

Applied Arts: One Course Many Avenues

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Abstract

Selecting the appropriate course early on in a student's academic career will be the most effective means of considering future workforce expansion and family economics. Applied art, a subfield of visual arts, studies the items in our environment and modifies or enhances their visual appeal for comfort. Customers will be drawn to the new product, service, or awareness by a variety of design, innovation, and facelift techniques. Over the years, Applied Arts education has served as the foundation of the advertising industry. The new product must be pushed and sold into the market by various sector industries. Advertising agencies are preparing a variety of tactics to boost revenue. From the simplest application tool to the most sophisticated one. Applied arts courses are a vital tool for anyone entering the advertising business. There are undergrad and postgrad options for applied art courses. The author highlights several areas of the Applied Arts course here.

Keywords: Applied Arts, Advertising agencies, career/opportunities, courses

Introduction

Many practical and non-practical courses are offered in the educational system to prepare students for careers in particular disciplines. Among other fields are engineering, medicine, and business. In many forms of art, an artist can express themselves regardless of whether doing so will bring them money. The fine arts encompass a wide range of practical courses that require different skill sets. The idea originated with designing and sketching, and painting, drawing, sculpture, and other visual arts are a perfect fit for this class. As the name implies, visual arts are anything or the creation of artwork that is visible to the human eye. Though visible arts include painting and drawing, sculpture, architecture, photography, film, and even printmaking are also examples of visible arts. Since many performing arts have visual elements, it is challenging to separate performing arts from the visible arts category. Important visible art forms have also developed from crafts including metalsmithing, jewelry creation, woodworking, ceramics, pottery, and furniture production.

What is applied art, exactly? Art is the expression of the designer's ideas in a range of media. To visually please clients, the applied arts category encompasses both innovative design and decoration of items or designs. Applied art creates a wide range of products, services, and advertisements by combining creativity with the already. Examples include bus stands, supermarket walls and roofs, book covers, magazine covers, automobile models, newspaper graphics, pen designs, and more. Additional examples of applied arts include calligraphy, products produced industrially, car makeovers, apparel designs, and interior architecture.

This is the essential component of a market that is firmly grounded in the needs of customers. This is made very clear by the designs, logos, branding, and facelifts of any things that are sold. The best illustration is how the Indian market has evolved in response to globalization. Globally, a lot of items are changing to better satisfy consumer demands. This essay looks into the students' options and how they plan to use this course in the future.

"Applied Arts" encompasses a wide range of disciplines where artistic skills are utilized in practical

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applications. These can include fields such as graphic design, industrial design, fashion design, interior design, animation, illustration, and more. The beauty of studying applied arts is that it opens multiple avenues for specialization and career paths.

For instance, let's take graphic design as an example. With a foundation in applied arts, you can venture into various areas such as:

- (i) Digital Design: Creating visual content for websites, apps, and digital marketing campaigns.
- (ii) Print Design: Designing layouts for magazines, newspapers, brochures, and other printed materials.
- (iii) Brand Identity: Developing logos, brand guidelines, and other visual elements to establish and maintain brand identity.
- (iv) Advertising: Designing print advertisements, online, and outdoor media.
- (v) User Experience (UX) Design: Improving the usability and accessibility of digital products through design.
- (vi) Motion Graphics: Creating animated visuals for videos, presentations, and interactive media.
- (vii) Illustration: Creating visual interpretations for books, magazines, advertising, and digital media.

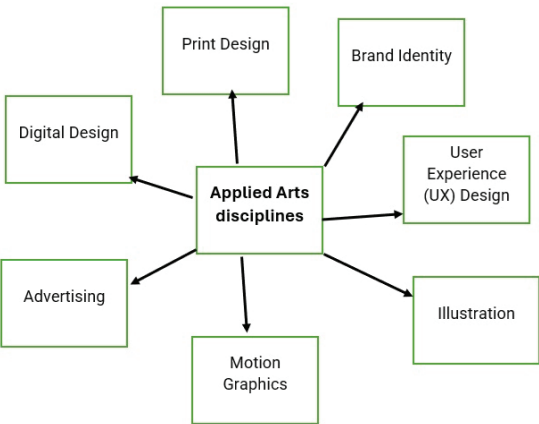


Figure1: Applied Arts disciplines

Each of these avenues offers its own set of challenges, opportunities, and creative outlets. The versatility of applied arts allows them to adapt their skills to various industries and sectors, whether it's working in-house for a company, freelancing, or even starting their design studio.

