



DESIGNNEWS

MONTHLY NEWSLETTER

2021

FEBRUARY

**Institute
of Design**

JK Lakshmipat
University





“THE MONTH THAT WAS”

The new year 2021, started with the much awaited jury for the third semester. Having invited stellar faculty from NID and IIT to evaluate, we got excellent feedback from the jury members about the quality of our teaching and learning.

Aditi Dhar, product designer from NID, Visiting faculty at NID, and owner of Vitasta Design had some kind words to say:

“My impression on the courses was that they seemed to be structured very well, especially Freehand and GC, and colour. The work was overall a high standard in my opinion, and given it was online, is a remarkable achievement. I congratulate you and the faculty for an outstanding output.”

Our new even semesters began with a bang. Continuing online, more special faculty were invited to teach our students.

Design Guru legend Mahendrabhai Patel, renowned typographer, ex-principal faculty NID, was invited to teach our students of Interdisciplinary Design and Interaction Design. A three-week intensive course in advanced typography was received very well by the students. Mahendrabhai said that he thoroughly enjoyed teaching our students.

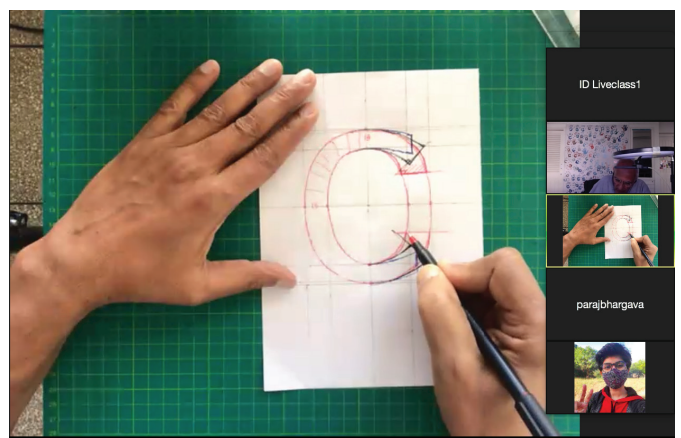
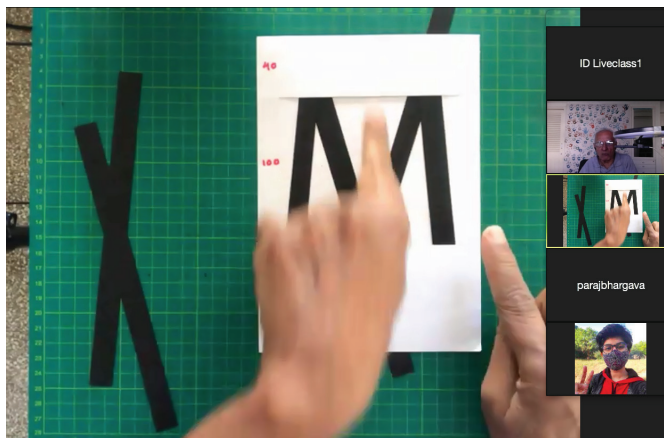
There's drop in Covid cases and higher recovery tends to suggest that the nightmare is coming to an end. Let's not get complacent. It's not over till the last man is vaccinated and protected.

Stay safe.

A Balasubramaniam
Director - Institute of Design

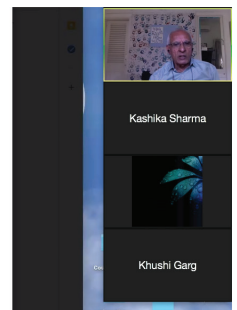
TYPOGRAPHY ADVANCED

For the second semester of B.Des 2019 Batch, Typography Advanced is being conducted by Prof. Mahendar Patel, Retired principal designer NID, currently acting as the mentor professor at DY Patil International University, Pune along with Prof. Promit Basu, IOD. This course content includes Skeletal Letterforms, Rustica Capitals, Roman Capitals, Letter Design Basics and Logotype Design.



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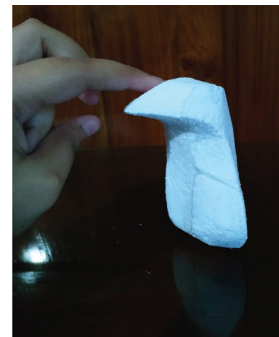
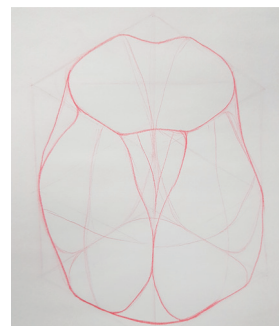




