



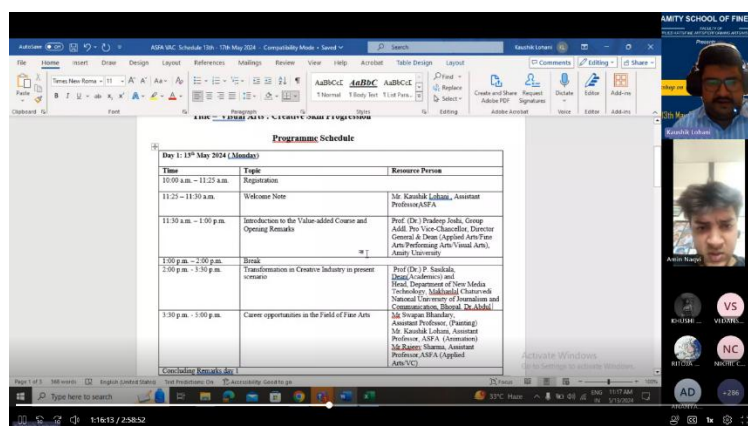
AMITY UNIVERSITY
UTTAR PRADESH

Amity School of Fine Arts

5 Days Workshop on 'Visual Arts : Creative Skill Progression' 13th to 17th May 2024

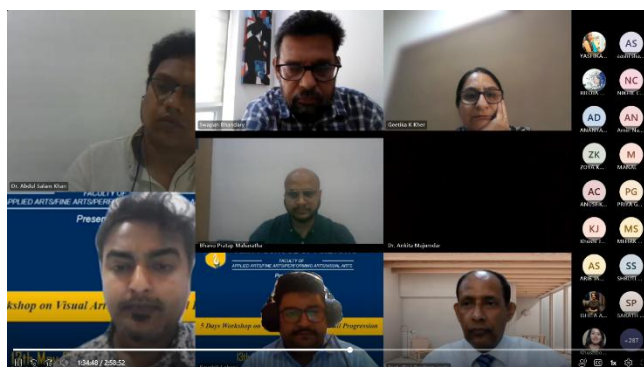
A 5 Day Workshop on “Visual Arts: Creative Skill Progression” was conducted in online mode from 13th to 17th May 2024. The purpose of the workshop was to discuss various career progressions in the Fine Arts field.

Day 1, 13th May 2024 (Monday)



Mr. Kaushik Lohani, Assistant Professor & programme leader starting the session with a welcome vote

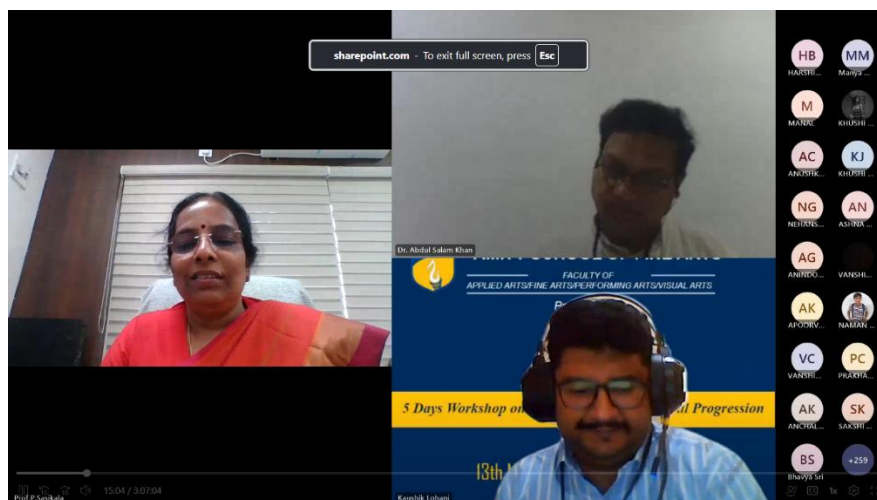
The session started with a welcome note by Mr. Kaushik Lohani, Assistant Professor, Programme Leader and told that the session will improve the understanding about Art and Design world by interacting with the learned experts from the field as it will provide an exposure to students to know about the latest styles of creative industry. As an entrepreneur new trends in design is there therefore it is important to identify the area of interest which will help the students in their portfolio.



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

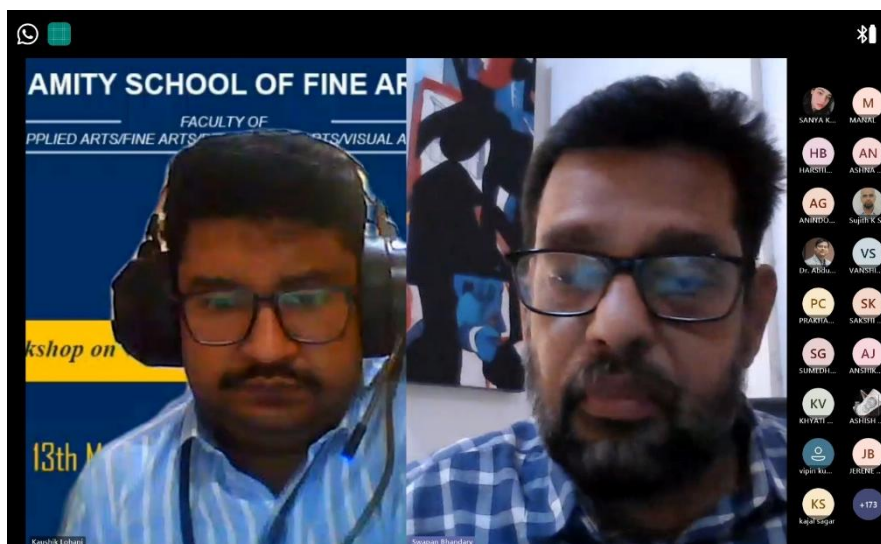
Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General and Dean interacted with the students regarding how the 5 Day Workshop will not only teach a particular subject or course but here the perspective is to interact with the students that how one can further develop their skills in their respective area and to become better professionals. Group

Addl. Pro Vice Chancellor, Director General and Dean further said that “ industry is dynamic in nature, a lot of opportunities are open for the students”.



