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The

# ARTIST

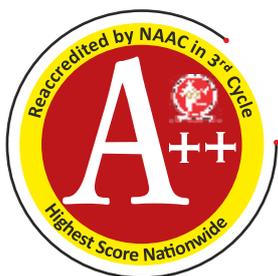


*Visual and Performing Art*



Empowering Women Since 1927...

**HANS RAJ MAHILA MAHA VIDYALAYA  
JALANDHAR (PUNJAB) INDIA**



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# डी ए वी गान

अविरल निर्मल सलिल सदय,  
ज्ञान प्रदायिनी ज्योतिर्मय,  
हो चहुँदिस उद्घोष अभय ॥  
॥ डी ए वी जय जय ॥

प्रबल प्रवाहमयी नित-नूतन  
जीवन दायिनी सदा सनातन  
वेद प्रणीता परम पुनीता,  
यह धारा अक्षय ॥  
॥ डी ए वी जय जय ॥

दयानन्द से प्रेम-भक्ति ले,  
हंसराज से त्याग-शक्ति ले,  
धर्म-भक्ति का राष्ट्र-शक्ति का,  
हो दिनमान उदय ॥  
॥ डी ए वी जय जय ॥

सुख समृद्धि इसकी लहरें,  
प्रेम शान्ति इसके तट ठहरें,  
सघन शान्तिमय प्रबल कान्तिमय,  
लिए अटल निश्चय ॥  
॥ डी ए वी जय जय ॥

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# Principal's Message



*"You can Breathe with a Different Kind of Enjoyment when  
you are Surrounded by Art."*

*- Anne Albers*

Dear aspiring artists

Art is a result of imagination and creativity. The essence of human existence is art. We need the arts to comprehend life. Humanity is based on aesthetics and creativity. This magazine has been created with the intention of illuminating the relationship between art and life. Our inner selves are fueled by creative energy, and art is how that energy is expressed. We have the ability to transform the world for the better because of the inherent power of creativity. The Artist magazine has been created with the goal of showcasing our work in setting new standards for establishing and redefining paradigms and achieving excellence across a range of visual and performing art disciplines. I would like to send my congratulations and best wishes to all aspiring artists as well as the group of educators and students who collaborated to publish this magazine's fifth volume.

**Prof. Dr. (Mrs.) Ajay Sareen**  
Principal

# Editor's Note

*"The artist serves as a container for emotions that originate from various sources, including the sky, the ground, a scrap of paper, a passing shape, and a spider's web."*

*-Spanish Painter*

Indian art is a reflection of its delicate artistic legacy and rich cultural heritage that dates back to ancient times.

Even though they were often remade, the fundamental forms of art never lost their aesthetic value. The past and present are also connected through design and painting. The talent of the artisans has been used for design creation and alteration over the ages. The technology that can facilitate the preservation, dissemination, and generations of new designs based on decorative forms, as well as provide better capabilities in terms of colour variety and quality, is transforming the responsibilities of artisans, craftsmen, and designers. A renaissance in the fields of art and design is anticipated as a result of the influence of new technology. Today, it can be creatively employed by mixing motifs and styles to serve the globe and raise awareness of the rich cultural history. I want to publicly thank our esteemed Principal Prof. Dr. (Mrs.) Ajay Sareen for having the idea for this performing and visual arts magazine.



**Dr Neeru Bharti Sharma, Head  
Department of Fine Arts**



*Creativity gives hope that there can be a worthwhile idea*

*- Edward de Bono*

Art is an instant language of creativity & exploration. It begins with the foundation known, creativity & mastering a way of thinking. It builds innate talent in one that can be turned into a masterpiece. It is human disposition of sensible or intelligible matter for an aesthetic end. The value of art lies in its capacity to console & exhort towards a better version of ourselves. Art is a skill of succession of

innovation creativity in the representation of reality. Art can change the outlook reality. It can also change the outlook of a person & the way one experience the world.

**Mrs. Rishav Bhardwaj, Head  
Department of Fashion Designing**

# Student Editorial

In today's modern world of science and high technology, new types of spell-bounding discoveries and inventions are existing day by day. Man is now able to study the sub-atomic particles and space. In such circumstances, the term 'Art' has turned out as a 'dark mystery'. Perhaps, it has lost its identity in human life, yet art has a great significance of its own. The nature of art and related concepts, such as creativity and interpretation, are explored in a branch of philosophy known as aesthetics. The resulting artworks are studied in the professional fields of art criticism and the history of art.

Art is a form of human activity. A work of art is a creative work. Art has had a great number of different functions throughout its history, making its purpose difficult to abstract or quantify to any single concept. This does not imply that the purpose of art is "vague", but that it has had many unique, different reasons for being created. The different purposes of art may be grouped according to those that are non-motivated, and those that are motivated.



**Kanishka**  
BFA 8 Sem

## A Spiritual View



Human beings may be made of matter, but they also have a mental, emotional and spiritual dimension. In order to realize what they are and to experience their full potential they need to develop all four dimensions. These four aspects of being human may be compared to the four tyres of a car. If one of the tyres is flat, the car does not function properly. Most people dedicate a lot of time and energy to developing their physical, mental and emotional nature. Often they develop one of the cost of the other two. But very few people have any inkling of their great spiritual potential. In fact, many have no idea this exists at all.

The secret to a meaningful life is to develop this spiritual dimension. But to do this we need to reorient ourselves. This new orientation towards spirituality will give us a new perspective, the spiritual perspective. It will affect the way we respond to the World. It will help us redefine the way we approach daily life, redefine our values and priorities; and by doing so, we will get a truer picture of who and what we are. With a spiritual worldview we will better understand our nature and its great potential. This understanding will then be a key to a deeper and more constant happiness by opening the door to a more balanced and complete life. As the fish needs fresh water to live, and the lion, needs the wild, to thrive, so human beings, need spiritual food and a spiritual life to



be well and to develop their full potential. The key to happiness lies in bringing spirituality back into our lives. The secret to a happy, carefree and fulfilled life is to make spiritual growth our first priority.

The main difficulty we face in recognizing our spiritual need is that we are so engrossed in the world and its objects that our mind has no time or space in its agenda to consider anything else. Like a cork cast out on the ocean, the mind rides on one wave of sense and pleasures. It is bombarded with dreams and possibilities, saturated with the promises of the world.

The never-ending mental activity of our self-centered egos is reflected in our engrossment with what we think of as ours- with our family, friends, career and possessions. But what if none of this truly belongs to us? We know that when we die none of this goes with us. Everyone knows that nothing from this world has ever accompanied a person beyond death, nor can it ever do so.

