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Deviprasad Goenka Management College of Media Studies (DGMC)
RSET Campus, S. V. Road, Malad (w), Mumbai 400 064, Maharashtra, India

Criterion-1-Curricular Aspects
Key-Indicator 1.3 Curriculum Enrichment

1.3.2 Number of courses that include experiential learning through project work/field work/internship during the year

Metric No.	Particulars
1.3.2.1	Number of courses that include experiential learning through project work/field work/internship during the year
Year	2023-24
Number of Courses	14



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Sr. No.	Name of the Courses offered
1.	Computers Multimedia-I
2.	Computers Multimedia-II
3.	Motion Graphics and Visual Effects-I
4.	Motion Graphics and Visual Effects-II
5.	Radio Program Production-I
6.	Radio Production-II
7.	Introduction to Photography
8.	Introduction to Journalism
9.	Advertising Design
10.	Newspaper and Magazine Design
11.	Media Marketing-OJT
12.	Short Film- Final Project
13.	Practical Film Making
14.	Intermediate Practical Film-Making (Fiction Film)



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COMPULSORY 02	
PROGRAM	BAMMC
YEAR	TYBAMMC-Advertising
SEMESTER	VI
COURSE:	ADVERTISING DESIGN
COURSE CODE	BAMMC DRGA-602
PAPER	DRGA (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI		
COURSE CODE	COURSE NAME & DETAILED SYLLABUS	
BAMMC DRGA-602	ADVERTISING DESIGN	
COURSE OUTCOME:		
<ol style="list-style-type: none"> 1. Learner shall understand the process of planning & production of the advertisement. 2. To highlight the importance of visual language as effective way of communication. 3. To provide practical training in the field of advertising & make learner industry ready. 		
MODULE	DETAILS	LECTURES
1	INTRODUCTION: ADVERTISING DESIGN=COMMUNICATION DESIGN	10
1. Project Paper	Intro to Project paper & Campaign Campaign outline, Elements to be produced, Viva voce	
2. Role of Agency Departments	1.Accounts dept: Client handling, Strategy planning 2. Media dept: Media research, Media planning, Buying & billing 3. Creative dept: Prime calibre, All of visualisation,	



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COMPULSORY -CORE-02	
PROGRAM	BAMMC
YEAR	TYBAMMC-JOURNALISM
SEMESTER	VI
COURSE:	NEWSPAPER and MAGAZINE DESIGN
COURSE CODE	BAMMC DRG-602
PAPER	DRG 2 (COMPULSORY)
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48

SEMESTER VI	
COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC DRG-602	NEWSPAPER and MAGAZINE DESIGN
<p>Brief: Design-A Reading Experience The paper is around Publication Layout and Design. Publication especially is a periodical and certain aspects repeat over and over within a publication as well as over the issue after issue. This is why the publication follows certain stylebook to keep consistency thereby identity established. The publication design is handled differently than the advertising design and is majorly discipline based software workout. Software such as Quark Express or Adobe InDesign are in practice across industry. Adobe In Design is evolved as highly professional version of Adobe PageMaker which ruled the industry since Desk Top Publishing (DTP) popularized as versatile solution.</p>	
<p>Course Outcome:</p> <ul style="list-style-type: none"> • The learner is required to understand the process of print media production since the content collection to the final print ready layout. • This includes news weightage as well as article relevancy and the visual treatment to the text block. The appearance of the various text blocks matters in layout. • Learner should be able to reconstruct headlines suitable for the space keeping the core meaning and intensity intact. • Learners are expected to develop software skills to be employable in industry. • Learners shall develop the aesthetic vision and understand the discipline behind a layout. 	



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Module	Subtopics	Expansion	Lectures
01	Design and Layout basics		10
	• Elements of design	Point, Line, Shape, Size, Tone, Colour, Texture, Space	02
	• Principles of Design	Proportion, Contrast, Harmony, Balance, Harmony, Unity	02
	• Rules of Layout	Alignment, Proximity, Emphasis, Syntax, Visual path	02
	• Grid and Page set up	Page size, Space division, Creating template, Margins,	02
	• Master Pages	Creating master pages, Margins, Page numbering, Columns, Footer space, Folio	02
02	Editing and Terminology		08
	• Page division	National Page, City/Local, World, Economy, Sports, Entertainment, Editorial (OpEd)	01
	• Rewriting / recomposing headlines, Creating decks,	Considering length of Head, Using synonyms, Abbreviations, Popular terms, Units and Counts	02
	• Terminology	Head, Deck, Body, Boost, Callout, Slug, Caption, Jumpline, Byline, Credits, Banner, Skyline, Strapline, Teasers	02
	• Type of Content	Anchor story, Lead, Tomb stoning, , Short stories, Feature, Editorial, Reviews, Interviews, Feedback,	02
	• Errors	Widow, Orphan, Dog leg, Burries story	01
03	Typography and Visual aids		06
	• Type classification	Serif, Sans serif, Decorative, Trendy, Distress, Handwriting	01
	• Measurements	Size, Weight, Posture, Kerning, Tracking, Leading, Expand, Condense	01
	• Visual indicators	Indentation, Dropcap, Inset, Alignment, Hyphenation	01
	• Text path	Curvilinear, Baseline, Shift, Warp text, Text in shapes	01
	• Text to Box	Picture in text, Texture in text, Text effects, Shadow, outline,	02
04	Working on Project Quark or InDesign		12
	• Workspace	Grouping required panels and assigning default, Menu bar, Property bar, Options bar, Measurement bar, Transform controls, Panel docking,	02
	• Toolbox	Text, Picture, Shape, Table, Transparency, Line,	02
	• Panels	Style sheet/Para styles, Colour/ Swatch, Page layout, Align, Wrap text,	03
	• Picture treatment	Choosing right picture, Tracing outline, Fading, Transparency, Extending canvas, Gradient, Reshaping picture, Placement	03



