



Illustration

Anchor Faculty: **Amit Sinha**
Schedule | 22 - 26 May, 2017

Introduction

Illustration has moved on from being a supplement to a written text to an illumination of idea, representation of concept or a graphic visualisation tool and a recognised art by itself in both, physical or virtual form. The media explored for illustration now is also limitless. The workshop will focus on developing one's idea or relevance of illustration and connect it to the core or the stream that it can address best to. The workshop welcomes all participants - with little, moderate or good skill in drawing. The high interest in subject area, a focus, and highly exploratory mind is all we would love to welcome.

Scope

The workshop intends to strengthen and equip the learners in handling subject, media, tool and expressing methods and sensitize their ability to develop individual style as well as to be versatile in exploring ideas. The introduction of relevant methods and skills through this workshop helps the learner to improve on being more articulate, relevant, impressive and effective in representing or conveying their concepts. The exposure and explorations in few interesting media and technique helps to develop sensitivity towards application and approach. Such techniques are extremely useful in related creative methods such as a variety of expressive, graphic or design representations that if needed, can help learners to pursue as a career with publication (both print or virtual), story boarding, idea sketching, posters, graphic design etc.

Objective

The objective of this course intends to expose the learners with a methodology as per following steps in order to achieve the final outcome in the form of an artwork:

- a. Learning to build up a relevant context and subject for illustration.
- b. Introduction to media and appropriate media selection
- c. Learning to Explore ideas
- d. Final selection of idea and its refinement
- e. Exploring presentation ideas and developing final display.

Anchor Faculty

Areas of Expertise: Apparel, Accessory and Surface Design, Trend Research and Forecasting, Illustration and Representation Techniques, Research Methods in Design Since 2009, Amit Sinha has been teaching at NID. He did his postgraduate Advanced Entry Programme in Apparel Design in 2000 from NID, after finishing his BA in Sociology from the Benaras Hindu University, Varanasi and has a cumulative work experience of 14+ years in industry and design education.

Amit has experience of teaching Fashion Illustration at some of the leading design schools in India including NID, NIFT since 2004 at elementary as well as advanced level. His own approach on the subject has been experimental in application of concept and media. Amit considers development of a professional style and presentation an important aspect of fashion illustration.

He believes that everybody who has a passion can develop his strength and style. Even though skills are vital, an understanding of need, skill and application is more desired aspects to master fashion illustration.

Fashion Illustration & Representation Techniques, Design Drawing – Nature and Human figure, Material Techniques and Model Making (Soft Material), Introduction to Apparel Design and Research & Documentation for Craft are the courses Amit teaches at NID. He conducts design projects on Ready-to-wear Collections and Woven Apparel to enable students understand project methodology and design development.

Amit has been instrumental in designing the curriculum for the Fashion Entrepreneurship Programme at the International College of Financial Planning, New Delhi. He has been a part of the juries at NIFT, SNDT, Kala Raksha Vidyalaya, Symbiosis Institute of Design. He has also been invited by Mahatma Gandhi Labour Institute, Ahmedabad, to deliver talks on "Design for Livelihood Improvement" for the Women Garment Workers in 2010 and for De-notified and Nomadic Tribes in 2011. He has developed uniforms for the first MBA Convocation at the Ahmedabad University. He organized the NID team responsible for the winning Trend Pavilion display at Tex-style 2010 in

ITPO's fair at Pragati Maidan, New Delhi. Amit participated as team member for 3D Anthropometric Body Data Training, Feb 2011 at the Association for Overseas Technical Scholarship Yokohama, Kensu Center, Japan. In his professional career, he has worked at various levels of apparel, textile & home fashion Industry and has participated in major exhibitions and seminars including Premier Vision Paris, Tex-world Paris and Tex-world, New York, Hong Kong Fashion Week, HeimTextil Frankfurt, APLF Hong Kong etc.

Venue
NID Campus, Ahmedabad, Paldi

Intake

The number of participants will limit from a minimum 15 participants to a maximum 20 participants.

Duration

The programme will be of five days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings for the workshop sessions.



Fee & Registration

Rs. 9000/- [Non-residential summer workshop includes Workshop registration fee, Lunch, One set of material only, and Service tax] to be paid by Demand Draft/Pay Order before one week of the programme in favour of **NATIONAL INSTITUTE OF DESIGN**, payable at Ahmedabad.



For further Details contact,
Industry & Online Programmes (I&OP)



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CERTIFICATE

A Certificate of participation will be presented to all the participants.