What's Inside ?

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DESIGNEWS

From the Editorial Team's 'Classroom turned Office'

Summer is said to be the season of joy. It brings brightness, life and warmth to the world. So why not bring it to the campus ? With summer come different moods, this edition explores just that.

With all the students returning offline and the classes going forward with full enthusiasm, we bring you the beginning of summer joy accompanied with new classes, new projects and new initiatives. Let us go on a journey from documentation through micro-interaction and beyond to understand the students of the Institute of Design at JK Lakshmipat University. Their courses, their activities and their experiences are all found within the next few pages. Take a peek into their lives while we are on a look out for more interesting news and topics for the next issue of Designews. Stay tuned!

NEWS & UPDATES

What We Love

There's a saying, "What is done in love, is done well."
'What We Love', a community of expressionists, or perhaps a place to play around, is our very own fight club. It's all about things we love doing, our passions, our interests, and our love for them and the way they make our heart complete.

So how does it work, you ask ? Every month we have a common theme and we CREATE whatever is relevant to the theme in whichever medium/ format we love. It can go all the way from being a drawing to a dance or a music performance, the idea is to EXPRESS ONESELF, not IMPRESS. This little piece of love was born not more than a month ago and has already become an important part of our family.

Visting Faculty

Look Who's Here

Chitra Chandrashekhar

Masters of Design in Visual Communication from IIT Bombay Creative founder of Mographies, a Visual Story Design Studio

Anupam Deb

Master of Design in Industrial Design from NID Experience in Product user Experience and UX/UI Design

Mahendra Patel

Masters in Type Design from NID Apprenticed under Adrian Frutiger Extensive experience in the field for over 50 years

Karthikeyan. P

Masters in from IIT Bombay Experience in UI/UX, Research and Strategy

Mohit Jangid

Bachelors in Product Design from Indian Institute of Crafts and Design Founder of Fabmat

STUDENT BOARD

Foundation

Visual Documentation
Digital Drawing
History of Design

Interaction

Semester 3
Semester 4
Master's

Product

Semester 3
Semester 4
Master's

Interdisciplinary

Semester 3
Semester 4

Visual Documentation

Faculty: Shivatmika Lala

Visual Documentation, as the name suggests, dealt with documenting various forms of visual data through mediums like photography/ videography, sketching and zine making. The task at hand was to observe the people around us, how they lead their lives, what they like, dislike and their aspirations.