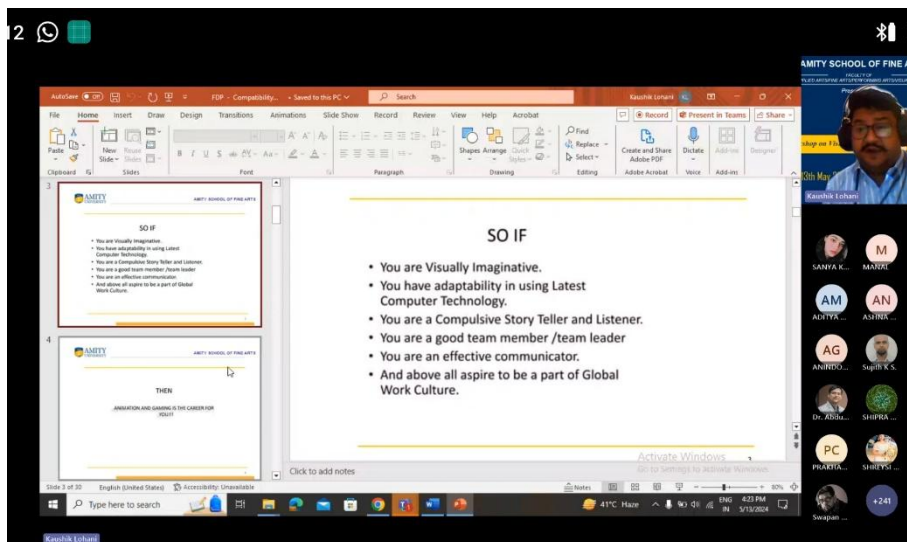
Prof (Dr.) P. Sasikala, Dean(Academics) and Head, Department of New Media Technology interacting with students.

Prof (Dr.) P. Sasikala, Dean (Academics) and Head, Department of New Media Technology, interacted with the students and shared her knowledge about how transformation due to advancement of the digital technology will have a big change in various fields of art and design.



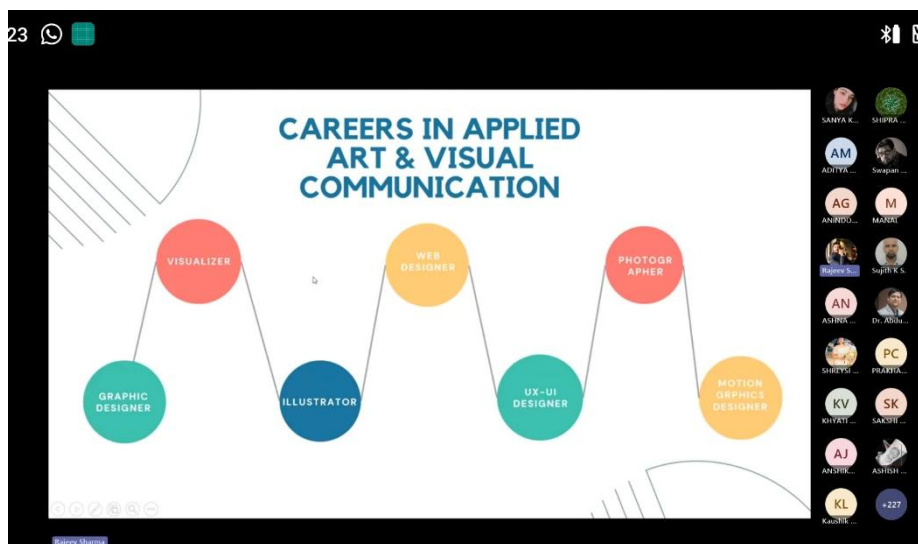
Mr. Swapan Bhandary, Assistant Professor(Painting) talked about the career opportunities in the field of Fine Arts

Mr. Swapan Bhandary, Assistant Professor(Painting) talked about the career opportunities in the field of Fine Arts. He shared his knowledge about how the art evolved and the history behind the evolution of Art. Mr. Swapan Bhandary told that the students should express themselves through art which makes them different from others. He concluded by saying “Be original, be passionate, be honest, be genuine in your work”



Mr. Kaushik Lohani, Assistant Professor (Animation) also talked about the career opportunities in the field of animation.

