



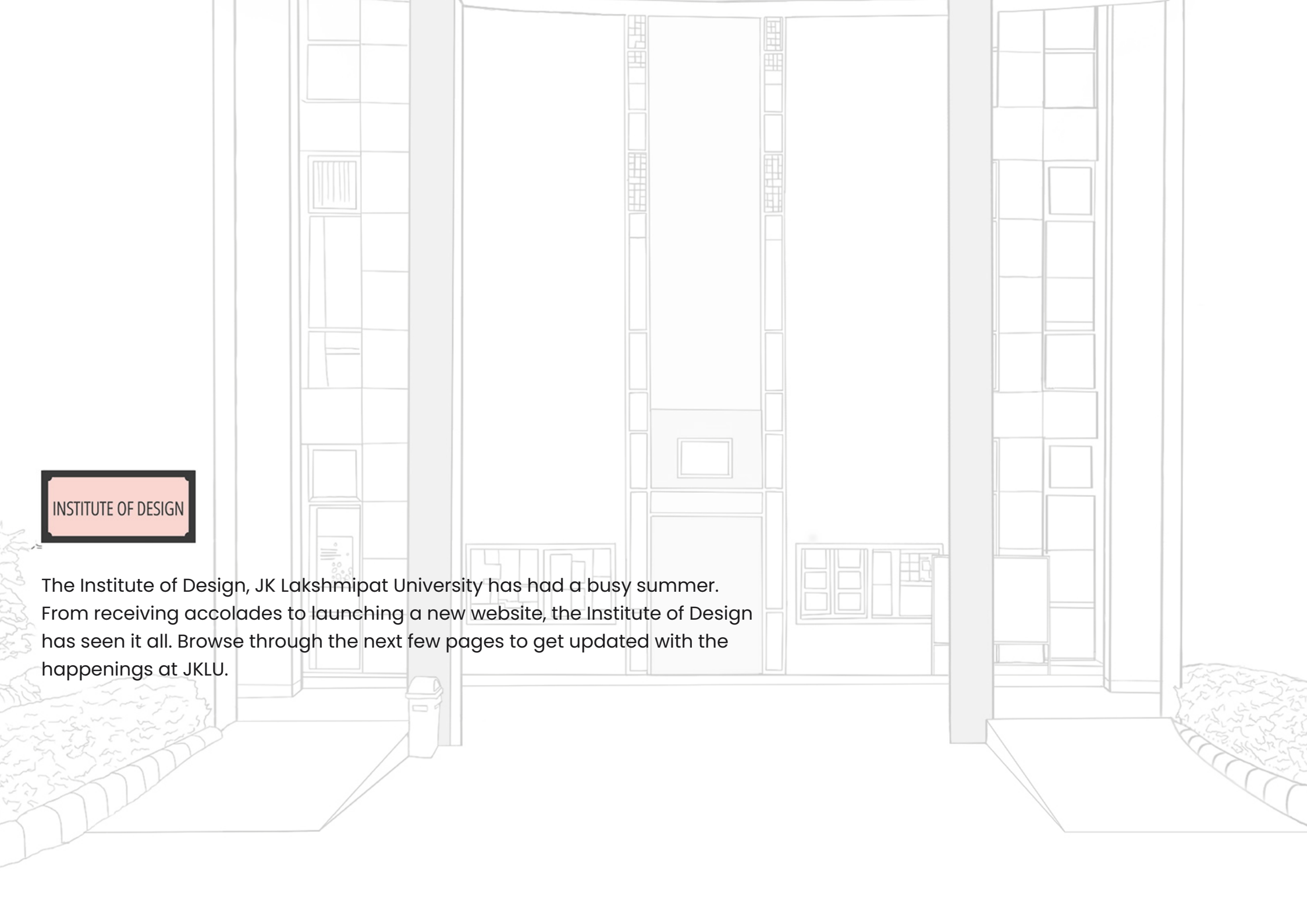
JK LAKSHMIPAT UNIVERSITY
Institute of Design

