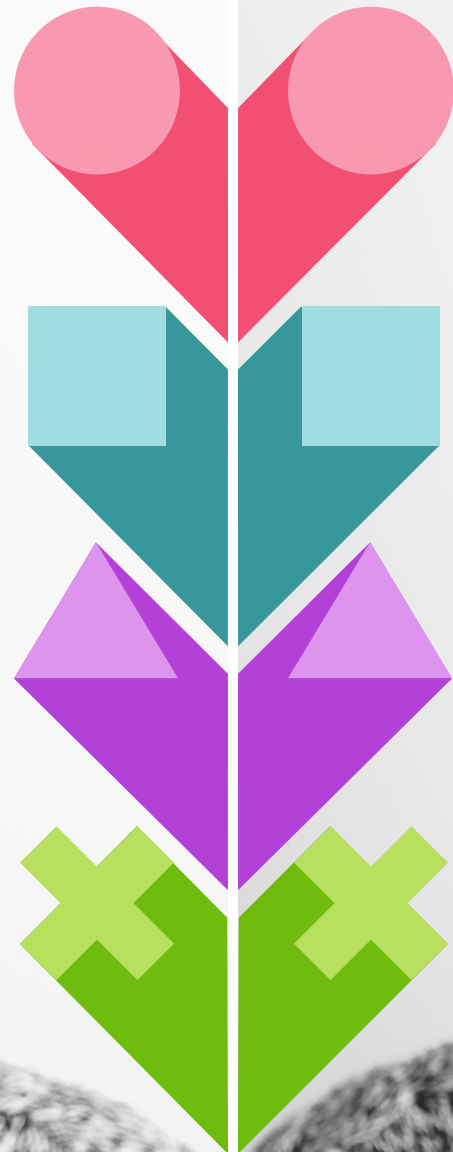




LOOKBOOK



Words by Dean

JECRC UNIVERSITY School of Design has been hub for innovative design-centric interactions & activities since its inception in 2016.. Our emphasis on the quality of education and also on the development of necessary skills and the integration of entrepreneurship in our curriculum makes it unique. Education in design and art is made possible through the Progressive fusion of a great ethos with the environment & contributions of a dedicated, innovative and energetic academic community of Design. While creating design professionals of the future the JECRC UNIVERSITY ecosystem provides its inhabitants with the freedom to experiment, to challenge , to debate, to think differently, with the awareness to contribute towards society in a meaningful way. Our students are urged to experiment, take risks and, as an important part of the learning process, are encouraged to evaluate their own skills and develop an action plan to supplement them and build a new. JECRC UNIVERSITY further seeks to instil entrepreneurial and collaborative skills in its students. School of Design takes pride in combining the zeal of emphatic thought leadership with social sensitivity, in its attempt to transform students into the budding design leaders of tomorrow. This look book acts as an exhaustive source of information related to all our undergraduate employability oriented courses and includes a showcasing of students and alumni work. Heartfelt thanks to each member of the JECRC UNIVERSITY - our students, their parents, the faculty, staff, advisors, well wishers, and not the least, the employers of our alumni, all of whom, have relentlessly supported us & worked towards strengthening our vision to become a renowned centre of higher learning, work towards academic, professional, cultural and social enrichment of the individuals and communities.



