

Effatolsadt Afzaltousi

Associate Pro. In Graphic design, Department of Art, Alzahra University

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EDUCATION:

1991 - 1994 Department of Art, Alzahra University, B.S., Graphic design

1995 - 1997 Department of Art, Tarbiat Modares University, M.A., Graphic design

1999 - 2002 Hongik university, Seoul, Ph.D., Art and Design.

TEACHING EXPERIENCE:

Workshop lessons: Illustration, Poster and Photo graphic, Graphic and New Art.

Theoretical courses: Human Nature in Design, Art criticism, Theoretical Foundations of Visual Arts, New Media, Art and Symbols, Art and Civilization of East, Women in Art.

EXHIBITIONS:

- The First exhibition of children's book illustrators, 1989
- Asian exhibition of illustrations for children's books, 1991
- International Exhibition of works by children's books illustrators, 1993 (Prize jury selected works)
- Exhibition of selected artworks of children books organized by Book City, 1995
- Group Exhibition of Al-Zahra university organized by Tehran International Exhibition & Convention Center, 2003
- Group Exhibition of Karbala, 2003

- Group Exhibition of Karbala, 2004
- Group Exhibition of Al-Zahra university organized by Tehran International Exhibition & Convention Center, 2005
- Group Exhibition of Karbala organized by Soore Art Institute, 2005
- Group Exhibition of Ashoora organized by Saba Gallery. 2006
- Group Exhibition organized by Sabk Gallery, 2006
- Group Exhibition of Al-Zahra university: Women of my Homeland organized by Hejab gallery, 2006
- Group Exhibition of Prophetic Art, organized by Isfahan Museum of Contemporary Art, 2007
- Group Exhibition of Karbala organized by Behzad Gallery, 2007
- Bahar Group Exhibition, organized by Behzad Gallery, 2007
- Group Exhibition of Karbala, organized by Mashregh Gallery, 2007
- Solo Exhibition organized by Emam Institute, 2007
- Iranian Spring Exhibition organized by Tehran Museum of Contemporary Art, 2007
- Solo Photography Exhibition: A Frame for the Sky, organized by Bahzad Gallery, 2008
- Bahar Group Exhibition, organized by Behzad Gallery, 2008
- Bahar Group Exhibition, organized by Palestine Museum Contemporary Art, 2008
- Bahar Group Exhibition, organized by Behzad Gallery, 2008
- Bahar Group Exhibition, organized by Khavaran Cultural Center, 2009
- Group Exhibition of Quranic Sciences, 2011
- Group Exhibition of Al-Zahra university, organized by Banoo Gallery, 2012
- Group Exhibition of Visual Arts: Red Creation organized by Palestine Museum Contemporary Art, 2012
- Group Exhibition of Al-Zahra university organized by Banoo Gallery, 2013
- Group Exhibition of Cultural Heritage, Handicrafts and Tourism Organization of Iran and Al Zahra university organized by Niavaran Complex, 2015
- Group Exhibition: The Home of Love organized by ECO Cultural Institute, 2015
- Group Exhibition of Art Department professors of Al-Zahra university, 2016
- Group Exhibition: contemporary art of Iranian Women organized by Jahan Nama Gallery, 2016
- Group Exhibition of Karbala, 2017

- Group Exhibition: Tree from point of view Artists, organized by Ebne Sina Cultural center, 2017.

BOOKS:

- **From Calligraphy to typography**, Hirmand publication, 2009.
- **Nature in Ancient Art**, Morakab Sefid and Al-Zahra University publication, 2014.

Short-term plans:

- Study of invitation letters (Ruqeh) in Qajar period.
- Studding the changes of writing (letters) in posters
- Abstraction in tradition and modernism
- Signs of Art Revolution
- Symbols and symptoms of Sassanid
- Study of Folk Art

THE EXECUTIVE:

- Head of Graphic Design in Art Department, University of Al-Zahra, 2002 – 2006.
- Member of the editorial board of Jelve- Honar Journal, 2007.
- Scientific secretary of the conference **of Iranian Spring**, 2007.
- Educational and research assistant in Art Department, University of Al-Zahra, 2008 – 2011.
- Head of Graphic Design in Art Department, University of Al-Zahra, 2011.
- Dean of Art Department, University of Al-Zahra, January 2012 - June 2013.
- Member of the Research Institute of Eastern art .
- Member of the Board and founder of the Iranian Scientific Association of Visual Arts, 2001 – 2017.

