DESIGNEWS

AUG - SEPT 2024

IOD MAGAZINE



JK LAKSHMIPAT UNIVERSITY
Institute of Design

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WHAT'S IN A LOGO? WHAT'S IN A LOGO? WHAT'S IN A LOGO?
REFLECTION
HARSH
PLAY
SADDAM
FEELING
VANSHITA
MEMORABILITY
MEGHNA
SUMMARY
PRAGNYA
REPRESENTATION
IMTI
TRADEMARK
SHIVESH
SOUL
AASTHA
STORY
TAMANNA
MEANING
SHREYA
EXPERIENCE
NISARG
CHERISH
SUSNITHA
POETRY
BUNNY
EMOTION
ARSHIA
RECOGNITION
ANUSHRI
IDENTITY
BELLONA
A LOGO? WHAT'S IN A LOGO? WHAT'S IN A LOGO?
WHAT'S IN A LOGO? WHAT'S IN

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Thoughtspot with Samar Singh Jodha

Recently, the Institute of Design at JK Lakshmipat University hosted an insightful "Thoughtspot" event with TED speaker and artist Samar Singh Jodha, titled **"Elevating Creativity: Discovering the Exceptional with Samar Jodha."** Jodha shared lessons from his creative work across various industries, emphasizing his partnerships with NGOs and his role in social activism through art. He also discussed his collaborations with National Geographic and BBC, highlighting the integration of art with global audiences.

A key theme of the session was the balance between rational and creative thinking, crucial for both artists and professionals.

A key theme of the session was the balance between rational and creative thinking, crucial for both artists and professionals. Jodha illustrated this with personal experiences, demonstrating how this balance enhances problem-solving and creativity. He also delved into the philosophical aspects of art, stressing the importance of maintaining artistic integrity and aligning with one's moral compass for long-term success and happiness.

The event concluded with a Q&A, where Jodha addressed topics such as the challenges he faced and his varied experiences in the creative field.

Art he feels, “is an ammunition to demand world’s attention to the marginalized – the silent masses, and to enable people to lead change.”



Can.Did Conversations

Candid Conversations is a signature event at the Institute of Design, JK Lakshmipat University, where our esteemed faculty members—each a distinguished professional in their field—share their personal experiences, industry insights, and practical knowledge.

Designed to go beyond traditional classroom learning, this platform provides students withan opportunity to engage with real-world perspectives on design, offering valuable lessons on professional challenges and growth.

Through these conversations, students gain a deeper understanding of the multifaceted careers of their faculty, fostering a holistic view of the design profession.

Our Recent Guests



Akash Gaur



Anupam Deb



Beda Prakash



Raj Menon



Tridibesh Sanyal



Vivek Sadamate



Onam Celebration on Campus

Our design students came together to celebrate Onam in a vibrant display of tradition and culture. The festivities began with students dressed in beautiful, traditional attire, filling the campus with the spirit of the harvest festival. During lunchtime, the mess served Payasam, a delightful traditional sweet, adding a flavorful touch to the celebrations.

The day unfolded with a lively game of tug-of-war, bringing out both camaraderie and friendly competition among students. In the evening, a special screening of the Malayalam film Aavesham offered a glimpse into regional cinema, further enriching the cultural experience. The event concluded with captivating performances of dance and music, showcasing the artistic talents within the community.

This celebration of Onam fostered a deep sense of unity and cultural appreciation, reflecting the diversity and inclusiveness of our college. The event left a lasting impression, bringing students together in a shared moment of joy and connection.



Design Representation
AT JKLU STUDENT COUNCIL



Arshia Sikka, B.Des 2022-26,
Elected President



Aaditya Kakkar, B.Des 2022-26,
Elected General Secretary

We are thrilled to announce that, for the first time, students from the Institute of Design have taken on the leadership of the JKLU Student Council for the academic year 2024-25.

Arshia Sikka, a design student known for her innovative thinking and leadership, has been elected President. She is set to steer the council with a clear vision and a passion for making a lasting impact on campus life.

Joining her is Aaditya Kakkar, who has been appointed General Secretary of Campus Life. With his focus on creating an enriching and memorable experience for every student, Aaditya will ensure that campus events, activities, and initiatives reflect the diverse interests of our student body.

This marks an exciting new chapter for the Institute of Design, as our students continue to lead not just in creativity but in student leadership as well. Congratulations to Arshia and Aaditya for this outstanding achievement!

DESIGN GURU DAY



The Institute of Design at JK Lakshmipat University proudly celebrates Design Guru Day every year on November 9th to honor the legacy of Professor MP Ranjan, a visionary who greatly influenced Indian design. This day recognises individuals who have made outstanding contributions to design education and mentorship.

Design Guru Day is a celebration of leaders who have advanced the field of design and inspired others through teaching and guidance. It is an opportunity to recognize those who have shaped the design community and fostered new generations of creative thinkers.

