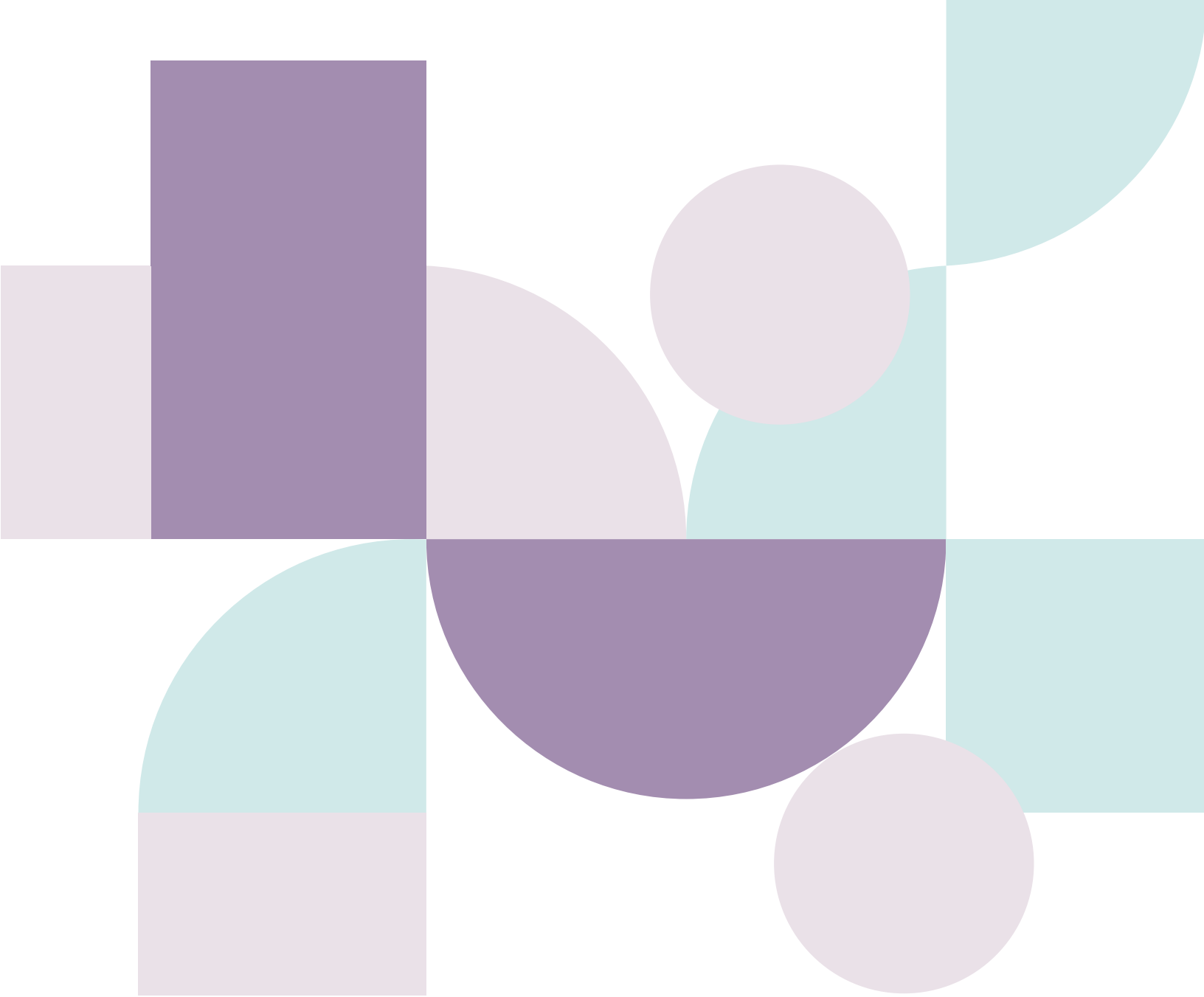




DESIGNNEWS

MONTHLY NEWSLETTER

2021

JUNE



**Institute
of Design**

JK Lakshmipat
University



FROM THE DIRECTOR'S DESK

The second wave hit us all like a ton of bricks. Many of us lost our dear ones to Covid during the period. Our academics took a 3-week break which most of us spent at home, locked down and resting and recuperating. But just before the break, Foundation students finished their first Design Process assignment. It was heartening to see them grapple with complex ideas and come up with creative solutions.



