

SEPTEMBER ISSUE

DESIGNNEWS

WRITING A NEW CHAPTER

WHAT'S INSIDE?

NEWS & UPDATES

SNAPSHOTS OF COURSES TAUGHT IN
AUGUST 2021

PROFILES OF OUR VISITING FACULTY

FOR PRIVATE CIRCULATION ONLY

INDUCTION AND ORIENTATION PROGRAMME FOR THE BATCH OF 2021

The Induction and Orientation Programme for the incoming design batch of 2021 was held from 16th August to 27th August. The intent of the two-week-long programme was to inspire, motivate and build the skill-set of students making them ready and equipped for university life.

Accomplished personalities like Pramath Raj Sinha (Founding Dean - Indian School of Business, Trustee - Ashoka University) and Sanjay Jain (Former MD, Accenture) were invited to address the students. They inspired the students to take bold strides and make the most of their time at JKLU while sharing pearls of wisdom from their own lives and careers.

There were engaging sessions that had an appealing line-up of speakers from various domains like Shylashri Shankar (Senior fellow at Centre for Policy Research, Published Author, Ph.D Columbia University) who took a session on 'The Art of Writing', where she condensed her prowess of writing into an interactive and hands-on lecture.

Another interactive workshop was conducted by Margie Sastry (Former Editor of Amar Chitra Katha) on 'Culture Appreciation' where she quizzed the students on their knowledge of the cultures of India. To build the artistic temperaments of students, storyteller and poet, Saumya Kulshreshtha was invited to do a workshop.

A Design Thinking workshop was conducted by Dhruv Saxena, faculty of the Institute of Design at JKLU.

He explained the process of Design Thinking giving the students a new tool to solve problems and worked with the students on various issues finding relevant solutions to the same.

The Centre for Communication and Critical Thinking conducted three power-packed sessions on Creative Problem Solving, Gender and Identity and Diversity, Inclusion and Equality.

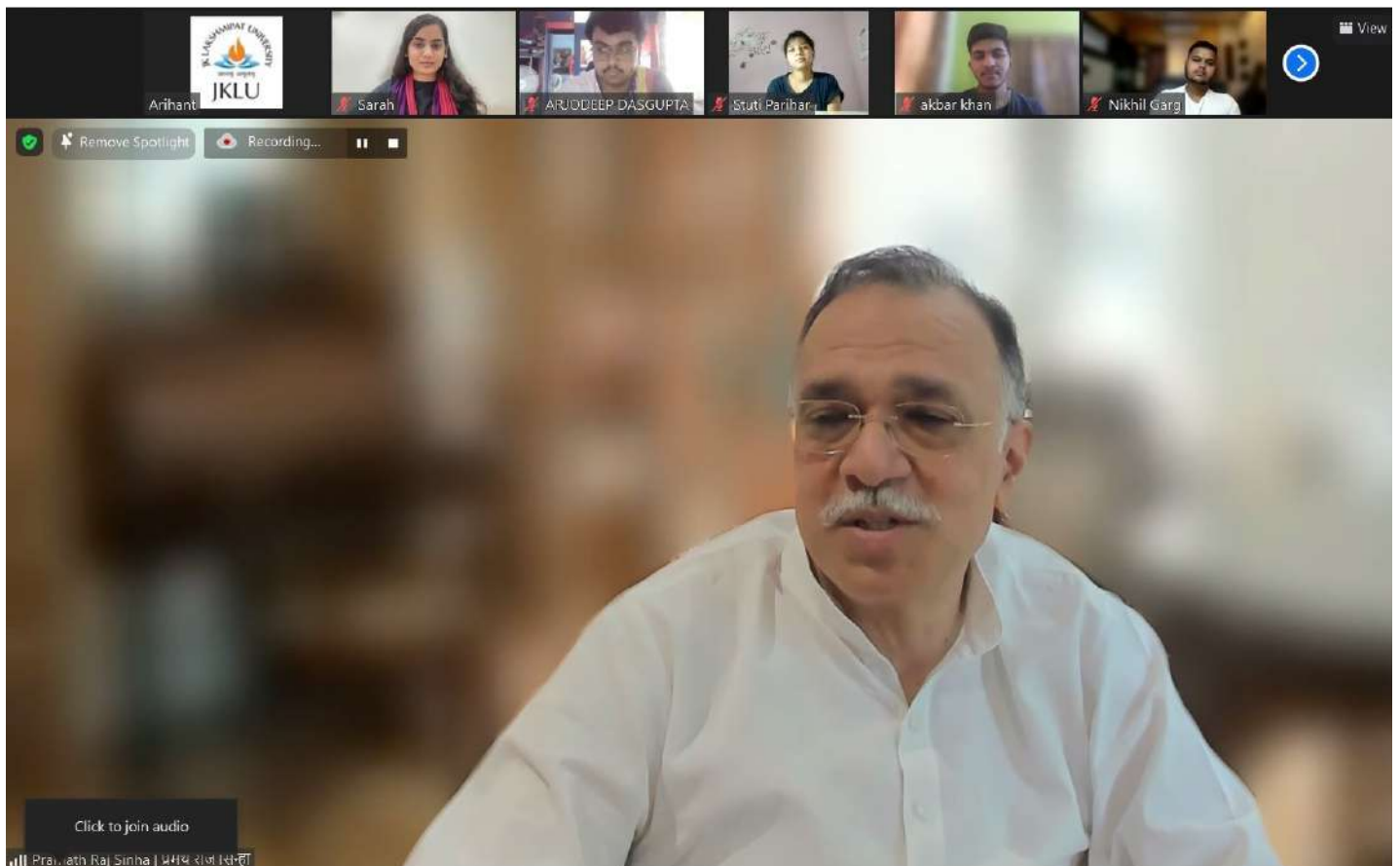
The second week saw more of interactive talks with experienced professionals. Vikramjeet Sharma (Consultant - World Bank) held an interactive talk on building career pathways and also shared a legendary story rooted in Africa to always have faith. We also invited senior professionals like Raghava Rao (CFO, Amazon India) and Sanjay Singh (CIO Asia and MENA, P&G), Satya Narayanan R (CEO - Career Launcher) who delivered captivating talks on leadership skills, corporate excellence and entrepreneurship.

