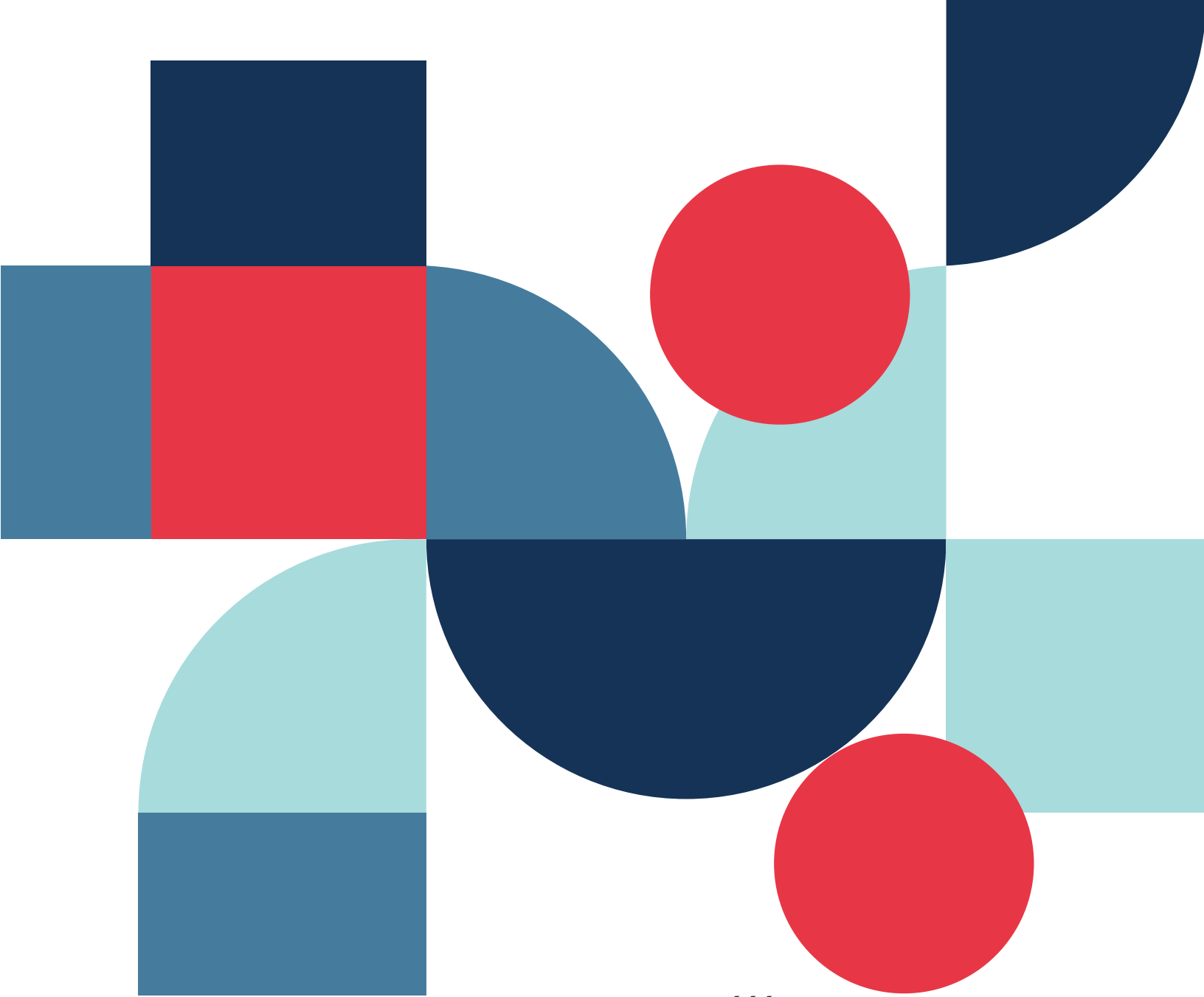




DESIGNNEWS

MONTHLY NEWSLETTER

2020

SEPTEMBER / OCTOBER



**Institute
of Design**

JK Lakshmipat
University



FROM THE DIRECTOR'S DESK

Greetings from JKLU

From the Desk of the Director

Greetings from JKLU's Institute of Design!
We are happy to welcome the Batch of 2020 – 24!
We welcomed our new batch online with an Orientation programme.



Besides the usual interactions between the faculty and students, special presentations were also organised by world-famous designers.