Applied arts frequently intersect with other fields like technology, business, and psychology, fostering opportunities for interdisciplinary collaboration and innovation. In UX design, for instance, grasping user behavior and psychology is pivotal for crafting intuitive interfaces. This broad spectrum of possibilities empowers individuals studying applied arts to pursue

their creative passions while also effecting meaningful change across diverse industries and sectors.

Definition of “Applied Arts”

Applied arts, including decorative painting, sculpture, and fashion design, play integral roles in both the cultural heritage and economic development of India. With a rich artistic legacy dating back over 4,000 years to the time of the Indus Valley Civilization, the country has a deep-rooted history of artistic expression. However, it was not until the early 20th century that applied arts started to garner significant attention in India. This emergence can be attributed to affluent Indian families who had the resources to support and promote new art forms, thereby integrating them into the fabric of mainstream society. In contemporary Indian culture, applied arts hold significant importance, serving as vehicles for expressing personal identities and showcasing regional diversity. For instance, Ladakhi women frequently don traditional attire crafted from yak hair, whereas Rajasthani women favor vibrant hues and elaborate patterns. Furthermore, applied arts contribute to fostering trade relations both domestically and internationally. When artisans design garments or jewelry for export, they must carefully consider local traditions and tastes, thereby facilitating cross-cultural exchanges and commerce.

Despite their significance, applied arts encounter several challenges in India. One notable obstacle is the limited accessibility to education and training in these domains, leading to heightened competition among individuals possessing expertise in applied arts. Additionally, the elevated expenses associated with procuring quality materials pose another hurdle. Moreover, the scarcity of infrastructure, including studios, capable of accommodating large-scale production of applied arts further complicates matters. However, these challenges are not insurmountable and can be addressed through concerted efforts to promote the importance of applied arts within Indian society.

How Applied Arts are employed in India

There are higher education institutions in many states of India. Not many people started before independence. Not many got started in the twenty-first century, at a time when the media industry was growing. Private academics, public colleges, and university departments are examples of institutions for applied arts education. The curriculum has been changed throughout time to reflect changes in the market. Different institutions use different teaching strategies. Students who attend these schools have better futures. The BVA/BFA in Applied Arts degree includes typography, calligraphy, press layouts, branding, logo design, label design, poster design, creative design, creative illustration, package design, and a variety of computer applications, such

as Photoshop, Illustrator, and graphics. One of the specializations available for the MVA/MFA in Applied Arts master's degree is visualization and illustrations.

Indian Design MNCs

After industrialization, advertising corporations entered the market; today, several national and multinational firms operate in their respective regions. Generally speaking, advertising agencies are also known as advertising businesses. Advertising agencies are in high demand in India. Agencies are ranked locally before worldwide. Depending on the product need and reach, Top Agencies organize the entire campaign for a product, service, and awareness.

Example 1: Mullen Lintas, a top advertising agency, wins the creative mandate for the Kolkata Knight Riders in the 2022 Indian Premier League: The entire campaign concept, brand filming, on-location, and digital activation fell under the purview of the creative agency.

Example No. 2: Ogilvy Mumbai, a distinguished advertising agency, developed a fresh conceptual campaign for the new Tata Safari. Over 50 media outlets, including TV channels, print publications, and full OOH coverage, broadcast the campaign's coverage.

Applied arts have held a significant position within Indian culture and economy for generations. They serve as the foundation for crafting products that cater to diverse markets, while also serving as integral components in the creative process. In Mumbai, commercial arts colleges provide instruction and symbols that encapsulate various cultural facets. For instance, the age-old tradition of Rajasthani embroidery frequently adorns garments and accessories designed for women. Moreover, applied arts exert a considerable influence on India's tourism sector.

