



*#Semester wrapped*

# DESIGNNEWS

*January Issue*

*\*For Private Circulation Only*

# FROM THE EDITORIAL TEAM'S 'CLASSROOM TURNED OFFICE'

Some endings become better beginnings, they say. Closing our eyes to old ends and opening our hearts to new beginnings, this edition of Designews brings to you a wrap-up of an exciting month with the freshness of a new year. Exciting because, be it only for half a semester we got to relive our moments of design together back on campus, with our extended family from foundation year. Each month, our team of editors, designers, photographers, and correspondents, in addition to generating creative content from the student population, work extensively to report on events in and around the college. The Designews reflects and encompasses the diversity inherent to the academic and extra-curricular spaces in JK Lakshmipat University – we bring to you not only a look into our intricately designed hybrid-transitioning learning journey but also the distinctively designed induction of “Electives” as a cherry on the top.

This edition is also a peek-a-boo into the lives of design students roaming, exploring, and growing. It's when the college sleeps and the classes are locked, the Institute of Design starts buzzing with creativity mixed with enthusiasm and newfound freshness. Till then, the editorial team of Designews keenly continues to ponder and observe life over here at the university for the next edition. Stay tuned!

*TALKING POINTS*

# **NEWS & UPDATES**



Students of B.Des. foundation year visited the Anokhi Museum of Hand Block Printing in Jaipur, India to explore and learn the intricate art of block printing. Since 2005, with their collection of historical and contemporary textiles, the museum acts as a resource for local printers to explore their heritage craft in a larger context — and to consider the future of hand printing in the modern world.

A visit to the Anokhi museum paved the way for students to focus on the details and the history behind different methods of printing and designing. They made a comparative study about how those ancient practices and cultures are incorporated into modern design.



***Students of B.Des.  
Foundation visit  
Anokhi Museum***

## TALKING POINTS

# NEWS & UPDATES

### Ethical, enterprising & effective

New disciplines are emerging in design education as both students and professionals adjust to changing times

A. BALASUBRAMANIAM

These are uncertain times. The pandemic is raging, the planet is in crisis, and the economy is badly hurt. Solving such issues need a visionary mindset for long-term strategies, and a beginner's approach for creative, time-to-market solutions. It requires a special kind of problem-solving talent – designing.

Design is the chosen profession that solves people's problems, and designers are increasingly seeing their role evolve from a home-giving activity and aesthetics to a more involved and informed problem-solving activity.

Of professional programmes going through a shakedown, with portions changing each passing day. Design is no different. The face of design is changing so fast that education in the field is trying to catch up with the requirements of people and the evolution of the discipline.

Design education has been primarily training to fit the industry and incrementally producing specialists to create aesthetic artefacts that please customers and delight users. User-centric products and audience-centric communications are designed for professionals specifically trained in these. Common programmes include industrial design, graphic design, fashion design, and lifestyle accessories design.

But now, professionals are asking themselves some real questions: like whether the planet needs this – another chair, lamp or fancy object

that pleases the eye but causes pollution. Several institutions across the world are rethinking and repositioning the content and pedagogy of design education. New disciplines are emerging as the need of the hour.

Fashion design is moving towards sustainable fashion, where one is trained to select materials and production processes to see how eco-friendly a product can be. Industrial design, too, is moving towards environment-friendly products that are helping create a circular economy.

When the pandemic struck, industrial designers applied their talent to produce inexpensive support operations. Designed mobile medical facilities, developed products to boost Artificial Intelligence and the Internet of Things, and repositioned train compartments into mobile hospitals. Thus, they extend functions by sound and even use one product to train to people's requirements.

In the same vein, communication designers dealt with the surfeit of data by rethinking them into easy-to-understand graphics, and published them to generate shock and awe. Or else, the videos were made for talking about the pandemic, and spreading the idea of healthy living.

When this laurel was filled with false news and rumours, technology-led designers found ways to track unusual messages, showed alerts, and gave users a holistic experience.

Now, these design education



prepare engineers for such roles? It has been the challenge to identify the required skill-sets and niches.

**Product**  
Product design education is turning its focus from making pretty objects of desire that contribute to benefits and pleasure. It now sits at the meeting point of society, culture and people. Social issues are tackled with equal ease using design thinking. Innovative future-oriented lamps for places without electricity and reliable tools for providing drinking water to communities are just two examples of what product designers are doing to make the Earth a better place.

**Interdisciplinary**  
Designers are now being trained to work in a variety of products that showcase the plurality of the profession. They work with teachers, managers and government officials with equal ease. That new user, systems and strategic design,

sustainable packaging for products and campaigns for advertising and activism with equal enthusiasm. A new sense that has evolved, interdisciplinary designing emerges a generalist approach, rather than work in a specialised silo.

**Interaction**  
More professionals are engaged with user interface design for fun and long and have gone beyond products. That is now changing to developing a complete experience design of interaction with people with devices, devices with devices, like IoT, and people with people. It is developing into a new design discipline.

**Communication**  
The creative communication designers deal with pencils and pens, type and colour. Much of these are now available on templates and apps. This new discipline is emerging as a bridge between analogue and digital design, dealing with effective communication that includes areas like data visualisation,

writing and reporting.

It has included moving images, the video and film, as much as photography. Designers are visually literate and communicate using the written word as much as the image.

