*For Private Circulation Only

# DESIGNEWS

**February Edition**

## What's Inside ?


News and Updates
Student Board
Meet the Faculty
Must follow

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

We have heard 'take risks and the reward will follow', and with the semester just starting, there is no better time to follow this thought and take a step forward on our journey.

A step which incorporates exciting new classes, innovative ideas and inspiring new journeys. While this semester began with the classes once again moving from offline to online, the workings of the University were smooth as ever. As is our goal of churning out the details and intricacies of the Design Education at JK Lakshmipat University. The students took it upon themselves to begin the year with excitement and enthusiasm with multiple students coming up with new initiatives.

Even online, the cogs kept turning. From photography by the foundation students to videography by the third years, the creative content kept flowing. As a special treat this edition also brings you the amalgamation of a few must follow topics for a design student and even the design professionals. Their unique and remarkable works will motivate every designer into action.

And of course we will be here to report these exceptional results, until then stay tuned!

# NEWS & UPDATES

New faculty

Course on Mathematical Thinking

Workshop on Creative Computation

Student Initiatives

# NEW FACULTY

Anirudha is an interdisciplinary industrial designer based in India. He is a graduate in Civil Engineering from Biju Patnaik University and has a master's in Design from the National Institute of Design. Anirudha has been recognized internationally for his innovative work, including being a part of an Indian duo to have received the ‘reddot’ award for sustainable rural innovation-led development in 2017, ‘reddot’ nomination for an innovative psychological educational tool for children in 2017, and ‘reddot’ nomination for sustainable lifestyle product design in 2018. His innovative hangar designs have been nominated for A’ Design Award, Italy 2018. His works on lifestyle designs in bamboo are in the permanent collection of the World Bamboo Museum, Damyang, Korea. He helped Suta Mumbai with its brand development in 2015. Anirudha has worked as a design manager for Godrej and Boyce. He looked after research and strategy for new products development in B2C and CMF for B2B markets. His expertise lies in NPD, Material Innovation, IPD, and CMF

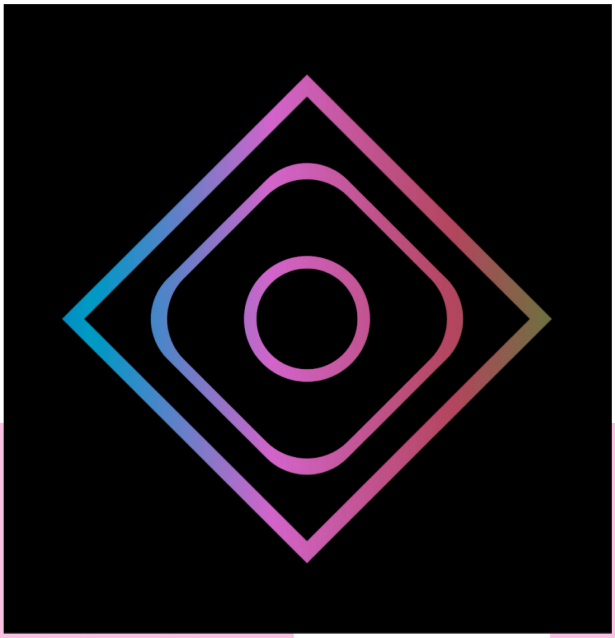


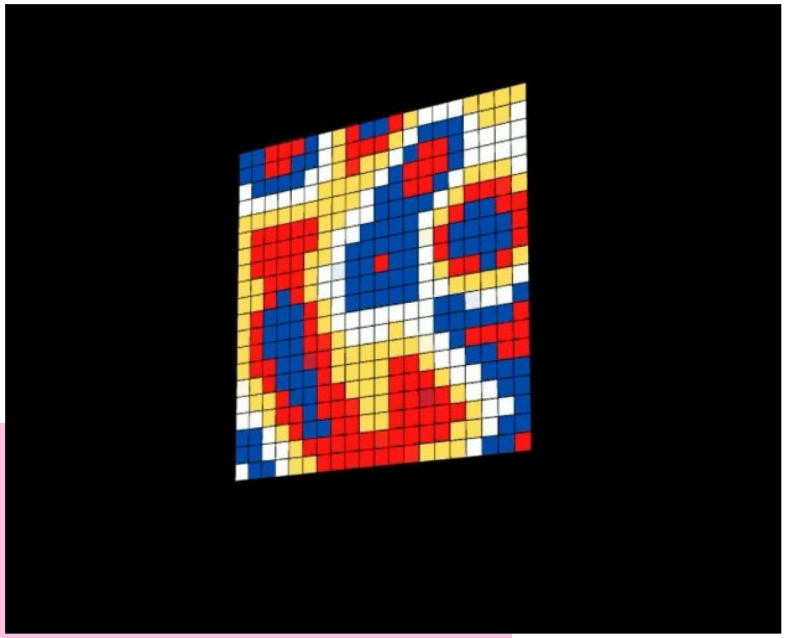
# STUDENT INITIATIVES

## Club TouchDesigner

ClubTD is a TouchDesigner initiative aimed at fostering collective interests and intentions. Weekly meetups, showcases, and troubleshooting sessions are some functions of the club. With brimming efforts of all the stakeholders, the club is continuing to grow towards a co-learning space for generative art and much more.





