

ART AND DESIGN COURSES

Whether you prefer to work with water color, acrylic or on a computer, careers in art and design offer rewarding opportunities for everyone who is an artist at heart. From the look and feel of our living spaces to the colors displayed in advertisements to the layouts of websites, art & design influences our lives in ways we don't even realize.

As such, careers in Art & Design can take forms one might not have thought about: people with art and design degrees find work in nearly every industry imaginable, in niche roles that didn't even exist ten or fifteen years ago. And to make it very clear, art and design are not interchangeable. They are separate concepts and we shall look at them separately.

Under Arts, we will be looking at Fine Arts and Performing Arts as two specializations. However, we will take a deeper look at Design specializations that are numerous and professionally more lucrative.

Following are some of the specializations offered under Art and Design:

Arts

- Fine Arts- Fine Arts essentially is an art form, which includes objects mainly created for concept or aesthetic value rather than utility.
- Performing Arts- Performing arts are art forms in which artists use their body, voice, or objects to convey artistic expression.
- Design
- Visual Communication- Visual Communication is a form of communication that takes place with the use of a visual aid.
- Fashion Designing- A career in Fashion Designing is right for you if you are talented and exude style in everything you do.
- Animation -Animation is the rapid display of a sequence of images to create an illusion of movement.
- Game Design -Game Design starts with an idea and the entire process is about giving shape to that idea.
- Interior Designing- Interior Design describes a group of various yet related projects that involve turning an interior space into an effective setting for the range of human activities that are to take place there. Given below is some in-depth information about each of the above courses:

Fine Arts

Fine art is a type of visual art through which ideas are presented through paintings, sculptures and drawings to portray ideas or anything the artist wants.

Although it's one of the oldest professions and has been around for thousands of years, new career options in fine arts have emerged. Fine arts generally trains people in skills such as painting, sculpture, theory of art, print making, collage, assemblage, calligraphy, photography, conceptual art and applied art. In this regard, one of the most popular degrees in this field is the Bachelor of Fine Arts (BFA).

The Bachelor of Fine Arts focuses on critical thinking, project development, community engagement and collaboration in the field of art. Students learn to translate concepts into individual expression by using drawing, color, form, space, structure, and composition. However, the program is based on theory and aesthetic sense and doesn't provide much application oriented application. To give you an idea, BFA is like a B.Sc or B.Com, which is mainly theoretical. Whereas courses like Fashion Design or Game Design is like engineering, hence more professional and vocational.

Eligibility: To be eligible for this program, a student must have secured a minimum of 50% marks at Higher & Senior Secondary level (10th& 12th) in any stream.

Performing Arts

The discipline of performing arts is generally defined as a combination of drama, music and dance practices. A Performing Arts (B.A.) program may include courses in the following subject areas: Music Performance, Theatre History, Dance and Culture, Musical Theatre, Dance technique, Dramatic Literature and similar others.

Eligibility: Here too, students should have secured a minimum 50% marks at Higher & Senior Secondary level (10th& 12th) (Any Stream) after which they will have to appear for entrance tests.

Top Colleges For Fine Arts & Performing Arts Degrees

- University of Delhi
- Banaras Hindu University
- Sir JJ College of Applied Arts
- Maharaja SayajiRao University of Baroda
- Jamia Milia Islamia
- Bangalore University
- Banaras Hindu University

- Assam University
- Devi Ahilya Vishwavidyalaya, Indore
- MIT-ADT, Pune

Fees:

The popularity of Fine Arts and Performing Arts courses among students in India is a little less. Blame it to the unstructured placement process. However, we still do have a good number of students who would want to take up the course. Most of the centrally funded institutions and universities offer the course at a very economical fee per year. An approximate cost could be around 15000 INR per year. Talking about the private colleges, the cost could be more, starting from an INR 70000 to more than that.

Career Options

With studies and a talent in Fine Arts the students can look upto multiple career options. Some of them being Art gallery manager, Community arts worker, Exhibition designer, Fine artist, Graphic designer, Higher education lecturer, Illustrator. Organizations employ fine arts graduates in either permanent or temporary capacities. Comic book companies, publication houses and art galleries are just few examples of organizations offering permanent positions. Companies which offer work to fine arts graduates in temporary positions range from huge multi-national organizations to small organizations, as illustrators, or calligraphers.

