



kruti art  
academy

DR. KRUTI RAGHANI MEHTA



WWW.KRUTIARTACADEMY.COM

## OUR STORY

*“The principal art of the teacher is to awaken the joy in creation and knowledge”*

“The art of teaching fuels my passion and defines the purpose of my life. As an Artist it is in my nature to conceptualize, design and deliver an excellent story with every piece of Art. I had my own share of limitations and challenges; a constant sense of not doing enough. I then challenged myself to dream big and create a legacy. That’s when I decided to lay the foundation of an Academy where I can invite the next generation of creative souls, train them and inspire them to manifest their life as an Artist.” – Kruti Raghani Mehta

Since 2015, Kruti Art Academy has trained thousands of students to discover their potential, experiment with ideas and hone their creative skills. Mastering the techniques and practising until they showcase precision. This is the key to become a connoisseur of Art. Our courses empower you to break-free from your limitations, attempt the unimaginable and evolve into an extraordinary artist.

Art does not discriminate amongst its students. We offer specialized art courses for kids as well as adults who learn and grow amidst a like-minded group. We welcome anyone who is creatively inclined to pursue Art as a hobby or a career and embark on a journey of self-discovery and creative expression.

## DR. KRUTI RAGHANI MEHTA

### Contemporary Artist Fine Arts

*“ Making money is art and working is art and good business is the best art”*

Kruti was born to be an Artist. She realized this very early in her life and took a decision that no matter what field she choose to enter professionally, art will always be the base of it all. She has studied Fine Arts from Rachana Sansad, Mumbai and then went abroad to pursue a higher education degree from Whitecliffe College of Arts and Design, Auckland, New Zealand. Kruti Raghani Mehta have also received an honorary doctorate degree in Fine Arts from (National American University) in the Year 2020.

Coming from a generation where Art was perceived just as an extra-curricular activity, there was hardly any awareness about the varied scope that this field had to offer. Kruti decided to bring a shift in the mindset of people and dared to dream about creating a change in the perception of an entire generation.

Like a true thought leader, Kruti decided to enter the education industry and launch her very own Art Academy – Kruti Art Academy in Mumbai, India. Like many developed countries of the world, India is also opening doors with promising opportunities that this dynamic and creative industry has to offer.

With pure passion for her skill, Kruti chose to lead and inspire the next generation of millennials to pursue Art as a serious career choice. She prefers to call herself an Artist first and then an Entrepreneur. She has been honoured by various awards and accolades over the last few years - India's Leading Woman in Design, 2015, Young Indian Creative Artist 2016, Leading Woman in Education, 2017, Outstanding Portrait and Figure Drawing Young Artist in India, 2018 and American Leadership board - fellowship 2019.