FORM STUDIES 2

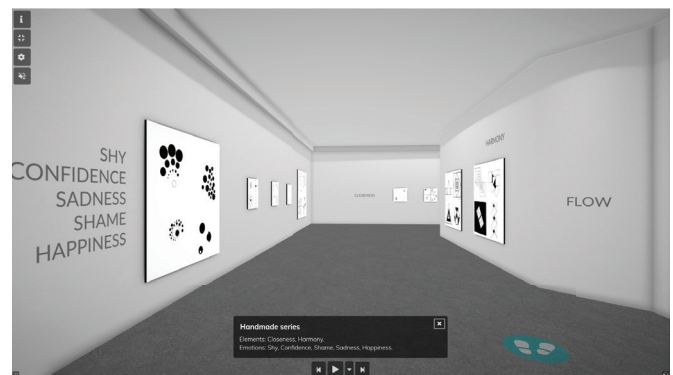
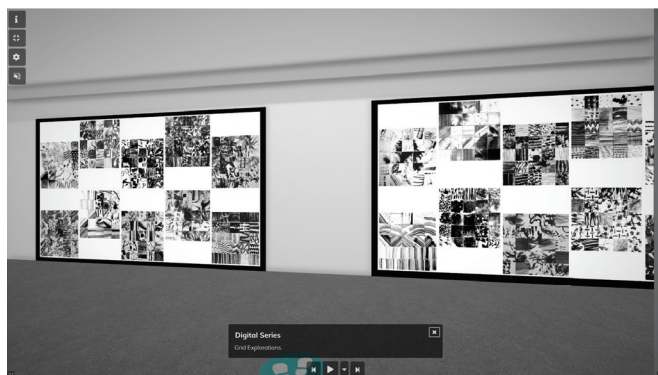
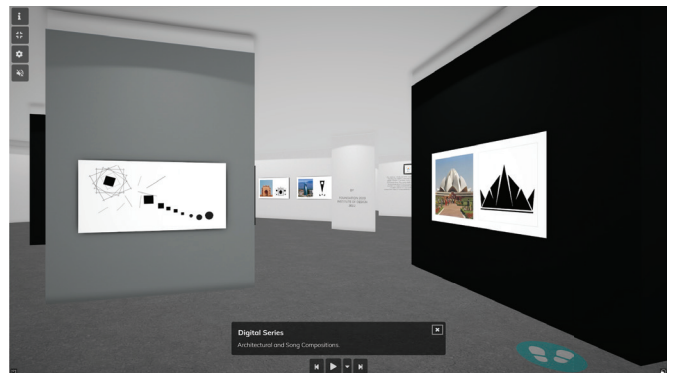
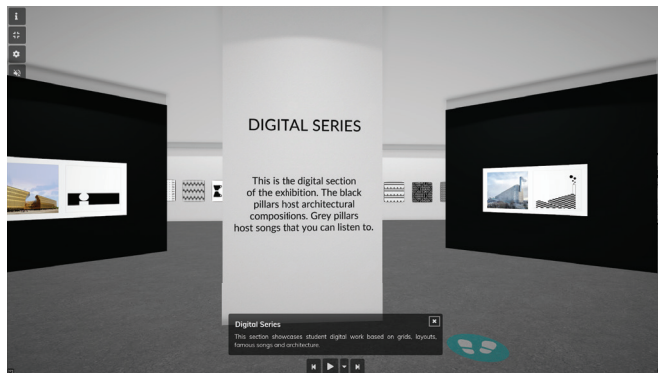
This course helps students to understand “form” in objects, products and even in spaces. Understanding of forms generates reciprocal knowledge of objects and human cognition.

In the journey of form studies 2, students travelled through various designed assignments, tasks and discussions which helped them to “start to look at form and drive aesthetics”.



ELEMENTS OF COMPOSITION – FOUNDATION 2020 – VIRTUAL EXHIBITION

This exhibition is dedicated to "Elements of composition" course featuring manipulation of elements in two dimensions to induce specific concepts of harmony, rhythm, balance, contrast, movement and Gestalt theory. The course enabled the foundation students to develop their sense of visual composition, perception and visual dynamics by creating compositions using basic elements of point, line, plane, volume, etc. and use the same to communicate compositional ideas of famous architecture and songs from across the globe. The course enabled the students to also look at new avenues for presenting their work in this new post covid virtual landscape. We have divided this exhibition into analog and digital work done by the students.



