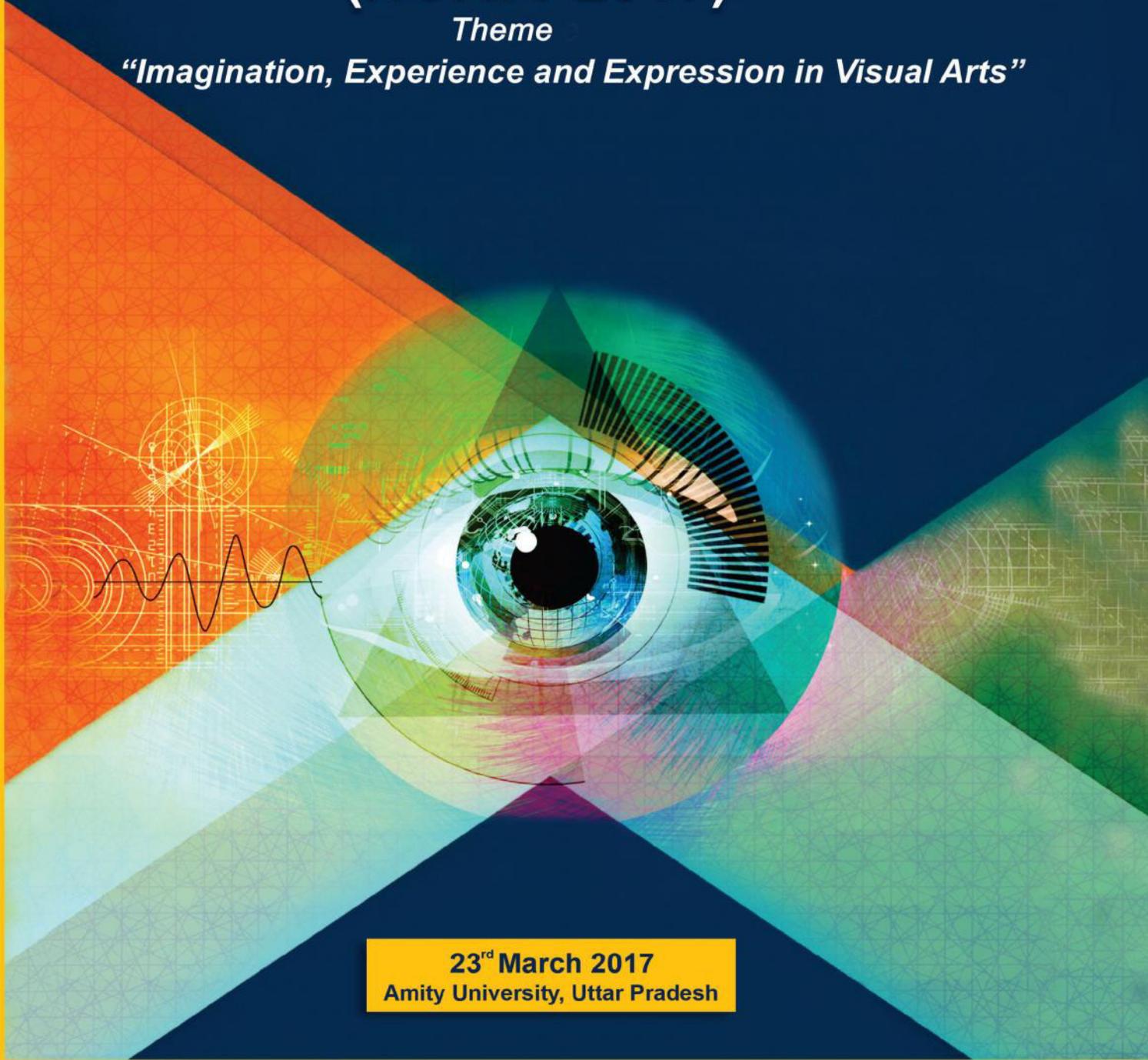


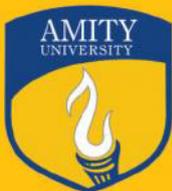
Proceedings of
National Conference on Innovation in Visual Arts
(NCIVA' 2017)

Theme

"Imagination, Experience and Expression in Visual Arts"