## DR. KRUTI RAGHANI MEHTA

### Contemporary Artist Fine Arts

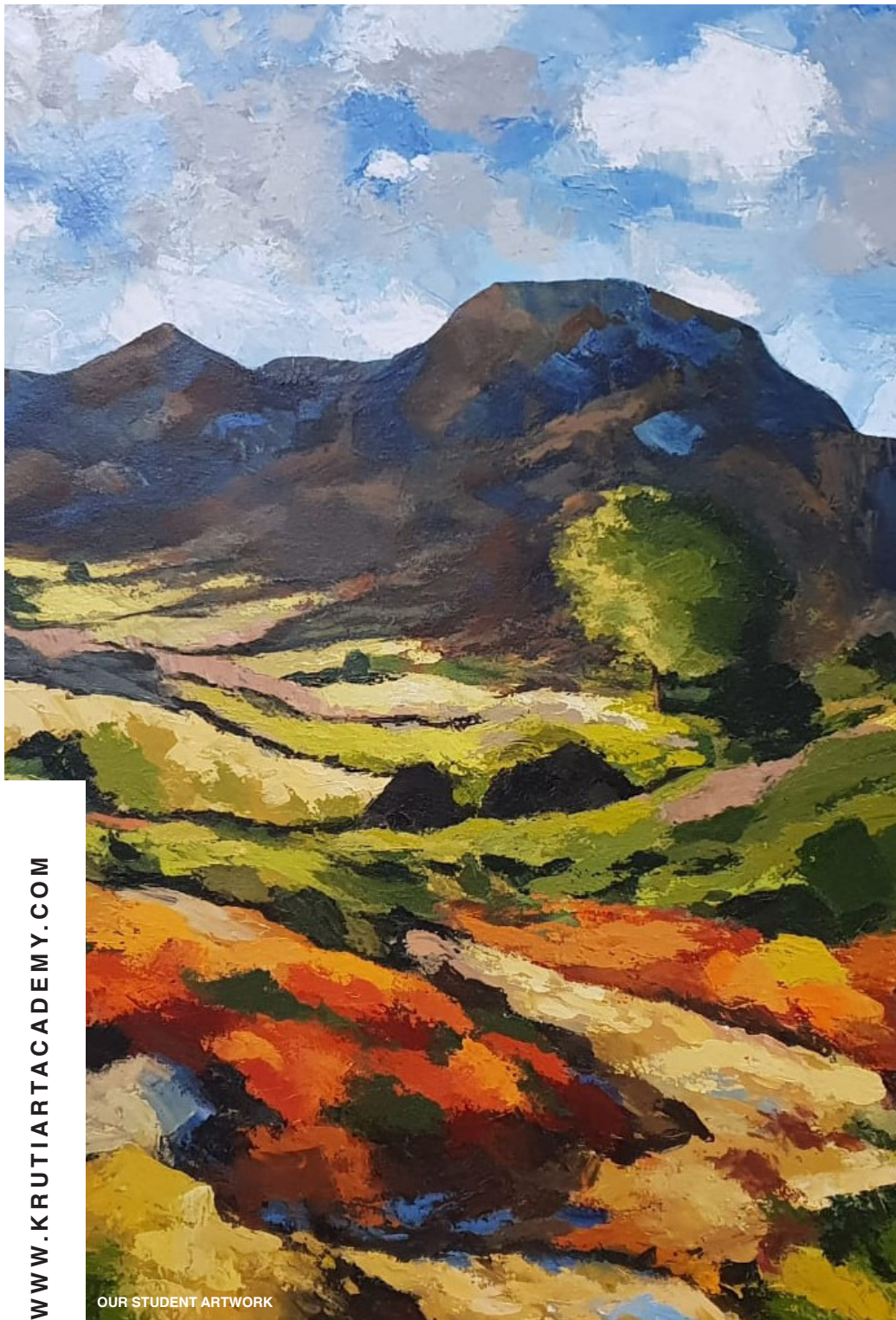
*“ Making money is art and working is art and good business is the best art”*

Kruti has a vision to empower the youth to embrace Art in their day to day lives. Whether as a hobby or a career, doesn't matter, what matters is that one must be in touch with their creative side. Today, Art has become a centre-stage for so many professions like Advertising, Digital Branding, Architecture, Fashion, Jewellery, Interiors, Retail etc. She truly believes that if any individual has a basic knowledge of Art, they can do wonders in any career they opt for.

“All of us are Artists in our own ways, we all are good at one craft or the other...the only thing we must truly cherish is our IMAGINATION, because that will only lead the way to a world full of possibilities, opportunities and dreams that come true when you chase your goals with pure perseverance.”







## DRAWING & SKETCHING

*“Drawing is not what one sees but what one can make other see”*

*- Edgar Degas*

An understanding of line, symmetry, lighting, shading, texture, tone is the foundation to begin drawing, sketching or painting. The art of composition involves conceptualization and visualization skills in addition to the actual drawing skills. At Kruti Art Academy, we offer our students a basic drawing and sketching course modules for students of all levels - beginner, intermediate, or advanced.

The Drawing and Sketching course is crafted for those looking to learn the very basics of drawing techniques as also artists with drawing experience looking forward to getting some more practice. By enrolling yourself in this course you can be assured to strengthen the skills that are a pre-requisite for any good artist.

### Course Highlights:

- Basic knowledge and practice with the materials and tools involved in drawing and sketching
- A detailed study of form as portrayed through light and shade
- An understanding of how to give volume and texture to your drawings
- The art of conceiving a sketch with a monochromatic approach depicting the form
- Designing with precision and focussing on proportionate spatial relationships amongst the elements in your design/sketch



## PORTRAIT COURSE

*"Every portrait that is painted with feeling is a portrait of the artist, not of the sitter"*