INSTITUTE OF DESIGN

DESIGNNEWS

A Magazine from the Institute of Design, JK Lakshmipat University, Jaipur

June 2022



INSTITUTE OF DESIGN

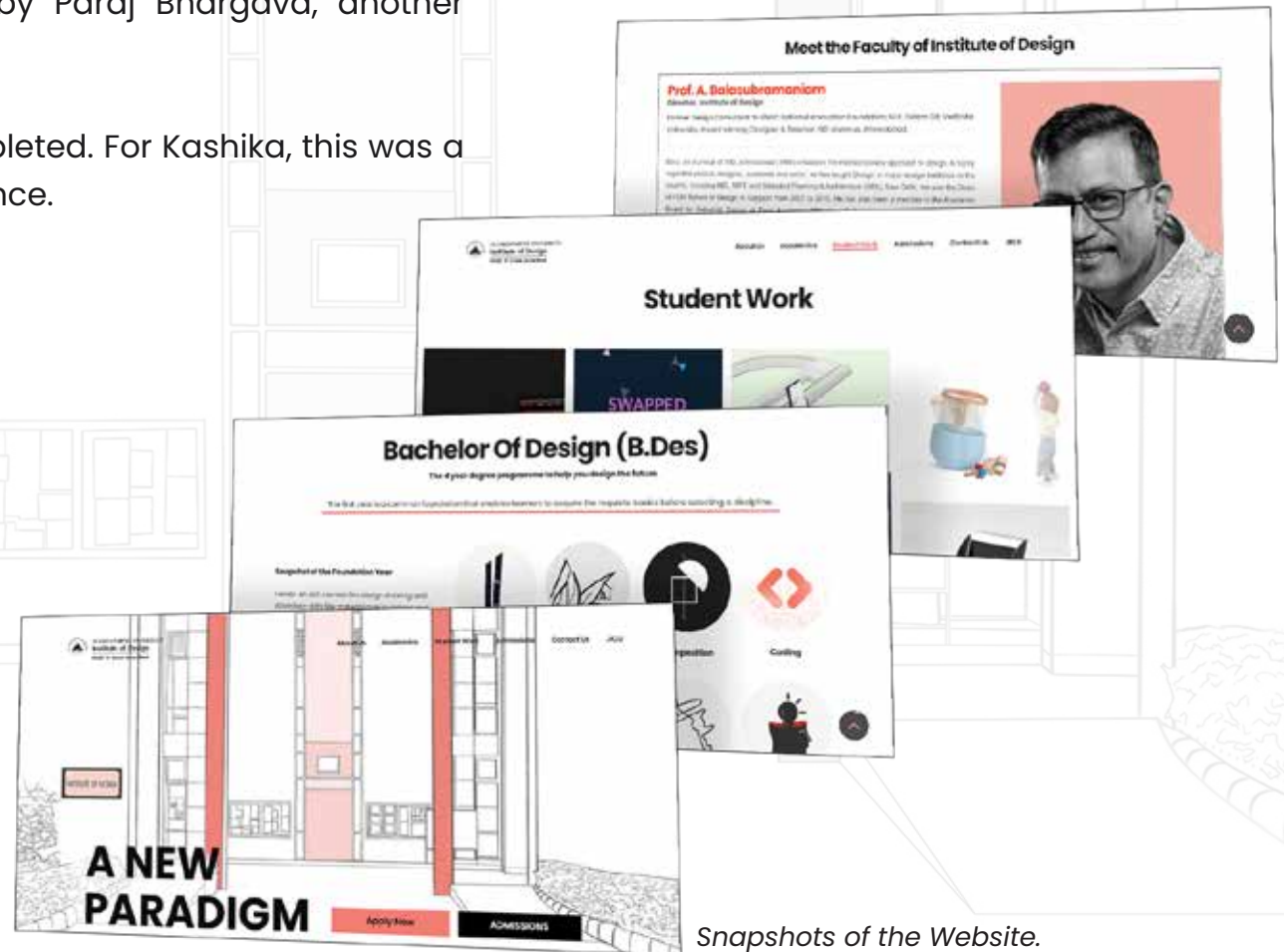
The Institute of Design, JK Lakshmipat University has had a busy summer. From receiving accolades to launching a new website, the Institute of Design has seen it all. Browse through the next few pages to get updated with the happenings at JKLU.

design.jklu.edu.in

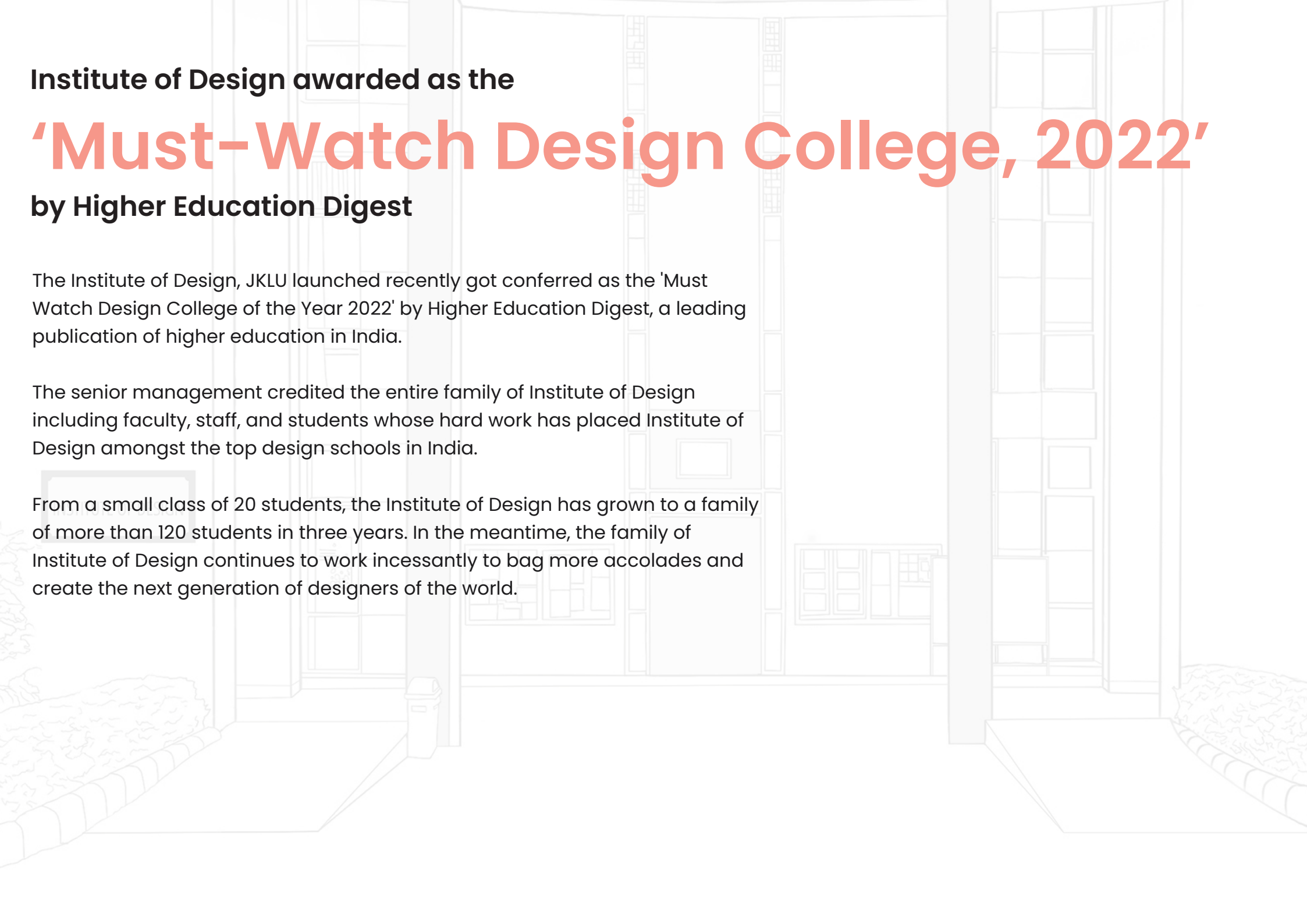
Institute of Design launches new website

