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Message

It is the matter of immense pride for the Faculty of Design and Arts, Poornima University to organize the second international conference on Emerging Trends in Design & Arts in association with Indian Institute of Craft & Design, Jaipur. The aim of the conference is to bring together the academicians, stalwarts, research scholars, faculty members and students in the various fields of Art & Design- Visual Art & Performing Art, Animation & Game Design AR-VR, Interior & Product Design and Fashion & Textile Design. The attendees will be benefitted with its multi-faceted approach towards the subject by the subject by the dignitaries and presenters. Research, networking & professional development and increasing visibility of the field of works shall be addressed in the conference. We received almost 100+ abstracts from scholars and faculty members holding expertise in the genres of Visual Art & Performing Art, Animation & Game Design AR-VR, Interior & Product Design and Fashion & Textile Design and it was indeed a task to sift from such profound abstracts. This book collects the abstracts selected for paper presentation at the international conference on Emerging Trends in Design & Arts organized by the Faculty of Design and Arts, Poornima University in association with Indian Institute of Craft & Design, Jaipur on April 5-6, 2024. Each abstract published in the booklet has been evaluated thoroughly by the experts and the review committee. We thank them for the support endowed in the editorial process.

We thank all the authors who submitted an abstract to be included in the booklet and the reviewers who supported the editorial process with their fast and constructive reactions. Finally the conference committee is grateful to the patrons and Poornima University leadership for their trust, guidance and support to the conference. We Thank IICD, Jaipur, Banasthali Vidyapith and Adelaide Central School of Art, Australia for their humble collaboration.

Thanks & Regards

Conference Committee

ABSTRACTS

Analysing Santhal folk art motifs in Textile design with Knitbird software

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Students/Researchers

Fashion and Textile Design, Banasthali Vidyapith

The textile industry in India stands as one of the oldest and most significant sectors, contributing significantly to the nation's economy and cultural heritage. Renowned for its diverse range of fabrics, India's textile industry employs millions and plays a pivotal role in both rural and urban economies. Indian folk art's renewal depends on its growing popularity due to elaborate patterns, vivid colors, and compelling stories. The third-largest tribe in India, the Santhals are well-known for their distinctive style of tribal paintings. Santhal folk art, originating from the ancient customs of the Santhal tribe in India, is gaining popularity worldwide for its vivid expressions and intricate cultural stories. Indigenous artists combine modern influences with ancestral authenticity, reviving the art form to honor heritage and preserve the Santhal community's legacy. The Santhal are one of the Munda people groups who live mostly in the territory of Jharkhand, Bihar, West Bengal, Orissa, and Assam. There is likewise a vast Santhal minority in neighbouring Bangladesh and a little populace in Nepal. The evolution of traditional Indian folk-art forms in fashion, such as block printing, fabric painting, embroidery, and knitting, combines tradition with modern aesthetics. In the age of too much digital stuff, more people are getting into knitting because they want activities that are hands-on and calming. Knit fabric is an elastic material made by looping yarns and interconnecting them to create a textile structure. Knitting becoming more popular shows that people are into being creative, unique, and thoughtful in today's world. With continuous advancements and updates, designing software continues to revolutionize industries and shape the way we visualize and conceptualize ideas. Knitbird, a cutting-edge website combining technology and craftsmanship, is revolutionizing the knitting industry by offering bespoke patterns. Moreover, this study explores the incorporation of Santhal motifs aligns with current trends in textile design, such as the growing demand for sustainable and ethically sourced materials. By infusing traditional motifs into modern textile production, designers can supply to consumers seeking authenticity and cultural fullness in their fashion choices. Furthermore, the adaptability of KnitBird software enables designers to experiment with color palettes, scale, and texture, offering endless possibilities for innovation while staying true to the essence of Santhal folk art.

Keywords- Santhal folk art, Knitting, Software, Trend, Textile industry, and KnitBird etc.

Interdisciplinary Outlooks on Shilpashastras: Integrating Art, Aesthetics and Spirituality"

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This paper aims to explore the multidimensional scopes of Shilpashastras, an ancient Indian canonical tradition about various disciplines - Shilpashastras, the ancient Indian texts on art, architecture, aesthetics and craftsmanship, represent an insightful source of knowledge that has significantly formed the cultural and artistic backdrop of the Indian. Among these, Sangramansutradhara, Masollas, Aparajitpreccha, Kashyapshilpshastra, shilpratnakar, 'Manasara Shilpa Shastra'etc. As an inclusive guide, investigating into the elaborate details of architectural and sculptural components found in temples and other structures. It precisely outlines philosophies of design, spatial geometry, and construction techniques, providing a complete view of temple architecture. The 'Vastu Shastra' additional covers the discourse by focusing on the main beliefs of design, layout, and three-dimensional prearrangement, offering a insightful considerate of how spaces can be organized to harmonize with cosmic dynamisms.

This concise study aims to lighten the elaborate links between artistic expression, aesthetic principles, and spiritual symbolism essential in ancient Indian texts. Themes to be addressed include historical perspectives on the development of Shilpashastras, philosophical insights into their aesthetic foundations, the spiritual significance of symbols and iconography, contemporary applications in art and design, and strategies for cultural heritage preservation. Seeks to expedite dialogue and collaboration among scholars, artists, practitioners, and enthusiasts, enriching our understanding of ancient Indian iconography, approach to reflects a holistic understanding of the relationship between art, architecture, and spirituality in ancient India, providing invaluable insights into the symbolic language and visual culture of the time.

Implementing Zero Waste Fashion in Apparel Design

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The fashion industry is one of the largest contributors to the economy in India. However, this industry is the producers of both pre-production and post-production waste in large quantities causing environmental pollution. To meet the needs of consumers for fashion products, this industry actively design or renewing the design of apparel, resulting fabric waste from production in significant quantities during the process. Currently, there are varying viewpoints from practitioners and academics who argue that in order to reduce waste, the effort will be optimized when done during the pattern making and cutting process. Since the year 2008, the concept of zero waste fashion design or better known has been widely studied and practiced by students, academics, and practitioners in the field of fashion that is concerned with the problems associated with waste pre-production and how they affect the environment. The term "ZWFD" itself describes the procedures used to create clothing with the least amount of fabric waste possible during the cutting and pattern-making stages. The purpose of this study

is to investigate how ZWFD can be applied to the design and manufacturing of clothing. In order to present a potential method of working with the fabric in a three-dimensional shape, the characteristics of the fabric utilized in this experiment are first determined. Additionally, the experiment is carried out again until a certain form and the lowest possible waste % are obtained. The end product of this study is a garment that can have up to seven distinct styles based on a single primary pattern.

Sustainable Fashion And Innovation: A brief study on Scope of Work

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The paper outlines how member states of the United Nations have committed to achieving the 17 Sustainable Development Goals (SDGs) by 2030, focusing on objectives such as eradicating poverty, managing inequality, and combating climate change. It suggests that Goals 9 (Industry, Innovation, and Infrastructure) and 12 (Responsible Consumption and Production) are particularly relevant to sustainable fashion. The paper argues for the adoption of innovative strategies, processes, and products in the fashion industry to meet these goals. It highlights the potential of circular innovation, especially in countries like India, to drive sustainability across the fashion supply chain. The paper proposes a closed-loop, rent-based supply chain management system to address issues related to fast fashion and suggests areas for further research in this domain. Additionally, it discusses how design thinking can lead to sustainable practices in various aspects of the fashion industry and emphasizes the importance of aligning business models with customer demands. The paper also identifies technological advancements, economic transformations, and regulatory changes as key drivers of innovation in sustainable fashion. It suggests that introducing regulations such as Extended Producer Responsibility (EPR) could promote recycling in the fashion industry. Furthermore, the paper highlights the need for effective communication of sustainability efforts to consumers and suggests areas for further research in this area. Overall, it underscores the importance of adopting innovative strategies to achieve sustainable development goals within the fashion industry.

Urban Folklore on Wheels: Chilakaluripeta's Rickshaw Painting Phenomenon

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The distinctive and widely recognised visual depiction of the intersection between film and religion through rickshaw paintings was unparalleled in the chilakaluri peta region. It epitomises the lifestyle of the coastal region. A regional commercial artist developed a distinctive voice through the medium of rickshaw paintings. This paper examines the cultural dynamism seen in popular art. Several of these paintings also serve as manifestations of the indigenous religious practices.

This type of vehicle is referred to as a Gudu rickshaw, which is equipped with a covering. In addition to examining the visual aspects, I also analyse the fundamental purposes of these decorative paintings, as well as the topics and the cultural context in which they originate. In conclusion, I will examine current alterations made to contemporary rickshaw artwork. To obtain more accurate and specific information about the task, qualitative research approaches are employed

Building Bridges through Play: A Game Design Approach to Enhancing Parent-Young Adult Communication.

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Animation and Game Design, AR/VR, Karnavati University

In the intricate landscape of family dynamics, cultivating transparent communication between parents and young adults poses a nuanced challenge. This research delves into the development and impact of a distinctive game designed to transmute awkward conversations into potent instruments for fortifying connections between these two groups. The central objective of this game is to forge a secure and captivating space that nurtures open dialogue, enabling both parents and young adults to exchange personal narratives and experiences. The ultimate goal is to cultivate an environment where young adults feel at ease initiating discussions with their parents. Employing a dual survey method” a questionnaire and a prototype” substantiated the necessity for an intervention and validated the game design concept. Grounded in the belief that awkward conversations can catalyse more meaningful communication, the game offers a structured platform for instances when a young adult grapples with expressing themselves or when parents sense a detachment from their child's life. The iterative nature of the game, featuring multiple rounds, ensures reciprocity in sharing stories, fostering a balanced and open dialogue. This innovative approach seeks to dismantle communication barriers and foster empathy, contributing to the realm of game design by highlighting the potential of interactive experiences in facilitating significant conversations within families.

Evolution of Toda Embroidery: Fashion Accessories and Surface Embellishment

Sakshi Singh, Shweta Singh, Dr. Shalini Juneja
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Fashion and Textile Design, Banasthali Vidyapith

The rich heritage of India wants design modification, transformation and varied application .The growing concern of toda embroideries is time consuming and out dated look is less in variety of products. To bring toda embroidery crafts to its extent of excellence, fashion accessories are the secondary products which are used to complete and outfit or to express them self. Surface embellishment is having an essential factor which makes our clothing and accessories more fascinating

and attractive. The present study was planned to give toda embroidery a new fashion look by developing various types of fashion accessories according to the consumer preference. A questionnaire survey was undertaken for collecting data from the respondents. The collection of toda motifs and fashion accessories designs were collected from primary and secondary sources. The preservation of motif was done through design software. The most selected designs of fashion accessories were made by different placement of motifs. Most preferred designs will be developed into prototype. This study will give a new idea of design according to younger generation and this generation will also get aware of tribal art and craft.

Keywords: - Toda embroidery, fashion accessories, Putkuli, Embellishment, Pukaor

Divine Stitch: Embellishing Home Furnishing Through Godna Art

Shweta Singh, Sakshi Singh, Dr. Shalini Juneja

Students/Researchers

Fashion and Textile Design, Banasthali Vidyapith

Old structures and heritage symbolise the culture of a place, giving it a unique identity. In Chhattisgarh, the Gond tribe traditionally practised godna, a form of tattoo art with deep cultural significance. Each motif in godna holds a special meaning, often tied to religious beliefs and healing properties, making these tattoos highly valued. However, the traditional art of godna is gradually fading away in modern times. By studying tribal art applied by the original designs of Godna, the study will indicate the value of Home Furnishing Articles. The furnishing articles will improve the design and quality of the indoor articles. The research paper will indicate how home furnishing items, explore and influence design trends, crossover designs, and public perception. By analysing principles of design, the paper explored that home furnishing items can incorporate elements of godna art while meeting specific performance and aesthetic requirements. Ultimately, this research aims to contribute to the enrichment and innovation of godna art motifs, thereby elevating the cultural value of related products.

Keywords: Home Furnishing Articles, Godna art, Cultural Heritage, Tattoo art, Tribal art

Presentation of Hindu Mythology in Contemporary Way at Indian Airports

Shafali Yadav, Dr. Isha Bhatt

Students/Researchers

Interior and Product Design, Banasthali Vidyapith

Airports are no longer buildings in which passenger just goes and boards a flight. They are gateway to the city and the country. A perfect décor not only looks good but also helps in enhancing quality of life. Interior design theme, colour of interior affects the behaviour, moods and efficiency of a person. S. Carr explains, "places are proposed, built, and assessed with assumptions about what should be done in them which is mostly based on the goals of space designers, their clients, and space managers

and does not address people's needs or the ways that public places can function to serve these needs. D'Cor should reflect the India to the traveller passing through airport should. Crores of money is invested while making airport and its d'Cor. Major airports like Paris and Singapore have set aside spaces for art and invest lavishly them. Amsterdam Schiphol Airport opened first art museum in 2002 showcasing 17th century original artworks by Dutch masters. India is known for its culture, mythology and crafts and when all three of them come together magic is created. India has recently started making art an integral part of airports. Companies like GMR group and GVK have invested and are investing crores to develop and revamp major airports of India under public-private partnership model. (Bhura, Skybridge to local cultures, 2018)

In this paper nine contemporary mythological artworks have been covered of various airports of India. It explains brief given to artist, visualisation of the artist, execution, relation with mythology and material used etc.

