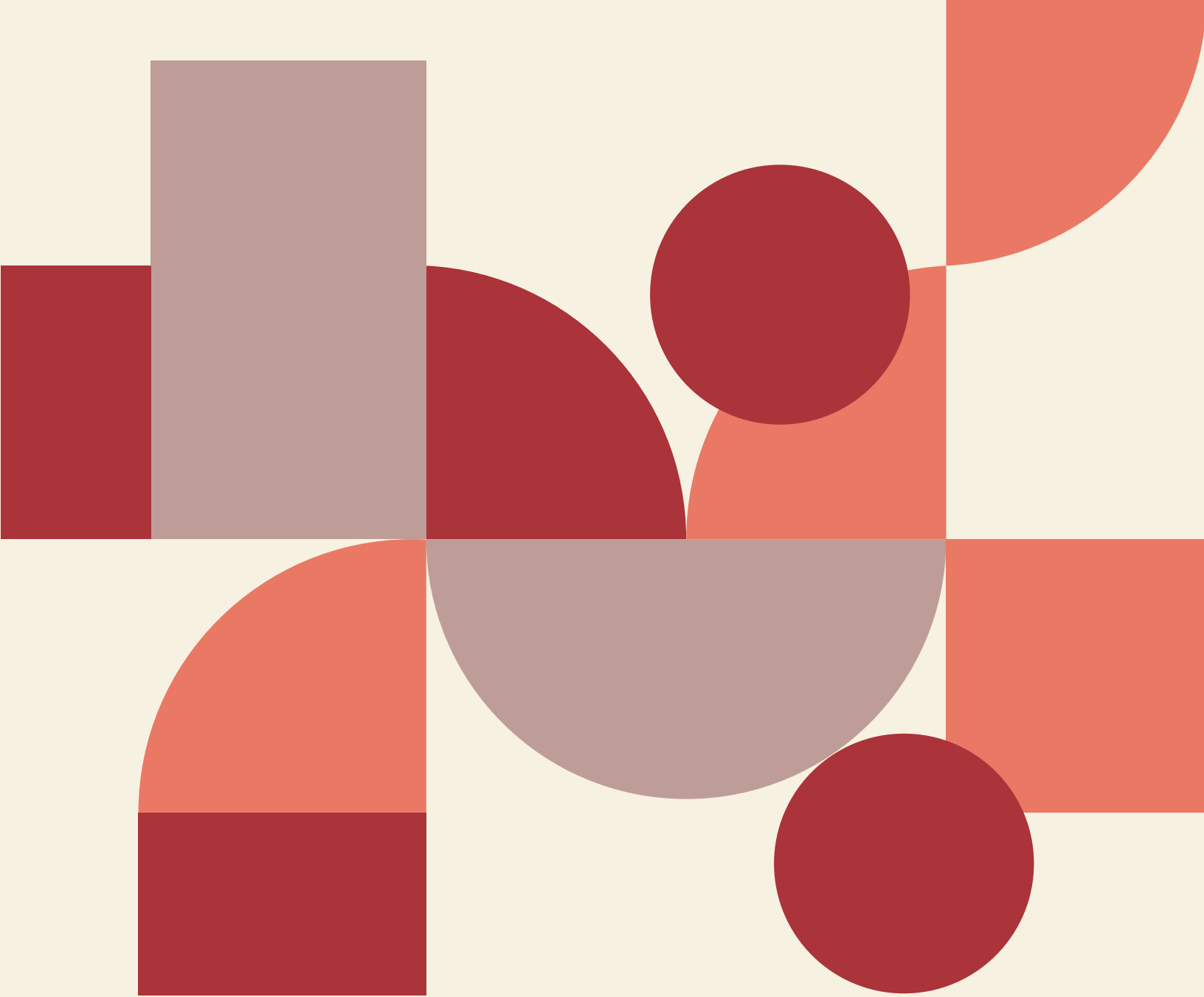




DESIGNNEWS

MONTHLY NEWSLETTER

2021

APRIL - MAY



**Institute
of Design**

JK Lakshmipat
University



HELLO EVERYBODY!

Hope all of you staying safe and spared by the second Covid wave.

April saw some of the students trickling back into the campus from various parts of the country. Even before we can savour their presence, we were hit by the second wave.