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		Programmatic Marketing	
8	Content writing	a. Intro to content writing b. Core Principles of Content writing c. Why blogs matter d. Principles of writing blogs e. How to write content for twitter and Mobile	04
9	Cyber laws	a. Information Technology Act b. Copyright Act c. Cyber ethics d. Digital Security	02
Total Lectures			48
BOS SYLLABUS COMMITTEE MEMBERS			
1. Prof. Pradeep Sasidharan (Convener) 2. Prof. Dr Hanif Lakdawala (Subject Expert)			
Reference Book And Material			
1. Digital marketing By Seema Gupta 2. Digital Marketing By Puneet Singh Bhatia			

Semester VI

BAFTNMP 631 Final Project- Short Film (30 minutes)

Comprehensive, which will include writing an original story to production and distribution of film in the national and international circuit. It will also involve creating a blog, FB page, website for the film. Write a report on the roles performed by each student. The students will have to make a 30 minute short fiction project.



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BAFTNMP 318 TV Production / Ad film making

To introduce the process of 25 mins Television series making

To understand the production pipeline of 25 mins Television series making process |

To understand the entire workflow 25 mins Television series making process

To gain exposure on various cameras and software used for production of 25mins Television series making

The students will undergo the process of 25 mins Television series. The students will be exposed to professional HD cameras & software and will work on projects ranging from 5Mins-25mins. The students will be exposed to the entire process of film making and the production workflow in television Series. The students can also work on an Ad film for about 60 seconds depending on the kind of TV series they are making.

BAFTNMP 530 Advanced Practical Film Making - Music Videos

Objectives:

To introduce the process of Music Video

To understand the production pipeline of Music Video

To understand the entire workflow in Music Video making process

To gain exposure on various cameras and software used for production of Music Video



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Course Code :PAFTNMP 416

PRACTICAL FILM PROJECT

Students will produce the following:

1. A 15 minute documentary or a fiction film.
2. A website to promote the film. Website to be uploaded on a space provided by the college in a sub-domain and maintained till the final viva is conducted.
3. A 30 sec to 1 min promo for the film.

05	
PROGRAM	BAMM
YEAR	FYBMM
SEMESTER	II
COURSE:	INTRODUCTION TO JOURNALISM
COURSE CODE	BAMMIJ 205
PAPER	5
TOTAL MARKS	100 (75:25)
NO OF LECTURES	48
	SEMESTER II
COURSE CODE	COURSE NAME & DETAILED SYLLABUS
BAMMIJ-205	INTRODUCTION TO JOURNALISM



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Syllabus			
Module	Topics	Details	Lectures
1		History of Journalism in India	
		Changing face of journalism from Guttenberg to new media	
		Journalism in India:	
		Earliest publications The rise of nationalist press ,Post 1947 The emergency 1975 ,Post Emergency Post liberalization of the economy boom in magazines niche journalism	
		How technology advancement has helped media	
		New media with special reference to rise the Citizen Journalism	
2		News and its process	
		Definition of News ,	
		The news process from the event to the reader	
		What makes a good story	
		Anatomy of a news story	
		Types of Beats- Crime, Environmental, Entertainment, Educational, Agricultural, Sports etc	
3		Principles and format	
		What makes a great journalist: Objectivity, Accuracy, Without fear or favour Balance Proximity Difference between a PR and a journalist Criteria for news worthiness Hard News / Soft News and blend of the two News Reports, Features Editorials	
4		Career in journalism	
		Reporter, Feature Writer, Mojo, Data journalist, Real time journalist, investigative journalist, rural journalist, In-depth journalist , lifestyle journalist	
5		Covering an event (flip class)	
		Background research	
		Finding a news angle	
		Capturing the right pictures for a photo feature Writing Headline, captions and lead	



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304		
Program	BAMMC	
Year	SY BAMMC	
Semester	III	
Course:	Introduction To Photography	
Paper	04 (DSC-C3) CORE VII	
Course Code	BAMMC IP-304	
Total Marks	100 (75:25)	
Number of Lectures	48	
Brief:		
The world cannot be imagined without images. Image is inseparable part of media. "Picture speaks thousand words." The course is designed to explore "how to make picture speak thousand words.		
Learning Outcome:		Lectures: 48
<ol style="list-style-type: none"> 1. To introduce to media learner the ability of image into effective communication. 2. To help the learner understand that media photography is a language of visual communication and is far beyond just point and shoot fun moments. 3. To practice how picture speaks thousand words by enlightening the learner on how. 4. To develop the base of visualisation among learners in using pictures in practical projects. 5. To help learner work on given theme or the subject into making a relevant picture or photo feature. 		
COURSE CODE		COURSE NAME
BAMMC IP-304		INTRODUCTION TO PHOTOGRAPHY
Syllabus		
Module	Details	Lectures
1	Camera: The Story teller	12
	1. The Body: The faithful middleman The heart of the system How camera sees differently than human eyes. Limitations and Wonders of camera. Formats of camera: Small Full frame, Half frame (APS-C), Medium, Large (camera movements) Experiencing frame	02



