

ART CULTURE
CATALOGUE



Legend *Artists*



Rabindranath Tagore
(1861–1941)



Abanindranath Tagore
(1871–1951)



Nandalal Bose
(1882–1966)



Gaganendranath Tagore
(1867–1938)



Benode Behari Mukherjee
(1904–1980)



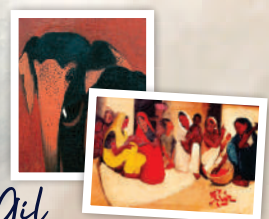
Jamini Roy
(1887–1972)



Raja Ravi Varma
(1848–1906)



Amrita Sher-Gil
(1913–1941)





ART CULTURE *About the Company*

NEP-2020 emphasizes holistic development and art education plays a crucial role. Activities like colouring, craft and origami foster creativity, problem-solving and critical thinking. They enhance motor skills, spatial reasoning and emotional expression. NEP encourages integrating art across disciplines, making learning engaging and meaningful. Books specifically designed for these activities can provide structured guidance, diverse themes and age-appropriate challenges. They cater to individual learning styles and can be used in classrooms or as home learning resources. Using such books aligns with NEP's vision, supporting well-rounded individuals equipped for the future. At Art Culture, we believe in the transformative power of art education. Founded with the spirit of NEP-2020, we publish unique books designed to ignite creativity and nurture young minds. We go beyond colouring pages, offering engaging activities like craft, origami and mixed media explorations. Our books aren't just instruction manuals; they're vibrant journeys that spark curiosity and encourage self-expression. Each title is carefully crafted by experienced educators and artists, ensuring age-appropriate challenges and diverse themes that resonate with today's children. By integrating art across disciplines, we make learning fun and meaningful, aligning perfectly with NEP's vision of holistic development. But we don't stop there. We offer teacher resources, workshops and online communities to empower educators and foster a vibrant learning environment. We believe that every child deserves access to quality art education and we strive to make our books affordable and accessible to all. At Art Culture, we believe that

"The artist has the Universe in his mind and hands."
-Da Vinci

Embracing the endless possibilities of art, we have included activities based on various painting techniques and methods. Visit our website at www.artculture.world or e-mail us at info@artculture.world for any query or information.

From the Desk of Publisher

Dear Students Educators, and Education Leaders

As the winds of change sweep through the Indian education landscape with the implementation of NEP 2020, NCF(FS)-2022 and NCF(SE)-2023, I stand before you, not just as the founder of a company publishing Art & Craft educational books, but as a passionate advocate for the transformative power of education. Today, I bring you a message of hope, collaboration and a shared commitment to nurturing young minds for a brighter future. NEP 2020 marks a paradigm shift, emphasizing holistic development, critical thinking and lifelong learning skills. At Art Culture, we are enthusiastically embracing this vision by recognizing the importance of artistic expression, we offer engaging art education resources that foster imagination, problem-solving skills, and emotional intelligence. We are committed to:

- **Collaborating with educators:** We actively seek your feedback and expertise to ensure our materials align with the NCF guidelines and cater to your specific needs.
- **Developing innovative resources:** Our team of passionate educators and subject-matter experts is constantly working on creating cutting-edge learning materials that are engaging, effective and aligned with the latest pedagogical practices.
- **Supporting the education community:** We believe in knowledge sharing and capacity building.

We offer workshops, training programs and other resources to empower educators and equip them with the tools they need to thrive in the new education landscape.

Together, let us embrace the spirit of NEP 2020, NCF(FS)-2022 and NCF(SE)-2023. Let us create a learning environment that is inclusive, engaging and empowers every child to reach their full potential. As Nelson Mandela said,

"Education is the most powerful weapon which you can use to change the world."

Let us wield this weapon together, we can shape a future where education is not just about acquiring knowledge, but about nurturing well-rounded individuals equipped to thrive in a rapidly changing world.

-Publisher



ART CULTURE

Series Overview

Books of **Art Culture** provide exciting and interesting opportunities for learning art and crafts. The activities in each series ensure children experience the taste, success and achievement besides having fun and feeling a sense of involvement.

Through a wide range of art-making media—drawing, printmaking, construction and modeling—children are able to express their creative endeavours. They are also guided in their knowledge and understanding of artistic works during art appreciation activities and are encouraged to apply this knowledge and understanding to their own original works.

At **Art Culture**, we believe that once the children gain confidence in expressing creativity through producing original works, they are able to transfer their skills, knowledge and experience to new learning and development opportunities at progressive stages in life.

Far more than the destination, the art journey through books of **Art Culture** develops self-confidence in taking risks and succeeding in life.

Key Features

- **Step-by-Step Method:** Our books offer detailed, step-by-step instructions that make learning new techniques easy and enjoyable for artists of all levels.
- **Inclusion of Basics:** Our books include basic drawing, colour theory, brush techniques and fundamental principles of design.
- **Vibrant Visuals:** Our books include fine-quality art works and illustrations that provide clear visual guidance and inspiration.
- **Innovative Techniques:** We collaborate with leading artists to bring you exclusive projects and methods that you won't find anywhere else.
- **Cultural Insights:** Our books incorporate fascinating background information, enriching your appreciation and knowledge of each art and craft.
- **Expert Contribution:** Our books feature expert advice and insights, providing a credible and inspiring learning experience.
- **Diverse Art Forms:** From traditional techniques to contemporary styles, our books cover a broad spectrum, appealing to a wide audience of art enthusiasts.
- **Skill Development:** Our books are designed to help you build and refine your abilities, fostering growth and confidence in your art and craft.
- **Aesthetic Excellence:** Our high-quality production ensures that each book is a pleasure to use, with premium paper, binding and a thoughtful layout that enhances the overall experience.
- **Interactive Learning:** We provide access to online resources such as video tutorials, downloadable worksheets and social media reach to enhance the hands-on learning experience.

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Dreams

paint your

Colour Your World, Craft Your Dreams

SALIENT FEATURES

- A well-graded series with suitable activities for different age groups.
- It provides skill-based learning to integrate life skills with the activities of art and craft.
- Drawing techniques such as tracing, stippling, scribbling, hatching and doodling in order to develop children's fine motor skills.
- Step-by-step techniques of drawing pictures and making crafts are given.
- Craft activities such as model making, jigsaw puzzle, origami, paper folding, paper tearing and pasting, clay modelling, paper quilling, making greeting cards and posters have been incorporated to enhance the children's artistic capability.
- Indian Folk Arts, such as Warli Art, Madhubani Art, Kalamkari, Doodle Art, making Puppets, have been incorporated to make the children familiar with them.
- Craft material such as cotton, sponge, matchsticks, ice-cream sticks, craft buttons, sequins, glitter, ribbon, thread, straw, googly eyes, craft pipe cleaner, thermocol balls, coloured paper, paper strips for quilling, etc. are provided with book in a kit.
- Coloured sheets and papers used in the activities are provided inside the book.

FOUNDATIONAL STAGE

Material Kit
provided



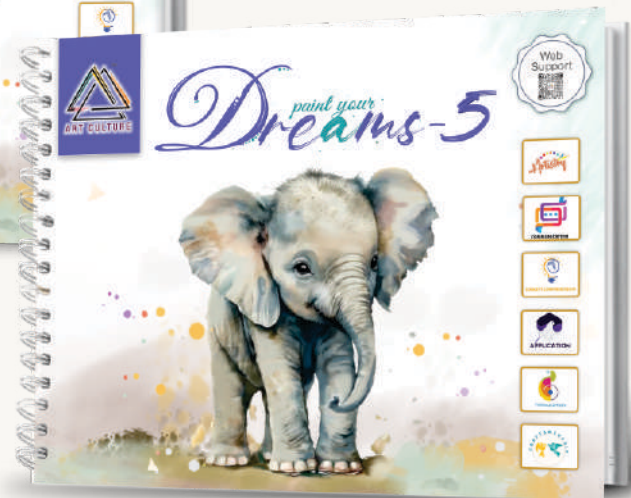
Activities



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Colour: 4
Material Kit: Included

PREPARATORY STAGE

Material Kit
provided



Activities



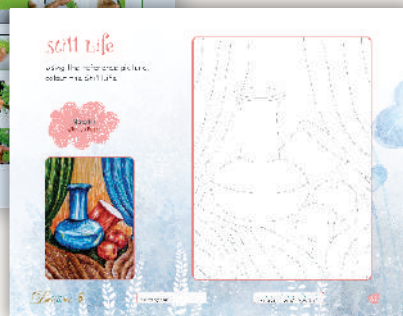
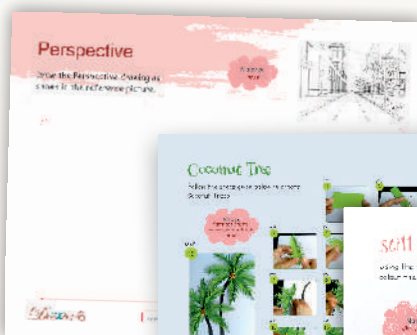
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Orientation: Landscape
No. of Pages: 40
Colour: 4
Material Kit: Included

MIDDLE STAGE

Material Kit
provided



Activities



Specification:
Size: 11" × 8.5"
Orientation: Landscape
No. of Pages: 40
Colour: 4
Material Kit: Included

CRAYONS

A Spectrum of Imagination

SALIENT FEATURES

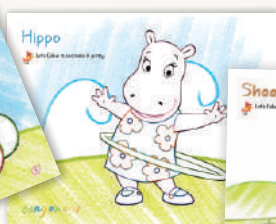
- * Provides colouring practice using different colouring tools including crayons, poster colours, colour pencils and sketch pens.
- * Includes simple crafts activities that stimulate their creativity, visualising power and cultivate artistic capabilities of artists.
- * Exposes the artist to diverse art and craft techniques like stippling, pencil shading, origami, quilling, and kirigami.
- * Activities are in consonance with the recommendations of the National and International boards of art education.
- * Grading stars are provided with each activity that helps with the evaluation process.
- * Each book is dedicated to one Indian Art form like Mandala, Kalighat, Madhubani, etc., and provides its knowledge and practice to the artist.



