



National Institute of Fashion Technology, Kolkata
Ministry of Textiles, Government of India



**FASHION COMMUNICATION
DEPARTMENT**

**COM
DO3'22**

ABOUT NIFT

National Institute of Fashion Technology (NIFT) was established in 1986, as a forerunner of fashion education in India. Not only has it provided a professional human resource to the industry of Fashion and Textile in India but has also created a space to examine the vibrant past of our country and build a pathway for sustainable development. NIFT now has 17 campuses all over India, fulfilling the ever-growing need of the industry. The curriculum inculcates an interdisciplinary approach that facilitates our students to choose specific career pathways. NIFT has a strong inclination towards growing and developing the handloom and handicraft sectors. Established in 1995, NIFT Kolkata campus has been a favored center for many students who dream to experiment with local handlooms and handicrafts alongside the leather tanneries, the evergrowing Tollywood industry, the jewelry clusters in the vicinity, and the knitwear hub across the Ganges. NIFT offers an intensive four-year Undergraduate Degree Programme in various disciplines: Fashion Communication, Fashion and Lifestyle Accessory Design, Fashion Design, Knitwear Design, Leather Design, Textile Design, and Fashion Technology. It also offers a two year Degree Programme for Masters in Design, Fashion Management, and Technology, along with opportunities for PhD. The institute offers several Continuing Education (CE) Programmes for industry professionals in the evening. The institute aims at providing academic excellence and preserving creative passion. Keeping true to the aesthetics of fashion, NIFT focuses on partnering with industries for bringing about a holistic socio-economic and cultural transformation.



NIFT VISION

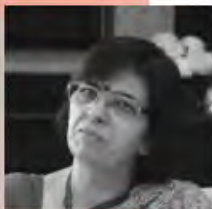
In all campuses of NIFT, we strive to offer a learning experience that ensures the highest standards in fashion concerning to design technology and management and motivating our creatively charged student body to draw out inspiration from the textile and crafts of India while also keeping in mind the global trends that are relevant for the industry that we serve.

MESSAGES



Sh. Shantmanu, IAS
Director General - NIFT

The Graduation event is celebration of hard work of the graduating batch since it is in the transition from in-depth theory to lateral practice. NIFT has evolved for more than 36 years amidst the ever-changing landscape of fashion and pioneered holistic fashion education that adapts to the changing times. It streamlines the strength of students and helps in the transition into a professional environment. Fashion in India encompasses socio-cultural, historical and economic variables, which add to its multi-verse persona. The diverse set of features and needs provide a space for multi-stakeholder interactions and learnings. The symbiosis of design, technology, and management is integral to the fashion ecosystem. Its relevance was exemplified during the COVID-19 pandemic which came with a unique set of challenges and opportunities for exploration and innovation. This moulded the graduating batch of 2022 into young professionals, equipped for impactful projects. It is my privilege to present to you this showcase of creative talent from NIFT, Kolkata who are ready to take on the challenges ahead of them and make a mark in fashion world.



Prof. Dr. Vandana Narang
Dean Academics, NIFT

Congratulations to the graduating batch of 2022! We are proud of your achievements. The Graduating event 2022 is the showcase of final projects of the graduating batch of NIFT across the streams of design, management, communication and technology.

In NIFT design, technology, and management is an integral to the fashion education. The COVID-19 pandemic brought in new challenges and opportunities to learn, design, integrate and innovate. From e-commerce of fashion and craft, functional clothing, sustainable fashion, designing for society, integration of artificial intelligence campus has evolved for more than 36 years in the middle of the changing landscape of fashion and pioneered fashion education. It has enabled NIFTians to strengthen their skills, broaden their horizons and transformed them to confident graduates.

My best wishes to all the graduate & their parents on this occasion. I take this opportunity to congratulate NIFT team for another successful year.

