Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Schedule of Saturday Tea Club
Session 2018-19

I N D E X

S.No.	Name of Faculty	Name of Topic	Date	Signature
1	Dr. Roupal Malik	What are mannequins ?-purpose and its importance in retail industry	22-09-2018	
2	Dr. Binnu Pundir	Plato	29-09-2018	
3	Dr. Rajni Kant	Color	20-10-2018	
4	Dr. Ravindra	Art is communication – leo Tolstoy	27-10-2018	
5	Dr. Anu Nayak	Rasa theory	17-11-2018	
6	Ms. Anita Chauhan	Raffaello	24-11-2018	
7	Mr. Gaurav Sharma	Career as an artist(fine arts and commercial arts)	19-01-2019	
8	Ms. Silky Jain	Apparel industry production	26-01-2019	
9	Ms. Yashika Kathuria	How to customer survey	16-02-2019	
10	Dr. Ashish Garg	Aristotle	23-02-2019	
11	Ms. Ruby Narwal	What is perspective in art ?	16-03-2019	
12	Ms. Reena Tyagi	Different types of fabric	23-03-2019	
13	Mr. Tarun Kumar Paliwal	Most popular Indian graphic artists	30-03-2019	
14	Dr. Ashish Garg	Color psychology: does it affect how you feel ?	13-04-2019	
15	Mr. Tarun Kumar Paliwal	Caricature artists from india	20-04-2019	
16	Ms. Reena Tyagi	Types of fabric and their uses	27-04-2019	

(...............)
Convener, Saturday Club
Dept. of Fine Arts

(...............)
HOD
Dept. of Fine Arts

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 17-09-2018

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "....what are mannequins......" topic delivered by Dr. Roupal Malik, HOD, Department of Fine Arts on dated 22-09-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.............)
Convener, Saturday Tea Club
Dept. of Fine Arts

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Dept. of Fine Arts

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
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13	Mr. Tarun Kumar Paliwal	

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What are Mannequins?-Purpose and its Importance in Retail Industry

Visual Merchandising plays an important role in increasing the sales of any retail store. The presentation and display of the merchandise play an important role in attracting the customers into the store and prompting them to buy the products.

Mannequins in simpler words also called as dummies play an important role in visual merchandising.

What are Mannequins?

The artificial dolls used by the retailers to display their merchandise (can be anything) are called as mannequins. The mannequins help the customers to know about the latest trend the store offers without sometimes even bothering the sales representative. It is the attractive mannequin which pulls the customer into the store.

Purpose of Mannequins

- Mannequins are used to highlight the unique collections of the store.
- Mannequins display the latest trends in fashion and influence the customers to buy the particular merchandise.
- Mannequins attract the customers into the store and thus increase the revenue and profit.
- Mannequins are also responsible for up selling at the retail store.

What is Up Selling ?

Up selling is a sales mechanism where the sales representative strives hard to convince the customers to buy extra items or expensive merchandise and thus increases the revenue of the store. The entire credit goes to the sales representative in case of up selling who influences the customers to take home additional and expensive merchandise in addition to what they are already buying.

Example

- A customer goes to a retail store to buy a watch worth x rupees. The sales representative through his unique presentation skills convinces the customer to buy another model worth y rupees where $y > x$.
- A customer might go to purchase a single pair of footwear. It is upselling when the sales man influences the customer to buy two pairs instead of one.

How do Mannequins help in upselling?

Mannequins help the customers to understand what would look good on them. The customer might not understand how a particular bag would look with a particular dress or for that matter which fashion jewellery would add elegance to a particular outfit.

The retailer must smartly decide the entire look of the mannequin.

Sandra went to buy a nice dress for her office party. The mannequin wearing a blue dress at a retail store immediately caught her attention and she decided to buy it. The retailer had sensibly also added a blue neckpiece and a trendy clutch to the mannequin for the complete look.

Sandra was not very sure what she wanted to wear along with the dress. The moment she saw the mannequin she knew what would look good on her. Not only did she purchase the dress but also the neckpiece along with the clutch. An example of upselling.Sometimes you can't decide what all would look good on you; a mannequin helps you decide the same.

Points to be considered while choosing a Mannequin

- Make sure the mannequin is not too heavy.
- The shape and size of the mannequin must be according to your target market.
- The mannequins must not act as an object of obstacle.
- It should never be kept at the entrance or the exit door as it blocks the way of the potential buyers.
- The clothes should look properly fitted on the mannequin. Avoid using unnecessary pins.
- Carefully select what you want your mannequin to wear.
- Change the position of the mannequins frequently.
- The mannequins should not be dirty or have unwanted stains.
- The clothes on the mannequins should be according to the season and changed at regular intervals to avoid monotony.

Types of Mannequins

- Abstract Mannequins
- Headless Mannequins
- Realistic Mannequins
- Tailors Dummies
- Display Forms

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "......Plato..............." topic delivered by Dr. Binnu Pundir, Department of Fine Arts on dated 29-09-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

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PLATO

Here I summarize the main role of Plato that are in some way relevant to our discussion of the evolution of the ideas of aesthetics . Plato of course ranged very widely over many other topics, and his ideas about physical reality have to be seen in this wider context in the field of philosophy. Plato is a philosopher, mathematician, writer. A Classical Greek of philosophical dialogues. Founder of the Academy in Athens, the first institution of higher learning in the Western world. Along with his mentor, Socrates, and his student, Aristotle, Plato helped to lay the foundations of Western philosophy and science. Plato was originally a student of Socrates, and was as much influenced by his thinking as by his apparently unjust execution. The exact birth-date of Plato is unknown. Based on ancient sources, most modern scholars estimate that he was born in Athens 427 b.c. in a aristocratic and influential family. His father was Ariston. According to a disputed tradition, Ariston traced his descent from the king of Athens, and the king of Messenia. Plato's mother's family boasted of a relationship with the famous Athenian lawmaker and lyric poet Solon. According to history, the philosopher was named Aristocles after his grandfather, but his wrestling coach dubbed him "Platon", meaning "broad," on account of his robust figure. According to the sources Plato derived his name from the breadth of his eloquence, or else because he was very wide across the forehead. In the 21st century some scholars argued that the legend about his name being Aristocles originated in the Hellenistic age. Education Plato's quickness of mind and modesty as a boy, and the "first fruits of his youth infused with hard work and love of study". Plato must have been instructed in grammar, music, and gymnastics by the most distinguished teachers of his time. Plato had also attended courses of philosophy; before meeting Socrates, he first became acquainted with Cratylus (a disciple of Heraclitus, a prominent pre-Socratic Greek philosopher) and the Heraclitean doctrines. Plato may have traveled in Italy, Egypt to realize his aristocratic political dream. Said to have returned to Athens at the age of forty failed, Plato founded one of the earliest known organized schools on a plot of land in the Grove of Academus in Western Civilization. The Academy was "a large enclosure of ground that was once the property of a citizen at Athens named Academus. Some, however, say that it received its name from an ancient hero", and it operated until AD 529, when it was closed by Justinian I of Byzantium, who saw it as a threat to the propagation of Christianity. Many intellectuals were schooled in the Academy, the most prominent one being Aristotle. Throughout his life, Plato became entangled with the politics of Syracuse. His main interests lay in Rhetoric, Art, Literature, Epistemology, Justice, Virtue, Politics, Education, Family, Militarism . When Plato returned to Athens in 387 B.C., he started a school of learning called the Academy, which was eventually described as the 1st European University. At the Academy, he taught his subjects astronomy, biology, mathematic s, political theory, and philosophy. Plato holds his gestures to the heavens, representing his belief in The Forms. In several dialogues, Socrates floats the idea that Knowledge is a matter of recollection, and not of learning, observation, or study. He maintains this view somewhat at his own expense, because in many dialogues, Socrates

complains of his forgetfulness. Socrates is often found arguing that knowledge is not empirical, and that it comes from divine insight. In many middle period dialogues, such as the Phaedo, Republic and Phaedrus Plato advocates a belief in the immortality of the soul, and several dialogues end with long speeches imagining the afterlife. More than one dialogue contrasts knowledge and opinion, perception and reality, nature and custom, and body and soul. Socrates says that poetry is inspired by the muses, and is not rational. He speaks approvingly of this, and other forms of divine madness (drunkenness, eroticism, and dreaming) Salient Points of his Philosophy.... Knowledge is not senseperception, not what simply appears to me. Like Socrates, Plato believes in " virtue is knowledge," and the source of knowledge is virtue. It is not abstract, but concrete knowledge, not theoretical but practical knowledge. A man must know what is good so that he may do good. Virtue can be taught, and there are four cardinal virtues: wisdom, courage or fortitude, temperance, and justice. wisdom Rulers Justice "everyone performs their duties" courage temperance Guardians Artisans. Plato's Work. He had 36 dialogues (books) and 13 letters"The Republic" – talks about Utopian society. Give readers a sense of philosophy as a living and unfinished subject, to which they will need to contribute to finish Modern scholars doubt the authenticity. After writing, his works were "lost" until the Renaissance. They have been steadily studied since Big influence in math and science – Difference between arithmetic and logistic. Plato died in 347 B.C., leaving the Academy. The Academy remained a model for institutions of higher learning until Emperor Justinian closed it. Plato's major contribution was to the field of psychology on the subject matter of metaphysics. His thoughts on the idea of the soul and its tripartite division: intuition, logistikon nous, which he equated with the brain, and the active emotions 'spiritness' that reside in the chest, served as a basis for future psychologists and there studies. Metaphysics is the study of the nature of things. Metaphysicians ask what kinds of things exist, and what they are like. They reason about such things as whether or not people have free will, in what sense abstract objects can be said to exist, and how it is that brains are able to generate minds.

ARISTOTLE

Among the pioneers of human knowledge Aristotle was undoubtedly, the greatest . His philosophy included almost all sciences and humanities such as logic , mathematics , physics , biology and psychology ,metaphysics and ethics , politics and aesthetics .His range was encyclopedic , orginal as well as creative .His influence in philosophy surpassed even that of his master Plato . His position in the history of philosophy is unique . Aristotle was undoubtedly "Master of those who know". Born in BC 384 in Stagira. Joined the famous 'ACADEMY' of the greatest philosopher Plato at the age of 17 year. In BC 347 left ACADEMY. •In BC 342 became the tutor of Alexander the Great . In BC 335 ESTABLISHED 'LYCEUM'. •Died in BC 322 in Euboea. The methods used by Aristotle for his investigations was scientific. ☐Aristotle was Analytical and Logical in his treatment of subject. ☐Aristotle was Practical and Realist .

Aristotle's Concept of Catharsis Word "catharsis" has been used in Aristotle's "Poetics" but he forgot to define its concept. He left its definition on critics and students of literature. However, no clear definition of "catharsis" is available. It has much importance in every language. There is no word in English literature, which has been debated so much as the word "Catharsis" has been debated and translated. Commonly, it has been defined as a process of releasing and thereby providing relief from strong or repressed emotions. Some other meanings which come in mind after reading Aristotle's poetics are: • Purgation, Purification, • Cleansing, • Release, • Relief, • Emotional release, • Freeing, • Deliverance, • Exorcism,' • Abreaction, • Depuration, • Lustration. Catharsis in real meanings explains importance of tragedy. In Aristotle's eyes, tragedy is the purgation of emotions such as pity and fear that defines concept of catharsis. Whole "Poetics" of Aristotle emphasizes on catharsis of pity and fear. Thus, the word became matter of controversy between the critics. Aristotle defines tragedy and says that when protagonist, who is mixture of good and bad qualities, suffers and falls from prosperity to adversity, it causes the catharsis of pity and fear. Thus, the word "Catharsis" is not a simple noun instead it is a symbol of emotions. Every critic defines this word as per his knowledge and experience. It is impossible to extract exact concept of catharsis only from Aristotle's "Poetics", therefore we have to rely upon the suggestions, provided by critics. We have to consider the arguments of every critic and then to draw conclusion that who has best defined it. Catharsis means purification and refinement. We find peace because of the harmonization we face after outlet of emotions. It purifies our hearts. We feel same after watching every tragedy whether it is "Othello", "Hemlate," or any other from the past like "Oedipus Rex". A tragedy always purifies our soul with a touch of refinement. It can also be referred as a homeopathic treatment as defined by Milton. He, in his preface to "Samson Agonistes" writes: "Tragedy has been ever held the gravest, moralist and most profitable of all other poems; therefore said by Aristotle to be of power, by raising pity and fear, or terror to purge the mind of those and such-like passions; that is, to temper or reduce them to just measure with a kind of delight stirred up by reading or seeing those passions well imitated. Not is Nature herself wanting in her own effects to make good Aristotle's assertion, for so, in physic, things of melancholic hue and quality are used against melancholy, sour against sour, salt to remove salt humours". Purgation and purification best describe catharsis. Undoubtedly, Aristotle lays great importance on pity and fear and when spectators witness pain of the hero they feel pity for him. In a tragedy, the reader/spectator puts himself in place of the tragic hero and thinks what he could do if he were the hero. Every person feels the same as felt by tragic hero. Feelings and emotions are there in everyone. These are natural and everyone possesses them. What makes difference is their suppression. Some can suppress them easily whereas others cannot. Ultimately feelings of pity and fear arise and the same increase with every hardship faced by the tragic hero. A tragedy, in true words, is the purgation of these feelings and emotions. Catharsis, thus is synonymous for relief that is observed by every person after purgation of feelings. We know that feelings, no matter what their type is, create disturbance until they are released. A true tragedy, first provoke these feelings and then

gives relief from them. Hence, catharsis has also been defined as the purgation of feelings that arise while observing a tragedy. After seeing sufferings of the hero, it is certain that feelings of pity and fear arouse and the spectator refuses to take such steps, which cause sufferings. If we see the word catharsis in this context then it reveals that Catharsis is merely used for the purpose of teaching. Of course, spectator learns something from tragedy and every tragedy has a subject, which indeed has a moral lesson. Perhaps Aristotle uses this word for the purpose of teaching. It is necessary to remember that Aristotle emphasizes too much on the main character and says that he must be the combination of good and bad qualities. If the character is mixture of good and bad, the spectator, after witnessing sufferings does not dare to take such steps but if he is too good, it will be unjustified for a good man to suffer and instead of learning he will show his sympathy. If he is totally a bad person, then his sufferings are good because he deserves it. It is clear thatAristotle kept morality on his mind while defining tragedy. So, the word catharsis may be used for morality and for teaching purposes in the "Poetics". Crux of the above discussion is that catharsis has different meanings in every language. The controversy is still unresolved. It would be easier if Aristotle had defined this word but he could not do so. Perhaps, he could not realize importance of this word. Aristotle emphasized on the catharsis of pity and fear. Critics defined catharsis as emotional fortitude, physiological balance, a process of emotional outlet, purgation, purification and homeopathic treatment. Every mind has its own interpretation so far as the meaning of this word is concerned. It has been defined more than any other word in English literature yet ironically it is undefined. As discussed earlier, it is not simply a word but name of emotions, thus, it is difficult to define. Conclusion can be drawn that the words, purgation purification and refinement best describe meaning of catharsis.'

