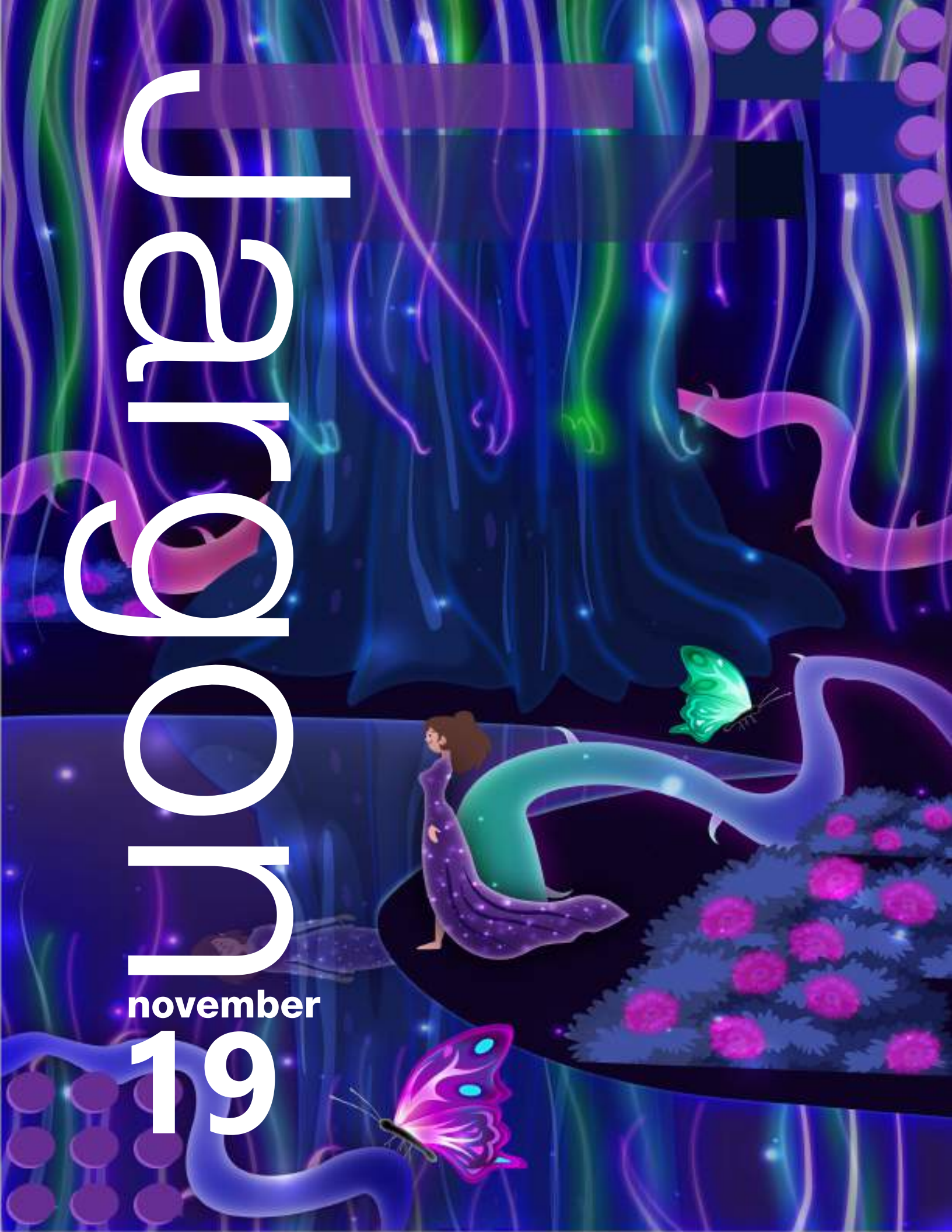


January

november

19



EDITOR'S NOTE



October is a month of creativity and enthusiasm for all the creative minds. Inktober, festivities and of course midterm submissions have kept our hands and minds busy. We at Jargon are striving to bring the best to you and in doing so we have made quite a bit of changes here and there. This issue talks about all the interesting events that happened in October, the best places to eat and hangout, new information from the industry as well features some of the works done by our students.