Apart from workshops, interactive talks and sessions, the students were also exposed to the rich extra-curricular activities that the various Clubs of JKLU organise.

NEWS & UPDATES



Students interacting with our board member, Sanjay Jain and Hon' VC Prof. Dheeraj Sanghi



Students interacting with our board member, Pramath Raj Sinha

NEWS & UPDATES



Students in a workshop conducted by Margie Sastry



Students participating in an ice-breaker session

NEWS & UPDATES

INSTITUTE OF DESIGN WELCOMES A NEW FACULTY: SHIVATMIKA LALA

The Institute of Design welcomes Shivatmika Lala as a faculty teaching the foundation batch. She is a graduate of animation film design from the National Institute of Design, Ahmedabad. She went on to do her diploma in stop motion animation from Barreira Arte y Diseño, Valencia, Spain.

Shivatmika likes experimenting with different materials and textures. Having worked with leading animation studios and children's book publishers, she has also been a part of international collaborative projects with Sheridan College, Canada, Brian Larson (RIT, New York), and Akira Arimochi, Hiroshima City University, Japan.

She aspires to inculcate sensitivity through her teaching, not only about design but touching all aspects of life. The learning experience for her is best imbibed when it is mutual. She is currently co-teaching the course on Freehand Drawing with Gaurav Juyal.



LAUNCH OF M.DES. AT THE INSTITUTE OF DESIGN, JKLU

11 students from academically and professionally diverse backgrounds have been chosen to join the first batch of M.Des. who have begun their classes. They have also been given various scholarships to pursue their education.

The 2-year M.Des. programme is split into smaller modules to get a qualification and enhance the career opportunities with each module. The two-year programme allows the students to do it in parts with intermediate certifications. Students earn credits and build their qualifications into a PG degree. The course contents have been divided into the following modules:

- Certificate in Design Thinking & Innovation (Semester I)
- Certificate in Design Foundation (Semester II)
- M.Des in Product/Interaction Design (Semester III + Semester IV)

The students of M.Des. start with the course on Visual Representation Techniques taught by Kaustuv Majumdar. After the first common year, the students will choose a specialization that is either Product Design or Interaction Design.

NEWS & UPDATES

STUDENTS OF INSTITUTE OF DESIGN MADE IT TO THE HONOR'S LIST AND RECEIVED MERIT SCHOLARSHIPS

The Institute of Design is proud to announce that 05 students of Design made it into Honor's list. These students are Semester IV students - Prakhya Kant and Khushi Garg and Semester II students - Taruni Vadlamudi, Akshat Jain, and Yashowardhan Shetty who also received 75% merit scholarships.

04 students of the Institute of Design receive merit-scholarships of 50% academic fee waiver for continued exemplary performance in semester II. The scholarship will carry forward to semester III. They are Rajanala Vijaya Aparna, Anchita Sohni, Sanyukta Bhawe and Vaibhav Sharma



