

FDDI NEWSLETTER

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A Weekly Newsletter
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02nd April 2021

Issue No. 817

Promoting Indian traditional textile crafts and weaving techniques, FDDI, India participates in virtual exhibit 'Weaving Traditions: Textiles of India' organized by The Barron Arts Center, New Jersey, USA

For promoting the Indian traditional textile crafts and weaving techniques, Footwear Design & Development Institute (FDDI), India participated in virtual exhibit 'Weaving Traditions: Textiles of India' which was held from 5th to 26th March 2021 at Barron Art Center, Woodbridge, New Jersey, United States of America (USA).

Upon the request received from Ms. Sonal Gadhavi, the Curator for the exhibit, the faculty and students of FDDI School of Leather Goods and Accessories Design (FSLGAD) of FDDI, Chandigarh

(Banur) campus participated in the virtual exhibit.

Ms. Sonal Gadhavi is professionally a Fashion Designer who has been working with the top-notch fashion brands in New York City for over 12 years. She is also a published illustrator for children's storybook on Mindfulness & Yoga. She serves as an 'Art Commissioner' of Woodbridge Township of New Jersey, USA.



Product(s) sent by FSLGAD of FDDI, Chandigarh (Banur) campus that were used as the reference of Indian art & culture in the lecture

The product(s) sent by Ms. Arti Singh, Head of Department, FSLGAD and students namely Janvi Yagi & Akansha Vig of Semester -4 and Amrita Chugh

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of Semester-6 were used as reference of Indian art & culture in the lecture titled 'Threads & Textiles: A Weaving Story of Traditions'.

The exhibit provided an opportunity to promote FDDI on international level platform and portray its brand value to a larger audience besides creating awareness and portraying importance for India's heritage of weaving techniques and traditional textile crafts.

Workshop on 'Digital Design' conducted at FDDI, Chhindwara campus

A workshop on 'Digital Design' was organized at the Footwear Design & Development Institute (FDDI), Chhindwara campus for the students & faculty of FDDI School of Fashion Design (FSFD).



Appreciation received depicting the name of the participants from FDDI

These reference depicted textile embroidery crafts such as Chikankari, Kantha, Kasuti, Phulkari, Zardozi, Kashidakari etc. and weaving techniques like Plain weave, Basket weave, Twill weave, Satin weave etc.



Mr. Ramendranath Sarkar, the resource person who conducted the workshop

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The purpose of the workshop was to provide technical inputs to the participants for improving their technical knowledge regarding the application of Photoshop software and various tools in the field of Digital Designing platform.



Demonstration giving by Mr. Ramendranath Sarkar during the workshop

The workshop was conducted from 16th to 20th March 2021 by the resource person, Mr. Ramendranath Sarkar.

Mr. Sarkar is an industry professional with a Bachelor and Master in Fine Arts who has received scholarship from French Govt., and has

been providing his creative consultancies to many known international houses like Panguine, Pearson, Oxford etc.

He has worked as creative director in Lowe Lintas and has been associated with academics from past 30 years.



A group of students showing their digital work

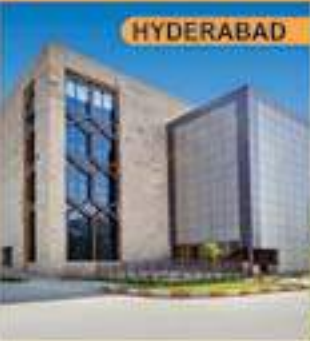
Mr. Sarkar whose areas of expertise are Fashion Communication, Accessory Design, Photoshop, Illustration techniques etc., briefed about design tools are used in digital design and explained about the concepts and software that fit

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into a typical graphic design workflow.

The concluding event of workshop was covered by



Mr. Sarkar explained about mask designing, rendering with different textures, mask draping on face product designing, Photo & background editing, product implementation etc. Product presentation, portrait treatment and enhancement techniques were also covered in the workshop.

There was an interactive session after the workshop which proved to be extremely beneficial to the participants.

various local news channels in their broadcast, featuring a brief provided by Mr. Pradeep Mandal-HoD, FSFD, Chhindwara campus explaining about scope of digital designing.

Compiled by: Resource Centre (RCIP),
Footwear Design &
Development Institute (FDDI)
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Industry, Government of India)

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