FOUNDATIONAL STAGE



Activities



Specification:

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Orientation: Landscape

No. of Pages: A-C - 40

1 & 2- 48

Colour: 4

PREPARATORY STAGE



Activities

Specification:

Size: 11" × 8.5"

Orientation: Landscape

No. of Pages: 48

Colour: 4



MIDDLE STAGE



Activities



Specification:
Size: 11" × 8.5"
Orientation: Landscape
No. of Pages: 48
Colour: 4



Sketchy

The Joy of Colouring

SALIENT FEATURES

- ✦ The 'Sketchy' art book series for grades 1-8 offers a structured approach to teaching drawing through step-by-step guidance and colour references.
- ✦ The drawing steps increase in complexity appropriate to each grade level, starting with simple shapes and progressing to more detailed illustrations.
- ✦ Each step is accompanied by clear, easy-to-follow instructions that guide students through the drawing process.
- ✦ Illustrations for each step are provided, making it easier for students to understand and replicate the drawing.
- ✦ The objects chosen for drawing are carefully selected to match the interests and cognitive levels of children in each grade.
- ✦ A wide range of objects, from animals and plants to everyday items and fantasy characters, ensures that there is something to engage every student.
- ✦ A comprehensive colour reference is provided at the end of each book.
- ✦ The drawing exercises help improve fine motor skills, hand-eye coordination and attention to detail.
- ✦ While providing structured guidance, the series also encourages students to add their own creative touches to their drawings.
- ✦ Ample space for drawing on the same page as the instructions is provided making it easy for students to follow along without needing extra materials.
- ✦ High-quality illustrations ensure clarity and serve as an inspirational benchmark for students.

FOUNDATIONAL STAGE



Activities



Specification:
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Orientation: Landscape
No. of Pages: 32
Colour: Single

PREPARATORY STAGE



Activities



Specification:
Size: 11" × 8.5"
Orientation: Landscape
No. of Pages: 32
Colour: Single

MIDDLE STAGE



Activities



Specification:
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No. of Pages: 32
Colour: Single

Colour Canvas

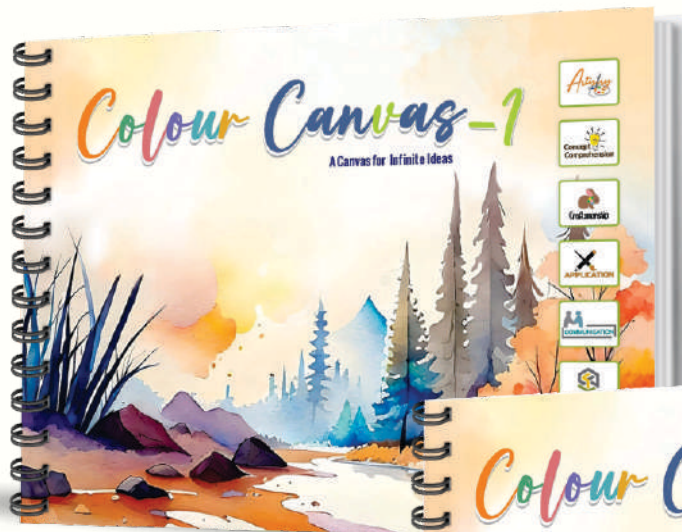
A Canvas for Infinite Ideas

SALIENT FEATURES

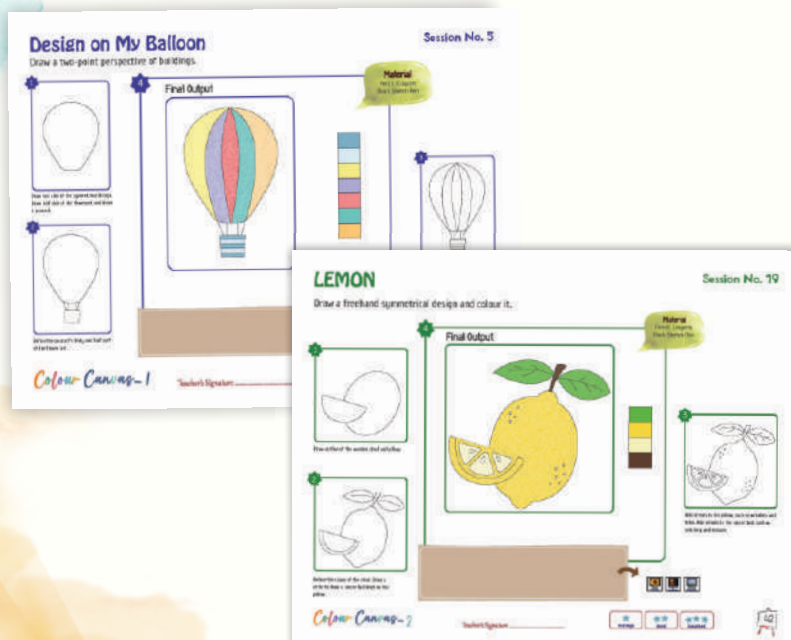
- * The 'Colour Canvas' art book series for grades 1-8 offers a premier Art & Craft education initiative.
- * The series contains all the essential concepts, such as the colour wheel, perspective, proportion, freehand drawing and designing skills, to build a sound foundation in Art & Craft.
- * The curriculum and content on which each book of this series is based are progressive and suitable for all Indian and International Boards.
- * Directions and illustrations for each step are provided, making it easier for students to understand and replicate the drawings.
- * The activities in each book aid in the smooth development of hand-eye coordination, fine motor skills, creativity and self-exploration skills of the students.
- * The drawings include a global perspective by introducing folk art and activities inspired by famous artists.
- * While providing structured guidance, the series also encourages students to add their own creative touches to their drawings.
- * Ample space for drawing on the next page from the instructions makes it easy for students to follow along without needing extra materials.
- * High-quality illustrations ensure clarity and serve as an inspirational benchmark for students.
- * A well-designed certificate is embedded in each book, helping students to evaluate themselves in different areas of art education and gain an overall performance assessment.



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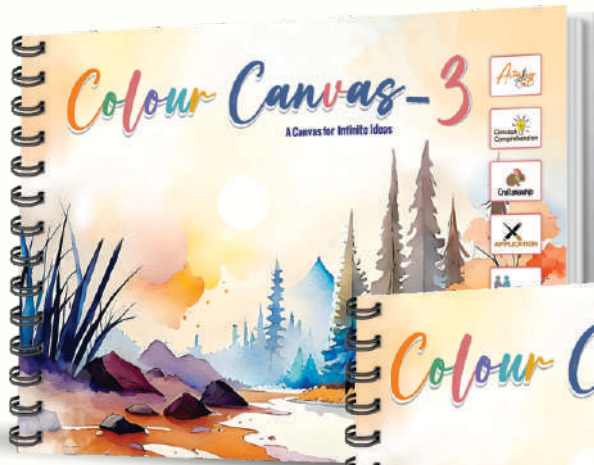


Activities



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Colour: 4

PREPARATORY STAGE



Activities

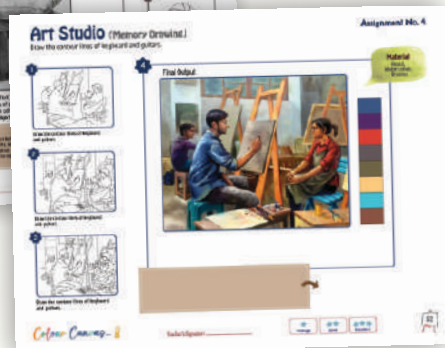


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No. of Pages: 60
Colour: 4

MIDDLE STAGE



Activities



Specification:
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Orientation: Landscape
No. of Pages: 60
Colour: 4

ARTDOM

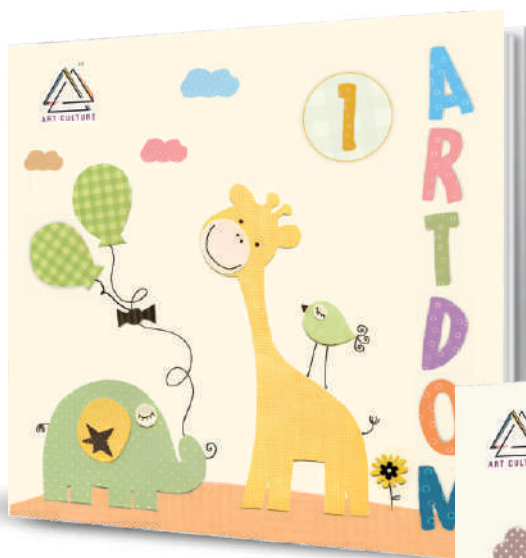
The Art of Colouring and Crafting

SALIENT FEATURES

- * The 'Artdom' art book series for grades 1-8 offers well-structured and designed Art & Craft books.
- * The series contains a variety of colouring objects and crafting activities appropriate for the students' levels.
- * The selection of colouring and craft activities in each book is progressive and suitable for students from K-8.
- * Colour references for each colouring activity are provided either through coloured pictures or using strokes.
- * The activities in each book aid in the smooth development of hand-eye coordination, fine motor skills, creativity and self-exploration skills of the students.
- * The colouring activities provide practice using different colouring tools, including crayons, poster colours, colour pencils, sketch pens, etc.
- * The craft activities expose artists to diverse art and craft techniques such as stippling, pencil shading, origami, quilling, etc.
- * Activities like join-the-dots and trace-the-picture are also included for younger students.
- * A well-designed certificate is embedded in each book, helping students evaluate themselves in different areas of art education and gain an overall performance assessment.