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	2. Aperture: The iris of the camera	Diaphragm Controls amount of light entering lens Factor in Exposure calculation Active factor of Depth of field and Bokeh (creative) F'-numbers and aperture scale. Application of Depth of Field in advertising and Journalism.	03
	3. Shutter: The Click magic	Blind between Lens and Image sensor Controls duration of light Major factor in Exposure calculation Main player in controlling action Motion blur, Motion freeze and Long exposure effects Application of motion blur/freeze in Advertising and journalism. Synchronization with Flash, Creative Slow sync	05
	4. Image sensor: The retina that sees	The image maker or recorder Film v/s digital Film: Photochemistry Digital: Photo-electronics Types of Sensor: CCD and CMOS ISO: Photosensitivity (Sensor/Film Speed)	01
	5. Viewfinder: The interactive monitor	The control room cum monitor Displays camera settings Aperture, Shutter and ISO Metering modes, Focusing modes, Exposure modes, Frame count, File format etc	01
2	Lens: Imaging device		08
	6. The eye of camera: Learning to see	Main player in image formation, Focusing the object (sharpening the image) Speed of the Lens (light intake ability) Numbers and Markings on the Lens AF, ED, IF, IS, SW, ASP etc	02
	7. Focal length: Which lens is suitable	The factor to consider for Type of Photography and choosing lens for the purpose. Main distinguishing factor Fixed V/s Variable focal length	01
	8. Image size: See close	The magnification ratio of a lens Longer focal length = Bigger image size	01



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301-3	
Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	Radio Programme Production-I
Paper	ELECTIVE 01 (AEEC-2)
Course Code	BAMMC RPP-3013
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC RPP 401	RADIO PROGRAM PRODUCTION -I

COURSE OUTCOME:

The course is intended to explore the art of audio production. The students are made familiar with the aesthetics of sound and its application in various radio programme formats. To provide them with the basic knowledge and understanding of radio business and production.

MODULE	DETAILS	LECTURES
1	UNIT 1	10
	1. Introduction of Radio	
	2. History of Radio: Growth and development. Radio as a Mass- Medium: Uses and characteristics of radio.	
	3. Writing for the radio-.Who you are talking to? What do you want to say?	
	4. Structure and Signposting	
	5. The Script	
2	The work of producer	08
	1. Ideas	
	2. The Audience, Resource Planning , preparation of material	
	3. The studio session	
	4. Post- production	
	5. Technician, Editor, Administrator and Manager	



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301-4	
Program	BAMMC
Year	SYBAMMC
Semester	III
Course:	MOTION GRAPHICS and VISUAL EFFECTS
Paper	ELECTIVE 01 (AEEC-4)
Course Code	BAMMC MGV-3014
Total Marks	100 (75 : 25)
Number of Lectures	48



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COURSE CODE	COURSE NAME and DETAILES SYLLABUS	
BAMMC MGV-3014	MOTION GRAPHICS and VISUAL EFFECTS	

Modules	Details	Lectures
01	Introduction to Adobe After Effects	10
	1. The interface How to interact with interface and location of tools and panels. How to set up a project file and import media.	02
	2. Timeline Understanding the timeline and its channels. Using channel settings to control media on timeline.	02
	3. Tools Understanding tools and how they are used and applied.	01
	4. Panels Understanding each individual panel and how they are used.	01
	5. Effects Understanding the various effects, their usage and attributes. Introducing color correction. Understanding particle effects. Using sound Audio Effects.	04
02	Introduction to Adobe Premiere	08
	1. Files Understanding files and formats. Importing files (video/audio/image).	01
	2. Timeline Working on the time and layers.	02
	3. Editing Tools required for editing the video. Working with audio layers separately.	02
	4. Key-frames and effects Adding key-frames and using effects on layers.	02



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306

Program	BAMMC
Year	SY BAMMC
Semester	III
Course:	COMPUTERS MULTIMEDIA -01
Paper	06 DRG
Course Code	BAMMC CMM-306
Total Marks	100 (75:25)
Number of Lectures	48



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COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC CMM-306		COMPUTERS MULTIMEDIA -01	
Syllabus			
Modules		Details	Lectures
1	Photoshop: Pixel based Image editing Software		12
	1. Introduction to Photoshop	Image editing theory Bitmaps v/s Vectors When to use Photoshop and when to use drawing tools	02
	2. Photoshop Workspace	The tools, Toolbox controls Property bar, Options bar, Floating palates	03
	3. Working with images	Image mode, Image size, canvas size Image resolution, size and resampling What is perfect resolution? Cropping to size and resolution Resizing v/s resampling	05
	4. Image Editing	Levels, Curves, Contrast adjustment, Colour adjustment Photo filters	01
	5. Working with Text	Text layer, Character palate, Paragraph palate, Text resizing, Text colour, Text attributes Working on simple project/ one page design	01
2	CorelDraw: Vector based Drawing software		06
	1. Introduction to CorelDraw	Corel Draw Interface, Tool Box, Importing files in CorelDraw, Different file formats	01



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401-3

Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Radio Program Production-II
Paper	ELECTIVE
Course Code	BAMMC RPP-4013
Total Marks	100 (75 : 25)

Number of Lectures	48
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COURSE OUTCOME:

To give learner basic knowledge of radio/audio production theory, techniques and aesthetics via practical experience in the writing and production of several program formats. To make familiar them with the art of audio recording, editing, mixing, and aural storytelling techniques.

