



Directorate of Outcome
Outcome Report(Event/Activity Organized @ AUH)

1. General Information

Date: 16th Feb'22

Event Type: Guest Lecture

Event Title: Creative Synthesis

Event Theme:

Venue: Virtual

Web/Video Link of the Event: <https://amityuni.live/88931990533>

Organized by: Amity School of Communication, AUH

In collaboration with: NA

Event Level: Institutional

Student Participation*: No. of Students from AUH (Course wise):-94

Faculty Participation*: No. of Faculty Members from AUH (Deptt. wise):-11

Participation from outside AUH*: No. of Students & Faculty Members-

(Enclose attendance sheets in given format)

Event Coordinator(s) with designation: Esha Jainiti, Deputy Director, ASCO.

Details of Expert/Speaker/Resource Person/Judge: Prof. Costas Mantzalos is the Dean, School of Arts, Communication and Cultural Studies.

Brief Profile: Professor Costas Mantzalos was trained as a visual artist and also specialized in information design in the UK. He then registered for a higher research degree and investigated the survey of post-modern graphic arts in Cyprus. His first academic post at Frederick Institute of Technology in Nicosia, Cyprus was in 1989, while in 1991 he was appointed as a Head of the Department. Professor Mantzalos has been directly involved with the development of the department and its programmes of study and has had an active and vital role in the accreditation process with ECPU (Evaluation Committee of Private Universities in Cyprus) as well as with various International Quality Assurance Agencies. He is at present the Dean of the School of Arts, Communication and Cultural Studies at Frederick University.

Parallel to his academic career, Costas Mantzalos has been involved in numerous international art and design consultations for Unicef, Hilton Hotels, Coca Cola etc. Since 1996 he is the cofounder of the TWO|FOUR|TWO art group, an art collective with architect Constantinos Kounnis. The TWO|FOUR|TWO art group lives and believes in Art as an evolutionary institution which changes in time and mutates with the passing of time, however, like democracy, remains a supreme power vested in the people and characterized by recognition of equality of opinions and voices. The TWO|FOUR|TWO collective has been actively involved in the international art scene with shows in Amsterdam, Dortmund, Erlangen, Melbourne and Nicosia, and participations in various art events and festivals in Athens, Berlin, Naples, New Delhi, Frankfurt, and Paris.

SN	Country Name	Expert Name	Organization Name	Designation	Specialization	Contact No.	E-mail Id	CV of Expert (Yes/No)	Major Areas where Amity can Collaborate with expert	Recommended by
1	Cyprus	Prof. Costas Mantzalo	Frederick University	Dean, School of Arts, Communication and Cultural Studies.	Visual Art, Graphics and Information Design.		c.mantzalos@frederick.ac.cy	Yes	Visual Art, Graphics and Information Design	Esha Jainiti
2										

Criteria of Inviting Resource Person/Judge/Speaker/Judge (Write a paragraph): Prof. Costas has been actively involved in the international art scene with shows in Amsterdam, Dortmund, Erlangen, Melbourne and Nicosia, and participations in various art events and festivals in Athens, Berlin, Naples, New Delhi, Frankfurt, and Paris

Were the guest known in advance and if yes, from what previous interaction (Write a paragraph)?
Yes, I had visited Fredrick University under the CABGIN project and had seen his work that was exhibited and read and interacted on various areas like Art, Design and Cinema.

2. Outcome of the Event with Time Lines (Proposed/Achieved)

Envisaged Outcome	Tangible/Intangible	Achieved/Proposed	Target date & responsibilities (if proposed)	Details of outcome
1. Outcome related to Academia Connect				
a) Collaborations for Research Papers / Conference Papers/ Book Chapter etc.				
b) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments etc.				
c) Collaboration for Funded Projects				
2. Outcome related to Industry Connect				
a) Placement				
b) Collaborations for Research Papers				
c) Collaborations & MOU for Research Guidance [PhD, PG & UG (summer training, Dissertation)] & Projects/Use of Instruments				
d) Collaboration for Funded Projects				
3. Outcome related to Society Outreach				
a) Benefit to society in terms of Health & Hygiene				
b) Benefit to society in terms of Education				
4. Outcome related to Students Learning & Grooming				
The event gave a global perspective to students of design and the opportunities the field of visual art, graphic and information design have				Exposed to the work that was done by the guest and how the design or graphic art was put together. The concepts and ideas behind the work.
5. Any other				

3. Event Report along with glimpses of the event (Photographs)

3.1 General Introduction of the Event : The guest lecture seamlessly flowed from the academic pathway to the design pathway culminating with the artistic pathway

3.2 Inspiration & Objectives of the Event: To sensitise and expose students to global concepts and design.

3.3 Brief about the address/talk of speakers:

- Spoke about Visual art, graphics and information design.
- Spoke about Typography, Design and Materials and Drawing
- Shared case studies on design practice mainly Hilton Hotels in Amsterdam, Athens, Brussels, Izmir and Nicosia, Tetra Pak and UNICEF.
- Spoke and showcased work related to the twofourtwo art collective bringing together varied backgrounds for collaboration; a visual artist and an architect - both parts explore their common experience to produce a visual base on which they can communicate, between themselves and their audience