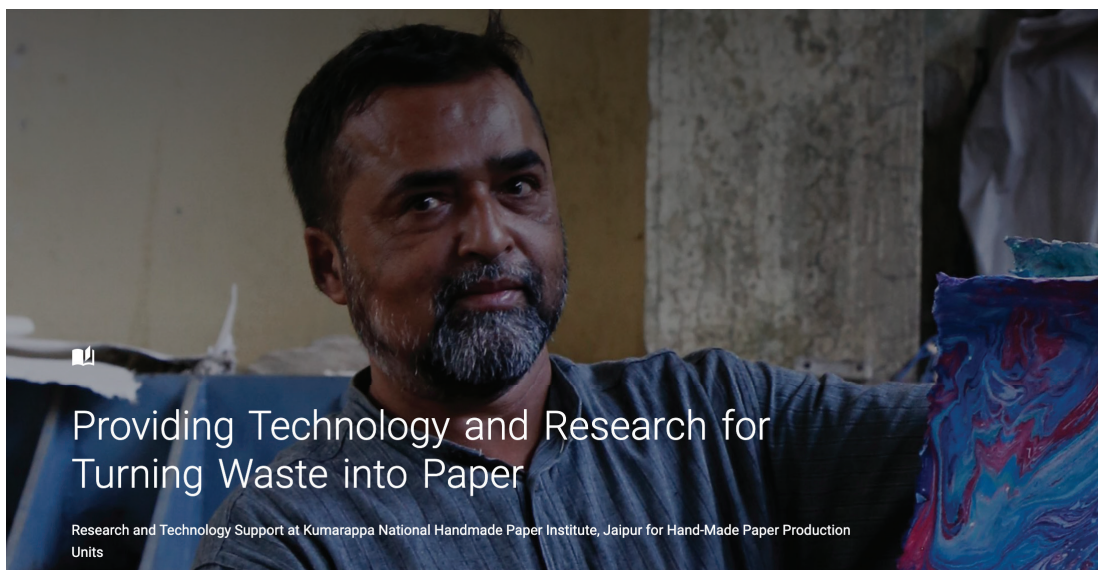
TO DO LIST

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

VISIT

PROVIDING TECHNOLOGY AND RESEARCH FOR TURNING WASTE INTO PAPER

Research and Technology Support at Kumarappa National Handmade Paper Institute, Jaipur for Hand-Made Paper Production Units

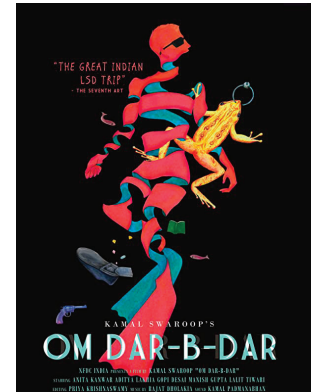


https://artsandculture.google.com/exhibit/providing-technology-and-research-for-turning-waste-into-paper/5wJy_rbO4B9iJg

WATCH

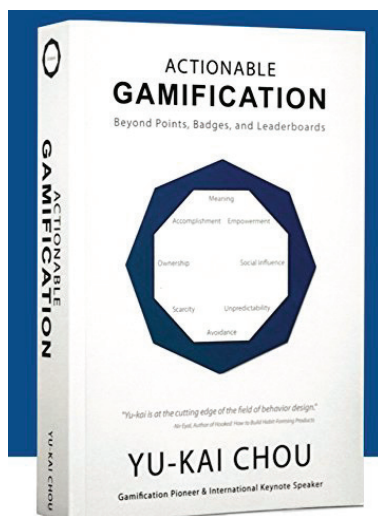
OM-DAR-B-DAR

Om makes a living by holding his breath. He becomes a star attraction during the Pushkar fair by giving darshan to the masses at a fixed time, emerging from the water. A mass movement starts in his name. At a fixed time everybody is going to hold his or her breath as a protest against the Brahma's big breath. But Om's non-cooperation is to breathe; and if he breathes in the water; he dies.



<https://www.primevideo.com/detail/Om-Dar-B-Dar/0FWM6H5QPH1IE20JJX8G29QQD9>

READ



ACTIONABLE GAMIFICATION

The goal for this book is to become a strategy guide to help readers master the games that truly make a difference in their lives. Readers who absorb the contents of this book will have literally obtained what many companies pay tens of thousands of dollars to acquire. The ultimate aim is to enable the widespread adoption of good gamification and human-focused design in all types of industries.

<https://www.amazon.in/Thinking-Fast-International-Daniel-Kahneman/dp/0374533555>

THE JURY PROCESS

The odd semester evaluation jury took place last month. Happening online, we had distinguished professionals as external jury members.

This includes a faculty **Mr. Amaltas Khan**, who is the Head of Product Design at NID Andhra Pradesh and **Ms Aditi Dhar**, Product Designer, who teaches as visiting faculty at various institutes across the country. We were privileged to also have **Dr Abhishek Srivastava**, who teaches Interaction Design at IIT Guwahati as external jury member for Interaction Design students.



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"My impression on the courses was that they seemed to be structured very well. The work was overall a high standard in my opinion, and given it was online, is a remarkable achievement. I congratulate all the faculty members for an outstanding output."

ADITI DHAR
External Jury Member, Foundation Programme 2020-21
Founder & Director, Vitasta Design; Industrial & Product Designer, NID

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I am glad that I could see the work of your students. 2020 was a difficult time for the students as well. However, the work presented was still very well consolidated. Two of the students, in particular, were really impressive in terms of their work and confidence. I must congratulate you and your entire team for that."

Dr Abhishek Srivastava
Interaction Design at IIT Guwahati as
External jury member for Interaction Design students

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TECHNOLOGY IN UX DESIGN

This course helps students realise the wire-frames as code, This is done by using Android Studio.

