JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

DESIGNEWS

Jan–Feb 2025



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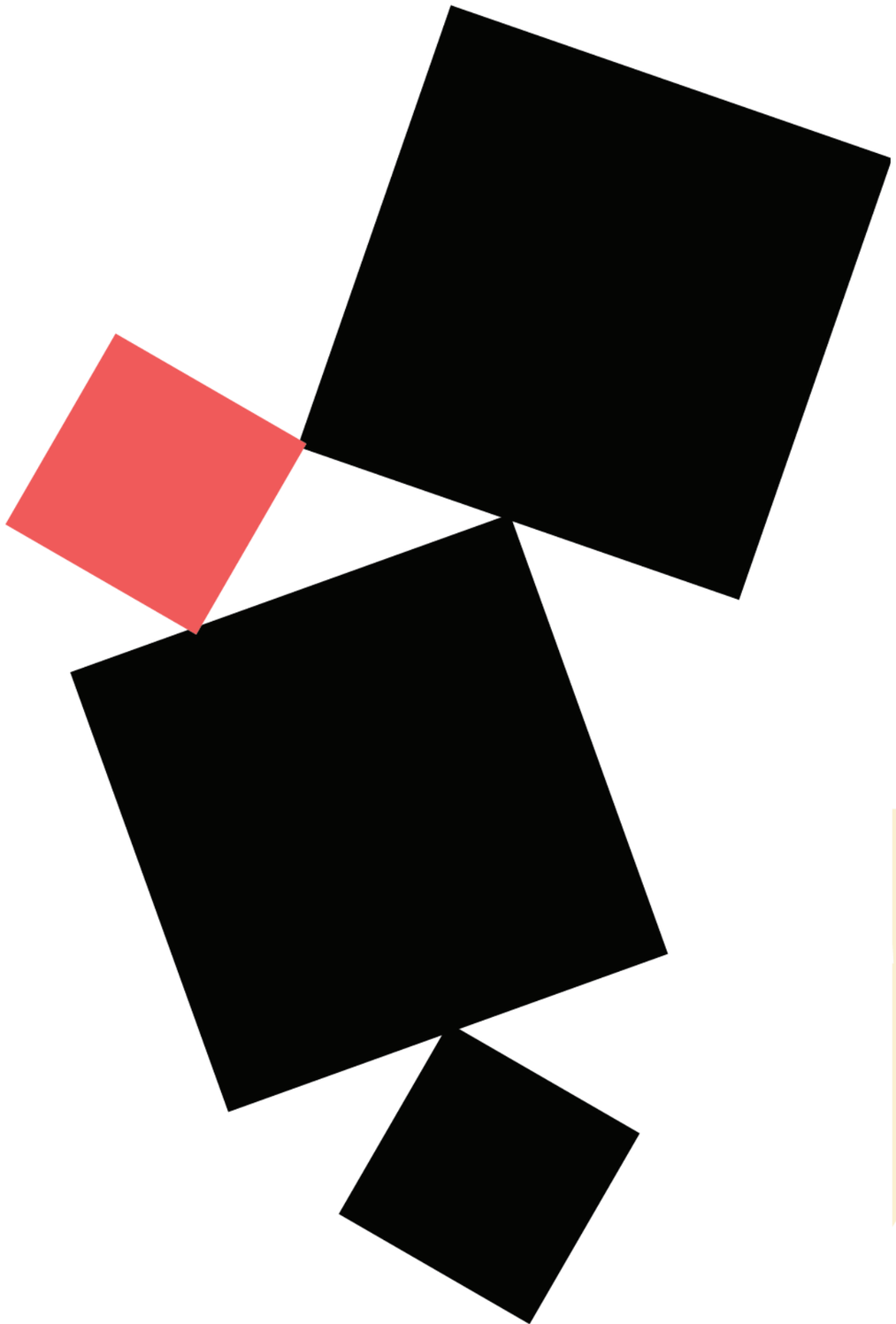


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Reel *Achievements*

Directed by **Anannay Namdeo,** guided by **Aastha Gohil,** and written by **Anannay Namdeo and Bellona Puri,** Kharpat stands as a remarkable achievement in student filmmaking, securing its place as a **Top 10 Finalist at FLAME FirstCut Take 11 in the fiction category.** The film follows **Tiku, a 20-year-old sweeper, and Ramesh, an elderly gardener,** as they navigate the class divide within a college while forming an unspoken yet profound bond. Through **shared silences and quiet defiance,** they find solace in each other, with rain symbolizing **cleansing, renewal, and emotional release.** Kharpat captures the i**nvisible hierarchies, raw struggles, and resilience** of its characters, offering a deeply moving narrative on human connection amidst adversity.



