



JK LAKSHMIPAT UNIVERSITY
Institute of Design

September 2022

DESIGN NEWS

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Photo By:
Paraj Bhargava

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Picture Credits: Taruni Vadlamudi
(B.Des. Interdisciplinary Design)

News and Updates

The Institute of Design, JKLU brings you the latest happenings of this fall. From courses in full swing to student initiatives, we've covered it all for you.



Photo by Natasha Kaushal

In Picture: Yuktharth Mishra and Karan Choudhary
(B.Des. Interdisciplinary Design)

Systems Design with JK Paper

Fourth year design students take a trip to JK Paper Ltd. offices to work on Systems Design Design Project.



Picture Credits from L-R: A selfie at JK Paper Odisha; a documentation picture of JK Paper factory by Mannat Bardia at JK Paper Gujarat.

A wonderful opportunity for the final year students was presented in the form of a live system design project with the JK Paper at three locations in Odisha, Gujarat, and Telangana. Three teams accompanied by design faculty of JKLU visited the JK Paper offices to understand the eco-system and analyse its problems.

This trip was part of the ongoing course Systems Design that aims at combining systems thinking and design thinking in an integrative manner to help students to acquire a macro view of systems in which design problems exist.

Systems Design as a course also helps students appreciate the fact that problems are often systemic in nature.

The problems themselves are varied and multifaceted and the entities beneath them are interconnected in a complex manner. The students received training in dealing with ambiguities and indeterminacies as well as synthesizing suitable solutions to keep the system in balance.

Students will be continuing their work on JK Paper till the end of the semester to produce an effective and enterprising systems design solution for JK Paper.



Picture Credits: A documentation picture by of JK Paper employee by Chinmaya Mohta at JK Paper Gujarat.

Jaipur to Edinburgh...

Ayush Srivastava gets accepted to
Edinburgh Napier University through JKLU.



Through the collaboration of JKLU and Edinburgh Napier University, the first M.Des. student of JKLU, Ayush Shrivastava, after receiving his PG Diploma in Design at JKLU, starts study at Edinburgh Napier University through JKLU. He is also elected as the program representative for his batch at ENU.

I see a purposeful and versatile vocation in design, yet what I love most is its ability to inspire, empower, and enlighten. My interest in design is a result of experiences and has only grown stronger with time.

Having only dreamt about excelling in this field, I have pursued my interests in arts and design through my education and work experience in the India. The skills that I have been able to become proficient in have been fostered during my Master's course in Interaction Design at JK Lakshmipat University.

My career goal is to work in the intersection of design and art. In the long term, I hope to assist in teaching design-related studies through meaningful collaborations. My experiences have made me realize that design can be challenging, and demand sacrifices; nevertheless, once given the opportunity, I feel that I have the motivation and capacity to succeed in this rewarding and intellectually fulfilling vocation.

Moreover, the appreciative environment in the UK in terms of design, art, and innovation will further help me in having holistic development as a professional. The Design for Interactive Art & Experiences masters program at Edinburgh Napier University will help me to flourish in the field and grow along with it.

I extend my gratitude to Bala sir and Devanuj sir for always being there to guide and support me during my projects. I hope to take forward the learning given by them to greater heights.

— **Ayush Shrivastava**



DESIGN GURU DAY

MP Ranjan Memorial Lecture 2022

**The Hope and The Reason:
Design Education in India**

Design Guru 2022

Ashoke Chatterjee

Distinguished NID Fellow
Former Executive Director
NID & Senior Faculty Advisor

9th November 2022

JKLU Campus, Jaipur



RSVP: dgd@jkl.edu.in

Design Guru Day

Continuing the legacy of
design educators.

Institute of Design, JKLU is set to host yet another edition of the Design Guru Day by felicitating Prof. Ashoke Chatterjee, distinguished NID fellow and former executive director at NID. He has been an international advisor to many organizations, is on the board of directors of Aid to Artisans and served as the honorary member of the Crafts Council of India.

He is perhaps best known for his contribution to the Jawaja Project, an experimental initiative that took the

shape of development based on self-reliance and integrated culture, social structure, design vocabulary and NID's design inheritance.

As the Design Guru recipient of 2022, Prof. Ashoke Chatterjee will also be delivering the much awaited MP Ranjan Memorial Lecture on the topic, 'The Hope and The Reason: Design education in India' with designers coming from pan India to hear him.

The design students are energetic as ever to host the upcoming Design Guru Day, in memory of Prof. MP Ranjan on 9th of November, 2022. From exhibitions to workshops, the design students are immersed in planning one of the most important days celebrated at the university.

JKLU community makes purchases from Gulabi Nagri's stall.



Gulabi Nagri

Design students at JKLU employing skills of strategic design management with their own brands.