Jargon, a curation of creativity of Nift's own students, gives one the perfect essence of being a student at NIFT. The concepts, the words, the articles, the artworks all are combined to a platform where the idea and words might pop out before creativity or vice versa. Do keep supporting us and send us your work at niftjargon2019@gmail.com

What's in the colour?


Jargon Nov '19

In colour psychology, purple is generally associated with mystery and magic. This is the colour that rarely appears in nature thus making it seem to exist magically. Belonging to the cool colour group, it gives a feeling of being quite literally 'out of the world'

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#28104E #6 0 #9754CB
#DEACF5 #237A0
#9754 8104E
#6237A EACF5
#28104 54CB
#DEACF 237A0



As kids, magic tricks made us leap up in joy and elation. And as young- adults, it makes us hopeful. Hopeful that there is a whole world out there that we know nothing about except that it sounds fabulous. Just like Peter Pan said, " All you need is faith, trust and a little Pixie dust." Magic weaves this tapestry of wild imagination, illusion and belief. Without belief there is no spell that would work. You have to believe that you can complete the assignment in a night, believe that you can click a good picture, believe that you can overcome the stress of the GC labs and long hours of knitting. Only then the enchantment of hard work will work. Magic has taught us to imagine, explore without limits and that even for a rabbit to pop-out of the hat ,the magician has to work. Maybe imagining NIFT to be an enchanting Castle with all its students as pixies, faeries, elves, witches and wizards we might be able to learn how to conjure beautiful designs and enchant the Jury.

bespelled

PC: TARINI PATNAIK FC III

Death of a Teacher

*There was a time when teaching for me was a cool breeze
My style was liked by young crowd and the class was seized*

That was past...

*Today when I went to a classroom to teach
They looked at me and muttered "Oh! she is here to preach."*

*I took a deep breath, trying to mumble some words
The classroom is full of noise like some animal herd*

*I announced the topic with full enthusiasm
They repeated the term with full sarcasm*

*Games, videos, presentations or the engaging talk
No, I am fumbling, not able to run, jog or even walk*

*There is so much of unrest and clutter everywhere
Will I be able to address them, and will they share?*

*Gradually I am struggling more like an instructor in a circus
I am losing focus of the topic and the entire purpose*

*I have been advised by colleagues to be strict from the start
But I consider teaching as my passion and a piece of art*

*But right now, the mission is to control and be the master
Else I would be floating in a chaotic round of disaster*

*I cannot make them love the subject nor can I act like a fresher
That is my job and it's undone because I am unable to bear the
pressure*

*It is the process of slow death, where my art is leaving me
I am sailing with working slots and praying to be free*

*If I am only worried of completing the hours and not classes
Then it is surely the death of a teacher in an inattentive
masses*

Rakhi Raturi, Guest Faculty, NIFT Mumbai

THE CUBO

1st

Fashion Communication department of NIFT Mumbai came up with an applied arts exhibition, 'Reflections'. This exhibition saw beautiful calligraphy and expressive typography along with various works of Indian Handloom and Crafts based on the life of Mahatma Gandhi

On the day of Dandiya celebration, Team Afroz surprised everyone with their amazing flashmob in the canteen on Nagada Sang Dhol. They performed this as an invite to the celebration ahead. Later that evening, everyone set their feet loose on dandiya beats, thus, commencing the days of Navratri.



15th

Students day celebration commenced with some amazing dance performances by Afroz, followed by the street play 'Bachpan'. The celebration came to an end on some grooving beats by the Decibels.



STUDENTS' DAY

GANDHI JAYANTI

DIWALI MELA

DANDIYA NIGHT



24th

The play was NIFT ki Ramleela where Lord Ram goes to exile to do designing where his Sita who is his sleep and comfort is kidnapped by Raavan, who is none other than our juries and assignments.

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YOU COULD HAVE
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I WASN'T HURT THAT BADLY.
DOCTOR SAID ALL MY INJURIES
ARE INTERNAL. THATS WHERE
THE BLOOD IS SUPPOSED
TO BE



SERIOUSLY DUDE ?

Graphic design forms an integral part of communication design. We see rapid changes in the industry be it advertising, packaging, or infographics. The scenario of the ever-evolving communication industry demands statements to be made and anecdotes to be told, only with visuals most of the time.

Graphic Design themes change as per the products and advertising strategy although illustrators and designers have used some common themes, colours and typefaces during the past year.