Prakhya Kant



Khushi Garg



Taruni Vadlamudi



Akshat Jain



Yashowardhan
Shetty



Anchita Sohni



Sanyukta Bhawe



Rajanala Vijaya
Aparna



Vaibhav Sharma



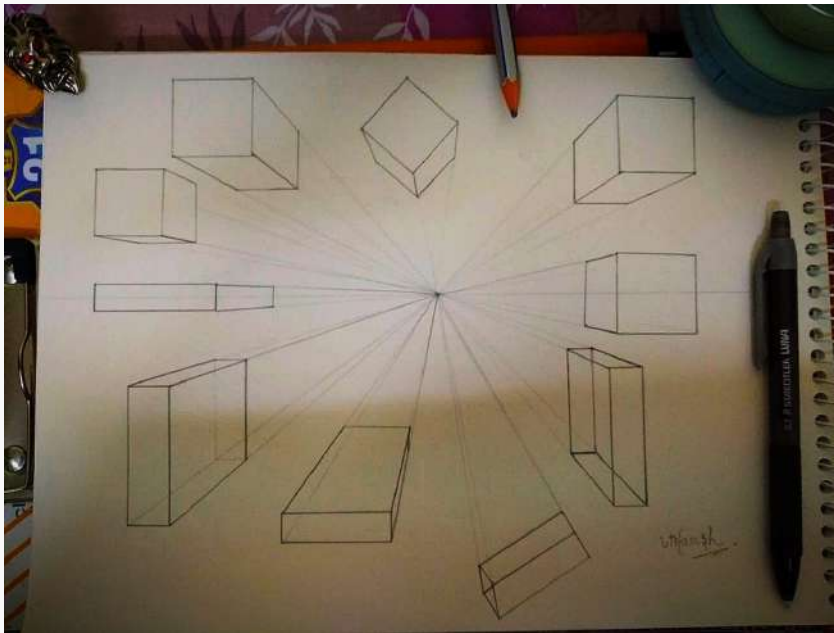
FOUNDATION YEAR

SEMESTER I

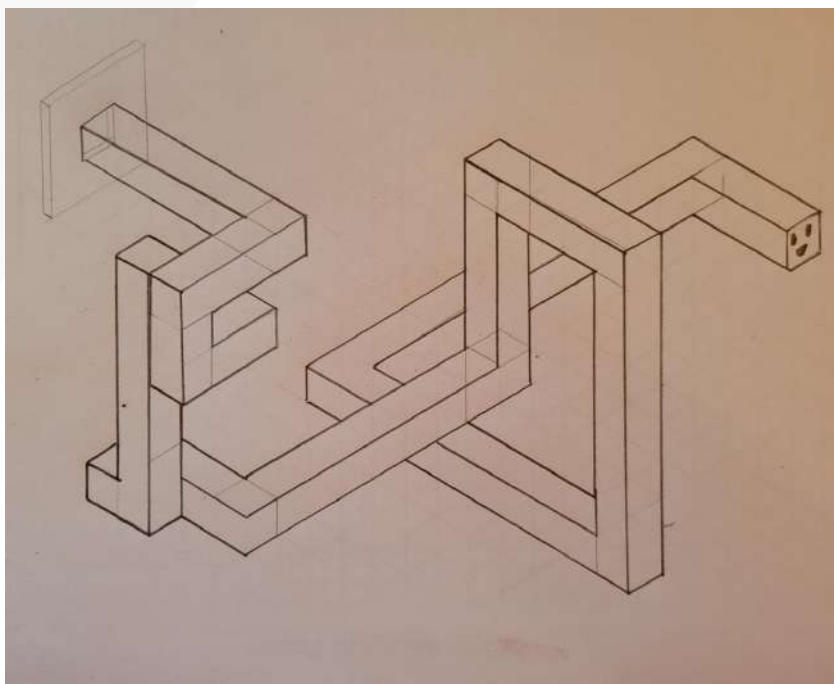
FREEHAND DRAWING

FACULTY: GAURAV JUHAL AND SHIVATMIKA LALA

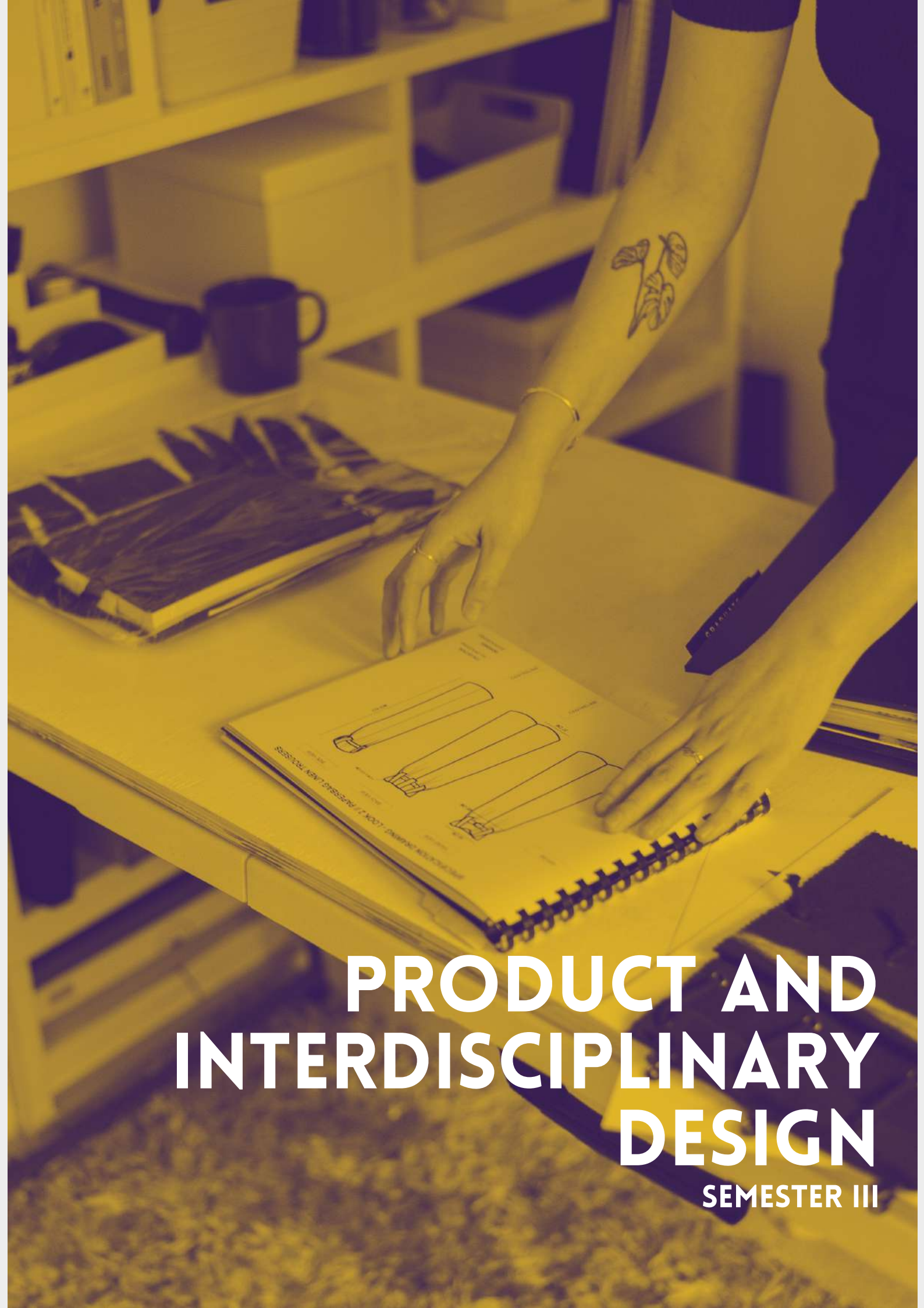
The course on Freehand Drawing fosters understanding of drawing and sketching as a tool for ideation and presentation. The contents of this course includes, overview of drawing systems for ideation, rendering and presentation, Introduction to basic elements of visual design – line, texture, colour, size, proportion, etc., introduction to drawing objects, human forms and spaces, basic hand and body movements in drawing, using pencils of different grades, freehand plotting and layout, perspective study and drawing of basic solids (cubes/cones/spheres), sketching of natural and human figures, capturing the overall form through finer details of depth, light and shade and simple perspectives of spaces.



Utkarsh Singh
(B.Des. Batch of 2021)



Arjun Sajan Babu
(B.Des. Batch of 2021)

A person's hands are shown working on a design sketchbook in a workshop. The person has a tattoo of a plant on their left forearm and is wearing a gold ring on their left ring finger. They are holding a black pen in their right hand. The sketchbook is open to a page with three vertical rectangular shapes, each with a small circular detail at the bottom. The text "SYSTEM AVOIDING LASER PROCESS" is visible on the left side of the page. The background shows a workshop with shelves and various tools. The entire image has a yellow tint.

