



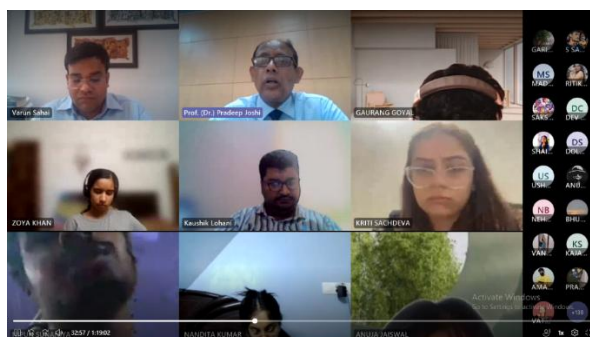
AMITY UNIVERSITY
UTTAR PRADESH

Amity School of Fine Arts

5 Days Workshop on ‘Creative Skill Development for Career Progression in Fine Arts’ 22nd to 26th May 2023

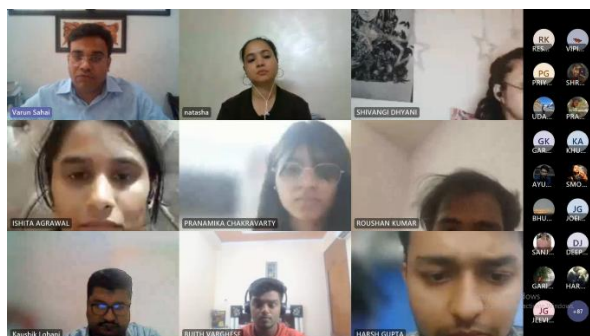
A 5 Day Workshop on “Creative Skill Development for Career Progression in Fine Arts” was conducted in online mode from 22nd May to 26th May 2023. The purpose of the workshop was to discuss various career progressions in the Fine Arts field.

Day 1: 22nd May 2023 (Monday)



Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General and Dean interacting with students.

Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General and Dean interacting with students regarding “The skill set which will be required for entrepreneurship will not be same for the people who want to go in academics or who want to go for the higher studies. or who want to go for placements.” Also advised the students to identify their career.



Ms. Natasha Sachdeva, Senior Artist, interacting with the students about creative industry generating social change.

Ms. Natasha Sachdeva, Senior Artist said “Focus on making a very strong Portfolio. There is a lot of platforms where you get ample opportunity and also can sell your work from those platforms”.

Day 2: 23rd May 2023 (Tuesday)



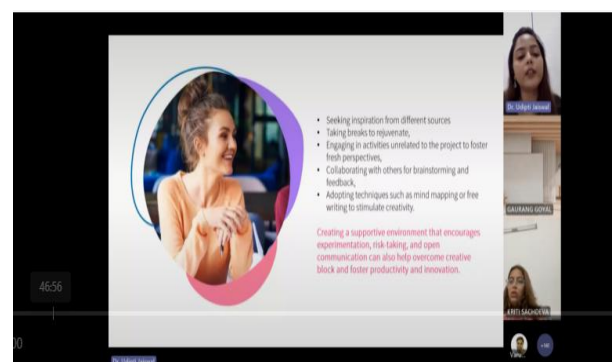
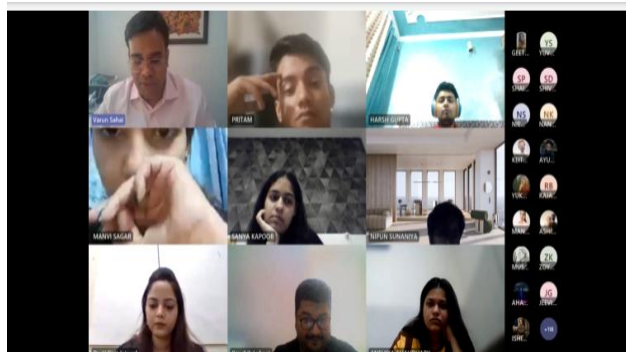
Prof. (Dr.) Pradosh Mishra, from Banaras Hindu University sharing his immense knowledge with the students.

Prof. (Dr.) Pradosh Mishra, from Banaras Hindu University sharing the Skills required in the Creative Industry. He talked about “How is Higher Education in Fine Arts and how we are looking through the lens of Fine Arts practice.”



Ms. Aradhika Singh- Research & Development Manager interacting with the students about Design process & Visual language.

Ms. Aradhika Singh- Research & Development Manager interacting with the students about Design process & Visual language. She told the reason behind using design “Design helps us to arrange information in a very clear manner. They are colourful, likely to feel comfortable, find it very fun.”



Dr. Udipti Jaiswal, Sr. Faculty, College of Arts, interacting with the students.