We all know that we have to leave our bodies; we leave behind all the treasures we have accumulated. We say goodbye to our loved ones. Whether we like it or not, everything that concerns the physical world has to be surrendered at death.

We know all this, but is it also possible that when death comes we will see we have been deluded, that what we thought was real as just a shadow of reality? Is it possible we will realize that life is something more than what we have just been through?

# Importance of Arts

“Every child is an artist” – Picasso

Did you know that art isn't just about your child creating pretty paintings and pictures, it's so much more than that. Your child develops life skills through exploring the arts and participating in art activities. They learn to express themselves and communicate through art. It's about creativity, imagination, exploration and discovery, and helping children to develop many skills

Creativity reduces anxiety, depression, and stress and boosts happiness, focus and motivation. Using your imagination and expression whilst having fun, boosts the happy hormones in your mind and body. It has also been found to be beneficial in helping people process negative events and trauma. Studies have found that writing or drawing helps people manage their negative emotions in a productive way, writing helps you process the thoughts we have and painting or drawing helps people express trauma or experiences that they find too difficult to put in to words. Being creative can increase positive emotions, improving the production of oxytocin and serotonin, our natural happy hormones and can even improve immune system functioning. Being creative means that you have an outlet to use your imagination and express your feelings and emotions, we all need to process and have an outlet for emotions, especially negative ones, as without this mechanism, we can become easily overwhelmed.

As a form of Stress Relief: One of the main purposes of having a creative outlet is to express yourself to cope with distress, especially when it comes from general stress or other mental health issues like depression and anxiety. Art – in its broader sense is beneficial in providing moments of mindfulness, quality downtime and escape from fast-paced life, it can be done on its own, in a group or with a specialist that can help you discover how best to express yourself through art. Children can struggle to find the words to articulate their feelings and experiences therefore it is very important that time is allowed for them to distress and process their experiences.

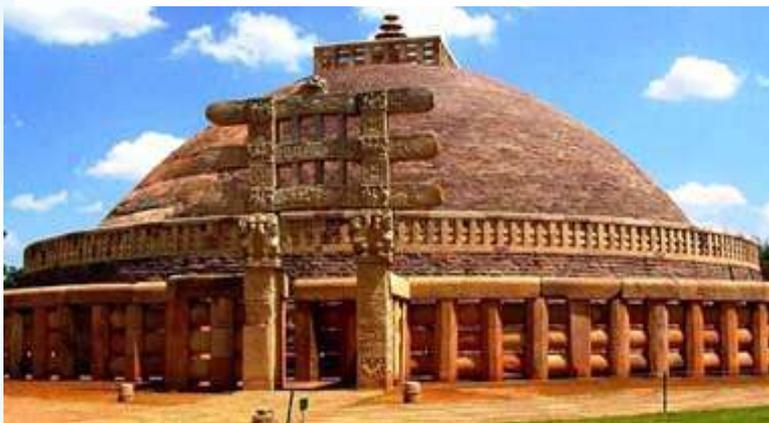
For a lot of people, art has become an important part of their lives, and it becomes something that they look forward to doing and will actively make time for it. Hopefully, this article has shown you how art can be valuable to you and your child's mental health and perhaps, it can also become something that gives you fulfilment and you can appreciate for the rest of your life. Remember that art isn't about creating a masterpiece, it is about being able to express yourself, create something that brings you joy boosts your mood and is fun!



**Tavleen Kaur**  
BFA sem 8th

## The Sanchi Stupa

The highlight of the region is the Great stupa of Sanchi, founded thousands of years ago by Emperor Ashoka and decorated with some of the best Buddhist artwork in the world. Sanchi famous for earliest stone stupas with richly carved stone railings and toran gateways with narratives from Buddha's life discovered as ruins in 1818 CE. The Gupta Stupa at Sanchi has been the focal point of the Buddhist faith in the region. The perfection of its proportions and the richness of the sculpted decorative work on its four gateways make Stupa I an incomparable artistic achievement. The group of Buddhist monuments at Sanchi – stupas, temples and monasteries – is unique in India because of its age and quality.



Ashoka, one of the greatest kings of all time and the inciter of the Maurya Dynasty, laid the foundations of the great Stupa of Sanchi. He established the Stupas to bring back and redistribute Lord Buddha's transient remains in the 3rd century BCE. The huge Stupa in Sanchi is 54 feet in height. Also, it has a chamber in the centre where objects of the virtue of Lord Buddha are kept. The beautiful hemispherical establishment of the Sanchi Stupa is double its diameter. Being a major architectural monument of the Maurya Dynasty, Queen Devi, the wife of Ashoka and their daughter, princess Vidisha oversaw its construction. The monument also has a sandstone pillar, over which the Schism Edict was inscribed by Ashoka with the characters of ornamental spiral Brahmi. These characters bear a resemblance to conch shells, known as 'Sankhadip'. With the immense development, the lower part of the Sanchi Stupa is still grounded, whereas the upper part is covered with a canopy called 'Chattra'. Surprisingly, Buddha never came to Sanchi. Foreign travelers like Hiuen Tsang, who documented the famous Buddhist circuit in India but didn't mention Sanchi in his books, didn't know either. Sanchi was not as revered as other Buddhist pilgrimage sites in India, according to Marshall's *The Monuments of Sanchi* (1938). The iconic images of Buddha (like the Bodhi tree, a riderless horse, an empty throne, etc.) at Sanchi, according to scholars like Alfred A Foucher, are the result of Graeco-Buddhist architectural interaction. The Sanchi Stupa's significance on our national psyche, however, extends beyond the lion capital; it influenced the design of various modern structures, the most notable of which being the current-day Rashtrapati Bhavan. Lord Charles Hardinge wanted architect Edwin Lutyens to incorporate emblems of India's architectural past into the building, and the colonnade was designed to carry a Sanchi-style dome and balustrade railing. The dome of Kolkata's Birla Planetarium was built in 1963 to match the one in Sanchi.

# Expressionism



Expressionism is an early 20th century style of art that is charged with an emotional or spiritual vision. Rather than a single style, it was a climate that affected not only Fine Arts but also dance, cinema, literature, and the theater.

Expressionism is an artistic style in which artist attempts to depict not objective reality rather the subjective emotion.