Past honorees include Judy Frater, Don Norman, Vikas Satwalekar, Prof. Ashoke Chatterjee and Prof. S. Balaram.

FASHION UNFOLDED, A JOURNEY OF SERENDIPITY!

M.P. Ranjan Memorial Lecture

9th November 2024

About MP Ranjan Memorial Lecture:

The MP Ranjan Memorial Lecture serves as a vital platform for thought leaders to share valuable insights, experiences, and perspectives that resonate with and inspire students, educators, and design professionals.

This event encourages the exchange of forward-thinking ideas and fosters a deeper understanding of design's role in addressing complex challenges. By bringing together influential voices, the lecture not only honors Professor Ranjan's legacy but also cultivates a culture of learning and innovation that propels the design community forward, inspiring attendees to push boundaries and pursue impactful, creative solutions.

Prof. Asha Baxi

A CATALYST FOR INDIAN FASHION EDUCATION

CELEBRATING VISIONARY LEADERSHIP OF PROF. ASHA BAXI OUR DESIGN GURU 2024

We are delighted to announce Asha Baxi as the Design Guru 2024 at the Institute of Design, JK Lakshmipat University. A trailblazer in fashion education, Asha Baxi's career spans decades of impactful work. She currently serves as a fashion educator and consultant, holding roles at IICD, Jaipur, IIAD, and as a visiting faculty at NID, Ahmedabad, and MITID, Pune.



Starting at NIFT (National Institute of Fashion Technology) in 1986, Asha Baxi was a founding faculty member who established the Fashion Design program with FIT, New York. As Chairperson of Fashion Design from 1990, she led academic initiatives, strengthened industry partnerships, and set high educational standards. Her work in Fashion Trend Forecasting included UNDP-sponsored research and nationwide seminars with AEPC.

Appointed Founding Dean Academics in 2004, she developed CBSE fashion curricula and faculty training programs. She also organized fashion shows globally to promote Indian fashion and played a key role in founding the Fashion Design Council of India (FDCI) and IFFTI, fostering global collaboration in fashion education. Her efforts contributed to elevating NIFT to an 'Institute of Excellence' through a Parliament Act.

Join us in honoring Asha Baxi, who will share her invaluable experience and insights as Design Guru 2024.

भारतीय प्रौद्योगिकी संस्थान जम्मू
INDIAN INSTITUTE OF TECHNOLOGY JAMMU
विद्याधनं सर्वधन प्रधानम्

SEEDS INDIA

ARAVALI

MUSKAAN for road safety

crimson HEALTHCARE

JKTYRE TOTAL CONTROL

System Design Projects 2024

This year, final-year students from Interaction Design, Product Design, Integrated Communication Design and Interdisciplinary Design at JK Lakshmipat University are working on a System Design project with JK Tyre (Haridwar & Udaipur plants), Seeds India, Muskaan for Road Safety, Crimson Healthcare, and Aravali Jaipur.

After spending two weeks on-site at these organizations, the students have come back to the university to continue working on their ideas based on what they observed. During their time at the companies, they studied the systems in place, spoke with key people, and identified areas where design could make a difference. Their focus now is to further develop solutions for challenges such as improving safety, making operations more sustainable, and enhancing healthcare and manufacturing processes.

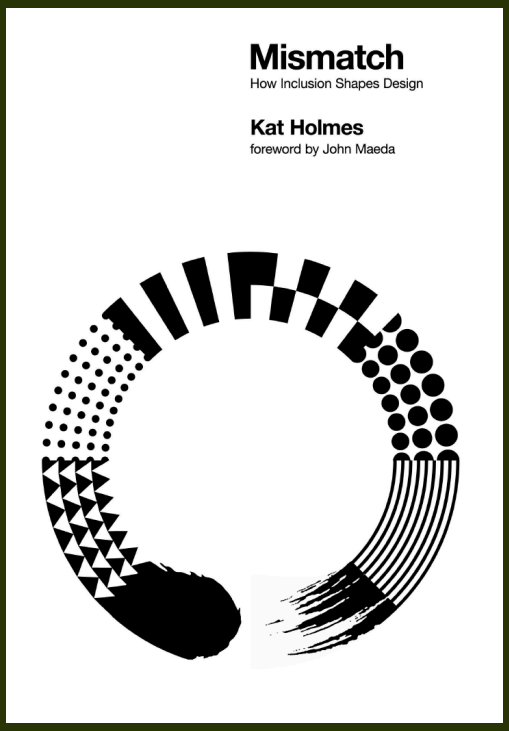
Now back on campus, the students are refining their ideas, which they will later present to the top management of the partner companies. This project shows how system design can help solve real-world problems, and it reflects JKLU's approach to teaching students to think critically and come up with practical solutions.