This is the first batch to complete the Foundation programme through remote-learning. If one looks at the work achieved by these young design students, you will see how we pulled it off. The faculty are the biggest strength for the Institute of Design and we are in the process of recruiting more.

We are busy once again, what with the Term-end Jury scheduled for 25th to 30th. We also have our bi-annual Board of Studies scheduled for 22nd June. Our admission process for the next year is going strong. All in all a buddy time ahead

Take care you all, get vaccinated and stay safe. Will connect soon.

A BALASUBRAMANIAM

LAUNCHING A CONTEMPORARY, INNOVATIVE B.DES PROGRAMME IN INTEGRATED COMMUNICATION DESIGN



Started with the vision of providing excellent design education that creates designers of the future, the Institute of Design is proud to announce the launch of a future-ready B.Des programme by Integrated Communication Design.

The curriculum of Integrated Communication Design is a breakaway from the conventional visual communication design as it provides broader scope of learning and design practice in the domain of communication. Not only limited to advertising design, branding and graphics, this programme emphasizes on data as an integral part of communication, film appreciation and filmmaking, publishing design, digital media, Artificial Intelligence, semiotics, linguistics and more. The programme is poised to produce graduates who are ready and relevant for tomorrow's needs and helping them to become strategic thinkers, techno-mavericks, and uber-creative professionals.

The creation of the curriculum is spearheaded by accomplished communication designer, Jay Dutta (Senior VP of User Experience at MakeMyTrip; Founder and Curator of DesignUp Conference) and the respected director of IOD, A. Balasubramaniam along with IOD faculty Aastha Gohil and Vaibhavi Kowshik.

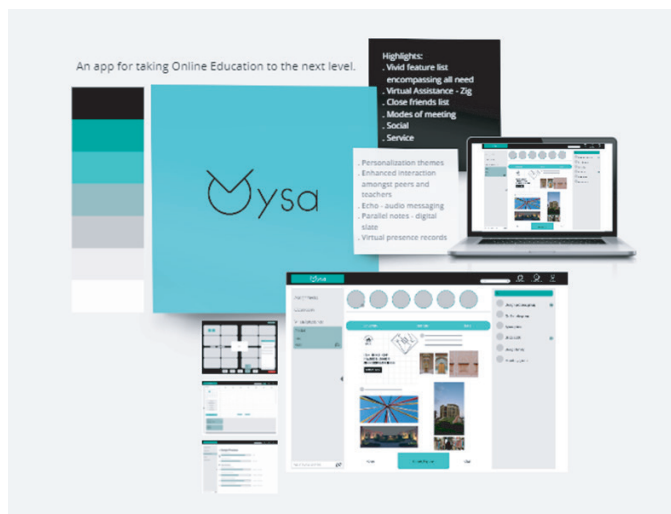
As communication designers, students of IOD will be able to apply the principles of Design Thinking in solving the communication problems for the creative industries like advertising, print, web, film and video, new media, tech start-ups as well as designing for the social concerns like health and education of masses. The discipline at JKLU includes a number of design practices, including graphic design, web design, information design, information architecture, advertising and branding, way finding, social communication, and motion graphics.

FOUNDATION BATCH : DESIGN PROCESS/PROBLEM SOLVING

Throughout the second semester during the foundation year, students were exposed to wide-ranging subjects from Visual Documentation, Color, Geometry and 3D construction, craft study and history of design. With this, the students finally began their working on a project on Design Process and Problem Solving taught by the director of the Institute of Design, A. Balasubramaniam and faculty Aastha Gohil.

This course/ module is designed to introduce students to the design thinking process for creating innovative solutions.