Traditional Rajasthani paintings, for instance, often serve as picturesque backdrops for tourists' photo sessions, further highlighting their importance in showcasing the country's cultural heritage.

The significance of applied arts

Applied arts play a vital role in both the cultural landscape and economic advancement of India. They serve as catalysts for job creation and encourage creativity, both of which are pivotal for overall economic progress. Furthermore, applied arts serve as conduits for connecting individuals from diverse regions of the country, fostering cultural exchange and collaboration.

In recent times, there has been a noticeable surge in interest in applied arts in India. This surge can be attributed, in part, to the country's rapidly expanding economy and burgeoning population. Consequently, there is a heightened demand for arts and crafts products, as well as traditional art forms that have been contemporized for modern applications.

The benefits of applied arts extend beyond mere aesthetic value, offering a multitude of advantages for the economy at large. They serve as job creators across various sectors including design, marketing, production, and logistics. Additionally, they bolster tourism by enriching the local cultural experience. Moreover, applied arts stimulate creativity and innovation across all sectors of the economy, thus contributing to its overall dynamism and growth.

There is ample evidence suggesting that applied arts can significantly enhance social well-being. Interventions utilizing applied art have demonstrated the potential to enhance educational access for marginalized demographics, especially women and children. Additionally, they offer avenues for self-expression and foster social cohesion within communities.

Exploring Career Paths in Fine and Applied Arts

Graduates of fine and applied arts possess versatile skills that enable them to thrive across various sectors of the economy, aligning with the needs of individuals, nations, and the global community. Opportunities abound in industries, government entities, advertising agencies, interior design, exhibitions (as curators), self-employment, and as employers of labor.

In the field of graphics, for instance, career prospects span industries such as advertising, CD-ROM and book publishing, web design, newspaper and magazine publishing, and television production. Commercial artists can pursue roles as visualizers, art directors, illustrators, cartoonists, graphic artists, and freelancers. Opportunities also exist in design houses, print and electronic media, greeting card manufacturing, web design, and book cover design.

Ceramists find employment in diverse sectors including construction (bricks, cement, tiles), consumer goods (glassware, pottery), industrial products (electrical insulators, cutting tools),

electronics (diodes, capacitors), aerospace (ceramic spark plugs), and nuclear industries (nuclear fuel rods). They may also work in refractory, insulating, tableware, sanitary ware, metallurgical, power, sewage, automobile, medical, cement, construction, and chemical companies, as well as in teaching roles and self-employment.

Textile designers can pursue opportunities in the textile and weaving industries, chemical industry, government and private organizations, and academia. Fashion designers are sought after in clothing and garment manufacturing, home fashion, toy industries, fashion shows, government and private sectors, and as entrepreneurs creating job opportunities for others.

Sculptors find ample opportunities for employment in design firms, construction companies, the automobile industry, private enterprises, as well as semi-government and government entities. They

also have the option to work independently as self-employed individuals.

Similarly, painters, like their fellow artists, can pursue roles as designers in various establishments, including government agencies, private companies, and individual clients.

Conclusion

In conclusion, fine and applied art are indispensable facets of human existence, contributing to the functionality and aesthetic appeal of various aspects of life. These artistic endeavors not only enhance our daily activities but also enrich our lives through their utilitarian and aesthetic values.

In the context of India, applied arts play a pivotal role in both cultural preservation and economic advancement. They offer employment opportunities to marginalized communities, stimulate creativity and innovation, and engage individuals of all ages in artistic pursuits. With sustained investment and support, applied arts can further foster social cohesion and reinforce the nation's identity as a growing economy.

Recommendations

I strongly advocate for providing our youth with education and training that instills in them the necessary skills, abilities, and competencies, particularly in fine and applied art. This will enable them to effectively contribute to society, become

self-sufficient, and establish themselves as valuable members of the workforce. Moreover, fostering an entrepreneurial spirit among youth can help alleviate issues such as truancy, idleness, and insecurity, ultimately leading to a more prosperous and vibrant society.

Author contributions

Santosh. A. Akki designed, studied, and wrote the article under the supervision of Vishweswari Tiwari

Declaration of interests

The authors declare that they have no competing interests.

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