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New doors open for students in VFX and animation

Niharika Bajaj

The possibilities of a great career in the media and entertainment industry are today in the areas of digital marketing, animation and VFX. As the job demand continues to grow in the graphic design industry, the B.Voc department of ICMS on day one of Artistica, organised an educational workshop focusing on skill-building in association with Arena Animation. Spun around the theme of image correction and filter effects, the session aimed to develop a creative engagement in students and explore the vast possibilities that lie ahead of them.

Kumar Margalingam, speaker of the session said, "I am impressed to see the knowledge of a variety of Software the students are familiar with. Can't wait to see their names in the credits of remarkable films ahead to come." Margalingam broke down the animation techniques used in popular Hollywood Science fiction films like Batman. He also explained to the gathering how India is in its period of creating VFX masterpieces after the landmark films like Bahubali and Pushpa. The other speaker at the workshop Vani Seeoashree conducted a quick activity with the students to teach basic shortcuts in photoshop that are lifesavers. "This seminar was a value addition and a great insight to future opportunities to realise our dream career," said Scott, a second-year student of the college present at the event.

Throughout the session, the guest speakers urged students to build a portfolio.

'Women's empowerment work in progress'

Moksha Garg

Taking inspiration from her past as a sexual abuse survivor, Padmaja Iyer, a wellness consultant, shared her struggle of resilience at the Women Empowerment Panel Discussion held on the second day of Artistica. She said that empowerment will not happen overnight but needs to be worked on each day.

Iyer said, "Empowerment for me is about creating a safe space for myself and others. I come from a line of study where we are all energy beings, and I want to focus my energy on what I can do for other victims like me."

Ranging from patriarchy to gender disparity to overcoming adversity, the panel had a discussion on a host of issues with some prominent social workers and gender trainers, with Dr Kiran Jeevan as the moderator.

Rajkumari Nimbale, a gen-



Panel discussion on Women Empowerment

Shriangana Pyne

der trainer, speaking about challenging the patriarchal structure in society said, "Empowerment is something that needs to be provided in the existing structure. If we want to empower the women, we need to find more space

in education, get reservations for the same and find more opportunities for them to be part of different educational systems."

She expressed that despite the organisations and social workers providing support

to women, we as individuals are not challenging and questioning the existing structure of patriarchy, class, and caste. "The society has dominated the structure that I feel I am not part of," she said.

Tomcy R, a social worker,

"Empowerment for me is about creating a safe space for myself and others."

—Padmaja Iyer, wellness consultant

speaking about the gender disparities and their effects said that people are surrounded by stereotypes and society has branded men and women to specific terms. "Cultural tradition has become a mere excuse for exploiting women in their everyday lifestyle. We have been made to accept societal discrimination and we are being socialised by our traditions." She questioned whether the cultural tradition provides women with basic rights and morals to live by.

Harassment not limited to Bollywood: Renjeev

Siddhant Garud

Dundhu Renjeev, the first female art director from Kerala expressed that harassment of women does exist in the Malayalam film industry. However, she added she has not experienced such abuse.

Speaking to The Beacon, the art director during the screening of the 2021 Malayalam movie 'Operation Java', in Artistica, expressed that the Bollywood industry has been exploiting the female gender.

"The Malayalam film industry has been quite similar in many ways," she said. She also said that people have



Team Artistica on the stage

Sudha Ankita Ekka

heard more about the allegations of harassment of women from Bollywood as it is covered widely in the media.

During the discussion with the audience, she narrated the significance of making sure the set design is both realis-

tic and practical for camera work.

"One instance was that we had to make moveable walls for some of the sets, as in some cases the camera had to move around to get the perfect shot. So we had to keep that in mind while making the set," she answered an audience question.

She also expressed how collaboration and working together with the crew is important, where she had to sit with the director and make sure that she fully understands his creative vision and exclusively works towards that.

Imperfections are the beauty of art

Trupti Khillare

We like happy accidents in art. When colors don't follow our directives, they create imperfections; and that is the beauty of art, opined Jaya Dwivedi during the Water color workshop held on the occasion of the Artistica on Monday.

In conversation with The Beacon, Jaya Dwivedi, an artist who has taught art for more than six years and has worked commercially for various organisations said, "Art is meditation. The process of creating art is so interesting as artists themselves don't know what the outcome would look like."

She also added that water coloring is all about patience.

The workshop witnessed art-loving students who took away some helpful techniques and information about watercolour art. Priyansha, a 2nd-year student of Mass Communication and Journalism who attended the workshop shared her experience saying, "I learned some basics of watercolor painting and also about various brush strokes, paper texture, colour mix, and brushes."

Inspired by the life of St. Ignatius

Arushi Srivastava and Mukesh

"Wall paintings pass a message to every generation of students, be it alumni or the current Josephites, that Josephs is all about Unity and Trinity," said Vikash, a student of ICMS and a volunteer of the wall painting event in Artistica 2022.

Art is an integral part of our life and every creator looks for a chance to showcase their work aesthetically, he said. "The purpose of Artis-

tica is to allow students to show their skill in the painting by decorating the college walls to make it artistic with their artworks and creativity," he said.

The wall painting was inspired by the life of St. Ignatius of Loyola and was painted by the students of B. Voc - Animation.

"It also depicts our college values showing how students from different backgrounds and cultures rejoice together. It allows students to portray



their expressions," he added. Artistica is an art exhibition of St. Joseph's College (Autonomous) organised by the department of ICMS. The two-day event started on Monday with the motive 'to bring out an artist within every person'.

Kalamkari Art: Session through a historical art form

Mandira and Sutapa

The government encourages a variety of folk art forms, although, for various reasons, some of these art forms do not come to the light, said

Manasa R-, SJC alumni and a professor who teaches visual literacy.

Speaking during the Kalamkari Art Workshop, she opined "Though many art forms are going out of practice, the Kalamkari art has earned a lot of support and popularity and hence it is being

used in the textile sector."

Owing to industrialisation, art is losing its creative value he said. "Most artists do not have enough time to make a unique print and instead rely on existing prints," she said.

It was attended by 25 students. The audience was introduced to the Kalamkari Art. This art genre is dedicated to presenting Hindu mythological epics such as the Ramayana and Mahabharata. Buddha and Buddhist art traditions are also depicted using this art.