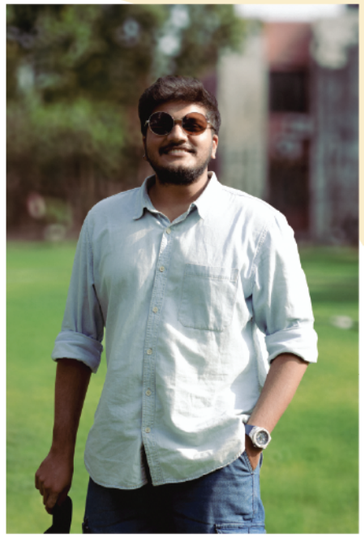


Notable **Feats**

Tanishka Bilgaiyan and Gokulkrishnan K have emerged as the **winners of the design competition** conducted by **Bangalore Design Week in collaboration with MX Logitech.**

The competition challenged participants to **reimagine the MX Series,** pushing them to think beyond conventional boundaries and craft innovative design solutions. Our winning entry focused on logo animation, where we addressed a key gap in the original design—**the lack of a balance between professionalism, engagement, and playfulness.** We created an animation that seamlessly blends technology-driven aesthetics with a dynamic yet professional feel, enhancing both brand identity and user engagement.







A heartfelt thanks to **Bangalore Design Week and MX Logitech for this incredible opportunity!** Being part of a community that values design, innovation, and pushing creative boundaries has been truly inspiring.

Meet the **New Minds**

Mr. Nitin Vishwakarma has 24+ years of professional experience in communication design for print, interactive and digital media. Before joining JKLU, he worked as a Senior Faculty at NID Assam holding various teaching and administrative positions including Director (officiating), Activity Chairperson-Education, Chief Information Security Officer and Head, Design Lab (Integrated Design Services). He has also worked and taught at NID Haryana, Banasthali University, Woxsen University, Manipal University (Jaipur), Amity University and Rajasthan University. Mr Vishwakarma studied and worked in Canada after completing PGNMD certification in New Media Design from the world-renowned Sheridan Institute of Technology. He has also worked offsite at Sony PlayStation, Foster City and San Francisco, USA.

As a design professional, he has worked with many clients of global repute like Airtel, Club Mahindra, SBI Canada, Ontario Health Association, Canada, Pearson group-Canada, Fujistu-USA, Pangea 3(Thomson Reuters Group), TATA Automation Ltd, Norwegian Stem cell research institute- Norway, Bama Industries-Norway and many such reputed global organizations.

Meet
NITIN VISHWAKARMA
PROFESSOR



Meet the New Minds

With a passion for design, management, and marketing, **Surbhi Bhardwaj is a professional with extensive experience in academia and industry.** A graduate of the National Institute of Fashion Technology (NIFT) India, she holds a Master's in Fashion Management, equipping her with a deep understanding of business strategy, branding, and consumer engagement in the design sector.

Her diverse experience spans teaching, project management, and digital marketing, with hands-on expertise in social media strategy, e-commerce, and visual merchandising through collaborations with brands like Michael Kors and WomanLikeU. Having mentored students and led innovative curriculum development in design education, Surbhi believes in the power of experiential learning and industry-driven insights.

Meet
SURBHI BHARDWAJ
PROGRAM COORDINATOR



Can.Did *Conversations*

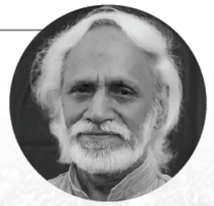
Can.Did Conversations is a signature event at the **Institute of Design,** JK Lakshmipat University, where our esteemed faculty—renowned professionals in their fields—share personal experiences, industry insights, and practical wisdom.

More than just a lecture series, this platform bridges the gap between classroom learning and real-world design practice. It offers students a rare opportunity to engage with firsthand narratives of professional challenges, career growth, and the evolving design landscape. Through these candid discussions, students gain a deeper appreciation of their faculty's diverse journeys, fostering a well-rounded perspective on the dynamic world of design.

Our Recent Guests


Dhruv Saxena


Nitin Vishwakarma


Singanapalli Balaram


Shekhar Badve


Siddhartha Tripathi


Shagun Bajpai



Exploring, Creating, Learning

The Foundation Batch has been buzzing with creativity, transforming ideas into tangible expressions within the studio. **From experimenting with materials to exploring design fundamentals,** their hands-on projects reflect curiosity and innovation. This space has become their playground for imagination, collaboration, and learning by doing.













From Studio to Field



Stepping beyond the campus, the B.Des 1st-year students visited Jahota village, immersing themselves in real-world design observations. **Engaging with the community, understanding local crafts, and experiencing grassroots challenges gave them valuable insights into user-centered design.** This visit reinforced the importance of empathy and context in the design process.













Futuristic Design Exhibition

The Future of Feminism" exhibition as part of their **master class on Designing for AI**, under the guidance of **Shagun Bajpai.** This thought-provoking showcase explored the intersection of feminism and artificial intelligence, envisioning a future where technology fosters inclusivity, equity, and empowerment. Through immersive exhibits and speculative design, the students challenged stereotypes and reimagined AI-driven narratives, sparking meaningful conversations on gender, ethics, and innovation in the digital age.