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 15-10-2018

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "..........Color..............." topic delivered by Dr. Rajni Kant, Department of Fine Arts on dated 20-10-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

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Topic- COLOR

The element of art derived from reflected or absorbed light. Color adds interest and mood to a work of art.

- **Hue:** name of color
  - An element of art made up of three properties:

- **Value:** hue's lightness and darkness
  - Lighter values are created by adding white to a color which is called the TINTS.
  - Darker values are created by adding black to a color which is called the SHADES.

- **Intensity:** quality of brightness and purity ☐ High intensity= color is strong and bright; ☐ Low intensity=color is faint and dull

COLOR WHEEL
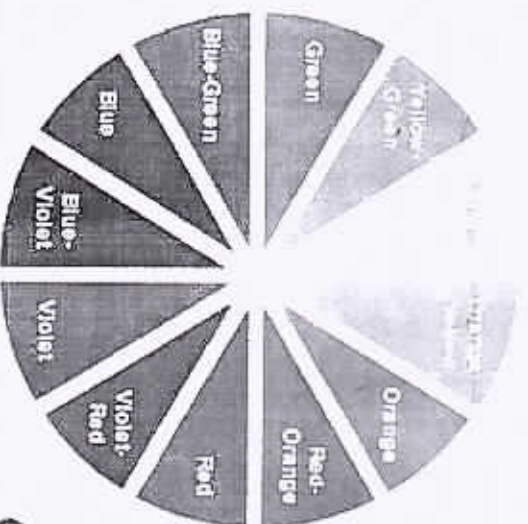
The color wheel was developed by Sir Isaac Newton by taking the color spectrum and bending it into a circle.

The color wheel is made up of three different types of colors-Primary, Secondary, and Tertiary.

PRIMARY COLORS

The primary colors are red, yellow, and blue. They are called primary for a couple of reasons.

First, no two colors can be mixed to create a primary color. In other words, primary colors can only be created through the use of natural pigments.

Secondly, all other colors found on the color wheel can be created by mixing primary colors together.
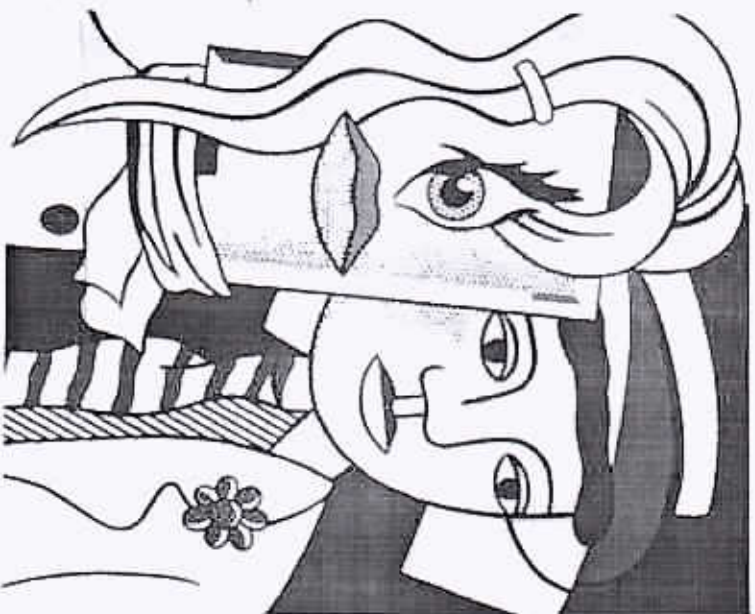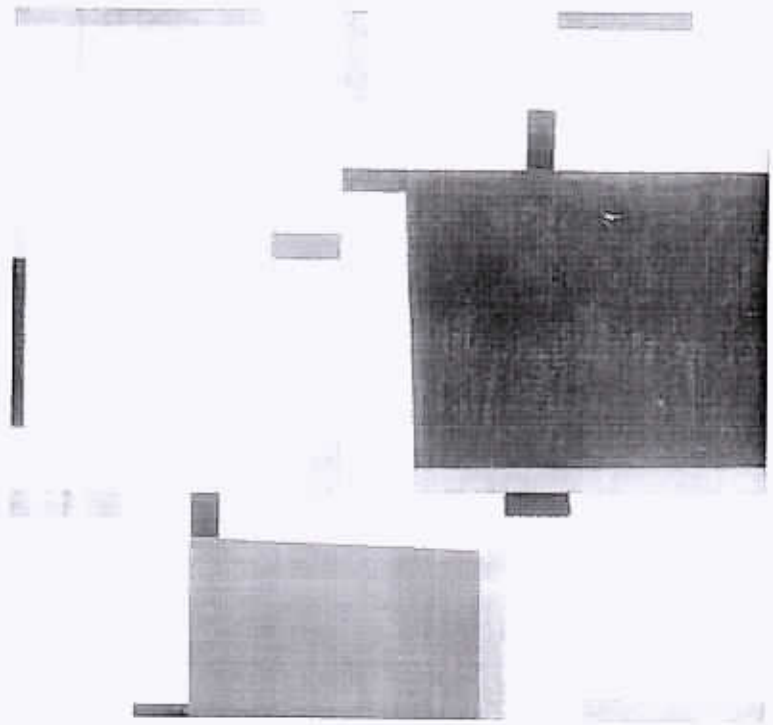
1. Relational Painting No. 64, 1953 by Fritz Glarner
2. Stepping Out by Roy Lichtenstein

The secondary colors are _____
orange, green, and
purple. Secondary colors are
created by mixing equal parts of
any two primary colors.

YELLOW + RED = ORANGE
RED + BLUE = VIOLET /
PURPLE BLUE + YELLOW =
GREEN
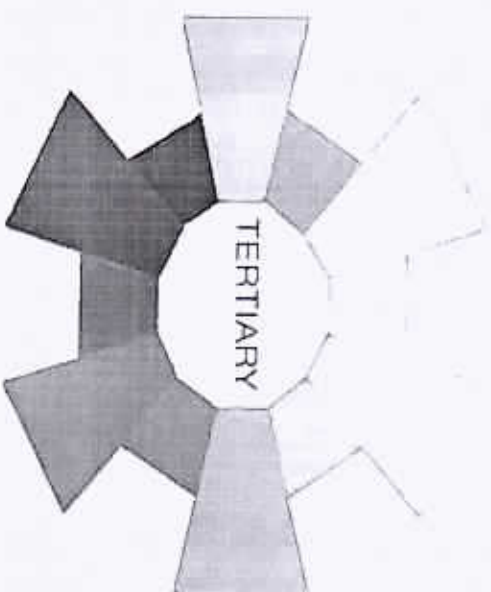
Tertiary colors are created by mixing
equal parts of a secondary color and a
primary color together.

YELLOW + ORANGE =
YELLOW-ORANGE
RED + ORANGE = RED-ORANGE
RED + VIOLET / PURPLE = RED-
PURPLE BLUE + VIOLET / PURPLE =
BLUE-PURPLE

TERTIARY

BLUE + GREEN = BLUE-GREEN
YELLOW + GREEN = YELLOW-
GREEN

Complementary harmony — is achieved by a combination of any one hue harmony. It combines opposite colors in the color wheel. Blue and violet, for instance, are complementary colors.

Monochromatic harmony — is otherwise referred to as one-mode or one hue harmony. It combines different intensities or values - lightness and darkness or brightness and dullness - of one color only. Examples are blue, light blue, dark blue.
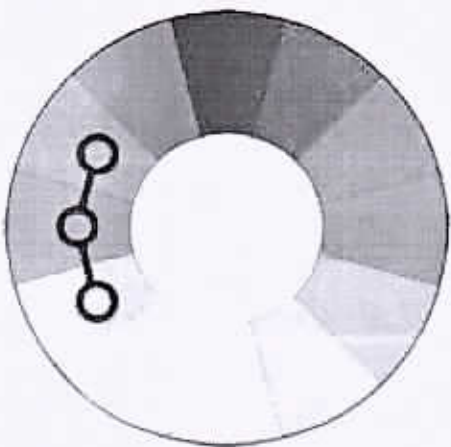
Analogous harmony — means a combination of two or more neigh boring colors in the color chart.

Complementary harmony — is achieved by a combination of any opposite colors in the color wheel. Blue and violet, for instance, are complementary colors.
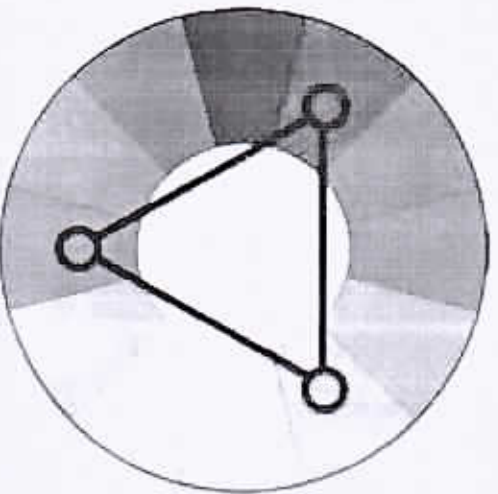
Triad

A triadic color scheme uses colors that are evenly spaced around the color wheel.

Triadic color harmonies tend to be quite vibrant, even if you use pale or unsaturated versions of your hues.
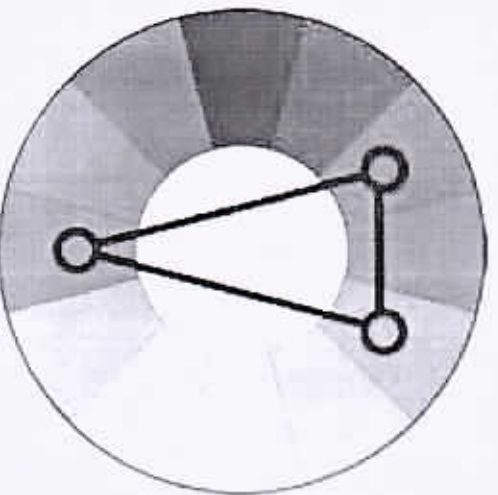
Split-Complementary The split-complementary color scheme is a variation of the complementary color scheme. In addition to the base color, it uses the two colors adjacent to its complement.
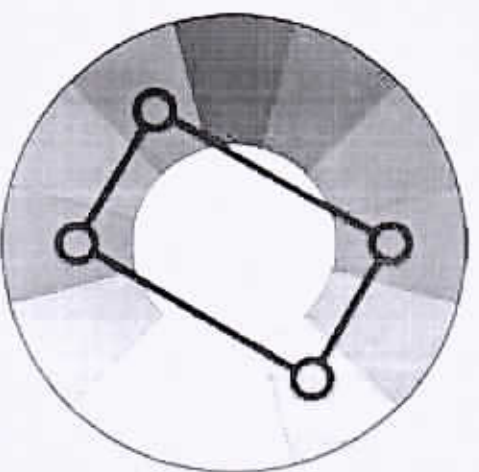
Rectangle (tetradic) The rectangle or tetradic color scheme uses four colors arranged into two complementary pairs.

This rich color scheme offers plenty of possibilities for variation.

Warm colors- colors that are usually associated with warm things.

Ex. Red, yellow, orange
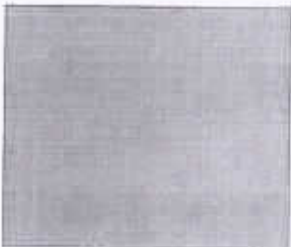
Cool colors- colors that are usually associated with cool things.

Ex. Blue, purple, green

NEUTRAL COLORS

Neutral Colors are colors that are not associated with a hue (Color). Neutral Colors, when mixed with a hue change the value or intensity of the color. Neutral colors are Black, White, Gray and some Browns.