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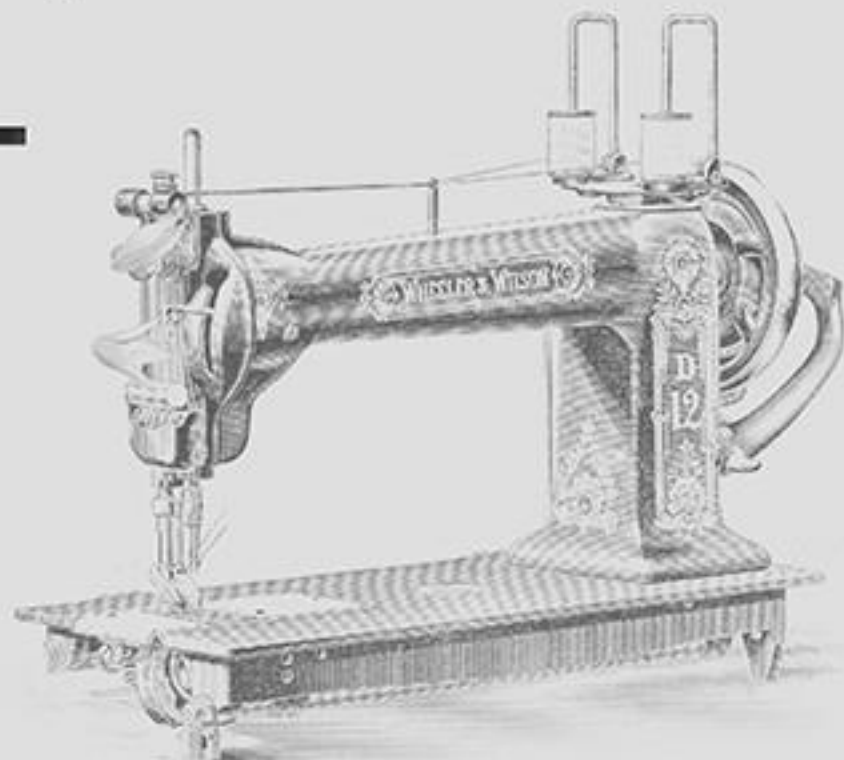
VISION

To become a renowned centre of higher learning, and work towards academic, professional, cultural and social enrichment of the lives of individuals and communities.. JECRC University is driven by the spirit of innovation-led research. The multifaceted research encompasses subject-specific exploration as well as the contexts of the business environment in which our students will operate and perform.

MISSION

To focus on research and spirit of innovation that will drive academic orientation and pursuit at JECRC University. To Identify, based on informed perception of Indian, regional and global needs, areas of focus and specialization on which the University can concentrate. To undertake collaborative projects that offer opportunities for long-term interaction between academia and industry. To develop human potential to its fullest extent so that intellectually capable and imaginatively gifted leaders can emerge in a range of professions.

FASHION DESIGN





B. Des. *Fashion Design*

Bachelor in Fashion Design is a four-year design undergraduate program, offered by the Faculty of Design at JECRC University. The program encourages students to explore their potential in designing multipurpose and multivariate fabrics. It also prepares graduates for the expertise required in self and industrial-related employment. The program, with its emphasis on broad based conceptual and technical aspects of design, is expected to facilitate future postgraduate studies in specialized Fashions related areas - i.e. art history, Fashion marketing and merchandising, Fashion technology, industrial design, fashion design, new media design and Fashion conservation. The curriculum encourages research into the rich Fashion tradition and its relevance to contemporary society.

The programme consists of various levels of practical studio courses supported by a range of theory electives in art and design history. Other strong feature of the programme includes an intensive course in marketing which makes them self sufficient as entrepreneurs and introduces them to marketing strategies and opportunities for internships in the Fashion design industry. The Contemporary Seminar provides an avenue for conceptual development and opening of new vistas, broadening the knowledge base. After completing a one-year foundation course, students wishing to specialize in Fashion design pursue their major for another three years. During this time students are exposed and enlightened with different aspects of design which includes intensive studies in colour theory, handcrafted and industrial printing, dyeing and weaving techniques. The fourth and final year consists of an independent study program and culminates in a degree-project show. Graduating students are expected to demonstrate proficiency in the technical, creative and professional skills they have attained during their time of study.



Fashion Design Lab

The Department of Fashion Design integrate the essential skills for understanding of the basic principles required to produce sample garments to industry standards, using specialist production methods and equipment with demonstration. The proficiency in technical skills, linked with research and design development and facilitate the students and faculty with technical knowledge by offering the following labs on campus.

Pattern Drafting Lab Equipment: This lab includes drafting tables with chairs, cutting table and dress forms for develop the skills & processes required to allow learners to progress towards creating patterns from original designs and working drawings with demonstration and practical application and also be encouraged to engage in producing accurate & professional cutting solutions.



