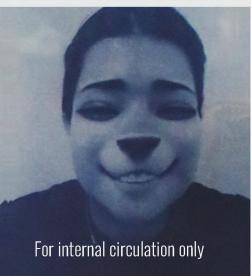


#### HMIPAT UNIVERSITY te of Design Grade Accredited

# SIG

























Cover Page: Expressions: Cyanotype Printing with Anirudha Biswas (cover page).

Left: A light, delicate shade that sits between pink and orange, Peach Fuzz marks the 25th anniversary of Pantone's Color of the Year program (depicted on the left).

## **NEWS AND UPDATES**

## **MEET RENU BHAGWAT**

Adjunct Associate Professor

Renu runs Jaipur based Multidisciplinary studio by name Renu Bhagwat Designs. This studio is born out of Renu's passion towards everything handmade and handcrafted. After working in capacity of Architect & Planner for seven years, she started this design studio in 2010. Craft Based Product Development is her core work domain.

Knowledge sharing by teaching various Print & product design related subjects is one of the main work she does. Prompted by our vision to integrate design with technology and business, she is currently teaching Engineering students, Design Thinking.

Renu regularly teaches Product Design as Adjunct faculty at various Design universities like CEPT University, Ahmedabad, Indian Institute of Crafts & Design (IICD), Jaipur & various architecture Colleges in Jaipur. Currently Renu is focusing on using different craft practices to create art form to express her thoughts. Renu does print design consultancy for brands and explores the possibility of using wooden blocks & block printing in product design and lifestyle accessories.

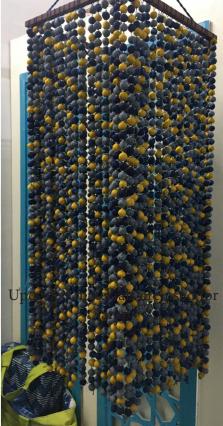












Upcycled materials are used for handmade lamp & coin pouch, experiments with wooden blocks and printing in product design

NEWS AND UPDATES

## DESIGN THINKING WORKSHOP

With Anirudha Biswas,
Digital Product designer,
Red Dot Awardee in the UI/UX
concept category in 2023

Outreach Programme held at Design Aspirants, Bhopal, Madhya Pradesh (13th Jan'24)

An engaging workshop with more than fifty design candidates where attendees worked together to address issues that people with disabilities confront and develop truly inclusive solutions. Our Interaction Design faculty member Anirudh Biswas led this session, which was centered on developing empathy, coming up with original ideas, and prototyping.



NEWS AND UPDATES

## GEOMETRY OF PUZZLE

With Amitanshu Shrivastava, Product Designer & Founder at Amitansh Thinking Studio, Jaipur

Workshop held in Pune, Maharashtra (14th Jan'24)

A fun workshop, held during the Design education festival, with over 20 participants creating their own puzzles understanding design and geometry in a simplified version through this workshop theory of gamification & geometry was introduced and students got introduced to basic design skills.







NEWS AND UPDATES

## DESIGN EDUCATION FESTIVAL'24

Event held in Pune, Maharashtra (13th -14th Jan'24)

At the Pune Design Education Festival, student from first year (Jyotirmoy) and second-year students (Aditya, Dhairya, Tamanna, and Bellona) presented their work to a large number of prospective design students. Accompanying them were Prof. A. Balasubramaniam (Director, Institute of Design), Amitanshu Srivastava (Product Designer) and Astha Gohil (Visual Communication Designer).

After the event, there were student presentations highlighting the Institute's programs, panel discussions with ADI members, and exciting workshops to encourage and stimulate the creative expressions of ambitious design students.







Christmas Vibes: IoD family celebrated Christmas together.



Maheshwari public school education fair, Jaipur

#### NEWS AND UPDATES

## OFF THE CLOCK

with Anupama Chatterjee

#### 1. How has your experience been so far at JKLU?

JKLU was a fulfilling experience as a visiting faculty, I found the people at the Design Institute very amiable and enthusiastic about design and design education. I found the students interested and wholesome, ready to absorb new thought processes, even though I find the contemporary trend of ideating on digital devices unnerving.

#### 2. Talk about your journey

#### as a designer.

I was trained as a traditional animator in the National Institute of Design, Ahmedabad, India. I have been a Broadcast Animator in the TV industry (for 13 odd years), an elementary teacher (for a short time), and was a practicing Pranic healer.
I am currently a full-time artist.
I also conduct independent classes on Art and Design basics in various organizations and colleges. My works have been selected for the 89th Annual

All India Art Exhibition, AIFACS, New Delhi, "The Collective" in Chandigarh, "Surface 01, 02, 03" in ArtBuzz Studios, New Delhi, Jaipur Art Summit 2019, and many others.

