



DESIGNNEWS

MONTHLY NEWSLETTER

2021

MARCH



**Institute
of Design**

JK Lakshmipat
University



THE MONTH THAT WAS.

Our online course marches on and February saw some stellar faculty from IIT and other institutions teaching our students. It's been exciting to see the return of some of the students to the campus who have genuine difficulty in accessing online classes.

We now have a new 3D printer at the Makerspace and our faculty are excited to share the facility. Gaurav Juyal is busy making interesting kinetic toys with it.



Students of Interdisciplinary design had a course with Ambika Joshi, a designer from NIFT, who is now into creative coding. Her course was received very well. We also had a series of Open electives where our students had some hands-on fun. Hoping to see more of the students on campus.

Till then, we'll connect online. Do take care and stay safe.

The admission is on and we request you to spread the word.

A Balasubramaniam
Director,
Institute of Design.

EVENTS

PUNE DESIGN FESTIVAL 2021

Director, Institute of Design JKLU was invited to participate in a panel discussion on Design education for the new generation of aspirants at the Pune Design Festival. This was followed by a presentation about JKLU's Institute of Design by Gaurav Juyal.

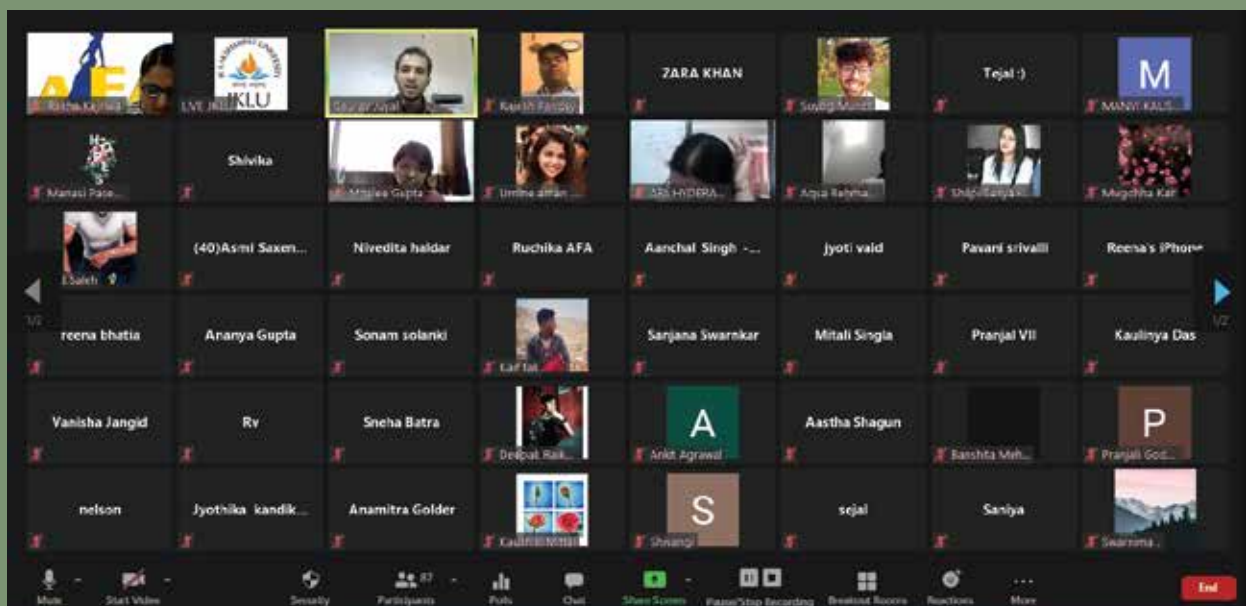


THE FUTURE OF DESIGN FOR GENERATION Z WITH GAURAV JUJAL



An amazing live interaction session was organised by the Institute of Design, JKLU, where the Design virtuoso & Education Designer Mr. Gaurav Juyal interacted with more than 100 design aspirants from various cities on the topic "Future of Design for Generation Z."