3.4 'Take Homes' for the Guest and Attendees : Ideating concepts & designs

3.5 Future plan for utilizing the contacts developed with the Invited Guests: Workshops in Information Design.

3.6 Budget of the Event(Budget Sanctioned, Total Expenditure & Revenue Generated): Nil**3.7 Details of Awards if Any:**

Awardee Details	Award / Position / Recognition Secured	Title of Innovation/ Start-up Secured the Award / Recognition	Award/Recognition/ Achievement Received for

3.8 Photographs with caption (also share high resolution JPEG files of photographs)**3.9 Scanned copy of attendance sheets**

Attendee Details	User Name (Original Name)	Designation	Signature
1	pritha gauba pritha	Student	
2	Sneha Garg Sneha	Student	
3	Ashwin Joe Ashwin		
4	Shreya Kashyap Shreya		
5	Utkarsh Kaushik Utkarsh		
6	Aiswarya Mohan Aiswarya		
7	Esha Goswami Esha		
8	Apoorv Pandey Apoorv		
9	Harshita Jain Harshita		
10	Shruti Sultan Shruti		
11	shreyansh singh shreyansh		
12	Swarnim raj Swarnim		
13	Vedanshi Sharma Vedanshi		
14	Galaxy J6 Galaxy		
15	Dhruv Jain Dhruv		
16	Anjali Attri Anjali		
17	Anshika Goyal Anshika		
18	Vaishnavi Viswanathan Vaishnavi		
19	Anushka Rawat Anushka		
20	Kartik Narula Kartik		
21	Anjali . Anjali		
22	Ritvik Gupta Ritvik		
23	Aakash thakur Aakash		
24	Vishal`` - Vishal``		
25	sneha malik sneha		
26	Pratham Massey Pratham		
27	Gautam Krishna Gautam		
28	Sarthak Ghosh Sarthak		
29	Priyamvada darapureddy Priyamvada		
30	Gaurisha Bhardwaj Gaurisha		
31	Aastha Sonker Aastha		
32	Vishal singh chauhan Vishal		
33	Zolian Zual Zolian		
34	Aakanksha's Tab Aakanksha's		
35	Mohit Yadav Mohit		
36	Susan Rana Susan		
37	Tapasweeni Nayak Tapasweeni		
38	Marcia Paul Marcia		

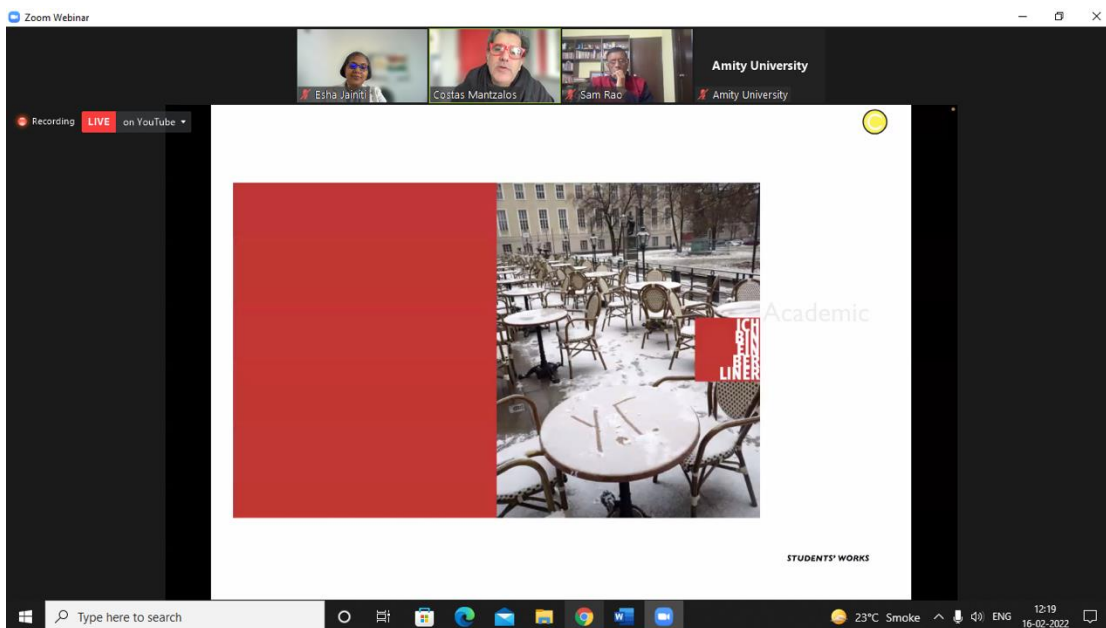
39	Simran Sharma Simran		
40	Abhishek Kumar Abhishek		
41	Sagar Yadav Sagar		
42	Sakshi Singh Sakshi		
43	Bhavika Bhardwaj Bhavika		
44	Jacob Nunthuk Jacob		
45	Rijul Rajvanshi Rijul		
46	Drishti Singh Drishti		
47	Kapil Balmiki Kapil		
48	Yashika Dahiya Yashika		
49	pooja singh pooja		
50	Ruchi gupta Ruchi		
51	Bhagyashree Chatterjee Bhagyashree		
52	Joseph Ragland Joseph		
53	Rahul Joon Rahul		
54	Sakshi Sharma Sakshi		
55	Sharbani Ghosh Sharbani		
56	Ayush Rajput Ayush		
57	Dilpreet Singh Dilpreet		
58	Parth Verma Parth		
59	Saumya Gautam Saumya		
60	Swapnil Singh Swapnil		
61	SHRADDHA AGARWAL SHRADDHA		
62	Muskan Yadav Muskan		
63	Shubhangi Sharma Shubhangi		
64	Samrat Kapoor Samrat		
65	Nithya arumugam Nithya		
66	Piyush Mishra Piyush		
67	Abhi Bansal Abhi		
68	Amit Kumar Amit		
69	Anjali Saini Anjali		
70	Aditya Rawat Aditya		
71	Arun Bhaskar Arun		
72	Mohnish Baghel Mohnish		
73	Kartik Gautam Kartik		
74	Kunal Jangra Kunal		
75	Mohit Kushwaha Mohit		
76	suryatopa jana suryatopa		
77	yashika yadav yashika		
78	Akhil Kumar Akhil		
79	Vishal Bhargav Vishal		
80	Antra Raj Antra		
81	Simran Hasija Simran		
82	Ridhi . Ridhi		
83	Karan sharma Karan		
84	Abhinav Yadav Abhinav		
85	Aaditya Rai Aaditya		
86	Nema Nema		