बच्चों पर भ्रामक विज्ञापनों का प्रभाव: धारणाओं और दृष्टिकोण पर एक अध्ययन

वीरेन्द्र प्रताप सिंह, डॉ. गिरिराज शर्मा
शोधार्थी / शोधकर्ता, दृश्य कला एवं परफॉर्मिंग कला
आई. आई. एस. विश्वविद्यालय, जयपुर

यह अध्ययन इस बात पर केंद्रित है कि भ्रामक विज्ञापन बच्चों की सोच को किस प्रकार प्रभावित करते हैं और बच्चे जिन वस्तुओं का विज्ञापन देखते हैं उनके बारे में कैसा महसूस करते हैं। अध्ययन के अनुसार इस प्रकार के विज्ञापन वास्तव में बच्चों को प्रभावित कर सकते हैं, जिससे विज्ञापन जो संदेश दे रहे हैं उन पर विश्वास करने की संभावना बढ़ जाती है। सम्भवतः वास्तविक जीवन में वस्तुओं के प्रति बच्चों का दृष्टिकोण भी बदल जाता है। इस अध्ययन का उद्देश्य यह ज्ञात करना है कि भ्रामक विज्ञापन बच्चों की सोच व व्यवहार को किस प्रकार प्रभावित कर रहे हैं। अध्ययन मिश्रित शोध पद्धतियों पर आधारित है जिसमें प्रश्नावली द्वारा प्राथमिक डाटा व साहित्य की समीक्षा द्वारा पूर्व स्थापित शोध पत्रों, पुस्तकों व लेखों के आधार पर सहायक डाटा एकत्रित किया गया है। यह अध्ययन बच्चों के संज्ञानात्मक विकास और उपभोक्ता व्यवहार पर भ्रामक विज्ञापनों के निहितार्थ की गहरी समझ में योगदान देने का प्रयास करता है।

सूचक शब्द – भ्रामक विज्ञापन, बच्चे, धारणाएँ और दृष्टिकोण।

Zenify: A Holistic Approach to Mitigating Attention Deficit Hyperactivity Disorder (ADHD) Symptoms

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School of Design, MIT AOE, Alandi, Pune, India, UX for Society

People with Attention Deficit Hyperactivity Disorder (ADHD) face many obstacles in every aspect of their lives. In addition to examining the fundamental causes of ADHD, this research paper offers a comprehensive mobile application created to deal with these issues. Although there isn't a cure for ADHD, people with the condition can live much better thanks to management techniques. This application provides a comprehensive approach that assists people in managing their daily lives by addressing the causes and difficulties associated with ADHD, encouraging self-improvement, and building a strong support system by adding Artificial Intelligence (AI) capabilities. It is a big step in a desirable direction toward enhancing the overall well-being of people with ADHD and reducing the influence of the condition on day-to-day functioning. The user experience is a key point considered to design the solution and it is validated using various usability testing methods.

User-Centric Digital Solution for Diabetic Patients

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Diabetes is a pervasive chronic condition affecting millions of individual worldwide, necessitating careful management and support. This research paper explores the multifaceted aspects of the user experience (UX) of diabetes patients, understanding their unique needs, challenges, and the potential for improving their quality of life through innovative design solutions. Our research methodology included in-depth interviews, surveys, and user observations, engaging different types diabetes patients. The insights underscore the significance of personalized, empathetic, and user-centric design in enhancing the UX of diabetes patients. The paper concludes by discussing key recommendations for future design, emphasizing the need for a holistic approach that encompasses both the physical and emotional aspects of diabetes care.

Digital Kaavi Art: Promote Tradition in the Digital Age

Farheen Ishtiyag, Dr. Shalini Juneja
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Fashion and Textile Design, Banasthali Vidyapith

Goa Kaavi art is a sort of mural painting that has its origins in the state of Goa in India and is a traditional style. Nonetheless, numerous barriers are preventing its growth and promotion in the modern era. The inventive use of digitization techniques for the promotion of this unique form of art is examined in this essay. With the use of software programs like Illustrator and Photoshop Procreate. This contributes to promoting this historic art form's authenticity and distinctiveness for coming generations. The convergence of digital art technology with kaavi art forms offers a unique opportunity to promote old creative activities. To ensure kaavi art forms remain relevant and sustainable in the current world, this

abstract investigates how digital printing might be used to revitalize and differentiate them. Kaavi art forms, which are firmly anchored in craftsmanship and cultural legacy, frequently struggle to attract a larger audience because of restrictions on dissemination and replication. However, these obstacles are being removed from digitization. The study has been conducted on the secondary data, these abstract analyses the advantages of digital art in promoting traditional art forms. A men's jacket design is suggested as an example of how digitally altered Kaavi art is used in modern clothing. The jacket, which takes its cues from weaving techniques. Digitization of Kaavi art inspires and enriches future generations locally and worldwide by utilizing technology while upholding the integrity of the art form. Key Words: Mural Painting, Digital Printing, Kaavi Art, Digital art, Fashion Design

Augmented Gamification to “Gamification” Reality, Lets Gamification Now

Mr. Deepak Sharma, Dr. Jitendra Sharma, Dr. Niket Mehta

Research Scholar

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Augment Reality + Virtual reality + Gamification- Gamification Reality, as we are all aware, gamification has played a significant role over the last few decades and continues to raise eyebrows when it comes to motivating and engaging customers and learners across various platforms. Gamification has taken off thanks to augmented reality's immersive user experience for both learners and customers. As technology advances, so do we; in order to keep up with the most recent trends, we have adopted the new age digital generation framework and techniques. A new term, Gamification Reality, was coined by researcher and game designer Deepak Sharma by blending the terms "gamification" and "mixed reality." The aim is to investigate and describe the origins of gamification, give an introduction to the term used, and emphasize its characteristics and objectives. Gamification Reality's features and purpose are intended to describe its capabilities. Describe how it differs from conventional gamification techniques and how it is unique. Author surveyed more than 200 individual participants to see whether gamification had any impact on existing systems and to explain how it differs from typical gamification tactics. Discuss the functionality of Gamification Reality and its advantages for enhancing productivity, efficiency, and user experience. The Paper also aims to discuss the impact and implication of Gamification Reality on the learners as a whole. What will be the Limitations and future scope of Gamification Reality

Keywords- Augment reality, Virtual reality, Gamification, Mixed Reality, Gamification Reality

Animation is a compelling approach for promoting environmental awareness

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The research paper explores the standards and role of animation as a powerful tool for environmental awareness and engagement. Animation, in this context, denotes the creation of moving visual content through a series of images or frames, encompassing diverse forms such as 2D hand-drawn, 3D computer-generated, and stop-motion animation. It serves as a compelling medium for conveying complex environmental messages due to its unique characteristics. The aim of this research is to highlight the pivotal role of animation in raising awareness about environmental issues and fostering positive change. Animation possesses inherent qualities such as visual appeal, narrative potential, and simplification of complex topics, versatility, worldwide accessibility, psychological connection, and memorability, making it an effective tool for communication. The scope of the research encompasses the advantages of animation as an awareness tool, including visual engagement, simplification of complex concepts, emotional connection, and flexibility in visualization, cross-cultural accessibility, and shareability. These advantages position animation as an invaluable medium for conveying environmental messages to diverse audiences worldwide. The study delves into the psychological and cognitive impact of animation on viewers, emphasizing its ability to grab attention, evoke emotions, improve memory retention, aid comprehension, and influence attitudes and behaviours related to environmental issues. Animation fosters a deeper connection between individuals and environmental concerns, motivating action towards sustainability. In conclusion, animation emerges as a potent instrument for promoting environmental awareness and spurring constructive social change. Its unique qualities, coupled with its psychological and cognitive impact on viewers, make it a compelling medium for communicating complex environmental themes. As environmental challenges persist, animation serves as a beacon of hope, igniting change and fostering a closer bond between humanity and the planet we call home.

Keyword: Animation, 2d Animation, 3d Animation, computer-generated animation, stop-motion animation, computer-generated graphics.

Revisiting Indian colonial scenes through Thomas Daniel's artworks

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Students/Researchers

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Art has always been medium for expression and communication from strong ages to modern art developments, in case of India, art has showcased narratives, sensibilities and aesthetics of various rulers in ancient and medieval developments through motifs whereas modern developments are mostly characterized by external influences of art movements, various methods, techniques, ideas, practices same case is with art also with foreigners came. European art scene in India due to prosperous setting it developed overtime whereas indigenous methods styles declined, which were patronized by then

ruling classes which were out of political ability to rule after victory of east India company in battle of Plassey, With various visitors Thomas Daniel an English painter with his nephew came to India in 1785 who stayed in India till 1793 and painted landscapes paintings, daily life scenes, illustrations while travelling to vast stretches of land in India, He published books named oriental scenery and picturesque of India via china. Purpose of this research is to know about life, style, Themes and artworks during his visit to India for this essay research design is qualitative based on process of research, basic and fundamental in outcome and classification for data collection researcher have used secondary methods, In this essay researcher have talked about Thomas Daniel's works like the observatory in Delhi, Vishwakarma, Dasaavtara, Shivala ghat, Tiger hunting in East Indies. Thomas work covers various themes and have mix of neoclassical rendering and ambiance of romanticism while upholding historical and cultural importance.

Keywords: Thomas Daniel, colonial, British English, painter, Avant-garde, neoclassical, romanticism, orientalism, adventurer, documentation, academic art, aquatint prints

Enhancing Awareness among Ujjain Batik Prints' Artisans about the Geographical Indication Tag

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Geographical indication gives critical information regarding artisanal products. It plays a major role in presenting and promoting traditional crafts and products of the local region. Artisans in central parts of India give less importance to the GI tag which is hampering their sales or reducing the chances of getting the economic advantage. Therefore, this paper attempts to capture the effects of the considering as well as not considering the GI tag for promotion of their crafts. It studies the current scenario of not considering the GI tag by evaluating the effect of the sales and promotions of the Ujjain batik print. It also discusses the impact on craft if artisans give effective importance to the GI tag. The importance of GI tag has been evaluated here by considering a case example of artisans practicing batik craft in the Ujjain region. The study evaluated that the lack of awareness among artisans regarding the GI tag, makes it challenging to generate more revenue for dealers and artisans. It also hinders the growth of sales and promotions for their crafts. Bridging this awareness gap could significantly enhance their ability to market and sell their products successfully as well as improve the product's visibility both nationally and internationally.

Sustainable Pencils, an eco-friendly solution for Wooden Pencil Waste

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The global commitment to sustainability has led to the integration of eco-friendly practices across various industries. However, amidst this widespread focus on sustainability, certain overlooked elements within product design continue to pose challenges to achieving holistic environmental goals. This research addresses one such issue: the environmental impact of traditional wooden pencil shavings, a seemingly inconspicuous yet significant contributor to waste generation. This study aims to provide a solution to the sustainability challenge associated with the disposal of wooden pencil shavings. Traditional wooden pencils, ubiquitous in daily use, often find their way into landfills, contradicting the principles outlined in the United Nations Sustainable Development Goal 11: Sustainable Cities and Communities. The research aims to reimagine pencil design and materials, exploring innovative approaches such as biodegradable materials and recycling mechanisms. The project aspires to foster resilient, inclusive, and sustainable urban environments. The initiative seeks to contribute to a circular economy model while mitigating the environmental impact of conventional wooden pencils. The research involves extensive material exploration based on criteria such as sturdiness, aesthetics, and grip strength, with variations tested and refined accordingly. The product has undergone testing with 50 users, reflecting a crucial step in the iterative design process to ensure both functionality and user satisfaction.

Keywords: Sustainability, product design, circular economy, material innovation, waste reduction.

Effective ways of teaching form studies as a course to Product design students

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Form studies has been a very important course to build the foundation for Product Design students. A form of a product or any object should fulfil the emotional needs of the user for which it should have the visual qualities desired by the users. These qualities are not easy for the students to perceive during the early years of graduation. Even if they can perceive them, then many of the students find it difficult to translate them into the form due to the lack of sketching and visualization skills. Therefore, the students often face difficulties in understanding the nuances to create a form. Many of the students struggle in understanding the logical process of form generation which is very important to generate the emotional qualities in a Form. Therefore, it requires training of the eye and mind to understand the process of form creation. Nature is seen as the biggest source of inspiration for designers. One can see the principles of design present in many of the natural forms present in nature. This paper demonstrates and explores the steps involved in teaching form studies as a course at the University to interior and product design undergraduate students taking inspiration from nature. The importance and effectiveness

of this course is demonstrated in this paper through hands-on activities and assignments which are given to the students at the University.

कंपनी पेंटिंग कला और संस्कृति का प्रतीक है

शिखा पांडे, डॉ. फरहा दीबा
छात्र/शोधकर्ता, दृश्य कला एवं प्रदर्शन कला
तीर्थकर महावीर विश्वविद्यालय, मुरादाबाद

ज्ञान और शिल्प का संबंध सामाजिक आवश्यकताओं की बेहतर समझ का मार्गदर्शन कर सकता है, और शोधकर्ता कला और संस्कृति के माध्यम से अनौपचारिक स्रोतों के माध्यम से इस अंतर को पाटने का कार्य करता है। पर्यटकों और विदेशी निवासियों द्वारा अनुभवित स्थानों और लोगों की तस्वीरें अक्सर यादगार के रूप में घर लाई जाती हैं और समाज के लोगों के बीच जानकारी को विस्तारित करने के लिए। जब फोटोग्राफी ने 19वीं शताब्दी के अंत में व्यापक रूप से प्रयोग किया जाने लगा। दक्षिण एशिया में रहने वाले कई यूरोपीय ने उस क्षेत्र की वनस्पति, जानवर, स्मारक, और स्थानीय लोगों के व्यक्तिचित्रों का संग्रह खरीदा। ये कार्य, स्थानीय कलाकारों द्वारा बनाए गए होते थे, परन्तु विशेष रूप से यूरोपीय दर्शकों के लिए निर्मित किए जाते थे, इस काल-खंड एवं उद्देश्य से बने चित्रों को “कंपनी-पेंटिंग्स” की पसंदीदा श्रेणी में रखा जाता है। “कंपनी शैली” या “कंपनी पेंटिंग” एक हाइब्रिड शब्द है, जिसमें भारत में भारतीय कलाकारों द्वारा बनाई गई यूरोपीय पेंटिंग की शैली को संदर्भित किया जाता है, जिनमें से कई 18वीं और 19वीं सदी में ब्रिटिश ईस्ट इंडिया कंपनी या अन्य विदेशी कंपनियों के लिए काम करते थे। सबसे प्रारंभिक “कंपनी पेंटिंग्स” मद्रास राज्य में बनाई गई थीं। कुछ ही समय में, यह नई पेंटिंग शैली भारत के विभिन्न क्षेत्रों में फैल गई, जैसे कि कलकत्ता, मुर्शिदाबाद, दिल्ली, पंजाब, और पश्चिमी भारत के केंद्र तक तक प्रसारित हो गयी। हर क्षेत्र का कार्य अपनी विशिष्ट शैली से पहचाना जा सकता है, जो पूर्वी क्षेत्रीय परंपराओं से उत्पन्न हुई और उनसे काफी प्रभावित हुई। “कंपनी पेंटिंग्स” समकालीन भारत का वास्तविक वर्णन है, जिसमें मध्यकालीन भारतीय लघुचित्र शैली का संचारण भी समाहित है। मूल रूप में, दक्षिण एशियाई कंपनी पेंटिंग्स दक्षिण एशिया और यूरोप के बीच सांस्कृतिक आदान-प्रदान के एक दृश्य माध्यम है, भारतीय भू-दृश्य और स्थानीय व्यक्तित्व केवल चित्रशाला के उदाहरण नहीं थे; ये 18वीं सदी तक समाचार भी थे, जिनके लिए समकालीन चित्रकारों की इस क्षेत्र में विशेष आवश्यकता थी।