White + Color = Tints of the color. (Ex. White + Red = Pink)

Black + Color = Shades of the color. (Ex. Black + Red = Burgundy)

Gray + Color = Less Intensity of the color

Morning on the Seine near
Giverny by Claude Monet

Analogous Painting
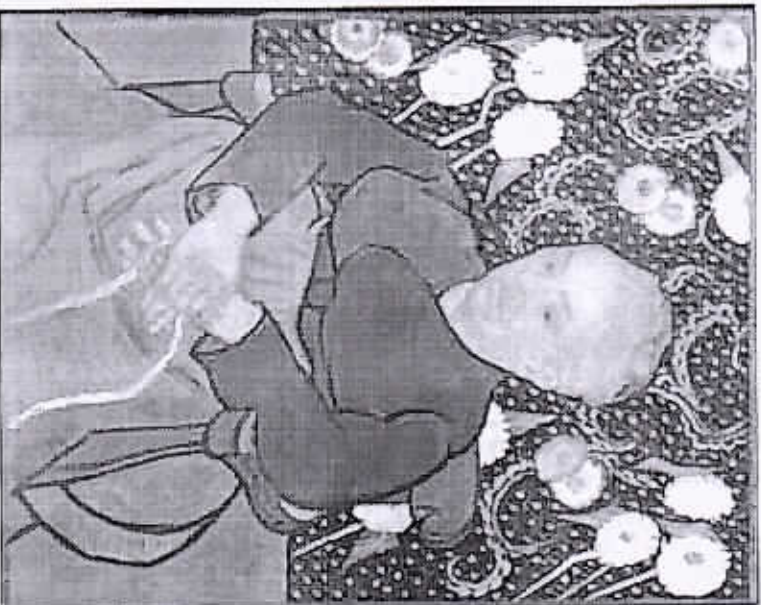
Woman Rocking a Cradle
by Vincent van Gogh

Complementary Painting

THE RGB MODEL
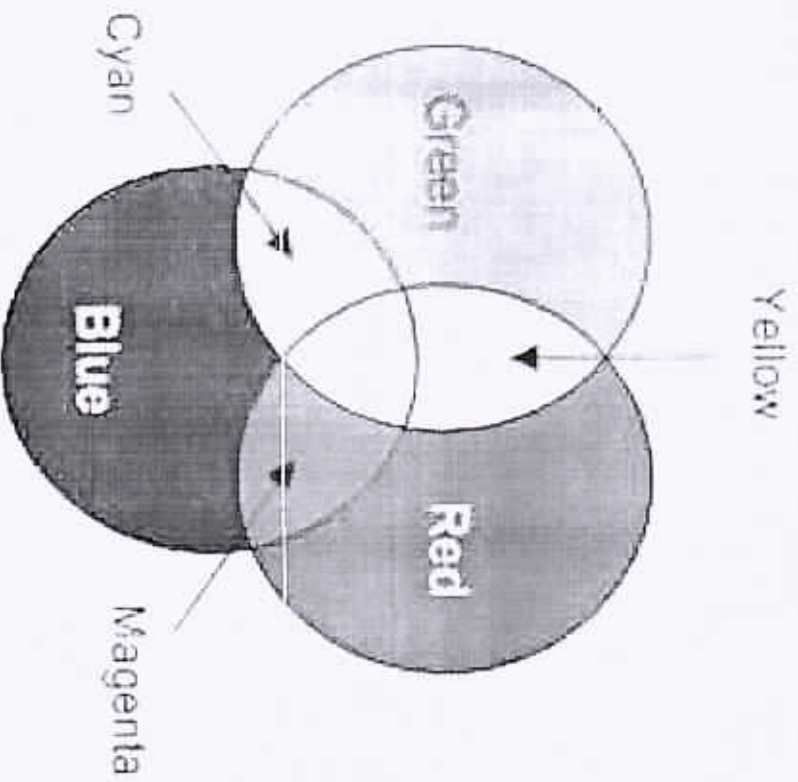
Red, green, and blue are the primary stimuli for human color perception and are the primary additive colors.

The secondary colors of RGB, cyan, magenta, and yellow, are formed by the mixture of two of the primaries and the exclusion of the third. Red and green combine to make yellow, green and blue make cyan, blue and red make magenta. The combination of red, green, and blue in full intensity makes white. White light is created when all colors of the EM spectrum converge in full intensity.

THE CMYK MODEL
(Cyan-Magenta-Yellow-Black)
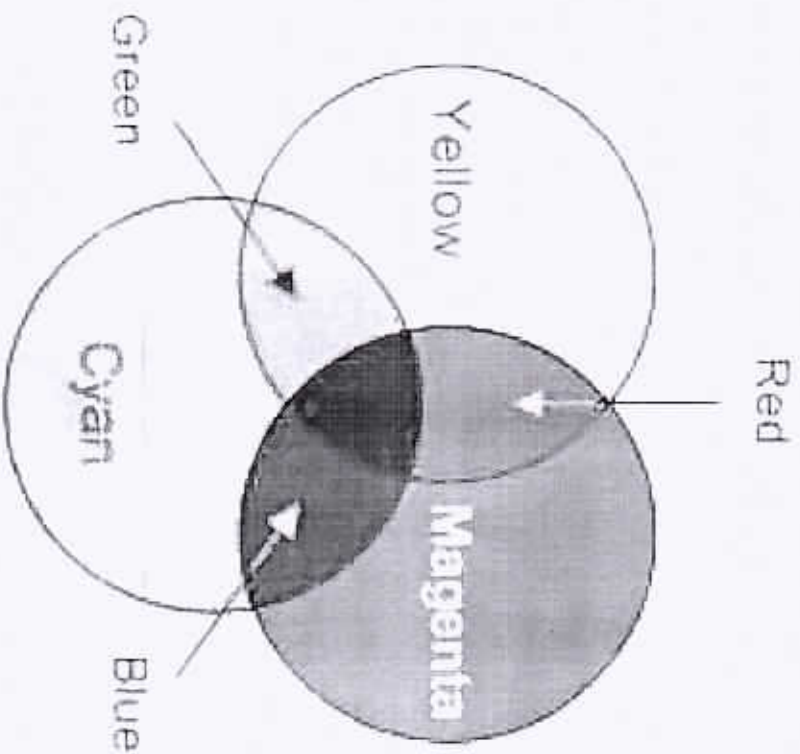
It is a subtractive color model, used in color printing. Cyan, magenta, and yellow correspond roughly to the primary colors in art production: red, blue, and yellow. Black results from a full combination of colored inks

The CMYK model works by partially or entirely masking colors on a lighter, usually white, background. The ink reduces the light that would otherwise be reflected. Such a model is called subtractive because inks "subtract" brightness from white.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 22-10-2018

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over ".Art is communication..." topic delivered by **Dr. Ravindra**, *Department of Fine Arts on dated 27-10-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.*

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7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
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13	Mr. Tarun Kumar Paliwal	

ART IS COMMUNICATION - LEO TOLSTOY

Leo Tolstoy's Art is communication, what is Art? (1896) is a treatise concerning the nature and purpose of art, describing how art can express moral values. Tolstoy does not define art in terms of its ability to express form and beauty, but instead defines art in terms of its ability to communicate concepts of morality. For Tolstoy, aesthetic values are defined by moral values. According to Tolstoy, art cannot be defined as an activity which produces beauty. Beauty cannot be defined objectively, and therefore cannot be used as a criterion to define what is, or is not, art. The aim of art is not merely to produce beauty, or to provide pleasure, enjoyment, or entertainment.

Art is a means of communication, and is an important means of expression of any experience, or of any aspect of the human condition. Tolstoy defines art as an expression of a feeling or experience in such a way that the audience to whom the art is directed can share that feeling or experience. Art does not belong to any particular class of society. To limit the subject matter of art to the experiences of a particular class of society is to deny that art can be important for all of society. Tolstoy criticizes the belief that art is only relevant to a particular class of society, saying that this is a misconception which can lead to obscurity and decadence in art. According to Tolstoy, good art is intelligible and comprehensible. Bad art is unintelligible and incomprehensible. The more that art restricts itself to a particular audience, the more obscure and incomprehensible it becomes to people outside that particular audience. Good art is not confusing and incomprehensible to most people. To the contrary, good art can communicate its meaning to most people, because it expresses its meaning in a way which can be understood by everyone.

Tolstoy believes that art is good if it is judged to be good by the majority of people. Indeed, he claims that a great work of art is only great if it can be

understood by everyone. He also argues that if it is not admitted that art must be intelligible and comprehensible, then any unintelligible or incomprehensible expression of thoughts or feelings may be called "art." If any incomprehensible form of personal expression may be called "art," then the definition of art gradually loses its meaning, until it has no meaning at all. "Good art" has a form and content which are in unity with the ideas and feelings which it evokes or represents.

In contrast, "bad art" lacks unity of form and content with the ideas and feelings which it tries to evoke or represent. "Bad art" is shallow, repetitious, crude, clumsy, contrived, melodramatic, pretentious, or banal.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "...Rasa theory......" topic delivered by **Dr. Anu Nayak**, *Department of Fine Arts on dated* 17-11-2018 *at 3:30pm. Kindly participate in it and have healthy discussion over the topic.*

(..............)
Convener, Saturday Tea Club
Dept. of Fine Arts

(..................)
HOD
Dept. of Fine Arts

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
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Shri Ram College, Muzaffarnagar
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Attendance Sheet of Saturday Tea Club
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Rasa theory

What is the number of the rasa? There are lots of opinions about the number of rasa and it is a subject of long dispute since ancient time. Whether Natyashastra includes eight rasa or nine rasa is controversial matter. But many of the scholars agree that the ninth rasa is added by Abhinavgupta in his commentary on Natyashastra entitled as Abhinavabharati. He highlights the Shantrasa as ninth rasa and argues that all other rasa lead to it. Therefore much of the scholars discuss the eight rasa in together and they discuss Shanta rasa and its relationship with the other eight rasa independently. In a drama there are the following eight rasa: erotic (Sringara), comic (Hasya), compassionate (Karuna), furious (Rudra) heroic (Vira), terrifying (Bhayanak), disgusting (Bibhtsa) and awesome (Adbhis Natyashastra suggests eight rasa which are thoroughly discussed in chapter no.VI. The present research work is limited only to Bharata's rasa theory; therefore it will be proper to highlight only those rasa which are discussed by Bharata. He defines eight rasa that is Sringara, Hasya, Karuna, Rudra, Vira, Bhayanak, Bibhistsa and Adbhuta. He classifies dramatic content on the basis of emotions. All these rasa have something common i.e. they have some emotional content. Yet they have their points of differences on the basis of those points they establish their own identities. These differences are the ways in which the various emotions are manifested.

Bharata again and again emphasized the fact that the aim of art is pleasure even the rasa which is contained in act should not hurt the spectator, and hence the natyashastra tells the story of how a fight ensues when the demons are shown in a bad light. Thus this ability to give pleasure or delight is another feature that brings the various rasa under a common category. Though all the rasa are pleasurable, the emotive content behind the pleasure is different roads that lead to the some goal or the same zone pleasure. This categorization of emotions or even works of art is nothing strange to Indian aesthetic, we try to arrange. Bharata's classification under these two heads, this is how it would look:

Tragedy: Compassionate, Fusion, heroic, Terrifying and Disgusting and

Comedy: Erotic , Comic, Heroic and Awesome or Wonderful.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "......Raffaello........." topic delivered by Ms. Anita Chauhan, Department of Fine Arts on dated 24-11-2018 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.................)
Convener, Saturday Tea Club
Dept. of Fine Arts

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Shri Ram College, Muzaffarnagar
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राफेल (Raffaello Sanzio da Urbino या Raphael , 1483 – 1520) परम पुनरुत्थान काल के इटली के महान चित्रकार एवं वास्तुशिल्पी थे। लियोनार्डो दा विन्ची , माइकल एंजेलो और राफेल अपने युग के महान कलाकार हैं।

राफेल का चित्र

राफेल को शताब्दियों तक समूह संयोजन का आचार्य माना जाता रहा है। व्यक्तियों के समूह, समूहों का सम्पूर्ण चित्र में अनुपात, चित्र की उंचाई और गहराई का अनुपात, और व्यक्तियों की विभिन्न मुद्राएं - इन सब में उसने कमाल कर दिखाया है। रैफेल की सर्वाधिक ख्याति उसके मैडोन्ना चित्रों से है। रैफेल की कला से ही बरोक शैली का विकास हुआ।

माइकेल एंजेलो की अपेक्षा राफेल का काम शान्त, मधुर और नारीसुलभ मोहिनी से भरपूर है। राफेल की नारी और बाल चित्रण में विशेष अभिरुचि थी।

^ परिचय

राफेल का जन्म इटली के उर्बीनो (Urbino) में हुआ था।
उसके पिता जियोवान्नी सान्ती एक चित्रकार थे। 1500 में
रैफेल पेरुजिहनो के यहाँ कार्य सीखने लगा। 'सैनिक का
स्वप्न' नामक चित्र की रचना उसने इसी समय की जब वह
मात्र 17 वर्ष का था। 1500-1510 का युग रैफेल के लिये
एक महान चित्रकार के रूप में उदय का युग था।

^ लियोनार्डो तथा माइकेल एंजिलो का प्रभाव

लियोनार्डो की वर्जिन (कुमारी), शिशु तथा सन्त के चित्रों से
राफेल ने एक नवीन प्रकार के मैडोन्ना चित्रों का विकास
किया तथा मोनालिसा के आधार पर व्यक्ति चित्रों की एक
नयी पद्धति आरम्भ की। जिसका उदाहरण मेडालेन्ना डोनी
का व्यक्ति चित्र है। विन्ची के छाया प्रकाश के सिद्धान्तों का
प्रभाव राफेल की पृष्ठभूमियों में इसी समय से मिलना आरम्भ
हुआ। माइकेल एंजिलो के प्रभाव से उसकी आकृतियों की
रेखाएँ शक्तिशाली और संयमपूर्ण हो गयी।

