

DESIGNNEWS
MONTHLY NEWSLETTER
2020
DECEMBER



**Institute
of Design**

JK Lakshmipat
University



FROM THE DIRECTOR'S DESK

It's good to connect again!

I am happy to present our December edition of DESIGNNEWS. I am happy to introduce the new faculty members who have joined us. We are getting stronger in this area. We are able to attract good faculty with rich international exposure who are making a big difference to our teaching-learning process.



Our students are itching to get back to the campus, but we have been able to keep these students engaged. Our faculty have been busy teaching online and we are getting quite good at it. Traditional courses like Geometry, Colour and Culture studies, that are usually taught on face-to-face situations, are now being taught, quite efficiently in the online mode.

I am personally happy to be heading the team that is spear-heading the international outreach programme for senior school students, aptly called 'The Genius Academy'. It is India's first Interdisciplinary talent initiative.

While waiting for the campus to open, do take a look at the resource page, where we offer this month's recommendations for book, website and media.

Hope you enjoy reading this. Will connect again in the new year with new hopes and new beginnings. All of you, stay positive and test negative!

A Balasubramaniam

NEW FACULTY IN DESIGN



SHRIKANT P. GHODE

FACULTY, INTERACTION DESIGN

B.E. Mechanical, Shivaji University,
M.Des, NID, Former Product
Experience Designer for Deloitte

Shrikant did his Graduation in Mechanical Engineering from Shivaji University, Kolhapur and M. Des in Product Design from NID Ahmedabad. His professional design assignments include working as designer for MIT Media Labs and as a Design consultant to ISRO (Indian Space Research Organisation). He has designed for Next Generation technology, VR Gear, Wearables at Samsung R & D, Bangalore. He was funded by Ford Foundation for a project designing a medical innovation for premature baby care As a Product Experience Designer for Deloitte Digital US India Business Design and Strategy he worked on projects with clients like Pfizer, 20th century FOX, Disney etc. As a Service design consultant for OYO Homes, he did 'Design intervention for Indian Homes and Research on Indian culture'. He has taught as faculty in Pearl Academy and as Asst. Professor, Dept. of Industrial Design, UID, Karnavati University, Gandhinagar.



VAIBHAVI KOWSHIK

FACULTY, INTERDISCIPLINARY DESIGN

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

Vaibhavi did her Graduation in Exhibition Design from NID Ahmedabad. She was awarded a fully-funded fellowship in 2016-17 by The DO School, Berlin for 'The Connection Challenge' working on social impact business. She was also an Archival and Museum Fellowship by IFA and CCK(AUD) in 2018-19 for the Delhi Visual Archive Virtual Exhibition and public programs. She worked as an Assistant Professor in the Communication Design Department at the Indian Institute of Art & Design for 2+ years. Courses include an introduction to Exhibition | Space Design and Spatial narratives with 360 video, AR and other affordable technologies. She also spearheaded a human - centered design course 'Design for a Better Future' that takes into account young entrepreneurial startups and co-creates new possibilities for communication and product development.

DESIGN PROJECT 1 – SIMPLE PRODUCT

Design Project 1 is the first major project-based course for students of Product design.

The course necessitates the students to take up an individual project in the area of Simple product Design (SPD) or Simple Furniture Design (SFD). The project requires the student to research, define, speculate, plan and execute individual projects within the precincts of a well defined context. The project would also draw significantly from a collective learning of previously introduced courses.

During lockdown, my use of broom has increased and so after a long time I have faced many issues with. And my aim is to move towards solving those issues.

Problems encountered-

1. Long use has caused pain in back, shoulders, wrist and palm
2. The new broom dust is a big problem
3. Needs to be replaced frequently
4. Dust that flows causes some reactions to people.

Many types of brooms are being made but they are not that successful and are painful.



Problem statement- making brooming an easy task.