Expressionism is one of the main currents of Art in the later 15th century and the 20th century and its qualities of highly subjective, personal, spontaneous self-expression are typical of a wide range of modern artists and art movements. The Expressionist artists gave more importance to the inner feelings. They centered their attention towards the subject. Line and colours are the main features of their art. They used to express the feeling through colours. They used colors and lines without bothering much about reality. Expressionism seems opposed to realism. Edward Munch is one of the pioneers of modern Expressionist painting. Expressionist artist used simple outlines along with bright and powerful colors. There were a number of groups of Expressionist painters, including Der Blaue Reiter and Die Brücke. Expressionists were influenced by various artists and sources including Edward Munch, Vincent Ven Gogh, and African art.

Loveleen Saini

# Fauvism



Fauvism was an Art movement from the 20th century which provided interesting developments in the use of color, brushwork and abstraction. It was founded by a small group of French artists which included Henri Matisse, André Derain, Georges Braque and Maurice de Vlaminck Fauvism was inspired by the teachings of Gustave Moreau, who was a Symbolist artist and a Professor at the Ecole des Beaux-Arts in Paris. He taught his students about the expressive powers of colors. One of his students was Matisse, who would later pioneer, Fauvism along with Derain and Vlaminck. The Fauves had their first exhibition at Salon d' Autumn in Paris in 1905. Their brightly colored and brash paintings contrasted against the Renaissance sculpture that was exhibited alongside. Art critic described the Fauvist works surrounded by the sculpture as "Donatello chez les fauves", meaning "Donatello among wild beasts". Although meant as an insult, the term "Fauve" (wild beast) was embraced as the name for the new movement, Fauvism. The movement was short-lived, only lasting between 1905 to 1910. But it had a significant impact on the art movements which followed, particular in relation to the use of abstraction and color. Instead of painting the world how it really is, the Fauves painted the world as they experienced it. This often came in the form of vivid colors, awkward perspective and distorted forms. In the landscape painting below, little attention is paid to capturing the true colors and forms. Vlaminck painted how he saw and more importantly, experienced the landscape. Inspired by the works of Paul Gauguin and Vincent van Gogh, the Fauves used color more so as a form of their own personal expression, rather than as a rendering tool. They rarely painted true colors. For example, in Matisse's painting below, notice the pink and red hues used to depict the mountains and the ground. When I think of Fauvism, I think of this painting by Matisse

which features his wife, Amelie. The colors are unnatural, the strokes are bold and the forms have been simplified. The painting was unveiled at the first Salon in 1905. One critic said of the painting, "a pot of paint has been flung in the public's face". Yet despite the harsh criticism the painting received, it was quickly purchased by collectors.

Sheena  
BFA 7 Sem

# Indian Art and Aesthetics

Art is a form of self-expression. Good art does not go out of style. It reflects the society. It is a unique medium to express the creator. Art gives insight into human conditions. It expresses the feel of artist. Many do art for pure joy, as it makes one more moral and uplifts spiritually. Art serves as a tool of education or enculturation. It is a type of therapy and meditation, as well makes human more moral. Art has the value of alloying catharsis it gives an insight into human conditions. The pan Indian philosophic thought the term 'Satyam Shivam Sundaram' is another name for the concept of the supreme. 'Sat' is the truth value, 'Shiv' is the good value and 'sundaram' is the beauty value. This value system helps us to develop two basic ideas that of Daksha and Mahana.

## Rasa

Rasa referring generally to the emotional flavours crafted into the work by the writer and relished by a sensitive spectator or one with positive taste and mind. Rasa are created by bhavas. They are described by Bharat Muni in the Natyashastra, an ancient work of dramatic theory. Bharat Muni enunciated the eight Rasa in the Natyashastra. Each Rasa, according to the Natyashastra has a presiding deity and a specific colour.

**Stringara- Love, attractiveness**

**Hasya- laughter, comedy**

**Raudram- fury**

**K ru yam- compassion, mercy**

**B bhatsam- disgust**

**Bhay nakam - horror or terror**

**V ram- heroic mood**

**Adbhutam- wonder or amazement**

## Aesthetics

The word aesthetics is derived from Greek word Aesthetics means sense perception. Aesthetics is a branch of philosophy dealing with the nature of art, beauty and taste with the creation and appreciation of beauty.

Theoretical Models of the Aesthetics explaining the essence of Aesthetics –

1) Objective idealism – The aesthetic appears when God or the idea of spiritualises the world.

2) Subjective idealism – The aesthetic appears when the Individuals inner wealth is super imposed on life which is aesthetically neutral.

3) Dualism- The aesthetic is produced by union of the objective and subjective. The materialistic approach to this problem has engendered two alternative viewpoints concerning the nature of aesthetics.



Bhavya  
BFA sem6

# Byzantine Art

Byzantine architecture was mainly the church art. Although the Royal palaces, secular Buildings were also survived in few Numbers. The central type architecture is Byzantine church with plan and Basilica. The most typical feature in Byzantine Architecture hemispherical dome surmounted by a square Base. The Dome represent the vault of the sky and Heaven. The most important eg. are Hagia Sophia, church of the holy apostle. This art belongs to eastern Roman emperor with its magnificent centre constantinople. In the year C.330AD, the emperor constantine transfer his capital from rome to the city of ancient greek colony named as Byzantine. So, due to this, art is termed as Byzantine art. It had two important trade routes between Europe and Asia and between the mediterranean and Black sea. It is built on a triangular projection of land covered with water on three sides and on the western side the city was protected by the wall of rome. It has a one thousand years of great culture. Pandit was considered as the richest city in the world. It contains within its prescient palatial buildings, beautiful parks etc.



It is the largest and most famous of all the byzantine churches. It replaces two former once which had been burnt down, the first of which, a wooden roof Basilica had been planned by constantinople. The present Hagia Sophia was began in 532 AD during the first Golden age of Byzantine period under the patronage of emperor Justinian who himself directing every detail. The whole Building was due to its initiative. The Hagia Sophia is almost square in plan about 76×67m. At the western side the double Narthex with three doors. The nave is surmounted by immense Dome in the middle on each side there is half or semi dome. The Great Dome is about 32 and half mEter in diameter and it rises 55m high. It is enriched in the base with 40 windows. The interior is so splendid that it attracts the spectators when they enter into the Hagia sophia. The colorful Richness, the pattern of the flour in beautiful marbles where dull Red, Green, Soft Green with dark rose red, rich red on white, Warm yellow, Black or white colour all are arranged in Harmony.

Samandeep Kaur  
BFA 6 Sem

# THAT POLISHED LOOK



Nail polish (also known as nail varnish or nail enamel) is a lacquer that can be applied to the human fingernail or toenails to decorate and protect the nail plates. Nail polishes come in all color shades and play a significant part in manicures and pedicures. Social media has given rise to a nail art culture that allows users to share pictures of their nail art. Whether you're the bride-to-be, a member of the wedding party or Simple a guest, don't over look The impact your hands and nails will have on what you will be wearing.