COURSE CODE	COURSE NAME and DETAILED SYLLABUS
BAMMC RPP 310	RADIO PRODUCTION-II

Syllabus

MODULE	DETAILS	LECTURES
1	The Discussion	10
	1. Format	
	2. Selection of participants	
	3. Preparation	
	4. Speaker Control, Subject Control and Technical Control	
	5. Ending the Programme	
2	Commentary	08
	1. Preparation work with the Base Studio	
	2. Different Sports	
	3. Communicating Mood and Coordinating the images	
	4. Content and style	
	5. News Action and Sports Action	
3	Using the internet and social media	10
	1. An online presence	
	2. Internet radio	
	3. Radio Podcasts	
	4. Internet Research	
	5. Making the best use of Social Media	
4	Phone-Ins	10
	1. Technical Facilities, Programme Classification	
	2. The Open Line And Choosing The Calls	
	3. The Role Of The Host And The Host Style	

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401-4	
Program	BAMMC
Year	SYBAMMC
Semester	IV
Course:	Motion Graphics and Visual Effects-II
Paper	ELECTIVE
Course Code	BAMMC MGV-4014
Total Marks	100 (75 : 25)
Number of Lectures	48

COURSE CODE		COURSE NAME and DETAILED SYLLABUS	
BAMMC MGV-4014		MOTION GRAPHICS and VISUAL EFFECTS-II	
Syllabus			
	Modules	Details	Lectures
01	Compositing		08
	1. Pass Compositing	Multi Pass Compositing.	<i>01</i>
	2. Pre Compositions	Creating a composition with original composition (Nesting)	<i>01</i>
	3. Tracking-I	Application and usage of Tracking Elements. Understanding Match Moving.	<i>02</i>
	4. Tracking-II	Object and Camera Tracking.	<i>01</i>
	5. Layer and Node composition	Layer-based compositing. Node-based compositing.	<i>03</i>
02	Rotoscopy		10



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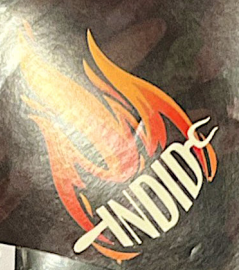
	1. Rotoscopy	Understanding rotoscoping and its application and usage. Rig Removal and its importance.	02
	2. Matting	Understanding Alpha and Luma mattes. Use of Garbage mattes.	03
	3. Footage Clean-up	Removing faults/wires in live action footage.	01
	4. VFX and Colour Grading	Creating mattes for visual effects. Colour grading for specific objects/frames	03
	5. Exporting files	Understanding computability for rendering. Exporting in various file formats.	01
03	Blender: Working with 3D		10
	1. Introduction to 3D	Making and Rendering Your First Scenes.	02
	2. Tools	Basic Principle: Data blocks. Introduction to Edit Mode.	02
	3. 3D Objects	Separating and Joining Objects.	02
	4. Curves	Object Modifiers. Converting to Mesh from Curve.	02
	5. Textures	Materials, Textures, and How They Get onto Surfaces.	02
04	Scripting and Workflow		10
	1. Script Editor	Accessing Script Editor and its usage.	02
	2. Overlaying	Use and Importance of Overlaying.	01
	3. Expressions	Importance of Expressions. Understanding different expressions used and how they function.	02
	4. Workflows	The importance of workflows for a VFX Project.	03
	5. Industry application	How workflows are used in industry.	02
05	Chroma Keying		10
	1. Keying	What is Chroma Keying?	02
	2. Green and Blue screens	What is Blue/Green Screen Imaging? Why Blue/Green color be used.	01
	3. Chroma Screen	Application of Chroma (Green and Blue screen effect).	02
	4. Application	Using Chroma to work on simple shoots. Wire removals and cleaning up footage.	03
	5. Exporting to Premiere	Using visual effects into Premiere Pro timeline videos.	02



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CHEETAH



INDIE



CALMA
snack to

JOLLY

SALMON WITH VEGETABLES

SHE
MAG

Vibe

Vibe on World off!!

WHERE

VISTA
WATCHES

PERSPECTIVE
By Rashi Mehrotra

SHIN
CLA
FIT

Wick Style
It's You and Our Quick Style

BUSH

OF MEMES IN 2023

SUCCESS TIPS
IN 2023

Success tips for you are here! 21 success tips MEME love!

TRADITIONAL VS MEME AGENCY

the most popular business in 2023 is business of Meme and is very much loved.

TOP 10 CREATORS

with the world's best Memeers who will guide and share their secret sauce of Meme making.

HOW TO RUN DIGITAL MEME

STYLE OF THE MONTH | 57 |

Style is something each of us already has, all we need is to find it.

Sanyajana



Global social media statistics

A summary of global social media growth

The number of social media users globally grew from 4.2 billion in January 2021 to 4.62 billion in January 2022. This accounts for a 10.1% growth YOY of global social media usage. In comparison, January 2023 saw a modest 3% growth of +137 million users.

