

RESUME

Passionate to experiment with innovative ideas and unique executions.

Committed to turn briefs into an effective advertisement.

Dedicated to finish projects within the tightest of deadlines .

Always believe in **teamwork**. Enjoying this nature of work for last **16 years**...



Gautam Dutta

More than eleven years' experience in Design Education, presented papers in context to design in National and International seminars, develop curriculum, conduct workshops on photography, computer graphics etc. Currently associated with Department of Visual Arts Assam University, Silchar. More than fifteen years of experience in Advertising and Publication Design work for several brands like Adobe, Hindware, Safeexpress, Bajaj Capital, AHA etc. Individually handled design projects for **Assam State Games 2016, Indian Beach Cricket League 2010, Indian Sign and Digital Expo 2011**, Social campaign for DCCWS, Website Design, Logo, Brochures, Illustration for books and many more...

EXPERIENCE

ASSISTANT PROFESSOR

Department of Visual Arts, Assam University, Silchar

January 15 - Till Date

ASSISTANT PROFESSOR- II

AMITY SCHOOL OF FINE ARTS AMITY UNIVERSITY NOIDA

Major Responsibility

- Programme Leader BFA, MFA (Applied Art and Painting)
- Placement Coordinator
- Faculty coordinator for Quality Assurance and Enhancement
- Faculty Coordinator Photography Club

February 12 - January 15

LECTURER

APEEJAY INSTITUTE OF DESIGN NEW DELHI

In-charge **BFA** Applied Art & Graphics Department

Major Contribution

- Organized guest lecture, field Visit, group discussion
- Organized student workshop on different topic like illustration, typography & calligraphy, web designing, film making etc.
- Organized photography workshop, student competitions as in charge of Photography Dept.
- Responsible to design the institutes's Prospectus, Magazine Covers, Press ads and other promotional materials

August 05 - January 12

ART DIRECTOR

MADISON COMMUNICATION PVT. LTD. NEW DELHI

Clients: Hindware Daksh Adobe Bajaj Capital Safexpress

March 04 - July 05

VISUALIZER

VISHAKA COMMUNICATION PVT. LTD. NEW DELHI

Clients: Luminious Okaya Sumaria Group of Tanjania

November 02 - March 04

DESIGNER & ILLUSTRATOR

ORIENT GRAPHICS NEW DELHI For: CBT WBT

October 02 - November 02



INVITED TALK / CONDUCT WORKSHOP :

INVITED TALK: “Mascot: A Significant Factor in Visual Communication”

One week national level Faculty Development Program (theme: “Animation”) under AICTE Training and Learning (ATAL 2020) conducted by Amity University, Noida

INVITED TALK: “Visual Perception in Advertising” on national level webinar on Art & Perception conducted by Amity University, Noida

WORKSHOP COORDINATOR : Webinar on **"Visual Communication: functionality & perception in contemporary context "** and a virtual workshop on **" User Experience Design "**

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WORKSHOP COORDINATOR : “Dyeing and Knitting” for the young designers and artisans in collaboration with District Industries & Commerce Center, Cachar

WORKSHOP COORDINATOR : “ Silk Screen Printing & Design” or the young designers and artisans in collaboration with District Industries & Commerce Center, Cachar

Invited speaker: Career Counseling Session **'Meeting of Minds-2018'** conducted by The Art of Living, Silchar and the Rotary Club of Silchar.

SEMINAR SHORT TERM COURSE & WORKSHOP

Paper Present

“Typography as a Visual Element: A Study of Visual Identity & Shop branding of Barak Valley”

International Conference on “Visual Narrative of North East India: Issues of identity and ethnicity in a multi-cultural space” organized by the Department of Visual Arts, Assam University Silchar, under UGC SAP (DRS II) 2015-2020.