We lost a dear colleague, Dr Kavita Choudhary to Covid. She was warm and gentle a Computer Science faculty and a well-wisher of the Institute of Design. She was instrumental in creating and implementing our Design Entrance Test, which is designed to be randomised for each applicant. Praying that her family is strong enough to cope with it.

On another note, we are happy to welcome our new Programme Manager, Sarah Jain who will oversee the Institute of Design's programmes, including new admissions.

Even with the raging pandemic, we have managed to conduct interviews of chosen candidates for the design programmes. Our first round of applicants came from locations near and far. We have admitted students from major cities like Delhi, Kolkatta, Mumbai and Bangalore. We also have students from smaller cities like Lucknow, Meerut and Pune. Surprisingly, we have also got applications from small towns like Thrissur and Jhunjhunnu and we have admitted them.

We are launching the M Des in Product Design and M Des in Interaction Design from August 2021. The admission process is on, now.

Taking a cue from the market, we have co-created a new discipline in B Des called "Integrated Communication Design" along with Industry professionals and academics. This discipline will be available from next academic year. The new incoming batch will have another option to choose from!

In the following pages, you will find news about our institute, classes and courses that are happening with samples of student's work. That should tell you about the programme quality too.

Enjoy reading!

A Balasubramaniam



EVENTS

CELESTIAL'21

The poster for the Celestial '21 event features a dark, starry night sky with a large, glowing white crescent moon. The background shows a silhouette of a desert landscape with sand dunes. The JK Lakshmipat University logo is in the top right corner. The text on the poster includes the university name, the event title 'Celestial '21' with the tagline 'Swim in the virtual heaven', the dates '9th - 11th April, 2021', a description of the event as a 48-hour online festival, prize information (up to Rs. 10,000), and contact details for a link and email ID.

JK Lakshmipat University
presents


JKLU

Celestial '21
Swim in the virtual heaven

9th - 11th
April, 2021

Join us live in this online festival,
48 hours full of energy and
enthusiasm

Win upto Rs. 10000 in each event
Overall winning university will get JKLU Celestial '21 trophy
Jury of eminent Indian and Global experts

Link _____ Email ID: celestial@jkl.edu.in

With the successful culmination of JKLU's first global cultural festival - Celestial, we look back at the contribution of the students of Design. The students of the Institute of Design were quick yet highly creative to design event posters and brochures and even social media posts. They were also proactively involved in creating an introductory film about JKLU that was broadcasted in the virtual opening ceremony. The creation of this film included everything from the scripting to the post production. They were guided by Arnav Mathur, Design Associate at the Institute of Design. Their tiresome effort was much appreciated widely across the participants, judges and coordinators.

BRANDING FOR ELDERLINE

Students of IOD received an opportunity to work on ELDERLINE promotional campaign, run by NGO Samarth in conjunction with JKLU. The project looks at reaching out to elderly people through a helpline that will provide guidance with regards to emergency and certain core requirements. Out of several aspects of the campaign, the outreach visualisation and strategy, along with product development for elderly people have been given importance. Maitreyi Kachhwaha, student of IOD, JKLU has been working on outreach strategy and branding under the guidance of Prof. Promit Basu and Prof. Vaibhavi Kowshik.



WEBINAR SERIES

DESIGN TRENDS OF THE FUTURE, EXPLAINED.



In this session, Dhruv showed the audience a glimpse of what the future of design looks like and told them how designers can have a future-ready, holistic, and nuanced skillset enabling them to excel in their design career. He talked about the myriad opportunities in the design domain as well as about emerging design domains such as speculative design, critical design, social design as well as Don Norman's philosophy. He has had a deep inquiry in these fields since 2017 and has developed a nuanced understanding of the same which he was able to convey effortlessly to the audience.

About Dhruv Saxena:

Product Designer, professor, and entrepreneur, Dhruv is a graduate of Domus Academy, Milan and Indian Institute of Crafts and Design. He founded the Atelier Design Studio as a designer/maker of tangible lifestyle objects which were fabricated in collaboration with select craftspersons of Jaipur. Presently, he's a revered faculty member at the Institute of Design, JK lakshmiPat university.

Since late 2017, Dhruv has been gravitated to a more experimental space in design through academic practice and has been engaging in discursive formats of design like plausible futures, speculative alternatives, and more. His Interests include new media, crafts & cultures, critical design, and associated fields of design research.