शोध पद्धति— यह पेपर भारत के विभिन्न संग्रहालयों में प्रदर्शित मुगल लघुचित्रों की कई पुस्तकों, पत्रिकाओं और पांडुलिपियों का अध्ययन करने के बाद तैयार किया गया है।

उद्देश्य

- कंपनी पेंटिंग में यूरोपीय प्रभाव दिखाना
- परिप्रेक्ष्य के साथ चित्रांकन और परिदृश्य को समझना
- सांस्कृतिक विविधता समझने के लिये

निष्कर्ष— कंपनी चित्रकला उपनिवेशी भारत में कोलोनियल भेटवार्ताओं और सांस्कृतिक आदान-प्रदान की सटीक विरासत का प्रतीक है। यह कला और संस्कृति के प्रतीक के रूप में उच्च मानकों का प्रतिनिधित्व करती है, जो कोलोनियलवाद, कलात्मक नवाचार, और सांस्कृतिक मेल-जोल की जटिलताओं को आत्मसात करती है।

सूचक शब्द: संस्कृति, स्मृति चिन्ह, लघुचित्र, परंपरागत, सुरम्य, पांडुलिपियों।

A Comprehensive Review of Design Education for Sustainable Development

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This paper provides an in-depth analysis of the recent upsurge of interest in incorporating sustainability into design education, recognizing its pivotal role in addressing urgent global challenges. By thoroughly examining existing academic literature, design curricula, and successful case studies of sustainable design initiatives, it offers a comprehensive overview of the current state of design education for sustainable development. Furthermore, this study explores innovative pedagogical methods and successful tactics for integrating sustainability principles into design education. It also critically evaluates potential challenges and obstacles faced in this endeavor, offering insights into overcoming them.

Through this comprehensive analysis, the paper aims to contribute to the advancement of design education for sustainability by providing a nuanced understanding of the current research landscape. By highlighting successful approaches and innovative strategies, this paper seeks to inspire educators and institutions to further integrate sustainability into their design curricula. Ultimately, this research endeavours to foster a more sustainable design practice by equipping future designers with the necessary knowledge, skills, and mindset to address complex environmental and social challenges.

Emerging trends, opportunities and challenges in textile industries in Plikhuwa

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Through this research paper detailed information about the textile industry of plikhuwa region will be revealed. The aim is to investigate and analyze the emerging trends, opportunities and upcoming challenges from the textile industry of plikhuwa. Plikhuwa is one of the largest markets of handloom and printed clothes in India. In plikhuwa weaving, printing, and dyeing of clothes is mainly traded. Textile industry is running as a cultural and traditional business although textile industry has come a long way and is a traditional source of employment but the younger generation is not showing much interest in doing this business. The main objective of this research paper is to provide insight about the impact of modernization and try to understand the emerging trends along with the challenges. The prime objective of this paper also included the challenges faced of new emerging trends faced by people.

Keywords: Plikhuwa, textile industry, emerging trends, opportunities and Challenges.

Investigating the application of Biophilic Design Principles in the Traditional Pol Houses of Ahmedabad with a Case Study on Mangaldas in Haveli

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This research paper examines how biophilic design might be included into the conventional architectural structure of Pol homes in Ahmedabad, with a particular emphasis on Mangaldas ni Haveli. Biophilic design integrates natural elements into man-made spaces to improve human connection with the natural world. This modern concept is reminiscent of the historic architectural and interior components in the Pol homes of Ahmedabad, showcasing a harmonious integration of nature and man-made buildings that existed before current norms. Mangaldas ni Haveli exemplifies the fusion of biophilic components in its architectural design and interior, providing significant insights into historical sustainable practices. This study explores how traditional homes, like Mangaldas ni Haveli, naturally incorporate biophilic principles through their relationship with natural elements, spatial arrangement, and material selection, offering a historical background to the contemporary idea of biophilic design. The paper seeks to emphasize the significance of traditional knowledge in informing present and future sustainable architectural practices through analysis of many factors. This study examines the incorporation of biophilic design ideas into the traditional architectural structure of Ahmedabad's Pol homes, with a specific focus on Mangaldas ni Haveli. Biophilic design integrates natural elements into the built environment to enhance the relationship between humans and nature. It combines modern aesthetics with the traditional architectural and interior designs of the Pol homes. This method showcases a longstanding balance between natural and man-made surroundings, shown as Mangaldas ni Haveli. This haveli showcases how biophilic features are seamlessly integrated into its architecture and interiors, offering a glimpse into past sustainable methods. The paper analyzes how historic buildings, particularly Mangaldas ni Haveli, naturally include biophilic concepts by interacting with natural elements, spatial arrangement, and material selection, providing a historical viewpoint on modern biophilic design. The research seeks to emphasize the importance and worth of ancient wisdom in guiding current and future environmentally friendly architecture projects.

Keywords: Biophilic, Biophilic principles, Mangaldas ni haveli, heritage sustainability

A Nomadic Odyssey- Nomadic Structures in Rajasthan and Gujarat

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This abstract delves into the unique and resilient nomadic structures found in the arid landscapes of Rajasthan and Gujarat, exploring their cultural significance, architectural ingenuity, and the dynamic

lifestyles of the communities that inhabit them. Nomadic structures in these regions are shaped by a harmonious blend of tradition, adaptation to the harsh environment, and a deep connection with the nomadic way of life. Rajasthan and Gujarat, two states in western India, are home to a variety of nomadic communities, such as the Rabaris, Raikas, and Banjaras, each with their distinct architectural styles. The nomadic structures, primarily tents, and makeshift dwellings, are crafted from locally sourced materials, showcasing the resourcefulness of these communities in utilizing what the environment provides. The abstract explores the functionality of these nomadic structures, examining how they cater to the specific needs of a mobile lifestyle. The tents, often made from camel or goat hair, are designed to withstand extreme temperatures, providing shelter against scorching heat during the day and retaining warmth in chilly desert nights. The portability and simplicity of these structures reflect the nomadic lifestyle's essence, allowing for quick dismantling and reassembly as the communities migrate in search of grazing lands or trade opportunities.

Furthermore, the nomadic structures serve as cultural markers, adorned with vibrant textiles, intricate embroideries, and symbolic patterns that tell the stories of the community's heritage. The abstract explores how these structures become a canvas for cultural expression, reflecting the nomadic communities' identity, values, and artistic traditions. The study also sheds light on the challenges faced by these nomadic communities in the face of modernization and changing landscapes. As urbanization encroaches upon traditional nomadic routes and livelihoods, the nomadic structures become symbols of resilience, preserving a way of life that has sustained these communities for generations.

In conclusion, the abstract underscores the importance of understanding nomadic structures in Rajasthan and Gujarat as not just architectural marvels but as living expressions of a dynamic cultural heritage. By examining the nomadic structures, we gain insight into the adaptability, resourcefulness, and cultural richness of the nomadic communities, contributing to a broader appreciation of India's diverse cultural landscape.

Evolving Product Design: Integrating Ergonomics Interior Design for Enhanced Luxury across all socioeconomic strata

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The interior design industry is witnessing a paradigm shift, with a growing focus on integrating ergonomics and human factors to enhance comfort and luxury in living spaces. This research article explores the evolving landscape of product design within interior design, emphasizing innovations tailored to optimize human physiology and behavior. Through a study involving 50 individuals from diverse backgrounds, this research sheds light on perceptions of comfort and luxury, highlighting the need for more budget-friendly solutions. By examining the impact of innovative products on contemporary living, this study underscores the importance of creating inclusive design solutions that enrich the lives of individuals across socioeconomic strata.

Keywords: Ergonomics, Lifestyle, Luxury, Interior Spaces, Furnitures, Human factor.

Beyond Entertainment: Examining the Role of Animation in Fostering Emotional Intelligence

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Emotional intelligence (EI) has been widely accepted as important aspect for personal and social growth in today's world. Animation, recognized for its fascinating storytelling in the entertainment sector, is currently being studied as an approach for improving emotional intelligence and fostering empathy in educational and social settings. The study demonstrates how animation can significantly increase emotions, emotional learning, and social-emotional skills. Animation can help educators improve students' emotional intelligence, resulting in improved academic achievement, social interactions, and general well-being. The research also examines major theories such as Social Learning Theory, Mirror Neuron Theory, Emotional Contagion Theory, Narrative Transportation Theory, and Cognitive-Experiential Self-Theory to explain the relationship between animation and emotional intelligence development. Case studies show that animation programs reduce anxiety symptoms and improve children's emotional capacities. Challenges, in this direction, include a lack of study on specific area, while future paths advise investigating technology such as virtual reality (VR) and augmented reality (AR) for immersive emotional intelligence training. Collaboration among animators, educators, psychologists, and stakeholders is essential for evidence-based animated interventions that increase empathy, comprehension, and emotional well-being among students.

Keywords: Emotional Intelligence, Animation, Empathy, Emotional Awareness

TIMELESS DESIGN EMBRACING SUSTAINABILITY THROUGH BRAND COMMUNICATION STRATEGIES: A STUDY OF INDIAN APPAREL BRANDS

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Sustainability goes beyond the label. It's not just a green logo stamped on a product, but a deep commitment woven into the fabric of a brand, reflected in the actions behind the scenes. However, it reflects how the brand communicates its identity in the domestic and international markets to sustain its identity in a longer race in response to other competitive brands. India currently houses more than 1400 large textile companies and around 1.5 million small and medium enterprises. Indian celebrity apparel brands such as Rheson by Sonam Kapoor and Indian apparel brands such as Patanjali Paridhan and Craftsvilla, are successful in terms of initial launch but later end up in terms of brand growth due to a lack of brand communication and brand strategy. Whereas other brand products, such as Jaypore, Raymond and Fabindia can create an impact in terms of brand growth by combining motion graphics, artificial intelligence, cinematography, powerful visual merchandising, 3D art installations, and the art and power of storytelling to promote the identity of different products through different visual elements that speak about the product's functionality. The purpose of this research paper is to build the brand product category's emotional relationship with the user, extend the product's lifespan in the customer's hearts, and promote brand identity.

PROMOTING SUSTAINABLE ART PRACTICES: Embracing Social Responsibility in Sculpture Education

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This article advocates for a sustainable approach in sculpture education, recognizing the environmental impact of traditional sculpture-making processes such as stone carving, wood carving, metal casting, and ceramics. As a sculptor and educator at M.S. University, Faculty of Fine Arts, the focus is on instilling social responsibility in students by emphasizing the use of sustainable and eco-friendly materials. The essay discusses the inherent pollution generated by conventional sculpture-making methods and highlights the urgency to sensitize students towards adopting environmentally friendly alternatives. By guiding students to explore materials like bamboo, ropes, paper maché, mud, and cow dung, the article aims to foster a mindset of resourcefulness and creativity within the constraints of environmental sustainability. Through case studies illustrating the implementation of these principles, the article demonstrates the innovative use of sustainable materials in sculptures. Ultimately, the essay underscores the critical need for educators to lead the way in steering sculpture education towards a greener and more sustainable future.

Keywords: Sustainable art practices, Social responsibility, Sculpture education, Eco-friendly materials, Stone carving, Wood carving, Metal casting, Ceramics, Environmental pollution, Sensitization, Sustainable alternatives, Bamboo, Ropes, Paper mache, Mud, Cow dung, Resourcefulness, Creativity, Innovative sculptures, Green practices, Sculptor, Educator, M.S. University, Faculty of Fine Arts, Conscious choices, Artistic decisions, Pollution reduction, Greener future.

Critiquing Visual Semiotics of Kundan Jewellery Design Elements and its Impact on the Design

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The craftsmanship of Kundan Jewellery is a very precise art form in which uncut diamonds and/or gemstones, which often have asymmetrical or varied forms, are skillfully arranged into a harmonic composition with precise geometry and flawless symmetry. In order to create an arrangement that is both visually appealing and precisely placed, this procedure requires not only skilled workmanship but also a strong eye for detail and the careful placement of design elements. This culminates in a captivating display of craftsmanship that highlights the artisan's unique vision and expert ability, with each component adding to the overall visual appeal. Typically, the jewellery making process starts with carefully forming gold sheet of strips into different shapes, which are then put together onto a base sheet. Every item of Kundan Jewellery is meticulously handmade, with each component coming together to make elaborate clusters that eventually come together to form a single, well-constructed piece. Kundan Jewellery articles are quite expensive with to the usage of precious material and also due to the labor-intensive nature of the procedure. The patterns and symbols used in kundan Jewellery design concepts are numerous and are carefully integrated into the Jewellery items. Most prevalent design elements in Kundan Jewellery are originated from “Floral Patterns”, Leaf and Vine Designs, Geometric Patterns, Birds and Animals, Traditional symbols, etc. This study critiques on Identification, Defining, Categorizing and Application of semiotics design elements that are used in kundan Jewellery.

Associative Design through Material Exploration with Paper: A Form Generation Approach

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The subject matter proposes a multidimensional exploration into the intersections of form generation, material exploration, parametric design, and the traditional form of creased folding. Through a series of iterative design processes, origami techniques are investigated for their potential to inspire novel form-finding and material manipulation approaches. This study focuses on the relationship between traditional craftsmanship and contemporary computer aided designs, which opens up new design possibilities and fabrication's methodologies.

The ancient technique of creased folding has developed fascination for its ability to transform a flat sheet of material into intricate three-dimensional structures. Various paper manipulation techniques which form a valley and mountain like structure are explored within the context of algorithmic design frameworks using a series of experiments and case studies. Furthermore, unique techniques to incorporate different materials into origami-inspired constructions are investigated. This study emphasizes the synergies between computer aided designs, material science, and traditional craftsmanship, illustrating how the integration of these disciplines may result in novel design. The findings provide light on the transformational potential of origami-inspired techniques across a wide range of areas.

Keywords: Form Generation, Material Exploration, Origami, Associative design, Generative design.

