



JK LAKSHMIPAT UNIVERSITY
Institute of Design

November Issue

DESIGNNEWS

What's Inside?

News and Updates

Snapshots of courses taught
in October - November 2021

Profiles of our Visting
Faculty

*For private circulation only

From the Editorial Team's 'Classroom-turned-Office'

This edition of Designews is exceptionally distinct, as for the first time, it is co-created by a student-led editorial team at the Institute of Design at JK Lakshmipat University. Students from a spectrum of design disciplines, milieus, and thoughts came together to report, write, design and edit the newsletter over a span of a few weeks.

A truly interdisciplinary team, the past few weeks have seen students working ceaselessly, pushing themselves harder each day and aligning their academic schedules to discuss, deliberate, and produce a newsletter that captures the latest happenings at the Institute of Design, JKLU.

This edition of Designews is a new milestone achieved by the commendable efforts of the faculty, students and every stakeholder of the Institute of Design at JKLU. At the same time, this edition also marks the beginning of a new journey, one that looks at uncovering the talents of the students at JKLU and giving them a platform to showcase the best version of themselves.

Till then, the editorial team of Designews keenly continues to ponder and observe life over here at the university for the next edition. Stay tuned.

News And Updates

The Institute of Design, JKLU celebrates **Design Guru Day.**

The Institute of Design at JK Lakshmipat University has been proud to organise Design Guru Day in memory of Prof. M.P. Ranjan on his birthday, 9th November 2021. This year, the award was given to Judy Frater who delivered the 2021 MP Ranjan Memorial Lecture on the topic 'Design Education for Recognition.'

Judy Frater is a social entrepreneur who has lived in Kutch for 30 years. She co-founded and operated Kala Raksha Trust, a cooperative for women embroiderers, established the Kala Raksha Textile Museum, and founded Kala Raksha Vidhyalaya, the first design school for traditional artisans. In 2014, to expand the design education program to an institute, Frater began Somaiya Kala Vidya. She's been the light to the survival of multiple traditional craft practices across India. An Ashoka fellow, Frater received the Sir Misha Black Medal for Distinguished Services to Design Education in 2009 amongst many other accolades.

For her outstanding contributions to the field of design and crafts, Judy Frater was felicitated as the Design Guru 2021 at an online event hosted by JKLU. The programme commenced with an address from the Vice Chancellor of JKLU, followed by a series of presentations on the life and work of Prof. MP Ranjan and Judy Frater. The students of design at JKLU showcased their talents through various ways such as shooting a short documentary on the artisans of Jaipur and creating installations in the JKLU Campus.

The event progressed with the much-awaited address by Judy Frater who touched upon how artisans gain recognition of themselves as well as their crafts through design education. Through her soul-stirring words, Judy Frater inspired the next generation of designers in the audience to make a commendable difference to the domains of crafts and design in India.

**DESIGN
GURU
DAY
2021**



**DESIGN
GURU
DAY
2021**



Prof. Dheeraj Sanghi, Vice Chancellor at JKLU honours Judy Frater with the Design Guru Trophy.

Installations crafted by students for Design Guru Day.

Design Guru Day has been and continues to be an integral part of the Institute of Design, JKLU as each year a new batch of students is introduced to it. Fascinated by the last felicitation, the enthusiasm students put in to build the show was exhilarating. Alongside the online event, there were two significant installations made by the students of design in and outside the Institute of Design in the University to celebrate the day offline as well.

A permanent installation called 'The Timeline of Design Guru Day' was set up to honour the contributions of Design Educators who have inspired and paved a way for design students to follow. The installation exhibits illustrations of the respected Design Gurus made by students.

Another installation called 'The Birds' was set up. It is symbolic to Judy's journey of uplifting and empowering the artisans. The installation consisted of 26 birds with 25 birds representing the first batch of 25 artisans whom she began working with and one bird representing her.