Harboring the drive to explore their entrepreneurial sides, a group of design students from the senior year got together to launch their first venture, 'Gulabi Nagri' in the campus for the JKLU community.

The students, Maitreyi Kachhwaha, Prachi Nahar, Kashika Sharma, and Raghav Agarwal conceptualized and brought this brand to life to connect with people who were new to the city and felt isolated.

With products ranging from earrings to house plants, the students received rave reviews from their audience.

"We are truly overwhelmed with the positive response that Gulabi Nagri received." said Kashika Sharma.

The project was taken up as part of the course on Strategic Design Management.



We all probably have some clothes lying in our closet that are gorgeous but we don't wear them more than once.

Calling out for an opportunity to earn

Money

at JKLU.

**RENT
them to
us!**

and earn profit on every item.

Darlings cares for you
and your outfits.

Darlings

Promotion creatives made by the 'Darlings' team.

'Darlings'

The First Rental Closet Initiative of JKLU.

Here was yet another entrepreneurial initiative taken by our students which not only created excitement for the students on the campus but also promoted sustainability in fashion.

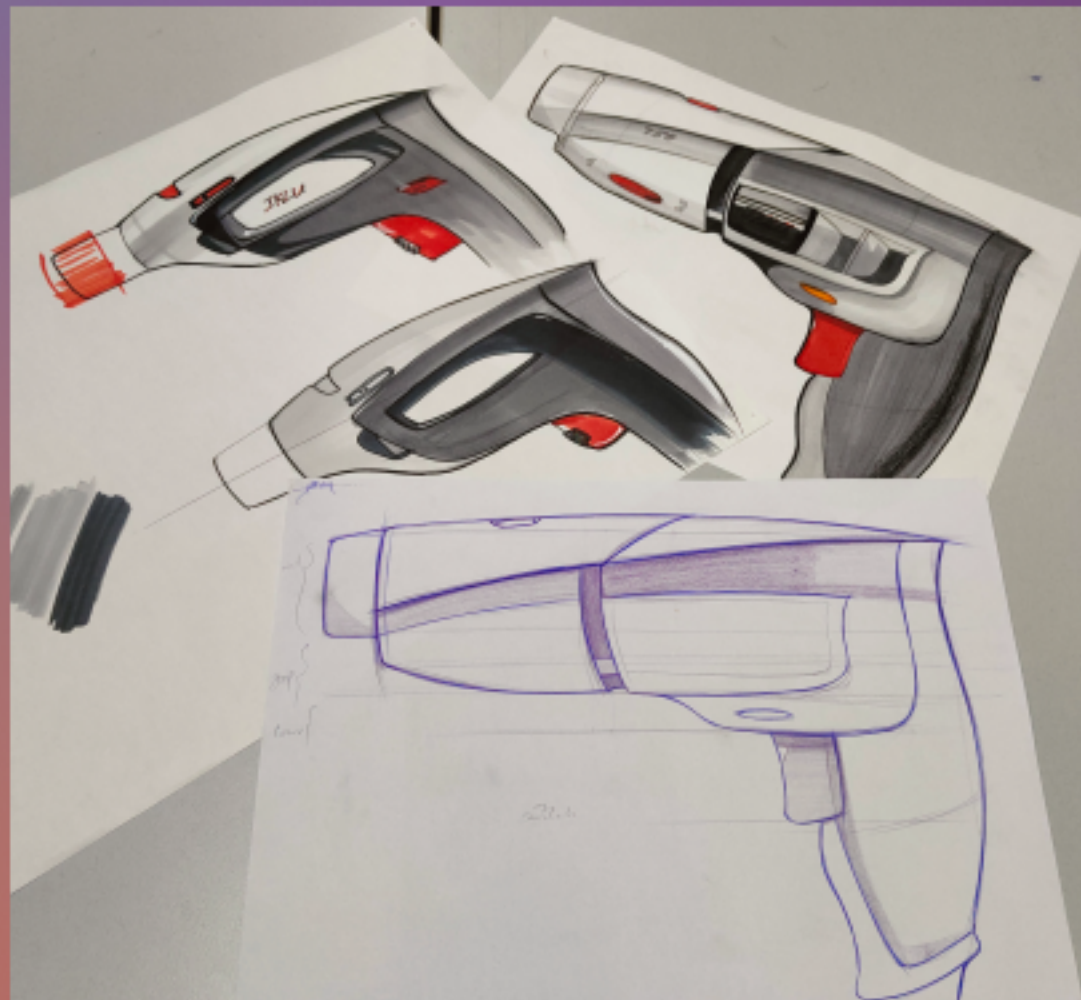
Darlings is an initiative by four senior design students who knew that everyone had clothes that they were done with but someone else would want to wear.