FOUNDATIONAL STAGE



Activities



Specification:
Size: 11 × 11
Orientation: Landscape
No. of Pages: 52
Colour: 4

PREPARATORY STAGE



Activities



Specification:
Size: 11 × 11
Orientation: Landscape
No. of Pages: 52
Colour: 4

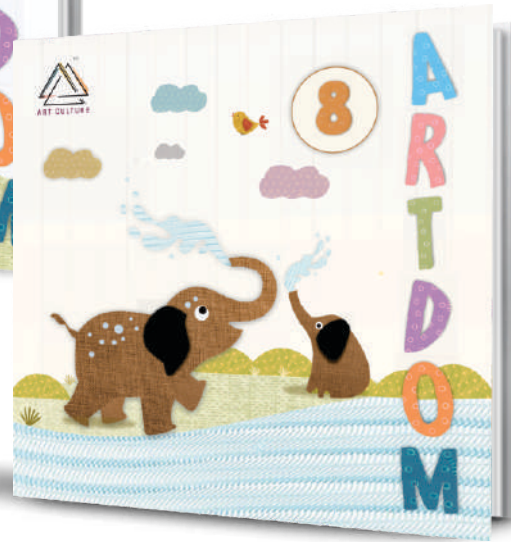
MIDDLE STAGE



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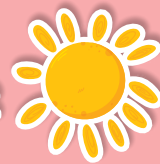
Activities



Specification:
Size: 11 × 11
Orientation: Landscape
No. of Pages: 52
Colour: 4

ARTPHILE

Explore the world of Colour



SALIENT FEATURES

- * The 'Artphile' art book series for grades A-8 is a specialized set of colouring and shading practice books designed to enhance children's artistic skills.
- * The series is designed specifically for children in grades A-8, with age-appropriate complexity.
- * Each book of this series is purely dedicated to improving colouring and shading techniques.
- * Contains pictures of various objects selected to match the skill level of children, ranging from simple shapes to more complex forms as the grade level increases.
- * Each page includes a colour reference to guide children in selecting appropriate colours that helps in learning colour theory and how different colours can be used to create realistic images.
- * Each book incorporates elements of visual learning, aiding in the development of observational skills.
- * High-quality, professionally drawn illustrations that are appealing and motivating for children are used.
- * Activities allow children to experiment with different colouring techniques and shade which encourage their personal creativity.
- * Pages are designed to be child-friendly, with ample space for colouring and shading.



FOUNDATIONAL STAGE

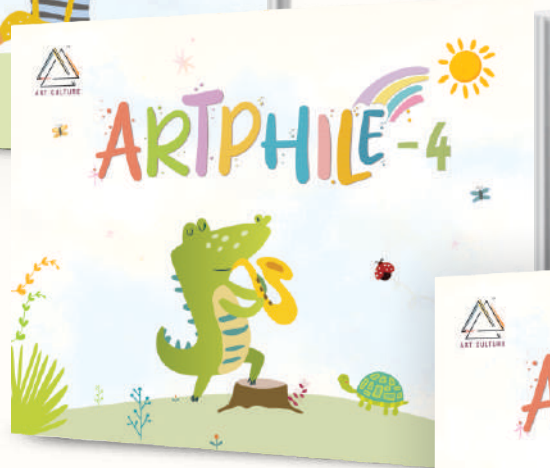


Activities



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1 & 2 (11" × 8.5")
Orientation: Landscape
No. of Pages: A - C- 24
1 & 2- 48
Colour: 4

PREPARATORY STAGE



Activities



Specification:

Size: 11" × 8.5"

Orientation: Landscape

No. of Pages: 48

Colour: 4



MIDDLE STAGE



Activities



Specification:
Size: 11" × 8.5"
Orientation: Landscape
No. of Pages: 48
Colour: 4



Vibrant Art

Crafting Colourful Creations

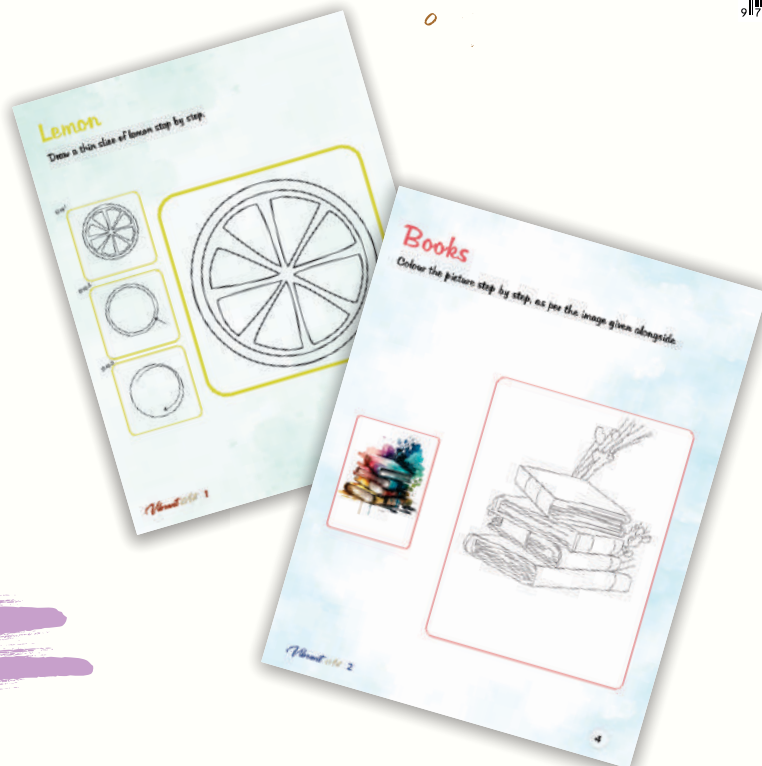
SALIENT FEATURES

- * The 'Vibrant Art' series for grades 1-8 offers an in-depth, step-by-step exploration of various art forms.
- * The series encompasses a wide range of artistic disciplines including drawing, painting, printmaking, pottery, sculpture and fibre-based activities.
- * Each book in the series is organized in a simple, step-by-step and cohesive manner, ensuring that students can easily follow along and build their skills progressively.
- * Basic elements of art such as line, colour, shape and form, proportion, perspective, harmony, texture and space are thoroughly explained.
- * Every concept is elucidated with appropriate examples and pictures to enhance understanding.
- * Each concept is accompanied by numerous outlines for sufficient practice, enabling students to apply what they have learned.
- * The books feature high-quality, professionally drawn illustrations that are both appealing and motivating for students.
- * Activities based on objects, people, tradition, environment and personal experience are integrated, providing a well-rounded artistic education.
- * At the end of each book, an art glossary is included, containing terms related to art appropriate to the students' level.

FOUNDATIONAL STAGE



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 64
Colour: 4

PREPARATORY STAGE



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 80
Colour: 4

MIDDLE STAGE



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 120
Colour: 4

Strokes Art

Art in Every Stroke

SALIENT FEATURES



- * The 'Strokes Art' series is an excellent resource for young artists, providing comprehensive and progressive art education that builds foundational skills while fostering creativity and confidence.
- * The series is designed to build drawing skills progressively, helping students draw with confidence and precision.
- * Basic art concepts, including elements, materials, and terminology, are thoroughly covered in the series.
- * Activities are tailored to the students' levels and include still life, landscapes, animals and birds, human figures, textures, printing, designing and applied design projects.
- * Each artwork is accompanied by detailed instructions and suggestions to guide students through the drawing process.
- * Guidance on how to use colour effectively to enhance drawings is provided.
- * Art is integrated with other subjects to align with the vision of NEP-2020, making the series more useful and interdisciplinary.
- * Various craft activities are embedded within the series to enhance creativity and interest.
- * The series introduces different colouring techniques to expand students' skills.
- * The series is carefully graded, progressing from simple to more complex tasks, starting with bold, chunky media and advancing to sophisticated uses of various materials.
- * The books include innumerable specially commissioned black-and-white, full-colour illustrations and photographs to inspire and guide students.