I have taught as a visiting faculty in School of Planning and Architecture, New Delhi, NID Haryana, JKLU Jaipur and Sangeet Shyamala, New Delhi. My specialization in college, NID Ahmedabad, was Animation. I was interested in telling a story which wasn't constrained by reality. Which led me to a decade



Foundation batch with Anupama Chatterjee

long work engagement with television companies, working as a (computer based) broadcast designer.

#### 3. What do your hobbies include?

My hobby has become my current profession. I enjoy working on fine art, and teaching art and design. I also am interested in teaching art for therapy, specially for students who are differently abled.

### 4. What is your motivation for the projects you take on?

Usually, I am motivated by projects that have an aspect of education. Projects that stimulate my desire to explore art as a therapeutic and investigative process also intrigue me.

## 5. Would you also like to call yourself a multi-disciplinary designer?

Yes, I am somewhat a multidisciplinary designer. I enjoy blending aspects of my design background with education and fine arts.

## 6. In what aspects do you think design has evolved over years?

Over the years, design has become more integrated to daily life. With the use of interfaces with digital devices and platforms, it has also increasingly become a midway between the Al world and human interaction. The evolution of design as a research practice is seeming to be the newer evolution.

## 7. What have been your experiences with the various crafts across India?

In my experience, globalisation has affected indigenous crafts, diluting the traditional time honed crafts and arts with international design trends. This sometimes results in a loss of our traditional identity, unless an innovative designer finds a way to keep our traditional ethos which is both functional and contemporary.

### 8. Do you think it's lessening the importance of hand-made work?

In my limited opinion, well-made hand-made work is becoming more valuable because it is more difficult to find. Unfortunately, this means it is also less accessible to the common household.

## 9. What approach do you think the educators of design should have today?

I think the designers of today have to remember and rework an indigenous design ethic. Something that is still aesthetic and integral to our culture.

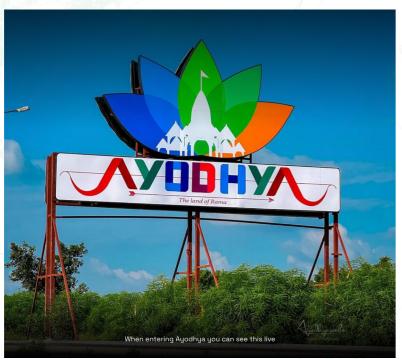
## 10. Which is the one experience that stands out for you?

One experience that stands out is a project that I had done may years ago. I was leading a team making a 3d animation pilot for an animated series on the Jataka Tales. The pilot didn't get picked up, but working out an Indian story in new technology was a learning experience.



## **ALIND AGARWAL**

on winning the Global Design Competition 2022







Alind Agarwal's creative brilliance shines through his globally recognized content creation. He won the Global Design where I designed the official logo: Ayodhya.

Upon my mother's recommendation from a newspaper advertisement, I immediately immersed myself in this opportunity. After three days of relentless iterations, I concluded the logo design with unwavering focus, giving nothing but my absolute best.

This was the starting point of my design journey. This was the point of Lord Rama i.e. the bow and where I found that my designs can have impact on people since many were praising my design. The logo design objective: to depict the culture, ethos and identity of Ayodhya and that the design should evoke the sense of spirituality along with depicting

the great past and future ambitions of Ayodhya stories lessons from Ramayana, Ram Janmbhoomi Temple.

The startegy behind was to depict Ayodhya as land of varied diversity and to show this different colours were the perfect fit. taking the essence from the stories of Ramayan, the symbol arrow (Dhanush-Baan) is used to showcase the strength that the divine land of Ayodhya possess the strategy was also to defect the magnificent Ram Jan Maha Bhoomi Temple which will be the heart of Ayodhya. Hence it is put in the centre most part of

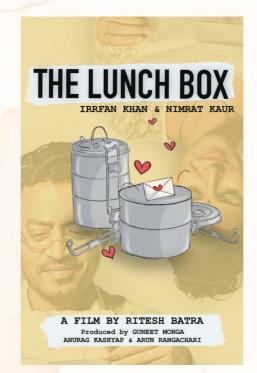
the Logo. The petals behind the temple have been put inspired from the Kuldevi of Lord Rama Goddess Devkali's Lotus.



## FILM APPRECIATION

By Aastha Gohil

This elective dealth with the history, theoretical understanding and practice of Film making. It would look into film language, etchniques and world histpry from the prespectie of design and introduce students to the fundamental concepts of application of design thinking in films.









