



**AMITY UNIVERSITY**  
UTTAR PRADESH

**Amity School of Fine Arts**

## **Industry Expectations from the Young Professionals- Skills and Competencies for Industry 5.0**



*A brief introduction of the speakers of the session was given by Mr. Varun Sahai, Assistant Professor & Programme Leader.*

The second last day of the orientation programme for UG 1<sup>st</sup> Year students was held on 22<sup>nd</sup> August 2023 in K1 Block, 4<sup>th</sup> Floor, Room No. 401. A brief introduction of the speakers of the session was given by Mr. Varun Sahai, Assistant Professor & Programme Leader.



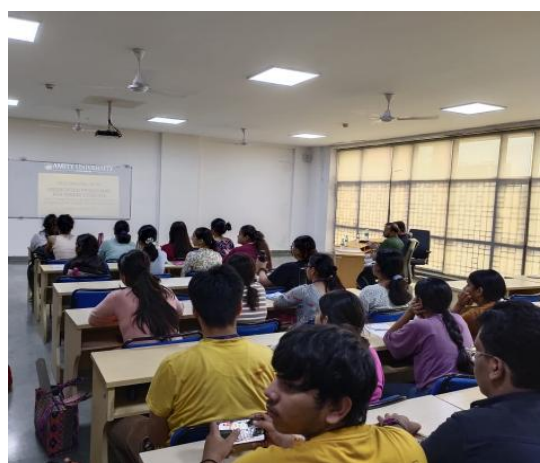
*Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean welcoming the esteemed guests of the session.*

The session started with the opening remarks of Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean welcoming the esteemed guests of the session. He said that Industry people are a very important stakeholders as they have the knowledge and have expertise degree and are the right people to speak to the students and share their experiences.



*Mr. Manoj Sinha, interacting with the students of UG 1<sup>st</sup> Year.*

The first speaker of the session was Mr. Manoj Sinha. Mr. Sinha told that the artistic field is very challenging as it is not easy to earn money fast. He said that one should get inspired by another person but should not copy them. He also said “If you are determined to do your course and start doing sketching daily as it is very important in Fine Arts you will achieve your desired goal.” By concluding his speech Mr. Manoj Sinha said that design to solve a problem, if it is not solving anything it is not a good design. He should be aesthetically appealing design.



*Mr. Himanshu Gaurav, interacting with the students and sharing his knowledge in the field of art & advertisement.*

The next speaker of the session was Mr. Himanshu Gaurav. Mr. Himanshu started his speech with a theory of Binet Psychology. He said “Jitni achi skill utthni achi income”, he also said that the first and foremost is to understand your user experience. Mr. Himanshu also talked about B2B B2C in advertising. He told some key points to remember for a successful career in the field of Fine Arts such as :

1. Referencing is very important
2. Spatial awareness
3. Why sketching is important
4. Building communication skill and English language
5. Discipline learning is very important

By concluding his speech he said that networking is very important as it is needed in all brand name.

The guests of the session were felicitated by Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean.



The session ended with a vote of thanks by Mr. Kaushik Lohani, Assistant Professor & Programme Leader.