



राष्ट्रीय फैशन प्रौद्योगिकी संस्थान, भोपाल
NATIONAL INSTITUTE OF FASHION TECHNOLOGY, BHOPAL

**ADVERTISEMENT FOR EMPANELMENT OF GUEST FACULTY FOR ACADEMIC SESSION JULY
2020 – DECEMBER 2020**

NIFT Bhopal Campus invites applications from eligible candidates having requisite qualifications and experience in the relevant field/industry/academic institutes for the empanelment of Guest Faculty for academic session July 2020 to December 2020 . Interested candidates from amongst Academicians/Educators/Trainers/Industry Professionals may send an application along with the detailed CV along with copies of educational / experience certificates for teaching in the Departments of Textile Design, Fashion & Lifestyle Accessories and Fashion Management Studies at NIFT Bhopal.

Applications along with the detailed CV & copy of educational qualification and experience certificates may be submitted at below mentioned address :

Prof (Dr) Sameer Sood
Joint Director / CAC
NIFT Bhopal
MP Bhoj Open University Complex ,
Kolar Road , Bhopal – 462017

Or alternatively Candidates can also email at jointdirector.bhopal@nift.ac.in . Existing guest faculties of NIFT Bhopal desirous to get themselves empanelled for academic session July 2020 to December 2020 would also be required to apply .

Last date to apply along with copies of educational / experience certificates is 30/05/2020 .

For more details regarding the list of subjects, refer the attachment or visit our website www.nift.ac.in/bhopal.

Joint Director

National Institute of Fashion Technology, Bhopal

Guest Faculty Requirement for July-Dec 2020 Session

Department	Subject	Contents	Competency Code	Qualifications as per Competency	Experience
Foundation Program (Design)	Drawing	Introduction of tools & technique; Ways of observation- live sketching & object drawing; Human anatomy & proportion; Composition; design & drawing; exploration of digital tools.	B2	MFA – Specialization in Commercial / Fine Arts or Equivalent	Min. 3 years
Foundation Program (Design)	Digital Design & Communication-I	Fundamentals of computer and raster graphics, Point and shoot camera basics. Elements of the camera. Beginners guide to digital photography. Photo Documentation Adobe Photoshop	A2 or A4 or A6	(A-2) PG in (Design) with UG in Accessory Design / Product Design/ Fashion & Lifestyle accessories or equivalent (A-4) PG in (Design) with UG in Textile Design or equivalent (A6) M. Des., P.G in Other Design disciplines/ FC or equivalent	Min. 3 years
Foundation Program (Design)	Self & Society	Introduction to terminology, Tools for data collection and observation techniques, Mapping techniques, Preparing for the field study, Development of appropriate tools for data collection, Understanding of documented social issues as design challenges and deliberations on probable solutions, Analysis of collected data, Documentation and presentation	A2 or A4	(A-2) PG in (Design) with UG in Accessory Design / Product Design/ Fashion & Lifestyle accessories or equivalent (A-4) PG in (Design) with UG in Textile Design or equivalent	Min. 3 years

Textile Design	Surface Embellishment-I	Manual and machine needlework techniques and resist dyeing techniques as a means of surface ornamentation in the ever-evolving sphere of textile development. Different techniques of surface ornamentation using the traditional and contemporary materials and equipment. Developing innovative surfaces, selecting and combining materials and techniques to address the emerging trends.	A1 A4	(A1)- PG in (Design) with UG in Fashion Design or equivalent (A4)- PG in (Design) with UG in Textile Design or equivalent	4- 5 years
Textile Design	Print Design & CAD	To enhance the understanding for development of prints, colour ways, assorted and coordinated collections following the design process. To understand the application of hand print techniques and specialized digital tools. To integrate an innovative, experimental use of mixed media hand techniques with digital techniques for the development of all-over, engineered designs, coordinates and colour ways. To develop an ability to design printed collections as per different styles and methods of printing.	A4	PG in (Design) with UG in Textile Design or equivalent	4- 5 years
Textile Design	Weave Design Project: Home & Spaces	To develop design collection exploring various weaving techniques based on industry brief. To exercise amalgamation and application of design process, forecast study, fabric properties and brand/ market study with product specifications while creating a fabric collection or Home. Comprehend a realistic design brief and creatively	A4	PG in (Design) with UG in Textile Design or equivalent	4- 5 years