BOLD AND MINIMALIST

Brands are all about making statements. Minimalist layouts and frames have been observed to be very trendy this year. Expressing impactful quotes with minimalist elements and typefaces has been one of the greatest intriguing illustrations of the year. Use of negative space is seen highly.

VIVID COLOURS

Colour psychology matters when it comes to designing. People react to colours, contrasts and combinations. The 3Cs. Associations of words or objects with colours has changed too. 'Pretty in pink' has taken a turn for better with 'Practical in Pink' (kind of like legally blonde). Bright colours are being used to attract a younger active crowd. Metallic palette is no more associated with masculinity but with neutrals and professional! Pastel shades are being used to depict mature themes. Combining these colours with others to form bold and risky dual tones and gradients.

3D AND ISOMETRIC DESIGNS

Attracting the target audience is always a priority. Although technical 3D designs have existed for a long time now in terms of product design, 3D illustrations to convey depth or create a sense of importance is relatively new to the field of infographics. Dabbling in realistic depiction as well as holding on to the abstract aspect of the design, while giving a look of popping out of the screen is a forte of these designs. With developments in the AR and VR technologies this trend will continue to expand.

GRAPHIC TRENDS

ART: ATHARVA PATIL FC III

My all soul





PC: KHUSHI BHARGAVA TD III

A year back I came to Bombay, the city of dreams (more like a city of broken dreams). I was determined enough to not let my dreams become shattered pieces that people walk over without noticing. So here I was in Bombay, a city very different from mine, Delhi, you know, don't judge it too soon, it's not that bad. Yes, the cultural difference between these 2 cities almost made me cry every day, but I had to chin up and look for opportunities of getting into film making. Soon enough I stumbled upon this page called 'India film Project', a one of a kind event that will take away your breath for real because it is exhausting, but in the most unreal, fun way. Imagine creating a film in 50 hours. Script, scout, shoot, edit, render it etc. in just mere 50 hours! Exciting right? Well so this year my friends and I decided to finally put ourselves into it. We went for the amateur category.

We are a bunch of designers who knew nothing about filmmaking and hastily turned ourselves into writers, cinemats, makeup artist, actors etc. A first of its kind weekend for all the people in the team. The 50 hours filmmaking challenge encouraged great teamwork and free flow of creative juices. It was a great instant, on-the-spot class in filmmaking that brought out the best in everyone who became a part of it as it provided a seat of the pants introduction to the act of making quick decisions and snap judgments combined with moments of tension that literally made me cry, honestly. From hastily picking out costumes to yelling at each other for forgetting scenes to shoot, we weren't the most disciplined film-making crew ever, but we did end up with a great BTS reel. We are still laughing over the jokes we cracked and the mistakes we made while making 'Rerouting,' especially the awkwardness that came along with us scouting for locations and calling our story a no story line at 4 AM in the morning and finally sticking to what we began with. Because of similar ideologies and interpretation of the theme, making a film together with this team was a great bonding experience. Whether you walk away with an award-winning film or a lifelong bond with someone special, it's sure to be a memorable weekend. We didn't win, but we did win a lot. We learnt so much that season 10 is going to be better for us. The celebrations don't stop there. It goes a long way, after the 50-hour filmmaking challenge comes the festival where people from all over the world come together to celebrate the one thing that bonds them together, Cinema. This year 'IFP' took place at Mehboob studios, one of the most significant part of the Indian cinema. It was surreal to stand at the same place where numerous films like 'Mother India' were shot. It began with lots of excitement. The stage was graced by legends like Naseeruddin Shah, Javed Akhtar and many more. Various filmmakers gathered to celebrate, to collaborate and contribute to the beauty of films and create what IFP stands for- pure magic, 2 days of absolute love, magic and cinema. I can write about the entire day, but I wouldn't spill much because, you, yes you dear reader, you need to experience this, so maybe next time I'll see you around? Maybe.

MEETA KHANNA FC III



DILLI SHEHR KA SAARA MEENA BAZAAR LEKR IN BOMBAE
(Taken from: Kajra mohabbat wala)

E D I T O R

Sanya

L A Y O U T

Sidhanth

E V E N T S

Khushi

C O O R D I N A T O R

*Navya
Roha*

C O V E R

Aravind

C O N T R I B U T E R

Chetna

SPECIAL THANKS TO MRS VANDANA WEKHANDE