



# HIGHER EDUCATION Review

*Presents*



## VIVA INSTITUTE OF APPLIED ART

*Recognized as*

**HIGHER EDUCATION Review TOP 10  
FINE, VISUAL, & PERFORMING  
ARTS COLLEGES IN INDIA - 2023**

*For its exceptional academic expertise, capability to adapt to the evolution  
of educational field and transformational impact on students' career.*



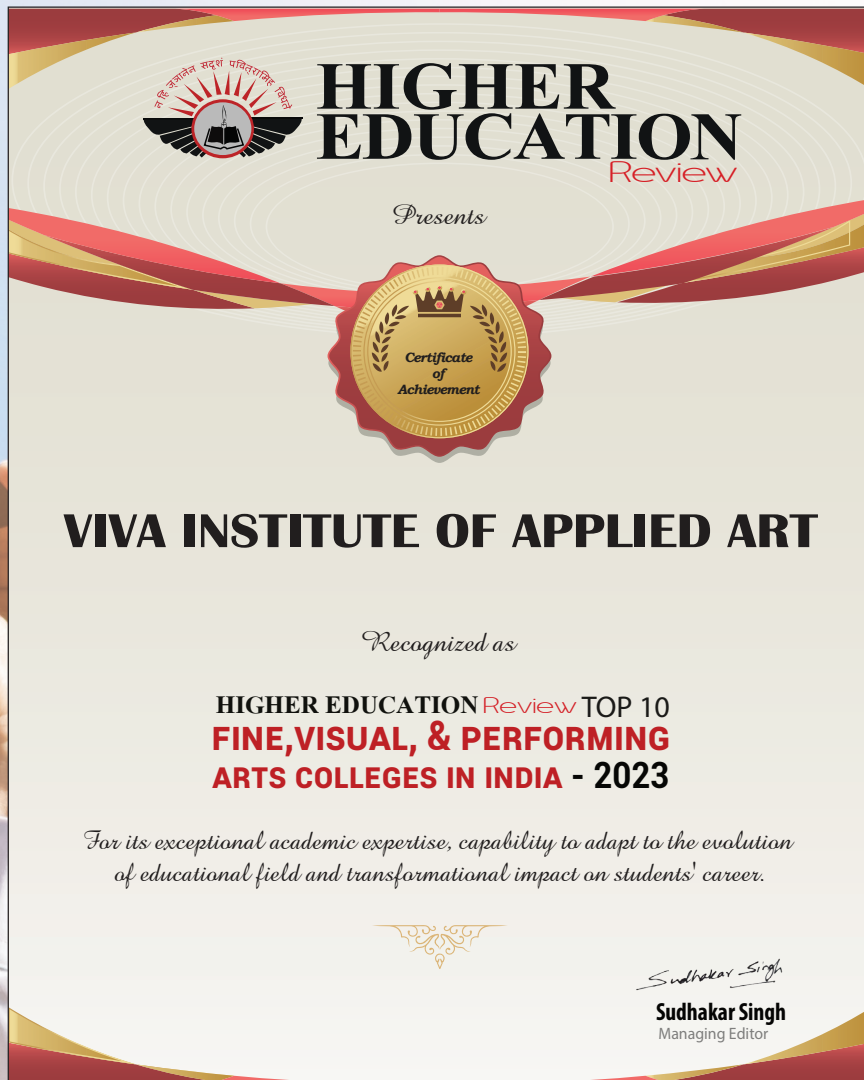
*Sudhakar Singh*

**Sudhakar Singh**  
Managing Editor

FINE, VISUAL, & PERFORMING ARTS COLLEGES - 2023

# HIGHER EDUCATION Review

THEHIGHEREDUCATIONREVIEW.COM



# VIVA INSTITUTE OF APPLIED ART:

## WHERE SKILL BUILDING AND LEARNING GO HAND IN HAND

**E**stablished in 2011, VIVA Institute of Applied Art has been well thought-out to produce proficient professionals, who can deliver to their maximum ability in the world of Communication Design/Art. Based on this thought, the seeds of this college were sown to nurture the creative aspects of student's growth. The courses at the institute have been structured with a sense of responsibility to create aspiring Fine Artists in the field of Applied & Painting. The institute offers a full-fledged Bachelor of Fine Art in Applied Art and Painting, a four year degree course affiliated to the University of Mumbai. Approved by AICTE & recognized by Directorate of Art, Government of Maharashtra, this college is set amidst creatively inspiring beautiful natural surroundings. VIVA Institute of Applied Art at Shirgaon, Virar (East) will not only cater to the needs of the syllabus, but also focuses on the overall creative and skill development of students with adequate support of state-of-the-art facilities to ensure qualitative education. This includes drawing studio, photography studio, computer lab, workshop area, fully equipped auditorium and more.