Product interested in : **Pencil Sharpener**

• Basic problems related to this product :

- i) Too hard to hold, slips down from hands most of the time
- ii) Pain in fingers while sharpening
- iii) Needs a lot of effort to hold and sharpen



In brief : I can totally relate to this problem because during my school days, I used to find it difficult to sharpen my pencil. It used to hurt my finger tips and took a lot of time to sharpen for improper grip. Also it needs a lot of strength and effort to sharp.

• Initial steps that I would like to follow :

Firstly this is a raw set of information. With time I will go deep into this problem and find out other aspects too. After gathering all information, I will try to empathize the problems with different groups of individuals and find out different solutions.

• Final Aim :

To re-design a sharpener having a good grip, that can remove all kinds of pain, discomfort with applying less effort to sharp.



Not Comfortable For Legs



Not Comfortable For Legs



Not Comfortable For knee



Not Comfortable For Short Height

Survey



I surveyed with this with my mom and my aunties, also some tailors, and what I came to know is that scissors are not found at the time of need.

Aim

My aim for this project is I want to make a change in the existing tools or make a product that helps cut the thread easily and efficiently when needed.

Problems

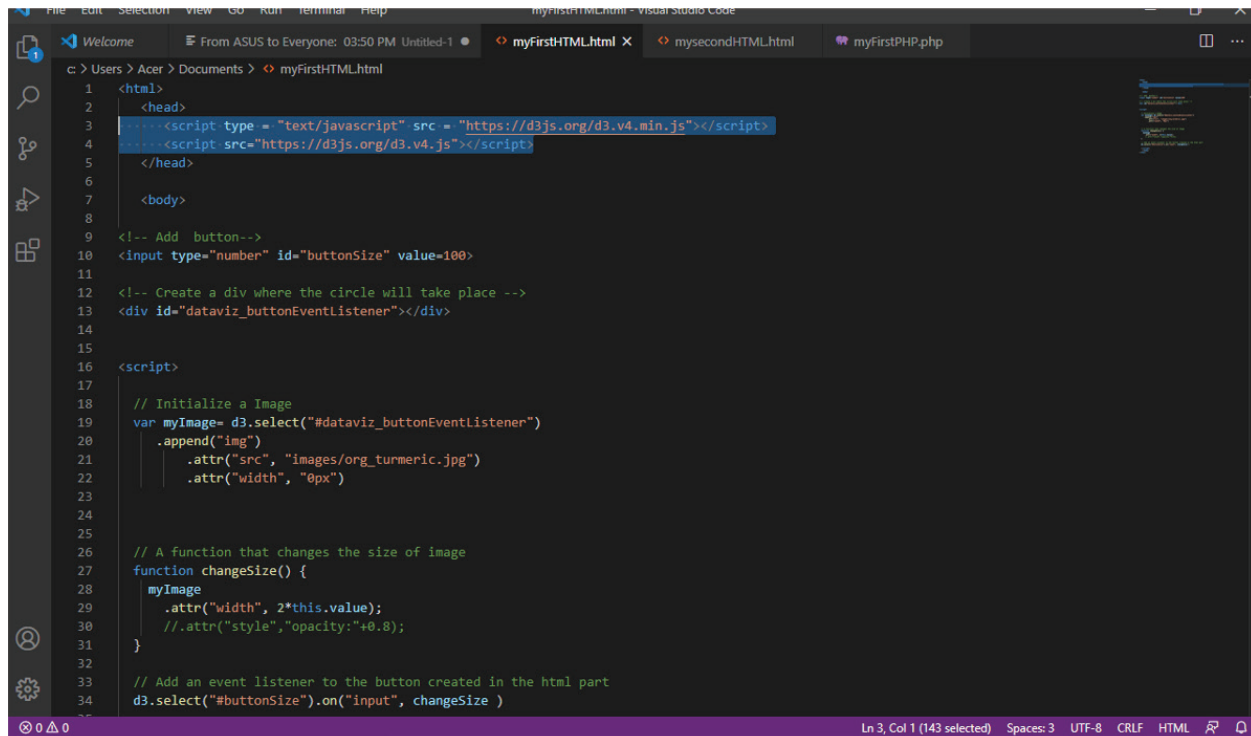
Injuries in hand
Hard to cut nylon threads with hand