Our earlier batch of students, after branching out to their chosen disciplines, discovered that we have lined up world-class faculty for them. So we had Representation techniques class taught by Kaustav Majumdar from Berlin for our Product and Interdisciplinary students.

We also brought in the AVP of PayTm to teach User studies for our Interaction Design students.

While on the subject of faculty, we have recruited two new faculty: Devanuj K Balkrishan is an Interaction Designer, a PhD from IIT Bombay and Amitanshu Srivastava is a Product Designer from IICD. More new faculty are being hired.

October is the official time for festivities in India. Celebrate with caution. Stay safe.

A Balasubramaniam

NEW BATCH OF 2020: FROM MORE THAN 20 CITIES

The new batch of 2020 at the JKLU Institute of Design represent 20 diverse cities of India. With their specific interests, enthusiasm and curiosities, they would bring in fresh and diverse ideas from all corners of the country.

As enthusiasm and learning go hand in hand at JKLU Institute of Design, one can hope to see the flow of creativity happening in myriad ways in the coming times.



NEW FACULTY IN DESIGN



DEVANUJ K.

FACULTY, PRODUCT DESIGN

M.Des, IIT Delhi, PhD, Human
Computer Interaction, IIT Bombay

Devanuj did his B. Arch from University of Roorkee (now Indian Institute of Technology Roorkee,), M. Des. in Industrial Design from Indian Institute of Technology Delhi and Ph. D. in Human Computer Interaction from Indian Institute of Technology Bombay. He trained as an architect and a designer. His research tries to find how to design for the Emergent Users (or, the Next Billion Users) in a way that is meaningful in their contexts. He has been advising start-ups from a strategic perspective. He is active in the HCI community. He has also worked in the area of Artificial Intelligence (AI).



AMITANSHU S.

FACULTY, PRODUCT DESIGN

B.Des, IICD, Jaipur
Board of Studies for Product
design at Rajasthan Skills
University

Amitanshu did his graduation in Product Design from Indian Institute of Crafts and Design, Jaipur. After working in areas of craft products, lifestyle accessories and toys, he set up his own studio, where he worked on developing two ranges of products. He has developed a concrete range of furniture and accessories and has marketed them.

His products have been published in - India Today Home, - Better Homes And Gardens, - Vogue India website, - Delhi times, - Rajasthan Patrika, - DNA - The Hindu Bangalore - and others.

He has had teaching experience of being a visiting faculty at Pearl Academy and was Head of Product Design Department at Arch College of design and business. He is also in the Board of Studies for Product design at Rajasthan Skills University.

VISITING FACULTY



SUNALI AGGARWAL

FACULTY, INTERACTION DESIGN

M.Des, NID Ahmedabad.
Co-founder of Mobikwik.



KAUSTAV MAJUMDAR

FACULTY, PRODUCT DESIGN

Industrial Designer and architect,
Geis and Bartner, Germany.
Visiting faculty at HTW Berlin.
M.Des, NID Ahmedabad.



KSHITIZ ANAND

FACULTY, INTERACTION DESIGN

Associate Vice President,
Paytm. Indiana University,
Bloomington. Awarded 'Young
Entrepreneur Award' by Bihar
Government in 2017.



SAURABH DEB

FACULTY, INTERACTION DESIGN

Chief Designer UX innovation,
Samsung. B.Des NID Ahmedabad.
Awarded IF Design award 2020 for
'Tune Station', music app for
Samsung Mass Smart TV.



FACULTY ACHIEVEMENTS



Vidushi Yadav, Assistant professor in design, IOD JKLU has been named by BuzzFeed as one of the top 21 illustrators of the country to follow.