The Institute of Design, JKLU launched its brand new micro-website that is entirely designed by Kashika Sharma, an Interaction Design student at JKLU. The homepage banner was illustrated by our interaction design student Prakhya Kant and contributions on photo were given by Paraj Bhargava, another interaction design student.

The project took about three months to get completed. For Kashika, this was a major breakthrough as well as a learning experience.



Snapshots of the Website.



Institute of Design awarded as the

‘Must-Watch Design College, 2022’

by Higher Education Digest

The Institute of Design, JKLU launched recently got conferred as the 'Must Watch Design College of the Year 2022' by Higher Education Digest, a leading publication of higher education in India.

The senior management credited the entire family of Institute of Design including faculty, staff, and students whose hard work has placed Institute of Design amongst the top design schools in India.

From a small class of 20 students, the Institute of Design has grown to a family of more than 120 students in three years. In the meantime, the family of Institute of Design continues to work incessantly to bag more accolades and create the next generation of designers of the world.

Internships

The students finishing their third year of Bachelor's study head for their mandatory summer internship of 6 weeks with renowned companies. The companies that students will be interning over the summer are Qure.ai, Rhizome, IdeaSpice, Baaya Design, Desmania, MasterG, Aame artisans, and more.

qure.ai

ideaaids

rhizome

DES MANIA

 **baaya**
artful spaces

designhabit



MUKUL
GOYAL



Manya with her colleagues at Baaya Design



Paraj on his work desk at Mukul Goyal's Studio

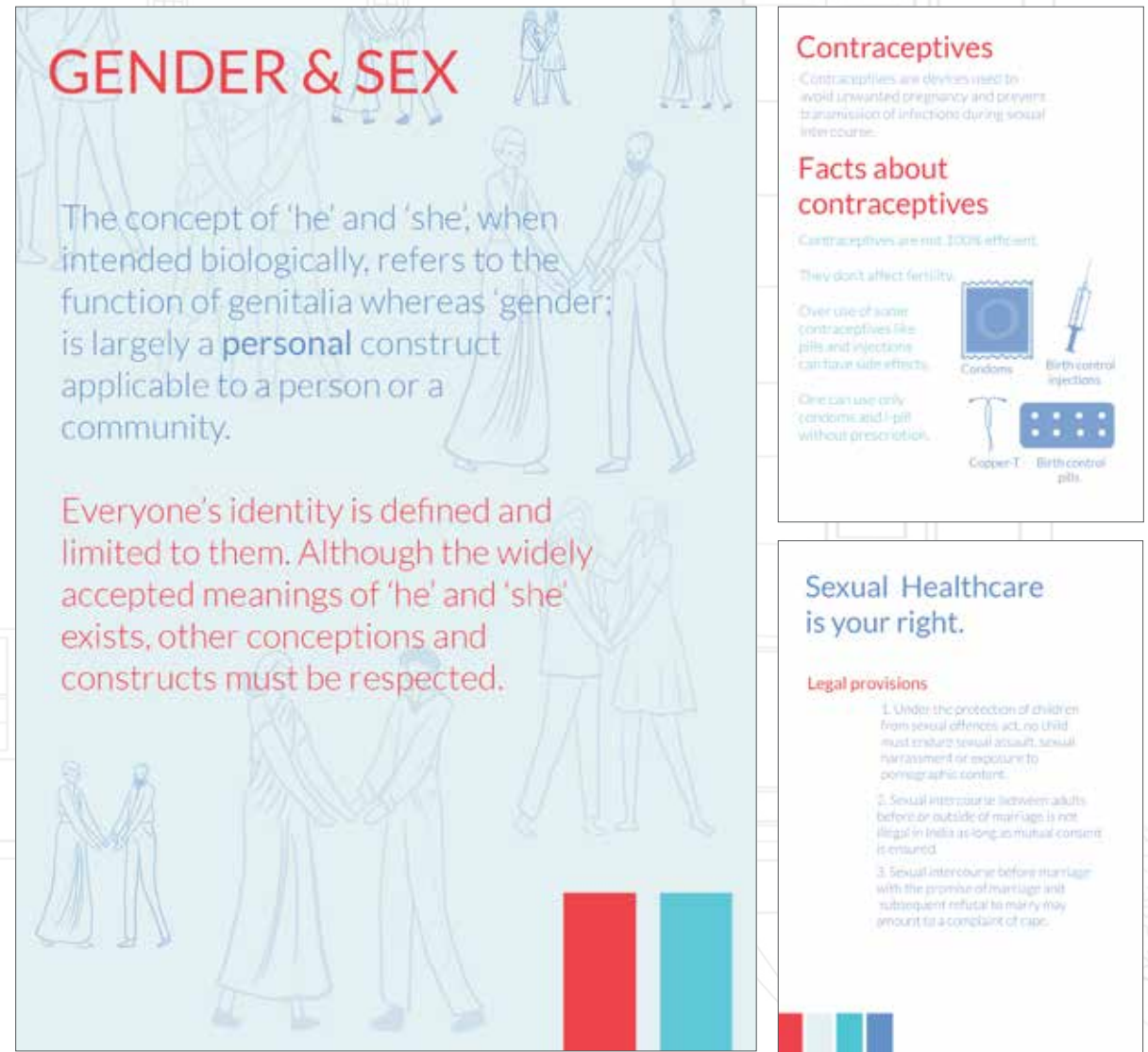
Juries

Foundation

The foundation course on Design Thinking & Problem Solving Process dealt with making the learners understand and apply the design thinking process to make design interventions and solve everyday problems faced by the society.

The learners went looking for problems to hospitals, graveyards, railway stations, and identified wide-ranging, micro-level problems. A group of students including Rohan Rajesh, Natasha Kaushal, Saumya Sahay, Kirthana, Shruti Kumari, Reethika Inti, Khyati Singhal, Utkarsh Singh, Nishtha Amaliya took the problem in the domain of hospitals and sexual health awareness. They conducted extensive field and secondary research & derived insights from talking to various users and stakeholders.

To solve the problem, Saumya Sahay, Kirthana and Shruti Kumari created a publishable and archival outcome to educate, inform people and nudge their attitudes towards the same.

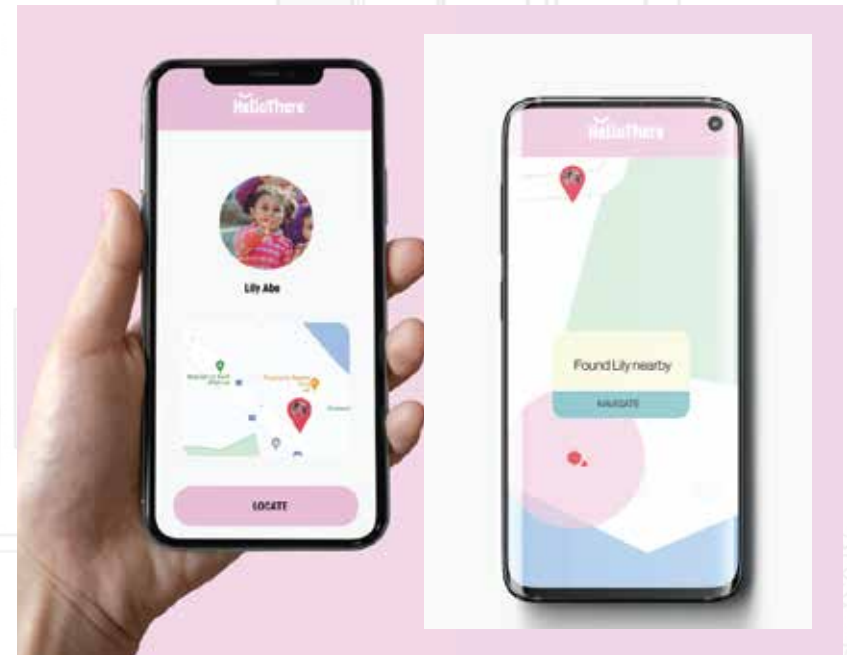
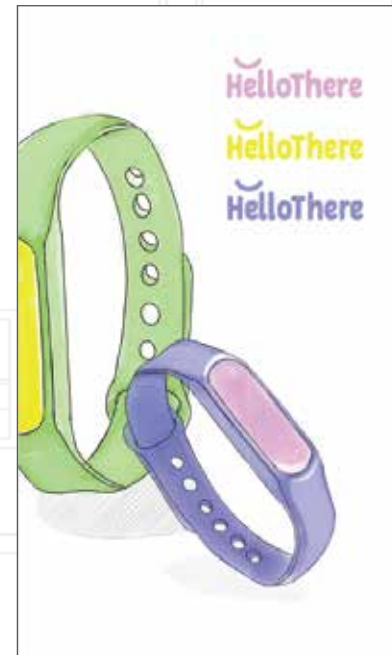
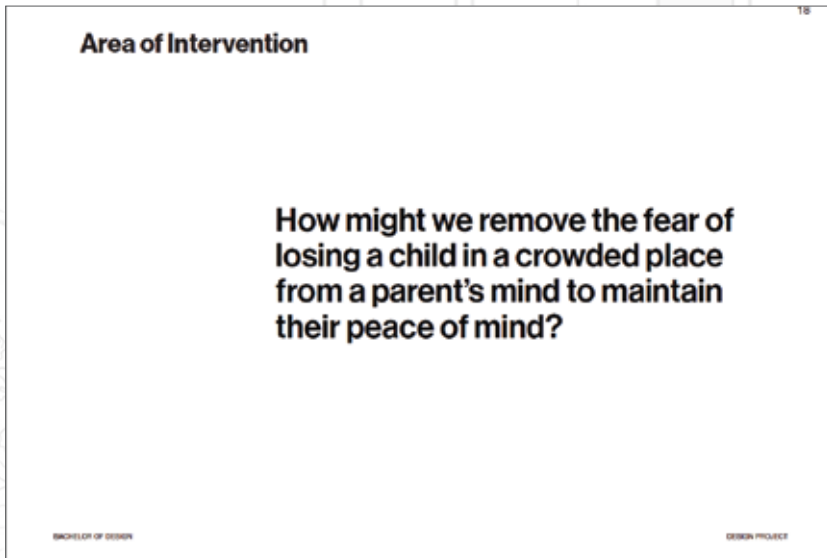
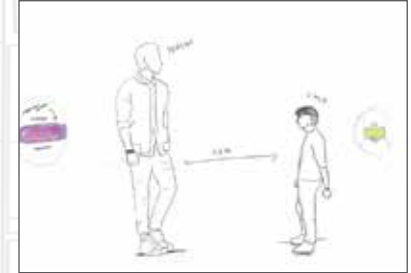
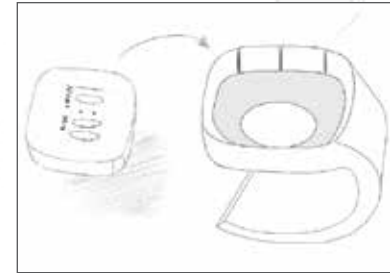
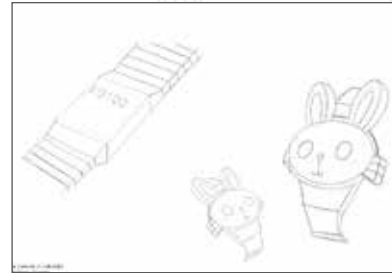


