



JK LAKSHMIPAT UNIVERSITY
Institute of Design

JUNE - JULY 2023

DESIGNNEWS

Newsletter by Institute of Design, JK Lakshmipat University

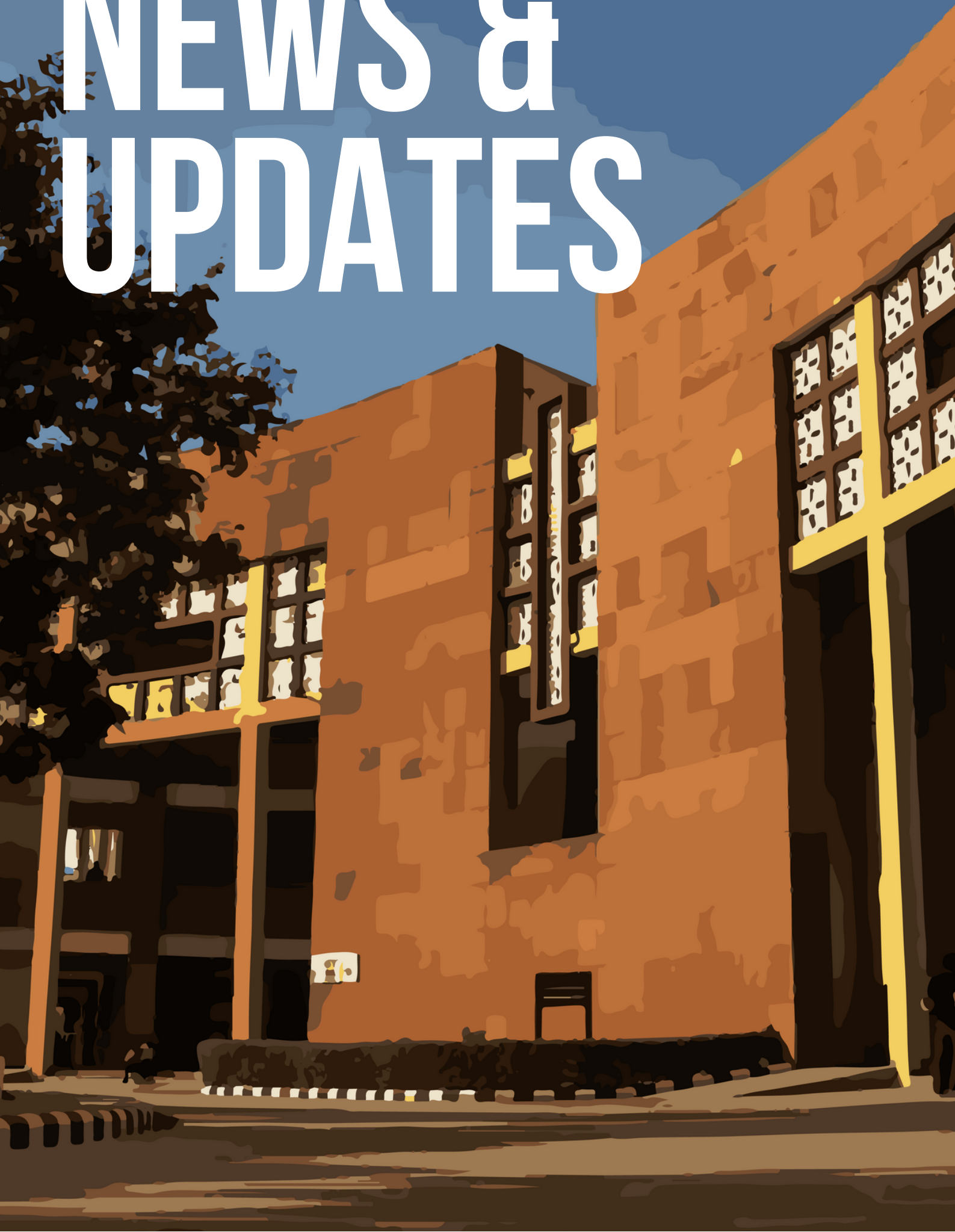
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NEWS & UPDATES



Bringing home Glory with the Red Dot Award: Anirudha Biswas

Institute of Design, JKLU celebrates excellence and innovation with one of our faculty Anirudha Biswas for his nomination and remarkable accomplishment of Red Dot Design Award for his project in the category of Interaction Design | UI/UX.