© Aparna Rajanala
Anchita Soni

"The idea of making an installation on 'The Timeline of Design Guru Day' came from a mutual feeling which after several discussions started to turn into reality. After a lot of planning, repetitive discussions, and iterations, the timeline started to shine through. The event along with the installations was not only successful but also beautiful for it is a continuous reminder as well as an acknowledgment to what design currently is and the benchmarks it aims to achieve here at JKLU."

Vaibhav Sharma,

Promit Basu's work displayed in Boomer Art Gallery, London.

While some artists are keeping a very traditional approach to art, others are taking risks into the unknown and there has always been a constant debate about "What Is Art" and what makes it valuable. To answer this question an event was held at Boomer Gallery, London. There were many works by legendary artists displayed at this event. Amongst these legendary works, there were few by our faculty, Promit Basu.

The project 'E-mage' is an establishment of a visual language using a combination of emojis and signs re-creating an object of thought. It combines humor, irony, and other modes of expression to represent a universal reflection of life and events.



New Faculty joins the Institute of Design, JKLU.



Mayank Kaushal

The Institute of Design at JKLU welcomes Mayank Kaushal who is a Postgraduate in Lifestyle Accessory Design from the National Institute of Design, Ahmedabad. He went on to do his Graduation Project in TI Cycles Chennai in the area of Colour Materials and Finish.

He likes to play and innovate with different materials and finishes and has been involved with User Research & Trend forecasting. He has also worked with Samsung Design Delhi & Dongkuk Steel India - in the Home Appliances Division.



B.Des.

FOUNDATION YEAR

SEMESTER I

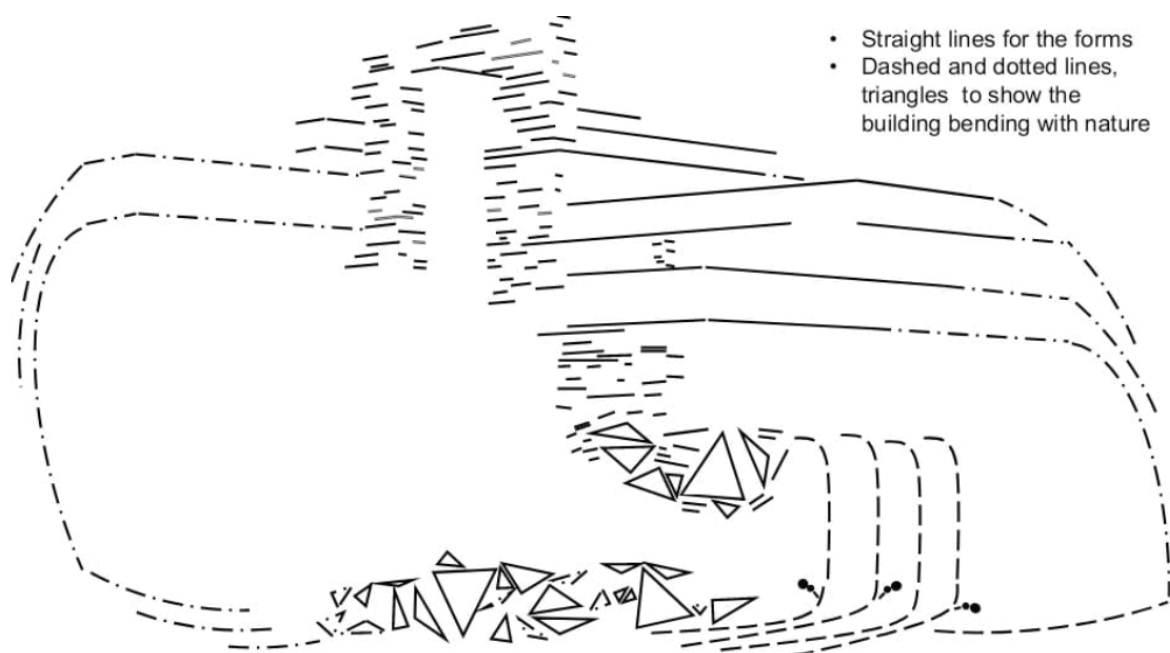
* Picture Credit and Work by: Reefah Alvi

Elements of Composition

Faculty: Promit Basu

Elements of Composition was essential for students to understand the basic elements and principles of visual composition. The students learned how to manipulate the elements in two dimensions to induce specific effects, referred to Gestalt theory. The course also took into consideration new developments in social media content compositional strategies.