READ, WATCH & Learn

1

Mismatch by Kat Holmes

Mismatch by Kat Holmes reveals how design can unintentionally exclude users and shows how inclusive design can fix these issues. By designing with excluded users, products can be more accessible and innovative. Through real stories, Holmes demonstrates that inclusion is key to creativity and business growth, benefiting both users and society.

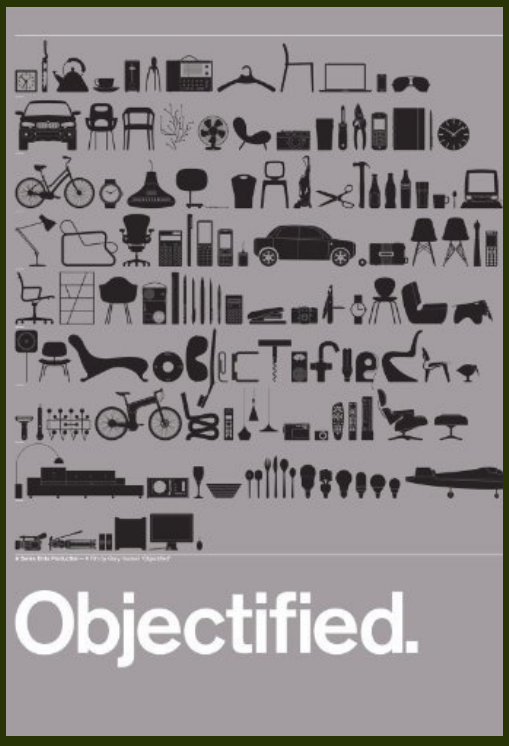


2

Objectified by Gary Hustwit

Objectified is a documentary that explores our relationship with everyday manufactured objects and the designers behind them. Through interviews and real-life footage, it examines how designers shape our environment and impact our lives, from simple items like toothbrushes to complex tech gadgets.

The film delves into themes of personal expression, identity, consumerism, and sustainability, asking how good design can improve both products and our daily experiences. Objectified premiered at SxSW in 2009 and has since been shown worldwide, highlighting the significance of industrial design in our lives.



Student Project Highlights...





CMFG by Mitali Singh

PRODUCT DESIGN, SEM - V (FACULTY - BEDA PRAKASH)

This was an exploration to see how graphics and color could transform a product. Sony has a simple, minimalist style, while brands like LEGO and Instagram have bright, playful designs. I combined these contrasting styles to create a visually appealing design. This taught me how color and graphics can add personality and uniqueness to different products.



CMFG by Preeti Yadav

PRODUCT DESIGN, SEM - V (FACULTY - BEDA PRAKASH)

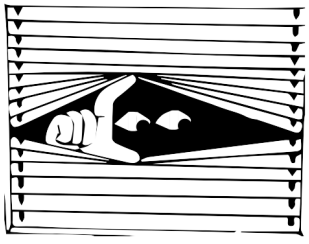


Visual Representation Techniques by Gokulkrishnan K

M.DES, SEM - I (FACULTY - ANIRUDHA BISWAS & MANISH SHARMA)

This course teaches students key visual representation techniques like drawing, shading, and perspective. They also explore user journey mapping and storytelling to present design ideas effectively, creating professional presentations by the end.





LOST



Word & Image by Tanishka Bilgaiyan

M.DES, SEM - I (FACULTY - SURANJANA SATWALEKAR, YASH RAIZADA & SAURABH SINGHAPALLI)

This course teaches students key visual representation techniques like drawing, shading, and perspective. They also explore user journey mapping and storytelling to present design ideas effectively, creating professional presentations by the end.









Typography by Vibhu Narayan Nema

INTEGRATED COMMUNICATION DESIGN, SEM -III (FACULTY - AKILA SESHASAYEE)

This course teaches students key visual representation techniques like drawing, shading, and perspective. They also explore user journey mapping and storytelling to present design ideas effectively, creating professional presentations by the end.



SCENE 1 SHOT 1 CAMERA wide shot - zooming in

KA LIKAI, a young woman, stands at the precipice of a towering Cliff.



SCENE 1 SHOT 2 CAMERA close-up shot

Her eyes filled with sorrow.



SCENE 2 SHOT 1 CAMERA medium shot

Ka likai and her husband, Rysang spending good time together.



SCENE 2 SHOT 2 CAMERA medium shot

Kyrsoi their child eagerly pulls her mother toward the door, disrupting a peaceful moment.



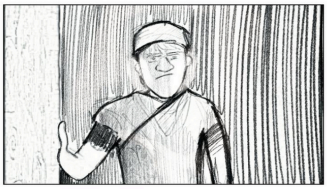
SCENE 2 SHOT 3 CAMERA Medium shot

Rysang, watches as they leave before he can inter vene.



SCENE 2 SHOT 4 CAMERA close-up shot

Rysang's smile fades as he watches Ka Likai and Kyrsoi leave



SCENE 3 SHOT 1 CAMERA medium shot

Frustration building within him , Rysang approaches Ka Likai with a frustrated look.