Red Dot Design Award

Design Concept 2023 | UI/UX



Anirudha Biswas
Interaction Design
US App





Story Behind the Project :

"Faith is an important primer of human life. Unless we trust, we cannot create complex Eco-systems.

Our limitation of multi-tasking is backed up by creating an ecosystem that encourages and helps generate trust. This is a positive behaviour for our race, a step towards transforming from Human-Centered to Humanity-Centered. Our deep rooted problems are connected and working through their complexities would help us communicate better.

When 'I' becomes 'we', a single stream of communication becomes a chorus. Humanity-Centered meta communication streams have a potential to aid meaningful and functional communication. Harnessing the power of such a system can positively change the world and create a global community based on trust."

- **Anirudha Biswas**

New Beginnings with the new Batch . . .

The Institute of Design welcomed the new batch of freshers on 24th July 2023 with the whole university. An elaborated two week orientation program "Aarambh" was organised for the upcoming students.

They were engaged in various cultural activities, workshops, competitions and power talks by distinguished people of various fields like Yunus Khimani, Rabia Gupta, Manan Pahwa, Anant Agarwal and Amitanshu Shrivastav etc.



Various Aarambh activities

An Insightful Session With Distinguished Designers

During the Aarambh week, students from the Institute of Design seized a valuable opportunity to engage in an enlightening session featuring five distinguished Indian designers who also happen to be alumni of NID.

The evening's speakers included **Ashish Desh Pandey**, a Co-founder of Elephant Design and an Industrial Designer; **Trisha Mishra**, presently an Experience Designer at Philips; **Abhijit Bansod**, the Founder and principal designer of Studio ABD; **Alpana Khare**, a Visual Communication designer; and **Amardeep Behl**, the Founder of Design Habit.

The discussion encompassed their diverse design journeys, the landscape of design education in India, the characteristics of an exemplary designer, and the industry's future prospects.



Photo Credits: Aastha Gohil & Yuvraj Soni

GRADUATION PROJECTS



The Epic Tale of Graduation Projects

Students of final year B.Des. and M.Des. started 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 was tasked with an interesting brief of designing and developing a portable coconut breaker that does not cause coconut water to spill and is user-friendly. Vijay also dived 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, Giorgio Armani, Hamleys, Jimmy Choo and more. Maitreyi collaborated with the design teams to serve to the design needs of those 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 was 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 was 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 was handling tasks of graphic design and photography.



Khushi Garg

B.Des. Interdisciplinary Design

Company: Creative TR

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



Paraj Bhargava

B.Des. Interaction Design

Company: The Sterling Factory

Paraj was given responsibilities which are oriented around leading the redesigning Standard Operating Procedures (SOP), Factory Work-in-Progress (WIP) Flow and social Media Marketing



Prakhya Kant
B.Des. Interaction Design
Company: Blinkit (By Zomato)

Prakhya was given multiple briefs during her tenure in one of the leading service providing company of India. One of the brief was to create a dynamic collection creation tool on the backend to increase Blinkit's operational efficiency, ensuring an error-free experience for Blinkit customers.



Kashika Sharma
B.Des. Interaction Design
Company: Fractal Ink

The project aimed to create an enhanced sales, team, and performance management system by improving usability and introducing new features. The goal was to streamline everything into one place, making it easier for managers to access and utilize the system efficiently on-the-go.



Stuti Parihar
M.Des. Product Design
Company: Mouse & Cheese

During her graduation project the objective was to raise awareness about pet adoption, dispel misconceptions, and promote it as the best choice. The project involved creating an app to connect potential adopters with shelters, facilitating interactions, and streamlining the process of finding loving homes for animals in need.



Prachi Nahar
B.Des. Product Design
Company: Patterned Studio

The project involved the creative process of designing a set of ceramic breakfast tableware using the intricate nerikomi technique. This method combines colored clay to create stunning patterns and textures, resulting in unique and visually appealing tableware pieces perfect for enhancing the dining experience.

Snapshot of Companies and Studios where
Students of Design at JKLU were working...



The Verdict by Industry Mentors

Institute of Design is so proud to know and share the positive feedback our senior-most batch got from their Graduation Project Industry mentors. Few of them are mentioned below.

