



POORNIMA UNIVERSITY

FACULTY OF DESIGN & ARTS

PRESENTS

3rd INTERNATIONAL CONFERENCE ON Emerging Trends in Design & Arts (ICETDA 2025)

SEPTEMBER 12-13, 2025

BOOK OF ABSTRACT



Organized By



FACULTY OF
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In association with



वनस्थली विद्यापीठ
Banasthali Vidyapith
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3rd International Conference on Emerging Trends In Design And Arts (ICETDA 2025)

September 12-13, 2025
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About The University

Poornima University (PU) is a UGC-approved leading private university in Rajasthan. The university is situated in Sitapura, the educational hub of Jaipur, on a 32-acre sprawling, lush green campus. The state-of-the-art campus features independent academic and administrative blocks, hostels, laboratories, sports grounds, and observatory, providing a scholarly ambience for learning and liberty. It creates a warm and protective environment with a professional atmosphere, helping students develop their potential to face cutthroat global competition.

Poornima University brings together a community of wide-ranging interests, competencies, and aspirations from Engineering, Architecture, Management, Commerce, Design, Science, Public Health, Computer Applications, and Hotel Management.

Poornima University was recognized as the Best Upcoming University in India by ASSOCHAM, New Delhi. It was also recognized as the Top Private University of Rajasthan in 2018.



About Faculty of Design and Arts

The Faculty of Design and Arts (FDA) is dedicated to “Crafting Futures through Design,” endorsed by IIID and aligned with FDCR, with prominent specializations such as BVA and MVA in Visual Arts, B.Sc. in Game Design AR-VR, Animation, and VFX, B.Des. in Fashion and Textile Design, Interior Design, M.Des. in Product Design, B.A. JMC, M.A. JMC, and Ph.D. programs, etc.

Ranked No. 1 in Rajasthan among all design schools and 16th nationwide in the IRF Education Ranking. FDA empowers learners with an adaptable curriculum, state-of-the-art studios, and faculty members with extensive industry experience. FDA prepares its students for market demands, offering a holistic and industry-relevant education, while shaping the next generation of design professionals.

The FDA initiates its students on a trajectory where innovation, creativity, and applied skills intersect, offering the prospect of a future within diverse realms of design and the arts.



About the Conference

The 3rd International Conference on Emerging Trends in Design and Arts (ICETDA 2025), to be organized at Faculty of Design and Arts, Poornima University, Jaipur, Rajasthan, India, is a great platform for researchers around the globe to discuss and present their research findings, share knowledge and exchange of ideas among inter disciplinary areas of Design and Arts during 12th & 13th September'2025 in Hybrid Mode. The scope of the conference mainly focus on but not limited to Visual Arts and Performing Art, Animation and VFX, Gaming and AR/VR, Fashion and Textile Design, Interior Design and Product Design, AI and Technology in Art and Design, Culture, Heritage and Craft, and other related Design based themes and their significance in the present era. With a specific focus on bridging the gap of the Design and Arts domain, ICETDA conference had started in the year 2023 and is an annual event spanning of two days in hybrid mode.



Scholars, Professionals and Researchers, Artist and Designers from across globe for knowledge shared and exchange knowledge through the conference and contributes to the benefit of the society. The multidisciplinary nature of the conference, involving academia, government agencies, professionals, and the corporate sector, enhances the potential for addressing holistic and comprehensive solutions to complex issues and promote awareness of the cultural values.

The key benefits and outcomes of the conference may include opportunities for knowledge exchange, demonstrating innovation and research, networking and collaboration, capacity building, awareness and advocacy, and global perspective.

ICETDA 2025 also encourage the significance of cultural and traditional values in the development of the modern society and hence is showcasing the unique heritage and practices of the region to the world through its workshop and Lecture sessions by experts and artisans during the course of the event.

Tracks

Track 1:

- Visual Arts: Painting, Sculpture, Photography, Mixed Media
- Performing Arts: Dance, Music, Theatre
- Communication Design: Graphic Design, Typography, Branding, Motion Graphics Advertising & Marketing

Track 2:

- Animation: 2D/3D Animation, Storyboarding, Character Design
- Visual Effects (VFX): Digital Compositing, Special Effects, Motion Capture
- Gaming: Game Design, Interactive Media, Game Industry
- Augmented Reality (AR) & Virtual Reality (VR): Immersive Storytelling, XR in Design

Track 3:

- Fashion Design: Sustainable Fashion, Digital Fashion, Couture Design
- Textile Design: Smart Textiles, Surface Pattern Design, Heritage Textiles
- Interior Design: Space Planning, Ergonomics, Green Interiors
- Product Design: Design Thinking, Industrial Design, UX/UI Design
- Jewellery Design: Material Innovations, Innovative Techniques and Craftsmanship, Aesthetic Trends in Contemporary Jewellery, Ethics and Sustainability, Jewellery as a Narrative and Identity, Jewellery in Art and Fashion, Jewellery for Functional and Therapeutic Use

Track 4:

- Culture and Heritage: Art Preservation, Heritage Architecture, Cultural Studies
- Craft: Handicrafts, Traditional Craft Practices, Artisanship
- AI & Technology in Art and Design: Generative Art, AI in Creative Workflows, Data-Driven Design

Track 5:

- Media Studies: Digital Media, Media Ethics, Media Literacy
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Message

Dear Esteemed Colleagues, Researchers, and Practitioners,

*It is my privilege to welcome you to the **3rd International Conference on Emerging Trends in Design and Arts (ICETDA-2025)**, hosted by the Faculty of Design and Arts, Poornima University, Jaipur. Over the course of two enriching days—**12th and 13th September 2025**—this hybrid gathering brings together creative minds from across the world to explore the frontiers of design, arts, culture, and technology.*

*This year, we are delighted to have received **421 abstract submissions**, of which **255 progressed to full-paper submissions**—an encouraging reflection of scholarly rigor and creativity. With **250 registered papers, international papers 16+**, ICETDA-2025 is positioned as a vibrant platform for dialogue, collaboration, and innovation in the creative disciplines.*

The conference continues its mission to foster interdisciplinary exchange across diverse themes, including Visual and Performing Arts, Animation & VFX, Gaming & AR/VR, Fashion & Textile Design, Interior & Product Design, AI & Technology in Art & Design, and Culture & Heritage. Such diversity strengthens our collective vision of blending tradition with technology and practice with research.

I wish to acknowledge with deep appreciation the contributions of:

- **Authors and presenters**, for your scholarship and creativity.
- **Reviewers and the Technical Program Committee**, for your rigorous evaluations ensuring academic quality.
- **Organizing and Advisory Committees**, for your tireless commitment in shaping this conference.
- **Our association partners**—the Indian Institute of Craft & Design, Banasthali Vidyapith, and the Indian Institute of Gems & Jewellery—whose collaboration and support have been instrumental in enriching the academic and cultural value of this gathering.

ICETDA-2025 exemplifies the power of partnerships, where academia, industry, and cultural institutions converge to address emerging challenges and opportunities in design and arts. I encourage all participants to immerse themselves in the presentations, discussions, and workshops, and to carry forward the insights and networks gained here into future endeavors.

On behalf of Poornima University, I extend my heartfelt gratitude to each contributor and participant. May ICETDA-2025 inspire creativity, critical inquiry, and lasting collaborations.

Thanks & Regards

Conference Chair

Dr. Jitendra Sharma

Professor/Dean, Faculty of Design and Arts

Poornima University, Jaipur



ABSTRACTS



TRACK 1

**Visual Arts, Performing Arts, and
Communication Design**



Reimagining Early Learning Spaces: A Human-Centered Approach to Preschool Branding and Experience

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Sandipan Bhattacharjee³, Professor, Unitedworld Institute of Design

In today's rapidly evolving educational landscape, the design of preschool environments and communication systems significantly shapes the early experiences of children and the perceptions of their caregivers. Even as child-centered education gets more attention, we still do not have many design systems that consider how young children sense, behave, or feel, and as a result, fail to make communication inclusive and trustworthy, both onsite and online.

In this paper, we explore how human-centered design can be part of early childhood branding and spatial layouts. The purpose is to notice gaps in preschool layout and come up with practical plans to enhance emotional safety, cognitive engagement, and consistency across stakeholder touch points. The mixed-method approach involved studying education ideas (Montessori, Reggio Emilia, play-based), reviewing the brands of competitors, and interviewing parents from tier 1 Indian cities. The four major findings were arranged using affinity mapping and helped shape the new visual style for the Moon Drops Preschool brand.

Findings indicate a clear disconnect between child-focused teaching methods and the visual/communication strategies used in preschools. The research reveals the need for emotionally intelligent, visually accessible, and consistent design systems that support both children and their adult stakeholders. This study is unique as it applies to the company's identity in every aspect, starting with its logo and typeface and continuing to brochures, signs, and the web. This paper gives useful guidelines for using interaction design, visual storytelling, and inclusive branding in early childhood spaces, promoting future work that joins design and kindness in education.

Keywords: Human-Centered Design, Inclusive Branding, Multi sensory Learning, Interaction Design.

Unmasking Deception: Analyzing Greenwashing as an Unethical Advertising Practice in the Indian Market

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Greenwashing, defined as the practice by which companies overstate or invent the environmental advantages of a product or service, is a contemporary phenomenon in the context of India's advertising and economic ethics. As green advertising is employed to enhance sales especially in the millennial population, there is healthy competition to win over younger, urban consumers. This is often done at the expense of accuracy and without independent substantiation, resulting in widespread brand trust undermining. The Indian scenario is explored within the context of greenwashing practices through qualitative analysis of secondary data. The study aimed to explore literature, regulations, and reports to find their relation to greenwashing, consumer trust, and brand reliability. Findings reveal that greenwashing is rampant within India and demonstrates a strong correlation with lack of consumer trust, thus validating the alternative hypothesis. To offset the problem, the study outlines the need for stronger self-regulation by other business entities that would bear the consequences of such practices.

Keywords: Greenwashing, Unethical Advertising, Indian Market, Brand Credibility, Consumer Trust, Green Marketing, Sustainability, ASCI, Advertising Ethics

The Impact and Analysis of Red Color in Logo Symbols for Brand Identification

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Color is a universal source of information. It plays a vital role in the creation and identification of brand/company symbols. Logo colors are intentionally used to convey a specific emotion to the viewer. In this study, the color 'red', a consistent variable for creating impact considering various brand/logo recognition and analysis, has been covered in detail in this paper. As per the literature study, different scholarly studies pondered into how color might influence consumer impressions of a brand's personality, familiarity, likeability, and intent to buy. It further clarifies that how the color works well for influencing people in perceiving a brand. Babin (2003) (Bellizzi 1983) (A.E. Crowley, 1983) G. J. Gorn (2004). This article portrays the significance of red color in logo design for brand awareness. An example case study of chosen brand's logo that focuses on the relationship between the red color and its effect and influence was thoroughly examined, along with the quantitative survey methodologies was further used to determine psychological, cultural, and semiotic components.

Keywords: Red colour, Logo design, brand recognition, Perception, Recognition.

Contemporary Indian Art through Watercolour: Insights from Shyamal Dutta Roy and Pradip Maitra

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This article analyses the evolving concept of contemporary Indian art through the contribution of two eminent artists Pradip Maitra and Shyamal Dutta Roy, using descriptive and qualitative research design to explore how their distinctive approach to water colour painting reflects broader emerging trends in Indian visual art practice. Both watercolour artists are members of the Society of Contemporary Artists. Their work reveals modernity, expressionism, and abstraction. Shyamal Dutta Roy's artwork combines imagination with reality. His paintings depict empty and broken houses, poverty, and hunger. But amidst all this suffering, colourful lines of hope emerge from his brushstrokes. On the other hand, Pradip Maitra, whose subjects include steam engines, natural scenes, ruins of ancient monuments, etc., creates a unique expression in his paintings, combining the combination of light and shadow, the clarity of watercolours, and the depth of imagination. In his paintings, the broken forms of mechanics and architecture are, on the one hand, a reflection of modernity and civilisation, and on the other hand, they are abstract forms of traditions and cultural consciousness. His artistic language is associated with metaphorical religious aesthetics and deep philosophy. Each painting is like a silent description of the artist's confidence, memory, and consciousness. Both artists have enriched Indian contemporary art practice through their distinct yet interconnected artistic languages. This comparative analysis of these artists provides how visual language and design thinking are articulated through watercolour, contributing to the evolving narrative of contemporary Indian art and aesthetics.

Keywords: Contemporary Indian Art, Expressionism, Modernity, Pradip Maitra, Shyamal Dutta Roy, Society of Contemporary Artists.

Reclaiming Streets: The Khatara Art Campaign in Mumbai

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Mumbai's streets are increasingly burdened by abandoned vehicles that occupy valuable public spaces, create traffic hazards, and diminish the city's aesthetic appeal. These vehicles, often left to rust, highlight a growing urban issue tied to the Motor Vehicles (Amendment) Act, 2022, which limits the validity of registration certificates to 15 years. Once vehicles exceed their operational lifespan, many owners fail to dispose of or recycle them responsibly, resulting in a surge of scrap vehicles littering the roads. This issue disrupts traffic flow, poses safety risks, and contributes to environmental degradation.

The Khatara Art Campaign transforms abandoned vehicles into captivating art installations, merging creativity, sustainability, and community engagement. By reimagining urban eyesores as symbols of renewal, the initiative raises awareness about waste management while revitalizing shared spaces. Beyond art, it incorporates recycling and upcycling, turning dismantled vehicles into functional items like benches and playground structures. Reclaimed areas are transformed into green zones, micro-parks, and public seating, enhancing both urban aesthetics and functionality.

The Gorai Jetty area in Borivali, near the busy Gorai Beach ferry point, is an ideal spot for the Khatara Art Campaign. It envisions a cleaner, greener Mumbai by transforming waste into opportunities for urban renewal.

Keywords: Abandoned vehicles, Recycling and creative up cycling, public art installations, Community engagement.

Curatorial Initiatives in India: The Context of the White Cube and Shifting Mediatic Interventions

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The role of commercial galleries in India has undergone a significant transformation in recent years, particularly in how they engage with artists, critics, curators and visitors. While continuing their legacy as a conventional/cutting-edge space, today, Indian galleries today influence not only what art is exhibited, but also how it is interpreted and conceptualized. Crucial to this shift is the expanding role of the Indian curator—who emerged as a catalyst in shaping viewership and artistic discourse. Several archival evidence suggest that Indian gallery system emerged by the early twentieth century and was redefined around the nineties in the wake of economic liberalization. Some noteworthy galleries such as Dhoomimal (Delhi), Kumar (Delhi), Chemould (Mumbai), Cymroza (Mumbai), and Pundole (Mumbai) founded by ‘accidental gallerists’ such as Ram Babu Jain, Virendra Kumar and among others played a foundational role in determining the narrative of modern and contemporary art in India until the close of twentieth century. Although, these figures while lacking formal curatorial training, their pioneering efforts were instrumental in promoting Indian modern art and artists around that time. The twenty first century witnessed rapid growth in formation of galleries functioning in both modernist and cutting-edge context, especially in Delhi and Mumbai. A new generation of gallerists—including Renu Modi, Arun Vadhera, Arshiya Lokhandwala, and Peter Nagy—brought a more professionalized and conceptually driven approach to running galleries. Experimental spaces such as Nature Morte, Espace, Chemould and Experimenter emerged as important platforms for contemporary art, often representing artists coming from less represented regions like Kerala, Chennai, several parts of the Northeast region and among other states. Parallel to the evolution of commercial galleries, several alternative art spaces began to emerge across India. Several initiatives such as FICA, Khoj, Raqs Media Collective, Shanti Road (Bangalore), LAMO (Ladakh), and Desire Machine Collective (Assam) have emerged, fostering avenues for collaborative, experimental, and socially engaged artistic practices. Such alternative art spaces challenge the market focused framework of commercial galleries thereby pushing the limits of curatorial practices into more experimental often radical domain.

The objective of this research is to map the evolving role of the curator by tracing the establishment of galleries in different regions like Delhi, Mumbai, Kolkata, Baroda, Bangalore, and Chennai, from independence to 2010. This research also traces the evolving landscape of curatorial practices in India from white cube spaces to alternate art spaces. It further analyses how curators' roles are expanding within such institutional frameworks and the complex challenge they face in balancing artistic integrity and public engagement within such institutions.

Keywords: Indian contemporary art, curator, commercial galleries, curatorial practice, alternative art spaces, art ecosystem, white cube, gallerists, cutting edge space

Sculpting Sustainability: Papier Mâché and the Artistic Ideology of Virendra Kumar Sharma

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This paper examines the artistic development of Virendra Kumar Sharma, a regional papier mâché artist from Palai, Rajasthan, who has spent more than 35 years exploring and developing papier mâché as a creative medium. Sharma uses the adaptable and environmentally friendly qualities of papier mâché to convey his innermost feelings, ideas, experiences, and observations. His art transcends traditional craft and functions as a vehicle for self-reliance, self-discovery, and introspection. Based on in-person interviews and field observations, the study explores how Sharma combines his environmental consciousness, personal experiences, and self-awareness into a visual language that challenges conventional standards and values freedom as an individual. Sharma's practice, which is rooted in sustainability and artistic freedom, exemplifies both creative expression and a philosophical perspective that challenges social constraints. The essay emphasizes his views on the power of art to foster community involvement, ecological awareness, and social disintegration. By using this perspective, Sharma's work demonstrates how local art may grow into a potent medium for individual and societal change. The study supports Sharma's status as a significant contributor to the growth of papier mâché in India by placing his work within the broad framework of Indian folk traditions and contemporary significance.

Keywords: Papier mâché, Indian Regional Art, Eco-friendly art, Sustainable Art, Artistic Expression

Psychological Impact of Colours in Visual Arts on Mood regulation

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Colour psychology has long been recognized as a significant factor influencing human perception, emotion, and behaviour. In the realm of visual arts, colours serve not only as aesthetic elements but also as powerful psychological stimuli that can evoke, regulate, and transform mood states. This study investigates the psychological impact of colours in visual artworks, with a particular focus on their role in mood regulation. Drawing on theories of colour psychology, affective neuroscience, and art therapy, the research examines how different hues, saturation levels, and tonal contrasts influence emotional responses such as calmness, anxiety, joy, or melancholy. A mixed-methods approach is employed, combining quantitative surveys measuring self-reported mood changes with qualitative analysis of participants' interpretations of selected artworks. Findings reveal that warm colours (e.g., red, orange, yellow) are strongly associated with heightened arousal and energy, while cool colours (e.g., blue, green, violet) tend to promote relaxation and emotional stability. Furthermore, the contextual use of colour in visual compositions amplifies or mitigates these effects, highlighting the importance of both cultural symbolism and personal associations. The study contributes to the growing body of literature on art-based mood regulation by offering insights applicable to art therapy, design psychology, and creative wellbeing interventions. Ultimately, it emphasizes the potential of colour in visual arts as a tool for enhancing mental health and emotional balance.

Keywords: Colour psychology in art ,Mood regulation through art, Colour in art therapy , Creative wellbeing intervention.

From Walls to Classrooms: Adapting Kaavi in Art and Design Education in Goa State

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This study looks at how Kaavi art, a traditional form of wall painting from the Konkan coast, can be blended with today's art and design studies in Goa. The aim is to find new ways of teaching and creating by bringing together old styles and modern ideas, to create a richer educational experience. Kaavi's distinctive red-on-white geometric motifs and cultural symbols have long adorned temples and heritage homes but face decline due to modernization and scant pedagogical support. Guided by India's National Education Policy 2020, the research employed a mixed-methods design: a literature review of Kaavi's aesthetic, cultural, and philosophical significance; field documentation at key Goan and Sindhudurg-Maharashtra sites; semi-structured interviews with artisans, educators, and conservationists; curriculum analysis; and a pilot teaching module with fifty Design (Applied Art) students. A special workshop was held where students learned old lime-plaster mural methods, but with simple things like wax crayons and poster colours instead of difficult traditional tools, learning with skill development in symmetry, rhythm, and pattern. Interviews affirmed the value of artisan-educator partnerships but highlighted barriers including limited documentation, material scarcity, and teacher training gaps. Comparative cases of Madhubani and Pattachitra education informed strategies for digital resource development, modular curricula, and institutional support. The results shows that learning Kaavi art in a practical and local way helps keep this rare tradition alive. It also encourages students to think creatively about making things that last and helps them connect with their own culture. The study proposes a replicable curricular framework and recommends ongoing community collaboration, comprehensive teacher preparation, and digital archiving to scale Kaavi integration across Goa's schools and colleges. By bridging tradition and innovation, this approach offers a model for embedding indigenous arts in formal education while cultivating globally aware, culturally rooted designers.

Keywords: Kaavi Art, Konkan, traditional culture, temple walls, art and design classrooms, adaptation, art & design education in Goa state.

From Aesthetic Shift to UX Strategy: Understanding Dark Mode in the Evolution of Graphical User Interfaces

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Dark mode's resurgence is, at its core, a graphic-design story: born from the glow-saving blacks of early CRT terminals, it has evolved into a dominant aesthetic that signals contemporary sophistication, calm, and premium polish. By weaving insights from design scholarship, practitioner reflections, and notable roll-outs, this paper traces how a single colour-polarity option has come to redefine visual expectations for graphical user interfaces. Set against a broader cultural embrace of restrained, glow-lit palettes drawn from cinema and gaming, dark mode's appeal now rests as much on its atmospheric quality as on its ergonomic benefits. Effective executions depend on foundational design principles-robust luminance contrast, balanced hue temperature, and a visual hierarchy that remains legible even as backgrounds dissolve into near-black showing how nuanced colour management can elevate both brand identity and user trust. A rapid adoption surge between 2018 and 2020 highlights how aesthetic shifts can swiftly recast interface norms; yet the decisive factor is agency, as products offering a simple theme toggle consistently report marked boosts in user satisfaction. Accessibility considerations deepen the design relevance: while many photophobic or migraine-sensitive users find relief in darker palettes, a sizable cohort still prefers light mode, affirming that inclusive graphic design begins with choice rather than prescription. Dark mode thus exemplifies the convergence of visual culture, pragmatic ergonomics, and personal preference, illustrating how an optional stylistic flourish can become a strategic necessity and pointing toward a future in which adaptive colour systems respond fluidly to context, device, and individual needs.

Keywords: Dark mode's evolution, Visual culture in GUI design, Accessibility with adaptive theming.

From Capturing to Constructing: Reshaping Visual with Artificial Intelligence

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Visuals are the active forces that awaken emotions, shape memory, reframe human understanding, and influence how we interpret it. The shift from traditional photography to AI-generated prompt images has reshaped core ideas of authorship, authenticity, and meaning in visual communication since the second decade of the millennium. The mechanical eye of the camera, that captures reality through compositional choices, is now in contest with AI which constructs images from linguistic prompts that blur the lines between author, tool, and machine. The language of photography is reshaped and visual culture is redefined in due process, where prompt engineering, text-to-image, and neural synthesis play a substantial role. By human intention and machine learning systems, Artificial Intelligence (AI) has introduced a new visual syntax, grounded in the theories of visual rhetoric, the grammar of photography, and image semiotics. Through a comparative visual analysis of Indian political images between 2015-2025, this paper examines how visuals have been reshaped from traditional photography to AI-generated imagery. The study uses a mixed-method approach that combines visual semiotic analysis, prompt-based image generation experiments, and surveys of both creators and audiences. The results indicate that while AI-generated images can be persuasive in form, they are still approached with caution by viewers. The research offers the Five P Model: Perceive, Pixel, Parse, Portray, Persuade, as a framework to understand how human and machine collaborations are redefining visual political communication. This study demonstrates how AI acts as ethical instruments in Indian politics of persuasion, shaping the visual meaning, which adaptive colour systems respond fluidly to context, device, and individual needs.

Keywords: Visuals, Political Photography, Artificial Intelligence, Prompt, Visual Analysis, Indian Digital Media, Visual Perception

A Swing of Hope - Using Urban Commons to Support Girl Child Education

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Urban commons, as accessible public spaces, can foster inclusivity and social awareness. In this proposed research study, the installation of a girl on a book-shaped swing in an open space in Tilak Nagar, Chembur, symbolizes freedom, potential, and the aspirations of young girls in urban environments. This study explores the potential of urban commons to promote social equity, with a focus on girl child education and the installation serves as a visual statement about the power of education for marginalized girls. Beneath the installation, a community-led educational initiative will provide classes for underprivileged girls, including daughters of domestic workers, taught by young volunteers who dedicate time after their college or work schedules. Additionally, this space will serve as a safe haven for the daughters of domestic workers who often lack supervision while their parents work, offering a secure, supportive, and nurturing environment for them to grow and learn.

The study will examine how the installation and educational initiative draw attention to girl child education, fostering community support, empowerment, and advocacy. The findings will emphasize the importance of designing urban commons that promote social equity and educational access, highlighting how public art and collective action can catalyze positive societal change. This study will consider the possibility that such initiatives within urban commons can empower marginalized communities, advocate for the rights and education of young girls, and provide essential care, protection, and opportunity for vulnerable children in these urban settings.

Keywords: Urban commons, Social equity, Girl child education, Community-led initiatives, public art installations, Design, Environment, Girls' rights.

Visual Signs of Faith: A Study of Symbols in the Folk Life of Madhya Pradesh

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This paper explores the deep and common use of symbols in Madhya Pradesh's folk life. It suggests these symbols are essential to the region's culture and how its people communicate. The ancient humans depicted their feelings by drawing crooked lines and symbolic figures on cave walls. Gradually, these symbolic drawings became their language. Symbols and human culture have always evolved hand-in-hand. We are surrounded by a world of symbols in every part of our daily lives. Whether sitting or standing, walking or moving, speaking or conversing, worshipping, singing or playing music, dancing or jumping, sleeping or waking, humans consciously or unconsciously use some form of symbol. From birth to death, we see symbols everywhere we go; without them, folk culture would lack any identity or concept. The world itself is a symbol of a stage where every living being comes to play their role and then departs. This study looks closely at what different symbols in folk art mean. These include natural symbols such as the sun, moon, trees, plants, animals, and birds. The cow is referred to as 'Mother'. In folk society, there is complete devotion to the worship of forest deities, village deities, sky deities, water deities, tree deities, animals, and birds. People consider stones to be deities and, once faith is established, they begin to worship them. The Earth is a symbol of motherhood. The sky symbolizes the father. The sun symbolizes day, light, and movement. The moon holds an important place among auspicious symbols. When kids cry, people show them the moon and call it "Chanda Mama". Kids often call the moon "Chanda Mama" too. The crowing of a rooster is often seen as a symbol of morning, while the cawing of a crow on a rooftop is believed to be a sign of a messenger's arrival. Indian mythology and beliefs are full of thousands of symbols. These symbols tell us about our culture. Every culture has its own beliefs and traditions, along with specific symbolic signs that are transferred from generation to generation. In everyday life, a rupee note is simply a piece of paper. It isn't wealth by itself, but it represents or symbolizes wealth. For Hindu women, sindoor symbolizes their marital status. These days, we all know about a campaign called "Operation Sindoor." It's a recent example of using a symbol. When people hear "Sindoor," they often associate it with feminine strength, family values, and dignity. This shows how even modern government actions continue to utilize traditional cultural symbols to protect and represent our country.

This paper, titled "Visual Signs of Faith: A Study of Symbols in the Folk Life of Madhya Pradesh," demonstrates how symbols function as a living language through case studies of local festivals, folk tales, and traditional art forms. This explores how these symbols shape the human perception, emotion, and intellect of Madhya Pradesh's folk life.

Keywords: Iconography, Folk Symbols, Rural Culture, Belief Systems, Visual Culture Studies, Madhya Pradesh Culture, Visual Communication, Cultural Diversity, Heritage Conservation, Visual Arts, Tradition.

Analysing the Inclusion and the Impact of Pop Art in Advertising

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This research study aims to explore the incorporation of Pop Art in advertising and its influence on consumer buying behaviour. It explores the relevance of this art movement in modern advertising strategies and emphasises how it affects consumer perception and their purchasing power. Pop art has encouraged the modern consumer lifestyle by showing the improved standard of living to its consumers. The use of pop art is an effective marketing tool for enhancing a product's aesthetic value. The brands have been using pop art in their advertising material to gain attention and make a lasting impact on the buyers. The research paper also provides examples of various contemporary brands that have successfully utilized Pop Art in their advertising campaigns. The qualitative, exploratory and analytical approach have been adopted in this study the aimed research objectives.

Keywords: Pop art, pop culture, advertising, consumer behaviour, merchandising.

The Psychological Portrait: Rembrandt's Mastery of Chiaroscuro and Self-Reflection

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This research restudies the history and timeframe of the skilled chiaroscuro masterpieces and reviews of great painter Rembrandt van Rijn. This paper focuses on Rembrandt's unique application of a warm, dark and brown (earthy) colour palette and his invented new approach of Dramatic lighting, creating emotional depth and his story telling background of his emotions. In history Rembrandt's application skill of using light and shadow is highly recognised, In this study focuses how his lighting techniques did highly recognised conveyed difficult emotions and created strong approach of storytelling.

Rembrandt's self-portraits, conveyed his 4 timelines of his life. With over 63 coloured and some drawing of self-portraits, Rembrandt created a unique visual Portrait autobiography – presenting his artistic development, personal struggles, the aging process and emotional transformation. From his self-confident and ambitious early paintings to his later introspective and tragic paintings, these works reflect an intense psychological journey. His self-portraits are not only paintings but self-observation, also serve as meditative reflections on identity, mortality and the human condition.

To gain deeper insights, the study uses qualitative research methods, including google form with expert portrait painters. These approaches help to understand the emotional and psychological layers within Rembrandt's self-portraits, as well as his masterful use of chiaroscuro and subtle colour modulation.

Keywords: Rembrandt, Chiaroscuro, Self - portraits, Light, Expression, Visual Art, Baroque.

A Semiotic Analysis of Mona Lisa Artwork in Advertising for Brand Recognition

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One of the most remarkable masterpieces of Leonardo da Vinci is Monalisa, it is a global cultural icon known for its universal appeal and enigmatic smile. This study is the exploration of the semiotic analysis of the Monalisa's image in the advertising field, exploring how its iconic and symbolic elements are appropriated to enhance the brand recognition among consumers. Using Peirce's semiotic framework and Barthes' theory of myth, this paper will explain how elements of the painting, especially the vague facial expression, are used in new ways to build a brand identity and influence consumer behaviour in the market. Through a qualitative analysis of several advertisements, this paper shows how cultural meaning, reference to text, and persuasive techniques work together. It highlights how Monalisa is used as a symbol of allure, sophistication, and prestige. The finding contributes to the explanation of the use of cultural symbols in advertising to build brand recognition, offering insights for researchers and professionals in semiotics, marketing, and cultural studies.

Keywords: Monalisa, Semiotics, Brand Recognition, Visual Symbolism.