FOUNDATIONAL STAGE



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 40
Colour: 4

PREPARATORY STAGE



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: 4

MIDDLE STAGE



Activities



Specification:
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Orientation: Portrait
No. of Pages: 88
Colour: 4

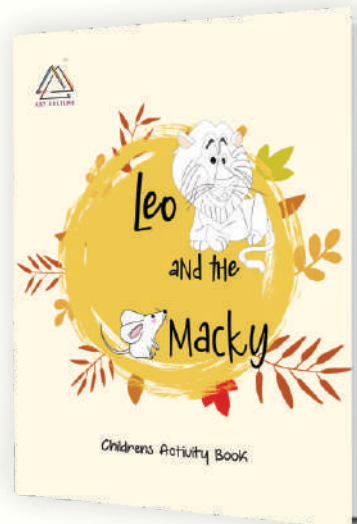
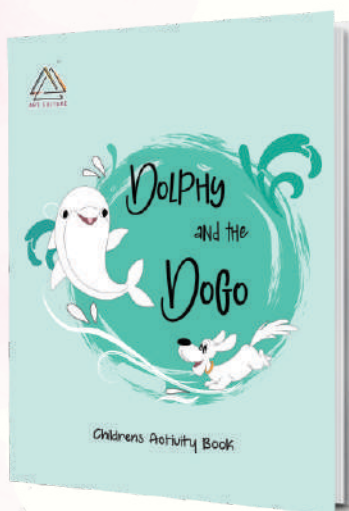
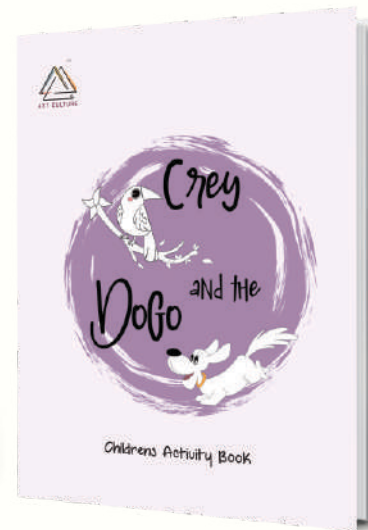
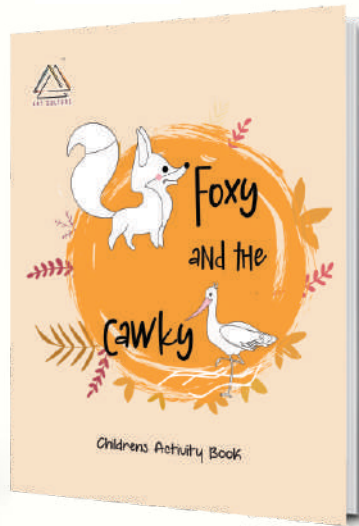
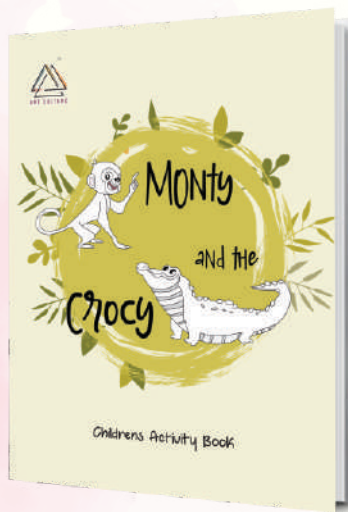
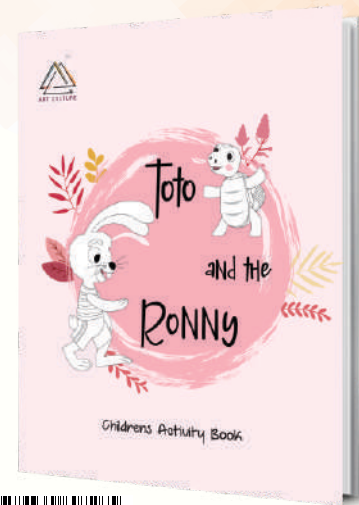
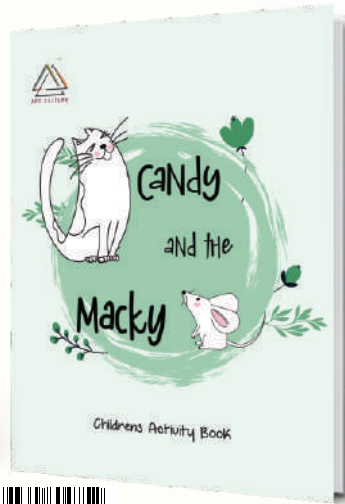
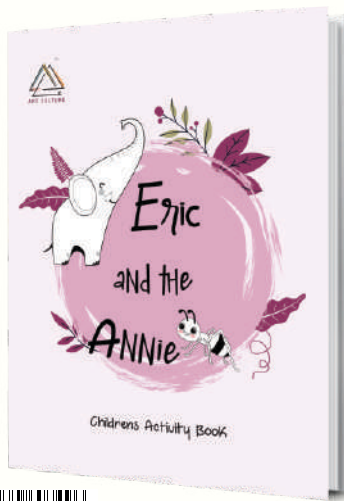
Children Activity Books

Let Your Colours Tell the Story

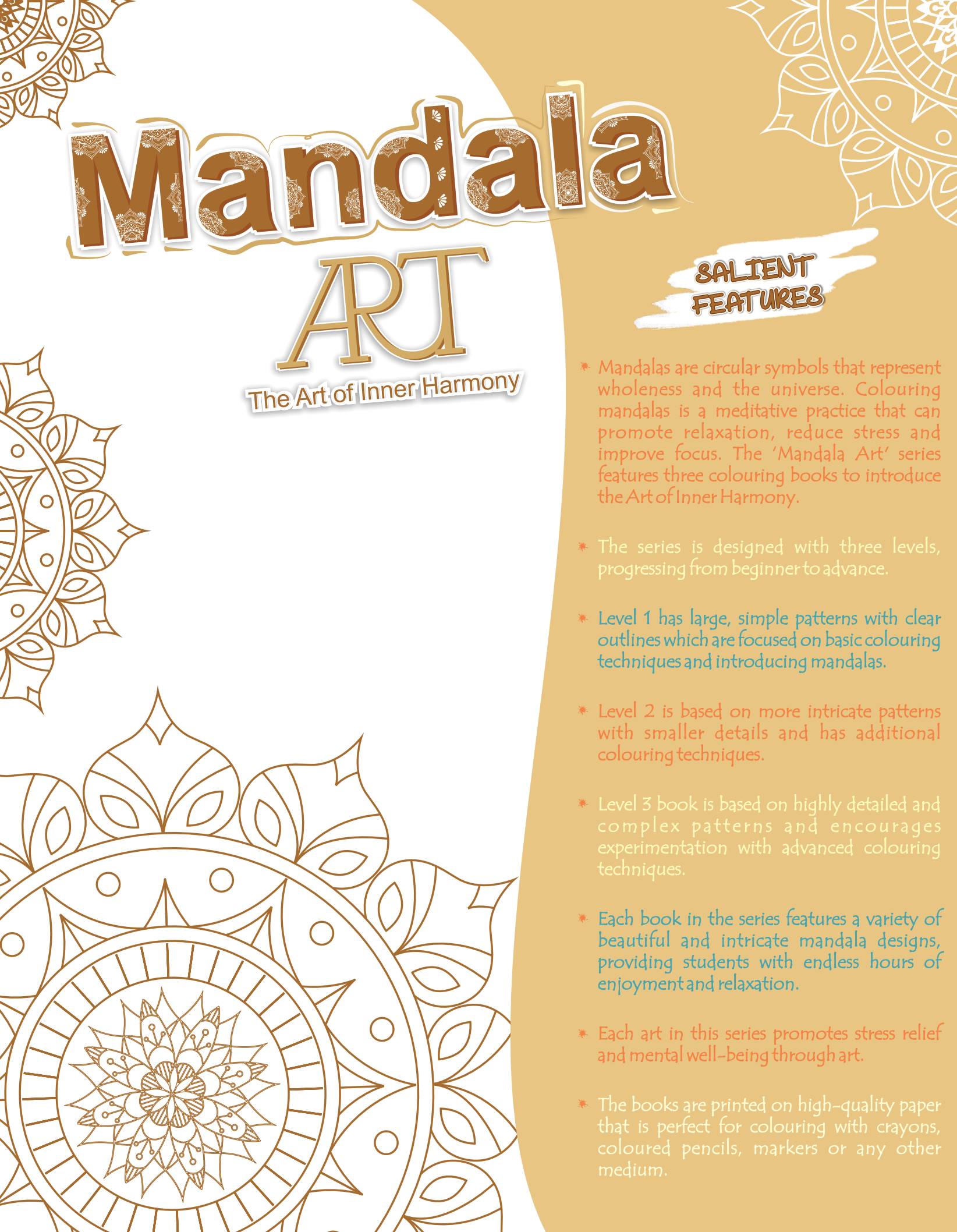
SALIENT FEATURES

- ✦ The 'Children Activity Book' series features eight colouring books centered around different pairs of characters and their stories. Each book is designed to engage children through a combination of storytelling and interactive activities.
- ✦ Each book in the series focuses on a unique pair of characters. Stories are tailored to highlight the adventures and interactions of these characters. Themes and narratives are designed to be age-appropriate and engaging for children.
- ✦ High-quality illustrations are given that reflect the storyline, encouraging creativity and imagination.
- ✦ Images are designed to be easy to colour, suitable for various age groups.
- ✦ Activities, like puzzles, mazes, connect-the-dots, and spot-the-difference are interspersed throughout the book at regular intervals. These activities are designed to complement the story and maintain the child's interest.
- ✦ Each activity aims to develop specific skills such as problem-solving, fine motor skills and cognitive abilities.
- ✦ Stories often incorporate moral lessons or educational themes. Children can engage with the story by colouring the pictures and completing the activities.
- ✦ Easy-to-follow layout with clear instructions for each activity. Books are designed to be user-friendly for both children and parents, promoting independent play.