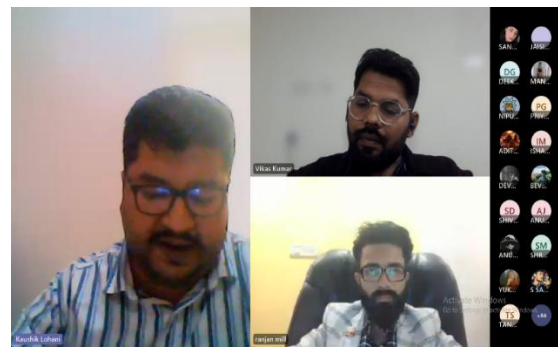
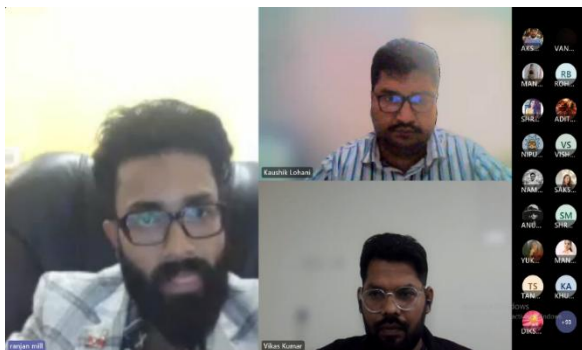
Dr. Udipti Jaiswal, Sr. Faculty, College of Arts sharing a presentation regarding the Challenges in the creative field. She talked about creative block and idea generation, client expectation and balancing activity, technological advancement, and adaptation & Intellectual property protection.

Day 3: 24th May 2023 (Wednesday)



Mr. Gautam Dutta, Sr. Faculty, Assam University sharing his knowledge with the students

Mr. Gautam Dutta, Sr. Faculty, Assam University sharing his views on Visual Rhetoric: A visual argument in print Advertisement. He quoted “Visual Rhetoric is a tool which give us this opportunity to create Visual narration or visual arguments that is more effective, persuasive and provocative in nature.”



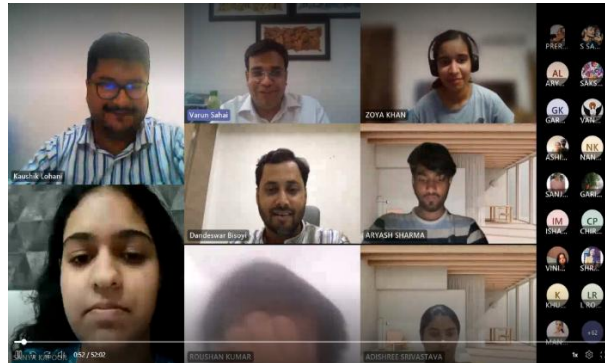
Mr. Rajan Mill & Mr. Ratan Singh interacting with students.

Mr. Rajan Mill & Mr. Ratan Singh interacting with students regarding the New Medium in Fine Arts -UI, UX, AR, VR. Mr. Ranjan Mill talked about AR & VR, AR being an artificial object in the real environment on the other side UR create artificial environment in habitat. AR & UR are the very key aspect of visualization aspect. Whereas Mr. Ratan Singh talked about the UI & UX design process. He talked about 5 S of UX development and design such as (Strategy, Scope, Structure, Skeleton & Surface). UI design includes visual designs. This include the latest feature of sharing of rides to your known ones.



Mr. Gaurav Birla- Media Entertainment & Skill Council interacting with the students about Media and Entertainment Sector Unveiled

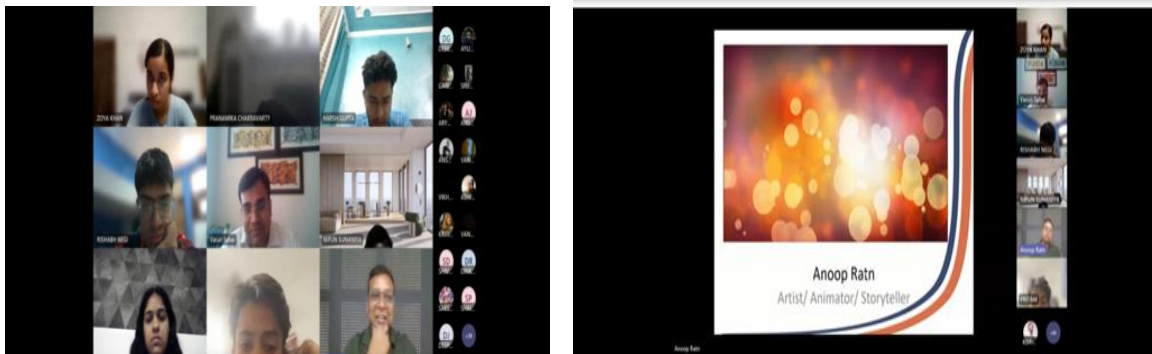
Mr. Gaurav Birla- Media Entertainment & Skill Council interacting with the students about Media and Entertainment Sector Unveiled. He talked about Skilling, “Everybody is very heavy on skilling. Everywhere in the world skilling as a term have become very popular. It is realised as one very important. Nothing can be termed as vocational or hobby everything leads to earning.” He also said that “with the help of social media you can create earning. Sharing of artwork on social media platform, become accessible to buyers and carry out economic activities.”



Dr. Dandeswar Bisoyi, Associate Professor, MIT, Pune interacting with the students and sharing information.