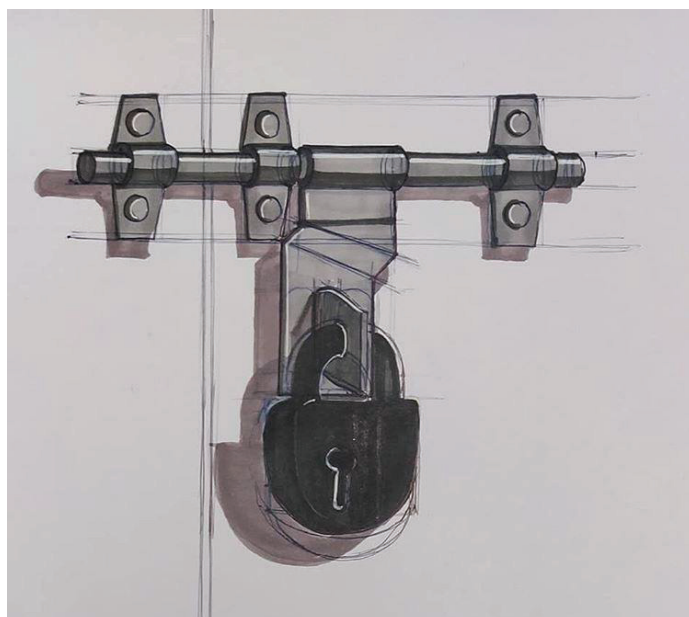
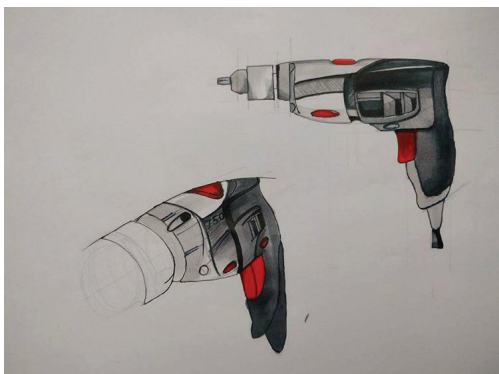
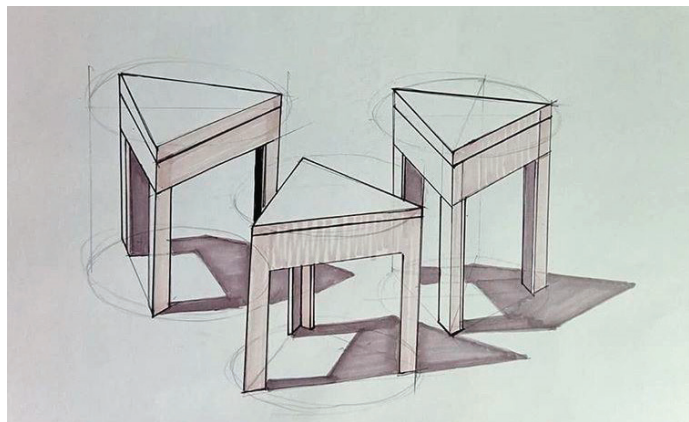
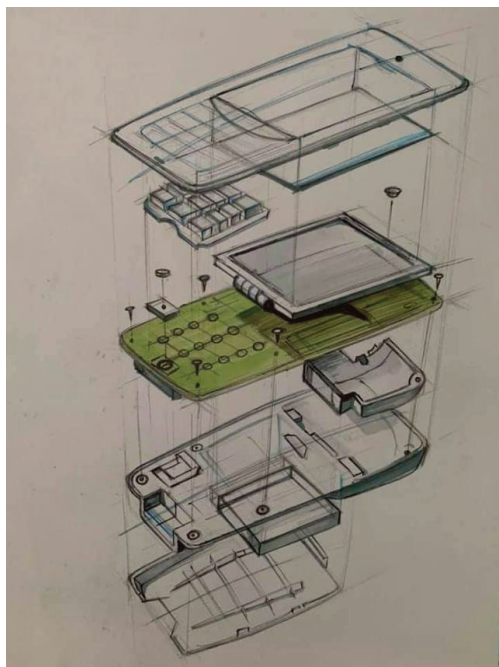
Dhruv Saxena, assistant professor in design, IOD JKLU has won a grant from the Swiss Arts Council for his self-initiated speculative design project Idee Flexi. The project questions and reimagines the current state of crafts in the Indian context.

REPRESENTATION TECHNIQUES

Course on learning to represent ideas through digital and freehand skillsets

Representation Techniques course conducted by Kaustav Majumdar which is a part of Product Design, introduced students to develop skills and techniques in ideation and representation that spans across diverse design disciplines. From initial conceptual sketches and quick sketches to more sophisticated visual representations, the course introduced students to different skill sets including drawing, sketching, rendering, image creation tools and media.

The course also introduced effective articulations and represent ideas through traditional tools, digital tools, and photography.

