



DESIGNNEWS

MONTHLY NEWSLETTER

2020

SPECIAL ISSUE

DESIGN GURU DAY

OCTOBER/NOVEMBER



**Institute
of Design**

JK Lakshmipat
University



FROM THE DIRECTOR'S DESK

From the Director's Desk:

We are happy to bring this November issue of DESIGNNEWS. This issue is a special one, where we share the events and the work that led up to the celebration of the DESIGN GURU DAY 2020. The guest of honour was none other than Dr Don Norman, the famous author of 'Design of everyday things', that is read by every design student on the planet.



The preparations, the co-working and the event all happened online.

The Director of NID Ahmedabad Prof Praveen Nahar was the Chief Guest and the President of WDO, Mr Srinivasan was a special invitee. A record number of 2000 viewers have seen this event from world over on Zoom and Facebook.

There was tremendous learning in this for all of us and we are happy to share this process with the well-wishers of the university.

Hope you enjoy this as much as we enjoyed putting this together.

Happy reading!

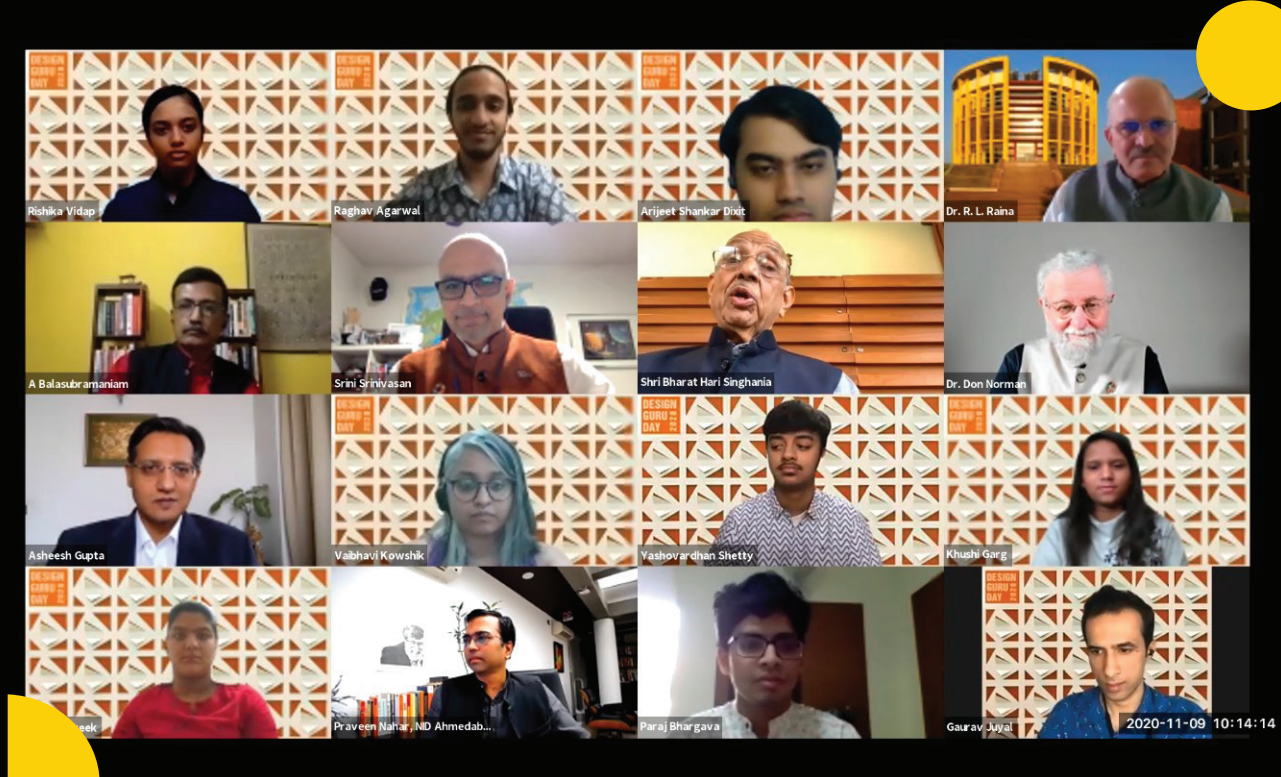
A Balasubramaniam
Director, Institute of Design
JK Lakshmipat University

DESIGN GURU DAY' 20

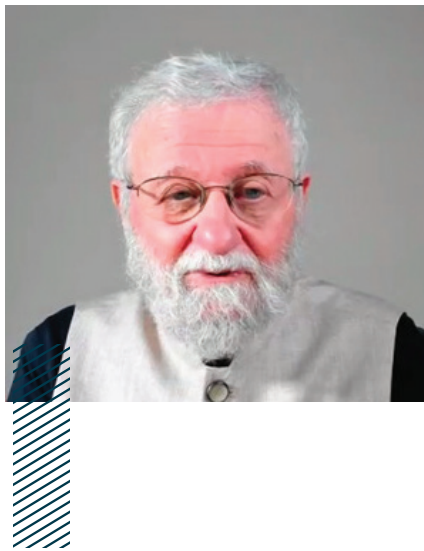
JK Lakshmipat University celebrated the annual Design Guru Day on 9th November, 2020. The day marked the birth anniversary of Prof M P Ranjan, a prolific design teacher, who influenced generations of design students.