To stay relevant, the new design institutes of India are reimagining the curriculum and pedagogy. It is being addressed by recruiting students in developing empathy, equipping them with tools like systems thinking and critical thinking, and giving cross-disciplinary inputs, tech, embedded courses, liberal choice of courses, blended learning and emphasis on excellence.

Students are trained to show a high level sense of ethics in developing safe products, responsible communication and immersive user experience, and excellent end results. This may be the beginning of a new generation of designers, who will be ethical, enterprising and effective.

The writer is director, Institute of Design, at IIT Bombay, India.

Prof A Balasubramaniam, the Director of the Institute of Design and a visionary designer, regularly writes on design issues in a popular blog called Design Thoughts on India-centric design matters. One of his recent blogs has been published in The Statesman. In his blog, he talks about the importance of design and designers in today's world. And also about advancements in design education which aim to make design students, industry ready.



## Bala's article on Design Education published in The Statesman

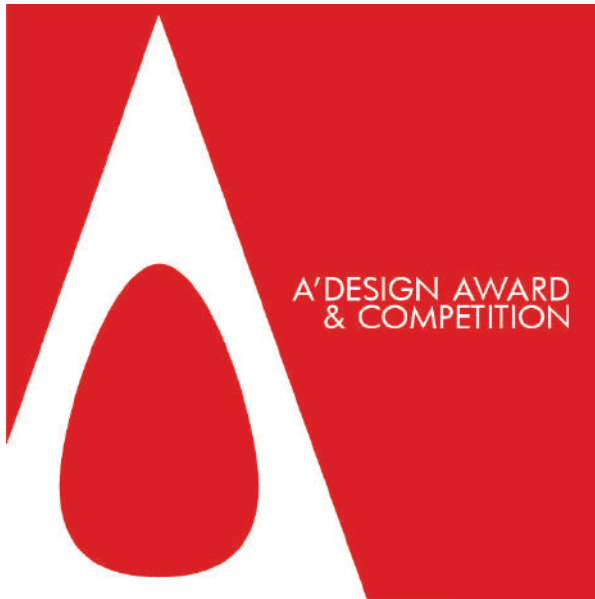
To quote him, "Students are trained to show a high level sense of ethics in developing safe products, responsible communication and immersive user experience and excellent end results. This may be the beginning of a new kind of designer, who will be ethical, enterprising and effective."



*TALKING POINTS*

# NEWS & UPDATES

Amitanshu R. Shrivastava recently developed a product for the elderly section of the society that bagged him a nomination for the prestigious A' Design Award. A' Design Award and Competition is the World's largest, most prestigious and influential design accolade, the highest achievement in design. Recognizing the excellent and original design work from across the globe, it is a source of inspiration for award-winning designers, artists, architects, brands and design agencies.





**Foundation**  
**Year**

CULTURE STUDIES  
GEOMETRY 3D TS  
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GEOMETRY DESI

Semester I



# *B.Des.* **Foundation** *Semester-1*

First-year in design school, excitement abounds but so does the nervousness. Am I ready ? Oh, but I don't know how to sketch ? Am I sure about a career in Design? Do I know enough about the subject ? I wonder....

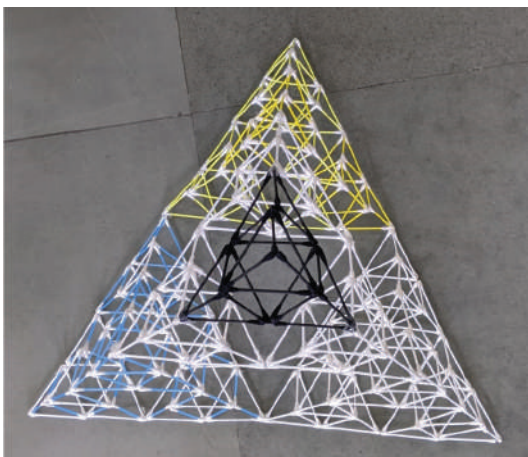
Plagued with questions like these, every design student begins his journey with an eagerness to learn. Foundation Year is the time when you get the knack of what design is all about, learn about the principles and elements of design and set a base for your aid for the coming four years. This is the time when you build up your skills, you experiment and explore.

