JK LAKSHMIPAT UNIVERSITY
Institute of Design

JANUARY 2023

DESIGNEWS





Photography by
Kedar Mulay..

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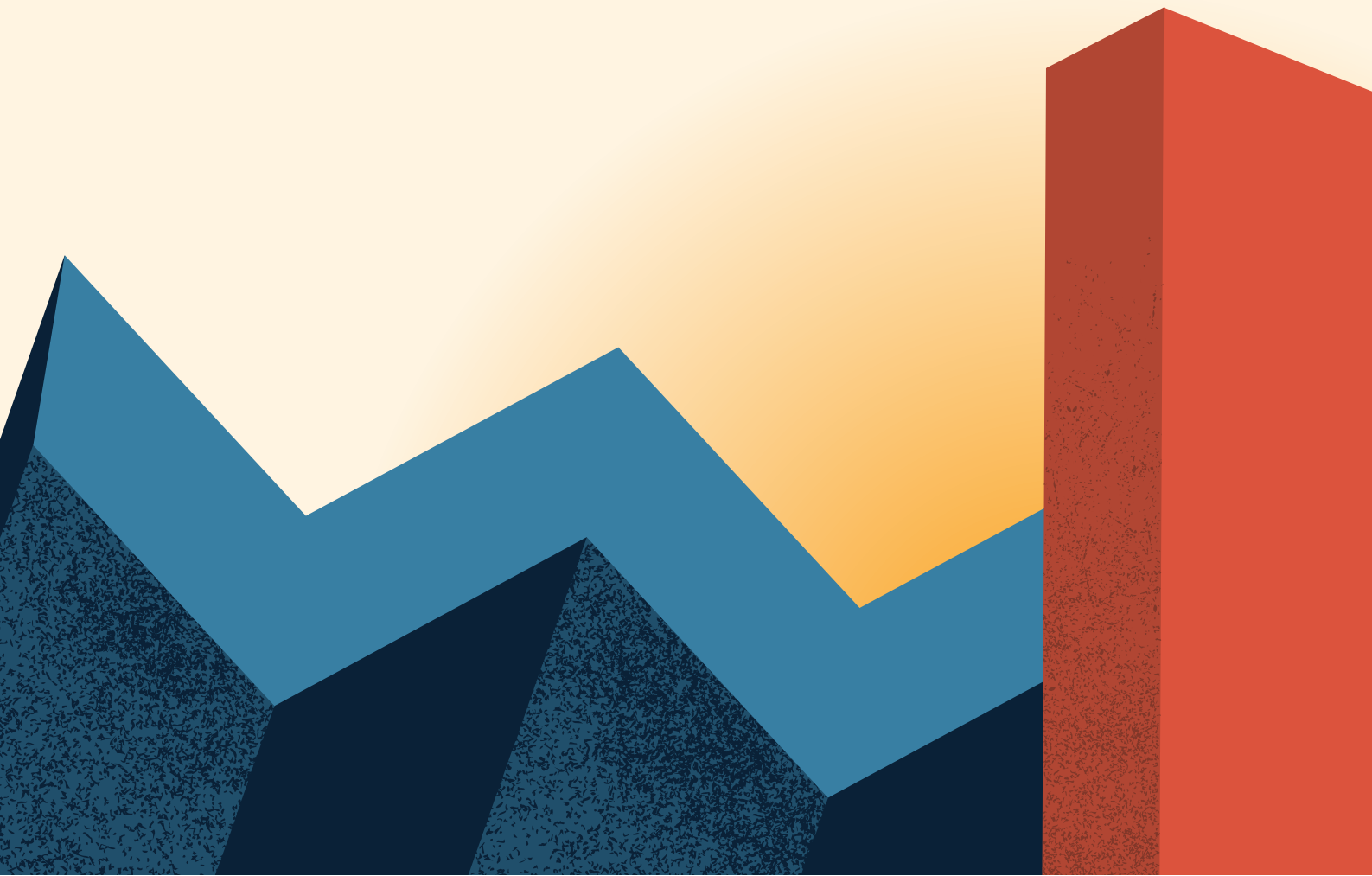
7 READ, WATCH, LEARN...





Photography by
Yuvraj Soni..

NEWS & UPDATES



The Epic Tale of Graduation Projects

Students of final year B.Des. and M.Des. start their final semester graduation projects with reputed companies and thought-provoking briefs.
Read about a few project briefs below.



Vijay Patil

M.Des. Product Design

Company: National Innovation Foundation

Vijay is tasked with an interesting brief of designing and developing a portable coconut breaker that does not cause coconut water to spill and is easily usable. Vijay will also dive deep into the long history of humans and their favorite fruit - coconut.



Maitreyi Kachwaha

B.Des. Interdisciplinary Design

Company: Reliance Brands Ltd.

Reliance Brands includes some of the top brands of the world, including Muji, Georgio Armani, Hamleys, Jimmy Choo and more. Maitreyi will be collaborating with the design teams to serve to the design needs of these brands.



Samriddhi Jain

B.Des. Product Design

Company: Samarth life Management

Samarth life Management's work largely centers around providing healthcare opportunities to elderly. Samriddhi will be involved in developing products to improve the living experiences of the elderly.



Aashi Kapoor

B.Des. Product Design

Company: Skintech Smart Innovations

Aashi's brief is to design an innovative product which makes the process of make-up and skincare application for lip, face and eye unique from what is available. The product should be sustainable, provide a good user experience, be inclusive and pose as a new trend setter.



Anushree Singhvi

B.Des. Interdisciplinary Design

Company: Nila House Jaipur

Nila House has been working in the crafts and heritage sector primarily with the goals of protection and revival of crafts and improving the livelihood of craftspersons. Anushree will be handling tasks of graphic design and photography.



Khushi Garg

B.Des. Interdisciplinary Design

Company: Creative TR

Khushi is working on the branding, strategic and service design of a jewellery brand in Ahmedabad. This interdisciplinary project requires a variety of design skills that Khushi has learnt throughout her course.



Paraj Bhargava

B.Des. Interaction Design

Company: Innover Labs

Paraj is given responsibilities which are oriented around leading the design silo at Innover Labs. Paraj will also be working as a bridge between the Design and Engineering teams within the startup to streamline the process of work flow.

Snapshot of Companies and Studios Where Students of Design at JKLU are Working...















National Innovation Foundation





















Institute of Design, JKLU Makes Waves at Pune Design Festival 2023

India's best design festival was back in Pune with a bang from February 3 – 5. Institute of Design, JKLU participated with a clear intention of supporting the cause and effect of Design in India.



Pune Design Festival had a stellar list of eminent speakers and design practitioners from different fields of design who spoke on the theme of design for the next 25 years.

The audience consisted of design aspirants, design students as well as young and seasoned designers.

The variety of talks included themes on Typeface Design, Challenges in Design Business, an education session on design, Drama and Design, the Future of Experiences and many more engaging talks.

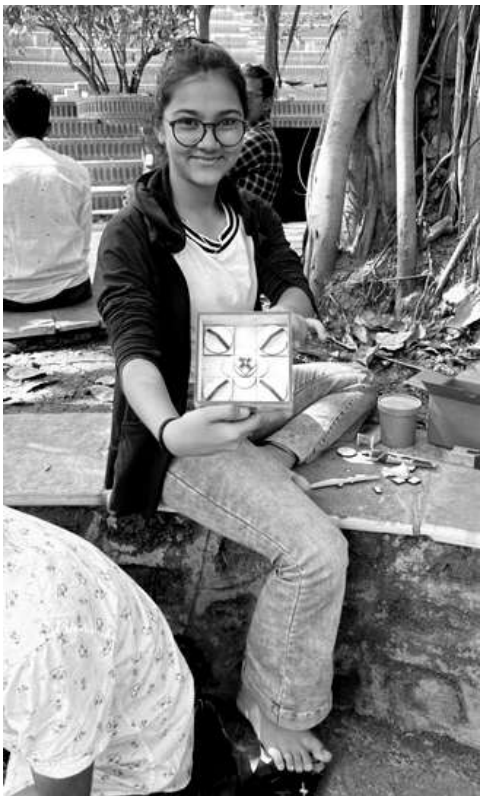
Prof. A. Balasubramaniam who is the Director of Institute of Design, JKLU, participated in a panel discussion themed on Design Education in India. Prof. A. Balasubramaniam is also the President of ADI (Association of Designers of India) that powers the Pune Design Festival.