Gaurav talked about the emerging trends in the design education for the future generations and discussed about a new paradigm of future careers and professional skills required to be a successful designer.



KNOW YOUR FACULTY



DR. SWATI PAL

VISITING FACULTY, INTERACTION DESIGN

Assistant Professor, IDC, IIT Bombay

Prof. Swati Pal is an Assistant Professor in the Department of Design, Indian Institute of Technology Guwahati, Assam, India, where she is currently teaching in their academic Design programs. She did her M.Sc. from University of Calcutta and completed her Ph.D. in Life Science in the area of Ergonomics from Gujarat University in the year 2010. Her doctoral thesis presents an exploration of physical, psycho-physical and cognitive aspects of humancomputer interaction.



AMBIKA JOSHI

VISITING FACULTY, INTERDISCIPLINARY DESIGN

NID Graduate, DO School - Berlin fellow, Director of Programmes, ARTS-GLACERHI

Ambika Joshi has been learning, teaching and experimenting with creative computation since 2017. She is a co-instigator of dra.ft which explores emergent ideas of text and its future and co-founder of Ajaibghar Cultural Services, a project management and strategy consultancy for museums and culture projects. She works heavily with generative texts, computer vision and machine learning. She has been featured in Casey Reas' (co-founder Processing) recent list of generative artists doing interesting work.



MANJIRI JOSHI

VISITING FACULTY, INTERDISCIPLINARY DESIGN

Researcher at IDC, IIT Bombay

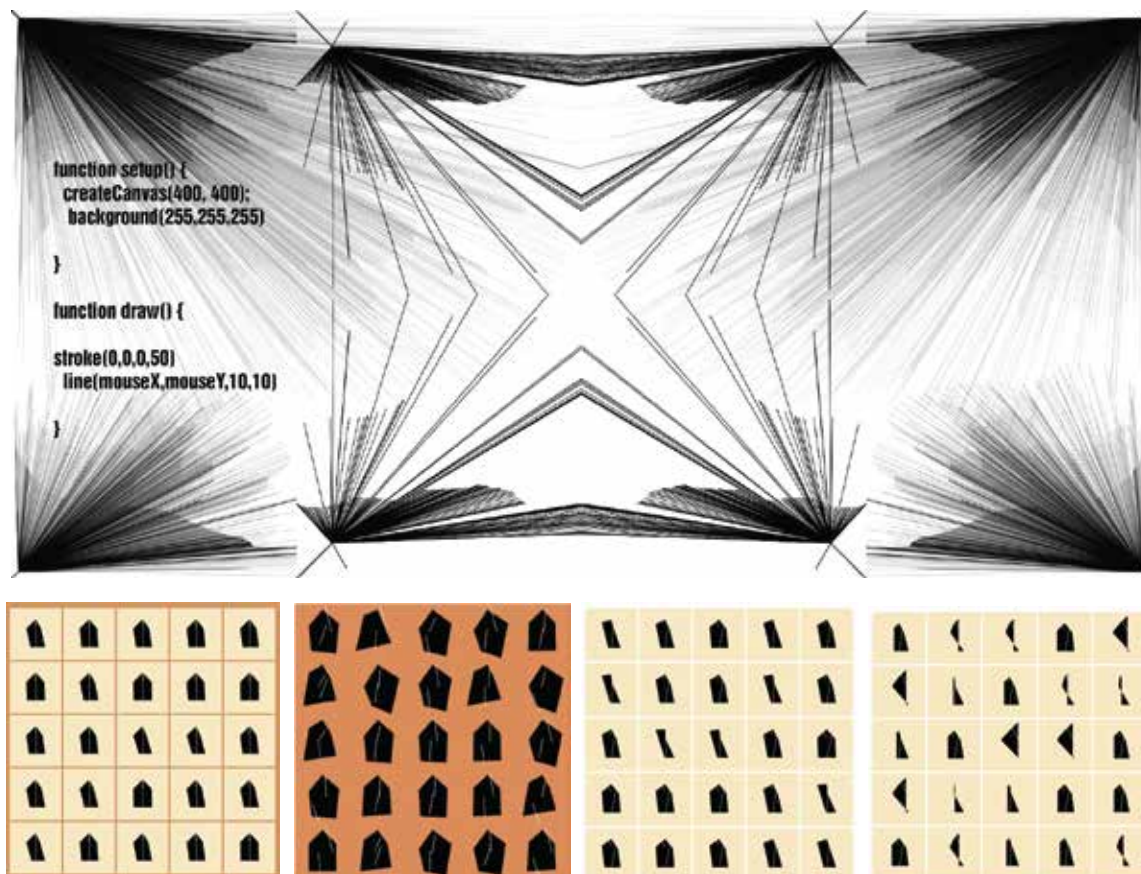
Manjiri Joshi is an Independent HCI researcher & developer who has long experience of working at IDC, IIT Bombay. She's actively involved in ACM SIGCHAI Community, She has contributed to many research projects particularly the Swarachakra Keyboard Application