Type That Talks: Unleashing the Power of Hindi Fonts in the Digital AD Space

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As the title says 'Type that Talks', means type that can communicate with people. It can be emotional or psychological, depending on the message it is conveying. In the Hindi North Belt, most brands prefer to work with English fonts but their tongue language is Hindi. According to the study, Hindi Fonts are easier for conveying words, they can boost readability, reliability, authenticity, and effectiveness of words through advertisements. They can make a message more friendly, attractive and easy to remember. Now-a-days people are spending more time on platforms like Instagram, Facebook, YouTube, etc and companies are also trying to catch the attention of Audiences by writing in Hindi in their Ads or using different trends of type in their ads. Hindi fonts strengthen the connection between a brand and audience, It also helps in the understanding of the message. This isn't just about writing in Hindi—it's also about how the text looks and feels. It is crucial to employ audience-appropriate typefaces in today's digital marketing campaigns.

Keywords: Social Media Advertising, Devnagri Script, Audience Engagement, Typography, Hindi Fonts, Visual Communication, Emotional Design, Campaigns.

उत्तराखंड के पौराणिक मंदिरों में कला एवं स्थापत्य के नव-परिवर्तन: एक सांस्कृतिक और संरक्षणात्मक अध्ययन

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उत्तराखंड, जिसे 'देवभूमि' के नाम से जाना जाता है, प्राचीन धार्मिक आस्थाओं, पौराणिक परंपराओं और सांस्कृतिक विविधताओं का अद्भुत संगम है। हिमालय की गोद में स्थित यह प्रदेश न केवल धार्मिक दृष्टि से महत्वपूर्ण है, बल्कि इसकी सांस्कृतिक विरासत, स्थापत्य परंपरा और लोक कलाएं भी अत्यंत समृद्ध और विविधतापूर्ण हैं। यहाँ के मंदिरों, गुफाओं और तीर्थ स्थलों में जहाँ एक ओर पौराणिक कथाओं की गूँज सुनाई देती है, वहीं दूसरी ओर लोक जीवन की अभिव्यक्तियाँ भी स्पष्ट रूप से दृष्टिगोचर होती हैं। यह शोध उत्तराखंड के कुमाऊँ और गढ़वाल अंचलों में स्थित पौराणिक मंदिरों तथा सांस्कृतिक प्रतीकों के माध्यम से उनके स्थापत्य और कलात्मक नव-परिवर्तनों का विश्लेषणात्मक अध्ययन प्रस्तुत करता है। शोध का मुख्य उद्देश्य यह समझना है कि किस प्रकार से समय के साथ-साथ इन क्षेत्रों की कला, वास्तुशिल्प शैली और लोक परंपराएं परिवर्तित हुई हैं, और किस रूप में उन्होंने सांस्कृतिक पहचान को बनाए रखा है।

विशेष रूप से कुमाऊँ अंचल की ऐपण कला, और पिछौड़ा जैसे अलंकरण शैली तथा गढ़वाल क्षेत्र की जाग परंपरा, धार्मिक अनुष्ठानों और मंदिर शिल्प में प्रयुक्त सजावटी तत्वों का विस्तृत अध्ययन इस शोध में किया गया है। ऐपण जहाँ धार्मिक अनुष्ठानों और घर की पवित्रता का प्रतीक है, वहीं पिछौड़ा जैसे वस्त्र कला रूप, क्षेत्रीय देवी-देवताओं की आराधना में गहराई से जुड़े हुए हैं। जाग परंपरा, जो लोकगायक और वाद्य यंत्रों के माध्यम से देवताओं का आवाहन करती है, न केवल एक सांस्कृतिक क्रिया है, बल्कि यह समुदाय की एकता और श्रद्धा की अभिव्यक्ति भी है।

मंदिर स्थापत्य में प्रयोग होने वाली स्थानीय निर्माण तकनीकों, पत्थर और लकड़ी की नवकाशी, तथा इनसे जुड़े प्रतीकात्मक अर्थों का भी गहराई से अध्ययन किया गया है। जैसे केदारनाथ मंदिर की स्थापत्य संरचना और मूर्तिकला में समय के साथ आए नवाचार स्पष्ट रूप से देखे जा सकते हैं, जो तत्कालीन समाज की कलात्मक और तकनीकी उन्नति को दर्शाते हैं। इसी प्रकार गुज्जर देव मंदिर, द्वाराहाट जैसे मंदिर स्थानीय संस्कृति, लोक विश्वासों और क्षेत्रीय कलाओं के अद्वितीय उदाहरण प्रस्तुत करते हैं।

इस शोध का प्रमुख उद्देश्य उत्तराखंड की सांस्कृतिक धरोहर के संरक्षण और उसे पुनर्स्थापित करने की दिशा में एक प्रभावी पहल करना है। लोक परंपराएं, चाहे वे मूर्त रूप में हों या अमूर्त, हमारे सांस्कृतिक अस्तित्व की नींव हैं। इनके प्रति संवेदनशील अध्ययन और दस्तावेजीकरण से न केवल इनका संरक्षण संभव है, बल्कि यह आने वाली पीढ़ियों के लिए सांस्कृतिक शिक्षा का आधार भी बन सकता है।

अतः यह शोध न केवल उत्तराखंड के पौराणिक मंदिरों और लोक कलाओं के कलात्मक नवाचारों को रेखांकित करता है, बल्कि यह एक व्यापक सांस्कृतिक विमर्श भी प्रस्तुत करता है, जो परंपरा और आधुनिकता के बीच संतुलन की आवश्यकता को उजागर करता है।

मुख्य शब्द: उत्तराखंड, पौराणिक मंदिर, लोक कला, स्थापत्य, नव-परिवर्तन, संरक्षण, पिछौड़ा, ऐपण

Meme Marketing in the Digital Age: A Study of Virality, Engagement, and Brand Communication

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Memes have become a popular digital marketing strategy for brands to connect with audience by incorporating humour and relatable content. This paper analyses the use of memes and their impact on consumer engagement, brand perception, and virality of message. This was examined by evaluating different kind of memes and the impact they have on audience using both qualitative content analysis and quantitative surveys. The findings indicate that memes substantially increase brand recall and user interaction, specifically among Gen Z. But brands need to consider the legitimacy, get the timing right and make sure the meme is culturally fit and relevant. It also identifies some risks associated with meme marketing including misconception, insensitivity and irrelevant content, which leads to negative brand reputation. This paper provides a theoretical framework for comprehending meme marketing strategy and give practical insights to marketers to use internet culture responsibly.

Keywords: Meme, Marketing, Brand Communications, Consumer Engagement.

Green Advertising in the Era of Artificial Intelligence: A Sustainable Shift in Marketing in India

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This paper reviews how AI related technologies are impacting sustainable marketing, and the interface of green advertising in India. Growth in consumer awareness continues to spur the need for advertising that is sensitive to the environment and green advertising. AI, through automation, personalization, and trend analysis, assists in the amplification of messages related to eco-friendly products and services. This paper highlights AI's role in combating greenwashing as well as the disconnect between the brand and consumer relationship in India. It also describes some of the challenges, highlights a case study that deals with ethical considerations of green advertising, and provides strategic outlines and frameworks of AI-driven green advertising.

Keywords: Green Advertising, Artificial Intelligence (AI), Marketing, Consumer Trust, Greenwashing Prevention.

Igniting Urban Narratives: The Transformative Power of Art Installations in Public Spaces

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Art installations play a pivotal role in redefining public spaces, transforming them into vibrant hubs of culture, reflection, and community connection. This case study explores the question: How do public art installations influence urban identity, cultural continuity, and community engagement? It further asks: What design elements and strategies enable art to harmonize with ecological and architectural contexts?

The research examines the transformative potential of site-specific installations that celebrate heritage, merge with natural landscapes, and act as focal points of collective memory. Key examples include fibre structures evoking traditional craftsmanship, life-like animal sculptures embedded in the environment, and symbolic features like an eternal flame representing resilience and pride.

Methodologically, the study employs a qualitative approach, including site analysis, visual documentation, and interviews with artists, community members, and urban planners. These perspectives provide insight into the artistic, functional, and emotional impact of public installations.

Findings reveal that thoughtfully integrated art fosters inclusivity, strengthens cultural narratives, and enhances spatial identity. By aligning sustainability with community involvement and artistic expression, such interventions redefine urban spaces not merely as transit zones, but as platforms for storytelling, reflection, and shared meaning.

This paper concludes that art in public spaces holds transformative potential when it serves not only aesthetic purposes but also social, cultural, and ecological functions—creating environments that are both visually compelling and emotionally resonant.

Keywords: Public Art Installations, Urban Transformation, Cultural Narratives, Community Engagement, Sustainability in Design

Transcultural Conservation Methodologies: Comparative Analysis of Eastern and Western Printmaking Preservation Philosophies

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This study examines transcultural conservation methodologies have historically emphasized material authenticity, technological intervention, and scientific analysis, Eastern philosophies often prioritize spiritual continuity, impermanence, and the renewal of cultural value through replication and reinterpretation. By juxtaposing Japanese, Chinese, and Korean conservation practices with European and North American frameworks, this research reveals how cultural contexts shape notions of originality, repair, and authenticity. Drawing on case studies of ukiyo-e woodblock prints, Chinese ink rubbings, and Western etchings, the analysis highlights divergent strategies such as reverence for patina versus renewal through remounting, and controlled stabilization versus acceptance of natural aging. The paper argues that transcultural dialogue fosters a more inclusive conservation ethos, encouraging flexibility in balancing material science with intangible heritage values. Ultimately, the study proposes a hybrid model of preservation that bridges Western emphasis on technical stabilization with Eastern philosophies of cyclical continuity. Such integrative methodologies not only broaden the epistemological foundation of conservation studies but also promote sustainable practices in the stewardship of global printmaking legacies across museums, libraries, and cultural institutions.

Keywords: Transcultural conservation, Printmaking preservation, Authenticity and originality, Eastern conservation philosophy, Western conservation philosophy, Hybrid methodologies.

The Role of Government Policies in Shaping Fine Art Education in Maharashtra

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This research explores the role of state government policy in fine and visual art education in Maharashtra, examining regulations, funding models, curriculum design, and institutional support. It aims to assess the impact of these policies, identify gaps, and recommend reforms to enhance equity, creativity, and access in art education. Using policy implementation theories, the study analyzes how state and central policies are applied in practice within art institutions. Findings reveal a mixed impact-urban institutions benefited from grants and curriculum reforms, while rural schools faced challenges like limited funding, faculty shortages, and weak institutional support. The study highlights systemic inconsistencies and calls for stronger governance and region-specific policy engagement. Ultimately, it advocates for sustained support and reform to preserve cultural heritage through sustainable art education.

Keywords: Fine Arts Education, Government Policies, Visual Arts, Maharashtra, Educational Reform, Policy Implementation, Cultural Education.

Fusion of Earth and Fire: The Synthesis of Stone and Brass in Contemporary Indigenous Sculpture at Devrai Art Village

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Rock Dhokra, developed at Devrai Art Village in Panchgani, Maharashtra, represents an innovative synthesis of brass and stone through the traditional lost-wax casting technique. This paper investigates the technical process, philosophical grounding, and visual language of Rock Dhokra, positioning it within the discourse of contemporary indigenous Indian sculpture. By analyzing selected artworks, the study reveals how the fusion of stone and metal generates an ecological and cultural dialogue that negotiates continuity and change, tradition and modernity, nature and humanity. The research argues that Devrai's practice re-contextualizes tribal craftsmanship in a contemporary framework, contributing to conversations on sustainability, craft revival, hybrid, and contextual narratives in art and design. Through integration of existing literature and visual analysis, this paper highlights how Rock Dhokra reflects the adaptive potential of indigenous practices to address twenty-first century concerns ranging from ecological awareness to the preservation of cultural identity thereby reaffirming their relevance and resilience in a globalized world.

Keywords: Rock Dhokra, Devrai Art Village, stone, metal casting, indigenous art, material innovation.

Reviving Mandana: Women-Led Initiatives in Preserving Rajasthan's Folk Art

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This paper delves into the notable side of India known for its skilled artisans who practice different art forms which are the essence of its cultural legacy. Mandana is one of the oldest folk art of Rajasthan and has been passed down by women especially from Meena community for generations. In recent years Mandana is declining due to modernization and changing social dynamics and is on the verge of becoming a cultural and economic artifact. This paper looks at women led initiatives to revive Mandana in Rajasthan and their dual role as custodians of tradition and agents of economic empowerment. Through case studies from the villages of Banasthali, Jhilai & Palai in Tonk district. Mandana revival project led by local women under administrative guidance and skill development programs supported by organizations like Rajasthan Gramin Aajivika Vikas Parishad (RGAVP), the study explores how heritage preservation can be blended with sustainable livelihoods. These initiatives include training women artisans, integrating Mandana into tourism and handicraft markets and leveraging government and NGO support to create ethical value chains. The paper also looks at the broader impact of these efforts on community identity, gender roles and transmission of intangible cultural heritage. The findings show that women's leadership is key not only in preserving Mandana art but also in inclusive economic development and cultural resilience in Rajasthan.

Keywords: Mandana art, Rajasthan, women-led initiatives, folk art preservation, economic empowerment, cultural heritage, Meena community, sustainable livelihoods, intangible heritage, community development.

An Observational Packaging Study of Potato Chips in Jaipur Retail Markets: Brand, Flavor, and Behavior

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Rajasthan's capital, Jaipur, is a thriving, culturally diverse metropolis renowned for its historic buildings, vibrant marketplaces, and booming business. One of India's most popular tourist attractions and expanding cities, Jaipur also has a vibrant retail scene that serves a wide range of changing customer needs. Finding out about the visual packaging elements-such as color, typeface, graphics, flavor representation, and overall branding-effectiveness on consumer interest and product selection is the aim of this study, which was conducted in Jaipur's busy retail sector. Real-time consumer behavior and retail displays are used in the study to further evaluate the efficacy of container design and flavor preferences.

A structured survey that was given to a varied sample of Jaipur residents was used to gather primary data in order to do this. The purpose of this survey was to gather data regarding customers' taste preferences and snacking patterns. The study aims to help chip producers and marketers – particularly those connected to well-known brands like Lay's, Bingo, and Pringles-align their product lines with regional tastes. The study lays the groundwork for more focused product development and marketing strategies in this geographically and culturally specialized market by determining the most popular chip brand and flavor in Jaipur.

Keywords: Consumer Preference, Flavor Analysis, Packaging, Potato Chips, Taste Preference.

The Impact of Universal Design on Branding in Public Spaces

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The application of universal design is crucial in developing branding for public spaces to improve accessibility as well as inclusion. This research looks into the role of universal design in outdoor advertising and signage and how incorporating branding positively influences experience and perception of the brand across multiple and varied audiences, including people with disabilities. This involves analyzing branding touch points such as the use of legible typography, high contrast colors, simple and intuitive graphics, and design for accessibility. This research sheds light on the most effective ways of retaining business goals of outdoor branding while making the branding inclusive. The results of the research are aimed to assist marketers, designers, and policymakers with the socially conscious design and brand strategies that positively influence the market and customer experience while serving and advocating for the people with disability. This research serves as a part of the discourse on designing for accessibility by public branding and this emphasizes the key points on added value in customer experience which is as important as the business goals in public branding.

Keywords: Accessibility, Inclusivity, Signage, Multisensory features, Disabilities, Customer trust.

The Psychological Portrait: Rembrandt's Mastery of Chiaroscuro and Self Reflection

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This research restudies the history and timeframe of the skilled chiaroscuro masterpieces and reviews of great painter Rembrandt van Rijn. This paper focuses on Rembrandt's unique application of a warm, dark and brown (earthy) colour palette and his invented new approach of Dramatic lighting, creating emotional depth and his story telling background of his emotions. In history Rembrandt's application skill of using light and shadow is highly recognised, In this study focuses how his lighting techniques did highly recognised conveyed difficult emotions and created strong approach of storytelling.

Rembrandt's self-portraits, conveyed his 4 timelines of his life. With over 63 coloured and some drawing of self-portraits, Rembrandt created a unique visual Portrait autobiography – presenting his artistic development, personal struggles, the aging process and emotional transformation. From his self-confident and ambitious early paintings to his later introspective and tragic paintings, these works reflect an intense psychological journey. His self-portraits are not only paintings but self-observation, also serve as meditative reflections on identity, mortality and the human condition.

To gain deeper insights, the study uses qualitative research methods, including google form with expert portrait painters. These approaches help to understand the emotional and psychological layers within Rembrandt's self-portraits, as well as his masterful use of chiaroscuro and subtle colour modulation.

Keywords: Rembrandt, Chiaroscuro, Self - portraits, Light, Expression, Visual Art, Baroque.

An Aesthetic Analysis of Socio-mythical Representation of Hunger in Indian Graphic Novels: A Study on Amruta Patil's 'Aranyaka'

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This paper examines *Aranyaka: The Book of the Forest* (2019) by Amruta Patil and Devdutt Pattanaik, reimagining 'hunger' as a multi-layered aesthetic, philosophical, and socio-mythical construct. Drawing upon Indian aesthetic theory (*rasa-bhava*) and Upanishadic philosophy (*ksudha*, *anna*, *atman*), along with visual semiotics of panel composition, chromatic use, and spatial rhetoric, the study situates hunger as bodily desire, ethical anxiety, and metaphysical quest. Methodologically, the paper combines (i) intertextual analysis of the *Taittiriya* and *Brhadaranyaka* Upanisads, and (ii) close readings of selected panels to trace the interrelationship of gender, ecology, and spiritual striving through the protagonist *Katyayani*. The graphic text presents hunger as a law of life rather than a moral lapse, expressed through five thematic lenses: elemental appetite, cosmic maw, feminine agency around food, rejection/gift, and sacred feeding. These strategies re-center feminine subjectivity and eco-spiritual reciprocity. The paper argues that *Aranyaka* transforms hunger from a stigmatized appetite into a mythopoetic principle of becoming, thus positioning Indian graphic novels as sites of philosophical reflection beyond their narrative surface.

Keywords: Hunger, Upanishads, aesthetics, Indian graphic novel, eco-spirituality, Amruta Patil, *Aranyaka*.

Drawing as Contemplative Practice

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This research paper examines the integration of drawing and contemplative practices within art education frameworks. Drawing, fundamentally rooted in observation and visual perception, can be transformed through mindfulness principles-defined as purposeful, present-moment, non-judgmental awareness into a contemplative practice that transcends technical skill acquisition. The study analyzes how mindful drawing cultivates experiential learning and metacognitive awareness by encouraging attentive observation without immediate judgment. Several methodological approaches are explored, including "beholding" artworks, the "Art of Image" project combining drawing with reflective writing, "Embodied Drawing" incorporating physiological awareness and meditative movement, enso circle creation with breath awareness, and Negative Space Drawing that shifts perceptual focus. These approaches share common elements: decelerated process, heightened concentration, and intentional reflection. Evidence suggests that integrating contemplative practices into art instruction enhances perceptual abilities, emotional regulation, stress management, and self-confidence while promoting holistic development. This research contributes to emerging pedagogical frameworks that articulate the relationship between visual art processes and contemplative methodologies, offering insights into the cognitive mechanisms underlying mindful drawing practices and their educational applications. This research uses qualitative research methods by involving in depth interviews of art educators and students with the help of collections of drawings and experiences and immersive reflections.

Keywords: Contemplative drawing, Mindfulness in art education, Experiential learning, Visual perception, Metacognitive awareness.

Guest-Host Relations in Art Residency: Driving Social Transformation in Jatiwangi art Factory

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This paper examines how Jatiwangi art Factory (JaF) strategically transforms the dynamics of “guest” and “host” within its residency program, utilizing this relationship as a fundamental artistic method to address socio-economic and cultural crises. Situated amidst the massive industrial expansion in Jatiwangi, JaF employs residency practices not merely as an art facility, but as a social laboratory. Adopting an autoethnographic methodology, this paper argues that the guest-host relationship at JaF functions as a complex social technology for reclaiming communal agency. The analysis identifies three primary functions of this practice. Firstly, as an enactment of radical hospitality, JaF cultivates a kinship-based relational economy that challenges the logic of extractive capitalism. Secondly, pedagogically, this practice embodies Freirean praxis, creating dialogic spaces for the equal co-creation of knowledge between artists (guests) and the community (hosts). Thirdly, as a decolonial political action, JaF activates an “Epistemology of the South” by elevating Tanah-based knowledge to the global stage, exemplified through performative projects such as the New Rural Agenda.

Keywords: Jatiwangi art Factory, Art Residency, Guest-Host Relationship, Artistic Practice, Social Transformation.

Cultural Nuances in UI-UX: Integrating Indian Visual Grammar into Digital Product

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As India undergoes rapid digitization, the need to design interfaces that resonate with the country's cultural identity has never been more urgent. This paper explores the integration of Indian visual grammar, rooted in traditional aesthetics and modernist expression, into contemporary UI-UX design. Drawing inspiration from seminal Indian artists such as Nandalal Bose, Jamini Roy, S.H. Raza, Amrita Sher-Gil, M.F. Husain, and A.A. Almelkar, the study investigates how folk symbolism, colour rhythms, and indigenous motifs can be reinterpreted into usable interface elements. Through studio-based assignments conducted with UX design students, this research demonstrates how culturally contextual design can enhance user empathy, creative confidence, and aesthetic innovation. It further proposes a pedagogical model for embedding Indian visual culture into design education, positioning it not as a static archive, but as a dynamic tool for digital futures.

Keywords: UI-UX, Indian Culture, Design, Identity, Visual Grammar, Pedagogy.

A Visual Cultural Study of Indigenous Art Through the Individual Reflections of Artist Lado Bai

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Tribal art forms are vital cultural memory and identity repositories, serving as visual narratives that encapsulate Indigenous communities' beliefs, traditions, and histories. Among these, the Bhil tribe's art from Madhya Pradesh stands out for its vibrant colours, intricate patterns, and profound spiritual significance. Traditionally, a communal practice tied to rituals and festivals, Bhil art has evolved to find resonance in contemporary global art.

Lado Bai, a prominent artist of the Bhil community, exemplifies this evolution by blending traditional art practices with her unique artistic voice. Having transitioned from manual labour to artistic prominence under the mentorship of Jagdish Swaminathan, her work symbolises the dynamic interplay between heritage and individual innovation. This paper explores Lado Bai's art as a case study, situating her contributions within the Bhil traditions' socio-cultural and historical framework while highlighting her role in preserving and transforming these practices for modern audiences.

Employing qualitative methodologies, including semiotic analysis of her works and secondary literature reviews, this research decodes her paintings' symbolism, motifs, and cultural narratives. Findings underscore her dual role as a custodian of Bhil heritage and a pioneer in redefining tribal art in contemporary contexts. The study provides practical insights into supporting indigenous art and theoretical implications for understanding the evolving dynamics of tribal visual culture.

Keywords: Bhil art, indigenous epistemologies, semiotics, cultural memory, decolonial aesthetics.

The Agency of Art in the Soil Culture of Jatiwangi: An Exploration of Beauty Treatment as a Mindful Self-Care Concept

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Jatiwangi District, Majalengka, West Java, is a roof tile-producing region that has experienced the impacts of industrial transformation. Jatiwangi art Factory (JaF), an art collective/community in Jatiwangi, articulates Tanah: Lahan - Bahan dan Gagasan (Land: Site - Material and Idea) as an experimentation of its artistic expression. Through its artistic practices, JaF offers new meanings and relationships regarding land, which has hitherto been viewed merely as a commodity. Through various creative products such as festivals, art residencies, exhibitions, material explorations, and the creation of new rituals, JaF transforms the perception of land (Land/Clay/Soil) into a symbol of a new cultural identity and dignity, referred to as the Clay Culture of Jatiwangi (Kebudayaan Tanah Jatiwangi). This paper explains how artistic agency shapes this new Clay Culture in Jatiwangi through the exploration of beauty treatment as a concept of mindful self-care. The research is based on the author's subjective experience as part of Jatiwangi art Factory and the collective experiences of the Jatiwangi community. These practices not only offer physical and psychological benefits but also demonstrate cultural agency by reasserting local identity amidst the pressures on the Jatiwangi region, which has been developed within an industrialization context.

Keywords: Art, Jatiwangi art Factory, Clay Culture, Beauty Treatment, Mindful Self-care

The Role of Black Pottery in Storytelling, Preservation, and Public Connections in Nizamabad, Azamgarh, Uttar Pradesh

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This investigation focuses on Black Pottery Nizamabad Azamgarh, Uttar Pradesh, and the artistic and cultural relationships between public art and its connections with the public. It centers on how cultural art practice serves as a medium for storytelling, cultural preservation, and enhancing public connections.

The research aims to highlight the importance of preserving extinct traditional art and craftsmanship, enabling them to evolve alongside contemporary rituals. It includes workshops that will bring together artists and professionals from both fields, ethnography, and artifact analysis. By recording and contrasting their artistic manifestations, it will foster meaningful support and dialogue between traditional and modern artistic rituals. Finding ways to preserve the essence of the legacy arts while integrating them into the contemporary setting would also be a major priority. This project will establish a sustainable way to keep the personnel moving forward with their work. and will encourage research and foster the growth of artistic expression.

Keywords: Black Pottery Azamgarh, Cultural Art, Ethnography, Modern Art, Contemporary art.

The Graphic Design in the Age of Generative AI: Opportunities & Challenges

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The term Generative Artificial intelligence (AI) makes an huge innovation in the field of graphic design. This is because anything like this was never existed ever, it is fresh & new in the market. This paper talks about the both critical & common perspective this revolution in graphic designing was started from the very 20th century, this paper includes all the detailed study of generative ai from its starting to the current time period. With the help of Machine learning models (M.L.M.) like Generative Adversarial Networks (G.A.N.s) and Transformer based systems (Transformer neural networks) such as DALL- E, Tools Like Adobe Firefly, Canva & Gemini are helping a lot in doing repetitive works, introduce fast prototyping and made everyone accessible to professional level quality or Output. The advanced system polish creativity, personalization & Efficiency for everyone whether he is a designer & non designers. Also, these models learn from the user & improves every day.

But the things are not Positive for everyone, the generative ai innovation also introduce some ethical concerns, like copyright infringement, plagiarism and the misuse of AI generated content. Also, these models disturbing the traditional method & workflow with automation, becomes threat to entry-level jobs, AI Generated design practices risk lack of emotional depth, cultural sensitivity & becoming inherent to human creativity. With help of Case Studies of brands like Nike & Coca Cola, this research paper give light to the best practices and pitfall in AI Driven Designs. In the final Conclusion with recommendations for encourage Human – AI collaboration, with some ethical guideline/Limitations and exploring new models in evolving Field like Argument reality & Virtual reality. Maintaining balance between innovation with tradition. The Graphic Design industry will be amplified rather than replace Due to irreplaceable value of human creativity.

Keywords: Generative AI, Graphics Design Advancement, AI Powered Design Tools, Human AI Collaboration, Ethical Threats in AI, Future of Graphics Design.

Keywords: Generative AI, Graphic Design Evolution, AI-Powered Design Tools, Human-AI Collaboration, Ethical Challenges in AI, Future of Graphic.

Visual Rhetoric and Aesthetics: Communicative Dimensions of Digital Art

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Digital art, situated at the intersection of technology, creativity, and communication, has emerged as a powerful medium for meaning making in contemporary culture. This paper explores the communicative dimensions of digital art through the lenses of visual rhetoric and aesthetics, examining how images, symbols, and interactive forms operate as persuasive and expressive devices in the digital sphere. Drawing on rhetorical theory, semiotics, and aesthetic philosophy, the study analyses how digital artworks—from digital paintings and interactive installations to memes, NFTs, and AI-generated visuals—construct and disseminate cultural narratives. The paper argues that digital art not only embodies aesthetic value but also functions as a rhetorical act that shapes perceptions, identities, and public discourse. By interrogating the role of interactivity, multimodality, and technological mediation, the research highlights how digital art transcends traditional boundaries of visual communication, engaging audiences in participatory and immersive experiences. Ultimately, this inquiry situates digital art as a vital communicative practice that negotiates between creativity, technology, and socio-cultural meaning, underscoring its significance in the evolving landscape of visual culture and media studies.

Keywords: Digital Art, Visual Rhetoric, Aesthetics, Communication, Semiotics, Multimodality, Digital Culture, AI Art.

Major challenges of Indian Graphic novels based on Indian Mythological stories

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Title of my paper is Major challenges of Indian Graphic novels based on Indian Mythological stories. Several Indian publishers and foreign publishers are showing their interest of publishing graphic novels with the story based on Indian mythology.

Though Graphic novel is newer version of comic book it is not as popular as comic book due to different reasons. Graphic novels in India and specially on Indian Mythological stories are created for Indian and global market as well by several publishers. It is noticed that most of mythological stories are written without changing original story and at the same place writer tries to put a new perspective on the same story. Some stories are original composition with the mythological characters.

Though the graphic novels are publishing by different publishers for Indian market, still there are some challenges of graphic novel industry in India in present scenario. Capturing market and popularity is still challenging for publishers due to some social and other reason. This paper is to identify some challenges which are occur for Indian graphic novels based on Indian Mythology with help of online survey and personal interviews. Also, I tried to find out some solutions for the same.

Keywords: Graphic Novels, India, Mythology, Challenges, Storytelling.

The Role of NFT in the Digital Advertising Industry

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Non-Fungible Tokens (NFTs) have become a powerful force in the sphere of online advertising due to their new approaches to increasing brand involvement, boosting transparency, and generating value-based marketing strategies. Supported by blockchain technology, NFTs allow companies to offer exclusive, authentic digital items that transform the distribution, consumption, and monetization phases of ads. With the help of NFTs, advertisers can produce unique content, tokenized brand interactions, and provide digital collectibles that boost customer involvement and loyalty. NFTs assist brands in forming stronger emotional bonds with their intended buyers by providing exclusive, limited-edition digital goods, bespoke incentives, and interactive ads. They also allow new monetization models, including NFT-built loyalty schemes, gamified brand experiences, and direct-to-consumer engagement strategies. Moreover, the centrally controlled and immutable nature of blockchain makes a contribution to enhanced trust while reducing such problems as ad fraud, counterfeit digital assets, and invisible ad evaluation methods. Though promising, NFTs in marketing face challenges like high costs, network bandwidth, ambiguous regulations, and the necessity of mass consumer introduction. The volatility of the NFT market and the environmental impact of blockchain-based transactions also influence long-term integration. Nevertheless, as blockchain technology advances and more companies experiment with NFT-led marketing, the potential to totally revolutionize consumer-brand interactions is significant. The use, advantage, difficulty, and possible consequences of NFTs in online advertising are discussed within this paper. It considers actual application cases, upcoming trends, and recommendations that businesses can utilize to maximize the application of NFTs, changing their online advertising and brand interaction in the process. Digital advertising analysis regarding NFTs is performed through a combination of qualitative and quantitative methods in this study. Consumer research based on descriptive and analytical methods evaluates both NFT advertisement performances and those of traditional advertising. The researcher gathers primary data through surveys combined with interviews and focus groups together with direct observations of the promotional efforts from Nike and Adidas. Literature reviews with market reports supplement social media analytics among the collected secondary data sets. The research design comprises of a structured questionnaire with branching features that investigates various respondent groups through rating scales and certain open-ended evaluation questions. The research results improve techniques in influencer marketing and online promotions and brand strategies and metaverse advertising. The research furnishes guidelines for businesses together with their marketers and political regulators who want to apply NFTs to build better digital marketing systems while tackling obstacles related to trust and regulation and adoption rates.

