



# AMITY UNIVERSITY UTTAR PRADESH

## Amity School of Fine Arts

### Industry Expectations and Skills Requirements



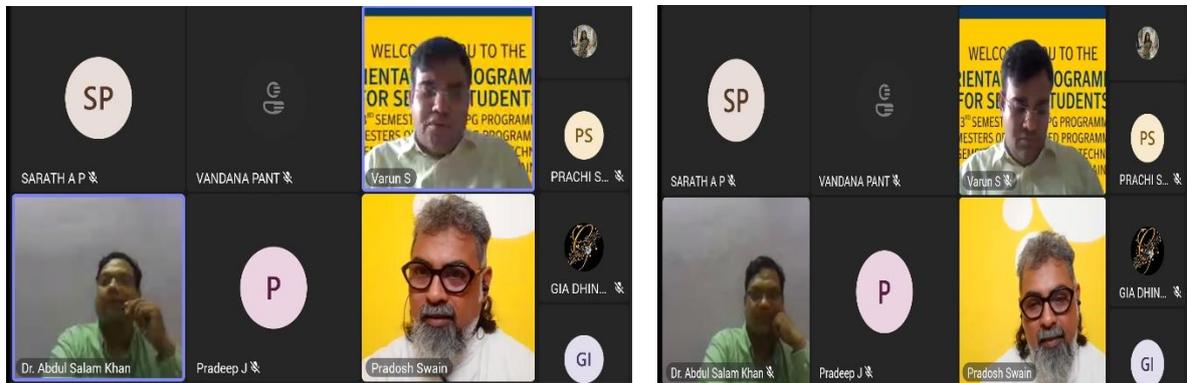
*Prof. (Dr). Pradeep Joshi – Group Addl. Pro Vice-Chancellor Director General & Dean welcoming the esteemed guests of the session.*

The Orientation session for the students of Amity School of Fine Arts, Semester 3<sup>rd</sup> Semester Students was organized on 15<sup>th</sup> July, 2023 at 11:00 AM in MS Teams. 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. This is an important session during the orientation programme. The objective is to know what the real requirements are, what do we expect from the art professionals who are doing BFA or MFA.



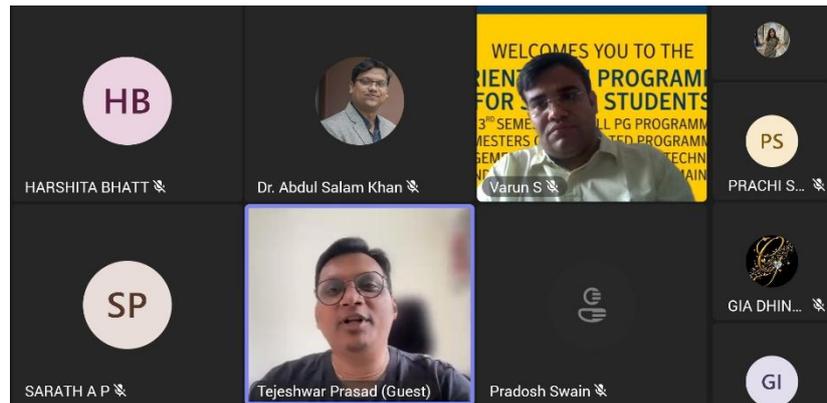
*Ms. Vandana Pant, interacting with the students of ASFA.*

The first guest to the session was Ms. Vandana Pant. Ms. Vandana Pant talked about what are the types of works one can do in this field. She gave some examples such as working in Museums which comes under experience design, storytelling, sound, and light. She also stated that one thing is very important for anyone practicing artist.