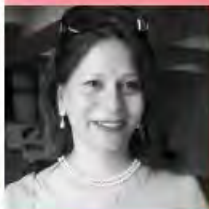
It is my joy to present to you this showcase of creative talent from NIFT who will make a mark as true professionals and contribute to the development of our country.

The rapid moving fashion business space is throwing open a plethora of exciting avenues in related communication design domains primarily focusing on experiential design. The Department of Fashion Communication, popularly referred as FC facilitates a learning environment, where fashion thinking, analytical ability, and creative aptitude is nurtured in great detail through the use of appropriate language, visual thinking, moving images and digital experiences. A graduate of FC is equipped with knowledge in design applications, new technologies, theory and global business practice and how these skills are synthesized in the fashion and design industry. This makes the graduates of FC department well-rounded design professionals, who are the most sought after in the advertising & branding, film & animation, fashion & lifestyle, retail & apparel, space design, craft, user experience and IT industry.

Aligned to the vision of NIFT, the department of Fashion Communication is determined to impart creative and fashion thinking skills, inter-cultural competence, social and global awareness within its students. It is that time of the year again when another set of young design professionals are ready to step out to revitalise the journey for the novel. I extend my hearty congratulations and best wishes to all the FC graduates of 2022 to excel in their chosen domain of work. You would always be special to us. Be empathetic but professional, effervescent but erudite and ethically sound and make the world a better place! Good luck!

Jai Hind!

Prof. Vibhavari Kumar, Ph.D.
Chairperson, FC





Ms. V. Lalithalakshmi, IAS
Campus Director

The Audio- Visual presentations and Display of Graduation Projects of the Fashion Communication Department, is the seamless amalgamation of creative thinking, learning, hard work of the students and the able guidance of the faculty mentors. The annual graduation event is one of the most eagerly awaited milestones of the NIFT calendar. May I take this opportunity to congratulate the graduating students on this occasion. I would also like to place on record my sincere appreciation for the faculty team, officials and staff members who have played an important role in the lives of the students at this crucial juncture.

This graduating batch has faced and overcome the challenges posed by the Covid Pandemic with flying colours. After the four year/two year long rigorous training and practical exposure, the students are now ready to embrace the challenges that their career and life are likely to present before them in the coming days. I wish all the students a bright future. May you work hard, succeed in life, do us proud and keep the NIFT flag flying high. JAI HIND.

We're finally here!

My heartiest congratulations to my dear students of the graduating batch: Department Fashion Communication, class of 2018 -2022. The way you managed to complete your final year in a partial hybrid mode during the unprecedented situation is greatly recommendable. The way you showcased your creativity/research ability with innovative idea is outstanding. Your amazing design collection/graduation project/research project has impressed everybody. We were

awestruck!

Your versatile knowledge, the theoretical details, practically implementing them, industry connect, have perfected you and are sure to make you shine as you are the budding Designers/Technologists/Management Professionals of this generation.

I can see the bright future our country is having in the fashion world, and thank you all for making it possible! Each one of you have proved that you're nothing but the best. You've made your parents and your Alma Mater so proud!

Lots of love and good wishes to you for your future endeavors.

Here's a toast to you, to us, as a family!

Go ahead and prove yourself. There'll be a lot of challenges on the way, so successfully adapt to the change. You will, I know.



Prof. Dr. Sandip Mukherjee
CAC - NIFT Kolkata



Mr. Himanshu Dhanda

CC-FC & Assistant Professor

Heartiest congratulations to the FC graduating batch of 2022! It is time to celebrate your accomplishment and hard work. Despite the unusual circumstances due to the global pandemic, you have attained this success! You dreamt of studying at NIFT and had the courage, motivation and passion to learn design and its language to communicate what you feel and help your future organisations to achieve what they aim for. The professional world will continue to be a shifting place, but at NIFT you have been given the tools you need, to build a strong future and never stop learning. I believe you are well-equipped to face the world and leave a positive impact. I will be really happy to see you working for social design since it is the future and you all have enough capabilities for problem-solving.