Work by Yashovardhan Shetty and Kirthana S

# Kon-Create by Club White Space

White Space, the design club at JKLU, works towards bringing an idea closer to reality. With an open and liberal approach towards its members, every discussion in the club is productive. Kon-Create, led by some students of the design club, is a project that aims to build concrete furniture around the campus. With an understanding of concrete as a material and a brief like ‘something to sit on’ as its parameters was enough for the team to enthusiastically begin this venture. The initiative panned across the entire university and not just the Institute of Design. They drew, they discussed and finally delivered the best of their ideas to add to our lushful green campus.





# Wood Exploration

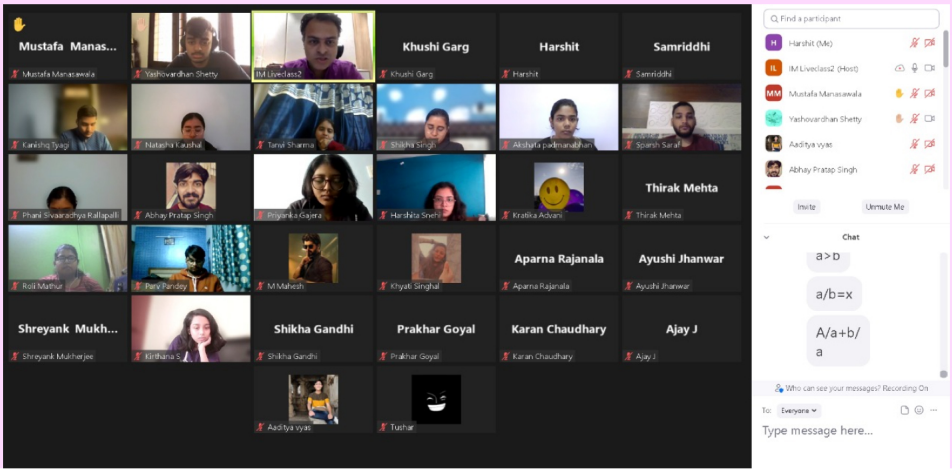
From scrap to useful products: Students who stayed on campus during their semester break ventured out to collect some scrap pieces of (hard) wood to make something useful out of it. In this process, they explored the material, its properties, and realised its application in different contexts. The exercise ended up being fun and challenging. For a scrap, it had many nodes and cracks, which gave them a deeper understanding of a raw material existing in nature.



Knife Handle wood work by Stuti Parihar

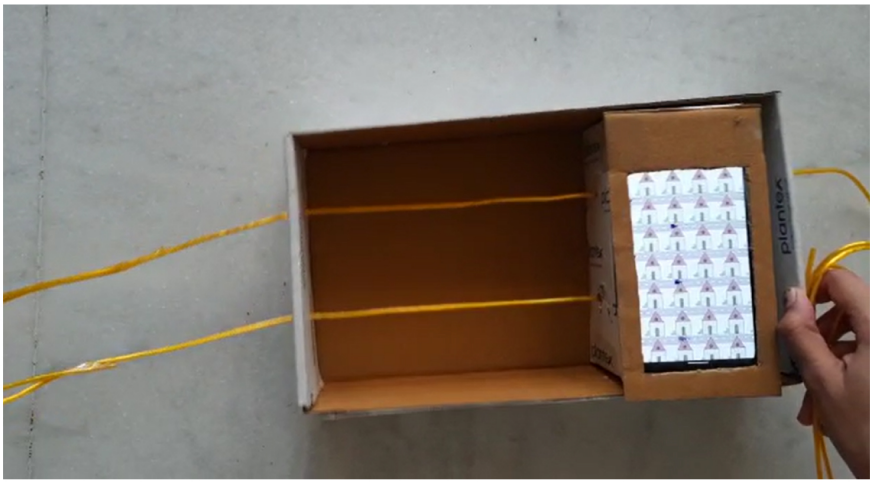
# Course on Mathematical Thinking

30+ students from the ‘Institute of Design stepped forward to take up a course on Mathematical Thinking organized by the University itself and taught by Dr. Yugank Goyal . Mathematics is not a mere discipline, but a way of thinking and we as designers are thinkers. This class did not assume students to have had a background in mathematics, but a mind which is ready for challenges. While this course may have not led to an advanced courses in maths, it sure did sharpen the aspect of the brain that programmers, philosophers, and lateral thinkers rely on.




# Workshop on Computational Coding with p5js

This course was a combination of coding, toy design, and a little bit of animation. It's a perfect concoction of fun and logic to create something for kids. The main objective was to learn the basics of how to code on p5js and make use of its tools to create animation using motion sensors. The next task was to make a toy for a 6-year old using cardboard and plastic scrap that we could find around us. The brief was that the toy must include a slot to place our phone and make use of the motion sensors in mobile phones to create movement .



Student Board

# FOUNDATION YEAR

Semester II



# PHOTOGRAPHY

Foundation students began their semester by exploring photography. The module started with the study of DSLR and its features followed by a discussion on various types of lenses and their uses. The students were then introduced to the study of light and shadow.