In one of their assignments, students were supposed to use lines and shapes to represent abstract ideas and emotions like war, happiness and anger. These exercises helped students understand how a composition can add feelings and perspective to a design.



© Priyanka Gajera

Student's Experience:

The course was thought provoking, pushed my limits and got me into the abstract zone. I learnt how to converse without language and the whole experience throughout was undeniably a turn over to my perspective on certain things. I had fun during this course and I am still in the run to get into the frame of abstraction.

Yuktarth Mishra

Material Exploration

Faculty: Manish Iyer, Abha Kohli and Shivatmika Lala

Material Exploration, a course for foundation students was fruitfully conducted online. With respect to all the challenges of online learning, the course did help students in understanding the properties of varied materials, the nature of tools and their relationship with different materials.

The students learned by the principles of deconstructing a material and then reconstructing it in multiple ways. They used aluminium, wood, plastic, iron, and any other material they could find around them to make sense out of it.



© Yuktarth Mishra,
Nikhil Garg,
Kashish Mithwani

Student's Experience:

It was a course that tapped into the potential of people with their work with day to day materials. More so, the course was different and so ingrained in everyday life because of online learning.

Saumya Sahay



B.Des.

INTERDISCIPLINARY AND PRODUCT DESIGN

SEMESTER III

*Picture Credit:Promit Basu; In frame: Aparna Rajanala

Design Project 1 - Simple Product Design

Faculty: Promit Basu and Mayank Kaushal

Design Project 1 was the first major project-based course that necessitated the students to take up an individual project in simple product design (SPD) or simple furniture design (SFD). The project required the students to research, define, speculate, plan, and execute their individual projects within the precincts of a well-defined context.

They were supposed to culminate the learnings of respective courses that they did throughout the semester based on form, ergonomics, material processing and representation techniques.



Student's Experience:

We got an opportunity to go around the city and surroundings to look for opportunity areas/ scenarios for our SPD. Working with a beginner's mindset was fun as it led me to all possible details that I would generally overlook. Being able to solve a certain set of challenges through an idea/ prototype/ concept is very satisfying.

Yash Aratagi

B.Des.