Redefining Possibilities

System Design **Projects**





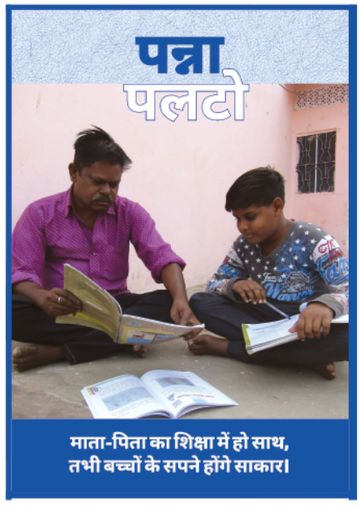










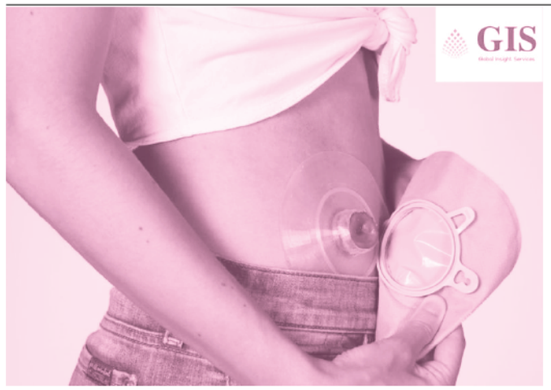


Project by

SHRUTI KUMARI

Mentor
Devanuj Kanta Balkrishan

The limited engagement of parents and guardians in the education of their children in government schools in Jahota



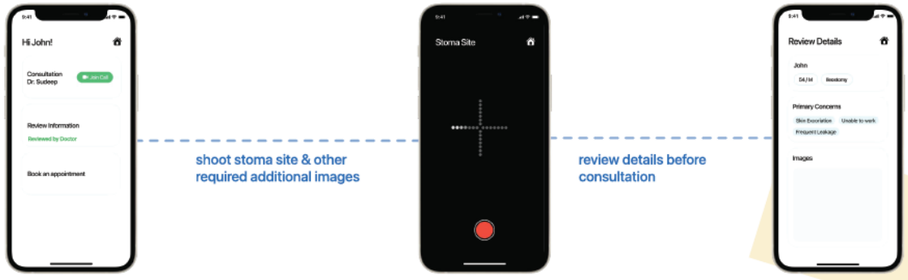








Patient's Side



Healthcare Provider's Side



Scheduled Appointments | Review Details | Consultation

Project by

KIRTHANA

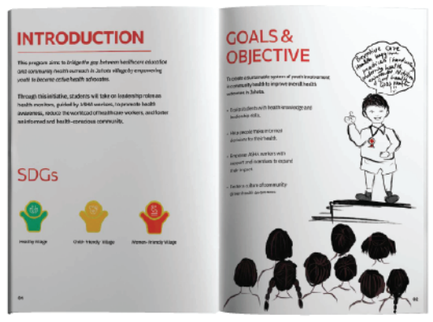
Mentor
Neeraj Kumar & Binil Mohan

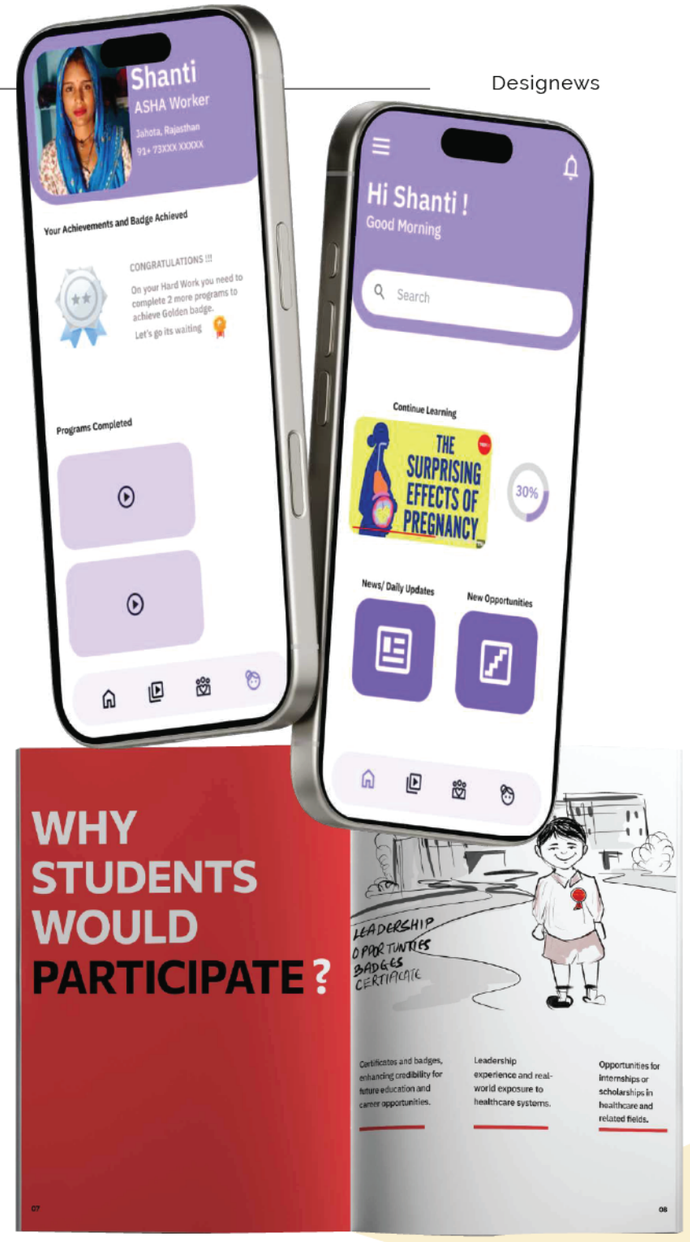
Ensuring availability of stoma and ostomy care to improve ability to access healthcare and health-seeking behaviour.