PRODUCT AND INTERDISCIPLINARY DESIGN

SEMESTER III

ELEMENTS OF FORM - I

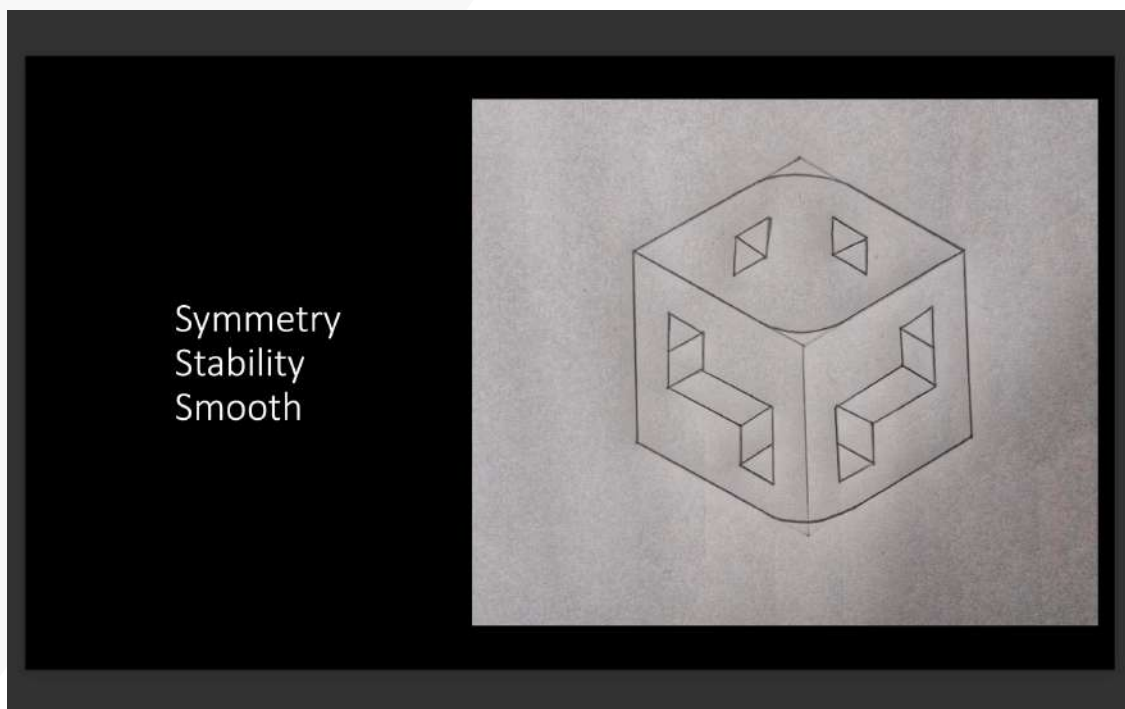
FACULTY: DHRUV SAXENA

COMMON COURSE WITH PRODUCT AND INTERDISCIPLINARY DESIGN

The purpose of the course is to introduce the students to explore and understand basic elements like line, shape, form and texture and to work on creating new forms using elements in 2 Dimension (2D) and 3 Dimension (3D). The course further leads to form abstractions through nature inspiration in 3D. Studio assignments were given to help students to gain hand-on experience to develop forms. Students were encouraged to explore supported understanding of surface textures in different materials and develop imagination and insight through the exploration of forms.

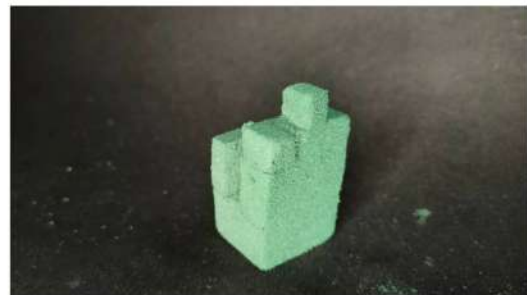
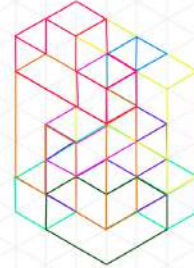
The course structure also included methodologies that draw from metaphors, to generate new forms, understanding of the concept of family of forms and gave an introductory understanding of 3D geometry.

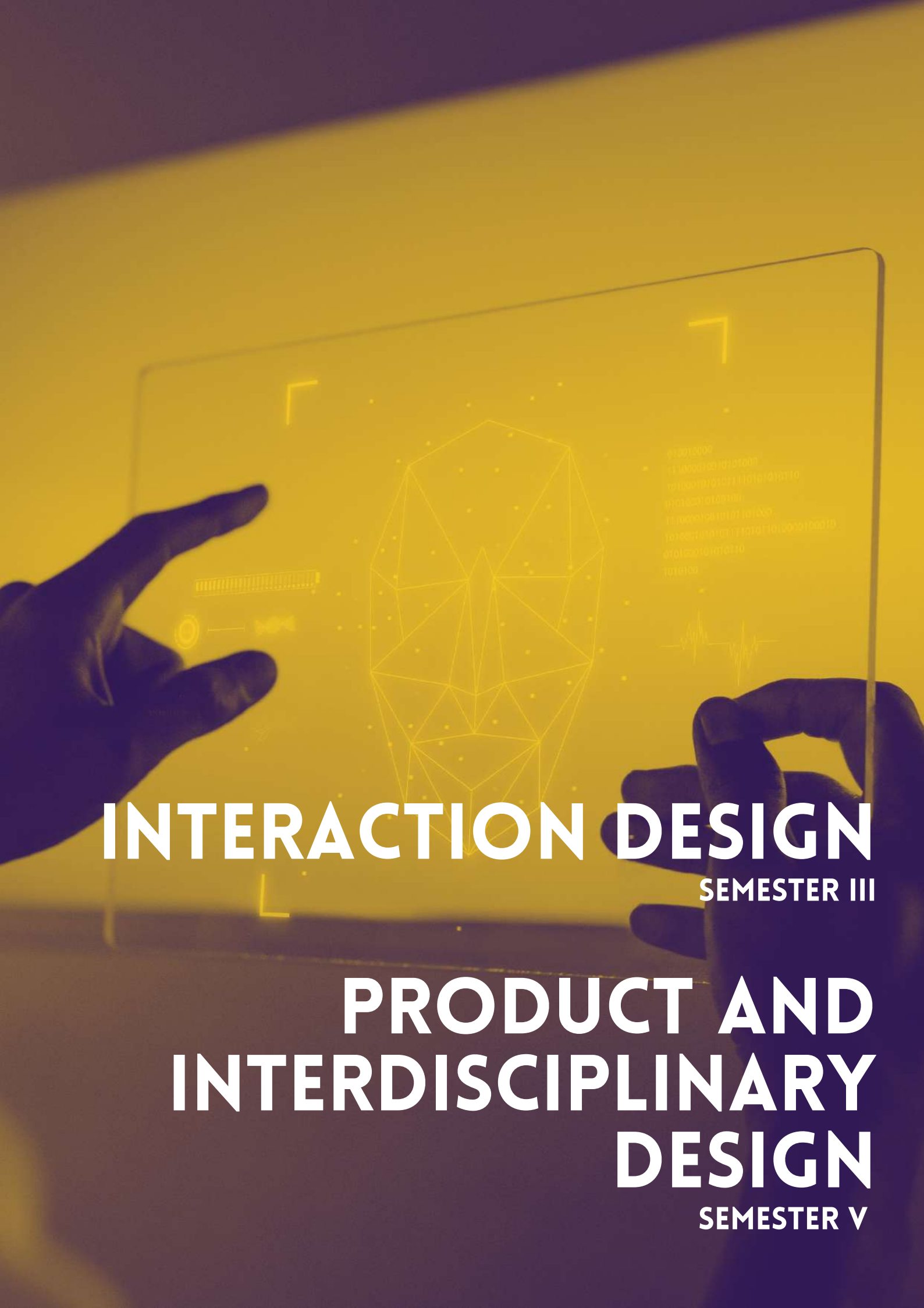
A critical component of the course included understanding the concept of polyhedrons and their imaginative and critical use in the creation of complex structures. and understanding the relationship between form, material and process.