WORKSHOP : CREATIVE COMPUTATION

Introducing a new format for viewing and creating visuals with code, the basics of computational thinking and creative coding through the p5js framework were taught to students over a week in February by Ambika Joshi.

Taking inspiration from works by women artists, we looked at variables and loops, webcam and image loading, mapping, modulo, arrays to begin with. Jumping in the deep end with trigonometry was very useful for building complex visualisations with simple iterative changes to the code.

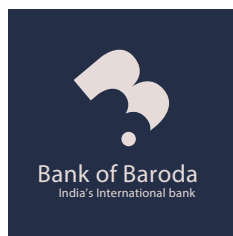
Looking at the new generation of creative practitioners, this workshop was not about becoming a computational genius, but rather to stimulate computational mindsets and incorporate tools into our practice in Interdisciplinary Design.



BASIC GRAPHIC DESIGN: LOGO DESIGN

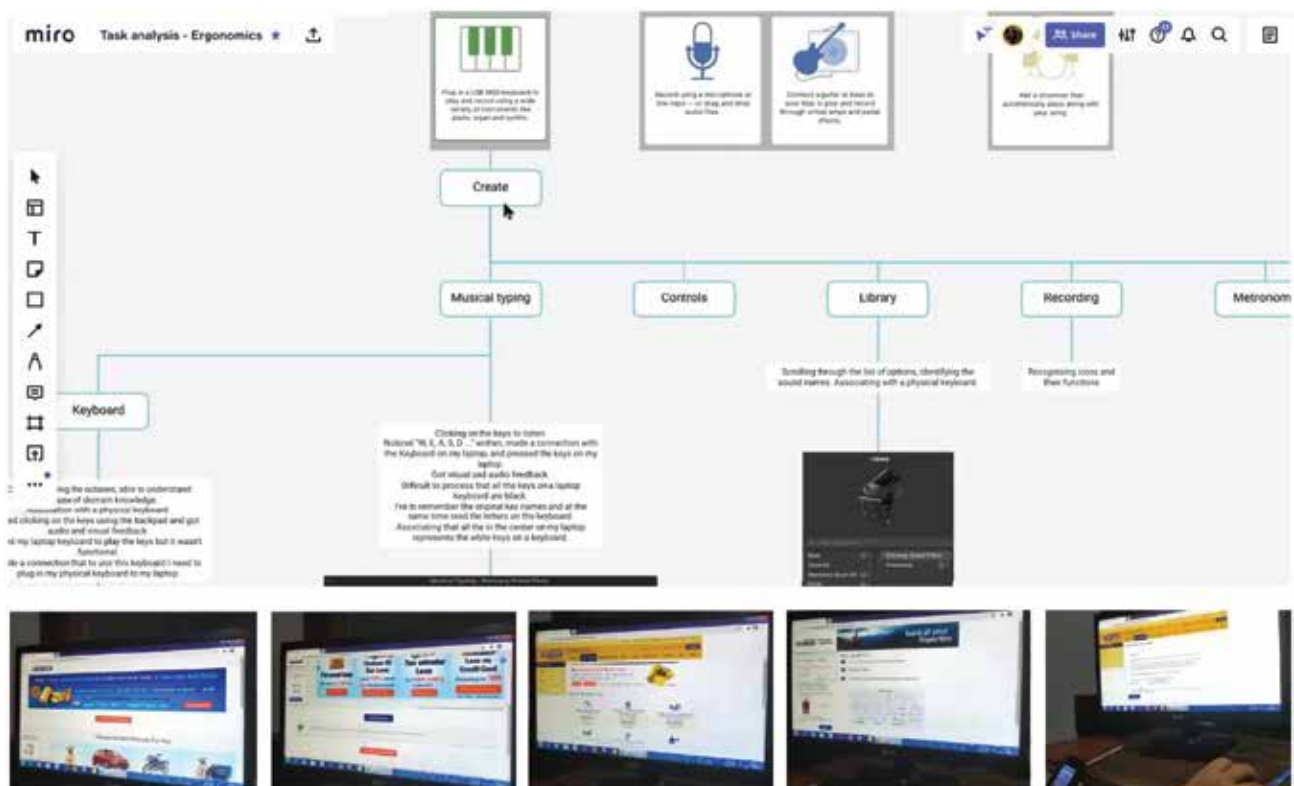
The course was conducted by Prof. Promit Basu. It introduced students to the basics of Logo Design involving use of Typography in addition to forms and shapes. It explored the ways in which the word meaning achieves a meaningful uplift through use of expressive letterforms and a certain typestyle, the balance of letterforms with respect to colours and use of white space etc.