SCENE 3 SHOT 2 CAMERA medium shot

The child is always here intruding in our lives.



SCENE 3 SHOT 3 CAMERA two shot

She's a kid. She needs more love a stability.



SCENE 3 SHOT 4 CAMERA very close-up shot

Both fighting and bursting their frustrations out



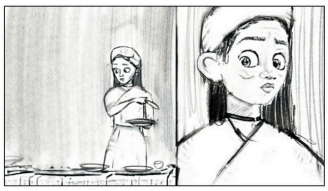
SCENE 4 SHOT 1 CAMERA medium shot

Rysang preparing dinner with an exaggerating excitement and trying to mask his frustration



SCENE 5 SHOT 1 CAMERA medium shot

Rysang serving the food he had prepared to Ka Likai with a wicked smile.



SCENE 5 SHOT 2 CAMERA Medium - close up shot

As she wipes down the table, her eyes drift to a small, inconspicuous basket



SCENE 5 SHOT 3 CAMERA medium shot

Ka Likai opening the basket in the corner



SCENE 5 SHOT 4 CAMERA Close-up shot

Ka Likai's face as she opens the basket and sees the severed body parts, her eyes widening in horror.



SCENE 5 SHOT 5 CAMERA medium shot

Rysang entering the room, his expression cold and detached as he looks at Ka Likai's reaction.



SCENE 5 SHOT 6 CAMERA Medium shot

Rysang's face as he calmly explains, "She was a burden." His cold demeanor contrasts with the horror of his words.



SCENE 5 SHOT 7 CAMERA high angle shot

Ka Likai collapsing onto the floor, her body shaking with sobs. Her hands clutch her face, trying to stifle her despair.



SCENE 6 SHOT 1 CAMERA wide shot

Ka Likai standing at the cliff's edge again, her body limp and swaying in the wind. The scene mirrors the opening but now filled with deeper grief.



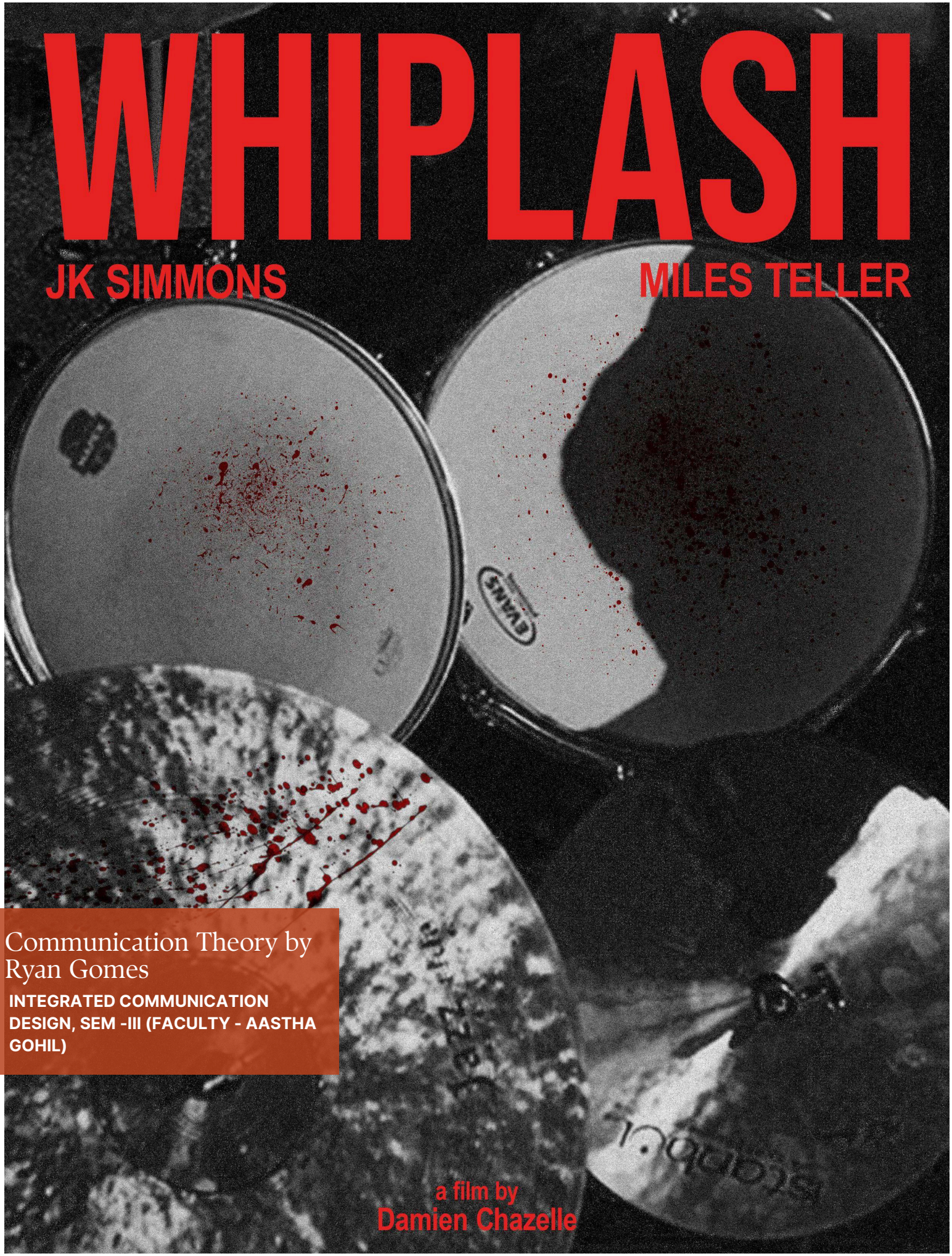
SCENE 6 SHOT 2 CAMERA Wide angle - followup