Dr. Don Norman was felicitated with the Design Guru 2020 award in the event, which was also joined by Shri Bharat Hari Singhania, President, JK Organisation; Dr. RL Raina, Vice Chancellor, JKLU ; Asheesh Gupta, Pro Vice Chancellor, JKLU; Srinu Srinivasan, President of World Design Organisation, Chairman & CEO of Lumium Design among other dignitaries.

"I am honored to receive the award of Design Guru 2020, more especially because it is in the memory of Professor MP Ranjan" said Dr. Norman after receiving the honour.



Don Norman: The Man who changed Design



Don Norman is a great scholar of our times. He is one of the pioneers who have founded the principles that define the practice of designing for a digitally connected world. His research has been published in the most influential journals including Artificial Intelligence, Cognitive Science, ACM Interactions, Communications of the ACM and She Ji. What makes him a great influencer is his desire to reach out and share his knowledge in simpler terms. He has converted his knowledge in the form of easy-to-read books, blogs and videos. No doubt, his books are best sellers. By taking his profound ideas directly to the practitioner, he has been able to magnify the impact of his work. In this manner, he has acted as a guide and a teacher to design practitioners. This is important because many great ideas may come from the laboratories. However, if they could not be put to practice, they may lose their value.

He is a teacher (and here we have quite a lot to learn from him). He is an influential researcher and there is no doubt about it. However, he has taught in a manner that has always been easy and engaging. His books and articles, though covering rigorous issues, are beautiful to read.

This is not surprising from a person who has dedicated his life to make artifacts usable and pleasant. He did not want us to “need an engineering degree from MIT”² to use a digital watch, a building or a vehicle. Therefore, it would not be difficult for us to imagine that he also did not want us to read complex & dense academic writing to appreciate the results of his decades-long endeavor which have profound effect on today’s world, and this can be summed up as the following:

Humans are to be forgiven, not the artifacts, ...

And it should not be the other way around.

MP RANJAN MEMORIAL LECTURE

Pioneering design personality, Dr. Don Norman was felicitated at JK Lakshmipat University on the occasion of Design Guru Day on 9th November 2020. Along with his graceful presence, Dr. Norman shared his views on design and society in the light of modern times. His 2020 MP Ranjan Memorial Lecture titled 'To Create A Better Society' mentioned the concerns considering design imagination for our times, the world, and post-pandemic life, how design can be a primer to connect and solve larger problems of societies and help them to build themselves better.



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In the light of this thought, Dr. Norman recalled the vision expressed by celebrated Indian design guru, Prof. M P Ranjan. In Prof. Ranjan's own words, as mentioned at the beginning of his design blog DESIGN FOR INDIA: "Design is a powerful force that shapes culture and it is a professional activity that is beneficial for both community and businesses alike". To do so, designers must work with a wider group of professionals and thinkers from different domains who further help them to assess their own position to become a meaningful force of change in modern societies. Dr. Norman stated that such a change shall come from a new paradigm of design education where students learn about other disciplines and can work harmoniously with the practitioners of those disciplines and that the focus should shift from the symptoms to the causes. Traditional skills according to Dr. Norman are great but they cannot solve the modern complex societal issues. Subsequently, the complex history of colonization, due to its very own nature has thwarted the rise of individual and cultural thinking in many parts of the world. Dr. Norman stated that design has the power to overcome the historical implications and produce empathetic leaders who have a deep understanding of the implications of their work and can lead the path to a better society.

CITATION & INSIGHTS



JK LAKSHMIPAT UNIVERSITY
Institute of Design

ADI Association of
Designers of India

Felicitates

Dr. Donald A Norman

*Director of the Design Lab at UC San Diego,
Co-founder and Principal (emeritus) of the Nielsen Norman group.*

For pioneering the cause of human-centered design
to the world at large.
For the prolific writing on books and blogs, thereby creating
a constituency for good design.
For mentoring generations of design students in various
institutions in US, South Korea, China and other places
and inspiring them.
For taking up the cause of the average Joe, who struggles with
everyday objects for no fault of his.
For sensitizing the design community world over
on good and bad design.
For believing in the cause of designers and mentoring
them reach their potential and
For rallying for the cause of developing new kinds of designers,
ones that are inter-disciplinary and systemic thinkers.



Celebrated in honor of
Prof. MP RANJAN
on his birth anniversary
November 9, 2020

DESIGN
GURU
DAY



We gathered insights that dictated the fact that this event was infact attended by people from across the globe. People were logged in from Australia, Canada, United States of America, Mexico, Brazil, Chile, Germany, Bulgaria, Finland, Sweden, Hungary, Poland, Netherlands, Argentina, Spain, United Arab, Qatar, Israel, Ethiopia, Nigeria, Sri Lanka, Phillipines, Indonesia, Thailand and Taiwan.