“She is adept at her thought process and with very little prompting, she develops a deep understanding of user problems and provides effective solutions for them. She played a crucial role in successfully completing a highly critical and exploratory projects leading to BLINKIT’s system efficiency and cost savings, developing the way for new revenue streams.”

- Mentor from BLINKIT/ZOMATO for Prakhya Kant

“Mannat has been a very good intern to the organisation and she delivered expected outcomes in quality within the time frame. She is very hard working.”

- Mentor from O2JUNE-FSA for Mannat Bardia

“She is great at generating fresh ideas and have a knack of coming up with visually appealing and unique designs. Maitreyi made significant contributions by taking on various design-related tasks for multiple brands on a daily basis.”

- Mentor from Reliance Brands Ltd for Maitreyi Kachhwaha

“One of the greatest strengths about Khushi has been to streamline the work like a professional. It’s a very rare skill to have at that age. She handled everything comfortably and collaborated well with the team as well as the client.”

- Mentor from CreativeTR for Khushi Garg

“Overall, Chinmaya’s performance during the 5 months was excellent. She showed a strong zeal for learning something new and producing high quality work!”

- Mentor from Zuplic for Chinmaya Mohta

“Shobhit's performance had a significant positive impact on our organization. He brought fresh perspectives and innovative ideas to our projects, resulting in improved outcomes. His dedication and strong work ethic boosted team morale and productivity. Moreover, his adaptability enabled him to contribute effectively to various tasks and projects.”

- Mentor from Simpleplan Media for Shobhit Gupta

"She was able to deal very effectively with the ambiguity and came out with a solid project & outcome. Impressed by her work ethic and initiative. She was able to contribute and work with the leaders in the team in developing the ideas into concrete product prototypes"

- Mentor from Samarth Life Management Pvt. Ltd. for Samriddhi Jain

"Rishav has the right intentions as a designer and is empathetic to the world around. His ability to go into the depth of the topics is wonderful. He is good at documenting his work too. The work submitted by him was helpful for us to take it and implement aspects of it."

- Mentor from The Happy Kids for Rishav Bhattacharjee

"Sagar was a subtle performer with good quality of work and his attention to minute details made it easy for him to work on the designs and in turn the clients were happy with his work. Sagar has a great storytelling trait through his designs which helped a lot in Branding and Identity Development."

- Mentor from Abstract for Sagar Pandey

"She worked on several projects, among which some were liked by our clients and stakeholders which is amazing at this stage in her career."