The team representing Institute of Design at Pune Design Festival went out of the way and created an interactive doodle board for the visitors. Design aspirants, high school students, little kids and even parents enjoyed doodling their thoughts on the wall.

'Thinking in Negative Space' A Concrete Workshop.





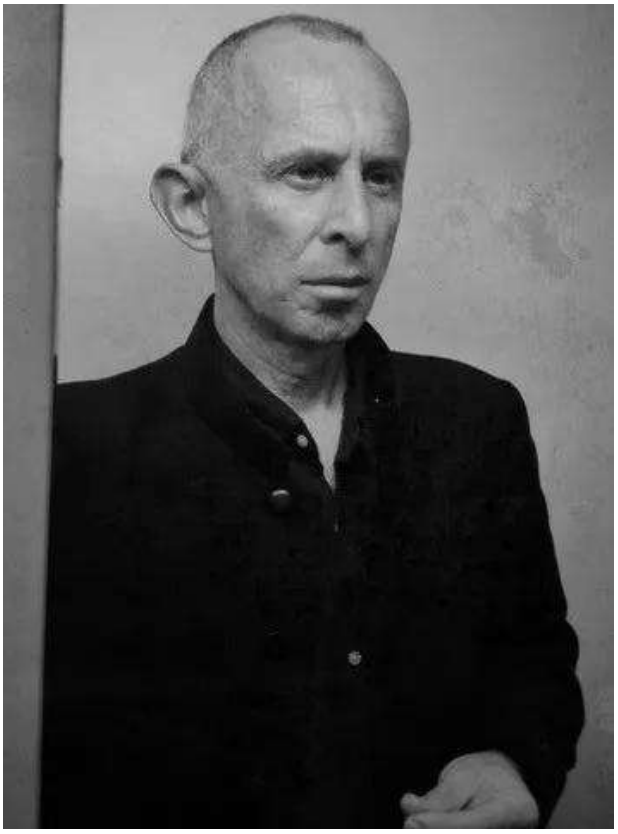
Prof. Amitanshu Shrivastava, faculty of foundation and product design at Institute of Design also took an immersive workshop called 'Thinking in Negative Space' that was based on working with concrete at Pune Design Festival 2023.

The workshop was open to anyone.
The youngest participant was a student from 5th class while the oldest were design aspirants, and students from colleges.

Prof. Amitanshu Shrivastava heads the Amitansh Thinking Studio where he uses the material of concrete extensively in his professional practice.



Visiting Faculty in Focus: Prof. Andreas Schneider



Recently, Prof. Andreas Schneider visited JKLU to take an immersive class on Speculative/Critical Design for students of Interaction design and interdisciplinary design.

Andreas Schneider is one of the founding members of the Institute for Information Design Japan – IIDj, where he has been involved in planning, designing and editing of publications on Information Design, Urbanism, Architecture, and Mobility since 1999.

He has been teaching as full-time faculty at the University of the Arts Berlin, Tama Art University Tokyo and the Institute for Advanced Sciences Arts and Media – IAMAS, in Gifu prefecture, Japan.

Over the years he has been invited as visiting faculty, lecturer and curator of symposia and workshops by the National Institute for Design India, the Asian Creative Academy Seoul, Helwan University Cairo, Kadir Has University and Istanbul Bilgi University, Turkey, Aalto University Helsinki, Waseda University Tokyo, Kyushu University Fukuoka, and others.

He has a longtime interest in developing tools for structured thinking that support practice and augment education.

As member of the International Institute for Information Design – IIID, he has been co-chairing Vision Plus conferences in Japan and India.

A Student, A Start-Up and Shark Tank.

Kashish Mithwani, a student of Integrated Communication Design, at JK Lakshmipat University has been working with DigiQure E-Clinic as a creative coordinator.

Recently, the start-up appeared on an episode of Shark Tank India, where the company pitched itself to some of India's leading businesspersons for angel investing.

Kashish's role involes conceptualizing creative strategies and handling works of graphic nature. She is also actively involved in building team coordination.

Kashish has been extremely proud of the development of her workplace and hopes to make her best contribution to meet the start-up's goals.