Our insights show more than 3000 registrations and these numbers were reflected over all our social media channels that were also streaming live.

DESIGN GURU DAY TROPHY



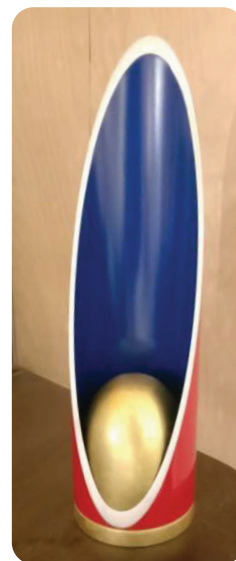
The Design Guru Trophy honours Design educators who have made an outstanding contribution in the field of Design. The Trophy and citation are presented in memory of Prof. M. P. Ranjan (1950- 2015), on his Birthday 9th of November.

Prof. Ranjan had a lasting influence on his students and on the many lives he touched. He believed that design-thinking is a powerful tool that can be used to usher change. His enthusiasm to learn and teach was infectious. He used his extensive knowledge to excite, and incite his students, making them challenge assumptions at all points in the design process.

The Design of the trophy is inspired by the bamboo, and the primary colours- Red, Blue, and yellow (interpreted as Gold). Bamboo as a material, was very close to Prof. Ranjan and he strongly advocated its use as a raw material. The truncated Cylinder, representative of the bamboo reflects his keen inclination towards geometry and the material.

The 24 carat Gold leafed orb, rises like an egg inside the Cylinder, in a way, representing the incredible possibilities in Design. The primary colours red, blue and yellow are used extensively in the National Institute of Design, the alma mater of Prof. Ranjan, where he spent over 40 years as a teacher of design.

The font used in the trophy is Frutiger, a font used extensively at NID. The Trophy was designed, Produced and sponsored by Ayush Kasliwal, a student of M. P. Ranjan at NID, Ahmedabad.



Student Activities: Thoughts, Research and Films

The students and faculty of the Institute of Design worked relentlessly over many sleepless nights creating Social Media Posts, Small Animation Clips, Short movies and many more to make this MP Ranjan Memorial Lecture memorable





JK LAKSHMIPAT UNIVERSITY
Institute of Design

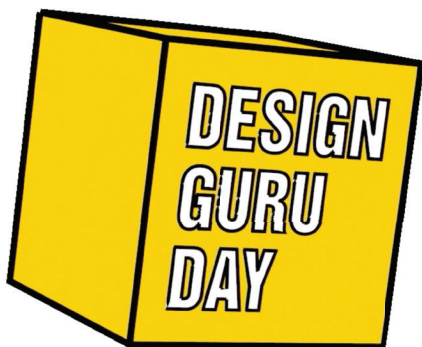


**DESIGN
GURU
DAY**



10:00 AM - 11:30 AM
November 9 Monday (IST)

9:30 AM - 10:00 AM
November 8 Sunday (PST)



Student Activities: Thoughts, Research and Films

Changing perspectives was a lens used for the social media and publicity artworks for the Design Guru Day with the students, where we worked together to create a series of 360 illustrations depicting the student's emotions guiding them through this new normal, aching to come back to the campus. These illustrations are made by students at the Institute of Design over a span of one week. The 360 creations are best viewed on the JKLU official Facebook page.



Changing Perspective by Shreyans and Bhavya Mathur

Our Image represents JKLU with a view consisting of dancing trees in the foreground. In these tough times where everything has been switched online, no one is seen inside the campus and seems as dry as dust. But the Dancing trees shown in the picture give an illusion of human beings enjoying and living in peace.

