

VISUAL ART EDUCATION – THE CURRENT TREND

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Abstract:

The Visual art industry is witnessing a growth continuously in all the segments of human life. People have started giving importance to aesthetics and pleasure in every form of life. The human race is continuously progressing towards a luxurious lifestyle and more people are entering into the range of millionaires every year. The spending capacity has increased due to which art and design is expected in their surroundings in form of art, architecture, landscape, paintings, lifestyle accessories etc. Again with the explosion of the digital media, there is a huge possibility in increase in demand of design. Designs are directly published online, which are visible on computers as well as mobile phones. Everyday thousands of startups are launched, new shops are opened, new websites are built, new apps are developed, new games are programmed etc. and all of them need visual graphics. Hence, there is a high demand for trained Visual Art students. This research is aimed to have a glimpse of the current scenario of Visual art education and analyse its current trend.

Keywords —Visual art, Education, School, Lifestyle, Painting, Landscape, Architecture, Animation, Design, Career

I. INTRODUCTION

Visual art education is imparted in professional and traditional art colleges all around the world. The students of art and design are full of creativity. With the blend of creativity and systematic education, they will become a highly professional with knowledge of art as well as the process of sustaining in Industry and achieve growth in the market. The education of art starts from the childhood itself, when a child shows its interest towards colour pencils and crayons. There onwards, some children sub-consciously begin their journey to become a visual artist.

and sparks interest for drawing and colours. It also helps them to develop the technique of learning in a visual manner. Parents are also very keen to provide art education to their students because this helps to develop a visual understanding of the environment all around them. Children try to draw sceneries, animals, people etc. in their surrounding and try to express themselves in it.



Image 1: Art Education in Schools

Image source:

https://www.tootsale.com/?category_id=1994214

II. ART EDUCATION IN SCHOOL

The education of art starts from the school level. Painting is a compulsory subject in every class. This enhances the creativity of the student

III. ART EDUCATION IN COLLEGES AND UNIVERSITIES

Professional art education is imparted in colleges and universities with much importance to design as well as the marketing approach of the art. Art College is a place where like-minded students join together and share their ideas and techniques of design. Each and every student learn from each other and in the end, a master piece is formed out of each student. The events, exhibitions and industry visits given to the students help them to interact with the people in the industry. It benefits them to learn about the demand of the market and accordingly they prepare for their career.



Image 2: Art Education in College

Image source:

<http://www.brooklyn.cuny.edu/web/academics/schools/education/graduate/early/art-education.php>

IV. ART EDUCATION IN PRIVATE INSTITUTIONS

Private educational institutes also cater the segment of art in form of Multimedia. This includes Computer Graphics and Design, Animation, Sound Editing, Video Editing etc. This adds more arrows in the armor of a designer to fight with the requirement of the industry. VFX (Visual Effects) industry is growing in a very big way and designers and animators are required to cater the growing demand of design. Art students with knowledge of computer from various private institutions easily get a decent job in the market immediately after completing their courses.



Image 3: Multimedia Computer Institute in Bhandara

Image source:

https://www.justdial.com/Bhandara/Multimedia-Computer-Institute-Near-Manav-Mandir-Thana-Petrol-Pump/9999P7184-7184-131124172729-C2X5_BZDET

V. ART EDUCATION THROUGH SOCIAL MEDIA PLATFORMS

Social media platforms like YouTube has highly contributed to the learning of Visual art. This has helped many freelance faculties to upload their courses for free of cost, so that many students can learn and make their career in it. Now-a-days, the investment for starting a design startup is very less, because it needs only a computer desktop/laptop with an internet connection. With the availability of these two resources itself, one can do freelancing work and earn sustainable income.

VI. CONCLUSION

There is a very high scope in visual art education and this is going to be the future of many industries. Hence, the education of art has to be top notch and most of the art education institutions are focusing to develop their skills and keep themselves updated. The contribution of school, colleges, universities, private institutions and social media platform has helped to bring advanced knowledge

of the west to all corners of the world. Even a student in a remote village having access to computer and internet can learn visual art. This small research on art education will help new comers to have an idea of visual art and the source of its learning. The scope in this field is unlimited because every day new designs are required by new organisations and occasionally the old organisations also prefer to change their design from time to time. Hence, this market of visual art is evergreen and will remain to be sustainable forever till the existence of digital age and humanity.

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