INTERACTION DESIGN

Select Fuel Type

SEMESTER III

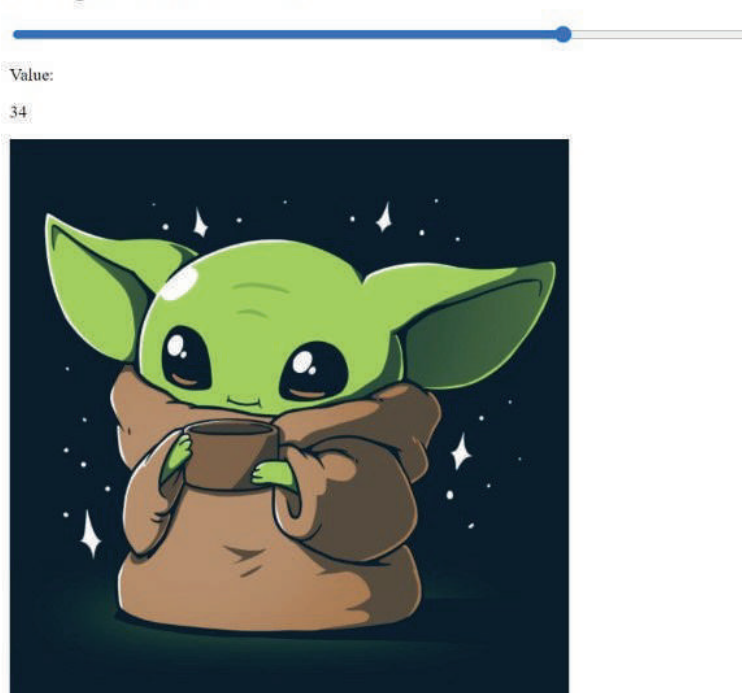


Introduction to Programming

Faculty: Dr. Devanuj Balakrishnan

This course was designed to equip students with the unique skills that they need to build to develop a variety of websites and leverage cloud services like GitHub and more. Students were able to construct responsive and interactive websites and web portals for a variety of platforms.

Range Slider Picture



© Bhavya Mathur



© Sanyukta Bhawe

Student's Experience:

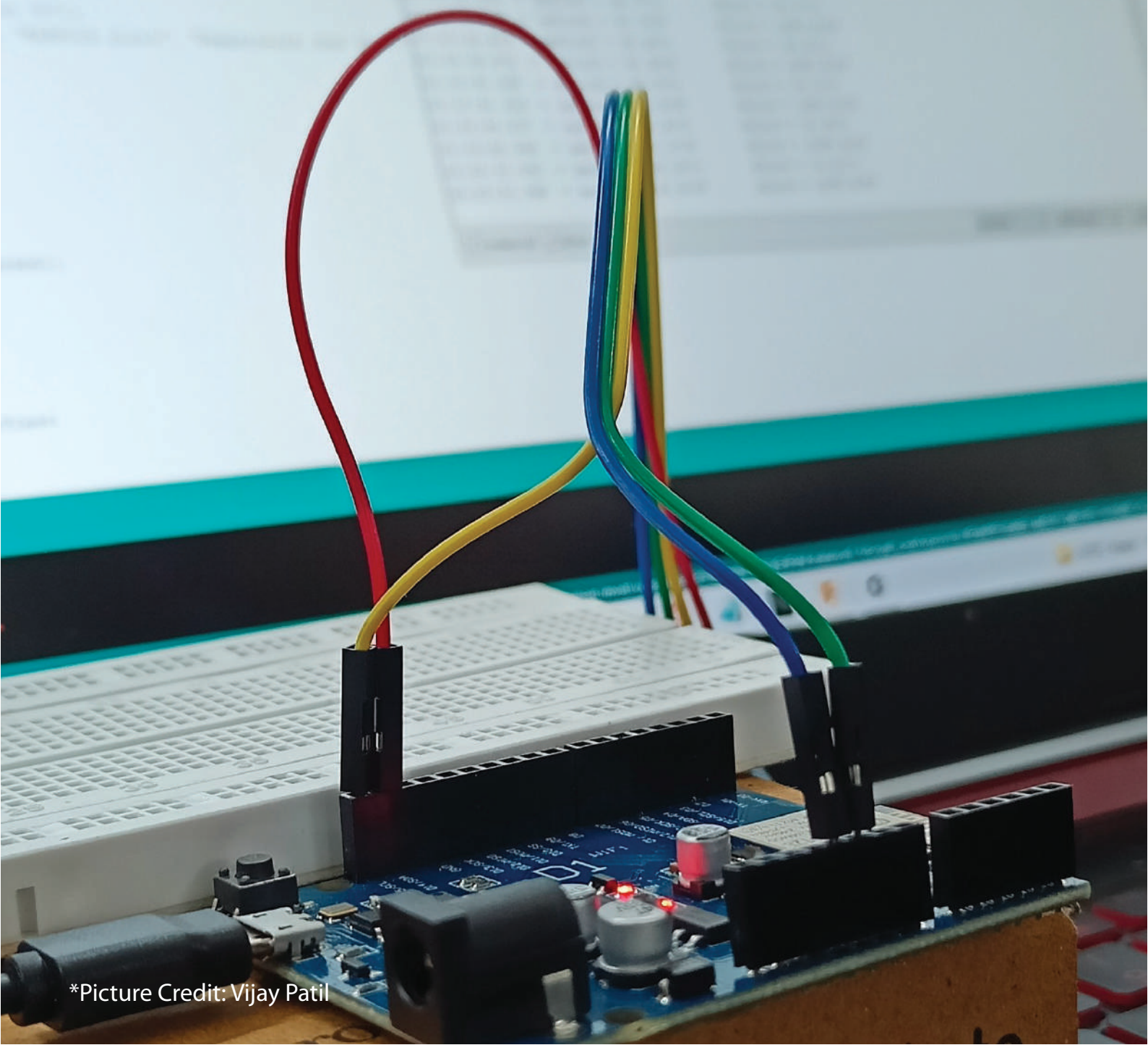
My overall experience was good. There were times when things went above my head but I was able to gain clarity by discussing the problems with my classmates and faculty. I got to know about how much it takes to create a successful site & how many components are actually required to get the best result possible.

