




JK LAKSHMIPAT UNIVERSITY
Institute of Design



DESIGNNEWS

For Private Circulation Only*

APR - MAY 2023



An Installation by students attending the Open Studio Workshop on Dyeing to Get There, Sustainably.

Last Date to Apply for B.Des/M.Des.
at Institute of Design, JKLU:

20th June 2023

Application Link: <https://applications.jklu.edu.in/>



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Students of Cambridge Court International School pose in front of their Graffiti on Crafts during Jaipur design Week..



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News & Updates

Expanding The Horizons of Talent, Thought, and Expertise

Institute of Design, JKLU Welcomes New Faculty

The Institute of Design, JKLU welcomed two new faculty members who bring with them a diverse skillset, expertise in their craft, and are alums of leading institutions.



Swapnil Saxena

Swapnil Saxena has completed his B.Des. (Furniture & Interior Design) in 2013 from NID Ahmedabad (Gujarat) and as a part of his B. Des. Course, he has completed 1 year credit transfer from the University of Northumbria, England with specialization in Illustrations.

Immediately preceding, Swapnil was a freelancer in different Corporates and Education Sector as Visual Designer. He has also worked with Jaipur Rugs, MRS Hospitality, Sabyasachi Mukherjee Couture, 91 Degrees and Amrapali Jewels and is having total experience of more than 7 years.



Abhishek Meena

Abhishek has completed his B.Des. (Furniture & Interior Design) in year 2017 from NID Ahmedabad (Gujarat). Abhishek is an entrepreneur and working in his own Design Studio – SACCA DESIGN at Jaipur since last 5 and half years.

Mr. Abhishek belongs to Jaipur. He is fond of football, craft and travelling.

Jaipur Design Week 2023:

The Beginning of a New Design Era in Jaipur

The first edition of the Jaipur Design Week (17 - 23 April'23), with support from Association of Designers of India, was an exemplary, experiential and insightful Design Festival, served the purpose of creating a constituency of Design in India.

The festival had various events such panel discussions, signature talk series, experiential workshops, and design competitions that brought together a diverse community of designers, students, schools, professionals, educators and many more.

Jaipur Design Week 2023

Supported by:

ADI | Association of
Designers of India



Volunteers of Jaipur Design Week 2023 pose for a picture with Gaurav Juyal.

Looking Back At The First Edition: Event Line-Up of JDW' 2023



An Installation by students attending the Open Studio Workshop on Dyeing to Get There, Sustainably.

Open Studios:

Open studios were four-day masterclass workshops that were open to all and taught by industry and academic experts.

The wide range of courses included: Learning To Walk by Shivatmika Lala; Design Management & Leadership by Anant Agarwal; Bio-Design by Neeraj Kumar; and Dyeing to Get There, Sustainably by Chandrashekhar Bheda.



Students of Jayshree Periwal International School working on a Graffiti on Crafts during Designathon.

Designathon:

Designathon was an inter-school competition created to raise awareness of advanced design practices.

The competitions included 'Graffiti on Crafts'; 'Installation on Sustainability'; 'Logo Design on Futuristic Products' & 'Poster Design on the Problems of 21st Century.'

Designathon had over 100 participants from some of the leading schools of Jaipur.

Emerging Designer of the Year 2023:

At J Design Week, we celebrate excellency in Design.

A prestigious award, 'Emerging Designer of the Year 2023' was presented to Siddharth UR, a young professional doing extraordinary work in Design. Siddharth UR also shared his learnings with students of JKLU to inspire the next generation of designers.



Siddharth UR receives the Emerging Designer of the Year 2023 Award from Prof. Dheeraj Sanghi, Vice Chancellor of JKLU and Prof. A Balasubramaniam, Director of Institute of Design, JKLU.

Students of IoD pose for a picture with Siddharth UR.



About Siddharth UR, recipient of Emerging Designer of the Year Award 2023:

Siddharth UR is a Creative and Empathetic being. He has been listed in the Forbes India 30 under 30 2023. He has been awarded 85 international design awards for his work that focuses on saving and improving people's lives all over the globe by creating meaningful design solutions. An Industrial Design undergraduate from the National Institute of Design, India. He is a Purpose driven design thinker who can tackle real-world challenges by balancing creativity & technical knowledge with contextual insights and intense empathy for people.

Siddharth has worked on innovative projects that creates a major positive impact on the society which are authenticated by 85 International Design awards across 4 continents and 10 Countries. (USA, France, United Kingdom, China, Taiwan, Germany, New-Zealand, Italy, India) such as the iF Design Award, Lexus Design Award, IDA Awards, Core 77 Design awards, Red Dot, DIA.)

Siddharth thrives to design meaningful solutions for shaping a sustainable and a resilient future! He believes, being an Industrial/ UX Designer, his learnings and understandings about design will be helpful to add value in saving, enriching lives & experiences of millions of people around the world.



Panel Discussion:

A signature discussion on the theme 'Jaipur Beyond Crafts' with eminent designers discussing about innovations done in design in Jaipur.

The speakers of the panel discussion represented different fields including product design, film making, interaction design and automotive design.

Speakers of the Panel Discussion:



ABHIMANYU SINGH

Paper Furniture Designer, CEO -Hexpressions and Flhexible.



SURUCHI SHARMA

Independent Film-maker, Founder - Ainak Studio, NID Alum.



PREM LOKESH

Interaction Designer, Founder of FUDR - an food ordering application.



KALLOL MOHANTY

Automotive Designer at HeroMoto Corps.



ThoughtSpot:

ThoughtSpot is a platform to inspire through stories and experiences. Eminent designers working on innovative ideas and creating cutting-edge designs were invited to share their experiences.

The speakers of ThoughtSpot represented different fields including service design, bio-design, entrepreneurship and branding and communication design.

Speakers of ThoughtSpot:



**ANTHONY
LOPEZ**

Founder - Lopez Design;
Communications Design &
Branding Expert.



