



Vishnu Waman Thakur Charitable Trust's

## **VIVA INSTITUTE OF APPLIED ART**

(Approved by A. I. C. T. E., Affiliated to University of Mumbai)

Block A, Veer Sawarkar Marg, Shirgaon, Virar-East, Dist: Palghar – 401 305

07756937795 | [www.vivaappliedart.org](http://www.vivaappliedart.org) | [contact@vivaappliedart.org](mailto:contact@vivaappliedart.org)

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### **Criteria 3- Research, Innovations and Extension**

## **Key Indicator 3.3**

### **Research Publication and Awards**

#### **3.3.1**



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### 3.3.1 Number of research papers published per teacher in the Journals as notified on the UGC CARE list during the last five years.

#### List of Research Papers

#### Index

Sr. No	Title of Paper	Name Of the Other	Year	Page No
<b>2022-23</b>				
1	Digitalisation of Indian Typefaces in the phase of Digital India	Sangita Patil.	2022-23	1
2	Aesthetics plays an Important role in FMCG Product Packaging Design	Sangita Patil.	2022-23	3
3	The Significance of A Counter Space design to promote Local Brand	Akshata Sagar Mestry	2022-23	17
4	Making A mark: Role of expressive Typography in Fostering Creative And Cognitive Skills in Learners	Netra Bangera	2022-23	20
5	Growth of Digital India : The Impact of Digital Advertising on Consumers.	Nivrutti Babaso Gargade	2022-23	22
<b>2021-22</b>				
	NIL			
<b>2020-21</b>				
	Nil			
<b>2019-20</b>				
1	Attractive Typefaces: Is the power of Typography, Branding myth?	Sangita Patil.	2019-20	24
2	Augmented Reality (AR) is the new Innovation in Advertising	Chandrshekhar Thakare	2019-20	28
3	Comparative Innovative Educational Games of Children	Siddhesh Shirsekar	2019-20	35



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Sr. No	Title of Paper	Name Of the Other	Year	Page No
<b>2018-19</b>				
1	Functional Instructions with Braille pictograms using Morphological Analysis for Sightless Children's Picture Books	Siddhesh Shirsekar	2018-19	43
2	Learning through Gaming	Siddhesh Shirsekar	2018-19	46
3	Package Design impact your purchase decision	Dr. Sangita Patil	2018-19	49
4	नवीन माध्यमांमुळे छायाचित्रात झालेला बदल.	श्री. निवृत्ती गरगडे	2018-19	52



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**Note: the supporting documents for this metric exceed the upload limit of 5MB. Hence the documents are made available in HEI website and links for the metric is given below**

KEY INDICATOR	TITLE	LINK TO THE SUPPORTING DOCUMENTS
3.3.1A	Link to the upload Papers, the first page/full paper (with author and affiliation details) on the institutional website	<a href="http://www.vivaappliedart.org/Naac_folder/criteria3/SSR_3.3.1-20231110T105450Z-001/SSR_3.3.1/SSR_3.3.1A.pdf">http://www.vivaappliedart.org/Naac_folder/criteria3/SSR_3.3.1-20231110T105450Z-001/SSR_3.3.1/SSR_3.3.1A.pdf</a>