Sewing Lab Equipment: This lab contains single needle flat bed lock stitch machine with different attachment like gathering foot, zipper foot, inter lock machine, embroidery machine, steam iron and iron table, garment steamer for the accurate and professional manufacture and the efficient use of industrial equipment forms the basis for creative and individual design solutions.





Courtesy: Swarnima Jain

The Fashion design labs facilitate the students in accomplishing lab exercises and projects relating to the course offered in Fashion Design. Student will develop skills and build confidence in using a full range of industrial machinery and workroom equipment effectively and safely with the opportunity to gain design and machine skills through practice and sample production. Samples will be professionally presented and developed into a visual reference resource for future projects and encouraged to experiment creatively with their design ideas. It is encouraged that students aspiring to pursue professional careers in Fashion industry and learn these essential techniques in order to develop an in-depth knowledge of fashion Design. Laboratory manuals and important safety instructions are given to the students at the beginning of the course. All Labs are supervised and maintained by qualified senior technicians. Technician's are trained in their specialized fields and have a command on the machinery.





JEWELLERY DESIGN





B.Des. Jewellery Design & Manufacturing

The undergraduate degree program in Jewellery design & manufacturing is a full time course, four-years in duration with a shared common first semester, offered by the Faculty of Design at JECRC University. The course is based on integrating design thinking, materials and techniques with traditional sensibilities. The program also aims to develop and foster links with India's Gems and Jewellery industry at large and the international community. During the course, students develop a conceptual approach alongside a practical understanding of the materials and processes adopted by small and large jewellery artists & manufacturers. The course also develops independent and creative thinking through a series of increasingly complex design projects culminating in an exhibition of student work. The main aim of the first year is to give the students a basic introduction to drawing, 2 dimensional & 3 dimensional designs along with knowledge of art history and is seen as a "foundation year".

It is the prerequisite for advancement onto the specialized programs, of which Jewellery Design. The design of the curriculum reflects the transition from a closely supervised skill based, taught first year, to an experimental, exploratory approach in the second year, and ultimately the final year, where the student is more self-led. The credit system and modular weight age also reflect this progression with the first year having short tightly controlled, specific modules and the final year having more complex and broader modules like project management, entrepreneurship. The course culminates with a final major project where students demonstrate their accumulated knowledge, skills and expertise. The second year not only provides students knowledge about basic jewellery drawing, making and material exploration, but also supplements this knowledge with courses in CAD and design theory. The overall aim of the third year is to give students an opportunity to implement complex design skills, building upon the previous semesters, in particular working on a summer internship. Liaison with professionals in the industry is essential in developing this course develops further integration between the taught courses. However, the emphasis is placed on the self directed project which leads them towards a graduate collection.





Jewellery Design & Manufacturing Lab

The Department of Jewellery & Accessory Design integrate design skills with hands on skills for all studio courses and facilitate the students and faculty with technical knowledge by offering the following labs on campus.

Soldering and Casting Lab Equipment: This lab includes soldering stations (gas fired torches), casting machine, Furnaces, ultrasonic machine, tumbler machine.

Machine Lab Equipment: This lab contains sheet rolling mill, wire rolling mill, flex shafts, drill machines, grinder, polisher, heavy anvils, vulcaniser, wax injecting unit.

The Jewellery Manufacturing labs facilitate the students in accomplishing lab exercises and projects relating to the course offered in Jewellery Design. Laboratory manuals and important safety instructions are given to the students at the beginning of the course. All Labs are supervised and maintained by qualified senior technicians. Technician's are trained in their specialized fields and have a command on the machinery. Techniques and concept go hand in hand or vice versa. Like any other trade, jewellery making has its own techniques- one which is rich in tradition and meanings. It is encouraged that students aspiring to pursue professional careers in Jewellery learn these essential techniques in order to develop an in-depth knowledge of Jewellery fabrication and Design.



"Jewelry is like a biography, a story that tells the many chapters of life."