*A bad manicure, polish that clashes with the color of you gown*

*Even the length of your nails can detract from your over all look,-Nail experts say.*

Give yourself at least a month to get your hands and nails into shape. Winter weather usually dries out the skin and nails and they both need to be rehydrated. Stress plays a large role in the condition of nails she adds especially when planning a wedding.

Color is a very personal issue where weddings are concerned says peruses. " If the bride wants everyone to wear nail Polish for a more 'finished' look, stick with something that blends with the color theme and is in the family of color rather than trying to get a perfect match.

**GURLEEN KAUR**  
HUMANITIES 4rd Sem.

# PERSONAL GROOMING



Personal grooming is essential to enhance our overall image. It helps us to feel confident, look sharp and establish a lasting first impression.

"Take care of your body. It's the only place you have to live"

-Jim Rohn

Personal grooming is an essential aspect of image consulting. With personal grooming, you enhance your appearance to look and feel good about yourself. And in doing so, you build your self-confidence. Personal grooming means being presentable to others, paying attention to body hygiene, personal cleanliness, groomed nails, hair, absence of body odour and dressing well

## **BASIC PERSONAL GROOMING TIPS**

- **FACE** - your face is the first point of contact when you meet someone. You don't need makeup to make a good Impression.
- **SKIN** - As a general rule, keep your skin dry and clean. Not sweaty

or sticky. Use good skin products to keep your skin refreshed

- **HAIR** - Again, clean and dry. Also keep a tidy hairstyle. Bangs are okay unless you're spending too much time pushing your bangs away from your face.
- **NAILS** - Nail art is great but avoid dirt under your nails. And cut nails in a shape that doesn't resemble talons.
- **FEET** - No cracked heels. No dirty toenails. Avoid smelly socks. If you tend to sweat too much through your feet, put some baby powder in your shoes before wearing them.
- **CLOTHES** - Well-fitting clothes worn over well-fitting lingerie. That's the golden rule among all personal grooming tips! If you have trouble shopping for the right size and type of lingerie, just ask for help at the lingerie shop.
- **SHOES** - Wear shoes that don't make you limp or drag your feet. Also, wear shoes according to your age.

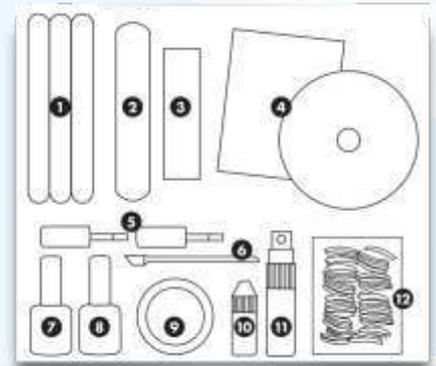
**Shruti**  
B.Voc (C & W) Sem2

# NAIL EXTENSION



Beauty is not just about the hair and face, but also the nails and other parts of the body. There are many women who have a problem with growing their nails to a fashionable length due to various reasons. This may include brittle nails, working conditions, lifestyle, or inability to overcome their habit of biting their nails. Whatever the reason, long nails remain an envy for many.

Nail extensions are artificial or also well known as fake nails and unreal nails, more of a trend of nails, moreover fashion accessories. Nail extension involves the addition of an artificial tip to the tip of your nail to increase the length. It gives your hand a totally new and fresh look. You can even add jewels and stones to it. There are a few different types of nail extensions you get with us like Gel extensions, Acrylics and Polygel.



**Krishma Vinayak**  
BA 4th sem

## Kathakali the classical dance drama of Kerala



Kathakali is a classical Kerala dance that requires years of training. Kathakali incorporates the techniques of some of Kerala's most important ritual art forms and is thought to have evolved from Ramanattam, another classical art form created by Kottarakkara Thampuran. Kathakali's characters do not speak, and the story is told through songs played in the background. As a result, Kathakali music plays a significant role in this art form. Attakkatha is the name of the text that appears in Kathakali songs. Kathakali music is played on chenda, maddalam, chengila, and elaththalam instruments. Kathakali, like the majority of India's classical dance forms, is based on Sage Bharata's ancient treatise on dance, Natya Shastra. However, Kathakali's hand gestures are based on another classical text,

Hasthalakshana Deepika. A Kathakali performance consists of numerous steps or components. They are Dhanaashi, Purappadam, Melappadam, Arangu Keli, Thodayam, Vandana slokam, Kathabhinayam, and Keli. For a Kathakali play to be presented in its entirety, six to eight hours are required. Kathakali also stands out for its spectacular costumes and vibrant makeup. The majority of the characters' facial makeup takes three to five hours to complete. Characters' costumes and makeup are made to show off their personalities. An artist needs a minimum of four to five years of training to perform Kathakali. At the beginning of the 20th century, the Kathakali were in peril and on the verge of extinction. The well-known poet Vallathol Narayana Menon and Manakkulam Mukunda Raja initiated the establishment of Kerala Kalamandalam, a leading center for classical art in Thrissur's Cheruthuruthy. Since that time, Kerala Kalamandalam has been working to bring back this great art form. Stories for Kathakali frequently draw inspiration from Indian epics and Hindu mythology. Vayaskara Moos, Kottayaththu Thampuraan, Unnayi Warriar, and others are a few of the most significant contributors to Attakkatha, also known as the text for Kathakali. Kalyana Sougandhikam, Nala Charitham, Uththara Swayam Varam, Duryodhana Vadham, Bali Vadham, Santhana Gopalam, and others are the primary Kathakali plays.

**Parampreet**  
B.A Sem 4

# The Health Benefits of Dancing



It's hard not to be happy when you're dancing. And, it turns out, when you "dip it low, pick it up slow, roll it all around, poke it out, let your back go". In my opinion, there is no better workout than dance. Dancing is a true full-body workout." It improves coordination, memorization, stamina, flexibility, and, most significantly, it makes your heart happy. I assure you will experience a tremendous difference in your general mood, decrease stress levels, and have an extra bounce in your step.

## Improved agility and flexibility

Cross-country skiers who got months of dance training improved their joint mobility and muscle flexibility of the spine, as well as their speed and agility, according to one study.

Cross-country skiers who got pre-season dance instruction improved their range of hip motion, spine flexibility, and risk of back discomfort in a comparable study.

