



FACULTY OF DESIGN

School of Design & Art

Department of Fashion Design

Guest Lecture

17th March 2023



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1. Introduction of the Event

The Department of Fashion Design at Manipal University Jaipur is organized a guest lecture on "Crossing Thresholds: Design Journey through Ethnographic Narratives." The lecture was conducted on 17th March 2023, from 10 am to 1 pm, at Room no. 21, Academic block 2 at Manipal University Jaipur. The purpose of the event was to help students and academicians gain a better understanding of the design journey through ethnographic narratives.

2. Objective of the Event

The primary objective of the event was to provide students and academicians with an opportunity to gain a better understanding of the design journey through ethnographic narratives. The event aimed to bring together international expert in the field of graphic design and social innovation to share her knowledge and experience with the audience. The event also provided participants with an opportunity to interact with the speaker in the field and learn from her global experiences.

3. Beneficiaries of the Event:

Students of Faculty of Design, Manipal University Jaipur

4. Details of the Guests:

Archana Shekara is a Professor of Graphic Design, Co-Director of Ethnic Studies, and Creative Director of Design Streak Studio, a research based social innovation lab at Illinois State University. She uses design as a tool to build cross-cultural understanding, acceptance, and respect. As a socio-cultural researcher, she investigates her transnational identity through a brown cultural lens using ethnographic narratives. Her scholarship includes design pedagogy related to cross-cultural awareness and identity, social justice, and community engagement. Shekara has disseminated her research and collaborations at several peer-reviewed national and international academic and professional publications, and conferences including Association Typographique Internationale (AtypI), Typography Day, Digitally Engaged Learning (DEL), MODE Summit, Electronic Visualization and the Arts (EVA) London, Society of Experiential Design (SEGD), AIGA Design Educators Conference (DEC), College Art Association (CAA), Southeastern College Art Conference (SECAC) and UCDA Design Educators Summit. She has also participated in Design Inquiry, an international peer-reviewed residency for experimental graphic design research and was featured in AIGA's One Designer, One Work. Shekara is the founding member and chair of South Asian Design Educators Alliance (SADEA) which aims to promote and share South Asian design histories, pedagogies, and perspectives globally. Shekara received her BFA in Painting and Drawing from State University of New York at New Paltz, and MFA in Graphic Design from the University of Illinois at Urbana-Champaign.

5. Brief Description of the event: -

The topic of the guest lecture, "Crossing Thresholds: Design Journey through Ethnographic Narratives," focused on the use of ethnographic narratives in the design process. Ethnographic narratives are stories that are collected through observation and interviews with people from a particular culture or community. They can provide valuable insights into the needs, desires, and experiences of the people who will be using the design.

The lecture was conducted by Professor Archana Shekara, who is an expert in the field of graphic design and social innovation. Her goal was to provide participants with a better understanding of how to incorporate ethnographic narratives into the design process.

The lecture was interactive, which means that students had the opportunity to ask questions and participate in discussions with the experts in the field. This allowed them to deepen their understanding of the topic and gain insights into the practical application of ethnographic narratives in the design process.

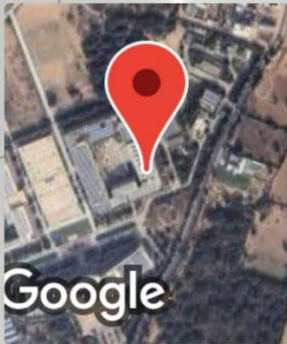
Overall, the guest lecture provided students with a unique and valuable perspective on the design process, emphasizing the importance of understanding the needs and experiences of the people who will be using the design. It demonstrated how the use of ethnographic narratives can lead to more effective and user-centered design solutions.

6. Photographs of the event





 GPS Map Camera



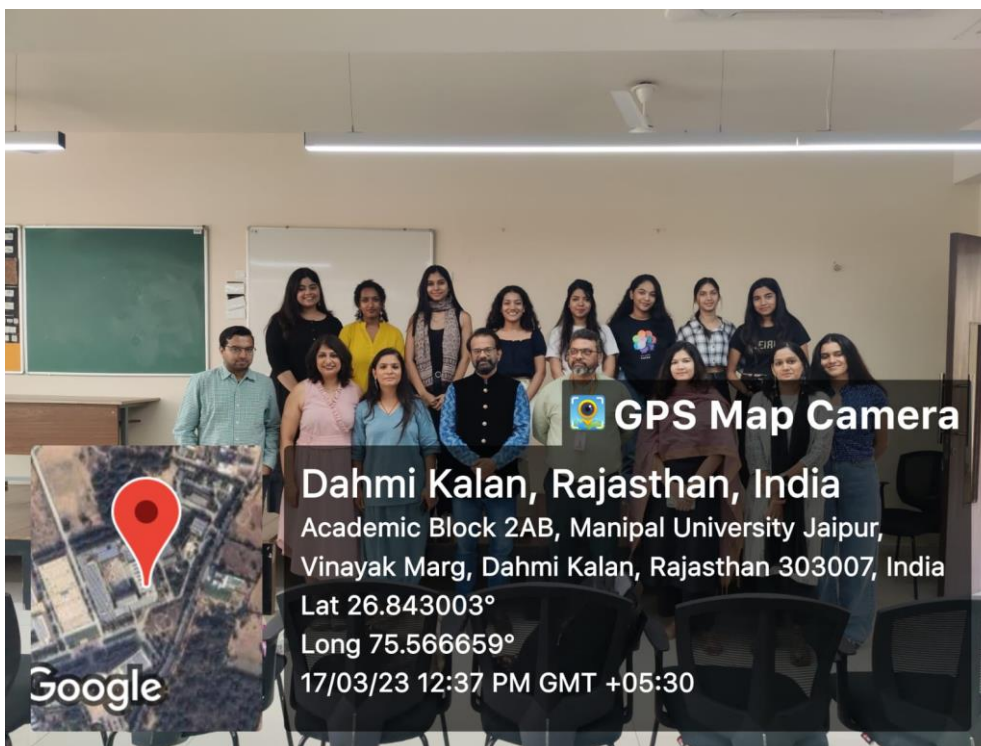
Dahmi Kalan, Rajasthan, India

Academic Block 2AB, Manipal University Jaipur,
Vinayak Marg, Dahmi Kalan, Rajasthan 303007,
India

Lat 26.842998°

Long 75.56664°

17/03/23 10:23 AM GMT +05:30



7. Schedule of the event

The lecture was conducted on 17th March 2023, from 10 am to 1 pm, at Room no. 21, Academic block 2 at Manipal University Jaipur.



MANIPAL UNIVERSITY
JAIPUR



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JAIPUR
(University under Section 2(f) of the UGC Act)



DEPARTMENT OF FASHION DESIGN



17th March 2023



10:00 AM- 01:00 PM

A Guest Lecture on "Crossing Thresholds : Design Journey through Ethnographic Narratives"

Venue: Room No. 021, Ground floor, Academic Block 2



Scan for
Registration



Ms. Archana Shekara
Illinois State University

8. Total attendee of the Event – 65

Signature of HOD

Dr. Deepshikha Sharma

Department of Fashion Design

School of Design & Art

Faculty of Design