

Fresh Outlooks

Each year, new talent joins the creative design industry that brings forth refreshing ideas and unique style. Industry experts offer us their opinions and advice as to what young professionals can bring forth as well absorb from the world of design.



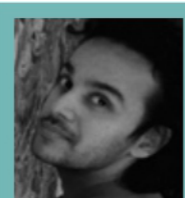
Ruturaj Arolkar is the founder of Animation and Art School Goa and Moppet Animation Studio. He has a Fine Art Degree in 3D Art from the Academy of Art University, San Francisco. With 18 years of experience, the first decade saw him working with reputed brands like Lowes USA, Protozoa Pictures, Disney and Nickelodeon.



Head of Product Design and Director of Business Incubation Centre at MIT Institute of Design, Pune, **Sanjay Jain** is an alumnus from IIT-Mumbai. He has had 20 years of industry experience with brands like Wipro Lighting and Bajaj Electricals.



Abhijit Bansod is a NID postgraduate who has been part of the new age design movement in India. After working 10 years with Titan Design Studio, he founded Studio ABD in 2008.



Abhishek Singh is a fine artist and a graphic novelist. He is the author and artist for the acclaimed KRISHNA - A Journey Within and Ramayana 3392 AD. Depicting Gods and Goddesses, his unique style has travelled across the world.



With over 13 years of experience as an animation and communication design professional, **Ramneek Kaur** has led teams both professionally and academically. Currently, she teaches modules at both graduate and undergraduate levels, specialising in design concepts, moving graphic, animation etc.

CG: What advantage do you feel fresh start-ups and 'new to the field' talented professionals have in the competitive field of design?

Sanjay Jain: 'Disruption' is the biggest advantage freshers have. They are far more at home with it and thus more adaptable. In their formative years (last decade) they have seen unprecedented growth in the transformation of technologies and rise of obsolescence. This experience liberates them from traditional methods and makes them more open to change. Apart from that, real time global exposure and online information harnessing is also a big advantage in coping with competition.

Abhijit Bansod: Design is about exploring new possibilities. And the young mind reinterprets a given context with new meaning and approach. This is the advantage for all fresh professionals. Their naïve and innocent belief in themselves makes them the interesting ones.

Ruturaj Arolkar: The biggest advantage that a startup and fresh talent has to offer is services at a reasonable price. Topped with great quality, this feature is very attractive to the mid-market segment. Another strength they possess is flexibility. A new talent can change its direction when required based on a project and act upon it immediately. Fresh talent need to understand that their creative strengths could easily be equal if not better than some of the most experienced creative professionals. However their learning curve lies in their understanding of marketing skills and budgeting, which comes with time.

Abhishek Singh: They have the resilience to take fresh design sensibilities forward. They're not afraid of taking chances and this confidence is very inspiring. They thoroughly enjoy what they do and certainly know what they are doing; this too is an interesting facet to the current mindset of new professionals.

Ramneek Kaur: New beginnings are full of excitement and fresh energy, which is the biggest advantage for start-ups. It's the honeymoon time where young minds greet challenges with open arms. Their willingness to think out of the box is what gets others excited too. They also know what's trending and are technologically savvy which is always an advantage ←

CG: What, according to you, would be the best way to make your mark in today's world? Is there a quick way, or is being patient the key to success?

Sanjay Jain: There has not been a quick way ever for anyone to make one's mark. A lot depends on how one defines 'mark'. There is no best way but an effective way. It is to collaborate with the experts. Designers are not experts and this non-expertise is their core craft. To make design visible, they need to work with other thinkers, technologists and seers. They need to be as much patient as time wants them to be. They need to take the call.

Abhijit Bansod: Portfolios are key when it comes to making that first impression. Various online publications help make presentations smart and sleek. But the real impact takes some time. It takes hard work, love for your craft and passion to create a 'mark.'

Abhishek Singh: Proactive Patience is how I like to put it. Simply focus on working every day, because there's always something new to learn. Every day makes you better than the day before.

Ruturaj Arolkar: Today's digital age of social media marketing has empowered designers like never before. Even an artist sitting in a garage has the same platform to showcase his/her work. Educating yourself on how to have an online presence has become vital. Having a portfolio that stops a glance is necessary too. One must be aware that a design campaign is a combination of a brilliant idea, tact and aesthetic discretion. This combination is vital and here is where one needs to be patient.