Gameful Learning: Exploring the Integration of Game Design in Education

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This paper investigates the concept of gameful learning and its application within educational contexts. As traditional pedagogical methods face challenges in engaging and motivating students, educators are increasingly turning to game design principles to enhance learning experiences. Through an exploration of existing literature and case studies, this study examines the integration of game elements, mechanics, and narratives into educational settings. It discusses the potential benefits of gameful learning, including increased student engagement, motivation, and retention of knowledge. Furthermore, the paper explores various approaches to incorporating game design in curriculum development, assessment, and classroom activities across different subjects and age groups. Additionally, it addresses potential challenges and considerations, such as aligning game design with educational objectives, addressing equity and inclusion, and evaluating the effectiveness of gameful learning strategies. By synthesizing insights from research and practice, this paper aims to provide a comprehensive understanding of

gameful learning and its implications for educational theory and practice. Ultimately, it seeks to inform educators, curriculum developers, and policymakers about the opportunities and challenges associated with integrating game design into formal and informal learning environments.

Moving Beyond the Fairytale Narrative: Critically Examining the Representation of Disability in Disney and Pixar Animated Films

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Disney has been praised for producing more progressive content that features lead characters from a variety of backgrounds since the merging of Walt Disney Animation Studios and Pixar Animation Studios. Progressive depictions of handicap, including mental and physical impairments, have taken a while to appear in most media, nevertheless. This study aims to investigate if, in contemporary animated feature films from Walt Disney Animation Studios or Pixar Animation Studios, representations of illness and disability reflect progressive (or multicultural) narratives of disability or traditional narratives of disability. We examined 20 of the most recent animated pictures from both studios, comprising 9 titles from Walt Disney Animation and 11 titles from Pixar Animation Studios, which were released between 2008 and 2020. A combination of pre-identified and emergent themes relating to disability and sickness are described through the use of thematic content analysis. The majority of the time, handicap was portrayed in a typical way, with the purpose of making the audience laugh or feel sorry for the characters or suggesting that they were old or crude. There weren't many progressive depictions of handicap in any of the 20 movies. Disability representations continue to reinforce and prolong the stigmatization of disabilities, despite Disney's praise for being more inclusive in their character portrayals.

Keywords: Disney, Disability representation, Children's Media, Stereotype Narratives.

Cultural Canvases: Unveiling the Bhil and Gond Art Traditions of Madhya Pradesh

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This research is an in-depth exploration of the vibrant artistic heritage found in Madhya Pradesh, Bharat, with a special focus on the traditional art forms practiced by the Bhil and Gond tribes. In Madhya Pradesh, the majority of the population consists of tribal or indigenous communities. Mainly Bhil, Gond, Korku, Kol, Baiga, Oraon, Korwa and Kumar tribes reside in Madhya Pradesh. They have their own culture, community & rules. The beauty of their life is reflected in their painting, dance, and song. This research seeks to explore how these tribes uniquely express themselves through their art such as painting, mural and other forms of visual expression, to highlight the cultural significance of these age-old traditions. By examining the themes, techniques, and materials employed by Bhil and Gond artists, we aim to understand the deep cultural narratives and spiritual beliefs woven into their art. Through the unveiling of these cultural canvases, this abstract outlines the importance of recognizing and preserving Bhil and Gond art traditions as invaluable components of the cultural heritage of Madhya Pradesh.

Preserving Tradition in Transition: Exploring Iron Smelting and Career Dynamics in the Agaria Community

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The rural India preserves the age-old traditional crafts and the ways of creation passed on from the older to the younger generations. This study represents the traditional iron smelting craft of the Agaria tribe of Madhya Pradesh. The Agaria tribe of Madhya Pradesh are experts at manufacturing a variety of products through traditional methods of iron smelting since the Vedic period. It emphasizes the relationship between their craftsmanship, livelihood, and the changing goals of the younger generation. The study examines the cultural and economic significance of iron smelting in the Agaria community throughout history. It also looks into the noticeable change in recent years, with the community's younger generation increasingly pursuing other career options rather than continuing with the traditional craft. This shift raises concerns about the implications of cultural heritage in the face of modern economic realities. It may impact the viability and future of Agaria iron smelting. The empirical research method was employed for data collection through well-structured interviews of 50 artisans and allied workers of Agaria craft. The research provides insights into the processes at work and proposes recommendations for striking a balance between tradition and adaptation within the Agaria community to prevent the younger generations from abandoning the traditional Agaria craft.

Multidisciplinary Artificial Intelligence (AI) Enriching the Field of Interior Design

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Artificial intelligence (AI) has grown to be a significant component of interior design, changing how spaces are conceptualized, created, and experienced. AI-driven design techniques have the potential to produce environments that dynamically adapt to shifting occupant needs, promoting wellbeing and productivity. Based on the same, we have tried to present the study that provides an in-depth analysis of the multidisciplinary AI mediums like, I) AI Machine Learning, II) Generative AI Tools, III) Diffusion Based AI, IV) AI Environmental Design, V) AI Simulation Models, as a state-of-the-art which uses artificial intelligence (AI) in interior design, and also emphasizes the technology's potential to boost the field's productivity, sustainability, and creativity. The article also includes the discussions about the ethical concerns, unresolved issues and potential future research areas related to AI in the field of Interior Design. Finally, applying AI to interior design has a lot of potential to boost creativity, efficiency, and sustainability. But it will take more investigation, collaboration, and ethical consideration to maximize AI's transformative potential while lowering its risks and barriers.

Incorporating Artificial Intelligence (AI) & Augmented Reality (AR) into Interior Design Education to Potentialize Future Designers

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In contrasting various post-industrial design theories with contemporary design science, which draws on data and analysis from a variety of disciplines, including sociology, environmental psychology, and human psychology, new design topics, like computational design, interactive art, and intangible design, are produced. The discovery of Artificial Intelligence (AI) and Augmented Reality (AR) are the best examples of the same. With regards to incorporating AI & AR technologies in design curricula will revolutionize the way we learn and teach, making it more personalized, engaging, and efficient. As, AI technologies help students comprehend computational design principles more deeply, and encourage critical thinking, whereas AR helps the designers, to think in three dimensions with project visualization.

However, incorporating AI and AR into the classroom is not without its challenges. A few of the problems that need to be fixed are possible bias, expense, mistrust, and privacy and security worries. Ethical considerations such as ensuring accessibility, transparency, and equity must also be made.

This study looks at how AI and AR are used in interior design, with a focus on designing, planning, visualizing, and optimizing user experience, along with the examination about, how AI is affecting interior design education's teaching practices? the value of interdisciplinary collaboration? and experiential learning strategies? Finally, this research offers strategies for educators to successfully integrate AI & AR into curriculum, which is a huge paradigm change to train aspiring designers for the dynamic interior design landscape. The goal is to balance technical skill with artistic expression and ethical responsibility.

Effect of Hardness of Water on Textile Wet Processing

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The Textile Industry consumes large amount of water in its varied processing operations. Successful results in the textile wet processing are strongly dependent on a clean and consistent supply of good quality water. Hence, it is imperative to bestow the greatest attention towards the quality of water. Any problem in textile processing is usually associated with the water used. It is therefore essential to first test the sample of water to obviate any difficulties that the textile processing unit may face. Usually, water is considered to be unsuitable for textile processing if it contains more than 250ppm parts of hardness. Hardness in water causes wastage of dyes, chemicals and soaps, dullness of shades, uneven and patchy shades in dyeing and printing, poor fastness in shade in processed fabric, corrosion of the boiler and vessels. Keeping this in mind, the present work was carried out to see the effect of hardness of water on wet textile processing. The procedure adopted was divided into three phases. In first phase, fabric and raw materials were collected and water was prepared. The second phase included procedure adopted for carrying out wet textile processing (desizing, scouring, bleaching, and dyeing) with three different water samples (hard, moderately hard and soft). In the last phase, the treated samples were analyzed on the basis of percentage weight loss, whiteness index and color fastness test, percentage dye absorption and wettability test etc. It was observed that weight loss after desizing process (enzymatic desizing) was found to be more with soft water as compared to the hard and moderately hard water. In the scouring process, it was found that with moderately hard water, weight loss percentage was more as compared to soft and hard water. In the bleaching process, it was found that sample was whiter when treated with moderately hard water compared to hard and soft water. In dying process, it was found that intensity of shades in sample treated with moderately hard water was more as compared to hard and soft water. It can also be said that some degree of hardness is required for textile wet processing.

Key Words: Water Hardness, Wet processing, Dye absorption, Whiteness Index.

Textiles and sustainability: An indian context

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This paper discusses the traditional Indian sustainability practices. Sustainable living is more than just a concept; it is a practice that reflects an intrinsic value and lifestyle. When people understand the importance of conscious living and make the most of existing resources, it leads to the birth of a way of life that values and appreciates what we have. Unfortunately, the term "sustainability" has become a buzzword with a wide range of applications and meanings. Reusing, Repurposing, and Recreating: all have been an integral part of Indian culture since times immemorial. In an Indian context, there is no scope for a word called waste. Textiles which are an inherent part of our lives have been used over and over for reusing and repurposing in our households. Today with the inclusion of a design perspective in recreating user-centric products the scenario has changed and is much accepted by the urban consumer, where marketing plays a pivotal role. Once inherently existing in our households, the re-emergence of the word sustainability opened more avenues to be explored by textile artists, designers, craftpreneurs, students, etc. This conscious effort toward re-exploring the resources in a different context has led to a revolution in which most of the individuals associated with textiles want to embed their work.

The present paper qualitatively investigates the contexts in which the textiles in India have been explored to be reused and repurposed to recreate something that goes beyond the imagination. Thus it will have implications for academicians who need to sensitize the design students with sustainability concepts. The findings revealed that though sustainability has come to the forefront over the last few years, it has always been a way of life in India.

Keywords: Conscious efforts, Indian, Sustainability, Textiles, Traditional practices, Repurposing.

Banaras: The landscape of Temples

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In this study I would like to express the excellence of temples art architecture of Banaras. Banaras is popular for its deep cultural heritage and timeless morals. It is a city of temples, Ghats and lanes, which is adorned with every colours of the natural scenery, which is beyond imagination. This city is an ancient city and a great blending pot of cultures from India and all over the world. Banaras city is more famous

for many Hindu temples and those temples were built at different times throughout the history of Banaras by nawabs, kings, monasteries and empires. This city has a huge collection of historical Hindu temples and it reflects great ancient architectural structure.

Through this paper I attempt to analyze the fascinating composition of the historical temples of Banaras.

Santhals: The child of Mother Nature and Music

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This research paper explores the cosmic relation between the Santhals and Music. Santhal people consider the nature as their god and they believe in nature worship. The cultural and religious aspects of Santhals are very close to the nature. They celebrate all the seasons through festivals with pomp and joy. Music and dance are the integral part of those festivals. Music of the Santhals offers vibrancy and joyfulness. Men, women, old, young all of Santhali rejoice their music. It shows their internal unity and strength. Their music is associated with their festivals and occasions. Each and every festival has different kinds of songs. These festivals showcase the rich and vibrant side of music and culture of Santhal community. They pass on their traditions and customs orally from one generation to the next generation coming down centuries.

Through this paper I attempt to draw an attention to the primitive culture and music of an ethnic people of our country. Santhals are very keen about their art and culture. I was amazed to see the charm and depth of their music and culture. They are very skilled in the performance, which is close to Santhals culture and it is like a bridge between the nature and culture.

Enhancing Environmental Sustainability through Product Design: A Comprehensive Review of Fundamental Factors and Trends

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This study conducts a comprehensive review to identify and analyse the fundamental factors through which product design can influence and improve overall environmental sustainability. Drawing upon a multitude of scholarly works, this research focuses on discerning significant trends and elucidating key factors such as the 6 Rs (Reduce, Reuse, Recycle, Rethink, Repair, and Refuse), waste management, and energy efficiency. By synthesising insights from diverse sources, this paper offers valuable guidance for designers seeking to integrate environmental sustainability principles into the product design process. Through a systematic analysis of pertinent literature, this study contributes to advancing

our understanding of the pivotal role of product design in fostering environmental sustainability and provides a road map for future research and practical implementation in this critical domain. Through this paper I attempt to draw an attention to the primitive culture and music of an ethnic people of our country. Santhals are very keen about their art and culture. I was amazed to see the charm and depth of their music and culture. They are very skilled in the performance, which is close to Santhals culture and it is like a bridge between the nature and culture.

Gen Z and Soft Masculinity: Exploring Perceptions and Consumer Behavior in Fashion & Beauty industry

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In recent years, there has been a notable shift in societal perceptions of masculinity. It is characterised by a departure from traditional masculine norms towards a more inclusive, emotionally engaged, and empathetic approach, also known as Soft Masculinity. Generation Z, born between 1996 - 2010, are the most diverse generation, inclusive, digital natives and known for their strong sense of individuality, social consciousness, and preference for authenticity. Reports have estimated their global spending power of around \$4.5 trillion by 2025, making them one of the most significant target group. In this zeitgeist, there are market opportunities for fashion and beauty brands to capitalise on growing demand for gender-inclusive and emotionally resonant products. Through a comprehensive, mixed-methods research, this study observed a notable openness towards embracing soft masculinity and beauty-related products traditionally associated with femininity. However, the influence of peer pressure or gender stereotypes appeared to be less pronounced in beauty and skincare domain compared to fashion consumption.

Keywords: Generation Z, Soft Masculinity, Fashion Trends, Consumer Behaviour, Beauty Trends

Trend of Influence as Appropriation in Design

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The ability to identify beauty directs designers to appreciate the artworks around them and also to get inspired from them. Designers often get influenced by surroundings, other art forms, nature, philosophy etc. The concept of influence can be seen in the artworks/products since long time. In this process, many times designers are influenced by other artworks or use an existing element in their creation. Using the existing elements to make a new design with new context is called as “Appropriation”. It has two ways. First it changes the interpretation of artworks. In other words one can say it reframes the original artwork

without eliminating its aesthetics. The second way is where designers use the elements in a way which deviates from its original intent. This trend can be seen in modern art and Design.