WEBINAR SERIES

WHAT'S SO GREAT ABOUT INTERDISCIPLINARY DESIGN?



This session Interlinks Promit's illustrious and interdisciplinary design career where he has worked on products and branding, headed Reliance Brands, Hotstar's communication and more; with how interdisciplinary education works for the benefit of future designers.

The Institute of Design has implemented a cross-disciplinary approach across all disciplines allowing design to interact with fields of management, technology, AI, humanities to speak of some.

Promit Basu is an interdisciplinary designer based in India. He is a postgraduate in literature from Jadavpur University, Kolkata and Postgraduate in design from National institute of Design, Ahmedabad.

He has worked as the head of design for Reliance Brands Limited, looking after branding and retail experience across a portfolio of 50+ international brands including Armani, Diesel, Muji, Brooks Brothers and Hamleys to name a few. He also worked as a creative partner with Hotstar, looking after digital branding and communication.

He is a winner of several international design awards and recognitions, with being one of the first Indian duo to have received REDDOT award for product innovation for rural communities in 2017, REDDOT nomination for innovative product design for children 2017 and Reddot nomination for Sustainable lifestyle product design 2018. Promit has been nominated for REDDOT design further in 2020. His innovative hangar designs have been selected for A design award, Italy 2018. His works on lifestyle designs in bamboo are in the permanent collection of World Bamboo Museum, Damyang Korea. He has a Cannes Film citation for music direction for the independent film, 'Rang To Che Ne' in 2016.

JKLU'S HONOURS LIST

The Institute of Design congratulates 05 students who have secured a position in JK Lakshmipat University's Honors List for securing a CGPA of 8.5 or above. They have got consistently excellent grades for their work and meaningful contribution in class. Prakhya Kant and Khushi Garg are second year design students who have appeared in the Honor's list based on their result in Semester III. Yashowardhan Shetty, Akshat Jain and Taruni Vadlamudi are first year design students who have appeared in the Honor's list based on their result in Semester I.



PRAKHYA KANT
SEM 3



KHUSHI GARG
SEM 3



**TARUNI
VADLAMUDI**
SEM 1



**AKSHAT
JAIN**
SEM 1

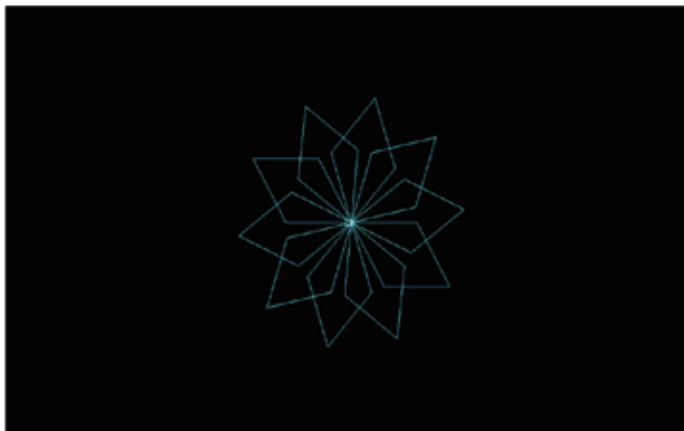


**YASHOWARDHAN
SHETTY**
SEM 1

FUNDAMENTALS OF CODING

FOUNDATION YEAR (SEMESTER II)

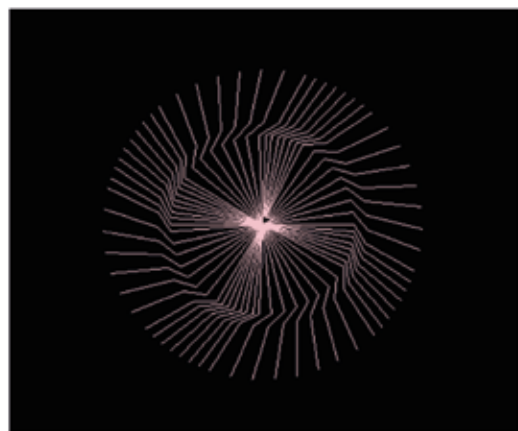
The students expressed themselves creatively using the Python programming language. In the process, they learnt various facets of a computer program and how computers interpret code into action. They were also shown how to refer to the documentation of programming languages to be able to code complex ideas using different languages. a particular emphasis was made for writing well-structured and well-commented code.



```
import turtle

t = turtle.Turtle()
s = turtle.Screen()
s.bgcolor("black")
t.pencolor("cyan")
t.speed(2)

for i in range(50):
    t.forward(i * 10)
    t.right(144)
```



```
import turtle

t = turtle.Turtle()
s = turtle.Screen()
s.bgcolor("black")
t.pencolor('cyan')

t.speed(10)

for i in range(180):
    t.forward(100)
    t.right(30)
    t.forward(20)
    t.left(60)
```