- Mentor from Skintech Smart Innovation Ltd for Aashi Kapoor

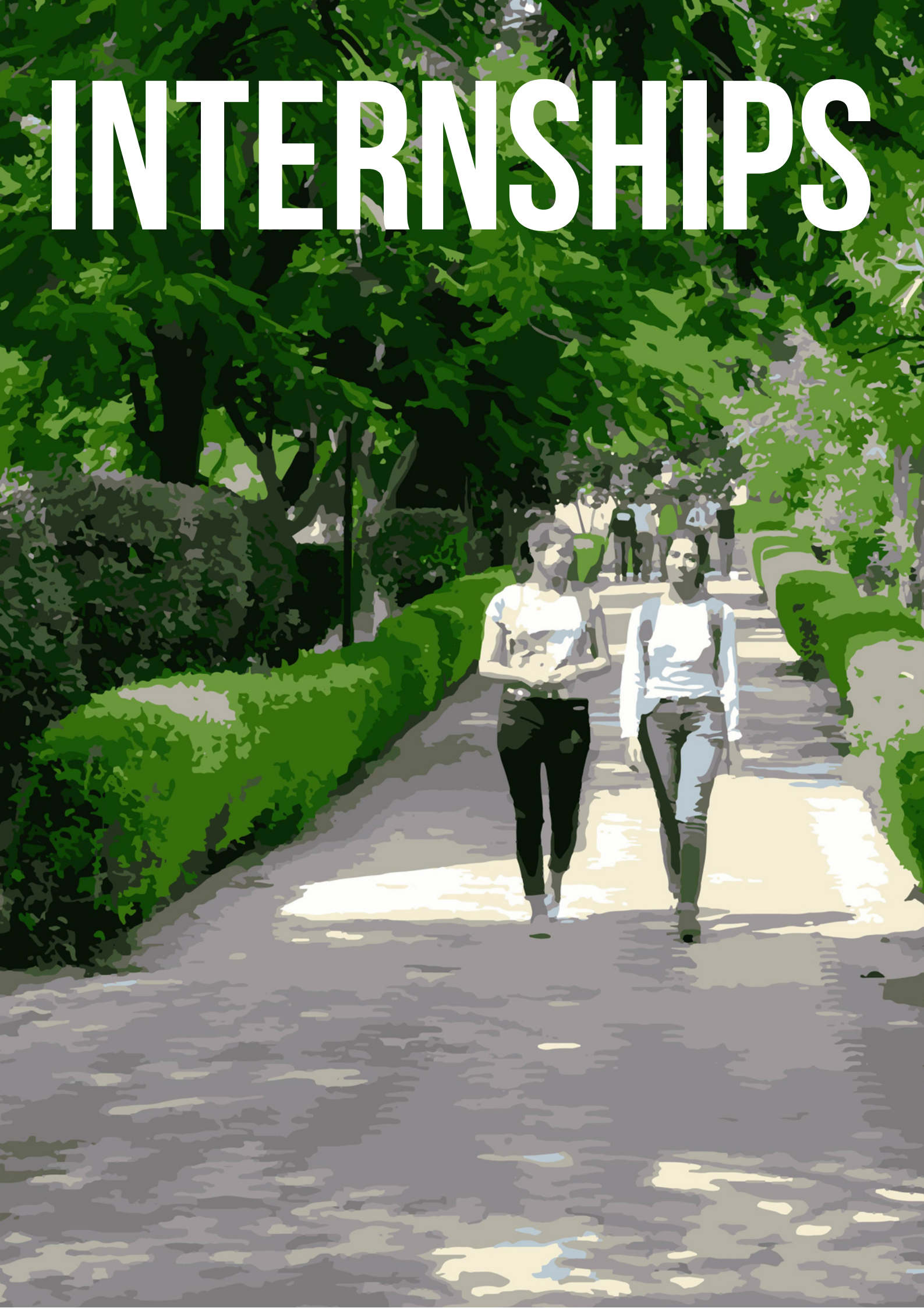
"Overall performance was good, having good intellectual power to conceptualize the solution to the problem and great commitment to finish it on time. He has done good field research to provide a better solution. The organization is benefitted from his design skills. In the short span, he has completed two projects, with positive notes from users. NIF has decided to replicate the design and few units of these stands are being distributed to users."

- Mentor from National Innovation Foundation for Shivam Dixit

"He possesses the qualities of a quick learner and attention to detail. He can attempt multiple trials. His superior design capabilities, user research expertise, and approach to better problem-solving were advantageous to the organisation."

.. - Mentor from National Innovation Foundation for Vijay Patil

INTERNSHIPS



The Summer Internship Triumph

Students ended their sixth semester of design education and spent the summer doing internships at reputed companies and thought-provoking briefs.

Read about a few project briefs below.



Taruni Vadlamudi

B.Des. Interdisciplinary Design

Company: Cloud4c

At Cloud4C, a global cloud services provider, Taruni collaborated with marketing and development teams, focusing on redesigning the website and cloud platform for better UI/UX. Additionally, they created region-specific content for the Middle East, East Asia, and India, gaining valuable experience and exposure to diverse projects and teams.



Anchita Sohni

B.Des. Interdisciplinary Design

Company: Scroll Ahead

As a Graphic Designer intern at Scroll Ahead Private Limited, the experience was enriching and fulfilling. The close-knit team encouraged collaboration and creativity, leading to successful projects like logos, flyers, brochures, and social media graphics that effectively conveyed clients' brand stories.



Harshika Jain

B.Des. Interaction Design

Company: Think Design Collaborative

Harshika contributed to real projects revolving around UI/UX and received valuable mentorship from senior designers. They experienced various design stages, focusing on sustainable and user-centric approaches.



Siddhant Baveja

B.Des. Interaction Design

Company: Designwise

Siddhant's Designwise internship with Mukul Goyal's team enriched him with diverse learning: material exploration, manufacturing insights, real-world problem-solving, adaptability, industry exposure, mentorship, studio workflow understanding, creative design, and industry trend awareness. This experience significantly boosted his personal and professional growth



Navneet Jain

B.Des. Product Design

Company: Civic Data Lab

As a UX Research & Design intern, Navneet enhanced his skills through designing India datasets platform. Research-driven, he identified improvements, moderated consultations, and crafted optimized designs, honing usability testing and wireframing. This experience enriched user-centric design and proficient tool use.