Bhumika Sharma
(B.Des. Batch of 2020)

**ECCENTRIC
FRIZZY
CARVED**



A hand is shown interacting with a transparent digital interface. The interface displays a wireframe face in the center, surrounded by various data elements including binary code, a heart rate line, and a bar chart. The background is a warm, yellowish-orange gradient.

INTERACTION DESIGN

SEMESTER III

PRODUCT AND INTERDISCIPLINARY DESIGN

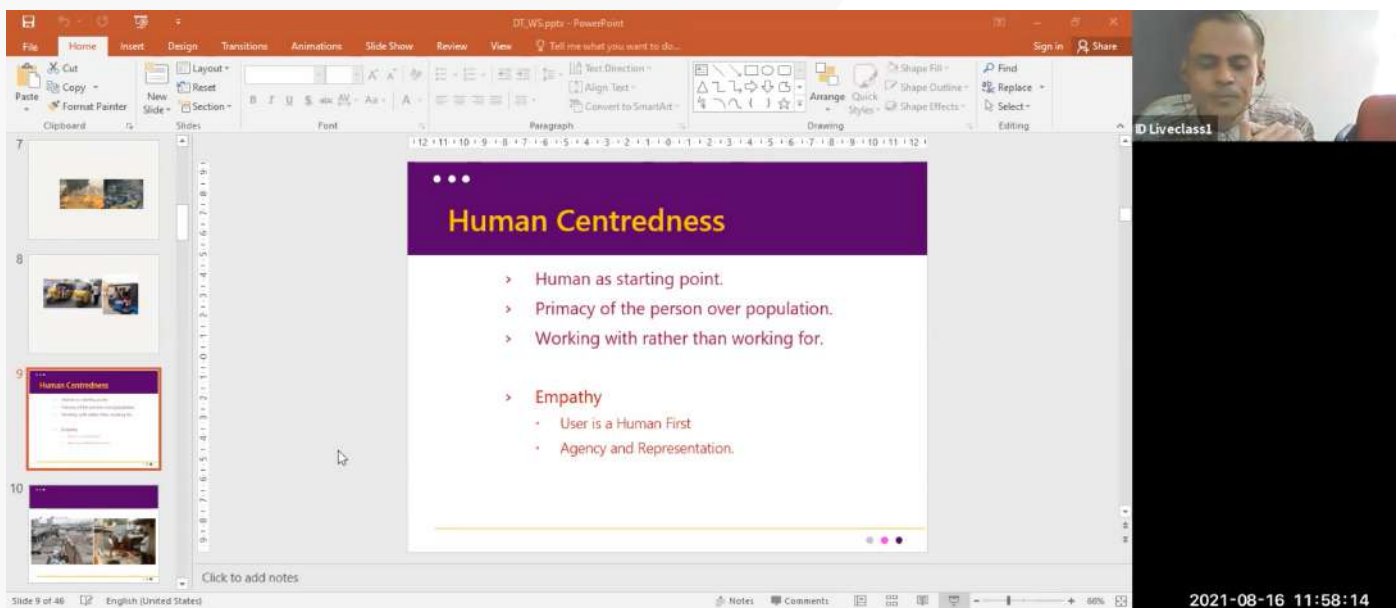
SEMESTER V

USER STUDIES

FACULTY: AASTHA GOHIL AND DR. DEVANUJ BALKRISHAN
COMMON COURSE WITH INTERACTION DESIGN (SEMESTER III),
PRODUCT AND INTERDISCIPLINARY DESIGN (SEMESTER V)

This course taught students to understand user behaviors, needs, and motivations through observation techniques, task analysis, standard research. Students of interdisciplinary design, product design, and interaction design learnt to gather user data through observation and contextual interviews.

Students learnt to interpret interviews and consolidate data across users with techniques such as affinity diagrams and personas. They also learnt to use data insights into the design process and make informed choices of the right research techniques such as contextual interviews, survey research, focus groups, rapid assessment procedure and task analysis.



Students in the User Studies class being conducted by Dr. Devanuj Balkrishan.