We have already spoken about the difference between Art and Design when looked at from a career perspective. We spoke about courses and career options in arts in the previous section. Now let us have a look at the some famous courses in Design:

Fashion Design

Fashion design deals with the designing of clothing and lifestyle accessories. This art is influenced by cultural and social attitudes and has evolved over time and place. Apart from having a keen sense of color i.e. combination of shades and tones, visual imagination & knowledge of market trends, fashion designers need to be artistic, creative and must possess ability to trans- late ideas in sketches.

Basic educational qualification for a course in fashion designing is 10+2 from any stream, it varies depending on the course chosen.

Fashion designers can find employment with professional designers as apprentices, with manufacturing units, export houses, boutiques, media as costume designers, freelancing for fashion houses and boutiques and at the same time it is a rewarding possibility for self-employment by opening your own boutique.

Eligibility: In order to get admission into a Fashion college, students should first

clear the entrance exam, which would check their aptitude and eagerness towards that course. The test would usually be called the DAT- Design Aptitude Test.

Interior Design

Interior design uses various architectural, technical and creative skills to create an aesthetically pleasing environment according to a client's needs and specifications. It mostly deals with furnishing the interiors of a place. An interior design degree opens up numerous opportunities in the residential and commercial design sectors as well as outdoor landscaping and designing.

An Interior Designer should have good Drawing and Sketching skills. Apart from having good networking and interpersonal skills to get projects, interior designers should also be resourceful. Also, technical knowledge regarding the latest software required in designing as well as the latest additions in home improvement products are must for an interior designer.

Eligibility: A student who aspires to join interior design courses must have cleared class 12 in any stream. The candidate may also be required to clear an entrance test for drawing and designing skills. Candidates need to show to the college a portfolio of work that displays their drawing skills as well as ideas.

It must be remembered that design, unlike art, is more user driven and its products/services always find an end use. The degree counterpart in design is B.Des. The Bachelor of Design is a more professional course that offers specializations like animation, graphic design, fashion design and interaction design.

Product Design:

Options to take up a 4year BDes course in Product Design have opened up off late. A course in product design will look at designing different types of products, from mobile devices to vehicles. Typically, Product Designers receive a host of information about a new product, including its use, target market, and functionality, and they create mock-ups of what the actual product will look like. They also have to work with the ease of use for the product, so it's not all about the aesthetics. Specialist undergraduate degree in Product Design are available in India as well as abroad. A whole lot of design skill is needed to pull this off. Apart from that a good knowledge of the software needed, consumers taste and preferences is equally important.

Eligibility: A student who aspires to join product design courses must have cleared class 12 in any stream. The candidate will also be required to clear an entrance test for drawing and designing skills. Having a portfolio of one's work

and ideas also helps through the process.

Other upcoming and interdisciplinary courses that are gaining ground now are Industrial Design, Communication Design, Automobile Design, Game Design and many more.

Top Colleges for Art and Design:

There are many colleges and institutions in India which offer courses in Art and Design. However, listed in the following are the top colleges whose courses are highly reputed in India.

National Institute of Design (NID)

NID offers professional education programs at Undergraduate and Post Graduate level with five faculty streams and 18 diverse design domains. NID has established exchange program and ongoing pedagogic relationships with more than 55 overseas institutions. NID has also been playing a significant role in promoting design.

Admission: To secure admission in the National Institute of Design, students should have passed qualifying examinations under the Higher Secondary (10+2), or equivalents like AISSCE/ IB/ICSE etc. Students will also have to pass the entrance examination and appear for an interview.

The National Institute of Design Entrance test is a three hour pen and paper based test and the candidates are marked out of 100 marks. Those candidates who pass this level of the exam will then be taken through the Mains exam.

This would be a test of Drawing, Sketching and Hands-on Model Making. The main intention of this exam is to assess the aptitude, innovation and perception of the applicants.