Initiated by Vaishnavi More, Aarushi Batra, Chinmaya Mohta, Madhurima Chatterjee and Anushree Singhvi, Darlings bloomed around the time of JKLU's Fresher's Night called 'Parichay' where students looked their best in each other's clothes.

The project was taken up as part of the course on Strategic Design Management.

Snapshots of Courses

There's nothing better than seeing talent working day and night to become the next generation of designers. Browse through the courses and works of the design students who keep surprising us with their skills and extraordinary thinking.



Work by Abhay Pratap Singh
(B.Des. Product Design)



Work by Yuvraj Soni (B.Des. Foundation)

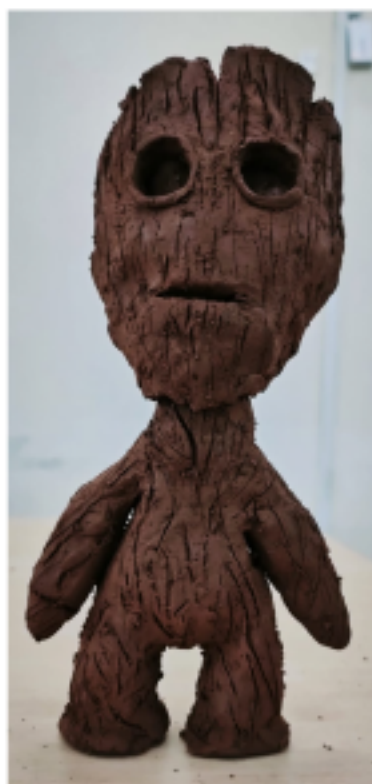
Material Exploration

Faculty: Abhishek Meena &
Swarnima Dwivedi
Foundation Year

The course was intended towards constructive exploration and understanding of terracotta, metal wire, metal sheet and bamboo as materials.

The assignments and exercises were focused on icebreaking, making them feel comfortable, how to use various manipulation techniques, handling, and create meaningful concepts and forms with these materials.

The output was directed towards applying overall techniques and understanding the nature of materials to produce quality concepts and models reflecting overall learning as individuals or in form of teamwork.



Picture/Work Credits from L-R: Picture by Yuvraj Soni; Work by Sujal Dixit (Clay Pizza);
Work by Praney Maheshwari (Baby Groot); Picture by Yuvraj Soni.

User Studies

Faculty: Devanuj Balkrishan
and Yash Raizada.

B.Des. Interdisciplinary Design
(III Semester); Interaction
Design (III Semester), Product
Design (V Semester)

The challenging course on User Studies taken for several batches focused on understanding user behaviors, needs, and motivations through observation techniques, task analysis, standard research methods and other feedback methodologies.

Learners were encouraged to step into the shoes of the users, pinpoint their emotions of everyday lives and see its influence on their design solutions.



Students interview users on women's self-esteem and efficacy. Work by Jasmine Kaur, Aditi Mohanan, Arjun Sajan Babu. (B.Des. Interaction Design)



Students interview users on bullying patterns. Work by Khyati Singhal, Yashika Bhatt, Shatakshi Singh, Utkarsh Singh. (B.Des. Interaction Design)

*Photo is blurred to protect the identity of the users



'Absurdism; बेतुकी बातें' is an attempt at exploring the paradigms of identities, meanings and an individual's association with them.