INTRODUCTION TO PROGRAMMING

Course on basic understanding with how computers and programs work

Data and program is to be treated as material. Therefore, Interaction Design students should be initiated to programming. The course started with a basic understanding with how computers and programs work. Subsequently the students did hands-on exercises in HTML/SS, JavaScript, PHP and Python with the following objectives:

1. Understand the idea of a computer program.
2. Appreciate the connection between the artefact (the interface) and material (program/data).
3. Develop web-based interactive solutions.
4. Appreciate databases.

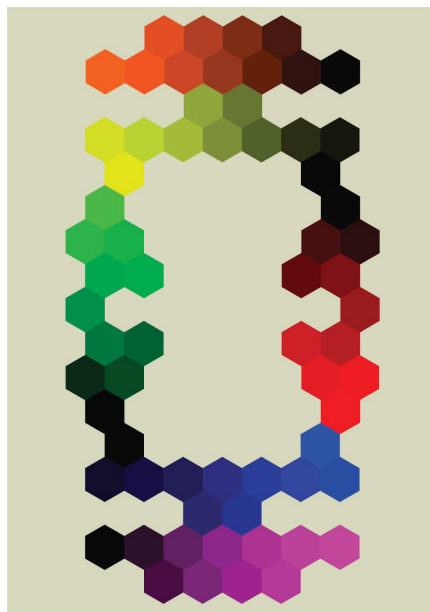


```
1 <html>
2 <head>
3 <script type="text/javascript" src="https://d3js.org/d3.v4.min.js"></script>
4 <script src="https://d3js.org/d3.v4.js"></script>
5 </head>
6
7 <body>
8
9 <!-- Add button-->
10 <input type="number" id="buttonSize" value=100>
11
12 <!-- Create a div where the circle will take place -->
13 <div id="dataviz_buttonEventListener"></div>
14
15
16 <script>
17
18 // Initialize a Image
19 var myImage= d3.select("#dataviz_buttonEventListener")
20   .append("img")
21   .attr("src", "images/org_turmeric.jpg")
22   .attr("width", "0px")
23
24
25 // A function that changes the size of image
26 function changeSize() {
27   myImage
28     .attr("width", 2*this.value);
29     .attr("style","opacity:"+0.8);
30 }
31
32
33 // Add an event listener to the button created in the html part
34 d3.select("#buttonSize").on("input", changeSize )
```

COLOUR

This course is essential to understand the perception of colour and the interaction of colour

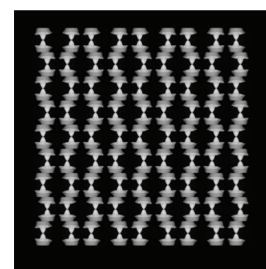
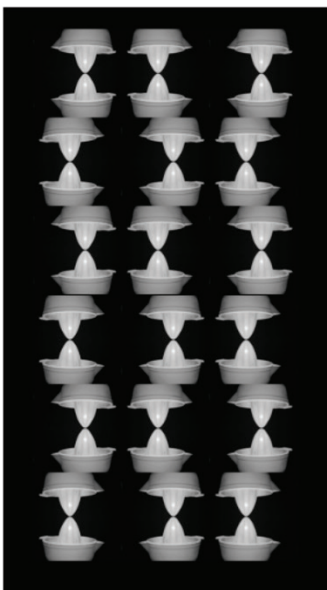
For the first semester of B.Des 2020 Batch Colour was conducted by Amitanshu Shrivastava, Lecturer, JKLU, Institute of Design. This course content includes, the theory of colour, interaction of colours, the relationship of colour and form, perception of light and colours, pigments, chromatic and achromatic colours.



ELEMENTS OF COMPOSITION

This course is essential for students to understand the basic elements and principles of visual composition.