एथेंस का विद्यालय' नामक चित्र

वर्जिन का विवाह' नामक चित्र

'वर्जिन का विवाह' नामक चित्र

'फोर्नारिना' : राफेल की प्रेमिका

1508 में वह रोम गया तथा पोप जूलियस द्वितीय के द्वारा वैटिकन में चित्रांकन के लिये नियुक्त किया गया। शीघ्र ही यह वहाँ का प्रधान चित्रकार हो गया। यहाँ राफेल ने 'स्कूल ऑफ ऐथेन्स' नामक प्रसिद्ध कृति बनायी। यह चरम पुनरुत्थान काल की उत्तम कृति मानी जाती है। इसमें प्लेटो तथा अरस्तू को बात करते हुए बाहर आते दिखाया है। प्लेटो की हस्तमुद्रा ऊपर की ओर संकेत कर रही है। इसके वस्त्रों का रंग लाल और उसकी सलवटें उर्ध्वलय में हैं। अरस्तु की हस्त मुद्राएं एवं नीले वस्त्र सभी क्षैतिज कर्णवत हैं जो इसी संसार को महत्वपूर्ण मानने का संकेत कर रहे हैं।

1514 में रैफेल सेण्ट पीटर के गिरजाघर का प्रमुख शिल्पी बन गया। रोम के फर्नेसिया नामक स्थान पर उसने जो भित्तिचित्र अंकित किये वह उत्कृष्ट श्रेणी के हैं। वह टेपेस्ट्री डिजाइन का भी आविष्कार कर रहा था जिससे अंकित पर्दें सिस्टीन चैपल में टांगने की योजना थी। इसी समय वह ओल्ड टेस्टामेण्ट के आधार पर भी चित्र बना रहे थे। 1515 में निर्मित उनका एक चित्र 'सिस्टाइन मैडोन्ना' है जो उन्होंने अकेले ही चित्रित की है। इस चित्र में मैडोन्ना पृथ्वी की मानुषी न रह कर स्वर्ग की देवी हो गयी है और उसे बादलों में तैरते हुए चित्रित किया गया है।

राफेल की अन्तिम श्रेष्ठ कृति 'ईसा का दिव्य स्वरुप धारण करना' है जो उसने 1517 में आरम्भ की तथा 1520 में अपनी मृत्यु तक पूर्ण नहीं कर सके। इसे रैफेल के प्रिय शिष्य ज्यूलियो रोमानो ने पूर्ण किया। 37 वर्ष की आयु में ही रैफेल की मृत्यु हो गयी। किसी भी चित्रकार ने इससे पूर्व इतनी सामाजिक पृतिष्ठा प्राप्त नहीं की थी।

कुछ प्रमुख चित्र

राफेल द्वारा निर्मित कुछ अन्य बेहतरीन कृतियाँ निम्नलिखित हैं।

- गुईडीबाल्डो डि मोंटेफेल्ट्रो का चित्र
- एलिज़ाबेथ गोन्ज़ागा का चित्र
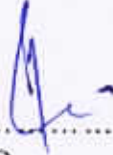- वर्ज़िन का विवाह (चित्रित)

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 15-01-2019

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over ".Career as an artist..." topic delivered by Mr. Gaurav Sharma, Department of Fine Arts on dated 19-01-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.................)
Convener, Saturday Tea Club
Dept. of Fine Arts

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Shri Ram College, Muzaffarnagar
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Topic- Career as an Artist (Fine Arts & Commercial Arts)

About Artist (Fine Arts & Commercial Arts)

Artists are people who communicate their ideas or feelings through their art. They create unique works from their imagination. Depending on the area of specialization and experience, artists can be self-employed or can work in teams throughout the creative process to complete a project or create a product. To be in this profession, one can choose his/her career as an illustrator, graphic designer, sculptor or multimedia artist.

Artists can be classified into two categories, Fine Artists, and Commercial Artists. Commercial art includes graphic design, advertising, branding, logos and book illustrations. The job of commercial artists includes meeting with clients to determine what type of product they are looking at, speaking with the clients, reviewing proposed plans and offering suggestions to their clients. Commercial artists take the vision of the client and figure out the best way to portray such a vision to the public.

Fine art includes paintings, sculptures, and illustrations, and creation of original works of art for its aesthetic value, rather than for a functional one. The job of fine and craft artists include developing creative ideas or new methods for making art, using techniques, such as weaving, knitting, glass blowing, painting, drawing, or sculpting and creating sketches or models to guide their work.

Types of Job Roles Artist (Fine Arts & Commercial Arts)

To pursue a career as an artist, one should have creativity and manual dexterity. There are various artist job profiles that one can target on the basis of their specific interest areas. Following are some of the job profiles for an artist.

Art Directors
They are responsible for the visual style and images in newspapers, magazines, product packaging, and movie and television productions. They oversee the artists and creative workers in an art department and direct them to develop artwork and layouts.

Graphic Artist
They develop graphics and layouts for product illustrations, company logos, and internet websites and are employed in several industries where the need for visually stimulating designs are necessary

Cartoonists
Their job is to draw political, comic, advertising and sports cartoons and to create plots and write captions

Photographers
They use their creativity, technical expertise, artistic ability, composition skills and business skills to produce and preserve images that tell a story or record an event.

Illustrators
They create pictures for magazines, books, newspapers and commercial products. They combine hand-drawing and painting with digital media to create complete illustrations.

Jewelry Artists

Jewelry artists make use of their creative and practical skills to design the jewelry. They create or draw designs or models using computer or on paper and meet the expectations of clients by using metal, gems or stones as per their interests.

Sculptors

Their job is to use a variety of techniques to mold and create aesthetically pleasing three-dimensional objects, including carving, shaping clay, chiseling, whittling etc. They cut and carve images out of blocks of wood, plaster or stone.

Tattoo Artists

They use stencils and draw by hand to create original images and text on the skin of their clients. These artists use a variety of styles and colors based on their clients' preferences by using specialized needles.

Employment Sector/Industry for Artist (Fine Arts & Commercial Arts)

There are great employment opportunities for artists in different sectors/industries which can allows artists to sell their artwork. Some of the top sectors that requires artists are mentioned below:

- Publishing houses
- Art Studios
- Freelance projects
- Advertising companies
- Fashion houses
- Teaching
- Photography
- Manufacturing firms
- Television
- Corporate businesses
- MNCs

Top Recruiting Companies for an Artist

Few of the leading recruiting companies where an artist can find employment opportunities are listed below:

- Seventh Inc
- Icreon
- The Grafiosi Studio of Art and Design

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 22-01-2019

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "...Apparel industry........" topic delivered by Ms. Silky Jain, Department of Fine Arts on dated 26-01-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

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Convener, Saturday Tea Club
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Topic- Apparel Industry Production

Planning and Control (PPC):

Production planning and control (PPC) is one of the most important departments in the apparel industry. It plays an important role in apparel export business. It helps to build-up strong relationship with the other departments to obtain maximum output from the export order. Besides, production planning and control department of clothing industry is also responsible for the timely shipment. There are different types of work like as task scheduling, material resource planning (inventory), loading production, process selection and planning, select location, estimating quantity and production cost, capacity planning, line planning, follow up and execution etc are done by production planning and control department. In this article all process of production planning and control department in garment industry are discussed elaborately.

Fig: Apparel industry

Production Planning in Apparel Industry:

To manage with the short lead time and small but frequent orders, apparel manufacturers strive to improve their production processes in order to deliver finished products within the expected time frame at the lowest production cost. Production planning is therefore gaining importance in contemporary apparel manufacturing.

Production planning can be defined as the technique of foreseeing every step in a long series of separate operations, each step to be taken at the right time and in the right place and each operation to be performed with maximum efficiency. It in a way helps the organization to work out the quantity of material, manpower, machine, and money required for producing a predetermined level of output in a specified period of time. An outline of an apparel production cycle is shown in Fig 2.

Research & design	Prototyping & costing	Sourcing & merchandising	Production	Shipping & distribution

Inspection & testing	Lay & marker planning	Spreading & cutting	Sewing	Wet processing	Pressing & finishing	Final auditing

Fig 2: Outline of an apparel production cycle

Managing production in an organization mainly involves planning, organizing, directing, and controlling production activities. It deals with converting raw materials into finished goods along with proper decision making regarding the quality, quantity, cost, etc. involved in it.

The basic planning process in apparel manufacture includes:

- Receiving the order.
- Proper planning to check if there is sufficient plant capacity is available to achieve the delivery date specified.
- Checking availability of cut parts and panels in the non sewing areas (cut embroidery if any, print, wash, and pack).
- Checking if there is ample time to order and receive fabric, trims, approve sample, lab testing, etc.
- Confirmation of the delivery date to the customer.
- Proper communication between departments for smooth flow of the process.
- Monitoring progress against plan.
- Replan if required.

However, skills and efficiency vary for different teams and absenteeism is also always taken into account. For instance, if a team normally makes woven garments, a change to knitted T-shirts means that they are less skilled at handling that item. Automatically there is a fall in the rate of production, which impacts planning.

The clothing industry is still very much dependent on human labor, despite increasing usage of automatic machines and processes. Now, with the ever-changing fashion market, which demands constant style changes, it becomes a challenge in achieving efficiencies and optimizing operator skills. So the trick here is to have the same team of operators working on a similar type of product for as long as possible, hence minimizing production loss. The planning must also consider special areas where loading might impact resources.

Most business systems offer some capacity planning, while many of them are not graphical, complex to use, and not user-friendly. Using spreadsheets has its own drawbacks: lack of transparency, not visual, cannot be shared on a network, which limits coordination, and is cumbersome and difficult to manage with large orders.

To overcome these obstacles companies can change:

- From flow line production to production in cells, where there is more team work and more skilled labor, which saves time.
- Just-in-time (JIT) approach to deal with the inventory.
- Strategically having partners to gain short lead times.
- Service orientation rather than product orientation.
- Emphasis on accuracy of output than volume of output.
- Long-term capacity planning.
- Short-term detailed planning, that is, planning of cutting room and sewing room activities.
- Inventory control—raw material purchasing, finished goods, etc.
- Critical path control.

The management must allocate HRs in the form of Planning Executive (PE), Merchandising Executive, Factory Planners, and Planners so that planning and control activities are well carried out. The Planning Executive will liaise with customers and merchandising executives to establish requirements for this season and next; agree to delivery schedules as planned; respond to the changes that must be made on the basis of consumer demand; allocating garments to appropriate factories to achieve customer requirements and control of critical path.

The factory planner takes information from the Planning Executive and works on them in the factory, such as scheduling and sequencing work lines with delivery dates; working closely with the production department at the factory; liaising with fabric suppliers for procurement of fabric. The planner does the detailed planning of work for each line as per the customer information supplied; purchasing of fabric and trimmings; loading the cutting room in time; production control, that is, to ensure that quantities ordered match with the cut quantities.

Before a garment can go onto the production line, there is a huge amount of pre-production activity that must take place. Sometimes it is done as specified by the customer or on a general basis. Activities are allocated to

individuals who can cross-examine them before sending them to the sewing floor, for example, label information, wearer trials, quality seals, and fabric approval. By doing this it becomes easy for the planning department to track where the product is on the planning board and where it needs to be pushed forward or backward, and hence maintain a critical path to attain the target. If by any case the production is delayed by some weeks or days, the problem is highlighted on the planning board. So the PE must postpone the start date and try to expedite the pre-production process.

Therefore, only the fittest and leanest organizations survive in the race for manufacturing quality apparel in the desired time by working efficiently, cost-effectively, responsively, and flexibly.

Production Control in Apparel Industry:

Production control is the process of planning production in advance of operations, establishing the exact way of each individual item part or assembly, setting, starting, and finishing for each important item, assembly or the finishing production, and releasing the necessary orders as well as initiating the necessary follow-up so that the production may run according to the original or revised schedule.

Areas of Production Control:

Dispatching:

Dispatching is an important step as it translates production plans into production. Dispatching involves issue of production orders for starting the operations. Conformation is given for:

- Moving of materials from process to process.
- Assigning of work to machines.
- Issuing of tools to production departments.
- Issuing of job orders.
- Recording of time taken.
- Ensuring necessary changes.
- Having proper liaison with routing

Follow-up or expediting:

Follow up or expediting is that branch of production control procedure which regulates the progress of materials and part through the production process. It is done to check if there are any bottlenecks in the flow of work and to ensure that the production operations are occurring in accordance with plans. It spots delays or deviations from the production plans. It also helps to reveal defects in routing and scheduling, under loading or overloading of work, etc. All remedial measures are taken to ensure that the work is completed by the planned date.

Inspection:

To ensure the quality of goods inspection is also very important. The purpose of inspection is to see whether the products manufactured are of requisite quality or not. It is carried on at various levels of production process so that pre-determined standards of quality are achieved. Inspection is undertaken both of products and inputs.

Corrective measures:

Corrective measures may involve any of those activities of adjusting the route, rescheduling of work, repairs and maintenance of machinery or equipment, and control over inventories. Alternative methods are suggested to handle peak loads.

Importance of Production Planning and Control in Apparel Industry:

Production planning and control is important for the following reasons—

A. For Increasing Production: Main purpose of production planning is to arrange inputs. Production control programme minimizes idleness of men and machines. It thus helps in raising industrial output.