Work by Karan Choudhary and Kirthana S

Form & Space

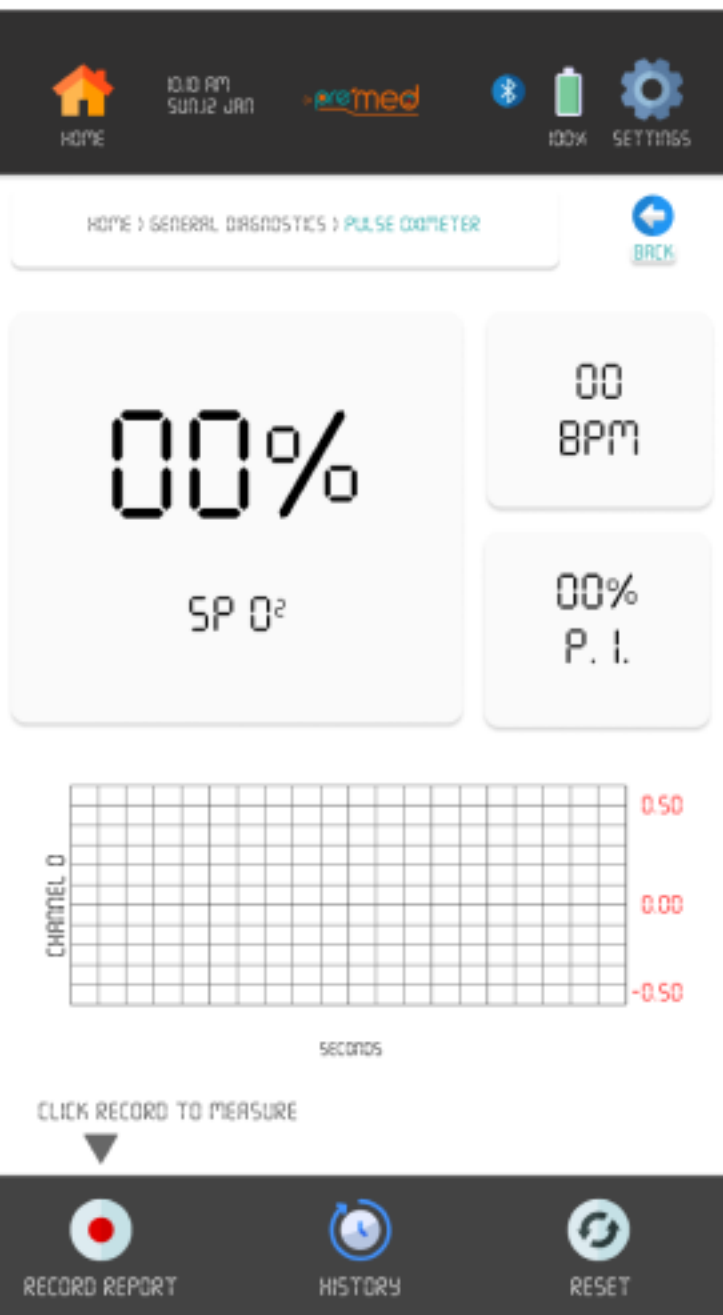
Faculty: Vivek Rawat
B.Des. Interdisciplinary
Design (III Semester)

Form And Space introduces students to the basics of forms and shapes with regards to their two fundamental subdivisions: geometric and organic. It explained how perceptions of geometric and organic shapes created sensory experiences and meaning. Students examined the nature of geometric shapes often observed in the world and organic forms most found in nature.

They learnt to emphasize the functional, emotional, and experiential side of forms and their application in diverse areas.

Product User Interface

Faculty: Anupam Deb
M.Des. Product Design
(III Semester)



This course was designed around Cognitive Ergonomics and User Experience. Experience is something that plays a significant role in physical and digital products. The students were asked to design a user interface for the product. This course required extensive research to select a product and its qualities.

Students learned about UX terminologies and micro animations in UI in this course. They got a glimpse of how the industry works and what standard procedures and methods are accepted.

Design of an Oxymeter Screen by
Vijay Patil (M.Des. Product Design)



Illustration & Storyboarding

Faculty: Shivatmika Lala

B.Des. Integrated Communication Design

(III Semester)

The course was aimed to make the students uniquely sensitive to the way images communicate. Understanding the role of design in image-making and designing contexts for images. Almost every assignment involved the synthesis of picture and word so by the end of the course, the student should feel fairly confident in orchestrating words and pictures for effective visual storytelling.