23rd March 2017
Amity University, Uttar Pradesh



Organised By
Amity School of Fine Arts
Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts
Amity University, Uttar Pradesh
Noida - 201313 (U.P.) India

NATIONAL CONFERENCE ON "INNOVATION IN VISUAL ARTS" (NCIVA'17)

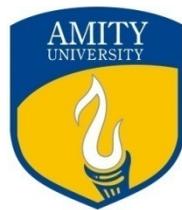
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Message from Vice Chancellor



Prof. (Dr.) Balvinder Shukla
Professor of Entrepreneurship & Leadership
Vice Chancellor, Amity University Uttar Pradesh

I am pleased to learn that Amity School of Fine Arts under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University Uttar Pradesh is organising a one day “***National Conference on Innovation in Visual Arts 2017 (NCIVA’17)*** on 23rd March 2017 at AUUP, Noida.

The Conference will focus on discussing ideas concerning the imaginative approach to artistic creation, art appreciation and art management. In the realm of arts, imagination has long been considered central to our experience and understanding. In today’s participatory culture, artists have access to lot of information and also varied media to express their creative abilities. The sharing process on social media is increasing day by day and hence there is a need to develop abilities to encode and decode meaning in response to society’s plethora of images, ideas as well as contemporary elements of our increasingly complex visual world. The aim of this conference is to deliberate on concepts concerning the imaginative and expressive approach to innovation in Visual Arts.

NCIVA’17 is an initiative to bring together academicians, researchers, art professionals and students associated with visual art field at a common platform. The deliberations & discussions during Conference will include New Perspective in Digital Art & Design, Animation, Advertising, Traditional Art & Craft, Innovation and Aesthetic Experience.

I am confident that the informative sessions during the Conference will be interactive and the participants will benefit immensely from experience of eminent speakers from industry and academia.

I take this opportunity to extend my best wishes to all the guests, speakers, participants and students for a very enriching experience during the Conference.

My heartiest congratulations to the NCIVA’17 organising team and best wishes for the grand success of the Conference!

Prof. (Dr.) Balvinder Shukla
Conference Patron

Conference Chairperson's Message



Prof. (Dr.) Pradeep Joshi

Director General

Amity Directorate of Applied Arts/ Fine Arts/ Performing Arts/ Visual Arts
Amity University Uttar Pradesh

It gives me immense pleasure to welcome you all to “*National Conference on Innovation in Visual Arts 2017 (NCIVA'17)* on theme “*Imagination, Experience & Expression in Visual Arts*” being organized by **Amity School of Fine Arts** under **Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP.**

The Conference proposes to deliberate on various innovations in Visual Arts with emphasis on New Perspective in Digital Art & Design, Animation & Advertising, Traditional Art and Craft, New Interventions and Art Practice, Innovation & Aesthetic Experience.

Art market is facing challenge of decline in the demand in recent past. The European Fine Art Foundation (TEFAF) report 2016 shows a 7 percent decline in global sales during 2015 from \$ 68.2 billion to \$ 63.8 billion and a 2 percent decline in the number of transactions to \$ 38.1 million. Globalisation and rise of art market has thrown open the new possibilities for the art practitioners. The rise in popularity of New Media art and Public art has changed the manner in which art was understood in traditional societies. In today's participatory culture, artists have access to lot of information and also varied medias to express their creative abilities. Visual arts practice today needs to combine technology with artistic knowledge, philosophical inputs and skills. Art Fairs across the world including India are becoming popular for promotion of art. One of the most important parameter is advent of e-commerce due to which world is gradually becoming global village. Online Art market is growing at approx. 25% with more activity on low price segment of art market. This poses opportunities as well as challenges for Artists, Art buyers as well as for Art galleries in global art market.

This conference aims to bring together the Academicians, Graphic Designers, Practicing Artists, Research Scholars and Art Gallery Professionals to discuss various facets of visual art and its changing paradigm in 21st Century.

I take this opportunity to thank all invited distinguished Academicians, Industry Leaders, Researchers, Delegates, Sponsors & faculty colleagues who are associated with NCIVA'17 and making this reality.

I wish NCIVA'17 a great success.

Prof. (Dr.) Pradeep Joshi
Conference Chairperson