

EMPANELMENT OF GUEST FACULTY

State Institute for Development of Arts & Crafts, Bhubaneswar invites applications from qualified & experienced trainers to be empanelled as **Guest Faculty for One Year Craft Design Course at SIDAC.**

For details term & condition, please visit the website **www.sidacodisha.org.in**. The last date for submission of application is **upto 5.00 pm on 19-06-2023.**

Sd/-

Member Secretary, SIDAC



State Institute for Development of Arts & Crafts

Handlooms, Textiles & Handicrafts Department, Govt. of Odisha

Handicrafts Complex, Gandamunda, Bhubaneswar-751030

Tel. No. +91 (0) 674 2350318, E-mail: sidacorissa@gmail.com, www.sidacodisha.org.in

TOR for Empanelment of Guest Faculties for One Year Craft Design Course

➤ Intake capacity of craft design course: 20 students.

➤ Class timing: 10.30 AM to 5.00PM

➤ **Eligible Criteria for the Guest Faculties**

Age: 21yrs to 60yrs.

Qualification: Subject wise desired qualification as per **Annexure:1**

The Course Structure

Sl. No.	Subject and details	Hours	Total hrs.	weeks
1.	INTRODUCTION TO INDIAN CRAFT - Brief history and evolution of Indian Craft tradition - Evolution of Craft in Odisha - Local legends and their success stories - Breakthrough product developments - Broad over view of Craft sector in Odisha - Study of material and techniques used in commonly by the Craft sector of Odisha	21 14 07 14 07 21	84	2
2.	FREEHAND DRAWING - Line drawing, Using different grades of pencil / other mediums, Representation of texture, Understanding depth light and shades - Perspective study of space - Form and proportions of the solids, Dimensional solids and objects, Isometric and perspective drawing - Nature study (Natural landscape, Artistic, Modern life) - Ideation and Product concept sketching	42 21 42 42 21	168	4
3.	ELEMENTS OF FORM - Theory of elements of design in context to existing craft - Study and analysis of local culture and traditions for better understanding of evolutionary changes in existing product - Using different medium like photography, sketching, carvings for idea generation - Discussion of 'unique' elements of the region-identity creation	21 21 21 21	84	2

4.	COLOUR AND COMPOSITION - The theory of colour, primary, secondary and tertiary - Psychology of colour, Colour contrast, colour mixing, wheel and colour sphere, Colour, colour harmony, space and form - Colour in art and crafts and Conscious application of colour	42 42 42	126	3
5.	FUNDAMENTALS OF COMPUTER - Basics of computer - MS Office - Internet surfing	14 21 07	42	1
6.	APPLICATION OF COMPUTER IN DESIGN - CorelDraw - Adobe Photoshop	63 63	126	2
7.	ELEMENTS OF DESIGN - Theory of Gestalt's law(perceptions, principles of designs) - Elements of design - Using different mediums (i.e. photography, sketching, poem/story, folk etc.	42 84 42	168	4
8.	BASICS OF PHOTOGRAPHY - History of photography, the camera and various types of cameras, lenses and the applications. Introduction to the various photography accessories and equipment - Exposure, lighting-understanding light, the light meter, depth of field-the relation of aperture and the shutter speed - Film, its various types and their applications, its relevance to the digital medium and its digital interpretation and the latitude of an exposure - Colour handling, colour photography, understanding contrast, colour temperature	14 14 14	42	1
9.	FUNDAMENTALS OF CRAFT ENTREPRENEURSHIP AND MARKETING MANAGEMENT - Introduction to principles of entrepreneurship and management - Basics of Marketing management - Four P's of Marketing management - Market Research / Business opportunity Mapping - Core Competency Mapping – Business Mode Development - Scanning business feasibility - Business Plan, Venture, Finance or Capital Raising - Regulations/legal aspects of Enterprise/IPR-GI - Strategic Visions for growth/advancement	28 14 35 21 07 07 3.5 3.5 07	126	3

10.	PRODUCT PHOTOGRAPHY & PORTFOLIO - Product photography - Documentation of the semester works and converting into digital form		42	2
11.	VISUAL MERCHANDISING & PACKAGING - Visual Merchandising - Characteristics of different materials - Interplay of light and shadow in the provided space - Stages and process of developing a good presentation - Case studies of good visual merchandising - Concept of theme - Exhibition techniques of the ready product range	14 07 21 21 14 28 21	126	3

Subject wise desired qualifications for Guest Faculties

SN	Subject	Education Qualification
1	Introduction of Indian Crafts	BA(History),MFA(History),MA(Museology)
2	Free Hand Drawing	Bachelor of Visual Art,Master of Visual Art
3	Elements of Form	Graduate from NIFT,NID,IICD,Gradute from any Fine Art College.
4	Colour & Composition	Graduate from NIFT,NID,IICD,Gradute from any Fine Art College.
5	Fundamentals & Application of Computer in Design	MCA,B.Tech in Computer Science,M.Tech in Computer Science PGDCA.
6	Elements in Design	Graduate from NIFT,NID,IICD,Gradute from any Fine Art College.
7	Product Photography & Portfolio	Graduate from Fine Art College & 5yrs Experience in Product Photography.
8	Fundamentals of Craft Entrepreneurship and Marketing Management	MBA(Marketing)
9	Visual Merchandising & Packaging	MFA, Graduate from NIFT, NID, IICD, Graduate from any Fine Art College.

- One candidate can apply for more than one subject if he / she possess desired qualification.
- Existing faculties may apply fresh application.
- Scrutiny and selection will be made by a committee.
- Empanelment will be made in order of merit basing up on the experience in the Subject / Age.
- Selected candidates will be empaneled for a period of one year (one batch).
- The empanelment may be extended depending up on the performance of the guest faculty.
- Faculties will be engaged from the panel list on merit basis as per requirement.
- For further details, Please contact Sri Rajesh Kumar Panda, Associate Designer on 8328890284.
