

EDUCATION

THE POWER OF VISUALS

If you are hard-working, creative and imaginative, a degree in Visual Arts can be what you are looking for

By Vishal Prabhakar

TODAY's blockbusters are overwhelmingly reliant on visual effects (VFX). Big-budget franchises like *Star Wars*, Marvel and DC Comics depend on highly creative and realistic effects for more immersive experiences. As such, VFX has the potential to make or break the success of a film like never before, increasing the importance of post-production process to film producers and directors.

Visual effects today is a complex field with many specialisations. In generic terms, a visual effects artist is someone who creates special computer-generated imagery and effects mainly for feature films, TV commercials, episodic television series and for contemporary computer games.

A degree in Visual Arts is highly valued and flexible, allowing graduate to pursue several job roles. Apart from a range of creative and technical skills, visual arts graduates acquire good logical, observational and research skills and an aptitude to solve problems with good imagination that augurs well for their career either independently or as an employee.

Students should aim at having a diverse portfolio, including original ideas as well as work developed with the help of courseware, allowing them to showcase it to their potential employers. Candidates should be able to explain their influences, consideration behind their choice of themes and why they use certain methodology, techniques and technology, when asked.

A visual art student should network all through their studies and find ways to present their work in public domain by participating in competitions and exhibitions.

CAREER REQUIREMENTS

THE term 'visual artist' is a broad phrase that refers to individuals working as animators, digital compositors, game developers, fine art or multimedia artists and graphic designers. The job of a visual artist can include a variety of diverse disciplines including

digital/analogue drawing, digital/analogue painting, digital/analogue sculpting, graphic design, digital photography and film among others. Many visual artists work independently to create works that convey emotion, ideas or information. Visual artist professionals can focus on the follow-

ing specialisations to enhance their career:

ANIMATORS/3D DESIGNERS

TECHNOLOGY is moving at a fast pace, and developments are creating avenues for anima-

KNOW YOUR GAME



DIGITAL game development is fast becoming a bright career option for the youth. Although India seems to be lagging behind in terms of game developers, a recent study by NASSCOM revealed that the Indian gaming industry is close to \$890 million (over ₹ 5,000 crore). This presents a huge business, career opportunity. With the increase in popularity of smartphones, the gaming industry is set for a steady

rise as the youth are now looking at video games as not just a form of recreation but also as a way to test their skills and talent. The gaming industry is now slowly moving away from computer to mobile phones. However, peripherals such as large screens, high performance, access to digital distribution sites such as GOG (formerly Good Old Games) considerably work in favour of computer gaming.



tors/3D designers in advertising, healthcare, cosplay, prop making, photorealism, virtual reality, augmented reality and mixed reality. Virtual reality offers us the ability to play an active part in the creation process and the ability to be inside a creative/virtual environment.

Developments in cloud computing are also making tasks easier and more accessible, reducing time spent on technological tasks and empowering freelance artists to access industry leading tools from anywhere in the world. For instance, rendering services (like Google ZYNC) on the cloud at

MANAV RACHNA UNIV FELICITATES BRITISH VC

FARIDABAD-based Manav Rachna University recently felicitated Steven West, vice-chancellor, president and chief executive officer, University of West England at the second edition of Manav Rachna Excellence Awards. Kaptan Singh Solanki, Haryana governor, attended the function. The award was instituted in 2017 to carry forward the legacy of its founder OP Bhalla. "In the coming editions of the award, we will see our own students being bestowed with the honour," said Prashant Bhalla, president MRIU.