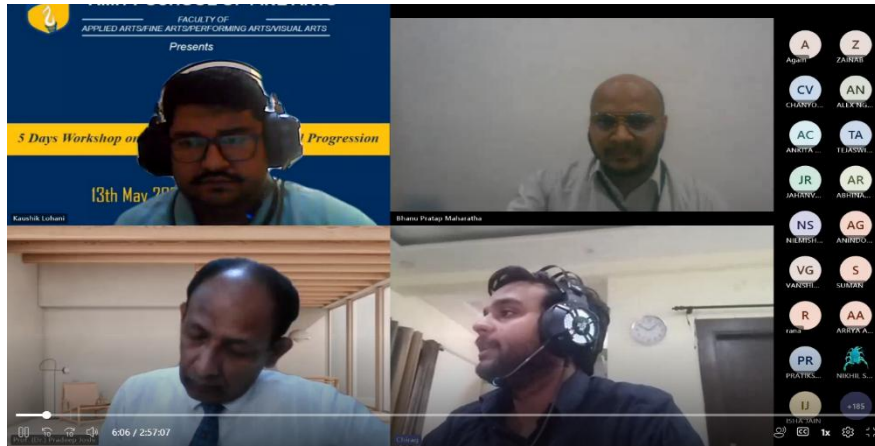
Mr. Kaushik Lohani, Assistant Professor (Animation) also talked about the career opportunities in the field of animation. He said that it is very important to have a clear concept about the field the student wants to go in. Through a presentation he shared his knowledge about the animation industry. He said that there is a big demand in the industry for people in the animation and visual graphics field. If basics or foundation is clear of the candidate it will be beneficial for further career opportunities. He also said that basic level of communication skill is also required while communicating with the industry people. He shared his knowledge about the animation production pipeline which included Pre-Production, Production and Postproduction.



Mr. Rajeev Sharma, Assistant Professor (Visual Communication/ Applied Arts) talked about the career opportunities in the field of Visual Communication & Applied Arts .

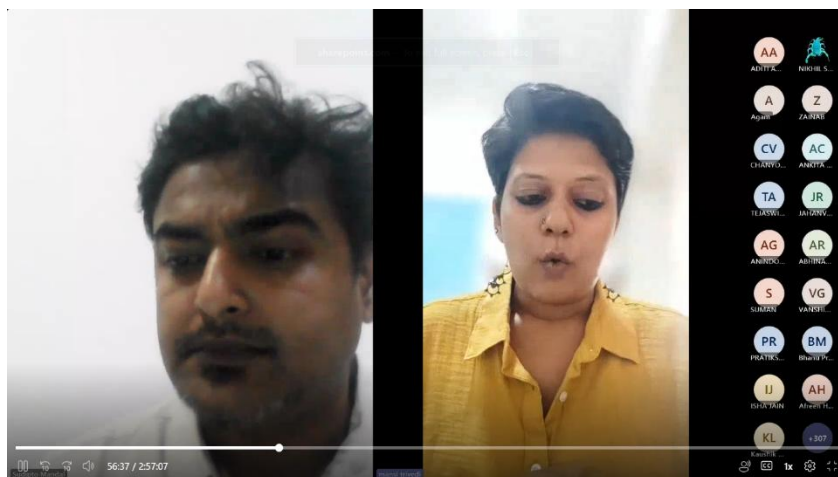
Mr. Rajeev Sharma, Assistant Professor (Visual Communication/ Applied Arts) talked about the career opportunities in the field of Visual Communication & Applied Arts. He said that the advertising industry want a eye catching advertisements for which they want a good designers, graphic designers for it. In an advertising industry there is a need to understand the demands of the customers, what is the target audience. Through a presentation Mr. Rajeev Sharma briefed about the applied arts and visual communication field where with the help of images, symbols, typography, colours etc. the ideas can be conveyed to the target audience. He also shared the information about the career opportunities in the field of Applied Arts & Visual Communication.

Day 2, 14th May 2023 (Tuesday)



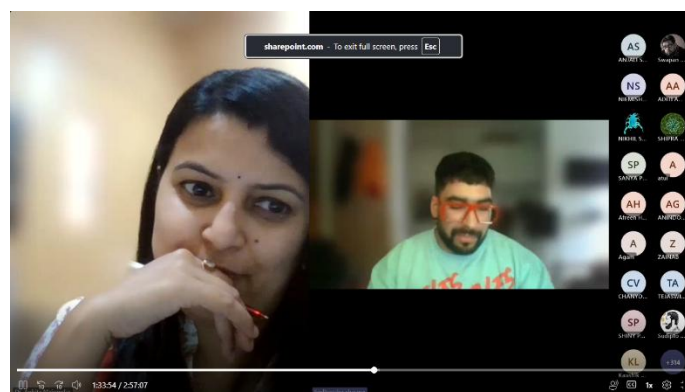
Mr.Chirag Sultaniya ,Concept Artist interacted with the students shared his knowledge in the field of animation.

Mr.Chirag Sultaniya ,Concept Artist interacted with the students and told the ways the student can get into the industry and to be able to have fun in the animation industry. He also shared the knowledge about how the students can work in animation studios and get a good portfolio. Mr. Chirag Sultaniya also shared his knowledge and experience about what the industry wants from the people in this field and how they will be recognized and the ways to build networking with the people in this field.



Ms. Manvi Trivedi, interacting with the students of ASFA.

Ms. Manvi Trivedi, interacted with the students about how the students can have discussions with the professors and mentors about their works which will further help in improving the work as their knowledge and experience will help them to improve. Also having discipline in work is also very important.



Mr.Sudhanshu Sharma ,UI UX Designer sharing his knowledge with the students.