We are extremely proud of you and welcome you into the alumni family. We would like to be aware and updated of your future achievements, new career pathways and professional growth. If you find yourself feeling like you are alone or off that path, just ask for our help and we will be there for you. Walk with pride down the path of success, celebrate this momentous achievement and continue to excel in the face of challenges. I am sure one day, you will achieve all your dreams and make yourselves, your parent, your faculty and NIFT extremely proud. Stay in touch with friends, faculty, and staff. All the best to you as you grow, achieve, and discover your greatness!

Best wishes!



THE DEPARTMENT

The department offers an intensive four year graduate degree programme with a mandatory 14 week industry association during their last semester at NIFT. This is formally termed as their Graduation Project where students address design problems and offer solutions which are a reflection of their learning- both aesthetic and technical .

In the ever-growing world of fashion, the Fashion Communication (FC) design programme at NIFT happens to be the single most cutting-edge, exciting, and increasingly essential pathway to open up in the fashion and lifestyle industry. The significance of brand identity has come to be seen on par with what the brand sells i.e., the product. Numerous prêt and luxury brands keep appearing in the Indian retail scenario, and it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility. Fashion Communication has made it feasible for these brands to communicate their products, identity, and strategy, by providing a platform for these very brands.

The Fashion Communication programme primarily focuses on four major domains i.e., Graphic Design, Space Design, Fashion Media and Fashion Thinking, and the related genres of these major areas, using hand and digital skills through knowledge, application and practice based approach.

The restructured curriculum is designed to instill a robust communication design base with an increased industry interface by way of visits, industry-linked projects and lectures by industry experts. Further more, besides the existing industry exposure, internship and graduation project, the new curriculum includes a mandatory industry connect from semester-III onwards in form field visits, classroom projects and special lectures by industry professional/experts. The continuous evaluation would be based on student's regularity, engagement with the industry by way of participation in classroom projects, participation in fashion weeks or other industry events, or through faculty assistance in an ongoing consultancy project.

The graduates of Fashion Communication emerge as dynamic professionals qualified to offer the most effective and financially viable communication solutions for the fashion, lifestyle industry and beyond.

FASHION
COMMUNICATION
DEPARTMENT





THE FACULTY MEMBERS



Dr. Sreenanda Palit
Associate Professor & UI - Projects

Dr. Sreenanda Palit is an alumna of the Fashion Design department of the National Institute of Fashion Technology (NIFT). She has a PG Cert. in Fashion & Lifestyle Journalism from the London College of Fashion followed by a Masters in Journalism and Mass Communication. Dr. Palit got trained in Fashion Styling from Domus Academy in Milan. She has completed her PhD from the Folklore Department, Kalyani University. Her area of research involved the study of the transformation of craft and sustainable future trends in the capacity of Kantha embroidery. She has been attached to NIFT since 2003 as an academician. Prior to it she has an industry experience of three years in the field of journalism and fashion styling. Dr. Sreenanda Palit contributed as Centre Coordinator for the Fashion & Textiles Department before moving to the Knitwear Department.

She has held the post of Coordinator-International Linkages and SDAC in the past. In 2014, Dr. Palit initiated the Fashion Communication (FC) department in NIFT Kolkata and spearheaded it from 2014 to 2019. Her passion includes illustration, fashion styling, graphics and traditional handcrafted processes of India. Dr. Palit has been publishing and presenting papers in various national and international forums including two IFFTI Conferences in 2017 and 2020. She is keen on taking up collaborative research and design development projects in handicrafts with academicians and designers across the globe. Currently, she is the Unit-In-Charge of the Project Cell and the Nodal Officer for Accademia Del Lusso, Milan and Polimoda, Italy under the Unit of International Linkages. She has coordinated several projects in the craft sector and presently nominated as the Campus Project Coordinator for the following prestigious HO projects, namely USTTAD and The Repository—Indian Textiles and Crafts Project.