*- Oscar Wilde*

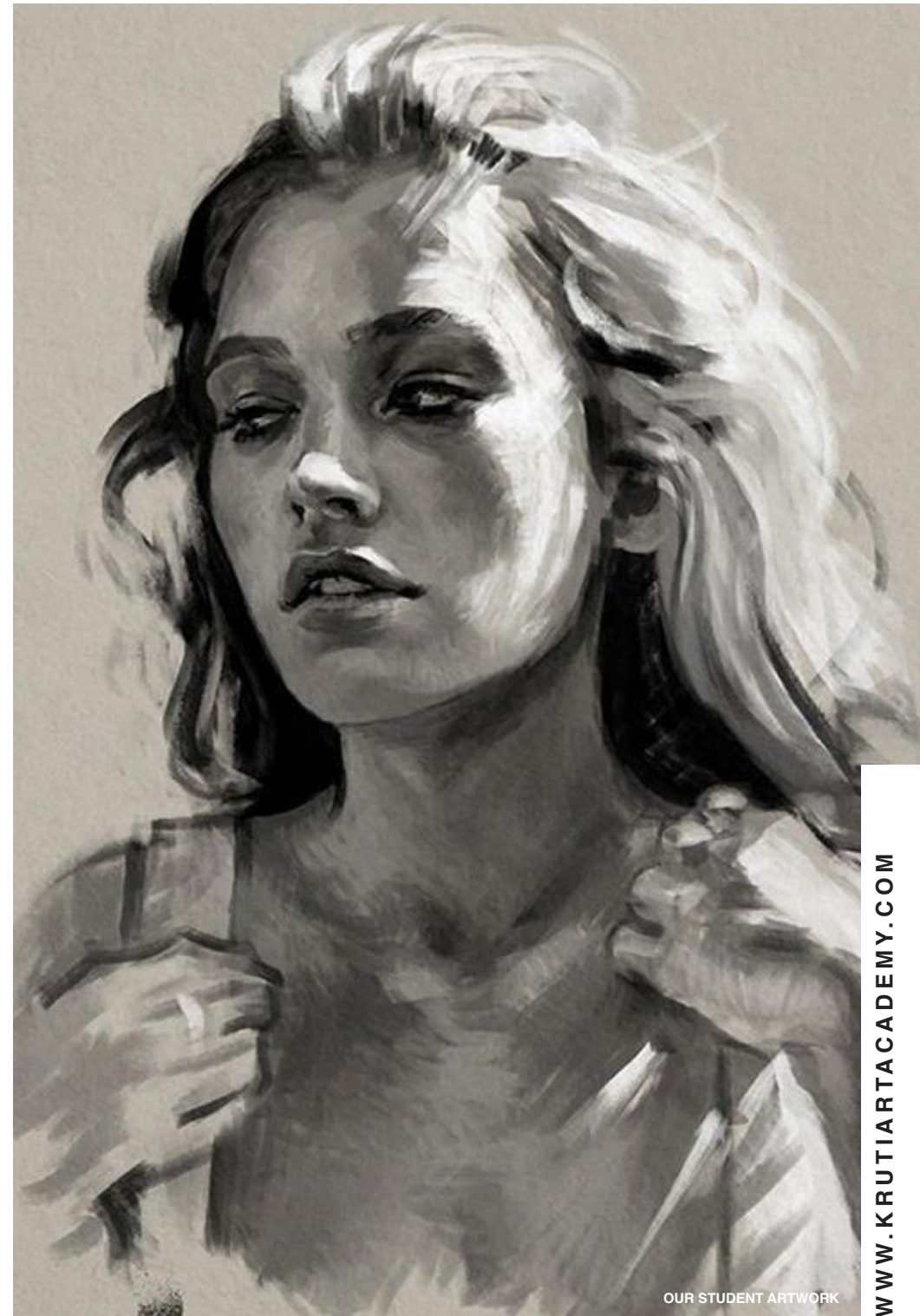
Observing human figures including their facial features, body form, skin texture and colours becomes a very crucial part of portraiture. For experimenting with this art form, you must have an eye for detail when it comes to capturing still life as well as noticing and understanding the concept of movements, gestures, expressions, positions which have a significant impact on your art work.

At Kruti Art Academy, we train the students to explore their skills in portrait painting by using a variety of tools such as charcoal, pastels, oil paint, watercolours, acrylics or a combination of more than one tool.