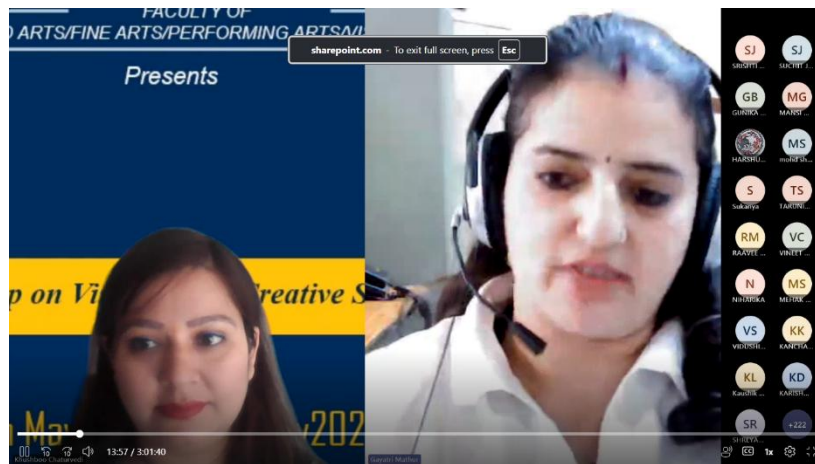
Mr.Sudhanshu Sharma ,UI UX Designer shared his experience in the field of designing. He also talked about entrepreneurship opportunities and design. He interacted with the students and talked in detail

about the difference between entrepreneurship and what is design. He also told the students to observe the things around them and increase their knowledge.



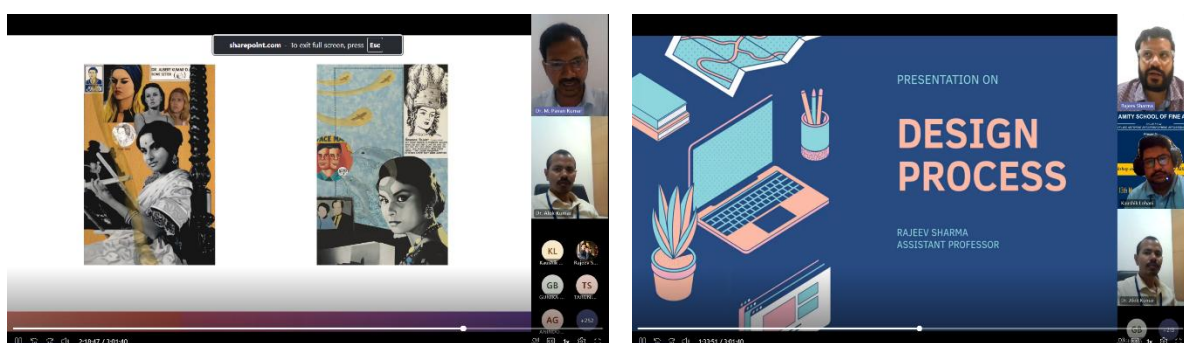
Akansha Wadhvani & Ms. Apoorva Garg, Alumni's of Amity School of Fine Arts

Akansha Wadhvani & Ms. Apoorva Garg, Alumni's of Amity School of Fine Arts, shared their knowledge about the art and design. Akanksha Wadhvani interacted with the students and shared a presentation and talked about unleashing entrepreneurial potential in the field of art and design, where understanding the term creative economy was discussed. She also shared some case studies. Ms. Apoorva Garg shared her work through a presentation.



Dr. Gayatri Tandon, shared her knowledge and interacted with the students.

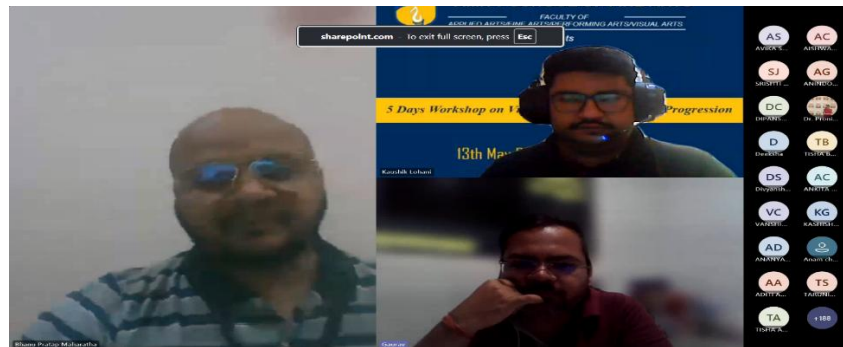
Dr. Gayatri Tandon, talked about the government aided research or art oriented awards. What is most promising for the students as an artist. She said that the students might be working on various different subjects, projects, etc. when they are in the 4th year they should be sure about which field they have to go into. She also said that students should develop a body of work.



Mr. Rajeev Sharma & Dr. Pavan M Kumar talked about design process and visual knowledge

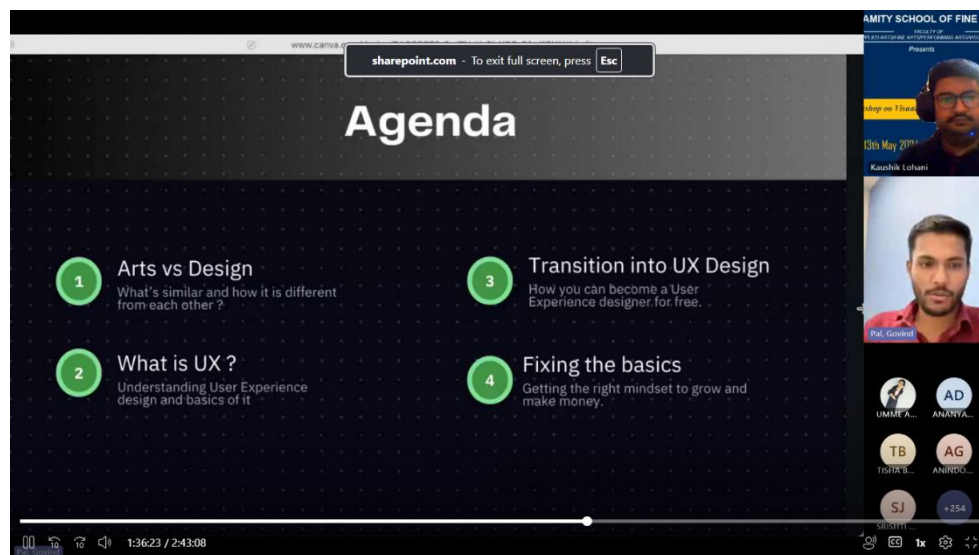
Mr.Rajeev Sharma, Assistant Professor, ASFA & Dr.Pavan M Kumar , Assistant Professor, ASFA talked about design process and visual knowledge with a presentation and interacting with the students about the same.

