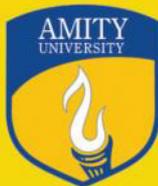


Proceedings of  
National Conference on

“Innovation in Visual Arts”  
(NCIVA’ 2016)

17<sup>th</sup> March 2016  
Amity University, Uttar Pradesh



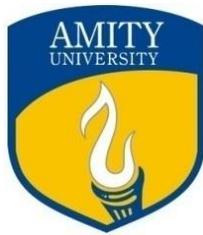
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Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts  
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Noida - 201313 (U.P.) India

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## Message from Vice Chancellor

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**Prof. (Dr.) Balvinder Shukla**  
Professor - 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”** on 17<sup>th</sup> March 2016 at Amity University Campus, Noida.

This Conference is an initiative to bring together all academicians, researchers, art professionals and students associated with visual art field.

The deliberations and discussions during the Conference will focus on Pedagogical Practices in Visual art education, Aesthetic approach in visual arts, Painting & Printmaking and Innovation in Graphic Design, Lettering & Typography.

I am confident that the informative sessions during the Conference will be interactive and the participants will benefit immensely from the expertise and 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'16 organising team and best wishes for the grand success of the Conference!

**Prof. (Dr.) Balvinder Shukla**

## Conference Chairperson's Message

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**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”** being organized by **Amity School of Fine Arts** under Amity Directorate of Applied Arts/Fine Arts/Performing Arts/Visual Arts, Amity University, UP.

NCIVA'16 proposes to deliberate on innovations in Art Education & Practices, Creative Technologies and Interactive Art Practice. The aim of this conference on one hand is to critically look into modes of art practice followed till now and on the other to discuss and debate innovative and imaginative practices which are more relevant to current times in the field of visual communication. Focus would also be on innovative methods practices by great mentors and thinkers in the field of art though the ages and the learning's one can glean from those.

Globalization 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.

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. However, sales in the US rose by 4 percent to their highest ever total of \$ 27.3 billion, confirming the US as the global market leader with a 43 percent share of total sales values followed by UK with 21 percent by value and in third, China, with 19 percent. The market was once again dominated by high-end sales, with works sold for more than \$ 1 million accounting for 57 percent of the value of fine art auction sales in 2015, despite representing less than 1 percent of sales. Art Fairs across the world including India are becoming common 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 actively on low price segment of art market. This poses opportunity as well as challenge for Artists, Art buyers as well as Art galleries and require them to prepare and plan for being competitive in art market. In the light of the above; it is important for Artists to continuously innovate for success which can be summerised under “Innovate to Excel”.

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

I take this opportunity to thank all invited distinguished Academicians, Industry Leaders, Researchers, Delegates, Sponsors & faculty colleagues who are associated with NCIVA’16 and making this a reality.

I wish **NCIVA’16** a great success.

**Prof. (Dr.) Pradeep Joshi**  
**Conference Chairperson**