Anushmita Maitra

B.Des. Interaction Design

Company: Grayquest

During her 3-month UI/UX Design Internship at Grayquest, a leading fintech company, Anushmita immersed herself in a dynamic and innovative environment, applying my skills to various projects. She developed a deeper understanding of the fintech industry and the importance of user-centric design in creating successful digital products



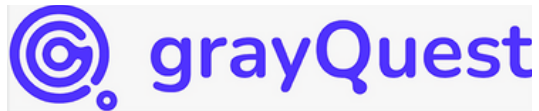
Ugesh K

B.Des. Interdisciplinary Design

Company: The Hub Bangalore

Ugesh interned with media agency Hub Bengaluru, creative arm Hubverse, and affiliated design studio Phooling Around. He focused on diverse brand and visual identity projects, contributing to meetings, social media content, brand presence, and guidelines. He also engaged in community and network building

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



Go Getters of IoD

The Institute of Design's faculty consistently fosters a culture of skill development and experiential learning among students. Presented below are the experiences of some of our enthusiastic learners.



Angel Jain

B.Des. Product Design

Company: Somani Surfaces

During a two-month onsite internship in Nagpur's Wood Industry, I joined Somani Surfaces Pvt. Ltd., a luxury interior surfaces showroom. Seeking material expertise and business communication skills, I managed their social media and marketing efforts.



Yuvaraj Soni

B.Des. Interaction Design

Company: Sizar

During my internship I carried out user research within a community hospital, generating personas that proved instrumental in guiding impactful strategies for various teams. Contributed significantly to the project's overall success, gaining invaluable exposure to user-centered approaches and solutions.



Tamana Chandnani

B.Des. Integrated Communication Design

Company: Function Up

I interned as a graphic designer in an IITian-founded education startup teaching coding. I designed collaterals and contributed to marketing for their new bachelor's course launch. This experience applied design skills practically and introduced an innovative educational offering, working with an inspiring, tech-passionate team.

Internship Experience with ScribeCraft: Communication Design Students Share Their Learnings

Student names: Akshata Padmanabhan and Shruti Kumari, 3rd yr ICD

Coordinator: Aastha Gohil

Industry mentor: Chandni

As part of their summer internship, two students from the Communication Design program at our college had the opportunity to work with ScribeCraft, a startup focused on promoting creativity and critical thinking in children through art education. Here's a summary of their experience.

The internship began with a user research phase, where the students engaged in rigorous dialogue with children, parents, and teachers about their relationship with art. They reflected on the changing patterns of solitary and collective creativity that are contextually located and framed questions to build brand values. They highlighted the target audience and their expectations and kept in mind the various stakeholders that influence a child's decision.

After collecting insights, they started noting key values to build a strong brand. Highlighting the target audience and their expectations. In the process of building a creative art school for children, it is important to keep in mind the various stakeholders that influence a child's decision and equally value their needs and requirements. The students also had the chance to interview mentors and participate in conversations that challenged their beliefs and emphasized the core values of ScribeCraft. They learned about their work and processes which expanded their grasp of design as a subject and broadened their options. Another activity the students enjoyed was brainstorming ideas and approaches in teaching and curating courses. They were exposed to different apps and tools on how to organize and create a structure for a better workflow and make it visually appealing while sending out. They created captivating communications on different platforms, learned about the platform users and their engagement, and evaluated the reach on a daily basis to find ways to market the brand.

The students also moderated online and offline workshops where they built compelling content, promoted discussions, developed interactive exercises, and collected feedback from participants and the mentor. In the offline workshop, they came up with techniques to stimulate involvement on the spot and foster conversations among the participants. The last step was moderating panel discussions, where the students brainstormed the agenda, formulated questions, and found experts from different fields. The day of the panel discussion was quite challenging, yet they gained an experience with massive learning. The journey has been a great learning opportunity for the students.