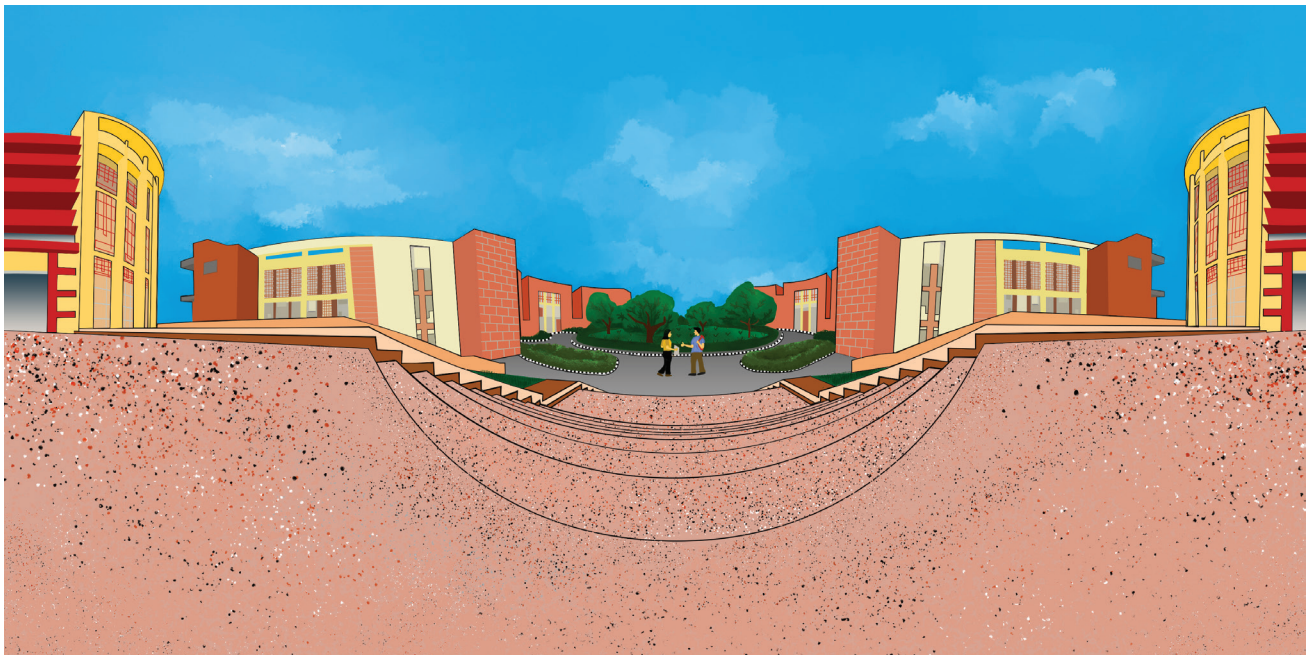


Changing Perspective by Khushi Garg, Jhanak Mathur and Riddhi Pareek

These 360 environments are created to acknowledge and introduce to our peers - memories of our time at IOD, wandering inside the campus, talking to the walls adding valuable memories within its earthy tones. Our lens represents the tough time of this pandemic and the colorful vibe of the campus.

The building conveys its longing for human interaction with just some of these pieces of blocks put together in silence. It also gives a streak of hope when you see the thread of colour. It is empty and dull without the cheerful students present in the beautiful campus and we can't wait to get back.

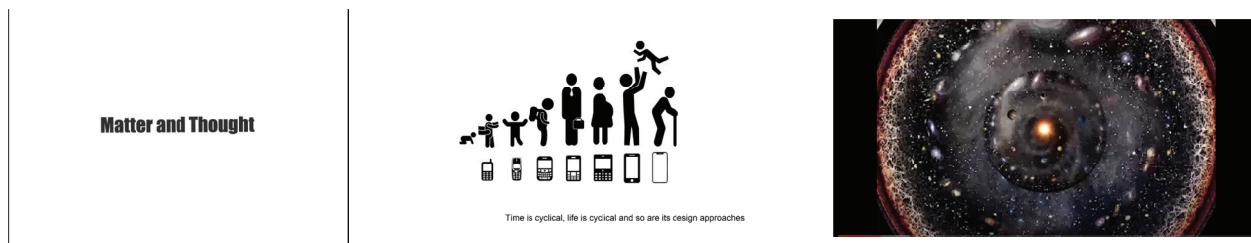
Student Activities: Thoughts, Research and Films



Changing Perspective by Madhurima Chatterjee and Shamyuktha San

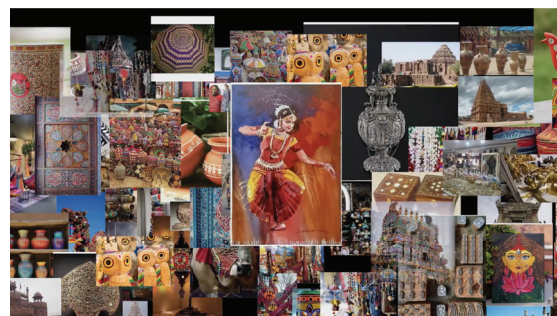
The students tried to represent the campus in its raw form, with the use of colours, details and textures. This image portrays the peaceful side of the campus, where all the workers and students go about in their day in peace. It is vibrant and energetic.

Student Activities: Thoughts, Research and Films



Matter and Thought:

Matter and Thought, a film on the changing nature of design through time, made by the students of IOD JKLU, explored the journey of design, the inception of design thinking and their connections with time and life. Citing examples from the universal design objects conceived in India to the changing usages of modern gadgets, the film depicted the diverse ways in which design and time interact with life to give meaning to existence.



