

ALERTS

LEARNERS' VOICE PROGRAM

The World Innovation Summit for Education (WISE) has kicked-off its search for the 2012 generation of Learners.

WISE is inviting representatives of institutions, organisations, programs and networks to nominate outstanding and motivated young learners to participate in the WISE Learners' Voice Program. And, for the first time, learners are also invited to apply personally by submitting an application which needs to be endorsed by a recommender.

Thirty young people will be invited to participate actively in the 2012 WISE Summit in Doha (November 13-15) and will have the opportunity to take part in amazing global experiences throughout 2013.

Nominations and applications are currently being accepted. Download the official nomination/application form from the WISE website: www.wise-qatar.org. Please note that only the first 300 applications received online will be evaluated. Submit entries online at www.wise-qatar.org by June 30, 2012. For more information visit www.wise-qatar.org/http://learnersvoice.tumblr.com or contact the WISE Team at learnersvoice@wise-initiative.org.

ST. ANGELO'S BSC - ANIMATION

St. Angelo's Professional Education, which has been in the field of Information Technology for the last 20 years, has now come out with a unique three-year B.Sc. degree in Visual Media (Animation) through a renowned UGC approved university and students taking the course would have to put in about 10-12 hours for classes each week.

Call 9867864444 or 9320036666 for additional information. Alternatively, you can visit the website www.saintangelos.com or email at enquiry@saintangelos.com

TISS INTERDISCIPLINARY SOCIAL SCIENCES PROGRAM

Tata Institute of Social Sciences (TISS) has created a five year integrated programme for a BA Social Sciences and MA in Interdisciplinary Social Sciences to overcome the lack of quality training in the field of Social Sciences. The integrated course allows students to exercise one of the two options after the first three years: move out of the TISS campus with the B.A. Degree; or progress to any of the Masters programmes offered by/on the same campus. This also means that students can get an M.A. degree by giving just one entrance exam.

This program will be available across TISS campuses located in Guwahati, Hyderabad and Tuljapur. The last date for applying to this course is the 30th of June, 2012 and the entrance exam shall be held on the 15th of July, 2012. The academic session shall start on the 1st of August, 2012.

Students interested in applying may visit <http://ba-socialsciences.tiss.edu> or call 022-40110457 for further information on this course.

SCHOLARSHIP EXAM

Ms. Catherine Vines from Ealing, Hammersmith & West London College, one of London's largest Government Colleges will be conducting a Scholarship Exam and Interviews for admissions into the Hotel Management/MBA program for Sept 2012/Jan 2013 intakes. The Scholarship Exam and Interviews will be held in Mumbai on Saturday, 23rd June from 10.30 am to 6.30 pm. Successful students are eligible for Tuition fee waiver between 25 to 50 per cent. Prior Registration is compulsory. For Registration, kindly contact: GeeBee Education: Andheri - 26287727, Borivali - 28954545, Churchgate - 43222333, Thane - 25388844, Vashi - 27897040 or logon to www.geebeeworld.com

Of the different manifestations of doing portraiture, caricaturing is one of the most well-known. Yet, in spite of the art form's notability, there is misconception about the extent and significance of its practical purport in the whole scheme of affairs.

While it is common knowledge that caricaturing involves deliberate distortion of a portrait, Prashant adds that the distortion in itself is meaningful, conveying a purpose. "Caricaturing," he clarifies, "Is an abstract form of portraiture, intended to make the object more appealing

OFFBEAT CAREER

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by distorting the most attractive feature of the object."

He also comments that caricaturing allows the artist far more creative freedom to work on his muse, as compared to working on a general art form. Such flexibility gives an artist a much wider imaginative platform, whilst bringing out the best in him.

But in order to be able to start out and produce the best eventually, a person needs to have a flair and passion for sketching and portraiture. In the absence of these two qualities, one cannot be a caricaturist and as such these form the fundamental requirements to take up the art-form. In terms of educational institutes offering courses, Prashant clarifies that while there are no recognised training institutes for caricaturing as such, one can develop the art individually. However, he adds, "Attending workshops conducted by established caricaturists and sessions organised in cartooning institutes can give interested individuals a few vital tips about the art."

With regards to the art's myriad applicatory possibilities, Prashant states that in contemporary times, the art-form has become a popular tool for promoting brands. "A different kind of water-mark about a product is provided, resulting in better door-to-door promotion about the brand, in-turn," he states. And alongside brand promotion, he further stipulates, caricaturing is also used to provide entertainment, as a crowd puller and as gifts, serving as memorable souvenirs.

Caricaturing is one career that can be



CARICATURE

Sharada Iyer talks to professional caricaturist Prashant Sinha, in an effort to shed light on the various misconceptions regarding the art, and its aesthetic and commercial applications

A person needs to have a flair and passion for sketching and portraiture. In the absence of these two qualities, one cannot attempt to be a caricaturist and as such, these form the fundamental requirements to take up the art-form professionally. There are no formal educational institutes offering courses in caricaturing, though attending workshops conducted by established caricaturists and sessions organised in cartooning institutes can give interested individuals a few vital tips about the art.



Prashant Sinha

taken up either on a fulltime basis or on a freelancing basis. According to Prashant, freelancing is more suited for individuals who want to create a name for themselves without focusing primarily on monetary gain, while the latter choice is best suited for those wanting to generate a more steady income base. The initial hard work required, he however cautions, doesn't change for both options. "One has to promote oneself on social media channels and networks and publicise one's work on blogs and other public platforms, while trying to

create a good professional base of clients," he adds.

Elaborating on the two distinctive career pathways, Prashant states that outsourcing of caricature requirements plays a huge role in determining work opportunities. While full-time caricaturists work in organisations that provide caricature services, freelance artists rely on agents setting them up with projects, both nationally as well as internationally. Depending on the artist's style and quality of work, the regularity in the flow of such projects increases considerably. Describing the nature of such agencies, Prashant clarifies that these are mainly web-based portals where freelance artists can register to procure projects, quite similar to any other web-based service providing portal.

With respect to the range of pay, Prashant says that freelance artists enjoy a greater deal of freedom when quoting their fees, though there isn't any fixed amount as such. "The range of pay for a caricature artist is very different and also very subjective. The more the complex the caricature, the more the fees quoted, the requirement of materials, notwithstanding," he explains.

He says, "Introducing a formal course on the subject would be the best way to promote the art and also a potential career in it. This will also change the perception of Indians about caricaturing and caricature artists, giving them much required respect and recognition."