		<p>address the requirement to provide original design solutions.</p> <p>Recognize the market segments, brands/designers and product attributes in the domain of textiles for home and other spaces, with focus on woven fabrics and costing.</p> <p>Interpret the emerging trends in terms of colour, materials and weaves relevant to textile products for home and spaces for suitable fabric development as per the industry brief.</p> <p>Understand the constraints of warp and weft as well as the limitation of drafting and lifting plans for the designed concepts.</p>			
Textile Design	Professional Project	<p>To understand the latest industry trends and practices in the domain of fashion and textiles. ☐</p> <p>To adapt to real-time situation through a practical project. Develop professional skills like self-discipline, self-motivation, team building, leadership, time management and project management.</p>	A1, A4 & J4	<p>(A1) PG in (Design) with UG in Fashion Design or equivalent.</p> <p>(A4) PG in (Design) with UG in Textile Design or equivalent</p> <p>(J4) - MBA Entrepreneurship or equivalent</p>	4- 5 years
Textile Design	History of World Art	<p>To offer fresh perspective on various developments shaping our artistic history and project its arc in future. Awareness of history of different groups of people and their culture represented throughout their artwork (Cultural Anthropology).</p>	B2 / B3	<p>(B2) - MFA – Specialization in Commercial / Fine Arts or Equivalent</p> <p>(B-3) MFA – Specialization in Art History & Criticism / Museology</p>	4- 5 years

Textile Design	History of Indian Art	To help students develop analyzing context and To offer fresh perspective on various developments shaping Indian art history and project its arc in future. Awareness of history of different era and culture represented throughout the traditional Indian artwork (Cultural Anthropology).	B2 / B3	(B2) - MFA – Specialization in Commercial / Fine Arts or Equivalent (B-3) MFA – Specialization in Art History & Criticism / Museology	4- 5 years
Fashion & Lifestyle Accessories	Design Ideas for Future III Sem, 28 Hours	<p>Introductory Session on ‘Speculative Design’ while conducting an exercise on ‘Perception Mapping’ apropos to the idea of life in general.</p> <p>From Big-Bang, the emergence of the universe, solar system, atmosphere and life on earth to various stages of cultural evolution namely Paleolithic, Neolithic, Civilization, Mediaeval, modern, post- modern and contemporary.</p> <p>Prevailing discourse on “Humanity coming to an end” as well as “we all will be immortals”! And what it means to design in this context?</p> <p>Vernacular knowledge systems and designers working within this context on the one hand; New technologies and designers working within this context on the other.</p>	A2/B	(A2) PG in (Design) with UG in Accessory Design / Product Design/ Fashion & Lifestyle accessories or equivalent (B) M.Des from NIFT/ IIT or equivalent	Min. 3 years

Fashion & Lifestyle Accessories	Retail Environment Design V Sem, 28 Hours	<p>What is Retail Environment Design?, Why do we display?, Role of Color and Texture in making choices, Importance of Line and Composition, Role and application of Elements and principles of Design in Retail Environment Design.</p> <p>Understanding the brand, Target market, User, Increasing role of Retail Environment Design, Retail Environment Design in Indian and Global context, Retail Environment Design as a Support for Positioning Strategy, Community and Experiential Stores</p> <p>Designing of logos, signage and familiar Symbols, Viewing Envelope, Techniques commonly used in Retail Environment Design w.r.t. the context</p>	A2/ D5/D6	<p>(A2) PG in (Design) with UG in Accessory Design / Product Design/ Fashion & Lifestyle accessories or equivalent</p> <p>(D5/D6) PG Degree in Space / Exhibition/ Interior Design or Equivalent</p>	Min. 3 years
Fashion & Lifestyle Accessories	Design Management VII Sem, 42 Hours	<p>Historical aspect of design management as a discipline till now</p> <ul style="list-style-type: none"> - company's business processes - Learning and growth curve - Customer and brand relationships - Product driven companies - Market driven companies - Brand driven companies Operational - Tactical - Strategic - Exploration of simple frameworks to get ideas off the ground - Understanding the stakeholder and their 	J	PG in MFM/ Marketing/ Finance/ MBA in Marketing/ Finance/ Entrepreneurship or equivalent	Min. 3 years

