranked research sample in PhD
8	Member of Iranian society of calligraphy
9	Jury member in the "First seminar on art therapy /Tehran / Iran
10	Jury member in the "First seminar of shiraz art style" / Iran
11	Faculty member in research group at university / faculty of art
12	Member of promotion committee in faculty of art
13	Scientific secretary of the "4 <sup>th</sup> . conference theoretical foundations of visual arts and Iran art history approach in the past three decades"/Tehran /Iran
14	PhD,council member of the faculty of arts
15	Board of Directors member in Iran scientific society of visual arts
16	Receive awards for top rank researcher in Alzahra university
17	Jury member of the "3 <sup>th</sup> . conference theoretical foundations of visual arts and Iran environmental graphic approach in the past three decades"/ Tehran /Iran/2016
18	Receive honors for academic excellence
19	Jury member of the "2 <sup>th</sup> . conference theoretical foundations of visual arts and Iran sociology of art approach in the past three decades"/Tehra /Iran/2015
20	Ranked first in the test calligraphy
21	Jury member of the "Seminar on urban graffiti "/ Iran
22	Jury member of the "4 <sup>th</sup> . conference theoretical foundations of visual arts and Iran art history approach in the past three decades"/Tehran /Iran/2017
23	Jury member in "Position of decorative motifs in Islamic art conference" / Tehran /Iran
24	Appreciated in "The First Seminar of Iran's economy, arts and culture" / ECO Cultural Institute

## Experiences

1	Member of Alzahra University since 1998
2	Associate Professor, Alzahra University, Faculty of Arts
3	Vice Chancellor for Research and International, Faculty of Arts, Alzahra University
4	Head of graphic department , Faculty of Arts, Alzahra University
5	Head of art library site , Faculty of Arts, Alzahra University
6	Head of computer site , Faculty of Arts, Alzahra University
7	Art director in graphic design studio
8	Member of Iranian society of calligraphy

## Exhibitions

The exhibition of graphic design / Science & Industrial university/1986
The exhibition of iranian master calligraphers / Paris / France/1990.
Exhibition of calligraphy artists/Paris/1990
The exhibition of masters calligraphy / Reza Abbasi musume / Tehran / Iran/1993.
The exhibition of women artists / Reza Abbasi musume / Tehran, Iran/1994.
The exhibition of master calligraphers and typographers / Tehran international fair/1994.
The 4 th. Biennial of Iranian graphic designers / Tehran museum of contemporary arts/1995
The first international calligraphic festival / Tehan museum of contemporary arts / Iran/ 1996
The 6 th. Biennial of Iranian graphic designers / Tehran museum of contemporary arts/1997
The exhibition of calligraphy and typography masters / Creative arts center / Tehran / Iran/ 1998
The exhibition of master calligraphers, anniversary of "Darvish Abdolmajid Taleghani" / Saadabad art gallery/ Tehran / Iran/1999
Exhibition of Calligraphy and Typography/Turkey/1999
The exhibition of masters contemporary calligraphers and typographers, Kuwait/2001
Exhibition of calligraphy artists/Pakistan/Lahore/2002
Calligraphy Exhibition / Kuwait / 2004
Exhibition of calligraphy artists / Paris /2007
The 2 th. International calligraphic festival / Tehan museum of contemporary arts / Iran/2007
Iranian art exhibition / Canada / 2010
Typography Exhibition / Italy / 2012
The First exhibition of graphic arts / ECO Cultural Institute/2015
Exhibition Poetry / University of Alzahra/2015
Women Exhibition, earth, peace / Academy of Arts/2015
Calligraphy & Typography Exhibition / England / 2016
Faculty art exhibition/ Alzahra university/ 2016
Exhibition of Visual Arts in Fashion Festival/ Vahdat Hall/Tehran/Iran/2016
Faculty art exhibition/ Alzahra university/ 2017