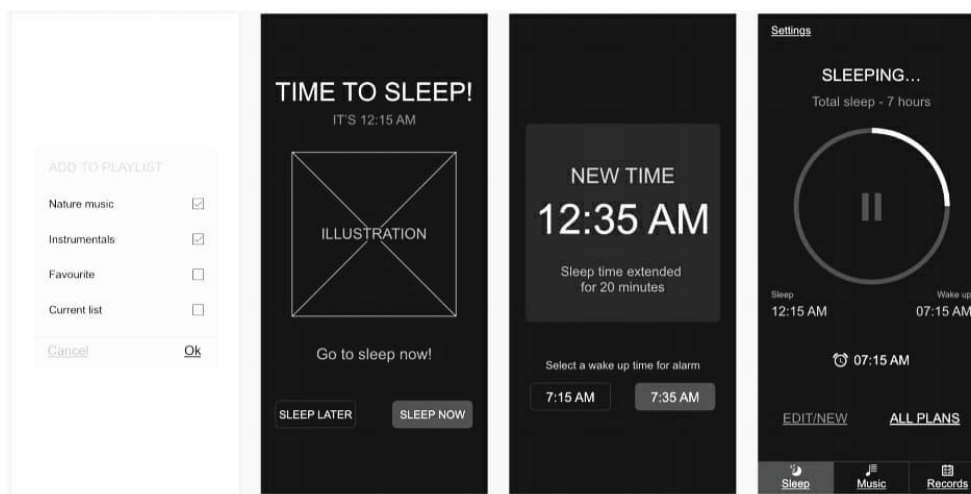
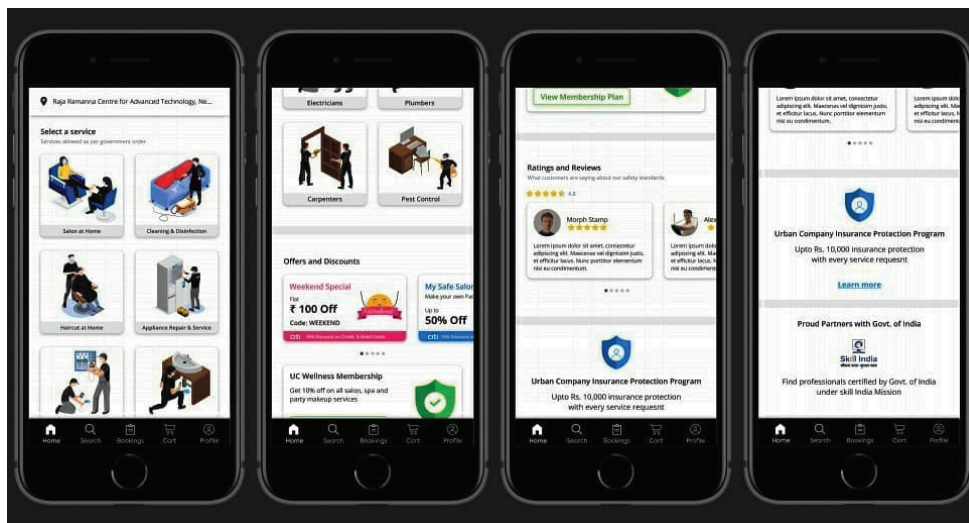


UI CASE STUDIES

Visual Design basics and tools for Interaction Design Students

For the third semester of B.Des 2019 Batch UI Case studies was conducted by Vidushi Yadav, Assistant Professor, JKLU, Institute of Design.

Students learned to focus on learning applied perception of visual design principles and cognition that inform effective design for digital spaces and how imagery, context, and attention form important considerations for all kinds of designs

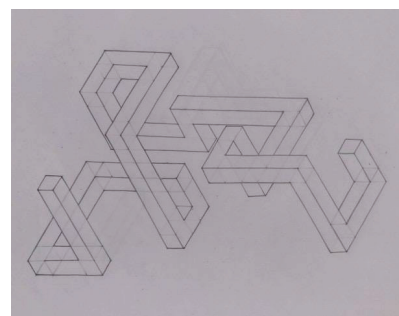
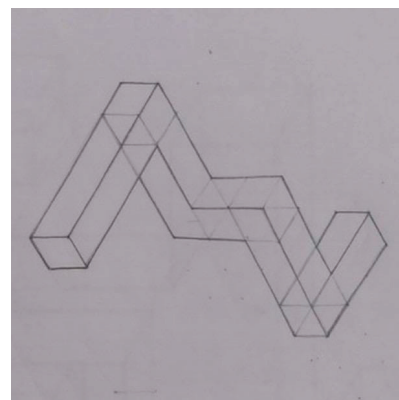
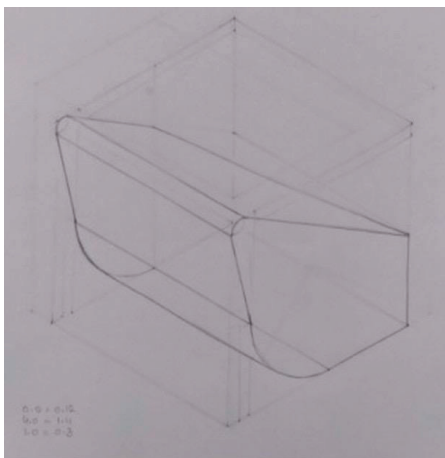


ELEMENTS OF FORM

A course on understanding and exploring forms, function and attributes

The Elements of Form course conducted by Dhruv Saxena and Promit Basu introduced students to explore and understand the basic elements like line, shape, form and texture and to work on creating new forms using elements in 2 dimension (2D) and 3 dimension (3D).