Photo clicked by Natasha

The course encompassed light art with different elements of visual design. Despite being conducted online, the course achieved its objective of making students adapt to documenting their work and process using their freshly developed photography skills.

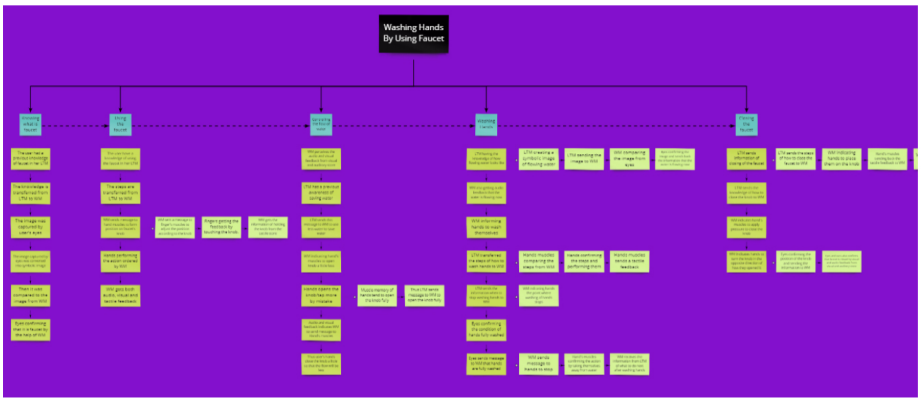


Photo clicked by Natasha

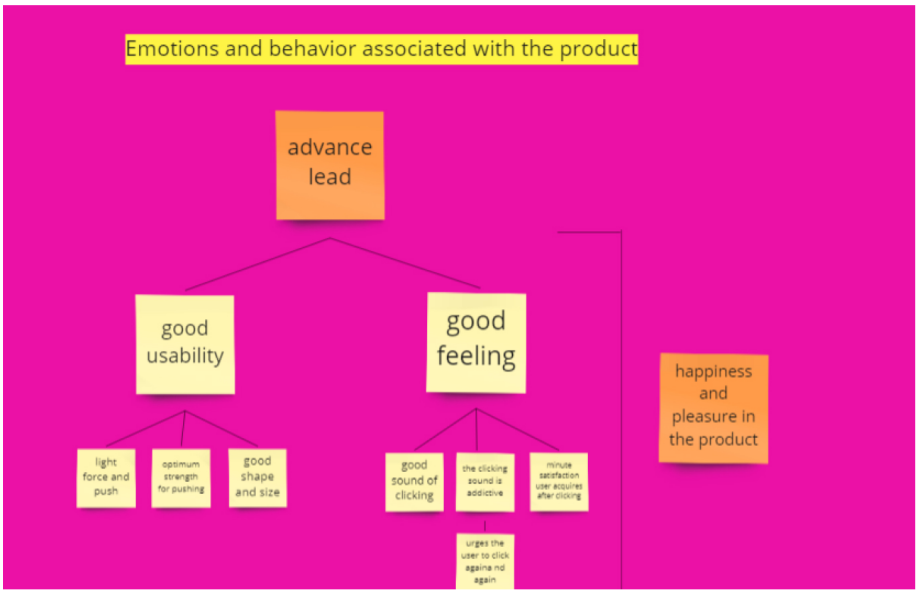
Product and Interaction Design

# COGNITIVE ERGONOMICS

Semester IV

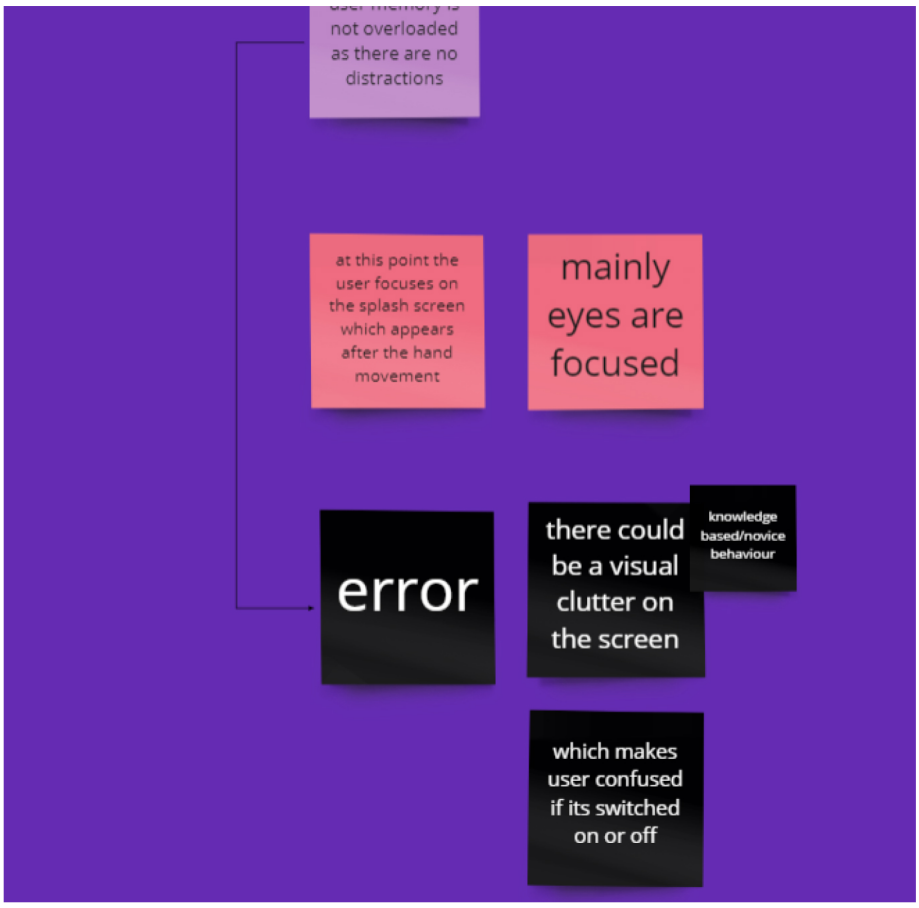



HTA by Akshat Jain




Semantics by Akshat Jain




The course on Cognitive Ergonomics entailed student's understanding of how users perceive the world. They were taught about hierarchical task analysis. Taking examples of systems around them, they dissected each one to understand the cognitive load on users and reason how their mental model differs from that of the system. They learned about information processing, how to retain memory and give feedback accordingly

Semester IV

# BASIC GRAPHIC DESIGN

Interdisciplinary Design




Work by Ugesh K




Work by Yashovardhan Shetty

Basic Graphic Design, taught by Prof. Promit Basu has widened the gamut of skill sets and aptitude for visual communication among the students. The course entails extensive work on the fronts of brand research and rebranding using visual tools. Throughout the course, students were engaged in classroom presentations of research undertaken and parallelly building a foundation for rebranding Indian and international brands through their respective logos.

