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Researchgate Profile: https://www.research.net/profile/mansour_kolahkaj

Professional Profile/Areas of Expertise:

Graphic Design: visual identity /typography/layout, packaging Design /environmental graphics/infographic /Sign Design

Academic Qualifications:

PhD title: Graphic Design Function in Iranian visual identity representation, January 2017, Art University of Isfahan, Art Research Department, Isfahan, Iran

Source of Funding: Shahid Chamran University of Ahvaz

Overview thesis:

In recent years, modern media has expanded its realm through applying soft wares, visual elements, fonts, etc. Although, this could create a rather universal and easily recognizable language worldwide, it marginalized visual cultures, if not making them totally disappear. Iran is not an exception of such a situation. Defaced urban views and growing unfamiliar visual elements superseding visual elements, rooted in national identity archetypes, are major concerns in this respect. Recently coined terms such as *Iranian identity*, *applying Iranian pictures*, *applying cultural Iranian elements* and *production of Iranian content* are all responses against the felt threats dealing with graphic/visual issues. This study mainly addressed *Iranian visual identity*. In doing so, it particularly focused on visual concepts and visual semiotics. Specifically, this study aimed to examine the nature of visual Iranian identity and the ways to represent it graphically. In order to obtain objective results, three factors, namely, signs, packages of products and Web Pages were studied. This study is an applied one in nature. In addition, the results were analyzed descriptively. Data were collected from library sources and relevant websites. The results indicated that when an artwork is clearly similar, in terms of visual aspects, to Iranian culture so that it can be easily distinguished it from the artworks of other countries, then the intended artwork is said to have Iranian visual identity. Therefore, the Iranian identity can be represented graphically. Of course, the issue of Iranian originality is note within the scope of this study. What was intended here was to represent Iranian visual identity based on graphic norms in innovative ways.

Master of Arts:

Title of the field: Graphic design, September 1998, University of Tehran, Department of Graphic Design, Tehran, Iran

Master Thesis: The Decorative roles buildings the Shushtar city

Bachelor:

Title of the field: Graphic design, June 1992, University of Tehran, Department of Graphic Design, Tehran, Iran

Thesis Title: Generalities and details Packing

Research Interests:

My principal research interests lie in the field of graphic design and its branches, such as: visual identity, branding, typography, packaging, sign design, urban graphic, contemporary Iranian graphic evolution, Media research, Iran art, Iranian visual culture, is my other Favorites research

Academic Employment (Teaching and Research):

Title of some published articles:

- 1-Representative approaches to graphic design
 - 2-Persian visual identity from a graphic perspective
 - 3-Iranian Graphic Pathology in Urban Graphics
 - 4-Writing in Urban Graphics of Iran
 - 5-Iranian graphics in forty years after the Islamic Revolution
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Presentations/Conferences/Posters:

Speech at the Visual Arts Conference, in the Contemporary Art Museum of Tehran With the topic of Iranian Graphic Pathology, 2010

Professional Memberships:

Member, Association of Independent Graphic Designers of Khuzestan

Languages: Persian