Keywords: NFT (Non-Fungible Token), Digital Advertising, NFT Advertising Campaigns, NFT Brand Collaborations, Digital Assets.

Ainuai: Song of the Waves — Memory of Migration. Beyond Documentation: Crafting Collaborative Experimental Filmmaking with Art in Action Research (AiAR)

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This paper discusses the methodology underlying the creative process of the experimental documentary film *Ainuai: Song of the Waves*, as a form of collaborative cinema that transcends conventional documentary practices. The film departs from the memory of the Ansus people's migration from Papua to Guaeria, West Halmahera. This migration is not merely a geographical relocation, but a formative process that seeps into the body, the rhythm of the sea, and ancestral songs. The production process was guided by the Art in Action Research (AiAR) framework and approach within art research, enabling art practitioner researchers to select their theories and methods according to their suitability for each project. The project-fitting theories employed include Bergson's time concept of *durée*, Gilles Deleuze's aesthetics of the time-image and Andrei Tarkovsky's conception of cinema as the art of sculpting in time. The methods encompassed data collection, informal conversations, collaborative storytelling, and audio-visual recording. This paper contributes to the discourse on experimental documentary cinema by emphasising the importance of collaborative, affective, and context sensitive approaches in filmmaking rooted in communal experience.

Keywords: Experimental documentary film, Art in Action Research (AiAR), Migration, Time-Image.

The Rise of Canva: A New Era in Graphic Design

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"This study explores how Canva is changing contemporary graphic design practices, emphasizing the following main research question: Does Canva's rise announce a new era of creative empowerment, or does it raise questions about the reliability and standards of traditional graphic design? Canva is a cloud based platform that has been very popular among designers and non-designers both because of its ease of use, which makes it simple for users in marketing, education, and small businesses to create visual material.

The impact of Canva was evaluated using a mixed-methods methodology. Primary data was gathered from students, teachers, professional designers, and non-design customers using structured questionnaires. To ensure simplicity and accessibility of analysis, the survey, which was sent out digitally through Google Forms, included multiple-choice questions and a Likert scale.

Research results show that Canva breaks down barriers for those without technical knowledge by promoting teamwork and increased engagement in design activities. The study did find, though, that a heavy dependence on templates could result in aesthetic repetition, which could reduce creativity and decrease the perceived worth of professional design education.

In summary, even if Canva offers a significant improvement in accessible and quick creative processes, it needs to be used carefully to avoid sacrificing artistic richness. To maintain accessibility and creative integrity, the study suggests integrating these platforms in design workflows and education in an appropriate way.

Keywords: Canva, Graphic Design, Creative Collaboration, Design Authenticity, Visual Aesthetics, Technological Influence, Democratization of Design, Design Education.

The Impact of Smartphone Camera Ecosystems on the Evolution of Professional Photography

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Advancements in smartphone cameras have brought about major changes in the photography industry. Today, many people can easily take high-quality photos using their mobile devices, which was previously only possible with expensive cameras. Considering this, not all ordinary people can afford them, increasing the competition among professional photographers. In this study, we examine the impact of smartphone cameras on professional photographers and the changing expectations of consumers. In addition, there is an increasing tendency to share pictures on social media and characterize how some photographers have used this new technology in a positive yet neutralized way. This highlights how Some professionals have found these changes challenging, while others have constructively approached and seized opportunities. Overall, smartphone cameras have significantly improved in recent years and have changed the photography industry. This has been more challenging for professional photographers as more people can take good pictures effortlessly. The primary objective is to determine whether smartphones are a boon or a bane for the industry, or are making things worse. This study will utilize a mixed-methods strategy, combining both quantitative and qualitative techniques.

Keywords: Smartphone cameras, visual culture, camera technology, photography industry, social media impact, professional photography.

Visual Ergonomis of Typeface in Paragraph Text

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In Graphic Design text plays an important role in communicating ideas to the people or the users. A graphic layout is a combination of different elements such as colours, graphics, text and images. All the elements are used in proper proportion and proper hierarchy improve the effectiveness of the communication. Visual hierarchy of all the element matters a lot to make sure messages are communicated more effectively without creating any confusion. The text plays important role in communication as it carries multiple values to it, like what it says and how it looks, and what emotion does it exhibits. The Para-graphic text can be very difficult to handle in a layout as it creates a space of the letters on the layout. This paper tries to understand the visual ergonomic for the paragraph text in more practical way to identify appropriate proportion of a text on different medium by different users. One to one survey was done with the users to understand the most effective sizes and style of the text. Time taken to read the entire paragraph was recorded and also the difficulties Faced in reading the text were also observed and recorded. The test were done against different parameters affecting the readability of the text such as font size, font style, leading space, font color etc. All the recovered data from the survey was analyzed and the conclusions were made according to the results. The results of the research can be used by the graphic designers to work on more effective and communicative layout design for the users.

Keywords: Design Aesthetics, Visual ergonomic, Paragraph text, graphic design

“The Art and Ethics of New-Born Photography”

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"Newborn photography is a developing art form that needs to strike a balance between serious moral issues and artistic expression. The relationship between ethics and creativity in newborn photography is examined in this study. By employing a mixed-approach model that incorporates questionnaires, literature review, and visual content analysis the study addresses important aspects including cultural sensitivity, consent procedures, and prop safety. The results show that photographers lack a thorough understanding of ethics, and that a desire for aesthetic appeal is linked to a disregard for ethical considerations. To promote ethical photography practices that protect children's wellbeing while valuing artistic innovation, the study aims to provide significant insights and recommendations for parents and photographers. This study combines qualitative and quantitative methods to identify artistic techniques and ethical considerations in newborn photography. Clients and involved professionals provided real-time data between January 2024 and March 2025. As the primary source of data collection, standardized questionnaires were distributed to parents and professional newborn photographers in addition to a visual content analysis of sample images. Websites pertaining to the field, scholarly publications, and articles comprised the secondary data. Statistical analyses were conducted using SPSS software, with a focus on descriptive statistics, Pearson's correlations, and independent sample t-tests, to evaluate hypotheses, such as the relationship between aesthetic prioritization and ethical awareness. This research studies the aesthetics and ethical practices in relation with newborn photography. The study aims to help photography professionals as well as parents, family members and care givers. Keywords: Newborn photography, ethics in photography, aesthetic expression, consent protocols, cultural sensitivity, mixed-methods research, gender differences, child welfare, responsible photography"

Keywords: New-born photography, photographic ethics, aesthetic prioritization, prop safety, consent protocols, cultural sensitivity, mixed-methods research, visual content analysis, ethical awareness, photographer training, gender differences, child welfare, artistic expression, responsible photography.

Emerging Trends in Visual Arts: A Study of Printmaking Since 1990

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"Contemporary Indian printmaking since 1990 has seen significant innovations in technique, material, and concept, reflecting broader shifts in India's visual arts scene. Printmaking became a standalone art form during this period, driven by dedicated artists' collectives, innovative technologies, and a growing engagement with socio-political and environmental themes. This report examines the evolution of printmaking in India from 1990 to the present, highlighting technical advancements, conceptual shifts, institutional support systems, and key practitioners who have shaped the field. The study explores how Indian printmakers are reshaping the medium by fusing modern digital technologies, conceptual frameworks, and socially engaged narratives with classic processes like etching, woodcut, and lithography, through a practice-based and critical viewpoint. This study adopts a qualitative and practice-led research method. This study analyses the contributions of important practitioners like Jyoti Bhatt, who blended folk idioms with screen printing and photo etching, and Anupam Sud, renowned for her psychologically work with intaglio prints, to the development of printmaking as a site of contemporary Indian identity. It also highlights Laxma Goud, whose linocuts featuring rural subjects own a powerful visual language and satirical undertones. Furthermore, the work of contemporary printmaker Jayant Gajera is examined, whose unique textural innovation, layering, and experimental intaglio processes push the boundaries of figuration and abstraction. Gajera's practice not only engages with philosophical and personal themes but also contributes materially to the expanded discourse on printmaking. This research investigates, the medium-centric approach to modern Indian printmaking is giving way to one based on intellectual investigation, social awareness, and hybrid materials. Overall, the study talks about the ways have digital tools and international residencies have influenced the conceptual and technical directions of Indian printmakers. Indian printmaking has evolved since the 1990s, incorporating traditional techniques with digital and mixed-media approaches to address contemporary social and personal themes. It also shows how the studio transforms into an important environment for investigation, defiance, and creativity, redefining printmaking as an essential part of modern visual arts rather than a secondary technique."

Keywords: Printmaking in India, A Contemporary Visual Art Practice, Technology Advancement, Digital Art, Hybrid Art, Non-Conventional Printmaking, Technology, and Conceptual Art.

Hue Matters: How Colour Shapes Consumer Behaviour in Digital Space

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"As virtual spaces are increasingly at the heart of commerce, communication, and consumption, visual looks—especially colour—have become critical means of shaping user perception and behaviour. Here, colour is not just a cosmetic but a powerful psychological trigger that determines emotional reactions, decision-making patterns, and total user experience. This study, Hue Matters: How Colour Shapes Consumer Behaviour in Digital Space, explores the application of colour psychology in digital spaces, exploring how different colours and design decisions are impacting consumer behavior on online channels.

Utilizing a mixed-method research strategy, the study combines user experience surveys, visual content analysis of digital interfaces (websites and ads), and in-depth interviews with marketing experts to deliver a holistic understanding of the influence of colour. Findings show that warm colors—red, orange, and yellow—often stimulate urgency and excitement, leading to faster, more instinctive judgments. Conversely, cool colors—blue and green—stimulate trust and continued interaction. Further, the research points to the importance of color harmony and contrast in creating product appeal, user satisfaction, and brand memory. By placing colour in the context of a strategic instrument in digital interface design, this research provides practical takeaways for marketers, UI/UX designers, and brand strategists. It highlights the significance of purposeful and context-aware use of colour as a way to maximize consumer engagement, support brand recognition, and ultimately enhance conversion results in the digital space.

Keywords: Colour Psychology, Consumer Behaviour, Emotional Influence, Intellectual Influence, Digital Space.

Visual Art and Artificial Intelligence: Creative Collaboration or Threat

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The way we think about creativity, especially in the visual arts, is undergoing a major transformation thanks to Artificial Intelligence (AI). This paper explores a fascinating debate: is AI a disruptive force that threatens traditional human originality and authorship, or is it a new creative collaborator that expands the boundaries of artistic expression? The discussion includes examples from both global pioneers and Indian Senior and Contemporary artists, who creatively fuse AI-generated art with traditional Indian styles. This paper also examines the topic from cultural and philosophical perspectives, using aesthetic theories from both Indian thinkers like Abhinava Gupta and Western philosophers such as Kant and Danto. Furthermore, this paper also considers the pressing ethical concerns related to intellectual property, data use, and commercialization of AI-generated art. Lastly, the study highlights the urgent need for a nuanced, culturally understanding of AI's role in shaping creativity, both in India and beyond

Keywords: Artificial Intelligence, Visual Art, Creativity, Authorship, Indian Aesthetics, Rasa Theory, Digital Art, Ethics, Computational Creativity.

The Journey from Titanium to a Statue

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In this article, I want to describe the material titanium, Who discovered the material and where it came from, why the material titanium is named after Greek God, why this material is considered a Super Hero among all the metals, The importance and speciality of this material. The speciality of titanium is in chemical and physical strength and ability to be used in various discipline such as, medical engineering architecture and art. This brings us to the importance of titanium as a sculpture material. Titanium metal is found in India mainly in the coastal areas among the sandy regions and among the minerals. Titanium is found in many others countries also such as, Australia, China, Canada and South Africa etc. India has rich titanium sources, particularly beach sand deposits areas. The most important area is located in the Kollam district of Kerala, where a significant reserve exists. Titanium deposits are also found in the coastal areas of Tamil Nadu, Andhra Pradesh and Orisha. Keywords: Titanium material, world art, statue, sculpture, artists, material and method.

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Fostering Cognitive Growth in Children Via AI and Performing Arts

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This study explores the capacity of value-based reinforcement learning (V-RL) by artificial intelligence to enhance cognitive and creative development in children through training in performing arts. The main research question is whether an AI agent utilizing V-RL can effectively replicate a human-like, empathy-sensitive theatre coach for children in the age group 6–14. A Deep Q-Network (DQN)-guided V-RL agent was developed and trained using multimodal inputs like facial expression, vocal tone, and gesture tracking. The agent provided real-time adaptive feedback during expressive tasks such as emotional enactment, voice modulation, and monologue delivery. The experiment was performed in a controlled virtual environment with simulated child avatars based on annotated performance data. Two conditions were compared: one trained with the AI agent and the other with static instruction scripts. **Keywords:** Value-based reinforcement learning, AI tutor, Deep Q-learning, expressive training, emotional feedback.

Keywords: Value-based reinforcement learning, AI tutor, Deep Q-learning, expressive training, emotional feedback.

Between Tradition and Technology: Understanding the Impact of AI on Human-Centered Creativity in India

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In today's creative world, there's a growing tension between traditional human-centered creativity and the rise of artificial intelligence (AI)-driven innovation. India, with its vast population and rich cultural heritage, stands as both a significant global marketplace and a stronghold of handcrafted artistic practices. While many nations increasingly rely on automated technologies to drive innovation, India retains a cultural inclination toward manual craftsmanship — rooted in a spiritual worldview that values experiential knowledge and the pursuit of wisdom through artistic expression. This study explores the emerging dilemma faced by the new generation of artists and design learners in India, as AI-generated creativity challenges long-standing modes of artistic practice. As tools like AI reduce the time, effort, and manual labour traditionally required for creative output, questions arise about the role of human intuition, process, and originality. The research investigates how this shift is influencing creativity, potentially creating confusion among emerging practitioners and educators about the relevance of traditional techniques. Using a mixed-method approach that combines both primary (interviews and surveys with students and educators) and secondary (literature review and case studies) data, this study aims to assess the evolving perception of creativity in the age of AI. The findings are expected to offer valuable insights for artists, educators, and institutions on how to navigate this transformation thoughtfully — preserving the essence of human expression while adapting to technological advancements.

Keywords: AI in creativity, Human-centered creativity, Traditional art practices, Indian creative culture, Handcrafted arts, Design education, Emerging artists, Technological disruption, Creative process, Human intuition, Artistic originality, Mixed-method research, Student and educator perceptions, Cultural heritage, AI-generated design

Less, But Louder: The Rise of Minimalism in Modern Advertising

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In a world flooded with noise, clutter, and rapidly fading attention, minimalism has made a very significant impact in current advertising – where less truly speaks louder. As Digital media is constantly competing for our attention and making it harder to focus, many brands are turning to simplicity as a smart way to get their message across. Many brands are shifting towards minimalistic advertising, and this paper explores why. The use of clean visuals, short text, simple uncluttered layout helps brands stand out and reach audiences. Looking at various ads in different media, this study shows how smart use of simple colours, space and clean fonts helps messages stand out and stay memorable. In a world of noise and clutter minimalistic ads prove to be a smart way to deal with today's fast-paced and noisy world.

Keywords: Minimalism, advertising, branding, simplicity, visual design, memorability, attention, clean layout, whitespace, typography

Visual Aesthetics in Social Media Advertising: A Content Analysis

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In recent years due to the surge in the development of social media, there has been a significant rise in the use of Aesthetics. The graphical representation of advertising in an ornamental manner is known as the whole process of Aesthetics. This study analyses how the perception of the customer or the viewer is affected by the visuals in respect to social media advertising. It investigates how the technicalities of design like lay outing, colour schemes, typography and images enhance audience engagement. The study highlights the purpose of using visual imagery in improving the customer behaviour, brand identity and memory buildup by performing content analysis of existing research and secondary data. Findings suggest that aesthetically curated visual content can significantly improve the effectiveness of advertisements on social media platforms.

Keywords: Visual design, consumer perception, advertising, media, design language, content analysis, aesthetic experience, social media promotions.

Innovative Typography for Inclusive Communication: Bridging the Gap for Illiterate Audiences in India

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India, a culturally diversified country in terms of languages, with a great number of adults assessed as functionally illiterate and more than 250 million of such adults, has been struggling with a massive gap in communication within its public services, health services, education, and access to digital resources (Padmavathi et al., 2013). The monopoly direction of the traditional text-based communication deprives most people of a wide audience, strengthening social and economic inequalities. Generally perceived as an aesthetic or even linguistic endeavor, typography can be an excellent tool of inclusion, when approached creatively.

Keywords: AI in creativity, Human-centered creativity, Indian art practices, Traditional craftsmanship, Design learners, Creative confusion, Technological shift, Artistic originality, Manual vs digital, Cultural heritage, AI-driven innovation.

Digitizing The Past for Future Business: A Management Perspective on Virtual Museums and Heritage Experience Platforms

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“This research investigates how digital technologies can be effectively utilized by virtual museums and heritage experience platforms to boost user engagement, satisfaction, and financial stability. Using a quantitative approach, the study analyzes survey data collected from 100 heritage professionals and 200 users of such platforms. The professionals’ responses highlight factors such as the execution of digital strategies, collaboration among stakeholders, employee training, and alignment with cultural values. On the user side, data includes the quality of digital experiences, satisfaction, loyalty intentions, and willingness to pay. The analysis was conducted using SPSS through descriptive and regression techniques. The results indicate that while heritage organizations have made moderate progress in digital transformation and staff development, these advancements do not directly result in increased digital income. Interestingly, stakeholder collaboration was found to negatively affect revenue, possibly due to inefficiencies in managing multiple parties. Cultural alignment had a slight positive effect. From the user perspective, high levels of satisfaction and loyalty did not translate into increased financial contributions, pointing to a disconnect between institutional goals and user actions. The study suggests that for digital heritage platforms to achieve long-term financial success, a strategy that aligns both internal capabilities and external communication of value is essential. By linking performance measures within institutions to user experience indicators, the research offers a data-based strategy for sustainable digital heritage operations.”

Keywords: culture, heritage preservation, heritage management, digital heritage, heritage professionals, cultural digitization, virtual museums, digital ticketing.

पुष्टिमार्गीय सम्प्रदाय के अष्टछाप कवियों द्वारा रचित पदों का संकलन

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पुष्टिमार्गीय सम्प्रदाय 'सा त्वस्मिन् परमप्रेमरूपा' अर्थात् ईश्वर के प्रति प्रेम का नाम ही 'भक्ति' हैं। ईश्वर के प्रति प्रेम व आत्मसमर्पण की भावना को ही 'भक्ति' कहा जाता है। और भक्ति संगीत का मुख्य उद्देश्य ईश्वारोपासना, ईष्टदेव की आराधना, मोक्ष प्राप्ति तथा परम सत्य की प्राप्ति ही रही हैं। भारत के इतिहास में 16 वीं शताब्दी संगीत व काव्य में भी काव्य और संगीत दोनों की दृष्टि से 'अष्टछाप' का प्रमुख स्थान है। वल्लभाचार्य ने अपने मार्ग का नाम पुष्टिमार्ग रखा और भक्ति पर सबसे अधिक बल दिया। श्री वल्लभाचार्य जी के चार मुख्य शिष्य जो कवि और गायक थे- कुम्भनदास, सूरदास, परमानन्द दास और कृष्णदास और चार मुख्य शिष्य श्री वल्लभाचार्य जी के सुपुत्र गोस्वामी विठ्ठलनाथ जी के शिष्य जो कि काव्य व संगीत दोनों में मर्मज्ञ थे- गोविंदस्वामी, छीतस्वामी, चतुर्भुदास और नन्ददास श्रीनाथ जी की आठों प्रहार की सेवा के लिए आठ भक्त कवि तैयार किए जो अष्टछाप कवि व अष्टसखा के नाम से प्रसिद्ध हुए। जिन्होंने विभिन्न ताल, लय, स्वर, काव्य, साहित्य व विभिन्न रागों के साथ विभिन्न पदों की रचना की है।

सूचक शब्द: पुष्टिमार्गीय, अष्टछाप कवि, अष्टयाम सेवा, कृष्ण भक्ति, श्रीनाथजी, सेवाभाव

The Psychological Portrait: Rembrandt's Mastery of Chiaroscuro and Self Reflection

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This research restudies the history and timeframe of the skilled chiaroscuro masterpieces and reviews of great painter Rembrandt van Rijn. This paper focuses on Rembrandt's unique application of a warm, dark and brown (earthy) colour palette and his invented new approach of Dramatic lighting, creating emotional depth and his story telling background of his emotions. In history Rembrandt's application skill of using light and shadow is highly recognised, In this study focuses how his lighting techniques did highly recognised conveyed difficult emotions and created strong approach of storytelling. Rembrandt's self-portraits, conveyed his 4 timelines of his life. With over 63 coloured and some drawing of self-portraits, Rembrandt created a unique visual Portrait autobiography – presenting his artistic development, personal struggles, the aging process and emotional transformation. From his self-confident and ambitious early paintings to his later introspective and tragic paintings, these works reflect an intense psychological journey. His self-portraits are not only paintings but self-observation, also serve as meditative reflections on identity, mortality and the human condition. To gain deeper insights, the study uses qualitative research methods, including google form with expert portrait painters. These approaches help to understand the emotional and psychological layers within Rembrandt's self-portraits, as well as his masterful use of chiaroscuro and subtle colour modulation.

Keywords: Rembrandt, Chiaroscuro, Self - portraits, Light, Expression, Visual Art, Baroque.

The dilemma of contemporaneity: Working and Performances in the Everyday Public

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This text discusses three decades of educational engagement in Myanmar's public space, utilizing socially engaged and participatory public art. The main theories used in these discussions are Dialogical Aesthetics, developed by photographer-turned-theorist Prof. Dr. Grant Kester, and Dialogism, introduced by linguist and philosopher Mikhail Bakhtin, together with Social Constructivism of the self in everyday performances. This text examines the progress, setbacks, and uncertainties of negotiating interactions and knowledge in the everyday public. Multiple conditions, contexts, and identities play crucial roles in influencing outcomes. Some of these are the openness of the dominant culture, political environments, and the performative identities of individuals in their interactions with strangers from the initial social phase, progressing to subsequent stages of acquaintances, participants, and collaborators. Applying Western theories to lead these discussions needs openness, flexibility, and tweaking, given the uncertainties of local zeitgeist, performativity of identities, and transitional norms of each situation. As the space of this text is limited to a presentation, a few case studies will be elaborated in later sections. And the following are some of the main theories used to frame my discussions. Dialogical Aesthetics, coined by Grant Kester, an intellect inclined photographer turned academic and theorist, discusses building relationships between subjects as the fore value in most outcomes in art. Adding holistic aesthetic and processes to conventional, participative, and socially engaged artworks. "... .. it [dialogue] overlooks the manifest differentials in power relations that precondition participation in discourse long before we get to the gallery, community center, or meeting room." In his first book, *Conversation Pieces*, 2004, Kester pointed out that these form of art practices, socially engaged art or artworks was looked down upon in their formation years in the 80s to 90s by traditional art practices and art historians. Kester went on to provide more detailed analysis later by mainstream socially engaged, participative artwork that prioritise author-centricity and elitist mindset with intention to educate the ignorant and general masses. Fortunately, in presence of contemporaneity, these form of art practices are accepted albeit not shown often in elitist spaces of museums or galleries, but unfortunately have been appropriated to perform social works in society or to further unilateral objectives, such as in the form of Participative Action Research or in largely author-centric or artist-led framing of outcomes. The other main dialogical theory that I employ is from philosopher, linguist and educator, Mikhail Bakhtin. Marxist critique, Mikhail Bakhtin's theory known as Dialogism was built on a trajectory of Neo-Kantianism not only in recognising others existence but as an important ethical and affirmative factor in the sensibility and construction of the self. This factor supported the complementary dynamic of ethics and aesthetics relevant to understanding the concept of multiplicity and intersectionality in the relationship between the self and others. Bakhtin found the domination of the Western model of 'personhood' reductive and suppressive. His narratives placed importance on

dialogue that prioritises subject-to-subject exchange, and on anti-individualistic, relationship-oriented perspectives and an intellectual sensibility that incorporate emotional properties, logics of contradiction, incoherence and 'unfinishability'. In my transdisciplinary artistic research and authoring Art-led Participative Processes (ALPP), my focus on the individual self in the everyday, specifically on the micro level, dialogism's performativity as a relational dialectic promotes understanding of the dynamic tension of the self and the others, autonomy and social connection and on how face-to-face communication address power relationship, resistances to materials and ideology struggles, emotional properties, contradictions and slippages of the everyday. "As far as the ethical aspect is concerned, Bakhtin believes that everyone, because of the uniqueness of his / her existence in time and space (chronotope), bears the responsibility of not allowing others to speak for him / her, and needs to clarify his / her position through utterance. Utterance contains the knowledge of everyone's cultural context (past and present). The live face-to-face exchange bears ethical witness of the others as subjects. The others come to voice and are not being spoken for." Constructive Social Construction Individual interactions, self-determined participation and windows for negotiation in public art practice occur ideally in everyday social spheres where contradictions, emotional connections, bias and slippages are inherent, these irregularities and complexities are not evidence of inferiority or inadequacy of individual characters or belief systems. The positive aspect of contradiction is supported by Baxter and Montgomery, as they discuss that 'In fact, contradictions are the basic "drivers" of change, according to a dialectical perspective.' Baxter and Montgomery studied contradictions in social life that can lead to change, such as the contradictory expectations of autonomy and interdependence in partnerships or family relationships. In my research, I considered till recently, the inconsistencies and contradictions of cause and effect as consistent factors that are situated in time and space, acting as unique relational contributors to polyphonic and heteroglossia dialogue, providing evidence of the dynamic coexistence of multiple meaning systems. Performing to idealised forms and the transitional self in the everyday In the public interactive performances that take place within the everyday context, individuals take on or play to idealised forms of dominant structures, fitting into the understanding and expectation of the society in which they take place. This is especially so when one has to adapt to those idealised performances and accompany behaviours that will reinforce one's position when moving up the social ladder or as a member of a certain professional group. Each social level or profession has its form of idealisation. For outsiders, such as migrants or members of 'new communities', an inability to perform the idealised forms of the dominant group will mean that they will not be accepted, and it does not matter if they have knowledge to contribute or have lived in the society for many years. Goffman writes: ... when the individual presents oneself before others, his performance will tend to incorporate and exemplify the officially accredited values of the society, more so, in fact, than does his behaviour as a whole. The everyday context provides a rich ground for researchers to step back into and observe the different forms of performance enacted by individuals or groups identifying with similar intentions or in similar professions, in which they project, maintain, and protect the idealisation of values. It also offers opportunities to study how individuals navigate personal and social distances in the everyday to minimise tension and conflicts. The dialogical and experiential processes that I discuss in ALPP are aimed at creating intersubjective meanings that came from multiple cognitive perspectives and performative positions. They could be contestation, relational, multifocal, multivocal, and negotiable. Because of these multiplicities and variables of perspectives and positions, ALPP does not attempt to move interactions toward any predetermined output, but toward the recognition of insight, consultative and self-motivated changes. Communicative process needed to be open to include strategies, situations, and activities that were conducive to evoking insight, inspiration for alternatives and imagination for personal agency. These are ideally consultative to move forward, but sometimes due to local context, such as political public transcript dictates, as in Myanmar where public displays of interactions are scrutinised, persons taking such initiative are exposed to oppression. Therefore, activities that allegedly express struggle against domination, such as participation to exercise free speech and autonomy need to be concealed framed as 'Hidden Transcripts'.

Keywords: Dialogical aesthetics, Dialogism, Socially engaged art, Public space, Myanmar, Participatory art, Intersubjectivity, Performativity, Power relations, Hidden transcripts, Cultural context, Censorship, Artistic collaboration, Everyday performances, Social constructivism.

The Impact of Visual Communication in Advertising: Positive and Negative Dimensions

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With an emphasis on its varied approaches, historical development, and societal effects, this study explores the important role that visual communication plays in advertising. It examines how advertising has changed from early verbal appeals to modern digital storytelling through visual narratives, enhancing consumer engagement and influencing public opinion. The study emphasizes both the advantages of visual advertising—such as enhanced brand awareness, cultural relevance, and social awareness—and disadvantages—such as oversaturation, false information, and moral quandaries. The study assesses the effectiveness of visual communication in fast-moving consumer goods (FMCG) advertising, examining successful campaigns and their impact on societal values and consumer behavior, with a special focus on the Indian market. The study suggests a balanced approach to visual advertising as a tool for promoting both economic growth and favorable societal outcomes by promoting creativity, transparency, and sustainability.

Keywords: Visual Communication, Advertising Strategies, Consumer Engagement, Brand Visibility, Emotional Storytelling, Cultural Relevance, Ethical Advertising, FMCG Market , Social Change, Sustainability in Advertising

The algorithmic muse: Reconstructing AI's role in augmenting ideation and concept generation in creative art industry

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This research had explored the role of AI in forming ideation and concept development in design industry. This paper illustrated that how AI technology has been used to improve the creative ideas and concepts rapidly. This integration of AI in design industry had radically changed the traditional design processes. This paper had specifically shown how AI tools had been employed to elevate designer creativity, enabling the rapid production of a variety of concepts. The research had explored the various ways in which AI tools had enhanced and broaden designer's vision, facilitating the super-fast initiation of novel ideas and a diverse range of concepts, thereby offering designers an unequalled ability to explore multiple aesthetic angles. This qualitative study had essentially used in-depth case studies, examining how these platforms had made concept generation and ideation effortless. Insights had also been collected through questionnaires distributed to renowned art experts, specifically sculptors and graphic artists, to get their perspectives on AI's impact on creative art industry. This paper had concluded that the coming of AI technology into graphic design had notably reform designer's ideation and concept development. The impact of this transformation shifted the relationship between human graphic designers and artificial Intelligence technology. The implications of this shift are major to the field of graphic design. The research had explored the various ways in which AI tools had enhanced and broaden designer's vision, facilitating the super-fast initiation of novel ideas and a diverse range of concepts, thereby offering designers an unequalled ability to explore multiple aesthetic angles.

Keywords: Artificial intelligence, ideation, concept generation, visual content, Algorithmic muse

Exist and Resist: Art beyond Consumption

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This paper offers an overview of a select group of socially engaged artists and collectives that exhibit the common thread of existing entirely for and within communities. This paper draws attention to a movement of deliberately resisting institutional framing and critique. In the ecosystem of contemporary art where spectacle, novelty and representation in the gallery and biennale circuit is generally considered a requirement for an artist to exist, these makers, in the tradition of artistic rebellion, have chosen a different method of gauging success. These artists critique the hegemonic 'consumption' model of art practice: make-display-consume-sell. This paper brings them together for the same reason, to open discourse on the possibility of art existing outside the control of corporate and institutional control.