"You're not fully dressed until a piece of jewellery add some sparkle to it."

Jewellery is like the perfect spice - it always complements what's already there.
- Diane Von Furstenberg

I've always thought of accessories as the exclamation point of a woman's outfit.
- Michael Kors

"Jewellery has the power to be the one little thing that makes you feel unique."

"Don't wait for special occasion to wear nice jewellery, every day is special occasion."

Jewellery DESIGN

Trends come and go, and style evolves. It's important to have pieces of jewellery that are timeless and look chic despite ever-changing fashions.



INTERIOR DESIGN



B. Des. - Interior Design

Interior Design addresses the importance of human habitat and the built environment that supports human activities and values. It generates order to the space occupied by people, by making one aware of how the space influences our identity, productivity and wellness. As an interior designer one has the vital task to create intentional spatial interactions that can have a positive effect on human beings in whichever space they may inhabit – working, living or recreational. The Interior Design program is built to initiate a thoughtful and reactive design process. It facilitates the students to understand and create human habitation spaces through varied understandings of theory, studio, practical skills, live projects, case studies, field trips and encounters with industries and professionals. It also aims at inculcating an environmental awareness within the student for the benefit of human health, well being and productivity. The students are trained in representative skills through regular studios and a team of specialized Design Faculty that focus on freehand drawing, technical drawing and model making. These skills are further supplemented through elective subjects such as Interior Lighting, Interior Landscape, Sustainable Interior, Set Design, Interior Project Management, Furniture Design and Product Design etc. The program aims at promoting a holistic approach to the designing process by simultaneously involving inputs from theory, allied subjects and electives into design. The program pushes the student to become an independent and effective learner and opens up a range of prospects on completion of the course. The industry offers opportunities to young designers in large set ups of architecture, interior design, kitchen design and exhibition design practices. Graduates are equipped to begin their own practice or further their education by applying to study in post-graduate programs ranging from furniture, exhibition, product and interaction design to craft & technology, history-



Courtesy: Swarnima Jain



GRAPHIC DESIGN



*"Whitespace is like air:
it is necessary for
design to breathe."*
- Wojciech Zieliński

*"A designer knows he
has achieved perfection
not when there is nothing
left to add, but when there
is nothing left to take away."*

GRAPHIC DESIGN

*"The alternative to good
design is always bad design.
There is no such thing
as no design."*
- Adam Judge

Artwork by: Swarnima Jain

Bachelor of Visual Arts (BVA) - Graphic Design

Art is Valuable and Immortal. Inspirations of work (art) boost the morale of artists to deliver on indefinite chain of culture. To build the cultural train even in the world on rapid digitization of Art & Craft. The profound creativity of our students is supported with an environment. The school of Design encourages the environment of classrooms or studios, which help them, Practice as a professional in the competitive world of rapid changes. Through Research Methodology, Literature, Motivational Lecture, Writing & Thinking In Art, Talk & Slides initiative helped students to understand the possibilities of exploring the education in art in professional practices. Students are encouraged for study tours to understand our legacy & heritage. Students are encouraged to document the art & culture at the length & breadth of the country not only to perceive but also to help the waning art sustain in the changing times. Both faculty & students are given all the possible support to participate in art shows & festivals all over India. The faculty members take active part in various lectures & demonstrations outside the campus spreading the culture of art education. Graphic Design is the creative planning and execution of visual communication. One learns to create a combination of shapes and forms, words and images, in order to reproduce them in some flat medium (two dimensional - paper, cardboard, cloth, plastic, video, computer, or projection screen, on poster, billboard, or other signage) or in a three-dimensional form (fabricated or manufactured) in order to convey information to a targeted audience. All graphic design has a purpose or function. Usually its purpose is commercial to explain aesthetically something -- to express, inform, and influence the thoughts and actions of its audience. This subject introduces the student to art intended to communicate information and advertising. The focus is on studying and using layout and design concepts used in the graphic design field. The students will employ both analog media (drawing with pencil and paper, etc.) and digital media -- using up-to-date computer tools (graphics hardware and software - for drawing, painting, layout, typography, scanning, and photography). Photography, Advertising design, graphic design, illustration and animation/automation all disciplines that focus on effective and arresting visual communication. Advertising majors delve deeply into all aspects of the advertising process, from research/strategy, creative brief development, and campaign development to teamwork and presentation. Graphic design majors are challenged to research, develop, and refine projects that combine meaning with image-making and typographic form. Illustrators develop a strong personal style in their images and use their image-making skills to support the communication needs of a variety of clients in multiple contexts.

