

National Institute of Fashion Technology, Kolkata

Ministry of Textiles
Government of India

FASHION COMMUNICATION

CLASS OF 2020



ABOUT NIFT

National Institute of Fashion and Technology (NIFT) was established in 1986, as a forerunner of fashion education in India. Not only has it provided a professional human resource to the industry of Fashion and Textile in India but has also created a space to examine the vibrant past of our country and build a pathway for sustainable development. NIFT now has 17 campuses all over India, fulfilling the ever-growing need of the industry. The curriculum inculcates an interdisciplinary approach that facilitates our students to choose specific career pathways. NIFT has a strong inclination towards growing and developing the handloom and handicraft sectors.. Established in 1995, the NIFT Kolkata campus and has been a favored center for many students who dream to experiment with local handlooms and handicrafts alongside the leather tanneries, the ever-growing Tollywood industry, the jewelry clusters in the vicinity, and the knitwear hub across the Ganges. NIFT offers an intensive four-year Undergraduate Degree Programme in various disciplines: Fashion Communication, Fashion and Lifestyle Accessory Design, Fashion Design, Knitwear Design, Leather Design, Textile Design, and Fashion Technology. It also offers a two year Degree Programme for Masters in Design, Fashion Management, and Technology. Understanding the importance of theory with practice, the Institute takes pride in itself launching one of the very first Practice-Based PhD's in India. The institute offers several Continuing Education (CE) Programmes for several industry professionals in the evening. The institute aims at providing academic excellence and preserving creative passion. Keeping true to the aesthetics of fashion, NIFT focuses on partnering with industries for bringing about a holistic socio- economic and cultural transformation.



NIFT VISION

In all campuses of NIFT, we strive to offer a learning experience that ensures the highest standards in fashion concerning to design technology and management and motivating our creatively charged student body to draw out inspiration from the textile and crafts of India while also keeping in mind the global trends that are relevant for the industry that we serve.



DIRECTOR GENERAL



Shri. Shantmanu (IAS)

Dear Class of 2020 !!

NIFT is envisioning future markets and career opportunities in the Indian and Global Fashion scenario as set up by Ministry of Textiles, Government of India. NIFT has expanded its area of influence in the fashion and lifestyle section, creating employment opportunities and positively contributing to economic growth. Over the years, our alumni have been active stakeholders in the fashion industry in India as well as globally. NIFT graduates from the class of 2020 carry with them a legacy of all their predecessors,

energised by their fresh creative talent and equipped with the relevant technical know-how. I am confident that each of them has the potential to become a great asset to the society. You all have prepared to don an cap of NIFT alumnus. It is expected that the skills, learning and experience that you have gathered over the years at NIFT would stand you in good stead to stay abreast of the crowd and to forge your own path. The multidisciplinary studies at NIFT brings a win-win situation even though it may have radically altered the way we had envisaged our future given the current circumstances. The tenets of imparting education at NIFT are thus to be revisited at this juncture.

During our journey at NIFT, we have honed our creative potential to carve out our niche areas and to optimize our unique skills valuable to self, industry and society. The fashion industry is ever changing and transformative. So should we! It is my immense pleasure to congratulate the most talented 252 graduates of NIFT Kolkata. It is commendable to see that the students in these trying times have strived to achieve excellence in their graduating showcase and have shared their work through this virtual show. This conveys the spirit and winning attitude which is vital to succeed in life.

I wish each one of you success and fruitful professional journey ahead. The alumni — alma mater is a lasting bond immersed with gratitude and nostalgia.

Make your alma mater proud!

DEAN ACADEMICS



Prof. Dr Vandana Narang
Dean (Academics)
National Institute of Fashion
Technology

National Institute of Fashion Technology (NIFT) is a premiere institution and highly regarded among the global leaders of fashion education. The institution strives to provide higher education with a competitive advantage through its evolving curriculum, industry-academia connect, and alumni engagement. Curriculum plays a pivotal role in providing education which launches graduates into the world of fashion. It gives me immense pleasure to congratulate NIFT Kolkata's graduating class of 2020. The 252 students from the various disciplines of design, management and technology have achieved a milestone in successfully completing their projects in accordance with the norms in these trying times when we have been engulfed in uncertainty and fear due to pandemic. An achievement, indeed! The spirit of the students is appreciable and they ensured that coronavirus in no way came in the path to their creative pursuits. Some of the case-in-point laudable examples are when students ended up making buttons at home, dyed fabric using kitchen waste, filled the fabric with intricate embellishments, worked on projects to combine luxury with marketing analytics in creating luxury-closet, created framework to measure sustainability, development of antimicrobial ortho Stockinette for patients suffering from bone fracture, development of wearable thermal therapeutic system for dysmenorrhea alleviation, to name a few. I am assured of their successful future given the attitude and desire to excel, and wish them a very rewarding career ahead. We look forward to the success stories and a never ending connect with the class of 2020, a lasting bond that can be cherished for life with alma mater. Make us proud!