**MANAN
PAHWA**

Behavioural Designer at
BIAS; Ex-Delivery, Ex-
Fractal Analytics. NID Alum



**NIDHI
KACHHWAHA**

CEO - Atal Incubation
Center at JK Lakshmipat
University.



**NEERAJ
KUMAR**

Human-centric Design
Expert & a MedTech
Entrepreneur.



Exhibit D:

An exhibition that showcased the best work of students at the Institute of Design, JKLU. The exhibition focused on the innovative practices of design that blended with business, technology and culture.



Design Haat:

Design Haat is a marketplace of various merchandise and brands created by the students of JK Lakshmipat University.



Pictures from the exhibition of the brand Artisanal Affair by Sejal Jain, student of Institute of Design, JKLU.

Workshops:

A host of students attended the interactive, insightful and mind-bending workshops on Animation by Gaurav Juyal, Origami by Aditi Anuj & Game Design by Amitanshu Shrivastava.



Pictures from the workshop on Animation by Gaurav Juyal and on Origami by Aditi Anuj.

All Jaipur Design Week Photo Credits: Yuvraj Soni, Dhairya Banker, Shivesh Vijay, Pururaj Sahu, Sejal Jain, Vaibhav Sharma.



Foundation

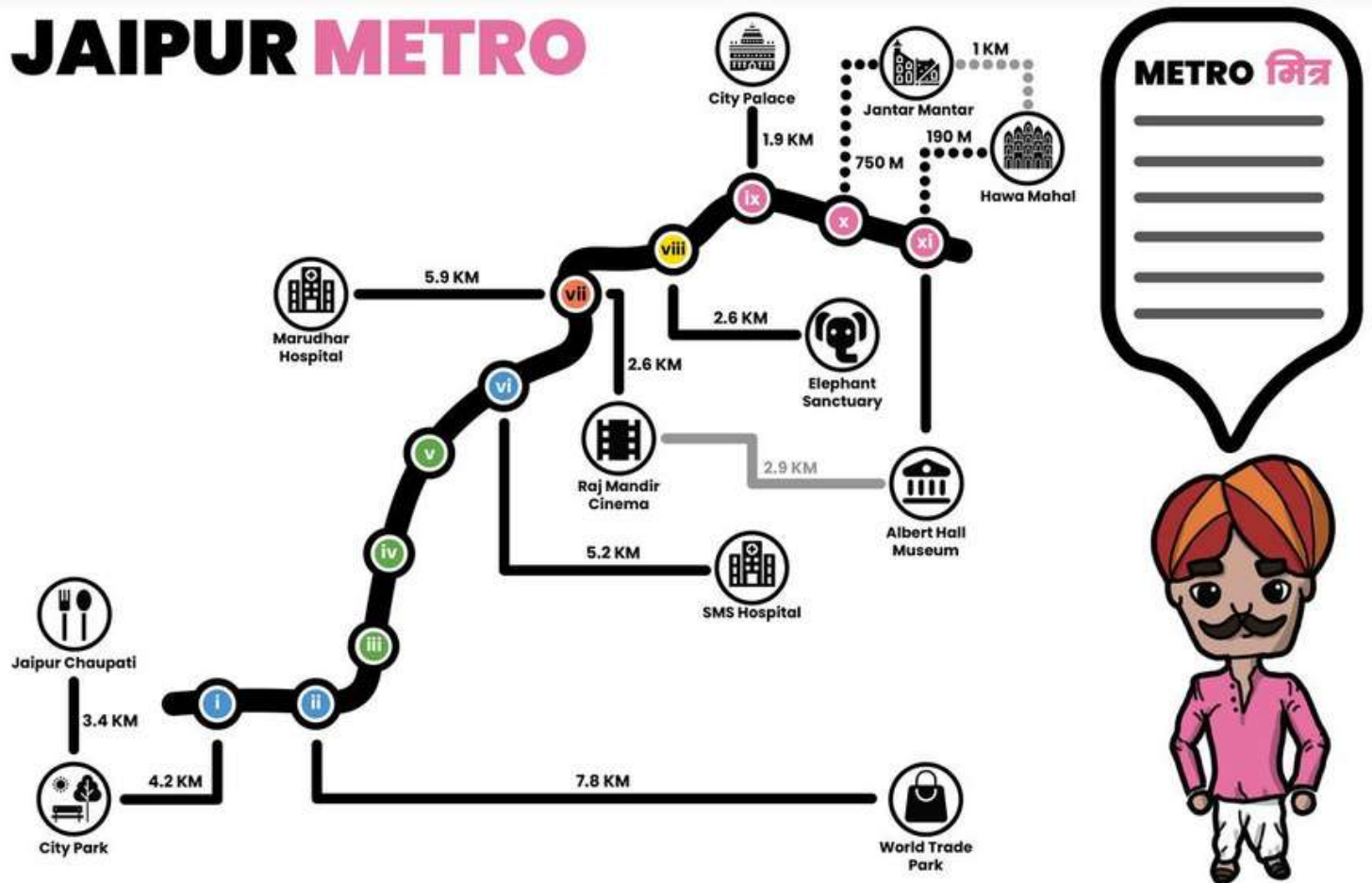
Design Process

Faculty: Aastha Gohil & Amitanshu Shrivastava

Design process was one of the core courses offered at the end of first year B.Des foundation programme by Aastha Gohil along with Amitanshu Shrivastava. The students were mentored through an intense 5 week course where they systematically explored the 5 essential steps of design process.

The class of 44 was divided in groups and each worked through their triggers and concerns to empathetically identify the problem areas and work towards the solution with methodically constructed quantitative and qualitative research on their respective topics. Mentors tutored, guided and assisted the students throughout this intense process to help them come up most efficient and plausible solution for their identified problem statements.