PAINTING

P





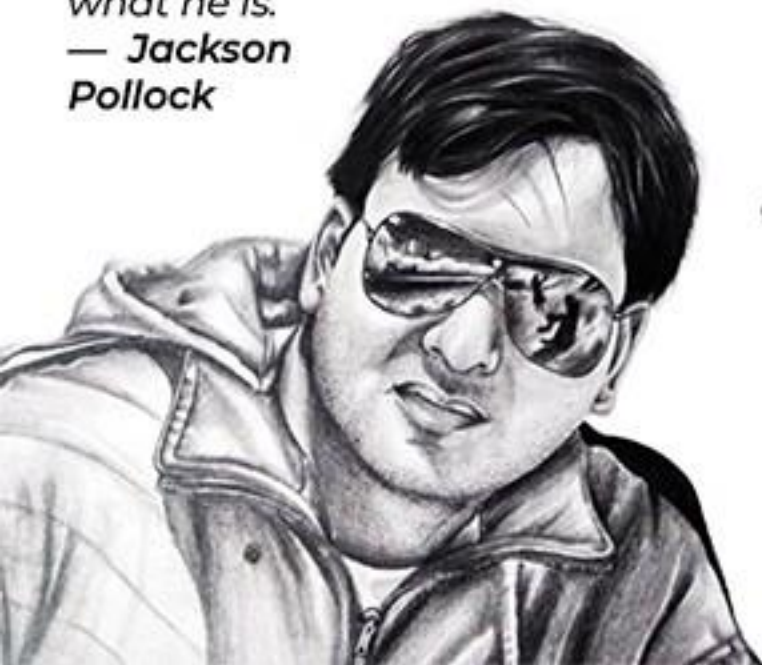
Good painting is like good cooking; it can be tasted, but not explained.
-Maurice de Vlaminck



Painting



Painting is self-discovery. Every good artist paints what he is.
— Jackson Pollock



"If you could say it in words, there would be no reason to paint."



Artwork by: Ritik Bagri
Courtesy: Swarnima Jain



Bachelor of Visual Arts BVA - Painting

Art is Valuable and Immortal. Inspirations of work (art) boost the morale of artists to deliver on indefinite chain of culture. To build the cultural train even in the world on rapid digitization of Art & Craft. The profound creativity of our students is supported with an environment. The school of Design encourages the environment of classrooms or studios, which help them, Practice as a professional in the competitive world of rapid changes. Through Research Methodology, Literature, Motivational Lecture, Writing & Thinking In Art, Talk & Slides initiative helped students to understand the possibilities of exploring the education in art in professional practices. Students are encouraged for study tours to understand our legacy & heritage. Students are encouraged to document the art & culture at the length & breadth of the country not only to perceive but also to help the waning art sustain in the changing times. Both faculty & students are given all the possible support to participate in art shows & festivals all over India. The faculty members take active part in various lectures & demonstrations outside the campus spreading the culture of art education.

Bachelor of Visual Art (B.V.A) in Painting is a 4-year undergraduate degree program in visual arts course. The objective of this course in painting is to provide training and skills for the development of original and creative visual expressions in the students. It is intended that the students are exposed to all techniques, traditions, and media of painting practiced from the early to modern times. The course seeks to cultivate individual personality and a professional responsibility in the students. The course subjects include Drawing, Creative Painting, Portrait, and Composition with emphasis on the creative process from the concept of the finished art work. The practical subjects also include Computer course. The theory subjects include History of Art, Design and Aesthetics.