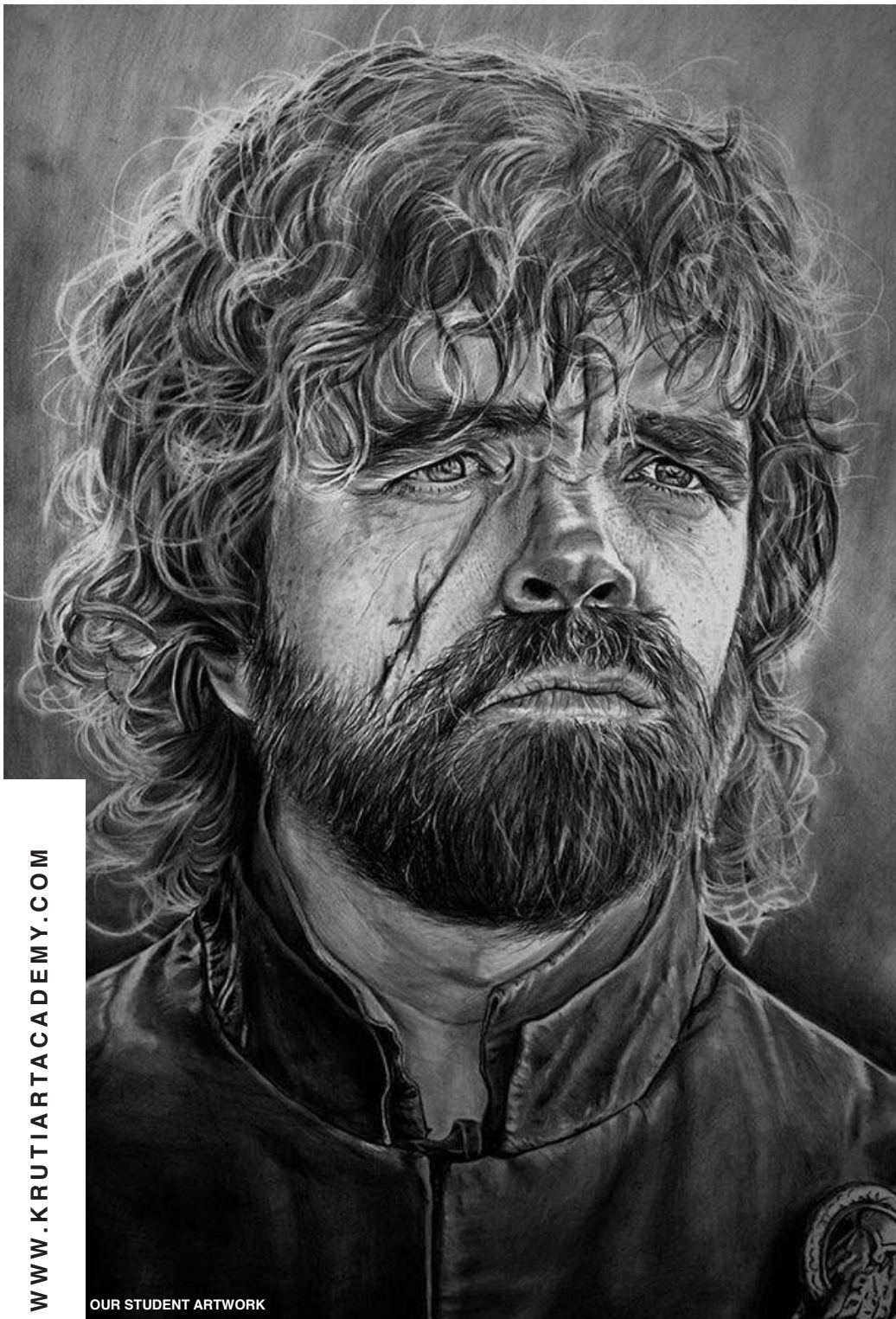
Portrait Painting is a course for anyone who wants to frame their subjects forever on a canvas either with or without colours. By enrolling for this course, you are set to learn the art of focussing on the minute details that cannot be ignored while painting a portrait. This course will help you to build an applause worthy portfolio and trigger your career as an Artist.

### Course Highlights:

- Portraiture painting helps students in discovering their own personal individual style of drawing / painting
- Mastering the art of observation and recreating the settings, background, subject with acute precision
- Exploring and appreciating the beauty of human figures and unleashing your inner creative genius while painting portraits



OUR STUDENT ARTWORK



## CHARCOAL ART

*“Art is a fight to finish between black charcoal and white paper”*  
– Gunter Grass

Charcoal is one of the oldest instruments used by mankind to indulge in art. Even today, the Charcoal art is popular because it has a very raw and rustic beauty associated with it. Every art piece that artists conceive by using this technique looks like a timeless piece of art.

At Kruti Art Academy, we offer our students an opportunity to time-travel by training them to master this ancient artform of charcoal drawing and sketching. This course module teaches you to see the subject you are about to draw in a different light altogether.

Charcoal Art course is crafted for those who enjoy experimenting with different kinds of charcoal tools available in the industry to create a breathtakingly beautiful design. By enrolling yourself in this course, you will be learning the subtle art of looking at your subjects, lights, shadows, negative spaces of your subjects, texture created by varied tools etc. which will broaden your horizons and enhance your artistic and creative skills.

### COURSE HIGHLIGHTS:

- Basic knowledge about the usage of various type of charcoal sticks, pencils etc.
- Detailed comprehension of observing and drawing techniques using the right tools
- Learn to understand the tonal differences from a range of Black And Brown Charcoal Midum for giving diiferent Tpyes of art piece.