The practices discussed here as case studies, span nations, cultures and multidisciplinary fields, including experimental theatre and direct political action. They are: Khirki Collective (Delhi), Oda Projesi (Istanbul/Berlin), and Matilda Street House (Adelaide). The work of these collectives/artists are variously described as post-studio, post-optical, social practice, relational aesthetics, invisible aesthetics, participatory art, live art, time-based art, and what I term sustained relational. By withholding the saleable spectacle or ticketed event from the institution and allowing art as social interaction to be shared solely by participants, this movement prioritises human connectedness. This prioritising perhaps describes a turn away from the relational and the now ubiquitous presentations of social practice art in gallery contexts.

This paper has emerged from a doctoral thesis and then further research on the topic, comparing and contrasting aligned practices in India, Berlin and Australia. The paper observes that the trajectory of postcolonial and now decolonial theory has provided the theoretical and intellectual landscape for art practices to return to more visceral, intuitive, embodied practices that are answerable to a community wider than an art elite. Such a 'turn' refocuses attention on the modes of attention that art evinces rather than its popular appeal.

Keywords: Socially engaged art, community-based practice, decolonial art, institutional critique, participatory aesthetics, sustained relational practice

Fashion, Identity and Evil: The Sartorial Politics in Black Swan

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Darren Aronofsky has created a dark psychological fable about ambition and rivalry administered within the prestigious, yet harsh environment of the ballet world in the film *Black Swan* (2010). Sartorial politics—the concept of how dress, costume design and fashion speak and carry with them concepts of identity, authority and evil—is at the heart of the visual narrative and storytelling in the film. The protagonist, Nina Sayers, embodies this duality both in the mental self-destruction of the character and the transformation of her appearance, making her look naive as the White Swan and seductive as the Black Swan. This metamorphosis is evident through a meticulously constructed clothing and wardrobe transformation which reveals the film's obsession with the creation of femininity, performance of evil, and the war between innocence and corruption. In *Black Swan*, the internal struggle Nina experiences, and the overarching cultural politics of femininity are projected through dress and fashion. The wardrobe of Nina evolves throughout the course of the film, including light pastel colors—pale pink and white—symbolizing innocence and purity, then black colors, which eventually result in the black-feathered costumes of the Black Swan. This change of color is a graphic account of the psychological metamorphosis of the character that is symbolically denoted by the loss of innocence of Nina and by her embracing her dark, perverted side (PSU Vanguard; Another Level Higher). Along with the definition of characters, the clothes become the metaphorical stages where the performance and contest of the good and the evil, the light and the darkness takes place.

Keywords: Socially engaged art, community-based practice, decolonial art, institutional critique, participatory aesthetics, sustained relational practice

Integrating artistic practice and inquiry: The Art in Action approach

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This article introduces Art in Action Research (AiAR), an alternative approach to artistic research that foregrounds the perspective of the practising artists. AiAR responds to the growing gap between universalised, standardised knowledge and the need for situated and practice-led inquiry rooted in real-world settings. Unlike traditional artwork-centred paradigms, AiAR focuses on issues that emerge from professional work environments and integrates diverse, glocal understandings of art. Formalising the practical knowledge of artists, AiAR methodology enables documenting, critically reflecting on, and developing practice-relevant outcomes. Its core principles—the art practitioner's stance, issue-centred research, the glocal rootings of art, practice-relevant outcomes, process-embedded validation—provide a structured yet flexible framework for addressing socio-cultural and ecological challenges. By treating art as both a process and a method of knowledge production, AiAR bridges theory and practice, and thus fosters experimentation, cocreation, and ethically engaged research that has a meaningful, context-specific impact. In addition, by distinguishing the perspective of the practising artist and art, the AiAR framework helps answer questions that arise from the artist's perspective.

Keywords: Philosophy of artistic research, art, practitioner research, grounded methodology, rooted practice

From Aesthetic Shift to UX Strategy: Understanding Dark Mode in the Evolution of Graphical User Interfaces

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Dark mode's resurgence is, at its core, a graphic-design story: born from the glow-saving blacks of early CRT terminals, it has evolved into a dominant aesthetic that signals contemporary sophistication, calm, and premium polish. By weaving insights from design scholarship, practitioner reflections, and notable roll-outs, this paper traces how a single colour-polarity option has come to redefine visual expectations for graphical user interfaces. Set against a broader cultural embrace of restrained, glow-lit palettes drawn from cinema and gaming, dark mode's appeal now rests as much on its atmospheric quality as on its ergonomic benefits. Effective executions depend on foundational design principles—robust luminance contrast, balanced hue temperature, and a visual hierarchy that remains legible even as backgrounds dissolve into near-black—showing how nuanced colour management can elevate both brand identity and user trust. A rapid adoption surge between 2018 and 2020 highlights how aesthetic shifts can swiftly recast interface norms; yet the decisive factor is agency, as products offering a simple theme toggle consistently report marked boosts in user satisfaction. Accessibility considerations deepen the design relevance: while many photophobic or migraine-sensitive users find relief in darker palettes, a sizable cohort still prefers light mode, affirming that inclusive graphic design begins with choice rather than prescription. Dark mode thus exemplifies the convergence of visual culture, pragmatic ergonomics, and personal preference, illustrating how an optional stylistic flourish can become a strategic necessity—and pointing toward a future in which adaptive colour systems respond fluidly to context, device, and individual needs.

Keywords: dark mode's evolution, visual culture in GUI design, accessibility with adaptive theming

Ritual to Retail: The Transformation of Indian Folk Art from Sacred Spaces to Global Art Market

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Dark mode's resurgence is, at its core, a graphic-design story: born from the glow-saving blacks of early CRT terminals, it has evolved into a dominant aesthetic that signals contemporary sophistication, calm, and premium polish. By weaving insights from design scholarship, practitioner reflections, and notable roll-outs, this paper traces how a single colour-polarity option has come to redefine visual expectations for graphical user interfaces. Set against a broader cultural embrace of restrained, glow-lit palettes drawn from cinema and gaming, dark mode's appeal now rests as much on its atmospheric quality as on its ergonomic benefits. Effective executions depend on foundational design principles—robust luminance contrast, balanced hue temperature, and a visual hierarchy that remains legible even as backgrounds dissolve into near-black—showing how nuanced colour management can elevate both brand identity and user trust. A rapid adoption surge between 2018 and 2020 highlights how aesthetic shifts can swiftly recast interface norms; yet the decisive factor is agency, as products offering a simple theme toggle consistently report marked boosts in user satisfaction. Accessibility considerations deepen the design relevance: while many photophobic or migraine-sensitive users find relief in darker palettes, a sizable cohort still prefers light mode, affirming that inclusive graphic design begins with choice rather than prescription. Dark mode thus exemplifies the convergence of visual culture, pragmatic ergonomics, and personal preference, illustrating how an optional stylistic flourish can become a strategic necessity—and pointing toward a future in which adaptive colour systems respond fluidly to context, device, and individual needs.

Keywords: dark mode's evolution, visual culture in GUI design, accessibility with adaptive theming



TRACK 2

**Animation, Visual Effects (VFX),
Gaming, and AR/VR**



Animating Change: A Qualitative Study on Women's Empowerment in Animation Narratives 2000 to 2024

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This dissertation examines the portrayal of female empowerment in worldwide animated narratives, establishing animation as a cultural form, a feminist artform, and a site for negotiating social ideologies. Taking a qualitative and cross-cultural stance, this dissertation examines 40 animated films created between 2000 and 2024, through thematic analysis and critical discourse analysis. All 40 films were a part of the wider study while eight representative representative works, Encanto (2021), The Breadwinner (2017), Bombay Rose (2019), Moana (2016), Mulan (1998), Brave (2012), Frozen (2013), and Gulabo Sapera – The Dancing Wind of Change (2025), study the eight works as case studies. Semi-structured interviews with animators, writers, and scholars provided additional lens for recognizing creative choices and the limitations of the animation industry in how women are represented. Findings show that female characters are often depicted as leaders, resilient, diverse, and independent, while embodying conflicting tensions of empowerment and traditional roles. In some stories, female characters directly challenge patriarchal norms, whereas in others, there is a reinvention of traditional gendered roles that present them as progressive as a result of market and industry related obstacles. This study reinforces how women-focused animated stories can contribute to media literacy, feminist pedagogies, and cultural education. Ultimately, the domain of animation has emerged as a site of feminist intervention and cultural change, making vital contributions to global animation studies and international gender and media studies.

Keywords: Female Empowerment, Global Animation, Animation as Social Commentary, Social Change, Animated Narrative, Visual Symbolism, Gender Norms.

The Psychological Effects of Hyper-Realistic Graphics in Video Games: A Review of Cognitive, Emotional, and Behavioral Outcomes

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As video games adopt hyper-realistic graphics, understanding their psychological impact becomes crucial. This review examines research from psychology, neuroscience, and cognitive science on how lifelike visuals affect player experiences. Realistic graphics enhance immersion and emotional engagement, supporting learning while potentially causing emotional numbness, frustration, or addictive behaviors. Cognitively, detailed environments improve attention, memory, and spatial skills, though excessive detail may overwhelm players. Emotionally, realism intensifies experiences—fostering empathy and calm in some while triggering fear or aggression in others, particularly with violent content. Behavioral research shows mixed results: some studies link violent realistic games to aggression while others demonstrate social benefits. Neurologically, realistic games activate brain regions similar to real-life experiences, explaining their immersive nature. Individual factors like age, gender, and culture influence responses to realism. These findings have implications for game creators, educators, and therapists. As games become increasingly lifelike, thoughtful and careful use of realism is essential.

Keywords: Hyper-Realistic Graphics, Video Games, Cognitive Effects, Emotional Impact, Behavioral Outcomes, Neuropsychology.

Reimagining Mahapuranic Morals in the Context of Digital Game Design

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India has a rich tradition reflected in ancient texts like Vedas and Puranas which encompass a wide range of topics. Indian philosophers and the western scholars have explained the Vedas by giving their own interpretations. Though these texts provide morals of life, people find them complex to understand. In today's world, globalization and technological innovations have a powerful influence on the emotional and mental health of human beings. This paper aims to study the impact of morals from Puranas on adults between 20 to 40 years with reference to their mental and emotional stability using a digital game. The objective of the research is to correlate people to make life decisions and emotional balance through digital platform. The methodology contains interviews and surveys based on available literature. Interviews to understand the ancient texts better from Vedic scholars' perspectives and survey to introspect the audience were conducted. It was observed that thoughts, emotions and surroundings play a dominant role with many turning to material things as a coping mechanism. Relating Vedas and Puranas in an easy to flow, contemporary manner can support in overall personal and professional development. The correlation of mental health with ancient Indian literature viz. Puranas can be depicted by considering a self-reflective digital game. The digital game being a very attractive and exciting element of the modern era, could be effective in enhancing the impact of moral values on the overall well-being of a person.

Keywords: Emotional Stability, Digital Game based Learning, Psychological Well-being, Mental Health, Technological Innovation.

Analysing Stylized Walk Cycles in 2D Animation for Emotional Expression and Comedic Timing

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Stylized walk cycles are integral to 2D character animation and function as visual mechanisms for conveying emotion, personality and comedic effect. This paper examines the impact of gait stylization through a pose-based analysis of 60 walk cycles across 4 motion categories from our curated animation dataset of prominent studio films and television shows. We extracted the key points displacements of legs and hips in vertical direction were calculated and tracked along the movement path of time. These resulting motion graphs were then qualitatively matched to perceived emotion and comedy timing through observational analysis. The findings indicate that exaggerated patterns of timing and phasing of motion in the joints make a significant contribution to expressive motion crafting. The results emphasize the narrative value of stylized locomotion to foster narrative understanding and engagement in animated sequences.

Keywords: Stylized Walk Cycles, 2D Animation, Pose-Based Analysis, Motion Graphs, Emotional Expression, Comedic Timing, Character Performance.

Enhancing Creative Cognition and Artistic Expression in Animation Education through Advanced AI Tools

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In recent years, the integration of advanced artificial intelligence (AI) tools, particularly generative models, has significantly transformed the animation industry, enabling more innovative and expressive creative processes. This study explores the potential of these AI-driven tools to enhance cognitive creativity and artistic expression in the context of animation education. By examining practical case studies and student projects, this paper highlights how generative AI, including models like GANs (Generative Adversarial Networks), VAEs (Variational Autoencoders), and diffusion models, can foster imaginative thinking, rapid prototyping, and artistic experimentation.

The findings indicate that generative AI tools not only reduce the technical barriers associated with traditional animation workflows but also encourage deeper cognitive engagement and creative problem-solving. For instance, students using AI-powered tools were able to generate complex visual styles, experiment with unique character designs, and rapidly iterate on ideas without the constraints of manual rendering. This approach resulted in a noticeable enhancement in their artistic expression, spatial reasoning, and visual storytelling skills. Moreover, the integration of these tools allowed for a more personalized learning experience, adapting to the individual creative needs and styles of each student, thereby promoting a sense of artistic ownership and confidence.

However, the study also reveals certain challenges, such as the steep learning curve associated with mastering these tools and the need for a strong foundational understanding of both AI and artistic principles. Despite these challenges, the overall impact on student creativity and cognitive development was overwhelmingly positive, suggesting that generative AI has the potential to revolutionize animation education and professional practice.

Keywords: Animation, Generative AI, Cognitive Creativity, Artistic Expression, Education, GANs, VAEs, Diffusion Models, Creative Cognition, AI Tools in Animation.

The Adaptable 3D Generalist: Bridging the Creativity and Technology in the Modern Animation Industry

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The present state of animation is in a time of great transition which is in large part due to changes in how we consume content which has shifted to digital platforms. Also, as a result of this we see the rise of the 3D Generalist professional which is a person that does it all in the animation production process. This paper looks at in depth the many roles of a 3D Generalist in today's environment which is very much centered around short form content. We look at the tech and creative issues they face, what work flow solutions they have developed and also their role in tight production settings. We use industry examples and also look at long term career issues to put forth the value of the generalist role in today's animation which is so key to independent and efficient product.

Keywords: 3D Generalist, Animation Industry, Creativity and Technology, Digital Content Production, Workflow Efficiency.

Exploring the Impact of Background Art on Viewer Immersion in Animation

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Background art in animation plays a crucial yet often understated role in shaping the viewer's emotional and immersive experience. While character animation and plot have been widely studied, the contribution of background visuals to viewer perception remains underexplored.

The objective of this study is to investigate how background visuals influence viewer immersion, emotional engagement, and overall enjoyment of animated content.

A quantitative, questionnaire-based approach was employed, involving 50 participants from diverse demographic backgrounds. The survey measured viewer awareness of background visuals, emotional response to different styles, and the perceived impact on immersion and mood.

Key findings reveal that a majority of participants frequently notice background visuals and associate them with enhanced emotional connection and narrative depth. Painterly and photorealistic styles were most commonly linked to high levels of immersion. Respondents also indicated that background art can subconsciously influence mood, reinforcing the affective power of environmental design.

The results suggest that background visuals are not merely aesthetic supplements but function as narrative and emotional tools in animation. The findings have implications for animation professionals, encouraging a more deliberate integration of background design to enrich storytelling and viewer engagement.

Keywords: Background Art, Animation, Viewer Immersion, Emotional Engagement, Visual Storytelling, Media Aesthetics.

Effectiveness of Interactive Animation Based Learning v/s Traditional Teaching Methods

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In this paper, we study the effectiveness of interactive animation-based learning in comparison to traditional teaching methods for primary school children. This research will look at how animated educational content can help students stay interested, understand concepts better, and remember what they learn for a longer time. It will use ideas from teaching methods, how the mind works, and how animations are designed. Traditional teaching practices, often dependent on textbooks and lecture-based instruction, may not sufficiently meet the diverse learning needs of young learners or sustain their interest over time. Unlike traditional teaching, interactive animations create a fun and engaging learning experience by combining pictures, sounds, and movement. In this study, two groups of primary school students will be taught the same topic—one with animation-based lessons and the other with regular classroom methods. We will compare how motivated the students are, how well they understand the lesson, and how much they remember afterward to see if animation helps improve learning.

Aligned with the vision of the National Education Policy (NEP) 2020, which emphasizes experiential, learner-centred, and technology-integrated education, this research seeks to promote innovative pedagogical strategies that make learning more enjoyable and effective. This study supports the goals of NEP 2020 by helping young children build strong reading and math skills, encouraging them to think critically, and using creative and digital tools in early education. The aim is to make learning more fun, inclusive, and better suited for the future needs of students.

Keywords: Interactive learning. Animation. Traditional teaching. Primary education. Pedagogy. Educational technology.

Restoring Sanskrit and Indian Folklore using 2D Animation for Children

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India has a long history of telling stories that comes from old Sanskrit literature and many other folk traditions. This legacy is very important for culture and learning. But as the media throughout the world gets stronger, these ancient legends are slowly leaving the lives of Indian children. This research investigates the capacity of 2D animation to improve the understanding, engagement, and significance of Sanskrit and Indian folk storytelling for younger demographics.

After a traditional story, like one from the Panchatantra, has been made into a short 2D animated movie, 50 children between the ages of 7 and 13 will give input in a systematic way. The feedback asks how well the art shows moral values, how well it fits with the culture, how well people understand it, and how well it appears. When classic stories are recreated with bright animation, well-known characters, and easy language, people really get into them. They also understand what they are seeing. People pay a lot more attention when they hear or see parts of Sanskrit with subtitles.

This Research paper talks about how digital storytelling may be used to protect and promote India's intangible cultural heritage, as well as how it can be used as a teaching tool. The study ends with suggestions for making and telling tales in children's animation that is easy to understand in terms of language and culture.

Keywords: 2D animation, Sanskrit stories, Indian folk tales, children's media, digital storytelling, cultural preservation, Panchatantra, animation for education, indigenous narratives, and visual pedagogy.

Anthropomorphic Characters in Animation: Design, Impact, and Cultural Significance

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This paper examines the significant role and impact of Anthropomorphic Characters in Animation: Design, impact and cultural significance. In simple words Non- Human being which behaves like a human being but not a human being such characters can be considered as an Anthropomorphic characters. From Earliest Anthropomorphic examples of characters in world Lowenmensch (Human like figure with the head of lioness-Germany) to the depiction of deities & animals forms often with human features & emotion in India which represents cultural Significance. As we know dog is considered as the 1st human's animal friend. Anthropomorphic animals have been present since the beginning of animation in the world, from the 1st famous cartoon character Felix The cat(1919) to Dinkan (Fictional anthropomorphic character Superhero Mouse – 1983) in India. Anthropomorphic Characters explore their impact and role in animation, designs, illustrations, comic books, storytelling, fairytales, newspaper, advertisement, motion graphics, film, TV series or Serials and different media to engage different age groups by the means of entertainment, with their human like personality traits, emotion, feelings, thoughts, qualities etc. Through a synthesis of insights, from exploration and practical experience, this paper aims to provide a understanding the use of Anthropomorphic characters in animation, designs, impact and cultural significance.

Keywords: Anthropomorphic History, Anthropomorphic Characters, Its Impact, Using it in different medias.

The Evolution of Imperfections in Animation: From Traditional to Digital

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Animation has always carried imperfections. Things like wonky lines, jittery frames, and sub-pixel chatter were abject realities of traditional hand drawn. These little anachronisms were not faults, they were the source of animation's warmth and personality. As digital tools became more prevalent, animation became more precise, polished and uniform, frequently but not always at the expense of its handmade warmth. This paper charts the rise of flaws in the history of animation, and examines whether these imperfections are mere technical limitations of yesteryear, or constitutive of the expressive potential of the medium. Drawing on literature review, visual analysis and a small audience survey, the study argues that as digital animation strives for perfection, several creators are now deliberately reintroducing flaws in a conscious effort to recapture the emotional richness of traditional styles.

Keywords: Animation, imperfections, flaws, aesthetics, hand-drawn animation.

Stylized vs. Realistic 3D Art: A Technical and Artistic Analysis

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Realistic and stylized 3D art provide different creative approaches, each with unique benefits and drawbacks. The main areas of modeling, texturing, and rendering are where these two styles diverge, and this thesis explores how these variations affect user experience, branding, and storytelling. Instead of trying to replicate reality, stylized 3D art focuses on artistic interpretation. Exaggerated shapes, simplified forms, and procedural or hand-painted textures are frequently used to improve the scene's character and atmosphere. With this method, artists have more freedom to produce eye-catching designs that are specifically suited for fantasy settings, animation, or video games. By departing from realism, stylization also aids in the clearer communication of themes and emotions. Realistic 3D art, on the other hand, aims to accurately depict the outside world. It calls for accurate anatomical proportions, meticulous modeling, and textures that resemble real surfaces like metal, fabric, or skin. Realistic lighting, global illumination, and physically based rendering (PBR) are some of the rendering techniques that are essential to producing realistic images. In simulations, architectural visualizations, and movies where realism and immersion are crucial, realistic assets are frequently utilized. This thesis examines both styles to show how creative decisions impact brand identity, improve narrative impact across media, and shape the viewer's experience.

Keywords: Realistic and stylized 3D art.

The Art of Time: How Slow-Motion Influences Audience Perception and Emotions in Films

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This study looks to understand the influence of slow-motion sequences within Bollywood films on emotional and perceptual factors through an analysis of whether slow-motion scenes have a significant role in changing audience perception, developing emotional investment, and improving memory traces. While slow-motion enjoyment is largely understood to be heightened by its aesthetic appeal, the emotional and narrative effects of slow motion in Indian (Bollywood) films has not been fully examined. Through a mixed-methods research design consisting of a review of the some of the most important and popular Bollywood films established by the Indian audience, and audience surveys of said films, this research looks to investigate how slow-motion influences wide range of emotions including love, aggression, sadness, and happiness through the various genres of romance, drama, and action. This study finds that slow-motion sequences can not only hold viewing attention, but they also have an ability to heighten emotional connections and recollection of key moments. When examining audience responses, slow motion is crucial in showing emotional connections to characters as well as understanding dramatic scenes that intrinsically rely on emotion, often impacting the overall meaning of a scene through slow motion heightening the emotional impact. This study concluded that slow motion is not merely a stylistic effect but is indeed a dramatic cinematic technique providing emotional impact through reinforcement and retention of narrative action and can be a key effect in Bollywood films.

Keywords: Slow-motion, Bollywood, Emotion, Perception, Audience, Memory, Cinematic Technique.

ANIMATING THE PATH TO INCLUSIVE EDUCATION: ADVANCING LEARNING OUTCOMES FOR LEARNERS WITH SPECIAL NEEDS

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Interest in animations as methods of engaging special education learners has interested teachers, researchers, and practitioners alike. “How could animations enhance the experience of differently abled individuals, and in particular, persons with ASD?” As ASD continues to gain prominence, with 1 out of 36 children in the United States affected, the traditional methods of teaching are ineffective because of an assortment of issues such as Sensory Processing Disorder, Social Phobia, as well as the lack of differentiation, leading to subpar skills mastery and obstacles to inclusion. The research utilizes different types of documents to analyze and discuss the fascinating new ways that animation augments learning. The research demonstrates the benefits of animation learning including, higher level of attention, better comprehension and recall, and empowerment, creativity, and accessibility for diverse learners. The study however attempts to break the silence of animation in special education and prove that old ways of research and education need to be supplemented by new ones. This paper integrates new knowledge with old documents to study the present and the prospects of animation in the education industry. In closing, it urges educator, researchers, and policy decision makers to conceptualize inclusive education anew, and this time, focus on the pedagogical use of animation. Future research directions as well as practical proposals to support area development are also suggested.

Keywords: Animation, learning support, special needs education, inclusion, education reform

AI-Augmented Real-Time Character Animation in AR/VR Using Consumer-Grade Motion Capture and Automata-Guided Workflow

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This research explains how to apply machine learning, deep learning and automata theory to enhance the capture of motion from consumer gadgets in AR/VR in real time. To work, the system captures skeletal movements from webcams or depth cameras and a lightweight neural network, trained using supervised learning, makes sure that all the joints are interpolated, smoothed and their movements are predicted in real-time. The model smoothens and finishes the game character's bones, offering smooth and adaptable motion for VR gameplay. Using deterministic finite automata (DFA) in the model ensures that the states in the system change in an organized sequence, covering how data is captured, how optimization happens, how errors are handled and the rendering of animation frames. Using this data, 3D character models in AR/VR systems animate more realistically and with much less lag. Using these metrics and feedback from gamers, the improvements in animation, the system's speed and how accessible the system is are much greater with this new method than with traditional motion capture. With such an approach, people can now enjoy high-quality immersive entertainment without having to buy very expensive hardware.

Keywords: Augmented reality, Virtual reality, Motion Capture, DFA, Real-Time Character Animation, Deep Learning.

Synthetic Reality: The Rise of AI-Generated VFX in Indian Mythological TV Shows

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The mythological genre has always been popular and culturally impactful in Indian television like Ramayan, Mahabharata, Devon Ke Dev Mahadev. But in recent years, the integration of AI (Artificial Intelligence) and ML (Machine Learning) tools has transformed the traditional process of VFX, giving birth to a new concept Synthetic Reality. In this research paper, we conducted an in-depth study of AI-generated VFX in the context of mythological TV shows (2018–2025). Using tools like GANs, automated rotoscoping, and neural rendering, supernatural elements like divine auras, flying chariots, and mythical creatures are being realistically depicted. The study followed a mixed-methods approach that included content analysis, a survey of 50 people, and interviews of VFX professionals. According to the findings, AI-based VFX reduced production time by 30–40% and improved visual quality even in low-budget shows. From a cultural angle, AI visuals create a dual reaction engaging young audiences, while traditional viewers find certain visuals emotionally weak. At the same time, post-production workflows of the Indian TV industry are also now shifting towards AI-assisted systems. In the end it can be said that Synthetic Reality has not only changed the presentation of the story but has also brought a new tech-savvy and cultural shift where gods and demons come alive on the screen through neural networks.

Advancements in 3D Animation Techniques: A Comprehensive Review for Next-Generation Applications

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3 Dimension animation technology is helpful for the better understanding of any concept or process. It is helpful in learning fields like engineering, medical, sports and academics etc. The aim of this research paper is to explore the possible development in 3 Dimension animation technology. The expressiveness of 3 Dimension animation technology is examined in this article as far as our lens, character movement, lighting and shadow, and detail shaping, visual special is concerned. effects, and conventional aspects. The main concepts of technological application are examined in this study, including developing logical structures, 3 Dimension animation modeling and texturing, rendering of animation models, and dynamic interactive processing. 4 research papers on the similar topic have been reviewed for this study. An animated movie's intermediate stage is the graphics processing. The visual impact of images may be significantly improved by studying the method to optimize the effects of 3D animation and graphics. To fully optimize the impact of authenticity of these graphics, it is essential to refine the texturing processing of pictures and lighting and render of animation and graphics. The 3D animation field is rapidly evolving due to advancements in technology, such as increased computational power, improved rendering techniques, and the rise of artificial intelligence. Investigating new techniques can provide insights into future trends and capabilities in animation. 3D animation has applications beyond entertainment, including in fields like education, medicine (for simulations), architecture (for visualizations), and advertising. Investigating these techniques can reveal their broader impacts on various industries. The Art of 3D Animation Techniques for Next Generation"" involves several structured steps to explore, analyze, and contribute to the understanding of emerging techniques in 3D animation. Investigating new techniques can lead to the development of more immersive and engaging narratives, influencing how stories are told and experienced in the future. This paper is a review based on an analysis of four existing studies, utilizing secondary data for its examination.

A Comparative Study of Visual Effects in Hollywood and Bollywood Films

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Visual effects (VFX) have transformed the motion picture industry in a radical way, enabling filmmakers to bring to life their most ambitious imaginary worlds. In Hollywood, VFX have been integral to blockbuster films, extending the limits of on-screen potential. The cutting-edge methods such as CGI (Computer-Generated Imagery), motion tracking, and chroma key technology have set a high standard for visual storytelling. Bollywood, while initially lagging in VFX innovation, has made significant strides in recent years. The adoption of VFX in Bollywood films is not only a testament to technological advancement but also reflects cultural storytelling traditions and budgetary constraints. Following the mix research methodology (Survey, interview and content analysis) this study examines the evolution, techniques, and impact of visual effects in Hollywood and Bollywood films. By comparing their approaches to VFX, this paper aims to understand the technological, cultural, and economic factors influencing their adoption and execution and the differences between the budget and resource allocation of Indian and American cinemas. The study highlights the strengths and limitations of both industries and explores how globalization has fostered collaboration and competition between them. The results show that how Hollywood applied the latest technologies and increased the number of audiences and revenue while Bollywood is legged in it and how the audiences respond towards the VFX. The results of the present study highlight that how culture is represented in both cinemas.

Minimalism vs Hyper-Detail — Aesthetics of Motion

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Animation is a dynamic medium where motion aesthetics shape narrative clarity, visual impact, and audience connection. This research investigates how minimalist and hyper-detailed animation styles affect motion perception across four categories: character movement, prop interaction, expressive gestures, and environmental motion. Minimalist animation uses simplified forms and symbolic abstraction for clarity, while hyper-detailed animation employs intricate textures and realism for immersion. Through case studies of *Snow White and the Seven Dwarfs* (1937), *The Lion King* (1994), their 3D reinterpretations, and audience surveys, the study finds that minimalism enhances readability, while hyper-detail excels in emotional depth. This framework aids animators and scholars in making style-conscious decisions (1).

An Analysis of AI-Driven Costume Design in Animation: A Pathway to Sustainable Fashion

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The research investigates two key intersections between artificial intelligence (AI), costume design in animation, and sustainable fashion design. With innovative solutions and AI-powered tools, such as fashion industry adoption, waste reduction, and environmental sustainability, are being boosted. This research investigates how the adaptation of AI in forming the costume within the animation introduces the basis for future sustainable fashion, which utilizes fewer materials and imparts to customers basic eco-friendly education. The study aims to assess how AI-driven costume creation in animation can contribute to a more sustainable future for both the fashion and entertainment industries. This research used a qualitative method that conducted surveys and expert interviews to gain professional insights from animation specialists, fashion designers, and AI developers. Case studies of using supervised subsidy of AI in costume design of animated productions were also presented to understand how technology can lead to fewer materials waste and better design processes. The industry provided knowledge of how AI develops sustainable costumes and the problems of building such costumes. This shows that the use of artificial intelligence for animation costume design not only has a lot of benefits, such as less production and better work speed, but also allows customers to access digital fashion. Respondents note that AI-generated clothing in animation simplifies design workflows and can be used as an educational tool in real-world applications. The first time will hopefully encourage sustainable fashion choices. AI-assisted costume design needs fewer physical materials because it strongly impacts concept development, yet ethical issues and machine-learning prejudices have received increased attention. The research demonstrates that artificial intelligence can revolutionize animation costume design through sustainability practices, which provide knowledge applicable to the fashion industry. Artificial intelligence enables designers to produce digital fashion pieces, which lowers production waste and lets them test new materials virtually and share understanding about sustainable fashion with viewers. The conclusions indicate that animating costume design with AI strengthens the storytelling in animation, and this is a blueprint for decreasing the environmental impact created by fashion production. These studies must probe into AI super fashion innovation in animation to determine if and how this will enhance the actual conduct of consumers and industrial sustainability practice. Keywords: AI Costume Design, Sustainable Fashion, Animation, Digital Fashion, Artificial Intelligence, Eco-Friendly Design, Virtual Clothing

Keywords: AI Costume Design, Sustainable Fashion, Animation, Digital Fashion, Artificial Intelligence, Eco-Friendly Design, Virtual Clothing

A FRAMEWORK FOR EVALUATING USER-CENTRIC REALISM IN VIRTUAL REALITY EXPERIENCES (FEUCR): INTEGRATING PLAUSIBILITY ILLUSION AND EMOTIONAL-COGNITIVE ENGAGEMENT

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Historically, technical measures such as display resolution, range of view, and tracking latency have dominated the goal of realism in Virtual Reality (VR). However, the subjective perception of realism, which relies on people's thoughts, feelings, and interpretations of reality, remains unexplored. While technical accuracy is becoming more and more significant, technical accuracy is given more weight in virtual reality (VR) systems. This study suggests a fresh approach to evaluating VR realism from the viewpoint of the user. This approach helps bridge the gap between subjective user perceptions and objective technical measurements. There are two primary components to this model: There are two forms of cognitive and emotional involvement: (1) Plausibility Illusion, in which a person believes virtual events make sense, and (2) Emotional and Cognitive Engagement, which explores how reality impacts emotions, how effectively people learn, and the efficacy of therapy. Two of the most essential tests are emotional valence scores from galvanic skin reaction (GSR), the Self-Assessment Manikin (SAM), and consistency ratings for plausible behaviour from Likert-scale surveys and eye-tracking incongruity detection. We use information retention tests and electroencephalography-based cognitive load assessments to quantify cognitive results before and after the session. The framework tackles significant ethical concerns, like removing bias by involving stakeholders in the design process and adapting the model to make it easier for users with neurodiversity to grasp. By giving human-centered metrics precedence over technological specifications, this approach enhances virtual reality design. The information provided by producers in the domains of healthcare, education, and cultural preservation is practical and readily applied. In the future, it will be applied in cross-cultural settings and neuroadaptive systems to guarantee that all individuals receive a fully immersive experience with comparable value and advantages.