'Vishnu Waman Thakur Charitable Trust' was formed in the year 1988 under the president-ship of Hon. Shri Hitendra V. Thakur, MLA of Vasai, which has been further developed and serving the society by spreading education for more than 3 decades.

Led by Ms. Aparna Pankaj Thakur, Secretary of VIVA Trust, under her able leadership, guidance and support VIVA Institute of Applied Art is roaring high and has made sure that the dignity of the Institute will always be upheld by the students. "Today, the role of educational institutions is not only to pursue academic excellence but also to inspire and



Dr. Sangita Patil,  
Principal

empower its students to be enduring learners, critical thinkers, and productive participants of ever-changing global communities. The Vishnu Waman Charitable Trust supports all the young learning community as proud and worthy citizens, who will make India an illustrious country", speaks Dr. Sangita Patil, Principal, VIVA Institute of Applied Art.

### Imparting Learning with Holistic Approach

VIVA Institute of Applied Art (VIAA) is India's reputed Art and Design Institution offering Mumbai University Degree courses - Bachelor of Fine Art (Applied) and Bachelor of Fine Art (Painting) - that are sought after. The institute thrives on two focus

points, first, to develop Art and Design skills that allow students to go out into the world as skilled professionals who bring an edge to the work projects they are entrusted with, secondly, to ensure that creative enterprises and Art studios have an Institution they can always go for reliable art-talent. It is worth noting that besides core skills, as an essential part of making students profession-ready, the institution shapes them to think and work across media and produce 360° Art/ Design solutions - an ability that is in precious demand today in most creative enterprises and brand-design companies. "Our unique environment and ethos at VIVA Institute of Applied Art is designed to chisel out ready-professionals from students by the end of a course, that make some of the best creative employers come to campus for internships and placements in their respective companies across reputed advertising agencies, animation firms and gaming companies and even digital giants", shares Dr. Sangita Patil.

VIVA Institute of Applied Art aims to spread education in all branches without any discrimination. The VIVA Trust wishes to empower students with the tool of knowledge as well as skills to face the world with courage and confidence. The institute is backed by teaching staff that includes experienced veterans, young academicians and reputed practicing professionals as visiting faculty, benefitting in the student's growth to the fullest. To upgrade the knowledge of faculty, Institute conducts the Faculty Development Programs every year as it also provides a different Outlook to Faculty focus for ongoing, self-directed learning opportunities.

### Preparing Students for Industry and Opportunities

Today, Degree from University is still important however it's not enough anymore. For students, it is important to get the right kind of exposure to industry and subsequent placement in various disciplines. Industry is also benefited by possibility of receiving well-trained workforce. Hence, institute is in collaboration with advertising agencies & studios to develop the curriculum that meets industry needs. This collaboration involves internships, research & work-integrated assignments. "Our focus is to equip students with multidisciplinary, human skills. The course work may reflect by allowing the student from second year and third year class, to go in and out, back and

forth into industry with employers to come back to their Institutions to reskill and get the credentialing required", says Dr. Sangita Patil.



VIVA Institute of Applied Art aims to spread education in all branches without any discrimination. The institute understands the importance of better interaction between Institutions and Industry. For students it is important because they get exposure of industry and subsequent placement in various disciplines. Since industries look for good students who are well aware of professional standards and capable of achieving them too, hence, there is an urgent need of interaction with industry and academics where academic Institutes can prepare students for jobs in Advertising agencies, Design houses, IT, Animation studios, Film Industry and more. For this to become reality, bridging the gap between industry and the academic institute, VIVA Applied Art has planned an Industry-Institute Interaction Cell, an initiative to the further growth and development of interaction between the Institute and Industry.

In the years to come, Under BFA, Bachelor of Fine Art program, Institute aims to expand by taking up remaining courses such as Sculpture, Metal works, Ceramic, Textile Design and more. The institute plans to bring Personalized learning, Project based learning, blended learning, bringing digital innovations to learning methods and more. The institute also plans to introduce giants from the professional Art and Designing field to students as mentors with a vision to provide their industrial experience directly to students through specific assignments conducted by experts themselves, and thus preparing them for future.