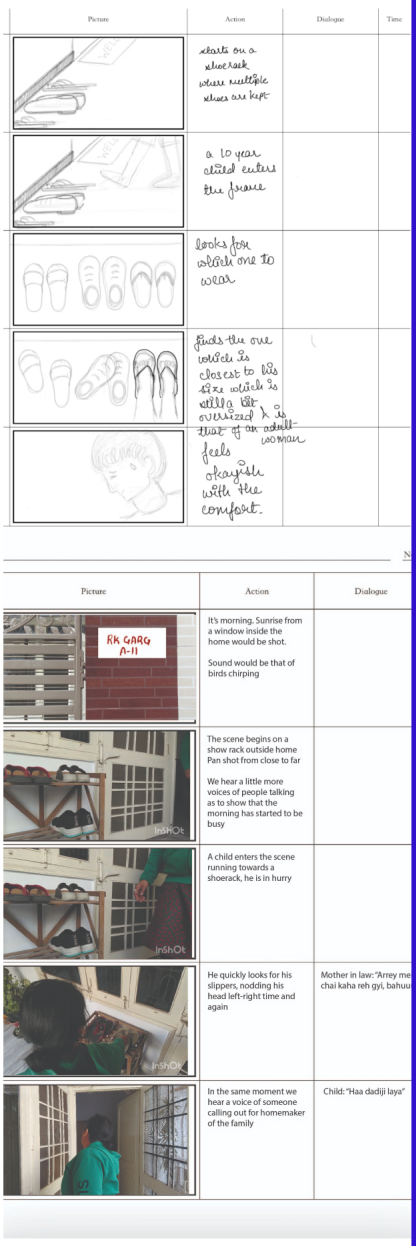



Work by Yashovardhan Shetty

Semester VI

# VIDEOGRAPHY (FILMMAKING)

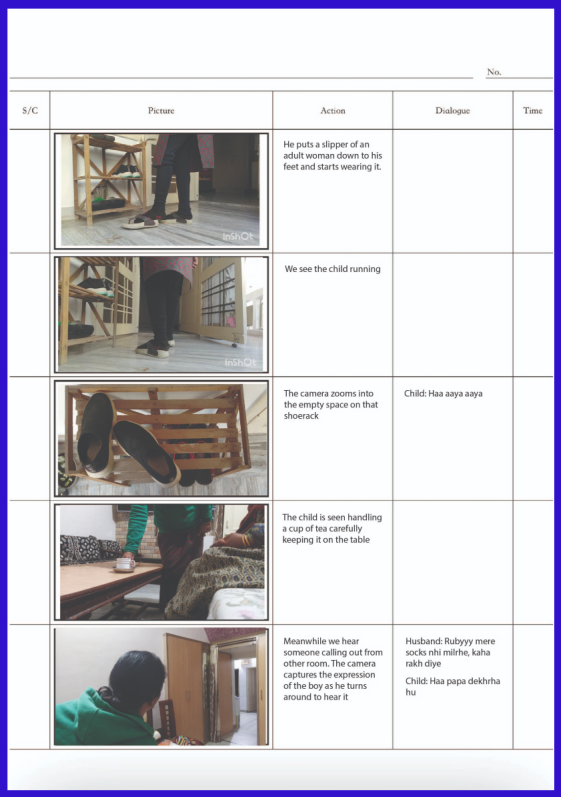
Interdisciplinary Design



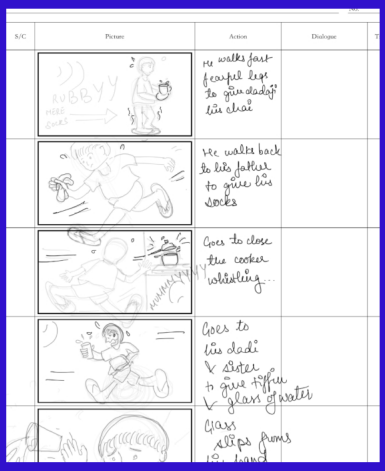

Storyboarding by Khushi Garg

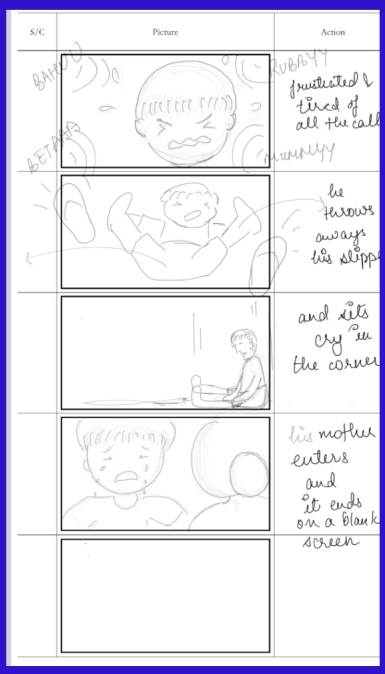
Learning the art of storytelling through moving images is an opportunity one would keenly wait for. Honing the purpose and virtue of interdisciplinary learning, students kickstarted their drive into filmography.