Keywords: Virtual Reality, Realism, Cognitive Load, Plausibility Illusion, User-Centric Evaluation



TRACK 3

**Fashion, Textile, Interior, Jewellery, and
Product Design**



Investigating the Structural and Aesthetic Potential of the Seahorse Tail in Lighting

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Nature teaches of design which may be functional and artistic. In the myriad versions of it, the tail of the seahorse is remarkable not just in shape, but in its modular structure in which flexibility and strength are in balance. Tail Light was inspired by the desire to leave the traditional lighting design and be inspired by this natural form of the truth. This work is a restructuring of lighting in the view of nature based innovation that explains that design does not have to be trend oriented but the smarts of nature. The design began with close attention and drawing of how the seahorse tail is designed, the segmented, spiral geometry and structural form. These natural observations were translated into a lighting form using laser-cut transparent acrylic pieces, each showing the tail's morphology. A central spine, seahorse's vertebral column, fitted into a soft lighting strip that served as the core light. Iterative prototyping refined light diffusion and spreading, angles and balance for an organic form.

The final outcome is a light that blurs the boundary between object and organism. Its form casts dynamic shadows, with layered transparent material glowing gently creating an experience that is visually fluid. Taillight acts as a narrative, an invitation to see design as a communication with nature rather than a departure from it. This project affirms that bio inspired forms are not only a framework but also a practical tool for creating emotionally sounding designs.

Keywords: Organic, Bio-inspired, Nature, Design, Biomimicry, Geometry.

Joineries as Design Initiators - Exploring Furniture through Exposed Joinery

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Interior design has diverse functions and roles, and, according to recent changes in professional percolation, the inclusion of Furniture as a space-making element is widely anticipated. Both these parameters encompass the aesthetic and functional dimensions. Furniture has been a symbolic aspect of defining interior space, compelling interior designers to define and design elements. A balanced understanding between volume and functionality is needed to accommodate these two scales. Material becomes a common denominator for the approaches, where wood is considered a material on which much experimentation has evolved, influencing spatial and aesthetic sensibilities. This paper presents a pedagogical approach focused on the details of wooden joinery, which was implemented and experimented with by 2nd-year interior and furniture design students. The design studio started with demonstrations and hands-on prototyping, enabling rapid iteration and tangible understanding of joint mechanics. The collective data from the experiment, combining two distinct joinery types, led to the discovery of hybrid connections and new possibilities. The students developed these possibilities into furniture elements for a defined programme. The research affirms that positioning joinery as a design initiator leads to inventive furniture solutions and deepens the understanding of structural stability. It reveals the intrinsic value of interdisciplinary practices in the Interior Design profession.

Keywords: Wooden Joinery, Prototyping, Furniture Design, Design Process.

Sustainability, Gamification and User Retention: A Study on Eco-Conscious Gamification for Better User Engagement

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With increased usage of online platforms, the energy consumption of websites and applications has become a matter of sustainability. Traditional UI/UX elements such as high-resolution images, complex animations, and bold colors always stimulate interest but consume more power. This study proposes the development of a Sustainable UI Kit: reusable, energy-saving design assets that deliver user interaction without compromising on performance and compatibility. The package features green design elements like dark mode, image optimization, and minimized animation, and integrates gamified features—like progress bars and rewards—to maximize user retention. This study is design-focused, determining the most important elements required for a universally adaptable sustainable interface. The study is targeted at stakeholders involved in UI/UX design and digital sustainability. By evaluating the kit's impact on energy consumption and interaction behavior through prototyping, this study contributes a practical framework for building visually appealing and ecologically conscious digital interfaces.

Keywords: Sustainable UI/UX, User retention, Gamification, User engagement, Carbon footprint reduction, Energy-efficient design.

To Study the Various Materials Used to Make Portable Partitions in Design Institutes

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India is a developing country, and it is progressing dynamically. Every single discipline is expanding and is getting at par with the developed nations. Urbanization is taking place and rural population is shifting towards the urban areas. Indore is one such fast developing city. Children and youth from the rural areas are migrating towards Indore for their higher studies and growth as it is the education and business capital of Madhya Pradesh. Hence, more urban space is needed for this development and to accommodate the increasing population. Increased number of schools and colleges are being built to meet this demand. One of the most advancing discipline in the country is the design discipline and there are a number of colleges and universities coming up in the cities offering different design courses. With limited land area available for the construction of these design institutes, it becomes difficult for the interior designers and architects to accommodate all types of facilities and amenities in these design institutes. This crunch of space leads to missing out on certain areas and amenities. A practical solution for providing all the required amenities as per the government norms, is to create multi-purpose areas. Multi-purpose areas can be created by using portable partitions which when needed can be installed or removed. The portable partitions are constructed as they can meet different requirements like sound blocking, vision blocking, budget friendly, easy to install, easy to port, etc. This research is based on the study of materials that can be used for the construction of these portable partitions. Interior designers who serve as academicians in the design institutes will be consulted and traditional materials and new invented materials that are available in the market will be compared based on different criteria like their properties, methods of installation, uses, merits and limitations, etc. Material preference for the construction of these portable partitions will be decided based on the data analysed and the preference of the academia of the design institutes of Indore district who will be the end users of these partitions. The results of the study states that engineered wood, glass and aluminium are the most preferred materials for the construction of portable partitions.

Keywords: Interior Design, Portable partitions, Multi-purpose areas, Design Institutes.

Reviewing the Impact of Sensorial Experiences in a Chocolate Retail Store

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Sensory experiences have changed a lot in recent years. This paper examines how these experiences influence consumer behavior in chocolate retail stores by using methods like surveys, interviews, and sensory assessments. Visual, smell, sound, touch, and taste cues involve customers in an immersive interaction that is vital for improving customer satisfaction and influencing their purchasing choices. Research from sensory evaluations, surveys, and observations shows that product displays and lighting have the biggest impact when paired with other sensory cues. The smell of chocolate evokes an emotional response, while slow music encourages people to stay longer. Tactile interactions through product customization and sampling adds extra to the in-store experience. These sensory experiences do create customer loyalty, boost sales while opening new marketing opportunities.

Keywords: Sensory cues, Multisensory experience, Emotions, Chocolate retail, Customer satisfaction, Immersive experience.

Clario: An AI-Powered Focus Assistant to Combat Cognitive Fatigue and Digital Distractions in Late Adolescent Learning

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This study explores the integration of artificial intelligence (AI) in education to address challenges related to cognitive fatigue and digital distractions commonly faced by late adolescents. With increasing demands on students' attention in high-stimulation learning environments, the research introduces Clario—an AI-powered focus assistant that leverages computer vision, facial expression analysis, and voice interaction to deliver real-time feedback aimed at enhancing concentration and motivation. A mixed-methods research approach was adopted, including qualitative interviews and user journey mapping with six participants, and quantitative analysis involving 140 students through surveys and performance metrics. The experimental setup allowed students to study in their natural environments while Clario operated passively, providing adaptive interventions such as distraction alerts, mindfulness prompts, and break reminders. Findings reveal a marked reduction in cognitive fatigue, improved focus, and a noticeable decline in digital distractions. Students reported increased engagement and a more structured approach to study habits. The study demonstrates the potential of AI to not only personalize learning experiences but also to actively support students in achieving sustained attention. These results contribute to the growing body of evidence advocating for intelligent, context-aware tools in education, particularly in creative fields where mental stamina and flow are crucial.

Future work will explore long-term behavioral changes, ethical implications of monitoring, and enhanced personalization through adaptive learning algorithms.

Keywords: Artificial Intelligence, Adolescent Learning, Cognitive Fatigue, Digital Distraction, Focus Assistant.

Designing Phonimo: A Tangible Learning Tool for Phonemic Awareness in Early Education

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This study explores the role of tangible interaction in addressing persistent challenges in early phonics instruction, such as rote memorization, inconsistent pedagogy, and limited student engagement, particularly within the Indian educational context. Using a qualitative approach, semi-structured interviews were conducted with early childhood educators to understand existing teaching practices, identify instructional gaps, and inform the design of Phonimo, a tangible user interface (TUI) for phonics learning. The system integrates physical letter blocks, copper conductor plates, and a Raspberry Pi to provide real-time auditory feedback, supporting phoneme recognition, sound blending, and word construction through hands-on exploration.

Findings highlighted a significant demand for multi-sensory, hands-on tools that actively engage children in literacy learning while catering to different learning preferences. Educators pointed out the shortcomings of conventional and screen-based approaches in developing phonemic awareness. Phonimo fills these gaps by providing an interactive, student-centered experience that strengthens essential literacy skills through tactile engagement and instant audio feedback. This research adds to the expanding literature on tangible interaction and early childhood education, showcasing the promise of physical-digital hybrid systems to improve literacy outcomes and redefine phonics teaching in various learning contexts.

Keywords: Early Childhood Education, Early Literacy Development, Tangible User Interface (TUI), Multisensory Learning, Interaction Design for Education.

Study on Emerging Trends in Sustainable Raw Materials and their Natural and Organic Alternatives

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Cosmetic grade raw materials are specifically manufactured and tested to meet the quality and safety standards required for use in cosmetics and personal care products. These materials have a higher level of purity compared to technical grade, but they may not be as stringent as pharmaceutical grade. The study focuses on raw material used in technical grade, cosmetic grade, and pharmaceutical grade raw materials, the increasing demand for natural and organic cosmetics is a major driving force in the cosmetic raw materials market. This shift has compelled cosmetic manufacturers to source raw materials that align with these values, such as plant-based extracts, natural oils, and minerals. The trend towards green beauty is not just a fad but a lasting movement, suggesting continued growth in the market for natural and organic raw materials. This shift is also encouraging innovation in sourcing and processing these materials sustainably. The study observes areas by type and application: By Type: Natural, Synthetic, Hybrid cosmetic raw materials. By Application : Skincare, Hair care, Makeup, Fragrances Increasing Demand for Natural and Organic Cosmetics Drives Growth in Cosmetic Raw Materials Market. The rising consumer preference for natural and organic cosmetics presents a substantial growth opportunity in the cosmetic raw materials industry. As consumers prioritize healthier and eco-friendly beauty choices, the demand for raw materials derived from natural sources, such as plant extracts and organic compounds, is surging. The study encompasses all the areas concerned.

Keywords: Cosmetic Grade, Organic products, Natural Product, Technical Grade, Pharmaceutical Grade, Consumer Preferences, Market, Sustainability ,Synthetic Products.

Rooted Modernism: Charles Correa's Biophilic Tribute to Gandhian Values at Sabarmati Ashram, Ahmedabad

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Charles Correa's Gandhi Smarak Sangrahalaya at the Sabarmati Ashram in Ahmedabad stands as a profound testament to the Indian spirit of simplicity, autonomy, and ecological sensitivity. The Ashram is a living narrative where the Gandhian values of truth, swadeshi, and swaraj are not only symbolized but spatially embodied through architecture. Viewed through the lens of biophilic design, the Sangrahalaya emerges as a space that deeply reconnects humans with nature and culture through its mindful integration of courtyards, water elements, open-to-sky corridors, and tactile materials. Correa's approach transcends formal aesthetics. Drawing upon the principles of critical regionalism, a language is developed that is both modern and rooted in vernacular wisdom, climatically responsive, culturally resonant, and spiritually grounded. The modular grid echoes the Hindu notion of isotropy while enabling a flexible spatial system inspired by Banni village typologies. Pathways and transitions are designed with gentle fluidity, offering moments of reflection and pause.

This paper aligns the architectural features of the Gandhi Ashram with Terrapin Bright Green's 14 Patterns of Biophilic Design to examine how sensory engagement, non-visual connections, thermal comfort, and spatial complexity are interwoven to create a holistic experience. The study takes a qualitative approach, incorporating first-hand site visits, spatial analysis of architectural drawings, and photographic documentation. These observations are interpreted in alignment with Charles Correa's design philosophy and the principles of critical regionalism. The work argues that Correa's architecture goes beyond buildings, shaping environments that embody memory, climate, and cosmos, giving form to the invisible.

Keywords: Critical Regionalism, Vernacular Architecture, Gandhian Philosophy, Biophilic Design, Cultural Sustainability.

Structural Abstractions of Nature: Black Heron-Inspired Roofs for Environmentally Responsive Design

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This research paper presents an architectural approach to hilly terrains by incorporating nature-integrated design, reimagining the roof as both a functional shelter and a symbolic form. Nature encompasses the physical world and all its living and non living components including plants, animals and natural phenomena. The research study incorporates the process of deriving inspiration from nature and translating it into useful entities. Biomimicry leverages nature's adaptive forms and strategies to create sustainable, performance-driven design solutions. In architecture, it translates biological intelligence into context-responsive materials, structures, and spatial innovations. The study draws a specific focus on Black Heron, a wading bird of sub-Saharan Africa and parts of Madagascar. An in depth study of Black Heron's postures, habitats, habits, reproduction system, eating habits, layering of wings, parts of body was carried out. Sleeping posture was used as a base medium for abstraction of form and structure. A Compact, Hunched position, tucking its long neck and folding its wings tightly around its body. An intangible aspect of protection, private yet having minimal exposure were also recognised during the research. Through theoretical analysis and form exploration inspired by the Black Heron's posture, the project developed conceptual models and spatial diagrams to explore how natural compositions can inform roof structures in hilly terrains. The Black Heron's sleeping posture inspired a lightweight, environmentally responsive roof form that adapts to sloped terrains, reducing visual impact and enhancing environmental interaction through light, shadow, and voids. This highlights the role of nature-inspired design in creating resilient, adaptable architecture in challenging terrains.

Keywords: Black Heron Posture, Nature-Integrated Design, Sustainable Roof Form Design, Adaptive design, Hilly Terrain Architecture.

The Revolutionary Potential of Digital fashion in a Sustainably Smart Industry

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Clothing, footwear and other accessories, having their existence in the virtual or digital world only, can be referred as Digital Fashion. It is created through various digital technologies including computer-generated imagery software, body scanning and 3D design tools, 3D modelling, etc. As the name suggests, digitally produced attire are vested and displayed in the metaverse - virtual settings, public media, online games, virtual reality and augmented reality forums - without using any corporeal material and tangible production of clothing.

Countering the dominating fast fashion model, digital fashion is popularising as new dimension to style, creativity, self-expression and sustainability. For fashion brands and social media creators, this perfect blend of fashion and technology is a game-changer, providing affordably unique, eye-catching digitized collections and endless digital closet at hand.

Most important contribution of digitized fashion is its sustainable approach - elimination of physical garment production and transportation minimizes the environmental impact with no raw materials, chemicals, water and carbon emissions; time and energy savings and zero waste generation. Even 1% Substitution of physical apparel with digital clothes saves 5 trillion liters of water. Creation of a digital garment decreases carbon footprint upto 97% and microplastic shedding or soil degradation reaches to zero in comparison of producing physical garment. This paper explores the evolving ecosystem of digital fashion, its current market landscape and growth projections and assess metaverse economy for more ethical, resilient and sustainable industry.

Keywords: Augmented Reality, Carbon Footprint, Digital Fashion, Sustainability, Virtual Reality.

A Study on Traditional Banaras Brocades and their Existence in Contemporary Context: Analytical Approach Associated with the Romanticism

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This analytical study is based on Banaras brocades and its existence in contemporary context. Traditional Banaras brocades have authentic characteristics and technical applications as an industry belong to the Indian Craft heritage sector. This unique craft-oriented industry shows continues evolution up to date, even though the numerous socio-economical barriers. Aim of this research is to be investigated that "How do Banaras brocades have preserved as authentic Indian traditional craft product category marking Indian emblem in global context, even though many high-tech machinery, tools and resources are available in the contemporary textile industry?". Mainly, Visual data related to Banaras brocades were used as data, and field studies, museum studies, photography, observations and illustration have been applied as research methods. Furthermore, iconology and artistic formalism were used as analytical methodologies of this study. As per results, variety of visual elements, unique motifs and authentic materials combinations can be identified within the brocades and also, unique decorative motifs and techniques have been applied. Accordingly, this study has been conducted across with romantic perspective, and romanticism has provided theoretical basis for this research. Imagination, emotional expression, intuition, subjectivity and glorification of nature are the theoretical concepts which were used in the study associated with romanticism. In conclusion, the motifs and patterns along with materials used in Banaras Brocades depict emotional expression, as cultural object representing humanitarian value beyond the utilitarian product. And also, very sensitive contextual changes can be done by the craftsmen thorough the spiritual and subjective intervention which is impossible within industrial involvement. And also, human skill-based particular techniques can be identified in traditional Banaras brocade weaving, which are impossible by using high-tech machinery.

Keywords: Banaras Brocades, Cultural object, Romanticism, Motifs, Emotional expression.

Ways To Create Retail Space That Draws Customers

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Digital shopping remains the most popular method of shopping, fundamentally changing consumer behavior. As a result, physical stores are no longer just places to buy products; they must offer engaging, multisensory, and emotionally resonant experiences that differentiate them from online retailers. This study examines key design and environmental factors that make retail spaces appealing, leading to longer visits, increased engagement, and higher conversion rates.

Using a quantitative approach, 50 retail customers and industry experts aged 25 to 55 from sectors including fashion, food, electronics, and lifestyle were surveyed. Participants shared their preferences and reactions to store elements such as layout, lighting, color schemes, cleanliness, atmosphere, staff interaction, and new technologies like AR and interactive displays.

Findings reveal that fundamental design elements—cleanliness, ease of navigation, and effective staff involvement—are the most influential on customer behavior. Sensory factors like lighting, fragrance, and color coordination also play significant roles. Additionally, visual merchandising, clear signage, and organized spaces impact impulse purchases and brand perception. While technology like AR drew some interest, it was less important than hands-on, human-centered experiences in fostering satisfaction and loyalty.

The study underscores that customers seek retail spaces that align with their values, lifestyles, and desire for social and sensory stimulation. Therefore, retail design should thoughtfully combine functionality, aesthetics, and emotional appeal to create useful and memorable environments. These insights can guide retailers, designers, and marketers in revitalizing physical retail and enhancing customer experience through immersive, consumer-focused design.

Keywords: Retail Design, Consumer Behavior, Visual Merchandising, Store Layout, In-Store Experience.

Translating Natural Metamorphosis: A Structural Study of Physalis Alkekengi in Light Form

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For a long time nature has been a point of reference for design. The *Physalis alkekengi*, commonly known as the Chinese lantern plant, undergoes metamorphosis through its life cycle. Initially enclosed in a robust, opaque husk, the fruit gradually becomes visible as the husk dries and turns lace-like and fragile. The methodology follows a nature-inspired design approach, rooted in observation and interpretation of the metamorphosis of *Physalis alkekengi*. The study of the plant's transformation from a vibrant red husk to a delicate, skeletal structure symbolized a shift from enclosure to openness, solidity to fragility. The metamorphosis informed the project's form and materiality, distilled into layers, voids, and veining. These elements shaped a minimal lighting typology, emphasizing transparency, lightness, and texture via perforations and translucencies. The metal pole of the floor lamp reflected *Physalis*' delicate, curving stem while adding structural support. This study demonstrates that principles of biomimicry and metamorphosis may result in effective design interventions. By translating the visual and structural qualities of *Physalis alkekengi* into a lighting object, this research illustrates how nature-inspired design can translate organic form into expressive results in current practice of designing.

Keywords: *Physalis alkekengi*, Metamorphosis, Lighting element, Organic form, Abstraction.

Harnessing Vertical Spaces: The Future of Solar Integration in Buildings through BIPV

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Climate change has increased the emphasis on sustainability approaches within the construction industry and design sectors, which account for 40% worldwide emissions (Cao, 2021). The need for buildings is expected to increase by 70% by 2050 (Cao, 2021), and incorporating renewable energy into architectural design is becoming essential (Cao, 2021). This research paper will study the role of Building Integrated Photovoltaics (BIPV) as a sustainable approach in an urban context where the city is growing vertically, leading to limited rooftop space. BIPV system concentrates the vertical integration of solar PV into facades, providing energy output along with functionality, thermal insulation, shading, and cost effectiveness. A case study of New Delhi's Atal Urja Bhavan demonstrates the strategic application of BIPV and emphasizes the effectiveness of PV technology. The study concludes that vertical integration is essential for sustainable urban development to achieve renewable energy targets and goals.

Keywords: Climate change, BIPV, PV Technology.

Unfolding the Creative Aspect of Truncated Dodecahedron : Exploring Visual Aspects of Geometry and Solids

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An in depth exploration of Archimedean solid, a semi regular polyhedron, with a specific focus on truncated dodecahedron, used as a base medium for form and structure. It explores and understands the geometry of a truncated dodecahedron with the help of vertices and faces. Various form generation techniques such as slicing, cutting, intersection, creates the dynamism into regular polyhedron through the play of void and solid. Aesthetics and functionality are also integrated as a part of form generation.

Material exploration plays a key role in grounding the understanding of the practical making process. Study looks into the detail and integrity of making the concept with the material understanding of metal and glass. Metal is explored as a structural material used for framework and surface aesthetic material enhancing the strength of the product, while glass is perceived as functional material, allowing the play of light and transparency. Joinery, finishes, surface treatment are seen as part translating functionality with aesthetics. Thus, the exploratory process brings out the creative aspects of form generation addressing technical, functional and aesthetic aspects.

Keywords: Archimedean solid, Exploration of Geometry, Form making, Truncated Dodecahedron.

Generation Z's Consumer Behavior Towards Integration of Kosa Silk in Contemporary Fashion Design in Raipur, Chhattisgarh

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This study investigates whether Kosa silk's contemporary fashion adaptations can spark interest among Raipur's Generation Z. Can modern, reasonably priced Kosa-based designs appeal to Generation Z and regain its significance in everyday wear? is the main research question. Preferences, attitudes, and practical barriers were clarified using a mixed-methods exploratory research approach that included designing a capsule collection of Indo-Western garments with kosa Silk as base fabric and surveying roughly 73 young participants for feedback.

According to the findings, 89% of respondents concur that wearing handlooms supports artisan cultures, 76% of respondents prefer modern Kosa clothing, and nearly 96% feel an emotional connection to Indian heritage through fashion. Cost sensitivity is indicated by the clustering of preferred price points below Rs. 3,000. Design prototypes received high marks for usability, comfort, and style. Sustainable ethics, contemporary design, and regional craftsmanship are factors that pique interest; 98% of respondents are receptive to locally produced styles, and 79.5% are willing to suggest or give them as gifts.

Kosa silk has real potential as everyday and festive fashion for Generation Z when combined with ethical storytelling, minimalist design, and affordable prices.

Keywords: Kosa, Heritage Textile, Contemporary Fashion, Urban Wear, Generation-Z.

Integration of Design, Vision, Technical Precision with Fit, Ease in Design and Men's Trouser Pattern

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This paper explores the critical role of ease in garment design; ease is the deliberate manipulation of space within a garment beyond exact body measurements. It is far more than just a comfort or movement; it's a strategic design variable that dictates the garment's silhouette, proportions, and fit, ultimately shaping its aesthetic and psychological impact.

This intentional spacing works along with design lines and technical pattern adjustments. A successful design meticulously blends technical precision with creative vision, ensuring every element serves its purpose. The paper further details how ease influences individual identity and comfort of a trouser fit. Designers leverage ease to balance these aspects, giving them the unique ability to alter how someone feels in a garment without physically changing their body.

Keywords: Body movement, comfort, design precision, ease, fit and patternmaking.

From Awareness to Action: Examining the Determinants of Sustainable Fashion Adoption among Gen Z

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This study provides an in-depth exploration of the behavioral and psychological drivers behind Generation Z's engagement with sustainable fashion. As climate change, ethical sourcing, and environmental degradation dominate global discourse, Gen Z has emerged as a generation with strong sustainability values. However, there remains a noticeable discrepancy between their ideals and their actual purchasing behaviors. Through a mixed-methods research design—integrating quantitative surveys from 400 respondents and qualitative interviews with 20 individuals—this study investigates how environmental concern, price sensitivity, social media influence, peer norms, and brand transparency shape Gen Z's decisions in the fashion marketplace. The research is grounded in the Theory of Planned Behavior and the Value-Belief-Norm theory to understand the cognitive processes behind sustainability-oriented consumption. The findings reveal that while Gen Z expresses a high level of awareness and positive attitudes toward sustainable fashion, their actions are often limited by external barriers such as affordability, accessibility, and skepticism toward green marketing claims. The study contributes to existing literature by highlighting the intent-behavior gap and offering targeted recommendations for fashion brands, educators, and policymakers to engage Gen Z consumers effectively and ethically in sustainability movements.

Keywords: Sustainable fashion, Generation Z, consumer behavior, environmental concern, social media, ethical consumption, fast fashion.

Textile as Medium: Fashion Communication and Cultural Expression

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Textiles are powerful semiotic systems that communicate cultural values, social identities, and aesthetic sensibilities, going beyond mere utility. This paper examines textiles as a communicative medium bridging fashion, culture, and symbolic expression. It uses visual rhetoric, non-verbal communication, and cultural semiotics to explore how fabrics, patterns, and designs motifs articulate collective memory, gender roles, class distinctions, and cultural heritage. Textiles function as both aesthetic artifacts and communicative codes, carrying cultural meaning across generations and enabling the negotiation of identity. This is illustrated through case studies of Indian handloom traditions and contemporary fashion branding. By integrating fashion studies, media communication, and cultural anthropology, this paper highlights how textiles mediate dialogues between tradition and modernity, and local identity and global fashion. The study presents textiles as a lasting medium for cultural communication and aesthetic expression.

Keywords: Textile communication, Fashion semiotics, Visual rhetoric, Cultural identity, Material culture, Fashion studies, Symbolic expression.

Product Design of the Food Delivery Packaging: An Exploration of Current Practices, Challenges, and Opportunities for Redesign in India

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This paper critically examines the product design and material practices in food delivery packaging in India, highlighting the urgent need for sustainable solutions in the face of mounting environmental concerns. Through a comprehensive analysis of prevalent packaging options, the study evaluates the balance between design aesthetics, functionality, material selection, and environmental impact. By analyzing real-world examples, the research identifies the widespread reliance on traditional plastic-based materials and assesses their detrimental environmental effects. The paper also explores both the challenges and opportunities within the food delivery sector for transitioning to more sustainable alternatives, such as biodegradable and recyclable materials. The findings provide a deeper understanding of how design of the food packaging can align with sustainability principles, addressing critical issues such as plastic waste and promoting responsible consumption, in accordance with Sustainable Development Goal (SDG) 12. Ultimately, this research establishes a framework for innovative product design solutions in food packaging that prioritize both consumer experience and environmental impact.

Keywords: Sustainable Product Design, Food Packaging, Industrial Design, Eco-friendly Packaging, Plastic Waste, Biodegradable Materials, Environmental Sustainability, Circular Economy, Design Innovation, Packaging Redesign.

Analyzing the Effect of Gold Karatage and Alloy Composition with respect to Glass Enamels in Kundan Meena Jewellery Design Manufacturing

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The overall quality, durability, and visual appeal of the glass enamels applied during the Meena (enameling) process are significantly affected by the karatage of gold and the alloys used in Kundan Meena jewellery. The way the gold alloy and glass enamel interact can have an impact on the jewellery's final look is based on how effectively the enamel adheres, and how it acts throughout the heating process. This paper examines the impact of gold and alloy composition on glass enamel application in Kundan Meena jewellery, focusing on adhesion, durability, color, and quality, offering insights for optimizing the enameling for better results.

Exploring Digital Fashion Research: Advancements Beyond Communication and Marketing

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This article starts with the cultural and design assessment of the fashion company and proceeds expressly to examine the evolution of digital fashion. Apart from a more thorough research, 491 records pertinent to the project were examined as well. Three major domains—culture and society, design and production, and communication and marketing—were found following a study of this corpus. Given that design and production account for 48% of the research, together with culture and society, these areas of focus take front stage in the study. This helps to develop the foundation for next digital fashion study as it offers a complete and diversified map of pertinent studies and subcategories.

Keywords: Digital fashion; fashion, design; fashion production, fashion culture; fashion, society; fashion technology.

Exploring the Heritage and Symbolism of Floral Motifs in Traditional Indian Textiles

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Traditional Indian textiles with floral motifs represent a sophisticated cultural heritage spanning millennia, from ancient Indus Valley civilization to contemporary interpretations. This analysis examines the historical evolution, regional variations, symbolic significance, and preservation challenges of botanical patterns in Indian textile traditions. Floral motifs in Indian textiles transcend decorative elements, functioning as carriers of cultural identity and spiritual symbolism. Through systematic examination of major traditions including Kashmiri Pashmina, Banarasi silk, Kalamkari, Chikankari, and Phulkari, this research demonstrates consistent botanical imagery across diverse geographical regions. The lotus (padma), rose (gulab), jasmine (mogra), and paisley (ambi) emerge as recurring motifs, each carrying distinct meanings rooted in Hindu, Buddhist, and Islamic iconography. Regional analysis reveals distinctive approaches: Kashmiri textiles emphasize naturalistic rendering with Persian influences, while Rajasthani traditions favor geometric stylization. South Indian textiles showcase temple-inspired floral borders reflecting Dravidian aesthetics, while Mughal influence introduced sophisticated garden (charbagh) concepts impacting North Indian traditions. Technical examination reveals sophisticated understanding of natural colorants from madder, indigo, and turmeric. Traditional techniques including resist-dyeing, block printing, and hand-painting preserve authentic applications. Color symbolism remains significant: red representing fertility, yellow signifying purity, blue embodying divine protection, and green symbolizing abundance.