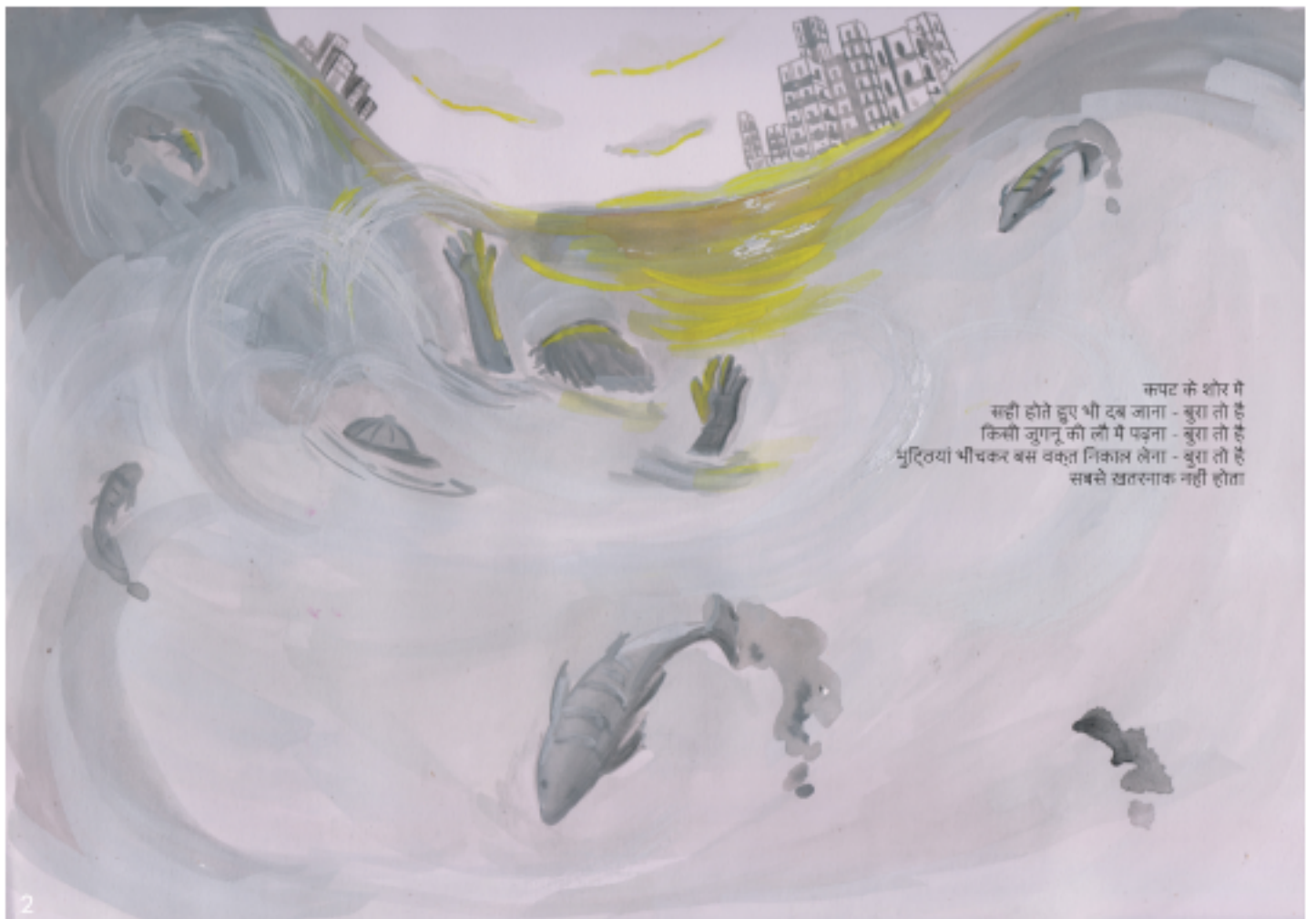
Students experimented to find the best imagery and style to complement the text. Composition, design, media, and colour all came into play.

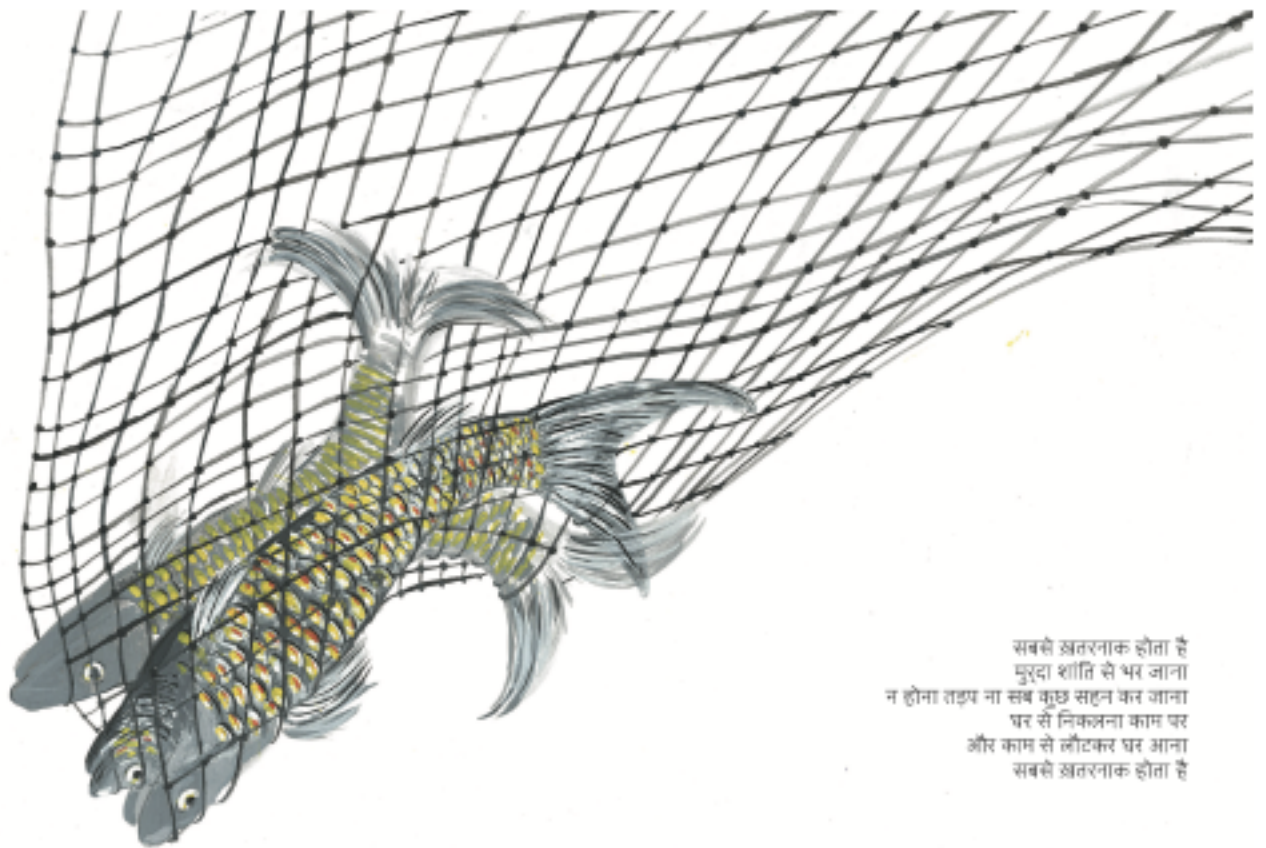
The course started by studying picture books for children and the class made their way through graphic novels (comics), experimenting with a limited range of materials and techniques, and developed a sense of how to balance practical image-making with creative fulfilment.