- Policy Council and Arbitration on the first Theoretical Foundations of Visual Arts (last thirty years Iran) Conference, 2013.
- Member of the jury on eighth Ashura annual, The illustration, October 2014
- Member of the jury on the second Theoretical Foundations of Visual Arts (last thirty years Iran) Conference, 2014.
- Member of the jury on the third Theoretical Foundations of Visual Arts (last thirty years Iran) Conference, 2015.
- Policy Council and Arbitration on the fourth Theoretical Foundations of Visual Arts (last thirty years Iran) Conference, 2016.
- Scientific secretary of the Conference” **The first Iranian contemporary character”**, January 2017.
- Editor of “ **Biquarterly Journal of Theoretical principles of Visual Arts”** , 2017.
- Member of the Scientific Committee of the International Conference of Social Studies cultural and religious studies, 2017.
- Member of the jury on Emam Reza Festival, The Graphic, 2017.
- Member of the Scientific Committee of the Islamic Art Conference, Institute for Islamic Art, 2017.

ARTICLES:

- **Investigation into the Evolution of Goat Motifs in Ancient Persia**, The International Journal of Arts in society, 2010, No5
- **Metaphor and Allegory in Graphic Imaging**. Indian Journal of fundamental and applied life Sciences, Volume- 5No.s1, January. March 2015.
- **Comparative Study of Innovation in Philosophy and Creativity in Modern**. Volume-5No.s1. January. _March 2015
- **Study on The Status Of Urban Advertisement In Form Of Graphic Supemannerism In Urban Graphics**. International Journal Of Review in life sciences,(IJRLS).April 2015, Volume-5.issue-4.

- **An Evaluation of the Thematic Relationship between Imam Ali (PBUH) and Calligraphy in Islamic Art Manuscript** Number: IJRLS/7/559. Volume-5.issue-6. June 2015.
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- **Innovation and Creativity in art from philosophical viewpoint.** International Journal of Review in life sciences, (IJRLS). Issue-6.2015.
- **Palm: the tree of life in myths and monotheistic religions,** International Journal of Humanities and Cultural Studies, June 2016.
- **A review on seventh labor portrait in three Shahnameh: Ilkhanate, Baysonqor, Tahamasbi,** International Journal of Humanities and Cultural Studies, Volume 3 Issue 2, September 2016.

Article in Persian Journals:

- **Criticism of visual art works in the Journal of Women's Day , 1989 – 1992**
- **Criticism of the works of visual arts in Soore Journal, 1991 – 1992**
- **Criticism of the works of visual arts in Iranian Scientific Association of Visual Arts, 2014 – 2017**
- **The effect of Iranian traditional painting on children's books illustration,** Journal of Jelve- Honar, 1996
- **The story of Islamic Art,** Wolgan misole , The Journal of art, No- 12, December 2001. South Korea.
- **Tradition and identity of painting and sculpture in South Korea,** Journal of Jelve- Honar, No- 23, 2004.
- **Study of invitation painting in Qajar period,** Journal of Jelve- Honar, No- 24, 2005.
- **Study of historical document of the Qajar period,** Journal of GANJINE-YE ASNAD, No- 59, 2006
- **Studding the changes of writing (letters) in posters,** Journal of Fine Arts, No- 26, summer 2006.

- **Visual feature of newspaper Qajar period in a transition from lithograph to print leaden**, Journal of GANJINE-YE ASNAD, No- 78, summer 2010.
- **The Influence of Visual Culture on General Culture in the Context of Globalization Process**, No- 11, summer 2010.
- **The role of religion and religious symbols in contemporary Iranian graphic visual signs**, the Journal of NATIONAL STUDIES, No- 49, spring 2012.
- **Rug keeper of antelope of antiquity**, Journal of Negare, No- 21, spring 2012
- **Metaphor image, a manifestation of creativity in commercial advertising**, Journal of Visual and Applied Arts, No- 10, winter 2012.
- **Sangabs (Lavers) of Isfahan, the Sacred Shia Art**, Journal of Bagh-e Nazar No- 27, winter 2014
- **The Influence of Music Genre on the Related Graphic Design**, Journal of Jelve-y Honar, No- 12, autumn & winter 2014-2015.
- **Investigating tiles with Qajar women motifs in houses of Shiraz**, Journal of Woman in Culture & Art, No- 4, and winter 2014.
- **The Interactional role of Art, Commerce and Effective fundamentals in Standpoint of Semiology**, Journal of Bagh-e Nazar No- 31, winter 2015.
- **Motifs and Images Related to the Evil Eye in Iranian Woven**, Journal of Negare, No- 31, winter 2015.
- **A Symbolic Overview and Analysis of Islamic Calligraphy (Figured Lines) in Animal Motifs**, Journal of Institute Islamic Art Studies, No- 21, autumn & winter 2014-2015.
- **Investigating the Differences of Abd al-Samad Shirazi's Paintings in the Courts of Shah Tahmasp I and the Indian Gurkanis**, Journal of Subcontinent Researches, No- 26, spring 2016.
- **Propaganda in the Saqqakhaneh School of Art based on Piere Bourdieu's Sociological Theory**, Journal of Kimiya-ye-Honar, No- 19, summer 2016.
- **A Power discursive Inquiry into The Iranian Art and Architecture**
(Sassanid and The Islam Conquest Era), Journal of Urban and Rural Management, No- 45, winter 2017 .