87	Kushal Singh Kushal		
88	Naveena Ganesh Naveena		
89	Pooja Yadav Pooja		
90	Pawan Rajput Pawan		
91	Shariq Khan Shariq		
92	Aryaman Punj Aryaman		
93	Saarika Saatika Saatika		
94	Garima Saini Garima		

Eshajainiti

Signature of HOI

Stamp of the Department



Attendance Sheet of Faculty Members (AUH)

Event Title: Creative Synthesis

Date: 16th Feb 2022

S.No.	Participant Faculty Name	School	Designation	Signature
1	Esha Jainiti	ASCO	Deputy Director	
2	Dr. Pooja Rana	ASCO	Professor	
3	Dr. Amit Chawla	ASCO	Professor	
4	Dr. Sam V Rao	ASCO	Associate Professor	
5	Dr Preeti Singh	ASCO	Asst. Prof.	
6	Dr Rusha Mudgal	ASCO	Asst. Prof.	
7	Mr. Ubair Shawqat	ASCO	Asst.Prof.	
8	Dr. Asok Biswas	. ASCO	Asst. Prof	
9	Dr. Manoj Kumar	. ASCO	Asst. Prof	
10	Mr. Deepak Dhariwal	ASCO	Sr. Technical Officer	

Esha Jainiti
Name & Signature of the Event Coordinator

3.10 Few Scanned feedback forms of participants

The screenshot shows an email interface with a feedback form. The email is from Shivani Mandal, dated Thu 17-02-2022 23:38, addressed to Dr. Preeti Singh. The feedback text reads: "Dear Ma'am, The projects which he showed was related to 3d structuring and photography, this gave me a lot of ideas and some energy to work on my future projects." The email was sent from an iPhone. The interface includes standard email actions like Reply and Forward, and a "Show all" button at the bottom right.

Feedback regarding Creative Synthesis



VARNIKA AGARWAL

Fri 2/18/2022 4:18 PM

To: Ubair Showkat

Cc: Esha Jainiti



Dear sir,

I am writing this email on behalf of my batchmates regarding the event. The art and talent that was showcased by Mr. Costas Montzalo was very impressive. His portfolio was very astonishing and knowledgeable. It was a great experience for my friends and I. All of us were left speechless after seeing that level of work displayed. This is to be expected from an experienced designer like him. I would like to thank Amity University for such an event. My friends and I would love to experience such amazing work again in the future. Such artists keep on inspiring us day by day.

Sincerely,
Varnika Agarwal
BSc AVG
Semester-4

[Reply](#) | [Reply all](#) | [Forward](#)



AMBUJ KUMAR SINGH

Fri 2/18/2022 2:19 PM

To: Ubair Showkat



Hello Sir,

I am writing this email on behalf of my batchmates as the CR of the batch. Mr. Costas Montzalos's Portfolio was great as anyone would expect from such an experienced designer. It was great experience for me and my friends. the art that was displayed was very peculiar and we were left dumbstruck after seeing the level of art and our words won't do justice to the this. I want to thank the amity uni for this event on the behalf of me and my friends. It was a great exp. we would like to see these kind of events more. I hope we keep getting inspired from these wonderful artist and their amazing art and design.

Yours Truly,
Ambuj Singh
CR, B.Sc. Animation and Visual Graphics