"Visual documentation helped me understand the other person, which is very fundamental to design." - Manazwini
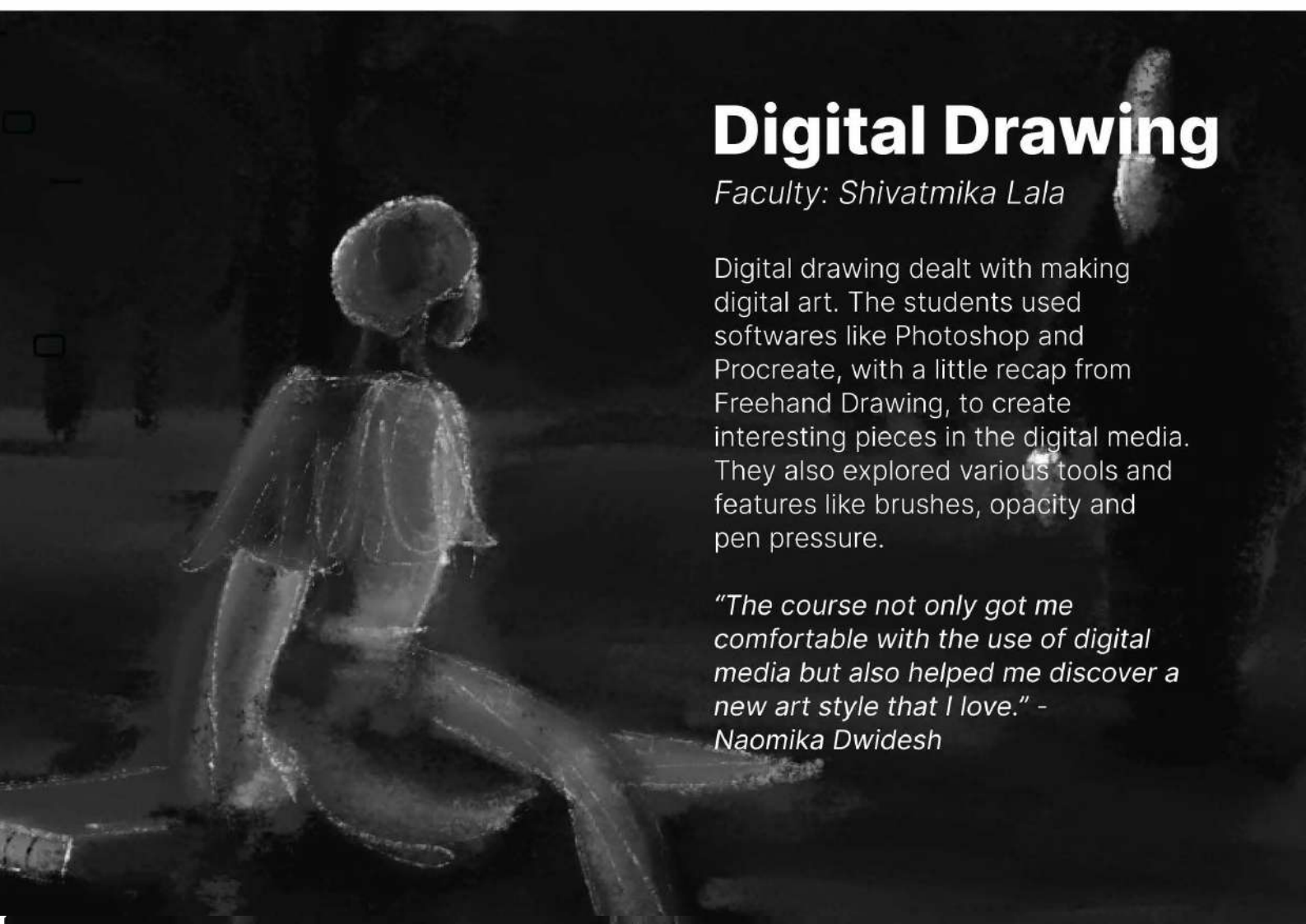

Digital Drawing

Faculty: Shivatmika Lala

Digital drawing dealt with making digital art. The students used softwares like Photoshop and Procreate, with a little recap from Freehand Drawing, to create interesting pieces in the digital media. They also explored various tools and features like brushes, opacity and pen pressure.

"The course not only got me comfortable with the use of digital media but also helped me discover a new art style that I love." - Naomika Dwidesh

History of Design
Faculty: Dhruv Saxena

History of Design provided an outlook into ways of interpreting the history of the design profession as the students analysed and realised the historical occurences within the realm of design. The students led rich discussions in the classroom on topics varying from Bauhaus to Speculative Design and everything in between.

"We spent a great deal questioning the meaning and definitions of concepts that we had taken for granted. It was also interesting how we used our knowledge of history to better understand speculative design. " - Arjodeep Dasgupta

Fibers were matted into felts by weaving or plaiting.These were used for collecting grains and it was also used for storing future meals.
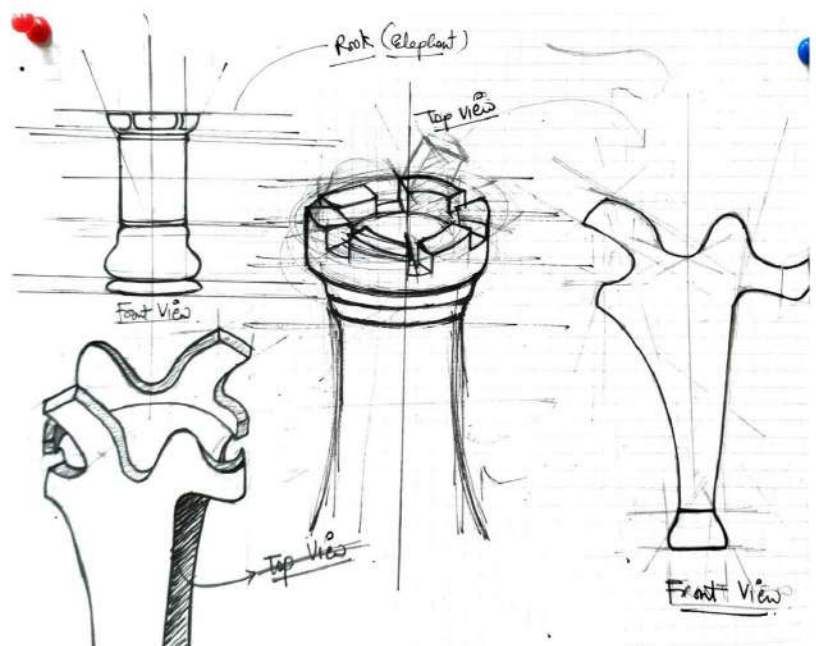
Work Credits: Kirthana S and Akshata Padmanabhan