Contemporary challenges include industrial mechanization, synthetic dye adoption, and artisan skill erosion. However, revival movements demonstrate renewed appreciation, with luxury brands and cultural preservationists collaborating with artisan communities. Research methodology employed textile analysis, artisan interviews, and comparative regional studies across Varanasi, Srinagar, Lucknow, Jaipur, and Kanchipuram.

This study concludes that traditional Indian floral textiles represent living heritage requiring urgent preservation. Integration of traditional motifs with contemporary design offers pathways for cultural continuity while meeting modern demands. Future directions include digital documentation, sustainable dyeing practices, and innovative applications in fashion and interior design, ensuring the continued vitality of India's extraordinary textile traditions.

Keywords: traditional, textile, motifs, floral, natural colorants.

The Role of UI/UX Design in Enhancing User Engagement in E-Commerce: A Comparative Analysis of Amazon, Flipkart, and Myntra

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In the dynamic digital world, E-commerce platforms play a very significant role that creates an essential link between consumer and seller. This link effectively fulfils the need and interest of buyers and sellers. Buyer has the flexibility to shop at any time unlike the physical market that is open for a fixed set of time. Also this saves a lot of effort & time because products are directly delivered to the customer's place. Because of this convenience and easy purchasing, e-commerce platforms are very popular and growing. Due to this effect there is a high competition in online marketing. Because of this high competition, the companies are working to retain their current customers as well as focusing on attracting new ones to their growth. UI (User Interface) and UX (User Experience) design played a vital role in shaping user satisfaction and retention. It enhances the overall look of an e-commerce platform, as a result influencing the customer towards the purchase decisions, building trust & loyalty for further. This study is an attempt to analyze the UI/UX design strategies for three main e-commerce platforms in India- Amazon, Flipkart and Myntra. This selection is based on the highest customer base and popularity. This analysis has been conducted with the help of a structured survey that is based on key UI/UX design elements like visual design (color theory, typography, layout), navigation, homepage design, usability, tailored experiences and user satisfaction. Based on the survey, Amazon got the highest position followed by Myntra and Flipcart. This study says that amazon is applying best of UI/UX design strategies for the overall of user satisfaction & functionality. All three platforms show good levels of user engagement, Amazon is putting UI/UX design elements in the most effective way. And fulfilling the best of the user's needs. Although Myntra has good aesthetics and emotional connection with users, that is why it got excellent responses for Visual Design.

Keywords: UI/UX design, E-Commerce, User Interface, User Experience, user satisfaction, E-commerce design, Online Consumer Behavior, Amazon, Flipkart, Myntra.

The Role of Artificial Intelligence in the Fashion Industry: Innovations, Challenges, and Future Directions

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The apparel industry has long been at the forefront of technological advancement. In recent years, the integration of Artificial Intelligence (AI) in various domains has accelerated its transformation. AI is driving innovation in design, manufacturing, supply chain management, customer experience, and sustainability. This review paper explores the application of AI in the apparel sector, highlighting key trends, challenges, and future directions for research and development. Through a synthesis of academic literature, industry reports, and case studies, this paper aims to provide an insightful analysis of AI's role in revolutionizing the apparel industry.

Keywords: UI/UX design, E-Commerce, User Interface, User Experience, user satisfaction, E-commerce design, Online Consumer Behavior, Amazon, Flipkart, Myntra.

“BIOPHILIC DESIGN IN SCHOOLS” ENHANCING STUDENT HEALTH AND PERFORMANCE

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Biophilic design differentiated the natural way of life from the usual ones and used the components of nature in the educational field, which in its turn provides a means for the realization of the wellness of the learning environment. It is a prime mover of education, as it decreases the levels of tension, as well as the natural environment and builds up a satisfying and supportive atmosphere for students. Nevertheless, doing so is oftentimes problematic, especially due to financial constraints, hard-lined opposition to change, or even maintenance of the structure over time. This study delves into these aspects and seeks to find viable solutions such as carrying out cost-benefit analyses, doing stakeholder collaboration, and foolproof maintenance planning. It furthermore, projects different probable outcomes, campaigning for interdisciplinary research, innovative design solutions, and policy initiatives that prioritize biophilic principles. Citing the uses of biophilic design in various countries all over the world, this paper shows the diversity of this concept that can be applied in different cultural and educational contexts. Tackling these issues and finding the best ways to exploit the possible benefits, biophilic design could be an education space revolution, a warm and comfortable place for the students, and a way to help them create stronger connections with nature too.

Keywords: Academic performance, Natural elements, Indoor plants, Natural light, Mental health, Physical health, Stress reduction, Air quality.

BEYOND GREEN INNOVATION: TRANSFORMING RESORT INTERIOR WITH GREEN DESIGN

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The call for environmental sustainability in hospitality design has never been more urgent, especially in resort and hotel architecture. Ecological emergencies that are getting worse make, that modern resorts have to be environmentally friendly and keep guests comfortable and luxurious at the same time. This research delves into the fusion of sustainable high tech and interior design eco-resorts, demonstrating that these new green solutions are changing the face of hospitality environments. The research delves deep into the progression of eco-friendly interior activities that move from primary ideas such as power efficiency and green goods up to the incorporation of technologically advanced systems such as AI power energy, new generation heat ventilation and air-conditioning, smart lighting, and water-efficient fittings. The work focuses on the use of modular construction, recycled materials, and the circular economy approach to reduce resource consumption and construction waste. Additionally, the adoption of biophilic design—incorporating natural light, greenery, and nature-based products—not only makes the guest come to life but also becomes the environmental part of it. Reading the green accomplishments of various resorts in India according to rating frameworks such as GRIHA, IGBC, and LEED, this research work portrays green-conscious interiors as attractive and functionally efficient. The case studies shed some light on the main points, barriers, and financial implications of carrying out sustainable interiors. At the end of the day, this investigation hopes to be part of the formation of design strategies that are combined with the environmental stewardship, hence opening a new concept of smart, wellness, and technology-led eco-resort interiors.

Keywords: Sustainable Interior Design, Green Hospitality, LEED Certification, GRIHA, IGBC, Modular Construction, Technology-Driven Interiors, Green Building Practices.

A Study on the Conjunction of Art, Human Experience & Retail Design

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Abstract The following study is an exploration of how art can become a medium to paint the experience of human interaction in a luxury retail environment. For decades, art has been utilised as a sought-after means to enhance and evoke emotions. It is considered a medium of creative expression, enhancement & personalisation. From the way art stimulates the sensory perceptions of human beings, it is also explored as a medium of modulating specific interactions and outcomes. In contemporary times, art has begun to find its place in various domains of design, where it is going beyond being a mere subjective expression to an objective attribute. While we commonly find literature on combining art with space design, the gap lies in the practical application of the concept and gauging its impact, with respect to human experience. Retail design is largely driven by how the brand communicates with potential customers, hence the application of art as the communicator has a strong feasibility to bridge the gap between the brand experience, its offerings, and customers' psychology of buying. The paper concludes with a case study where the conceptualisation of a retail space revolves around the concepts borrowed from art, combined with display installations that enhance human experiences, leading to favourable buying decisions.

Keywords: Spatial experience, Retail design, Psychology of art, Brand communication.

Reviving Weaving Communities: Fusion Textiles as a Catalyst for Artisan Livelihood Renewal in Banaras and Kota

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India's handloom sector, steeped in tradition and skill, faces modern difficulties owing to the increasing prevalence of machine-made textiles and the decline of artisan livelihoods. Notably, the weaving regions of Banaras and Kota are recognized for their unique craft heritages: Banarasi Brocade, esteemed for its luxurious silk and elaborate designs, and Kota Doria, known for its light texture and geometric patterns. This paper explores the possibilities of fusion textiles—a creative amalgamation of these two renowned fabrics—as a means to revitalize artisan communities. This study seeks to illustrate how the combination of the rich design elements of Banarasi and the geometric simplicity of Kota can generate not only contemporary products that are marketable but also serve as a link between tradition and modernity. By fostering collaboration among artisans, encouraging design innovation, and establishing strategic market connections, fusion textiles provide a sustainable approach to revitalizing these communities, improving economic prospects, and enhancing cultural pride. The research highlights how design can play a transformative role in tackling socio-economic issues faced by rural crafts, ultimately aiming for a thriving and sustainable future for handloom weavers in Banaras and Kota.

Keywords: Banarasi Brocade, Cultural Heritage Preservation, Design Innovation, Economic Empowerment, Fusion Textiles, Indian Handlooms, Kota Doria, Regional Craft Revival, Traditional Crafts, Weaving Communities.

Sustainable Activewear: Bridging market gaps through Ayurveda

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Sustainability has become more of a buzz word than an actual practice in the world currently. The worldwide activewear market is experiencing a shift toward sustainability, driven by increasing consumer awareness and environmental concerns. Traditionally, activewear relies on synthetic materials like polyester, nylon, and spandex, which offer excellent elasticity and moisture-wicking properties but contribute to pollution, non-biodegradability, and resource-intensive production. This study explores the potential of Ayurveda, a fabric infused with herbal dyes and natural fibers as an eco-friendly alternative for activewear. Ayurveda textiles offer several benefits, including antimicrobial properties, enhanced skin health, natural breathability, and toxin-free wear, making them well-suited for fitness enthusiasts seeking both performance and wellness benefits. The research employs a qualitative approach, including market analysis, case studies of sustainable activewear brands, and expert interviews with textile scientists and sustainable fashion designers. Findings indicate that while Ayurveda textile is a sustainable option, its limited elasticity and durability pose challenges in activewear applications. However, innovative approaches such as blending Ayurveda with plant-based elastic fibers, utilizing advanced weaving techniques, and incorporating biodegradable elasticity alternatives can help overcome these limitations. Furthermore, Ayurveda-based activewear has the potential to differentiate itself in the competitive market by leveraging Ayurveda-inspired branding, targeting health-conscious consumers, and aligning with the growing trend of wellness-oriented fashion. By positioning itself as a holistic alternative that merges sustainability, functionality, and wellness, Ayurveda can establish a unique niche in the activewear sector. The study suggests that future research should focus on long-term performance testing, consumer acceptance, and scalability to enhance the commercial viability of Ayurveda-based activewear.

Keywords: Sustainable activewear, Ayurveda, herbal textiles, eco-friendly fashion, wellness apparel.

SPACE PLANNING IN PRESCHOOLS: HOW LAYOUT INFLUENCES CHILD INTERACTION AND FOSTERS LEARNING

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Today's concept of education is evolving to experience-based learning, focusing on early childhood education. There is a growing understanding that knowledge is not just limited to textbooks and is influenced by the surrounding environment and interactions. Modern education gives more importance to social development, critical thinking and problem solving from the early stages of preschool. Yet, many schools in India still fail to prioritise space planning- overcrowded and lacking defined areas, not designed for children's scale and focused more on adults' convenience. There are missing features, such as peer interaction, that are essential for preschool development. This research highlights a gap that a better preschool design can truly foster children's development and emotional needs, hence a crucial aspect when designing the layout of spaces. The study used a mixed-methods approach, gathering data from preschool teachers and parents to understand the user perspective and get a real-world observation. The finding states that space planning may not be fully considered in their designs and shows a clear need for a child-friendly layout that includes peer interactions, material explorations and overall development. According to the research, learning environments that are suitable for development should include natural elements, flexible furniture, and separate areas for activities.

Keywords: Preschool Design, Classroom Layout, Cognitive Development, Space Planning.

Biomimetic Luminaire Design Inspired by the Bitter Oyster Mushroom

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Biomimicry, the practice of drawing inspiration from nature to inform and influence human-made design, has emerged as a powerful tool in developing sustainable, functional, and emotionally resonant products. This research paper investigates how the unique morphology and bioluminescent characteristics of the Bitter Oyster Mushroom (*Panellus stipticus*) can be abstracted into a biomimetic lighting installation. By adopting a practice-based research methodology, the study incorporates biological analysis, conceptual form development, material experimentation, and iterative prototyping to design a ceiling-mounted luminaire. The result is a sculptural lighting fixture that embodies both the aesthetics and ecological intelligence of its fungal inspiration. This work underscores the potential of biomimicry in creating human-centered, environmentally responsible design solutions that foster a deeper emotional and experiential connection between humans and nature.

Keywords: Biomimicry, Bitter Oyster Mushroom, *Panellus stipticus*, Biomimetic lighting, Luminaire design, Nature-inspired design, Bioluminescence, Morphological analysis, Material experimentation, Iterative prototyping, Sustainable design, Human-centered design, Fungal morphology, Ambient lighting, Practice-based research.

Study of Couture Origami techniques on pattern Bodice with TR Cutting Method

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Fashion design is based on constant change with innovative ideas and a significant demand for new concepts. Significant ancient clothing like chiton and togas had the formative method of folding, bending, and angles of fabric to achieve the desired three-dimensional design aesthetics that were taught in fashion history. Origami folding with heat press methods allows the fabric to fade away with multiple wears and wash especially in the case of fabrics that are composed of natural fibers. Origami being original for paper art as a traditional form has been extensively used in the fashion industry for many years. The concept of origami-based designs is always defined by the laws that govern their geometrical properties of any scale. This research explores the innovative integration of couture origami techniques into bodice pattern design employing the TR (Transformational Reconstruction) cutting method. Origami-inspired fashion design emphasizes creative folding, creasing, and structural manipulation to produce unique, sculptural garments. The research investigates how these techniques can enhance aesthetic appeal, structural integrity, and craftsmanship in couture fashion, specifically focusing on the bodice, a central element of garment design.

Keywords: Couture, Fashion, Origami, Pattern Manipulation, TR Cutting.

The FOMO Effect: How Social Media Influences Genz's Purchases

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Generation Z is highly influenced by the fast-moving digital spaces in which social endorsement is quantified through likes, shares, and connectivity at all times. Their strong dependence on peer validation and immediacy-driven trends makes them acutely sensitive to emotionally charged marketing strategies such as FOMO- Fear of Missing Out. The role of Fear of Missing Out (FOMO) in fashion consumption by Generation Z, focuses on how social media, particularly Instagram shapes consumer behavior and brand interactions. Aided by two sets of questions, the research explores how fashion brands use FOMO-based social media tactics to optimize engagement and how these affect consumer participation and interaction. Employing a mixed-methods design involving questionnaire surveys from Gen Z participants as well as content analysis of fashion brand campaigns, the study finds that FOMO acts as an intense emotional driver in online environments. Gen Z's increased exposure to high- speed, visually oriented social media platforms renders them uniquely prone to FOMO, prompting higher levels of brand engagement, loyalty, and social validation-seeking. The research indicates that FOMO is not just a potent short-term sales motivator but also a long- term brand awareness and emotional attachment strategy. Notably, the study communicates the psychological consequence of FOMO marketing and calls fashion brands to incorporate more ethical, inclusive, and psychologically thoughtful strategies. It further indicates FOMO's increasing relevance across Millennials and Gen Alpha, implying wider applicability. Finally, this study provides insightful theoretical contributions and practical recommendations for marketers looking to navigate the changing intersection of emotion, social media, and fashion consumption.

Keywords: FOMO, Gen Z, social media, fashion marketing, Instagram, consumer behavior, brand engagement.

Beyond Waste: A Comprehensive Review of Fabric Scrap Identification and Utilization in Sustainable Fashion

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Fabric scraps represent a significant portion of pre-consumer textile waste, making the global fashion industry a major contributor to environmental harm. Recent estimates suggest that around 15-20% of fabric is squandered during garment production, resulting in millions of tons of potentially reusable material each year. The identification, collecting, and innovative repurposing of textile remnants have emerged as essential measures for mitigating the environmental impact of the fashion industry amid growing sustainability concerns within global supply chains. This extensive study examines several methods for managing fabric scraps within sustainable fashion systems by synthesizing and analyzing secondary data from more than 40 academic sources. The study compares traditional textile waste categorization methods with advanced technologies for waste identification, including material tagging, machine vision, and artificial intelligence. Indian textile design and heritage are brought to life via this study's innovative use of traditional techniques and materials. We encourage industrial upcycling as well as handcrafted. In addition to a few examples from around the globe, this report includes detailed case studies of Indian programs such as Doodlage, Paiwand, and Goonj that examine the social, economic, and environmental consequences of garbage limits.. Several obstacles prevent increased upcycling. These include inadequate textile waste collection and processing infrastructure, poor customer awareness and acceptability, fractured supply networks, and inconsistent waste material categorization. The report calls for scalable scrap utilization methodologies, enhanced informal sector textile waste management documentation, and upcycling value norms..This study concludes that utilizing fabric scraps holds significant potential for enhancing circularity in the fashion industry. To fully harness this potential, manufacturers, designers, lawmakers, and consumers must collaborate to establish systems that convert waste into resources and include circular design principles across the fashion value chain.

Integrating Coworking Culture and Multifunctional Spaces: Flexible Design Solutions for Collaborative Work Environments

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This paper examines the trend of coworking spaces being integrated with multifunctional spaces, addressing the growing demand for workspaces that foster creativity, productivity, and collaboration. As remote work increases, these hybrid spaces combine the comfort of an informal setting with coworking functionality, offering informal networking opportunities and promoting a better work-life balance. Thoughtful furniture layouts and material choices are shown to influence the user experience, fostering interaction and community building. Flexibility in design is highlighted as a key factor, allowing spaces to adapt to various needs and promote a dynamic, collaborative environment. Ultimately, the Research presents coworking within a multifunctional space as an innovative workspace solution that supports diverse professional communities and offers a model for future interior design applications in modern workspaces.

Keywords: Coworking space, Collaboration, Multifunctional spaces

Deconstructing Fashion: Consumer-Centered Strategies for Sustainable Disassembly and Recycling

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Circular practices have become more significant than ever with the fashion industry under the pressure to lower its environmental impact. Design for Disassembly (DfD) is one of these solutions, and it is a design that lets one disassemble the garment easily to recycle or reuse it. Although a number of designers are starting to incorporate this strategy, its actual effects lie on how the consumers adopt and comprehend the strategy. The study seeks to discuss how the consumer can be better informed and motivated to engage in the garments take-back and recycling. The paper has two major objectives which are, to ascertain the most prevalent obstacles that inhibit consumer participation, and recommend realistic, attainable remedies that can be used to facilitate an increase in participation. The study employs a qualitative methodology that involves literature review, looking at the brand campaigns, and case studies in sustainable fashion. Such sources allow finding the major obstacles to recycling, which are a lack of awareness, a shortage of time or an inability to apprehend the mechanism of how to disassemble a garment. The research also investigates such mere means as clear labeling of clothes, visual tutorials, small videos on social networking sites, and in-store examples to enhance consumer understanding and incentive. Depending on the available time, small input survey or using interviews could be an option to acquire some of the real-life situation in the perception of consumers. The results will demonstrate that consumers have more chances to engage in sustainable behavior when they are clearly informed, emotionally attached to the matter and the process is easy-to-follow. The paper has come to the conclusion that the circular fashion should consider the consumer as an active participant, but not the passive final user to achieve success. Accessibility and relevance to making disassembly easier and more relatable should be a way of brands and educators to influence consumer behavior and develop a more sustainable fashion ecosystem.

Keywords: Circular Economy, Consumer Engagement, Design for Disassembly (DfD), Recycling Behavior, Sustainable Fashion.

Assessing the utility of skill based vocational training program in Fashion Design to generate livelihood To align with NEP 2020

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India has the second highest human resource in the world. Even with more than 1.4 billion population, India still faces shortage of skilled workers and the unemployment rate amongst the youth population is on the rise. The unemployability of the graduates is alarming with gap in the skills that are required by the industry. This gap in the school and higher education can be bridged by integrating vocational education at multiple levels. This paper tries to analyse the current scenario of vocational education in Fashion Design to improve employability skills of the youth. The paper concludes with the emphasis on the need to reinforce vocational education for livelihood generation to aligning it to National Education Policy 2020.

The Metaverse as Sustainability's Asset and Adversary: A Critical Exploration

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What if the next environmental revolution is taking place in the pixelated landscapes of the Metaverse rather than in our industries or cities? In the pressing pursuit of sustainability, this study examines the Metaverse, an immersive virtual reality environment, as both a resource and a threat. On the one hand, the Metaverse offers significant environmental benefits by substituting virtual items for real ones, particularly in the fashion sector, which lowers material waste and carbon-intensive production. It fosters sustainable innovation by facilitating climate modeling and energy-efficient design simulations, and the move from local data storage to cloud-based systems raises the possibility of cleaner energy integration. However, there is an indisputable environmental cost underneath these glittering promises. A digital ecosystem with a significant carbon footprint is indicated by the enormous energy requirements of Metaverse data centers, the CO₂-intensive processing of high-resolution images and AI models, the blockchain-driven increase in NFTs, and the semiconductor competition that puts pressure on environmentally friendly industries like electric cars. Furthermore, the Metaverse's audience is still limited, focusing on specialized user groups rather than the general public whose purchasing habits propel structural change. This paper provides a critical examination of the contradictory role of the Metaverse, which functions as an environmental enemy even though it has great potential as a sustainability asset. If we want to turn the Metaverse from a glittering virtual playground into a significant driver of sustainable development, we must resolve these conflicts.

Keywords: Metaverse, Virtual Fashion, Sustainable Innovation, Data Centers, Non-Fungible Tokens (NFTs), Environmental Impact, Sustainability Challenges

Fast Fashion and Personal Identity: An Analysis of the Interplay between Clothing choices, Personality, and Sustainability in the Era of Fast Fashion

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Fashion is a powerful way for people to show who they are. Over the past decade, fast fashion has grown rapidly, with the global market expected to reach nearly \$318 billion by 2032. This growth, however, comes with serious problems. The fashion industry is responsible for about 10% of global carbon emissions, and textile production has doubled since 2000. This study explores how clothing choices connect to personal identity in a world where trends change quickly. Our clothes often reflect our mood, values, and personality, but the rise of fast fashion—driven by low prices and constant new styles—raises big concerns for the environment and society. We used two main methods: a review of existing research and a bibliometric analysis of 138 papers from 2020 to 2025. The review showed a clear gap between what people say and what they do. Many claim to care about the environment, but still buy fast fashion because it is affordable and easy to find online. The research also discusses new policies, especially in Europe and France, where stricter laws are being used to control fast fashion's impact. The study looks at how culture, technology, and marketing shape people's choices in different regions. Key findings highlights that expressing identity through clothing often clashes with making sustainable choices, especially in today's digital world. The paper also examines how artificial intelligence is used in fashion marketing and the importance of new regulations. The results show that real change needs more than awareness—it requires practical solutions, policy support, and a shift in how we connect identity with clothing. Keywords: Fast Fashion, Personal Identity, Sustainability, Clothing Choices, Personality, Fashion Consumption, Consumer behavior, Environmental Impact.

The dilemma of the contemporaneity: Working and Performances in the Everyday Public

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This text discusses three decades of educational engagement in Myanmar's public space, utilizing socially engaged and participatory public art. The main theories used in these discussions are Dialogical Aesthetics, developed by photographer-turned-theorist Prof. Dr. Grant Kester, and Dialogism, introduced by linguist and philosopher Mikhail Bakhtin, together with Social Constructivism of the self in everyday performances.

This text examines the progress, setbacks, and uncertainties of negotiating interactions and knowledge in the everyday public. Multiple conditions, contexts, and identities play crucial roles in influencing outcomes. Some of these are the openness of the dominant culture, political environments, and the performative identities of individuals in their interactions with strangers from the initial social phase, progressing to subsequent stages of acquaintances, participants, and collaborators. Applying Western theories to lead these discussions needs openness, flexibility, and tweaking, given the uncertainties of local zeitgeist, performativity of identities, and transitional norms of each situation.

Integrating Japanese Mesh Work, Weaving Derivatives, and Monochromatic Color Effects for Visual Illusions

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This research explores the aggregate of Japanese mesh paintings, weaving derivatives, and monochromatic colour consequences to create optical illusions in fabric format. Traditional Japanese weaving techniques are recognized for his or her complicated structures, at the same time as modern weaving derivatives decorate the ones techniques with modern-day aesthetics. By utilising monochromatic color schemes, this have a look at investigates how depth perception and seen illusions can be optimized in fabric programs. Through experimental weaving strategies and qualitative analysis, the take a look at evaluates the effectiveness of these hybrid strategies in generating visually dynamic textiles. The findings spotlight the ability for those integrated strategies to be utilized in style, interior format, and innovative installations, providing new possibilities for progressive textile development.

Keywords: weaving, monochromatic, textile, innovative, perception



TRACK 4

**Culture, Heritage, Craft and Technology in
Art and Design**



Reviving Tradition: the Role of Kantha Embroidery in Sustainable Fashion and Women Empowerment

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Traditional crafts are more than just artistic expressions. They serve as carriers of social memory, cultural heritage, and sustainable practices. Kantha embroidery, a centuries-old textile tradition of West Bengal, India, exemplifies this blend of creativity and conscience. Originally a domestic art born out of necessity, Kantha involved repurposing old fabrics into quilts. Over time, it has evolved into a powerful symbol of ecological awareness and women-led economic empowerment. This research investigates the evolution of Kantha embroidery from its grassroots origins to its global relevance in sustainable fashion. Drawing from field visits, artisan interviews, and government-supported initiatives such as the Rural Craft and Cultural Hubs (RCCH) project, the study highlights how Kantha artisans—predominantly rural women—are reclaiming economic independence and cultural identity through their craft. Particular emphasis is placed on sustainable elements inherent in Kantha, such as fabric recycling, hand-stitching techniques, and the use of natural dyes. These practices align with several global Sustainable Development Goals (SDGs), including gender equality, climate action, and responsible consumption. The paper argues that empowering indigenous textile practices like Kantha not only preserves intangible cultural heritage but also paves the way for inclusive and sustainable design futures.

Keywords: Kantha Embroidery, Sustainable Development, Women Artisans, Recycled Textiles, Cultural Identity.

Sustainable Product Design Intervention: Through the Bamboo Workshop in Pune

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Bamboo is one of the futuristic materials for the 21st century. India is the second richest country in bamboo production after China. Approximately 148 species of bamboo are available in India. Tribe and rural people from India were creating different products for day-to-day survival. Lightweight, flexible, durable, and high tensile strength are the mechanical properties of bamboo. Also, bamboo is a comparatively cheaper material. Because of these properties, Government and non-government organizations have started to ideate sustainable products by using bamboo. The market for these products is increasing day by day due to their importance and need. On that account, the Department of Product Design and Animation - at Vishwakarma University organized 1-week hands-on workshop with Bamboo tales and local craftspersons under the materials and processes course. During these workshops, future designers have explored various bamboo species with their properties and applications. As per the collaborative guidance provided by the Design faculty and local craftsman, Students have ideated product series with mock-ups and working prototypes. Students have taken inspiration from this workshop. More than 40 Products designed by students. Potential products launched in the market with the collaboration of bamboo tales. One start-up has originated from this workshop. Hence, more hands-on workshops under collaborative activities with craftspersons are needed to explore different materials with their material-handling processes. These types of workshops are helpful for outcome-based education (OBE).

Keywords: Bamboo, Sustainable products, craftsperson, collaborative.

Displaced Patterns: Partition, Memory, and the Loss of Ajrakh in Sindhi Identity in India

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With its elaborate geometric designs, resist-dyeing methods, natural indigo and madder, and strong ties to ritual, honour, and communal identity, Sindhi Ajrakh, which has its roots in the Indus Valley and has been performed for generations along the Indus River. This study examined how post-Partition Sindhi communities in India have been culturally disconnected from Ajrakh, the traditional block-printed fabric that was formerly essential to Sindhi identity. This investigation was driven by the role that 1947 Partition played in the loss of Ajrakh as a cultural icon among Indian Sindhi Hindus. The aim of the study was to identify the historical, emotional, and sociocultural factors that led to the marginalization or forgetting of this textile tradition and investigate whether current initiatives may reestablish a connection between the diasporic Sindhi population and its textile heritage.

The study focused on Sindhi Hindu groups that have settled in India after 1947. Fieldwork was done in Ulhasnagar and Thane, major Sindhi-populated cities. Oral history narratives, semi-structured interviews with three generations of Sindhis (youth, middle-aged adults, and elders), and participation observation during Sindhi cultural events was done for this qualitative ethnographic research. In order to contextualize the development of Ajrakh production and symbolism, the study also used secondary data gathering, such as written literature, textile documentation, museum archives, and visual analysis. The study discovered a generational drop in Ajrakh awareness, primarily as a result of cultural assimilation and displacement brought on by Partition.

Keywords: Cultural Memory, Diaspora, Oral History, Partition, Postcolonial Ethnography, Sindhi Ajrakh, Sindhi Identity, Textile Heritage, Traditional Craft.

Designing with Context: Embedding Heritage and Culture in Design Education Through Observational Learning in Ahmedabad

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Design education today must go beyond classroom instruction to foster context-sensitive, human-centred, and culturally responsive practitioners. This paper looks at how experiential learning can bridge that gap. A two-day field visit was organized in Ahmedabad's old city with 99 second-year interior design students. The visit involved taking students to the historic walled city of Ahmedabad, India's first UNESCO-declared World Heritage City where they engaged in immersive fieldwork to understand the symbiotic relationship between people, culture, and built form. The study focused on key sites within the old city, including Dhalgarwad, Manek Chowk, Bhadra Plaza, Ratanpol, and traditional Pol houses. Students observed and documented how local traditions, spatial configurations, and material culture shaped everyday life. Using Kolb's experiential learning cycle as a guide, the module involved heritage walks, sketching, sensory mapping, and conversations with local residents. Students then brought together their observations in the form of scrolls that combined drawings, photo-collages, notes, interactions with locals and their own analysis. The exercise showed that when students learn directly from lived spaces, they start to see heritage not as static history but as something alive and connected to present-day design practice. It also helped them develop a stronger sense of empathy, critical thinking, and awareness of cultural values in relation to design. The paper argues that such site-based learning has the potential to make design education more grounded and responsive, and suggests ways in which similar approaches could be scaled in other contexts.

Keywords: Heritage & Culture, Design Pedagogy, Experiential Learning, Cultural Context in Design.

2D Characters in the Cultural Representation of Uttarakhand

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Underrepresented but rich in visuals, the culture of Uttarakhand, India, including the Garhwali, Kumaoni, and Jaunsari societies, presents an interesting source for culturally resonant character development. This work examines the design of such 2D characters through exploring how their fashion, symbols, art forms (e.g., Aipan, Peeth), and specific mythologies including Hindu and indigenous gods (e.g., Nanda Devi, Bhairava) can be used to inform engaging character design. Using a design-led approach supported by cultural analysis, the work examines the visual representation of these elements in terms of character appearance and qualities. Evidence is exhibited through the results of cultural and authentic representation with the exhibition of certain motifs, color, and symbolic influences. The discussion is centered on the potential of such characters to uphold regional awareness and cultural inclusivity via presentation and in doing so learns to appreciate the significance of cultural sensitivity in so doing. Ultimately, this research adds to what is established regarding character design as a method of heritage preservation in visual media.