Ka likai jumps into the waterfall, roaring like a distant scream, as Ka Likai's body disappears into the mist.

Creative Writing by Chammi Farhan, Priyanshu Kullu, Sanvi Falod, Riya Jain Kripa Manohar, & Luvia bindrani

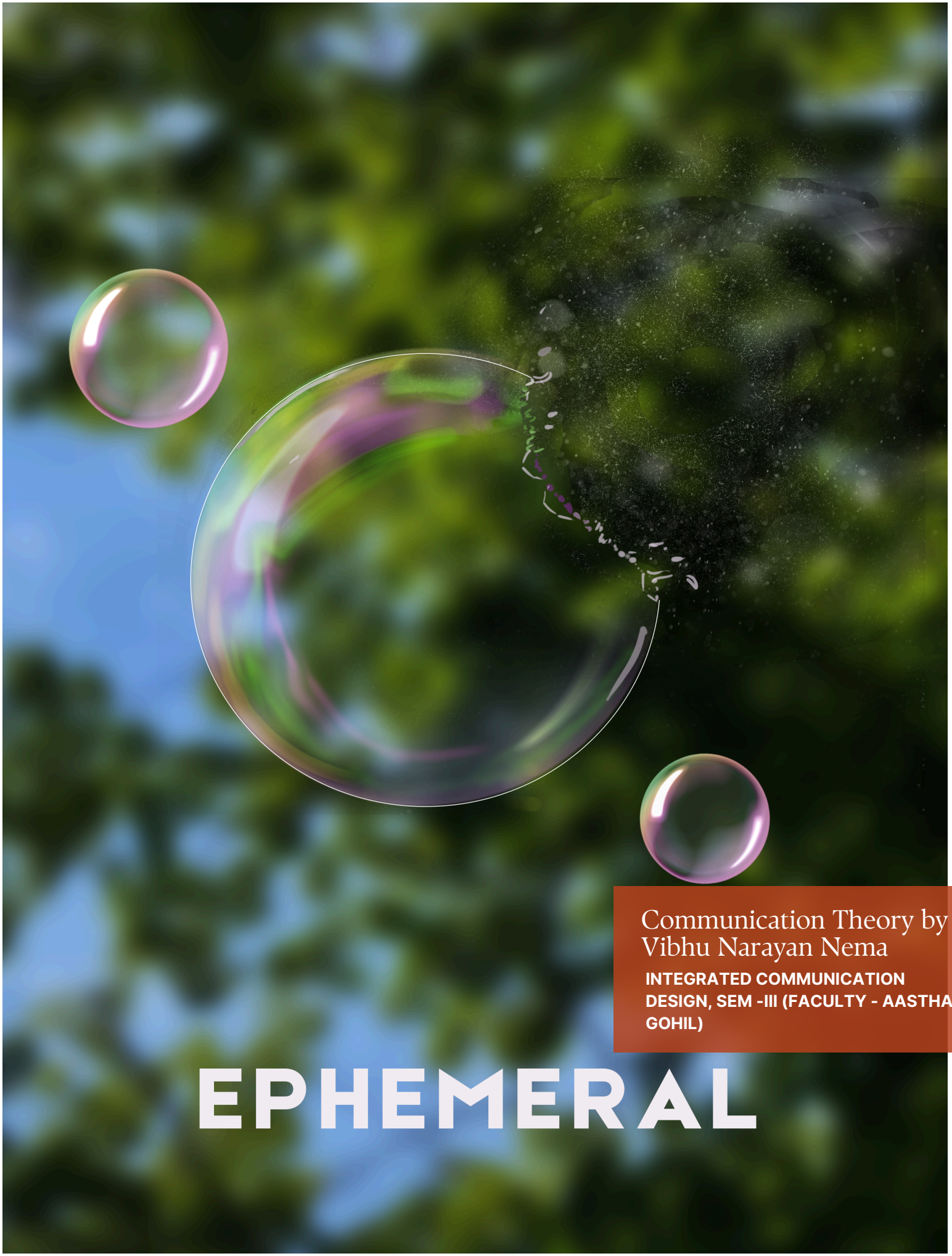
INTEGRATED COMMUNICATION DESIGN, SEM -III (FACULTY - AASTHA GOHIL)

We focused on developing our skills in scriptwriting, analyzing stories, and crafting plots. We learned to visualize narratives by sketching frames from different camera angles and creating storyboards, which helped us bring our ideas to life through visual storytelling.