Form and Material Exploration
Faculty: Amitanshu Srivastava

Form and Material Exploration was a course that took the students through the journey of a product with respect to its form. They understood the subtleties of a form and how small manipulations in connection to their attributes can bring about big differences in the final product. They began with a form silhouette and worked towards converting it into a three dimensional piece exploring different materials in place.

"The course taught us the path of a product, from a silhouette to its final form. It was impressive to observe the form variations we arrived at by the end of the day" - Rishav

Form Exploration by Stuti Parihar

Usability Testing

Faculty: Dr. Devanuj Balkrishan

The course on usability testing was all about the usability, functionality and user experience of an app or a software. It discussed the heuristic evaluation and understood users' interaction with the application. An already established app was taken for a demographic study based on age and qualification, which revealed new perspectives and multiple touchpoints for the students.

"It was amazing since new perspectives were created, we realised that there were different touchpoints coming from interaction discipline". - **Ayush Srivastava**

Usability Testing by Sumer and Shobhit

Product Design | M.Des. Semester 2

Computer Aided Design

Faculty: Mohit Jhangid

Computer Aided Design made the students understand products in a more functional and relative sense as compared to what is just seen by the eye. They studied and measured different products to later convert them into digital 3D models using AutoCAD and Rhino. During this course, the students got to know the differences and limitations of products and their manufacturing.

"I never saw at what level we can think of products, the variety of differences in them. There are certain limitations in manufacturing, so when we made working sketches we needed to look into the tolerances as well." -**Vijay**

3D Model by Vijay Patil

Voice User Interface (VUI)

Faculty: Dr. Devanuj Balkrishan

Voice User Interaction, shortly known as VUI, looked at how a user interacts with a system using voice commands. The goal of this course was to apply VUI in the users' lives when dealing with communication barriers. For example, some students studied how VUI could help semi-literate individuals when dealing with banking challenges while others studied travel planning, interior housing concerns etc.

"The best part of this course was we didn't design some visual elements, rather we designed conversations between users and the system like screen writers writing movie dialogues." - Sanyukta Bhave
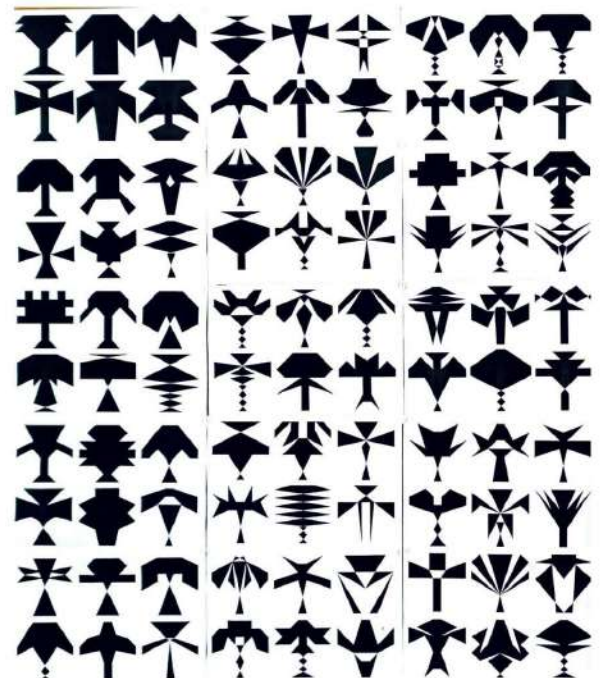

