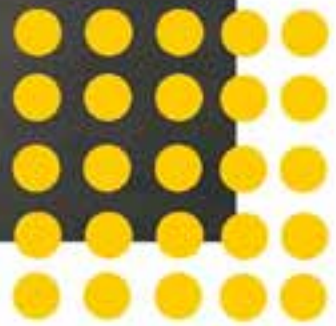


# Jargon

September '19





Navya Arora FC SEM-3

# WHAT'S THE THEME?

Beginnings...

Such a simple word, yet so impactful. They always say- All that starts well ends well. Why is it that beginning capture the focus? What makes them so memorable? Is it the feeling of novelty or just the charm created by society about perfect beginnings? What is it that makes us so agitated to have a good beginning at least.

The answer is very simple. They are special because we chose them to be special and worth remembering. Maybe it's the lack of past inhibitions or maybe it's the fear of judgement. Every action after the perfect debut is like writing in a book with a cover designed to the greatest possible standards. Those actions are considered menial and routine. But with all these thoughts of having a good start we often forget to live these moments. We focus on impressions so much that we forget that we can begin again.

As Adam Young would say 'It's just the beginning, It isn't the end' so live the moment. It can be good, bad, worst, happy or sad but it will be etched in your mind forever. The one magical thing about beginnings is the chance to have another one. Your life's dawn takes place when you feel that there is something new. So those of you who got the perfect start they wished for, Kudos! Others, let's experience the beauty of another beginning.

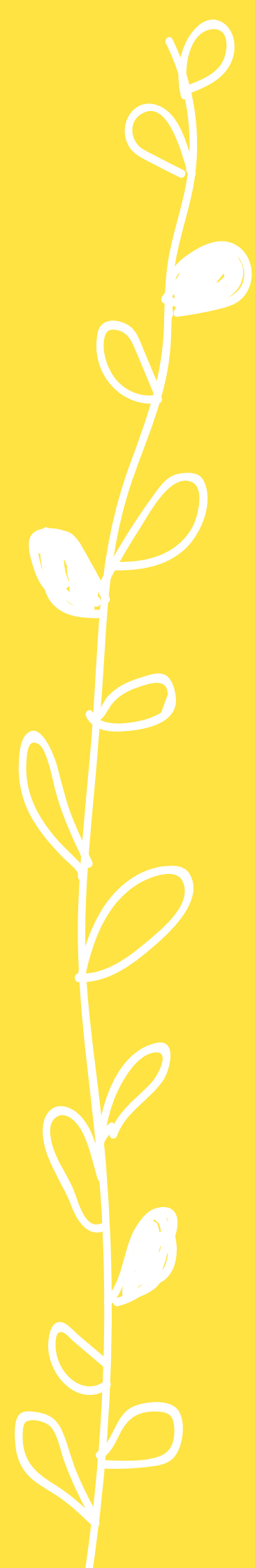


SHREYA PANDIT FC SEM-3

Jargon is a curation of material for the students, by the students, to break the monotony of college life. Our motive is to aid exploration not only around the campus but also in and about the industry with inputs from people dealing with the industry. Thus creating a bridge between students of all departments which in turn will educate the people about the design world. We hope our magazine acts as a guidebook and catalyst for those who've just entered or are about to enter this world. We wish for this to act as a platform for the students to put their work out and gain the recognition due for their work. In the end we want freshers to feel at home and have this magazine act as their guide.

**TEAM JARGON**





# yellow

COLOUR OF THE MONTH

The colour of the month for this edition of Jargon is Chrome Yellow. It is a colour that stands for freshness, happiness, positivity, enlightenment, intellect, honor and joy. A colour which goes perfectly with our theme, beginnings.



FASHION ILLUSTRATION: HIMANSHU SARGAR  
SEM-3 FD  
MODEL: PRIYAL JAIN SEM-3 AD  
PHOTOGRAPHY AND LAYOUT: NAVYA ARORA  
SEM-3 FC