Frames of Ranjan

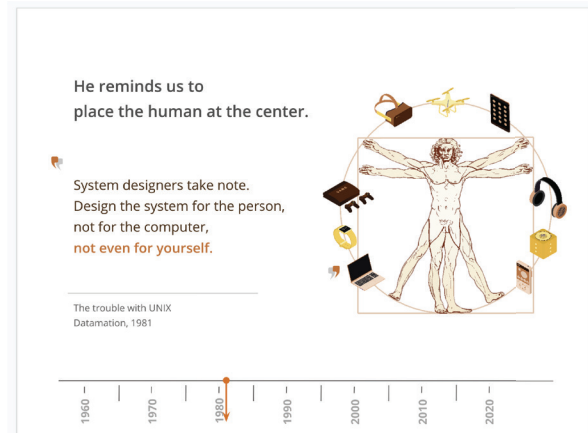
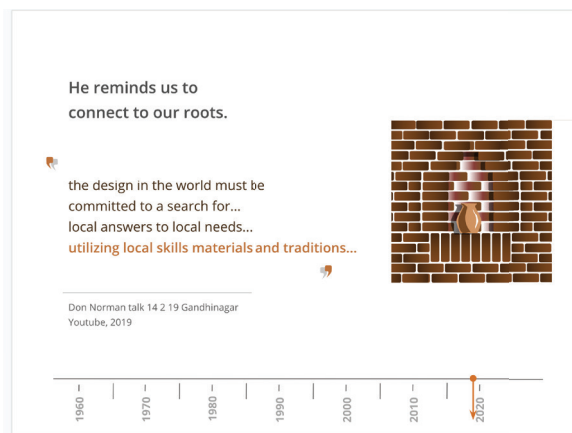
It is a 2-minute video depicting the life of Mr. M.P. Ranjan whose birthday is celebrated as Design guru day. The idea behind the video was to tell the story of Ranjan to the world. It was done using photo frames each consisting a segment of his life. The information was collected by browsing the internet and blogs written by people who were close to him. The photos were collected from social media accounts of M.P. Ranjan and Aditi Ranjan and also from the blog 'Design for India'. The work was equally distributed among the members of the group with great coordination and guidance of our mentor. The animation software Blender and premiere pro were used to bring the idea to life.

Student Activities: Thoughts, Research and Films



Emotions of things

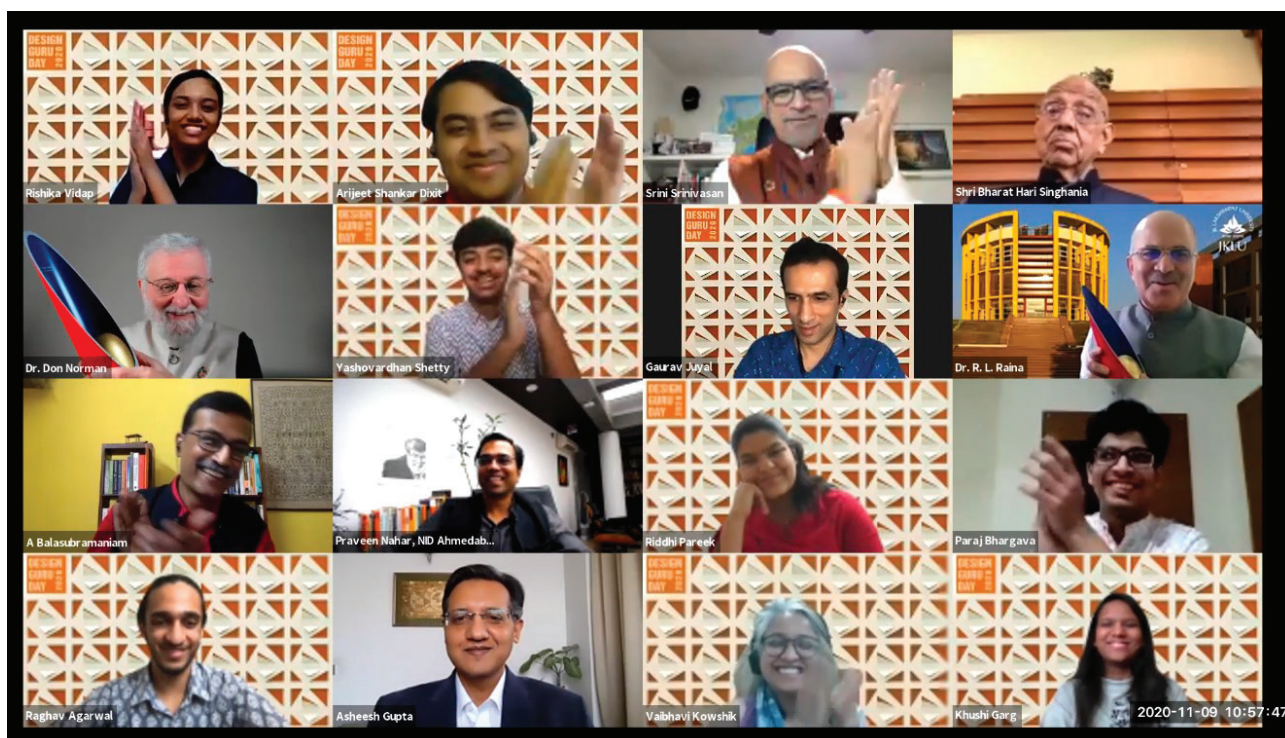
It is a film made by JKLU students which talks about human centered approach to design and its impact to human lives. It takes the reference through product and shows how human emotions plays important role in the creation of certain experiences which helps to transform fear to a playful event, frustration of internet glitches to interesting game play etc and many more.