Communication Theory by
Ryan Gomes

INTEGRATED COMMUNICATION DESIGN, SEM -III (FACULTY - AASTHA GOHIL)



Communication Theory by
Vibhu Narayan Nema

INTEGRATED COMMUNICATION DESIGN, SEM -III (FACULTY - AASTHA GOHIL)

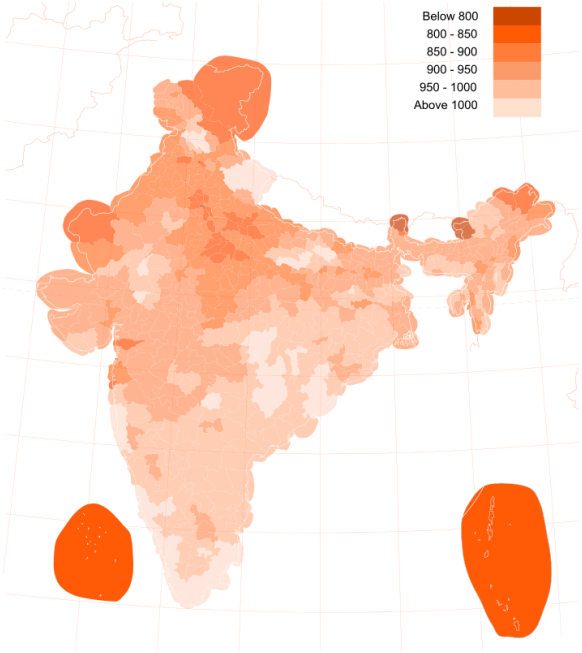
EPHEMERAL



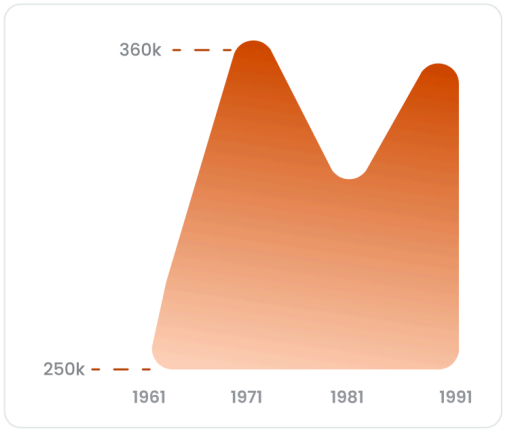
Branding and Packaging Design by Bellona Puri

INTEGRATED COMMUNICATION DESIGN, SEM -V (FACULTY - VIVEK SADAMATE)

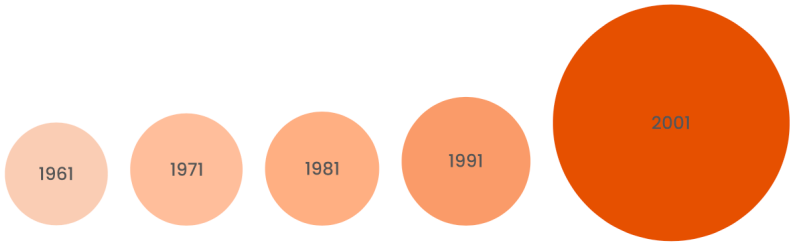




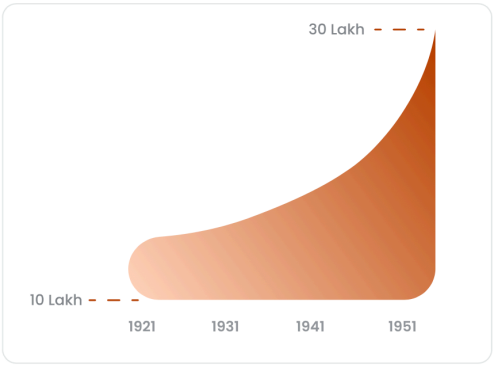
Number of females per 1000 males statewise in India (2001)