Day 3, 15th May 2024



Mr.Gaurav Mishra,Production Head V4K Entertainment interacting with the students

Mr.Gaurav Mishra,Production Head V4K Entertainment, interacted with the students talked about the how updates in software is very much needed. He said the students to be specific to what field they want to go for. The work presented by the students should be based on the requirement of the industry. They should learn everything in their graduation and post graduation period as they will have a knowledge of when and how the skill will be used in future job opportunities.



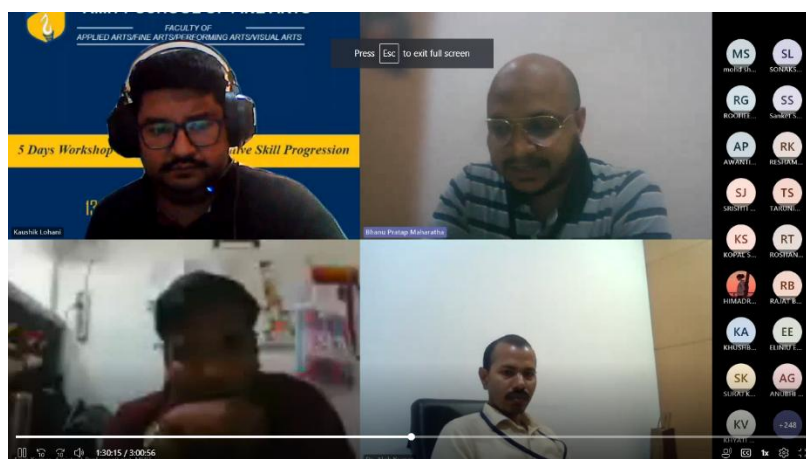
Mr.Govind Pal , UI & UX Designer at Optum

Mr.Govind Pal , UI & UX Designer at Optum told to take things by itself and develop their own understanding in the field of UI/UX. He also talked about Art vs Design, briefed about the UX Design field.



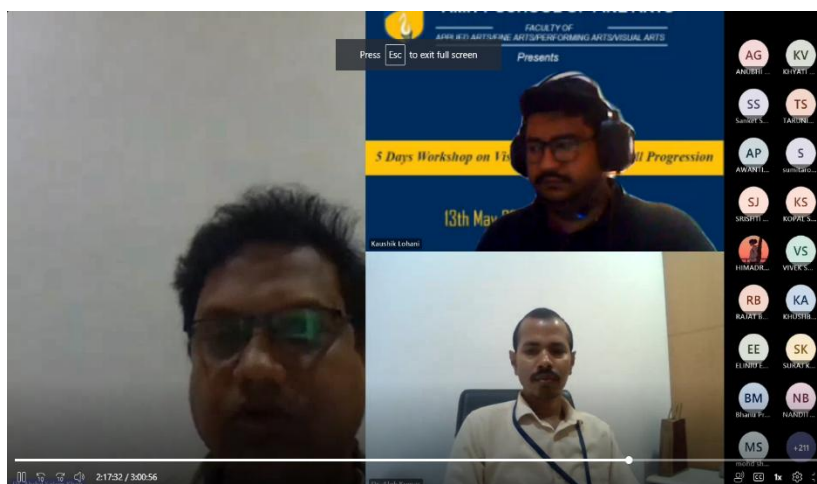
Mr. Swapan Bhandary, Assistant Professor ASFA talked about the skill development in Fine Arts.

Mr. Swapan Bhandary, Assistant Professor ASFA talked about the skill development in Fine Arts. He talked about the importance of skills in creating art. He also taught students practically how to use Ink and Brush in Painting and the long history behind the use of it. The use of Ink and Brush is also used in calligraphy art in China and Far Eastern Parts.



Mr. Arun Kumar, MUIT talked about the Entrepreneurship & IPR Courses.

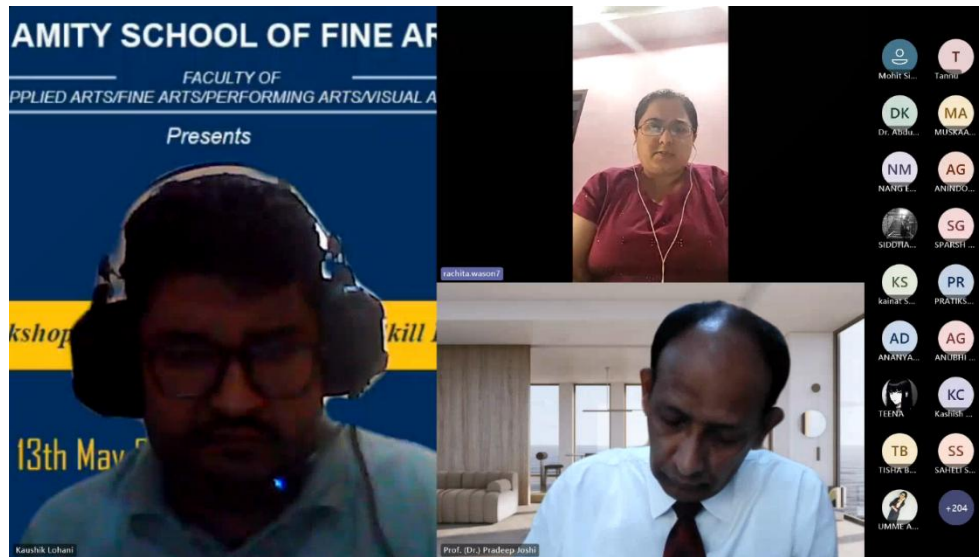
Mr. Arun Kumar, talked about the entrepreneurship & IPR Courses with the students of ASFA Department. With a presentation he talked about the copyrights act where it was explained about the graphic presentation and examples, he also talked about trademarks. Trademark is a design which gives a unique identity to a firm. He further explained about the act and the merchandise act and shared the knowledge with the students.