Specification:
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Orientation: Portrait
No. of Pages: 24
Colour: 4



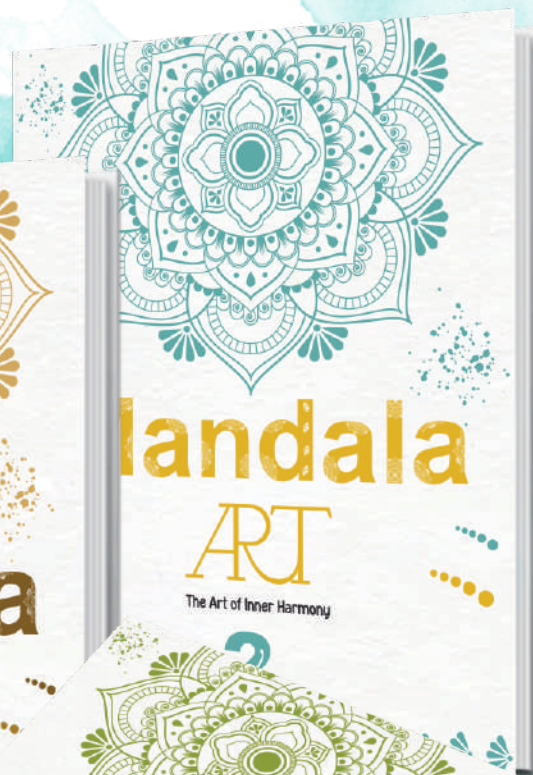
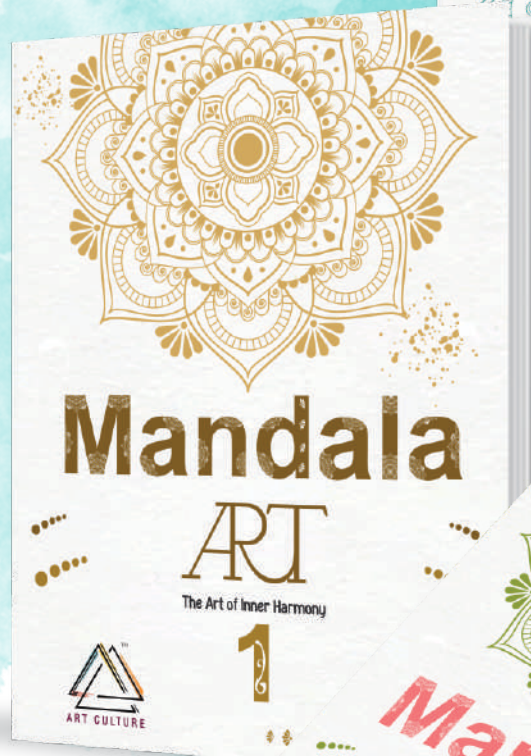
Mandala

ART

The Art of Inner Harmony

SALIENT FEATURES

- * Mandalas are circular symbols that represent wholeness and the universe. Colouring mandalas is a meditative practice that can promote relaxation, reduce stress and improve focus. The 'Mandala Art' series features three colouring books to introduce the Art of Inner Harmony.
- * The series is designed with three levels, progressing from beginner to advance.
- * Level 1 has large, simple patterns with clear outlines which are focused on basic colouring techniques and introducing mandalas.
- * Level 2 is based on more intricate patterns with smaller details and has additional colouring techniques.
- * Level 3 book is based on highly detailed and complex patterns and encourages experimentation with advanced colouring techniques.
- * Each book in the series features a variety of beautiful and intricate mandala designs, providing students with endless hours of enjoyment and relaxation.
- * Each art in this series promotes stress relief and mental well-being through art.
- * The books are printed on high-quality paper that is perfect for colouring with crayons, coloured pencils, markers or any other medium.



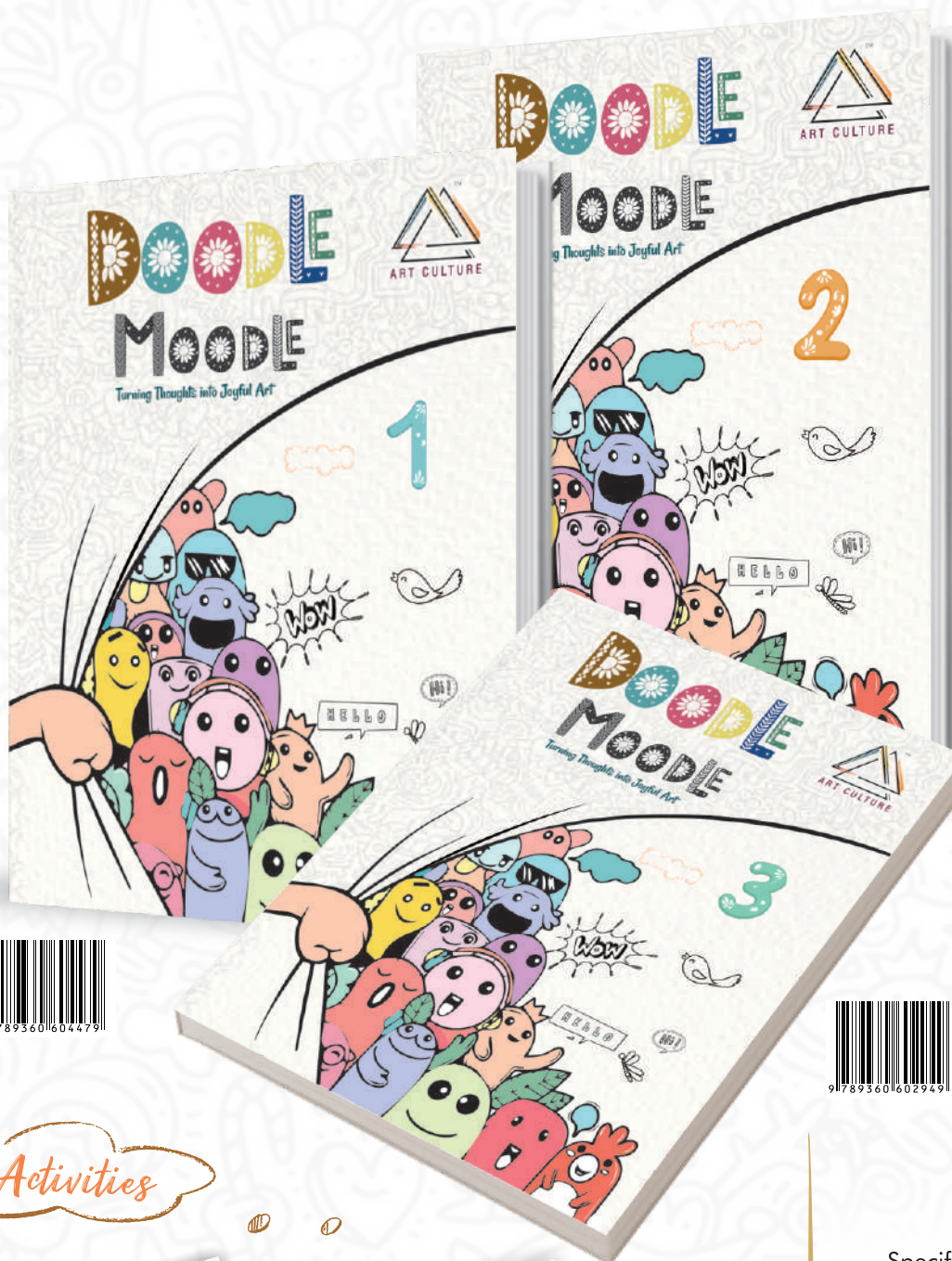
Specification:
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Orientation: Portrait
No. of Pages: 48
Colour: Single



Turning Thoughts into Joyful Art



SALIENT FEATURES



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: Single

CIRCUS

Fun with Colour

SALIENT FEATURES

✦ 'Circus' is a captivating colouring books series that brings the vibrant and whimsical world of the circus to life. This book is designed for students of all age groups, offering a delightful escape into the magical realm of circus characters.

✦ Each page showcases a different character or scene, capturing the dynamic energy and excitement of the circus.

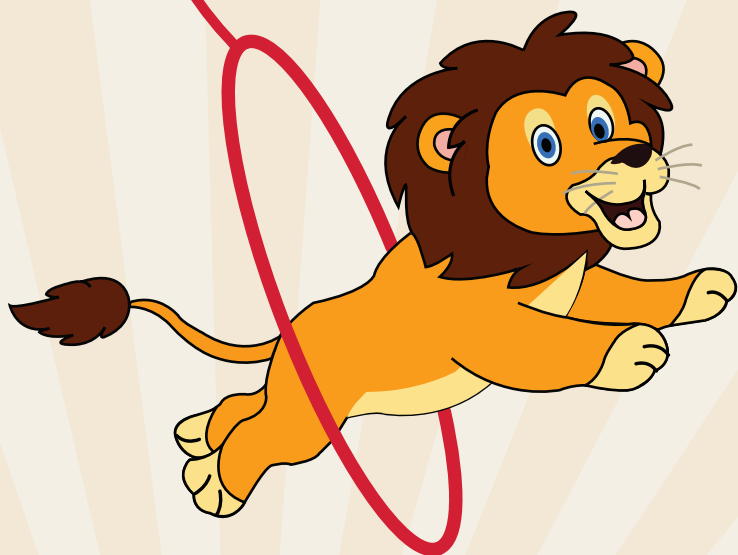
✦ Contains highly detailed and imaginative illustrations, allowing for elaborate colouring and creativity.