Keywords: 2D Character Design, Uttarakhand, Garhwali Culture, Kumaoni Culture, Jaunsari Culture, Traditional Art (Uttarakhand), Hindu Deities (Uttarakhand), Mythology (Uttarakhand), Cultural Representation, Attire (Uttarakhand), Art Forms (e.g., Aipan, Peeth).

Digital Reconstruction and Preservation of Temple Motifs: A Cad-Based Study on Shree Akhileshwar Mahadev Temple of Prayagraj

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This study focuses on the digital reconstruction and preservation of temple motifs from the Shree Akhileshwar Mahadev Temple in Prayagraj, Uttar Pradesh. Using a design-based methodology, three motifs were initially identified, digitally recreated with CorelDRAW, and evaluated by thirty respondents including, temple priest's students and local designers. Based on weighted mean scores, the most preferred motif (M1) was selected for further development. Four colour variations inspired by traditional Indian aesthetics, nature, and modern trends were applied and re-evaluated. The highest-ranked version (M1-B) was digitally archived for long-term preservation and potential use in textiles, wallpapers, cultural education and etc. This study highlights the role of CAD in preserving and adapting old temple designs for modern use.

Keywords: Temple motifs, CAD, CorelDRAW, digital preservation, heritage art, Shree Akhileshwar Mahadev Temple, cultural design, motif reconstruction, colour evaluation, Indian temple.nd), Cultural Representation, Attire (Uttarakhand), Art Forms (e.g., Aipan, Peeth).

A Study on Design Innovation in Banarasi Brocade with the Fusion of Sanjhi Art Motifs

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Banarasi brocade is one of the famed textiles of Varanasi, India. It is known for its intricate woven patterns, luxurious finish, and great cultural significance. On the other hand, Sanjhi Art is an ancient paper cutting tradition from Mathura, valued for its devotional and spiritual culture. With time, Sanjhi Art has gradually faded due to a lack of modern practices, and insufficient awareness among the public. The study focuses on exploring new design possibilities in Banarasi brocade fabric by incorporating the Sanjhi Art motifs. Computer Aided Design (CAD) was used to create the designs, which were later shared with a panel to understand consumer preferences and acceptance of Sanjhi inspired brocade designs. The result showed that blending Sanjhi motifs into Banarasi brocade not only opens up fresh design possibilities but is also highly favored by consumers. In addition, this fusion brings greater attention to Mathura's traditional craft, promoting appreciation and contributing to its cultural revival.

Keywords: Banarasi Brocade, Sanjhi Art, Design Innovation, CAD, Craft Revival.

Patterns of Rajasthan: A Journey through Traditions of Turbans in the Costumes

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Rajasthan exemplifies the lessons of sacrificing life for the motherland, following the path of the Mauryan Magadh. The land has seen many sacrifices to protect its motherland. Not just the indigenous authors but the survivors of the wars wrote their accounts on honour being more important than life in Rajasthan. Turbans are a symbol of respect and pride, and hold a great significance among the common people as well as Royal families. Colourful turbans have become a symbol of Rajasthan.

Maharajas are known for their lavish lifestyle, jewels, palaces, wealth, and attire. In olden times, they were the inspiration and the provider, and dictated the style of clothing worn by the public. This study was conducted on the turban and its ornamentation of select Royal families of Rajasthan and investigates the symbolic significance within the Royal costumes and examines the variations in colours, textile and ornamentation depending on lineage, status and the occasion, revealing the turbans as one of the central elements in the rich tapestry of Rajasthan. The turbans in the Royal costumes are worn differently on different occasions, like darbar, meetings, festivals, seasons, etc. Trimmings on the turbans were also elaborate, with gold, silver, and precious stones. It was concluded from the study that the turbans and their style and decoration were important aspects of the royals since olden days. These details serve as a royal element in fashion and create a fashion trend.

Keywords: Royal Rajasthan, Turbans, Symbolism, Ornamentation, Fashion.

A Study of the Connecting Factors in Traditional Textile Motifs and Symbols used by the Tribal Communities of the Brahmaputra Valley

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This study investigates the shared symbolic elements present in the textile traditions of tribal communities in the Brahmaputra Valley of Northeast India, with emphasis on Tribal communities such as the Mishing, Deori, Dimasa, and Karbi. Although each community has its own distinct weaving techniques and stylistic preferences, recurring motifs suggest a shared visual language. Many of these designs reference the natural environment—rivers, hills, plants, and animals—highlighting the ecological consciousness that informs daily life and craft traditions. Spiritual and mythological themes are also present, such as depictions of celestial bodies or figures drawn from oral folklore, which reveal common ritual values across tribes. The research further examines how motifs function beyond decorative purposes, depicting societal roles, life stages, and community identity. The study also considers the influence of gender roles, environmental conditions, and practical needs in shaping textile aesthetics. By analyzing these interwoven factors, the study reveals how motifs and symbols transcend individual tribal identities to form a cohesive cultural narrative within regions. The findings underline the need to preserve and document these traditions as part of the intangible heritage of the Brahmaputra Valley.

Keywords: Brahmaputra Valley, tribal textile, motifs, symbols, interrelation.

Digital Fashion as Cultural Pedagogy in Role-Playing Games

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This study suggests that digital fashion incorporated in Role-Playing Games(RPGs) acts as a tool for cultural pedagogy. The findings are collected using a mixed-methods approach, comprising semiotic analysis along with surveys collected from players' samples. The research explores and analyses how in-game clothing facilitates cultural storytelling, emotional immersion and enhances players' learning experience by making it more interesting. Findings of this research highlight that digital fashion can be used as an effective tool to increase player engagement as well as cultural learning. Role-Playing Games enhance players interest by incorporating narratives about different indigenous cultures, providing the players to step into different cultural identities and engaging in in-game activities that depict fashion, events and narrative of real world cultural scenarios. Participants reported that culturally inspired in-game digital fashion enhances their engagement and heightens their post-play curiosity to learn more about the depicted cultures. Through this study, significant contributions can be made to broader discourses in game studies, appropriate cultural representation and fashion studies with contextual and sensitive integration of digital fashion within role playing game design.

Keywords: Cultural representation, digital fashion, game studies, interactive storytelling, Role-playing games.

Myth, Memory, and Interface- Designing Mobile Platforms to Foster Tourist Engagement with Architectural Remains

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Rooted in centuries of dynastic influence, the cultural heritage monuments across India reflect a unique architectural identity shaped by mythology, devotion, and traditional craftsmanship. The Hayagriva Madhava Temple in Hajo, Assam, stands as a notable example of this rich legacy, symbolizing spiritual and historical significance revered by multiple religious communities. Despite their importance, heritage sites in Northeast India have received limited scholarly attention compared to other provinces, resulting in insufficient documentation, low visibility, and restricted engagement from both tourists and researchers. Visitors often face considerable challenges in interpreting these architectural remains during physical and virtual visits due to the lack of onsite guides and accessible interpretive resources. To bridge this gap, this study addresses these issues through the design of a mobile application-based platform that facilitates structured access to architectural, sculptural, and iconographic content. Developed through a constructive methodological framework, the platform integrates a suite of digital tools and interactive coding strategies to enable dynamic user engagement. A survey of participants from various backgrounds revealed a strong positive reception of the platform's educational and experiential value. Beyond functionality, the app aims to preserve India's cultural memory by integrating mythological and historical narratives, promoting deeper interpretive involvement. The study concludes by discussing the platform's limitations and proposing directions for future research and development.

Keywords: Mobile based Application, Iconographic Symbolism, Cultural Heritage, Public Engagement, Interactive Platform.

Augmented Reality for Smart Heritage: Enhancing Visitor Experience at Historical Sites in the Shimla Region, Himachal Pradesh

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In this paper, we investigate the possibilities of Augmented Reality (AR) in heritage tourism at Shimla region's historical monuments in Himachal Pradesh. Yet, as more interactive and immersive experiences are desired, AR is being actualized as a revolutionary medium that traverses culture stories and digital means of engagement, enabling new forms of examining heritage. To assess the impact and reception of AR in this scenario, a mixed-methods research design was utilized. Quantitative information was gathered using a structured survey distributed among 200 participants, such as tourists, heritage site administrators, and users of technology. Furthermore, qualitative information was obtained from semi-structured interviews with stakeholders such as experts in culture and site managers. The objective was to measure user attitudes, anticipations, and experiences regarding the application of AR to Shimla's heritage sites. The data gathered were analyzed through descriptive statistics and percentage analysis, run by Statistical Package for the Social Sciences (SPSS) software. This allowed trends, inclinations, and degree of satisfaction across various user groups to be determined. It has been found that 84% of the respondents felt that the AR applications were interesting and the information they offered was interesting, 76% felt that AR facilitated them to realize the culture and history surrounding them. Additionally, 68% of the respondents indicated they considered it a better option compared to standard audio guides or documents. The most widely used part of the system is the augmented reality feature of the app, with targeted content delivery, real-time information empowering of the user to context, multi-language support and lastly displaying virtually reconstruction of now lost/destroyed historical sites. They collectively deliver a more personalized, accessible, and engaging experience for visitors. However, the barriers encompassing technical constraints, device compatibility and ethics (heritage conservation) were also noted, indicating that implementation should be carried out wisely and in a culture-sensitive fashion. The research points to the potential of AR to revolutionize heritage tourism in the Shimla region and proves that innovative heritage policies can be made that will enable technologies to be implemented, whilst guarding cultural authenticity assuring, content management and infrastructure for the AR content to work effectively. The findings offer helpful guidelines for policy makers, heritage site managers, and developers who plan to use innovative digital technologies to boost the appeal of visitors and sustainable tourism.

Keywords: AR, Heritage, Satisfaction and Perception.

Colouring Culture: Designing an Interactive Temple-Themed Colouring Book with AR/VR for vernacular medium learners

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Indian temples embody multi-story buildings in both an artistic way and a region's spirit and culture, which makes them useful for teaching children cultural literacy. The book transform cultural learning into Tell a story using pages which have picture which does not come from cultural narratives and instead brings images representing imaginative world of children and stories known for children and amidst the cultural images like heritage narrative. The book does not stop here rather it goes beyond in providing children with guides which help them with pictorial virtual exploration of the temple, listen to related stories, and interact with symbolic elements which the guide cannot speak. The case of this project is discussing the temple story in AR VR coloured book game strategy narrative aims as my eclectic ire. In essence, put from templates for children multidimensionally attractive setting engaging them interactively and through art to compose while being guided with metaphoric templates activities such compose where they dress in cultural told of the children invent a of children's imagination essentially fitted story telling base when in most they experience in culture guided them into fabric their own sufficing narratives This bears my attempt within the context of educational designed for culturally responsive educational discourse further the design suggests widely approaches being perceived traditionally rather than through narrating wherein their interaction with children.

Keywords: Cultural education, temple heritage, vernacular learners, colouring book design, AR/VR in learning.

Preserving the Whispers of the Past: The Oraon Tribal Folklore 2D Comic Book as a Tool for Cultural Rebirth in Jharkhand

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The Oraon tribal of Jharkhand and adjoining state of India has a ... rich folklore, having a lot of cultural memory, social beliefs and indigenous knowledge. But such customs are also ruining because of urbanization, absence of recorded culture and generational divide. This paper describes the journey of making “Jharkhand Oraon Tribal Folklores 2D Comic Book” as an important tool for culture preservation and development. It suggests the use of comic book format as an easily and widely reproducible documentation of Oraon folklores in order to compensate for a huge lack of cultural representation as exists in the other more established tribal arts in India. This thesis outlines a participatory practice-based method based on introductory findings of a survey study and expert interviews. Its results confirm a common demand for cultural conservation and present a strong case for the use of a comic book to serve as a modern vehicle for tradition. In transferring orally based storytelling into a comic book, the project seeks to preserve more than just the stories, but also cultural identity, community pride, and a sensible item to pass between the generations of elders and youth.

Keywords: Oraon tribal, folklore, comic book, cultural preservation, indigenous representation, oral tradition, Jharkhand, cultural memory, cultural identity

Sustaining Tradition: Bamboo and Cane in Art & Craft with Cultural Significance

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Indian culture is rich with dynasty and their tradition. Bamboo and cane were used significantly because of their strength, sustainable structure, and compressive stability. They were used to make functional products and structures from centuries e.g., Mauryan empire and Gupta dynasty as supporting material for stupas; usage of bamboo and cane could be seen from Rig-Vedic period which depicts their usage in sixteen samskara of Hindu tradition, today craftsmen make product from bamboo or cane specially in east or middle-east; but because of advancement in technology and science; things with traditional values and originality losing their identity. This research will explore how craft and art shape the country's future. It's discussed how bamboo and cane were part of every household, but due to a lack of craftsmen, it started losing its traditional values. Furthermore, it discusses what measures we should take to preserve these arts and crafts from extinction. For that interviews with design experts and artisans were held, infield surveys were done to know more about the craft and design, workshops were organized to learn skills & develop innovative products for sustainability, as it is a part of our culture for centuries it's important to re-introduce this bamboo, cane products and giving a whole new recognition to these crafts and maintain our cultural values.

Keywords: Bamboo and cane, Cultural values of art & Craft, Design-development, Sustainable Material, Technology.

Proposing a Contextual Wayfinding Signage and Navigational System For Adalaj Stepwell

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This research is suggesting a contextually appropriate signage and navigational system aiming to improve the visitor experience at Adalaj stepwell. Despite being a dynamic example of Indo Islamic architecture and a heritage site in Gujarat, the site lacks a proper and effective wayfinding system. Visitors here seem to struggle with understanding of the spatial flow and cultural context of historical site due to insufficient and ineffective signages. The study uses observational research, interviews with local historian and guides, and informal, unscripted conversations with the visitors to identify the current limitations. Based on these insights a signage framework is proposed which highlights on improvement of entry level signages, facility direction on site, multilingual infographics and material which can be suited with the aesthetic of heritage site. This system aims to enhance experience of visitors navigating to and through the site while improving their understanding of culture and history of the site.

Keywords: Heritage signage, Wayfinding system, Cultural architecture, Visitor experience, Stepwell navigation, Adalaj Stepwell.

Coded Heritage: Ethical and Creative Dialogues Between AI and Indian Folk Art

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This study investigates the revolutionary function of Artificial Intelligence (AI) in developing technology innovation in the field of visual arts, highlight its use in recreating and reinterpreting complex visual languages from cultural heritage. Going beyond the development of traditional AI art software, the study critically evaluates how advanced algorithms like Generative Adversarial Networks (GANs) and neural style transfer have become advanced systems that lead innovation in digital content production. The chosen case studies are inspired by the complex geometries of Madhubani, the spare forms of Warli, algorithmically dense characteristics of Pichwai, and detailed composition of Chamba miniature paintings. Through the blending of refined machine learning methodologies with digital art processes, this work assesses the ways in which technological progress is redesign creativity, authorship, and visual heritage conservation in the digital age.

Keywords: Artificial Intelligence, GANs, Neural Style Transfer, Algorithmic Innovation, Digital Creativity, Cultural Preservation, Technological Development, Visual Analysis.

Exploring the Socio-Cultural Impact on Women's Clothing after Marriage

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Clothing is a symbol of identity, tradition, and social status in the region of Haryana, India. Nowadays, clothing in the form of fashion has gradually become a way of self-expression and storytelling. But traditional outfits like sarees, salwar-kameez, and ghagra-choli still hold a great cultural value in rural and semi-urban areas due to great embedded cultural roots and less exposure to the evolving world with new ideas, thoughts and most importantly to the social media which is the most significant means for the transfer of the idea of equality through clothing. Young married women have more exposure to social media and online shopping, which influences and updates their wardrobes which unknowingly helps them to preserve their identity and gets them equal respect and status as that of given to their partner.

The purpose of this study is to examine the socio-cultural factors that influence women's self-expression through clothing. Through qualitative methods – including in-depth interviews with married women aged 20-60 years from diverse educational and socio-economic backgrounds- the study tries to understand how women's clothing is impacted by cultural norms like modesty and respectability. The study found that some women support traditional clothing as it is a part of their cultural identity, while others struggle with the loss of personal style and choice.

The study revealed that most of the women experienced a shift in their clothing style post-marriage due to societal pressure. Many women feel pressure to modify their clothing style to align with perceived ideals of a married woman. This issue varies by culture, class, geography, and tradition, which may limit self-expression and lead to internal conflict. To address this, there is a need for increased awareness among women about fundamental rights in the area of self-expression. The paper also recommends awareness campaigns, community discussions among men and women and support through policies that encourage women's freedom of choice.

Keywords: Cultural norms, clothing and identity, self expressions, married women, cultural identity.

Experimental Study on Preserving Madhubani Art with Immersive Technology

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Madhubani painting, being an Indian traditional art form in history, is at risk of becoming obsolete because of the rapid digitalization. This research proposes Virtual Reality (VR)-based museum for preserving and maintaining Madhubani art through an immersive experience. Users can explore an imaginary virtual gallery environment in which they can browse through curated Madhubani paintings and compose new pieces from a repository of traditional motifs and design elements. Such pieces can be uploaded to a community-curated virtual collection to present in the virtual gallery, evoking individual expression within cultural constraints. This study boasts a research-oriented approach with a focus on user interest and engagement potential rather than technical development. In this study a primary survey was designed to gain perspective towards immersive DIY art exploration of Indian heritage. Results indicate a high preference, particularly for young audiences to experience cultural heritage with immersive technology. This study brings us to Virtual Reality as medium to expand access to endangered art forms, foster cultural engagement, and this offers a foundation for subsequent research on gamified learning spaces with traditional arts.

Keywords: Madhubani Painting, Cultural Preservation, Traditional Art Forms, Digital Heritage.

Integrating AI-Generated Designs in Brocade Handweaving: A Study of Innovation and Tradition in Textile Art

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This research paper discusses the integration of AI-generated designs in the heritage textile of Varanasi Brocade, with a specific focus on Tibetan Brocades. It explores how modern technology can improve, develop, and transform this traditional textile art form. Tibetan Brocade weaving is known for its intricate patterns and luxurious textures. This craft has a rich history rooted in careful craftsmanship. The introduction of Artificial Intelligence has opened up new possibilities for design innovation. It allows for complex patterns, color schemes, and motifs to be created with unmatched precision and creativity. This study will explore how traditional techniques connect with modern digital tools by looking at the processes and outcomes of incorporating AI-generated designs into Tibetan brocade handweaving. The research includes case studies, interviews with artisans and designers, and hands-on experiments to highlight the benefits and challenges of merging these fields. The findings aim to provide a clear understanding of how AI can support the growth of textile arts. This method keeps the spirit of traditional craftsmanship while introducing new elements of artistic expression.

Keywords: Brocade Handweaving, AI-Generated Designs, Textile Art, Traditional Craftsmanship, Art and Technology, Design Innovation, Machine Learning in Art, Weaving Techniques, Cultural Heritage, Digital Art Integration.

Technological Interventions in Indian Metal Repoussé Craft: A Critical Study of Heritage, Innovation, and Sustainability

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Indian metal repoussé, a centuries-old traditional craft, consists of intricate hammering of motifs onto metal. This study examines the impact of new technologies—digital documentation, CAD modeling, CNC embossing, and laser engraving—on repoussé practice, conservation, and pedagogy. Employing a mixed-methods research design combining field interviews, case studies, and digital archives, the study examines the changing dynamics between traditional methods and new innovations. Results show that although handcrafted nature of repoussé is at the core of its cultural identity, digital technology enables innovation in prototyping, motif scaling, and diversification of products. Nonetheless, the research also points out recurring issues of authenticity, potential risks of artisan deskilling, and loss of intangible heritage. An integrated model based on balance is recommended, calling for technology to support but not replace artisanal knowledge in order to promote collaborative frameworks that maintain the integrity of craft identity with sustainable livelihoods. This research adds to the global academic body of knowledge in the fields of cultural heritage, design innovation, and the responsible use of technology in the craft sector.

Keywords: Metal Repoussé, Heritage Craft, Digital Technology, CAD, CNC Embossing, Artisan Skills, Cultural Preservation, Design Innovation, India, Sustainable Craft Practices.

Reviving Craft Practices Through Design Interventions: A Study on Indian Sustainable Handicrafts

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Traditional Indian handicrafts are not merely products of aesthetic value but living expressions of community identity, heritage, and sustainable lifestyles. Despite being deeply embedded in the cultural fabric of India, these crafts face existential threats from rapid industrialization, globalization, and generational disconnects. This paper examines how design-led innovations and collaborative frameworks can revitalize traditional crafts while preserving their authenticity and social essence. By exploring three specific craft traditions - Ajrakh block printing in Kutch, Madhubani painting in Bihar, and Jaipur Blue Pottery in Rajasthan - this study analyzes how design interventions can foster economic, cultural, and environmental sustainability. Using comparative tables, interviews, and secondary research, the paper also highlights challenges faced by artisans and evaluates how design education, technology adoption, and market access can empower them in the contemporary global economy.

Keywords: Traditional Crafts, Artisanship, Sustainable Design, Cultural Heritage, Craft Revival, Co-design, Indian Handicrafts.

Designing with Cultural Memory: The Impact of Cultural Integration in Visual Identity Systems

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In today's global design landscape, many Indian design festivals tend to follow international aesthetics, often missing a deeper connection to the culture they represent. This paper looks at how cultural memory, the stories, symbols, and visuals passed through generations can bring authenticity and meaning back into visual identity systems. Through research and reflections from a graduation project, the study explores how cultural elements like indigenous storytelling and Indian semiotics can shape more rooted and memorable branding. By comparing global and Indian design festival identities, the research highlights how often Indian design festivals' visual identity lacks a sense of place. The findings show that integrating culture isn't just about looking inward, but about creating visual identities that speak to both local and global audiences in a more honest and powerful way.

Keywords: Cultural Memory, Visual Identity, Design Festival Branding, Cultural Heritage.

Hybrid Vernacular Architecture For Climate-Resilient Housing in India

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India's vernacular architecture reflects centuries of climate-responsive design, integrating local materials, cultural values, and adaptive practices. Examples such as bamboo stilt houses in flood-prone Assam, thermally efficient stone-and-wood dwellings in the Himalayas, and passive cooling systems in Rajasthani havelis demonstrate sustainable traditions rooted in environmental harmony. However, rapid urbanization and the dominance of concrete construction have marginalized these practices, raising concerns about energy use, resilience, and cultural erosion. This paper explores the potential of hybrid vernacular architecture that blends traditional wisdom with modern construction techniques to create affordable, sustainable, and climate-resilient housing in India. Using a qualitative approach based on literature review, secondary data analysis, and field surveys in Himachal Pradesh, the study evaluates case studies from Assam, Rajasthan, and Himachal Pradesh. Findings indicate that bamboo stilt systems enhance flood resilience, courtyard-based homes in Rajasthan reduce indoor heat, and Himachal's Kath-Kuni and Dhajji Dewari typologies ensure seismic safety and thermal comfort. Hybrid adaptations—such as treated bamboo, stabilized mud blocks, recycled materials, and solar technologies—further improve durability while preserving cultural identity. The study concludes that hybrid vernacular models provide a scalable pathway to sustainable housing, offering policymakers and architects a framework to balance heritage preservation with future resilience.

Keywords: Climate Adaptation, Vernacular Architecture, Hybrid Housing, Sustainable Design, India, Resilient Housing.

Crafting Narrative in Digital Marketplace: Rethinking Online Retail Experience for Millennial Consumers

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A thorough study of the evolving e-commerce landscape of the craft sector in recent years reveals the preference of millennial consumers towards specific brands that reflect identity, sustainability, and compelling cultural narratives, over standardized, minimalist global design practices, which often disregard local heritage, artisanal knowledge, and symbolic cultural cues. This growing preference has sparked scholarly interest, seeking deeper inquiry into the apparent disconnect between mainstream e-commerce aesthetics and the millennial desire for culturally immersive and emotionally engaging shopping experiences. Recognizing this gap, several leading Indian e-commerce platforms have begun to integrate indigenous design metaphors, historical craft narratives, and culturally rooted visual storytelling into their digital interfaces, creating experiences that are both contextually relevant and emotionally resonant. This research examines this emerging phenomenon through a qualitative, semiotic, narrative analysis, as well as comparative interface evaluation of four representative platforms: Okhai, Jaypore, Itokri, and Amazon Karigar, to understand their influences on the perceptions of authenticity, trust, and emotional connection in the online retail environment. This study aims to contribute to the emerging discourse on culturally responsive UX, digital empathy, and the evolving expectations of millennial consumers in India's craft-focused e-commerce landscape.

Keywords: Cultural Interface, Visual Storytelling, Craft E-Commerce, Millennial Consumer Behavior, Semiotic Analysis, User experience

Decline and Renaissance of Kaavi: Historical and Contemporary Perspective

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The extinction of Kaavi art in Goa is largely attributed to modernization, declining patronage, and the erosion of traditional knowledge. As architectural trends shifted and the demand for heritage-style murals waned, this intricate art form, historically integral to temples, churches, and heritage homes, became increasingly irrelevant. The labor-intensive nature of Kaavi art, which relies on natural materials such as red laterite soil and lime, further deterred artisans, who faced economic pressures. Furthermore, the absence of comprehensive documentation, rapid urbanization, and a broader cultural shift toward contemporary art contributed to its decline, leaving fewer practitioners to uphold the tradition.

Writing a research paper on the extinction of Kaavi art is crucial for preserving its cultural heritage. Such research would offer an in-depth analysis of the art form's historical significance, the causes of its decline, and potential strategies for its revival and sustainable future. By documenting the intricate techniques and exploring the socio-cultural context in which Kaavi art developed, scholars can contribute to the preservation of this unique tradition.

Keywords: Kaavi, Kavi, Mural, Painting, Culture, Tradition, Art, Goa, Modern, Temple, Heritage.

Contemporary Narrative in Spaces: Indian Installation Art as a Medium of Cultural Expression

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This research investigates the immersive storytelling and cultural expression achieved through installation artworks by Indian artists. It explores the ability of installation art as a medium for narrative expression, rooted in oral, visual, and performance storytelling traditions, which are often disregarded in academic discourse. Focusing on the works of Subodh Gupta, Ankon Mitra, Vibhor Sogani, Aarti Zaveri, Shiloshiv Suleman, and Bose Krishnamachari, this study examines the symbolic reinterpretations of traditional elements and the influence of oral and visual culture in contemporary installation art and design. Employing a multidisciplinary approach—drawing from Art, Architecture, and Design—the research assesses the installations as a complex narrative practice that uses symbolic materials, perceptual cues, and temporality to influence viewer comprehension. The research put forward that, within the Indian context, installation art serves as both an expression of identity and legacy, and a medium for addressing modern challenges while fostering societal change.

Keywords: Contemporary Indian art, Cultural identity, Immersive design, Installation art, Narrative space, Spatial storytelling.

Echoes of Tradition: Indian Tribal Art and Contemporary Society

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The formulation of a policy and program for protecting and regenerating tribal art forms in India requires addressing fundamental questions. The very term tribal has been constructed over the past two centuries, whereas in pre-colonial contexts such groups were referred to as First Nations, Aborigines, or Indigenous Peoples. Processes of detribalisation disrupt the balance between nature and culture, while modernisation has often been equated with westernisation and globalisation. These transformations have led to anomalies, such as third-generation beneficiaries of tribal reservation policies who may be far removed from their original habitats and artistic practices. A central question arises: is tribal art unique, existing outside conventional histories of past, present, and future, or does it reflect a broader continuum of shared meaning? This inquiry highlights how tribal art forms, despite their regional variations, often share common ideational frameworks, purposes, and inspirations that constitute a universal cultural vocabulary.

Keywords: Art, Detribalization, Modernization, Westernization, Globalization

Connecting Past and Present: The Role of Heritage Art and Architecture Elements in Adaptive Reuse of the Heritage Building of M.I. Road, Jaipur

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Adaptive exercise offers a sustainable pathway for civic development, yet it frequently overlooks the subtle part of heritage art and architectural rudiments in fostering deep artistic connections. This exploration addresses this gap by introducing a novel, culture-grounded approach that integrates ethnographic studies of community comprehension with rigorous structural performance analysis. Fastening on the heritage structures along M.I. Road in Jaipur, the study examines how the aware integration of rudiments like wrought iron grills, gravestone columns, art deco features, showpieces, galleries, etc., can transcend bare aesthetics to become a catalyst for community identity and profitable revitalisation. The exploration laboriously engages original communities through checks and participatory shops to understand their perceptions and needs, ensuring the adaptive exercise strategies resonate with their artistic values. Through a comprehensive literary analysis of heritage structures, the design identifies and translates literary and architectural features into functional options for new programs. Case studies show different strategies, from strictly restoring original facades using traditional craft ways to innovatively integrating interactive installations that recite the structure's history. This exploration introduces an optimisation frame that balances conserving artistic heritage with the demand for advanced thermal performance, potentially achieving a 30% reduction in energy consumption without compromising literary integrity. By demonstrating the natural value of heritage rudiments in creating spaces that elicit a sense of place and enhance the stoner experience, this study aims to harness the potential of adaptive exercise in creating historically meaningful, vibrant spaces that serve as artistic marks for communities, ensuring that these structures remain applicable and famed in the future.

Keywords: Adaptive reuse, Heritage architecture, Cultural identity, Community engagement, Architectural elements, Traditional crafts, Energy efficiency, Sense of place, Cultural revitalisation, Sustainable development.

Guided or Unguided: An Inquiry to Identify Difficulties of Using a Template in a Biomimicry Course

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Biomimicry is an emerging field of design that promotes interdisciplinary and multidisciplinary opportunities for students across the globe. Integration of biomimicry in the design curriculum, helps students to develop ideas by taking inspiration from nature while solving problems. Biomimicry includes detailed research, understanding the cues, creating forms, and eventually exploring a final set of iterations to be developed into design possibilities. It becomes crucial to use a variety of techniques while assigning tasks to a group of design students to support their design progress. Various tasks are designed to encourage students to be able to pick up fine details from nature and do a rigorous investigation of their research. In one such endeavor, faculty members created a thoroughly guided template to assist students in recording and developing shapes inspired by nature. The template was introduced during the form development stage, where each student had to iterate an abstract form derived carefully, stepwise inspired from the structure, growth, function, or behaviour of the natural being. They were supposed to derive forms based on attributes from these cues. Design students, who have an innate ability to sketch, were found struggling using the template, which was meant to ease out their efforts. This study illustrates, based on an extensive survey and collective feedback from peers and professionals, that while a template may not always be a guided process, students are more comfortable and generate shapes better through the conventional process of sketching and visualizing. The study focuses on developing the template, experimenting it with a group of students, collecting feedback and eventually concluding that there might not always be a need to include templates as part of the design process.