Kashish (center) with her team at DigiQure E-Clinic

FOUNDATION

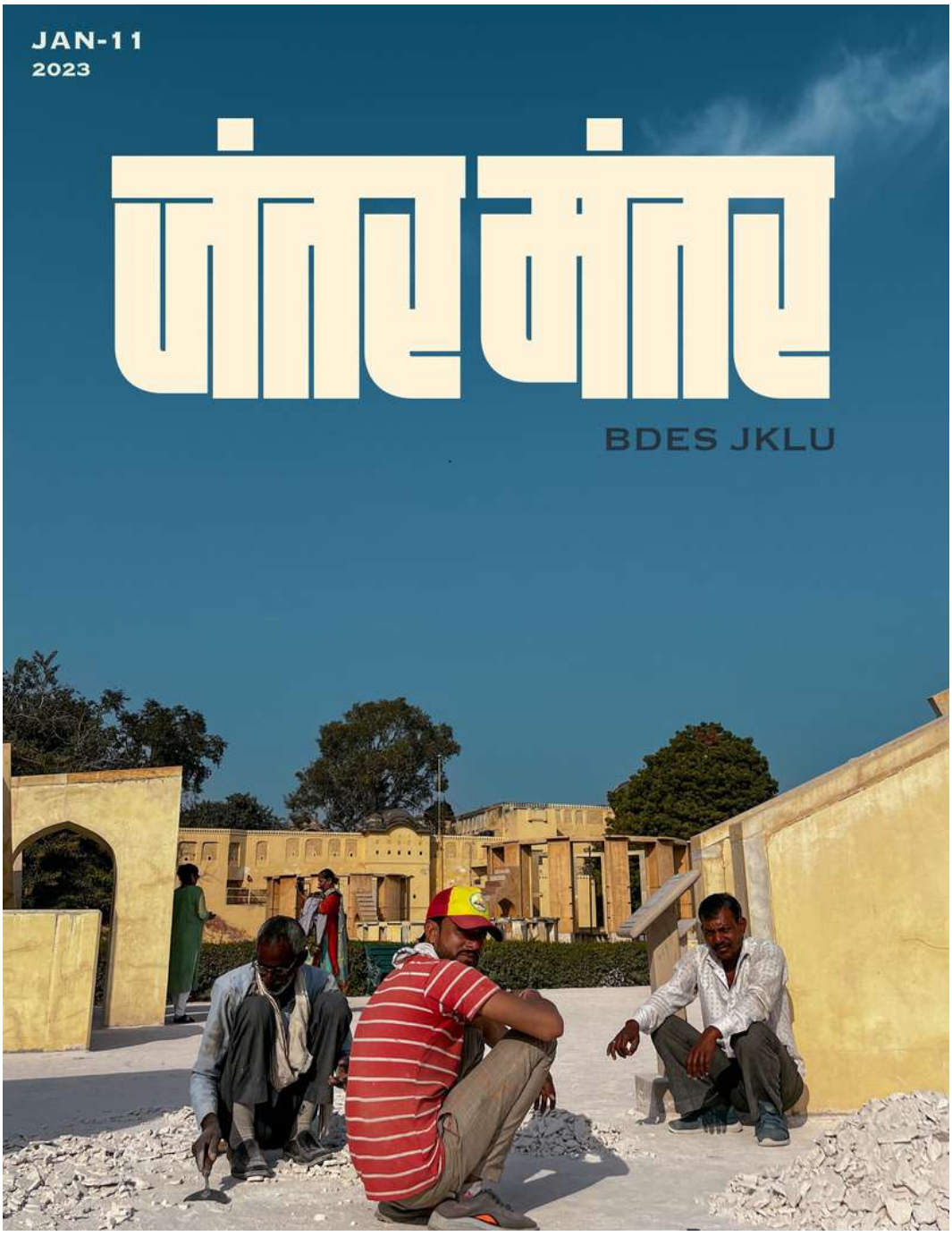


Photography
Faculty: Vipul Sangoi

Photography was taught as a smaller module of the Visual Documentation course. Visiting faculty, Prof. Vipul Sangoi interacted with the students of foundation for a week long hands-on course.

The learners were introduced to techniques of using light, aperture and shutter speed to capture images.

The intensive course took a critical turn when learners pushed the boundaries of their imagination and created stories through their photography.



Poster Design and Photography by Bellona Puri.



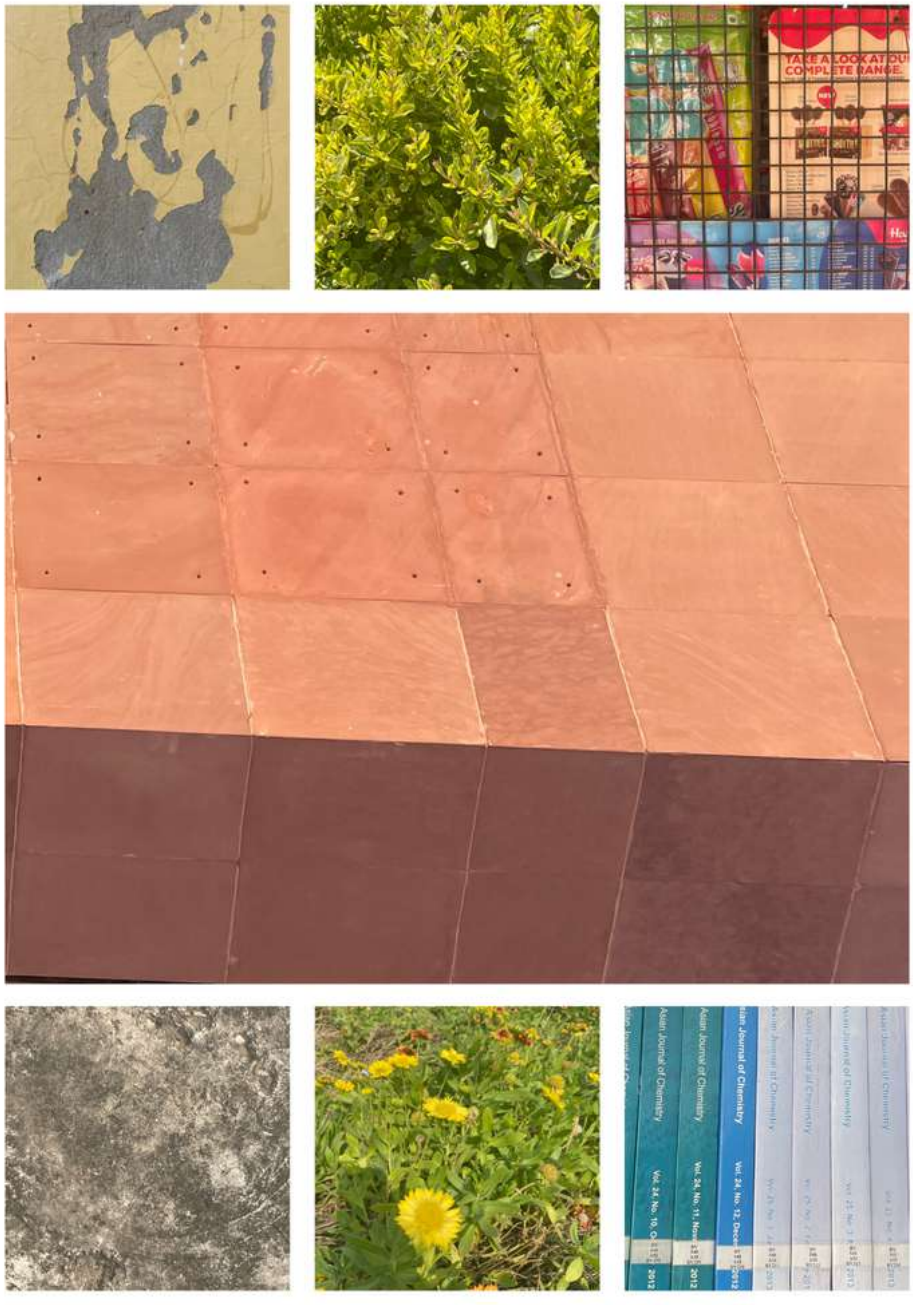
Photography by
Rupakshi Sharma.

Visual Documentation

Faculty: Yash Raizada & Shivatmika Lala
Academic Associate: Swarnima Dwivedi

A fundamentally important course in the development of a design student, Visual Documentation introduced learners to the fundamentals of typography in design and its application in effective product communication, ways of documenting design work.

The course looks at elements of visual documentation in parts as well as in succession and brings them together for a holistic understanding of visual culture and approaches in design.



Representation of JKLU through Textures: Work by Ananya Singh.