Snapshots of the publishable and archival outcome.

Juries

Interdisciplinary design

Interdisciplinary design student Raghav worked on a design project that looks at removing the fear of losing a child in a crowded place from a parent's mind. He created a wearable product prototype that vibrates or buzzes when parent and child are separated with a distance of 5 meters. A phone application in sync with the wearable device informs the parent of the child's location.



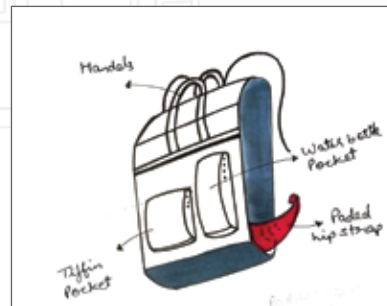
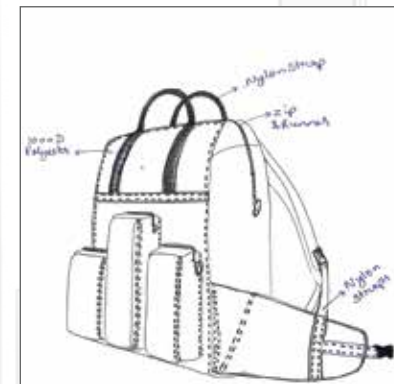
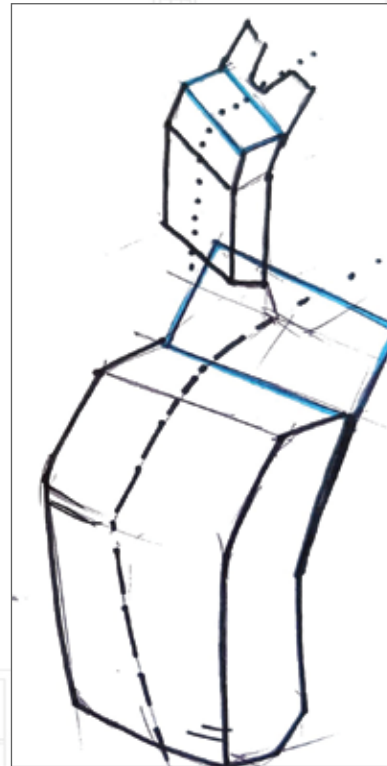
Snapshots of the concept and the wearable prototype called 'Hello There.'

Juries

Product design

Master's in Design student Shivam Dixit took on the challenge to design a school backpack for middle school students that is lightweight and evenly distributes the weight, as part of the major product design project in semester II.

Shivam's interest started by the acknowledgment of inequalities that exist everywhere in India, due to which the education system of India is also negatively affected. He started his research with understanding the problems of the rural and middle-class students. He selected the problem area of heavy and uneven backpacks to work on. After that, he came up with some ideas as well as an in depth secondary research which helped him to reach the final concept.



Snapshots of the redesigned backpack for school children in rural India.