The course further lead to form abstractions through nature inspiration in 3D. Online assignments helped students to gain experience in developing forms which are relatable to function, meaning and attribute exploration.

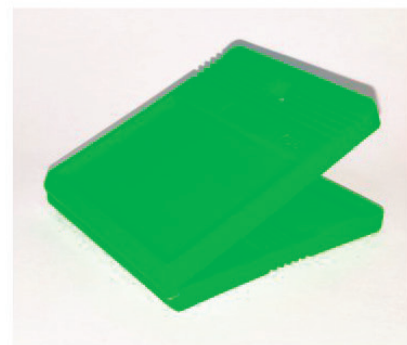
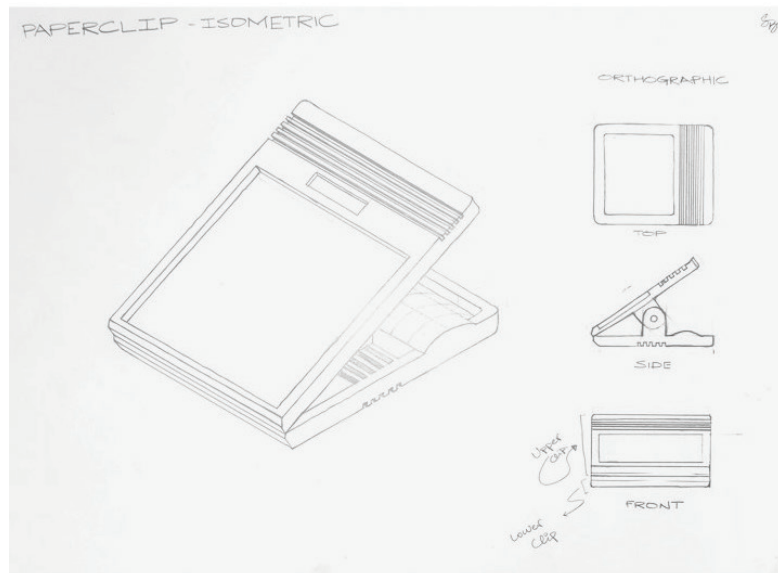


FREE-HAND DRAWING

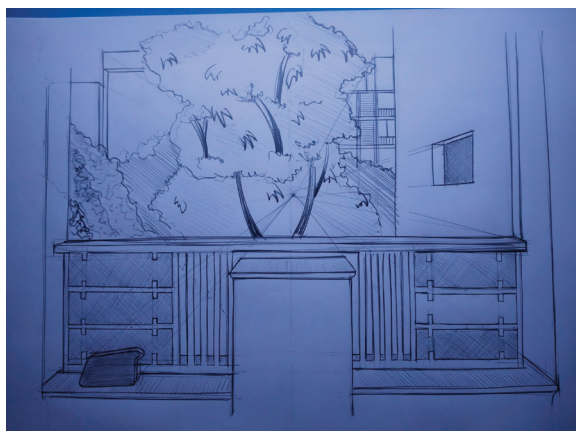
A course on learning to master design drawing fundamentals

The new semester B.Des 2020 began with Freehand Drawing for the first year batch. The course was conducted by Gaurav Juyal, Lecturer, JKLU, Institute of Design.

This course helps the students to gain freehand drawing skills to create and represent their ideas better.