At the end of this course, students gained a heightened awareness of relationships of images, text, their interplay in sequential narratives and of picture-making in general.



Snippets of the work done by Akshata Padmanabhan
(B.Des. Integrated Communication Design)





सबसे खतरनाक होता है
घुर्दा शांति से भर जाना
न होना तड़प ना सब कुछ सहन कर जाना
घर से निकलना काम पर
और काम से लौटकर घर आना
सबसे खतरनाक होता है

3



हमारे सपनों का मर जाना
-पाश

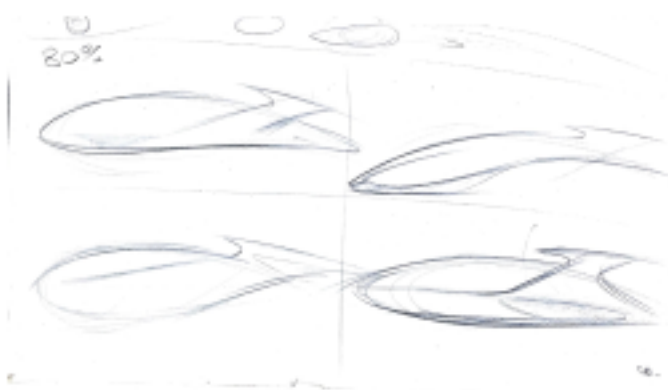
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Product Design Skills – I

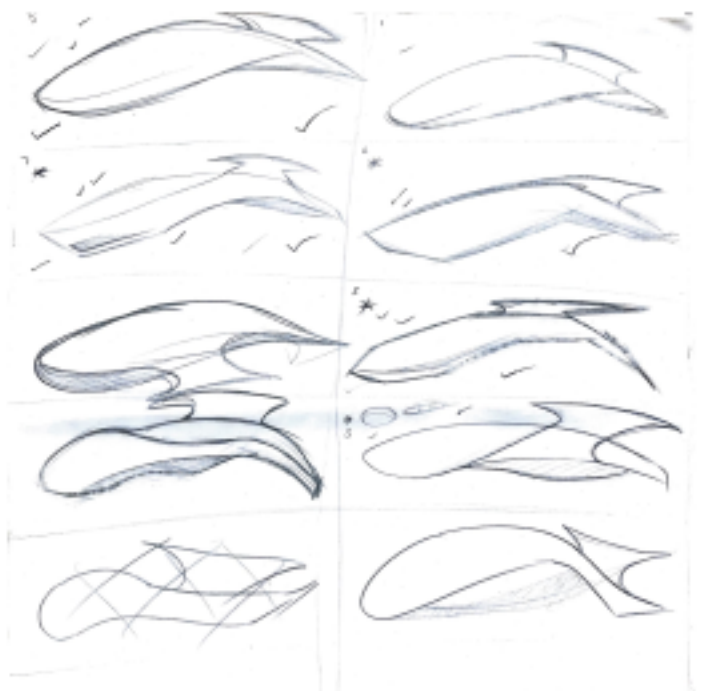
Faculty: Beda Prakash Das
B.Des. Product Design (III Semester)

The purpose of the course is to introduce the students to the basics of product design visualization through the means of sketching and 3D form realization. The process aims to explore and understand the basic elements like line, shape, form and texture and to work on creating new forms using elements in 2dimension (2D) and 3dimension (3D). Further leads to form abstractions and how to resolve them(the forms) in 3D.