Students learned to utilize different fonts, customized letter styles and other formal graphic treatments in order to create distinct visual identities (type based/iconic/combo of both) in logos.)



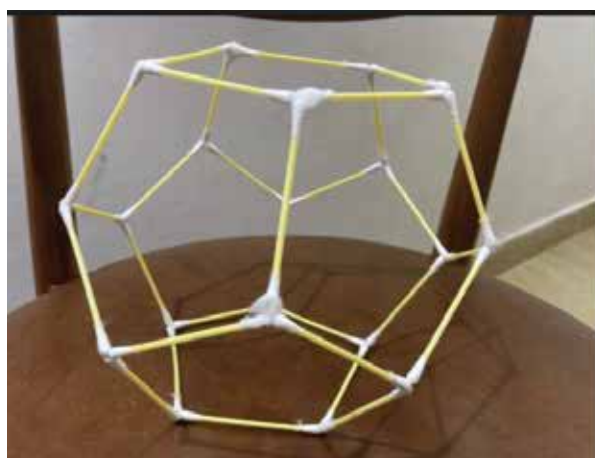
COGNITIVE ERGONOMICS AND HUMAN-FACTORS

This course helps understand how human cognition plays critical role in interaction with products, whether they are physical or digital ones. The students learnt the theories and models pertaining to human information processing to understand how slips, errors and task-breakdowns are made while using products and how designers can help users to develop good conceptual models of the products. The students also learnt the affective aspects of product/interface cognition.



3D GEOMETRY

For the first semester of B.Des 2020 Batch Colour was conducted by Amitanshu Shrivastava, Lecturer, JKLU, Institute of Design. This course helps the student to understand the geometry of solids and its application in form generation. This course includes enhanced geometric construction: derivation of regular and semiregular tessellations, geometry of solids, construction of regular polygons and ellipse, derivation of Archimedean solids, subdivision of regular polyhedron into symmetric components.