PRODUCT DESIGN



CAD: Modelling, Rendering, Printing

Faculty: Rahul Sharma

Semester IV

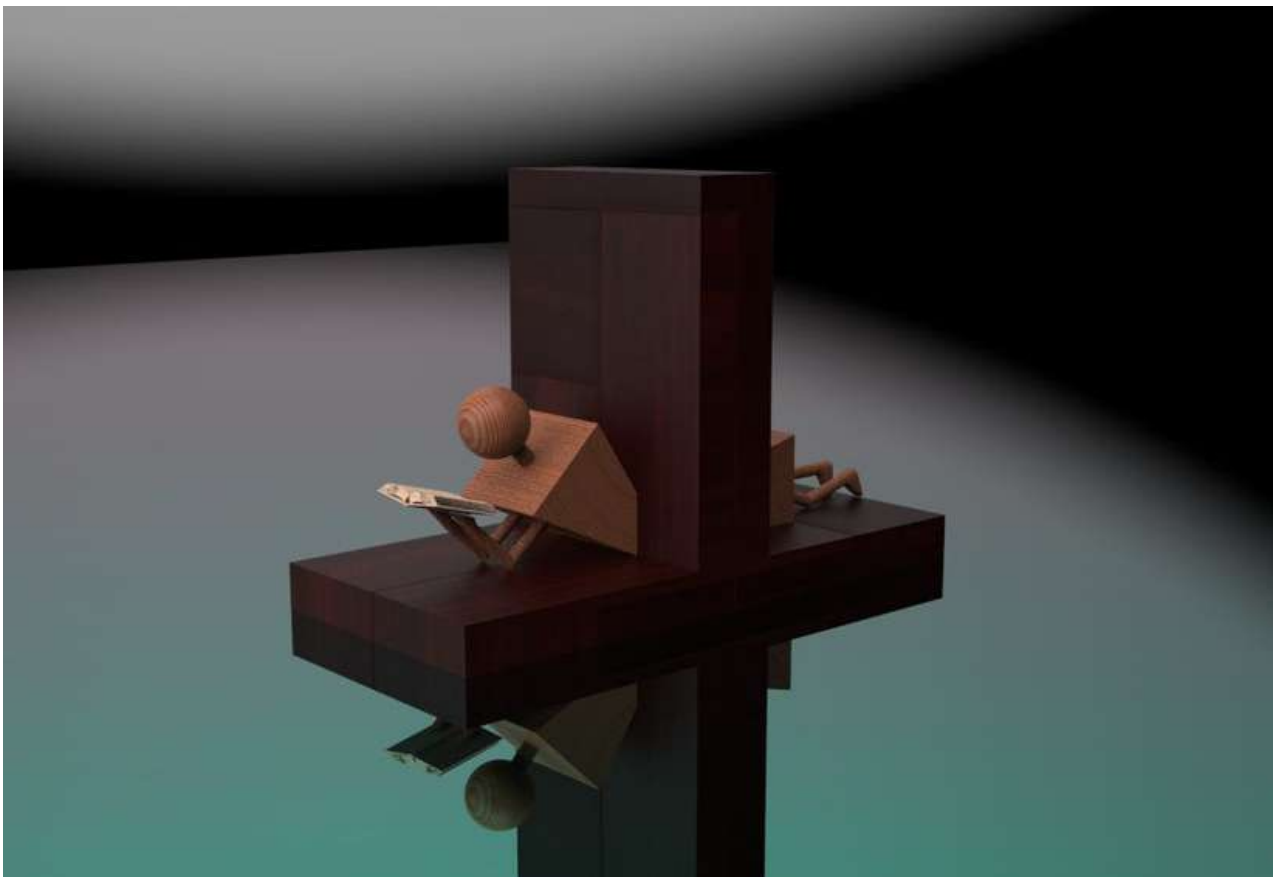
Over the last decade, computer aided drawing and technical tools have become increasingly prevalent in the design industry. In this light, this course introduced learners to the basics of computer-aided drawing.

Basic design fundamentals and essential topics included drafting, illustration, technical drawing, production and exhibition drawings that are majorly conducted on CAD programs.

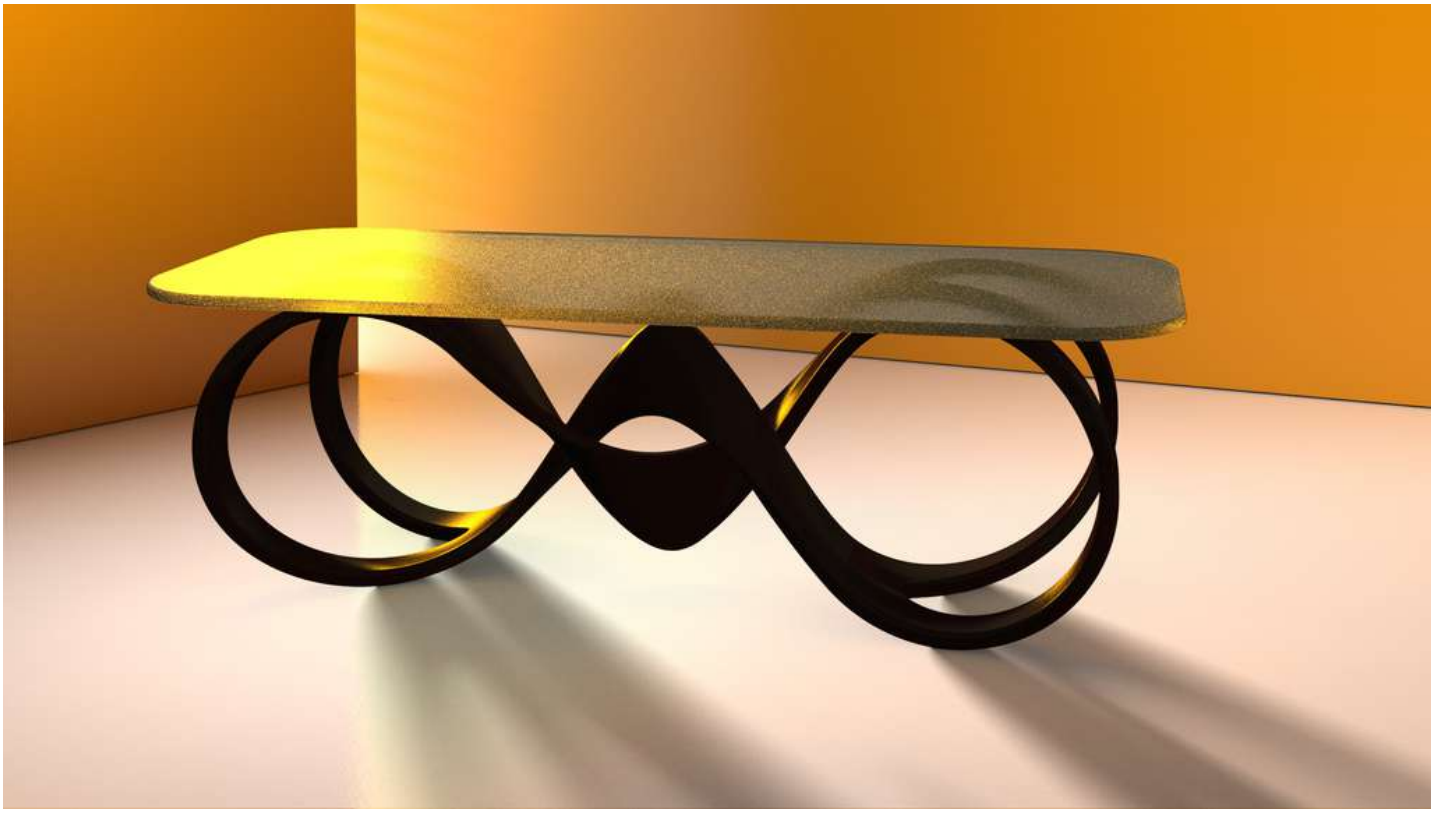
3D CAD modelling dealt with understanding the digital 3D space and creation of digital 'assets/objects' in this paradigm.

The course also integrated the geometric understanding of the physical environment and the nuances of an ever growing and generative virtual 3D digital space.

The course made the learners capable of understanding and manipulating triggers like surface finish, texture, camera logics, lighting and more within the 3D digital space.



Bookbends inspired by Worli Art
made by Angel Jain.





Conceptual Coffee Table made
by Abhay Pratap Singh.

Functional Aesthetics

Faculty: Varun Parihar

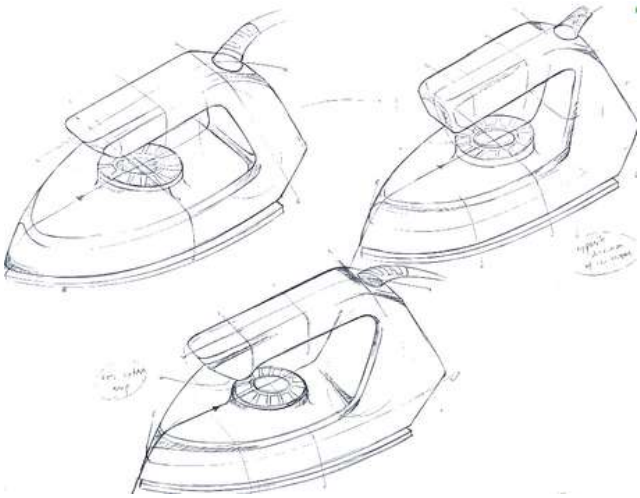
B.Des. Semester VI

This course took the learners through various techniques of analog and digital representational skills that augment the presentation/generation of a particular design.