JAIPUR METRO



A group of students, Yuvraj Soni Dhairya Banker, Shivesh Vijay, Labdhi Bohara & Aashi Tiwari worked on enhancing the existing navigation and way finding methods for Jaipur metro station.



A design project on elevating the social spaces in JK Lakshmipat University through the use of creative thinking and design process with emphasis on usage of waste materials and sustainable techniques. The project was done by Aaditya Kakkar, Praney Maheshwari, Anannay Namdeo, Sujal Dixit, Shreya Bhandari & Arshia Sikka.

TAKEAWAY BAG



Made with Botanical paper

Can be reused as a bird feeder

Fully customisable as per cafe's demand

A design project on generating sustainable packaging solution to reduce food waste and facilitate cost efficiency for a cafe owner done by Mitali singh, Bellona Puri, Tamanna chandnani, Rashi Baghre, Diya sharma.



Product Design

A photo of the detailed documentation and research done by students of product design for their design project.



Design Project: Product Interface

Faculty: Anirudha Biswas

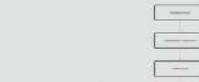
Design Project - Product Interface drives the understanding of the individual modules of the semester towards a conclusive project that demands the learners to undertake the task of providing design solutions within the domain of User Interface design of a product.

This project will help bridge the understandings of physicality of form and user interaction and hence, deliver a holistic understanding of an object and its behavior with users.



A Guardian for your Garden

sensor-based plant-care product that enhances users' plant care abilities and facilitates deeper understanding and formation of deeper bond between users and their plants.



Information Architecture

User Interface

Creating Wireframes



User Personas



Jyoti Sharma

Age: 49
Family: Married, 2 Kids
Work: Software Consultant
Location: Gurgaon, Haryana
Characteristics: Nature Lover, Explorer, Caring

Personality: Introvert, Extrovert, Sensing, Intuition, Thinking, Feeling, Judging, Perceiving

Jyoti is an active person who enjoys going on nature walks, as well as visiting botanical gardens and parks. She is a family-oriented person who values spending time with her loved ones and values cooking and baking with her children. She enjoys a healthy lifestyle and likes to eat nutritious, home-cooked meals that are made with fresh ingredients. She prefers to avoid processed foods and fast food, as she values the health benefits of natural foods. Jyoti is an empathetic person who enjoys volunteering and giving back to her community. She participates in local charity events and fundraising efforts, and is always looking for ways to help those in need.

Goals:

- Growing her own plants.
- Creating healthy food habits for her and her family.
- To spend more time in nature.
- To enjoy healthy home-grown good food.
- To take care of the health of herself and her family.

Needs:

- More time to spend with family.
- Someone to guide her through growing her own plants.
- Understanding of the plants and how they work.



Gaurav Chaudhary



Sakura Murakami



Jyoti Sharma



John Jones



Design Project: Technically Complex Product

Faculty: Beda Prakash Das

Design Project - Technically Complex Product entailed the understanding of the individual modules of the semester towards a conclusive project that demanded the learners to undertake the task of providing design solutions within the domain of a technically complex product.

This project helped to develop holistic as well as specific understandings pertaining to the design process of a product with complex features, processes and composition (in terms of its components).

A detailed step by step project by Akshat Jain on creating an innovative Hand Blender. The project included Market Analysis, User Survey, Market Positioning, Conceptualisation and prototyping.

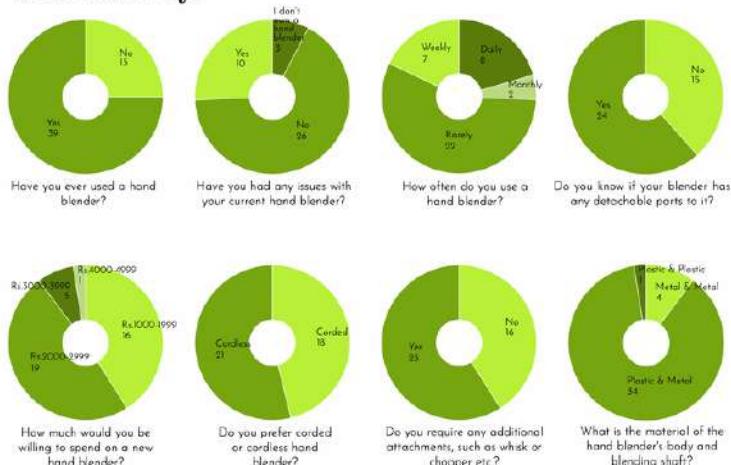
Market Analysis.



Market Analysis.