## Balance and coordination

While you may feel relatively stable on your feet right now, there's no doubting that our balance and coordination decline significantly as we age. It's one of the reasons why elderly people are more prone to falling. One study on persons over the age of 80 discovered that social dancing improved balance and walking speed while also contributing to a more steady walking pattern.

## Better mood + less stress

In a 2015 survey of people's motivations for dancing, "mood enhancement" scored first. This could be due to the fact that dance is expressive and helps you to escape or let loose in ways that are normally forbidden in maturity. Several studies also indicate that dance therapy may alleviate sadness and psychological stress in persons with significant illnesses such as breast cancer or Parkinson's disease, as well as in students.

## Dance is great, whatever your age

Because of all the benefits to the mind and body that have been mentioned above, dancing is obviously great for adults of all ages. It doesn't matter how you look—dancing is a great creative and energy-burning activity for kids as well. What matters is how you feel when you dance. And just like with anything else, you'll get better at it the more you do it.

Tamanna

M.Voc (Web Technology and Multimedia) sem 4

# The Importance of Dance in Education

Intelligence, thought, and learning come from the body as a whole rather than just the brain. Combinations of movements improve memory, order, and sequencing abilities. Additionally, dancing boosts self-esteem, which is crucial to learning. Children's need to move throughout the day is something that we already see. I believe that dance should be incorporated into all elementary and secondary curriculums because I have witnessed firsthand the beneficial effects that music and dance have on students' development. Dance is crucial to our young people's health and growth for a myriad of reasons. Children must first and foremost move! In this day and age of technology, it's essential to get kids moving. Dance burns calories, builds muscle, makes you more balanced, makes you more flexible, and gives your heart a good workout. It has also been demonstrated that dancing improves cognitive development. Dancers have known for a long time that there is a crucial connection between the mind and body, and new research confirms this. Additionally, incorporating dance into academics helps children develop essential learning abilities like creativity, communication, critical thinking, and teamwork. Students are encouraged to use their imagination, work with others to solve problems, and come up with multiple solutions to problems through the creative process. The escape Dance provides has never been more important as children spend more and more time in front of a computer or television. All children should be exposed to the wealth of an art-based education, and it is hoped that dance will one day be seen as an essential component of a comprehensive and balanced education. A future that is relevant to culture can be prepared by encouraging creative ambition. This sets the example for our children to follow in the future. It is the responsibility of a school to demonstrate the development, challenge, and comprehensive education that the arts can provide, allowing for more varied career paths. In addition to being a form of entertainment and exercise, dance is also a means of communication. Before we can even talk, we can dance as newborns. Even though it's just an unsteady wiggle of the bum, the instinct is still there! When you put on some music, toddlers will unconsciously groove. Therefore, if a child can learn movement patterns with the same ease as they can learn a language, why don't we promote this more?



Lakshita  
B.A Sem 4

# Logo Designing



A logo is a statement of uniqueness and logo designing has emerged as an independent job sector. The logo is the company's element as a commercial brand and besides symbolizing the company, the logo also speaks of trust, and brand value. There are a lot of facts that is taken under consideration before etching out a logo. Company specifications are always an additional help for the group doing the logo designing. Some major points should be remembered while designing a logo. The eight things that people should keep an eye for while designing a logo are-

## ◆ One that can be memorized easily

Logos are meant to be the most important tool in the marketing of the company. It speaks out volumes about the company in a few words or even with the combination of a few symbols or alphabets. However one must keep in mind the simplicity that

should be incorporated with these logos to make it simple for people to identify and remember them. Complex graphics and designs actually deviate our attention and the entire concept of remembering a company with its logo is lost.

## ◆ Add meaning to your logos

You can incorporate as much relevance as one can with the company and the logo. Make sure to add a tagline that fits the service the company is aiming to provide or even a description of the qualities that the company would provide in their products can be mentioned.

## ◆ The key to a good logo is to make it unique

The biggest blunder one can commit while designing a logo is to copy it from something else. It is like sharing a name with another person, and the sole purpose of the logo is not met.

## ◆ Speculative designing kills the market

There is a scenario in the logo designing industry where a lot of amateur designers are made to draft out a logo for an emerging company. These designers do it for half the pricing and at times even lower and this result in exploitation of the trade. At most times the designer is made to create a draft and then not paid for the project. Therefore one must be very careful with speculative basis.

## ◆ Timelessness

Most logos are designed to represent the company or brand forever. These logos are made to appeal to people from all generation and they become a symbol of trust and association with the brand. They stand the test of time. However some on the other hand are changed in due period of time to suit the contemporary style and adapt to changing trends in the market.

## ◆ Colors

Colors play a very important role in the depiction of these logos. They can bring out the edge in them and can signify a lot of qualities. While most logos use the color blue which stands for trust and dependability, others can range from red that depicts bold style to even mixed tones to highlight the logos.

## ◆ Scalability

One has to keep in mind the usability of these logos. Generally logos form an important part in billboards for the advertisement of the firm and are also featured in contact cards for the employees related to that particular firm. Since the logos will be projected on a variety of screens ranging from very small spaces to large spaces like hoardings and billboards, they should have an adjustable font size. The readability is one of the key factors that sets apart a good logo from the bad ones.

## ◆ Creativity rules the day

With a market brimming with uncountable competitors, carving a niche for itself is a tough job. What helps a company is the logo that can differentiate it from its contemporaries and make a name for itself in the market. With a unique and very creative logo, the stepping stones are set for the company. One should be careful of not going overboard with the ideas and sticking to a particular theme executed with finesse for that perfect logo.

Creativity is the primary essence that is required in this art but one has to stick to the requirements and specifications given by the company for the designing of the logo.

**Palak Soni**

B.Voc (Web Technology and Multimedia) Sem 4

# Stay motivated for Designing



A creative person stays motivated by the challenge of creating, but when that challenge is lost, it is time to find something that will trigger the desire to continue.

## 1 – Expand Your Skills

Someone who designs jewelry may have a set of techniques and materials that they work with on a regular basis, but at some point, those designs and skills may become stale to them and their customers. When they are no longer interested in creating those designs, their work starts to suffer, and they become uninterested in continuing with their jewelry designs. This is true of any skill that loses its appeal.

If you find yourself tired of doing the same thing over and over again, then maybe it is time to change it up by learning a new skill set in your creative field. Grab a technique book or take an online course or local class that adds to your skills. Even if you never incorporate the technique into your repertoire, you will have given your creativity a boost.