Industry Visit, Workshop & Master Class

“Interface of Industry” Students visit to different national level exhibitions like- India Craft week, India Design Symposium (International Exhibition of Design), Art Summits, Trade fairs, Industrial units, Visit to different states of India to expose students to Historical, Vernacular and Contemporary art and craft

In this series **“Workshops”** are a great way for students to gain hands-on experience and rapidly acquire knowledge in their area of expertise.

Not only National but International experts in their field have shared their experience & guided students with their own market experience. Main purpose of the classes was to polish the knowledge & improve awareness about the futuristic job oriented studies. This not only helped them to gain new things but a new frame of thoughts & perspective was open about studying in Design Department.

Master Class-“Know How Series” by eminent industry person of different fields come for Guest lecturers as this expand the student horizons of creativity further. As the city ‘Jaipur’ has a beautiful legacy in the field of art and design so students get the opportunities to attend big shows and exhibitions throughout the year. In this hard times of Pandemic, numerous Online Master Classes were conducted to improve skills of students and rapidly acquire knowledge in their area of expertise.

Industry Visit



Industry Visit



2

Workshop



Workshop



Master Class



MR. VIVEK KUMAR

Director of IBS Consulting

Master Class



OLGA SUTYAGINA
CO-FOUNDER OF ZELENIN.WORLD

Master Class



ROMAN ZELENIN
FOUNDER OF ZELENIN.WORLD

Master Class



MS. AURELIA ALVES

FASHION DESIGNER
ENTREPRENEUR FROM BRAZIL

Master Class



MS. RASHMI BHARDWAJ

TEXTILE DESIGNER AND ALUMNI OF NID, MORE THAN A
DECADE'S EXPERIENCE IN TEXTILE DESIGN INDUSTRY

Events

“Collaborative Events”: the well integrated inter- disciplinary curriculum infuses an in –depth knowledge. The idea is to create an opportunity for the students to interact, co- create and learn beyond their classrooms, one of the event like “**ART ON A PLATE**” - The Faculty of Design and The Faculty of Hotel Management at the JECRC University, Jaipur come together to organise a collaborative event every year.

“**JU-Rhythm**” is envisioned as best techno-cultural and business fest to bring out the talent and to explore the same in the budding students. The students of design department carried out the entire work planning & implementation of the design space. The rhythm platform is an excellent opportunity to understand the practical aspects and dynamics of translating creative concept into usable final form.

“**Evaluation**” the students is assessed through presentation and discussion after every semester by a jury comprising industry experts and academicians. Students are encouraged to develop their ability to present their work and continuous comprehensive evaluation is a regular practice of the department.