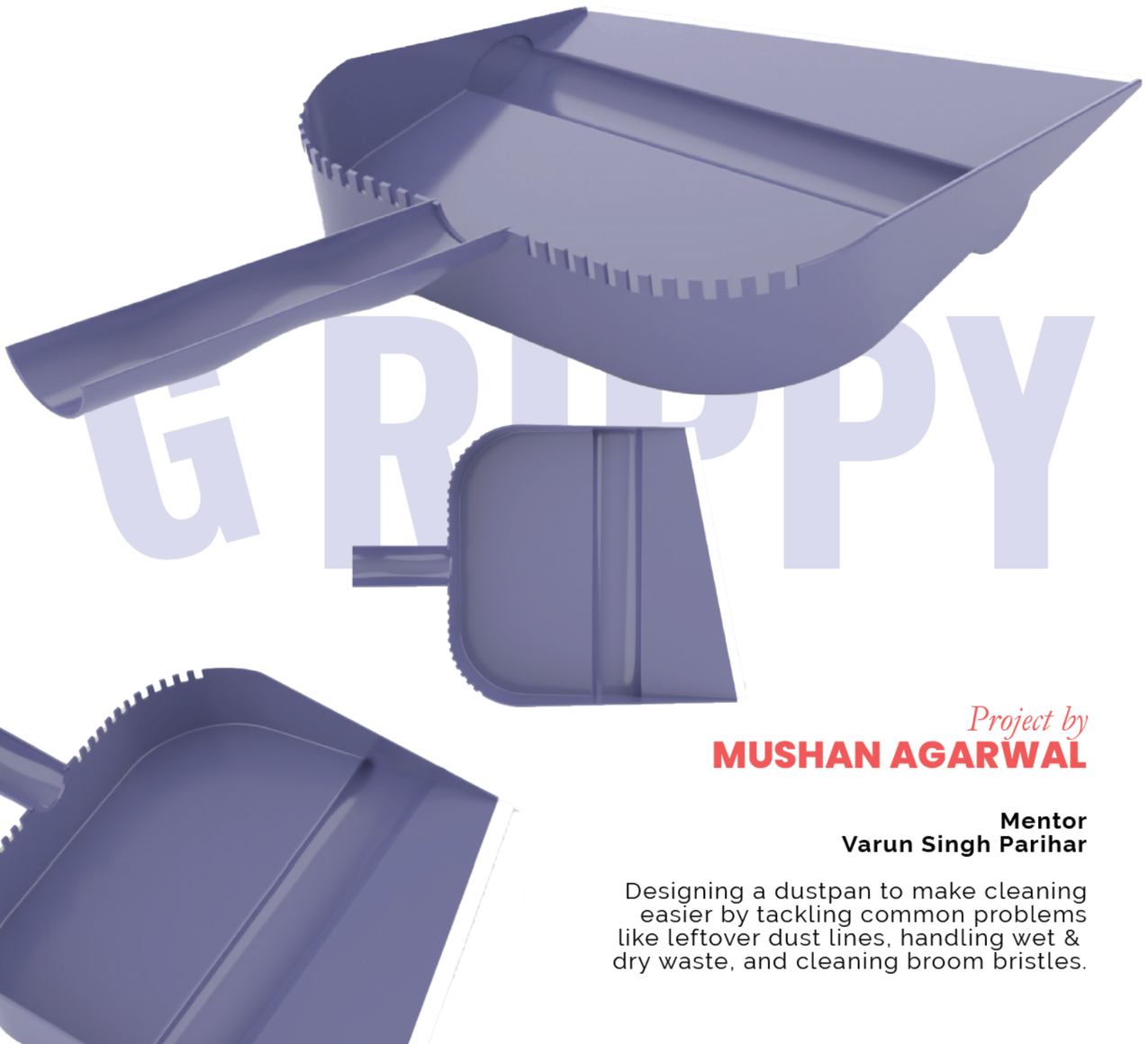
Project by

KRATIKA ADWANI
KASHISH MITHWAMI
REEFAH ALVI

Mentor
Yash Raizada, Binil Mohan & Devanuj Balakrishna

To design a service deliverymodel that empowers community health workers to enhance their effectiveness in delivering preventive care, incorporates youth, and strengthens community engagement

Simple Product **Design**



Project by

MUSHAN AGARWAL

Mentor
Varun Singh Parihar

Designing a dustpan to make cleaning easier by tackling common problems like leftover dust lines, handling wet & dry waste, and cleaning broom bristles.