Since appropriation allows new context and meaning to designs, it opens new ways for interpretation. Borrowing other elements from different cultures increases the chances of appreciation of new designs globally. It has its pros and cons. Influence and appropriation in the field of design is more common and AI is also probably used for that. The purpose of this study is to pinpoint how influence and appropriation has affected the trends in art/design. Primary and secondary data will be used for this study. Mix method along with grounded theory will be used for this study. This study is focused on the consequences of it hence it aims to identify challenges in adopting appropriation and aesthetical influence of it on viewers. To conclude appropriation as influence may be seen through the lenses of evolution wherein some inherited qualities may be retained and modified or re-contextualize according to newer environment to adapt the design trends and function successfully.

Importance and Effect of Wall Art on Youth Based on “Bolti Deewarein”

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The Inspirational Slogans and Artworks written on the street walls catch our attention. The Wall Arts can be seen easily in our modern cities with motivating thoughts, drawings on various social issues and these artworks attract the senses of the Youth of today and the words written in big Typography with Creative styles and colors makes a long lasting effect on the mindsets. Wall Art are also called Murals or Graffiti and in India Ajanta “ Ellora caves, caves of Kaimur range, caves in Mirzapur, Uttar Pradesh and Bhimbetka in Madhya Pradesh are the earliest evidences of wall paintings in India. Wall Paintings not only convey Religious, Social or Political and Motivational message but they also influence the people of all ages residing around the Wall Art area specially the Youth. The Inspirational Book “Bolti Deewarein” written by Pt. Shreeram Sharma Acharyaji, is a collection of motivational Slogans based on issues like Anti-Addiction, Dowry, Child Labour, Swach Bharat, Youth Personality and Character building for Bright Future etc. is of great importance. Also in this Book the Author has laid stress on making the Practice of Wall Art or “Deewar Lekhan”into a Social Movement.

The Psychological Impact of Fashion Trends on Adolescence

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The aim of this study is to determine the psychological impact of fashion trends on adolescence. For centuries, fashion has been a part of our civilization. The notion of fashion is not novel; rather, it is a

term that permeates our daily existence. The fact that fashion is short lived and always evolving has contributed to the current state of fashion. Adolescence lives have been so heavily influenced by fashion that the majority of them are more focused on their personal style. The impact of fashion trends on the assessment of body size in adult and adolescence girls who do not have eating disorders. This study looks at how fashion affects adolescence girls often respond to fashion images by expressing more body dissatisfaction than adults. Many adolescents present any problems during their disorderly period, and make the necessary adjustments without undue stress to themselves. During adolescence, the frequency of violent interactions, lying, smoking, drinking alcohol and violence may increase. This paper reports which attempted to ascertain what young people noticed about non-advertising smoking imagery in youth magazine. Everyone aspires to look their best and fashion is evolving daily. Generally speaking, there is no harm in looking good”that is, unless you tend to get hooked on trends.

Keywords- Adolescence, Ascertain, Expressing, Frequency, Influenced, Permeates, Tend.

Creating A New Range of Indo-western Dresses By Using Sugar Skull Motifs

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The purpose of the study was for the researcher to bring fresh, intriguing concepts that could add variety and break up monotony in embroidered indo-western costumes employing sugar skull patterns. Given that floral, geometric, abstract, animal, and other motifs are frequently used to design western clothing, the current study took a fresh method to design and creation of a new range of indo-western dresses by utilizing sugar skull motifs to increase the variety or range for consumers. Data was gathered, designs were chosen, and a total of 15 design sheets were created with the chosen designs. 100 responders used a grading system to choose the top 5 design sheets, and prototypes were created. A 5-point rating system was used for evaluation following prototype.

राजस्थानी सिनेमा समस्याएँ, सम्भावनाएँ एवं समाधान

रीना दाधीच, डॉ. लोकेश शर्मा

छात्र/शोधकर्ता

दृश्य कला एवं प्रदर्शन कला, वनस्थली विश्वविद्यालय

रंग बिरंगी संस्कृति, सभ्यता, पहनावा, खान-पान जैसी विशेषताओं से युक्त राजस्थान जिसका हर शहर सांस्कृतिक विरासत को अपने आप में समेटे हुए हैं, वो राजस्थान जिसने पर्यटन से लेकर सिनेमा सबको अपनी ओर आकर्षित किया उसने अपने क्षेत्रीय सिनेमा को अनदेखा क्यों कर दिया ये विचारणीय प्रश्न हैं। जिस भारत में हर साल सभी भाषाओं को मिलाकर 1500 से 2000 फिल्मों का उत्पादन होता है, उस भारत में क्षेत्रफल की दृष्टि से सबसे बड़े राज्य राजस्थान में उँगलियों पर गिनी जा सके उतनी क्षेत्रीय फिल्मों का निर्माण होना एक प्रश्न है। उन कुछ फिल्मों का फायदा होना तो दूर, लागत भी न मिल पाना एक प्रश्न है। इन्ही प्रश्नों की तलाश में राजस्थानी सिनेमा के अब तक के सफर का अध्ययन करते हुए

इससे जुड़े लोगो के साथ सर्वे एवं साक्षात्कार के द्वारा यह शोधपत्र राजस्थानी सिनेमा के विकास की बाधाओं का अध्ययन करता है और उसके समाधान की तलाश करता है। राजस्थानी सिनेमा के उत्थान के संदर्भ में सम्भावनाओं को तलाशते हुए इस क्षेत्र की तरफ विकास को गति देने का प्रयास यह शोध पत्र करता है।

मुख्य शब्द: राजस्थानी सिनेमा, क्षेत्रीय सिनेमा, चुनौतियाँ।

Exploring the Impact of Visual Storytelling through Illustrations in Indian Advertising

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Visual storytelling is an approach to communicating brand messages to their target audience in an effective manner. Human easily understands abstract concepts through storytelling shown through different types of visual elements like photographs, illustrations, etc. Several brands use illustrations in their campaigns to build a connection with their target consumer and try to depict the brand's values, attitudes, and emotions. Illustrations sometimes help a brand build a unique identity that helps them differentiate their brand from another. This paper aims to analyse the possibilities of using illustration as a visual expression in brand storytelling to increase the effectiveness of advertising messages based on the available case studies. A descriptive methodology has been adopted to analyse the impact of using illustrations by the brand for their campaign to increase effectiveness and recognition. After a thorough analysis, it has been found that using illustration for storytelling can have a positive impact on consumers and can increase brand differentiation with their rival brands.

Use of Augmented Reality and Artificial Intelligence in Interior Design and Digital

Product Design as per Vastushashtra

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The rise of spiritualism and Vastushashtra, an ancient Indian science, is gaining momentum as many architects and interior designers use Vastushashtra in designing and constructing commercial buildings and residential places. People are getting more and more knowledgeable about interior design and its impacts on positivity, prosperity, productivity, and well-being, finance using the energy from the Sun and honouring the five elements: earth, air, space, fire and water, whilst adhering to the energies of fundamental directions viz. North, East, South and West. The ease of availability of smart phones, gadgets, internet, augmented reality and artificial intelligence can be harnessed to create solutions that may help interior designers and homeowners design and arrange their interiors to optimise environments for positive energy and balance using Vastushashtra, and focuses on creating harmonious living spaces.

This study examines the significance and limitations of following Vastushashtra in interior nowadays and how much importance is given to it by homeowners with their current lifestyle. This study explores how scientific recommendations, consultancy, remedies and products about Vastushashtra can be made available using combination of technologies such as augmented reality and artificial intelligence.

A Study on Royal Period Drama Costumes Design after the year 2000

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Bollywood has always been inspired by the grandeur of the royalty of the Rajputana rulers of Rajasthan, and many historical drama films and web series have been created with inspiration from Rajasthan's royal dynasties. The research examines historical drama costumes as a sphere of popular culture based on developments around 2000. First, historical dramas are separated into three categories: actual historical plays, popular dramas, and combination dramas. Historical drama clothing depicts people's status and roles, allowing spectators to become immersed in the dramas and gain a better appreciation of historical periods and expertise. Second, the peculiarities of TV historical drama costumes contributed to diversification because they vary by period, genre, and character, and costumes appropriate for them also resurfaced. Third, when it comes to the design characteristics of TV historical costumes after the 2000s, real historical plays were designed using comparative in-depth historical studies based on historical sources to help the public comprehend the past. Popular historical theatrical performance costumes are accurate to the era, but their contours have been enhanced (or exaggerated); also, hues, topics, and patterns have undergone modifications to capitalize on visual charm, drama atmosphere, and personas by conveying objective. The fusion of historical theatrical costumes drew public attention to royal designs that blended history and contemporary to proactively incorporate current trends from previous eras and exhibit new sorts of creative design.

Adaptive Clothing for Children

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The paper intends to assist sustainability goals by creating clothing that is size adaptive. The foundation of the research is the creation of extendable apparel that can fit children of various ages and grow with them. Creating such clothes is an effort to address the sizing and quickly outgrowing problem in children's clothing. This will significantly improve the shopping experiences of consumers, particularly for parents who often struggle to locate clothing that fits a variety of body shapes and sizes and complement their children's proportions. The study was based on designing and developing

extendable apparel. Garments were designed using CAD and 10 designs were evaluated by academicians and professionals in the field. For children ages 2 to 6 years, the top three garments were constructed. Evaluation of the constructed designs was done by mothers. The study suggests producing these kinds of clothes in large quantities and making them widely available.

Keywords: Extendable clothing, Size adaptive apparel, outgrown clothing, sustainable apparel, kids' garments.

Experimentation and Exploration of Bio-Materials for Colour, Material Properties And Texture To Replace Plastic In The Fashion Industry

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As the trend is shifting more towards living sustainably, we must facilitate economic progress through environment consciousness. Designers have the indispensable responsibility to choose the path of creating products and services that felicitate sustainable growth. Fashion industry has been using plastics such as nylon, lycra and polyester in clothes and fashion accessories. Clothes made out of these materials, once discarded; as is the trend in fashion industry, are difficult to decompose in the environment as they take hundreds of years because of their synthetic nature.

This study delves into the domain of bioplastics, exploring the different preparations and their applications in the fashion industry. This study has explored into creating different bio plastics using various base materials like maraschino cherries, flower petals, glycerine, etc. and these bioplastics were tested for their characteristics like surface finish, stiffness, opacity, colour and odour. The findings showcase the potential of bioplastics as a sustainable solution, highlighting the possibilities of transforming everyday materials into stunning fashion pieces. This exploration may inspire a shift towards eco-conscious fashion, one that is not only aesthetic but also sustainable.

Key words: sustainability, fast fashion, bioplastics, plastic yarns, technological development.

किशनगढ़ चित्रकला में भगवान श्री कृष्ण के विविध रूप

निर्भय गुप्ता, डॉ. फरहा दीबा

छात्र/शोधकर्ता, दृश्य कला एवं प्रदर्शन कला

तीर्थकर महावीर यूनिवर्सिटी

लघु चित्रकला की ऐतिहासिक पृष्ठभूमि बहुत रोचक है, जिसके अंतर्गत पश्चिमी भारत के स्वतंत्र राज्य राजस्थान में 16वीं-19वीं शताब्दी में राजस्थानी लघु चित्रकला विकसित हुई। राजस्थानी लघु चित्रकला पश्चिमी भारतीय चित्र शैली से प्रभावित हुई जिसमें मुगल और राजपुताना प्रभाव स्पष्ट रूप से दिखाई देता है। राजस्थानी लघु चित्रकला में प्राचीन संस्कृति, धार्मिक और सामाजिक धारणाओं का विविधतापूर्ण परिचय मिलता है। इस चित्रकला में हिन्दू धर्म के भक्तिभाव को ध्यान में रखते

हुए मुख्य रूप से चित्रित विषय जो रहा है उसमें भगवान श्री कृष्ण और उनकी प्रिय साथी राधा के चित्र मुख्य रहे हैं। इस चित्रकला में भारत के दो मुख्य महाकाव्यों रागमालाओं और नायिकाओं के सचित्र दृश्य हैं। राजस्थानी चित्रकला में प्रयोग हुए चित्र अधिक आकर्षक हैं। इस चित्रकला में 18वीं शताब्दी के बाद दरबारी चित्र, दृश्य और शिकार करने के दृश्य तेजी से बनने लगे स राजस्थानी लघु चित्रकला की प्रमुख शैलियों में मेवाड़, मारवाड़, कोटा, बूंदी, बीकानेर, जैसलमेर, और किशनगढ़ प्रमुख केंद्र हैं। किशनगढ़ चित्रकला भारतीय चित्रकला की राजस्थानी शैली का आरम्भ 17वीं शताब्दी में महाराजा सावंत सिंह के शासनकाल में हुआ था। इस चित्रकला में पुरुषों और महिलाओं की संवेदनशील परिष्कृत विशेषताएँ नुकीली नाक, गहरी घुमावदार आँखें, और बालों की घुमावदार लटों को चित्रित किया गया है। इसकी प्रमुख विशेषताओं में महाराजा सावंत सिंह और नायिका बुंदेली के प्रेम की कथाओं के साथ राजस्थानी चित्रकला की परंपरागत शैलियों को मिलान और मौलिकता का संगम शामिल है। किशनगढ़ चित्रकला ने भारतीय चित्रकला के क्षेत्र में अपनी विशेष पहचान बनाई है और इसे एक अद्वितीय स्थान दिया गया है। किशनगढ़ चित्रकला में भगवान श्री कृष्ण के विभिन्न रूपों का अवलोकन करने के साथ भगवान श्री कृष्ण के विभिन्न अवतारों और प्रतिबिम्बों को उत्कृष्टता से चित्रित करते हैं। विभिन्न रूपों का अवलोकन किशनगढ़ चित्रकला में भगवान श्री कृष्ण के दिव्य व्यक्तित्व का विविधता दर्शाता है। इस शोध पत्र में किशनगढ़ चित्रकला में भगवान श्री कृष्ण के विविध रूपों का उल्लेख किया जायेगा जो भविष्य में विद्यार्थियों का मार्गदर्शन करेगा।

संकेतशब्द :- किशनगढ़, मानवाकृतियाँ, भगवान् कृष्ण, रागमालाओं।

Preserving Rajasthan's Block Printing Heritage: A Review of Akola Print and Its Cultural Significance

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Rajasthan's block printing traditions such as Sangneri, Bagru and dabu prints epitomize the wealthy cultural history of the place. Known for his or her masterpieces and conventional designs, the artwork have symbolized excellence in paintings and craftsmanship for centuries. Akola printing, a officially identified yet historically popular art work form that originated from the village of Akola in Chittorgarh conceals a number of stunning works of those well-known artwork forms whilst its sculpture the arrogance of the geometric expressive patterns makes Akola print a new portrait of its very specific Rajasthan backdrop. Despite its cultural importance, Akola printing is in hazard of extinction due to urbanization and shrinking artisan groups. By recording its recollections, techniques and cultural meanings, we are able to ensure that future generations will choose and revel in this rich manner of life. Skill improvement programs and marketplace-cantered rehabilitation efforts can empower artisans and nearby agencies, revive interest in Akola printing the protection of Rajasthan block print information is essential for tradition maintaining inner identification, selling economic transformation and environmental safety and we are able to manual the valuable traditions of those, on the manner to ensure the lasting legacy of the generations.