Paper Present

“Role of Image, Sign and Symbol in Visual Communication: A Study of Signage Design”

International Seminar on “Art As Praxis Of Connectivity and Integration In Indian Subcontinent” organized by 'Rupakar' (Barak Bhaskar Sanstha) and Art Echo, ISSN Art Journal Silchar

Paper Present “Challenges of branding Indian Craft in Global Market”

International Seminar on Importance of Art and Its Interrelationship With Other Subject (Organized by Faculty of Visual Art Kumaun University, Nainital)

Paper Present

5th International seminar on Employment Generation in Developing Countries (Swami Shukdevanand College and Institute of applied manpower research Govt. of India **UGC SPONSORED**)

Paper Published: “Visual Perception In Visual Communication: A Study On Awareness Advertisement Through Print Media During Covid-19 Pandemic Situation in India” published in PARIPEX - INDIAN JOURNAL OF RESEARCH | Volume - 10 | Issue - 12 | December - 2021 | PRINT ISSN No. 2250 - 1991 | DOI : 10.36106/paripex



PARTICIPATION & AWARD

Participated in Photography Workshop and **Awarded Best Creative Photographer**
Organized by Fuji Film

Participated in **National Workshop on Visual Display Design: Scientific Way of Representation - 2016.**
conducted under the Technical Education Quality Improvement Programme sponsored by Ministry of
Human Resource Development, Government of India & organised by Indian Institute of Technology, Guwahati,

Participated in **Shillong International Photo Festival Workshop on "Visual Story Telling" - 2015.**
organized by St. Anthony's College Department of Mass Media in collaboration with Information and
Public Relations Department, Govt. of Meghalaya

Participated in **Shillong International Photo Festival Workshop on "Performance Photography" 2015**
organized by St. Anthony's College Department of Mass Media in collaboration with Information
& Public Relations Department, Govt. of Meghalaya,

Participated in **Shillong International Photo Festival Workshop on "Photo Journalism:
Authenticity and Sensitivity" 2015**
organized by St. Anthony's College Department of Mass Media in collaboration with Information &
Public Relations Department, Govt. of Meghalaya, November, 2015.

Participated in **Shillong International Photo Festival "Photo Walk Session" 2015**
organized by St. Anthony's College Department of Mass Media in collaboration with
Information and Public Relations Department, Govt. of Meghalaya, November, 2015.

Participated in **Workshop on Communication Design 2012**
Conducted by IIT Bombay

Participated in **Annual Exhibition 2009** at Lalit Kala Delhi
Organized by Apeejay Institute of Design

Participated in **3rd National Abilympics** as Judge
Organized by National Abilympic Association of India

Participated in Photography Workshop and **Awarded Best Creative Photographer**
Organized by Fuji Film

Participated in **Eastern Regional Sculptures & Terracotta camp**
Organized by Rashtriya Lalit Kala Kendra, Kolkata & Dept.of Fine Arts Assam University

CREATIVE CONSULTANT (ART DIRECTOR) FOR

Project Coordinator **Artwork for beautification of interiors of passenger terminal building of Silchar Airport**

Creative Consultant **Beautification of Silchar City under CIDC**

Creative Consultant **Beautification of women's college boundary wall**

Creative Consultant **Assam State Games 2016**

Creative Consultant **Indian Beach Cricket League 2010**

Creative Consultant **Indian Sign and Digital Expo 2011**



CREATIVE CONSULTANT (ART DIRECTOR) FOR

2005 - Till date

Arpan Advertising & Marketing

Clients: Napoleon AC Singer Amway

2010 - Till date

M/s Rajbhra Medicare Pvt. Ltd

An ISO 9001:2008 Company Primarily Provide Diagnostic Healthcare Services through Mobile units to the various regions / states in India

2011 - Till date

Degree 360 Solution Pvt. Ltd

A strategic business unit having all round 360 Degree solution in the media, marketing & advertising.

Clients: Khadi & Village Industry Commission, Securities & Exchange Board of India, Central Water Commission, Delhi Commission of Protection for Child Rights

2007 - 2010

AHA (Air Hostess Academy Pvt. Ltd.)

LOGO DESIGN

Brand & Beyond Advertising Agency

Vedic Gram (A wellness Farm and Healing Spa)

Indian Sign and Digital Expo 2011

Indian Beach Cricket League 2010

Wave View Sports & Media Pvt. Ltd

Holy Child Auxilium School

Lok Kala Manch Delhi

Avicom (Total Solution For Aviation)

Rudra Heights (Apartments Rudrapur)

Sky- Breeze (Lifestyle Apartment)

Hindon Height (Lifestyle Apartment, Ghaziabad)

Shreya Developwell (Builders)

Perfect Radiators & Oil Coolers Pvt. Ltd.