Mr. Himanshu Dhanda
CC-FC & Assistant Professor

Himanshu Dhanda is a trained photographer and film-maker who believes in the use of the camera as a tool of creative storytelling. He has more than ten years of professional experience, creating thought-provoking content using the visual medium. Himanshu's initial training at Jamia Millia Islamia's Mass Communication Research Centre and at the Triveni Kala Sangam imparted both the technical skills and a broader vision towards communication. His repertoire also includes a smattering of still-photography and video projects, including limited-edition calendars, travelling exhibitions, documentaries, tourism films, street photography and architectural photography. He has also conducted photography workshops for students of architecture, heritage conservation and development communication.



Dr. Nagma Sahi Ansari
SDAC, Assistant Professor

The newest addition to the department is a film buff and a literature enthusiast. With a PhD in Mass Communication from AJK MCRC, Jamia Millia Islamia; she has been passionately documenting themes around gender, society and culture in both her academic scholarship and her cinematic frames. Her work as a practice-based researcher seeks to better understand how images of self, which circulate instantaneously across a number of platforms, are received and understood by multiple audiences in local and global contexts. She has previously worked for the news organization Times of India and the feminist literary journal and platform Manushi.

Her interest in AR/VR and AI has led her to both create and curate scholarly and creative papers as well as experiential pieces on digital identities. Also a cinema enthusiast, her work as a script-writer and producer for documentary films, discovers various themes around gender, society, and cultures. She was also the recipient of the Shastri Indo-Canadian grant and ICSSR grant for her doctoral research. Currently she is coordinating the H.O. project on the setting up of Design Resource Centers (DRC) at Weavers' Service Centre (WSC) as a part of NIFT Kolkata Team.

MESSAGE

Congratulations for unlocking another milestone in your journey! Valor, perseverance, and persistence may not encompass all your efforts in the wake of global pandemic. You found creative ways in adversity and re-defined the situation to your advantage. You now stand at a juncture where you enter a new phase of learning and experiencing the world from a different perspective. And as you are here, let me unfold an age-old secret again- be excited about those little things in life, be open to change, allow vulnerability with mindfulness, allow learning to happen when you least expect it and above all be passionate for what gets you going!

May the best happen to you and may you grow into the best versions of yourselves!

All the best in all your future endeavors!

INTER DEPARTMENT FACULTY

Ms. Tulika Saikia
Asst. Prof.& CC-F&LA

Mr. J.P.Behera
Assoc. Prof. BFTech

Ms. Bharti Moitra
Assoc. Prof. FMS

DEPARTMENT STAFF



Rina Chakraborty
Faculty Assistant



Dulal Paul
Support Stuff

GUEST FACULTY

Mr. Tapash Dey
Web Developer

Mr. Abhijit Chanda
Makeup Artist

Mr. Jit Ray
Graphic Designer

Mr. Wrik Dhar
AR&VR Expert

Mr. Ranadeep Das
Animation Artist

Ms. Surabhi Singh
Alumna & Designer

Ms. Rita Shome
Alumna & Designer

Mr. Sadanand Kumar
AR&VR Expert

Ms. Vandana Wekhende
Guest Faculty

Ms. Haimanti Upadhyay
Alumni and Freelance Visual
Merchandiser

Mr. Arnab Jana
Architect and CAD Specialist

Ms. Radhika Kishorpuria
Alumni and Jewelry Designer

Mr. Souvik Bose
Alumnus & Designer

Mr. Raja Gope
Alumnus & Designer

Mr. Sankhanil Das
Architect

Mr. Joyjeet Dutta
Retail Professional

Ms. Aditi Anuj
Designer Couture

Ms. Nilima Mitter
Jewellery Designer



COMDOM GRADUATION SHOW

ComDom is derived from the word Communication Domain. The FC curriculum covers the major areas of communication design and holistically provides for design solutions for the communication domain. ComDom is the showcasing of the outcome of the graduation projects.