User Interface by Sanyukta Bhave and Rishika Vidap

Product Design | B.Des. Semester 4

Elements of Form

Faculty: Amitanshu Srivastava

Elements of form was a course that introduced the students to the gateways of understanding form and their various functionalities. The students identified and worked on attributes of a form by creating multiple iterations for arriving at specific forms.
"This course aided me in identifying intricacies of forms and become more sensitive to the tangibilities around me" - Akshat Jain

'Bulky Head' by Akshat Jain

Exhibition Design

Faculty: Vaibhavi Kowshik

Exhibition design as a course entailed practice-based learning and understanding of physical spaces and stories. It is situated in the midst of storytelling and the use of materials required by the students to travel through different stages of materialising an idea. The students engaged in thorough research which transformed into a pitch document for an installation.

"I've developed an elevated understanding of scale, movement and flow through this course" -
Yash Aratagi
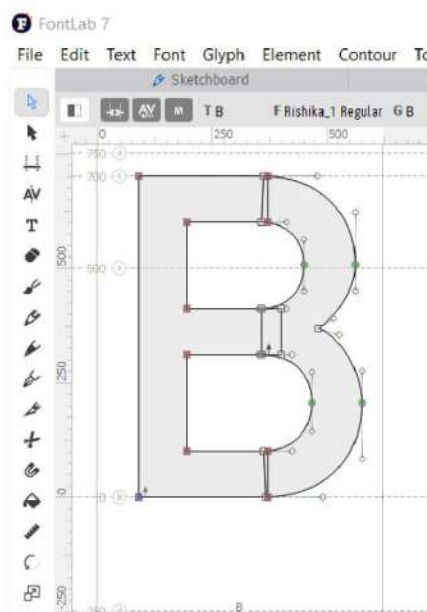

Work in Progress by students of Batch 2020

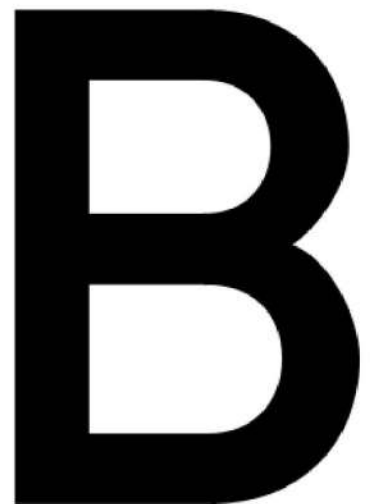# Typography Advanced

Faculty: Mahendra Patel

The typography course was an introduction to the world of typefaces and fonts. The students explored basic fonts and the structure of letters to understand the impact and importance of text. They learnt about weight, style, bowls and nomenclature of text. They even explored various personal fonts.

"The course taught me about visual balance and precision.It made me understand the influence of different typefaces and the importance of visual hierarchy."
-Rishika Vidap