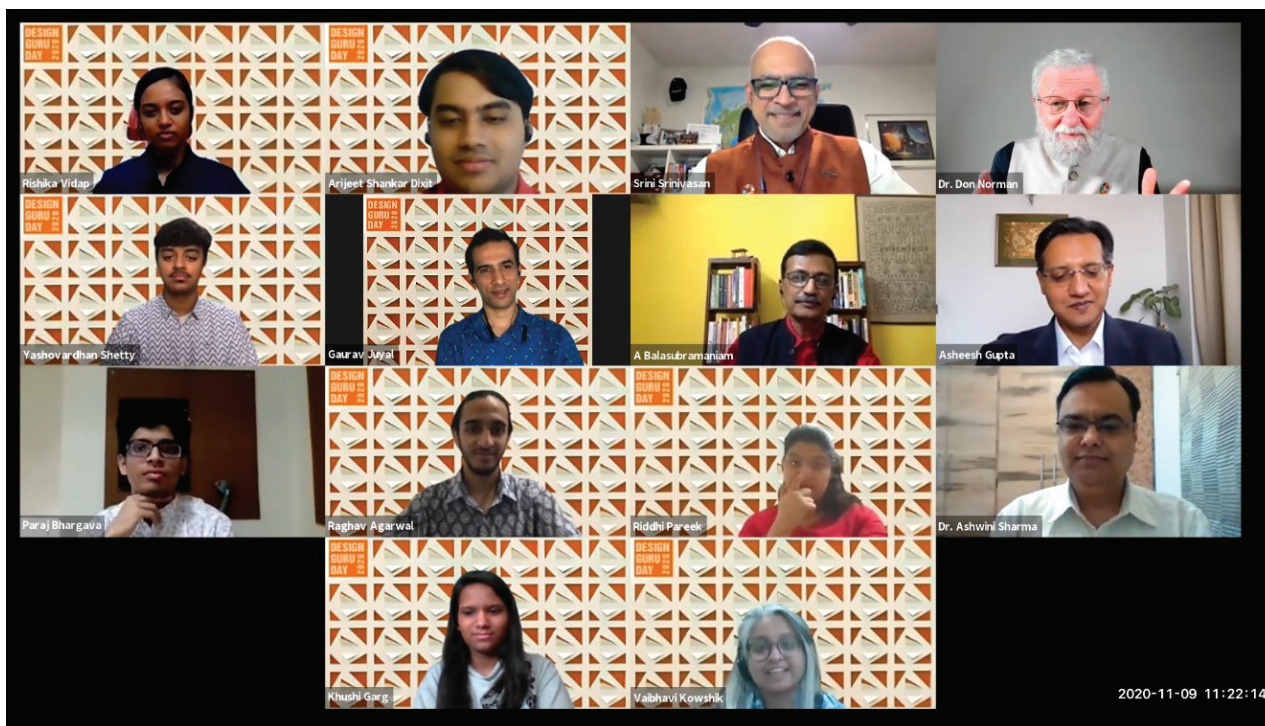
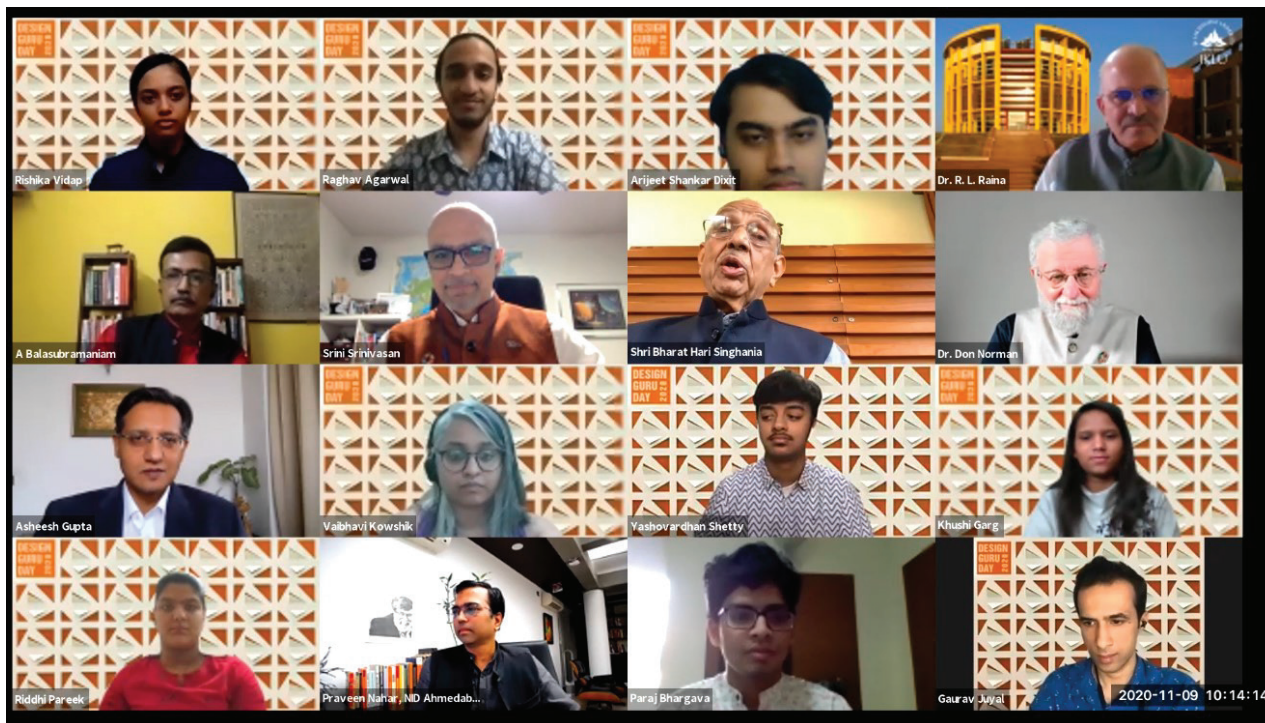
Don Norman: The Scholar, Thinker and Teacher