Clip



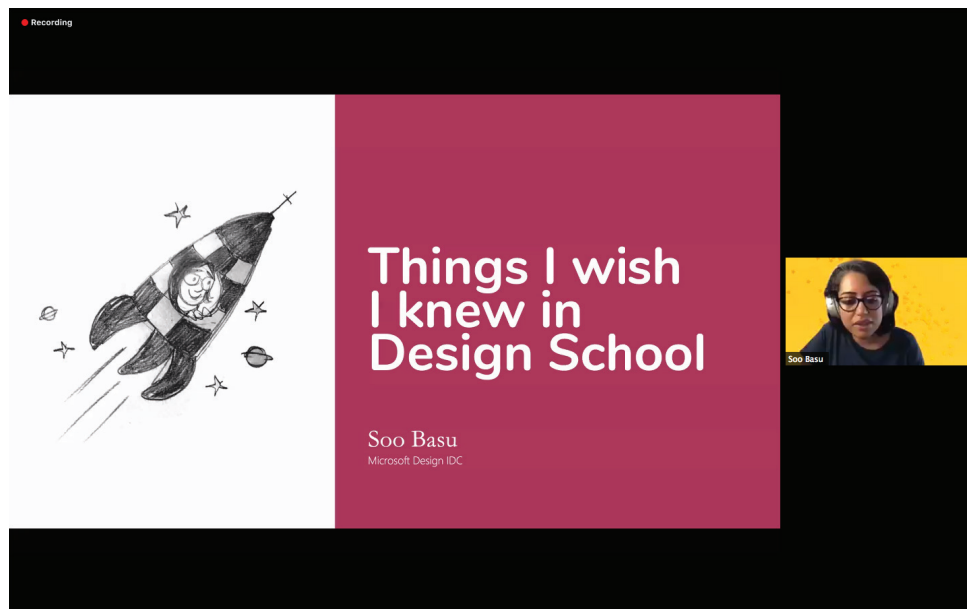
SIGNATURE SESSION SERIES

Signature Sessions is an initiative by JKLU. An online platform, the sessions host several luminaries from design world who share their stories and experiences from their own journey. The platform is open to global audiences and seeks to inform and encourage the ones enthusiastic about the world of design.



Designer Sunandini Basu is a part of the Microsoft Edge Design leadership and has also led the Acrobat Design team. A Bachelors' degree in Animation Film Design from NID, Ahmedabad, and a Masters in Interaction Design from K3, Malmö, she has also worked as a designer and design champion at popular dotcoms, usability consultancy, and animation production studios.

The Signature Session Series on " Things I wish I knew in Design School" was presented by Sunandini Basu (Soo Basu) where she shared her thoughts on activities and mindsets that help a student to grow and properly train for the professional environment.



SIGNATURE SESSION SERIES

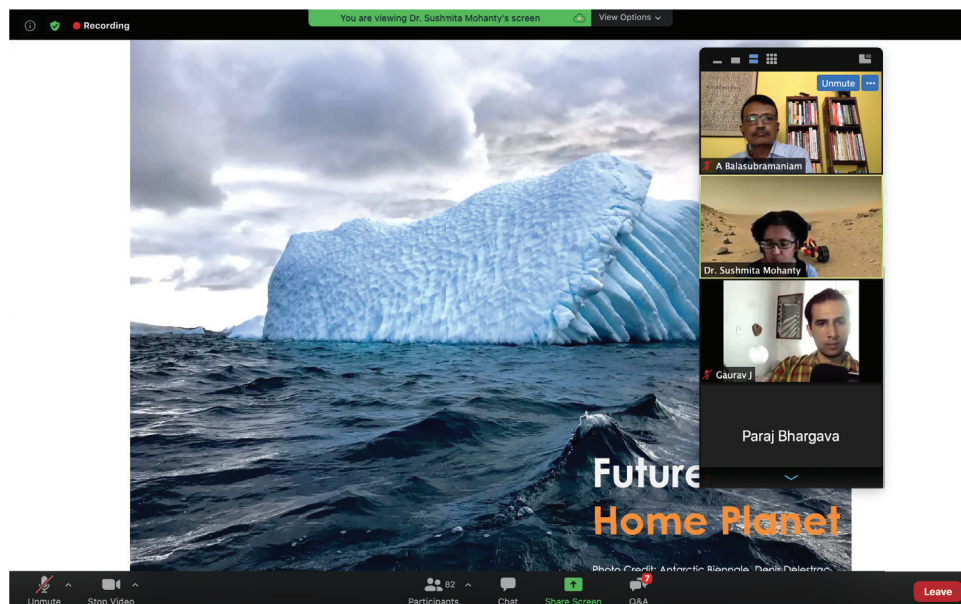
Signature Sessions is an initiative by JKLU. An online platform, the sessions host several luminaries from design world who share their stories and experiences from their own journey. The platform is open to global audiences and seeks to inform and encourage the ones enthusiastic about the world of design.



Dr. Susmita Mohanty is CEO of EARTH2ORBIT and Co-Founder- MOONFRONT & LIQUIFER; a spaceship designer & the only space entrepreneur in the world to have started companies on three different continents.