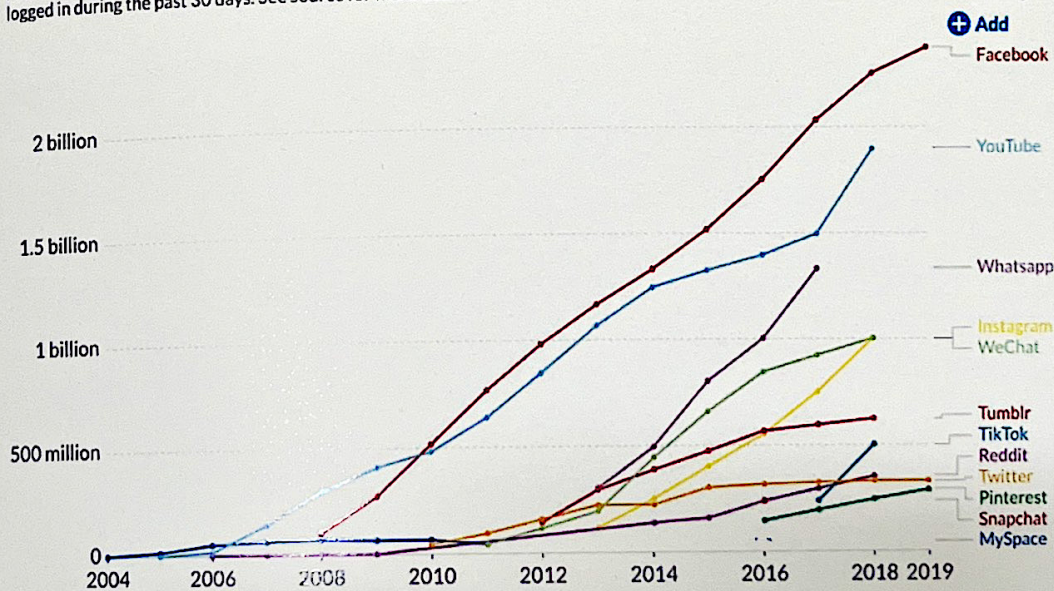
Social media vs internet users: opportunities for growth

This chart shows the total number of Internet users as of January 2023. Whilst 64.4% of the world's population are internet users, 5% of those are still not active social media users.

Number of people using social media platforms

Estimates correspond to monthly active users (MAUs). Facebook, for example, measures MAUs as users that have logged in during the past 30 days. See source for more details.

Our World in Data



Source: Statista and TNW (2019)

CC BY

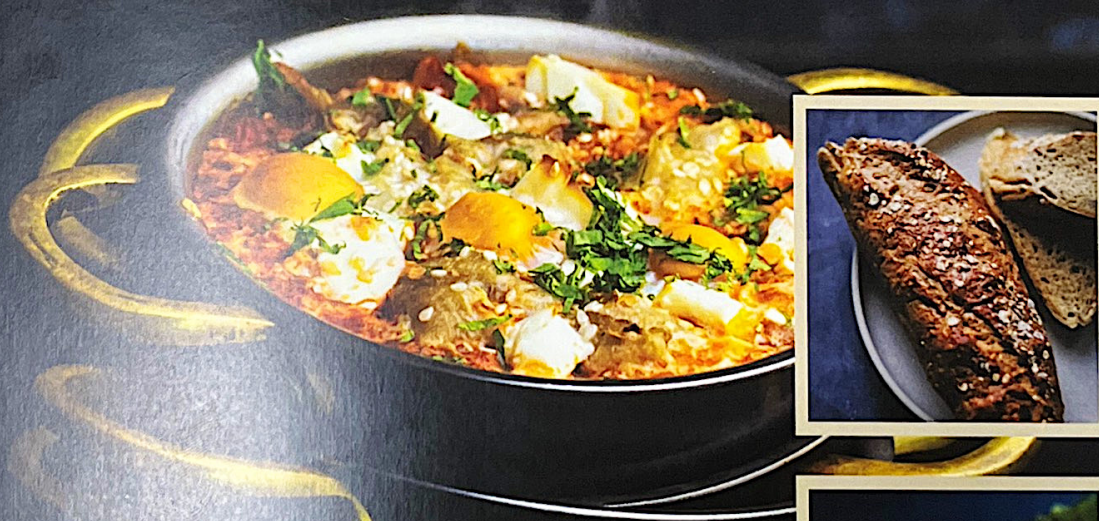
STUDIO SHODWE

FOOD MAGAZINE

THIS WEEK TOP FOOD

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
cras in libero sit amet nisl cursus
fringilla nullam
felis orci, maximus sit