Studio assignments aimed to get the students up to speed with product sketching and rendering. Through group discussions the team studies form evolution in cars and how technology and manufacturing capabilities shaped the evolution in car design.



They then went on to understand the relation of keywords (adjectives) through 2D sketching, music and studying human proportions. This allowed them to gain hands-on experience to develop abstract forms in 3D with the help of thermocol. These 3D forms evolved from their initial sketches and through iterative resolution, achieved the final form that was an abstract interpretation of their keyword (adjectives).



Work by Dhruv Bheda
(B.Des. Product Design)



Data visualization work by Anchita Sohni
(B.Des. Interdisciplinary Design)

Data & Representation

Faculty: Prasanta Kumar Deb
B.Des. Interdisciplinary
Design (V Semester)

Data and Representation was a course that focused on the methods of communicating through stories using data. From translating number to visuals to reducing high-dimensional data to simple data, students learnt to create stories that can be easily interpreted by anyone.

Advanced Trends in Interaction Design

In this course, the students build upon their foundational knowledge of interaction design. They learnt about upcoming interaction paradigms such as voice-user interfaces, conversational agents, augmented/virtual reality, tactile interfaces, gestural interaction etc.

Faculty: Saurabh Suman
M.Des. Interaction Design
(III Semester)



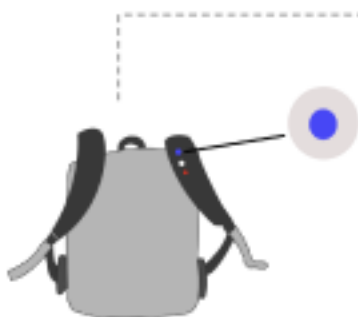
Normal Bag



Add
IOT and AI

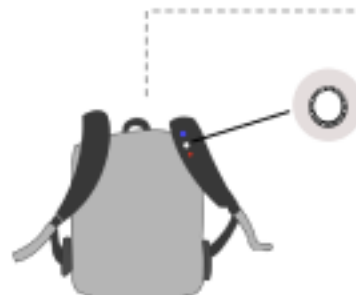


Advance Bag



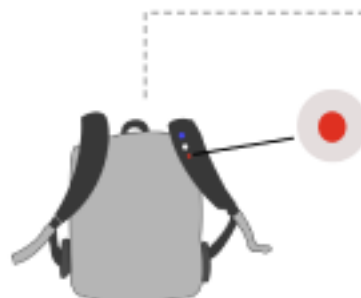
This Blue light display
the Hologramic screen.

Trigger-
physical touch,
button press
Sensor-
touch sensor,
visual sensor



White button which
start the Hologramic
screen and a small mic
around it.

Trigger-
physical touch,
button press
Sensor-
touch sensor,
voice sensor



Red button is for
emergency It send
emergency alarm with
live location to all the
saved contact.

Trigger-
physical touch,
button press
Sensor-
touch sensor,
voice sensor,
distance sensor,

Humans of IoD

The IoD family is a close knit group of creative, curious, confused, collaborative, empathetic people from all walks of life. To IoD, they bring their inspiring stories that made them who they are and brought them to JK Lakshmipat University.



Students of IoD pose for a picture on Dandiya Night.



Vaibhav Sharma

B.Des. Interdisciplinary
Design

IoD has been a surreal ride for these 3 years. And if someone would have told me passing from school that this goofball of an ambitious boy from hills will have his "to-do list" crossed off and so many experiences added, I wouldn't have believed.

And I still don't, whereas someday I am so charged to wield a sword from sparks in makerspace to someday in corridor floor been sensitive to paper's perfect fold.

I have argued for hours with seniors about making text 2px small and some days have been sunset talking about the message of an animated movie. And this is exactly what I will be walking out of here with crazy ideas and honed skills, but also a network that cherishes design with liberation the same as I do.

Design Literature Recommendations...

Browse through some of the best recommendations by the IoD community to enhance your knowledge of Design and everything related to it.



Photo by Aaditya Kakkar
(B.Des. Foundation Year)

A still from Netflix's 'The Creative Brain'

Photo Credits: Netflix. (<https://images.app.goo.gl/EqfNNaf2pxVi4U62A>)



The Creative Brain

Recommend Watching

About the Show:

We all want to be more innovative and productive at work, yet we frequently find it difficult to do so. A thought-provoking 52-minute documentary called 'The Creative Brain' seeks to show us the way forward.

David Eagleman, a neuroscientist, and bestselling author, begins with the notion

that "making something up from nothing is not the definition of creativity. Refashioning something already in existence involves changing it."