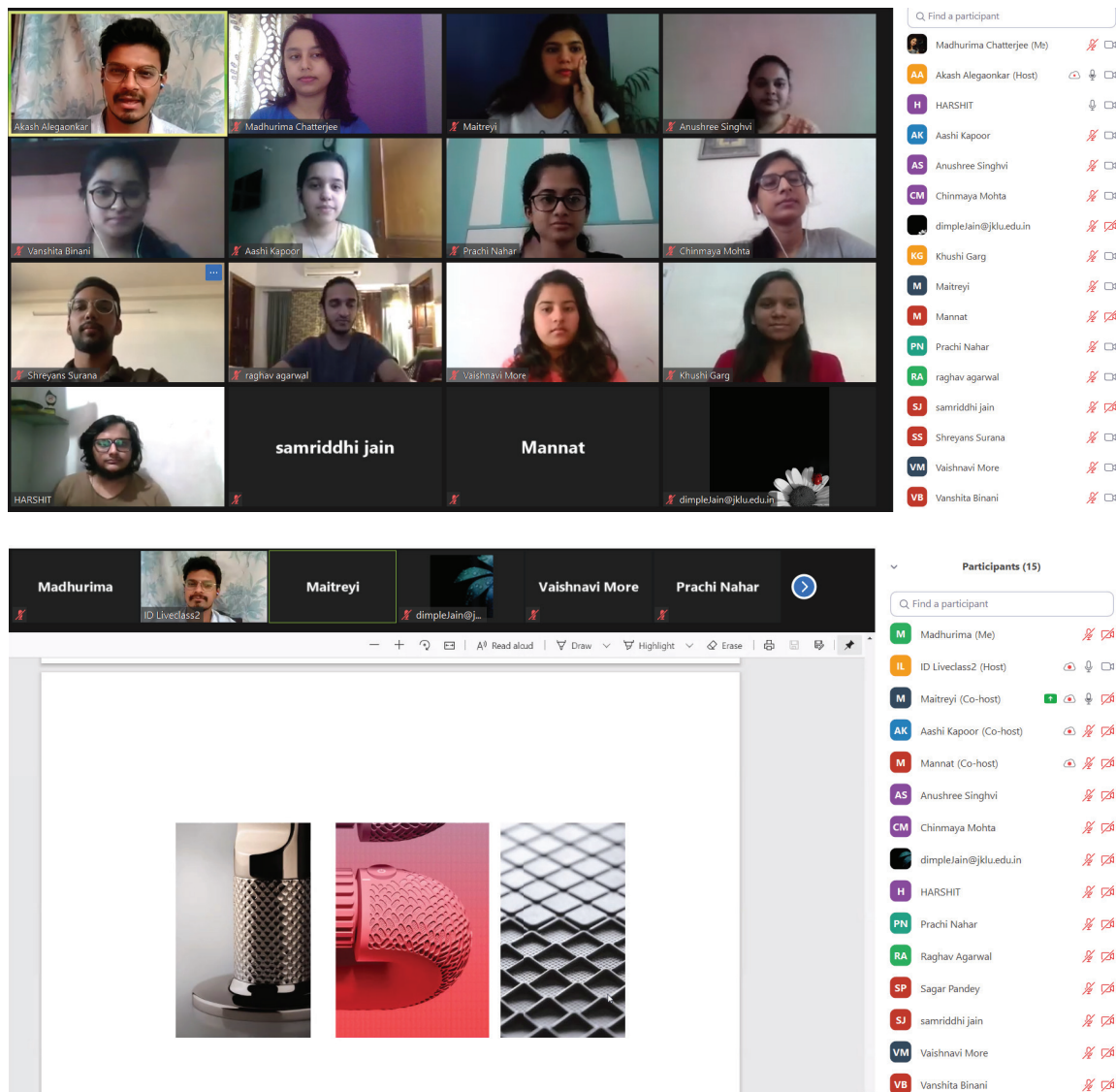
Elements of Composition was conducted by Prof. Promit Basu for B.Des 2020 foundation students. The course contents are Basic elements of composition, manipulation of elements in two dimensions to induce specific effects, concepts of harmony, rhythm, balance, contrast and movement, Gestalt theory. The course also takes into consideration new developments in digital and social media- centered compositional strategies and explores the recent developments in their applications.