Fashion Show



Rhythm

Rhythm



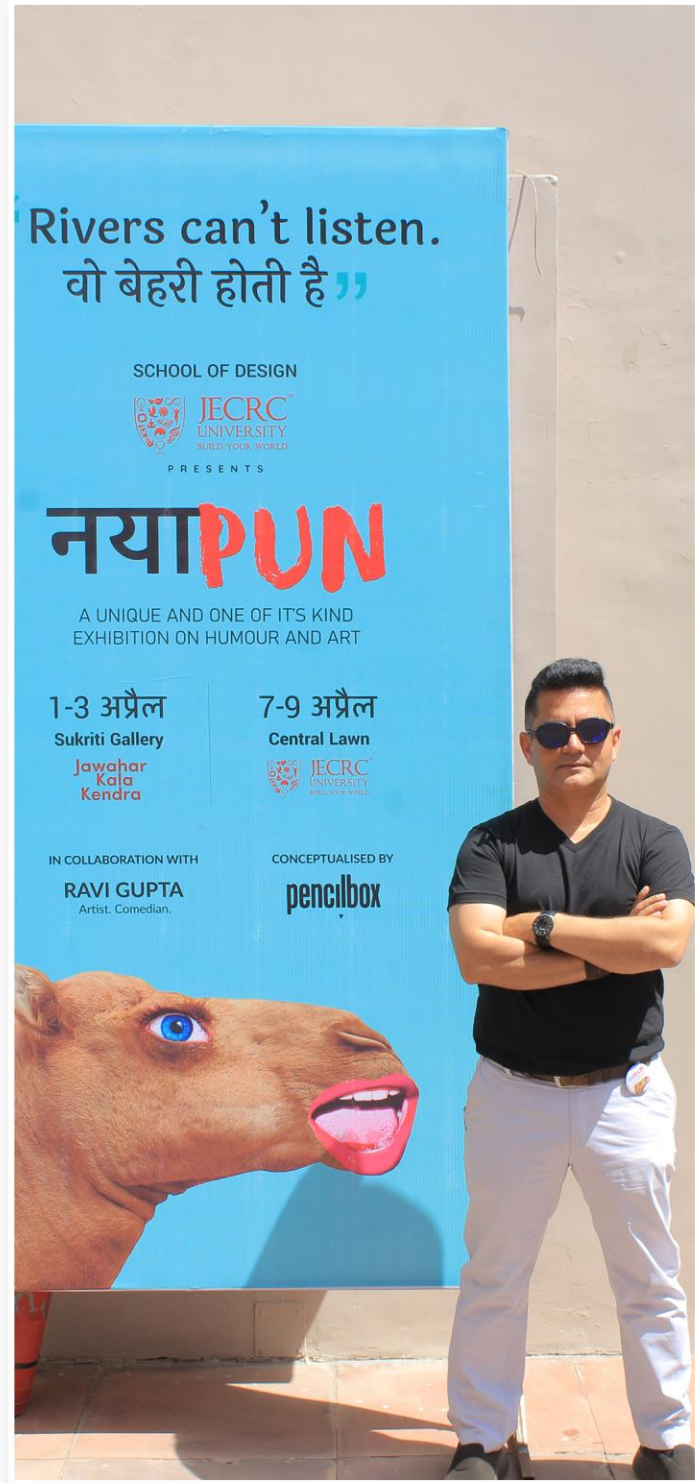
Evaluation

Evaluation



Art on a Plate

Art on a Plate



Nayapun

Nayapun

Our Team

At JECRCU-DESIGN SCHOOL we focus on overall development of student in terms of practical & applicable designs. Here is a brief introduction of our expert faculty members who have an experience in grooming students & nurturing their skills as future perfect. The faculty members consists of both experienced and practicing designers from reputed design schools. This faculty offers a departure point for deeper consideration of how people live their lives and what value does *design* creates in making their life more meaningful.



MS. SHIVANI KAUSHIK
Dean, School of Design

B.ED., Diploma in Jewellery Design & M.A. English. She has 2 Decades of professional experience in Design Field.

MS. PRIYANKA BERIWAL
Assistant Professor - Jewellery Design

She has done B.Sc. in Jewellery Design & M.B.A in Fashion Design.



ANDRE VITARELLI
Guest Faculty

Graduate in Product Design Program
Product Designer, Mentor in different
Design Schools & a Design Consultant



MR. SIDDHARTH PERSOYA
Jewellery Design

B.Sc., B.Ed. & Diploma in Jewellery Design

MR. ASIT BURMAN
Lab Technician - Jewellery Design

An expert technician with knowledge
about tools, Machines & Equipments.



MR. RANJAN PRAKASH
Jewellery Design
M.Sc. Geology, Diploma in
Gem Identification





DR. SUNITA YADAV
Assistant Professor - Fashion Design
M.A (Garment Production Export Management) & PH.D. Fashion Technology



MR. PRAMOD KUMAR YADAV
Guest Faculty
B.Sc., M.A., D.F.T., UGC NET Qualified
25 Years of expertise in Textile Design



MS. RASHMI BHARDWAJ
Textile Design
Fashion Industry
Design Consultant



MR. RAMRATAN TAILOR
Fashion Design - Lab Technician
With vast experience & expertise, his assistance in Lab makes things go smoother.