SEMESTER V

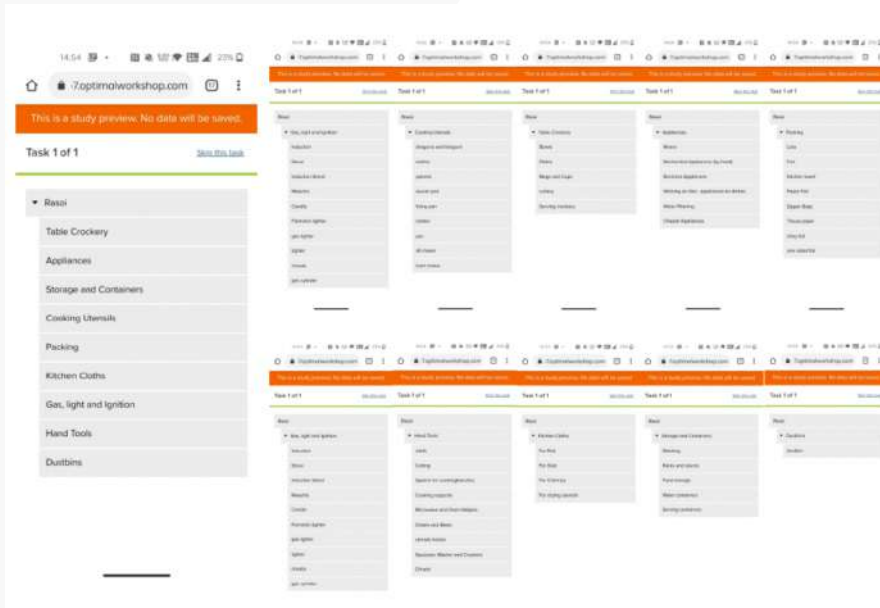
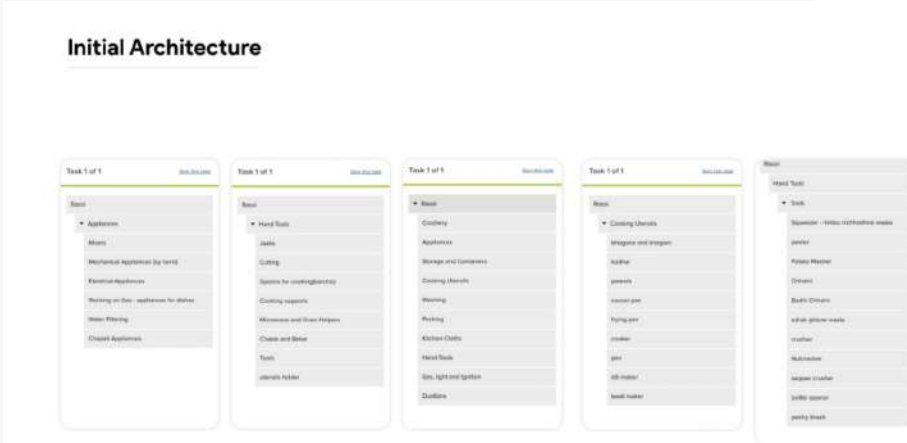
INFORMATION ARCHITECTURE

FACULTY: SAURABH SUMAN

The course dealt with how to organize and structure information to improve discoverability and finding desired information and in completing tasks. This course introduced the core components of a good IA, as well as essential IA design methods and strategies. The course on Information Architecture enabled students to understand essential logic and concepts needed to build a useful, usable, and extensible information architecture.

Students of interaction design learnt to evaluate information architecture, identify issues, and potential solutions, measure baseline performance, testing structure, schemes, and labels. Students also learnt to document information architecture, content inventories, site maps. An important part of the course was to understand the components of information architecture, structure types, organization schemes, label names, and when and why they're needed.

Kashika Sharma
(B.Des. Batch of 2019)