# Geometry

*By Amitanshu Srivastava*

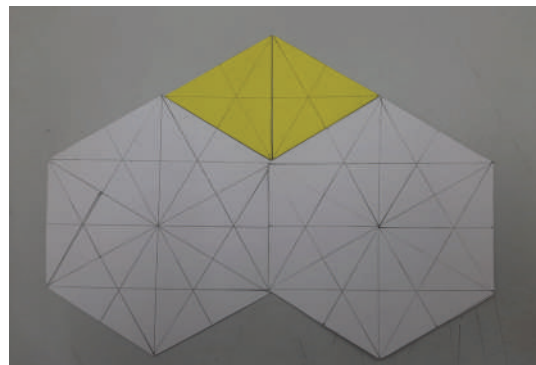
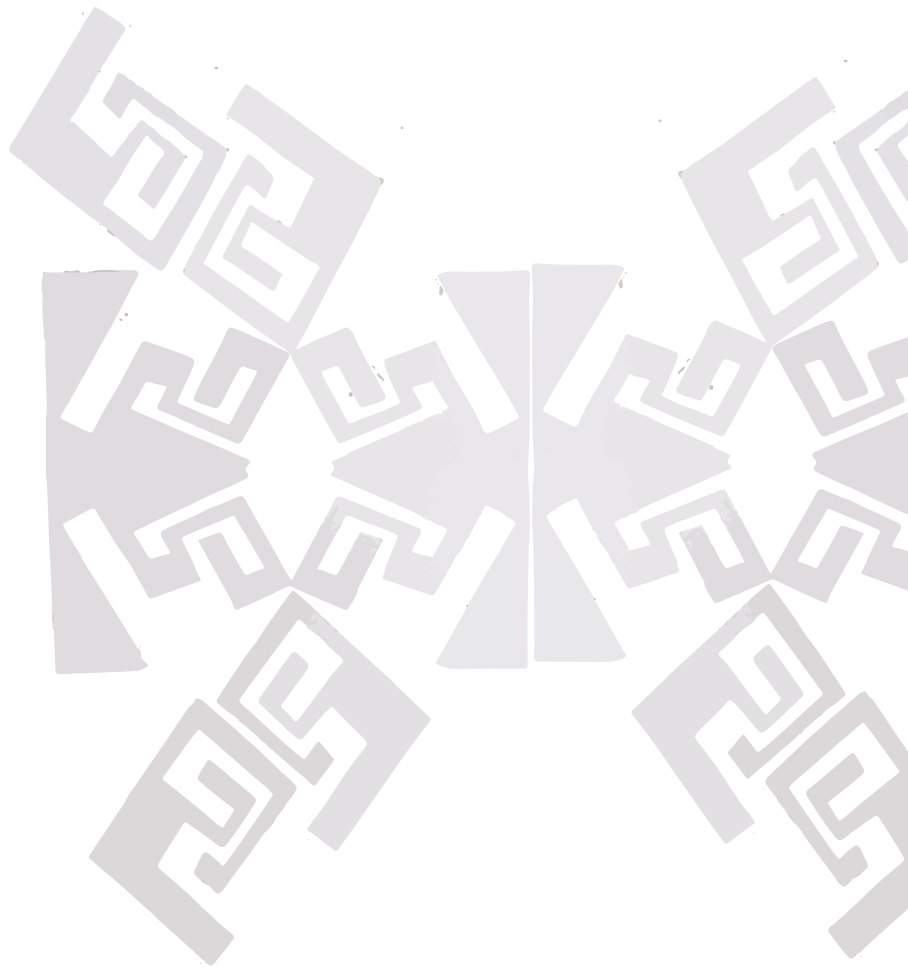
Geometry lies in the core of everything we see around us in the real world. From simple hexagonal beehives to complex fractals in a thunderstorm, we see patterns of geometry everywhere. The course on Geometry by Amitanshu Srivastava triggered an individual's understanding and sense of patterns around them with philosophy and logic, followed by making an interesting range of geometric models.

To ask, is the pattern the opposite of randomness? Or do we just see patterns because our brains want us to do so? The students discovered that with the visual clues in an underlying order, the human mind automatically perceives patterns in everything.



**Work by Mustafa Manaswala and Shruti Kumari**

The learners were introduced to rationalizing irrationality in a 3D space by measuring it without using standard units. This condition made them build different forms like cubes and tetrahedrons made up of smaller units of the same form, essentially creating their units to measure the given space.



**Work by Shruti Kumari**

With the properties and construction of 2D geometry, the learners worked on understanding irrationality using the famous golden ratio.

**Work by Foundation year**

The course concluded on the study of platonic solids, the reasoning behind them, and their relations with each other to transform and create a new bunch of Archimedean solids.





# Cultural Studies

By Lakshmi Murthy



*The final exercise was to design a comic strip for children's magazine – Tinkle, explaining the meaning of culture to young readers.*

Culture Studies with Professor Lakshmi Murthy introduced the students to the visual culture of India, the deep-rooted Indian traditions, values, and believed practices. The module focused on traditions of India, 'Design' as a reflection of culture, globalization, and its effects on the traditions. With an understanding of how culture impacts the way people think and react and how different cultures contribute to shaping one's personality, rapid group assignments on birth and death rituals in different religions formed a part of their learning.