The module helped the learner to develop intricate, functional and working details of their design concepts and representing their technical and aesthetic features in an efficient manner.

It also helped learners understand product development in terms of form generation and manipulation.

Understanding the nuances of detailing through analog and digital processes through exploration based learning formed the basis of the course.

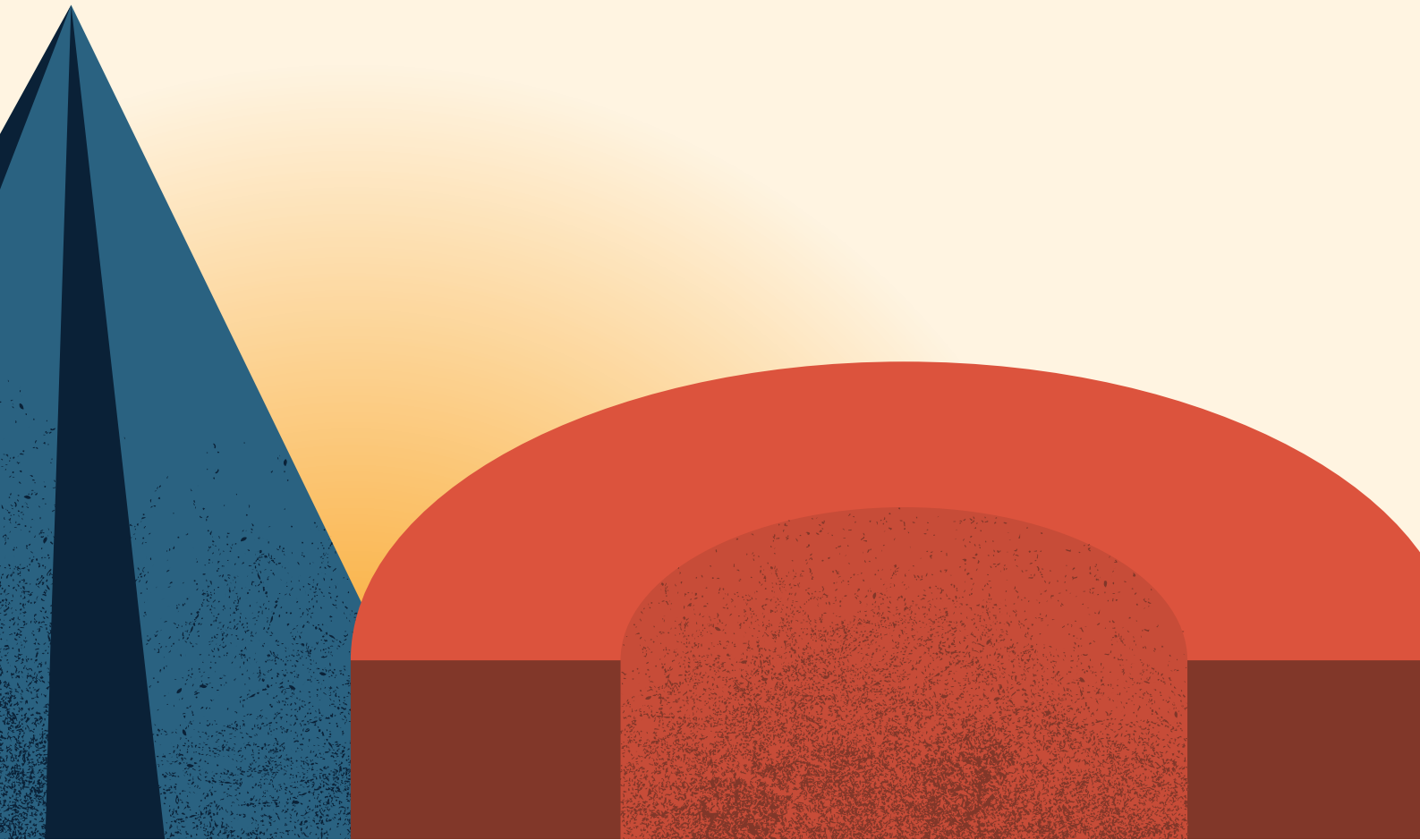






Work by Akshat Jain.

INTERACTION DESIGN



Usability Fundamentals, Evaluation & Testing

Faculty: Dr. Devanuj Balkrishna

B.Des. Semester VI & M.Des. Semester II

The course on Usability Fundamentals, Evaluation and Testing was designed to enquire what it means for an interface to be usable, why usability matters, and what the key user interface design principles and usability considerations are.

The interaction design students learnt to spot usability problems, how to test the usability of design through usability evaluations and cognitive walkthroughs, and best practices for conducting user testing.

Findings & Recommendations

In the following section, we have detailed our major findings and recommendations for improving the Lenskart android application's usability. We have included quotes from our participants, who are listed as by their user ID number (for example, participant 1 will be listed as 'P1').

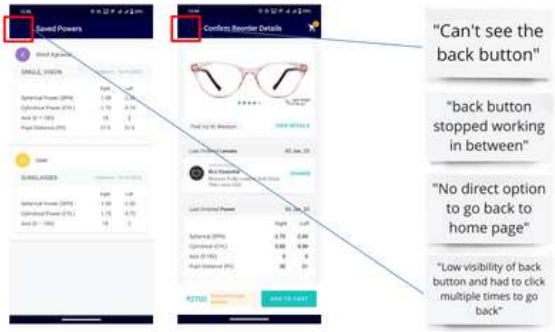
Finding 1. lack of easy access to the home screen and poor icon visibility.

There is no direct navigation that enables users to go directly to the home screen while using the app, therefore if they wish to return there, they must exit the process.

Recommendation 1. Make the back button contrast-colored and include a bottom navigation bar.

Increasing the icon's contrast will make it easier for the user to navigate because the back button visibility is very low.

A bottom navigation bar will ease the user's cognitive burden and provide them more control.

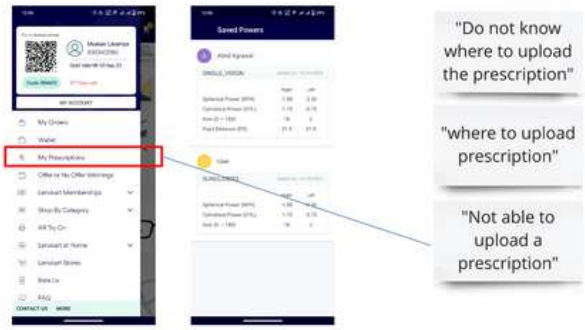


Finding 2. There is no option to upload the prescription in advance.