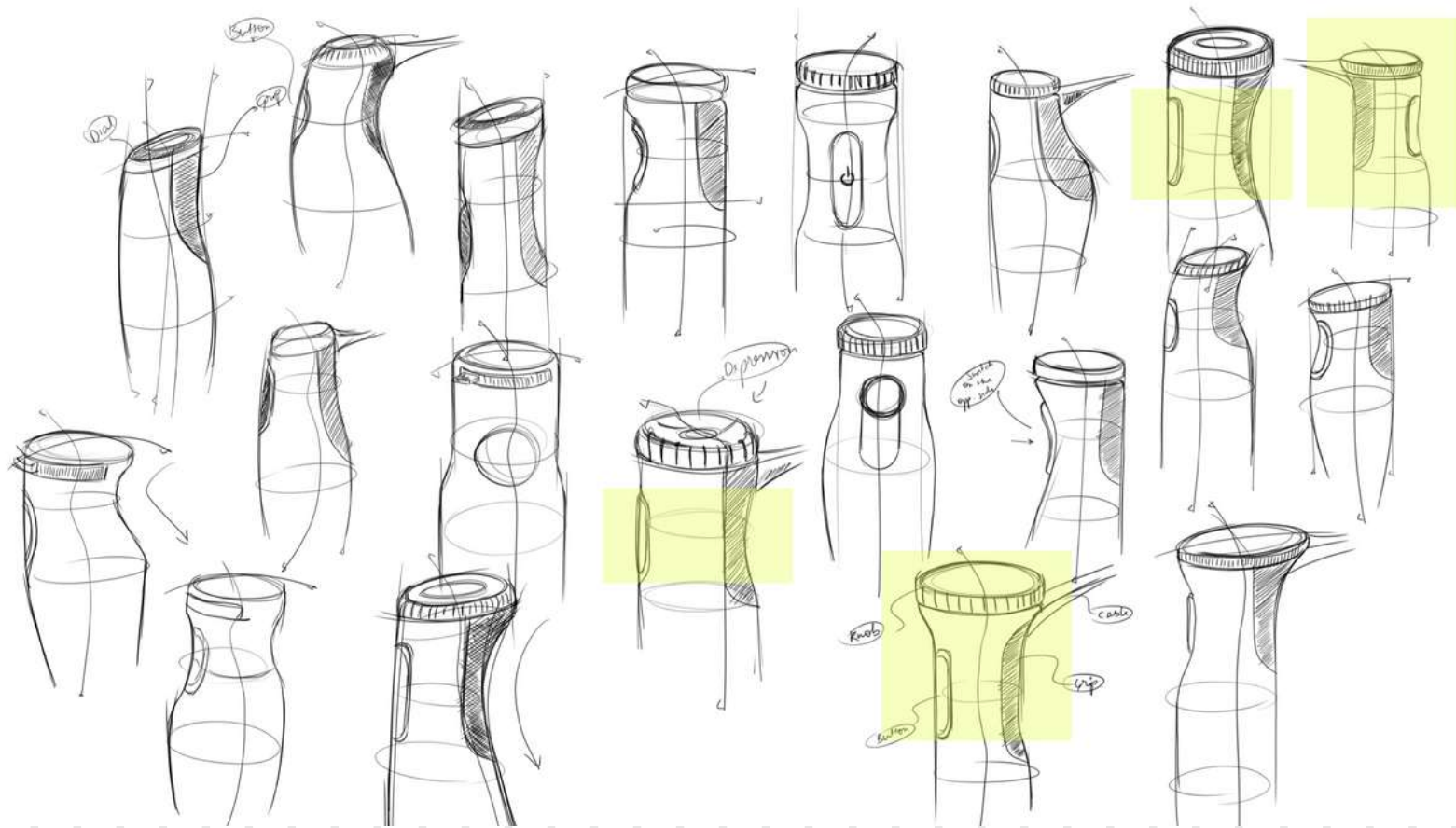
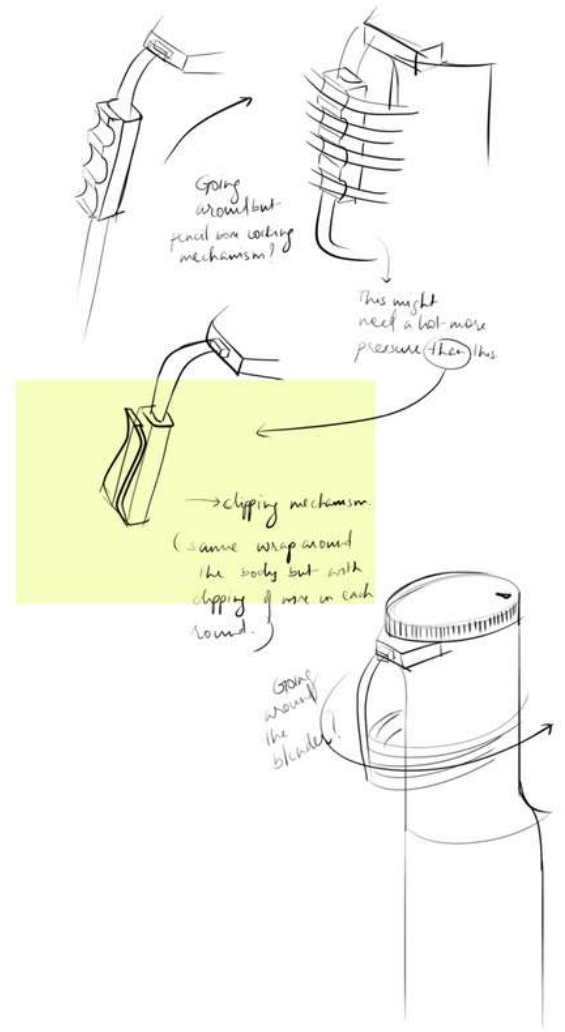
User Survey.



Market Positioning.