		<p>motivation in the project and at the same time creation of space for the stake holders to bring in their ideas in order to put in resources</p> <ul style="list-style-type: none"> - Designing the new business ventures by anchoring at human needs and insights <p>To work out the brand/value proposition, user experience and business model to develop a holistic new venture</p>			
Fashion & Lifestyle Accessories	Experience Design VII Sem, 28 Hours	<p>Understanding the user experience at cognitive level, ability to decode experience as and emotion/feeling during the interaction and ability to convert user needs, ideas and concepts into tangible/executable deliverables in areas of Fashion & Lifestyle Accessories/Product- Service. Analyze socio- business landscape, user's tasks, user's limitations and business models in order to identify project requirements, design, test, and iterate on several hands-on projects with real users and stakeholders, sensitize oneself to many aspects of experience design and how they work together.</p> <p>UXD Industry (What is UXD?, Designing for multi-device environments, What you need to master, What are you trying to communicate?, Why is user experience important?)> User Research (Research basics, User group definitions, Research techniques, Contextual inquiry, Research analysis)>UXD Ecosystem (Identify the project parameters,</p>	A2/D4	<p>(A2) PG in (Design) with UG in Accessory Design / Product Design/ Fashion & Lifestyle accessories or equivalent</p> <p>(D4) PG Degree in Film Design/ Photography/ Animation & Multimedia/ Graphics & Animation/ Interaction Design or equivalent</p>	Min. 3 years

		<p>Brand presence, Marketing campaign, Content source, eCommerce applications, Social networking applications, Responsive considerations)</p> <p>> Transitioning - Definition to Design (Research the User Needs, Ideation, Visualization, Storyboarding essentials, Prioritization, Maintaining good tension, Conflict management, Documentation)</p> <p>> UXD Design Principles (Visual design, Unity and variety, Focal point, Economy of elements, Balance and proportion, Interaction, Association and affordance, Economy)</p> <p>User Research Project: Conduct User Research to Design & Develop an Approach for a</p> <p>– A website, or ^[1]_[2]SEP– A mobile/software application or ^[1]_[2]SEP– An interactive product, or ^[1]_[2]SEP– An interactive physical space/service site maps and flow tasks (Tools of the trade, Page stack, Decision points, Conditions, Common errors, Misalignment, Typographic considerations, Task flows, Swim lanes)_[2]^[1]SEP>Wire framing and Annotating (Annotating (adding a short explanation/opinion) essentials, Wire framing essentials, Toolkits, Wire framing, Sample processing, Sketching, Digital wireframes, Visual design, Responsive design, Wireframes vs Prototypes)_[2]^[1]SEP> Prototyping models (Prototyping boundaries, Wire framing vs realistic</p>			
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	<p>Create sketches, wireframes, and rough user interfaces in order to clearly communicate your solutions to users and stakeholders, Utilize product management skills in order to create project plans, prioritize features, and define product specifications, Design and deliver presentations for different audiences explaining and defending your design decisions.</p> <p>Work with diverse stakeholders and clients, Propose and evaluate multiple options for user experience solutions, Collaborate with fellow students to come up with the strongest design solutions, Thoughtfully critique the design work of peers.</p> <p>An interactive physical space/service "The website may be based on an existing or a future context and students may apply Content Strategy, Information Architecture, User Research, Competitive Analysis, Sketching, Software/Applications, Generic Design Skills, etc.</p> <p>This final Experience Design project should be chosen by the student and s(he) may use this project as an opportunity to put all of her/his design skills together and may apply, Project Planning, Design Patterns, Product Roadmap, Presentation Skills, Next Steps and Career Path, Generic Design Skills, etc.</p>			
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<p>Fashion Management Studies</p>	<p>Entrepreneurship and Sustainable Business Practices</p>	<p>Entrepreneurship and need of Entrepreneurship, Characteristics & Types of Entrepreneur, Difference between Entrepreneur and Intrapreneur, Risk taking ability communication and team building , Creativity, Difference between Entrepreneur and Entrepreneurship , Entrepreneurial Success / failure, Conceptual Framework of Sustainability. Fashion business & environment Sustainability in Business Management – Marketing Sustainability in the Fashion Industry Green Retailing, Fair Trade, Sustainable Industrial Ecosystem, Entrepreneurship - Start-ups as drivers of sustainable business</p>	<p>J</p>	<p>PG in MFM/ Marketing/ Finance/ MBA in Marketing/ Finance/ Entrepreneurship or equivalent</p>	<p>4-5 Years of Experience</p>
<p>Fashion Management Studies</p>	<p>Fashion Business Research & IT Applications</p>	<p>Types of data (Numerical vs. Categorical), Central Tendency (Mean, Median, Mode), Dispersion Probability distribution and normal curve, Hypothesis testing, Type I and type II error, Parametric and nonparametric test, Z and t test, Chi square test, Correlation and regression, Time series analysis and forecasting, Data coding Central tendency Dispersion, Testing reliability and validity,</p>	<p>H/J</p>	<p>(H) M.Tech./ MS (IT) or MCA / MCM or equivalent (J) PG in MFM/ Marketing/ Finance/ MBA in Marketing/ Finance/ Entrepreneurship or equivalent</p>	<p>4-5 Years of Experience</p>