The department offers an intensive four year graduate degree programme with a mandatory 14 week industry association during their last semester at NIFT. This is formally termed as their Graduation Project where students address design problems and offer solutions which are a reflection of their learning- both aesthetic and technical . So here is presenting the Graduate Profiles for the Batch of 2018-22.



ABHISHEK KUMAR SINGH

Topic:
UX/UI Design

Company:
The unicorn start-up Apna.co

Email: abhishekmgs@gmail.com/
abhishekkumar.singh@nit.ac.in

Contact: 9899917808

Portfolio Link: <https://abhishekmgs.wixsite.com/my-site-2>

This was a UX case study based project where the aim was to bring a kind of learning and skill development experience into the life of the most hardworking employer segment which is the Blue-collared employees and let them understand what they are capable of and how they can refine their existing skills which will help them uplift their professional career as well as their livelihood.



AKANKSHA PRAGYA

To redesign the entire team workflow after studying them to make their process more friction less and less time consuming.

Topic:
VM team workflow

Company:
Adidas

Email: akanksha.prag@outlook.com

Contact: 8580145953

Portfolio Link: <https://1drv.ms/b/s!Aj0WwEFTYRUHgWq7cow-szeMn0xRmM?e=wYXexF>

Designing a presentation for clients can be really painful, especially, when it's to encompass an entire collection of a particular season. Even if it might be executed, going through the same by the clients might be really tedious and boring for them. An existing website is also there wherein designers themselves have to fill in 8-12 excel sheets every time they send their collections to clients, which in turn is even more time consuming and has the maximum chances of human error due to manual entry. To address this problem, what possibly can be a better and easier alternative to this? What can possibly be a better or easier solution to this?

Topic:
UX/UI Design

Company:
Arvind Ltd

Email: akashsarker200@gmail.com

Contact: 9002459880

Portfolio Link: <https://www.linkedin.com/in/skash-sarker-8510a6163>

AKASH SARKAR



AKSHAT SRIVASTAVA



The project's primary aim was to create a toolkit of Add-ons for 3D Artists that make the existing standard 3D Asset creation workflow faster and more efficient, making it easier for the Artists to meet their respective deadlines. The project was carried out by studying and mapping the efficiency of 3D Artists at various stages in a standard 3D asset creation workflow and the process included various data collection & research techniques to identify and deconstruct different time and energy-draining factors at different steps in the workflow. The project further includes the development and build process of each add-on, including different versions, prototyping, and user testing.

Email: akshat.sriv1091@gmail.com

Contact: 6387722091

Portfolio Link: https://www.behance.net/akshatsrivastava_

3D Visual Design

Company:
Amazon, Hyderabad



AMAN VERMA

The project aimed to develop a new and consistent brand identity for Tredence. The process involved acknowledging the primary data (my secondary research), preparing insights, brainstorming, ideations, selection of the design and building consistent brand identities throughout. The above mentioned methods were in a constant state of feedback sessions in order to make improvisations and deliver a visually pleasing brand identity for Tredence.

Topic:
Graphic Design

Company:
Red Beton Creative Marketing
Solutions Pvt Ltd.

Topic:
Branding

Company:
Volumetree

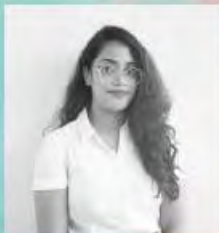
Email: anamikasheet7@gmail.
com

Contact: 9464907482

Portfolio Link: [https://www.
behance.net/anamikasheet](https://www.behance.net/anamikasheet)

To create a visual element for Volume-
tree which can represent the brand in
the best possible way and should also be
similar to the logo.

ANAMIKA SHEET





Topic:
Graphic Design and Branding

Company:
Vizva

Email: ankit.kumar6@nift.ac.in
Contact: 9899917808

ANKIT KUMAR

Ankit Kumar Created visual identity to represent brand Vizva that works closely with developing NFTs. His work encompassed visual design and language to communicate ideas around NFTs and metaverses.