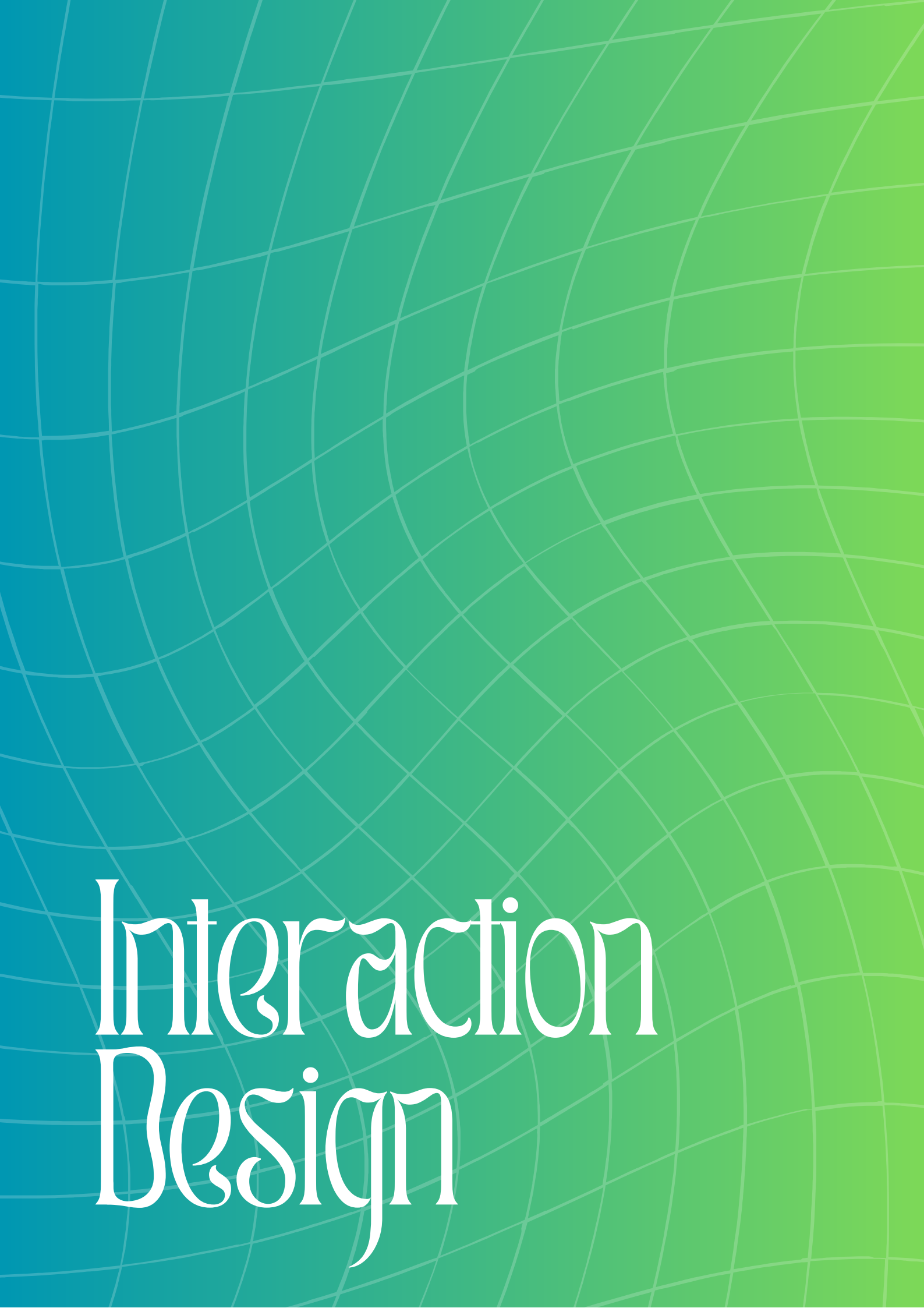
Conceptualisation.



Project by Akshat Jain

Image Blender Credits:
Yashowardhan Shetty.



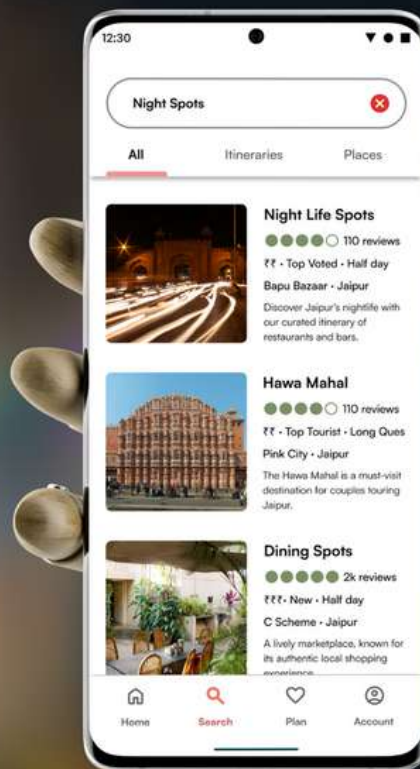
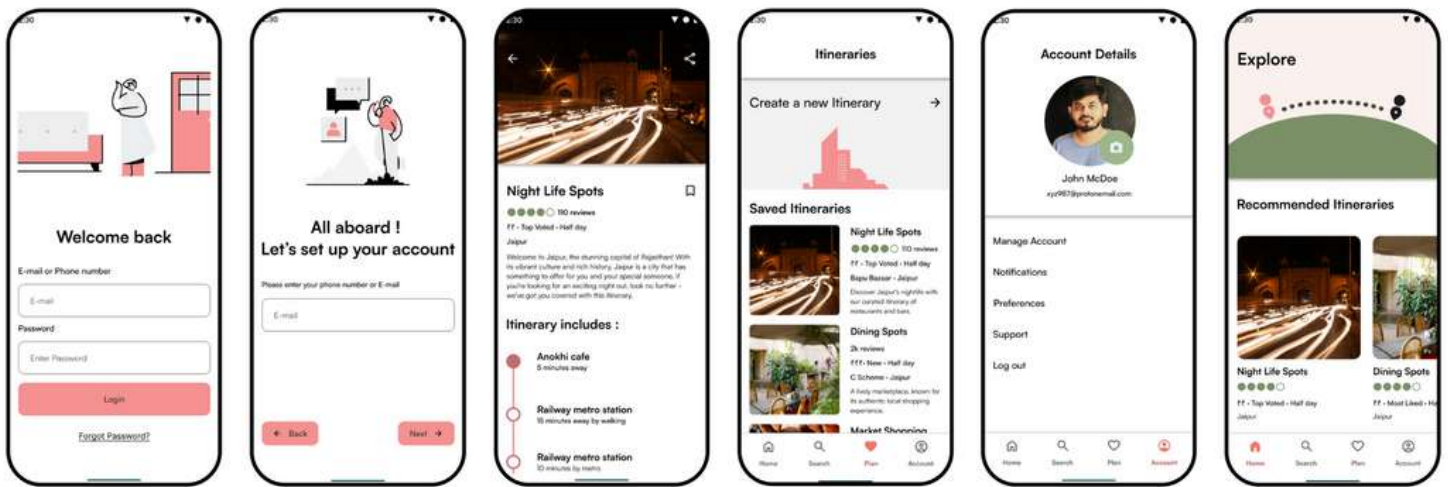