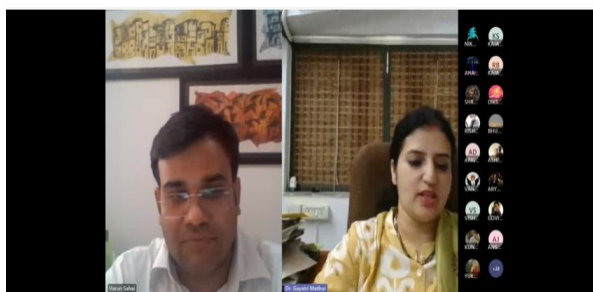
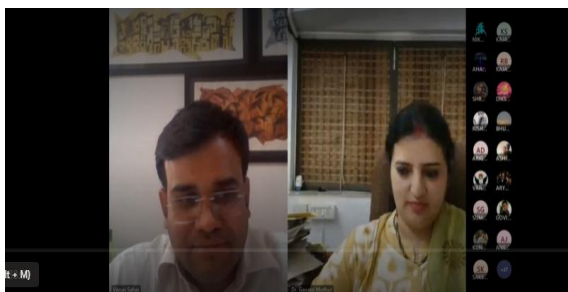
Dr. Dandeswar Bisoyi, Associate Professor, MIT, Pune interacting with the students and sharing information about Design & User Experience Design. He also told “Options available if you want to go for master’s programme. The students who are interested in the industry programme should first complete their masters then go for the industry programme.

Day 4: 25th May 2023(Thursday)



Mr. Anoop Ratn, Green Gold Animation Studios presenting a presentation and sharing information and interacting with students.

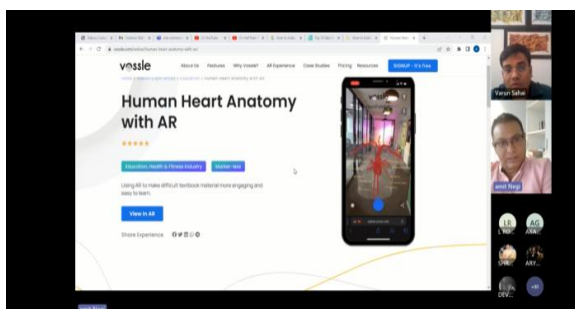
Mr. Anoop Ratn, Green Gold Animation Studios presenting a presentation and sharing information and interacting with students. He said while interacting with students that “human characters which you can transform, which are hyper realistic, another term can be scanned models. These are there to help you. What makes the character better prompt would be better than the general or ordinary person. Creating an understanding only comes through your exploration, understanding about the visual or anything.”



Dr. Gayatri Tandon, Senior Programme Officer sharing interacting with students regarding research projects & grants in Fine Arts.

Dr. Gayatri Tandon, Senior Programme Officer sharing interacting with students regarding research projects & grants in Fine Arts. She talked about the 5 mandates such as “you need to have an Instagram handle, a website customized, you must have a visiting card, portfolio should be ready, it should be selective few works which are close to what you can speak about your work. Both digital and physical work. Nowadays it is very important to have a video recorded of your statement of work.”

Day 5 : 26th May 2023 (Friday)



Mr. Amit Negi (2005-2009) Hundai Pvt. Ltd. Interacting with the students

Mr. Amit Negi (2005-2009) Hundai Pvt. Ltd. Interacting with the students and talked about “main motive of designing is to make it simple so that people are able to understand that for what motive it is made for.” He also said “for campaigns it is important that you right up about you work. Any industry can ask what the insights of these things are.”



Ms. Chetnaa, Sr. Artist interacting with the students regarding the identity of art.

Ms. Chetnaa, Sr. Artist interacting with the students regarding the identity of art and also shared information regarding masters or higher studies in abroad. She stated “In India we have a very strong advertisement industry, getting experience in the field would help to get scholarship for masters. It will be nice if you get a base work if you go outside India. Experience in India that will help, it will be easier. The level of masters outside India is very different.”



Mr. Varun Sahai, Asst. Professor & Programme Coordinator presenting a vote of thanks to the 5 day workshop held.

Mr. Varun Sahai, Asst. Professor & Programme Coordinator presenting a vote of thanks to the 5-day workshop on Creative Skill Development for Career Progression in Fine Arts. He thanked all the industry people who joined the workshop and shared their valuable knowledge with the students. He also thanked Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General and Dean and all the faculty members too. He closed the session by saying that “ I hope students had a good learning experience with that I’m closing this session.”

The five-day workshop on career progression in Fine Arts proved to be a transformative experience for participants. Through engaging presentations, interactive sessions attendees gained invaluable insights into navigating the art world. They developed a deeper understanding of various career paths, including gallery representation, freelance opportunities, and teaching positions entrepreneurship in field of Animation, Applied Arts Painting & Visual Communication. The workshop emphasized the importance of building a strong portfolio, networking, and marketing oneself effectively. Participants honed their skills in areas such as painting, sculpture, and digital art, receiving personalized feedback from experienced mentors. By the end of the workshop, attendees felt empowered, equipped with practical knowledge, and inspired to pursue their artistic passions with confidence and determination.