Nitansh Anand

B.Des.

INTERDISCIPLINARY, PRODUCT AND INTERACTION DESIGN

SEMESTER V



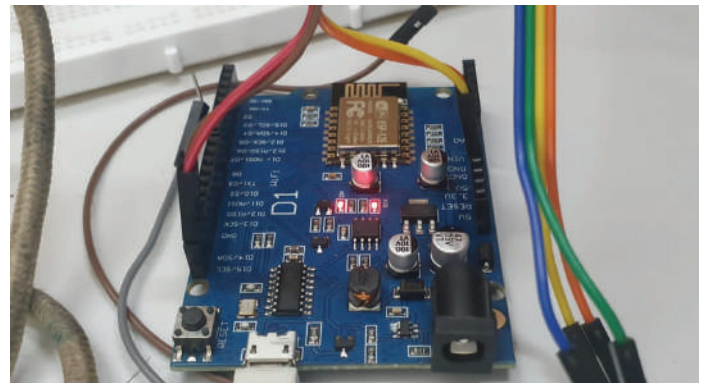
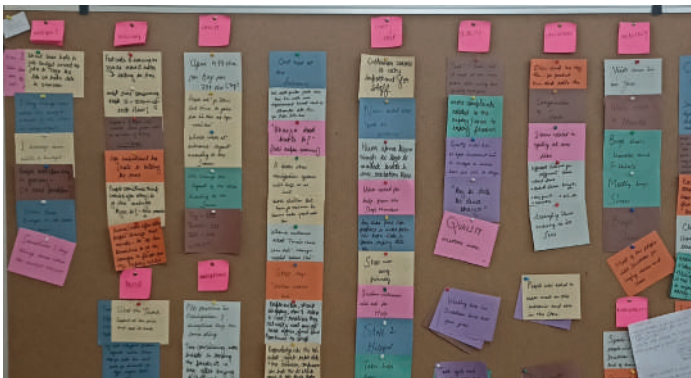
*Picture Credit: Vijay Patil

Design Project 3: IoT

Faculty: Gustavo Sanchez, Himanshu Bablani, Dhruv Saxena and Vaibhavi Kowshik

Design Project 3 entails the understanding of the individual modules of the semester towards a conclusive project that demands the learners to undertake the task of providing design solutions within the domain of an IoT product.

This project is helping bridge the understandings of the physicality of form and user interaction and hence, deliver a holistic understanding of an object and its behavior with users. It made the learners understand the nuances of IoT systems in terms of their physical touchpoints and their digital neural network(s).



Electronics Platform

(Course that entailed the basics of IoT)

This course aimed at introducing the basic electronic platforms available to design smart connected products and services. Students learned how to use these platforms to detect external events and to perform actions linked to these events, while sending or receiving information to or from other systems, in the context of the Internet of Things (IoT).