Interaction Design

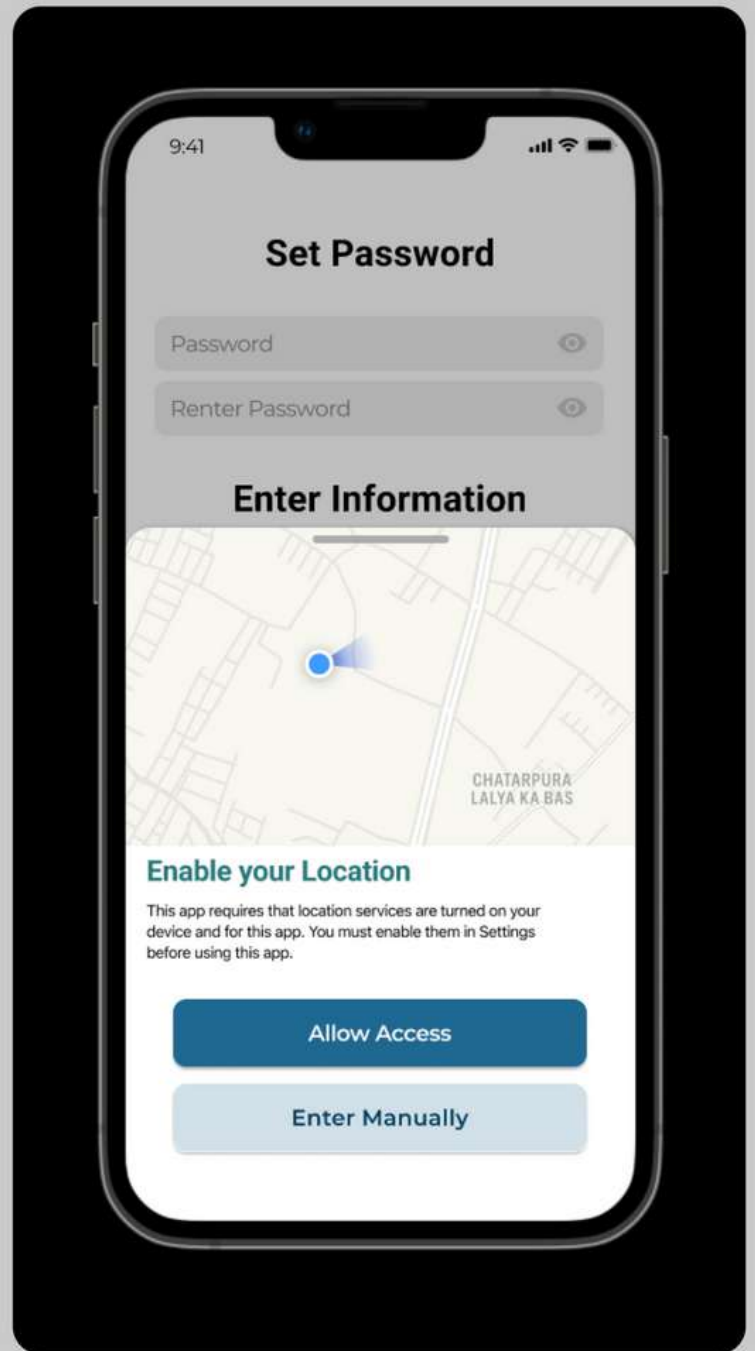
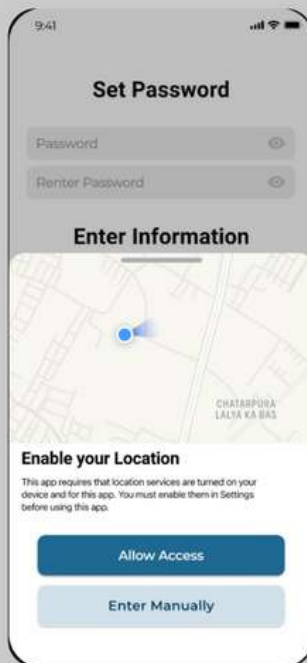
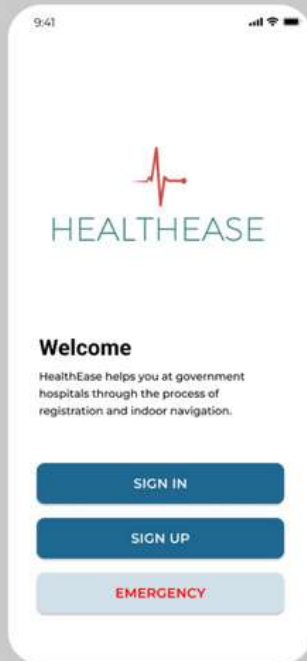
Design Project - App Based