WORKSHOP SKILLS

INTERDISCIPLINARY DESIGN, PRODUCT DESIGN (SEMESTER IV)

Through this module, students learned different workshop skills like metal work, wood work etc. where everyone got introduced to workshop machines, operations and processes. Mr. Ramesh, Mr. Deepak who are instructors from the IET department collaborated to demonstrate skills on machines like Lathe Machine, ARC welding, Sheet Metal work, wood work too. Faculty associated with this module were Mr. Shrikant Ghode, Mr. Dhruv Saxena and Miss. Vaibhavi Kaushik.



DESIGN AND NARRATIVE

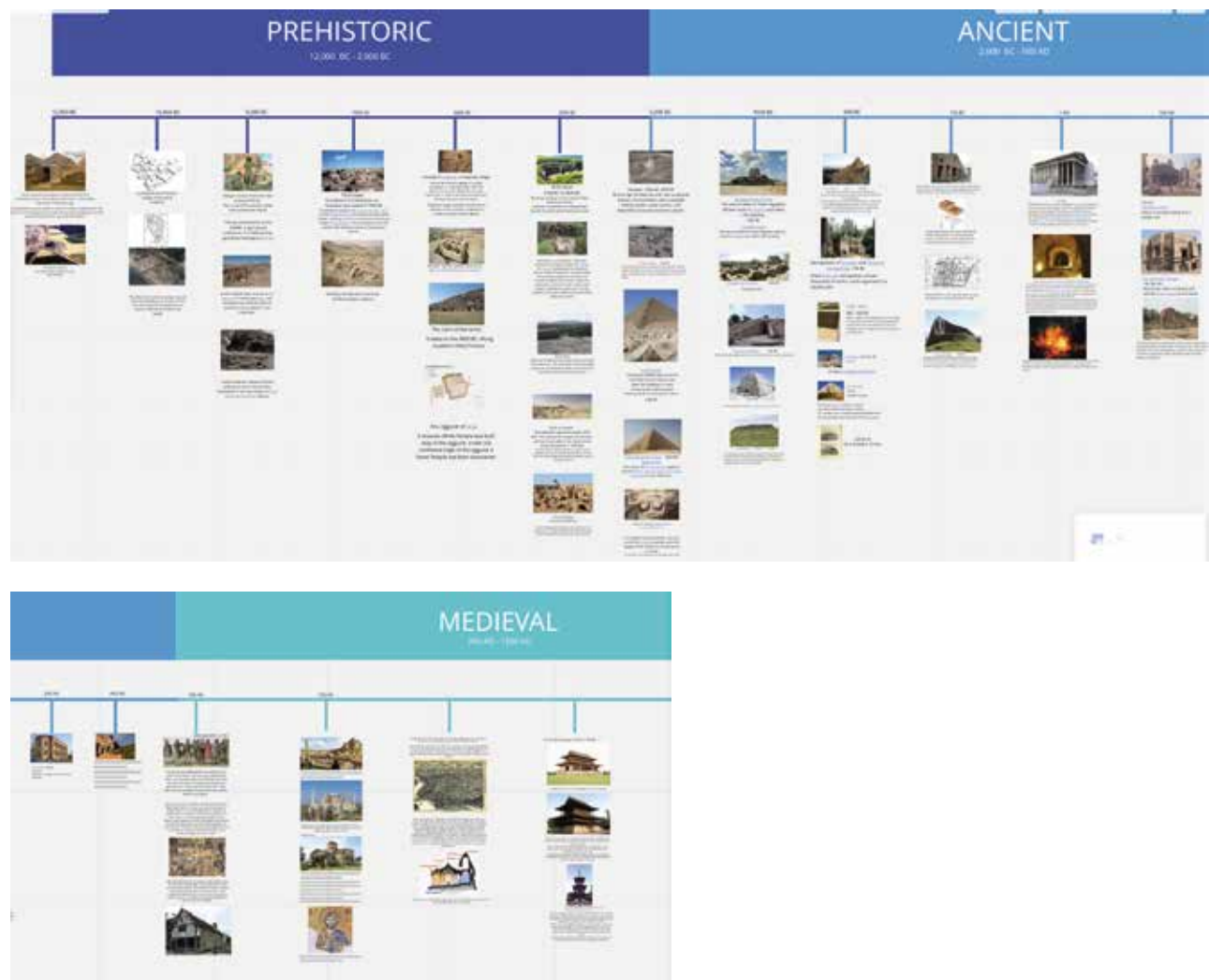
ELECTIVE FOR SECOND YEAR DESIGN STUDENTS (SEMESTER IV)