The user does not have the option to upload the prescription in advance, which increases the cognitive load and only has the option to do so at the checkout page. After purchasing an eyewear

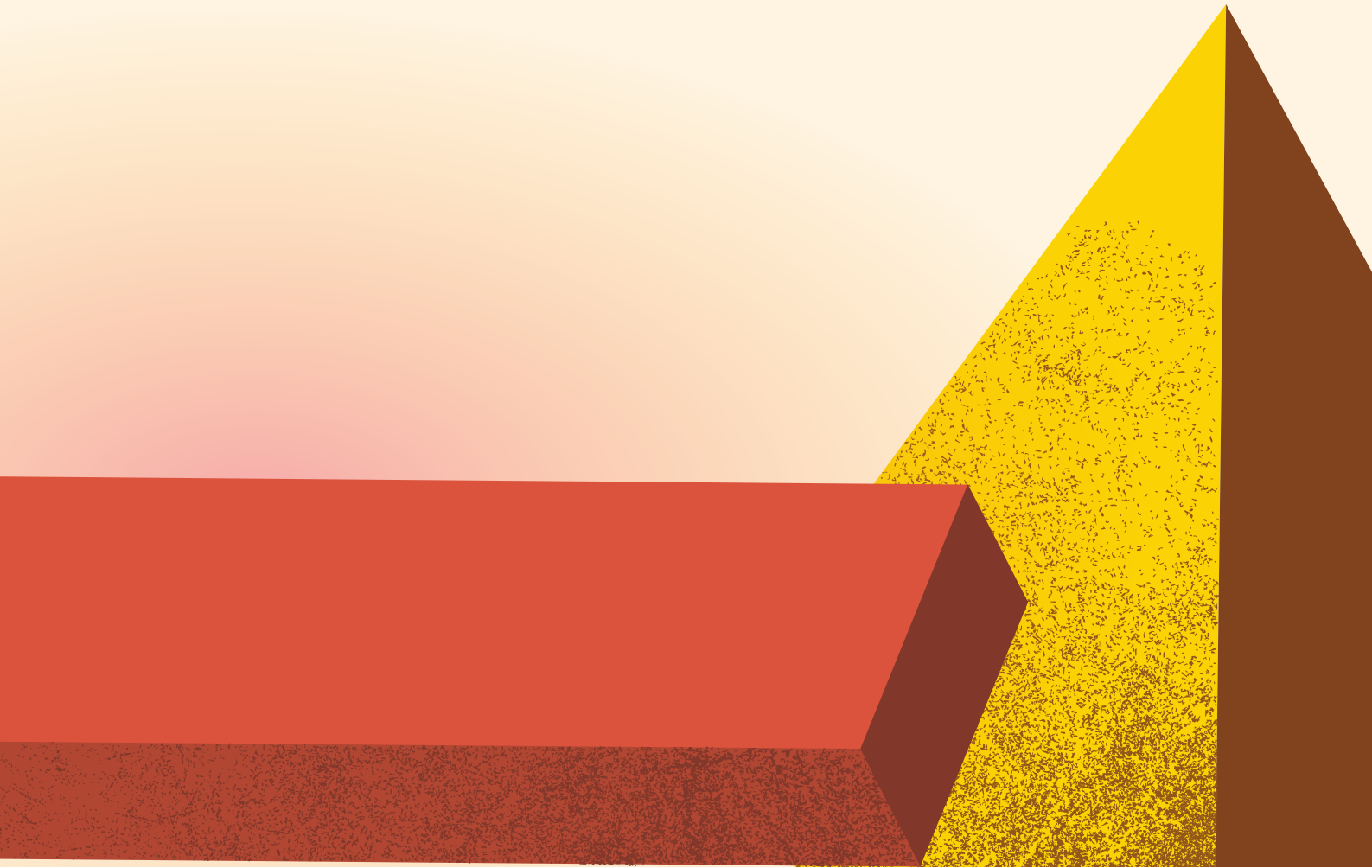
Recommendation 2. On the "My prescription" page, include a feature to add prescriptions.

Giving consumers the flexibility to upload their prescription by including a "add" button on the "my prescription" page



A glimpse of a detailed report by Nikhil Garg and Alind Agarwal on Lenskart Usability Testing

INTER-DISCIPLINARY DESIGN

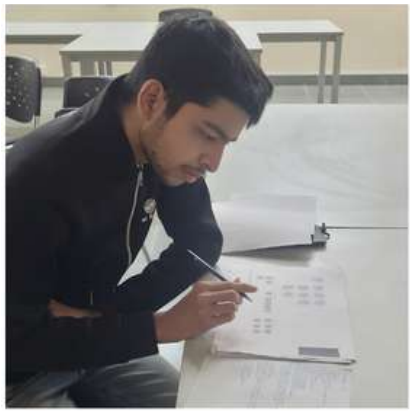


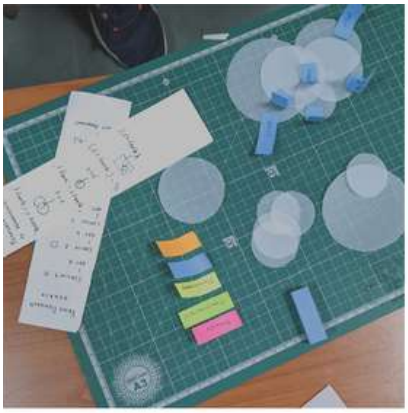
Speculative/Critical Design
Faculty: Andreas Schneider
Collaborated Study with Interaction Design

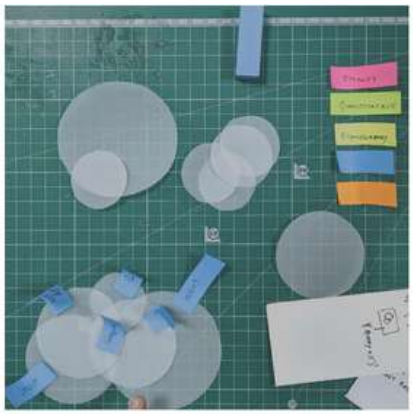
Speculative Design is an emerging field of design that addresses big societal problems of the future. It uses design methods to speculate products, services, or rather vivid and probable futures. Opposing to traditional design practices, speculative and critical design spurs debate and involves inter-disciplinary dialogue.

This course was taken by Prof. Andreas Schneider, who has served as full-time faculty at the University of the Arts Berlin, Tama Art University Tokyo and the Institute for Advanced Sciences Arts and Media – IAMAS, in Gifu prefecture, Japan. He has also been a visiting faculty at National Institute of Design Ahmedabad, the Asian Creative Academy Seoul, Istanbul Bilgi University, Turkey, Aalto University Helsinki, Waseda University Tokyo amongst others.

His teaching methodology involved rigorous debate, critical thinking and structured thinking tools that augment design practice.