B. For coordinating plant activity: In planning production is carried out in a number of processes and thus activities are synchronized for smooth working.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over ".How to Customer........." topic delivered by Ms. Yashika Kathuria. Department of Fine Arts on dated 16-02-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(............................)
Convener, Saturday Tea Club
Dept. of Fine Arts

(............................)
HOD
Dept. of Fine Arts

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
10	Dr. Ashish Garg	
11	Ms. Ruby Narwal	
12	Ms. Reena Tyagi	
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Shri Ram College, Muzaffarnagar
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Attendance Sheet of Saturday Tea Club
Session 2018-19

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Topic- How to Customer Survey

Dear Customer,

Thank you for giving us the opportunity to better serve you. Please help us by taking a few minutes to tell us about the service that you have received so far.

* Required

Your Name? *

Your answer

Your Profession? *

Your answer

Your Gender? *

Male

Female

Age Range? *

16-25

26-35

36-45

⬤ +

Do you frequently visit Pantaloons store? *

Yes

No

How do you feel while shopping in Pantaloons Store? *

Great

Good

Not satisfied with the arrangement of products

Not satisfied with the promotional offers available in the store

Not satisfied with the range of products

When you are shopping for clothes would you say that you take notice of the shop window displays? *

Yes

No

⬤ metimes

Have you ever bought an item of clothing or an outfit you've seen in a window display? *

Yes

No

Please rate the following parts of Visual Merchandising as per their importance. *

4 (Most Important) 3 (High Importance) 2 (Low Importance) 1 (Least Importance)

Store Display

Store Interior

Promotional Signage at entrance

Layout

Window Display

Lightning System

Background music

Fragrance

Theme

Store Display
Store Interior
Promotional Signage at entrance
Layout
Window Display
Lightning System
Background music
Fragrance
Theme

Please read the following statements related to Visual Merchandising done in a Retail store and tick the appropriate option.! *

Never Rarely Somtimes Frequently Always

I tend to enter a store when I am attracted by an eye catching window display
Window display helps to show variety of products in the store
Bad window display affects the impression of the store
When I see a product featuring a new style or design on display, I tend to buy it
If I see an interesting promotional offer (reduced price. sales promotion. etc.). I tend to buy
Sale/Clearance signs entice me to look through the products
I am more likely to make an unintended purchase if the products have a sale or clearance sale
When I walk along the aisle. I tend to look through the products close to me display within the store catches my attention to go through the product
Floor stickers help me make my way towards the product Compact florescent lamps, Wash lights & focus lights helps to enhance the product appearance & encourages sale Good background music creates a pleasant & healthy shopping environment Good fragrance creates a pleasant & healthy shopping environment
Aerial display within the store catches my attention to go through the product
When I see a product that catches my eye, I tend to buy it, I tend to enter a store when I am attracted by an eye catching window display Window display helps to show variety of products in the store Bad window display affects the impression of the store. When I see a product featuring a new style or design on display. I tend to buy it. If I see an interesting promotional offer (reduced price, sales promotion, etc.). I tend to buy, Sale/Clearance signs entice me to look through the products
I am more likely to make an unintended purchase if the products have a sale or clearance sale, when I walk along the aisle. I tend to look through the products close to me display within the store catches my attention to go through the product
Floor stickers help me make my way towards the product
Compact florescent lamps, Wash lights & focus lights help to enhance the product appearance & encourages sale
Good background music creates a pleasant & healthy shopping environment
Good fragrance creates a pleasant & healthy shopping environment
Aerial display within the store catches my attention to go through the product
When I see a product that catches my eye, I tend to buy it
SUBMIT

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 18-02-2019

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "..........Aristotle............." topic delivered by **Dr. Ashish Garg,** *Department of Fine Arts on dated 23-02-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.*

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Shri Ram College, Muzaffarnagar
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ARISTOTLE

Among the pioneers of human knowledge Aristotle was undoubtedly, the greatest . His philosophy included almost all sciences and humanities such as logic , mathematics , physics , biology and psychology ,metaphysics and ethics , politics and aesthetics .His range was encyclopedic , orginal as well as creative .His influence in philosophy surpassed even that of his master Plato . His position in the history of philosophy is unique . Aristotle was undoubtedly "Master of those who know". Born in BC 384 in Stagira. Joined the famous 'ACADEMY' of the greatest philosopher Plato at the age of 17 year. In BC 347 left ACADEMY.

•In BC 342 became the tutor of Alexander the Great . In BC 335 ESTABLISHED 'LYCEUM'.

•Died in BC 322 in Euboea. The methods used by Aristotle for his investigations was scientific. ▫Aristotle was Analytical and Logical in his treatment of subject. ▫Aristotle was Practical and Realist .

Aristotle's Concept of Catharsis Word "catharsis" has been used in Aristotle's "Poetics" but he forgot to define its concept. He left its definition on critics and students of literature. However, no clear definition of "catharsis" is available. It has much importance in every language. There is no word in English literature, which has been debated so much as the word "Catharsis" has been debated and translated. Commonly, it has been defined as a process of releasing and thereby providing relief from strong or repressed emotions. Some other meanings which come in mind after reading Aristotle's poetics are: • Purgation, Purification, • Cleansing, • Release, • Relief, • Emotional release, • Freeing, • Deliverance, • Exorcism, • Abreaction, • Depuration, • Lustration. Catharsis in real meanings explains importance of tragedy. In Aristotle's eyes, tragedy is the purgation of emotions such as pity and fear that defines concept of catharsis. Whole "Poetics" of Aristotle emphasizes on catharsis of pity and fear. Thus, the word became matter of controversy between the critics. Aristotle defines tragedy and says that when protagonist, who is mixture of good and bad qualities, suffers and falls from prosperity to adversity, it causes the catharsis of pity and fear. Thus, the word "Catharsis" is not a simple noun instead it is a symbol of emotions. Every critic defines this word as per his knowledge and experience. It is impossible to extract exact concept of catharsis only from Aristotle's "Poetics", therefore we have to rely upon the suggestions, provided by critics. We have to consider the arguments of every critic and then to draw conclusion that who has best defined it. Catharsis means purification and refinement. We find peace because of the harmonization we face after outlet of emotions. It purifies our hearts. We feel same after watching every tragedy whether it is "Othello", "Hemlate" or any other from the past like "Oedipus Rex". A tragedy always purifies our soul with a touch of refinement. It can also be referred as a homeopathic treatment as defined by Milton. He, in his preface to "Samson Agonistes" writes: "Tragedy has been ever held the gravest, moralist and most profitable of all other poems; therefore said by Aristotle to be of power, by raising pity and fear, or terror to purge the mind of those and such-like passions; that is, to temper or reduce them to just measure with a kind of deli;.t stirred up by reading or seeing those passions well imitated. Not is Nature herself wanting in her own effects to make good Aristotle's assertion, for so, in physic, things of melancholic hue and quality are used against melancholy, sour against sour, salt to remove salt humours". Purgation and purification best describe catharsis. Undoubtedly, Aristotle lays great importance on pity and fear and when spectators witness pain of the hero they feel pity for him. In a tragedy, the reader/spectator puts himself in place of the tragic hero and thinks what he could do if he were the hero. Every person feels the same as felt by tragic hero. Feelings and emotions are there in everyone. These are natural and everyone possesses them. What makes difference is their suppression. Some can suppress them easily whereas others cannot. Ultimately feelings of pity and fear arise and the same increase with every hardship faced by the tragic hero. A tragedy, in true words, is the purgation of these feelings and emotions. Catharsis, thus is synonymous for relief that is observed by every person after purgation of feelings. We know that feelings, no matter what their type is, create disturbance until they are released. A true tragedy, first provoke these feelings and then

gives relief from them. Hence, catharsis has also been defined as the purgation of feelings that arise while observing a tragedy. After seeing sufferings of the hero, it is certain that feelings of pity and fear arouse and the spectator refuses to take such steps, which cause sufferings. If we see the word catharsis in this context then it reveals that Catharsis is merely used for the purpose of teaching. Of course, spectator learns something from tragedy and every tragedy has a subject, which indeed has a moral lesson. Perhaps Aristotle uses this word for the purpose of teaching. It is necessary to remember that Aristotle emphasizes too much on the main character and says that he must be the combination of good and bad qualities. If the character is mixture of good and bad, the spectator, after witnessing sufferings does not dare to take such steps but if he is too good, it will be unjustified for a good man to suffer and instead of learning he will show his sympathy. If he is totally a bad person, then his sufferings are good because he deserves it. It is clear thatAristotle kept morality on his mind while defining tragedy. So, the word catharsis may be used for morality and for teaching purposes in the "Poetics". Crux of the above discussion is that catharsis has different meanings in every language. The controversy is still unresolved. It would be easier if Aristotle had defined this word but he could not do so. Perhaps, he could not realize importance of this word. Aristotle emphasized on the catharsis of pity and fear. Critics defined catharsis as emotional fortitude, physiological balance, a process of emotional outlet, purgation, purification and homeopathic treatment. Every mind has its own interpretation so far as the meaning of this word is concerned. It has been defined more than any other word in English literature yet ironically it is undefined. As discussed earlier, it is not simply a word but name of emotions, thus, it is difficult to define. Conclusion can be drawn that the words, purgation   purification   and   refinement   best   describe   meaning   of   catharsis.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 13-03-2019

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over ".What..is..perspective..." topic delivered by Ms. Ruby Narwal. Department of Fine Arts on dated 16-03-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

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Dept. of Fine Arts

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Shri Ram College, Muzaffarnagar
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Topic- What Is Perspective In Art?

Perspective in art is what gives your work a 3D look rather than a flat painting or drawing. It sounds complicated and boring but it is actually quite simple and is probably something you already understand but just haven't applied it to your work.

Understanding perspective in art makes your work look real and in proportion. Learning how to use perspective to add distance along with using proper values, will give depth to your painting or drawing and make it so much more interesting and realistic. To learn more about using value you can read my post on **Value in Art**.

**This page may contain affiliate links to products I have used or recommend. If you purchase something from this page, I may receive a small percentage of the sale at no extra cost to you.

Defining Perspective in Art

Lets start with a few definitions and then I will give a more in-depth explanation.

Perspective –a technique that enables artists to add the illusion of depth to a painting or drawing. There are several "types" of perspective as explained below.

Viewpoint – the position from where you view your scene. So a normal viewpoint would be looking at a scene or object at eye level.

You can also have a low viewpoint where you are looking at your subject from below, such as looking up to a balcony. High viewpoint would be looking down on a subject, such as looking down at a beach from a high cliff.

Horizon Line – the imaginary horizontal line in the distance that is eye level.

Vanishing Lines – lines drawn from the object to a point or points on the horizon. The point where these lines meet is called the vanishing point .

I hope these definitions didn't confuse you too much. It is much easier than it seems and you don't need to remember the name of these terms to make a good piece of art. You just have to understand what you are seeing.

So, let's see how to incorporate this information into your artwork.

Finding the Horizon Line

The horizon line is mostly used in landscape drawing or painting but it can also be used in indoor scenes and still life as well.

It's easy to find the horizon line if you are standing on a beach looking out at the ocean. The horizon line is where the sky meets the sea.

Don't confuse skyline with horizon line. The horizon line in a mountain scene for example, would most likely be at a point lower than where the peaks meet the sky, probably at the base of the mountains or the banks of a lake. It would depend on your perspective or point of view.

Horizon line is eye level with the viewer

Draw your horizon line parallel to the top and bottom edges of your paper or canvas. Where you place it will determine whether your viewers are looking at the scene from above, below or directly in front.

paper or canvas, and in fact, most of the time it shouldn't be. You will give your piece more visual interest if your horizon line is slightly above or below the centre. Everything above the horizon line would slightly slope down towards the line. Everything below the horizon line would slightly slope up towards the line.

Types of Perspective in Art

One Point Perspective

– when you look down a long, straight road, the edges of the road give the illusion of meeting at a point on the horizon. This is one point perspective because you have one vanishing point.

One point perspective is used when you are looking straight at an object or scene from the front.

One Point Perspective

One vanishing point gives you one point perspective

Two Point Perspective

– when you look at an object from an angle as opposed to directly in front, you will have two vanishing points on the horizon.

2 Point Perspective
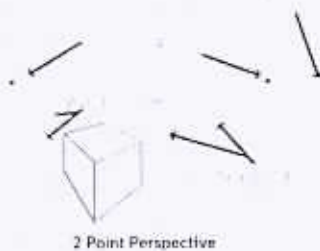
Two vanishing points give you 2 point perspective

Three Point Perspective

– if you are looking at something very tall such as a skyscraper or very tall tree, you will have a third vanishing point above the object. You can also have a third vanishing point if you are looking down into a deep canyon for example.

3 Point Perspective
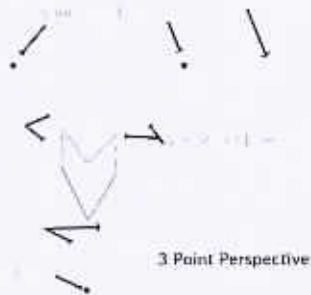
Three vanishing points gives you a 3 point perspective

Linear Perspective

– the further away an object gets, the smaller it will appear. So if you are drawing or painting a house with a large tree in the distance, the tree would be painted or drawn much smaller than the house.

Linear perspective will give you the illusion of distance.

The trees get smaller the further away they are

Aerial or Atmospheric Perspective

– objects in the distance appear less detailed and lighter. They often have a cool blue tone. If you have ever looked at mountains in the distance they appear to be a soft, fuzzy blue tone with no definition of the foliage growing on them.

Notice how the mountains in the background are less defined as they recede.

Draw or Paint What You See

Always draw what you see, not what you know. If you look at a line of street lights on a straight road, you know that they are all the same height and approximate distance apart.

If you draw them like that, you will have no depth or distance, the drawing will be flat. You need to draw the light poles progressively smaller and closer together in order to give the illusion of distance.

Notice how the lights get smaller and closer together as they go further down the bridge.

