



AMITY DIRECTORATE OF
APPLIED ARTS/ FINE ARTS/ PERFORMING ARTS/ VISUAL ARTS

AMITY SCHOOL OF FINE ARTS

Presents

NATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS - 2020



*Theme: "EDUCATION 4.0 : PERSPECTIVES ON VISUAL ART PRACTICE,
PEDAGOGY AND REPRESENTATION"*

DATE : 07th OCTOBER 2020

PLATFORM :-

<https://amityuni.live/89339703803>

Email - asftasfa@amity.edu Website - amity.edu/asfa

CONFERENCE THEME: Introduction

Amity School of Fine Arts is organizing 04th one day 'National conference on Innovation in Visual Art(NCIVA'20) under the theme '*Education 4.0: Perspectives on Visual Art Practice, Pedagogy and Representation*'.

Art is understood as a representation of some aspects of a society like culture, philosophy, religion, identity and so on. Artistic expression arises from multiple artistic concerns highlighted in the practice itself. Art can be seen both rooted in history/tradition or endeavoring to act as a catalyst for a change in a culture by suggesting new ideas and insights and thus connecting people. Since ancient times representation has played a central role in understanding literature, aesthetics and semiotics of visual language. A substantial part of representation is the relationship between the material and what it represents. Viewing representation in such a way focuses on understanding how language and systems of knowledge production work to create and circulate meanings. The conference will explore ways in which an educational and research outlook can help to analyze different modes of representation throughout history ranging from the traditional forms to the innovative digital and interaction based art.

Call for Papers

Interested researchers are invited to submit Abstracts and Research Papers on the topics given below.

(List is indicative but not limited to):-

- Industry 4.0: Opportunities and Challenges for Fine Arts Professionals
- Visual Art Practice and Aesthetic Experience
- Story telling in Visual Art
- Idea of representation in Digital Art, Animation and Design
- Visual Art and Advertising
- Visual Communication and modes of representation
- Folk and Traditional Art
- Representation in Painting: Challenges and changes
- Experiments and explorations in design thinking
- Visual Art Pedagogies, Significant mentors and their innovative methods

All abstracts for oral and poster presentation should be sent to asftasfa@amity.edu & nciva2020@gmail.com

IMPORTANT DATES

SUBMISSION OF ABSTRACT	11 th SEP 2020
SUBMISSION OF FULL PAPER/FINAL DRAFT OF POSTER ALONG WITH REGISTRATION FORM	18 th SEP 2020
NCIVA'20	07 th OCT 2020

**NCIVA
'20**

Who Should Attend NCIVA' 2020

This conference aims to bring together the prominent Academicians, Graphic Designers, Practicing Artists, Research Scholars, Gallery Professionals, Researchers and students to discuss various facets of visual art education.

Payment Details :- (Registration Fees for Paper/Poster Presenters)

Category	Indian Delegates (INR)	Foreign Delegates(USD)
Academia/Industry Professionals	2000	100
Student	1000	50

Registration fee is inclusive of taxes and is not refundable.

Category	Indian Delegates (INR)	Foreign Delegates(USD)
Conference Participant	500	25

Payments should be made through electronic bank transfer <https://amity.edu/NSPG/NCIVA2020/>

PROGRAMME SCHEDULE

Sno.	Time	Event
1.	09:30AM - 11:00AM	Inaugural Session
2.	11:00AM - 01:00PM	Technical Session - I
3.	02:00PM - 03:15PM	Technical Session - II
4.	03:30PM - 05:00PM	Technical Session - III
5.	05:00PM	Valedictory Session

**NCIVA
'20**

ABOUT AMITY UNIVERSITY



Amity is the leading education group of India with over 1,50,000 students studying across 1000 acres of hi-tech campus. At Amity University we are passionate about grooming leaders who are not only thorough professionals but also good human beings with values and sanskars

AMITY DIRECTORATE OF APPLIED ARTS/ FINE ARTS/ PERFORMING ARTS/ VISUAL ARTS

The Objective of "Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts" is coordination and promotion of Arts under the aegis of AUUP.

Amity School of Fashion Technology (ASFT), Amity School of Fine Arts (ASFA) & Amity School of Performing Arts (ASPA) under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts are taking initiatives for the Promotion of research and innovation in the related field.