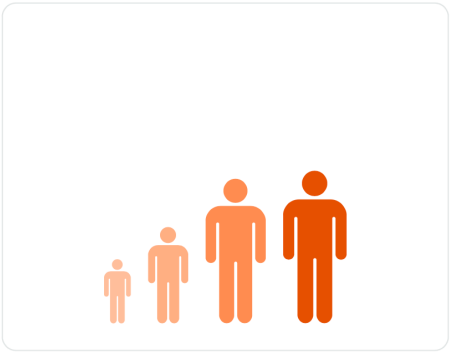
New Delhi Municipal UA: 1971-81



Difference b/w Males and Females from 1961-2001



Greater Mumbai UA: 1941-51



Greater Mumbai: 1961-91

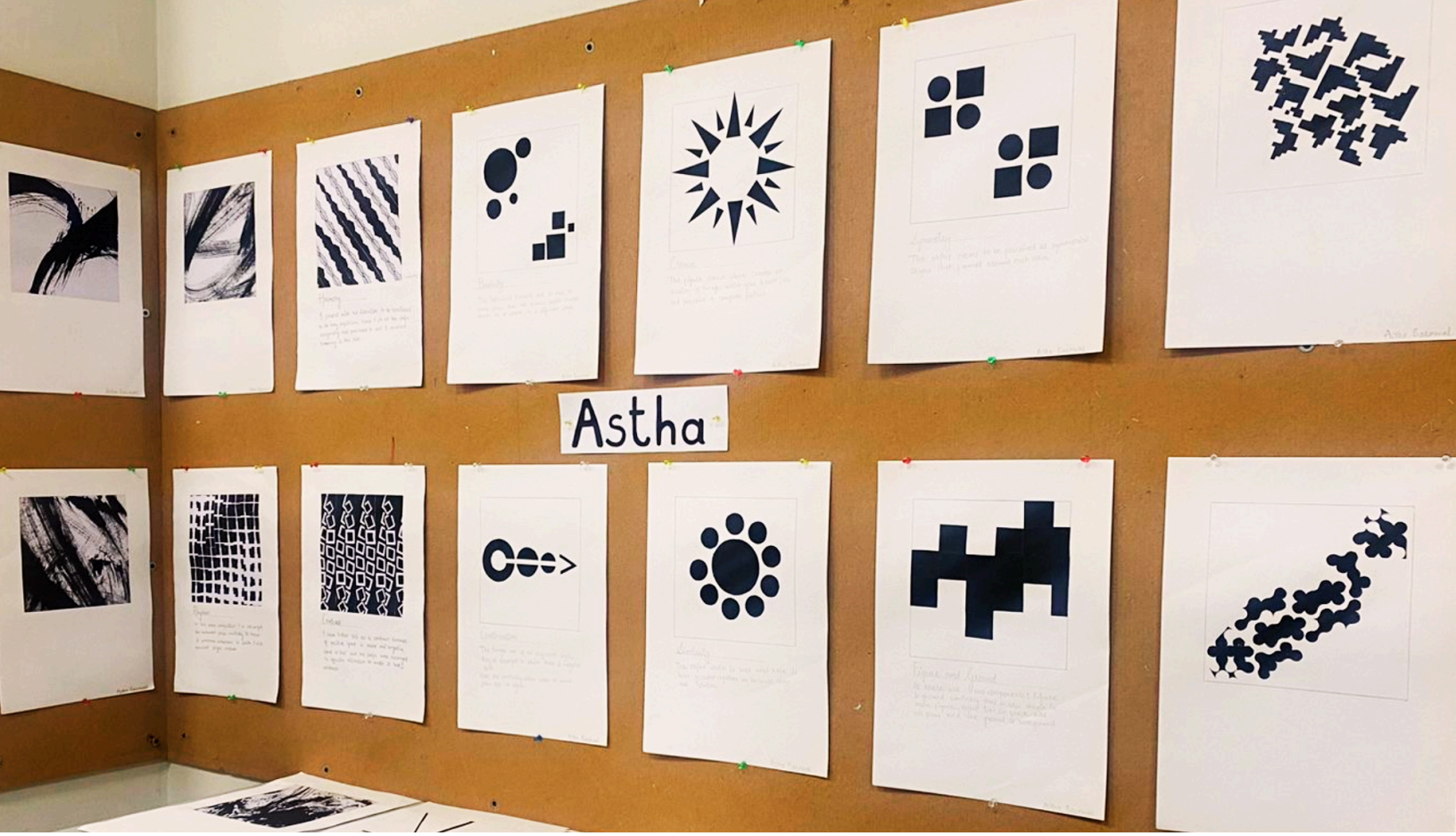


Thane: 1961-91

Data Representation by Aaditya Kakkar

INTERACTION DESIGN, SEM -V (FACULTY - DHRUV SAXENA)

Over the past few weeks, I dove deep into the Indian census data from 1901 to 2011 to uncover meaningful correlations and insights. This wasn't just about numbers—it was about understanding the hidden stories within the data. We explored data phenomenology, viewing data as more than just raw information, but as a source of deeper inquiry into societal issues like migration, gender, and income disparities.



