



# International Open Electives | 16-27 January 2017

A series of two week long multi-disciplinary workshops to challenge the student participants to creatively engage in design and construction of 'artefacts' (tangible/ intangible) that traverse the boundaries of space and time.

## The yesterday or tomorrow I see!

Illustrating a new narrative using Visual Ethnography

IOE17002

MAXIMUM SEATS 15  
GANDHINAGAR CAMPUS

### OVERVIEW

Ethnographic studies through drawing or illustration has been one of the oldest medium to collect visual data for research which was very popular before 19th century. However, with invention of newer media such as photography and videography, it has become an outdated method.

In recent times, newer approaches are re-inventing this medium for innovation and visualization.

It cannot be denied that the best reflections through this approach has long fueled the imagination of human being to create newer ideas, culture, world, character or objects. Most of the early fairy tales, imagined stories or sci-fi has its clues from such studies.

### OBJECTIVE

This workshop intends to explore an ethnographic context chosen by the participant through drawings and illustrations and therefore to visualize the time travel to a new narrative from it, placed into past or future.

The workshop is open to explore the medium of drawing or illustration. The early stages of workshop will include context selection and field drawings of the chosen topic.

The outcome will be analysed to re-visualise a new time context and generate the final artwork or series of artworks be in form of colourful or monochromatic poster, comic strip, catalogue, artwork or pop-up drawing.

### METHODOLOGY

Drawing ethnographic objects helps to get a deep understanding of the matter one is studying. Also, as a research method, a visual research through drawing helps in collecting scientific as well as qualitative information, both for a better understanding of the researcher.

It is not only helpful in capturing reality but also in creating or understanding symbolic significance of images in a culture.

Thus Recording ethnography through drawing or illustration creates a tremendous scope to study objects of use, community, culture, human form, character, behavior, actions, practices, design, symbolism, material culture, environment, space, interaction, supernatural etc. to name a few. But at the end, one participant will have one key focus only.

### MISSION SPECIALIST(S)



#### AMIT SINHA

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Since 2009, Amit Sinha has been teaching at NID. He did his postgraduate Advanced Entry Programme in 2000 from NID, after finishing his BA in Sociology from the Benaras Hindu University, Varanasi. Later, he also holds a Masters in Anthropology. has a cumulative work experience of 15+ years in industry and design education.

Amit has experience of teaching Fashion Illustration at some of the leading design schools in India including NID, NIFT since 2004 at both, elementary as well as advanced level. His own approach on the subject has been experimental in application of concept and media. Amit considers development of a professional style and presentation an important aspect of fashion illustration. Even though skills are vital, an understanding of need, skill and application is more desired aspects to master illustration.