Student's Experience:

This Design Project was altogether a different experience for me. With no technical knowledge and working in the context of a labour pitstop which is far away from my domain of interest, this project has been a challenge for me from day 1. The good part is, it adds up to my vocabulary of design and makes it literally interdisciplinary. Thanks to my mentors and teammates, I have now started making sense of the complexity that goes in the backend of smart products that we see around us.

Khushi Garg



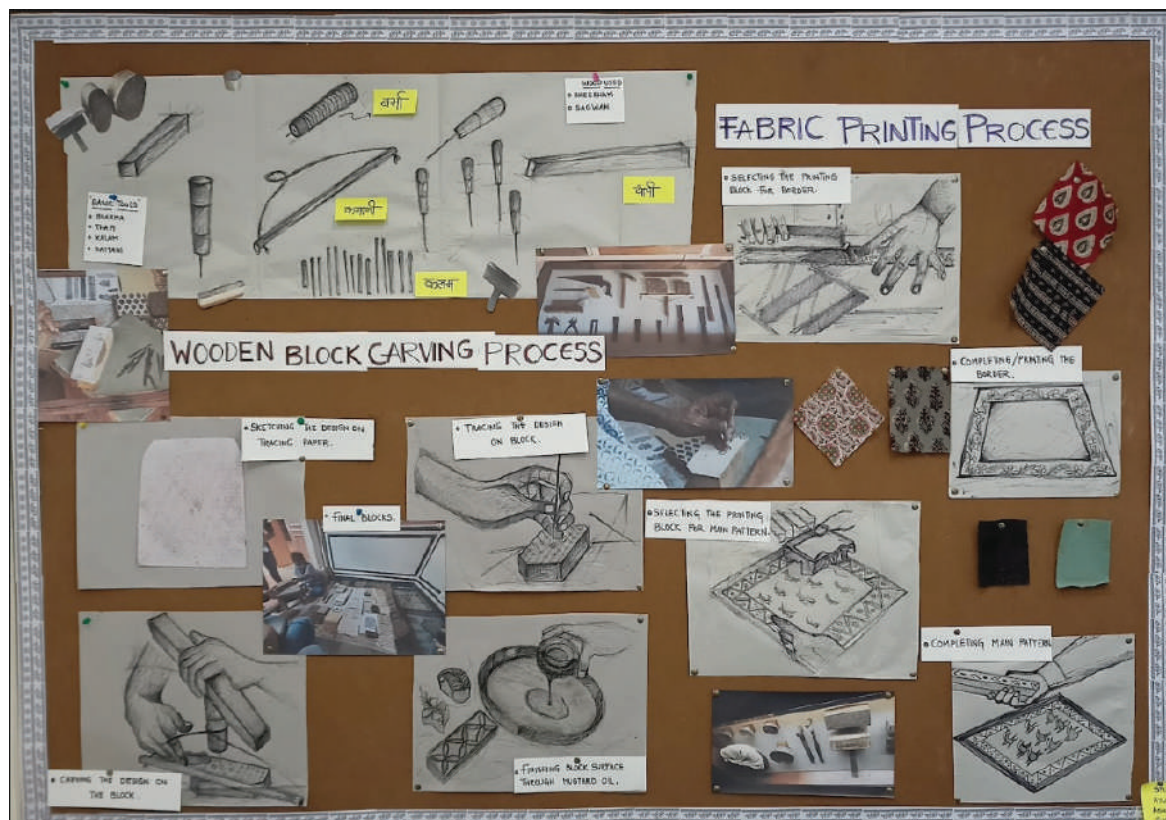
MASTERS IN DESIGN

*Picture Credit: Vijay Patil

Craft, Culture And Habitat Studies

Faculty: Dhruv Saxena, and Laxmi Murthy

The course emphasized on the understanding of surroundings and lifestyles of people through cultural mapping. It helped students understand how food habits, human behavior, geographical differences, languages, clothing, etc contribute to making a culture. The study also dealt with correlating AI, art, and technology to society in terms of empathy, nature learning, and feasible design systems.