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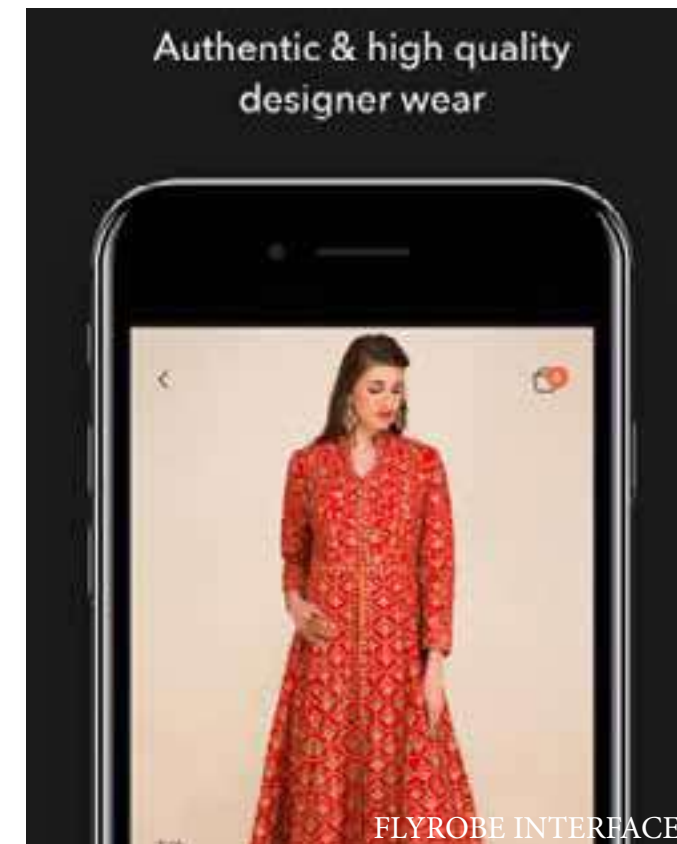


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# JUST RENT IT



The fashion Industry has always been offering something new and unique in terms of styles, technology, concepts etc. Now on another great journey, it is working towards a better , sustainable future with RENTAL FASHION. Start-ups like Rent the RUNWAY, Armarium have started a fashion renting service wherein people can rent fast fashion and designer clothing at 1/10th of the price for 4-5 days. It has even become possible to rent that red carpet dress they spotted on social media worn by the celebrity they admire. A lot of designers like PRABAL GURUNG, JASON WU have started a rental collection exclusively for the rental platform. According to them,

their luxury price tag cannot attract the young crowd and think this initiative would help pool in a greater crowd of youngsters. In an article, the famous Hollywood celebrity Stylist Ariana Wiesner talks about what happens to the dresses worn by her clients after the big event saying that many of them are returned back to the designers as they don't resell the "statement" dress. They are then stored in the collection archives and in case of not so well known designers they generally end up on the racks of rental fashion brands like Rent the Runway after the big event or at Sample Sales. This is how many rental stores source their collection.

In India, clothing rentals is not an unheard practice. People in olden times would either borrow or rent their traditional clothing for events like weddings etc.

Now designer start-ups like FLYROBE are offering such rental fashion service on a large scale. With the growing industry pressure and the flood of customers trying to shop a selfie for their social media account, Rental fashion is a boon.