Article in Journals	
1	<b>Analysis of written communications in area of artistic expression/</b> Honar-Ha-Ye-Ziba Journal / Tehran University / Iran
2	<b>Recognition and analysis of pictorial sign /</b> Honar-Ha-Ye-Ziba Journal/ Tehran University /Iran
3	<b>Chronological study of women calligraphers A.H. world /</b> Jelve-ye-Honar Journal/ Alzahra university /Iran
4	<b>Calligraphy, a pure form of the contemporary visual literacy /</b> Jelve-ye-Honar Journal/ Alzhra university/ Iran
5	<b>About letters /</b> Jelve-ye-Honar Journal/ Alzahra university / Iran
6	<b>Calligraphy in the era of technology /</b> Ketab-e Mah (An specialized informative & Critical Montly book review ) / Iran
7	<b>Official script in Ashkani era /</b> Journal of Historical Research and Studies / Iran
8	<b>Identity discourse in Iran contemporary graphic/</b> Journal of visual & applied arts/ University of Art / Tehran/ Iran
9	<b>Defamiliarization approach in process of visual communication (field of advertising illustration)/</b> Honar-Ha-Ye-Ziba Journal/ Tehran University / Iran
10	<b>Interaction of Structure and Style in Cursive Nastaliq Manuscripts of Shafia , Darvish &amp; Golestaneh/</b> Negareh journal/Tehran/Iran
11	<b>A Study of Kitsch Approach in the Field of Visual Communication /</b> Honar-Ha-Ye-Ziba Journal / Tehran University / Iran
12	<b>Advertising and satisfy the audience with an emphasis on commercial advertising surrealistic/</b> Jelve-ye-Honar Journal/ Alzhra university /Iran
13	<b>Investigation &amp; comparison of visual elements in websites of top universities/</b> Indian journal of natural sciences
14	<b>The role of Photography and defamiliarization in Land art /</b> Honar-Ha-Ye-Ziba Journal / Tehran University / Iran
15	<b>Studying the Interactivity between Audience and Urban Advertisement /</b> Journal of history & art research
16	<b>Comparison of visual elements used to design Iranian academic websites /</b> Indian journal of natural sciences
17	<b>Digital visual culture based on smart phone artistic applications /</b> 2018 / Honar-Ha-Ye-Ziba Journal / Tehran University / Iran
17	<b>Designing a Typology for Visual Rhetoric with a Focus on the Interaction of Metaphor and Metonymy in Print Advertising /</b> 2019/ New marketing research journal / Isfahan University / Iran
18	<b>Relationship between Economic Capital and Institutionalized Cultural Capital with the Aesthetic Taste of the Graphics Audiences Relationship between Economic Capital and Institutionalized Cultural Capital with the Aesthetic Taste of the Graphics Audiences Case study: book cover design from the perspective of the audience in Tehran /</b> 2019 / Alzahra research journal of graphic arts and painting / Iran
19	<b>A Comparative Study of the Readability of the Naskh Script in Writing the Works of Yaghoot Al-Mostasemi and Ahmad Neyriz /</b> 2020 / Alzahra research journal of graphic arts and painting / Iran
20	<b>The Role of Avatars in Video Games Genre: First person shooter/</b> 2019 / Honar-Ha-Ye-Ziba Journal/ Tehran University /Iran
21	<b>The Role of Avatar in Interactive Fictional World of Video Games /</b> 2020 / Kimiya- ye-Honar Journal / Iran
22	<b>Investigation &amp; comparison of visual elements in websites of top universities/</b> Indian journal of natural sciences/ 2017
23	<b>Comparison of visual elements used to design Iranian academic websites /</b> Indian journal of natural sciences/ 2017
24	<b>Effects of Interactivity between Audience and Urban Advertisement /</b> Journal of History Culture and Art Research / 2017
25	<b>Visual communication of Nasta'liq script In the Masnavi version of Khajavi Kermani /</b> Islamic art journal / 2021 / Iran
26	<b>Visual representation of metaphor on city billboards /</b> 2021 / BAGH –E-NAZAR journal / Iran