Keywords: Rajasthan, block printing, heritage preservation, Sanganer print, Bagru print, Akola print, cultural significance, expertise artisan, documentation, sustainability, environmentally friendly.

Meshing Tradition with Innovation: A Review of Japanese Weaving Techniques in Contemporary Fashion

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Japanese mesh work and weaving techniques have long been admired for their intricate craftsmanship and ability to create captivating visual illusions on garments. This review paper delves into the rich tradition of Japanese textile arts, examining the historical context, cultural significance, and technical aspects of mesh work and weaving. Through an analysis of traditional and contemporary examples, this paper highlights the ways in which these techniques are employed to achieve stunning visual effects, ranging from subtle textures to bold geometric patterns. Furthermore, this paper explores the intersection of tradition and innovation in the realm of Japanese textile design, showcasing how modern designers are pushing the boundaries of these techniques to create unique and avant-garde garments that captivate the imagination.

Keywords: Japanese mesh work, Weaving techniques, Visual illusions, Fashion design, Traditional craftsmanship.

Impact of Wearing Weekday's Spiritual Colours on an Individual

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The relationship between colour and human cognition and behavior has long captivated researchers across diverse fields. In particular, religious traditions often assign distinct colours to each day of the week, attributing them to planetary influences or divine energies. This research delves into the potential effects of wearing weekday-specific spiritual colours on individual behavior and perception. Clothing serves as a means of self-expression, conveying messages about one's personality and identity. The choice of attire can significantly impact how individuals perceive themselves and how they are perceived by others. Similarly, colours play a crucial role in shaping mood and emotions.

This research seeks to explore the practical implications of choosing clothing based on weekday-specific spiritual colours intentionally or undoubtedly. Drawing from Jyotih, or Vedic astrology, which

associates each day of the week with a corresponding planet, this study aims to elucidate how adhering to this colour theory may streamline wardrobe decisions and promote auspiciousness.

Moreover, this research highlights the potential benefits of integrating ancient wisdom with modern practices, offering individuals practical tools for enhancing their daily lives. By understanding the symbolic significance of colours in spiritual traditions and their impact on human psychology, individuals may cultivate a greater sense of alignment with cosmic energies and spiritual harmony.

Keywords: Apparel, Colours, Planets, Spiritual, Weekday's.

Transforming Fashion Horizons: Embracing Diversity through Adaptive, Inclusive and Accessible Clothing

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Sustainability, traceability, and gender neutrality are crucial in fashion, but one concept truly sparks meaningful change - Inclusivity. Inclusive fashion caters to everyone, regardless of abilities or disabilities, fostering a sense of acceptance and belonging. With a growing population facing disabilities and aging, the fashion industry is embracing inclusive design through adaptive clothing. These garments, addressing mobility issues, sensory sensitivities, and disabilities, aim to offer a comfortable, dignified, and accessible dressing experience. Global statistics reveal a significant need for inclusive fashion. Over 1 billion people have disabilities, and the number is expected to rise. Additionally, the elderly population is projected to reach 2.1 billion by 2050. Adaptive clothing incorporates features like Velcro closures, easy-pull zippers, side-zip trousers, open-back tops, elastic waistbands, and magnetic shoe fastenings, catering to diverse needs while maintaining dignity and comfort. Functional clothing addresses specific challenges, including body disproportions, movement limitations, and sensory sensitivities. This evolving field offers exciting opportunities for research, design, and development, contributing to improved quality of life for individuals with disabilities. This paper explores global advancements in functional clothing, highlighting different needs depending on disability types (wheelchair-bound, bedridden, spastic, and autistic). It emphasizes the importance of aesthetics, self-dressing ease, care convenience, and emotional well-being, advocating for globally-recognized standards to ensure inclusivity and comfort. Ultimately, this paper highlights ground-breaking progress in functional clothing designed for individuals with disabilities, offering readers a glimpse into the latest and most exciting developments in this field.

Keywords: Inclusive Fashion, Adaptive Clothing, Functional Clothing, Accessible Clothing, Differently-abled.

From Tradition to Contemporary: Exploring the Evolution of Design Motifs in Thewa Jewellery

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Thewa craft, originating from Rajasthan, India, is an ancient craft that involves fusing gold onto a multi-coloured glass base to form detailed designs. One of the defining features of Thewa jewellery is the use of motifs specific to the craft. The motifs in Thewa jewellery have deep-seated roots in the Indian culture and history and have been passed down by skilled craftsmen over generations. The motifs are a key element in Thewa jewellery designs and are an important factor in determining the beauty and value of the piece. This research paper explores the evolution of design motifs in Thewa Jewellery from history to contemporary times. Through a comprehensive study of historical Thewa artefacts, interviews with craftsmen and an analysis of current market trends, this research aims to provide an understanding of how design motifs in Thewa jewellery have evolved and represent both tradition and innovation.

The study provides insights into cultural continuity, innovations, and adaptations in Thewa jewelry that can serve as a vital resource for designers, design students, jewellery manufacturers, and Thewa craft practitioners, facilitating the development of new products that blend tradition with contemporary style, thereby enriching the heritage of Thewa craftsmanship and meeting the evolving demands of the market.

Keywords: Design, Motifs, Thewa, Culture.

Meeting Future Energy Demands Sustainably: Assessing Small Wind Turbine Installations in Urban built Environments

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To meet the world's future energy needs and address climate change, it is essential to investigate sustainable alternatives to conventional power sources, with wind power showing promise. Concerns over the negative climatic impacts of huge wind farms have sparked a growing focus on decentralized small-scale wind turbine setups. The study examines different types of tiny wind turbines, with a specific focus on horizontal and vertical axis designs. It discusses performance, blade design, control mechanisms, and manufacturing methods. It assesses the obstacles and prospects of incorporating wind turbines into urban landscapes, emphasizing urban areas' potential for sustainable electricity generation. This review emphasizes important variables for effective wind turbine deployment in urban areas, based on empirical facts and case studies. Policymakers, urban planners, and stakeholders in renewable energy

initiatives can effectively harness wind energy in urban landscapes by addressing challenges and leveraging key insights. This will provide valuable guidance for future green energy development in urban settings.

Digital Photo Drawing: Exploring the Synergy of Photography and Illustration

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The integration of photography and digital drawing represents a dynamic convergence of various styles and themes. The relationship between photography and illustration has evolved over time, especially with the advent of digital technology. The combination of the two has opened up new possibilities for creative thinking, allowing artists to explore and express their ideas in innovative ways. This blend explores the harmony between capturing real-world movement through a camera lens and enhancing those images through digital drawing techniques. This allows for the addition of imaginative elements, transforming the ordinary into something extraordinary.

This paper talks about the evolution of the new art form digital photo drawing (a combination of photography and illustration) and how it is providing a unique opportunity for artists and advertisers to communicate their creative thinking. The article further contrasts digital photo drawing with other related art forms to develop a better understanding of its unique characteristics, techniques, and objectives. It also sheds light on the Indian artists and advertisers practising this art form.

Keywords: Digital, Art, Photography, Digital Photo Drawing, Illustration.

Adaptive Clothing for Children

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The paper intends to assist sustainability goals by creating clothing that is size adaptive. The foundation of the research is the creation of extendable apparel that can fit children of various ages and grow with them. Creating such clothes is an effort to address the sizing and quickly outgrowing problem in children's clothing. This will significantly improve the shopping experiences of consumers, particularly for parents who often struggle to locate clothing that fits a variety of body shapes and sizes and complement their children's proportions. The study was based on designing and developing extendable apparel. Garments were designed using CAD and 10 designs were evaluated by academicians and professionals in the field. For children ages 2 to 6 years, the top three garments were constructed.

Evaluation of the constructed designs was done by mothers. The study suggests producing these kinds of clothes in large quantities and making them widely available.

Keywords: Extendable clothing, Size adaptive apparel, outgrown clothing, sustainable apparel, kids garments

Preserving Traditions Amidst Modernity. A study of Meitei Yumjao construction Methods

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The traditional construction methods of Meitei Yumjao houses are rich in cultural significance and deeply rooted in the heritage of the Meitei people. In this study, we delve into the intricate techniques and rituals associated with the construction of these houses, exploring the importance of measurements such as Paring Tingba and the auspicious alignment of pillars. Drawing from ancient wisdom, the Meitei people have developed a comprehensive system for constructing houses, considering factors such as the day of birth of the owner and the layout of rooms. From the initial laying of the foundation pillar, known as Jatra Hunba, to the meticulous spacing of pillars and the erection of Loiyu, every step is imbued with meaning and tradition. Furthermore, the design and materials used reflect not only practical considerations but also spiritual beliefs. The placement of rooms and pillars is carefully orchestrated to align with cosmic energies, while materials like bamboo and mud connect the house to the natural environment. However, amidst modernization, there has been a shift towards more contemporary construction materials and techniques. While these innovations offer durability and convenience, they also pose a challenge to the preservation of traditional knowledge and practices. Yet, the enduring reverence for ancestral traditions ensures that elements of Meitei Yumjao construction endure, adapting to contemporary needs while safeguarding cultural heritage. This study sheds light on the resilience of cultural traditions in the face of change, highlighting the importance of preserving indigenous knowledge for future generations. As Meitei Yumjao houses continue to evolve, they serve as a testament to the enduring legacy of the Meitei people and their deep connection to their land and heritage. It is our great dreams to propose to highlight suggestions to protect the Meitei yumjao possessive of moral value, spiritual value, cultural and traditional value which are going to extinct due to the modern boomed, hardly people understand such a valuable treasure-house. As time rolls on modern minds are detracted by modern way of life.

SIKKI CRAFT: A journey of Weaving from Grass to Garments

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Weaving grass is an inspiration for every individual who does weaving using loom where two distinct sets of thread/ fabric are interlaced at right angles to form a product or fabric. This paper aims to illuminate the intersection of cultural and environmental sustainability in garment construction, drawing inspiration from the rich tradition of Sikki craft from Bihar. The craft has a deep appreciation for the intricate motifs and craftsmanship of Sikki art, prompting a desire to translate its beauty into wearable forms. Recognizing the inherent sustainability of grass weaving, the researcher embarked on a mission to transform this tradition into contemporary fashion. By innovatively weaving fabric scraps and incorporating Sikki motifs, they have breathed new life into this ancient craft, turning it into wearable art that not only preserves cultural heritage but also promotes environmental consciousness. Through this process, they demonstrate the power of creativity and tradition in fostering sustainable fashion practices, where they are giving employment to the artisans who are left with no work in weaving. Along with that the designers had also developed accessories from the grass, which give new dimension to the craft work, in Fashion industry.

Miniature Art Unveiled: A Unique Blend of Tradition and Innovation

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Weaving grass is an inspiration for every individual who does weaving using loom where two distinct sets of thread/ fabric are interlaced at right angles to form a product or fabric. This paper aims to illuminate the intersection of cultural and environmental sustainability in garment construction, drawing inspiration from the rich tradition of Sikki craft from Bihar. The craft has a deep appreciation for the intricate motifs and craftsmanship of Sikki art, prompting a desire to translate its beauty into wearable forms. Recognizing the inherent sustainability of grass weaving, the researcher embarked on a mission to transform this tradition into contemporary fashion. By innovatively weaving fabric scraps and incorporating Sikki motifs, they have breathed new life into this ancient craft, turning it into wearable art that not only preserves cultural heritage but also promotes environmental consciousness. Through this process, they demonstrate the power of creativity and tradition in fostering sustainable fashion practices, where they are giving employment to the artisans who are left with no work in weaving. Along with that the designers had also developed accessories from the grass, which give new dimension to the craft work, in Fashion industry.

India's Tribes: Their Economic and Socioeconomic Advancement via Art

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The guardians of nature are the tribes. Most of India's tribal population 92 per cent lives in arid, hilly, or wooded regions. Their main sources of nutrition are minor forest products and agriculture. The primary areas of India where the tribal population resides are the central region, the middle belt, and the northeastern states. India's tribal arts are steeped in history and have developed unique methods and traits. Many people acknowledge various tribes as autonomous creative forms with unique visual value. Everything that contributes to a creative creation's uniqueness, such as composition, line, colour, texture, and rhythm. This study paper examines in-depth the socioeconomic growth of Indian tribes via art. The Indian government need to devise a unique strategy with the primary goal of encouraging the overall development of tribes being the preservation and integration of these ethnic communities.

Key Words - Tribes, socioeconomic, Art, primary goal, Preservation and Integration.

A Review of Green Advertising Practices: Insights from Indian Brands

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The paper explores the concept of Green Advertising and investigates its prevalence among Indian brands. Green advertising, aimed at promoting environmentally friendly products and practices, has gained significant attention globally due to growing environmental concerns. This paper provides an overview of green advertising concepts, including its definition, objectives etc. It then examines the current landscape of green advertising in India, analysing the extent to which Indian brands integrate environmental messaging into their advertising campaigns. The review synthesizes findings from existing literature to provide insights into the effectiveness and challenges of green advertising in the Indian context.

Keywords: Green Advertising, Indian Brands, Environmentally Friendly, Campaign.

Brushes and Algorithms: A Study of Generative AI Influence on Artistic Expression

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The rapid proliferation of generative AI technologies, particularly text-to-image models and neural style transfer algorithms has ushered in a paradigm shift in the realm of artistic expression. This review paper examines the profound impact these cutting-edge tools are exerting on the creative process, exploring how they are redefining the boundaries of artistic creation and challenging traditional notions of

authorship and originality. The study delves into the intricate interplay between human artists and AI-assisted tools, investigating how generative AI models can serve as powerful creative collaborators. By enabling artists to push the limits of their imagination and unlock new realms of artistic expression, these models are fostering a symbiotic relationship between human creativity and machine intelligence. The review analyzes the works produced through this collaborative process, shedding light on the evolving dynamics between the two.