- **The relation between character Development in Typeface Design with Typical & Aesthetic Characteristics**, Journal of Iranian Scientific Association of visual Art, No- 2, winter 2016.
- **Icons of the Prophet Muhammad in Shiraz tile houses**, Journal of Negare, No- 41, spring 2017.

LECTURES AND CONFERENCE:

- Article and Lecture in the first Conference on Iran and East Asia: **South Korea's traditional culture and identity in contemporary art**, November 2003.
- Article and Lecture in the Conference on Sport and Art: **Artistic creativity and sporting events**, December 2003.
- Article in the International Conference on Prophetic Art: **Calligraphy, Prophetic pure art**, Isfahan. January 2007.
- Lecture **"Calligraphy and Contemporary typography"**, Department of Culture and Islamic Guidance, Karaj, 2007
- Article and Lecture in the Conference on Iranian Spring: **Semiotics of revolution in poetry and painting art**, May 2007.
- Article and Lecture in the Conference on Cultural Iran, Past, present and future: **Globalization and visual culture**, Center for Addiction Studies, January 2009
- Article in The International Congress of Imam's descendant: **Study of motif boxes of Sari Imam's descendant According to Shia believes**, September 2013.
- Article and Lecture in the Conference on Symbols in the Art History of Art and Culture: **The animal symbols of immortality and rebirth in ancient communities**, Mimar Sinan Art University & Dakam – Turkey, December 2013.
- Article in The Seminar of pathological conditions historiography of art in Iran: **Pathology of Iranian art history and art education**, Iranian Academy of the Arts, December 2013.
- Abstract in The Seminar of pathological conditions historiography of art in Iran: **Criticism and study of historiography of Iranian Art by Arthur Upham Pope**, Iranian Academy of the Arts, December 2013.

- Article in The Conference on Theoretical Foundations of Visual Arts (last thirty years Iran): **Color semiology in poetry and painting of revolution**, Iranian Scientific Association of Visual Arts & Art University & Al-Zahra University, March 2014.
- Abstract in The Conference on Theoretical Foundations of Visual Arts (last thirty years Iran): **Production of meaning in the discourse of art** (last thirty years Iran), Iranian Scientific Association of Visual Arts & Art University & Al-Zahra University, and March 2014.
- Article in The Conference on Theoretical Foundations of Visual Arts (last thirty years Iran): **Place of multimedia arts in exhibitions and academic education**, Iranian Scientific Association of Visual Arts & Art University & Al-Zahra University, March 2014.
- Lecture in Pars University: **developments in contemporary Typography from the perspective of Islamic art**, December 2014
- Article in The Third Conference on Theoretical Foundations of Visual Arts: **post - modern social components in the contemporary Graphic of Iran**, Iranian Scientific Association of Visual Arts & Art University & Al-Zahra University, March 2014
- Teaching Essay Writing, Al-Zahra University, May 2015
- Article in The Conference on Art of East: **human and immortality of thought and art in China with a view to Taoism**, Iranian Academy of the Arts, December 2015
- Article in The International Conference on Research in Science and Technology: **Influence of religion on symbolic birds in Islamic calligraphy**, Kuala Lumpur, Malaysia, 2015
- Abstract in the International Conference on Oriental Studies, Persian Literature and History: **Women Manifestations in Sassanid Coins**, Yerevan State University, Armenia, May 2016.
- Article in the Second International Conference on Socio-Cultural Studies and Religious Research: **Woman in Shahnama and her Rights in Sassanid Empire** (the Study of Pottery Remaining from the Islamic Version of the Story Bahram and Azade), Rasht, Iran, July 2017.
- Participate in Panel of Conference on media literacy and social responsibility, December 2016.
- Lecture, **Nature in the Art**, Islamic Azad University Kerman Branch, December 2016.

- Article in The Forth Conference on Theoretical Foundations of Visual Arts: **Historiography of Iranian Ancient art**, March 2017.
- Article in The Forth Conference on Theoretical Foundations of Visual Arts: **On Traditionalism in Historiography of Islamic Art** (A study of Henry Stierlin and Papadopoulos' Work) , Tehran, March 2017.
- Article in The Sixth Conference on Engineering and art: Innovational conference on Engineering and Art / Held at Dalarna University, Falun Sweden, June 2016.