National Institute of Fashion Technology (NIFT)

National Institute of Fashion Technology (NIFT) is a fashion institute in India. It was set up in 1986 under the aegis of the Ministry of Textiles, Government of India and is an institution of design, management and technology for the international fashion business. The institution offers a range of courses at the under grad level such as Fashion Design / Leather Design / Accessory Design / Textile Design / Knitwear Design / Fashion Communication.

Admission: Admission to NIFT is based on the rank one secures in the paper or

online based test which is conducted by the institute (CAT & GAT). Apart from that, one needs to have passed

12th from a recognized board. For admission to the Fashion Technology program the candidate needs to have Physics, Chemistry and Math in grade 11 and 12.

Srishti Institute of Art, Design and Technology

Srishti Institute of Art, Design and Technology is a non-residential institution founded in 1996. Admission here is based on the rank one secures in entrance test which is conducted by the institute (SEAT).

Apart from passing 12th, a portfolio is also required for the admission followed by an Interview. Admission at this institute is purely provisional, subject to their satisfying the prescribed eligibility conditions.

Pearl Academy

Pearl Academy is also one of the top art and design institutes in India. It is situated in Delhi and was formerly known as Pearl Academy of Fashion. The institute is affiliated to the Nottingham Trent University, UK.

Admission: It offers admission to students who have scored a rank in the Written Examination conducted by the University (PAFEE) and who have passed 10+2 with more than 50% aggregate.

The Industrial Design Centre, IIT Bombay

The Industrial Design Centre, IIT Bombay is also a highly reputed institution to pursue studies in design. It offers Bachelors of Design, Master of Design degree programs in Industrial Design, Visual Communication, Animation Design, Interaction Design & Mobility and Vehicle Design as well as a Ph.D program in Design.

Admission: To gain admission to the undergraduate course, students should appear for the Under Graduate Common Entrance Examination for Design (UCEED). The exam notification is usually out by September each year and the exam take place in January. Other than IDC, the UCEED scores are valid to for admission to select courses at following institutions as well:

1. Anant National University, Ahmedabad
2. ARCH College of Design and Business, Jaipur

3. Chitkara University, Punjab
4. Central Institute of Technology, Kokrajhar
5. Delhi Technological University, Delhi (formerly Delhi College of Engineering)
6. Khyati School of Design, Ahmedabad
7. Lovely Professional University, Phagwara, Punjab
8. MIT World Peace University, Pune
9. Nirma University, Ahmedabad
10. Srishti Institute of Art, Design and Technology, Bengaluru
11. University of Petroleum and Energy Studies, Dehradun
12. U.P. Institute of Design, Noida
13. Vivekananda Global University, Jaipur
14. VIT University, Vellore
15. World University of Design, Delhi NCR

Career and Scope in Design

We have already spoken on some of the fields in which one can think of building a career in Design. Starting right from Fashion Design to Graphic Design and even going a little technical with Industrial Design. Each field now requires people who can give shape to the idea and make the best out of the intangible thought. Here are listed a few more fields of design that the students can consider:

- Textile Design
- Leather Design
- Accessory Design
- Knitwear Design
- Fashion Communication
- Apparel Production
- Apparel Design and Merchandising
- Lifestyle Accessory Design

- Furniture and Interior Design
- Ceramic and Glass Design
- Transportation and automobile Design
- Toy and Game Design
- Construction Design
- Communication Design
- Graphic Design
- Animation Design
- Film and Video Communication
- Exhibition Design
- Photography Design

Multiple Design houses, Corporates, Consulting Organizations and other product manufacturing giants are looking for designers in relevant fields.

KEY TAKEAWAY

- Art and Design is one of the oldest professions and career options in the world. Despite being one of the oldest career options, it is also highly diversified and has a huge number of streams in it
- Some the most famous streams in art and design are: Fine Arts, Visual Communication, Performing Arts, Fashion Designing, Animation, Games Design, product design, interaction design and Interior Design.
- There are separate degrees and specializations for each stream mentioned above. Generally, students have to complete a bachelor's degree in arts after which they can obtain further specialization or enter the professional world
- The top colleges which offer courses in art and design are: National Institute of Design, National Institute of Fashion Technology, Srishti Institute of Art, Design and Technology, Pearl Academy and the Industrial Design Centre at IIT Bombay