## Article in Conferences:

1	<b>Studying the approaches of the clients of graphic works based on the theory of the world of art (case study: book cover design)</b> /Second National Conference on Theoretical Foundations of Visual Arts of Iran/ Institute of Cultural Studies and Research of Iran
2	<b>The effect of economic power on the cultural taste of the audience book cover design</b> / the first national conference on the economy of art in culture and art of Iran / Eco Cultural Institute / 2016
3	<b>An introduction to the theoretical aspects of Shiite calligraphy</b> / Conference on the place of Shiite art in explaining the concepts and values of Islamic art / 2013
4	<b>New Approach in Environmental Graphic:Interact the Audience with Interactive Billboards in compare of Iranian Simple Billboards</b> / The 3 <sup>th</sup> . conference theoretical foundations of visual arts and Iran environmental graphic approach in the past three decades/ Tehran /Iran/2015
5	<b>A study of the history of contemporary art's identity and its impact on graphic arts(Case study:Iranian posters in Eighties /</b> The 4 <sup>th</sup> . conference theoretical foundations of visual arts and Iran art history approach in the past three decades/Tehran /Iran / 2017
6	<b>Historiography book cover design approach in the last three decades in Iran/</b> The 4 <sup>th</sup> . conference theoretical foundations of visual arts and Iran art history approach in the past three decades/Tehran /Iran / 2017
7	<b>Analysis of Websites Linked Network of the Research Institute of Iran: Overt and Covert Relations/</b> Kuala Lumpur 29th International Conference on "Business,Economics, Social Science & Humanities/ Kuala Lumpur, Malaysia / 2017
8	<b>Analysis of Report of users Searching Transaction Strategies on the Web-Site Stores Country/</b> Istanbul 47th International Conference on "Business, Economics, Social Science & Humanities- Istanbul, Turkey / 2017
9	<b>The impact of the economic potential on cultural tastes Book CoverAudiences/</b> First national conference on Iran's art and culture economy/Tehran, Iran
10	<b>Book Cover Design from the view of Visual Communication Audiences;Based on Pierre Bourdieu's Cultural Capital Theory*/</b> The 2 <sup>th</sup> . conference theoretical foundations of visual arts and Iran sociology of art approach in the past three decades/Tehra /Iran
11	<b>Analysis of Report of users Searching Transaction Strategies on the Web-Site Stores Country/</b> Istanbul 47th International Conference on "Social Science & Humanities- Istanbul, Turkey
12	<b>Evaluation of Required Standards for Academic Web Design in Iran/</b> Melbourne 10th International Conference on "Business, Economics, Social Science & Humanities/Melbourne,Australia
13	<b>Visual components of the character in animation; With the approach of personality psychology, a case study: the animation of Monsters University</b> / the first conference on character development / 2015
14	<b>An introduction to the explanation of the concept of Iranianness in Hakim Abolqasem Ferdowsi's characterizations and its impact on the contemporary portrayal of Iran /</b> The first characterization conference/ 2015
15	<b>Examining the carvings of the stone carvings of Shadab Castle (Dezful) /</b> The 4th conference on the theoretical foundations of visual arts with the approach of Iranian art history in the last three decades/2015
16	<b>A study in the pictorial history of pre-Aryan and post-Aryan myths /</b> The 4th conference on the theoretical foundations of visual arts with the approach of the history of Iranian art in the last three decades/2015
17	<b>The history of Verni Bafi Arsbaran's art in the last three decades /</b> The 4th conference on the theoretical foundations of visual arts with the approach of Iranian art history in the last three decades/2015
18	<b>Iranian toys, identity and character development /</b> the first national conference of Iranian toys and entertainment / Alzahra University / 2016
19	<b>The strategies of using experimental toys and its effect on the education of primary school children of Alborz province /</b> the first conference of Iranian toys and entertainment / Alzahra University/2016
20	<b>Recognition of the proposed approaches in the relationship between design and the environment in the book of abstracts of articles accepted/</b> The first international conference on the theoretical foundations of Iranian visual arts with an environmental approach / 2016
21	<b>The challenges of the toy industry in Iran from a cultural-economic point of view /</b> The first national conference of toys and entertainment in Iran / 2016
22	<b>The role of social media advertising in protecting the environment /</b> International conference on the theoretical foundations of Iranian visual arts with an environmental approach / 2016
23	<b>A comparative comparison of the compliance of typography principles in Arabic and Persian script writing /</b> Second National Symposium on World Graphics Day/ 2017
24	<b>The relationship between the institutional cultural capital and the economic capital of the visual communication audience with their aesthetic taste (case study: book cover design from the perspective of the audience in Tehran) /</b> Scientific Journal of Graphics and Painting
25	<b>Guerrilla advertising, a new approach in graphic design (against the harms of smoking) /</b> The third World Graphics Day Symposium
26	<b>Computational Aesthetics / Sympathy of Art and Digital Media /</b> Art Academy / 2017