Practice drawing perspective in your sketchbook or on paper every day. Hold your thumb or a pencil or other straight object straight out in front of you and compare it to objects closer together and farther away.

Look at a house close to you and a tree further away. See how the measurements compare. Draw what you see.

Don't be frustrated when you don't get it right. That's how we learn.

Analyze your drawing to see where you might have gone wrong. Make notes in your sketchbook about what you think needs improving or what you are struggling with.

Tracing to See Perspective

A lot of artists frown on tracing your subject using tracing paper. They see it as "cheating".

I think tracing is a fantastic tool for new artists. It not only enables you to get an accurate drawing quickly but it also teaches you how to draw what you see.

When I first began to draw I bought several pads of tracing paper. I traced every picture I could find and compared the tracing to the original photo.

recede back into the distance.

When you can view a scene without all the color and shading you realize that everything just comes down to basic shapes and lines drawn in proportion.

Over time you will not need the tracing paper and will be able to draw most scenes free hand. I still occasionally using tracing paper when I am drawing or painting a portrait to insure accuracy, since even a tiny discrepancy can change the whole look of a face.

What is PERSPECTIVE in art

When Not To Use Perspective in Art

I always say there are no hard and fast rules in art and that is also true with perspective. If you are going for a realistic drawing or painting it is best to follow these guidelines, but if you want to do a more abstract piece you can ignore them and do your own thing. Maybe you want to have your central figure or object stand out and draw or paint it out of proportion to the rest of your piece. You could do a whimsical painting full of misshapen, out of proportion buildings or trees.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 20-03-2019

<u>Notice</u>

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over ".Different.ty.pes.of....." topic delivered by Ms. Reena Tyagi, Department of Fine Arts on dated 23-03-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

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Topic- Different Types of Fabric

Different Types of Fabric -by Usage | Apparel Fabric | Beachwear Fabric | Blanket Fabric | Curtain Fabric | Drapery Fabric | Home Furnishing Fabric | Hosiery Fabric | Industrial Fabric | Interlining Fabric | Mattress Fabric | Outdoor Fabric | Packing Fabric | Pin tuck Fabric | Quilting Fabric | Rugs & Carpets | Tapestry Fabric | Tent Fabric | Terry Fabric | Umbrella Fabric | Upholstery Fabric

Fabric is the basic and principle material for manufacturing cloth. There are various types of fabric to manufacture garments. In these articles I have discussed different types of fabric which are given below.

A woven fabric which is used in clothing and garments or for decoration and covering purposes. Use of these fabrics dates back to the 16th century when various fabrics like cotton, silk, wool etc. were used for making garments or apparels.

Beachwear Fabric
Beach Wear fabric should be carefully chosen to give it a dignified yet comfortable feel. Nylon Lycra is the standard swim wear fabric that allows the beach wear to be stretchy yeast retains its shape and support. Neon prints and solids. Velvets are the other fabrics used for beach wear.

Blanket Fabric
This is a heavy, loosely woven fabric, usually of wool, used in bed clothing. Nothing lasts as long as wool and reversible fabrics backed with a Sherpa pile are as warm and soft as they are warm.

Curtain Fabric
Light weight and loosely woven fabrics are used in making curtains because these have the ability to control the amount of light to be let in. Some fibers like Cotton, Linen and Polyester hold up better under sun and are pretty safe fabrics for sewing curtains.

Drapery Fabric
Drapery fabric must suit the decor and have the right properties for the window's treatment styling. Cotton, Linen, Acrylic Blends, Polyester Blends, Acetate, Nylon are the right choice of fabrics because of factors like strength, crease resistance, durability, wash-ability and reasonable price.

Home Furnishing Fabric
The textile fabrics are used to make bed spreads, blankets, quilts, curtain, table cloths etc. All home furnishing fabrics are of high quality such as Silk, 100% Cotton, Australian Merino Lamb's Wool, Baby Camel Hair, Cashmere, Lama Alpaca, wool etc.

Hosiery Fabric
Hosiery are tailored coverings for the feet and its usage dates back to pre-history. Wool was once a primary material but nowadays cotton is much more common.

Industrial Fabric
Industrial fabrics are a strong and durable woven textile and are made from high performance, a made fiber such as fiber glass, carbon, and aramid fibers. Most of these fabrics are used in industries where high heat present and high strength and dimensional stability are required.

Interlining Fabric
This fabric is used to provide warmth to any. Lycra, Sheer and Light weight Fabrics, Wool and Mohair Blends, Blends of Cashmere, Silk, Teflon treated Fabrics etc. are mostly used for interlining purpose.

Mattress Fabric

A comfortable mattress will help in a good night's sleep and so the proper fabric should be used in the making of a mattress. For ex: Mattress protectors have an advanced polypropylene fabric with a luxuriously soft texture. Thus these mattresses are more comfortable to sleep in.

Outdoor Fabric

Available in a vast variety, outdoor fabrics possess thermal, fire and abrasion resistant properties. Made from natural as well as man-made fibers, these fabrics are further manufactured into casual and sportswear.

Packing Fabric

Packing fabric is widely used to protect goods and materials while in transportation from one place to another. Generally made of stretch material, these fabrics retain their shape for long time to come.

Pin tuck Fabric

Pin tuck fabrics are used to beautify or decorate the garments. They are mostly used for women blouses and other clothing.

Quilting Fabric

Quilting is used for padding a fabric; this two layered fabric is easy and comfortable. Cotton, silk and wool blends, polyester are popular options.

Rugs & Carpets

The fabric used to manufacture rugs and carpets are made of both natural as well as synthetic fibers, they can not only be easily cleaned but also easily moved.

Tapestry Fabric

One of the oldest forms of woven fabric, tapestry fabric is available in multi colors and multi patterns to enchant the onlooker.

Tent Fabric

Tent fabric is generally made from strong and durable material to weather all conditions. Natural fabrics are blended with synthetic ones for making it stronger.

Terry Fabric

Made of cotton, terry has a lot of absorbing capacity; it is extensively used to make towels, bathrobes and bath gowns.

Umbrella Fabric

Beautiful and useful umbrella fabric is made of canvas, linen, duping, as they are durable and strong. It also protects from the harmful UV rays.

Upholstery Fabric

Upholstery fabrics are woven into beautiful and eye caching patterns and designs. They are not only tough and durable but also do not soil or fade; easy to maintain.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over ".Most popular Indian...." topic delivered by Mr. Tarun Kumar Paliwal, Department of Fine Arts on dated 30-03-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(............................)
Convener, Saturday Tea Club
Dept. of Fine Arts

(............................)
HOD
Dept. of Fine Arts

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
10	Dr. Ashish Garg	
11	Ms. Ruby Narwal	
12	Ms. Reena Tyagi	
13	Mr. Tarun Kumar Paliwal	

Shri Ram College, Muzaffarnagar
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Attendance Sheet of Saturday Tea Club
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Topic- Most Popular Indian Graphic Artists

India has always had an incredible history of graphic design, from advertising signs on the walls of the smallest villages, to the hand-painted Bollywood movies posters in the cities.

In the modern industry of **graphic design**, it can be difficult to establish a name brand. However, there are some design firms around the world that have managed to cut through the competition and have gained some prestige. Their list of clients, inspiring portfolio of work, eminence in local and international markets have made them reach some of the most famous graphic design companies on the planet. Let's have a look on **10 Indian graphic designers** — a generation of global talent representing different cultures and diverse influences, but still revelling in their Indian roots.

1. Akshar Pathak

Akshar Pathak (born 20 September 1989) is an artist and a graphic designer who makes Bollywood films posters. His posters have been extensively recognised in the digital world and featured in more than 90 magazines and newspapers. He has earlier worked with Comic Con India, Happily Unmarried and DSYN. He worked for almost three years at Zomato. Meanwhile he worked with All India Bakchod as a Social Media Manager for a short duration. Since November 2015, he is back with Zomato.

Qualification

- He is a pass out from NIFT (National Institute of Fashion Technology) one of the best **graphic design Institutes in India**.
- He has done B. Des. (Bachelor of Designing) in the field of Fashion and Lifestyle Accessory.

Professional life

- Akshar's brainchild started working on Bollywood poster in February 2012. His posters became viral through Social Networking Media such as Facebook and Twitter.
- Tweetard is another such pet project by Akshar that he started in late 2012. It works under Pathak's profound philosophy that "Twitter is a sheltered workshop for evil geniuses" and hence, began with depicting works of various Twitter handles in graphic form.
- Tweetard has been positively reviewed by the bot press and its fans, as it takes an ironic spin on significant issues that concern society all in the same minimal fashion that he shows in his visuals in Minimal Bollywood Posters.

Some of his best projects:-

A. Roadies Poster   B. Rang de Basanti Poster   C. HT Brunch Cover

2. Binoy Sarkar

About Binoy Sarkar also knew as Binoy Kumar Sarkar) (1887–1949) was an Indian social scientist, professor, and nationalist. He established several institutes in Calcutta comprising Bengali Asia Academy, The Bengali Institute of Sociology, Bengali Dante Society, and Bengali Institute of American Culture.

He was born in Kolkata in 1938. Because of his interest and inclination towards various cultures, it also impacted hugely his designs and can be seen as elements of design in his works. He also designed exhibitions like the Indian pavilion at the Montreal Expo '67.

Qualification:

- He completed his Bachelors and Masters studies (BFA and MFA) at the Yale University in the USA.
- He also got an opportunity to teach and work at the NID (National Institute of Design, Ahmedabad) for several years and later shifted to Delhi and was with the Handicrafts and Handloom Export Corporation of India.

Professional life

- Benoy Sarkar left a noticeable mark in the arena of graphic design in India.

- His contribution towards corporate communications has much to be appreciated and is an example of virtuous effective design.
- He designed numerous logos of companies that are an expression of simplicity with elegance.
- The study and gratitude of several cultures interested him considerably and can be seen in his designs.
- He had the honor of learning from experts like Paul Rand and Alvin Eisenmann during his studies at the Yale University in the USA.
- He applied his learnings in his designs as well.

Some of his best projects:-

A. Airport authority of India   B. Delhi transport corporation   C. Electronics corporation of India

D. Indian airlines

3. Dashrath Patel

Qualification

- He studied fine arts at Government College of Fine Arts. Chennai (1949–53), and Debi Prasad Roy Choudhury was his mentor. Afterwards he studied painting, sculpture and ceramics during his Post Graduate studies at École des Beaux-Arts, Paris (1953–1955).
- He was idealistic in shaping the idea of design education at the National Institute of Design (NID), Ahmedabad. His teachings have stimulated many inclusive of students and designers. His remarkable contributions to design are now part of the history of design in India. His works are kept at the Dashrath Patel Museum located in Alibagh, near Mumbai.

Professional life

- He was proficient in diverse art fields .
- He was a painter, a ceramist, a graphic designer, an expert in industrial and exhibition design. In his early career days, he was contemporary of Tyeb Mehta, M.F. Hussain and V. S. Gaitonde who were together in the 1950s in Bhulabhai Desai Institute, Mumbai, and often displayed alongside them. Later Henri Cartier-Bresson introduced him to photography, after visiting his exhibition at the Galerie Barbizon, Paris.
- He continued at the post of secretary of the National Institute of Design, Ahmedabad for its first 20 years.
- He also established the ceramics department at the NID. He resigned from NID in 1981. Later on he established the Rural Design School in Sewapuri, near Varanasi.

Achievements

- He was awarded Padma Bhushan in 2011 and Padma Shri in 1980 by the Government of India for his involvement in design and design education. In 2007.
- He was also honored with the grandmaster Award during the Icograda Design Week in India at IIT Bombay.

Best work done

A. Ceramic Design   B. Painting   C. Photography

4. Gopi Prassana

About Gopinath Prassana was born in Chennai. He is a graphic design artist, logo designer and branding expert famous for his pioneering designs created for few international brands. His work had been received with awards across the design community around the globe.

Professional life

- He began his creative journey as a programmer cum web designer in one of India's most respected media groups. He helped them in developing 11 websites for 11 of their publications.

- He handled and headed a team of talented minds in a multimedia company in South India and built scores of games for multinational companies from the scratch.
- His yearning to explore newer realms was the trigger to design the conceptual product 'iBangle'. The groundbreaking revolutionary bracelet iPod caught the imagination of lovers of tasteful design. 'iBangle' was named by CNN as 'tomorrow's coolest designs' and Yanko Design named it as one of the Top 50 product designs of 2008.
- He made movie posters for several Tamil films like Drohi, Oram Po, Aaranya Kaandam, Paradesi, Raja Rani, and Vaayai Moodi Pesavum. His upcoming films are Kaththi, Azhagukuttichellam, Yatchan and many more.

Achievements:

- He provided his animation skills for award-winning film maker Thiagarajan Kumararaja's first short 'Becky'.
- The short film was picked as the 'Best Film' at the India International Disability Film Festival in 2005.

Some of his best projects:-

A. Poster B. Website   C. Advertising

5. Madhukar B Raju

About He is open minded and capable of working efficiently as part of a design team or individually. He has specialization in Visualization, Design Concept, and Creative Thinking.

With more than 8 years of Industry Experience in the ever expanding field of Design, a creative individual able to produce solutions to design tasks with a diverse variety of media.

His portfolio includes Identity Design, Brochure Design, Package design, Presentations (PPT, Flash), CBT,WBT, HTML & Flash websites, Mail Casts, Screen Savers, Flash films.