Work by Shruti Kumari





# MASTER'S IN DESIGN

**System Design**

**Semester I**

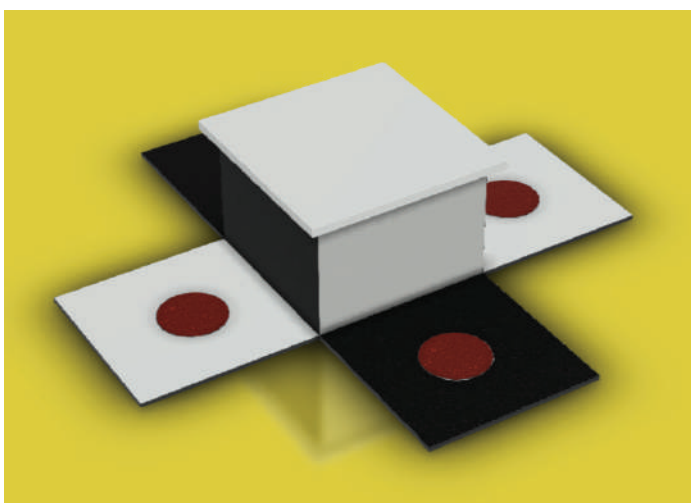
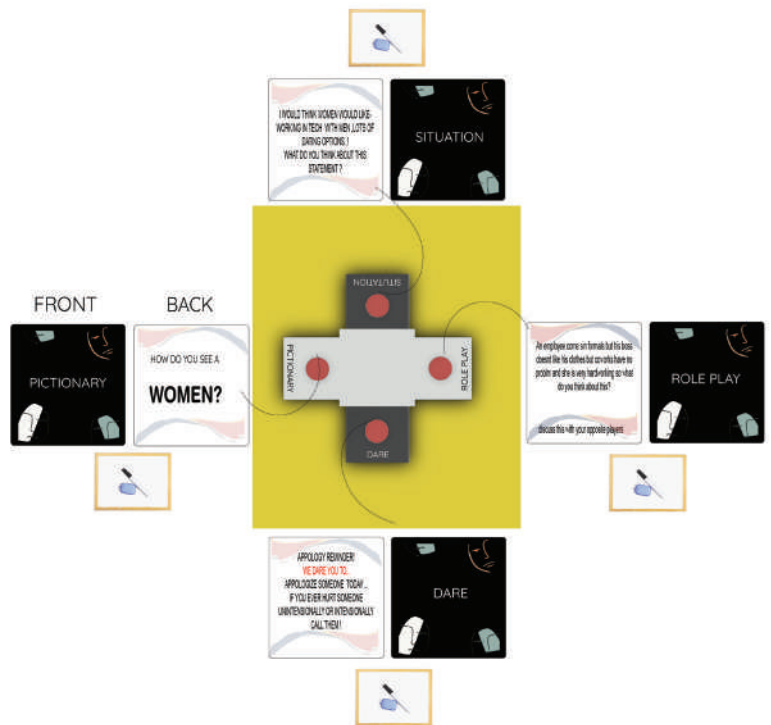
# Systems Design

By Prof. Devanuj Balkrishan

A designer, before designing a product, goes through a whole lot of research and analysis while keeping in mind all the multiple factors.. Who is going to use the product ? What material should be used ? How is it going to be manufactured ? How is it going to be distributed ?

The final product is only the tip of the iceberg, while below it, lies an entire system. The design of this system is, imaginatively, called Systems Design.

The Masters' students had a module on Systems Design as the focus behind their design project. From ending the problem to solving it by a product and then designing the system behind the product was done by the students.



Microaggression against women in the workplace,  
Work by Stuti Parihar

Something that we deal with everyday but the fact that we are unaware we don't bother to be a victim of the same. Microaggression is a comment or action that negatively targets a marginalized group of people which can be intentional or accidental.

Stuti Parihar addressed this underrated but serious issue at workplaces by taking a stance on designing a game that not only triggers useful conversations amongst company employees but also fosters their understanding of vulnerability of people they are working with. It could also act as a training practice for individuals to identify strategies and responses to microaggression.



# Design *Projects*

A Design Project entails the understanding of the individual modules of the semester in a conclusive project that demands the learners to apply their knowledge and undertake the task of providing design solutions. Ranging from a simple product design to making a whole system based on Internet of Things, for every design project there is a drill of intensive research, analysis, and ideation/iteration with regards to the subject matter.

In the process, design students learn to plan a project with regards to context, possibilities, design thinking and methodologies, so that each individual comes up with a design process of their own. It is different for all, a 4-stage process for one and 8-stage for another, for they break their own process chains to understand the context better, going back and forth between the user and their problems.



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# Interdisciplinary and Product Design

Semester III



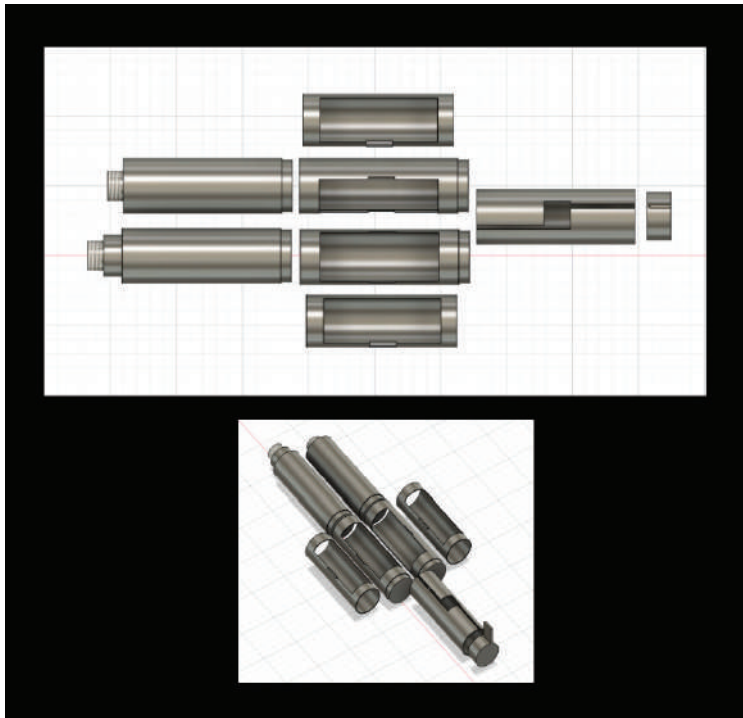
*B.Des.*

# Interdisciplinary and Product Design

## SPD

*By Prof. Promit Basu and Prof. Mayank Kaushal*

Simple product design (SPD) or simple furniture design (SFD), the semester-end project, necessitated the students to take up an individual project for the first time in their design journey. It required the student to research, define, speculate, plan, and execute the understanding of different courses during the semester within the precincts of a well-defined context.