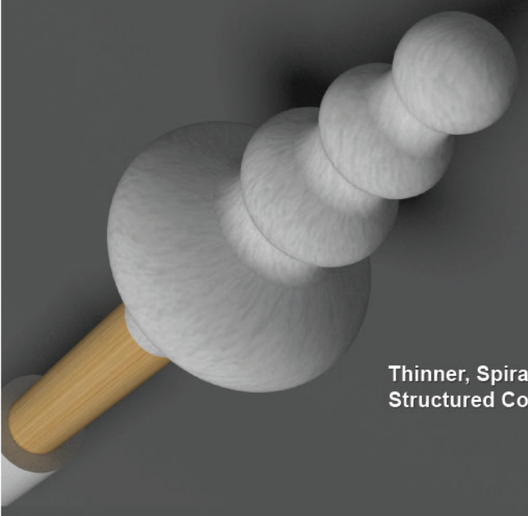


Project by

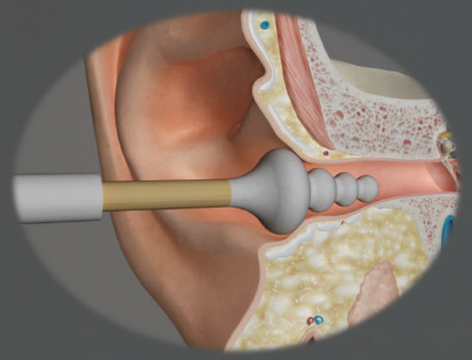
NIVEDITHA V NAIR

Mentor
Varun Singh Parihar

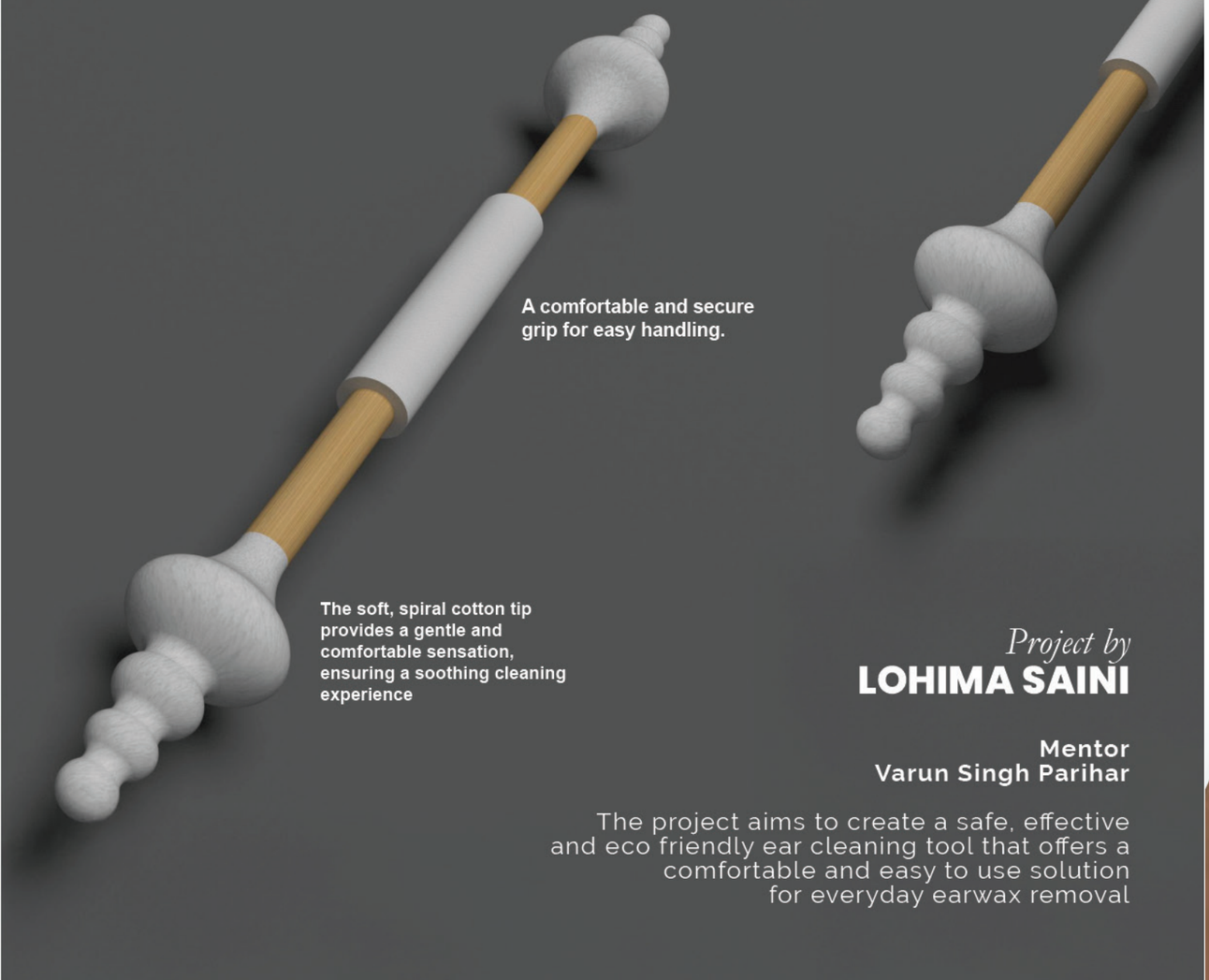
Design an easy to use lemon squeezer that reduces hand strain and can help in extracting more lemon juice



Thinner, Spiral-
Structured Cotton Tip



The thicker end of the spiral prevents it from going too far into the ear, ensuring safety.