CHAIRPERSON



Anupam Jain
Professor & Chairperson,
Department of Fashion
Communication

The fast-moving fashion business space is throwing open a plethora of exciting avenues in related communication design domains.

The Department of Fashion Communication, popularly referred as FC facilitates a learning environment, where fashion thinking, analytical ability, and creative aptitude is nurtured in great detail. A Fashion Communication student is trained to cross multiple phases in a progressive manner before reaching the final stage where a Graduation Project is undertaken in a chosen area of a design profession

This makes the graduates of FC department well-rounded design professionals, who are the most sought after in the fashion, lifestyle and I.T industry. Aligning itself with the vision of NIFT is the department of Fashion Communication, determined to impart creative and critical thinking skills, inter-cultural competence, social and global awareness within its students.

It is that time of the year again when another set of young design professionals are ready to step out to revitalise the journey for the novel. I congratulate and wish all the FC students from the graduating Class of 2020 of NIFT, success and happiness always.

DIRECTOR



Prof. Monika Aggarwal

On behalf of the NIFT Kolkata family, I extend a sincere congratulations and best of luck to the NIFT Kolkata Class of 2020. You have been exceptional representatives of NIFT Kolkata campus. I have no doubt that you will continue to serve as worthy ambassadors for the institute by building upon our reputation for excellence.

As an NIFT graduate, you have demonstrated the commitment, creativity and talent you need to succeed in your chosen career. Graduation is a significant step in your education. I encourage you

to make the most of your NIFT qualification through your contribution to your chosen profession. Over the course of your program, you have developed lifelong friendships and networks. Our Alumni Association is an invaluable resource for you as you embark on your career, with connections across all disciplines in India and overseas. I believe that graduates of the NIFT campuses are unique in that, regardless of your chosen area of practice, all of you have the opportunity to enrich the lives of those around you. As you embark upon and progress through your careers, I urge you to always remember why you chose your respective field and the sacrifices that you endured in order to make it happen; to serve our Nation and improve the quality of life of people with compassion, honesty and integrity. I would also like to give special thanks to the parents and friends of our graduates for their patience, understanding, sacrifices and support - both moral and financial - during these challenging, but rewarding, years at the Campus. Although your guidance, comfort and encouragement certainly will continue to be sought and appreciated in the years to come.

In the coming years, I would ask you all to keep us updated on the many achievements you will experience in your careers and personal lives. We will always take great pride in your achievements.

Congratulations once again on successfully completing your program. Be proud of what you have worked to achieve and remember those who have supported you to reach this end. The entire NIFT Kolkata family is very proud of you.

Take care and stay in touch.

Message from the Centre Coordinator



Himanshu Dhanda

Heartiest congratulations to the FC graduating batch of 2020! It is time to celebrate your accomplishment and hard work. Despite the unusual circumstances due to the global pandemic, in which your graduation projects were completed, you have attained this success! You dreamt of studying at NIFT and had the courage, motivation and passion to learn design and its language to communicate what you feel and help your future organisations to achieve what they aim for. The professional world will continue to be a shifting place, but at NIFT you have been given the tools you need, to build a strong future and never stop learning. I believe you are well-equipped to face the world and leave a positive impact. We are so proud of you and welcome you into the alumni family. We would like to be aware and updated of your future achievements, new career pathways and professional growth. If you find yourself feeling like you are alone or off that path, just ask for our help and we will be there for you. Walk with pride down the path of success, celebrate this momentous achievement and continue to excel in the face of challenges. I am sure one day, you will achieve all your dreams and make yourselves, you parents, your faculty and NIFT extremely proud. Stay in touch with friends, faculty, and staff. All the best to you as you grow, achieve, and discover your greatness!

Change the World!!!