**Portable Shoe Care Device,  
Project by Siddhant Baveja**

This project dealt with problems of cleanliness and the maintenance of shoes. Siddhant proposed a portable and functional solution that saves the user's cleaning time and energy and is flexible enough for different kinds of the shoe material.



**In-Bin, Project by Taruni Vadlamudi**

This project was aimed at analyzing the psycho-social attitude towards a dustbin and gearing it towards a positive upfront by designing a dustbin that provides a playful experience and is also effective.



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# Interaction Design

Semester III



B.Des.

# Interaction Design

## Application Design

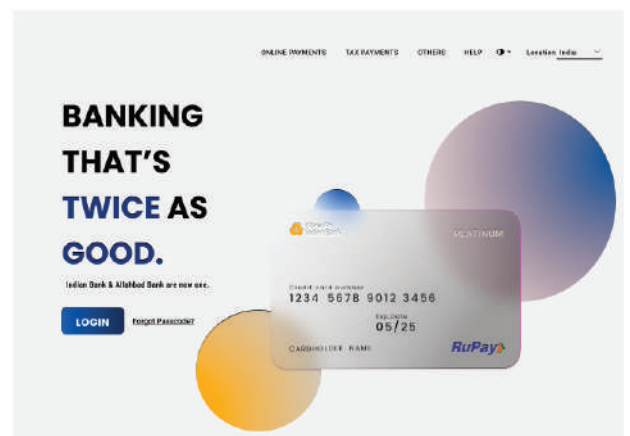
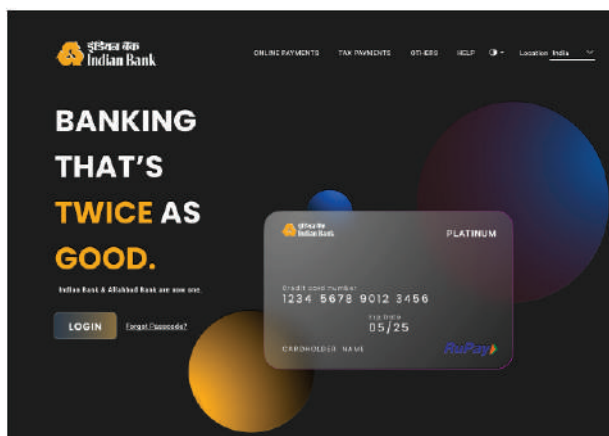
*By Pinastro Karthikeyan*

For their design projects, interaction design students identified an opportunity of intervention around them to design/redesign an application. In the process, students conducted user research and applied their knowledge gathered throughout the semester for the development of a web/application-based solution. The project helped them understand users and increase their problem-solving and analytical skills.



### Redesign for Netflix: Project by Sanyukta Bhawe

The idea was to humanize the suggestions of movies and shows, based on the mood of the users by providing more user control on content search in Netflix.



### Website Redesign for Indian Bank: Project by Nitansh Anand

The existing site of the Indian bank was redesigned in a way that helps the user to find and locate the banking facility which he/she desires, in less time.

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# Interdisciplinary, product and Interaction design

Semester V



B.Des.

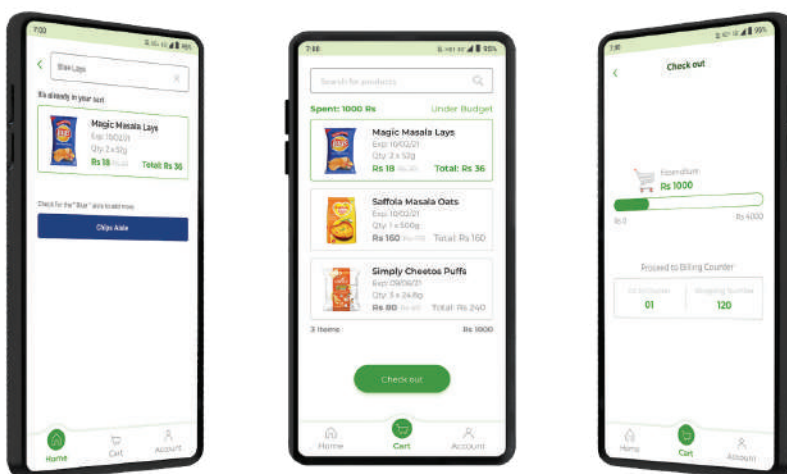
# Interdisciplinary, Interaction, and Product Design

