



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

AMITY SCHOOL OF FINE ARTS

Presents
(ONLINE)

INTERNATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS'21



***Theme: "CREATIVE THINKING & INTERDISCIPLINARY
APPROACH IN VISUAL ARTS"***

DATE : 18th November 2021

Zoom Link - <https://amityuni.live/88609283578>

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

CONFERENCE THEME: Introduction

Amity School of Fine Arts (ASFA), AUUP is organizing the International Conference on 'Innovation in Visual Arts' ICIVA' 21.

Theme: CREATIVE THINKING AND INTERDISCIPLINARY APPROACH IN VISUAL ARTS'

Amity School of Fine Arts is organizing a one day 'International conference on Innovation in Visual Art(ICIVA'21) under the theme '**Creative Thinking and Interdisciplinary approach in Visual Arts'**

Visual Art in contemporary world has opened itself to incorporate various inter-disciplinary approaches. Contemporary society and contemporary forms of communication are driven by technological, social, economic and political changes and thus function in a multimodal environment. Postmodern era saw many artists who moved beyond the conventional idea of art and experimented with various methods and mediums. The objective of Interdisciplinary studies is to develop a multidimensional framework which would help an artist/designer to explore much beyond his/her field and enhance creative thinking. This in turn leads to new methodologies and areas of query which equips professionals as well as students to explore and expand their knowledge base.

The aim of this conference is to bring together young and promising researchers with the established scholars in the field and enable them to present and discuss their research in the vast field of 'art and design'. The theme has been chosen in order to deliberate and reflect on the

Amity School of Fine Arts has started the conference in 2016 and has successfully organized the NCIVA in the year 2016 (ISBN: 978-81-932836-1-5), 2017 (ISBN: 978-93-86238-18-4), 2018 (ISBN: 978-93-86238-50-4) and 2020 (ISBN:978-81-949292-6-0) . The accepted papers of the registered participants will be published in the conference proceedings with ISBN numbers.

By seeking to gather an interdisciplinary and intercultural selection of academic papers the Conference aims to encourage an open dialogue among a mix of practicing artists, researchers, academicians, industry experts and the student fraternity.

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):-

- *History of Interdisciplinary modes used in Visual Art*
- *Art and the multimodal Aesthetic Experience*
- *Innovative teaching in Visual art and design*
- *Modes of representation in Digital Art, Animation and Design*
- *Visual Art Practice (Painting, Sculpture, Printmaking etc)*
- *Visual Art and Advertising*
- *Art Collection and museum studies*
- *Visual communication and modes of representation*
- *Folk and Traditional Art*
- *Art, Architecture and Design: Comparative studies*

All abstracts for oral presentation should be sent to

asftasfa@amity.edu & ICIVA21@amity.edu

IMPORTANT DATES

SUBMISSION OF ABSTRACT	17 th OCT 2021
SUBMISSION OF FULL PAPER/FINAL DRAFT OF POSTER ALONG WITH REGISTRATION FORM	24 th OCT 2021
ICIVA'21	18 th NOV 2021

**ICIVA
'21**

Who Should Attend ICIVA' 2021

This conference aims to bring together the prominent Academicians, Graphic Designers, Practicing Artists, Research Scholars and Gallery Professionals to discuss various facets of creativity and interdisciplinary approach

Payment Details :- (Registration Fees)

Category	Indian Delegates (INR)	Foreign Delegates(USD)
Authors	1000	20
Participants	200	05

Payments should be made through electronic bank transfer at
<https://www.amity.edu/NSPG/ICIVA2021/>

PROGRAMME SCHEDULE

Venue : Online Platform

Sno.	Time	Event
1.	09:00AM - 09:30AM	Logging In
2.	09:30AM - 11:00AM	Inaugural Session
3.	11:00AM - 01:00PM	Session - I
4.	02:00PM - 03:15PM	Session - II
5.	03:30PM - 05:00PM	Session - III
6.	05:00PM	Valedictory Session

ICIVA
'21

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 amongst top five fine art colleges in the country.

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)

ICIVA
'21

INTERNATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS'21

Theme: "CREATIVE THINKING & INTERDISCIPLINARY APPROACH IN VISUAL ARTS"

DATE : 18th NOVEMBER 2021

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
Ms. Sugandha Gumber, Asst. Professor, ASFA

CONFERENCE CO-CONVENER:

Mr. Varun Sahai, 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
Ms. Sugandha Gumber, 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
Ms. Sugandha Gumber, Asst. Professor, ASFA
Mr. Sujith K S, Asst. Professor, ASFA

Contact Person/Event Coordinator with Contact Details :-

S.No	Name	Designation	Mobile	E - mail
1.	Dr. Geetika Kaw Kher	Asst. Professor	9871052813	gkkher@amity.edu
2.	Ms. Sugandha Gumber	Asst. Professor	9654643872	sgumber@amity.edu



**IGVA
'21**



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

REGISTRATION FORM

(ONLINE)

INTERNATIONAL CONFERENCE ON INNOVATION IN VISUAL ARTS'21

Theme: "CREATIVE THINKING & INTERDISCIPLINARY APPROACH IN VISUAL ARTS"

DATE : 18th NOVEMBER 2021

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)
Authors	Rs.1000 <input type="checkbox"/>	\$ 20 <input type="checkbox"/>
Participants	Rs.200 <input type="checkbox"/>	\$ 5 <input type="checkbox"/>

Payments should be made through electronic bank transfer at
<https://www.amity.edu/NSPG/ICIVA2021/>

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:

**ICVA
'21**