Vivakacharya School of Wisdom

Sampark-IBM Daksh

many more...

ADVERTISING CAMPAIGN FOR PUBLIC INTEREST

Drink Responsibly

Poster Campaign

For Consumers' Cooperative Wholesale Store Ltd. (Dccws)

Presentation Design

For Operationalization of "Mobile Medical Clinic (mmc)" In Kerala

Save Water Newspaper Advertising Campaign for Central Water Commission

Adult Education Poster Design for

National Literacy Mission Authority [Faculty Guide]

Blood Donation Poster

for Rotary Club Delhi [Faculty Guide] and many more...



DESIGN FOR EVENTS

The first **Indian Beach Cricket League (IBCL)** 2010. Beach Cricket is a game of cricket played on the beach with set of rules which are different from the regular cricket and therefore it makes the game of cricket more exciting.

Design items Logo
Promotional Items
Newspaper ads
Jersey

ISD 2011

India Sign+Digital Expo 2011 is one of the most innovative shows in India for the signage and digital industries. The expo showcased the latest developments taking place in the Indian printing and signage industries. May 13-15, 2011, Pragati Maidan, New Delh

Design items Logo
Poster, Brochure
Newspaper ads
Direct mailer

NEWS PAPER AND MAGAZINE ADVERTISEMENT CAMPAIGN

Adobe Recruitment Ads

800sqcm newspaper ads [Madison Communication Pvt. Ltd.]

Hindware Product Ads

800sqcm newspaper ads [Madison Communication Pvt. Ltd.]

IBM Daksh Recruitment Ads

800sqcm newspaper Ads [Madison Communication Pvt. Ltd.]

Bajaj Capital

400Sqcm newspaper Ads [Madison Communication Pvt. Ltd.]

Safexpress

magazine Ads [Madison Communication]

Air Hostess Academy

1600sqcm newspaper Ads

Shreya Developwell

Magazine ads

Makeover The Finishing School

800sqcm newspaper Ads

Napoleon Air Conditioners

800sqcm newspaper Ads

Genesis

400sqcm newspaper Ads

Omega Simply Futuristic

400sqcm newspaper Ads and many more...

Stall Design

Nepoleon Stall Pragati Maidan

Manish Vinyls, Ltd Pragati Maidan and many more



CHAPTER & INTERVIEW PUBLISHED

Role of Design Education to Generate Employment/ Business Published in Rural Sector
Published in Employment Generation in Developing Countries: Challenges & Opportunities
Publisher: Mumukshu Publication of Humanities ISBN 978-819-10666-3-0

Interview on Book Design published in the magazine **"All About Book Publishing"**
Vol-5 Issue:2 (Apr/ May 2014) RNI: DELEND /2010/34106

CONDUCT WORKSHOP

Participated in **Poster Design Workshop** as **subject expert**
organized by **Directorate of Adult Education Govt. of India**

Outdoor Photography workshop for Apeejay Institute of Design

Illustration & Book Designing workshop for Gurudeva Media and Animation College. New Delhi

Signage and Application Design workshop for Gurudeva Media and Animation College. New Delhi

WEBSITE BROCHURE & DIRECT-MAILERS

<http://www.vedicgram.org>

<http://www.rajbhra.com>

Brochure & Direct-mailers

Makeover (Grooming School) brochure

Aviacom (Total Solution For Aviation)

Amway brochure

Park Royal Inter Continental (3D Direct mailer)

North Square Brochure

Dynapac Brochure and many more

PACKAGING

Bi2 Luminous. [Vishaka Communication]

AHA Toothpaste (SDL Limited, Sumaria Group Tanzania) [Vishaka Communication]

Ole Chocomax Ice-cream (Sumaria Group Tanzania) [Vishaka Communication]

Ole Konz Chocolate Ice-cream (Sumaria Group Tanzania) [Vishaka Communication]

Singer Oil [Arpan advertising and Marketing]

and many more...