## IOT

*By Himanshu Bablani,  
Dhruv Saxena,  
Gustavo Sanchez and  
Vaibhavi Kowshik*

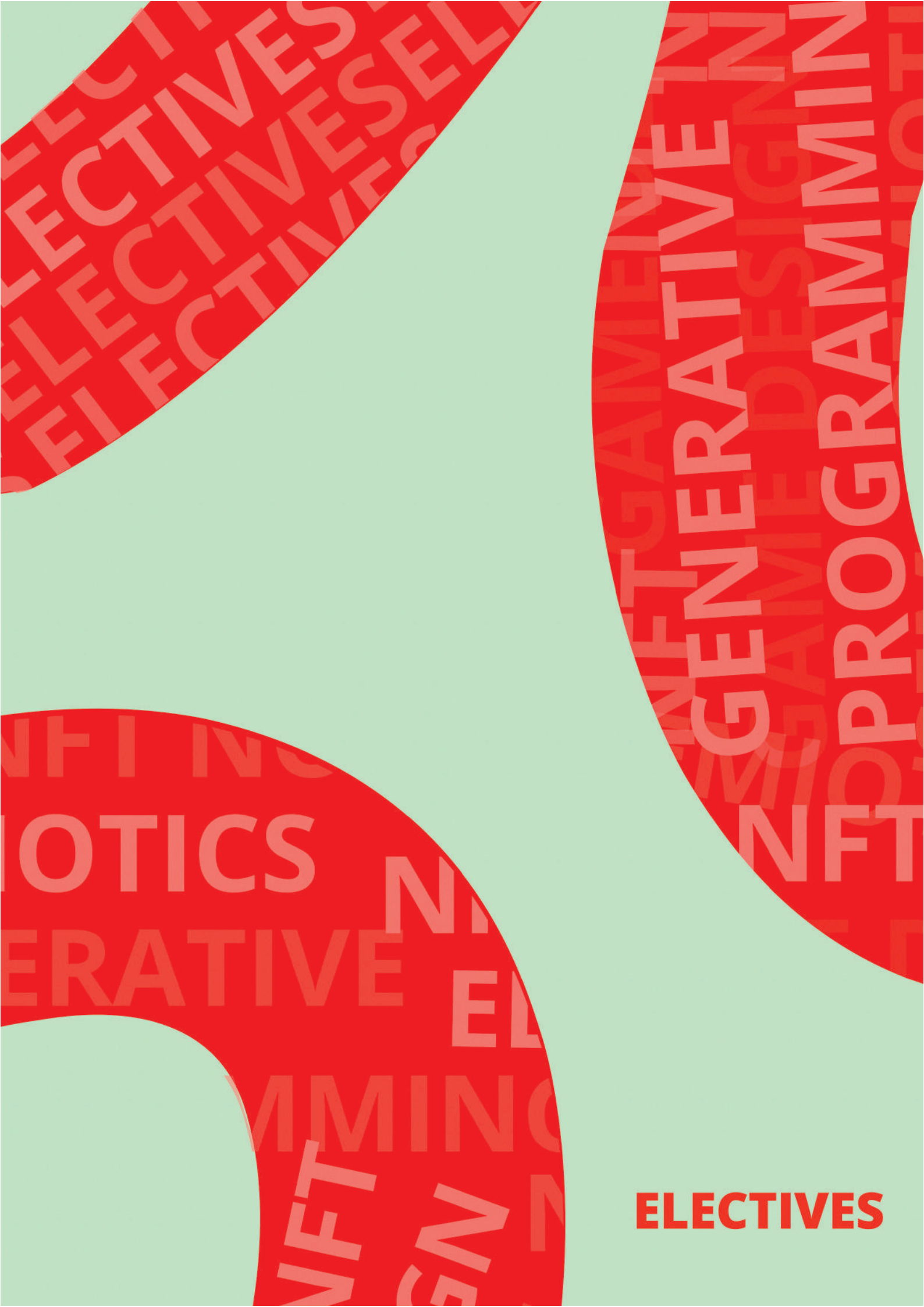
The Internet of Things integrates everyday 'things' with the internet. The technology is already here and a whole industry has sprung up with a focus on filling our homes, businesses, and offices with IoT devices. As the presence of these devices grows in our daily lives, it is clear that IoT is on its way to changing the fundamental aspects of how we interact with the world. No matter if it's a healthcare or transportation company – everyone is constantly looking for new ideas to deliver better customer experiences, provide more value, and solve people's problems, and that is where a designer's role fits in.

This carefully crafted module made the students from all disciplines come together to understand the nuances of IoT systems in terms of their physical touchpoints and their digital neural network(s). The project helped bridge the understandings of the physicality of form and user interaction and hence, deliver a holistic understanding of an object and its behavior with users.



Smart Mart: Design Project by: Prakhya Kant,  
Manya Singh, Aashi Kapoor, Sagar Pandey, and  
Vaishnavi More

According to the insights gathered from primary research, it was found that Indian Users like to compare products and find the best deal. Also, they ask for help when they're unable to find an item in a supermarket. So we introduce an application that is connected to the cart and helps users reach the category in which a product is kept using color-coded navigation. Aisles will be colored based upon different categories. Based upon RFID tags attached to the products, users will get to know the necessary information about a product once they add it to the physical cart.



**ELECTIVES**

# Electives

## *In Design*

After a tedious month of design projects and sapping assignments, everybody needed a break but because we are designers, we obviously know that we never get conventional breaks. The only breaks we get come with a chance of fun, risk of excitement, and prospects of new skills. We get electives! A week of trying our hands at a new activity to relax and maybe find out if we have a knack for it.

The students were divided from all the disciplines and across all the batches into six unique electives, ranging from photography to game design to semiotics, based on their respective preferences. It had something for everyone.

