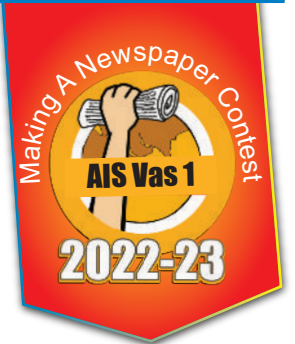


# The path to artistry



“Art is a way of survival” – nothing rings truer than this sentiment; digital art being no exception. So, come along as *Aarushi Anand, XII D, Vedi Jain & J. Sathvika, XII C, AIS Vasundhara 1*, converse with the visionaries of the field to know all the inside information. After all, as Pablo Picasso said, “Learn the rules like a pro, so you can break them like an artist.”



Hari Om

**Painting the canvas:** As an illustrator, my job is to visually represent ideas and thoughts of society or self. Some people working in the field prefer having an applied art degree to grasp deeper knowledge about the same, but most just learn through the course of their work.

**Finding the paintbrush:** To be a good illustrator, you need to be disciplined. You have to work religiously when the inspiration strikes you, and need to learn to give yourself breaks when you feel low. You should also be open to suggestions.

**Dipping in the paint:** My experience in the field has been like a sine curve; it has had its ups and downs, but I don't think there's anyone who hasn't experienced it. To start your journey, you need to communicate with

## Meet the expert

Hari Om is an illustrator and animator with specialisation in applied arts. His experience covers working on films, ads and music videos. He has animated for NH7 Weekender music festival, The Black Ticket Films, and even worked on a project for UNICEF.

people who know more than you do, learn latest softwares, and gain a lot of knowledge, both inside your interest ring as well as outside it.

**Splashing colours:** To be honest, I never expected to land

as an illustrator, but this profession has given me amazing opportunities. As an illustrator, I don't have a strict schedule to follow. If I get an idea, I immediately grab a paper and try to execute it. If I have a project coming up, I first create deadlines and then commit to the client.

**Rewarding the art:** For an illustrator, the industry pay can be around 1 lakh INR per project, so I calculate my fees accordingly to quote to the client. There is no set-in-stone pay though.

**Seeking the skill:** To get into this field, I had to work hard to improve my skills, which was initially a difficult task. But for the ones who are interested, I would advise experiencing all the related fields as well, like photography, digital art, animation etc., and then deciding what your forte is.



Sreekumar S Pillai

## Meet the expert

Sreekumar S Pillai, a freelance designer and creative consultant, has experience that spans over 25 years. With a diploma in multimedia from Jawaharlal Nehru Education Foundation, he has worked with clients like Red Cross, Sony India, Le Meridian and many more.

at design firms or advertising agencies. Many designers even start freelancing.

**Splashing colours:** I came into the designing profession in the late 90s, and back then, everything was done manually. We have evolved a lot since then, and design jobs no longer fit in nine to five. On an average, now you have to work ten hours a day, or sometimes even more than that.

**Rewarding the art:** Your remuneration depends on factors like your experience in the field, skills, and the industry you work in.

**Seeking the skill:** Technology advances every day. Even the softwares we use today, like InDesign, did not exist 10 or 20 years ago, which means that you need to upgrade your skills as per latest technology.

**Painting the canvas:** Designing jobs can be exciting as well as thought-provoking. To become one, there is no specific qualification required as such, but most opt for a BA degree in graphic design, fine arts, or any related field. In addition, it is important to have a strong portfolio.

**Finding the paintbrush:** A good designer and art director needs to have a strong eye for aesthetics and should be able to create visually appealing designs. You also need to be proficient in graphic design softwares like Adobe Photoshop and InDesign.

**Dipping in the paint:** Once done with learning, you can look for entry-level jobs

**Painting the canvas:** Filmmaking, as a process, brings together different art-forms to create one complete and complex thing – a film. You have to play with the story, visuals, sound, motion and a lot more, but it does not mean you need any degree to become a filmmaker. People do sometimes pursue professional courses, but you can learn on your own as well.

**Finding the paintbrush:** As an animation filmmaker, you should be able to sketch out scenes that tell the story using the composition and characters. You also need to know timing and spacing, the two fundamentals of animation and editing.

**Dipping in the paint:** You can start off by creating personal films, and post them on social media to build a personal brand.

**Splashing colours:** As a CEO, I have to



Rakesh Nanda

## Meet the expert

Rakesh Nanda is the CEO and creative head of The Happy Slate. With a masters in design from IIT Bombay, he specialises in animation filmmaking and has a work experience of over 10 years.

divide my time into being a boss and being an artist. I start off my day with sketching and spend the rest of the day delegating work and overseeing productions by other team members.

**Rewarding the art:** As a freelancer, you can earn from 25K to 2 lakh INR per film, depending on your experience. As a director in a studio, your salary will range from 30K to 2 lakh INR per film, depending on the size of the studio.

**Seeking the skill:** You can explore freelancing as a viable avenue, but it will take some time to become a stable source of income. You can also work in a studio.