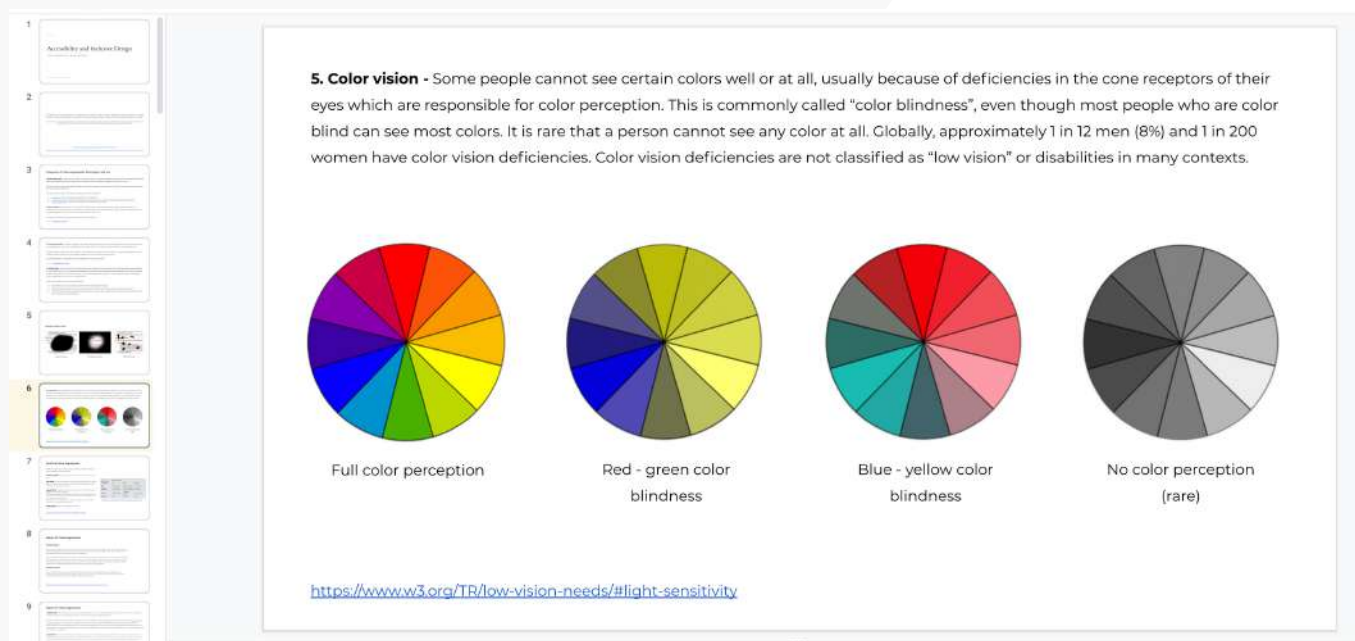


ACCESSIBILITY AND INCLUSIVE DESIGN

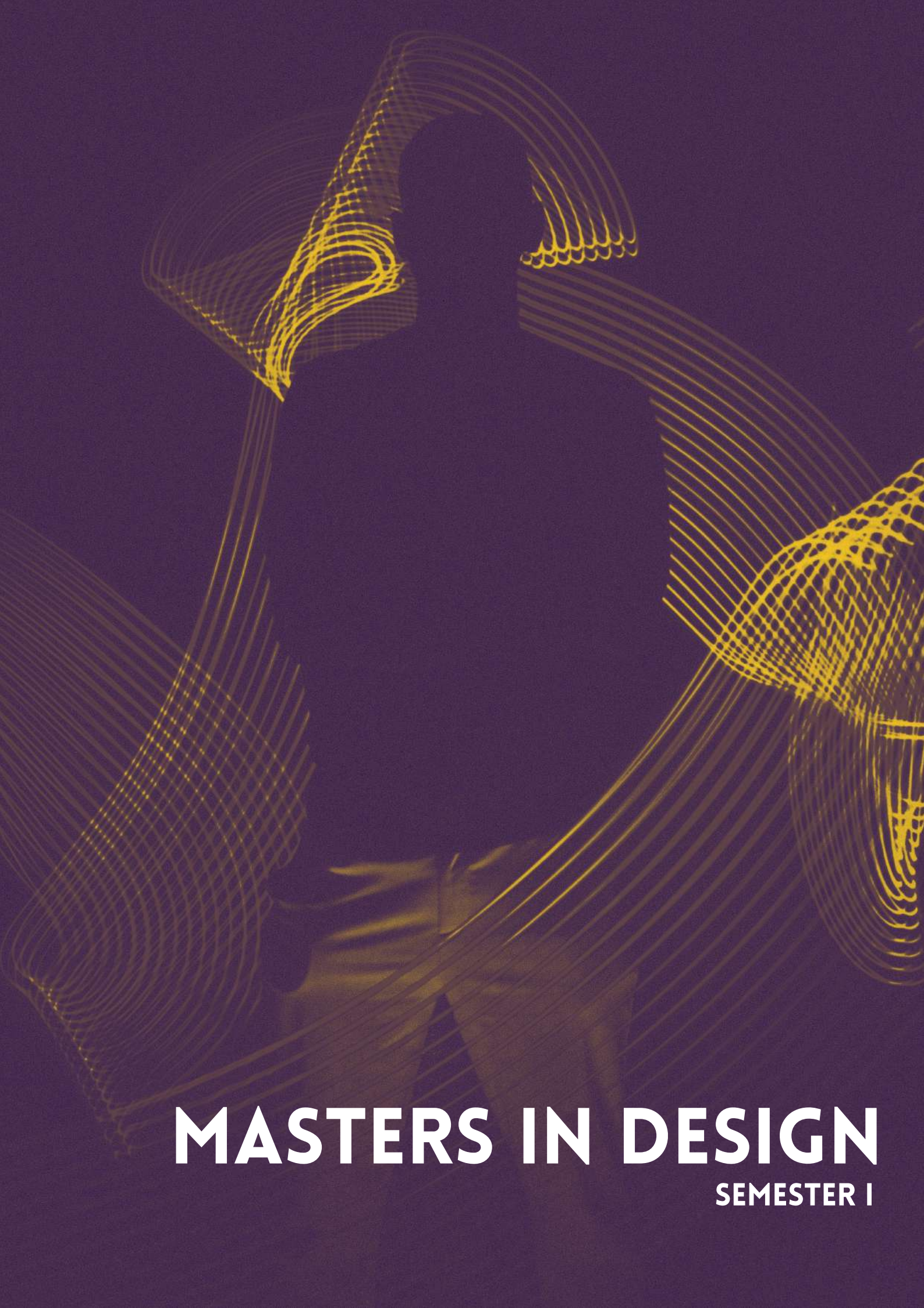
FACULTY: CHANDNI R.

This course was designed to build an understanding of why accessibility is extremely important—not just for moral and legal reasons, but also that the products can reach their full audience base. Students learnt to build it into the design process. The understanding of this course will ensure students are taking a disability advocacy approach, and keeping the focus on the users throughout the development process.

Students learnt how to approach accessibility from all angles and gained practical, hands-on skills that'll enable them to assess and optimize for common accessibility issues, as well as show them how to place an emphasis on the quality of the user experience by avoiding classic mistakes. Students also gained the knowledge to conduct effective accessibility testing by working with users with disabilities.



Prakhya Kant and Kashika Sharma
(B.Des. Batch of 2020)

The background of the entire page is a dark, muted purple. Overlaid on this are several complex, glowing yellow wireframe structures. These structures consist of numerous thin, curved lines that intersect to form a mesh-like pattern. The lines are arranged in a way that suggests three-dimensional forms, possibly resembling architectural elements like a dome or a series of overlapping planes. The overall effect is one of dynamic, organic movement and geometric complexity.

MASTERS IN DESIGN

SEMESTER I

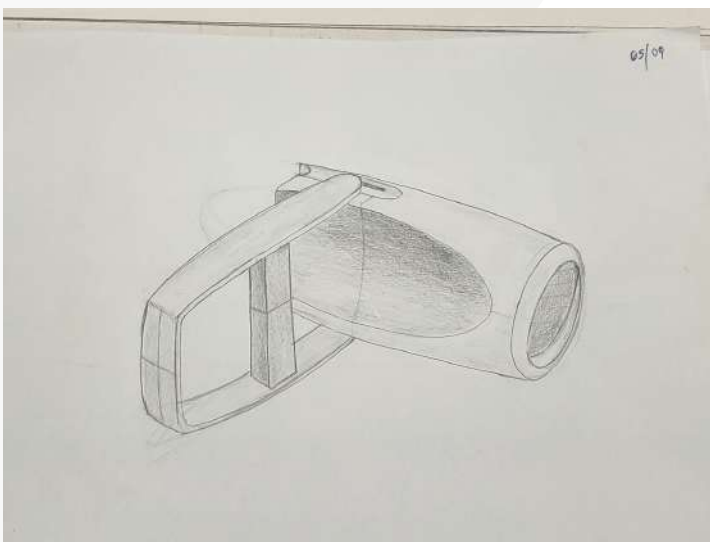
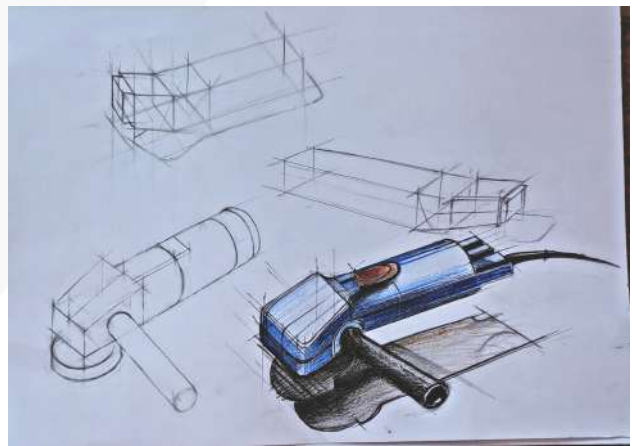
VISUAL REPRESENTATION TECHNIQUES