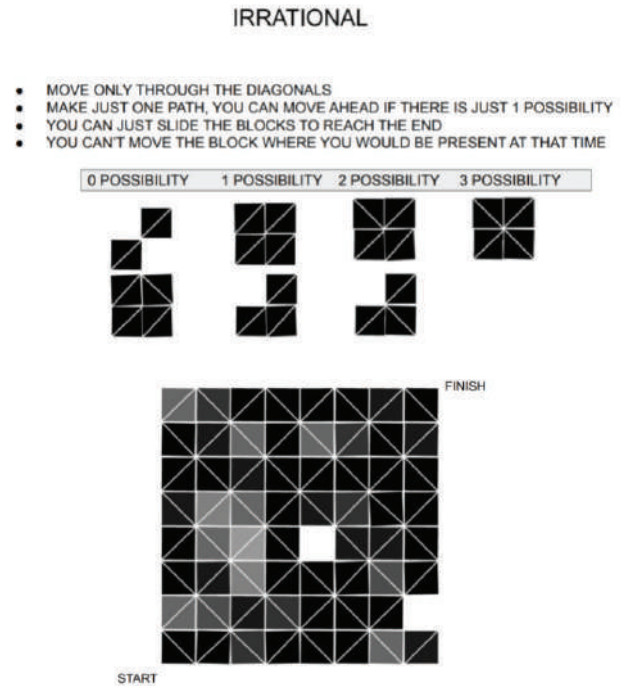


## Semiotics

By Prof. Promit Basu

The course on Semiotics dealt with studying the basis of meaning-making through signs and symbols. It introduced the culture of studying visual signs and their historical, psychological, and unconscious connection with the human mind. It paved a way to communicate spoken and unspoken through design. The elective helped the students learn and practice the theory of visual semiotics about visual communication and industrial design.

**Irrational:** The game is about the 'irrationality of escaping.' If you enter the grid you will let the jaws control you. So you need to find a way to escape. Keeping in mind the two words –'jaw and war', the entire mood board was created to include different types of visuals, audio, and texts all derived by the virtue of Semiotics. Every step was interlinked with one another and so was the game.



Project by Akshata Padmanabhan,  
B.Des. Foundation

## Through the lens

By Prof. Mayank Kaushal



'Chiaroscuro', Picture clicked by Maitreyi Kachhwaha,  
B.Des. Interdisciplinary Design

"There is a chiaroscuro of light and dark in all of us. Beyond which resides my soul tired of being a witness of the fifth of the bewitched world." Well thought, the word chiaroscuro reflects 'strong contrasts of light and dark', and the picture taken is an example of that.

Through the lens, fostered the understanding of photography as a tool for a visual representation of narratives, storylines, ideas, and concepts. Through various field assignments, the students were able to connect with the emotions and feelings of their subjects through the medium of the lens. The intention behind was not to just take photographs but raise the various social & cultural issues while documenting the local heritage.

## The exquisite corpse says hi!

*By Prof. Shivatmika Lala*



Apsara: Created and Animated by Aparna Rajanala, B.Des.

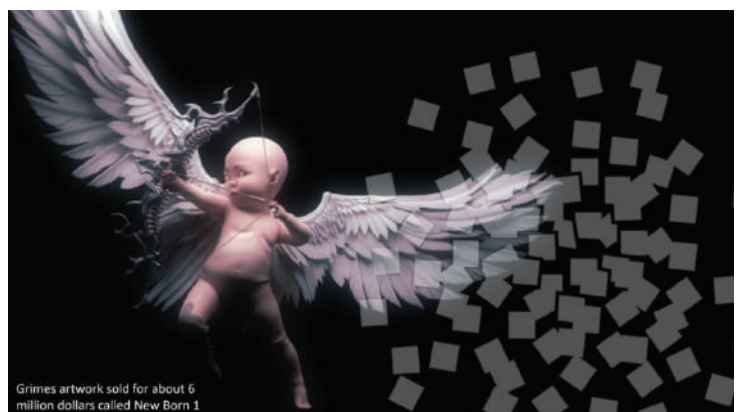
Exquisite Corpse says Hi, was all about creating surreal creatures and bringing them into life. Through this elective, students stepped into learning three crucial skill sets: collaborative working, transforming 2-D Imaginative forms into 3-D figurines, and stop-motion animation. Students co-created characters by drawing each part of the character intuitively, an approach first used by surreal artists. They used wires, foam, and paper clay to create structures that were later animated to say "Hi!" using a stop motion studio.

## Non-Fungible Token

*By Prof. Vaibhavi Kowshik*

The course on Non-Fungible Token, extensively guided the students into the realm of Non-Fungible Tokens. They could interpret and construct ideas required to make a digital drawing for NFT. The group of students invested hours of work into researching the front-end and back-end processes of this world that may unfold for a better future for creatives.

Through the application of critical perspectives from economics, law, and philosophy, students built foundational arguments about the problems, opportunities, breakthroughs, and their impact on the art & design sector. They also developed an understanding of blockchain and related concepts that strengthened their interpretation of NFTs.