		Hypothesis testing Compare means, One sample t test, independent sample t test, ANOVA, Chi square test, Correlation and Regression, Introduction to multivariate analysis, Factor analysis and discriminant analysis.			
Fashion Management Studies	Fashion Marketing	Introduction to Marketing, STP and Introduction to Marketing Mix and Developing Product, Pricing of Fashion Products, Place, Media and Marketing Communication, Trends in Marketing, Digital and Interactive Marketing, Marketing Metrics, Customer Relationship Management, Marketing Issues in Inter-organization relationships, Marketing and Sustainability, Contemporary Topics in Marketing.	J2	PG Programme in Marketing/ MBA (Marketing) or equivalent	4-5 Years of Experience
Fashion Management Studies	Strategic & Innovation Management	Introduction to Design Thinking - Design Thinking for Business Innovation ; tools and techniques, Innovation through Design Thinking - Visualization, Journey Mapping, Value Chain Analysis & Mind Mapping, Concept Development & its techniques, Assumption Testing & Rapid Prototyping, Customer Co-Creation & Learning Launch.	A/D/J1	(A) PG in (Design) with U.G in Fashion Design/ Leather / Knitwear Design/ Accessory Design/ Fashion & Life Style Accessories/ Textile Design/ Product Design/ other design disciplines or equivalent (D) PG Diploma/Degree Communication Design/ Photography/Exhibition Design/Diploma in Interior Design/ Mass Communication or Equivalent (J1) Master in MFM or equivalent	4-5 Years of Experience

<p>Fashion Management Studies</p>	<p>Luxury Brand Management</p>	<p>The Luxury Concept: Past, Present and Future Luxury Brand Creation and Management, Specificities of the Luxury Industry and Major Luxury Sectors, The Luxury Client: Global and Indian, The Distinct Business Models of Luxury Brands, Luxury Distribution, Luxury retail design and atmosphere, Luxury Store Economics and Retail Pricing, Quality and aesthetics, Quality in Luxury Services, Luxury Selling: Connecting, Creating Experiences and Building Relations with Customers, Digital Luxury, Branding Strategies for Managers and Growing, Developing or Rejuvenating Luxury Brands, Sustainable Luxury.</p>	<p>A/J1</p>	<p>(A) PG in (Design) with U.G in Fashion Design/ Leather / Knitwear Design/ Accessory Design/ Fashion & Life Style Accessories/ Textile Design/ Product Design/ other design disciplines or equivalent</p> <p>(J1) Master in MFM or equivalent</p>	<p>4-5 Years of Experience</p>
<p>Fashion Management Studies</p>	<p>Big Data, Business Analytics, Advances IT & Digital Management</p>	<p>Introduction and evolution of Business Analytics: Dimension Reduction, Predictive Analytics, Web Analytics, Google Analytics, Data Mining, Social Media Analytics (Text Analytics) Classification Analytics, Prescriptive Analytics, Quantitative Model Building, Introduction to latest Trends in Digital Technology: Introduction to Big Data Analytics.</p>	<p>H/J</p>	<p>(H) M.Tech./ MS (IT) or MCA / MCM or equivalent</p> <p>(J) PG in MFM/ Marketing/ Finance/ MBA in Marketing/ Finance/ Entrepreneurship or equivalent</p>	<p>4-5 Years of Experience</p>

<p>Fashion Management Studies</p>	<p>Special Product Groups (SPG)</p>	<p>Overview, Product Knowledge, Market Overview, New Trends. (For a particular SPG) <u>Product Groups -</u> 1.Beauty, Wellness& Lifestyle Products 2.Jewellery and Watches 3.Footwear 4.Fashion Accessories 5.Home Furnishings / Home Decor 6.Interiors & Lighting 7.FMCG 8.Denim</p>	<p>A/C/F/I/J1</p> <p>(A) PG in (Design) with U.G in Fashion Design/ Leather / Knitwear Design/ Accessory Design/ Fashion & Life Style Accessories/ Textile Design/ Product Design/ other design disciplines or equivalent</p> <p>(C) M.Sc. in Clothing & Textiles / M.Sc. in Fabric & Apparel Science or Equivalent</p> <p>(F) M. Tech in Leather Tech./ Footwear & Leather Production or equivalent</p> <p>(I) PG Degree in Fashion Technology / Apparel Production or equivalent</p> <p>(J1) Master in MFM or equivalent</p>	<p>4-5 Years of Experience</p>
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