## 2 – Explore Your Counterparts

Regardless of what type of creativity you engage in, there are contemporaries in your field in your area, so it is fairly easy to connect with them. Whether you interact with them or not is completely up to you, but you can gain a lot of motivation by talking with someone who understands your medium. If you paint, then visit a local gallery. If you are a photographer, you may find local photos hanging in the halls of your city's government buildings. You can stop by a local photography studio or camera shop and talk new equipment with the owner. A writer can drop in on a local book signing or a jewelry designer can visit area boutiques or small businesses for inspiration.

There are always places you can go where you can meet up with others who share your passion for your art. Not to mention the fact that social interactions are a benefit to your overall good health and well-being.

## 3 – Take a Break

Creativity is a fickle master and the harder you try, the more elusive it can become, so it is very beneficial to take breaks away from your creations. This is very effective if you know what motivates you. If you are a fan of music, find a place to listen to some live music. If you like sports, go to a sporting event, even if it is a kid's baseball game in the middle of the afternoon.

Since you work for yourself, you are not constrained by a boss that expects you to churn out a product. Breaks help you detach from the task and regroup your thought process. As a creative, you know that often times your greatest flashes of inspiration are when you are operating subconsciously.

## 4 – Puzzles and Challenges

The mind is a muscle just like your heart, and like your heart, it needs to be exercised. Studies have indicated that doing puzzles or challenges help to stave off some signs of an aging brain. While most of the studies are still in their infancy and have not compiled reliable data, it should come as no surprise to a creative that brain stimulation is a key component in creative health. After all, creatives thrive on puzzles and challenges. Even a few minutes of penciling in the answers to an easy crossword puzzle or a half hour spent filling in the boxes on a Sudoku puzzle can give the brain a place to play and allow it to reset its creative ability. If you find yourself stalled on a project, then grab a word search puzzle book and start searching for words that will help unlock your subconscious.

## 5 – Physical Activity

A creative may spend hours and hours in one spot as they work on a painting or a specific jewelry design, and all of that time in one place can take a toll on the body and the mind. A tired mind can no longer find the motivation needed to finish a project or start a new one. It needs to be refreshed. While not everyone enjoys going to the gym, that is a place that allows you to work your body out while letting your brain rest and recoup its energy. The Alzheimer's Association suggests that by staying physically fit, you reduce the risk of developing cognitive diseases. Besides, what better way to jump-start your creativity than doing mindless activities like a few miles on a treadmill or a stationary bicycle?

# राष्ट्रीय एकता में संगीत का योगदान



हमारा देश बहुत बड़ा है और यहाँ अलग-अलग धर्म के लोग मिल कर शांति और प्यार से रहते हैं । अनेक जातियाँ और धर्म होने के कारण कई बार लोगों की सोच एक दूसरे से नहीं मिलती जिस कारण उनमें एकता का अभाव रहता है परंतु फिर भी संगीत एक ऐसी कला है जो अलग अलग सोच वाले व्यक्तियों को भी एक जुट कर देती है। जैसे यदि हम राष्ट्रीय गान की ही बात करें तो राष्ट्रीय गान में भारत की सभी प्रांतों और लोगों का वर्णन किया गया है और जब भी भारत में कोई भी महत्वपूर्ण अवसर होता है तो सब मिलकर राष्ट्रीय गान गाते हैं। संगीत का राष्ट्र में एकता लाने में महत्वपूर्ण स्थान होता है। प्रत्येक क्षेत्र के अपने लोक गीत होते हैं और जैसे यदि कोई व्यक्ति कहीं घूमने जाता है और वहाँ के लोग गीत सुनता है तो खुद बखुद ही वह उनसे बातें करने लग जाता है और प्रेम भरे संबंध बनाता है। इसके अतिरिक्त बहुत सारे ऐसे गाने भी हैं जो राष्ट्रीय एकता में योगदान देते हैं जैसे आवाज़ दो हम एक, मेरे देश की धरती और मेरा रंग दे बसंती चोला , कोई व्यक्ति चाहे भारत की किसी भी प्रांत याँ क्षेत्र का हो , उसका मन इन गानों को सुनकर मंत्रमुग्ध ज़रूर होता है और उनके मन में राष्ट्रीय एकता का दीप ज़रूर जलता है। भारत में लोगों द्वारा संस्कृति साँच प्रोग्राम भी करवाए जाते हैं जिसमें भारत के अलग अलग क्षेत्रों से युवा आते हैं और अपना संगीत प्रदर्शन करते हैं जिससे लोगों में साँझ बढ़ती है। संगीत समाज को जोड़ता है इसीलिए कहा जाता है कि संगीत वह भाषा है जो सारी दुनिया समझती है। जैसे यदि कहीं कुछ लोग मिलकर कुछ गा रहे हो तो संगीत प्रेमी उन में आकर ज़रूर जुड़ेगा और उस समय पर जाति धर्म कुछ मायने नहीं रखता। संगीत प्रेमी व्यक्ति संगीत प्रेम के कारण संगीत का सम्मान और सुरीला गाने वाले व्यक्ति की ओर खुद ही आकर्षित हो जाता है अतः संगीत राष्ट्रीय एकता में बहुत महत्वपूर्ण स्थान रखता है।

तान्या सूरी

बी.ए सैम ४

## ਭਗਤੀ ਸੰਗੀਤ ਨੂੰ ਸ੍ਰੀ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਦਾ ਯੋਗਦਾਨ

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਨੇ ਅਧਿਆਤਮਕ ਵਿਸ਼ਿਆਂ ਨਾਲ ਭਰਪੂਰ ਬਾਣੀ ਦੀ ਰਚਨਾ ਕੀਤੀ। ਉਹਨਾਂ ਨੇ ਸੰਗੀਤ ਨੂੰ ਮਹਤਵਪੂਰਣ ਅੰਗ ਸਮਝ ਕੇ, ਪ੍ਰਭੂ ਉਸਤਤੀ ਲਈ ਬਾਣੀ ਦਾ ਗਾਇਨ ਕੀਤਾ। ਗੁਰਬਾਣੀ ਸੰਗੀਤ ਦੀ ਪਰੰਪਰਾ ਦੀ ਸ਼ੁਰੂਆਤ ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਤੋਂ ਹੋਈ। ਸ੍ਰੀ ਗੁਰੂ ਗ੍ਰੰਥ ਸਾਹਿਬ ਵਿੱਚ ਦਰਜ ਬਾਣੀ ਸੰਗੀਤਕ ਗੁਣਾ ਨਾਲ ਭਰਪੂਰ ਹੈ। ਇਸ ਤਰ੍ਹਾਂ ਭਗਤੀ ਸੰਗੀਤ ਵਿੱਚ ਭਗਤੀ ਸੰਗੀਤ ਦਾ ਰੂਪ ਪ੍ਰਚਲਿਤ ਹੋਇਆ। ਸ੍ਰੀ ਗੁਰੂ ਗ੍ਰੰਥ ਸਾਹਿਬ ਜੀ ਦੀ ਪੂਰਨ ਸੰਪਾਦਨਾ ਰਾਗਾਤਮਕ ਹੈ। ਗੁਰਬਾਣੀ ਵਿੱਚ ਰਾਗਾਂ ਨੂੰ ਆਤਮਾਂ ਦੀ ਖੁਰਾਕ ਮੰਨ ਕੇ, ਰਾਗ ਦੀ ਉਪਮਾ ਇਸ ਪ੍ਰਕਾਰ ਕੀਤੀ ਹੈ:

**ਰਾਗ ਨਾਦੁ ਸਭ ਸਚਿ ਹੈ ਕੀਮਤਿ ਕਹੀ ਨਾ ਜਾਇ॥ ਅੰਗ ੧੪੨੩**

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਨੇ ਕੀਰਤਨ ਕਰਨ ਵਾਲੇ ਨੂੰ "ਢਾਡੀ" ਸ਼ਬਦ ਨਾਲ ਸੰਬੋਧਿਤ ਕੀਤਾ ਹੈ। ਬਾਣੀ ਵਿੱਚ ਉਹਨਾਂ ਨੇ ਆਪਣੇ ਲਈ ਢਾਡੀ ਸ਼ਬਦ ਦਾ ਪ੍ਰਯੋਗ ਕੀਤਾ ਹੈ:

**ਹਉ ਢਾਡੀ ਵੇਕਾਰ ਕਾਰੈ ਲਾਇਆ॥ ਅੰਗ ੧੫੦**

ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਕੀਰਤਨ ਦੀ ਸੰਗਤ ਲਈ "ਰਬਾਬ" ਨਾਮਕ ਸਾਜ਼ ਜੋ ਕਿ ਤਾਰਾਂ ਵਾਲਾ ਸਾਜ਼ ਹੈ, ਜਿਸਦੀ ਆਵਾਜ਼ ਬਹੁਤ ਮਧੁਰ ਹੁੰਦੀ ਹੈ, ਦੀ ਸੰਗਤ "ਭਾਈ ਮਰਦਾਨੇ ਜੀ" ਤੋਂ ਕਰਵਾਉਂਦੇ ਸਨ। ਇਸ ਦਾ ਵਰਨਣ "ਭਾਈ ਗੁਰਦਾਸ ਜੀ" ਦੀਆਂ ਵਾਰਾਂ ਵਿੱਚ ਵੀ ਮਿਲਦਾ ਹੈ:

**ਇਕ ਬਾਬਾ ਅਕਾਲ ਰੂਪ ਦੂਜਾ ਰਬਾਬੀ ਮਰਦਾਨਾ। ਵਾਰ : ੧ ਪਉੜੀ ੩੫**

ਇਸ ਤਰ੍ਹਾਂ ਗੁਰਬਾਣੀ ਸੰਗੀਤ ਵਿੱਚ ਰਬਾਬ ਸਾਜ਼ ਦਾ ਪ੍ਰਚਲਨ ਹੋਣਾ ਸ਼ੁਰੂ ਹੋਇਆ। ਜੋ ਕਿ ਗੁਰਮਤਿ ਸੰਗੀਤ ਵਿੱਚ ਬਹੁਤ ਹੀ ਵਡਮੁੱਲਾ ਯੋਗਦਾਨ ਹੈ। ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਨੇ ੯੭੬ ਸ਼ਬਦਾਂ ਦੀ ਰਚਨਾ ਕੀਤੀ। ਉਹਨਾਂ ਨੇ ੧੯ ਮੂਲ ਰਾਗਾਂ ਅਤੇ ੧੨ ਮਿਸ਼ਰਿਤ ਰਾਗਾਂ (ਕੁਲ ੩੧ ਰਾਗਾਂ) ਦੀ ਰਚਨਾ ਕੀਤੀ। ਗੁਰੂ ਨਾਨਕ ਦੇਵ ਜੀ ਨੇ ਗੁਰਬਾਣੀ ਸੰਗੀਤ ਵਿੱਚ ਜਿਸ ਧਾਰਾ ਦਾ ਆਰੰਭ ਕੀਤਾ, ਉਸਦਾ ਅਨੁਸਰਣ ਬਾਕੀ ਗੁਰੂ ਸਾਹਿਬਾਨਾਂ ਨੇ ਵੀ ਕੀਤਾ। ਇਸ ਤਰ੍ਹਾਂ ਗੁਰਬਾਣੀ ਸੰਗੀਤ, ਜਾਂ ਗੁਰਮਤਿ ਸੰਗੀਤ ਦੀ ਇਕ ਸਮਰੱਥ ਪਰੰਪਰਾ ਚੱਲ ਪਈ।

Name : kirandeep kaur

Class : BA sem 2nd

# Kutch Embroidery

Gujarat is India's greatest heritage art in embroidery work and craft. The hub of the Kutch embroidery work is basically located in the regions of Kutch and Saurashtra wherein the local artisans churn out the most creative and exquisite designs. From mirror and bead work to Abhala embroidery along with the usage of silk threads of bright colors, the Kutch embroidery basically ornate the entire fabric and embellishes it completely. The impeccable designs of Kutch embroidery are a tribute to Rabaris, a nomadic tribe that crafted the art of Kutch embroidery which is now an artwork of international repute. A lot of the Kutch embroidery is influenced by various architectural designs and motifs such as lotus, peacocks, parrots, paisleys, etc. Using the various traditional motifs adds more beauty to the embroidery work. Kutch embroidery is mainly done in colors such as Green, Ivory, Indigo, Black, and Deep red, Yellow and off White. This embroidery is also influenced by traditional motifs as well as patterns of human figurines in dancing poses and dancing peacocks too. A lot of motifs are also inspired by Persian and Mughal arts that are inspired by animals. Delicate beadwork is also incorporated with great finesse. The work is done on fabrics such as Cotton and Silk.



## Present day Scenario & Global Influence

Kutch embroidery has maintained its luster throughout the years, and this vibrant technique has seen a significant increase in popularity. In order to reach fashion demands and contemporary design clothing's and accessories like waistcoats, purses, bags, back bags, jhola bags, jootis, sandals, skirts, scarves, and belts, Kutch embroidery is always evolving. House furniture is also offered in Kutch embroidery. Kutch embroidery is being incorporated into contemporary clothing due to its popularity on a global scale. To display on a global scale, several fashion and textile designers produce clothing that is influenced by Kutch.