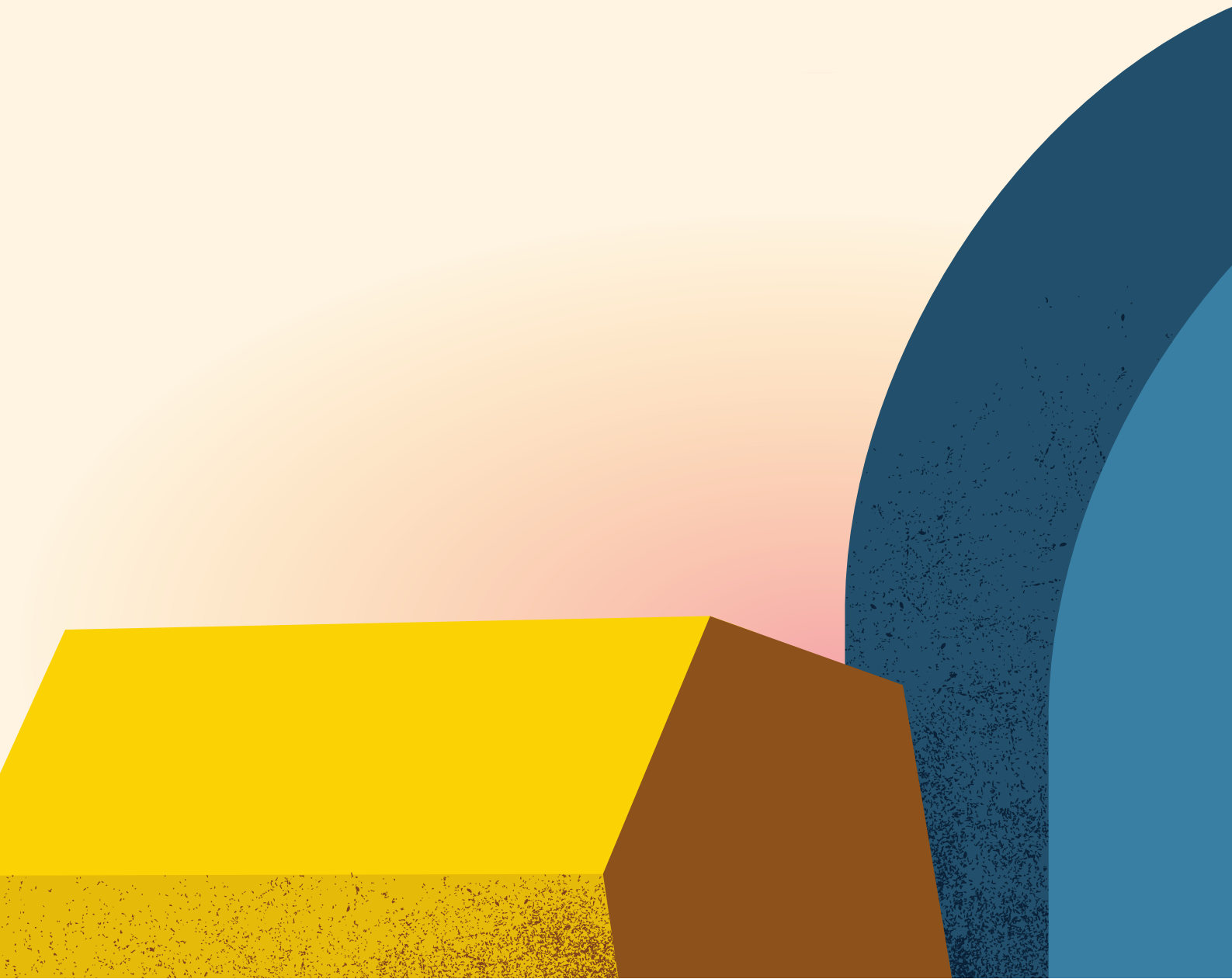






Images of user testing conducted as part of the project made by Anushmita Maitra, Aparna Rajanala, Harshika Jain, Kirthana S, Shamyuktha San and Yashika Bhatt.

INTEGRATED COMMUNICATION DESIGN



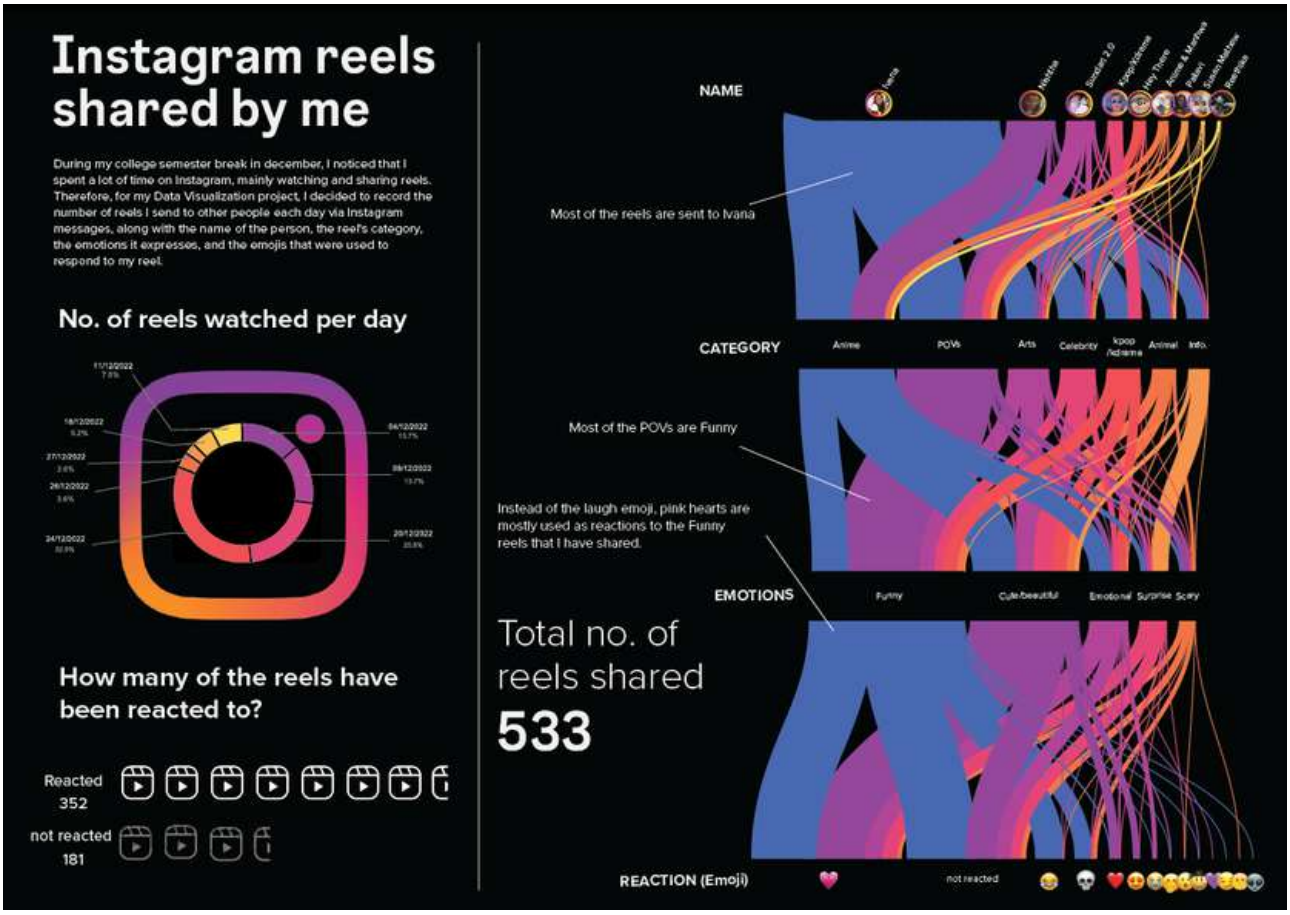
Working With Data

Faculty: Rasagy Sharma
Semester IV

This course equips students to strategically design and pack increasingly huge amounts of data into increasingly streamlined, visual stories.

This course also enabled learners to understand key considerations when designing, such as using the pre-attentive attributes of color, form, orientation, and spatial location.

Through varied examples, some of the psychological aspects of data use, including attention, short-term memory, and problem-solving was discussed.



Work by Naomi.

CHEERS TO BEER

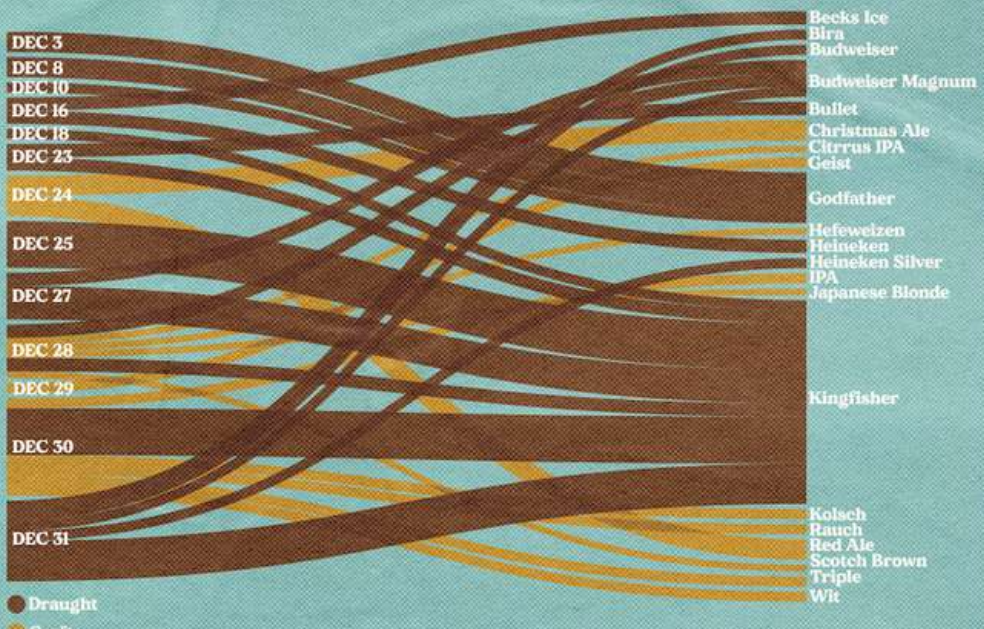
This Beer Report is a critical analytical data visual report showcasing the drinking habits of RORO™ during the month of Decemeber 2022. Please note, this is not to be confused with an INFOGRPAHIC. I repeat this is NOT an INFOGRPAHIC. This is a Data Visualization. Cheers to Beer.