ERGONOMICS

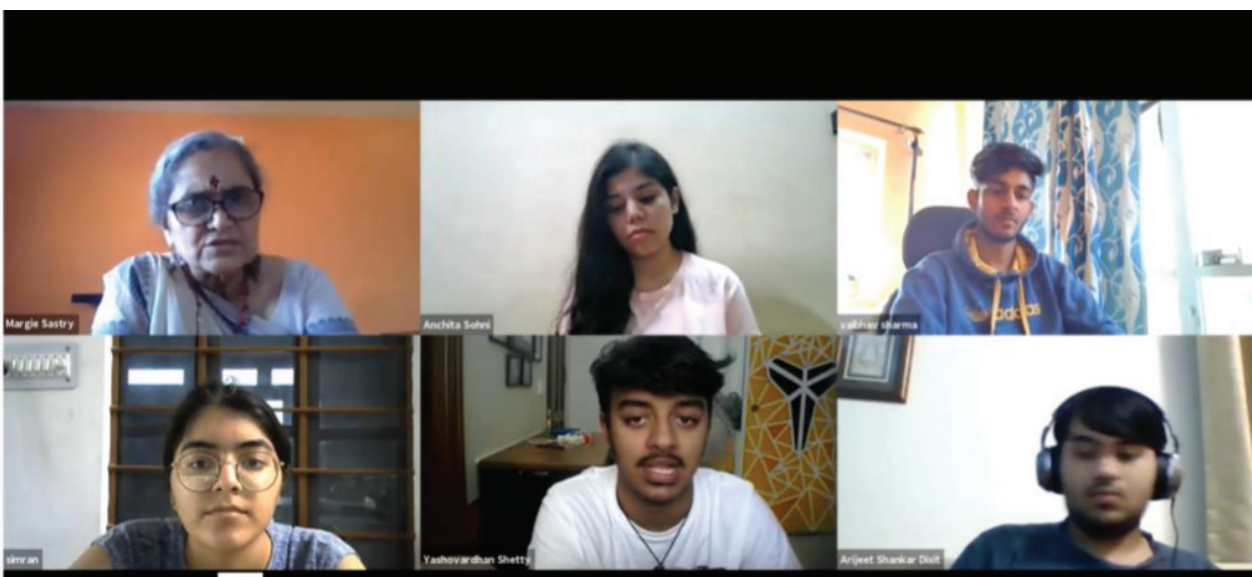
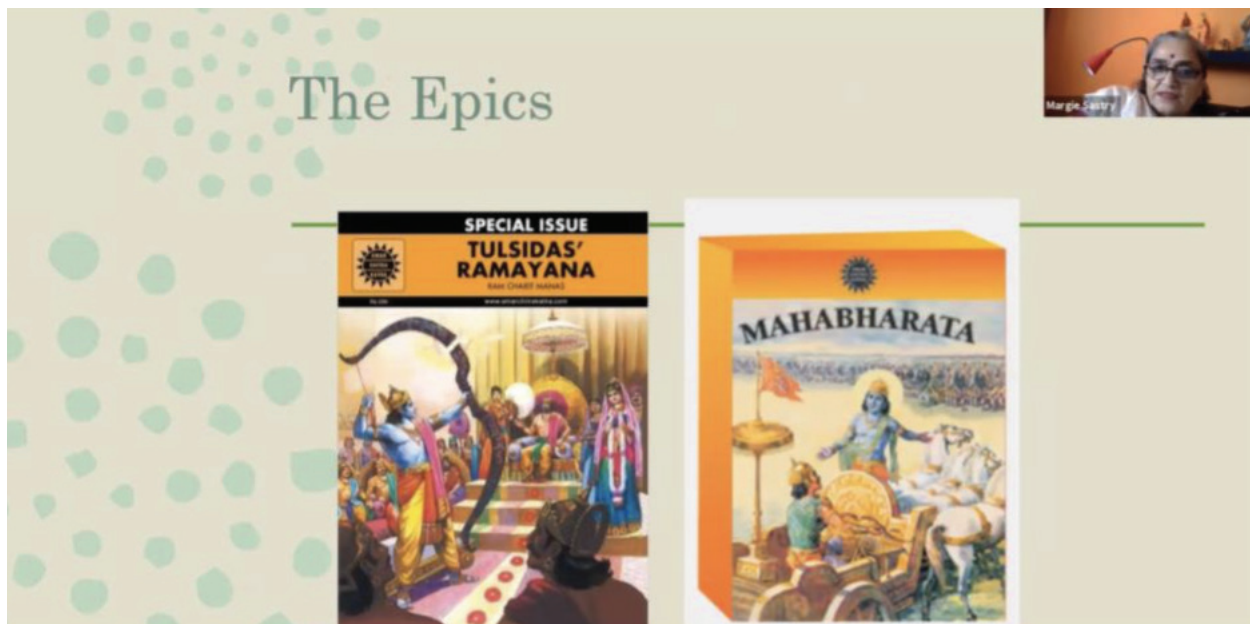
Ergonomics 1 focuses on the study of people and their occupation, the equipment they use, the environment where they work and the working systems as a unified whole.