MEHAK SURANA  
FD SEM-3

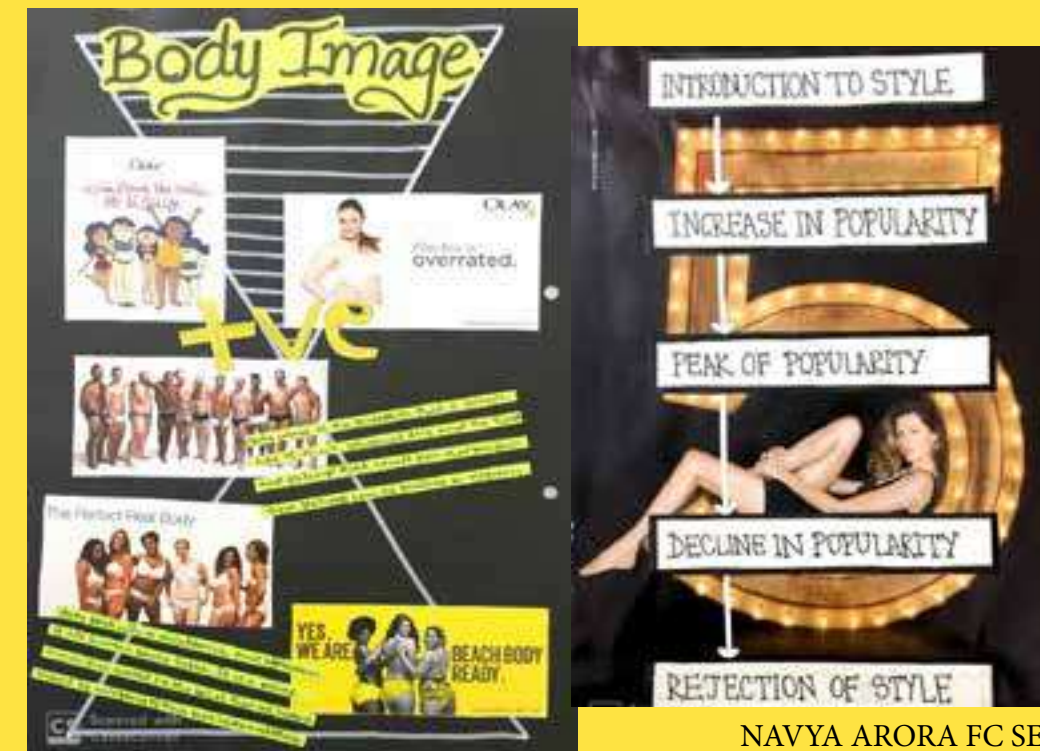
# LEARNING DIARY

Were you a serious notes scribbler in school? Did you make small notes on every page, sometimes even illustrating some things? Then keeping a Learning diary is going to be a fun task for you. The best way to describe an LD would be the mature version of a school notebook.

Learning Diary is the record of your own personal learning outcome. It contains what you have learnt from the lectures, what you've researched about a certain topic, your ideas, work processes and feedback notes. A lot of importance is given to these diaries at NIFT; therefore make sure yours is as presentable as can be.



MAYUR MANTRI  
FC SEM-3



NAVYA ARORA FC SEM-3

## SOME BASIC POINTERS

- The learning diary is essential as it is proof that your assignments were done by you.
- They carry marks and should be kept in neat conditions.
- Explore creative ways to present content learned. E.g.- Flash cards, scrolls.
- Keep sustainability in mind while making it. Upscale used papers, articles from magazines, etc.
- Keep a fixed layout or theme.
- Update the LDs as the lectures are done.
- Keep the content precise.
- A Summation of learning outcomes has to be provided.
- Attaching pictures and illustrations helps in better understanding of the text.
- Research more about what's taught in class and include the research in the LD
- Ask your subject faculty how they want the LD to be.
- Keep getting feedback from the faculty from time to time.
- Keep a digital copy of your Learning diaries.
- Do not over decorate the LDs; they contain your learning outcomes, not wedding invitations.

SHREYA PANDIT FC SEM-3





## TIC TOC TUESDAY



Pay  
What  
The Clock  
Says

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# August

## HANDLOOM DAY



## INDEPENDENCE DAY

- Flag Hoisting by NIFT Mumbai Director, Pawan Godiawala.
- “Sunu Bharat” a self written poem by Akshata Sharma.
- Soothing soundtrack of the ‘Ae Watan’ played on violin by Swarali P.
- Senior and junior girls join hands to give out a traditional dance performance.
- Solo, Duet and Group Dance performances energized the entire atmosphere
- NIFT Mumbai’s music society, The Decibels, performed Acapella short cover of Amit Trivedi’s sound of nation.
- Aagah, the street play society of our college brought forward some of the major issues of our society through an amazing street play.
- At last the final highlight of the day was the wrap up dance, where everyone let their feet loose on the dance floor, finally wrapping up our 73rd independence day celebration.



PHOTOGRAPHY:  
BHAVYA TRIPATHI FC SEM-3

## DABU PRINTING WORKSHOP



PHOTOGRAPHY: DIPALI LATH FC SEM-3



# ROOBAROO

Julajh rahe the,  
Kuch bikhre rishto se,  
Samet rahe the,  
Kuch tute khwaabo ko.  
Dheemi chaal chal rhi thi zindagi  
Ya kahi ho rhi thi koi galti hi.  
Na jaane Pench woh kaisi thi  
Lekar Ankhe ne kuch jugnusi,  
Jaagi woh beparwaah raatein saari thi.

Kismat ki kaya mat sochu  
Ya roz mangi hui dua  
Manzil ka pata nhi,  
Par raasta ek anokha chuna.

Dorr ab hainaya  
Ek panna fir palta  
Kore kaagazo sa,  
yeh sapno ka sheher laga  
hoosle ki Syaahi se likhhe  
in me har lamha.

Jo odhe hai kitne naqab  
Hui naye muskurate chehro se mulaqaat.  
Milo ka hai ab raasta,  
Ho gyi Hai shuru ek nayi daasta!

**HRISHIKA AGARWALA**  
**B.FTECH SEM-I**

PHOTOGRAPHY: NAVYA ARORA FC SEM-3

## ASK YOUR SENIORS!

**Are there only sports and cultural events held in nift? Or are there any back stage volunteering too?**

Currently there are 4 major clubs operating in NIFT Mumbai, Literary Club, Cultural Club, Environment Club and Sports Club. So there are activities which are particularly related to these clubs but most of the time, especially during events or occasions we have other activities around those specific occasions and we do have backstage volunteering at the time of these events, especially during major events like Spectrum when different teams are formed to carry out differentiated work.



SHREYA PANDIT FC SEM-3



# TEAM JARGON



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