Typography by Rishika Vidap
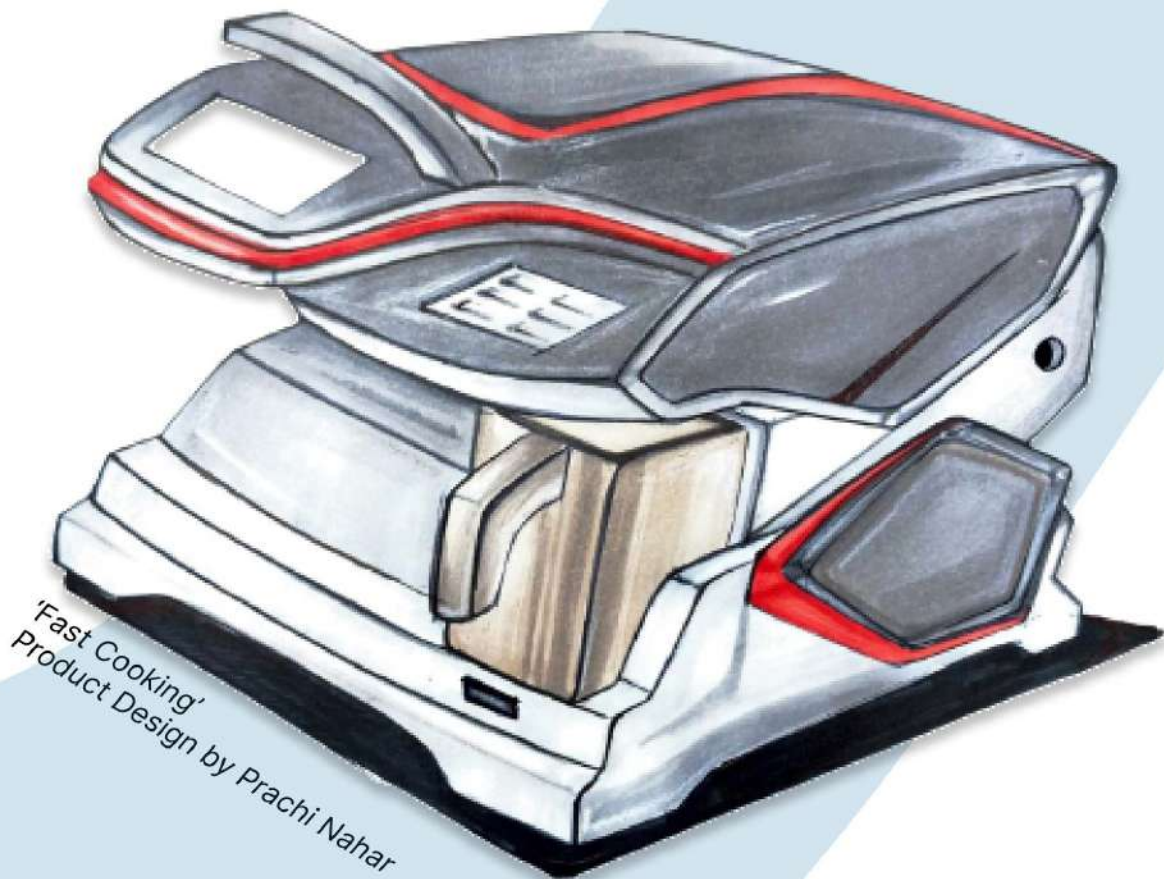
Technically Complex Product
Faculty: Anupam Deb

Technically Complex Product Design dealt with handling complexities and one stop solutions, unlike Simple Product Design. It focused on learning about multi functionality and development of such products with versatile uses. Students looked at Smart Home Cleaning, Fun Mobility, Fast Cooking etc. which gave them a detailed understanding of the product development process.

"I now have new found appreciation for appliances that might seem mundane to the rest of the world, now that I know what kinda work goes into them" - **Samriddhi Jain**