NEWS ALERTS

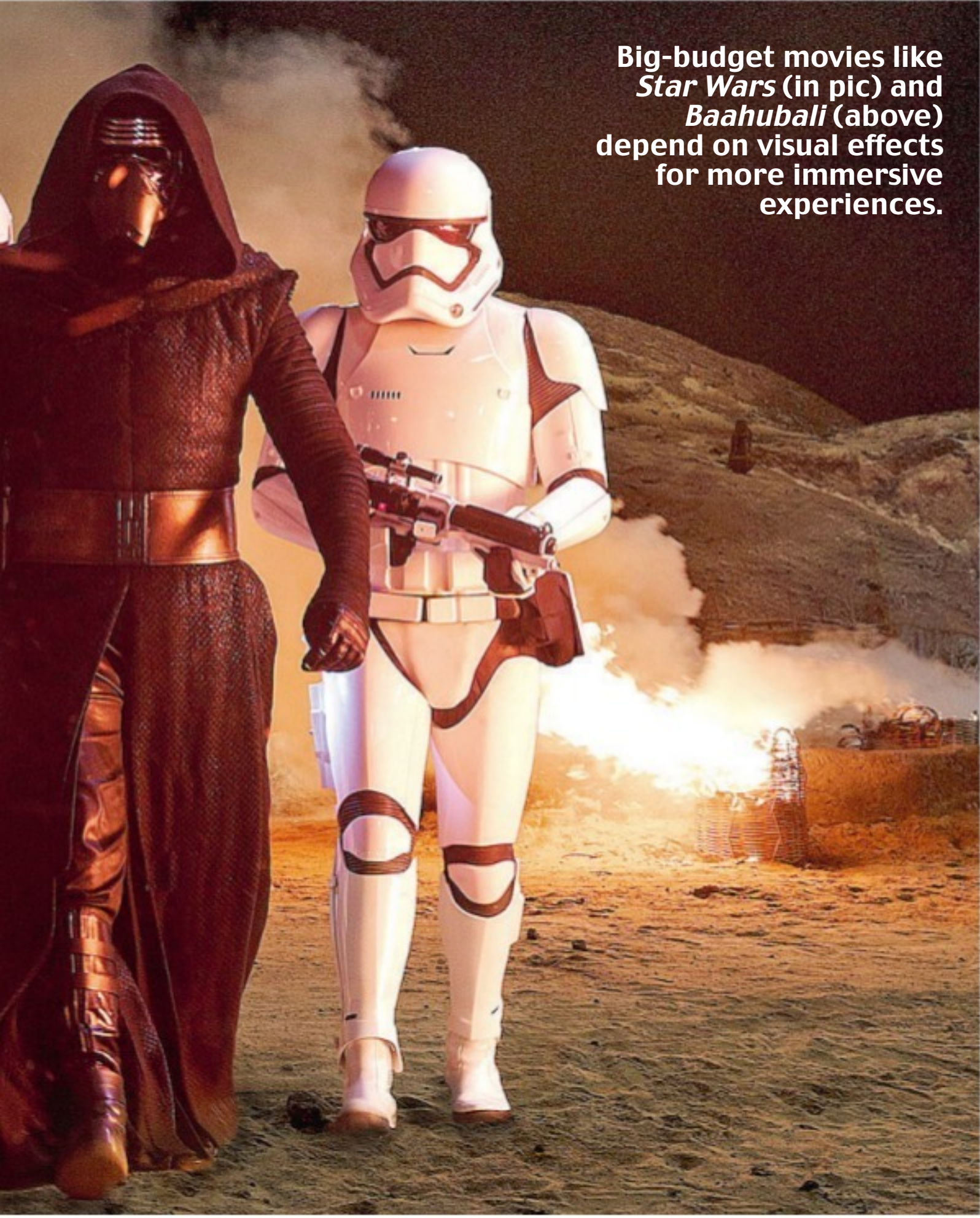
ASHOK INSTITUTE TO OFFER COURSE IN FOOD PRODUCTION

A THREE-year degree programme in Food Production (B.Voc) and a one-year diploma in Hospitality will be jointly offered by the Delhi-based Ashok Institute of Hospitality and Tourism Management, one of the leading hospitality training institutes under the Indian Tourism Development Corporation in association with Jamia Millia



Islamia. An MoU in this regard was signed in the Capital, recently. The programme will be offered by the university's department of tourism. The course will have 60 seats.

MAIL



Big-budget movies like *Star Wars* (in pic) and *Baahubali* (above) depend on visual effects for more immersive experiences.

nominal cost are leading to a low input cost for Infrastructure.

VFX ARTIST/DIGITAL COMPOSITORS

DIGITAL compositors are responsible for constructing the final image by combining layers

of previously-created computer generated imagery from various sources including rendered computer animation, special effects, graphics, 2D animation, live action and static background plates. Although it is primarily a 2D role within the 3D world of visual

effects, compositors need a thorough understanding of the computer-generated animation process combined with relevant artistic skills. They creatively combine all the elements into the final image, ensuring that the visual design of the project is respected and continuity is maintained.

JOB OUTLOOK

It is expected that the number of jobs for artists will grow like many other potential sectors. Also the rising presence of digital and social media will also contribute to the growth and create wider opportunities. However one must be conscious that success in this field, as in all other arts specialisations, will perhaps depend as much on one's skill and aptitude to network as well as market his own artistic talent.