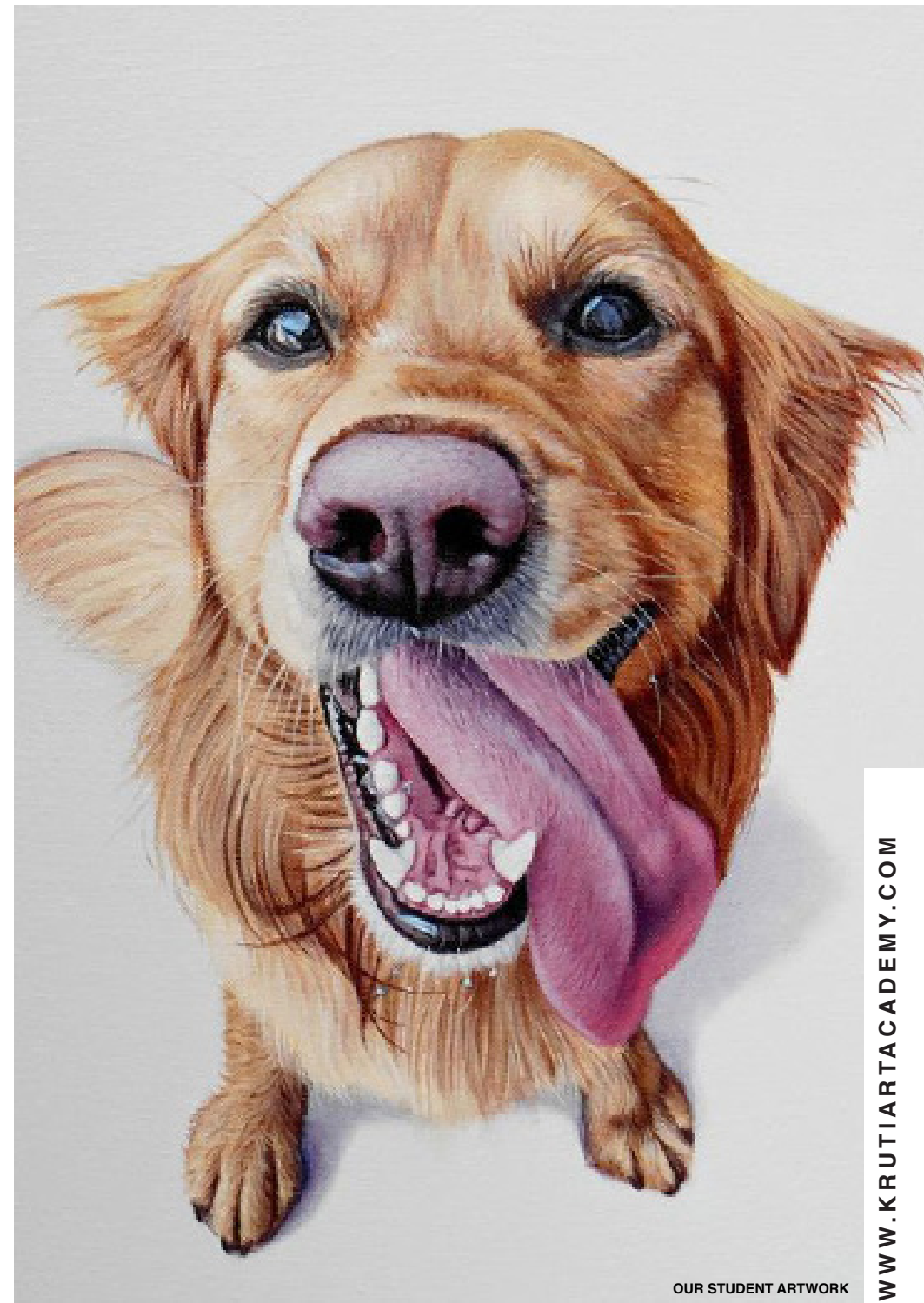
## COLOUR PENCIL

*"One must always draw, draw with the eyes, when one cannot draw with a pencil."*  
-Balthus

"The Colored Pencil Course" is a comprehensive learning experience designed to guide absolute beginners and intermediate artists to a level of producing professional quality colored pencil drawings through concise and "easy to digest" assignments.

### What You'll Learn:

- The basic materials, tools, and surfaces for drawing with colored pencils.
- How to apply colored pencils using a variety of techniques and approaches.
- How to mix natural "blacks" and layer colors to create a "painted" look.
- How to create an underpainting of values which is layered over with additional colors.
- How to use color theory in your colored pencil drawings.
- How to create strong compositions in your drawings.
- How to create the illusion of reflection and transparency in your colored pencil drawings.
- How to transfer images and drawings.
- How to create the illusion of texture with colored pencils.
- How to draw landscapes with colored pencils.
- How to portraits with an in-depth look at each facial feature.
- How to combine watercolor with colored pencils.
- How to use watercolor pencils.
- How to frame and mat your art.