OPEN ELECTIVE'23

## **CYANOTYPE WORKSHOP**

By Anirudha Biswas

Cyanotype printing is known for its simplicity, affordability, and distinctive blue colour. It has been used for artistic and scietific purposes, including blueprinting in architectural and engineering fields, as well as in fine art photography due to its unique aesthetics and experimental possibilities.







OPEN ELECTIVE'23

## FIGMA MASTERCLASS UI /UX

By Pritam Singh

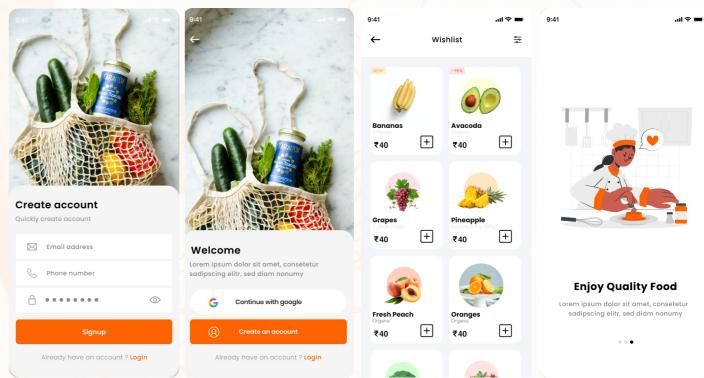
Students learn everything from the basic to advanced design techniques. Through hands on activities and projects, students will create interfaces, interactive prototypes, and design systems. Get ready to dive into Figma's world and leave with the skills to create stunning designs!" "Zero to Hero".





#### **Buy Grocery**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy



## COURSE HIGHLIGHTS'24

## **VISUAL DOCUMENTATION**

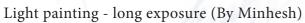
By Yash Raizada, Shailan Parker & Anupama Chatterjee

**FOUNDATION BATCH 2023-27** 

Photography helped students keenly observe and express themselves artistically while capturing moments. It helped transcend language barriers, enable effective communication & storytelling across cultures and societies. Essential tools for designers to document while enhancing clarity, breathablity, organization, visual hierarchy, improving readability and comprehension, communicative, causality, well composed with a conscious decision of using fonts.







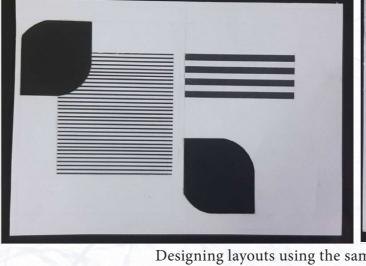


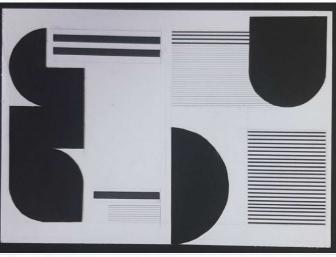






(Shown above) Alphatextures > E, F, T, m By Minhesh





Designing layouts using the same grid. By Anmol Jhanwar





A kite festival is a vibrant and joyous celebration that revolves around the art of kite flying. The festival of Makar Sankranti marks the transition of the sun into the northern hemisphere and is celebrated with colorful kites filling the sky.



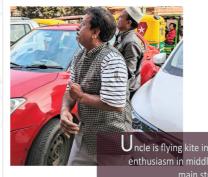
Women exchange "shingar" accessories with

#### **Tradition**

he people of jaipur celebrate this festival of makar sankranti with various kind of sweets like til ke laddu and feni



## Jaipur's Zeal



Lveryone was super excited, no matter what age group they belong to. The people of Jaipur, on this day take a holy dip in Galtaji. They pray to sun god to bless them with good health, wealth and good crop. the pink city turns all colourful with the beautiful kites in the sky.



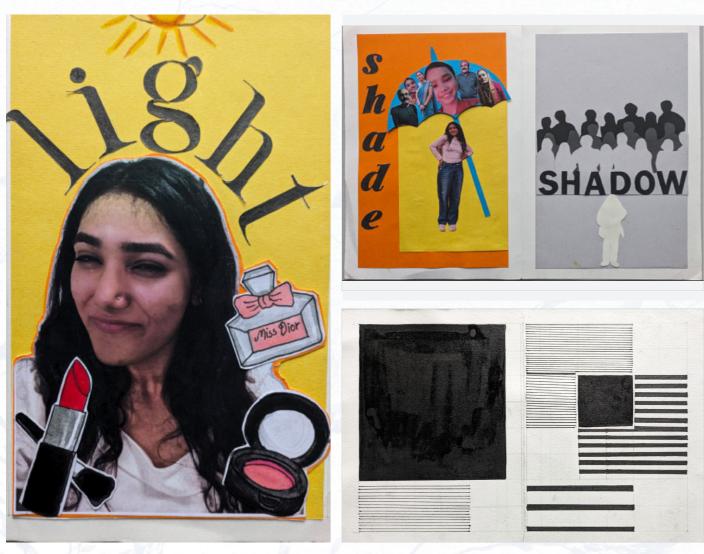
Children take part in kite-flying competitions. they compete with each other and play togather. Overall, the kite festival is a time of immense joy and excitement