Juries

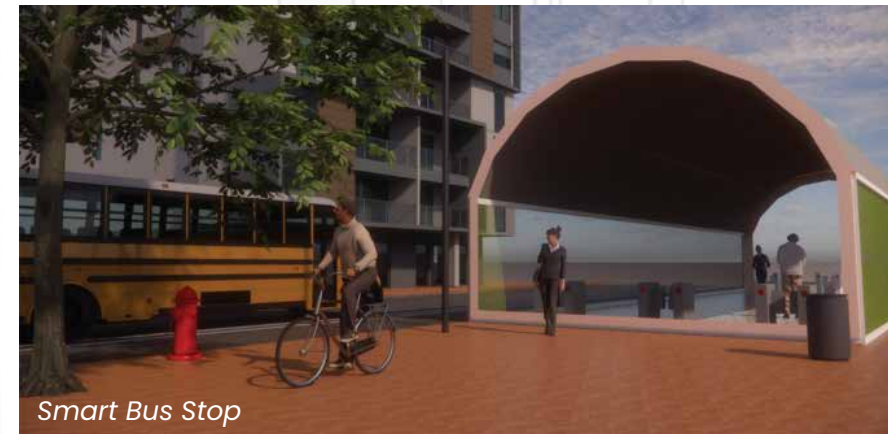
Interaction design

Interaction design student Sanyukta's interest in sustainability practices in urban areas nudged her to explore the domain of public transport. Upon several inquiries and probing, she realized that the fragmentation of public transport, problems in last mile connectivity and the overall experience of the same deterred citizens from making its use and prefer their own conveyance.

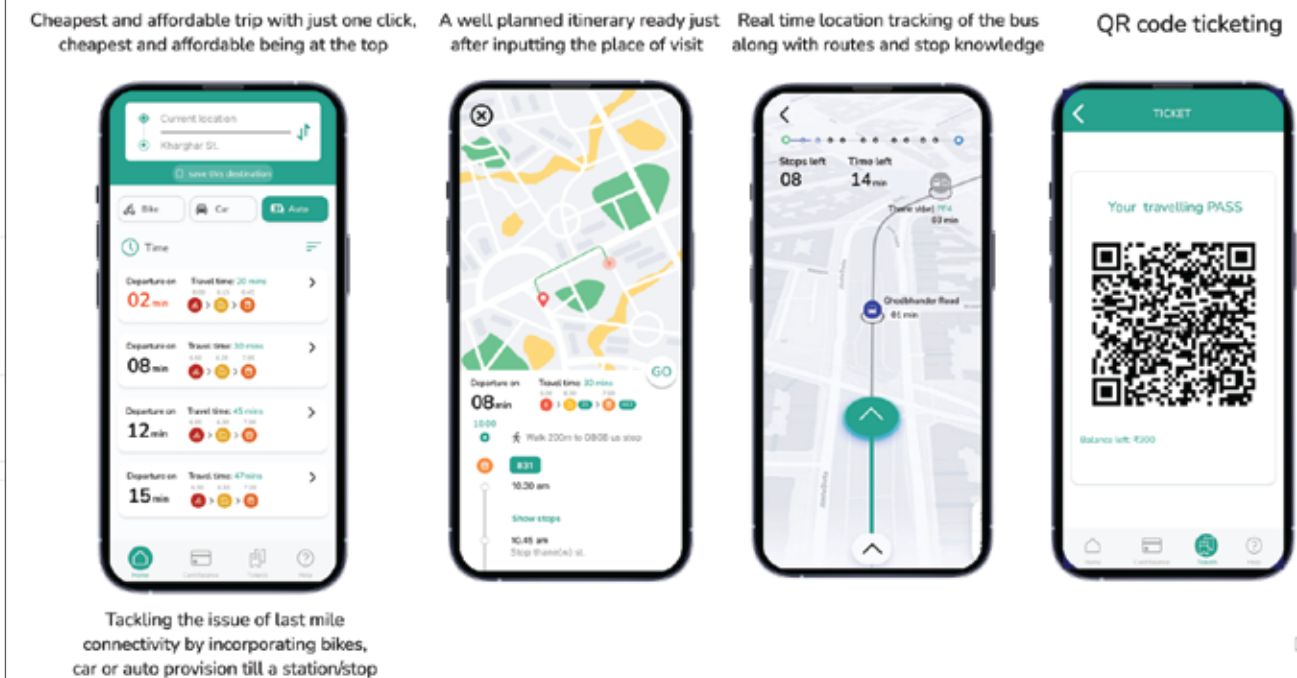
To solve this problem, Sanyukta ventured into in-depth research and conducted user journey maps, user personas and listed numerous thought-provoking questions. She finally proposed a service design solution that entailed creating an application that aided information about buses and their location in real time and solved the problem of last mile connectivity. The application also looked at informing the user about crowded buses so they can take the better alternative while traveling.



System Formation



Smart Bus Stop



Snapshots of the redesigned backpack for school children in rural India.

ELECTIVES

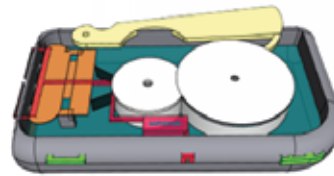
Hardware Hacking

A course on dismantling and building stories around everyday products taught by Beda Prakash Das.

The word 'hacking' in relation to hardware is often misunderstood. 'Hardware hacking' simply means modifying a piece of existing electrical or electronic hardware to use it in a way that it was not necessarily intended.

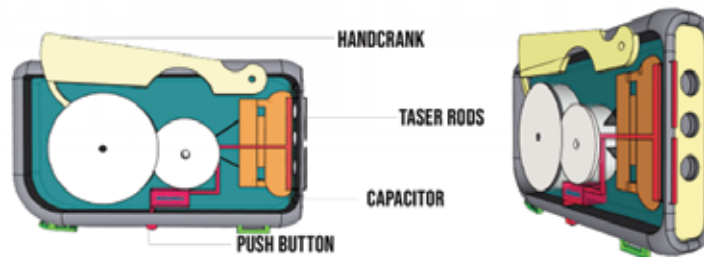
This module enabled students to look across various everyday appliances and learn about how they work. Using these learnings, students used them to deliver new functionality from the same product. The course also looked into quick idea generation and storytelling through their concepts.