AMITY SCHOOL OF FINE ARTS



Amity School of Fine Arts (ASFA) offers professional education in the field of Applied Art, Painting, Animation, Visual Communication and has been ranked 4th amongst top five fine art colleges in the country by India Today in 2017. ASFA endeavors to create professionals who are versatile and understand the dynamics of global business environment of design and art industry. The objective of these programs is to inculcate the aptitude and skills to work as professionals in the industry.

Amity School of Fine Arts, Amity University Uttar Pradesh, has world class infrastructure & dedicated faculty team comprising of regular & visiting (Industry) faculty to offer various programme.

The Programmes offered are:

UG PROGRAMME

- *BFA(Animation)*
- *BFA(Applied Art)*
- *BFA(Painting)*
- *BFA(Visual Communication)*

PG PROGRAMME

- *MFA(Applied Art)*
- *MFA(Painting)*
- *MFA(Visual Communication)*

DOCTOR OF PHILOSOPHY - Ph.D. (Fine Arts)

**NCIVA
'20**

NATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS

Theme: "EDUCATION 4.0 : PERSPECTIVES ON VISUAL ART PRACTICE, PEDAGOGY AND REPRESENTATION"

DATE : 07th October 2020

Organising Team Structure

CONFERENCE PATRON:

Prof. (Dr.) Balvinder Shukla, Vice Chancellor, AUUP

CONFERENCE ADVISOR:

Mrs. Divya Chauhan, Chairperson (ASFT, ASFA & ASPA)

CONFERENCE CHAIR:

Prof. (Dr.) Pradeep Joshi, Director General,
Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts

CONFERENCE CONVENER:

Dr. Geetika Kaw Kher, Asst. Professor, ASFA

CONFERENCE CO-CONVENER:

Mr. Kaushik Lohani, Asst. Professor, ASFA

TECHNICAL COMMITTEE:

Prof. (Dr.) Pradeep Joshi, Director General,
Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts

Dr. Geetika Kaw Kher, Asst. Professor, ASFA

Mr. Kaushik Lohani, Asst. Professor, ASFA

Mr. Sujith K S, Asst. Professor, ASFA

ORGANISING COMMITTEE:

Mr. Varun Sahai, Asst. Professor, ASFA

Mr. Kaushik Lohani, Asst. Professor, ASFA

Dr. Geetika Kaw Kher, Asst. Professor, ASFA

Mr. Sachin Ahuja, Asst. Professor, ASFA

Mr. Sujith K S, Asst. Professor, ASFA

Contact Person/Event Co-ordinator with Contact Details :-

S.No	Name	Designation	Mobile	E - mail
1.	Dr. Geetika Kaw Kher	Asst. Professor	9871052813	gkkher@amity.edu
2.	Mr. Kaushik Lohani	Asst. Professor	7838181551	klohani@amity.edu



**NCIVA
'20**



AMITY DIRECTORATE OF
APPLIED ARTS/ FINE ARTS/ PERFORMING ARTS/ VISUAL ARTS

REGISTRATION FORM

NATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS

Theme: "EDUCATION 4.0 : PERSPECTIVES ON VISUAL ART PRACTICE, PEDAGOGY AND REPRESENTATION"

DATE : 07th OCTOBER 2020

Name

Title of Presentation

Designation

Department/University

Email-ID

Mobile No./Landline

Institution/Univ. Address

Participation Category(Tick the Applicable Box)

CATEGORY	Indian Delegates(INR)	Foreign Delegates(USD)
Academic/Industry Professionals	Rs.2000 <input type="checkbox"/>	\$ 100 <input type="checkbox"/>
Students	Rs.1000 <input type="checkbox"/>	\$ 50 <input type="checkbox"/>

CATEGORY	Indian Delegates(INR)	Foreign Delegates(USD)
Conference Participant	Rs.500 <input type="checkbox"/>	\$ 25 <input type="checkbox"/>

Payments should be made through electronic bank transfer :

<https://amity.edu/NSPG/NCIVA2020/>

Details of Electronic Bank transfer:

Bank Name: XXXXXXXXXXXX Branch: XXXXXXXXXXXX Beneficiary Name: XXXXXXXXXXXX

Address of the Beneficiary: XXXXXXXXXXXX Account Number: XXXXXXXXXXXX IFSC Code:

XXXXXXXXXX

Swift Code (International Participants): XXXX Branch Code: XXX Bank Code: XXXX

Signature of participant:

Date:

**NCIVA
'20**