Keywords: biomimicry, form development, template design, predefined framework, design process

Tools, Materials, and Techniques in Akola Printing: Documentation for Craft Preservation

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Akola Printing is a traditional hand-block printing craft of Rajasthan, renowned for its distinctive motifs, natural dye applications, and resist-dyeing methods. Despite its cultural significance, limited scholarly documentation exists on the tools, materials, and techniques that define this heritage practice. This research aims to systematically document and analyze the essential components of Akola Printing, focusing on the instruments used, the raw materials and natural dyes applied, and the specialized processes that sustain the craft. The study employs a qualitative approach through field visits, artisan interviews, direct observation of printing practices, and a review of existing literature. The results emphasize the distinctive artistry of carving wooden blocks, the use of natural dyes like alizarin and indigo, and the deft application of resist pastes made of clay to produce layered designs. The study emphasizes how urgently preservation measures are needed, given the threats to the craft from industrial alternatives and declining artisan incomes. This study supports the sustainable future of the artisan community and helps to preserve cultural heritage by archiving the traditional knowledge of Akola Printing.

Preserving Intangible Heritage through Community Traditions - A Case of Behrupiya Performers in Jaipur

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Jaipur, a UNESCO World Heritage City, is globally recognized for its architecture but equally defined by its intangible heritage, comprising folk traditions, crafts, and performance practices. Among these, the art of Behrupiya performers, artists of disguise and mimicry once played a central role in community life but now faces severe decline. This paper examines the challenges and prospects of Behrupiya traditions in Jaipur through a qualitative case study based on interviews with two generations of performers, observations, and secondary literature. Findings highlight four key concerns: declining patronage, exploitation by intermediaries, loss of dignity, and transmission gaps, compounded by weak policy implementation. When we look at Behrupiya art in the larger debate on intangible cultural heritage, society's participation is very important to save it. For this, three ways are most important- connecting it with cultural tourism, giving it a place in schools and colleges and bringing it to the fore on digital media. The "Heritage Continuity and Dignity Model" presented in this study tells that art will remain sustainable only when artists also get respect and recognition. This model emphasizes that employment and social dignity both go hand in hand. Finally, this research does not just tell the story of a tradition, but it also brings forward the voices of those artists who are often ignored. It also serves as a reminder to policymakers that policies must be inclusive and artist-centric if folk arts are to be preserved for future generations.

Keywords: Intangible cultural heritage; Behrupiya performers; Jaipur; community traditions; cultural sustainability; heritage preservation.

The Missing Epic: Exploring India's Cultural DNA Without the Mahabharata

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What would India be like without the Mahabharata? This paper explores this counterfactual proposition in an effort to uncover the hidden, often unconscious, role of mythology in the Indian imagination. The Mahabharata is not just a prehistory epic; it is a foundational myth that has suffused the collective conscience, art, values, and design logic of India for centuries. From ethical teachings in children's stories to symbolism in temple architecture, from the dance forms like Kathakali to philosophical debates about dharma and karma—its presence is everywhere. As an exercise in speculative design as a thought experiment, this paper imagines a world in which the Mahabharata was never written or told. In this world, we think about what would be lost in Indian society—how ethics would be taught, how festivals would be changed, how visual and performing arts would be impacted, and whether India's rich storytelling heritage would still thrive. Would our understanding of justice, resilience, and responsibility have the same roots? Would Indian aesthetics still favor symbolism, cycles, and inner conflict? The study also discusses how myth, instead of being religious or dated, is an ongoing system of emotional intelligence and cultural blueprint. Without it, India would not only lose tales—but the templates through which we understand life, identity, and community. By comparing the value of the epic's presence with the vacuum left by its loss, this essay aims to stress the urgency of preserving, interpreting, and continuing on from such traditional narratives like the Mahabharata—not as relics from the past, but as frameworks of design for the future. In the era of globalized culture and digital transformation, it argues that our epics are not just history—they are tools to imagine who we are and who we could be.

Keywords: Mahabharata, cultural identity, speculative design, mythology, Indian heritage, narrative tradition.

Ephemeral Aesthetics and Living Heritage: A Case Study on the Select Festivals of Rajasthan as Dynamic Sites of Art, Design, and Cultural Hybridity

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India is home to many different cultures and is the cradle of many traditions and customs. The festivals, food, and culture of every state are distinct. We have made festivals an essential aspect of our lives. Festivals are not just observed for pleasure; they also serve as stewards of our living legacy, showcasing the region's rich cultural past and collective memory. Rajasthan (Rangilo Rajasthan) is one of the most culturally vibrant and colourful states. Festivals such as the Teej Festival and Pushkar Fair serve as hubs for rich cultural exchange and dialogue. This paper seeks to critically examine such festivals as living museums, wherein traditional art, design, and intangible heritage are performed, preserved, and reimagined in the contemporary context.

Keywords: Festivals, Rajasthan, Intangible Heritage, Art, Design.

Beyond Borders: Craft as a Medium of Connection and Belonging for People in Diaspora

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Individuals that live in the diaspora in this globalizing world often face displacement of culture, fragmentation of identity, and detach gradually from their traditional roots. Many find themselves losing touch with their cultural heritage particularly in the form of traditional art and craft as they adapt to western lifestyles and aesthetics. This study explores how cultural crafts serve as a bridge for diasporic individuals to reconnect with their identity and simultaneously support heritage artisans from their countries of origin. Using a survey method this research gathers data on participants' attitudes toward cultural heritage, personal experiences of cultural loss or nostalgia, current access to traditional crafts, and their interest in reconnecting with heritage through craft-based products many diaspora individuals express a strong emotional longing for cultural products, they report limited availability, lack of knowledge, or access barriers that prevent them from incorporating heritage crafts into their everyday lives. The study also focuses on the potential for building direct connection between diaspora consumers and rural artisans, creating the double impact-enabling people to reclaim their cultural identities and economically empower craft communities. Survey findings point to the growing demand for authentic, ethically-sourced traditional goods, especially among second- and third-generation diaspora populations seeking ways to express and preserve their cultural heritage. This research highlights the need for curated, accessible platforms that connect diaspora audiences with traditional crafts in meaningful ways beyond souvenirs or trend-driven design. It calls for new models that blend cultural continuity, economic sustainability, and storytelling, where craft becomes both a personal act of reconnection and a collective act of preservation.

Keywords: Diaspora, Cultural heritage, Identity fragmentation, Cultural displacement, Traditional crafts, Craft-based reconnection, Heritage artisans, Cultural nostalgia, Access barriers, Authentic traditional goods, Ethically sourced crafts, Economic empowerment, Rural artisans, Cultural continuity, Globalization, Storytelling through craft, Heritage preservation, Curated cultural platforms

Blending Tradition with Technology: A Chakra-Based Digital Framework for Mental Wellness in the Modern Age

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In this fast-growing era of digital mental health solutions, the inclusion of culturally rooted and holistic healing practices is still limited. This research studies the potential of the ancient Indian chakra healing system and attempts to translate it into modern, multisensory digital interface. Analyzing existing mental health apps and drawing insights from psychological, neuroscience, and spiritual sources, this study highlights the impact of sound (mantras) and colors on emotional balance and self-awareness. The culmination of this research is chromatic Mellow, a UI framework that provides personalized mental health support through chakra-specific modules, interactive-colored visuals and auditory cues. This inclusive design serves as a bridge between traditional healings knowledge and modern digital therapies, and presents a culturally relevant, accessible, and effective mental health tool.

Keywords: Chakra healing, digital inclusivity, multisensory UI, mental health design, sound therapy, color psychology, emotional wellness, ancient healing methods.

The Strings of Culture- Dwindling Tradition of Rajasthan

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Abstract Kathputli ka khel is a traditional performing art of Rajasthan, India. These performances feature puppets through stories and anecdotes, making this art form a simple and affordable medium to convey culture, local knowledge of the region, and socially impactful messages. This folk-art form and the condition of puppeteers, however, are gradually diminishing despite multiple efforts being made by the government and other stakeholders to preserve and revive it. These efforts, in combination with other socio-economic factors, have brought about considerable changes in the different aspects of Kathputli's performance in recent years. This research paper attempts to critically understand and analyze these changes through primary and secondary data. For this, a field study has been conducted in the Kathputli Nagar cluster, Jaipur, and two institutions, Bhartiya Lok Kala Mandal Udaipur and Barefoot College Tilonia. Literature was analysed, followed by interviews with artists and other stakeholders in the field. The research highlights that despite significant efforts, the association of the local community with this folk art has been dwindling.

Keywords: Kathputli, Puppeteers, Folk art, String puppets, Handicraft, Materials.

Keywords: Kathputli, Puppeteers, Folk art, String puppets, Handicraft, Materials.

Traditional Art Forms and aesthetics value of hand wood block print of Sanganer

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Traditional Knowledge, Traditional Cultural Expression and Genetic Resources are important elements of the cultural heritage and the social and historical identity of local and traditional indigenous communities as well as many nations and regions with a shared cultural history. Tradition-based innovations and creations are valuable cultural and economic assets, developed, maintained and passed on from generation to generation by indigenous and local communities around the world. At present, there is no universally recognized definition of 'Traditional Knowledge' or 'Traditional Cultural Expression'. The thoughts, beliefs, values, and emotions of traditional artists are inescapably represented in their work and on some occasions, intentionally depicted. Three of the more familiar connections between art and the functions of the mind are the ways in which traditional artists express their own thoughts, feelings, and mental distress in their crafts; the use of crafts to help individuals with mental peace; and deeply discover forms of traditional blocks for printing on cloth, untrained as a craftsman, who proves to have a unique artistic vision and aesthetic value. Traditional, or established artists study technique and method, in order to improve the quality of their work; the value of such study does not occur to ordinary public. Similarly, trained artists analyze the great art works of the past; commonplace public generally know very little about the traditional art and aesthetics. In formal art training, the student begins with simple forms, exploring line and colour, and progresses to more complex designs under supervision; Outsider artists jump right in on whatever subject interests them. The spirit of taking art and craft of Rajasthan to level next, Block Printing in Sanganer, Jaipur is committed for marking its presence in the hearts of textile lovers all over the world. With 30 years of experience in the field and for fulfilling the dream of expanding the glory of Rajasthan's craft heritage of hand wood block printing. The Sanganeri hand block printing style has faced a serious threat of extinction in the absence of recognition and support bringing the entire "Chippa" (Craftsman's) Community on the brink of extinction. This form of textile printing is almost 6 centuries old and till date holds a prominent place in the world of weavers and craftsmen. Delicate patterns and lines with vibrant colored designs are the defining factors for this kind of printing technique. The concept was that the wood blocks printing block design, carving and constructions of individual under craftsmanship dates from the late 15th century. I will try to commit our every thought and effort our self. Sanganeri is a hand-block printing technique originating from Sanganer, a town in the southern part of Jaipur, Rajasthan.

Key words : Traditional, Cultural, indigenous, innovation, wood block.

Untapped Potential of Indian Knowledge Systems in Indian Advertising for Global Impact

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Purpose- The study looks at how Indian brands are missing the chance to use Indian Knowledge Systems (IKS) in television and video advertisements. It explores how using IKS more meaningfully can help connect better with people and keep Indian culture alive making India stand out globally.

Methodology- The research was done by watching and analyzing 15 video ads from both Indian and foreign brands and by talking to experts from the advertising world and those who work for IKS.

Findings- Indian brands often use surface-level culture (like festivals or clothes), while foreign brands use deeper parts of Indian culture in their ads. People engage to ads that feel genuine and connected with their traditions. Deeper use of IKS can help brands build stronger connections and make India's wisdom known globally while preserving culture.

Research Limitations/Implications- The study looked only at video ads and didn't include large surveys of consumers, so results might not reflect all types of advertising or audience views.

Practical Implication- Indian brands can create more powerful and meaningful ads by using IKS in smart and respectful ways.

GOYNA BORI OF MEDINIPUR: AN INSIGHT INTO THE TRADITIONAL CULINARY ART FORM OF WEST BENGAL

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This research work deals with a form of folk culinary art known as Goyna Bori with taking reference from the Medinipur of West Bengal, India which itself is synonymous with the culture and historical past of South Asia . Goyna Bori, as the names suggest is a bit different from cooked food and its elegant designs and the time taken to prepare it has a feeling of art and perhaps a fusion of culture and tradition. Whilst it has deep meaning, Goyna Bori again needs to be highlighted for further study in the sphere of Literature. This study seeks to fill this gap by addressing the following questions; what are the preparation methods of this art form? What is the cultural significance of this art form? How is this art form perceived in today's society? Since the research uses qualitative analysis, the work interviews artisans, local chefs, and other occupants in the community through participant observation. We also establish how the feature, Goyna Bori, is embellished and therefore holds aesthetic, and symbolic value as well. The paper also makes a proposal of the problems and prospects of conserving this element of cultural heritage in light of globalization. In light of this study, more understanding of Goyna Bori, Uttar Pradesh and the overall India is developed and the importance of culinary arts in cultural representation and protection is outlined. In our regard, discovering Goyna Bori they bring the attention of people to this cultural phenomenon and contribute to the further investigation of possibilities for its expansion. In conclusion, it is pertinent to note that our study underscores the need to appreciate and protect the cultural resources in the world that is fast transforming into a digital and global village. If Goyna Bori is preserved and publicized the culture of Indian generations are conveyed and passed on to the next generations so that they too can enjoy the food art. Hence, it important to appreciate the importance of these cultural values and seek ways of conserving them since they form part of our social heritage. Thus, we can conclude that carrying out further research about Goyna Bori and encouraging more people to enjoy this art form, we contribute to preserving and developing India's cultural legacy for the future generations. Such traditional dishes as Goyna Bori are the ways of remaining closer to our origins and move with the time. It opens the opportunity to appreciate the tested in practice skills and the remained unknown knowledge of generations. These practices should therefore be encouraged because they promote the cultural and self-identity of our people within the society.

Keywords: Goyna Bori, Traditional Art, Culinary Heritage, Cultural Identity, Medinipur, West Bengal, Intangible Cultural Heritage, Artisanal Craftsmanship

Cultural Survival of the Indigenous Communities of North Bengal special reference to Rajbongshi People

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The Rajbanshi, also known as Rajbongshi or Koch-Rajbongshi, constitutes an Indo-Aryan ethnic group residing in regions of Lower Assam, Meghalaya, northern West Bengal, Bihar, as well as eastern Nepal, Bhutan, and northern Bangladesh. Traditionally, they have been primarily engaged in agricultural pursuits, cultivating crops such as rice, pulses, and maize, although occupational roles vary significantly due to their demographic dominance in North Bengal. The Koch Rajbongshi community possesses an oral cultural tradition encompassing agriculture, dance, music, medical practices, song, architecture, and language. Despite urbanization trends in the 21st century, a considerable portion of the community continues to maintain a rural lifestyle. Ritual practices include pig sacrifices during Ghordew puja and duck offerings in Laxmi puja. Architecturally, typical Koch Rajbanshi homes feature a rectangular layout with an open central space. The community exhibits a strong preference for traditional attire, including Patani, Agran, Angsha, Chadar, Lifan, and Phota, despite the availability of modern clothing options. Music plays a vital role in Koch-Rajbongshi culture, with prominent musical forms such as Bhawaiyya, Chatka, Chorchunni, Palatia, Lahankari, Tukkhya, and Bishohora Pala. Various musical instruments are employed, including Dotora, Sarindra, Bena, Dhak, Khol, Desi Dhol, Mridanga, Kansi, Khartal, Sanai, Mukha bansi, and Kupa bansi. The community also emphasizes identities related to race, ethnicity, aboriginality, city-states, nation-states, and microstates. The authors identify themselves as the indigenous inhabitants of the region. This paper examines the cultural preservation of indigenous communities in North Bengal, with a particular focus on the Rajbanshi population.

Key Words: Indigenous, Cultural survival, North Bengal, Rajbongshi Community.

A study on traditional Banaras brocades and their existence in contemporary context: An analytical approach associated with the Romanticism.

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This analytical study is based on Banaras brocades and their existence in contemporary context.

Traditional Banaras brocades have authentic characteristics and technical applications as an industry belong to the Indian Craft heritage sector. This unique craft-oriented industry shows continuous evolution up to date, even though facing numerous socio-economic barriers. Aim of this research was investigating that "How do Banaras brocades have been preserved as an authentic Indian traditional craft product category marking Indian emblem in global context, even though many high-tech machinery, tools and resources are available in the contemporary textile industry?". Mainly, Visual data related to Banaras brocades were used as data, and field studies, museum studies, photography, observations and illustration have been applied as research methods. Furthermore, iconology and artistic formalism were used as analytical methodologies of this study. As per results, variety of visual elements, unique motifs and authentic materials combinations can be identified within the brocade designs, and also unique manufacturing techniques have been applied. Accordingly, this study has been conducted across with romantic perspective, and romanticism has provided theoretical base for this research. Imagination, emotional expression, intuition, subjectivity and glorification of nature are the theoretical concepts which were used in the study associated with romanticism. In conclusion, the motifs and patterns along with materials used in Banaras brocades depicted emotional expressions as cultural object representing humanitarian value beyond the utilitarian product. And also, very sensitive contextual changes can be done by the craftsmen through the spiritual and subjective intervention which is impossible within industrial involvement. And also, human skill-based particular techniques can be identified in traditional Banaras brocade weaving, which are impossible by using high-tech machinery.

Keywords: Banaras Brocades, Cultural object, Romanticism, Motifs, Emotional expression

From Woodblock to Codeblock: Digital Pathways for Preserving Sanganeri Craft Heritage

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The Sanganeri block printing is an ancient craft of the state of Rajasthan, India that is now facing the threat of erosion of the culture given the influences of globalization and alteration of the ecology and decline of the craftsmen population. Conservation traditionally focuses more on the tangible objects instead of examining the rest of the subtext, which makes up the art of craft itself. This chapter hints towards change of paradigm where the archiving concept is changed to dynamic process-focused digital preservation. It features the 'Digital Loom', a conceptual engine whereby the corporeal woodblock is transferred to an interactive codeblock. This framework utilizes the high- resolution 2D/3D digitization, semantic annotation and ethnographic video in developing a multi-modal repository. The chapter claims that this is not a mere recording system but in reality is a rejuvenation of heritage as it provides an accessible method of documenting it to artisans, designers and scholars that would weave a sustainable future around this form of craft practice which is quickly going out of use.

Keywords: Digital Heritage, Sanganeri Block Printing, Intangible Cultural Heritage, Digital Preservation, Craft Documentation, 3D Scanning.



TRACK 5

Media, Journalism, and Mass Communication



Decoding Fashion Influencer Marketing: Consumer Impact and Strategic Implications

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Purpose: This review examines the impact of fashion content creators on consumer behaviour, emphasizing how social media marketing strategies impact purchase intentions and engagement. It aims to consolidate existing research and identify gaps for future exploration.

Methodology: This study employed a systematic review of the literature, conducted in accordance with the PRISMA guidelines. Total 23 studies published between 2019 to 2024 were identified using Scopus and Web of Science databases, screened, and analysed to assess how influencer marketing affects consumer decision-making within the fashion sector.

Findings: This review identifies trust, perceived similarity, and content originality as crucial factors driving consumer engagement. Positive emotions foster self-improvement motives, enhancing responses to influencer content, while negative emotions trigger compensatory behaviours. Gender, envy, and persuasion knowledge moderate consumer perceptions and purchase decisions.

Practical implications: Marketers can leverage insights from this review to develop evidence-based influencer campaigns, optimizing strategies for audience engagement and brand positioning.

Originality/value: This review consolidates fragmented insights into influencer marketing in fashion industry, offering a strategic perspective for academics and practitioners to refine marketing strategies and understand consumer behaviour dynamics.

Keywords: Fashion influencers, consumer behaviour, social media, influencer credibility, purchase intention.

The Rise of Celebrity Fashion Styling and Its Impact on Modern Filmmaking & Aesthetics in Visual Narrative

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Over the past two decades, the design of costumes in Hindi films has changed drastically. Costume designers traditionally worked with directors, writers, and other creative departments to create a cohesive visual narrative that supported character development and storytelling. However, the growing role of celebrity stylists in Hindi films has transformed the visual representation of characters. This study examines how the shift from conventional costume design to celebrity styling has affected modern filmmaking and visual storytelling. This qualitative study included content and narrative analysis of interviews, focus group talks, media texts, social media interaction, and film case studies. Celebrity stylists focus on individual glamour and trend forecasting, creating avant-garde outfits that enhance star personas but may not fit the film's narrative tone or socio-cultural setting. The analysis suggests Celebrity styling offers heightened visibility and aspirational aesthetics, it risks undermining character authenticity and narrative immersion

Keywords: Celebrity Styling, Costumer Styling, Celebrity Stylist, Hindi Cinema, Bollywood.

Editorial Autonomy in the Age of Algorithms: A Critical Study into AI-Powered News Distribution

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The algorithmic turn in news distribution has redefined not only the circulation of information but also the very notion of editorial autonomy. As artificial intelligence (AI) systems increasingly filter, rank, and recommend content, editorial judgment is no longer exercised solely by human professionals but is negotiated within opaque computational logics. This paper offers a critical interrogation of editorial autonomy in the age of algorithms, reframing it as a contested space where technological optimization and journalistic ethics collide. Rather than viewing AI-powered distribution as a neutral mediator, the study positions it as an active editorial actor, reconfiguring news values, shaping audience exposure, and embedding invisible hierarchies of visibility. Through a synthesis of interdisciplinary literature and comparative case insights from AI-integrated newsrooms, three disruptive dynamics are identified: the algorithm as co-editor, the algorithm as amplifier of bias, and the algorithm as silent regulator of editorial scope. The analysis argues that autonomy in the digital public sphere must be reconceptualized not as independence from technology but as agency within socio-technical entanglement. This requires new editorial strategies, transparency protocols, and governance frameworks that confront the asymmetry between newsroom intentions and algorithmic infrastructures. Ultimately, the study calls for a paradigm shift: from protecting autonomy as resistance to algorithms, toward cultivating autonomy as adaptive, reflexive, and ethically grounded co-existence with intelligent distribution systems. The paper argues that safeguarding editorial integrity in the algorithmic age requires a recalibration of institutional practices, ethical frameworks, and regulatory interventions. By critically engaging with the socio-technical entanglements of news distribution, this study contributes to an urgent scholarly conversation on sustaining editorial autonomy in the evolving digital public sphere.

Keywords: Editorial autonomy, Algorithmic Distribution, AI in journalism, News Personalization, Media Ethics, Digital Democracy.

Artificial Intelligence, Self-Regulated Learning, and Media Literacy in Higher Education: A Qualitative Exploration

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Artificial Intelligence (AI) is increasingly integrated in higher education, transforming how students access knowledge, manage academic tasks, and receive feedback. In this context, Self-Regulated Learning (SRL) becomes essential, as learners must plan, monitor, and evaluate their progress in AI-mediated environments. At the same time, media literacy plays a critical role in enabling learners to critically engage with AI-generated outputs and navigate complex digital information ecosystems. Despite these developments, limited research has examined the role of AI, SRL, and media literacy intersect in shaping learning practices within higher education. This study investigated how higher education learners perceive and experience the interplay between AI, SRL, and media literacy, and how these elements collectively influence their academic practices. A qualitative approach employed, with data collected through semi-structured interviews involving higher education students who use AI tools such as ChatGPT, Grammarly, or AI-integrated learning platforms. Reflective journals may supplement the interviews to capture learners' day-to-day engagement with AI and media resources. Data analyzed using a thematic framework to identify recurring patterns and insights. The study highlights how learners perceive AI as both supporting and challenging SRL, how media literacy shapes their critical engagement with AI-generated content, and what opportunities and tensions emerge at this intersection. The findings offer implications for curriculum design, the integration of SRL and media literacy into higher education, and broader discussions on responsible AI use in academic contexts.

Keywords: Artificial Intelligence, Self-Regulated Learning, Digital Media, Media literacy, Higher education.

ASSESSMENT OF BEREKETE FAMILY PROGRAMME ON 101.1 FM ABUJA IN THE PROTECTION OF HUMAN RIGHTS IN NIGERIA

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This study assessed Brekete Family Programme (BFP) on 101.1 FM Abuja, Nigeria in the protection of human rights. Adopting the qualitative approach, the study drew data from the Key Performers Interview (KPI), and the Key Informant Interview (KII) through the purposive and snowballing sampling techniques, targeting individuals whose cases of human rights violation have been handled by the BFP, and other significant stakeholders who have relevant information on the management of human rights issues by the BFP. Among the objectives were to discover the human rights issues that feature on Brekete Family Programme; find out the level of exposure to Brekete Family Programme by the residents of the area of study, and determine to what extent the Brekete Family Programme protects human rights among the people. Results showed that there is a statistical difference between the Brekete Family Programme and the extent to which human rights are protected in the geo-political zones studied. Again, data gathered showed that the challenges encountered by the Brekete Family Programme are likely factors impeding the protection of human rights among the people. The study concluded that the Brekete Family Programme (BFP) reveals significant challenges and achievements in its role as a human rights advocacy media programme in Nigeria. It also typifies the struggle by the media, anywhere in the world, in its role of surveillance. Also perceived as anti-government, BFP faces resistance from authorities and societal elites which reflects the broader struggle for press freedom and accountability. The study recommended enhanced financial support for the BFP, legal and policy advocacy to ensure the protection of the freedom of speech and the press, and public engagement and awareness campaign to intensify efforts in engaging the public through comprehensive awareness campaigns and community outreach programmes.

Keywords: Brekete Family Programme, Media, Human Rights, Human Rights Violation, Nigeria.

AI: Transformation of Academic Research in India

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Artificial Intelligence has transformed the academic research landscape across the world. It has transformed the old ways and opened the new avenues of knowledge creation and sharing across the world. It has deeply impacted the academics not only teaching methods and techniques but also in the research. Now the academic research has been smoothest ever.

AI has done the academic research more refine, time and money saving and less laborious. The current study examines that how the AI has transformed the academic research in India and at what extent and how it is used by Indian academicians and research scholars for their data collection, review of literature, results analysis, and creating and sharing new knowledge. In the present study survey method has been employed. The results show that many challenges have been emerged with the AI like skill gaps, data privacy and ethical issues. This paper assessing opportunities and limitations both of AI in academic research and the insights will be helpful in creating a responsible and ethical academic research environment in India.

Keywords: Artificial Intelligence, Academic, Research, India, Transformation.

Remediating Immersive Media in India: Cultural Desires and Anxieties

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This paper explores the remediation of immersive media technologies—virtual reality (VR), augmented reality (AR), and mixed reality (MR)—within India’s multifaceted cultural landscape. It reveals a dual narrative of desire and anxiety. While immersive media offer many new opportunities, they also raise important questions that we need to address carefully. The study emphasizes that India's unique culture and history shape its relationship with immersive media, not just the technology itself. We need to use these technologies thoughtfully, balancing their advantages with the challenges they bring. In the end, the paper describes India’s path as a balance between new technology and old traditions. It stresses the importance of open conversations between everyone involved so that technology can strengthen culture instead of weakening it.

Keywords: Indian Culture; Immersive Education; Immersive Media; Remediation; Technological Anxiety

The Repercussions of English-Language; Social Media Communication and ICT Mechanisms on Product Promotion and Realisation

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At present, the governance of public medium above the youthful populace's existence is hence effective to encompass societal medium obsessed. Social media & rise in prominence has spurred marketers to employ this format to publicize products and win over the audiences they seek. Discussing just about the exploration, the present look at has been situate away to be acquainted with the reviews and discernment of undeveloped customers' approximately social media promotion. A model comprised of one hundred sixty young customers from towns namely Vadodara and Nadiad changed into strained through approving quite simply sectioning practice and the applicable statistics had been accrued with the aid of governing a prearranged non-disguised opinion poll. The survey controlled 24 criteria connected with the look at and the replies were priced on 5 factors Likert Scale. For statistics evaluation and premise taxing, evocative records, Association & Deterioration Investigation percent rating and regularity allotment have been used. The results showed that 23.5 quarters of responders believed with their ability to determine which firms to support on social networks, and 44.3% of adolescents unanimously agreed that digital promotion is an ingenious methodology to market any logo. Social network branding and invest in choices, trademark motivation, and emphasis are all closely interconnected. In an analogous way, online advertising might have an enormous effect on reputation, graphic decisions and purchasing intentions.

Keywords: Public Media, Promotion, Product Awareness, Merchandise Penchant

AI-Powered Public Relations

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In a digital era defined by dynamic technological progress, Artificial Intelligence (AI) has introduced transformative changes that has helped to give a new structure, better execution and implementation to the PR strategies. The integrative efforts of Artificial Intelligence with the skillset of PR practitioners, has significantly helped in modernizing the traditional public relations techniques, making them more efficient and effective. It is evident that AI plays a crucial role of enhancing human expertise but a potential risk arises: is it supporting PR professionals or attempting to make them obsolete? This research uses qualitative research methodology to reveal that AI boosts efficiency and helps in better decision-making but it lacks the human touch – creativity, empathy, and ethics, which makes AI a tool to support the PR professionals instead of replacing them.

A Cross Sectional Study of Legal, Ethical, and Media Responses to Deepfakes in India and the United States: A Secondary Data Analysis

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The proliferation of AI-generated deepfakes has evolved as a very serious concern in developing countries like India and even in developed countries like the United States in recent years. Whereas this technological advancement is harmful for individual privacy, it diminishes the public trust in the media institutions and makes public discourse even more complex. In recent years governments and regulatory institutions have started to recognise these challenges, the legal and ethical frameworks remain fragmented and uneven across different nations. This study explores a cross-national comparison of India and the United States, emphasizes differences in legal, ethical, and media governance responses to deepfakes. Using secondary sources such as laws, policy documents, case studies, journalistic accounts, and academic research, this paper examines how India and the United States are dealing with challenges of platform accountability, regulatory gaps, public perception, media ethics, and digital media governance. The study explores how India and the United States follow different legislative and media governance approaches, but both face common concerns regarding misinformation, victim protection, mental health, and the promotion of media literacy. The findings of the study suggest that there is a need for a global regulatory framework which balances technological innovation with accountability. It also stresses the significance of ethical journalism and media literacy in addressing the misuse of deepfakes.

Keywords: AI-generated Deepfakes; Digital Media; Media Ethics; Media Literacy; Platform Accountability; Misinformation; Comparative Media Law

The Long-Term Impact of Reading Books on Emotional Intelligence: Analysing Cognitive and Affective Development Over Time

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Reading fiction has been demonstrated to have more effect even after basic literacy skills are taught. It examines the impact of long-term effects of reading especially fiction on emotional intelligence (EI). Emotional intelligence is the set of capabilities to recognise, discriminate, and control one own emotions, as well as to react appropriately to other people emotions. This paper implies that exposure to stories with a lot of character development and emotional depth strengthens such elements as empathy, self-awareness, and social cognition. Long term fiction reading enables people to develop their skills on interpreting complicated emotional states. These emotional skills are the necessary requirements in personal growth and wellbeing social relationships. The study was characterised by a survey design where participants were asked about their reading trends and also how they feel about their reading over the periods of time. According to the survey, habitual reading of fiction has positive effects on emotional intelligence through ascertaining empathy, alleviating stress and overall improving interpersonal relationships. People listed such differences as how they act in social situations, increased understanding of their own emotions, and better ability to go through awkward conversations. In that way, the analysis tends to prove the assumption that consequent reading does influence emotional intelligence greatly.



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