Design process is what puts design thinking to action. Students are methodically trained to empathize, ideate, define, create prototypes, and list the final solution to their derived problems. The course trains them to be able to methodically approach and resolve any possible concern/ problem. During this course the students meticulously followed the guided process and came up with some unique and innovative outcomes themselves under the expert supervision and guidance of their mentors.



Mysa is an app for taking online Education to the next level. It is built for enhancing interaction amongst peers and teachers. It has vivid features encompassing everyone's needs.

DP 02: DESIGNING A DIGITAL PRODUCT INTERFACE

For second year Product Design students, the fourth semester was all about learning Elements of form in greater depth, understanding the ergonomics of user interfaces, exploring sustainable production techniques.

The theme for Design Project 2 for product design was designing interaction for digital interfaces. This project addressed problems, associated interface embedded products that we use in day-to-day life like washing machine, ATM, Printers and even TV remote. This time product design went in the space of creating a holistic experience through deep research and extensive prototyping for that student took the path of agility.

Faculty associated with this module is Mr. Shrikant Ghode



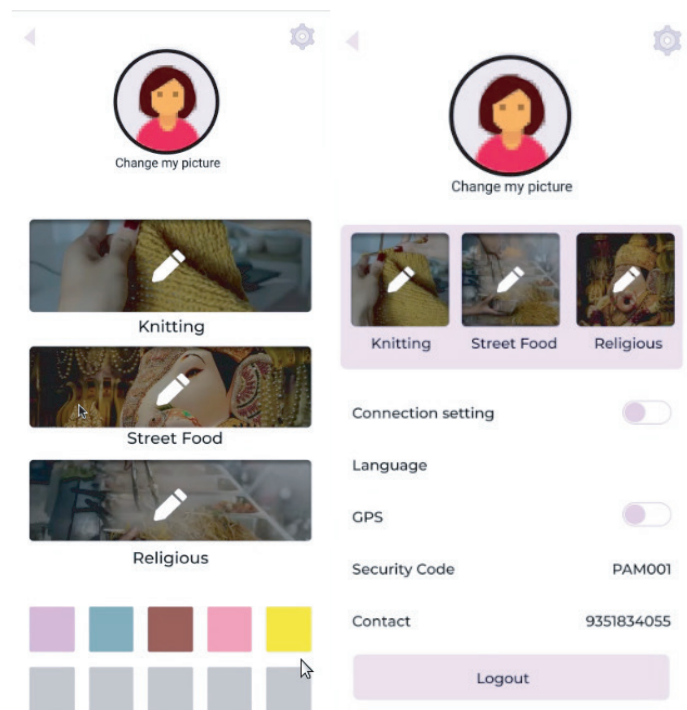
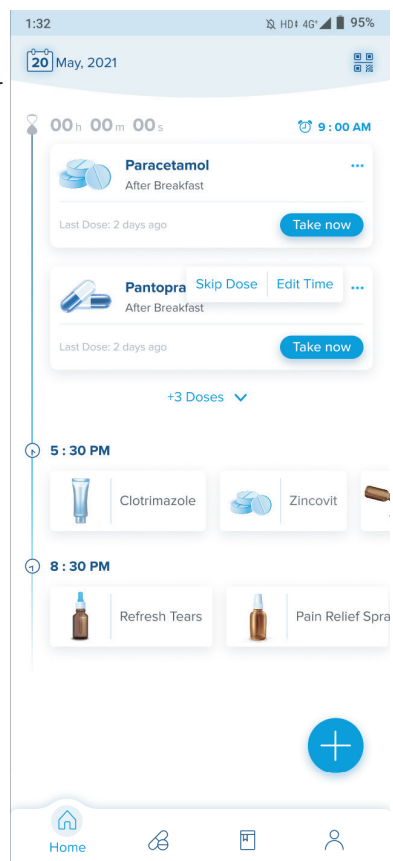
This product interface is the design of Washing machine interface for Indian suburban elderly user, keeping the least complex mechanism.

DP 02: DESIGN OF AN APP-BASED PRODUCT

After being taught many courses such as Graphical User Interface Design, Rapid Testing and Prototyping, Cognitive Ergonomics and Human Factors throughout the fourth semester, the students of Interaction Design took to designing an App-based product.