Ar. GAURAV AGARWAL
Assistant Professor - Interior Design
B. Arch & M. Plan



MS. RICHA GUPTA
Interior Design
Advanced 2 year Diploma in
Interior Designing. & Vastu Consultant



AR. NAVEEN KUMAR SHARMA
ARCHITECTURE
B.Arch / MBA



MR. NIRMAL SONI
Interior Design
Master in Design
Diploma in Architecture



MS. SWAPNAL JANGID
Interior Design
B.Sc & Diploma in Interior Design



MR. DINESH JANGID
Interior Design & Graphic Design
B. Arch



MS. SHREEYASEE AGRAWAL
Assistant Professor II
B.Tech, Interior Designer,
Manager, Student Support System
Directorate of Distance Education



MR. SUDHIR SAGAR
Graphic Design
Diploma in Animation



MR. JITENDRA SHARMA
Assistant Professor II
Bachelors in Fine Arts
& Masters in Fine Arts



MS. BHAKTI BAKSHI
Assistant Professor II
Bachelors & Masters in Visual Arts,
Persuing PH.D.



MS. YARAL BHATT
Guest Faculty
Professional Diploma of Crafts and Design
(specialization in Hard Material) from IICD
Worked as Art Director & Exhibition Designer



MS. PRIYAL SOKHIYA
Guest Faculty
Bachelors in Visual Arts
Professional Photography
work experience of 13 Years

MR. DADHICHI PATEL
Guest Faculty
Bachelors in Visual Arts
Masters in Arts
Visualizer, Art Director & Mentor



DR. VAGISH SHARMA
Graphic Design
BVA & MVA in Applied Arts
Ph.D. Art History



Educational Trip

The primary objective and intent of our schools is to awaken intelligence in the educator and the student. ... Educational trips that form a part of the school curriculum are very valuable as they provide the students the opportunity of learning through travel, especially to places that they may not otherwise get to visit. To expose students to Historical, Vernacular and Contemporary architecture. Faculty of Design with total 35 students visited the following places from 30/09/18 to 07/10/18

1. Dalhousi
2. Dharmshala
- 3.-Amritsar etc.

Students visited many places like 'Wagha Border, Golden Temple, Jaliyawala Bagh, Partition Museum etc. in Amritsar' , Himachal Cricket Stadium, War Museum, World famous Dalai Lama Art Centre, Monasteries etc in Dharmshala', Adventure Sports, Khajjar (Mini Switzerland of india), Old Temple visit etc. in Dalhousie.





Students Speak



“ It was great environment to learn and explore new things which helped me to nourish myself in building my thinking skills for design productivity. ”

Vivek Sharma

B. Sc. Graphic Design

Internship - innodeasmarketing, Jaipur

Job- Working with Vijaysur Media Consultant, Jodhpur



“ I have learnt to explore stone carving designs and tend to create 3Ds of interior spaces with best materials. ”

Jasraj Jangid

B. Sc. Interior Design

Internship - Diwakar Bhati Architects, Jaipur

Job- Working with WIYD, Architects



“ Had so much fun while learning & falling, didn't realise when the time passed by, and if it wasn't for the damn Covid I wouldn't have taken any holiday. And if you don't believe me, see my Portfolio. ”

Rohit Jalan

B. Des. Graphic Design

Visual Artist at Rohit Jalan Designs

Students Speak



“ Being a part of School of Design was a great stepping stone for me. It was just the environment I needed to find true interest in the big field of design and polish my talent with proper guidance. ”

Swarnima Jain

B. Sc. Graphic Design

Internship - Testbook.com, Navi Mumbai



“ I'm so glad that I am a part of the JECRC School of Design. It is like our family in which we can create our own style and develop ourselves to build skills and design efficiently. ”

Priyanka Sharma

B.Des. Fashion Design

4th Year Student



“ I am grateful to JECRC School of Design for giving me the chance to explore the fashion world and make me able to imbibing designing skills. ”

Hemant Patel

B. Sc. Fashion Design

4th Semester Student