'Smart Home Cleaning Device'
Product Design by Samriddhi Jain

'Fast Cooking'
Product Design by Prachi Nahar

Data Visualization
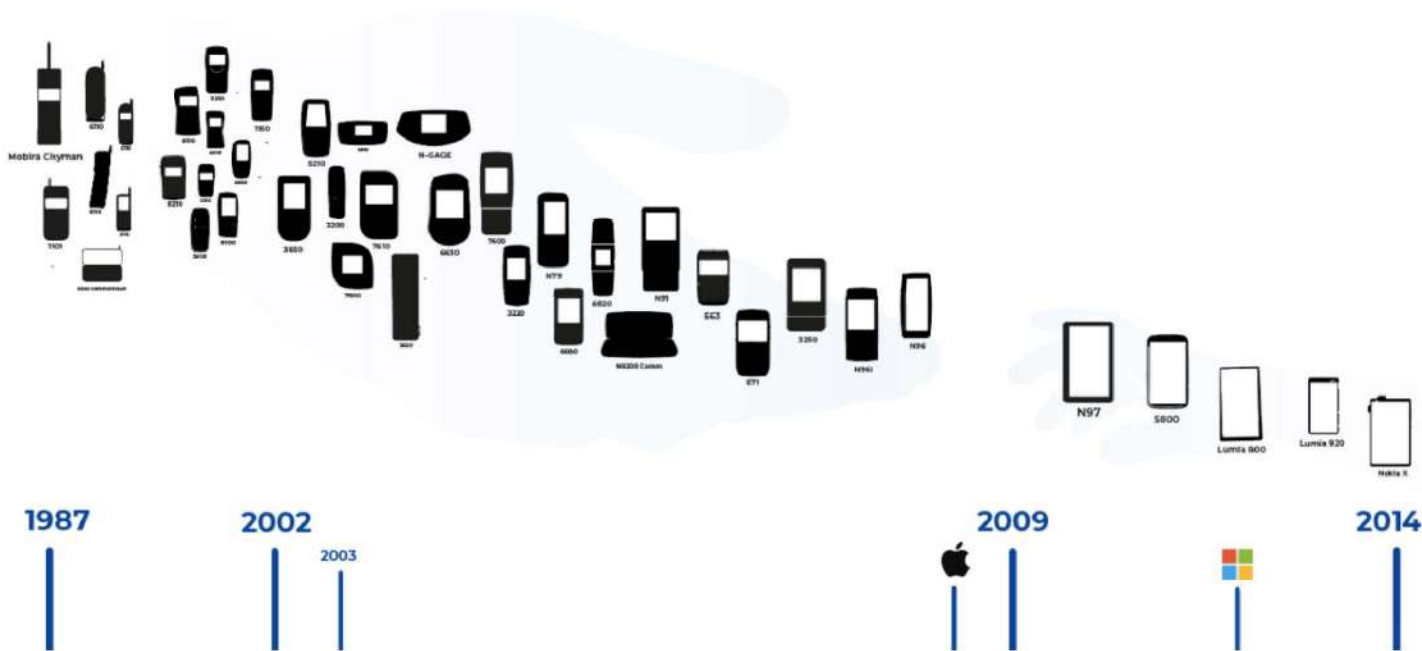
Faculty: Chitra Chandrashekhar

With a course on Data visualisation, students got into the practice of translating information into a visual context to make data easier for a human brain to understand and pull insights from. The assignments helped them visualise a family lineage that dealt with complex and dynamic data sets. Students were given insights on information hierarchies, gestalt and how to form relationships with the use of right typography, chart styles and visual elements.

"There used to be fun interactive classes with exercises on how we perceive things. Also, interesting to know was how Stereotypes help in representation, making sense & meaning out of a lot of data." - Kashika Sharma