Honored on Capitol Hill in Washington DC with the International Achievement Award, Dr. Mohanty has worked for the International Space Station Program at Boeing in California and has done a short stint at NASA.

Additionally, she is a passionate climate action advocate & is the only person in the world to have visited the Arctic and Antarctica, on an invitation.



THOUGHTSPOT

Thoughtspot is a stage that welcomes people from diverse disciplines and culture to share their unique stories, experiences and journeys. A global platform at JK Lakshmi-pat University IOD, it seeks to make space for new concepts and engagements with personalities from different walks of life.



#designedbypaul

PAUL SANDIP
Founder- Paul Studio
Red Dot Winner &
Tedx Speaker

THOUGHTSPOT



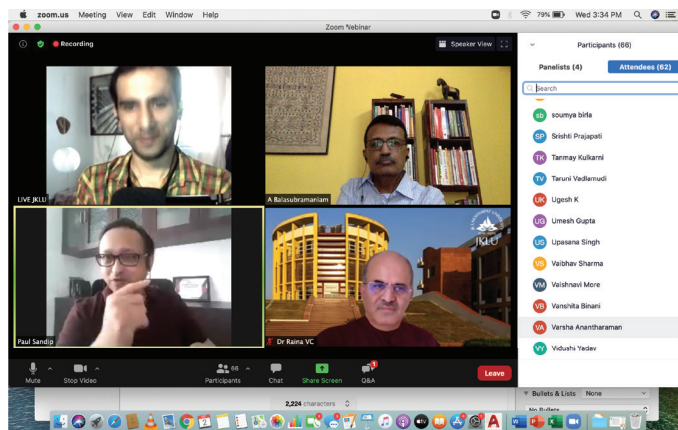
JK LAKSHMIPAT UNIVERSITY
Institute of Design