Dr. Abdul Salam Khan, Assistant Professor, ASFA talked about the competitive exams in Fine Arts.

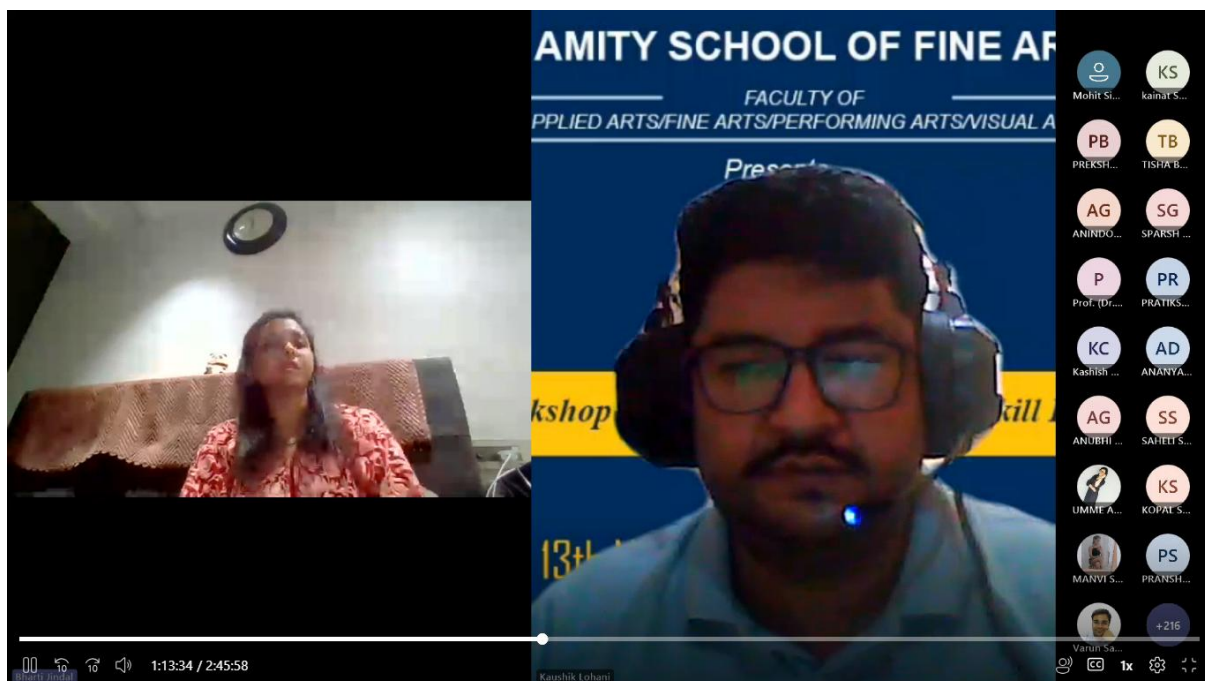
Dr. Abdul Salam Khan, Assistant Professor, ASFA talked about the competitive exams in Fine Arts. He talked about competitive exams like JRF, NET, CUET to name a few. Dr. Abdul Salam Khan talked about how the students can enhance their skills regarding competitive exams.

Day 4, 16th May 2024 (Thursday)



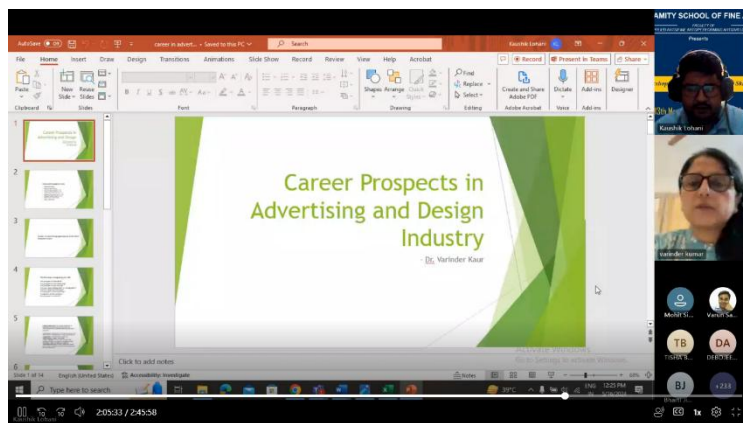
Ms.Rachita Wason, interacting with the students.

Ms. Rachita Wason, shared a presentation with the students on history of art & animation. She shared her knowledge about how rich understanding about animation both draws from and contributes to the broader artists tradition. She also told about the eminent artist in the field of animation. The other topic on which she shared her knowledge was about Indian Aesthetics.