FACULTY: KAUSTUV MAJUMDAR

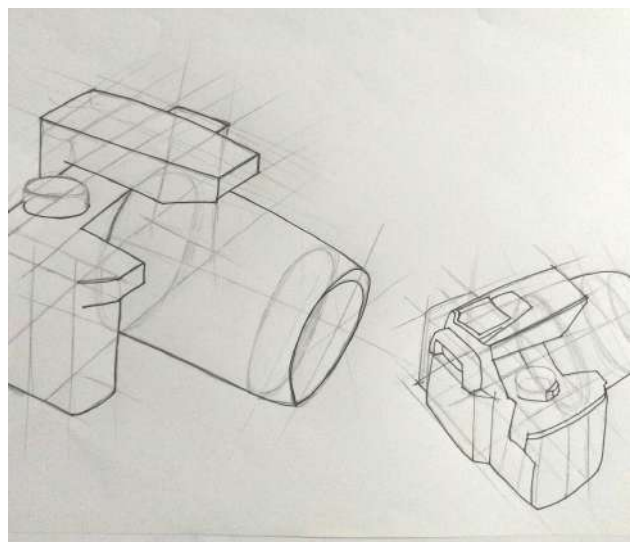
This course was meant to teach students, one of the most fundamental abilities needed in a designer - the ability to think, reflect and express visually. It is an exploration based course that exposes the students to various tools, methods and processes. Students learnt to observe objects, people and physical environments. They also learnt the representation of abstract and complex ideas and depict temporality by representing activities, product-usage, stories, and narratives. The course objective was also to enable students to think, deliberate and critique through sketching and rendering.



Stuti Parihar
(M.Des. Batch of 2021)



Shobhit Gupta
(M.Des. Batch of 2021)



Yogesh Dasarwad
(M.Des. Batch of 2021)

MEET THE FACULTY OF INSTITUTE OF DESIGN



A. Balasubramaniam

Director - Institute of Design;
Founder - January Designs; Former Design Consultant to
Oxfam, National Innovation Foundation, Vedanta University.



Dhruv Saxena

M.Des. Product Design -
Domus Academy Milan;
Founder - a 4 aachar;
Atelier DS Design Studio



Shivatmika Lala

Animation Film Design - NID
Ahmedabad; Diploma in Stop
motion animation - Barreira
Arte y Diseño, Valencia, Spain



Vaibhavi Kowshik

Exhibition Designer; Alumnus
NID Ahmedabad, DO School
Berlin; Director of
Programmes- ARTS Glacerhi



Promit Basu

Multidisciplinary Designer,
M.Des. - NID, Reddot Design
Awardee, Former Head of
Design - Reliance Brands



Dr. Devanuj Balkrishan

Ph.D Human-Computer
Interaction - IIT Bombay;
M.Des. - IIT Delhi; B.Arch. - IIT
Roorkee



Amitanshu R. Shrivastava

Product Designer, B.Des, IICD,
Jaipur. Founder & Designer at
Amitansh Thinking Studio.

MEET THE VISITING FACULTY OF INSTITUTE OF DESIGN

Chandni Rajendran



Chandni is an interaction designer working on accessible education for children with vision loss, with the help of interactive tactile image representations. Her work bridges the physical and digital using computer vision, making tangible objects interactive, providing an immersive learning experience grounded in the physical environment.

Such learning resources have been found to enhance learning for all children, making them truly inclusive and encourages social interaction across children with or without special needs. She founded Tactopus Learning, where her team is now working on early learning material with an accessibility-first design approach.

Saurabh Suman



Saurabh Suman is a senior product designer with interests in Prototyping, Usability Testing, Contextual Inquiry, Data-aware Design and Generative Design. Currently he is the senior product designer at Sumo Logic which is the industry's leading, secure, cloud-based service for logs & metrics management for modern apps, providing real-time analytics and insights.

He is the co-founder of Interface which is an AI-based stylist which uses computer vision to analyze facial features from a selfie-and recommend the best-suited spectacles, hairstyle, accessories. He is an alumnus of IIT Bombay.

MEET THE VISITING FACULTY OF INSTITUTE OF DESIGN

Gaurav Juyal



He is most popularly known for his role as the TV show host for Disney channel's Art Attack India, Gaurav has over 11 years of experience in formal and independent education practices. He has taught in international schools, rural schools as well as university level organisations. Gaurav is alumni of National Institute of Design and his areas of specialisation includes design foundation studies, material intelligence, animation, student-centric curriculum development, art integration, multi-disciplinary learning and student culture in academic systems.

He loves simplifying learning, combined with focus on sense re-sensitization and hands-on minds-on approach, makes his programs immersive, heart felt and mind opening. Gaurav has been the founding faculty to established Institute of Design in Jaipur, where he also mentored and taught Bachelor of Design students. Currently, he is working as a learning experience designer, continuing to practice what he loves most i.e. mentoring and interacting with students.

Kaustuv Majumdar



While perusing a Master of Design from the National Institute of Design in Ahmedabad, India, Kaustuv Majumdar has been contributing in the areas of universal and social design since 2011. He has received nine international and 15 national grant awards, and he has participated in seven international exhibitions.

In 2014, he received a DAAD scholarship for a Master thesis on Universal Design Thinking at HTW Berlin. Since then, he has been teaching Sketching in Industrial and Fashion Design at HTW Berlin. In terms of his professional career, he has collaborated with a number of companies. He currently works as art director and designer for the Berlin start-up fashion lable "brave little mockingbird".

DESIGNED BY ARNAV MATHUR
EDITED BY SARAH JAIN
PRODUCED BY THE STUDENTS AND FACULTY OF
INSTITUTE OF DESIGN, JK LAKSHMIPAT UNIVERSITY

“
**THE DESIGN
CURRICULUM AT
JKLU SITS AT THE
CROSSROADS OF
TECHNOLOGY,
BUSINESS, SOCIETY,
CULTURE & PEOPLE**
”