JARGON

JAN 21

REDISCOVER

REINVENT

EXPLORE!

GOOD VIBES

DESTRESS

NEGATIVITY

BODY ISSUES

PANDEMIC

POSITIVITY!

CREATIVITY!

ANXIETY

CREATIVE BLOCK

VACCINE!!!

FEAR

RECLAIM LIFE!

NEW OPPORTUNITIES

TRAVELS!

ANGER

STRESS

INSECURITIES

HEALTHY BODY & MIND

BAD NEWS

2020

2021

Contents

EDITOR NOTE

Greetings from Team Jargon! New year, New look and time to reinvent ourselves. We have been out of touch for quite a while and it is time we bring you the best of what we have curated so far. Starting with this issue, we have added a Regular Fashion Segment to Jargon. We have also curated a list of design challenges everyone should know about along with featuring the works and thoughts of our fellow Niftians. We encourage you, reader to send us your Poems, writeups, articles, design works, art, illustration etc. that you want us to feature. Anyone who wants to be a Columnist for any of the suggested areas of fashion, Comics, Movie and series Review, DIY, Poetry, Jokes as well as people interested in creating page layouts and cover , please do write to us at – jargon2019@gmail.com We look forward to hearing from you! Any further questions you can get in touch with us via Instagram. Just Dm us on @nift_jargon

Design challenges to look forward to this year

Design challenges are tough to follow but they help one become a consistent performer. The ability to come up with smashing concepts yet be fast enough to execute them on a daily basis tests a person's design interest and aptitude to the maximum level. These challenges help to improve your time management skills as well as your skills by making you part of this huge online community who is doing exactly what you are. These are some challenges every designer should know about and try to follow at least once. (They make very good portfolio additions too)

LOGOCORE'S 30 Day Logo challenge

Logocore organises a 30 day logo challenge. The best part of this design challenge is that one can do it at their own pace. The site sends a logo design brief everyday encouraging the person who opts for this challenge to get creative with their logo making skills on a daily basis while keeping it very close to the real life brief as well.

36 Days of Typography

This challenge is conduction with Adobe where the chosen entries get featured on their Instagram page. The task is to creatively design a letter or a number starting from A- 0 for 36 days. This challenge is held on a high esteem in the field of lettering. The key aspect here is to be consistent in creating these forms.

47 days of Devanagari

A Indian twist on the 36 days of typography, just for the Devanagari script. This challenge is a major success on social media platforms and combined with other lettering challenged, this serves to be an a strong reflection on your skills, consistency as well as creative ability.

Sharpen Design

Sharpen Design's site is something every designer needs in their toolkit. The site provides mock briefs through a random generator. You can choose the briefs based on categories, from branding to marketing to UX. Simply click on the New Challenge button to generate your next brief. Each mock brief is short and sweet without any unnecessary details and fluff.

Daily UI

For those who work with user experience or user interactive design, there are many ways to improve your projects. Daily UI provides daily design challenges that encourage you to create 100 user interface elements for digital platforms. You can use this challenge to expand your UI skills and provide inspiration for future projects.

Inktober

More of an art challenge than a design challenge, Inktober has acquired mass following over the past few years. Illustrating based on daily prompts, pushing your thinking ability to the maximum trying to be creative with the simples medium of a pen and a paper is what this challenge is about.

once in a while take a

once in a while take a

BREAK

BREAK

once in a while take a

RESOLUTIONS

2021

@shipra_1506
To buy very few but statement pieces, doing brand background research before buying.

@aviaditya
Gonna focus more on my work and less on trapping people in my blanket after I fart.

@omkarsonawale12
Rheaaaa
My resolution is Tony kakkar's song
Kurta Pajama kala kala kala kala

@jishnusengupta
To portray one's emtions accurately through clothes.

@anushkahazaraa
Experiment.
Explore.
Repeat.

@mrunmayee_kar
More sustainable
More responsible

@_.bougainvillea & @cheesedipandnachos
Gonaa start a thrift store

@i_r_i_e
Secondhand clothes and wise buying.

stay on a lookout for

Penguin Random house Student design Awards

International Comic/ Manga Schools Contest 2021
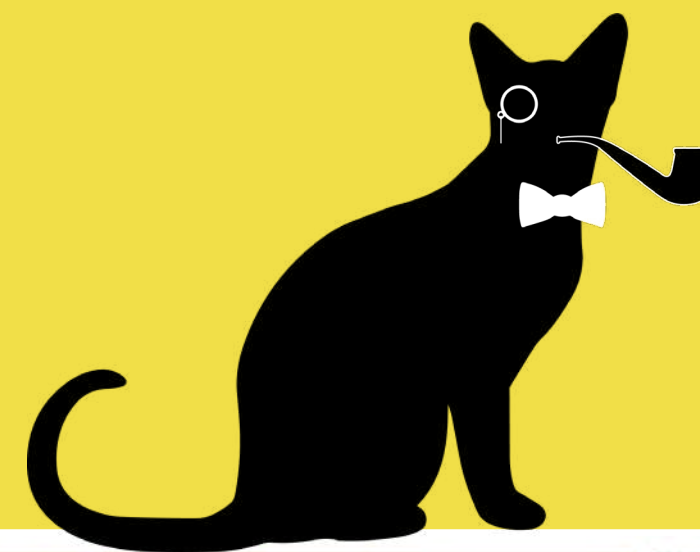
International Students Fashion Design Gala 2021