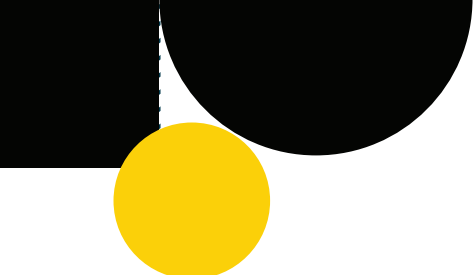
Don Norman is a great scholar of our times. He is one of the pioneers who have founded the principles that define the practice of designing for a digitally connected world. His research has been published in the most influential journals including Artificial Intelligence, Cognitive Science, ACM Interactions, Communications of the ACM and She Ji. What makes him a great influencer is his desire to reach out and share his knowledge in simpler terms. He has converted his knowledge in the form of easy-to-read books, blogs and videos.

SNAPSHOTS FROM THE EVENT



SNAPSHOTS FROM THE EVENT





NOTES FROM FACULTY MENTORS

Design Guru Day was the best possible experience for the students to learn and test their skills, understanding, and concepts. Since it was a live event it carried the pressure to maintain quality similar to the industry standards. Faculties worked day and night along with the students to bring this event to fruition. The feedback from the audience tells us that we managed to put another great DGD together for our legendary teachers

- Gaurav Juyal

Lecturer, JKLU, Institute of Design

It was a great experience mentoring students and working with the entire team for such an important design event. The vision of Dr. Don Norman for a better society as explained by him shall serve as a guide and inspiration for everyone to indulge in meaningful design thinking and activities.

- Promit Basu

Assistant Professor, JKLU, Institute of Design

This experience and Dr. Don Norman's talk has given me the confidence to look deeper into this new normal, look closer at our mistakes and to look forward to working with this over-enthusiastic team of students and faculty of the Institute of Design. My experience is best described by Humphrey Bogart, in Casablanca (1942): "Louis, I think this is the beginning of a beautiful friendship."

- Vaibhavi Kowshik

Assistant Professor, JKLU, Institute of Design



NOTES FROM FACULTY MENTORS

It was a great experience of mentoring students for such a important event. Dr Norman and his vision resonates at JKLU and design philosophy of India. This even inspire us to be a change maker & create a social impact though design.

- Shrikant Prabhakar Gode

Assistant Professor, JKLU, Institute of Design

Don Norman has influenced us greatly regarding the way we practice design in the digital era. He has put forth clearly his vision about design. It will help us preparing the future designer who is able to solve the complex problems of her times.

- Devanuj Kanta Balkrishan

Associate Professor, JKLU, Institute of Design

Design guru day was an exciting exciting event. Worked on the film on MP Ranjan was a great opportunity to look back and remember the days we met and remembered him very profoundly and discussing and sharing it with new students was a great experience working with such great energetic students was refreshing. It was a truly a design guru day where I we remembered mp ranjan and celebrated design with Don Norman.

- Amitanshu Shrivastava

Assistant Professor, JKLU, Institute of Design



REACTIONS

Thank you Don Norman for re-affirming the belief in why we became designers. Designers have evolved from being the craft People to Problems Solvers to Leaders. Such a powerful and inspiring M P Memorial Lecture at the Design Guru Day today! Thank you A Balasubramaniam and the JKLU team for making this happen!

- Kshitiz Anand

Associate Vice President at Paytm, Design Leader & Educator, UX Design & Social Entrepreneurship and Public Speaker

Excellent! Lot of food for thought!!