The course as a part of Elective week, introduced the students to the core concepts of narrative in design as a tool for building connections and creating meaning with regards to design imagination, concept or action. Students learned to work with imagination, universal narratives, existing classical structures and their utilization in commercial models.



FOUNDATION YEAR (SEMESTER II)

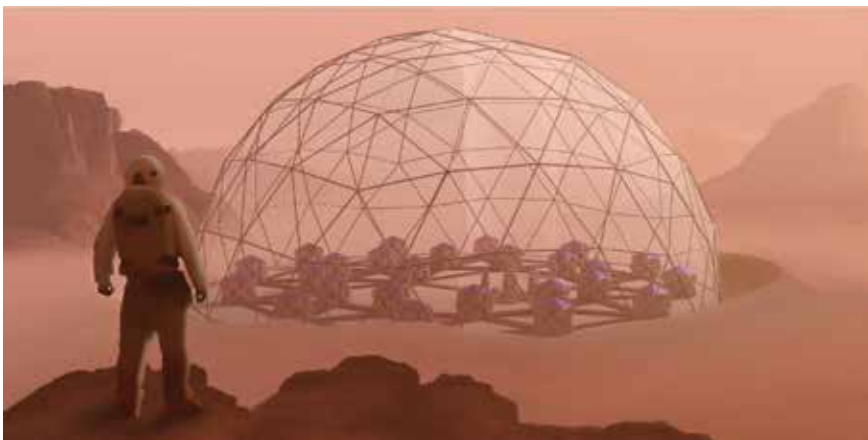
The course looks at the history of design from Global context, taking into account the ways in which design imagination emerged out of it following separate social, economic and cultural paths. The course includes presentations, discussions, class interactions, group presentations and personal paper as final outputs



DIGITAL DRAWING

FOUNDATION YEAR (SEMESTER II)

The course on Digital Drawing taught by Gaurav Juyal looked at using digital tools to make artistic and thoughtful illustrations. After a series of lectures, students were asked to make digital drawings and paintings on the topics of Biome: exploring nature and its series; 50 years into the future: State of Earth; Words described in abstract form.



PRODUCT DESIGN, INTERACTION DESIGN (SEMESTER IV)

The slide is titled "Garage Band" in a blue box. Below the title is a flowchart illustrating the software's architecture. The flowchart starts with "Garage Band" at the top, which branches into "User Interface", "Core", and "Hardware". "User Interface" leads to "User Interface Elements", which then leads to "User Interface Controls". "Core" leads to "Core Elements", which then leads to "Core Controls". "Hardware" leads to "Hardware Elements", which then leads to "Hardware Controls". The flowchart continues with "User Interface Controls" leading to "User Interface Elements", "Core Controls" leading to "Core Elements", and "Hardware Controls" leading to "Hardware Elements". The flowchart also includes a "Garage Band" box at the bottom right, which is connected to the "User Interface Controls" box. The flowchart is a hierarchical diagram showing the relationship between different components of the software.

