



A-Z of Art



For When The World Of Words Fails, A Career In Art Thrives

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Say art and the first thing that comes to mind is hobby, passion or something that you indulge in to relax your senses. But this world of colours goes way beyond a leisure activity, at times even translating into a full-time career option. Here are some roads you can take if you wish to travel the artistic way...

The beginning: I never really thought of becoming an expressive art therapist. I think my goal was to become a psychologist and expressive art therapy became an important modality to connect with people of different age groups. When I started working with visual art, I realised that even when you give adults a piece of paper and pencil, they put their thoughts and feelings on it. That makes it so much more tangible and helps you process things in a better way that you otherwise might not be able to comprehend.

The pre-requisites: To become an art therapist, you need to enrol in two or three specialised courses on art therapy. In India, there are still lesser courses but new ones are coming up. Besides, it is important to know what accreditation they have. Like, I

Know the expert

A counselling psychologist and an expressive art therapist registered with RCI & UNESCO, Priyam Kumar has been associated with mental health care service providers and schools across Delhi & NCR. Her key work deliverables include therapy, designing wellness experiences and facilitating workshops.

have done a short course on art therapy and I am certified by UNESCO. So, make sure to opt for courses that give you a valid license, along with a good experience.

The challenges: Many people are still unaware about art therapy and they confuse the profession with being an artist. It is a

misconception that one needs to be an artist in order to be an art therapist. Overcoming such myths can be daunting.

The scope: There are many individuals who opt for art therapy courses with and without a psychology background and are practicing at MNCs and NGOs. However, places like hospitals and schools prefer a background either in clinical psychology or counseling psychology. All hospitals now have art therapists either full time or part time. So, an individual 45-minute session at a private hospital might start from somewhere around 1100 INR and can go much higher. You can also join a school set up where you're given a fixed salary as per the pay scale.



The beginning: I was interested in animation since I was ten. Like every other kid, I loved Pixar more than anything. I drew a ton as a kid, but discontinued it in high school because I was trying to balance good grades and extracurriculars. It was then that I realised how much I loved art. I applied to art schools and thereon began my journey, as I was introduced to the principles of storytelling in design and animation.

The pre requisites: First and foremost, you need to be excellent at drawing. So, draw as much on paper as you like. But in addition, you need to be adept at digital software since that is the fastest way to animate. Besides, that is what the TV industry is using, which is why you will be expected to know software such as Photoshop, TV paint, and 3D software like Maya. You also need to have a very good understanding of story structure, composition, design, colour and light for visual

Know the expert

Michelle Cheng is a Toronto/LA based visual development artist and character animation student at California Institute of the Arts (CalArts). Passionate about filmmaking, she strives to create well-researched, thoughtful work.

development. Having a strong portfolio is another must-have, since the industry is very competitive. In order to build the same, you have two options - either you enrol in animation school or opt for online courses.

The challenges: The biggest challenge is the expectation to be creative all the

time. Sometimes, you have creative blocks and overcoming them is a challenge creative animators and illustrators encounter at work. Also, competition is fierce but varies according to the role you are applying for. Some roles are more competitive such as that of a character designer because there aren't many openings for it. Again, if you are looking at working for big prestigious feature studios like Pixar and Disney, it's going to be extremely competitive but you have to remind yourself that there are tons and tons of small great studios that make quality content.

The scope: Well, there are a lot of pathways; you can have a story focused career or design focused career or you can go into effects or compositing or modelling. But what is important is that you make a start. So, begin from wherever you get a chance to show your creativity and build your portfolio.

The beginning: I studied art history for my under graduation in the US and then I went to the UK where I did law, but soon realised that I was quite passionate about working in the art industry. Moreover, I decided to give art curating a try because the field involves a lot of research, something I really enjoy.

The pre-requisites: You don't need any particular qualification, but it is always helpful to have a basic understanding of art history. You will also need a strong portfolio. For the same, you will get several opportunities along the way at school and college level. For instance, art students get to curate art fairs and senior art presentations. Keep an eye on these opportunities and make the most of them, for they will not just help you build a strong portfolio, but also a robust base. Further on, it is imperative to engage with your stakeholders. I spent the last year and a half to engage with artists, galleries as well as collectors. Engaging with people helps you learn because con-

Know the expert

Teesta Bhandare is an art curator and consultant at Teesta Bhandare Art Advisory, a reputed global advisory that connects artists, galleries and collectors from across the world. With a background in law and postgraduate diploma in Art Law, she has spent extensive periods of time working in cultural and legal organisations such as the United Nations and international law firms in New York, Singapore, Rio de Janeiro, Los Angeles, London and New Delhi.

temporary art is always evolving and you have to be updated with the emerging trends.

The challenges: It's important to not just be like "Oh these are ten pretty paintings and I want to put them together". Finding a mes-

sage that joins them and a curatorial framework that's relevant is important and extremely challenging. Also, one faces several rejections on a regular basis. For instance, you might want XYZ artist for your show, but that may not happen. So, being open to rejections is crucial.

The scope: It's huge. You can go on to work in museums as well as do international and collaborative shows. Even if you are a beginner, you'll always be learning something whether it's cataloguing or just conceptualising, meeting and interacting with new people, understanding the different dynamics that are at play and so on. As far as the remuneration is concerned, it depends on the type of employment you choose. If you're a curator within a gallery, you have a fixed salary. If you are self-employed then it depends on the artworks you sell.