A comfortable and secure grip for easy handling.

The soft, spiral cotton tip provides a gentle and comfortable sensation, ensuring a soothing cleaning experience

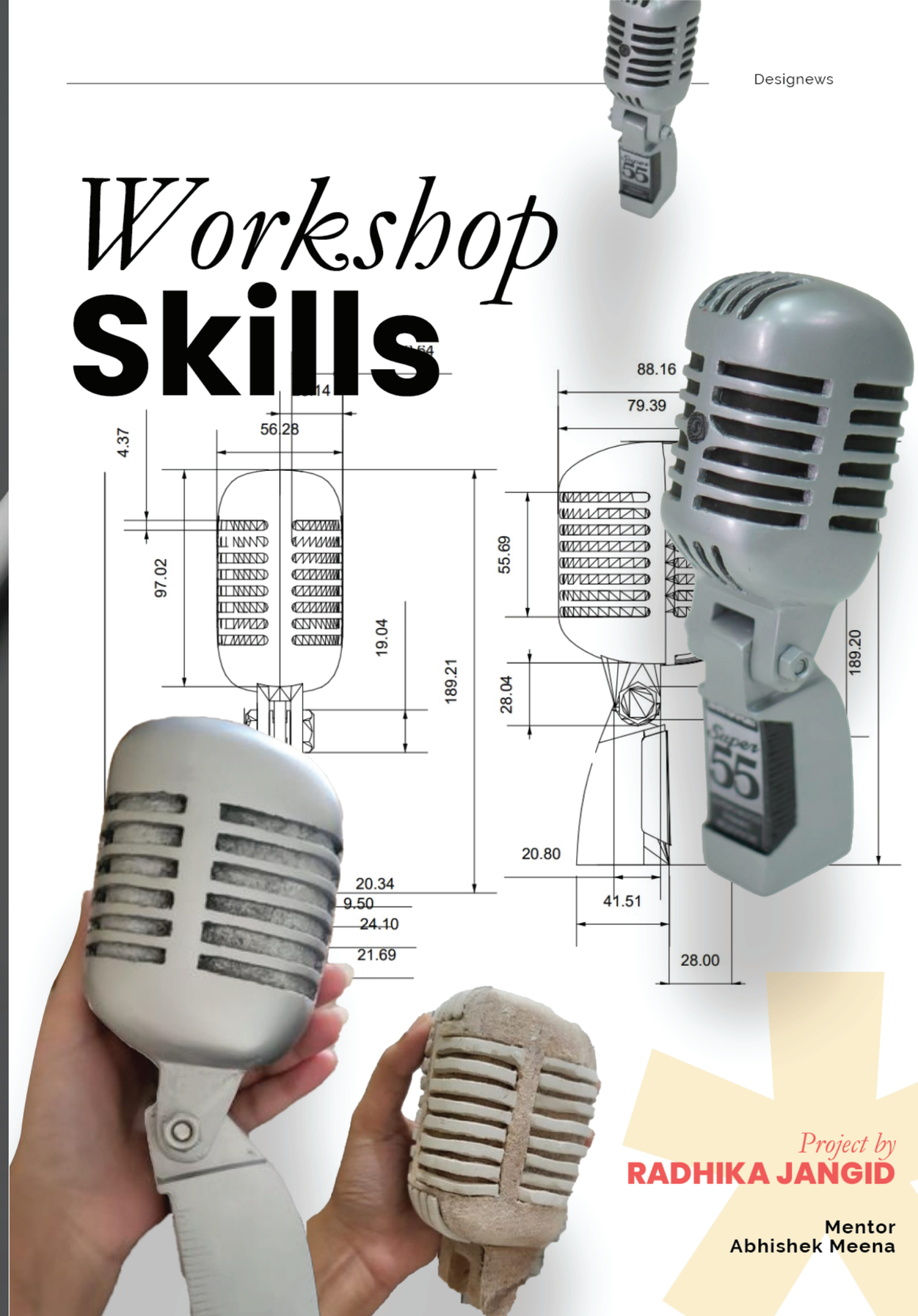
Project by

LOHIMA SAINI

Mentor
Varun Singh Parihar

The project aims to create a safe, effective and eco friendly ear cleaning tool that offers a comfortable and easy to use solution for everyday earwax removal