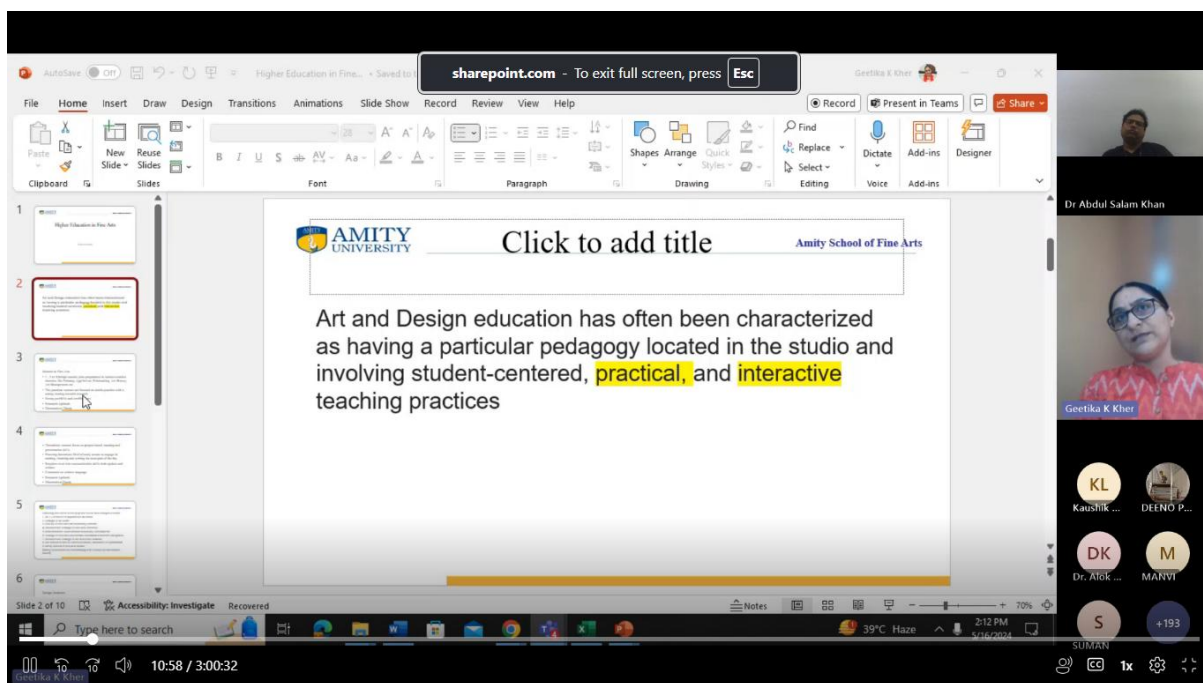
Ms.Bharti Gupta,Lead Designer ,Little Millenium Pvt Ltd

Ms.Bharti Gupta,Lead Designer ,Little Millenium Pvt Ltd, had been an alumni of Amity School of Fine Arts. She is a lead graphic designer in little millenia. She shared her works with the students and told how the courses they study in their graduation and post graduation will help and groom the students in the corporate environment.



Dr. Varinder Kaur, Visiting Faculty of ASFA Department talked about the career prospects in Advertising & Design Industry/ VFX

Dr. Varinder Kaur, Visiting Faculty of ASFA Department talked about the career prospects in Advertising & Design Industry/ VFX. She shared the fields in which the students can start their career with. She told the students that they can work in advertising agencies. Dr. Varinder Kaur named a few advertising agencies in India and as a student what they can do at their part. She said that one should know their capabilities. She shared some soft skills required in the field of design and animation field which can be beneficial for the students to build their career.



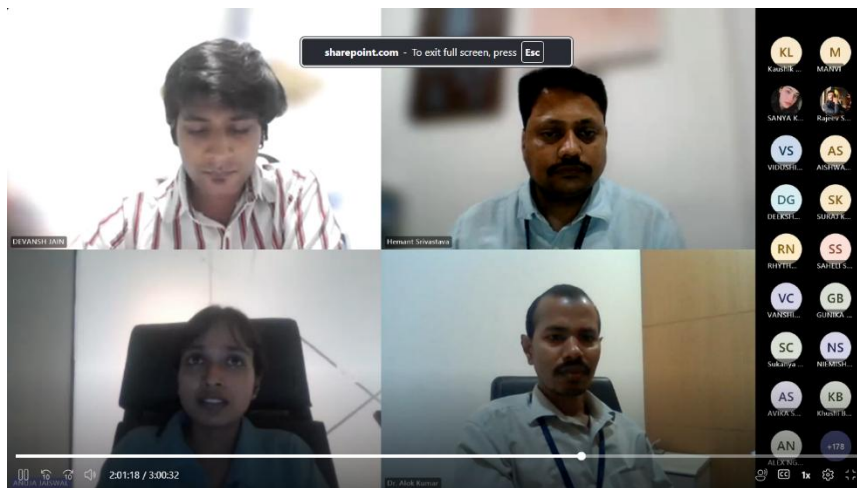
Dr. Geetika Kaw Kher, Assistant Professor, ASFA talked about Higher Education in Fine Arts.

Dr. Geetika Kaw Kher, Assistant Professor, ASFA talked about Higher Education in Fine Arts. She talked about Masters in Fine Arts in the field of Painting, Applied Arts, Printmaking, Art History, Art Management, etc. She shared the fact that practical courses are focused on studio practice with a strong learning towards research. The programme in Masters also include Dissertation/ Thesis where students do research works during their programme and submit the Thesis. She told about the colleges abroad where Fine Arts are offered. She further talked about the P.hd in the field of Fine Arts.



Dr. Abdul Salam Khan, Assistant Professor, ASFA talked about Higher Education in Fine Arts.