He is proficient in Illustrator, Photoshop, Flash; Coral Draw; Audacity; i Film Edit; Dreamweaver

Professional life

- He has been working as corporate communication Specialist at IBM India Pvt. Ltd.
- November 2006 – Present and serving In-house and recruitment strategy through Internal Branding team.
- The scope of work differs from print collaterals like brochures and poster, Identity materials like logo creation, Lotus Notes - mailers, mail-cast, presentations and screen savers.
- Worked with IBM as a Full-Time Hire till August 2008 and re-joined the same team as Full Time-Permanent employee.
- Supporting in-house Design cell of Pankhudi Foundation (October 2006 – Present)
- Panhhudi Foundation is an NGO in the service of underprivileged and unfortunate children of Indian society.
- He has worked on Projects for Yahoo India, Sun Microsystems, Oracle, IBM, ITC, ATC, Infosys, ideb Inc., Toyota Kirloskar Motors, Fouress Engineering, Mico Bosch and many others.
- Car Simulation (Projects presented to Mico Bosch through Mindworks Solutions, Bangalore.) Flash Interface | Tools: Flash, .NET & hardware (Microprocessor, electric components)
- A simulation describing the advantages of Bosch product for the AutoExpo 2006, Delhi.
- The project was a grand success with the integration of Hardware (real car model), Electrical equipment's and Software Interface. The Process of the project begins with an intro continues with advantages and then a real interactive mode, wherein the user interacts with the input from a hardware device, ex: accelerator of the car to the graphic Interface created with Flash.

Achievements

Received "Outstanding Performer award" - an HR individual award for internal communication campaign for contribution towards IBM's growth, through the record-breaking success of Project Cheetah, a referral drive at IBM India, 2007.

Featured on 'Francesco Mugnai' under 'The World Best Designers: India' a design inspirational blog for designers.

Some of his best projects:-

A. IBM Poster   B. SACDV Website   C. Yahoo Research and Development Website

6. R. K. Joshi

About Professor R K Joshi (1936 – 2008) was born in Kolhapur, Maharashtra. He was an academic type designer and calligrapher. He designed the main Indian fonts used in Microsoft Windows.

Qualification

He studied at Sir J.J. Institute of Applied Art, Mumbai. During this time, he found a lack of typefaces in Indian languages.

He took up additional classes at the Government Institute of Printing Technology, located within the institute premises, where he learned that Indian typefaces were complex and had many problems in typesetting.

He also participated in the first exhibition on Indian typefaces at the college.

Professional life

- His first professional involvement was with D.J. Keymer & Co. (now O&M) in 1956. In 1961, he joined ULKA Advertising (now Draft FCBUlka) as Art Director.
- He started designing campaigns on critical issues like Family Planning and Farmers in order to unite the entire country.
- He designed the campaigns in several Indian languages.
- He created some spectacular logos. He designed several advertisements using Indian calligraphy, designed exclusive menus and stationery.
- He started the concept of multilingual ad campaigns in India, so that the concept can reach to maximum states. The first ever such campaign was the Ashok Jain Campaign.

Achievements

- Bukva-raz, an International Award for his 'Raghu' font
- Cag Hall of fame, 1990
- Lifetime achievement award by Ad Club, 2004
- ATypl country delegate for India
- Type Director's Club
- ICOGRADA

Some of his best projects:

A. Punjab National Bank Logo   B. Welcome Group Logo   C. Welcome Group Logo

7. Sudarshan Dheer

About Sudarshan Dheer is the magnificent master in the field of Corporate Communication in India having contributed to the discipline for over 50 years. Numerous corporates have their identity designed by him.

Dheer, who worked with ad agencies like National Advertising and MCM for about two decades, quit advertising to start his own design studio, Graphic Communication Concepts in 1974.

Qualification

He was born in Punjab in the year 1937. He achieved govt. diploma in fine arts-painting, and graphic design. He has also worked with innumerable advertising agencies in Bombay.

His area of specialization involves:

- Corporate Identity Programmes
- Corporate Literature
- Corporate Packaging

Professional life

Dheer, who worked with ad agencies such as National Advertising and MCM for about two decades, quit advertising to start his own design studio, Graphic Communication Concepts in 1974.

His biggest break, he recalls, was winning the HP logo design job. The logo is a circle within which oil spouts from the bottom and spreads to the sides. The circle represents the distribution of oil evenly across the country.

Dheer counts people such as J Krishnamurti, the philosopher, and Kersey Katrak among those who inspired him.

Dheer has a problem with the construal of design. He feels that, nowadays, the term 'design' is used very lightly and flippantly like 'designer shoes' or 'designer clothes'. He believes that to create design, "you have to get in touch with your inner self to bring out that creativity. If you're not doing that, you are recreating something which you have seen earlier. You have to feel it from your heart to create it."

Dheer has published and edited a book named "**Symbols, Logos, and Trademarks: 1500 Outstanding Designs from India'**. He also gives lectures on graphic design at various national and international institutions and organizations.

Achievements

- **GOLD MEDAL:**
  - The Sixth International Contest of
  - Trade Marks & Logotype
  - TAMGA, Russia 2006
- **BRONZE MEDAL:**
  - Bienalleb of International Graphic Design
  - Brno, Czech Republic 1982
- **FIRST PRIZE:**
  - One Dollar Design" at ICSID '89 Nagoya Japan
- **GOLD MEDAL:**
  - Art Director of Year,'CAG' Communication Arts Guild
- **TWELVE AWARDS:**
  - . 'CAG' Communication Arts Guild
- **SIX AWARDS:**
  - 'ABCI Association of Business Communicators of India
- **FOUR AWARDS:**
  - Advertising Club of Bombay
- **FOURTEEN AWARDS:**
  - National Awards of Design
- **HALL OF FAME:**
  - 'CAG' Communication Arts Guild
- **GRAND MASTER:**
  - 1st India Icogada Design week IDC, IIT Bombay

Some of his best projects:

A. HP Logo   B. Titan industries   C. ICICI Bank

8. Sujata Keshavan

About Sujata Keshavan was born on 1961. She is an Indian graphic designer and co-founder of Ray and Keshavan, India's leading brand design firm.

Qualification

- Sujata graduated in 1984 from the National Institute of Design. She also did her Master of Fine Arts in graphic design in 1987 from the School of Art, Yale University.
- At Yale, Sujata studied under legendary designers Paul Rand, Bradbury

Professional Life

In 1989, Sujata founded Ray and Keshavan, in India.

Sujata has been a speaker at many international conferences including Design Indaba in South Africa and the International Design Center at Nagoya, Japan. She was a jury member at Rebrand 100 at the Rhode Island School of Design and a member of the Design Jury at the Cannes Lions International Advertising Festival. She worked as the Chairperson of the jury at the Business World Awards for Design Excellence, and Chairperson of the Design Yatra awards for Excellence in South Asian Design.

She is a member of the World Economic Forum Global Agenda Council on Design & Innovation.

Achievements

- In 2011, Sujata was placed 18th on Fortune India's list of most powerful women in business.
- She won the Eastern Press Award and the Schickle–Collingwood Prize for outstanding work.
- She is the only Indian graphic designer to be honoured twice as the Graphic Designer of the Year at the annual Advertising and Marketing (A & M) awards.
- Sujata was named among one of India's 30 most powerful women by India Today, and was honoured as The Outstanding Woman Professional of the Year, 2007, by the Federation of Indian Chambers of Commerce and Industry (FICCI).

Some of her best projects:
A. Delhi international airport logo

B. Bengaluru international airport logo   C. Mumbai international airport logo

D: Logo of vistara

9. Vikas Satwalekar

About Prof. Vikas Satwalekar was a former faculty and executive director at the National Institute of Design (NID), Ahmedabad.

As an experienced and devoted teacher, he has inspired a whole lot of students at the National Institute of Design. Apart from academic commitments, he has contributed considerably in the fields of Graphic Design, Publication Design, Exhibition Design, Identity Systems, etc. and made a transformation to the design scene in India.

He now works as a design consultant and is based in Mumbai.

Qualification

Vikas Satwalekar did his post-graduation at NID followed by a stint at the Basel School, Switzerland.

Professional life

- From 1989-2000, he was the Executive Director of National Institute of Design (NID), Ahmedabad and member of its governing council 1982 - 2000 From 1982-2000, He was the Head of VC program.
- As the executive director of NID and the head of its Visual Communication program, Vikas Satwalekar has given to NID, years of fostering and mentoring design education, especially its visual communications education program.
- Apart from being an inspiring teacher, Vikas Satwalekar has also worked on prestigious exhibition design projects - Khalsa Heritage Museum: concept, design, proposal for the exhibition: 'Bharat Ek Darshan', 'India Exhibit', Commonwealth Institute, London.
- As a graphic designer, he has contributed for several corporate identity programs for Mother Dairy, National Dairy Development Board, four regional identities for channel Tara, Creation of logos, channel identity graphics and signature films for Broadcast Worldwide Pvt Ltd, Doordarshan Channel identities, DD news, Metro, National Sports, Regional Doordarshan Channels, Prasar Bharati and others.

Achievements:

On 9th February 2007, Prof Vikas Satwalekar was presented with a Grandmaster Commendation on the occasion of the Icograda Design Week in India Conference, IIT Bombay.
Some of his best projects:

A. National Dairy Development Board   **B. Airport authority logo**   **C. Doordarshan logo**

10. Yeshwant Chaudhry

About He was born on 26-04-1930 and survived till 19-09-2000.
Qualification

- Yeshwant Chaudhary graduated from the Sir J J Institute of Applied Arts at Bombay and always stood first in the class.
- In the late 50's, he did his post-graduation at the Central School of Art and Design, London and took additional courses in exhibition design, film as art, advertising management and philosophy.

Professional life

- After his graduation, he worked with Hans Schleyer R D in London.
- In the 60's he joined CIBA in Switzerland and came to India to establish their corporate communications. He was appointed as the deputy manager.
- After few years, he established his own firm **'Communica Corporate Communications'** with offering services like film-making, audio-visuals, design services and corporate identity programs.

Some of his best projects:
A. Logo of Amul milk product

B. Educational Conference Logo, IIT Bombay

C. Logo for IIT Guwahati

The best way to motivate yourself is to go through these lists of graphic designers and their work. Between visualization the technology that's pushing us into the future and stimulating the boundaries of visual communication, designers are an essential part of a fast-paced world that's moving all around us.
The most stirring things are often right in front of us. It might be the typography on a book cover or magazine, the colors of your favorite poster, the most simple and **creative logo** and much more. To rejoice all those little moments of inspiration, we have compiled above list which honors the beauty of everyday **graphic design** and the ideas behind it.

Enjoy reading and get motivated to bring out the creativity in YOU.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

<u>Notice</u>

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "*Color psychology class*" topic delivered by Dr. Ashish Garg, Department of Fine Arts on dated 13-04-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.....................)
Convener, Saturday Tea Club
Dept. of Fine Arts

(.....................)
HOD
Dept. of Fine Arts

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Topic- Color Psychology: Does It Affect How You Feel?

Do you feel anxious in a yellow room? Does the color blue make you feel calm and relaxed? Artists and interior designers have long believed that color can dramatically affect moods, feelings, and emotions. "Colors, like features, follow the changes of the emotions," the artist Pablo Picasso once remarked. Color is a powerful communication tool and can be used to signal action, influence mood, and even influence physiological reactions. Certain colors have been associated with increased blood pressure, increased metabolism, and eyestrain. So how exactly does color work? How is color believed to impact mood and behavior?

What Is Color Psychology?

In 1666, English scientist Sir Isaac Newton discovered that when pure white light passes through a prism, it separates into all of the visible colors. Newton also found that each color is made up of a single wavelength and cannot be separated any further into other colors.

Further experiments demonstrated that light could be combined to form other colors. For example, red light mixed with yellow light creates an orange color. Some colors, such as green and magenta, cancel each other out when mixed and result in a white light.

If you have ever painted, then you have probably noticed how certain colors can be mixed to create other colors.

"Given the prevalence of color, one would expect color psychology to be a well-developed area," researchers Andrew Elliot and Markus Maier have noted. "Surprisingly, little theoretical or empirical work has been conducted to date on color's influence on psychological functioning,[1] and the work that has been done has been driven mostly by practical concerns, not scientific rigor."

Despite the general lack of research in this area, the concept of color psychology has become a hot topic in marketing, art, design, and other areas. Much of the evidence in this emerging area is anecdotal at best, but researchers and experts have made a few important discoveries and observations about the psychology of color and the effect it has on moods, feelings, and behaviors.

Your feelings about color are often deeply personal and rooted in your own experience or culture.

For example, while the color white is used in many Western countries to represent purity and innocence, it is seen as a symbol of mourning in many Eastern countries.

The Psychological Effects of Color

Why is color such a powerful force in our lives? What effects can it have on our bodies and minds? While perceptions of color are somewhat subjective, there are some color effects that have universal meaning.

Colors in the red area of the color spectrum are known as warm colors and include red, orange, and yellow. These warm colors evoke emotions ranging from feelings of warmth and comfort to feelings of anger and hostility.

Colors on the blue side of the spectrum are known as cool colors and include blue, purple, and green. These colors are often described as calm, but can also call to mind feelings of sadness or indifference.

How do people respond to different colors? Select a color below to learn more about the possible effects and find reactions from other readers:

- Black
- White
- Red
- Blue
- Green
- Yellow
- Purple
- Brown
- Orange
- Pink

Color Psychology as Therapy

Several ancient cultures, including the Egyptians and Chinese, practiced chromotherapy, or the use of colors to heal. Chromotherapy is sometimes referred to as light therapy or colorology.

Colorology is still used today as a holistic or alternative treatment.[2] In this treatment:

- **Red** is used to stimulate the body and mind and to increase circulation.
- **Yellow** is thought to stimulate the nerves and purify the body.
- **Orange** is used to heal the lungs and to increase energy levels.
- **Blue** is believed to soothe illnesses and treat pain.
- **Indigo** shades are thought to alleviate skin problems.