A LOT OF BREWS

24L RORO™ drank a lot of beer this December. The festive season took over him, or was it something else? 24 litres in a month sounds slighty concerning. Please do not try this home. Drink responsibly.

73 14 5 3 7

KING OF GOOD TIMES



This Alluvial Diagram maps RORO's drinking habits by date, brew, and quantity. He sure loves Draught Beer. Or is it just cheaper?

I'm Broke

Most of my budget was spent at MRP followed by Byg Brewski and Biergarten. Was it worth it? Yes.

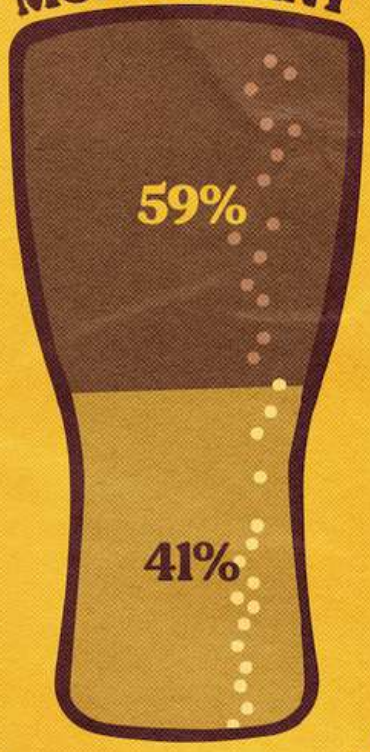


DRAUGHT VS CRAFT



Despite drinking a considerably larger amount of draught , craft beer has managed to eat up almost half of the total cost spent on beer this month. What makes craft beer so expensive?

WHERE MY MONEY WENT



This Data Collection and Visualization Project is the first of many by RORO™. It was made under the course 'Working With Data' guided by Rasagy Sharma. This gave RORO™ an opportunity to showcase his love for beer as well as his questionable drinking practices. You be the Judge. Are you impressed? Am I an alcoholic? Is my liver damaged? Are my braincells depleting? All I know is I'm here for a good time not a long time. All of the above data shown is sourced from legitimate receipts, UPI transactions, Google Maps and Google Keep. Data collected, analysed and visualized by RORO™. Designed by RORO™. A rorodoesdesign© project.

Work by Rohan Rajesh.

READ, WATCH, LEARN...



Designs for the Pluriverse:
Radical Interdependence, Autonomy, and the Making of Worlds
By: Arturo Escobar

In Designs for the Pluriverse Arturo Escobar presents a new vision of design theory and practice aimed at channeling design's world-making capacity toward ways of being and doing that are deeply attuned to justice and the Earth.

Noting that most design—from consumer goods and digital technologies to build environments—currently serves capitalist ends, Escobar argues for the development of an "autonomous design" that eschews commercial and modernizing aims in favor of more collaborative and placed-based approaches.

Such design attends to questions of environment, experience, and politics while focusing on the production of human experience based on the radical interdependence of all beings.

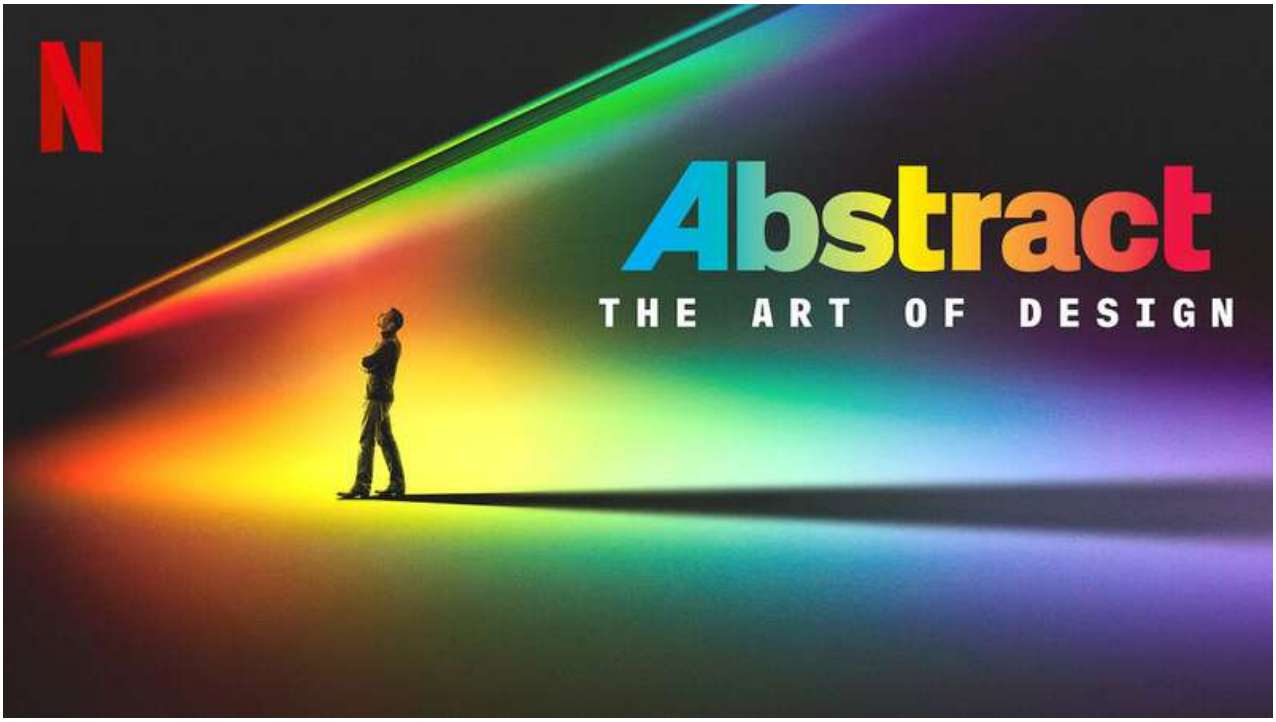
Mapping autonomous design principles to the history of decolonial efforts of indigenous and Afro-descended people in Latin America, Escobar shows how refiguring current design practices could lead to the creation of more just and sustainable social orders.



Abstract: The Art of Design
Netflix

This is an in-house documentary series that inspects the minds of innovative designers from a variety of disciplines and explores how design impacts every aspect of life — without us even knowing it.

The documentary stars many design elites including New-York's illustrator Christoph Niemann, Tinker Hatfield who is most notably known for his involvement in developing the Air Jordan 3 series and Paula Scher, who is commonly regarded as one of the most influential graphic designers in the world.





Designews Curated by:
Sarah Jain,
Programme Manager,
Institute of Design,
JK Lakshmipat University.

Designews Content by:
Students, Staff and Faculty
of Institute of Design,
JK Lakshmipat University