TREND
FOOD



25

HOT LOOK

trending news
www.reallygreatsite.com

SHE STYLE

MAGAZINE

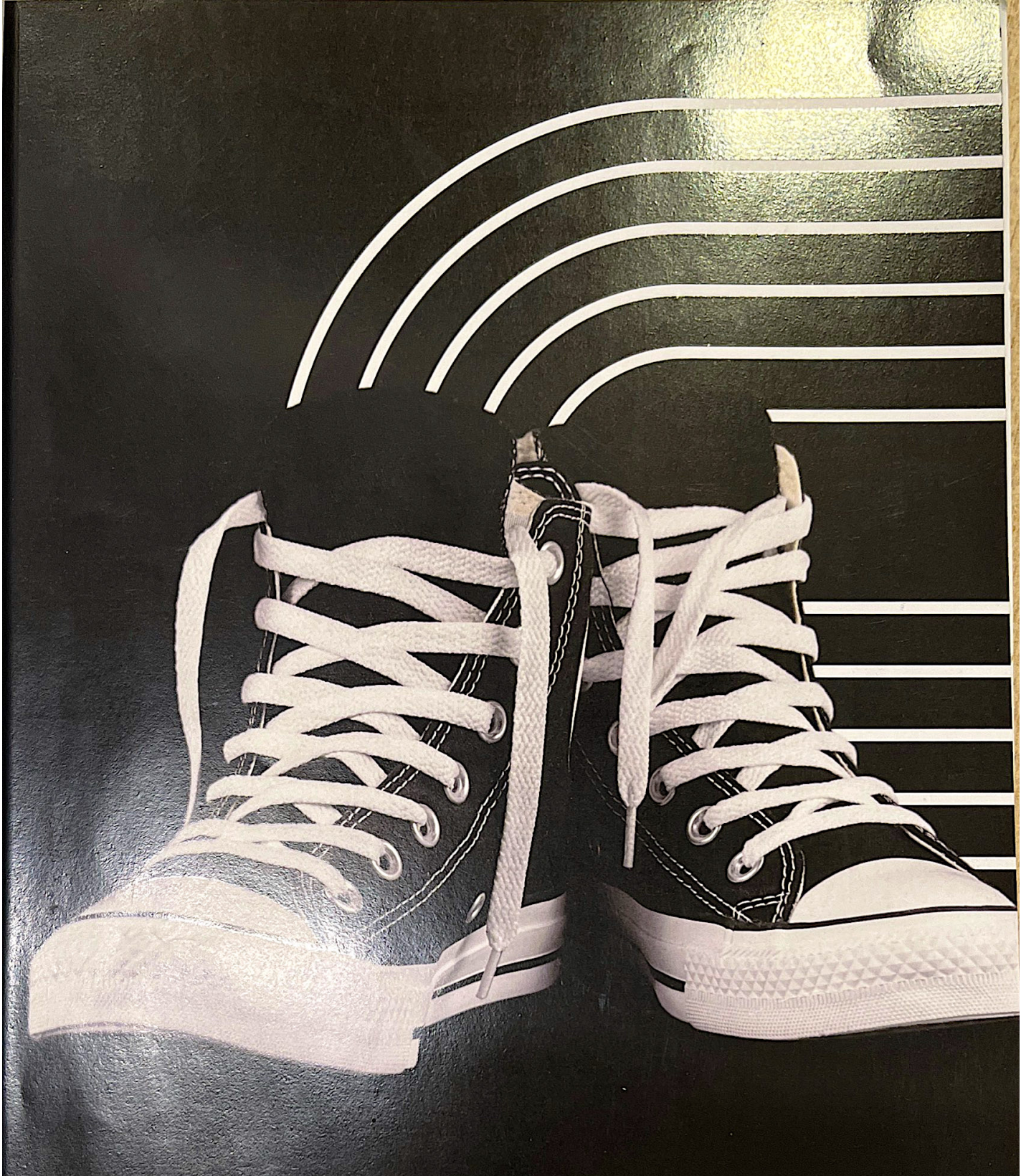
Find Your
FASHION

**SHINE WITH
CLASSY
FITS**

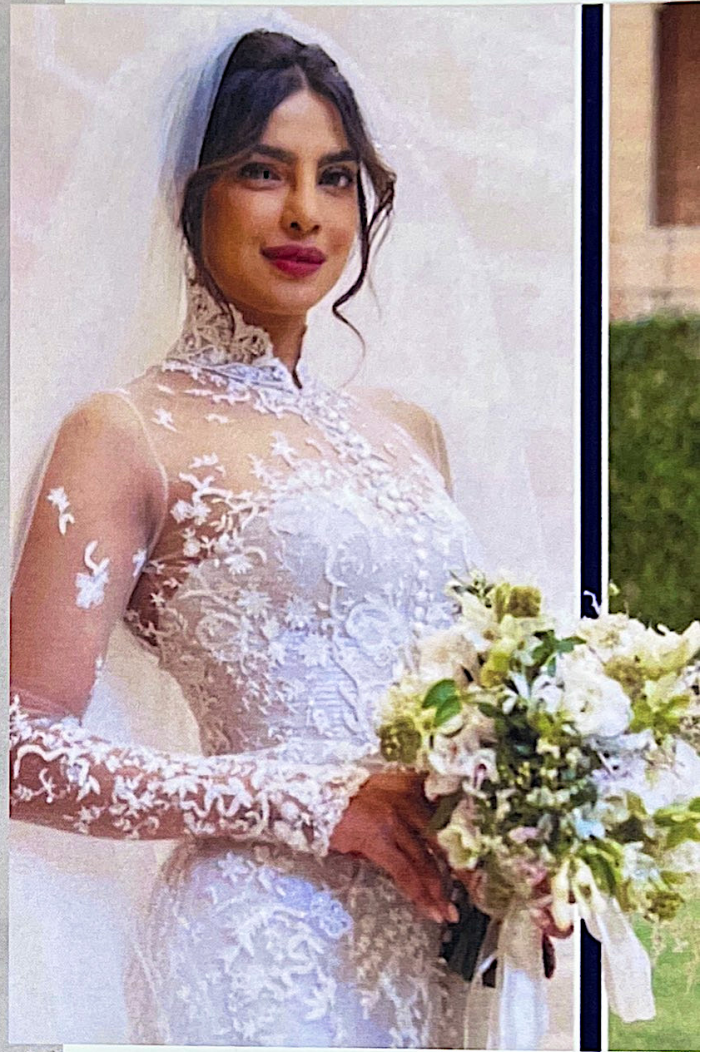
**2023
FASHION
TREND**



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OLUPTATEM ACCUSANTIUM DOLOREMQUE LAUDANTIUM, TOTAM
EM APERIAM, EAQUE IPSA QUAE AB ILLO INVENTORE VERITATIS ET
IASI ARCHITECTO BEATAE VITAE DICTA SUNT EXPLICABO. NEMO
NIM IPSAM VOLUPTATEM QUIA VOLUPTAS SIT ASPERNATUR AUT
DIT AUT FUGIT, SED QUIA CONSEQUUNTUR MAGNI DOLORES EOS
UI RATIONE VOLUPTATEM SEQUI NESCIUNT. NEQUE PORRO
UISQUAM EST, QUI DOLOREM IPSUM QUIA DOLOR SIT AMET



After choosing the venue location, think about how to apply the wedding's major theme to the decoration of the venue. This is important so that the venue and the decoration support each other. Voila! By implementing these considerations when choosing the best venue with your love one, rest assured that the event will be a truly unforgettable one. The color white represents purity, symbolizing both a woman's chastity and her transition to a married Roman matron. You can wear whatever you want irrespective of the state of your virginity. White wedding dresses were never intended to symbolise virginity. They were only popularised when Queen Victoria wore a white dress for her wedding and Royal influence made white a fashionable choice. Unless all-white outfits are explicitly required for the wedding day, it's best to avoid wearing an outfit that's white or one that even features a white pattern. "White is still reserved for the bride(s) and groom(s) only. Of course, there's almost always an exception to the rule, and in this case I find only one: It is okay to wear white if, and only if, the couple has specifically requested that attire be worn," Megan Seaton, wedding planner at Molly Mae Events, says.



PHILIP LORRAINE

Soup

- Gazpacho (Spain)
- Harira (Morocco)
- Laksa (Malaysia and Singapore)
- Minestrone (Italy)
- Tom Yum (Thailand)
- Tortilla Soup (Mexico)
- Caldo Verde (Portugal)



ot of interesting and different flavors. Next, you can start looking for the vegetables that you want to consume and which are certainly suitable for your taste. You have to think about it carefully and also as much as possible because after all, it will all go into your stomach.