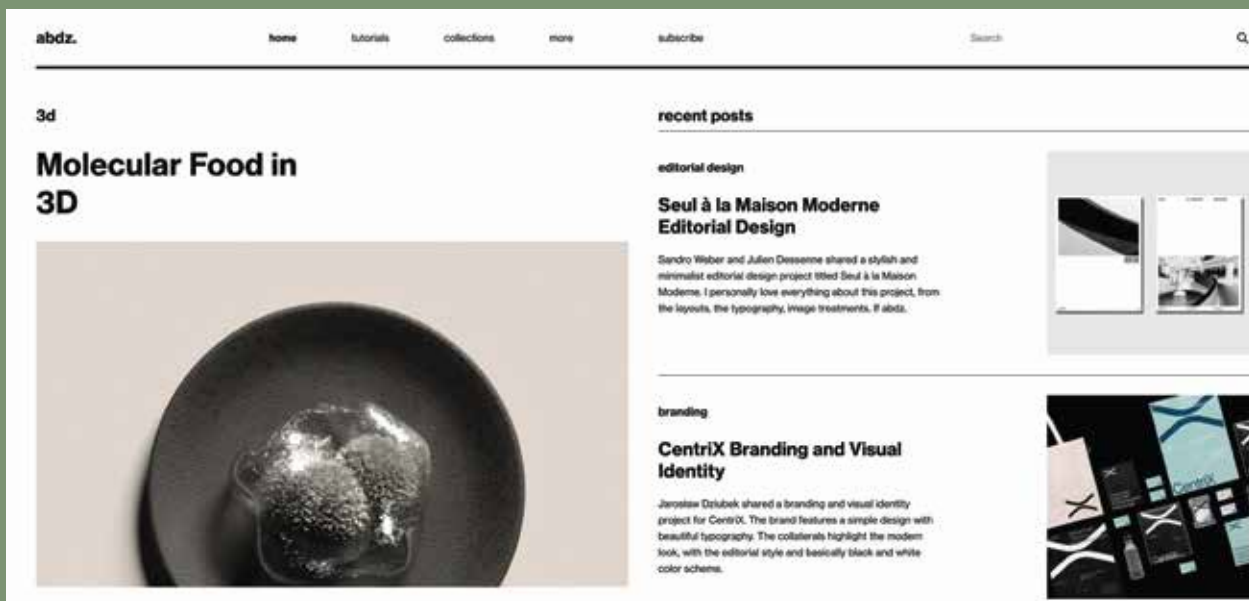
TO DO LIST

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

VISIT

PROVIDING TECHNOLOGY AND RESEARCH FOR TURNING WASTE INTO PAPER

Abduzeedo is a collective of individual writers sharing articles about design, photography, and UX. It was founded by Fabio Sasso in 2006 as a personal blog, later growing to become a digital publication with several writers from all over the world, working independently. Currently part of Steale LLC.



<https://abduzeedo.com/>

WATCH

COMPUTATIONAL MAMA

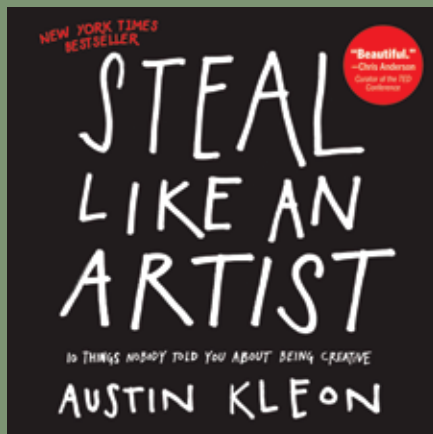
Experiments with creative coding and live coding. Working with processing, p5js, and hydra.



<https://www.youtube.com/channel/UCLoEp43AXh76ly58-bTssJA>

READ

STEAL LIKE AN ARTIST



When asked to talk to students at Broome Community College in upstate New York in the spring of 2011, Austin Kleon wrote a simple list of ten things he wished he'd heard when he was their age: 'Steal like an artist; Don't wait until you know who you are to start making things; Write the book you want to read; Use your hands; Side projects are important; Do good work and put it where people can see it; Geography is no longer our master; Be nice (the world is a small town.); Be boring (it's the only way to get work done.); and, Creativity is subtraction.' After giving the speech, he posted the text and slides to his popular blog, where it quickly went viral.

https://www.amazon.com/gp/product/0761169253/ref=as_li_tl?ie=UTF8&camp=1789&creative=9325&creativeASIN=0761169253&linkCode=as2&tag=compassofdesi-20&linkId=4ffdcddbf5cc3ba92a05e953a12de56c