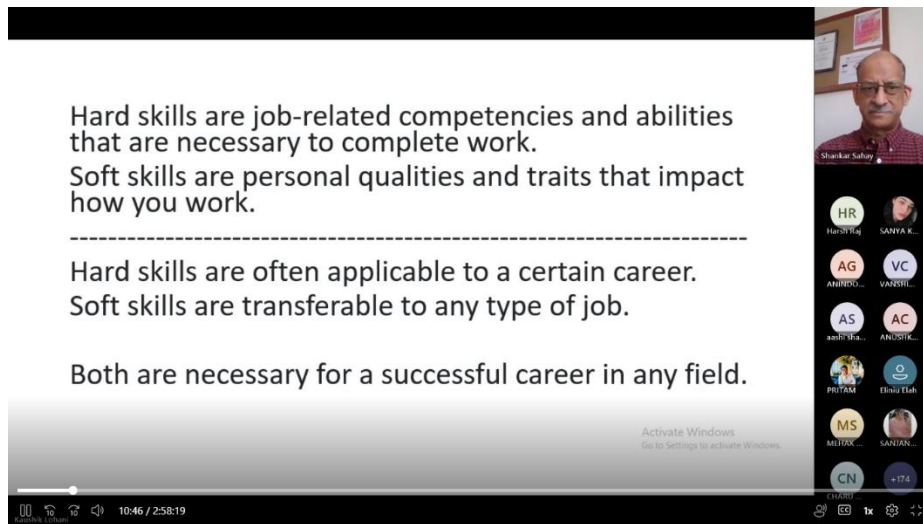
Dr. Abdul Salam Khan, Assistant Professor, ASFA also talked about higher education in Fine Arts by sharing a few universities offering the Fine Arts, Performing Arts, Visual Arts courses. He also told the various fields in which research can be done. The process and the required number of research papers, H index should be very good. He told that around 40 research papers are required to be published in journal.



Mr. Hemant Srivastava, Assistant Professor, ASFA talked about Job & Internship Search Resources.

Mr. Hemant Srivastava, Assistant Professor, ASFA talked about Job & Internship Search Resources. He interacted with the students and discussed about the requirement after the completion of their course. The most important among all is developing a good portfolio, work experience and education. The students showcase their best works. The students should highlight their skills and career goals. The students should also engage in various other communities of their field such as fine arts community, participate in discussions, etc.

Day 5: 17th May 2024 (Friday)



Mr.Shankar Sahay ,Head CRC ASFA,ASFT interacted with the students

Mr.Shankar Sahay ,Head CRC ASFA,ASFT interacted with the students and shared his knowledge about the significance of Communication in the Creative Industry.



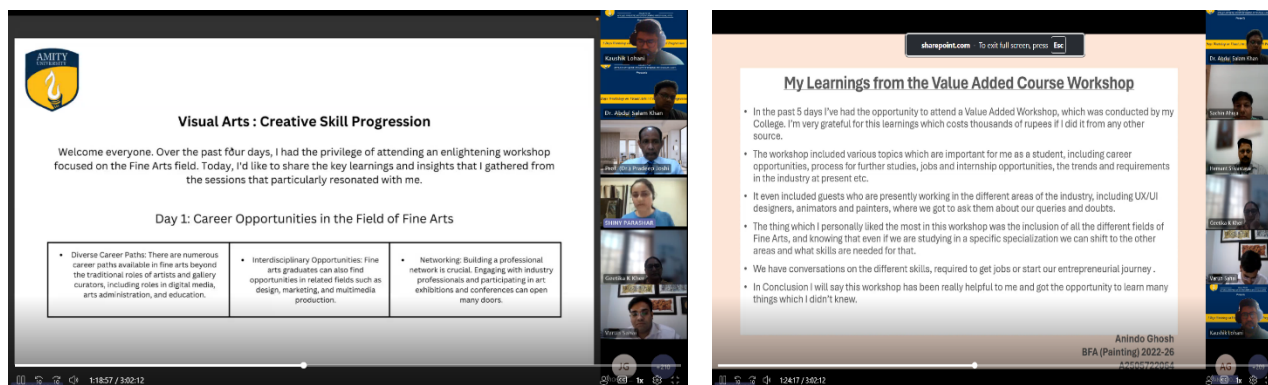
Mr. Varun Sahai , Assistant ProfessorASFA interacted with the students and shared the knowledge about Development of Portfolio for the Creative Industry.

Mr. Varun Sahai , Assistant ProfessorASFA interacted with the students and shared the knowledge about Development of Portfolio for the Creative Industry. The portfolio building starts on the day the student enter the college. Whatever work is done should be compiled, the work which shows the student's creativity in drawing, shading, etc should be compiled digitally and filed properly.



Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General and Dean concluding the workshop by thanking all the speakers, faculty members and students of ASFA.

Prof. (Dr.) Pradeep Joshi, Group Addl. Pro Vice Chancellor, Director General and Dean discussed with student what learning they had from 5 Days VAC and shared his knowledge in the field of Fine Arts and Visual Arts with the students of ASFA. He also thanked all the speakers for the event who shared their knowledge and gave their valuable time. He praised all the students who presented their works through presentations. He also congratulated all the faculty members for the successful completion of the 5 Day VAC Workshop held from 13th to 17th May 2024.



Students Learnings from the Value Added Course Workshop.

Students of ASFA through a presentation shared their learning which they gained and experienced throughout the 5 Day Workshop on Visual Arts: Creative Skill Progression.

Mr. Kaushik Lohani, Asst. Professor & Programme Leader presented a vote of thanks on the 5-day workshop on Visual Arts : Creative Skill Progression. He thanked all the industry people & Faculties 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 .

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 on the importance of building a strong portfolio, networking, and marketing oneself effectively.