The recent activities of students in this course mentored by Prof. Arun Gupta encompassed multiple stages of pre-production ranging from observing, reflecting, and conceptualising to scripting, storyboarding and finally editing.





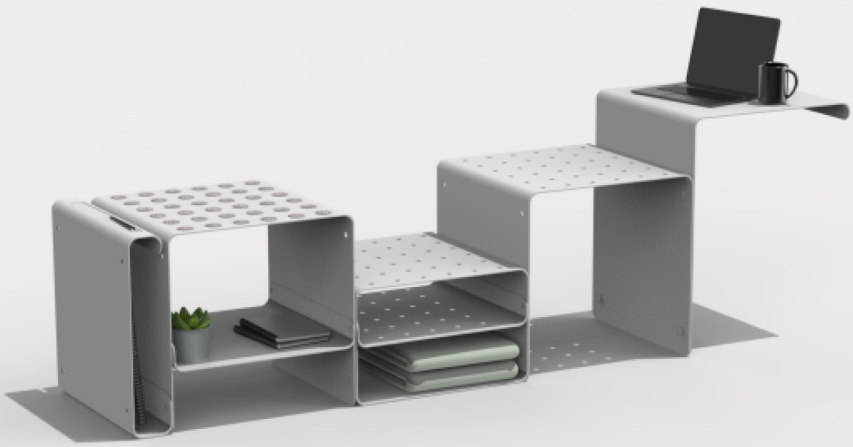

Semester VI

# Techno Aesthetic Detailing

## Product Design

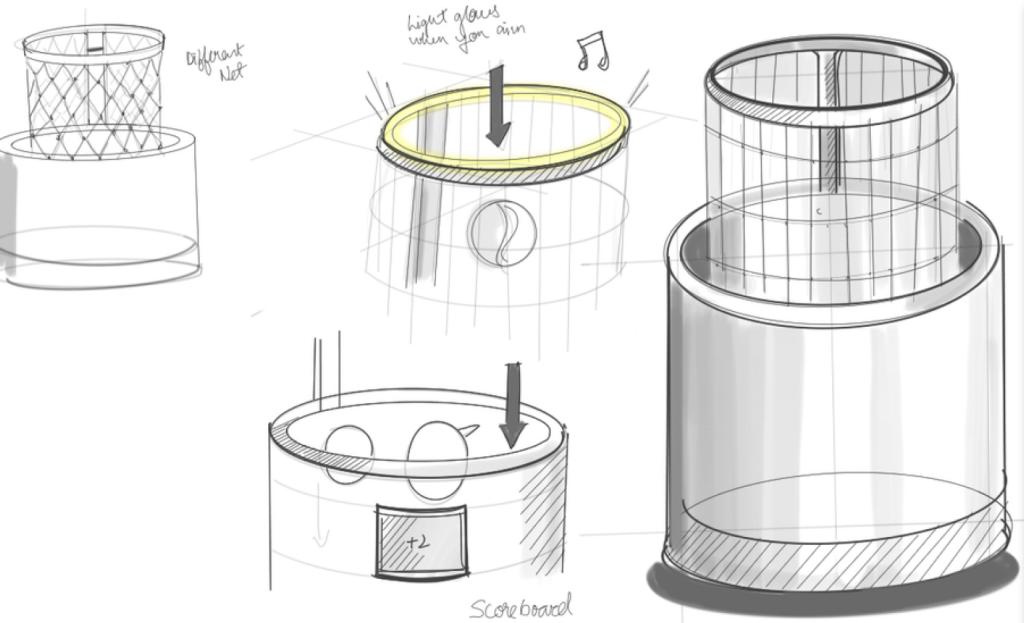


Work by Samriddhi Jain



Work by Prachi Nahar

Techno Aesthetic Detailing as taught by Prof. Anirudha Biswas, is an extended study of form and function. This course introduced the students to engaging sensory channels that unveil an array of experiences facilitated by a product.