Students will learn to understand and apply theory, principles, data and methods to design in order to optimize human well-being and overall micro and macro-level system performance. The study will focus on products, systems, tools and equipment for exploring the above mentioned areas.



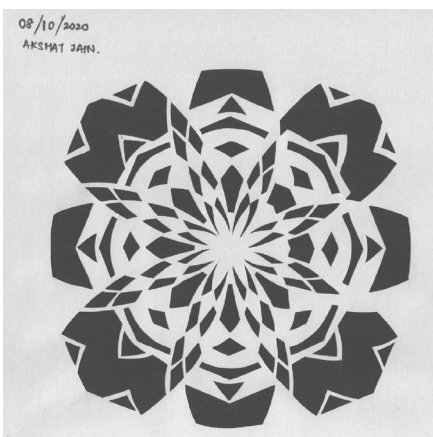
CULTURE STUDIES

This course introduces the students to the visual culture of India, the deep rooted Indian traditions, values and cultural practices. This course contents are cultural traditions of India, design as a reflection of culture, globalization and its effects on cultural traditions.

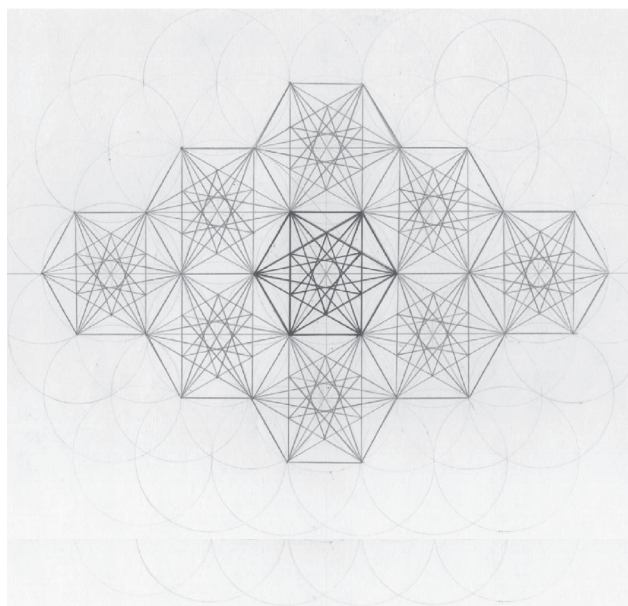
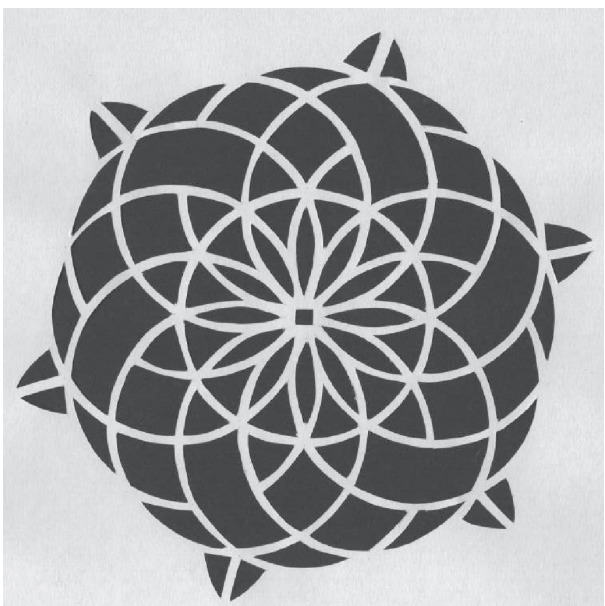