OUR STUDENT ARTWORK



OUR STUDENT ARTWORK

## WATER COLOUR PAINTING

*"Watercolour condenses time and consolidates  
experience"*

*-Frank Marcello*

Controlling the fluidity of watercolours is very tricky. If you master it, you'll end up painting a masterpiece. When it comes to using watercolours while painting, you are infusing a life of its own kind in your artwork.

At Kruti Art Academy we help the students to adopt this technique and conceive a beautiful masterpiece full of colour and life. Watercolour Painting course teaches you paint the canvas with your perspective and explore the magical effects that use of watercolours has to offer.

Watercolour Painting course is going to be of interest to those who wish to immerse themselves in the art of painting. By enrolling yourself for this course, you can look forward to learning the skills of using watercolours in their best possible manner for imbibing any art work with a colourful life.

### Course Highlights:

- Learning about the theory of colours and its relative usage
- Basic knowledge of tools, materials, observational skills, texture, depth, space while creating a watercolour painting
- A detailed study of transparency, layers, washes, lines, solid fills, visual effects



## OIL & ACRYLIC PAINTING ON CANVAS

*"I dream my paintings, and then they paint my dream"*

*-Vincent Van Gogh*

Sometimes, using one medium to express yourself is simply not enough. You combine more than one medium to manifest your thoughts into an art work. Oil and Acrylics painting on Canvas gives you the freedom to use both the media as you paint your dreams on a blank canvas.

At Kruti Art Academy we let the students explore the unimaginable possibilities that mixed media has to offer. The portrayal of light, colour, form while using more than one medium gives the artist freedom to experiment and makes the artwork look more versatile.

Oil and Acrylics painting course is suitable for students who wish to learn the basics or polish their skills. By enrolling for this course, you can look forward to learning the nuances involved in layering, painting, experimenting continuously until your art work showcases an aesthetic promise.

### Course Highlights:

- Detailed study about the steps involved, materials used, techniques deployed during Oil and Acrylics Painting
- Comprehending the colour play, light effects and texture
- Exploring portraiture, still life, landscape or any other subject of interest using Oil and Acrylic Painting on Canvas



OUR STUDENT ARTWORK



## ART PORTFOLIO – CET ENTRANCE EXAMINATION TRAINING

*“Every artist was first an amateur”*

*- Ralph Waldo Emerson*

Applications to universities and art colleges requires support of a strong portfolio to showcase the skills and talents of the students. Students who are already pursuing Arts, studying Fine Arts, can also get assistance with their independent projects / college projects.

At Kruti Art Academy, our primary goal is to ensure that we enhance the skills of aspiring artists by teaching them the basis along with critical analysis of artwork produced during the course.

Art Portfolio development course is specially suited for those who seek expert guidance while preparing their applications for art studies. A good portfolio separates your application and makes it stand out as an art work from a technically sound student who knows his skill set and portrays it with confidence.

Training helps students to master the basics of drawing and painting before appearing for their certification exams. Every module in the examination is unique and requires a special training and tutoring for the students to excel in each module.

This course lays the foundation for students who are inclined towards Art to get their very first glimpse of an Artists' life.

### **Course Highlights:**

- Fundamentals of Art
- Drawing -Memory / Imaginative
- Object Drawing (Manmade / Natural)
- Colour-Theory & Practical