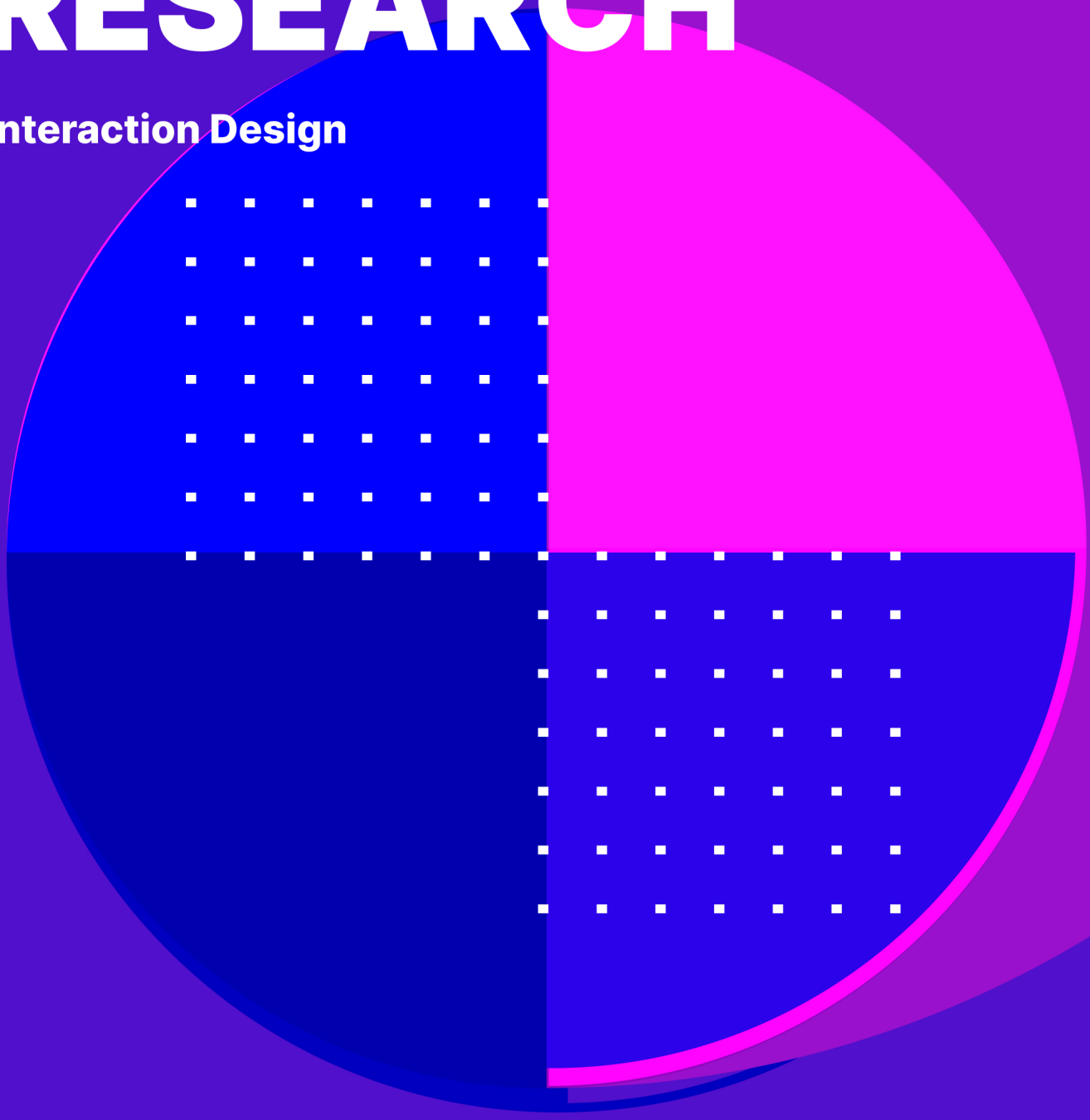

Work by Aashi Kapoor

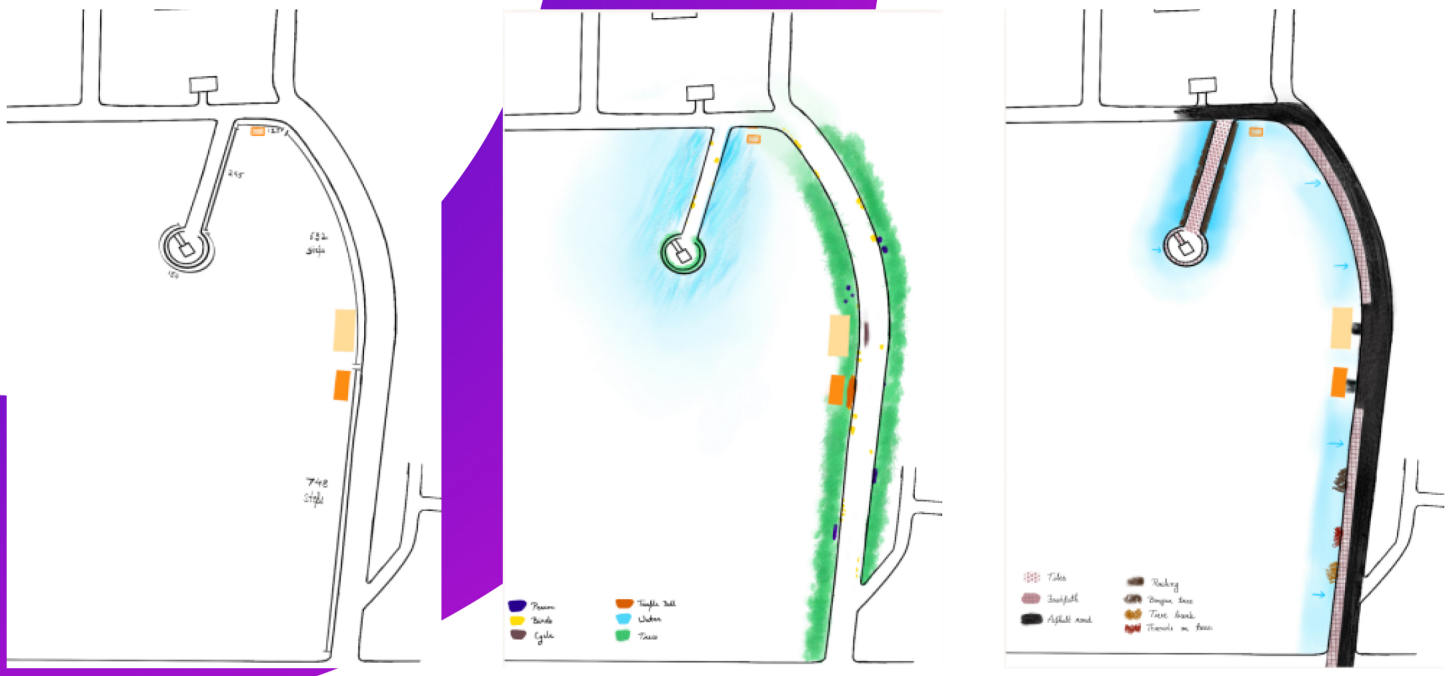


Semester VI

# ETHNOGRAPHIC RESEARCH

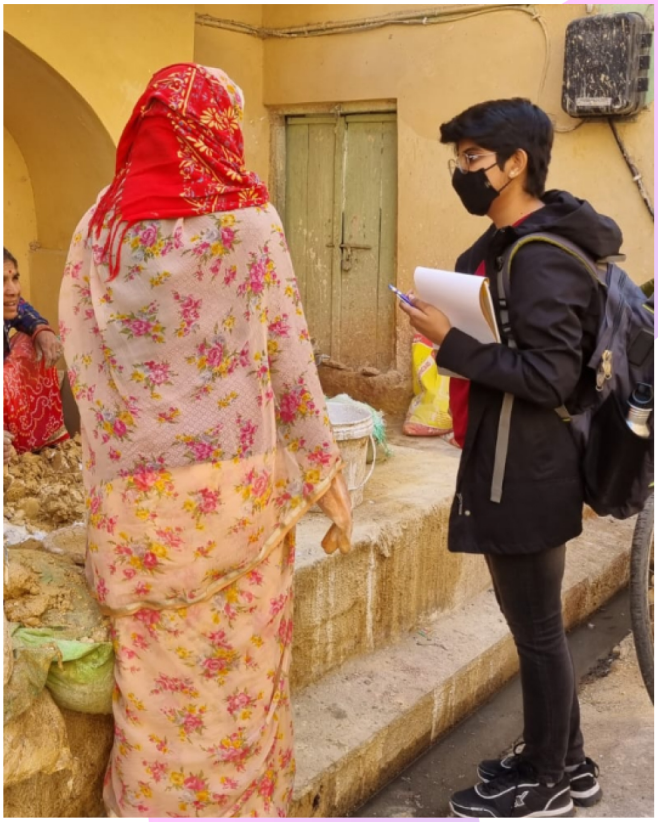
Interaction Design





Sensorial Mapping by Prakhya Kant

Taught by Dr. Mamta Mantri, this course helped to produce thick data from a small database. It is the beating heart of customer experience. The objective of this course was to gain insights on how users interact with their natural environment. It provided an in-depth insight into the user's views and actions along with the sights they encountered during the day. This tips of qualitative research lets students interpret culture, it's universality and its variations.





Master's in Design

# ELEMENTS OF DESIGN

Semester II

# ELEMENTS OF DESIGN

Elements make up the language of Design. When applied correctly with a dash of creativity, thought and function; inspiring and innovative designs are produced. The students of the M. Des batch learned this in their course, Elements of Design. They went into the fundamentals of art with dots, lines, and colours to depict feelings and emotions. The students broke down a song into its basest representation. They also learned the basics of semiotics by learning to simplify a structure into its base feelings and functions and then depicting the same.