GEOMETRY

This Course helps the student to appreciate geometrical patterns in natural forms and understand geometrical relations



The contents of this course includes geometry and its relevance to design, drawing instruments and their usage, methodology of geometric construction: perpendiculars, divisions, parallels, etc., straight and curved lines, squares and grids, construction of regular polygons and ellipse, study of properties of geometric forms in nature through visual analysis, introduction to golden proportion,



NEW INITIATIVE: GENIUS ACADEMY



"EVERYONE IS A GENIUS. BUT IF YOU JUDGE A FISH BY ITS ABILITY TO CLIMB A TREE, IT WILL LIVE ITS WHOLE LIFE BELIEVING THAT IT IS STUPID."

Lakshmipat Singhania Education Foundation, in collaboration with JK Lakshmipat University is on a mission to identify the genius in every school student. We are proud to announce the launch of the JKLKLU Genius Academy.

The objective of the programme is to search for the Genius within every student, and to provide them with opportunities to explore and develop their talents. The participation in the Academy is by invitation and is fully funded by LSE Foundation. There is no cost of participation for students or schools.

Students, once registered, either on their own or through their schools are actually signing up for an incredible odyssey. They will identify their talents in the domains of Design, Business and Technology. Through a series of Masterclasses conducted by eminent international faculty who teach at MIT, NID, IIT and IIMs, students will engage and understand the inter-disciplinary learning process and gear up for the Innovation Challenge that often happen in the cusp of these three domains.

Support to this mission comes from Niti Aayog's Atal Innovation Mission that has established an Atal Innovation Centre at JK Lakshmipat University. The Association of Designers of India (ADI), the only official body of professional designers, the Canada-India Centre for Excellence- Carleton University, and The Vedica Scholars Programme for Women.

SUPPORTED BY









**LAKSHMIPAT SINGHANIA
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India's 1st Interdisciplinary Talent Development Initiative



**Encouraging Student
Innovations in**

TECHNOLOGY + DESIGN + BUSINESS


**INVITATION
& SIGNUP**


LIFT - OFF


**LANGUAGE
ASSESSMENT**

MASTERCLASS

...


INNOVATION CHALLENGE
 STAGE 1: IDEATION STAGE 2: PROTOTYPING
MENTORING


**INNOVATION
RETREAT**

**Prizes worth
Rs. 500,000
to be won by
Students,
Teachers and
Schools**

The participation is by invitation only and fully funded by LSE Foundation.

- MASTERCLASSES by outstanding global faculty from Institutions such as **MIT, Boston College, Edinburgh Napier University, IIT** as well as experts in Design, Entrepreneurship, Artificial Intelligence etc.
- Finalists to join the **INNOVATION RETREAT** with full-scholarship in June 2021

Sign up and Participate in the Odyssey - Nov 2020 to June 2021

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 @JKLUJAIPUR
 www.lse.foundation
 +91 - 98284 07222
 jklugeniusacademy@lse.foundation

This interdisciplinary experience is geared to help students hone their talents in the fields of DESIGN, BUSINESS, and TECHNOLOGY; have teachers interact with global experts from leading Universities; and promote a culture of innovation in the participating schools.