The Department

The Fashion Communication department at Kolkata NIFT was established in 2014. The department offers a distinctive interdisciplinary programme that amalgamates both traditional with futuristic approach towards communication design. The new curriculum offers four 'Majors' that focus on the pathways of Graphic Design, Space Design, Fashion Creatives (styling and photography) along with Fashion Thinking (design research and trend studies). The new curriculum forays into areas of UI-UX, Interface Design, and Augmented & Virtual Reality Design to cater to the progressive industry requirements. Students are given the opportunity for profound knowledge through 'Deepening Specialisations' into areas of Visual Communication and Fashion Media. Additionally, 'Floating Majors' are offered to

to students who wish to add value to their learning in specific areas of specialisation. To keep the learning experience unique at NIFT, the department offers IDMs (Interdisciplinary Minors) to students of other departments to provide them with alternative career pathways.

The infrastructure provided is as per the course deliverables in keeping with the industry requirements which includes a state-of-art Photo lab, a well equipped Mac Lab, Classrooms and a VM space. To give our students a holistic experience, efforts are made to incorporate handicrafts and handlooms as a major focus area for students to explore. It has helped to create entrepreneurship skills in our students and nurture their artistic endeavour.

The department offers an intensive four year graduate degree programme with a mandatory 16 week industry association during their last semester at NIFT. This is formally termed as their Graduation Project where students address design problems and offer solutions which are a reflection of their learning- both aesthetic and technical over the past semesters.



Achievements

The department takes immense pride in introducing you to the laurels brought home by our students. Our student Swarnava Nandi (VII Sem) has had the opportunity to display his work in an International Photography exhibition organized by Photography Club of India. Jasleen Ashta (VII- Sem) placed 2nd in the National level street photography competition held by Storiethatre Studio. Jasleen Ashta (VII- Sem) Khusboo Agrawal (VII Sem), Ajay Chauhan (VII Sem) , Akshat Srivastava (V Sem) and Sayantani Majumder (V Sem) exhibited their work at the CALBUNKA exhibition hosted by Youth Art Scene.

The department organized a series of workshops, seminars and talks creating platforms for industry exposure of our students. A UI/UX Workshop on Building Design Systems with Adobe XD by Mr. Shandar Junaid, Design Evangelist and Strategic Development Manager for Adobe XD was organized to share insights on UI/UX development in India. An interaction on Design Philosophy Insights was organized and Ms. Hemal Kapadia, Founder and CCO Olive Design and East India Dezin Co. spoke with students about the current trends and evolution of design thinking. A lecture by Mr. Joyjeet Dutta, Visual Merchandiser and Retail Professional was held on Store Experience Design and how to create a

consumer experience. Another lecture around Techniques and materials, Types of Origami, Exploration of various materials and techniques for packaging design, prop design was done by Mr. Manojit Chattopadhyay, Director, Kolkata Origami Centre.

An enthralling workshop by Ms. Shruti Gupta (Copywriter) & Mr. Vaibhav Verma (Researcher and Designer) at OnePlus Mobiles was organized and design philosophy while creating smartphones and apps was discussed. Mr. Swarup Dutta, Scenographer and Team of DAG at Old Currency Building carried out a guided tour of a special curated collection of Bengal Art Form in the exhibition called Ghare Baire. It made the students re-imagine visual culture and challenge normative thought. Team of Sona Papers, Kolkata conducted a talk on Understanding of different varieties of papers, materials, texture and form.

From time to time the department keeps engaging experts and industry stalwarts to enumerate and discuss with the students about the latest trends, challenging norms and futuristic scope in the communication and design realms. It not only helps our students to keep up-to-date but understand the industrial scope of classroom learnings.





FACULTY





Sreenanda Palit

I/C Project Cell
&
Associate Professor
Fashion Communication
Department
National Institute of Fashion
Technology, Kolkata

Dr. Sreenanda Palit is an alumnus of the Fashion Design department of the National Institute of Fashion Technology (NIFT). She has a PG Cert. in Fashion & Lifestyle Journalism from the London College of Fashion followed by a Masters in Journalism and Mass Communication. Dr. Palit got trained in Fashion Styling from Domus Academy in Milan. She has completed her PhD from the Folklore Department, Kalyani University. Her area of research involved the study of the transformation of craft and sustainable future trends in the capacity of Kantha embroidery. She has been attached to NIFT since 2003 as an academican. Prior to it she has an industry experience of three years in the field of journalism and fashion styling. Dr. Sreenanda Palit contributed as Centre Coordinator for the Fashion & Textiles Department before moving to the Knitwear Department. She has held the post of Coordinator-International Linkages and SDAC in the past. In 2014, Dr. Palit initiated the Fashion Communication (FC) department in NIFT Kolkata and spearheaded it from 2014 to 2019. Her passion includes illustration, fashion styling, graphics and traditional handcrafted processes of India. Dr. Palit has been publishing and presenting papers in various national and international forums including two IFFTI Conferences in 2017 and 2020. She is keen on taking up collaborative research and design development projects in handicrafts with academicians and designers across the globe. Currently, she is the Unit-In-Charge of the Project Cell and the Nodal Officer for Accademia Del Lusso, Milan and Polimoda, Italy under the Unit of International Linkages. She has coordinated several projects in the craft sector and presently nominated as the Campus Project Coordinator for the following prestigious HO projects, namely USTTAD and The Repository—Indian Textiles and Crafts Project.