Modern Research on Color Psychology

Most psychologists view color therapy with skepticism and point out that the supposed effects of color are often grossly exaggerated. Colors also have different meanings in different cultures.

Research has demonstrated in many cases that the mood-altering effects of color may only be temporary. A blue room may initially cause feelings of calm, but the effect dissipates after a short period of time.

However, existing research has found that color can impact people in a variety of surprising ways:

- **Warm-colored** placebo pills were reported as more effective than cool-colored placebo pills in one study.[3]
- **Blue-colored** streetlights can lead to reduced crime according to anecdotal evidence.
- **Red** causes people to react with greater speed and force, something that might prove useful during athletic activities according to researchers.[4]
- **Black** uniforms are more likely to receive penalties. Additionally, students were more likely to associate negative qualities with a player wearing a black uniform according to a study that looked at historical data of sports teams and what they were dressed.

Color Can Influence Performance

Studies have also shown that certain colors can have an impact on performance. No one likes to see a graded test covered in red ink, but one study found that seeing the color red before taking an exam actually hurt test performance.[6]

While the color red is often described as threatening, arousing or exciting, many previous studies on the impact of the color red have been largely inconclusive. The study found, however, that exposing students to the color red prior to an exam has been shown to have a negative impact on test performance.

In the first of the six experiments described in the study, 71 U.S. colleges students were presented with a participant number colored either red, green or black prior to taking a five-minute test.

The results revealed that students who were presented with the red number before taking the test scored more than 20% lower than those presented with the green and black numbers.
Color and Consumer Purchases

Color psychology suggests that various shades can have a wide range of effects, from boosting our moods to causing anxiety. But could the color of the products you purchase ever say something about your personality? For example, could the color of the car you buy somehow relate to some underlying personality traits or quirks?

Your color preferences why buying items might say something about the type of image you may be trying to project. Color preferences, from the clothes you wear to the car you drive, can sometimes make a statement about how we want other people to perceive us. Other factors such as age and gender can also influence the color choices we make.

- **White**: As many of our readers have suggested, the color white can feel fresh and clean. The color is often used to evoke a sense of youth and modernity.
- **Black**: Our readers often describe black as a "powerful" color, which might be the reason why black is the most popular color for luxury vehicles. People often describe the color as sexy, powerful, mysterious, and even ominous.
- **Silver**: It's the third most popular color for vehicles and linked to a sense of innovation and modernity. High tech products are often silver, so the color is often linked to things that are new, modern, and cutting-edge.
- **Red**: Dreaming of a red vehicle? Red is a bold, attention-getting color, so preferring this type of car might mean you want to project an image of power, action, and confidence.
- **Blue**: People often describe blue as the color of stability and safety. Driving a blue car or SUV might indicate that you are dependable and trustworthy.
- **Yellow**: According to the experts, driving a yellow vehicle might mean that you are a happy person in general and perhaps a bit more willing than the average person to take risks.
- **Gray**: The experts suggest that people who drive gray cars don't want to stand out and instead prefer something a bit more subtle.

Of course, the color selections we make are often influenced by factors including price, selection, and other practical concerns. Not only that, but color preferences can also change in time.[7]

A person might prefer brighter, more attention-getting colors when they are younger, but find themselves drawn to more traditional colors as they grow older. The personality of the buyer can play an important role in color selection, but buyers are often heavily influenced by factors such as price as well as availability.

For example, purchasing a white vehicle might be less about wanting people to think that you are young and modern and more about the climate you live in; people who live in hot climates typically prefer light-colored vehicles over dark ones.

Additional Research Is Still Needed

Interest in the subject of color psychology is growing, but there remain a number of unanswered questions. How do color associations develop? How powerful is the influence of these associations on real-world

behavior? Can color be used to increase worker productivity or workplace safety? What colors have an impact on consumer behavior? Do certain personality types prefer certain colors? As researchers continue to explore such questions, we may soon learn more about the impact that color has on human psychology.

Zena O'Connor, a faculty member in the Department of Architecture, Design, and Planning at the University of Sydney, suggests that people should be wary of many of the claims they see about the psychology of color.

"Many of these claims lack substantiation in terms of empirical support, exhibit fundamental flaws (such as causal oversimplification and subjective validation), and may include factoids presented as facts." O'Connor explains. "In addition, such claims often refer to outdated research without referring to current research findings."

A Word From Verywell

Color can play an important role in conveying information, creating certain moods, and even influencing the decisions people make. Color preferences also exert an influence on the objects people choose to purchase, the clothes they wear, and the way they adorn their environments.

People often select objects in colors that evoke certain moods or feelings, such as selecting a car color that seems sporty, futuristic, sleek, or trustworthy. Room colors can also be used to evoke specific moods, such as painting a bedroom a soft green to create a peaceful mood.

So what's the bottom line? Experts have found that while color can have an influence on how we feel and act, these effects are subject to personal, cultural, and situational factors. More scientific research is needed to gain a better understanding of color psychology.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 15-04-2019

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "_Caricature artists..._" topic delivered by Mr. Tarun Kumar Paliwal, Department of Fine Arts on dated 20-04-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.................)
Convener, Saturday Tea Club
Dept. of Fine Arts

(.................)
HOD
Dept. of Fine Arts

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
10	Dr. Ashish Garg	
11	Ms. Ruby Narwal	
12	Ms. Reena Tyagi	
13	Mr. Tarun Kumar Paliwal	

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)
<u>Attendance Sheet of Saturday Tea Club</u>
Session 2018-19

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
10	Dr. Ashish Garg	
11	Ms. Ruby Narwal	
12	Ms. Reena Tyagi	
13	Mr. Tarun Kumar Paliwal	

Topic- Caricature Artists from India

Sri Priyatham, is a freelance illustrator based out of Hyderebad. He specializes in caricatures and portraitures. He aims at the concept of hyper realism and likes working with both traditional and digital medium. His client list includes Microsoft and Wizcraft international.

Dattaraj Kamat

Dattaraj is a renowned caricature artist and visual artist who creates amazing character-based illustrations and has created some magical work when he caricatured few memorable moments from famous Hollywood films.

Mahesh Nambiar

Mahesh Nambiar is the Lead Animator with the US based Animation giant Auryn Inc. at Pune.Earliuer. he worked as the Animation Director at Toonz Animation India. Trivandrum.. Asst Animation Director at Toonz Animation India Pvt Ltd, and as 2D Key Animator at Toonz Animation.
Mahesh took his degree from the University of Calicut and soon after, started working with Toei Animation. Tokyo. Japan, Toonz Animation India, Heart Animation. Hyderabadand Auryn USA,for varying periods.

Rethish Ravi

Rethish is a young caricature artist based in Kerala. In addition to character designing. he also excels at digital painting.

Mahboob Raja

Mahboob is a freelance caricature artist. whose body of work includes creating animated TV commercials and promos. He has also been a guest lecturer at the prestigious National Institute of Design. for a workshop on animation film making.

Priyanka Goswami

Priyanka Goswami hails from the beautiful city of Guwahati. He studied at the Government College of Arts and Craft in Guwahati. Assam. He has an unique knack for designing character arts of well-known personalities. with an impeccable amount of precision.

Marina D'vaz

Marina D'vaz is the founder of Picadoodledoo. which is a platform for hand drawn art. digital posters and collectibles of popular television. movie and music personalities and characters.
Click here for more information.

Prasad Ramachandran

Prasad is a graphic and illustrator artist based in Hyderabad. He has previously collaborated with many prestigious clients and has many a breathtaking designs to his credit.

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)

Date 24-04-2019

Notice

All the Faculty members of Fine arts Department are hereby inform that there will be a discussion over "...Typesof fabricand......." topic delivered by Ms. Reena Tyagi, Department of Fine Arts on dated 27-04-2019 at 3:30pm. Kindly participate in it and have healthy discussion over the topic.

(.................)
Convener, Saturday Tea Club
Dept. of Fine Arts

(.................)
HOD
Dept. of Fine Arts

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
10	Dr. Ashish Garg	
11	Ms. Ruby Narwal	
12	Ms. Reena Tyagi	
13	Mr. Tarun Kumar Paliwal	

Shri Ram College, Muzaffarnagar
(Department of Fine Arts)
Attendance Sheet of Saturday Tea Club
Session 2018-19

S.No.	Name of Faculty	Signature
1	Dr. Roupal Malik	
2	Dr. Binnu Pundir	
3	Dr. Rajni Kant	
4	Dr. Ravindra	
5	Dr. Anu Nayak	
6	Ms. Anita Chauhan	
7	Mr. Gaurav Sharma	
8	Ms. Silky Jain	
9	Ms. Yashika Kathuria	
10	Dr. Ashish Garg	
11	Ms. Ruby Narwal	
12	Ms. Reena Tyagi	
13	Mr. Tarun Kumar Paliwal	

Topic- Types of Fabric and Their Uses

Fabric Types:

In today's modern textile sector, various types of fabric produced for woven, knit and non-woven fabric. This article has presented the total classification of fabric for woven, knit and non-woven.
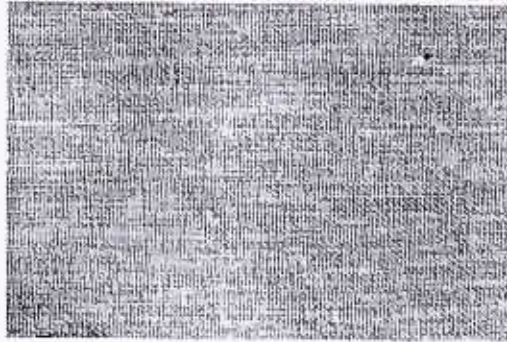
Classification of Fabric:

There are mainly three types of fabric, which are in the below:

1. Woven favric.
2. Knit or knitted fabric.
3. Non-woven fabric.

All the above fabrics have explained in the following:

Woven fabric:

The fabrics which are produced by interlacing two sets of yarn i.e. war yarn and weft yarn by in is termed as woven fabric.

Woven fabric

Types of Woven Fabric:

There are various types of woven fabrics produced in textile weaving sector which are mentioned in the following:

1. Poplin fabric or broad cloth.
2. Denim fabric. Pinpoint oxford fabric.
3. Corduroy fabric.
4. Chambray fabric.
5. Crepe fabric.
6. Oxford fabric.
7. Melange fabric.
8. Flannel fabric.
9. Royal oxford cloth.
10. Dobby fabric.
11. Herringbone fabric Kashmir silk.
12. Khadi fabric.
13. Gabardine fabric.

Uses of Woven Fabric:

Woven fabric is used for the below purposes:

1. Jackets.

2. Dress or blouses.
3. Bridal satins.
4. Lining fabrics.
5. Stretch fabrics.
6. Blanket binders.
7. Shower curtain.
8. Umbrellas.

Knit or Knitted Fabric:

The fabrics which are produced by interlacing one set of yarn are known as knit of knitted fabric. It should be noted here that, knit fabric and knitted fabric are same.
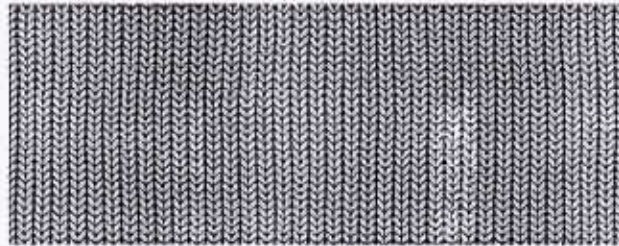
Knit fabric

Types of Knit of Knitted Fabric:

There are so many knit fabrics produced in today's modern textile knitting sector which are presented in the below:

1. 100% cotton single jersey fabric.
2. Burn out single jersey fabrics.
3. 100% cotton double jersey fabrics.
4. Lycra or spandex single jersey fabrics.
5. Slub single jersey fabrics.
6. Grey melange slub fabrics.
7. Fleece fabrics.
8. French terry fabrics.
9. French terry slub fabrics.
10. Grey melange fabrics.
11. Micro or baby terry fabrics.
12. Lacoste fabrics.
13. Sequence fabrics
14. French terry fabrics (inside brushed).
15. Design terry fabrics.
16. Pique fabrics.
17. Pique slub fabrics.
18. 1×1 Rib fabrics.
19. 2×1 Rib fabrics.

Uses of Knit or Knitted Fabric:

Knit or knitted fabric is used for the following g purposes:

1. Jersey fabric used for making T-shirt, Soft jacket and Coats.

2. Interlock knits are suitable for evening wear and lingerie.
3. Tricot fabric is used for bathing suits.
4. Sweater knits can be used to make tops, sweater dresses and skirts.

Non-woven Fabric:

This type of **fabric** is produced by connecting yarn with gummy or bonded materials.

Non-woven fabric

Types of Non-Woven Fabric:

Non-woven fabric has different types depending on its technology of raw materials, method of production, end use of materials and its properties.

According to the technology of raw materials:
1. Staple fibre non-woven.
2. Filament fibre non-woven.

According to the method of production:
1. Weft bonded.
2. Dry bonded.
3. Spun bonded.

According to the end use of materials:
1. Durable.
2. Semi-durable.
3. Disposable.

According to their properties:
1. Water repellent.
2. Flame retardant.
3. Water absorbent.

Uses of Non-woven Fabric:

Non-woven fabric is used for the below purposes:
1. Coating substrates.
2. Wipes.
3. Filtration.
4. Medical.
5. Interlinings.
6. Footwear.
7. Garments.
8. Hygiene etc.