© Stuti Parihar, Ashutosh Sharma, Shobhit Gupta, Ayush Srivastava

Student's Experience:

We did the assignment related to craft, culture design and habitat understand the guidance of Professor, Laxmi Murthy. We went to Anohki Museum where our focus area was Carving and printing. We looked through so many insights related to wooden block Carving process, printing process and tools. Then we made the visual board about the various insights of same including the structured process of block carving and hand printing.

Stuti Parihar

Value Added Course

Putting Behavioural Science at Work

Faculty: Preeti Kotamarthi)

The Institute of Design, as promised last semester at the launch of the Integrated Communication Design program, offered a new Value-Added course on Behavioural Science to all the students of JK Lakshmipat University. Institute of Design being the host of this course, got a very active and keen engagement of students from B.Tech and BBA, their devotion and interest justified the oneness of the institute.

The course was aimed at exploring the basics of behavioral science and learning a few frameworks that will help students apply the understanding of human psychology to business and design problems. The students will gain insights to better understand human behaviors and apply this understanding to improve the quality of life for people through the lens of design education using handy frameworks.



Student's Experience:

Bridging the gap between research and bringing it into practice is what Behaviour Science can do. Our value-added course on behavior science helped me get one step closer to taking a more human-centric approach.

Prakhya Kant

Meet The Visiting Faculty



Himanshu Bablani

Mr. Bablani considers himself as someone who plays with technology, design & fabrication to make interactive experiences. He has completed his B.TECH. in information technology from Birla Institute of Technology. He is the founder of Conspire, a multidisciplinary design, and technology firm that brings together visual communication, user interface/user experience design, and new media to create unique brand experience and consumer experience strategies and products. Regarding students, he has founded Ardubotics and ClassBots which use open-source robotics to provide hands-on technical education to colleges and school students across India. In it, the students learned the basics of electronics and programming and how to implement this knowledge to make smart systems that can interact with the environment. The students make their robots and embedded system projects.



Lakshmi Murthy

Lakshmi Murthy, founder of Vikalp Design, has been working with the rural population in Rajasthan & Gujarat for over 20 years as a communication designer, to develop an effective framework for communication. And in doing so, she has uncovered a way of seeing, and consequently a new way of conversing with her audiences. Lakshmi puts forth a new role of the communication designer when working in a new social and cultural environment. She proposes a shift, from creator to a facilitator—wherein the process of design seeks to leverage existing knowledge and language—gently questioning and guiding and eventually co-creating a solution. World-over, well meaning design interventions often break down with users/communities not being able to sustain a connection with it (design intervention). But this new way of building together, breaks down barriers and roots the foundation of an idea in the user community.

Meet The Visiting Faculty



Gustavo Sanchez

Prof. Sanchez, a visiting faculty from Institute of Engineering and Technology at JK Lakshmipat University, has 25 years of experience as a consultant, academician, and researcher, trying to strike a balance between the generation of new theoretical results and the application to solve important problems. He received the B.S. degree in 1994 from the University of Metz, France, M.S. from the University of Nancy, France, and the Ph.D. degree from Simon Bolivar University, Venezuela, in 2011, graduating with honors.

He has worked as an Automation Engineer for several companies. He has published 31 research papers and articles in peer-reviewed journals and conference proceedings. In 2010, he was the first Latin American researcher to be honored with the IEEE Computational Intelligence Society Best Paper Award. In 2015, he was invited by the University of Maryland, in the USA, to deliver a program on Machine Learning applications to solve industrial problems. He has been associated with different universities in Venezuela, Mexico, the USA, China, and India. His research interests include Automation, IoT, Data Science, and Cyber-Physical-Social Systems.