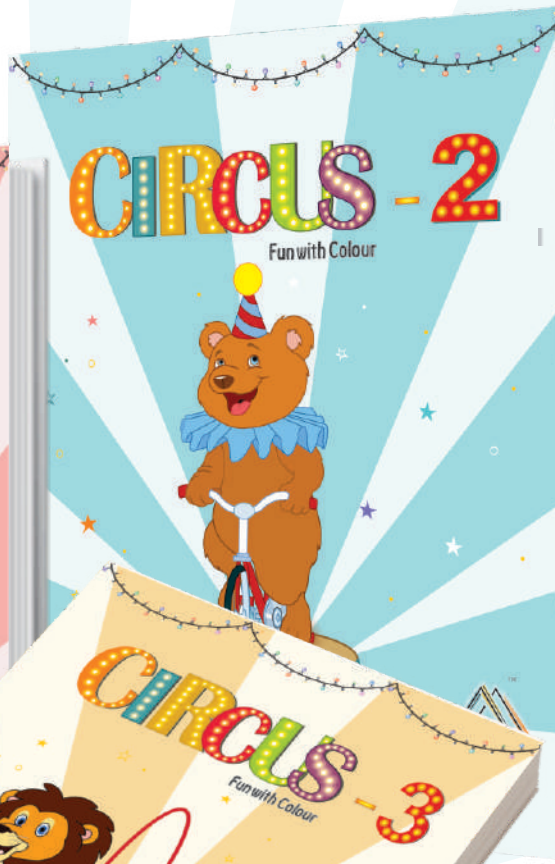
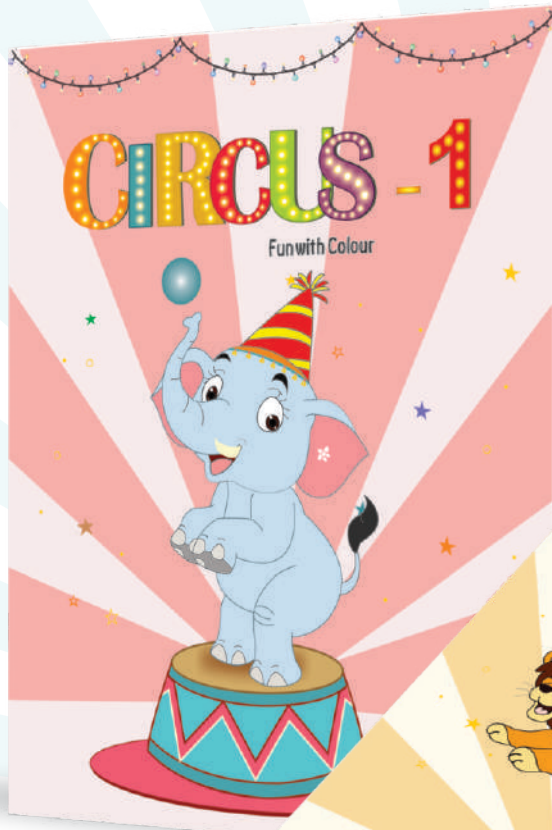
✦ Suitable for different colouring mediums including coloured pencils, markers and crayons.

✦ Designed to provide a relaxing and therapeutic colouring experience, reducing stress and anxiety.

✦ Introduces users to the various elements and characters of the circus, sparking curiosity and learning.

✦ Engages children's imagination and helps in developing fine motor skills and colour recognition.





Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 40
Colour: Single

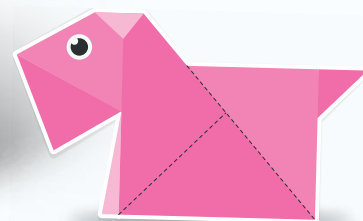
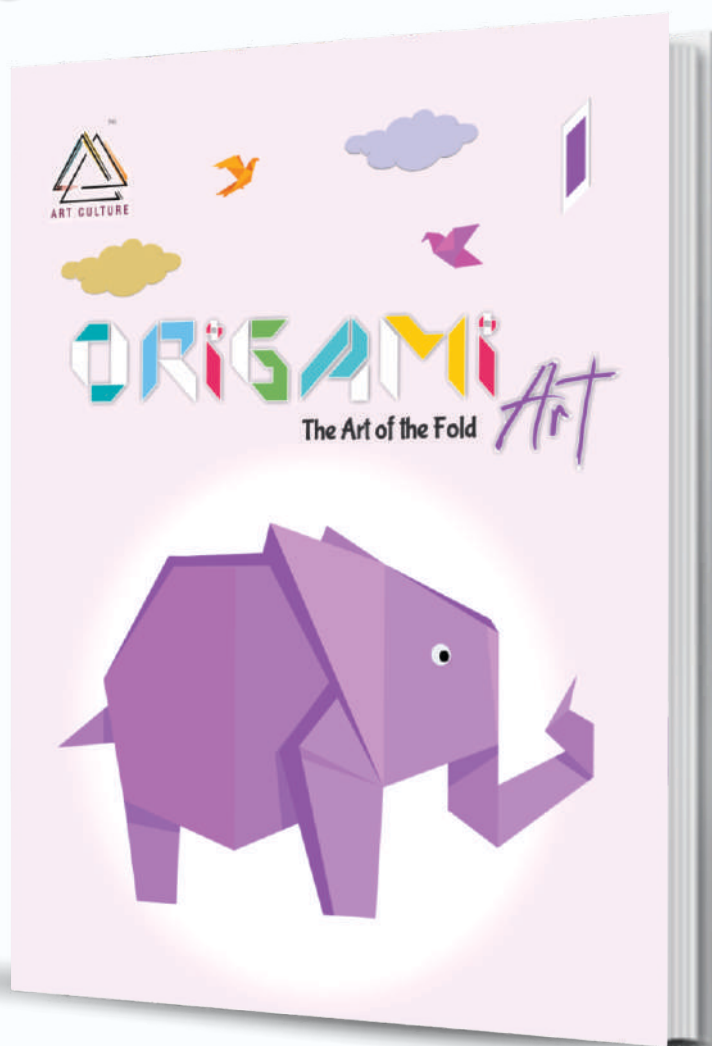
ORISAMI Art

The Art of the Fold

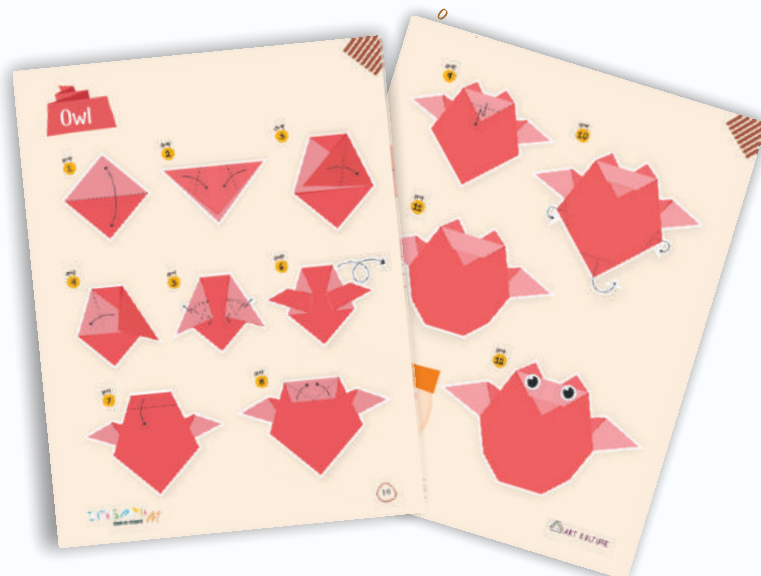
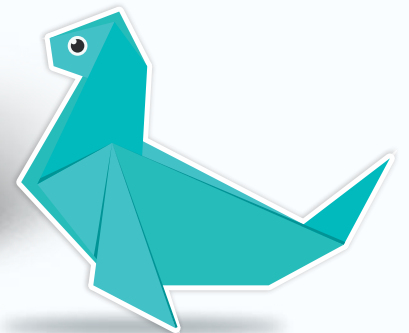
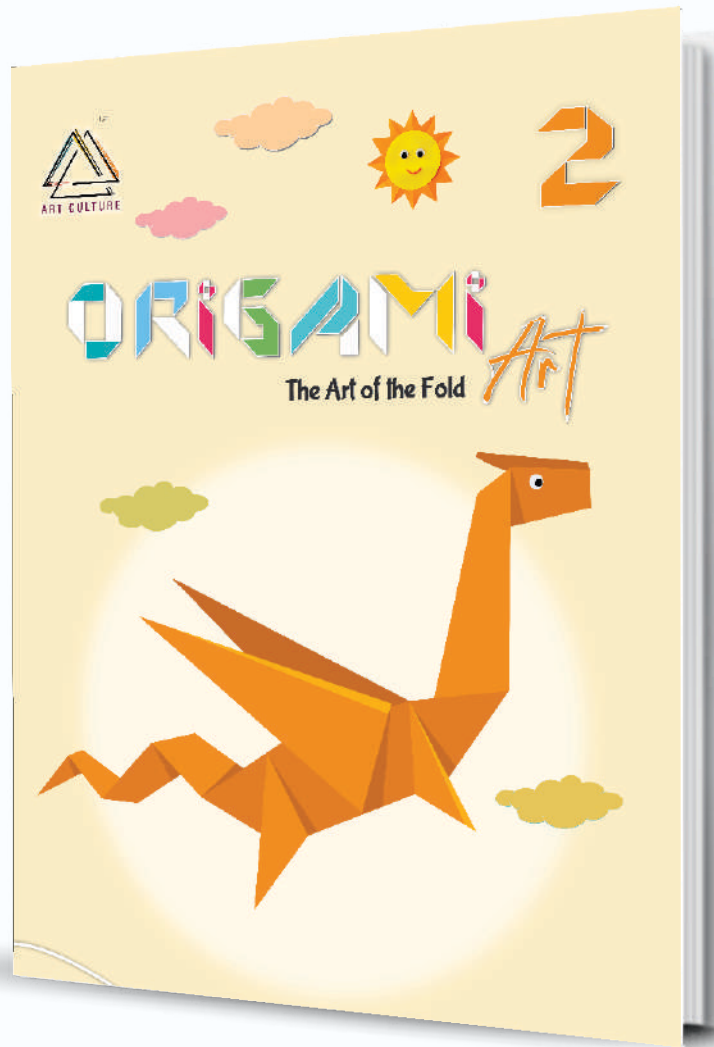
SALIENT FEATURES