Various and instant salad dressings can also be found in supermarkets because there are currently quite a lot of interesting and different flavors. Next, you can start looking for the vegetables that you want to consume and which are certainly suitable for your taste. You have to think about it carefully and also as much as possible because after all, it will all go into your stomach.

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To start living a healthy life will be difficult so it is necessary to do it slowly, little by little. It's okay if you have to eat other types of food, just try to always take the time or accompany it with salad or vegetables. Maybe for fruit salads, it won't be so difficult because it can be a cover for every meal in your morning, afternoon, and evening. To make your spirit burn and ready to start a healthy life with this salad, you can start by making a homemade sauce or your homemade sauce or salad dressing.

Indian Muslim bride wedding dresses



It's beautiful mustard yellow hue is auspicious in Indian tradition representing a life of prosperity for the couple about to begin their new life together. A common reason why Haldi is used for this ceremony is to rid the couple of Buri Nazar, the Sanskrit term for evil eye.

The Pantone Colour of the Year 2023, Viva Magenta is going to dominate the bridal trends of 2023. This colour is just perfect for Indian brides to ditch the classic reds. Also, according to the Hindu culture, red colour is associated with the rising sun. Apart from this, according to the astrology, the colour of Mars is also red and Mars is considered to be in charge of marriage. This is the reason why most of the brides in Hindu weddings wear red colour. In the Hindu tradition, wearing white to an Indian wedding as a man or a woman is a sign of disrespect. In this context, the color white is associated with mourning and funerals.

Indians consider yellow and red as lucky colours for marriage. Yellow signifies purity, and red signifies fertility and prosperity. These two colours dominate everything in an Indian wedding. From wedding decorations to clothes, yellow and red can be seen everywhere.

Given the celebratory nature of Indian weddings, bright hues are encouraged—though some are traditionally off-limits. “Guests should try to avoid wearing red, since the bride typically wears red,” explains Nilima Patel, owner of Crimson Bleu Events. “Guests can wear any other color except for black.