ARUSHI MATHUR

The aim of the project was to develop an integrated content marketing strategy for brand consistency across platforms - social media, the brand's website, Facebook advertisements as well as E-mail marketing campaigns. With an end goal of increasing brand awareness and driving more organic traffic on all online assets of the brand, a consistent brand language, regular customer communications and value-adding narratives were created.

Topic:
Content Marketing

Company:
Sureena Chowdhri Retail Pvt.
Ltd.

The brief was to create a luxury platform for all the HNIs and UHNIs. The design required research, analysis and execution of various factors. From the colour palette to the fonts, the images that were to be used to the layout of the website required tremendous research.

Topic:
The Sewai Website

Company:
SAWAI

Email: chandrayee.sikdar@nift.ac.in

Contact: 9899917808

Portfolio link: https://www.behance.net/chandresikdar?tracking_source=search_users%7CChandrayee%20sikdar

CHANDRAYEE SIKDAR



ESHA KABIRAJ



Esha Kabiraj worked on a web based application to help Bangladeshi students looking for higher education in US and UK based colleges gather information and insight on academic processes.

Topic:
UI/UX

Company:
Bigscel Technologies pvt ltd

Email: esha.kabiraj@nift.ac.in

Contact: 97489 89757



GUNTASH KAUR KOHLI

As a Fashion Features Writer, I created long-format narratives encapsulating trending styles, fashion news and iconic celebrity looks while paying tribute to designers, uplifting new-age brands and by providing tips to the readers. During my tenure, I wrote 68 articles, of which 55 were published and praised.

Topic:
Fashion Journalism

Company:
Femina, Worldwide Media (Times of India Group)

Email: guntashkohli281@gmail.com

Contact: 89618 46877

Portfolio Link [guntashkohli281.wixsite.com](https://www.guntashkohli281.wixsite.com)

Topic:
Visual Identity System for
E-Commerce Luxury Platform

Company:
Harsh Mann Luxury Consultancy,
Gurgaon

Email: kumariswechha06@gmail.
com

Contact: 7905556546

Portfolio Link: [https://www.
behance.net/_swechha_](https://www.behance.net/_swechha_)

The brief was to build a brand and visual language that fit the image of luxury that the business wants to personify and make it stand apart from the rest of its competitors and be memorable. The brand, Roy Clan, is an upcoming e-commerce marketplace for all things luxury. The work process included developing the brand's overall look, feel, and tone, competitor analysis and market segment research, brand identity, brand style guide, collateral designs, introduction campaign video and a brand icon set as well as its visual language.

KUMARI SWECCCHA



Revamping the visual brand identity of the brand White Cub. White Cub is a vegan dairy alternate brand based in Gurgaon. They are the first vegan ice cream brand that started in India. I aimed to give the brand a makeover that included redesigning the logo and product packaging, updating the visual archive of company products, and launching a new website.

Topic:
Branding White Cub

Company:
White Cub, Gurgaon
Email:jayeeta987paul@gmail.com

Contact:80176 60679

Portfolio Link: <https://www.linkedin.com/in/jayeeta-paul-a914a7205/>

JAYEETA PAUL



MANISH CHANDRA PODDAR



Deploy the entire creative part of an Event, starting from invite, theme, announcement posters to their entire look of the event which includes stage backdrop, standees, podiums, Photobooths, Banners etc. The collaterals like id-cards, Tent cards, Table tops, Book covers, Badges, Metallic Pins etc.

The whole designing and the creative part of the Event in a Five star Hotel for all three days.

Topic:

Designing the whole Creative Part of an Event of Rotary International.

Company:

Vrakash Management Private Limited

Email: Manishchandra.poddar@nift.ac.in

Contact: 8917272436

Portfolio Link: <https://www.behance.net/manishchandra9>



MANISHA KASHYAP

The aim of the project was to create prints for tableware products. The work process included print making, developing design, ideating solution, catalogue design and social media designs for the brand.