Work by Stuti Parihar



Work by Stuti Parihar



Work by Ayush Srivastav

# MEET THE VISITING FACULTY

**Shailan Parker**

Professional Photographer with 30 years of experience

Trained in Visual Communication at the NID, Ahmedabad
Partner at 'Photosensitive'





**Prof. Arun Gupta**

Ex-discipline lead of the Film & Video Communication Department at NID

Served as Jury in several International Film Festivals

Runs a biennial Asian Short & Documentary Film Festival at NID called "Alpavirama"



**Dr. Mamta Mantri**

Masters in History from Department of History, University of Mumbai.
Ph.D. in English language and Literature

Worked as a research lead for various historical and architectural engagements



**Ambika Joshi**

Museum Designer

Director/ Co-founder at Ajaibghar

Project manager for Bhartiya Lok Kala Mandal

# MEET THE FACULTY

**A. Balasubramaniam**

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



**Anirudha Biswas**

Interdisciplinary
Industrial Designer
M.Des. - NID

Reddot Design Awardee



**Dr. Devanuj Balkrishan**

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







**Shivatmika Lala**

Animation Film Design
NID Ahmedabad;

Diploma in Stop Motion
Animation Barreira
Arte y Diseño, Valencia,
Spain





**Vaibhavi Kowshik**

Exhibition Designer;
Alumnus NID Ahmedabad,

DO School Berlin;
Director of Programmes
ARTS GLACERHI

**Dhruv Saxena**

M.Des. Product Design-
Domus Academy Milan;

Founder - a4 achaar;
Atelier DS Design Studio

**Amitanshu R. Shrivastava**

Product Designer
B.Des - IICD, Jaipur

Founder and Designer -
Amitanshu Thinking
Studio

# MEET THE EDITORIAL TEAM

**Khushi Garg**
Editor in Chief



**Vijay Patil**
Photographer



**Manya Singh**
Editor in Chief





**Paraj Bhargava**
Photographer



**Maitreyi Kacchwaha**
Designer in Chief



**Mannat Bardia**
Designer in Chief

**Sanyukta Bhave**
Executive Designer



**Kirthana S**
Executive Editor



**Rishika Vidap**
Executive Designer







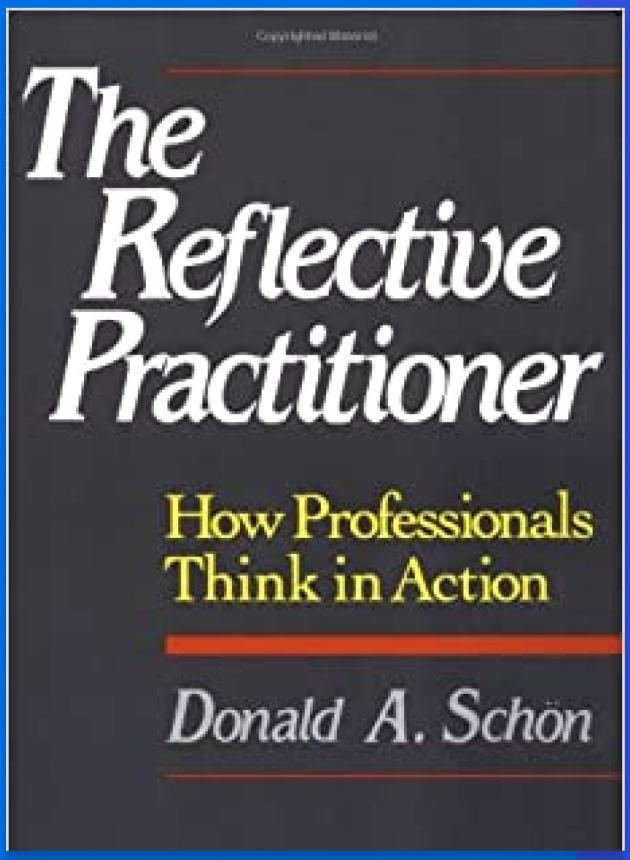
**Akshata Padmanabhan**
Executive Editor



**Mustafa Manasawala**
Executive Editor

**Yashika Bhatt**
Copy Editor

# MUST FOLLOW




## The Reflective Practitioner

This book reflective practitioner is considered as a seminal book, in which Shön formulated his theory about reflective activity, knowing in action and reflection in action. The best professionals, Donald Schon maintains, know more than they can put into words. To meet the challenges of their work, they rely less on formulas learned in graduate school than on the kind of improvisation learned in practice. This unarticulated, largely unexamined process is the subject of Schon's provocatively original book, an effort to understand how this vital creativity might be fostered in future professionals.

## Alphago

The 2,500-year-old Chinese board game called ‘Go’ was a major challenge for Artificial Intelligence, justifiable by having more board configurations than atoms in the observable universe (Krieg, Rosen, Proudfoot & Kohs, 2017). Directed by Greg Kohs, this intriguing documentary unveils the journey of how a small team of engineers from London managed to do the inconceivable. AlphaGo, 2017 documentary, reflects on our perception of the hierarchy of man and machine. It delves deep into our psyche and self reflection and in the main, the device is the showdown between AI system DeepMind and the legendary Go grandmaster.

