INTRODUCTION
As architects we would be designing a home, an office, a complex and what not. We wouldn't just be designing we would be creating a lifestyle for someone. And at the end of the day we would be designing for someone else and we're to pitch it to them. So no doubt, innovation is mandatory. Everyone loves something new. Everyone would love to join the bandwagon of innovative and aesthetically appealing interior decor. Talking about innovation this field - architecture, as such is an innovative field where one can be anything they aspire to be. One can be an interior designer, landscape architect, critic, product designer, get into logo or furniture designing, a fashion designer, restoration architect and get into art direction too. Basically any field where design is necessary. Besides all these, other than design related careers, one with a B.Arch degree can also become a writer, artist, do architectural photography. Technology makes it simpler for us to try and create more ideas. Easier to execute, more convenient for trial and error process of our ideas. Less time consuming and accurate. At present, most used architectural softwares are Autodesk Revit which is one such software used by landscape architects, SketchUp is used for interior designing as well as for landscape architecture, AutoCAD is the one used for drafting, ArchiCAD is a software specially designed for Macintosh and windows which provides solutions for all kind of aesthetic ideas be it with building, interiors of landscape, Rhinoceros 3D used for architectural trades and industrial design, Sweet Home 3D used for interior décor, Micro station is a CAD software used to draft and design in 2D and 3D, Program CAD has the same uses as Micro station but specifically for Microsoft Windows, Luminous converts CAD projects into architecturally visualised videos and finally is a CAD software for Mac os processors.

LITERARY SURVEY
[1] This paper discusses about the problems faced by the US AEC industry. It examines the programs provided, industry collaborations. Suggesting some modifications for the best outcomes. Multiple surveys were conducted. [2] The scenario of the past two decades have been discussed in this paper, explaining how important innovation is for the growing economy. Our understanding of innovation, co-relation between nature and dynamics of innovation thus filling the conceptual gap. [3] This paper talks about the influence of innovation on the growth of many companies. Not just being creative and innovative but rather also capturing the core value of innovation. Problems faced while figuring out these values. How to overcome them. The ways we are profited by innovation. Strong connections between architecture of the industry and architecture of physical products. [4] References of Ar. Frank O. Gehry. How designs depict the innovation ideas. Influence of 3D representation over designs. How important innovation is in
architecture. [5] This paper emphasis on Digital Innovation, influence of digitalisation on architecture. Technology’s contribution towards innovation ideas, makes it simple. Importance of research and proper ground work. [6] This paper talks about how internet and evolution of technology has influenced architecture. It states that it becomes easier in implementing ideas much faster and discovering the constraints and removing them much faster with the support of the technologically advanced software. [7] This paper talks about the need for innovation, types of innovation – Efficiency, Evolutionary and Revolution; Seeds of innovation. Innovation like start with a creative idea followed by strategic thinking – planning on how the idea is to be executed and finally implementing A curious mind brings out the most creative ideas. Goethe idea to succeed, believing in yourself matters the most, discovering connection and brainstorming to arrive at the most innovative ideas. But keep in mind that innovation is not the synonym to creativity. [8] This paper discusses about the misconception about the idea of innovation and how it’s changed over the past few decades, headed in a wrong direction. It explains how this misunderstanding has destroyed the architectural knowledge of many firms. Innovation in architecture does not only help this field but a lot of others too, intact every field possible. It also discusses about the problems that arise while working on a new idea and how to overcome them. Influence of technology over innovation. [9] This paper describes reinterpretation of sustainable Architecture. It is vital to research and understand about all possible outcomes, or a way in which ideas can be executed. In educational aspect, it is important to challenge yourself and push the boundaries to discover true potentials. [10] This paper discusses about the conditions for successful infrastructural innovations. Experiments – a lot of trial and error process is to be done to arrive at the final perfect model. Proper research and ground work. Think about all possible service Jackson implementing ideas and work on it.

FINDINGS
Sustainability is equally important as innovation to keep things up to date in field of Architecture. Innovation is vital because it’s got to fulfill the craving for something new, something better, something unique. On the other hand, it is also important to make sure that what is being built and designed is sustainable, aesthetically appealing and structurally strong. First things first, to make something clear, creativity is not the synonym of innovation. This is one misconception that had made its way slowly through the years and has destroyed the architectural knowledge of many architectural firms. While focusing on innovation we shouldn’t leave behind the true purpose of the structures built. It is also important to ensure that the design is innovative, sustainable and at the same time servers it’s purpose efficiently. Technology makes it easier to inherit all these traits as an architect. The best outcomes are expected when one analyses their own design, start off after a proper ground work is done and think of all possible negative outcomes and accordingly provided with the help of advanced software for architecture.

RECOMMENDATION AND CONCLUSION
This paper is a must read to every aspiring architecture students as they would gain knowledge about the various job opportunities. Learn how this field works. Understand why sustainability and innovation is mandatory. As architects by default Innovation and sustainability is inbuilt within us. In such an enormous and fast growing field being innovative and up-to-date with all the technological updates is mandatory to thrive and make your way up to success. As an architect one should either be extremely unique or least join the bandwagon to ensure that the rate of footfall does not drop in your architectural firm. To make things clear, being innovative doesn’t mean modifying the fundamental purpose of design, it simply means making ordinary things extraordinary and still being true to its sole purpose. You can work not only as an architect but also in the peripheral fields and still not be any less worthy than a practicing architect.
REFERENCES