Himanshu Dhanda

Centre Coordinator
&
Assistant Professor
Fashion Communication
Department
National Institute of Fashion
Technology, Kolkata

Himanshu Dhanda is a trained photographer and film-maker who believes in the use of the camera as a tool of creative storytelling. He has more than ten years of professional experience, creating thought-provoking content using the visual medium. Himanshu's initial training at Jamia Millia Islamia's Mass Communication Research Centre and at the Triveni Kala Sangam imparted both the technical skills and a broader vision towards communication. His repertoire also includes a smattering of still-photography and video projects, including limited-edition calendars, travelling exhibitions, documentaries, tourism films, street photography and architectural photography. He has also conducted photography workshops for students of architecture, heritage conservation and development communication.



Nagma Sahi Ansari

Assistant Professor
Fashion Communication
Department
National Institute of Fashion
Technology, Kolkata

The newest addition to the department is a film buff and a literature enthusiast. With a Bachelors degree in Journalism (Honors) from Delhi University and a Masters degree in Mass Communication from AJK MCRC, Jamia Millia Islamia; she has passionately been documenting themes around gender, society and culture in both her academic scholarship and her cinematic frames. Her interest in uncovering social practices marked an early beginning of her journey: both in learning and imparting knowledge. She has been associated as a faculty with DU, JMI and NIFT-Delhi. Currently pursuing her PhD from her Alma, MCRC; she is exploring the ideas around Everyday Photographic practices intertwined with parallel digital identities and virtual reality.

Her interest in AR/VR and AI has led her to both create and curate scholarly and creative papers and experiential pieces around her research area. Currently she is coordinating the H.O. project on the setting up of Design Resource Centers (DRC) at Weavers' Service Centre (WSC) as a part of NIFT Kolkata Team.



INTER DEPARTMENT FACULTY

Ms. Bharti Moitra

Assoc. Prof
FMS

Dr. Dibyendu Bikas Datta

Assoc. Prof.
FMS

Mr. J.Pari

Assoc. Prof.
BFT

Dr. Ritu Malhotra

Prof.
FMS

Mr. Souvik Bose

Ad Hoc, Assoc. Prof.
F&LA

Ms. Tulika Saikia

Asst. Prof.
F&LA

DEPARTMENT STAFF



Dulal Paul
DSS



Rina Chakraborty
Sr. Asst.

GUEST FACULTY

Mr. Abhijit Pal
Photographer

Ms. Akansha Gupta
Alumni and Visual Merchandiser

Mr. Arnab Jana
Architect and CAD Specialist

Mr. Arnab Paul
Alumni and Designer

Mr. Chhandak Pradhan
Photographer and Visual Designer

Ms. Haimanti Upadhyay
Alumni and Freelance Visual Merchandiser

Mr. Jit Chowdhury
Visual Artist and Illustrator

Mr. Jit Ray
Graphic Designer and owner at Mad Earth

Ms. Radhika Kishorpuria
Alumni and Jewelry Designer

Mr. Raja Gope
Alumni and Designer

Ms. Sukanya Das
Creative Writer, Journalist, and PR

EXTERNAL JURY

Ms. Hemal Kapadia
Founder + CCO Oive Design +
East India Dezin Co.

Mr. Pradhan Thandra
Visual Design Manager, Vihara Innovations

COM DOZ '20

In the last semester of their four years at NIFT, the students undertake an exhaustive 16 weeks industry attachment along with 2 weeks in their department for Graduation Project. This is done to encourage live projects, the culmination of which is showcased during their Graduation Show. This helps them to align their aesthetics with industry needs and deliver client briefs. Working in various disciplines of UI/UX, styling, photography, journalism, Visual Merchandising etc. this works as an experimental lab, where they unlearn and learn, deconstruct and recreate their ideas and aesthetics. During this time they are guided by their institutional as well as industry mentors. Many with their hard work earn placements in the companies they intern in. They go through three rigorous review processes before being awarded their final degree, B. Des in Fashion Communication.