Ramneek Kaur: There is an Indian saying, which translates to mean that keep working without worrying about the fruits. In today's fast paced world, everyone is looking for instant success! Shifting focus from 'instant gratification' to enjoying the process while following your beliefs and passions is what enables one to emerge as a leader ←

● **CG: How have young fresh talent changed the world of Indian design? What new do they bring with them? What never changes?**

Sanjay Jain: Have they? I think not yet. Maybe in the fields of fashion and communication, but the change is not yet visible or even palpable in other design sectors. Mainly because collaboration has not happened with other experts. This probably explains why we still have many knotty problems that stare in our face each day. Problems like garbage disposal, pathetic public transport service and amenities etc. Fresh talents have the potential to attack these wicked problems. They need to stay put, feel the pain, collaborate and hit the road. What does not change - or is yet to change - are the silos the designers build around themselves of 'specialism'. They need to break those.

Abhijit Bansod: Online publications have created access to vast audience for everyone and there is no entry barrier here. Young designers have been publishing awesome new ideas through this medium, which reflects dynamic thinking. But what stands out is an inspiring original idea and hard work.

Ruturaj Arolkar: I believe things have changed over the years due to better understanding of the market by youngsters. Exposure to tried and tested methods has increased and they are not afraid to Indianize themes. Our target audience segments have changed and so have the age groups of our spending consumers. This is a more contemporary evolution and one which requires a younger talent pool who can understand and tap into their vibe.

Ramneek Kaur: As mentioned earlier, they bring a refreshing attitude and a different approach and dimension to solve problems. What never changes however, is hard work, dedication, patience, commitment and most importantly an openness to criticism.

Abhishek Singh: The young generation of designers is suspended between two worlds, one being the advancing technological world and other the decaying cultural landscape. Their concepts indicate a unique change of thinking, driven by a unique ideological engineering ←

● **CG: What do you think explains the young burst of talent these days? Education? Exposure?**

Sanjay Jain: Exposure and access to enormous information resources surely. Volatile political and technological Ecosystem has also contributed to this young burst of global talent where they share a common chord and discord.

Abhijit Bansod: A balance of both. Exposure widens your vision but education lays the foundation for a strong value system. Online persona of people could be deceptive but in real life challenges are very different.

Ruturaj Arolkar: Exposure is the key to the changing standards in our design skills. Today, designers have all the knowledge available at their disposal, which is fantastic for their growth but unfortunately there is a lack of a good critiquing system which is only available in good educational institutions. Our education practices haven't evolved consistently in this field. What has helped us to some extent is an immersion of professionals and students who have gone abroad and adapted that education to our needs here. Some of them have taken teaching as profession and have started altering the teaching techniques even within the limitations of our rigid education system to get better outputs from our young talents.

Abhishek Singh: I think the advent of digital age is really responsible for the surfacing of young and exciting talent. Digital tools have enabled more people to experiment with design and other genres, and that indeed is wonderful. This virtual environment has been a boon to the disconnected artist.

Ramneek Kaur: Both! Easy access to technology has led to exposure, awareness, and a better understanding of the world-view along with new digital tools to experiment with ←

● **CG: What advice would you give to people who want to carve their niche in the world of design?**

Sanjay Jain: No advice but a pointer message would be to collaborate, collaborate and collaborate. Believe in the enormous power of design. We need not have to invent but just channelise the technologies, protocols and big data to locate pain points and solve problems.

Abhijit Bansod: Be original and celebrate your way of life. With originality, hard work and good human values, you will find your space sooner or later.

Ruturaj Arolkar: If you want to get noticed then first understand yourself as a designer. Your ambiguity in understanding yourself reflects in your designs too. Understand what's happening in the world of design. Do your research. Define your niche accordingly. Get online, showcase your work and start networking.

Abhishek Singh: Short and simple-create something new for yourself every day.

Ramneek Kaur: Curiosity of a child and wisdom of a saint. That's the formula to your magic paint ←

★★ *Disruption' is the biggest advantage freshers have. They are far more at home with it and thus more adaptable. In their formative years (last decade) they have seen unprecedented growth in the transformation of technologies and rise of obsolescence* ★★



There are abundant opportunities available for every student, creating a potential for each one to become a Buddha one day. After graduating, they are not simply looking for a job. Today, fresh graduates look for experience to enable them to realise much greater goals in life. Every graduate is waiting for that day of self realisation where they can relate the significance and potential of design to change life.

What's your opinion? Do write in to us at Knock@CreativeGaga.com with 'Young Talent' as the subject.