INVESTMENT LEDGER

NIFTY 50
ETF
FD
RECURRING DEPOSITS
ELSS
COMMODITIES
REAL ESTATE
MUTUAL FUND
SHARE
BONDS
PENNY SHARES
CRYPTOCURRENCY

RETURN | INVESTMENT | MARKET | COMPANY | BANK

Data Visualization by Kashika Sharma

NOKIA
THE RISE AND FALL OF A MOBILE GIANT

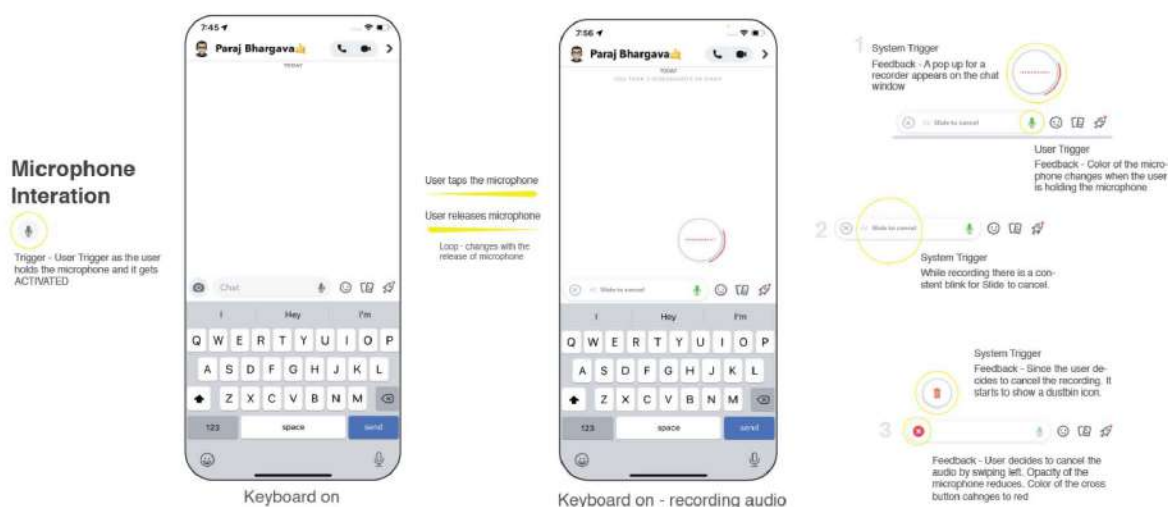
1987   2002   2003   2009   2014

Data Visualization by Kashika Sharma

Micro Interaction & Motion Graphics
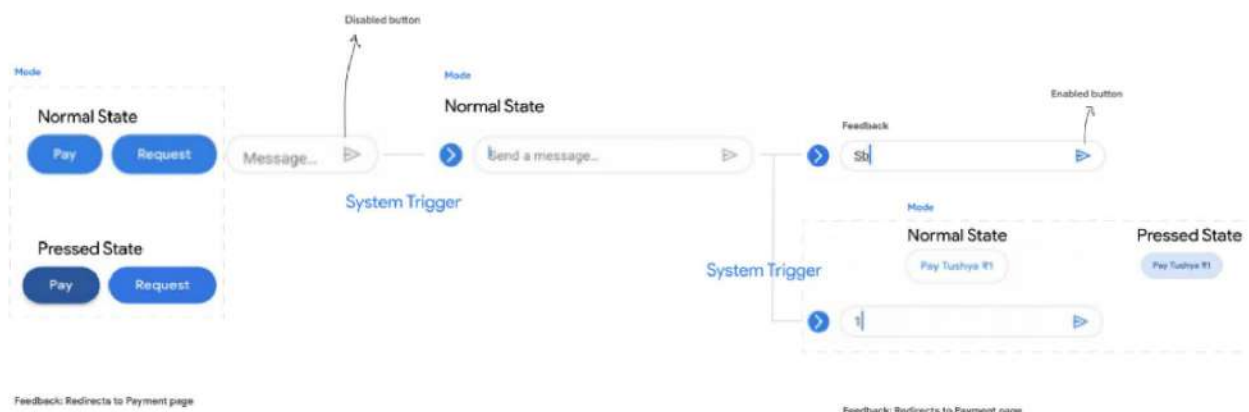
Faculty: Karthikeyan Pinastro

Micro-Interaction was all about looking into the details of minute interactions throughout various interfaces and applications that we come across on a daily basis like knowing certain triggers or feedback that we get from the system to make our experience seamless. Motion graphics on another hand is animation, but with text as a major component. Essentially, it's animated graphic design. This course helped the students to not only develop an eye for detail, but also to understand when their use is required and the effects they have in terms of user experience.

State Diagram by Maitreyi Kachhwaha

"I learnt about the significance of minute details such as a small pop or a star icon brightening up in terms of its influence on a user. " - **Manya Singh**

1 | Payment Chat

State Diagram by Kashika Sharma

MUST FOLLOW

THE ARTIST'S WAY

The Artist's Way

"What if you were told this book would help you stop Googling to find the ages of every person you deem to be more successful than you?" Or

"What if you could stop scrolling through Instagram whenever you feel bad about yourself, and work on your novel instead?"

The Artist's Way is a self help book by Julia Cameron. The essence of the book is about reigniting your inner artist, recovering your creativity and letting the divine energy flow through you as you create your art. Split into 12 chapters designed to be worked through a week at a time, it aims to teach people to unlock their creativity. There are weekly challenges and exercises designed to foster inspiration and overcome the doubts that block creative work.

If you think my file naming is a mess
you should look at my life!

credits:
art: manazwini