- ★ 'Origami Art' is a comprehensive craft book dedicated to the ancient Japanese art of paper folding. This book caters to a wide range of skill levels, from beginners to advanced practitioners, for creating beautiful origami pieces.
- ★ Contains detailed, easy-to-follow instructions with clear illustrations for each step.
- ★ Includes a wide range of models such as animals, flowers, geometric shapes and decorative items.
- ★ Created with attractive illustration of completed projects to inspire and guide readers.
- ★ Used attractive design and layout that enhance the overall reading and crafting experience.
- ★ Interesting facts about different origami models and techniques are given on each page as 'Did You Know'.
- ★ Covers fundamental folds and bases, progressing to more intricate techniques and designs.
- ★ Encourages critical thinking and creative problem-solving through complex projects.

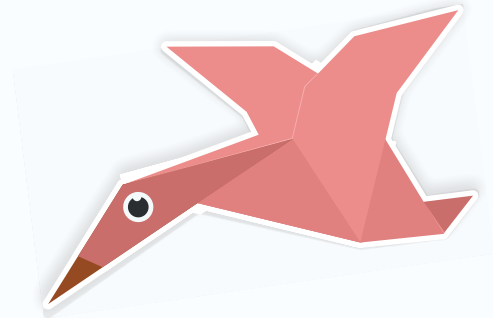




Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 40
Colour: 4



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 40
Colour: 4



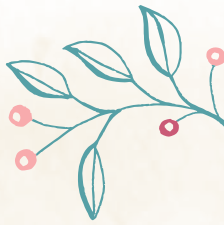
Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 40
Colour: 4

Mindfulness

Colour Your Way to Calmness

SALIENT FEATURES

- ✦ 'Mindfulness' is an art colouring book designed into three distinct levels of complexity and engagement.
- ✦ Each book aims to provide a therapeutic and creative outlet for individuals seeking mindfulness through art.
- ✦ The series is structured to promote mindfulness and relaxation, helping users to unwind and focus on the present moment.
- ✦ Emphasizes a relaxed approach to colouring, encouraging students to focus on the process rather than the end result.
- ✦ Designs have larger spaces to fill, making it easier for beginners to colour within the lines and enjoy the activity without feeling overwhelmed.



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: Single

Madhubani ART

A Journey Through Colours and Culture

SALIENT FEATURES

- ★ The 'Madhubani Art' colouring book for school students is designed to introduce young minds to this rich heritage, fostering an appreciation for traditional art forms while enhancing their creativity and artistic skills. Each book offers a hands-on learning experience, allowing students to explore the detailed and symbolic world of Madhubani art.
- ★ Includes activities that encourage students to learn about Indian culture and heritage. Focused on developing fine motor skills through detailed colouring and pattern creation.
- ★ Designed to be student-friendly with large and easy-to-colour illustrations.
- ★ Designs are carefully selected to reflect the diverse cultural elements, such as nature, mythology and rituals, prevalent in Madhubani art.
- ★ Enhances not only artistic skills but also promotes cognitive development and problem-solving abilities.
- ★ Helps to recognize and celebrate the unique cultural identity embedded in Madhubani art, fostering a sense of pride and inclusivity.
- ★ Each book provides ample space for students to unleash their creativity and experiment with different colour combinations, encouraging self-expression and artistic exploration.





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Activities



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Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: Single



कलमकारी

The Magic of Natural Colours

**SALIENT
FEATURES**



- ✦ 'Kalamkari Art' series is designed especially for school students and offer an immersive journey into the rich cultural heritage of India through the intricate and mesmerizing art form of Kalamkari.
- ✦ With detailed illustrations and engaging activities, this colouring book aims to inspire creativity, foster appreciation for traditional art and provide a delightful learning experience for children of all ages.
- ✦ The series features authentic Kalamkari designs that are carefully selected to showcase the diverse themes and styles prevalent in Kalamkari Art.
- ✦ Through the exploration of Kalamkari Art, students are encouraged to delve into the cultural heritage of India and gain a deeper understanding of its traditions, customs and artistic expressions.
- ✦ Each colouring book serves as a canvas for students to unleash their creativity and imagination.
- ✦ For budding artists, the colouring book serves as a source of inspiration and encouragement to explore the world of art further.



9 789360 160326 7



9 789360 160267 3

Activities



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Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: Single



Warli Art

A Brush with Heritage

SALIENT FEATURES

- ✦ 'Warli Art' series has been specially crafted for school students to delve into the rich heritage of Warli, a traditional Indian art form originating from the Warli tribe in Maharashtra, India.
- ✦ The series features authentic Warli designs sourced from traditional motifs used by the Warli tribe for generations.
- ✦ These books include geometric shapes, human figures, animals and elements from nature, allowing students to immerse themselves in the essence of Warli culture.
- ✦ Each book promotes artistic expression and allows students to personalize their interpretations of Warli Art.
- ✦ Colouring activities have been given to enhance cognitive skills such as concentration, fine motor skills and colour recognition in children.
- ✦ Through colouring Warli designs, students gain a deeper appreciation for the cultural heritage and traditions of the Warli tribe.





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Activities



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Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: Single



Gond Art

Colour the Tradition

SALIENT FEATURES



- ✱ 'Gond Art' a series of three books, is designed to introduce school students to the rich cultural heritage of Gond Art, a traditional Indian art form originating from the Gond tribal community of Madhya Pradesh.
- ✱ The series features Gond Art designs that showcase the characteristic elements of Gond Art, including intricate patterns, animals, birds and mythical figures.
- ✱ Each book is designed to encourage interactive learning, allowing students to engage with Gond Art through colouring while also exploring its themes and motifs.
- ✱ Colouring intricate Gond designs helps develop fine motor skills, concentration and attention to detail in students.
- ✱ Through colouring these designs, students not only appreciate the aesthetic beauty of the art form but also gain insight into the Gond tribe's worldview and traditions.
- ✱ By engaging with Gond Art, students develop an appreciation for diverse cultures and traditions.
- ✱ By introducing Gond Art to school students, the colouring book contributes to the preservation and promotion of this traditional art form.



Activities



Specification:
Size: 8.5" × 11"
Orientation: Portrait
No. of Pages: 48
Colour: Single