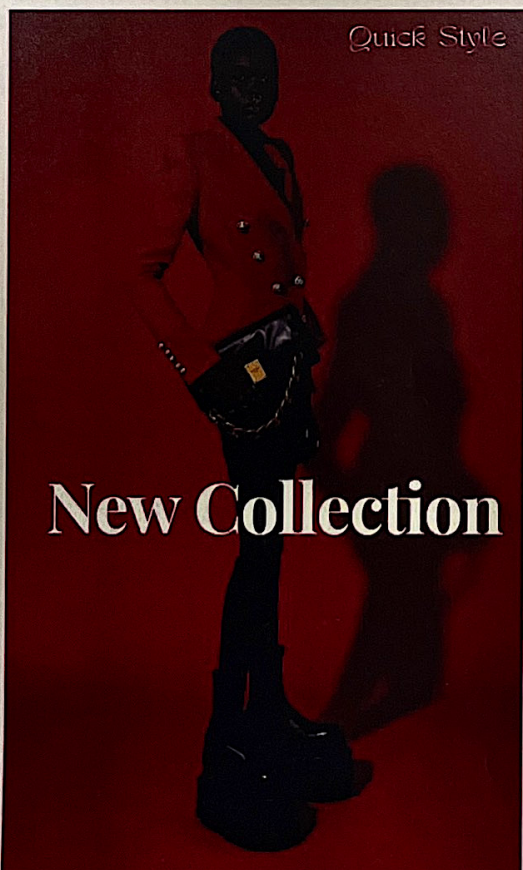
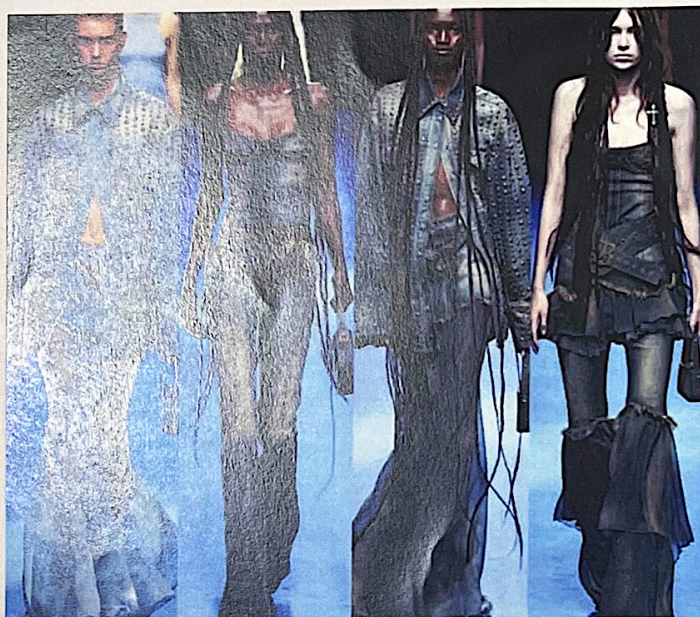
Pick outfits in shades of red, green, yellow or pink which are the standard wedding colours. In case you are attending a South Indian wedding, chances are that you may not find too many women in suits or lehengas because the saree is the outfit of choice during a wedding in that part of the country.

TIMES OF INDIA

Fashion photographers often work closely with stylists, designers, and models to develop a creative concept for a photoshoot.

Quick Style, your go-to destination for personalized fashion inspiration, recently hosted an exciting photoshoot to showcase its latest denim collection.

With a focus on style, comfort, and versatility, Quick Style's denim pieces are designed to elevate your everyday look effortlessly.



On the other hand Quick Style with its New Collection Out.

Quick Style, the leader in personalized fashion solutions, has just launched its highly anticipated blazers collection, setting a new standard in style and sophistication.

Designed for the modern trendsetter, this collection features an array of chic blazers that seamlessly blend elegance with versatility.

From tailored classics to bold statement pieces, Quick Style offers something for every fashion taste and occasion. "We are thrilled to introduce our latest collection of blazers," says Janhavi Kolge, Founder of Quick Style. "Our goal is to empower individuals to express their unique style, and our blazers collection does just that – effortlessly combining timeless elegance with contemporary flair."

Made with premium fabrics and impeccable craftsmanship, Quick Style's blazers are perfect for elevating any outfit, whether it's for a professional meeting or a night out with friends.

Quick Style
It's You and Our Quick Style

NEW COLLECTION

XS, S, M, L, XL

BASICS



FOR EVERY DAY

New collection of Denim Style it with Quick Style

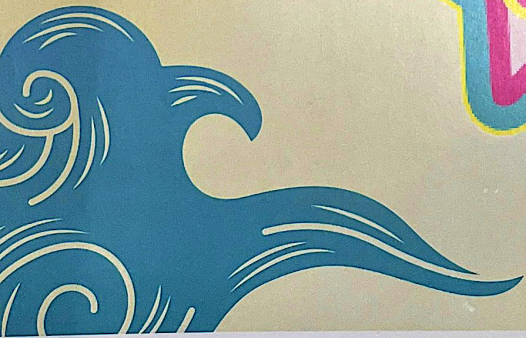
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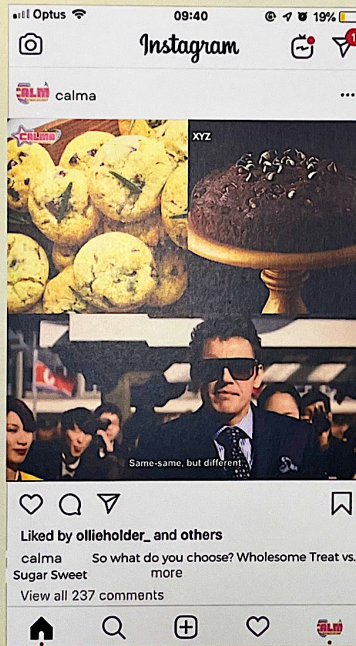




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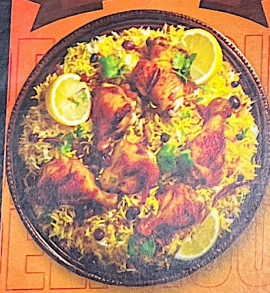


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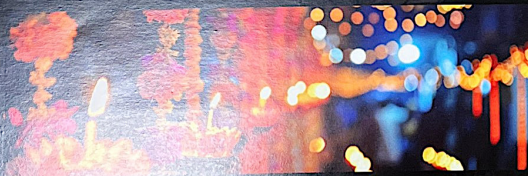


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