D & AD New Blood awards 2021

Communication Arts 2021 Illustration Competition

Communication Arts 2021 Photography Competition

YOU ARE NEXT

FASHION THERAPY WITH RHEA

Remember the iconic scene from Friends when Ross Geller moaned, "PIVOT. PIVOT. PIVOTTT," with a heavy couch in his hands? Well, 2020 was exactly like that stubborn couch, while Ross' instructions felt like every other motivational quote trying to lift our spirits, asking us to pivot from the dystopian reality in the pulsating moment of now. We noticed some groundbreaking changes around the world, while subconsciously making tremendous alterations in our intimate lives ourselves. Travelling to college from far off lands was substituted with lazy treads from the bedroom to the fridge. An ever flowing supply of stationary with a stable internet connection and brilliantly tailored tuxedos with sharp blazers and sweatpants combos. Though the visuals and voices were distorted by the world wide web and the year was way off a perfect Disney ending, it

definitely pushed us to rediscover and reinvent in our own sweet ways and this Jargon issue embodies the spirit of just that.

They say, to unlearn is more laborious than to learn and while fashion studies command a hands on practical experience periodically, every imperfect DIY dress form created at home and every work-from-home outfit put together that incorporated a tantalising blend of comfort and elegance, represented that a revolution is afoot. While we got busy bringing NIFT to our home sanctuary, it didn't take a cultural critic to see there's a renaissance underway in the fashion industry.

After the March of 2020, the fashion lexicon changed forever and it has changed for good. With WGSN educating us about the new zeitgeists laying emphasis on cottage-core and trans-seasonal capsule pieces, we noticed many fashion labels keeping up with the same. Fast fashion was openly lashed for its relentless speed while Rahul Mishra's interview with Vogue gave a new definition to ASAP Fashion (As Slow As Possible).
Brands like Gucci, Michael Kors, Off-White to name a few, ditched the traditional fashion calendars. Silhouettes that provide a canvas for creativity and elementally auric bespoke pieces with soulful artistry and craftsmanship became a part of thoughtful investments during the pandemic.

Back home, we found comfort in nostalgia that alludes to notions of escapism and sentimentality. From throwback Thursdays to flashback Fridays, time-travelling rhetoric punctuated our language online. But that wasn't the only place we mined for memories. Hunting for those pieces in our wardrobes, left on some proverbial shelf of passé and styling it in various fun ways was a hobby practised more than baking. While we still look forward to getting back to the regular drill, these remarkable pivots during the global adversity made sure we social-distanced ourselves from the perish...

We would love to see your pivots during this arduous lockdown. Share pictures of your new-found hobbies, upcycling efforts, work-from-home ensembles and anything that kept you going during the pandemic. The most enticing entry will be featured in our next issue and on our social media handle!

AYE मुंबई

Teri Shikayatein bohot karti thi main,	तेरी शिकायतें बोहुत करती थी मैं,
Teri bheed main fasti thi,	तेरी भीड़ मैं फस्ती थी,
Tere shor pe bhadakati thi,	तेरी शोर पे भड़कती थी,
Teri gareebi pe tarasti thi,	तेरी गरीबी पे तरसती थी,
Teri Ameeri ke liye tadapti thi,	तेरी अमीरी के लिए तड़पती थी,
Teri galiyon main bhatakti thi,	तेरी गलियों मैं भटकती थी,
Teri rafter se thakti thi,	तेरी राफ्तेर से थकती थी,
Teri gandagi se dang thi	तेरी गन्दगी से दांग थी
Tere logon se tang thi,	तेरे लोगों से तंग थी,
Teri Barish se darti,	तेरी बारिश से डर्टी,
Teri dhoop main marti,	तेरी धुप मैं मरती,
Aye Mumbai kuch is tarah rooth gai	ए मुंबई कुछ इस तरह रूठ गई
tu mujhse ke khamosh ho gai?	तू मुझसे के खामोश हो गई?
Chal ab rooth naa maan bhi jaa	चल अब रूठ ना मान भी जा
Mujhe toh teri is khamoshi se bhi	मुझे तोह तेरी इस ख़ामोशी से भी
shikayatein hai	शिकायतें है

Teri dost	तेरी दोस्त

Sakshi Parmar

KD 5

Student Showcase

Sidhant Sinha is an aspiring VFX artist and likes working on simulations and 3D models.

Following are the two of his best works from 2020, titled as

The Unkown

お前はもう死んでいる

Sidhant Sinha
Fashion Communication VI
VFX Artist

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