Four small screenshots of the Garage Band interface are shown on the left side of the slide:

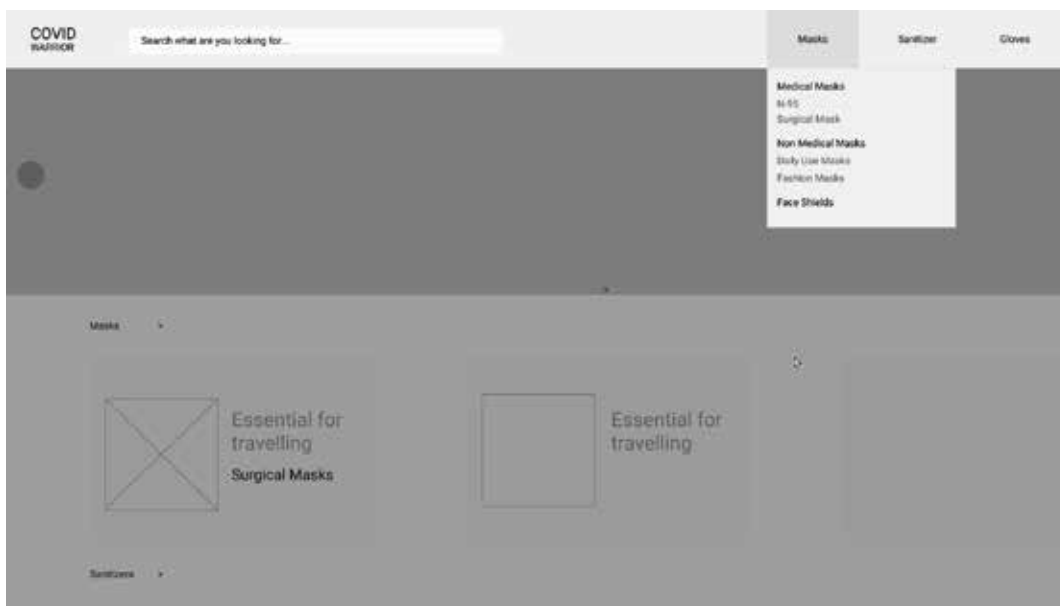
- The top screenshot shows the main window with a piano roll and a keyboard.
- The second screenshot shows a window with various controls and a piano roll.
- The third screenshot shows a window with a piano roll and a keyboard.
- The bottom screenshot shows a window with a piano roll and a keyboard.



RAPID PROTOTYPING AND TESTING

INTERACTION DESIGN (SEMESTER IV)

Ability to conceive and test several design options are critical part of Design process. This course help students to learn a repertoire of prototyping methods. Subsequently, the students learnt to plan, conduct, analyse and report testing of prototypes with users. In the process they had learnt to devise user-testing goals and metrics, sampling, conduct observations and interviews, analyze data and converting the exercise into design recommendations.



Goals

The goals of the usability testing was to:

1. Test product with target audience.
2. Identify the gaps in understanding.
3. Improve confusing navigation.
4. Try and improve the overall experience.
5. Understand what is usability testing and how is it done.

Findings

In the first test , the user clicked every clickable item on the screen and not the buttons that were actually prototyped. And even when she did proceed further, the buttons on one of the pages were grey and she didnt realise that they were collapsable buttons. This happened when she checked her own books, that she had put on rent. This gave me first set of issues to work upon.