27	<b>Visual analysis of three common fonts based on the visual design of Persian fonts</b> / 5th National Conference on Theoretical Foundations of Visual Arts with New Visual Approaches in Writing / University of Science and Culture / 2017
28	<b>Green packaging and its performance in environmental protection</b> / International Design Conference/Alzahra University/ 2017
29	<b>An introduction to alternate reality games (with an emphasis on learning and immersion of players)</b> / The first international research conference on digital games, trends, technologies and applications / Faculty of Broadcasting / 2017
30	<b>Two-way interaction between the reversibility of the environment and partisan propaganda/</b> the second international conference of visual arts and the environment with the approach of recycling art/ Art Academy/ 2018
31	<b>The role of committed graphics in designing the covers of Iran's scientific research journals in the last decade/</b> 6th national conference on theoretical foundations of visual arts with the approach of committed art in contemporary Iran/2018
32	<b>The approach of Iranian posters in environmental protection (with an emphasis on recycling in the 80s and 90s)</b> / The second international conference of visual arts and environment with the approach of recycling art / 2018
33	<b>The application of the shape and structure of letters in Quranic calligraphy (based on the comparative approach of two Iranian and Arabic methods)</b> / The 7th conference on the theoretical foundations of visual arts with a Quranic art approach / February 2021
34	<b>Explaining the experience of video players in facing software and hardware interfaces (case study: Morta's children)</b> / 7th International Conference on Computer Games, Opportunities and Challenges / March 2022

### Completed research projects

1	<b>Review and classify the various forms of letters in Persian calligraphy</b> / Alzahra University / 2010
2	<b>Development of calligraphy in cursive Nastliq of Safavid and Qajar period</b> / Alzahra University / 2011
3	<b>The interaction of structure and style in cursive Nastliq script</b> / Alzahra University / 2012
4	<b>Study of remove concepts familiar approach and process it in visualization performance advertising</b> / Alzahra University / 2013
5	<b>Study of theoretical performance audience-centric approach in the field of visual communications</b> / Alzahra University / 2017
6	<b>Recognition of study methods of contemporary Iranian graphic works based on theories and codified approaches</b> / Alzahra University /2020

### Books

1	<b>Aesthetic theme at calligraphy artworks of Pahlavi &amp; Cursive Nastaliq script</b> / Alzahra university publication/ 2014
2	<b>Book cover design challenges of the last decade in Iran</b> / Alzahra university publication / 2017
3	<b>Human and cow in relict of jiroft</b> / Nafis publication / 2017 / Tehran , Iran
4	<b>Emerging trends in digital games</b> / 2021 / Publications of the National Computer Games Foundation
5	<b>Art and Digital Media</b> / 2021 / Arts Academy Publications

### Publicated Art Works

About 254 printed artworks, for example:

Brochure design for Iranian master calligraphers

Book cover design for "Parvin Etesami's poems"

Layout design for "Persian pottery"

Poster design for the first seminar on art therapy
The selection book of 4 th biennial of Iranian graphic designers
The selection book of 6 th. biennial of Iranian graphic designers
The first selected book of Iranian graphic designers
The selection book of 2th. Calligraphic festival
Logotype design for Innovation center of Alzahra university
Sign design for Innovation center of Alzahra university
Sign design for Alumni Association of Alzahra university
Cover design for book: aesthetic theme at calligraphy artworks of Pahlavi & Cursive-Nastaliq script
Letter head & Pocket & visit card design for Alumni Association of Alzahra university
Contemporary iranian calligraphers
Brochure design for management Co.
Letter head & Pocket & visit card design for scientific members of Alzahra university
Letter head & Pocket & visit card design for S&A industrial Co.
Billboard design for Iran carpet fair
Letter head & Pocket & visit card design for Iran carpet Co.
Poster design for research week in Alzahra university

<b>Dissertation Supervisor</b>
Study of logotype in packaging
The impact of type on logo design in seventies AD in Iran
The introduction of visual features Zar bold font
Study motives of Vakil Complex in Kerman
Lotus motive in center of iran studies
The role of font design in environmental graphic
New innovations in the sign of the eighties Iran
Analysis of the magazine and its structure
The impact of five senses on graphic
Corporate identity design for Pars Medad Co.
Corporate identity design for travel agency Co.
The use of color in web design
Corporate identity design for computer Co.
Factors affecting the design of labels
Evaluation of Conceptual Art
Identity and advertising agency
Design approach and experience in packaging design
Photography and typography in posters theater
Analysis of imaging top art works child looking at the collage
Web graphic design