STUDENTS PROFILE

CLASS OF 2020



Adarsh Soni

Topic:

Fashion Journalism

Company:

Harper's Bazaar

Brief:

The project aimed to work on an assortment of published articles and interviews covering topics related to pop culture, fashion history and the latest trends, divided under three sub-categories:

- a) Hotlist: Art and Culture
- b) Accessory News: Accessory trends
- c) How Bazaar: A look at Harper's Bazaar's rich legacy

Email: Adarshhsoni@gmail.com

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[www.behance.net/](https://www.behance.net/Adarshsoni)

Adarshsoni



Topic

Visual Merchandising Manual

Brief

Visual Merchandising Manual is created for a future reference of how the existing stores are, and how the upcoming stores have to be. It's a compilation of the floor plans, planograms, fixture lists, and the five senses of the visual merchandising of all the existing company's stores in Delhi-NCR. This manual was created to help the store managers to maintain the style among the stores with which customers could easily relate to the company.

Company

Heads Up for Tails, Delhi

Email: aditidalmiaa@gmail.com

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Portfolio link: <https://www.behance.net/aditidalmia1510>

Aditi Dalmia





Aditya

Company:

Kreativ Street, Gurugram

Topic:

UI/UX Project-
Influencer Marketing

Brief:

The project was directed towards influencer marketing as to create a common platform for both influencers and the company. This website centralized access to top influencers and brands and got both parties involved in a way that was agreeable to both sides. The UI/UX for the website was worked on.

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Akriti Hamirwasia

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Topic

Developing a UI/UX model for senior citizens in India, as a part of CSR Initiative of Google India.

Brief

Google India has always advocated digital literacy. The aim with this project was to propose a mobile application based on the habits and needs of a Senior Individual. With the entire world going online, it's only plausible that seniors get on the technology bandwagon as well. The goal of the application was to do that in the gentlest way possible.

The application looks at solving a lot of the technical difficulties pertaining to comprehension of information, retention rate, visual imparities, assistance and the language barrier according to the major issues that came out of the primary research.

Company

Mullen Lowelintas, Gurgaon.

Topic

Branding Project- Music for the deaf.

Brief

The aim of the project was to use Sa Re Ga Ma Carvaan as a platform and/or product to bring the experience of music to those who are deaf or hard of hearing, and doing a branding of the same. The work process included research, data collection, target market understanding, ideating solutions and developing designs, storyboards, scripts for ad campaign and reviews.

Company

FCB Interface, Mumbai



Ashita Vora

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Asmit Kovid

Topic

Research paper on UI/UX

Brief

The project included studying the user behavior and determining the best practices to follow while using interaction design to define the best user experience. The aim was to develop a content focused micro-website for Vodafone India.

Company

YourStory Bangalore

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[behance.net/asmit85kov6a1f](https://www.behance.net/asmit85kov6a1f).





Topic

To Role of Smart Visual Merchandising to increase sales with minimal expenses.

Brief

The main project included activities like VM window designs, research about VM topics, reducing cost by up cycling materials etc. The project also required store visits, store merchandise presentation, directory designing, vendor management and execution of the designs.

Company

Manyavar&Mohey Delhi NCR.

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Sachan

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aastha5005cff5

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Topic

Visual narration of project “Inanimate”

Brief

The project “Inanimate” is a surrealistic depiction of still life which covers multiple genres like: performance art, fine art and surrealism. As the name ‘Inanimate’ suggests nonliving objects, so the visual narration of this series manifests the same. There are human beings in the compositions, but its portrayal is more like a broken mannequin over here. This project doesn’t only have a vibrant color palette but also has a striking message to pass on to the viewers. It is seen that models, especially women, are sexually objectified in most of the Fashion or Editorial photographs i.e. the models are validated as a mere object of sexual desire. So, in order to change that visual context, an approach is being made in the form of visual arts that can oppose objectifying humans (models) in fashion photographs.

Company

Verve Magazine, Colaba, Mumbai



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Topic

Designing Limited Edition Variants series of Goldflake Cigarettes Packs (World Blends in Cadillac form).

Brief

In addition to the work being done on the retail face of the TM, brand communication in the market and the packaging design interventions planned, a Limited Edition Variants series of International Flavour LEVs are planned in the PY to strengthen associations of Premiumness and Contemporariness by leveraging product equity.

Company

Stylo Media Pvt, Ltd. Kolkata

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Farheen Bano