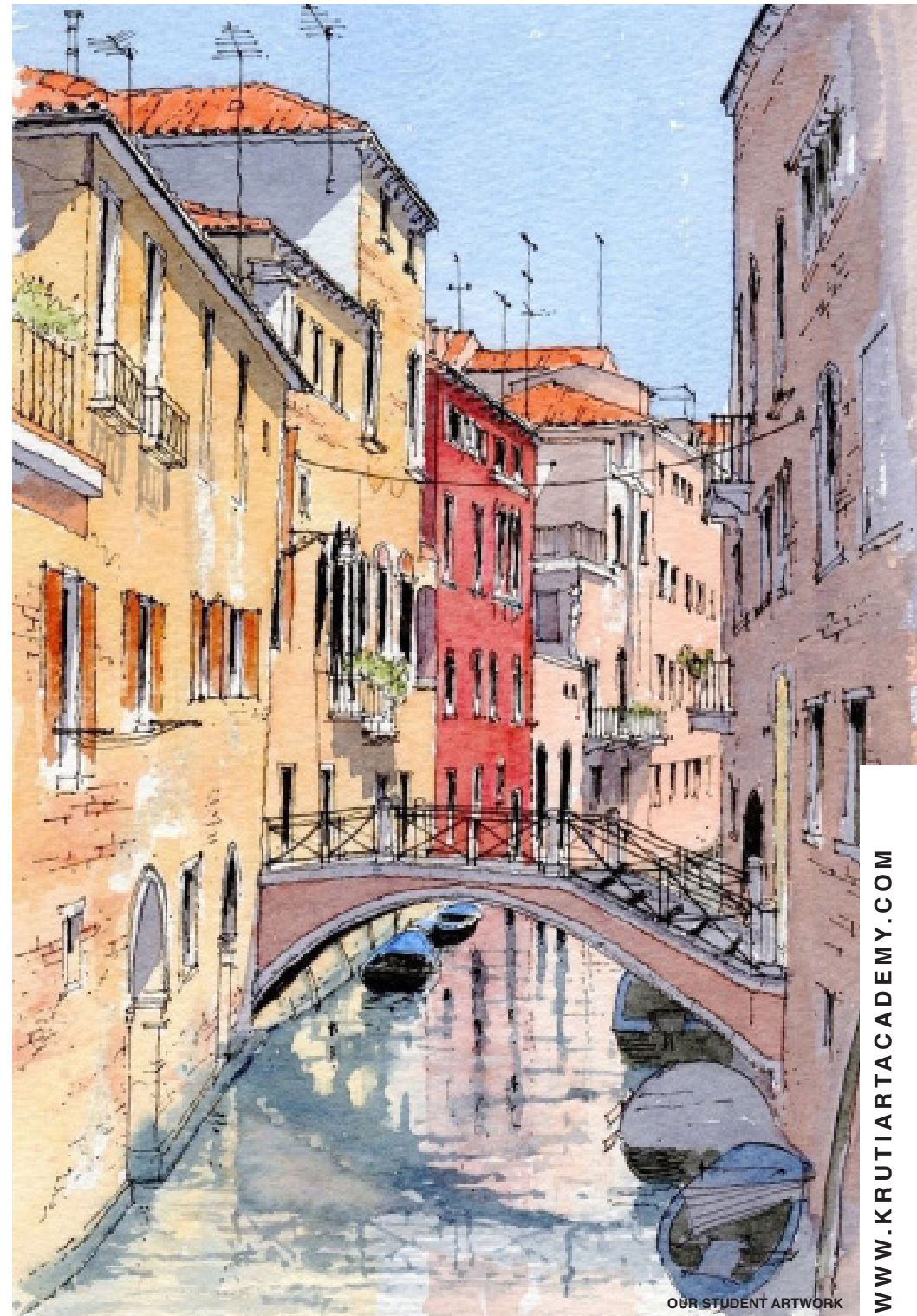
# TEACHER TRAINING EXAMINATION TRAINING- DRAWING AND PAINTING

*“Drawing is not what one sees but what one can make  
other see”  
- Edgar Degas*

Art Teacher to exert leadership in programme developments in Art for Primary and Secondary Student training to make them sufficiently grounded in practical subject and professed of the knowledge and skills necessary for teaching the subject in an integrated manner. To enable them to contrive and use variety of effective teaching and learning procedures. They should be complete and willing to experiment with approved and new methods of presenting art experience to children. To enable him to recognize individual needs of students and create teaching and learning situations based on individual needs. He should be skill full in recognizing and fostering creative talent in pupils.

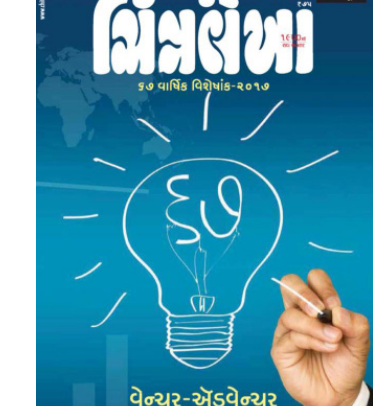
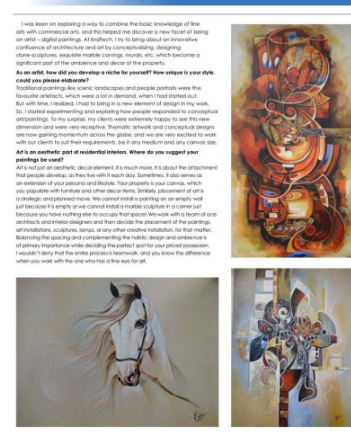
## Course Highlights:

- Fundamentals of Art
- Drawing -Memory / Imaginative
- Object Drawing (Manmade / Natural)
- Projection Drawing-Perspective
- Colour-Theory & Practical
- 2D Design
- Still Life
- Creative Design
- Free hand
- Geometry



OUR STUDENT ARTWORK







## TESTIMONIAL

Ishita Parekh– Interior Designer

I was introduced to Kruti art academy class by my Brother ,Art I was always good at during my school days and I seriously wondered whether I would be completely out of my depth. And guess what - sometimes I am, but it doesn't matter! Even when I walk round and see that everybody else has produced something much better than me, I really don't mind. It's not about who's the best or the worst, just enjoying a couple of hours chilling out, drawing and painting, Faculty gives you as much or as little tuition as you want and even though I'm still pretty poor at times, I have definitely improved alot, I would recommend the class to anyone who wants a relaxed, friendly atmosphere in which to improve their art skills with a like-minded group of people.