## Maintenance

Although the base fabric used in Kutch embroidery is exceptionally strong, hand washing embroidered clothes or pieces is not recommended due to the risk of damaging the delicate thread, bead, and mirror work. The best method to prevent any harm to the garment is dry cleaning.

Pooja

BD 6th Sem

# Digital Fashion: The Next Frontier in Fashion



Fashion has always been at the forefront of innovation from the invention of the sewing machine to the rise of e-commerce. The fashion sector is also one of the largest industries in the world and today, fashion technology is growing at a faster pace than ever. Digital fashion is a relatively new industry that is snowballing. Digital fashion uses virtual avatars and digital models to sell (digital) clothing and accessories. This means customers can browse items online, try them instore, and even buy them without leaving the house. In the physical world, fashion designers are limited by the available fabrics and the laws of physics when they design their clothes. These barriers do not apply in the metaverse. Digital fashion designers can come up with any type of garment or fabric to create exclusive and exotic designs never seen before. Now, with augmented reality and virtual reality, you can virtually try on clothes without leaving your house — or even getting up from your

computer chair. Most importantly, digital fashion is not just about clothes—digital fashion can be about anything you can wear or use. From clothes to shoes and jewellery, accessories, the possibilities are endless. If you would take digital fashion to its natural next level, it becomes possible to create fashion items from garments only available in the digital world and to add utility to the fashion items. The Dutch fashion house is a digital-only fashion brand and designs clothes only for the metaverse. It uses the latest advancements in artificial intelligence to create naturally looking and behaving digital fashion items, sometimes from novel garments such as liquid metal. Unlike traditional fashion, which requires physical materials (threads, fabrics), digital fashion only requires data and code. This means there are no limits to what can be designed or created. It also means that anything can be tailored specifically to your tastes and needs rather than having to conform to a certain standard of fit or look. A new, multi-disciplined generation of young designers is emerging. They use digital technology to tailor their designs for rapid prototyping and fabrication in 3D printing. After years of learning the trade, designers, and kids, are turning the traditional clothing industry on its head. With experience and dedication, they are embracing new technologies and reinventing the conventional models of production to create an efficient supply chain that's both eco-friendly and visually stunning. Digital fashion could reduce the production of garments and help us make better choices when shopping. Consumerism increases every year as more and more people buy products that they do not need. Therefore, digital fashion could reduce the production of garments. This will make people think twice before purchasing a specific clothing item, which would positively impact the environment. Naturally, digital fashion does not only bring benefits for the digital world. It opens up new ways of innovation for a variety of industries and delivering unique benefits that the traditional fashion industry would never be able to offer.

Navneet Kaur  
Msc.FD 1year

# How fashion rule the world

In today's world, fashion is a way of life. Like other basic needs clothing is also one of the most essential elements of life. People remain concerned about their dresses. Their occasions decide the type of dress, as every occasion has a defined fashion style, such as: office wear, party wear, casual wear, festival wear, marriage wear, etc. In addition to this, if people follow fashion trends, they are noticed by their friends, colleagues, relatives, and even by strangers. Likewise, fashion trends do play a major role in human life.



.What is Fashion Trend?

A fashion trend is simply a fashion style or creatively designed dress, jewellery, footwear, handbag, etc., that is popular at a particular time. Most people; especially of the younger generation follow this particular fashion trend. However, as it influences peoples at mass level and society as whole, it has some influence on society.

Fashion Trends on Society

As fashion has become an inseparable part of human society, it plays certain roles in society. It influences the society and also get influenced by the society, for example, a farmer wearing skin-tight jeans, it means, fashion has influenced the people living in village. On the other hand, if the ethnic wear of a regional society influences the celebrity and other Haute couture fashion designer, it means society has influenced the fashion; so. As per recent research, more than 50% of the younger generation keep close track of the latest fashion trends, and they are the ones who buy first and make a new fashion design trendy.

Impacts of Fashion Trends on Society

The changing fashion trends create a healthy and competitive environment that inspires the next generation of fashion designers and other related people to work hard and create meaningful and creative new designs. It creates new employment opportunities for many upcoming students. The new and trendy formal fashion designer clothes enhance the look of the wearer and also give him or her confidence to perform efficiently, especially in an interview. The new fashion trend makes even an ordinary person into a special person. Last but not the least, it is an opportunity to amalgamate different cultures and traditions. To keep up with the latest fashions, people subscribe to fashion magazines, keep a keen eye on what has appeared in shops and what has been there for a long time, and go to fashion shows to see what the designers are putting on the catwalk this season, and therefore what will make it in to the shops. For the extremely wealthy, they might have their own personal relationship with a designer who will keep them well ahead of the current trends, therefore, many people wanting to know what the new fashion lines are going to be will watch what celebrities are wearing. Being ahead of fashion is for many, the ultimate achievement, although being too ahead of the fashion is just as bad as being behind it! If you are too far ahead people will think what you are wearing is not in fashion, because it isn't, yet. Designers continue to market the importance they know people put on fashion, and people continue to hang on to designers' every move in the fashion world, therefore as long as this carries on fashion will continue to maintain its dominant position in society for a very long time to come. It influences not only what we wear, but everything we do, say, and even think. This is why fashion does indeed rule the world

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## Fashion Desinging



Fashion design is a form of art dedicated to the creation of clothing and other lifestyle accessories. Modern fashion design is divided into two basic categories: haute couture and ready-to-wear. The haute couture collection is dedicated to certain customer and is custom sized to fit these customers exactly. In order to qualify as a haute couture house, a designer has to be part of the synodical chamber for Haute Couture and show a new collection twice a year presenting a minimum of 35 different outfits each time.

Ready-to-wear collection are standard sized, not custom made, so they are more suitable for large production runs. They are also split into two categories: designer/creature and confection collection. Designer collections have a higher quality and finish as well as unique design. They often represent a certain philosophy and are created to make a statement rather than for sale. Both ready-to-wear and

haute couture collections are presented on international catwalks.

**How the Designers Work?**

In a fashion designing designer work in various ways. Some sketches their ideas on paper, while other wrap fabric on a dress form. At the point where the designer is totally happy with the fit of the toile, the person will consult an expert pattern maker that at that point makes the finished, working version of the pattern out of card or via means of a computerized system. Finally, a sample of garment is made up and tried on a model to ensure it is an operational outfit.

If you wish to be a fashion designer and have a deep interest in making up different combination.

**Neha**  
B.Sc. (FD) Sem 6

# Activities



# Activities





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