In the design project led by Prof. Devanuj Balkrishan, the students selected a problem-space and identified the problems that might be addressed through a design intervention. This was done by analyzing the user-interviews which were done to understand the issues faced by them and their perspectives. This resulted in a problem statement that formed the basis for design exploration. One design idea was selected for detailing through wireframing and GUI design. The detailing happened over many iterations of testing the designs with users, and based on their feedback, improving them.

This application interface helps people maintain their medical prescriptions. It enhances their medical adherence such as reminding them to take medicine on time, forecasts when to order the next set of medicines, and also has FAQs and general information about the same.



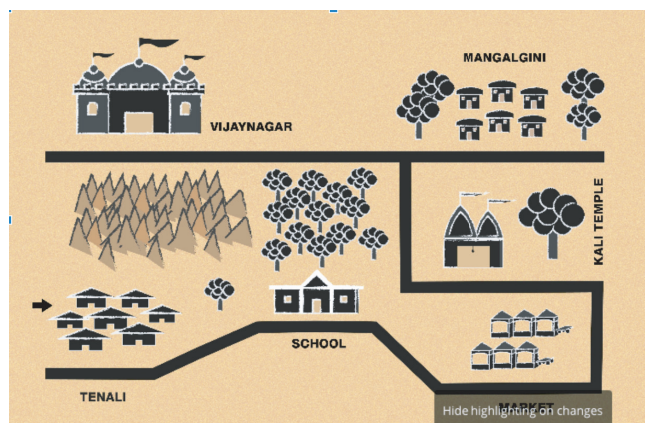
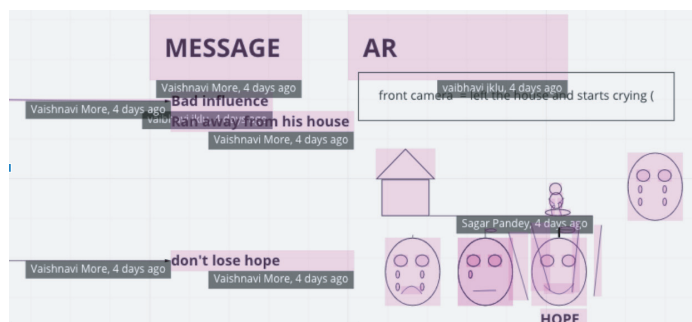
This application centers around managing loneliness for urban elders. It was found that quite often their loneliness comes from lack of central activity and lack of community. This app encourages them to stay engaged and happy.

DP 02: PUBLICATION AND EXHIBITION DESIGN

As the second-year interdisciplinary design students got adept at courses such as typography advanced, CAD, signage design, logo design during the fourth semester; they pursued a more detailed design project that introduced students to publication design, processes, approaches, strategies, and tools. It also dealt with strategies of designing exhibits starting from a concept through prototype creations and eventually creating a 3D full-scale exhibition design.

The second design project for interdisciplinary design students titled, Publication and Exhibition Design, dealt with taking up a topic and exploring it in the light of an exhibition design along with a publication design for the same. Students have been working on the topic of Indian narratives, choosing a theme, working on the treatment and the history, context and scenarios associated with it.

Faculty associated with this module are Miss. Vaibhavi Kowshik and Mr. Promit Basu



The project concerns itself with an exhibition design around the life of 16th century Indian scholar and personality Tenali Rama. Based on a literary treatise on the same topic, the project explores and reinstates the importance of the history of Indian scholars and showcases their lives