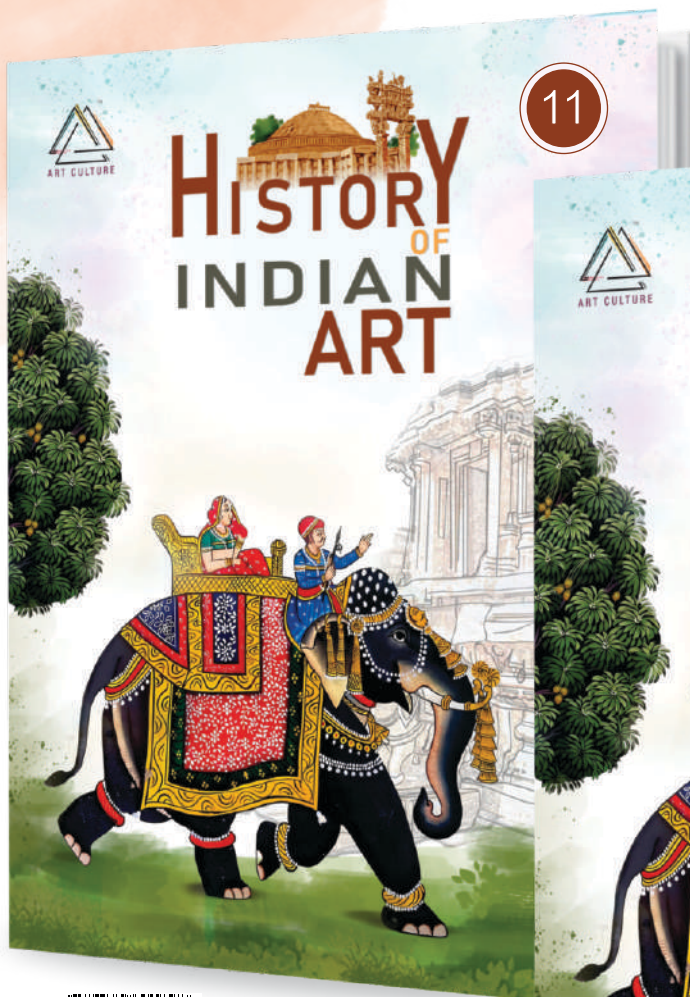
History OF INDIAN Art

Discovering India's Artistic Marvels

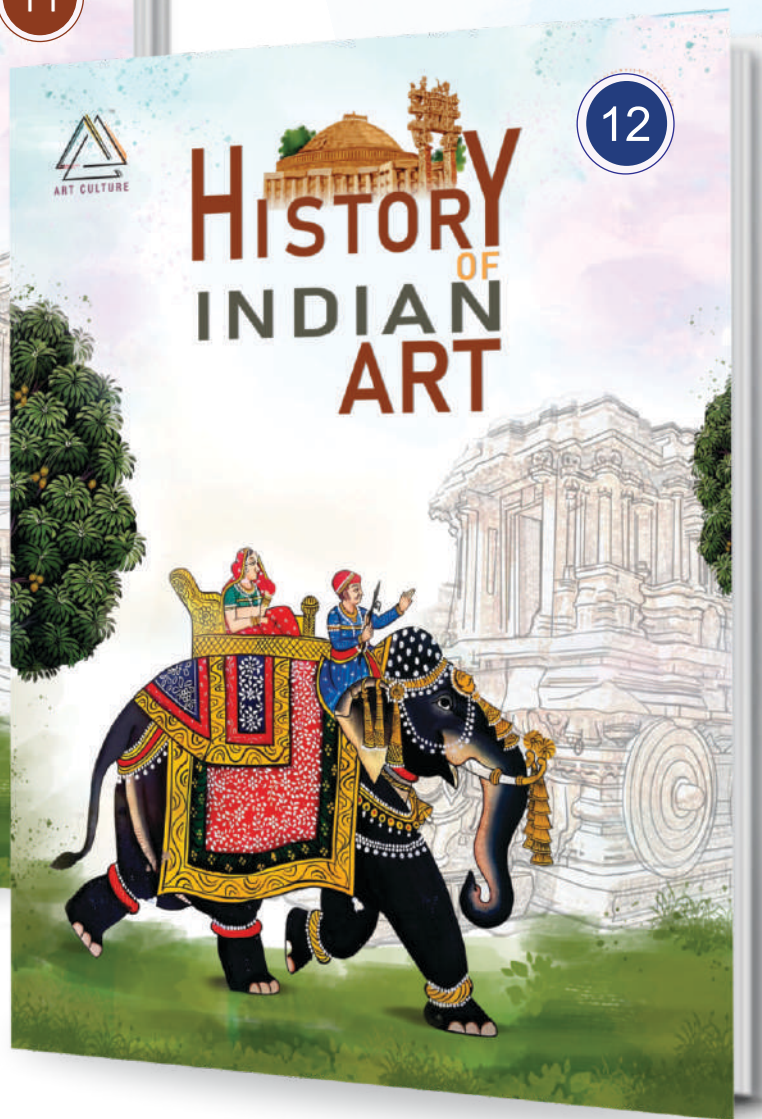
SALIENT FEATURES

- ✦ The 'History of Indian Art' book series, published by Art Culture, is a comprehensive and student-friendly resource designed for classes 11 and 12.
- ✦ Strictly aligned with the latest CBSE syllabus, ensuring that all topics required for the exams are thoroughly covered.
- ✦ Detailed exploration of Indian art history, providing a deep understanding of various art forms and their evolution over time.
- ✦ Includes practice questions and sample papers that reflect the latest trends in CBSE examination papers, helping students familiarize themselves with the format and types of questions they will encounter.
- ✦ Contains numerous images, diagrams and illustrations to enhance visual learning and provide a better grasp of the artistic styles and techniques discussed.
- ✦ Encourages students to develop critical thinking skills by analyzing various art forms and their cultural significance.
- ✦ Model test papers have been included to pave a path for better understanding of the designing of question papers.





11



12

Activities



Specification:

Size: 8.5" × 11"

Orientation: Portrait

No. of Pages: 120

Colour: 4

Careers in Art

Digital/Multimedia

- Animator
- Concept Artist
- Illustrator
- App Designer
- Film Editor
- Camera Operator
- Special Effects Designer

Graphic Design

- Advertising Director
- Logo/Brand Designer
- Magazine Layout Designer
- Wallpaper Designer
- Packaging Designer

Fashion/Textile

- Fashion Designer
- Fabric Artist
- Accessory Designer
- Fashion Consultant
- Costume Designer
- T-Shirt Designer
- Pattern Maker
- Fashion Merchandising
- Jewellery Designer

Photography

- Advertising Photographer
- Fashion Photographer
- Food Photographer
- Wedding Photographer
- Wild Life Photographer
- Photo Journalist

Fine Art

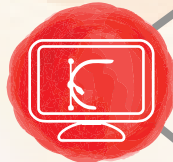
- Book Illustrator
- Graphic Illustrator
- Story Board Illustrator
- Cartoonist
- Commercial Artist
- Painter
- Printmaker
- Mural Artist
- Tattoo Artist
- Mosaic Designer
- Potter
- Sculptor
- Art Curator

Writing/Analytical

- Art Curriculum Writer
- Art Historian
- Art Critic
- Arts Administrator
- Arts & Cultural Planner

Spatial Design

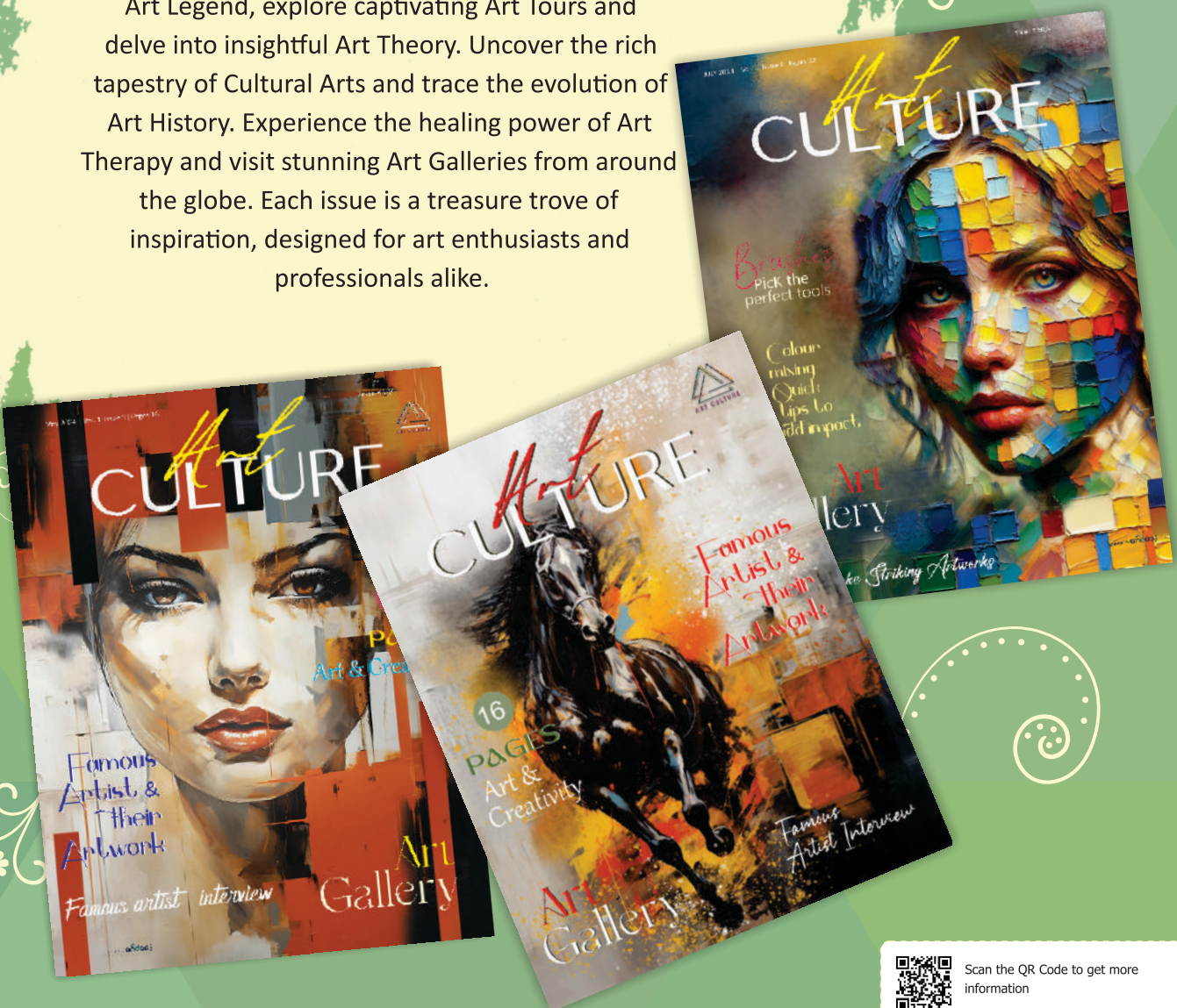
- Architect
- Landscape Architect
- Urban Designer
- Town Planner
- Playground
- Theme Party Designer
- Interior Designer
- Set/Stage Designer



Art CULTURE

Magazine

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Art Legend, explore captivating Art Tours and
delve into insightful Art Theory. Uncover the rich
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Art History. Experience the healing power of Art
Therapy and visit stunning Art Galleries from around
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professionals alike.



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Education



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