TAZELIGHT



A Hand cranked flashlight for when emergencies arise, with a built in taser powered from the hand crank for self defense

Taser placed above the flashlight as to not block it. With batteries, in a situation where hand crank can not be used while being very compact and handy.



Exploring and understanding hardware intricacies by Abhay Pratap Singh.

A Torch hacked to create Tazelight by Thirak Mehta

ELECTIVES

Something Concrete

A concrete workshop taken by Amitanshu Shrivastava where students deepened their understanding on material handling and created concrete structures.

The attention of learners was diverted towards the material of concrete and its property. The course took them through the history of product design and told them how, throughout time, designers, artists, creators, and inventors built their relationship with material and took it to new levels.



Chair. Work by Arihant Jain



Elephant. Work by Rishika Singhi



Design for Vernacular Media

An elective that sensitizes and enables designers to design communication, or experiences for the vernacular audiences of India. The module was mentored by Yash Raizada.

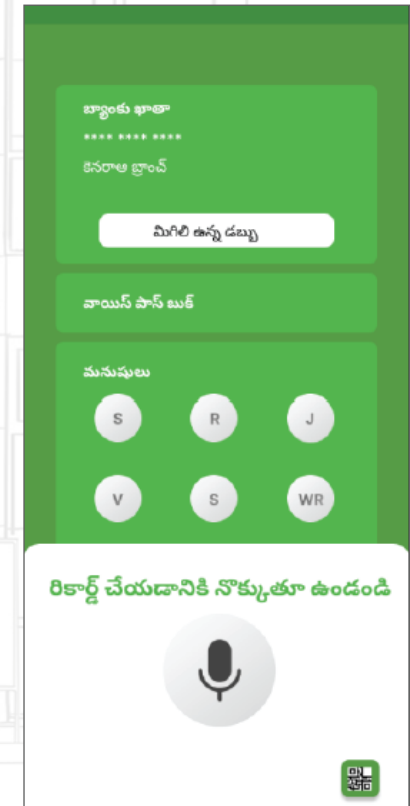
This module was essential as communicating in the vernacular medium enables better connection with the people and ensures the efficiency of communication. This module helped the learners to communicate with the users from novel socio-cultural contexts.



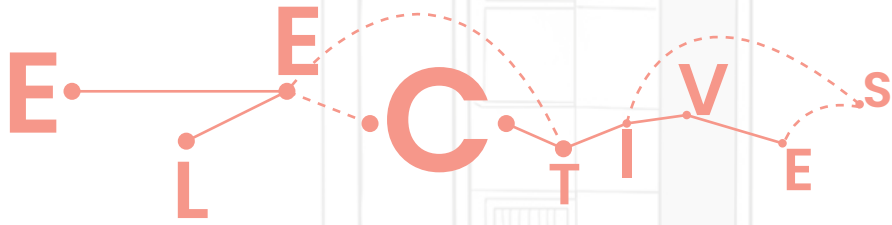
A brand integrated poster embracing spirit of Moving Together in Gujarati by Sanyukta Bhawe.



A poster on Child Labor in regional dialect of Uttar Pradesh by Reethika Inti and Nishtha Amaliya.

