

ARTS/CREATIVE

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Art & Design

Art and design is a diverse field with many branches. It is a creatively driven cluster of careers with infinite possibilities and unending technological advancement. A keen eye for observation and an imaginative streak is required in this stream.

Standard MAP Profile:

Motivation: Arts, Physical, Organising

Aptitudes: Spatial, 3-D, Visual, Precision

Personality: Imaginative, Spontaneous, Passive, Solitary

Secondary school subjects required:

English

Mathematics

Art and Design

Where do they work?

Gaming companies, Multimedia companies, Architectural Firms, Construction companies, art galleries, media companies, film and animation industry, fashion industry and individually.



Segments:

Fine Art/Art Education: Fine art or the fine arts describes an art form developed primarily for aesthetics and/or concept rather than practical application.

Industrial Design: the blend of applied art, architecture and engineering which attempts to develop physical solutions to meet particular needs.

Architecture: The art and science of designing and erecting buildings and other physical structures.

Art Therapy: Art therapy is a form of expressive therapy that uses art materials, such as paints, chalk and markers. Art therapy combines traditional psychotherapeutic theories and techniques with an understanding of the psychological aspects of the creative process, especially the affective properties of the different art materials.

Photography: The art or process of producing images of objects on photosensitive surfaces.

Art History: Art history has historically been understood as the academic study of objects of art in their historical development and stylistic contexts.

Graphic/Digital Design/Multimedia: The branch of visual arts concerned with the aesthetics and production of layout, design and typography.

Illustration: An illustration is a displayed visualization form presented as a drawing, painting, photograph or other work of art that is created to elucidate or dictate sensual information (such as a story, poem or newspaper article) by providing a visual representation graphically.

Game Art: Game art design is an exciting, fast paced career field. Designers are responsible for the creation of the artwork seen in video games, animations, and other related computer media projects.

Animation: Animation is a type of optical illusion. It involves the appearance of motion caused by displaying still images one after another. Often, animation is used for entertainment purposes.

Art Conservation: It is the study, preservation and restoration of works of art and cultural material.

Interior Design: Interior design is a discipline that looks after designing all of the interiors of a space. This can include things like flooring, windows, doors, walls, lighting, furniture, and miscellaneous design pieces.

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Product Design: It can be defined as the idea generation, concept development, testing and manufacturing or implementation of a physical object or service.

Fashion Design: Fashion design is the art of the application of design and aesthetics or natural beauty to clothing and accessories.

Jewellery Design: Jewellery design is the art or profession of creating, crafting, fabricating, or rendering designs for jewellery.

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Fashion

Fashion designers develop new styles and products for clothing, apparel and accessories by creating original designs, or by adapting fashions to suit local conditions and trends, and cutting and machining sample garments based on these designs.

Standard MAP Profile:

Motivation: Arts, Business, Organization

Aptitude: Spatial, Visual, 3D, Precision

Personality: Imaginative, Spontaneous, Assertive, Gregarious

Secondary School Subjects required:

Art and Design

Home Economics

Where do they work?

Apparel Manufacturers, Advertising agencies, Design studios, Newspapers, Textile mills, Fashion Forecasting Firms, Retail Businesses, Business and Magazines.

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Fashion is involved in other segments such as:

Fashion Merchandising: Fashion merchandising is the combination of the processes that a new fashion item must go through to be available in the market in large quantities.

Beauty Business: This is the business which involves the use and sale of beauty products and services.

Fashion Design: This is a line where fashion is created, innovated and conceptualized.

Media: Fashion is linked in the media because it is the channel for making it available to the masses.

Costume Design: This is specifically a line of designing which involves the design of clothes, fabrics and garments.

Graphic Design: Graphic design is a creative process that combines art and technology to communicate ideas.

Apparel Manufacturing: In simple words this is the segment where clothes are manufactured.

Visual Communications: In simple words it means communication that relies on vision.

Photography: The art or process of producing images of objects on photosensitive surfaces. Photography is an integral part of the fashion industry.

Product Development: Product development is a broad field of endeavor dealing with the design, creation, and marketing of new products.

Textile Design: Textile design is the process of creating designs for knitted, woven or printed fabrics

Footwear Design: Creating designs for shoes and other footwear.

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Media & Communications

Media and communications is a vast field which combines technology and creativity to market, advertise provide information to the mass audiences.

In communication, media are the storage and transmission channels or tools used to store and deliver information or data. It is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose.

Standard MAP Profile:

Motivation: Words, Arts, Business

Aptitude: Verbal, Visual, Spatial and Vocabulary

Personality: Imaginative, Spontaneous, Assertive Gregarious

Secondary school subjects required:

Art and Design

English

ICT

Where do they work?

Media Companies, Communication Centres, Businesses, Government, Advertising agencies, Human Resource Departments, Planning Consultancies.



About Media & Communications

Mass Communications: This refers collectively to all media technologies, including the Internet, television, newspapers, and radio, which are used for mass communications, and to the organizations which control these technologies.

Market Research: Marketing research is the systematic gathering, recording, and analysis of data about issues relating to marketing products and services.

Advertising: Advertising is a form of communication intended to persuade an audience to purchase or take some action upon products, ideas, or services.

Public Relations: PR is a field concerned with maintaining a public image for businesses, non-profit organizations or high-profile people, such as celebrities and politicians.

Journalism: Journalism is the practice of investigation and reporting of events, issues, and trends to a broad audience.

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Music

Music is an art form whose medium is sound. Music is by itself a simple art yet the career choices it offers are diverse.

Standard MAP Profile:

Motivation: Arts, Words, Business

Aptitude: Sequential, Spatial, Visual, Verbal

Personality: Factual, Spontaneous, Passive, Solitary

Secondary School subjects required:

Language

Performance Arts (Music)

Where do they work?

Individually, Music companies, Recording studios, Performance Art crews, Music schools, Therapy Centres.

About Music Industry:

The music industry is involved directly in the entertainment industry and film industry. Although music is selectively terms as songs and lyrics there is a lot more of detail into it.

There is an involvement of many other fields such as recording studios

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A few of the streams in music are:

Contemporary Writing and Production

Music Business/Management

Film Scoring

Music Education

Music Production & Engineering

Electronic Production and Design

Music Therapy

Performance

Professional Music

Record Companies

Song writing

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Performance Arts

Performance art is art in which the actions of an individual or a group at a particular place and in a particular time constitute the work. It can happen anywhere, at any time, or for any length of time. In performance art, usually one or more people perform in front of an audience. Performance artists often challenge the audience to think in new and unconventional ways about theatre and performing, break conventions of traditional performing arts, and break down conventional ideas.

Standard MAP Profile:

Motivation: Arts, Physical, Words

Aptitude: Spatial, Visual, Verbal, 3D, Sequential

Personality: Imaginative, Spontaneous, Assertive, Gregarious

Secondary School subjects required:

Drama

English

Languages

Music

Where do they work?

Music industry, dance groups, entertainment firms, individually.



The various segments:

Performing arts include the dance, music, opera, drama, magic, Spoken word and circus arts.

Artists who participate in performing arts in front of an audience are called performers, including actors, comedians, dancers, magicians, musicians, and singers. Performing arts are also supported by workers in related fields, such as song writing and stagecraft.

Performers often adapt their appearance, such as with costumes and stage makeup, etc.

There is also a specialized form of fine art in which the artists perform their work live to an audience. This is called performance art.

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