Topic:
Print design and Social media branding

Company:
Address Home retail pvt ltd

Email: Manisha.kashyap@nift.ac.in

Contact: 9101009913

Portfolio Link: <https://www.behance.net/manishakashyap1997>

The aim was to give the brand a content makeover and creating new for their luxury vertical services. The work process included researching for all the verticals, generating new and authentic content for the website and all social media platforms.

Topic:
Content Curation

Company:
The Sâwsi

Email: Nainikarajput1@gmail.com

Contact: 8920072763

Portfolio Link: <https://www.linkedin.com/in/nainika-nainika-120b6b226>

NAINIKA





Topic:
UX/UI Design

Company:
Red Beton

Email: nishtha.shukla@niift.ac.in

Contact: 90072 12137

Portfolio Link: <https://ebhikvngs.wixsite.com/my-site-2>

NISHTHA SHUKLA

Nishtha, worked closely with her team to create a gamified mobile application that fosters conversations and aims at creating social awareness around the LGBTQIA+ community



NUPUR KERKETTA

The aim of the project was to understand the market needs of the given user segmentation and redesign the company's defunct website. The interaction also required creating a blog page which acted as a digital archive for their social content. The ideation process focussed on the interactive liabilities of the website that could and had failed to keep the visitors engaged. The work process followed the arc of Discover, Define, Ideate and Design.

Topic:
UX/UI Design

Company:
Hitalshi Creative Enterprises Pvt.
Ltd., Kolkata

Email: nupurkerkettas9@gmail

Contact: 9073320139

Portfolio Link: <https://www.behance.net/nupurkerketta>



PRASANSHA AGARWAL

Topic:
*An effort to bring awareness towards
Solar Energy*

Company:
Reqip Solar

Email: prasanshaagarwal29@gmail.com

Contact: 7978826424

Portfolio Link: [https://www.behance.net/
prasanshaagarwal](https://www.behance.net/prasanshaagarwal)

This project aims towards pushing people to switch to a cleaner source of energy through social media content, posters and illustrations for Reqip Solar. The work process included research, scripting, animation, illustration and video editing.



PRIYANSHI SHUKLA

The project aimed at creating a solid and consistent brand identity system around the existing logo and coming up with a brand book that is aligned with the company which is reimagining how India does commerce. The work process included research, competition analysis, target market understanding and development of design guidelines and strategy.

Topic:
Brand Identity System

Company:
DotPe Pvt.Ltd

Email: priyanshishukla.work@gmail.com

Contact: 8808237619

Portfolio Link: <https://www.behance.net/priyanshishukla>

The aim of the project was to establish a design system for the Hammoq App. For ease of reference, all of the design assets were developed and organized into a comprehensive library. In addition to saving the company's time and money, this project increased collaboration between the teams and ensured consistency throughout all designs.

Topic:
UX/UI Design

Company:
Hammoq Inc. Phoenix, Arizona.

Email:riaga00@gmail.com

Contact: 9871745026

Portfolio Link: <https://www.behance.net/riaga>

RIA AGNIHOTRI



RICHA BORO



Richa worked as a content writer for get Bengal and wrote feature articles and news articles for the platform. Besides she also worked towards the media planning and management for the platform

Topic:
content creator

Company:
GET BENGAL

Email: richa.boro@nift.ac.in

Contact: 81330 38048



RISHIKA SHAH

The project aim was to redesign Aaryajneni's website. Aaryajneni is an organisation, based out of Hyderabad, that organises workshops for pregnant women in order to promote a healthy prenatal lifestyle.

Topic:
UI UX Project - Website Redesign

Company:
ValueLabs, Hyderabad

Email: rishikashah77@gmail.com

Contact: 9874518640

Portfolio Link: <https://www.behance.net/rishikashah>

Create a typeface for "36 days of Type" initiative based on a sci-fi topic. The project involved research, analysis and concept sketches/ illustrations based on the various elements and representations in the form of Type for the social media marketing for the company.