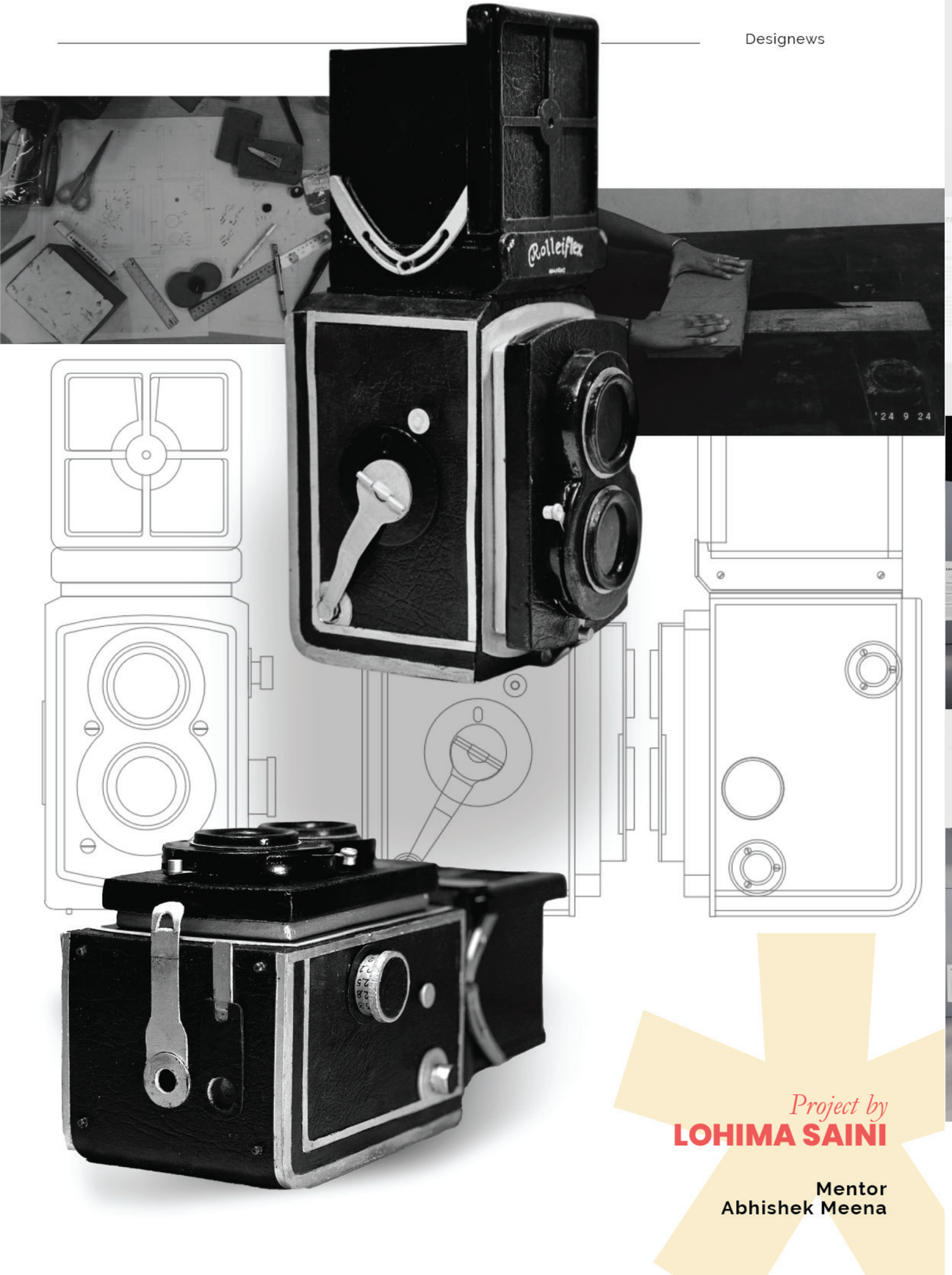
Workshop Skills



Project by

RADHIKA JANGID

Mentor
Abhishek Meena



Project by
LOHIMA SAINI

Mentor
Abhishek Meena

Student Project Highlights







Project by
AADITYA KAKKAR

Mentor
Pranshu Kumar Chaudhary

Experience the Institute of Design, like never before with an immersive VR Virtual Tour, offering a dynamic exploration of student work, interactive exhibits, and mentor interactions