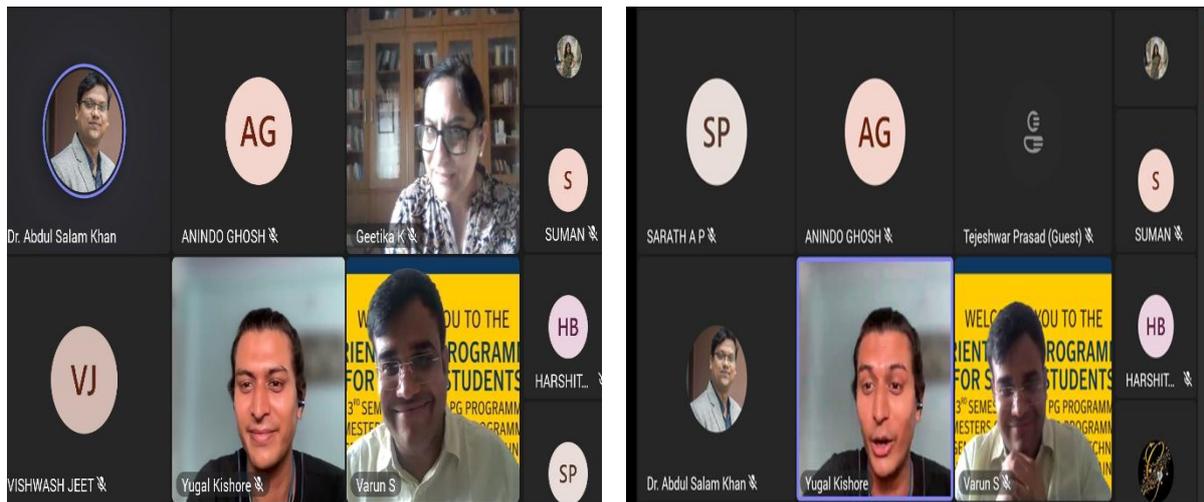
*Mr. Pradosh Swain, interacting with the students and talking about skill development.*

Mr. Pradosh Swain the 2<sup>nd</sup> Speaker is a national awarded potential practitioner artist. He suggested all the students select a topic in advance which is close to them and talk in detail what work they want to do and is that work important. He said that skills gradually develops and is a personal tool. Skill is different for all. To establish the skill students atleast need 5-10 years. Foundation is the basic thing one should focus on .



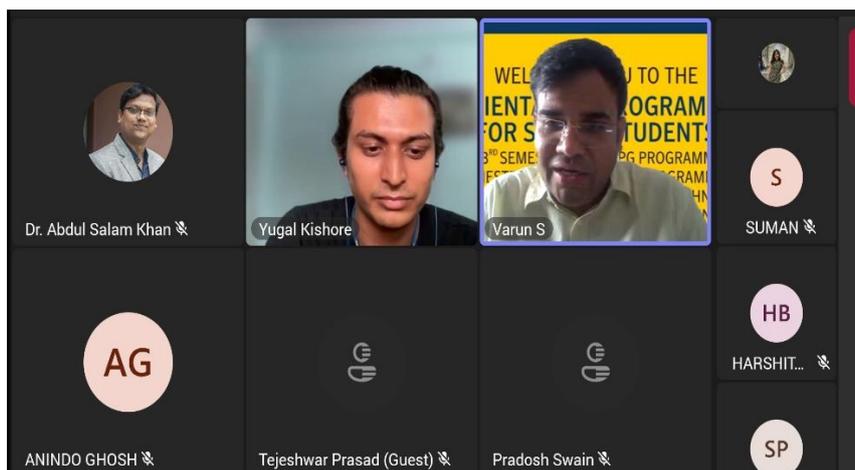
*Mr. Tejeshwar Prasad interacting with students and suggesting students to level up in terms of communication and presentation.*

The 3<sup>rd</sup> Guest of the session was Mr. Tejeshwar Prasad a design professional, designer. Mr. Prasad said that the most important thing is to convey your design, convey your art. Presentation of the work is the key task. The Resume should be dominating. The students should level up in terms of communication and presentation. Mr. Tejeshwar Prasad suggested students to switch as there are variety of opportunities. Presentation and design skill, communication is the most important thing.



*Mr. Yugal Kishore an Alumni of Amity School of Fine Arts, sharing his experience and interacting with the students of ASFA.*

The last Speaker of the session was Mr. Yugal Kishore an Alumni of Amity School of Fine Arts. Mr. Yugal shared his experience and told about the expectation from the senior from the client in advertisement agency. In advertising industry one should think creatively as how the ads can be made catchy and should be according to the culture, according to the trends of market prevailing. He talked about the packaging, and told that the packaging should be creative.



The session ended with a vote of thanks by Mr. Varun Sahai, Assistant Professor & Programme Coordinator.