Students will also get an opportunity to participate in a cross-country Innovation Challenge and win awards & prizes worth Rs. 5 Lakhs. Finalists will be invited to join the INNOVATION RETREAT with full-scholarship in June 2021 for hands-on & minds-on sessions with experts.

This programme is deployed by a team led by Prof A Balasubramaniam of the Institute of Design.

TROPHY DESIGN FOR MANAGEMENT GURU DAY

The Design of the trophy is inspired by the local craft of Jaipur with Gold foiling which is designed by our faculty at IOD and the Design virtuosos Amitanshu Shrivastva, Lecturer, JKL



The Form of the award is derived from my understanding that got from reading about Padma Shri Pritam Singh and also at the same time remind us of his Contributions to the city and the country.

To make this he went to his Guru to take some inspiration. Gaudi is famously quoted as saying, "Originality consists of returning to the origin. ... Utilizing the lithe form and inspiration of trees, the physical body and all earthly creations, Gaudi formed a style all his own, concluding, "Nothing is art if it does not come from nature."

He would like to connect this thought with the Innate quality of a Guru, A Guru who is considered above God himself in our culture, Who keeps giving and giving selflessly and as a light guide the students through the darkness of Ignorance and distractions.

Dr. Jagdish Sheth was presented with the Management Guru Day trophy, and it's our privilege to honour him as the Management Guru, this year. "I am honoured and grateful for being the first recipient of the Management Guru Day award in the respected memory of Dr. Pritam Singh. He was an incredible person with tireless energy. I understood what leadership is all about from him," said Dr. Sheth after receiving the honour.



TO DO LIST

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

VISIT

LIFE IN MINIATURE

Paintings that tell stories of nature, love, celebration, faith, and power: explore over 1,000 high resolution miniatures using Machine Learning and Augmented Reality



<https://artsandculture.google.com/project/life-in-miniature>

WATCH

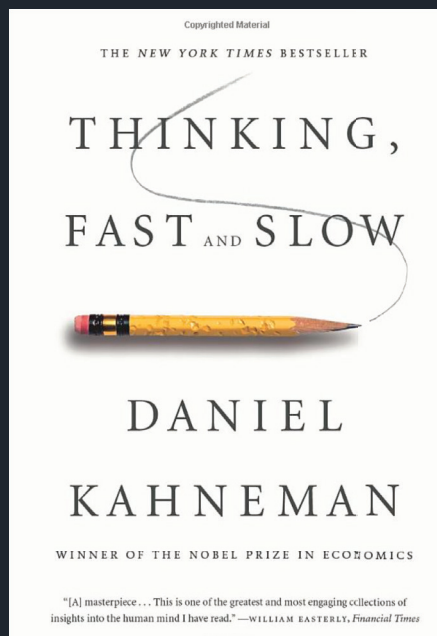
WATCH DREAMS OF DALI: 360° VIDEO (LOOK AROUND IN 360)

Go inside and beyond Dali's painting Archaeological Reminiscence of Millet's Angelus and explore the world of the Surrealist master like never before in this mesmerizing 360° video. For an even more immersive experience, visit The Dali Museum in St. Petersburg, FL



<https://www.youtube.com/watch?v=F1eLelocAcU>

READ



THINKING FAST AND SLOW

In his mega bestseller, *Thinking, Fast and Slow*, Daniel Kahneman, world-famous psychologist and winner of the Nobel Prize in Economics, takes us on a groundbreaking tour of the mind and explains the two systems that drive the way we think. System 1 is fast, intuitive, and emotional; System 2 is slower, more deliberative, and more logical. Each of these can be understood only by knowing how the two systems shape our judgments and decisions.

<https://www.amazon.in/Thinking-Fast-International-Daniel-Kahneman/dp/0374533555>