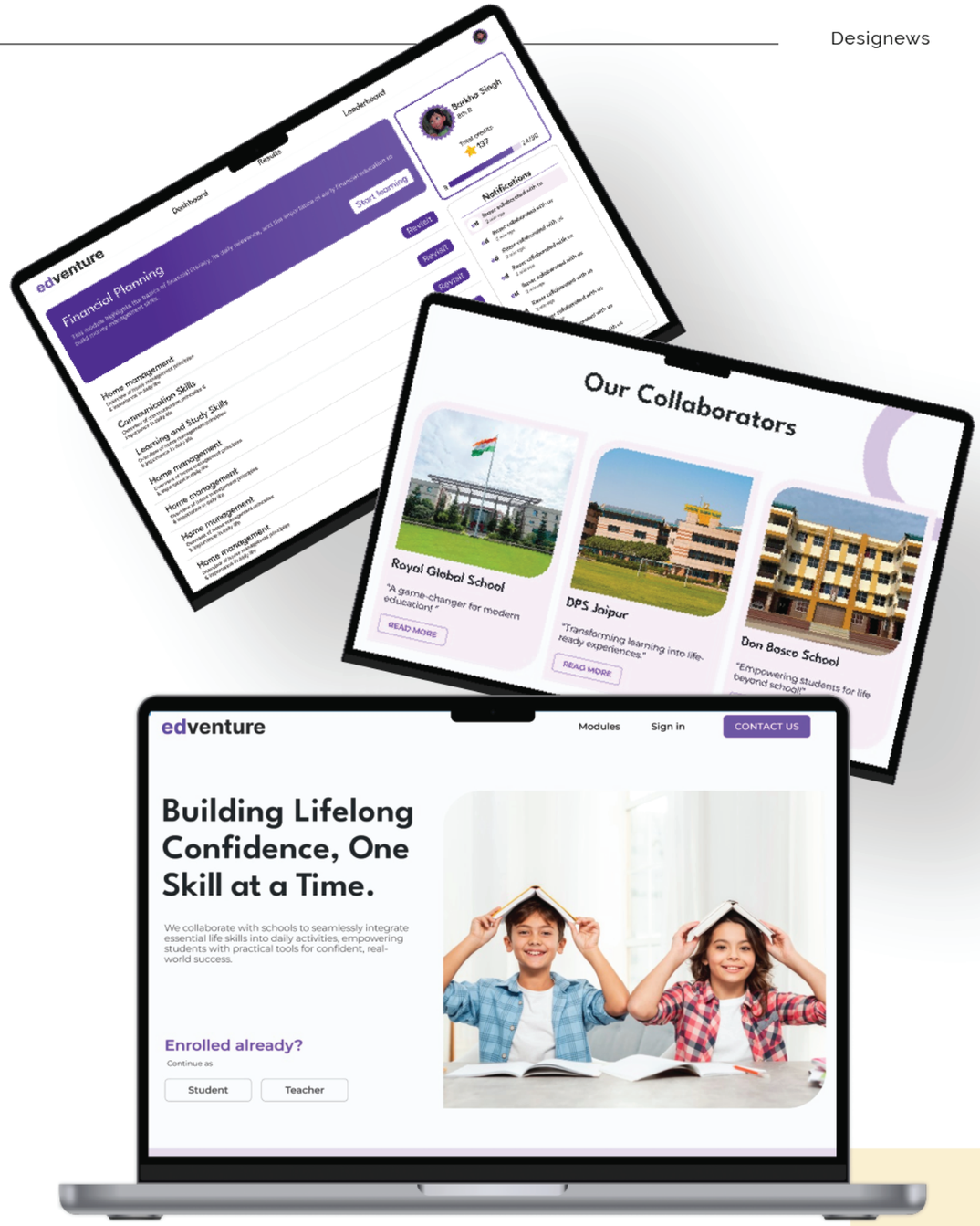
CARPOOL

Project by

FANINDRA MAHARANA

Mentor
Pritam Singh

Enhancing the trust among the co-passengers and drivers while carpooling



Project by

JYOTIRMOY BHAGABATI
SUJAL MAHATME
BARKHA SINGH
ADITI SAHNEY

An intervention in developing reasoning based practical learning for school students



Project by

GOKULKRISHNAN K

Mentor
Manish Sharma

Exploring the cultural essence of Velichappadu, this magazine delves into the rich traditions and visual narratives of this revered figure, offering a unique perspective rooted in the homeland.



Project by

SHREYA BHANDARI

Mentor
Pratyush Das

The booklet explores the history of the typeface Garamond, why it was created, its anatomy, and unique features that set it apart from other typefaces. The aim is to present this information in a simple, engaging, and easy-to-understand manner.

Jaipur Design Week 25

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IOWA

APRIL 6TH – 13TH

Coming Soon

Jaipur Design Week is a vibrant celebration of creativity, culture, and innovation, bringing together design students, professionals, and enthusiasts for an immersive experience. Hosted at **JK Lakshmipat University**, this exciting week features **inspiring Open Studios, thought-provoking Talks, and hands-on Workshops, along with the prestigious Emerging Designer of the Year Award.**

This year's edition embraces the fusion of heritage and contemporary design, empowering future visionaries to shape tomorrow's creative landscape. Join us in this journey where design meets culture, sparking ideas that push boundaries and redefine possibilities.

EMERGING DESIGNER OF THE YEAR



Manan Pahwa

This year, **Manan Pahwa has been nominated as the Emerging Designer of the Year for his remarkable journey from Industrial Design to Behavioral Design.** His ability to seamlessly integrate future-ready disciplines reflects a deep understanding of the evolving design landscape. Beyond his professional achievements, Manan actively mentors aspiring designers, shaping the future of the profession. His dedication to guiding students, coupled with his holistic design approach and multiple accolades, makes him a deserving recipient of this prestigious award.

Designnews



Aaquib Wani



Christopher Richard



Gaurav Juyal



Gurman Bhatia



Jinal Doshi



Joseph Rajini Asir



Mohd. Osama



Param Venkataraman



Radhika Gupta



Santanu Jog



Shraddha Jain



Siddhartha Tripathi



Siddharth Bathla



Soumdutt Sarkar



Soo Basu



Sweety Taur

The Leewardists



Vaibhav Kurmesh



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