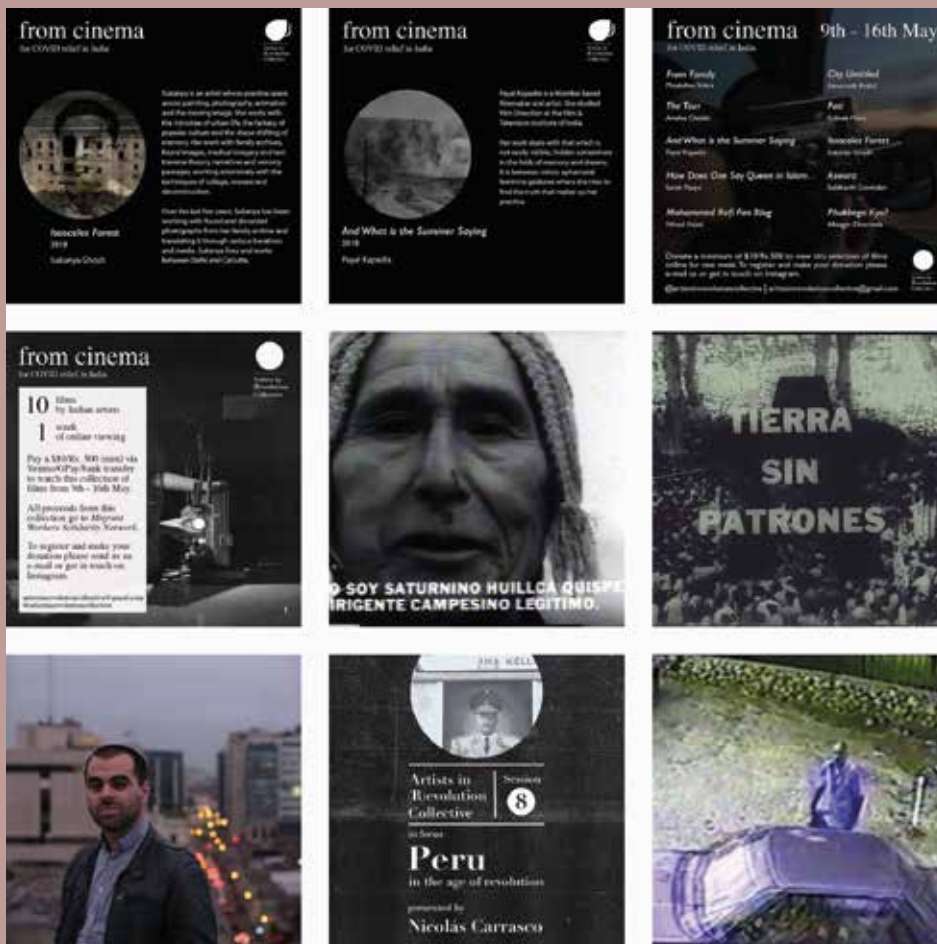
TO DO LIST

A list of things to do while waiting for the Institute to open.

VISIT

ARTISTS IN REVOLUTION COLLECTIVE

Revolution requires evolution. The AI(R)C is a student collective at California Institute of the Arts.

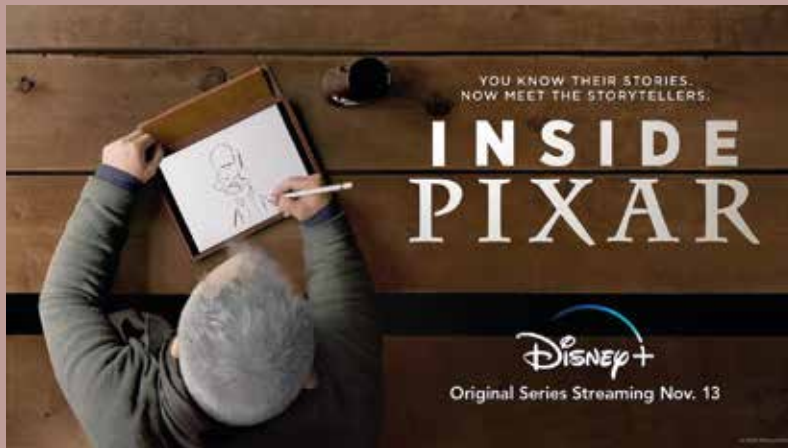


<https://www.instagram.com/artistsinrevolutioncollective/?hl=en>

WATCH

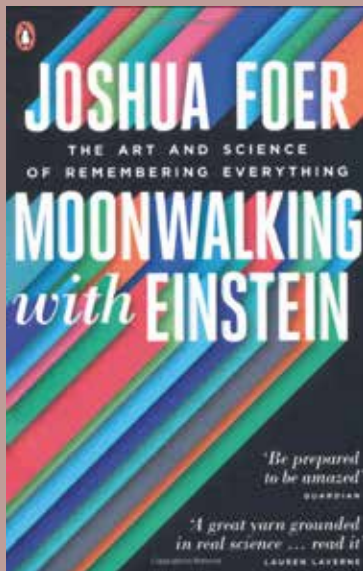
INSIDE PIXAR

Personal and cinematic stories provide an inside look at the people, artistry and culture of Pixar Animation Studios.



<https://www.hotstar.com/1260047949>

READ



MOONWALKING WITH EINSTEIN: THE ART AND SCIENCE OF REMEMBERING EVERYTHING

Joshua Foer studied evolutionary biology at Yale University and is now a freelance science journalist, writing for National Geographic and The New York Times among others. Researching an article on the US Memory Championships, Foer became intrigued by the potential of his own memory. After just one year of training, he won the following year's Championship.

https://www.amazon.in/dp/0141032138/ref=cm_sw_r_wa_apg_glt_fabc_8VJ4WRTW6QYCEMBVMWRJ?_encoding=UTF8&psc=1