ScribeCraft

“ My internship journey couldn’t have been better, as it was a brand centered around creating an interdisciplinary approach to practicing creative arts for children. As communication design interns we had to contribute to building a brand from scratch. Being exposed to interdisciplinary thinking at our university helped us in a lot of ways. Within the context of pre-disciplinary learning and collaboration, I have witnessed how this approach fosters an environment conducive to creative resistance. By transcending the boundaries of rigid disciplines, we create a fertile ground for cross-pollination of ideas, techniques, and perspectives. This approach to learning helps in the abstraction of concepts and is not limited to the confines of one discipline or a single mode of thinking. It thrives on the integration of diverse perspectives and the exploration of blurred boundaries. This platform has been a catalyst in our professional and personal growth. Thank you Chandni for not just being a supportive head but also a mentor who guided us in every step, shared insights, and exposed us to multiple tangents on what goes behind taking action in the real world. A special acknowledgment goes to Aastha Gohil, for her unwavering support, motivation to excel, and continuous guidance that has propelled us forward. Her encouragement and provision of growth opportunities have been instrumental in our journey.”- **Akshata Padmanabhan**

“During my enriching two-month internship at Scribe Craft, working closely under the exceptional mentorship of Chandni Rajendran, I had the opportunity to delve into a variety of roles. My responsibilities included conducting insightful research on creative art perspectives and making valuable contributions to branding, design, and social media projects. Among the standout experiences were anchoring an online masterclass and participating in a panel discussion, both of which significantly honed my communication and leadership skills. This internship illuminated the profound role of creative expression in a child's holistic development, fueling my passion to advocate for its incorporation within education. Under Chandni's expert guidance, I also discovered the power of effective visual storytelling in communication through my involvement in branding and design initiatives. Additionally, crafting compelling visuals for social media content underscored the impact of thoughtful messaging on user engagement. This internship has undeniably left an indelible mark on my perspective and growth, for which I am truly grateful.” – **Shruti Kumari**

Pursuing the integrated communication design field at JKLU, one finds themselves in an environment where one can both learn and contemplate the path they wish to pursue. Design education, with its expansive and exploratory nature, caters to a diverse range of needs. It is essential to be exposed to recognize that an artistic approach to design carries depth and vision that deserve acknowledgment and appreciation. Rather than perceiving design solely through the lens of commercial viability, students were trained to approach it as a powerful tool to abstract and deduce complex concepts and distill them to their essential core. Communication Design encompasses a realm of skill building and practicing, perpetual contemplation, continuous questioning, and profound self-reflection to engage audiences on a profound level, shaping and influencing perceptions, behaviors, and connections in dynamic and impactful ways.

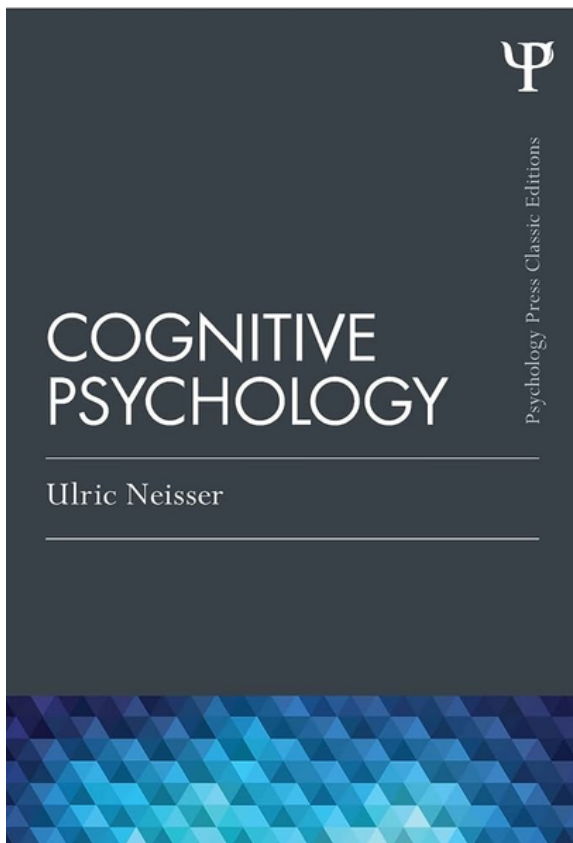


**IOD
RECOMMENDS...**



Watch: Design & Thinking

Directed by Mu-Ming Tsai, Design and Thinking examines how design can influence the world of business and social change and calls on creative minds to work together to change the world.



Read: Cognitive Psychology by Ulric Neisser

Ulric Neisser, considered the father of cognitive psychology, pioneered the study of human thinking. He authored the groundbreaking book "Cognitive Psychology" in 1967. Neisser's contributions span perception, memory, and self-knowledge, diverging from behaviorism to examine internal mental processes behind behavior.



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