SKILLS REQUIRED

In addition to understanding basic art principles, individual disciplines need their own set of skills, for example, multimedia artists, graphic designers and animators must be skilful in the use of design software. Key merits for art directors include excellent communication skills and the talent to work collaboratively with other professionals. Business, marketing and interpersonal skills are assets for professionals who are ambitious and are willing to walk an extra mile and be successful in this highly competitive field of Visual Arts.

PAY PACKET

Salaries of visual artists vary widely. The average annual salary for a visual designer is Rs 6 lakh per year. This is a creative career that pays rich dividends as one progresses over the years gaining experience in ones chosen specialisation. *The writer is head, visual arts, Manav Rachna International Institute of Research Studies*

IIM SIRMAUR HOSTS CONVOCAION CEREMONY

AS many as 35 students belonging to Indian Institute of Management, Sirmaur, received their MBA degrees at a convocation ceremony held at the institute's interim campus in Himachal Pradesh, recently. This is this first batch of students who received the MBA degree instead of the Post Graduate Diploma in Management. The decision to award degrees instead of diplomas was taken earlier this year as per the provisions of the IIM Act 2017. Jai Ram Thakur, chief minister of Himachal Pradesh, was the chief guest on the occasion.



■ DATE ALERTS ■



JUNE 11: This is the last date to send applications for various undergraduate programmes at the Haryana-based Ashoka University. Shortlisted candidates will be called for an interview which will be held at multiple locations across the country. Candidates who are unable to appear for the interview in person will have the option to take part in it over Skype. The university also offers need-

based financial assistance for students. For more details log on to <https://www.ashoka.edu.in/page/ug-admissions-40>

JUNE 23: This is the last date to send applications for MBA in Rural Management (2 years) conducted by the Rajasthan-based IIMR University. The course promises to offer integrative learning that would assist graduates to walk into professional roles with ease. As a part of the programme students can also specialise in some of the in-demand domains. Total intake per batch is 30 students. For more details log on to www.iihmr.edu.in

■ ON THE SPOT ■

‘YOUR ABILITY TO WORK TOGETHER IS CRITICAL’

EDUCATION MAIL lines up some of the country's top hiring executives and finds out what they look for while selecting a candidate for a corporate role

■ Talent spotters now regard potential as one of the key employee attributes for hiring. How do you spot potential and passion during a job interview?

Saveabhi is a start-up and has a very small team. Each member has to be chosen very carefully, so that every member has his own complementary skills and learns quickly on the job. The ability of the early team members to work effectively and efficiently together is critical. Potential and passion along with the ability to learn and adapt are paramount to the success of the team. Spotting all these attributes for hiring through an interview process alone is difficult. So, we like to hire our key employees on the basis of recommendations and references.



PRIYANK BARTHWAL, founder, Saveabhi, a financial app, on the importance of adaptability and versatility at work

■ What are other essential attributes you look for in a job applicant?

Every company has a set of winning attributes it considers when making the decision to hire. It is essential to look beyond the technical skills or hard skills of each candidate. Soft skills are even more important than hard skills to measure. The fact is that many employees have the necessary degrees, skills, and knowledge to do a job, but, after they are hired, they may turn out to be all wrong for the positions. So we look for a right mix of key qualities such as communication skills, ability and willingness to learn and to go that extra mile. Team skills, customer service, commitment, and adaptability are also important skills that act as a differentiator. Hunger for success, versatility and positive attitude are some of the other attributes.

■ What are some of the common issues you confront in graduates while hiring?

We have very few employees straight from the campus. But those few have made a huge impact on our company. They are full of new ideas and are more creative when compared to more experienced employees. They are fearless and ready to experiment. Mistakes and failures do not daunt them easily.

■ How crucial is a candidate's domain knowledge when it comes to hiring and what is your experience on this front from campuses?

Domain knowledge is very critical in our kind of company. Since we are a financial app, we require high end domain knowledge for targeting the right kind of customers. Hence, it is very important for us to hire a person who is well aware of the product and its nuances and is extremely fast paced in his understanding.

■ What is the transitional change which a candidate has to be prepared for when he/she enters the job market from the campus?

Along with a new job comes a new set of challenges. Openness to learning and being able to adapt make a big difference in becoming successful. Managing work life balance and time management is one of the biggest challenges new graduates face while entering the workplace, which has a stricter schedule and deadlines.

■ How beneficial is social media in hiring candidates?

While social media has become a part of our personal lives, it has also proven its importance in the professional lives of people. We rely a lot on social media and professional networking sites to hire our employees. They help us in finding quality candidates.

Openness to learn and the ability to adapt play a huge role in becoming successful