Furthermore, the paper addresses the ethical and philosophical implications of generative AI in the arts, examining concerns surrounding intellectual property rights, artistic integrity, and the potential displacement of human artists. It explores the societal impact of these technologies, including their potential to democratize artistic expression by lowering barriers to entry and diversifying the creative landscape. Through a multidisciplinary approach, synthesizing empirical data, artist interviews, and philosophical discourse, this review paper endeavours to provide a comprehensive understanding of the transformative role of generative AI in the arts. Ultimately, it aims to contribute to the ongoing dialogue surrounding the responsible and ethical integration of AI technologies into creative domains, fostering a harmonious coexistence between human ingenuity and artificial intelligence.

The Influence of AR/VR Technology on Human Minds

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As technology continues to advance, augmented reality (AR) and virtual reality (VR) have emerged as transformative tools shaping our interactions with the world. While concerns persist regarding the mental impact of prolonged technology use, this study focuses specifically on the effects of AR/VR technology on our minds. We'll explore how extended engagement with AR/VR influences cognition, perception, and emotional well-being. Additionally, we'll discuss the potential benefits of immersive experiences in therapeutic settings and educational contexts. By examining the unique psychological dynamics of AR/VR usage, this research aims to highlight the importance of understanding and harnessing these technologies for positive mental outcomes.

Keywords: AR/VR Technology, Mental Health, Immersive Experiences, Cognitive Effects"

The Textile Study of Indian Ashrams

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Traditionally, an ashram is a spiritual hermitage or a monastery in Hinduism. Today the term ashram often denotes a locus of Hindu cultural activity such as yoga, music study or religious instruction, similar to a studio, yeshiva, tikaf or dojo. The research study was a descriptive study to study the home décor, textile of Ashram a Questionnaire was designed to collect the data from various Ashram and the people residing at Ashram aged about 50 years. The population All the Ashram Located at Rishikesh was selected with a Sample size of 50 people based in Rishikesh Ashram. The methodology used was collection of Primary Data/ Secondary Data and the Study Duration was for 10 days. The study gave an insight to the usage of appropriate home décor with sustainable and organic properties for the Ashrams in India.

Investigation and preservation of numerous material cultures of arts from rural Uttar Pradesh, and its utilization in contemporary art

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The paper seeks to investigate a holistic approach to material culture in the arts and demonstrates the importance of documenting cultural variety and the preservation of traditional themes, patterns, and materials, particularly in rural Uttar Pradesh, India, as observed in their daily lives.

The recent modern development has posed a threat to traditional knowledge that is limited to a region/society/tribe, and it has begun to drain in a slow and silent manner as a result of the replacement of modern techniques and procedures. Modernisation has raised many cultures' living standards, but it has also contributed to the extinction of unique, region-specific traditional traditions/arts/knowledge that were learned, practised, and passed down through generations. Traditional motifs, elements, and patterns can be retained in contemporary art forms through the use of new technology, community engagement, and interdisciplinary collaboration. It emphasizes the need of education, supportive structures, and awareness in creating cultural robustness in the face of a changing landscape. So, it's time to learn and preserve this ancestral information for future generations. In order to assess.

Keywords: Cultural preservation, Traditional arts, Rural art Uttar Pradesh, cultural awareness.

A study on Traditional to Commercial aspects of Bengal Pata-Painting Revolution

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Pata-Painting is a distinct visual representation of West Bengal and Orissa which is associated with various songs and related Paintings. These artworks which are always aesthetically and visually rich, narrate the social, cultural, religious, and political incidents performed by the patuas (Pata-Painters). This study aims to investigate the ways by which the tradition has been recognized as storytelling and wandering folk art. An analytical observation of the Pata-paintings, an extensive literature review, and interviews with the Patua's played a distinctive role in exploring the objectives of the study. From the Depictions of Hindu gods and Goddesses, mythological stories, and scenes from the daily life of common people this study stated its adaptation and evolution over the last two decades. Especially the use of materials and techniques adopted by the new generation of artists. Over the last few centuries, artists have explored the global art market by participating in folk festivals and handicraft fairs inside and outside of the states. By focusing on these unique art practices of West Bengal, this study tries to reflect the enduring historical heritage and cultural significance along with the intention to enhance and preserve this art form.

This study also aims to indicate the current phenomenon of Pata-painting and how it is serving the demands of intellectual urban members of the metro cities.

Keywords: Pata-painting; Performing; patuas; storytelling; wandering folk art; mythological stories; Global art market; demands of intellectual urban members.

अभिनय कला में दृश्य कला का महत्त्व

डॉ. हीरालाल कुम्हार

स्वयं शोधकर्ता, राजस्थान, जयपुर

तकनीक के पूर्ण और निरन्तर के बिना कला में निपुणता प्राप्त नहीं की जा सकती। इसलिए कला को ज्ञान भी माना गया है। कला एक प्रकार भावपूर्ण भाषा है, जो किसी विशेष मानसिक स्थिति को जाग्रत करने में सहाय होती है। जिस प्रकार चित्रकला, मूर्तिकला, वास्तुकला, संगीत एवं नाट्य कला आदि के अपने-अपने अलग साधन हैं। जिन्हें 'माध्यम' कहते हैं। नाट्य कला हमारे देश में अत्यंत प्राचीन काल से होता रहा है। यह वास्तविक जिन्दगी का बयान करता है। नाट्य ऐसी कला है जो दर्शकों के समुख खेला जाता है। और देखा व सुना जाता है। नाट्य क्रिया के परिवेश के रूप में दृश्य सज्जा अभिनेता को कई प्रकार से सहायता प्रदान करती है। दृश्य सज्जा का सर्वाधिक महत्वपूर्ण कार्य नाट्य क्रिया को स्थान प्रदान करना तथा उस घटना स्थल की उचित व स्पष्ट पहचान कराना है। प्रेक्षागृह का पर्दा खुलने के बाद दर्शक सर्वप्रथम दृश्य सज्जा का ही परिशीलन करता है और इसके द्वारा वह सहज की अनुमान लगा लेता है कि नाटक के इस भाग का या सम्पूर्ण नाटक का घटना स्थल क्या हो सकता है सज्जा कर्ता का यही प्रयास रहता है कि यथा सम्भव यथार्थ का आभास हो। उन्हें ऐसा प्रतीत होना चाहिए कि

इस स्थल पर वास्तविक में यथार्थ व्यक्ति रहते हैं न कि नाटक के चरित्र। दृश्य सज्जा में कुछ साधारण वस्तुओं का भी उपयोग किया जाता है, जो सम्पूर्ण चित्र का स्थल ग्रहण कर उसका आभास कराता है। इस प्रकार के विन्यास में विन्यासकर्ता रंगों, आकृतियों और अनुपात में अति रंजना का तत्त्व जोड़ना है। तथा विषय वस्तु के कुछ आंतरिक गुणों को रेखांकित करने की कोशिश करता है। दृश्य सज्जा का निर्माण की योजना इस प्रकार बनानी चाहिये कि वह नाट्य क्रिया के स्थलाकुल हो, अभिव्यक्ति पूर्ण हो, स्पष्ट व आकर्षक हो, व्यवहारिक और संपूर्ण सज्जा का अभिन्न अंग हो। प्रस्तुत पत्र वाचन में मैं नाट्य कला में दृश्य कला की उपयोगिता के बारे में दर्शाने का प्रयास करूँगा।

शब्द खोज – दृश्य सज्जा, नाटक, दर्शक, विशेष।

Artisanal Alchemy: Navigating the Artistic and Commercial Transformation in Metal Repousse Craft of Varanasi post GI-era

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Artisanal Alchemy: Navigating the Artistic and Commercial Transformation in Metal Repoussé Craft of Varanasi Post GI-Era” delves into the intricate dynamics of metal repoussé craft in the historical city of Varanasi, particularly in the wake of the Geographical Indication (GI) era. Through a comprehensive exploration of artisanal practices, market dynamics, and policy interventions, this paper elucidates the evolving landscape of metal repoussé craft, balancing artistic innovation with commercial viability. Drawing upon ethnographic fieldwork, interviews, and archival research, it examines how artisans navigate the tensions between preserving traditional techniques and adapting to contemporary demands, while also exploring the role of GI status in safeguarding and promoting this intangible cultural heritage.

Keywords: Artisanal Alchemy, Metal Repoussé Craft, Varanasi, Geographical Indication (GI), Crafts, Artistic Transformation, Commercialization.

Threaded legacies: An ethnographic study on Tibetan brocades of Varanasi handloom industry

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This ethnographic study delves into the intricate artistry and cultural significance of Tibetan brocades produced in the Varanasi handloom industry of India. Through participant observation, interviews, and

archival research, this paper explores the interwoven threads of tradition, innovation, and globalization shaping the production and consumption of these textiles. It examines how Tibetan migrants and local artisans negotiate identity, tradition, and economic survival in the dynamic landscape of Varanasi's handloom industry. By unraveling the threaded legacies embedded in Tibetan brocades, this study sheds light on the complexities of heritage preservation, cultural adaptation, and economic sustainability in the context of India's rich textile heritage.

Keywords: Tibetan brocades, Varanasi handloom industry, ethnographic study, tradition, globalization, cultural heritage, identity, economic sustainability.

Trends of Technological Advancement in Kathputli Art Form

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Puppetry art form is inherently tied to the lives and traditions of India. One such art form Rajasthan Kathputli ensures cultural heritage is preserved, identity is fostered, and community pride is promoted for both practitioners and audiences. In recent years social media platforms like YouTube, Instagram, WhatsApp, Facebook, etc have helped this art form to connect to new audiences have cultural exchange has opened new avenues for performances. In the last few years with the evolution of digital technology Kathputli art form has so evolved, On one side social media like YouTube, Instagram, WhatsApp, Facebook, etc have reached out to new audiences and provided new avenues for performance helping cultural exchange. On the other side technological interventions like projection, animations, and sound effects have also resulted in changing the methodology and storytelling narratives of this art form. This paper looks into recent emerging trends of Technological advancement in the field of the traditional puppetry art form of Rajasthan. The interviews of artisans and observation of various tourist places in Rajasthan have been to get the vibe of the change. In addition, research papers were utilized to comprehend the scenario.

Emerging Trends in Chuarchitraranga - traditional mural art of Kerala

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The south Indian state of Kerala is home to charismatic murals painted between 9th and 18th century CE and are proudly known as Chuarchitraranga. These paintings adorn the walls of Shrikovil the sanctum sanctorum of Hindu temples all over Kerala that narrates stories of God and Goddesses. A mural is portraiture done directly on a permanent surface like walls, ceilings and huge stones. Kerala's murals follow fresco-secco technique. In this technique the wall to be painted is treated with limewater

and various other natural ingredients. Motifs are drawn and painted with natural pigments only when the wall is completely dried after the treatment. Kerala Murals are considered the finest among various murals found worldwide. Kerala murals have largest collection of secco, based on ancient Indian mythological stories.

This study aims to identify and scientifically document the emerging trends in Kerala Mural Paintings. Also it will make an effort to forecast the future trends.

Design and Evolving Traditions of Jat Patti: Sustainability and Gender Based Role Against the Backdrop of Cultural Heritage

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Traces its roots to the practice of ritualistic floor paintings in India. In the tapestry of Hindu and tribal societies, intricate patterns were drawn on walls and home floors as a potent religious charm to ward off malevolent spirits and energies. The oldest visual representations of dhurries can be found in the Mahajanaka Jataka painting within the Ajanta caves, where King Mahajanaka stands atop a simple Indian dhurrie. The craft's adaptability to small-scale production led several correctional facilities to adopt it as a vocational and leisure activity for inmates. This initiative was one of the many reforms and ventures of Sawai Ram Singh II, the Maharaja of Jaipur.

Salawas, a village 22 kilometers from the resplendent 'Blue City' of Jodhpur, is a celebrated enclave renowned for its dhurries and pottery. The Prajapati caste of Salawas village, skilled artisans known for their dhurrie-weaving acumen, have been instrumental in preserving this art form. While their primary livelihood was traditionally derived from agriculture, they simultaneously engaged in pottery-making and Jat Patti rug weaving. 'Jhat,' which directly translates to "hair," was the moniker for the plain weft-faced durries constructed from coarse goat or camel hair. Initially, these Jat Patti durries were fashioned for practical utility, serving as tents, saddlebags, oil mill filters, and protective covers for domestic animals during winter. Notably, since 1977, cotton fibers have supplanted the traditional animal hair, and a burgeoning domestic market segment has embraced these durries.

The newer iterations of Salawas Dhurries are characterized by stripes, geometric motifs, and stylized natural forms, such as the 'kangasi' (comb), 'teer' (arrowhead), 'tota' (parrot), 'chidia' (sparrow), and 'chaukadi' (rhombus). These intricate patterns are meticulously crafted, with each colored yarn painstakingly placed by hand. A unique hallmark of these Salawas Dhurries is their reversibility, ease of maintenance, and storage convenience.

Making dhurries within the Salawas Prajapati community is a collaborative effort involving both male and female members of the family. Despite this equitable participation in crafting, a gender-based disparity emerges regarding recognition and visibility. Invariably, male weavers receive greater acknowledgment and exposure, while the contributions of their female counterparts often remain confined within the household.

The practice of addressing current demands without compromising the capacity of future generations to address their own needs is known as sustainability. It involves responsible use of resources, environmental protection, and social equity to ensure a balanced and lasting quality of life for all. The sustainability of Salawas Punja Dhurries is deeply rooted in their capacity to harmonize tradition with adaptability. This craft's sustainability emanates from a symbiotic relationship between several pivotal elements. Firstly, the Salawas Prajapati community's commitment to preserving their age-old craft plays a fundamental role. The transmission of this tradition to successive generations ensures its perpetuity and cultural relevance.

Furthermore, the artisans have displayed remarkable resilience and adaptability in the face of evolving market dynamics. The incorporation of cotton fibers as a replacement for traditional animal hair and the diversification of product ranges illustrates their capacity to innovate while safeguarding the essence of their craft. Notably, their forays into product design and fashion accessories showcase their ability to expand the horizons of this craft.