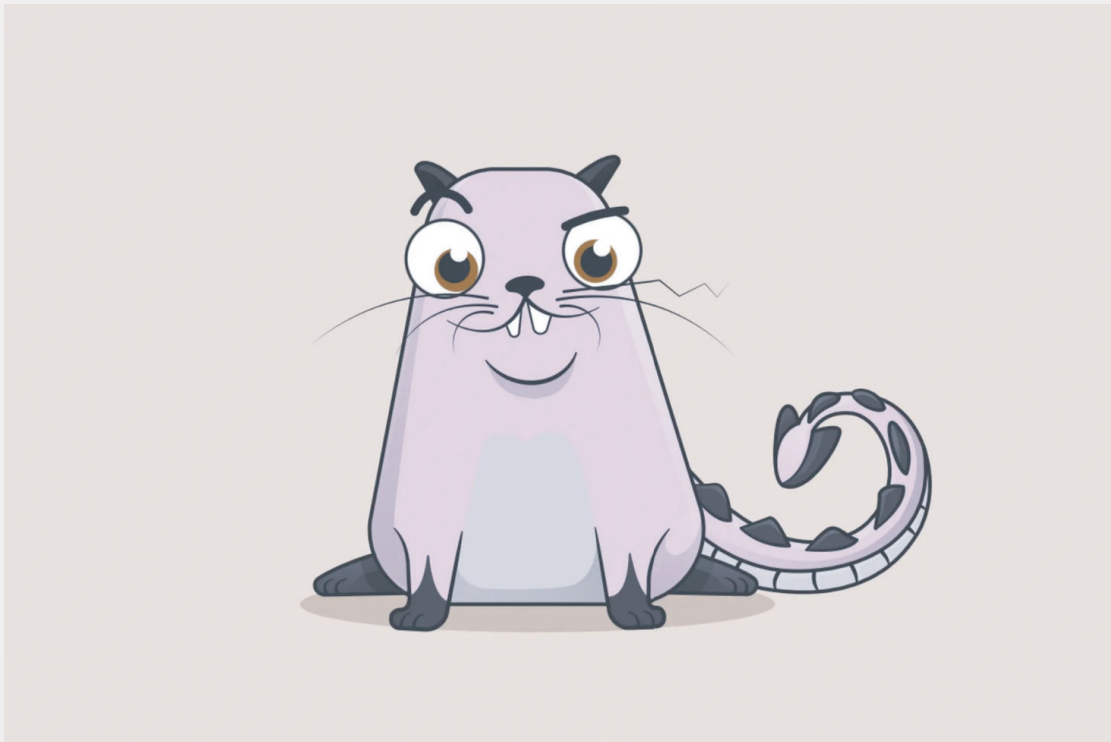
TO DO LIST

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

VISIT

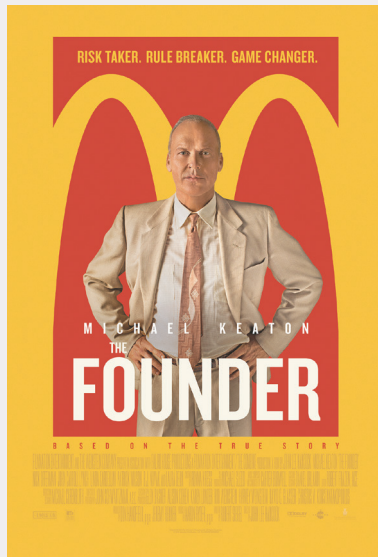
NFTS, EXPLAINED

There's nothing like an explosion of blockchain news to leave you thinking, "Um... what's going on here?"



<https://www.theverge.com/22310188/nft-explainer-what-is-blockchain-crypto-art-faq>

WATCH



FOUNDER

Ray, a salesman, meets the owners of McDonald's, a burger joint in Southern California. He realises the potential of the place and decides to make it the biggest restaurant business in the world.

<https://www.netflix.com/title/80101899>

READ



FLOW

Legendary psychologist Mihaly Csikszentmihalyi's famous investigations of "optimal experience" have revealed that what makes an experience genuinely satisfying is a state of consciousness called flow. During flow, people typically experience deep enjoyment, creativity, and a total involvement with life. In this new edition of his groundbreaking classic work, Csikszentmihalyi ("the leading researcher into 'flow states'" —Newsweek) demonstrates the ways this positive state can be controlled, not just left to chance. Flow: The Psychology of Optimal Experience teaches how, by ordering the information that enters our consciousness, we can discover true happiness, unlock our potential, and greatly improve the quality of our lives.

<https://www.amazon.in/Flow-Psychology-Experience-Perennial-Classics/dp/0061339202>