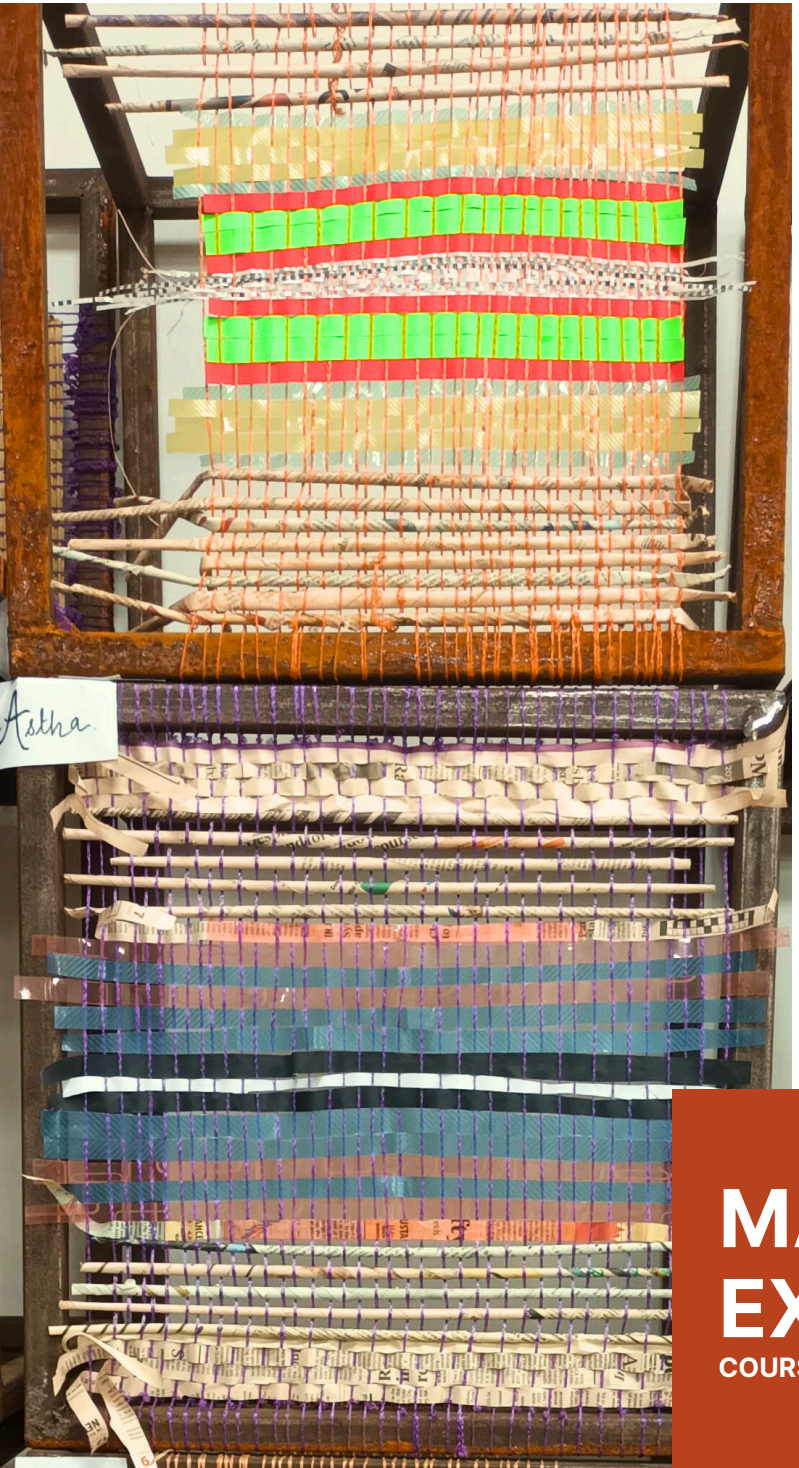
ELEMENTS
of Composition

Course Taken by Akash Gaur

The Elements of Composition course explores the interaction of color and form, using photography as a medium to deepen students' understanding of visual composition. The curriculum covers key topics such as color theory, the relationship between color and form, and the perception of light and pigments, with a focus on both chromatic and achromatic colors. As color is a vital part of composition, students also dive into the complexities of visual structure.

By the end of the course, students gain a solid foundation in composition and abstraction, develop visual sensitivity, and learn to apply color effectively across various media. They also learn to understand the visual dynamics between different elements in a composition, enhancing their ability to create impactful visual works.









MATERIAL EXPLORATION

COURSE TAKEN BY AMITANSHU SHRIVASTAV & MANISH SHARMA

The Material Exploration course provides hands-on experience with various materials, focusing on structure, space, form, and scale. Students experiment with planar, volumetric, linear, mouldable, and composite materials through operations like addition, subtraction, moulding, and casting, while considering environmental and safety factors.

This exploration enhanced their ability to work creatively with physical forms, space, and structure.



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Gunjan Mudgal
Programme Manager
Institute of Design

Content provided by
Faculty and students of Institute of Design

Front cover work by
Gokulkrishnan K. (M.Des Sem I)

Back cover work by
Vibhu Narayan Nema (ICD Sem III)