Faculty: Anupam Deb

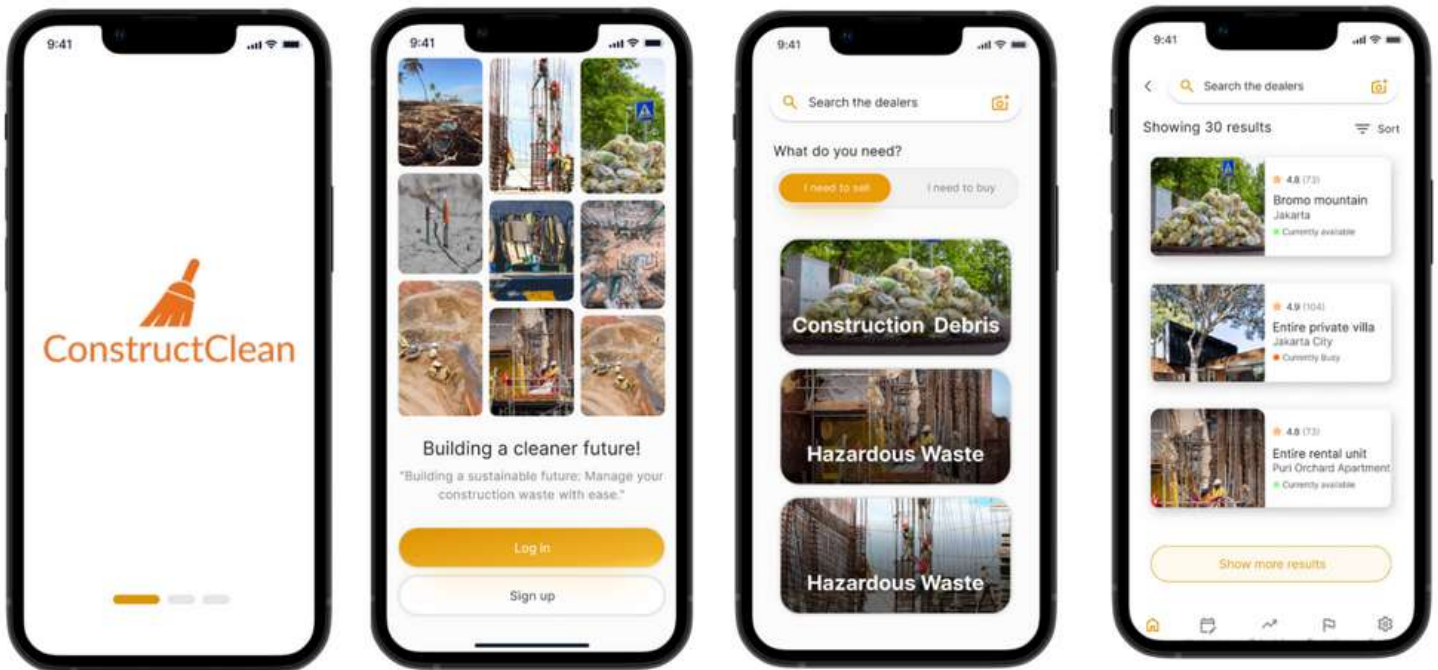
Apply the knowledge of the coursework of the entire semester in the design of a socially relevant app-based product. Students will identify a design opportunity in the real world and come up with a solution. Students will follow the design process from conducting user research to the final product.



An application by Aditi Mohanan that assists users to create itineraries, plan out trips and connect with their long distance partners.



An application by Nikhil Garg that assists users at government hospitals to create awareness, improve find-ability and navigation.



An application by Jasmine Kaur that efficiently manages and tracks construction site wastage. It helps to reduce costs, improve sustainability practices and stay compliant with regulations.

M.Des. Design Project - Interaction Design

Faculty: Dr. Devanuj
Balkrishnan

The Interaction Design Project 01 helped students to design in response to a given context. It involves project-based learning on innovations on the grass root level.

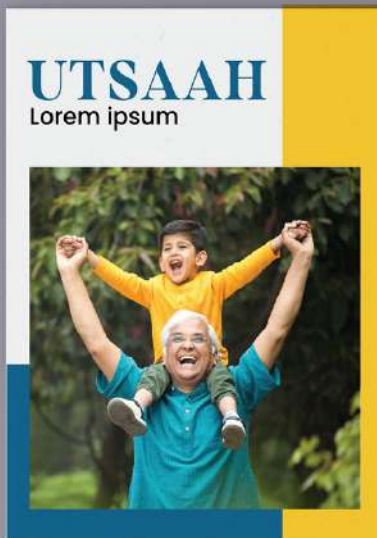
It helped students to recognize and apply the innovation process arc from beginning to end, with an emphasis on problem definition through ideation and experimentation. Students situated their work in a systemic context and see new possibilities for integrative solutions.

The course also helped to build familiarity with a range of perspectives on social innovation including philanthropic, civil society, public sector and social service innovation, corporate social innovation, social finance and social entrepreneurship.

The course also enhanced the ability to apply social innovation approaches and tools, including systems thinking, design thinking, research methodology and collaborative processes.

The course progressed through a rigorous methodology of user-studies, research and analysis, exploration using sketching, experimenting with material (including digital code and data), design led problem solving, design-evaluation, documentation and design-crit (collective & constructive critique of a design process).





The goal of this design project was to create an engaging and enriching activity book for retirees. The activity book aimed to provide entertainment, mental stimulation, and opportunities for personal growth and reflection. It featured a diverse range of games, stories, puzzles, and activities to keep retirees engaged, inspired, and connected.

The Retiree Activity Book design project aimed to provide retirees with a comprehensive resource for entertainment, personal development, and social engagement. By incorporating a variety of games, stories, and activities, the activity book encourages retirees to embrace new experiences, reflect on their achievements, connect with others, and continue their journey of personal growth and fulfillment during this exciting stage of life.



Interdisciplinary Design

Graphic Design Studio

Faculty: Swapnil Saxena

Encapsulating the basics of Visual studies, especially graphics, is an extremely complex undertaking. The faculty, Swapnil Saxena broke this down with some assignments, simplifying details for the students. The course revolved around the application of design elements such as Line, Colour, Shape, Texture, Space, Form and Typography as well as principles of design: Contrast, Hierarchy, Alignment, Balance, Proximity, Repetition, Simplicity and Function in graphics.

Design Project - Identity Design

Faculty: Swapnil Saxena

This course took place right after Typography, so it was interesting to see students and their incline towards branding. The course was broken down to encourage students to understand the purpose and significance of branding. The assignments asked the students to identify their favorite existing logos and discuss their relevance and probe into why they personally like it. The students took the same logos and transformed them inspired by minimalism and antiquities etc.

