

Applied Arts: Education And Future

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Abstract

The impact of Lockdown has the worst situation for job seekers, fresher's, and even experienced ones. Choosing the right course for innovative and talented youth much earlier is the best way to take personnel growth and the future of the family economy conditions safe. Applied Art is the study of objects around us and changing or enhancing the visual appearance for ease. Using different modes of design, innovation and face-lift customers will be attracted to the new product, service, or awareness. Applied Arts education has been the backbone of the advertising sector over the years. Different sector industries need to push and sell the new product into the market. Advertising Agencies are planning different strategies to increase sales. To dive into the advertisement field applied arts course is a very essential weapon. Applied Art course has under graduation and post-graduation. Here the author showcases various best Applied Arts colleges in India and the future growth after the course.

Keywords: Lockdown, Applied Arts, Ad. Agencies, Advertising, Marketing, Sales, Promotion, Publicity, Brand, Product, Awareness, Service, Jobs

Introduction

The COVID 19 lockdown caused a complete standstill in global activity. Many people's lives were rendered extremely unhappy during this time, and their financial situation was particularly dire. The skilled individual who worked for a daily wage and developed his professional talents. The person who was employed by the business. The personnel employed by the government in several departments. Nurses and doctors who participated in the pandemic. Numerous citizens of various ages perished. Students with student loans who completed their school suffered. The instructional style and nature of the task differ between technical and nontechnical courses.

There are numerous practical and non-practical courses that prepare students for careers in specific fields. Engineering, medicine, business, among other fields. An artist can express themselves in various types of art whether or not it would result in financial gain. Fine arts are the broad realm of acquiring practical Courses of various skills. The concept was inspired from designing and sketching, and this class naturally fits painting, drawing, sculpture, and other visual arts.

Visual arts are anything or the production of artwork that we can see with our eyes, as the name suggests. Painting and drawing seem to be the best examples of visible arts, but other visible art forms include sculpting, architecture, photography, cinema, and even printmaking. It is difficult to strictly exclude performing arts from the category of visible arts, though, given there are many performing arts with visual components. Art forms like ceramics, pottery, metalsmithing, jewelry design, woodworking, furniture manufacturing, etc. have also evolved into crucial visible art forms.

This is the fundamental building block of a market that is firmly based on consumer demands. The design, logo, branding, or facelifts of any products on the market make this incredibly evident. The development of the Indian market in connection to globalization is the best example. Numerous worldwide products are making changes to better meet customer expectations. This essay tries to investigate Indian educational institutions' teaching strategies in various Indian institutions.

Indian Advertisements Institutions

In India, there are numerous states with higher education institutions. Few people began before independence. Few have begun in the twenty-first century, when the media sector was expanding. Institutions for applied arts include university departments, public colleges, and private academics. As time has gone on, the curriculum has also modified on occasion to keep up with the state of the market. The methods of instruction vary from one institution to another. These institutions give their students a better future. Typography, calligraphy, press layouts, branding, logo design, label design, poster design, creative design, creative illustration, package design, various computer software including graphics, illustration, Photoshop, and others are included in the BVA/BFA in Applied Arts degree. Specialization in visualization and illustrations are among the disciplines offered for the MVA/MFA in Applied Arts master's degree.

Fig: 1 show Sir J. J. Institute of Applied Art in Mumbai.



Fig :1

Fig:2 shows Faculty of Fine Arts Faculty of Fine Arts-MSU Baroda,



Fig :2

Fig:3 shows Government College of Fine Arts in Chennai



Fig:3

Fig:4 shows Vijay College of Fine Arts in Gadag



fig :5

The above Fig :5 Shows believe in yours and be different from others. That makes sense in the market.

One of premier Ad Agency, Mullen Lintas bags creative mandate for Kolkata Knight Riders for IPL 2022: The creative agency was responsible for entire campaign idea, filming brand, on-ground and digital activation.

Another premier Ad Agency Ogilvy Mumbai created brand new conceptual campaign for the new Tata Safari: The whole campaign covered more than 50 media which carried TV channels, Print and Complete OOH Coverage..

Conclusion

As a result, the current state of these institutions and advertising agencies go hand in hand. The entire global market's sales are changing, and buyers around the world are becoming more aware of new products, services, and diversity. To satisfy the market's current norms, the institutions are bridging the gaps. Where the consumer is revered as the monarch, making him happy promptly to his preferences and wants The Atma Nirbhaya Bharat Vision of the PM, to make Vocal for Local also, is being embraced by Indian advertising agencies at a rapid rate. The world of advertising offers a lot of chances. Before choosing a degree, every student should consider their options. Take the Applied Arts journey with great passion.

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