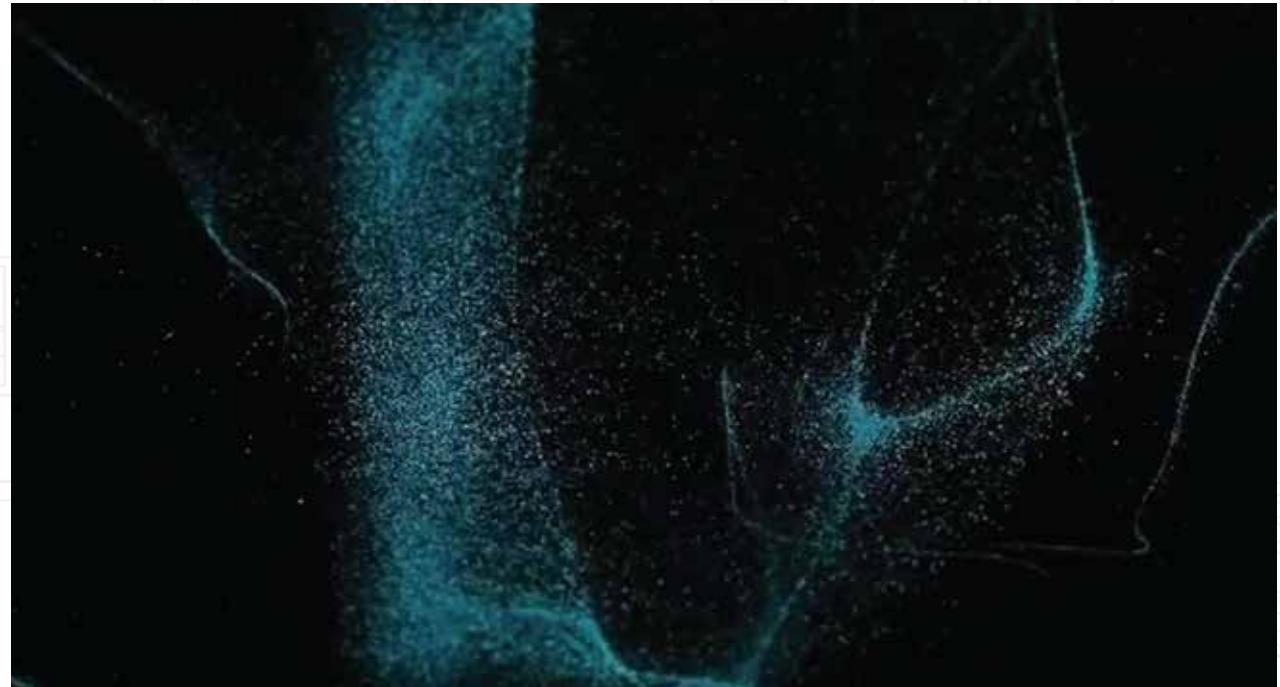
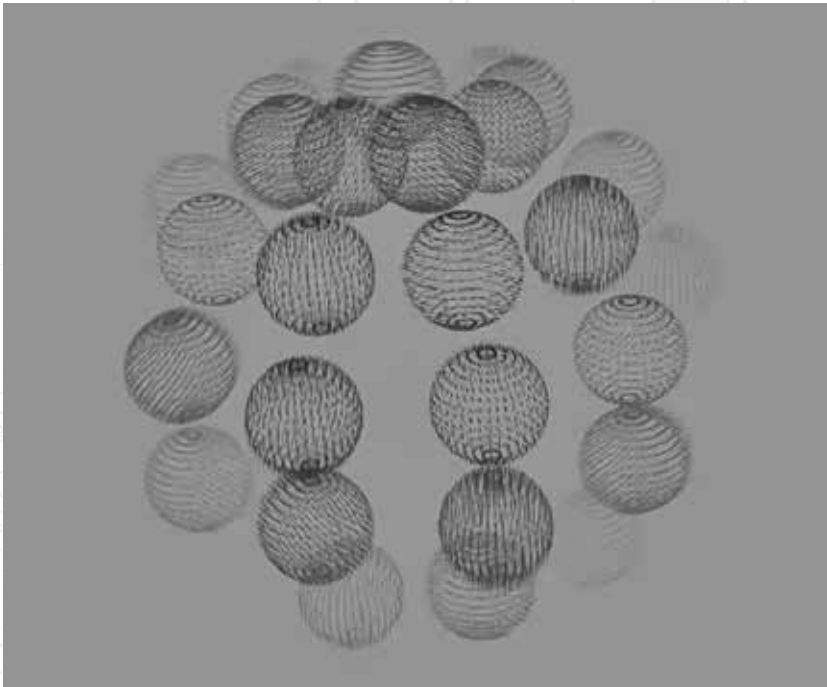


Adaptation of the 'SunPay' app in four languages by Anushmita Maitra & Shamyuktha San.



Programming & Responsive Environments

This course explored possible interactions that exist in the realms of code, sensory inputs, environment and movement, etc., through visual (node-based) programming using a tool called Touch designer. The course was taken by Dhruv Saxena. The module intended to explore Human-Computer Interactions from the Point of views of creative coding and responsive environments.



Snap of an exploration of sound and movement based interaction using Touch Designer by Karan Choudhary

Elective S

The Intricacies of Movement

This course aimed to deconstruct the continuous flow of visible movement to analyse what is it made up by employing various exercises from animation, like pixilation and stop motion, along with studying various animated short films. The course was taken by Shivatmika Lala.



Shot from Animation by Stuti Bhadoria

*Behind the
scenes snaps*



Humans of IoD



Prachi Nahar
Product Design

I was always an introvert and didn't like socialising at all. Throughout my school life, I hardly used to talk to one or two people. Before coming to JKLU I had only about 2-3 friends. But after joining IoD, JKLU, I had to push myself out of my bubble. It took some efforts but this change was good for me. As a part of some of our courses, I had to present my work in front of people and explain my thought process behind my creations. It was scary at first. But everyone was so supportive and patient.

Turns out, it isn't as scary as I thought it would be. I am becoming more and more comfortable with talking to people. I am not an extrovert all of a sudden, but I don't shy away from standing in front of people and talking. When the pandemic hit, the old me would have been happy being isolated. But the new transformed Prachi felt sad. I felt cut off from the new found excitement of social interaction. And now, being back on the campus feels so good. IoD gave me two most important things I needed in life; confidence and friends!

Humans of IoD



Anushree Singhvi
Interdisciplinary Design

I am a day scholar. My parents didn't allow me to go out of Jaipur to study. So I went to IoD, JKLU. Honestly, it was the best decision I took. I was always a very sheltered kid. But IoD has helped me become independent to a certain extent. We went to Udaipur for a course and that trip changed my life. Spending all those days away from home gave me the confidence that I can live on my own. The second important change came through the process of Jury. I cried during my first Jury. I had no idea how to present myself and my work and was a nervous wreck. But the faculty is amazing!

Each member of the faculty was nothing but supportive. Even the visiting faculty are great! Over time, I gained confidence and learned how to handle pressure. More than anything, the entire IoD gave me, gave all of us, the freedom to be creative. And with the presence of other disciplines within the university, we get to interact with different perspectives and mindsets which helps generate more ideas through multitudes of knowledge that we gain from other people around us.

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DESIGNNEWS

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