Graphic role in interior design
Poetry in Iran for preschool age children and Illustrations
A Research sign design inspired by the figures refers to the Sassanid era
Plan visual expression and the impact of social problems
Infographic design theme resistance economy
Poster role in the social development of East and West
Typography poster with the theme music
Image and text position in urban environment Tehran
Typography poster called Fame presented Iran with emphasis on character
Graphic role in interior design
Poetry and Illustration in Iran for preschool age children
Study symbols and motifs Iranian celebrations
Typography poster design based on Rumi
Imaging in the field of animal protection ads
The graphics in the Kayhan daily press review
Visualization in Advertising
Villas in graphics
Typography
Quranic concepts and graphics
Illustration journal articles in Iran and world
Timeline of Iranian Graphic
Grid Magazine
Search and graphical analysis of marriage documents in Iran's Qajar
Study motives in Mofakham mirror mansion house and its function in graphic
Study graphic identity of Iran from the perspective motive and calligraphy
Analysis of Iran commercial advertising from 2006 to 2016
Study Graphic art works of women artists in modern and post-modern period
History written and graphical result of it during the Timurid, Safavid and Qajar
Study motion in packaging with emphasis on structure and function
Recognition old script in head of old houses Tehran
Animal myth in Shahnameh and its function in contemporary Iranian graphic
Phoenix signs of fabulous image Manteghotteir Attar
The Role of calligraphy in the fabric of the first nine centuries
Comparative study of graphics structure pottery designs Susa and Nishapur
Comparative study of mythology concepts Iran and Mesopotamia
Typology of Sassanid metalworks
Study graphical aspects of Chinese traditional buildings registered in Dezfu
Review and Classification stucco motifs and inscriptions in the period patriarch of view graphic
Evaluation of photo-based poster designed by photographers postmodern

Review new approaches in contemporary typography Typography world and its impact on Iran
The importance of image and text in billboards in Tehran
The role of language and expression as typography in films
Study design strategy for fast food products
Defamiliarisation of the influence of advertising illustration
Written and visual communication analysis in the world's press ads
The role of ideas in advertising
Contrast interaction of form and size of the urban creative advertising
The impact of tactical thinking in the advertising world's top brands (Samsung case study)
Represent graphic elements in the title of visual narrative by TV series
Posters impact on both the 70 and 80 of Switzerland's 70's and 80 posters for two decades with an emphasis on minimalism and typography
Introduction to Calligraphy and typography in posters of contemporary Iran and Impact illustration hand techniques to express the content of the posters last five years Iran
The status of non-realistic illustration in posters 19th to 21 AD
Visual examination of the design of academic sites
Iranian contemporary theater posters with the approach of the early 80 Absurd
Sign design according to the Safavi coins
A comparative study of the music of the corner row and textiles Iran during the Safavi and Qajar
Application Cursive Nastaliq calligraphy and Nastaliq calligraphy in posters of Iran
Animated typography in space clipar
Evolution and impact of identity discourses in contemporary Iranian graphic decades of 40 and 50 AD
Study the gap between graphic art and commercial graphic in Iran since 80
Call unconscious contacts in the supernatural expression of graphics realism
Conformation of both for commercial and graphic art by adopting a critical theory, aesthetics
Semiotics Kufi calligraphy
Nastaliq calligraphy in Qajar period
Visual reading the symbols of human and cow in Jiroft and Marlik
Interactive billboards review and its function on the audience
Visual Features Toqra calligraphy from the perspective of the audience
Evaluation of negative space notifications tenth International Poster Biennial in Iran
The political impact of socio-economic survey on arts school Saqakhaneh sociolinguistics art (Pierre Bourdieu)
Study of notification rules infographic
Study of the color, motife and structure industrial tools packaging
Imaging study of Momayez illustrations in the magazine (Book of the Week)
Study visual images of love in Iran contemporary illustrations
Review the graphic and its use in making the movie menu (Case Study: horror films of the last decade)
Study sync feature on posters of the 80's and 90's with an emphasis on Iranian miniature
And .....