

## Report on Design Hive Interactions - Design Basics and Design Process

Held on – 27.05.2021

<b>Date of Event</b>	27.05.2021
<b>Name and Type of Event</b>	Design Hive Interactions - Design Basics and Design Process – Online Workshop
<b>Conducted by</b>	Department of Fashion Design
<b>No. of Participants</b>	25

The Department of Fashion Design, School of Humanities organized an interactive session on “**Design Basics and Design Process**” in which a reputed Design Faculty Mr. Kumar Vikas, from the Department of Fashion Communication, NIFT – National Institute of Fashion Technology, Patna addressed the students and gave inputs on the basics and fundamentals of design. Event Coordinator Ms. Usha Kiran Barla gave a welcome note. She also added that if the design basics are clear then one can excel with skills and experience.

Prof. Kumar Vikas in his presentation described the basics of design with great precision and perfection. He described drawing as the combination of observation, visualization and representation. He described sketching, blind drawing, gesture/timed/movement drawing, continuous line drawing, contour drawing, and doodling. He explained the types of shading, and basic shapes and forms. There were examples shown on different forms of art to get visual idea of all the forms.

Prof. Kumar deliberated on the elements of shading also and talked about cast shadow, highlight, shadow edge transfer, shadow edge, and reflected light. He suggested the students to draw from real objects whenever possible.

Defining design and talking about its objective he said that it is a way of creative thinking to problem-solving, create tools and products and to make our everyday life better.

On the aspect of the process of design he said that it starts from choosing a problem area, and leads to user research, defining the guiding personas, brainstorm solutions, prototype low-fi, testing with users, prototype, hi-fi, test, iterate, repeat, and a design at last.

The session ended up with the vote of thanks by Program Coordinator Ms. Usha Kiran Barla and she said that this session would definitely help students to enriching their thought process and in developing their creative thinking.



**ARKA JAIN**  
**University**  
Jharkhand (Jamshedpur)

FASHION DESIGN  
DEPARTMENT  
presents  
**DESIGN HIVE  
INTERACTIONS**

27th May, 2021  
3 pm onwards  
Google meet : smv-rppc-izy

EXPERT TALK ON  
**“DESIGN BASICS &  
DESIGN PROCESS”**

with  
**Mr. Kumar Vikas**  
Associate Professor  
Fashion Communication Dept.  
National Institute of Fashion  
Technology, Patna  
(NIFT, Patna)



Moderator :  
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