Fiona Gosalia - Pre school Educator

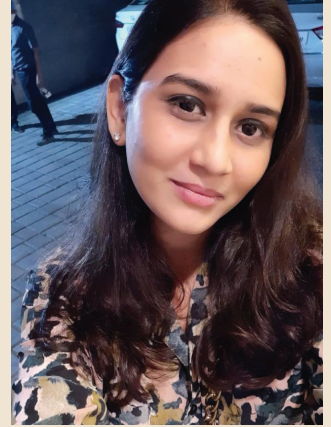


I saw the ad of Kruti art academy on Facebook. I was actually looking out for a professional art class to polish my drawing. Out of sheer inquisitiveness I called up and spoke to Kruti. She explained her courses and what delighted me was the timing, duration and guided portfolio making So, I came to visit, even though it was far for me. I met Kruti. She seemed humble and she showed the academy and step wise process of sketching. I joined the advance sketching course in April 2019. I am able to confidently sketch and understand how to use the materials and finish my art work. I would recommend Kruti art academy for beginners and professionals also the courses are certified. That is one more reason I joined.

## TESTIMONIAL

Name :Ati Jain - Art Exhibitor

Kruti Art Academy is a not only a class for students but a place where you can learn and actually use your mind and creativity to realism. Its been 3 years in this Academy in Fine arts Course and It has personally helped me nurture and grow more on my weakness in sketching and make my strength more stronger than ever. It has made me more focus in this industry and I am so independent and focused that I can take any order and fulfill the client wishes by my learning process . Kruti Ma'am is not only my teacher but a true mentor who will always help you grow your chart. Thank you soo much Kruti Ma'am and Kruti Art Academy for this opportunity.



Name : Dolly Sutaria - Art Tutor



I Dolly Sutaria even though been in this industry past 12 years but being associated with Kruti Art Academy past two years was a complete different experience. Even before I have completed my course, I have started earning and getting commission work. Not only is Mrs. Kruti Raghani Mehta helpful for art course but also has given guidance for conducting exhibition from scratch and as well she guides for marketing our artwork. She has devoted her time for helping us develop brand name to getting clientele

## TESTIMONIAL

Name : Tejal Galia - Chief marketing officer

Art was an hobby which got lost in the corporate world. This beautiful hour again started when I connect with Kruti at Kruti art academy. Starting from basic training in art to moulding us into finer nuances of art was done under able guidance of Ms Kruti. Giving me confidence of holding exhibition within one year of training at academy. Apart from this I am on my road to financial independence through commercial aspects of art some of which would not have been possible without push in right path. I, Tejal Galia am thankful of being connected to Kruti and her academy in my journey is in progress with her.



Vishruti Doshi- Freelancer Artist

"I went into the Experimental Drawing class a bit apprehensive, having not been actively drawing and sketching for many, many years. This class assignments selected expanded our creative thinking and fostered our creative expression, which was his intent. I did not realize that I had so little artistic confidence. I came to see that this mindset had overshadowed so much of what I'd done - or rather, NOT done - throughout my life. I came to kruti art academy before one class to show him a business idea I'd been working on that involved my drawing skills. I was actually afraid to show it to her. Once he looked at it and gave me simple honest feedback - and some more encouragement - I felt like a, invigorated. I'm no longer embarrassed to show my work or enhance my artistic technique. We learned that all we do is a "work in process"; there is no perfect piece of art, and there are many ways and methods to express ourselves artistically.



## TESTIMONIAL

Rushikesh Wadkar – Art Visualiser

I became acquainted with Kruti Maam through Instagram; I think it is beautiful and inspiring. That's why I jumped at the chance to take a course in Anatomy Study course through Kruti Art Academy. The course was well-organized and designed to provide people with a variety of backgrounds the opportunity to discover and improve their use of this art, and also meant that each of us left the class with a fun souvenir and plenty of ideas about how to use art material in a wide variety of projects. I would definitely recommend Kruti Art Academy



Name : Mansi- Artist

I took Canvas painting course for 1 Year and I found it both inspiring and informative. In a short period of time the basic techniques of the old masters are presented to you and a new world of playing with colour and form can take place. You will never look at a painting the same way again! The atmosphere in the studio is relaxed and cosy. I found Eoin to be pedagogic and a very inspiring teacher. I can highly recommend the course to anyone interested in painting and the techniques behind it.





**DR. KRUTI RAGHANI MEHTA**



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