Government initiatives, such as exhibitions, workshops, and the Dhurrie Festival, have provided vital platforms for artisans to showcase their craft and directly engage with the public. These endeavors empower the artisans and stimulate a broader appreciation of Salawas Punja Dhurries.

In essence, the sustainability of Salawas Punja Dhurries emerges from a delicate balance between honoring tradition, embracing innovation, and fostering an environment that values and supports this rich craft, ensuring that it thrives for generations to come.

Commercial Identity defined by lines, strokes, shapes, composition, light and shades

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Three key components Lines and Strokes, Shape and Composition, and Light and Shades“appear as crucial pillars that support the development of visually arresting and convincing material in the field of

commercial arts. Each component has a special meaning and is crucial in defining brand identities, grabbing consumers' attention, and delivering strong messages.

The research paper delves into the essence of commercial identity defined by lines, strokes, shapes, composition, light, and shades. In today's competitive marketplace, commercial arts serve as a powerful means of visual communication, shaping brand identities, evoking emotional responses, and defining visual aesthetics. The paper emphasizes the pivotal role of light and shades in commercial arts, exploring how they influence brand recognition, consumer engagement, and success in the industry. By strategically using lighting and shading techniques, commercial artists create visuals that resonate with target audiences, communicate brand essence, and drive consumer actions such as purchasing decisions or brand loyalty. Through the manipulation of light, artists evoke specific moods or atmospheres, eliciting emotional responses consistent with campaign objectives.

Shapes and compositions are integral elements of visual storytelling, capturing consumer attention amidst information overload. Bold forms and attention-grabbing compositions serve as platforms for conveying narratives, arousing emotions, and directing viewer focus. The paper highlights real-world examples of successful advertising campaigns that leverage light, shade, forms, and compositions to achieve marketing goals and establish enduring brand identities. Interviews with industry experts provide insights into the changing importance of light and shades in commercial arts, shedding light on industry trends and perspectives. The conclusion underscores the synergistic interplay of lines, strokes, shapes, composition, light, and shades in the dynamic world of commercial arts, emphasizing their collective impact on brand identity formation, audience engagement, and storytelling. Mastery of these components is deemed essential in navigating an increasingly visually-driven world where emotions serve as the currency of connection and communication.

AR/VR Technological Intervention in Design Education for Product Visualization

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It is essential to study the inevitable impact of technology on teaching in design education, specifically the methods of concept visualization. The new AR/VR technologies may have the potential to revolutionize the way product visualization is taught in Design Schools. In Industrial designing, Sketching and manual color renderings have been considered the standard practice for initial concept generation for developing tangible three-dimensional products. For three-dimensional visualization, the CAD model of a selected few ideas are generated at later stages of product development. That may give a very close-to-real view of the product on a computer screen but with constraints that can be overcome

only with an actual physical prototype. Incorporating AR and VR techniques with traditional sketching methods and prevailing CAD tools may leverage an individual's learning experience of realizing ideas for products. The immersive experience of AR/VR tools may bring better engagement and a higher attention span to students. With a three-dimensional workspace, students can overcome the limitations of two-dimensional concept visualization. Interactive aspects of such technological tools bring better control benefits of color, orientation, size, and fast iteration in representing ideas. Live product experience will give students a closer view of their ideas with the final product at the early development stage.

This paper investigates the benefits and challenges of adopting an AR/VR tool along with teaching conventional sketching methods for building the visualization skills of students. This study is an outcome of an elective course on Product visualization conducted as part of the Master of Design program at Avantika University.

Artificial Intelligence: A New Trend in Visual Effects (VFX)

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Stories have been told by humans for many years. Stories that are written down or spoken can be imagined to a certain level, but visual effects (VFX) are needed to make an imagined story come to life through motion. When using Visual Effects (VFX) in a movie or other digital media, one can create or change the background, add actors, characters, or creatures, remove or cover objects and change the actors themselves. In fact, there has been a noticeable advancement in the field of visual effects (VFX) due to artificial intelligence (AI), indicating a new trend in the sector. By streamlining procedures, offering insightful data, and opening up previously unexplored possibilities, artificial intelligence (AI) has the potential to completely transform a number of industries.

Although there are adjustments and fears associated with artificial intelligence's integration into the visual effects (VFX) industry, the effect on employment is a complicated matter that needs to be carefully considered. Even so, worries about job displacement are legitimate.

Looking to the future, Artificial Intelligence (AI) development is growing. Automated Rotoscoping and Masking, Facial Recognition and Animation, Scene Reconstruction and Enhancement, Realistic CGI Characters, Content Creation and Augmentation, Predictive Analytics for Production Planning, Deep Learning for Image Processing, Real-time VFX, Customized Content Creation has brought significant advancements to the VFX industry.

This study explores the potential uses of Artificial Intelligence (AI) in the field of Visual Effects. How difficult or complex tasks will be completed in a different way to reduce production time and increase effectiveness or cost-effectiveness, with the possibility that the majority of the current visual effects workflows may eventually be replaced. Will it be possible for people outside of the Visual Effects industry to produce high-caliber film effects in the future if AI technology becomes more widely available? This investigation poses the following query: How will artificial intelligence affect the visual effects sector?

Keywords: artificial intelligence, cgi, vfx, cinematic, technology, filmmaking, Indian cinema, digital media.

Digital solution for loneliness and social isolation in the middle age

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Social isolation and loneliness are critical concerns affecting middle-aged adults (45-64), impacting their mental and physical well-being. This research delves into the intricate factors contributing to this issue, including changing family dynamics, workplace challenges, and the complex influence of technology. This study adopts a qualitative approach, drawing on in-depth interviews with middle-aged individuals to understand their experiences, needs, and challenges related to loneliness. The research identifies multifaceted causes, including "empty nest" syndrome, career shifts, and evolving social circles. It highlights the negative effects of loneliness on mental and physical health, while acknowledging the limited understanding of the interplay between diverse factors and the unexplored potential of digital solutions for this specific demographic. The study reveals gaps in understanding integrated strategies that consider psychological, social, cultural, and environmental influences. It emphasizes the need for research focusing on the unique dynamics of midlife and the nuanced impact of technology on their social well-being. Additionally, it underscores the value of qualitative research in capturing individual experiences often masked by quantitative data. By addressing these gaps and promoting empathetic, connection-driven interventions, we can foster meaningful social engagement and combat loneliness in middle-aged adults. The research proposes a multifaceted approach, including age-appropriate activities, awareness campaigns, and culturally sensitive support programs. It further highlights the potential of technology-driven solutions, advocating for responsible development and mindful integration to bridge the social gap. This research contributes to a deeper understanding of social isolation and loneliness in midlife, emphasizing the need for inclusive and holistic solutions.

Further exploration of technology's impact and development of tailored interventions hold promise for improving the well-being and social connectedness of middle-aged individuals.

Analytical Examination of Sustainable Development Goals: Defining a Better Living Environment with Special Reference to Solar Energy

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This research critically analyzes the Sustainable Development Goals (SDGs) with a particular emphasis on their role in defining and promoting a better living environment. Focusing on the integration of solar energy technologies within the framework of sustainable development, the study explores how advancements in solar energy can contribute to achieving key SDG targets related to clean energy, climate action, and sustainable cities and communities. Through a comprehensive analysis of relevant literature, policy documents, and case studies, the research evaluates the potential benefits, challenges, and policy implications of harnessing solar energy to enhance living environments in urban context. By examining the interplay between solar energy adoption, developments, and environmental sustainability, the study aims to provide valuable insights for policymakers, architects, and energy practitioners seeking to advance sustainable development agendas.

Keywords: sustainable development goals, renewable solar energy, climate crisis, climate action.

Developing Range of Kitchen Linen Using Upcycling of Textile Waste: A Step Towards Sustainability

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The fashion industry ranks as the second largest polluting sector globally. Different fashion trends provide various options in the market, which leads to the rising concern of the environmental impact of the industry. Researchers in the field of sustainability are thus talking about responsible consumption and recycling as well as upcycling of used or unused waste materials. Upcycling of textile waste is indeed a crucial step towards sustainability in the fashion and textile industry. Upcycling offers a solution by transforming discarded textiles into new products of higher value, thus extending their lifecycle, and reducing the burden on landfills. An attempt is made to create some home linen using upcycling technique using waste fabrics and assess the acceptability of developed upcycled products. The present study was conducted in Jaipur district. Thirty kitchen linen designs were developed using

CAD Software. Five designs in each category of kitchen linen were selected by 30 house maker women in the age group of 30-45 years using 5-point rating scale. The designs with the highest rank were constructed and the acceptability of the products were assessed. It was concluded that upcycling is a good way to manage textile waste which should be taken up by the designers and manufactures.

Keywords: Textile Waste, Upcycling, Sustainability, CAD, Kitchen Linen.

Lambani embroidery: a co-creative sustainable approach towards craft

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Traditional textile crafts are the community markers of every region. They connote the semiotics of craft tradition. Each textile, whether woven, printed, painted, or embroidered speaks volumes and narratives about its makers, techniques, tools, and process. But, over a period of time there have been innumerable crags that have got somewhat filtered or languishing. One such craft is that of the nomadic Lambani embroidery. Embellished with shells, mirrors, coins, beads, and an array of stitches this embroidery is exquisite, vibrant, and a visual delight. The embroidery is deeply embedded in their day-to-day life and each textile carrying the embroidery is unique and breathtaking. Unfortunately due to the lack of recorded literature, it has not enjoyed the privilege of being considered among the various traditional embroideries of India.

Hence this paper extrapolates on the co-creative approach executed by the researcher to bring about awareness regarding embroidery through appropriate use of embroidery and designing apparel which generated minimal waste. The researcher created anti-fit tunics with naturally dyed fabrics and uniquely incorporated the embroidery so that it did not lose its original charm and characteristics as well as created designs working in close collaboration with the artisan to train them to understand the urban consumer market as most of the articles made by the artisan previously were very cliched such as sarees, blouse pieces, jewelry, cushion covers, etc.

Keywords: Lambani, embroidery, minimal waste, artisan.

Textile Upcycling for Sustainable Fashion: A Case Study from NIFT Shillong

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The Northeast region of India, renowned for its abundant cultural variety, is home to a vivid drapery of traditional textiles essential to maintaining that diversity's spirit. With their combination of generations-old indigenous designs, materials, and techniques, these textiles are a living tribute to the North East's rich cultural inheritance. The North East has been a melting pot of varied tribes for generations, creating a cultural fusion where several tribal groups speak different languages, uphold their ancient rituals, maintain independent economies, and produce one-of-a-kind crafts and fabrics. In the past, when there were no other ways to verify a person's goods and familial responsibilities, these textiles frequently functioned as identity cards. This paper will take you on a tour of the North East's elaborately woven clothing and its way of draping the rectangular unstitched textile to make it look like apparel, many of which still exist today. The clothing, which is mostly made of unstitched fabric and is worn in various elegant, opulent, innovative, and different ways, gives rise to a distinct style and greatly influences how modern women dress.

This paper will stress the importance of traditional textile apparel of the North East and explore how new traditions have been created by transferring artistic ideas through upcycling the present woven textile by using a zero-waste pattern method by the students of the fashion design department for sustaining the textile and styling to suit the tastes of the adopting lifestyle. The effort provided the students with a future business opportunity, alternative sources of cheaper materials, enriched creativity, and fun. The results revealed a noticeable change in the students' approaches toward material usage and design methodology.

Keywords: North East textile craft, Sustainability, Upcycling, Zero-waste, Fashion.

Goyna bori of medinipur: an insight into the traditional culinary art form of West Bengal

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This study explores the rich tapestry of Goyna Bori, a traditional culinary art form from Medinipur, West Bengal that exemplifies the regions cultural and historical heritage. Goyna Bori, characterised by its intricate designs and meticulous preparation, transcends the mere act of cooking, symbolising a confluence of art, culture, and tradition. Despite its profound significance, Goyna Bori must be explored more in academic discourse. This research aims to bridge this gap by documenting the art form's unique preparation techniques, understanding its cultural underpinnings, and examining its place in contemporary society. Employing a qualitative methodology, the study engages with artisans, local chefs, and residents through interviews and participant observation. Our findings reveal the intricate

craftsmanship involved in Goyna Bori, highlighting its aesthetic and symbolic importance. The study further discusses the challenges and opportunities for preserving this intangible cultural heritage in the face of modernisation. By shedding light on Goyna Bori, this research contributes to the broader understanding of India culinary arts and their significance in cultural identity and heritage conservation. Through our exploration of Goyna Bori, we aim to raise awareness about the cultural importance of this traditional craft and encourage further research and initiatives for its preservation. Ultimately, our study emphasises the importance of valuing and safeguarding intangible cultural heritage in a rapidly changing world. By documenting and promoting Goyna Bori, we celebrate India's rich history and traditions and ensure that future generations can experience and appreciate this culinary art form. It is crucial to recognise the value of these cultural practices and work towards their preservation, as they are an integral part of our collective identity and history. By continuing to study and promote Goyna Bori, we are actively contributing to safeguarding India's cultural heritage for generations to come. Preserving traditional culinary practices like Goyna Bori also helps to maintain a sense of connection to our roots. It allows us to honour the skills and knowledge passed down through generations. Embracing and supporting these cultural traditions can help foster a sense of pride and belonging within our communities.

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

Deepfake Dilemma: A Review Study on Video Synthesis Technology

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This review paper provides information of deepfake video technology, a rapidly evolving dimension of artificial intelligence with profound implication for media, privacy & Society. Exploring the fundamental methods used to create deepfakes, this paper explores the advancements in machine learning, particularly focusing on Generative Adversarial Networks (GAN)s & Neural Architecture Network responsible for hyper-realistic synthesis of facial expression, gestures and voices.

An important part of the investigation is devoted to ethical questions, asking whether deepfake technology might be used as a weapon to spread misinformation, steal identities, or invade privacy. The impact on Society as a whole is highlighted in the report, along with the necessity for preventative actions to lessons the negative consequences of malicious deepfake distribution & the decline in public confidence in digital media

The review addresses the persistent challenges of detecting deepfake content, closely examine methodologies from traditional forensics to innovate machine leaning based approaches Highlighting the Cat & mouse game between creators & Detectors, the paper discusses the limitations of existing detection methods & the urgent requirements for more advanced & expandable solution

Keywords- Deepfake, Face swapping, Video Synthesis, Detection, Ethics, Artificial Intelligence, Misinformation



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