Innovation by Observation

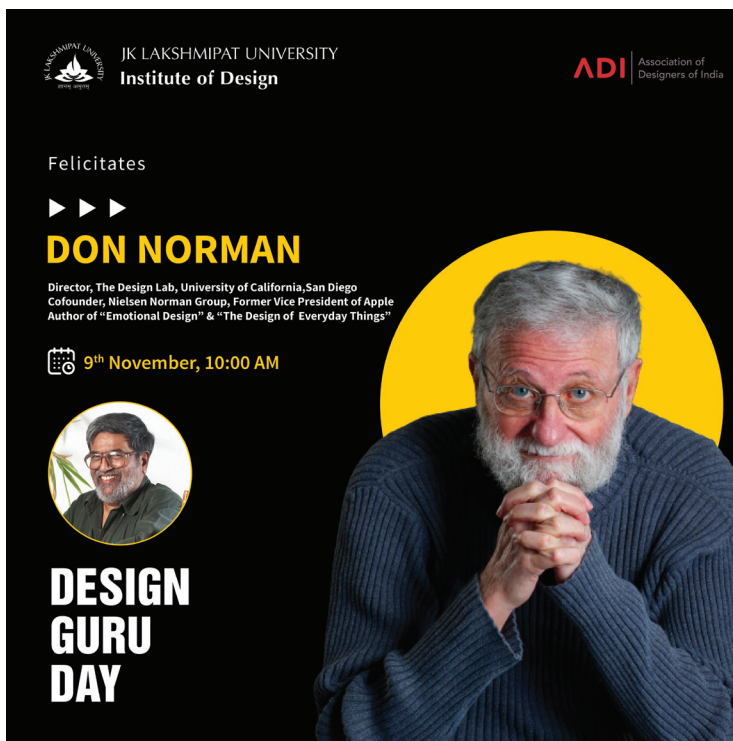
2nd September, 3 pm

Registration link : <https://bit.ly/34CsDfH>

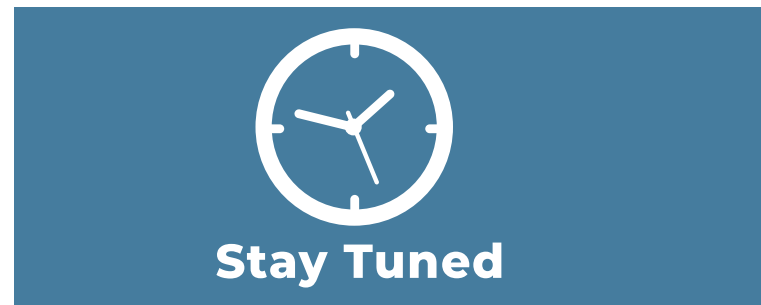
PAUL SANDIP is an Industrial Designer, alumni of the prestigious National Institute of Design (NID), a professional cartoonist and an Electrical Engineer with over 300+ ideas in production for clients worldwide. He is winner of the prestigious German Design Award Red Dot and numerous international/domestic design awards including Business World Design Excellence and Young Talent by Elle Décor. His works and thoughts have been extensively published in leading newspapers, magazines like Forbes Life and aired by Radio and TV channels as well as exhibited internationally. Paul Sandip has also been honored by Shri Narendra Modi as a “Designpreneur”. Paul is a three times TEDx speaker and known in the industry for his unique technique “Innovation by Observation”.



DESIGN GURU DAY : FELICITATION OF DON NORMAN



DESIGN GURU DAY



Keeping the annual tradition alive, JK LakshmiPat University, Institute of Design is proud to organize the DESIGN GURU DAY in memory of Prof. MP Ranjan, a maverick design teacher on his birthday, by felicitating Don Norman on 9th November 2020 as "Design Guru".

American researcher, professor, visionary leader, and author, Norman is the director of The Design Lab at the University of California, San Diego; Co-founder and principal (emeritus) of the Nielsen Norman Group; an honorary professor at Tongji University (Shanghai); former Vice President, Advanced Technology, Apple, and a well-known speaker and author of 20 books in 20 languages including Emotional Design and Design of Everyday Things.

Besides, Mr. Norman has been listed as one of the world's 27 most influential designers by Business Week, has three honorary degrees, and is a member of the National Academy of Engineers who serves on numerous company and educational advisory boards and boards of directors.

TO DO LIST

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

VISIT



DESIGN MATTERS

Design Matters Blog is the world's longest running blog on design. Started by designer, author and brand strategist Debbie Millman in 2005, it has grown exponentially over the years to include interviews and discussions with globally renowned designers from across the globe.

Debbie Millman has been named “one of the most influential designers working today” by Graphic Design USA, and “one of the most creative people working in business” by Fast Company. As the founder and host of Design Matters, the first and longest running podcast about design, Millman has interviewed nearly 300 design luminaries and cultural commentators, including Massimo Vignelli, Milton Glaser, Malcolm Gladwell, Dan Pink, Barbara Kruger, Seth Godin and more. In the 11 years since its inception, the show has garnered over 5 million downloads per year, a Cooper Hewitt National Design Award and most recently iTunes designated it one of the best podcasts of 2015.

Link: <https://www.designmatter>

WATCH

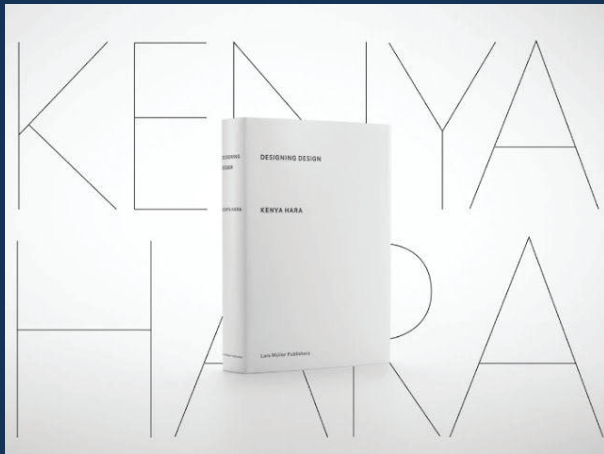
THE AGE OF AI

The Age of A.I. is a documentary series hosted by Robert Downey Jr. covering the ways Artificial Intelligence, Machine Learning and Neural Networks will change the world. The new eight-part show attempts to demystify terms like machine learning and computer vision while showing off some of the latest advancements in the field.



https://www.youtube.com/watch?v=UwsrzCVZAb8&list=PLjq6DwYksrzz_fsWlpPcf6V7p2RANeKc

READ



DESIGNING DESIGN

Designing Design by celebrated designer Kenya Hara is the first book written specifically for design enthusiasts. The book introduces and explains the importance of such concepts as “emptiness” and its application in design. For this audience, Hara has chosen examples of his work that clearly illustrate the visual cultural background that underpins his philosophy, examples ranging from programs for the opening and closing ceremonies of the Nagano Winter Olympic Games 1998 to signage for clinics, interior work for unique hotels, and book designs.

<https://www.flipkart.com/designing-design/p/itmfydr2frskhwgx>