- Amit Sheth

Vice President, ValueLabs

Impeccably organised event by JKLU team. Great to listen to Don in every sense and engaging interaction then onwards! Students visible participation ensures a great future for design! Congrats! Truly Enriched!

- Chandrashekhar Bheda

Principal Designer, Spider Design

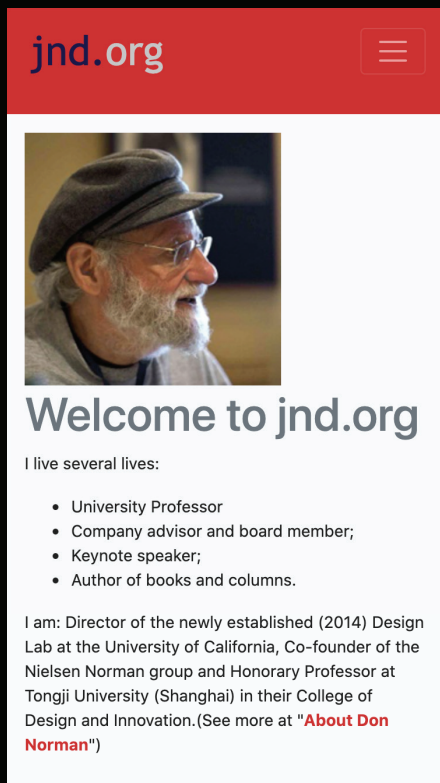
Thanks A.Bala Subramaniam and team at JKLU for a professionally organised event, which may even be considered as one of the best design events of the year. Professor Don's speech was inspirational and his candid replies to very intelligent questions by students insightful.

- Sagarmoy Paul

Independent Design Professional, NID

TO DO LIST

VISIT



JND.ORG

In the field of psychophysics, that branch of experimental psychology that studies sensation and perception, a jnd is the amount that something must be changed for the difference to be noticeable, defined to mean that the change is detectable half the time. My goal is to make a noticeable difference -- many jnds worth -- in human-centered technology.

I started my career as an experimental/mathematical psychologist in psychophysics, and my love of the exquisite sensitivity and dynamic range of hearing and seeing, as well as the power of human perception has stayed with me.

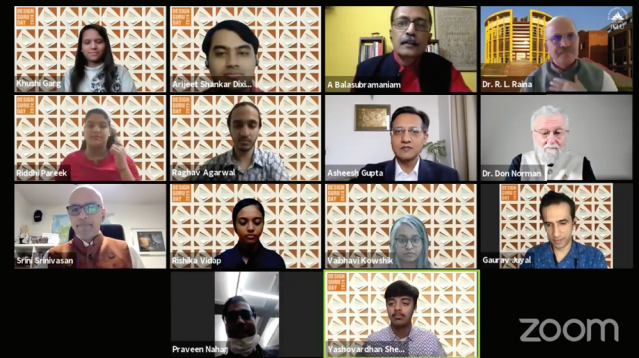
Link: <https://jnd.org>

WATCH

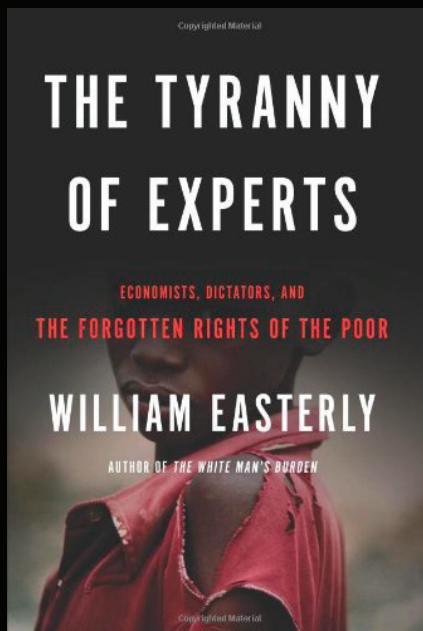
DESIGN GURU DAY 2020 WITH DR. DON NORMAN

Ceremony felicitating Dr. Norman as a
Design Guru 2020

<https://www.facebook.com/JKLAKSHMI PATUNIVERSITY/videos/3427444044017687/>



READ



TYRANNY OF THE EXPERTS

Over the last century, global poverty has largely been viewed as a technical problem that merely requires the right “expert” solutions. Yet all too often, experts recommend solutions that fix immediate problems without addressing the systemic political factors that created them in the first place. Further, they produce an accidental collusion with “benevolent autocrats,” leaving dictators with yet more power to violate the rights of the poor. In *The Tyranny of Experts*, economist William Easterly, bestselling author of *The White Man’s Burden*, traces the history of the fight against global poverty, showing not only how these tactics have trampled the individual freedom of the world’s poor, but how in doing so have suppressed a vital debate about an alternative approach to solving poverty: freedom.

<https://www.amazon.in/Tyranny-Experts-Economists-Dictators-Forgotten/dp/0465031250>