Preeti Kotamarthi

The course was taken by Preeti Kotamarthi, who is the Behavioural Science Lead at Grab, the leading ride-hailing and mobile payments app in South East Asia. She has set up the behavioral practice at the company, helping product and design teams understand customer behavior and build better products.

She completed her Masters in Behavioural Science from the London School of Economics and her MBA in Marketing from FMS Delhi. With more than 6 years of experience in the consumer products space, she has worked in a range of functions, from strategy and marketing to consulting for startups, including co-founding a startup in the rural space in India.

Meet The Visiting Faculty



Abha Kohli

Abha Kohli is a graphic designer turned cake artist. Having trained as a visual communicator at NID, Ahmedabad, she has worked in the fields of identity design, packaging, exhibition, publication, and signage for over 20 years.

After a hiatus from graphic design, she discovered the world of culinary design & art, and worked as a food stylist for various companies like Nestle, PepsiCo, PVR, Whirlpool, Philips, Panasonic, Heinz, McDonalds, TGIF, Haldirams, etc. Along the way she discovered her love for creating bespoke and artisanal cakes and chocolates, drawing on her design background to create celebration cakes which have their own unique style and treatment, using colours and textures all created in chocolate.

For the last five years, Abha has been teaching graphic design at the School of Planning & Architecture, New Delhi, as well as teaching short courses in other design institutes. She has a firm belief that a sound foundation in design training and practice enables a transition to any other field of work, where the same design principles, methods & processes can be applied to great advantage and success.



Manish Iyer

Manish Iyer completed his education from NID, with a specialization in Ceramic Design under the umbrella of Industrial Design in the year 1991. After his degree in Ceramic Design, he began to contribute to the Industrial Ceramic, one of the agenda core to NID's being.

In 25 years or more he has worked for a range of industries, including, Hitkari Potteries, Diamond Potteries, Clay Craft, Bharat Potteries, La Opala Glassware & Radha Glass Industries, Goodearth Studioline Ltd., Palam Potteries, etc. He worked as a catalyst in Design adaptation and implementation within the industry's production systems. Besides such a long, successful stint in the industry his contribution spans to design education as well. Over the years he has been involved in the field of education as a visiting faculty to various design institutes in the country. Has taught full courses in Material technology, Packaging, and Model making; as well as conducted workshops in Paper-craft and Jute.

Meet The Faculty



A. Balasubramaniam

Director - Institute of Design;
Founder - January Design; Former Design Consultant to
Oxfam, National Innovation Foundation, Vedanta University.



Vaibhavi Kowshik

Exhibition Designer;
Alumnus NID Ahmedabad,
DO School Berlin; Director of
Programmes- ARTS Glacéhi



Shivatmika Lala

Animation Film Design - NID
Ahmedabad; Diploma in Stop motion animation -
Barreira Arte y Diseño, Valencia, Spain



Dr. Devanuj Balkrishan

Ph.D Human-Computer Interaction-
IIT Bombay; M.Des. - IIT Delhi;
B.Arch. - IIT Roorkee



Promit Basu

Multidisciplinary Designer,
M.Des. - NID, Reddot Design Awardee,
Former Head of Design - Reliance Brands



Dhruv Saxena

M.Des. Product Design -
Domus Academy Milan; Founder -
a 4 aachar; Atelier DS Design Studio



Amitanshu R. Shrivastava

Product designer
B.Des. - IICD, Jaipur. Founder and
Designer at Amitanshu Thinking Studio

Meet The Editorial Team

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Mannat Bardia



Maitreyi Kachhwaha

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Kirthana S



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Yashika Bhatt



The origin of design education, carefully crafted in Judy's words, is a worldview of interconnected evolution in itself.

JKLU brings this interconnectedness by encouraging collaborative learning among students from different cultural and educational backgrounds.