Grimes artwork sold for about 6 million dollars called New Born 1

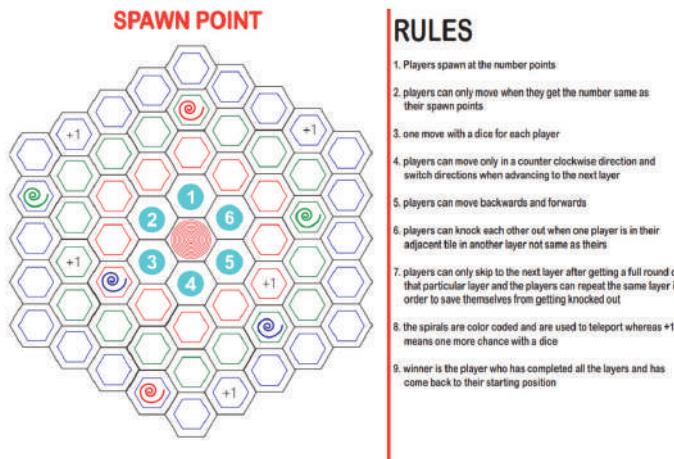
Work by Priyanka, B.Des. Foundation

From one of the collections that Priyanka chose to make her NFT collection with, this is Grimes Artwork sold for about 6 million dollars and is called New Born 1.



## Game design

By Prof. Amitanshu R. Shrivastava



### RULES

1. Players spawn at the number points
2. players can only move when they get the number same as their spawn points.
3. one move with a dice for each player
4. players can move only in a counter clockwise direction and switch directions when advancing to the next layer
5. players can move backwards and forwards
6. players can knock each other out when one player is in their adjacent tile in another layer not same as theirs
7. players can only skip to the next layer after getting a full round of that particular layer and the players can repeat the same layer in order to save themselves from getting knocked out
8. the spirals are color coded and are used to teleport whereas +1 means one more chance with a dice
9. winner is the player who has completed all the layers and has come back to their starting position

Spawn Point: Game Designed by Thirak Mehta, B.Des. Foundation

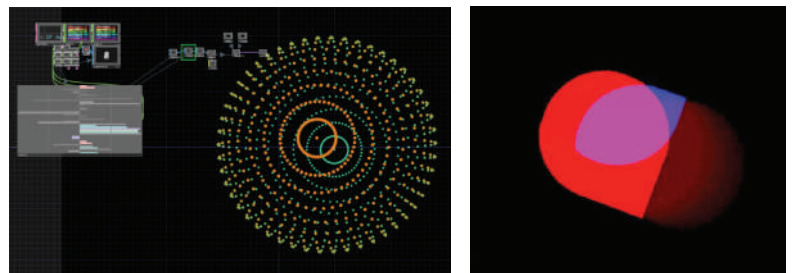
Game Design peeked into all that goes into making a game. Diving into the world of games, the students not only learnt to find their game's hook but also stimulated their decision-making. Keeping in mind the users, students designed different games with a set of tools and lenses that were given in prior.

From creating a balanced and suitable victory condition, game mechanism, and other essentials to set the foundation of the game, students were able to put up a creative game design by the end of the course.

## Generative Programming for Multi-sensory Experiences

By Prof. Dhruv Saxena

The elective on generative programming, aided students in getting closer to facilitating experiences that engage sensory responses through fundamental node-based programming. A new array of possibilities were devised with a visual node-based software, TouchDesigner by Derivative. Equipped with the ability to think in frameworks of visual nodes & logic, curate intuitive experiences, and visualize data in a multitude of facets, the projects involving inputs from sensors from a mobile phone, were conceptualized.



Open Sound Controllers and Animation: Nikhil & Kirthana, B.Des. Foundation



AT IOD  
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# LIFE AT IOD



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## TALKING POINTS

# LIFE AT IOD

Each one of us has been there - at the gates of IOD for the first time, apprehensive and nervous yet excited. Maybe you were standing alone wondering whether you should go in, or maybe you were with your friends, laughing as you entered. You not only enter a design studio, a classroom at the Institute of Design, but the stage of the happiest memories of your college life.

Whether it is completing a grueling assignment or ideating for a design project or even planning an outing for the weekend, the Institute of Design has seen it all. It has not only seen the carefully curated pranks we've all played on each other but has most definitely heard us gossiping with one another. In the next few pages, you will see glimpses of these fun moments at IoD, we are sure you all can very well relate!



MUST READ

# *Speculative Everything: Design, Fiction and Social Dreaming*

*“How to use design as a tool to create not only things but ideas, to speculate about possible futures.”*

In *Speculative Everything*, Anthony Dunne and Fiona Raby propose a kind of design that is used as a tool to create not only things but ideas. For them, design is a means of speculating about how things could be—to imagine possible futures. This is not the usual sort of predicting or forecasting, spotting trends and extrapolating; these kinds of predictions have been proven wrong, again and again. Instead, Dunne and Raby pose “what if” questions that are intended to open debate and discussion about the kind of future people want (and do not want).

*Speculative Everything* offers a tour through an emerging cultural landscape of design ideas, ideals, and approaches. Dunne and Raby cite examples from their own design and teaching and from other projects from fine art, design, architecture, cinema, and photography. They also draw on futurology, political theory, the philosophy of technology, and literary fiction. They show us, for example, ideas for a solar kitchen restaurant; a flypaper robotic clock; a menstruation machine; a cloud-seeding truck; a phantom-limb sensation recorder; and devices for food foraging that use the tools of synthetic biology. Dunne and Raby contend that if we speculate more—about everything—reality will become more malleable. The ideas freed by speculative design increase the odds of achieving desirable futures.





# *Meet The Faculty*



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Director - Institute of Design;  
Founder - January Designs; Former Design Consultant to  
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**Dr. Devanuj Balkrishan**

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M.Des. - NID, Reddot Design Awardee,  
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M.Des. Product Design -  
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