Topic:
Concept Art / Visual Design

Company:
IceTea Media Group

Email: jerry23sankha@gmail.com

Contact: 9674683433

Portfolio Link: behance.net/jerry23sankha

SANKHASUBHRO NATH





SAUMYA SACHAN

Topic:
E-Commerce UI/UX

Company:
WMall Blitzscale technology solution pvt.
ltd.

Email: ssachan871@gmail.com

Contact: 7080306605

Portfolio Link: <https://www.behance.net/saumyasachan1>

Developing & Designing Mobile app for E Commerce company. To Research, Design and Develop attractive shopping experiences for people in Tier-2 & Tier-3 cities. To provide an easy buying experience for the particular user personas. Solving the efficiency problems faced by users by shopping online. Synchronizing business goals with user performance, analyzing the lack and Designing the Experience & Interaction accordingly.



SAYANTANI MAJUMDER

The project is built on the idea of representation of the Santhal community residing in the Birbhum region of West Bengal. Sayantani worked closely with Neyentara Memorial Charitable Trust, an organization that works for the wellbeing of the tribe. The problem identified was the lack of representation of the people of the community in their indigenous narrative as well as the mass narrative. This led to under-confidence and faltered beliefs that drive them to not hope for better days or try hard for better living standards. The Graduation Project looks at storytelling as a form to divulge and bring about narratives from the community to occupy public memory and spaces. Utilizing participatory methods, a community zine and mural were created as an outcome.

Topic:
Representation of the Santhal
Community, through Storytell-
ing.

Company:
Ekank Technologies

Email: majumder20sayantani@
gmail.com

Contact: 9550912824

Portfolio Link: [https://www.
linkedin.com/in/sayantani-ma-
jumder-3ba34a179](https://www.linkedin.com/in/sayantani-majumder-3ba34a179)

The project was to strategize the communication architecture for the brand for the upcoming financial year 2022-23. The work process included research, data collection, target audience understanding, sentiment analysis, ideating solutions and developing campaign strategies, storyboards, scripts for ad films, content and copywriting.

Topic:
Digital Media Marketing

Company:
Schbang, Delhi

Email: srivastaveshivi884@gmail.com

Contact: 6205224450

SHIVANGI SRIVASTAV



SHOURAV SINGH



Shourav Singh worked with DDB Mudra group and assisted in the art direction and creative processes for creating mise-en-scene for different shooting sets for the company's clients.

Topic:
content creator

Company:
GET BENGAL

Email: richa.boro@nift.ac.in

Contact: 81330 38048



SHREYA SHREE

The aim of the project was to build a consistent visual identity for CurioEd and build a community of parents and STEM learners on social media. To make CurioEd the one-stop solution for hands-on learning in STEM.

Topic:
Social Media Branding

Company:
CurioEd- Ed-Tech Company

Email: shreyashree.design@gmail.com

Contact: 6204316408

Portfolio Link: <https://www.behance.net/shreyashree8>

The aim of the project was to create different types of marketing video contents to gain more customers and creating brand awareness. The work process included research, data collection, target market understanding, ideating solution and creating scripts, storyboards, videos for social media marketing.

Topic:
Video marketing and motion graphics.

Company:
CurioEd

Email: tunirhati4@gmail.com

Contact: 8016670469

Portfolio Link: <https://drive.google.com/drive/folders/1w8XybxQJqk6nSF6yyc4F-muJfNP29ZYk>

TUNIR HATI





CREDITS

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Assistant Professor & SDAC

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Meghna Bhadra, FC-4
Rishabh Rao, FC-4
Saptarshi Mandal, FC-4
Shreshtha Saha, FC-4

Invite Design:

Anterleena Maiti, Alumna FC

CONGRAGULATIONS
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Ministry of Textiles, Government of India

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