He meets outstanding experts and attempts to rationally dissect their creative processes. The outcomes are very intriguing and will change the way you approach your graphic design job.

Design Your Thinking | Pavan Soni

Recommend Reading

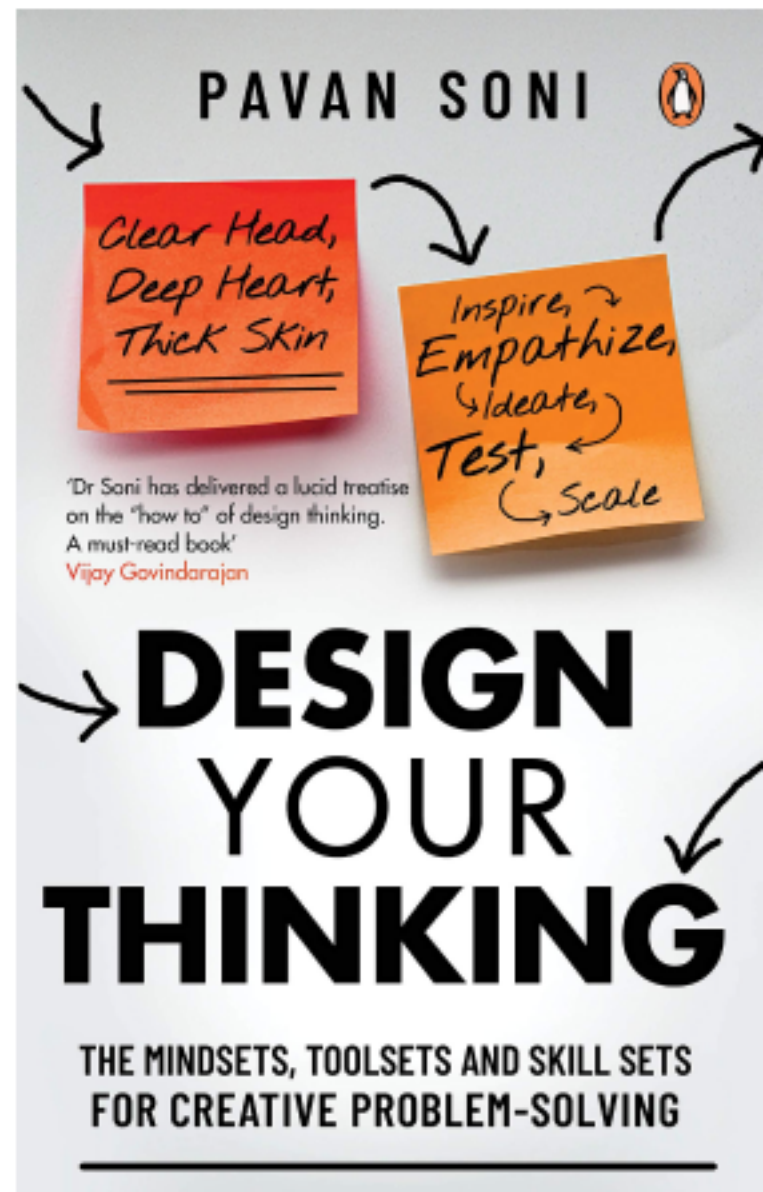
Book Blurb:

Pioneered by IDEO and Stanford d.school, design thinking is one such approach that draws inspiration from the realm of product design. However, it shouldn't be narrowly associated with the world of start-ups and technology or thought of as something limited to product development. The method is increasingly being used in a wider context and can help us address a vast array of problems.

This book attempts to offer a practitioner's perspective on how the tenets, methods and discipline of design thinking can be applied across a range of domains, including to everyday problems, and help us become expert problem-solvers through the use of the appropriate toolsets, skill sets and mindsets.

About the Author:

Dr Pavan Soni is the author of Design your Thinking: The Mindsets, Toolsets and Skillsets for Creative Problem-Solving. Founder of innovation consultancy Inflexion Point, he is also a mentor at IIM Bangalore and Founder Institute. He is an alum of MBM Engineering College, Jodhpur, NITIE Mumbai, and IIM Bangalore.



Cover of Design Your Thinking | Penguin

Random House Publishers

Photo Credits: (<https://images.app.goo.gl/qwpwymXyBCkuRdRZA>)

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**Photo Credits to
IoD Community.**

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Bharghava, Yuvraj Soni,
Aaditya Kakkar, Natasha
kaushal, Mannat Bardia,
Chinmaya Mohta.

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Choudhary, Maitreyi Kachhwaha, Vaibhav Sharma,
Shivatmika Lala, Amitanshu R. Shrivastava, Vaibhav
Sharma, Khushi Garg, Aarushi Batra, Parv Pandey.

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Arjun Sajan Babu