This design project was an alluring one. Students were asked to come up with a brand identity for an imaginary brand of their own. There was no restriction of a specific field, but the students were asked to come up with a Brand Manual talking about the details of the brand Vision, Mission, Aims. It also covered the origination of the logo, usage of the logo and collaterals and use of branding in applications like websites and handheld devices.

A branding project by Karan Choudhary



P22 Folk Art

ABCDUPPERCASE
ABCDEFGHIJKLMNQRSTUUVWXYZ
abcdlowercase
abcdefghijklmnpqrstuvwxyz

ITC Avant Garde Gothic Pro

ABCDUPPERCASE
ABCDEFGHIJKLMNQRSTUUVWXYZ
abcdlowercase
abcdefghijklmnpqrstuvwxyz



KR
NW

Prototypes of the brand logo of 'Kaarnama' -
A branding project by Natasha Kaushal



01



02



03





Integrated Communication Design

Design Project - Designing With Data

Faculty: Yash Raizada

This design project equipped students to strategically design and pack increasingly huge amounts of data into increasingly streamlined, visual stories.

This course also enabled learners to understand key considerations when designing, such as using the pre-attentive attributes of color, form, orientation, and spatial location.

Through varied examples, some of the psychological aspects of data use, including attention, short-term memory, and problem-solving was discussed.

Students engaged in an intensive design process of gathering and analysing data on a particular subject, as well as representing the same in a relevant communicative medium through a captivating story.



A design project on 'Thatheron ka Raasta' in Pink City conducted by Shruti Kumari, Priyanka Gajera and Manisha Agarwal. The extensive data collection project culminated in a documentary film created by the students.

Read, Watch,
Learn...

ChatGPT Explained in 100 Cartoons

by Sunil Agarwal (Author)

& Ian Baker (Illustrator)

Foreword by Bob Mankoff,
long-time New Yorker Cartoon Editor

https://images.app.goo.gl/wp_dS3rvonLaYBKfs9

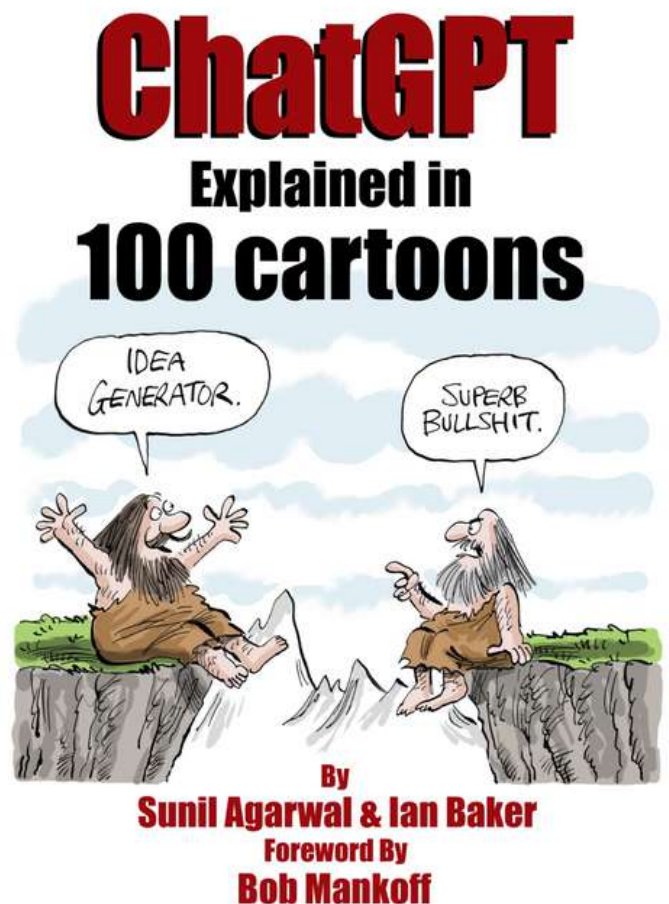
Book Blurb:

Discover the exciting world of ChatGPT and AI in a colourfully illustrated fun and easy way, with a Foreword by Bob Mankoff, the famous former cartoon editor from The New Yorker. This concise 70-page seriously informative book is filled with 100 funny and smart cartoons that help you understand ChatGPT and AI without using confusing words.

In the foreword, Bob shares how The Times of India cartoon writer Sunil Agarwal, who knows both technology and cartoons, works with amazing artist Ian Baker to educate you on ChatGPT. Together, they create cartoons that make you laugh and think about the amazing and sometimes silly parts of AI.

This book is perfect for people who are new to AI or who already know a lot about it. You'll learn about ChatGPT and AI by laughing at the cartoons and hearing different opinions about it. There are two cavemen in the book that make fun of how people use big words to explain simple things.

If you want to learn about ChatGPT and have a good laugh, this book is perfect for you.



TED Talk: The First Secret of Great Design

Tony Fadell

TED Talk Blurb:

As human beings, we get used to "the way things are" really fast. But for designers, the way things are is an opportunity ... Could things be better? How? In this funny, breezy talk, the man behind the iPod and the Nest thermostat shares some of his tips for noticing -- and driving -- change.

About the Speaker:

As the originator of the iPod, Tony Fadell is no stranger to disruptive technology. With Nest, he's zeroed in on tech's most elusive targets: household appliances.

Source: (https://www.ted.com/talks/tony_fadell_the_first_secret_of_design_is_noticing)



<https://images.app.goo.gl/fnvf66zhTkmKcZfE7>

Students of Institute of Design,
JKLU at Jaipur Design Week '23



Designs Curated By:
Sarah Jain,
Programme Manager,
Institute of Design,
JK Lakshmipat University.

Design Advisor:
Swapnil Saxena,
Faculty,
Institute of Design,
JK Lakshmipat University.

Designs Content By:
Students, staff and faculty
of Institute of Design,
JK Lakshmipat University.