**M**y experience of Makar Sankaranti in aipur is amazing. captured the excitement and enthusiasm of iaipur people and got to know about some of tradition

DESIGNED BY ASTHA

Brochure Design: "The kite festival in jaipur" (By Astha Choudhary)



Zine Design: Telling a story using three words that are light, shade and shadow.

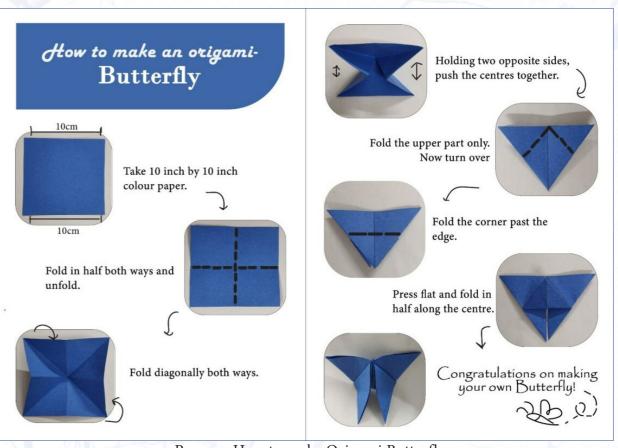
By Astha Choudhary



Zine Design: Telling a story using three words that are light , shade and shadow. (By Ryan Gomes)



Process: How to make Black Coffee (By Astha Choudhary)



Process: How to make Origami Butterfly (By Nivedhita V. Nair)





Elements of Design at JKK (By Gauri Akar)









Elements of Design at Jantar Mantar (By Gauri Akar)

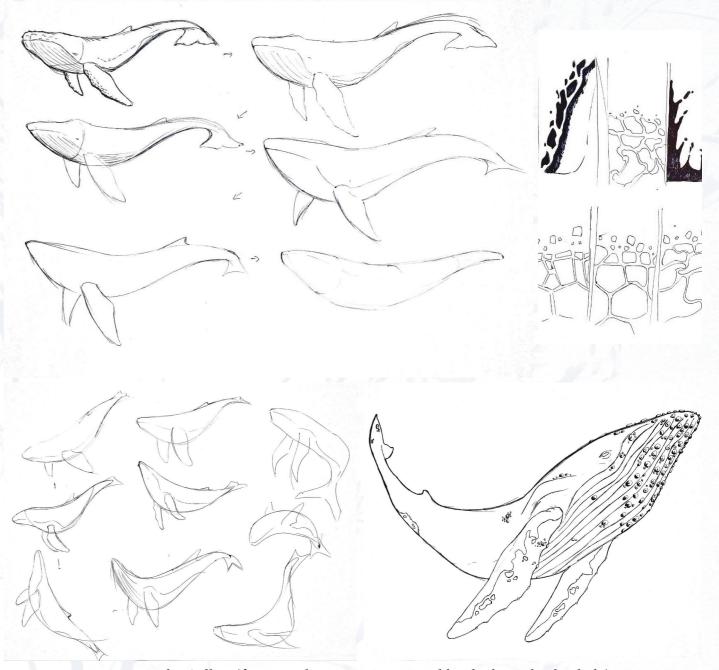
#### GOURSE HIGHLIGHTS'24

## PRODUCT DESIGN SKILLS 2

By Raj Menon, Abhishek Meena

PRODUCT DESIGN BATCH 2022-26

The course focus is on exploring the relationship between form and function in nature encompassing both flora and fauna. the course involves starting with sketches, abstracting them into defining words (such as pattern, flowy, and docile), and then translating these into 3D forms using Styrofoam.

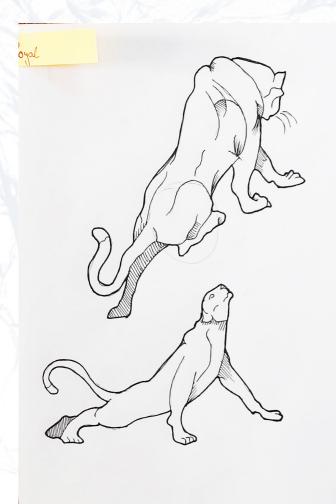


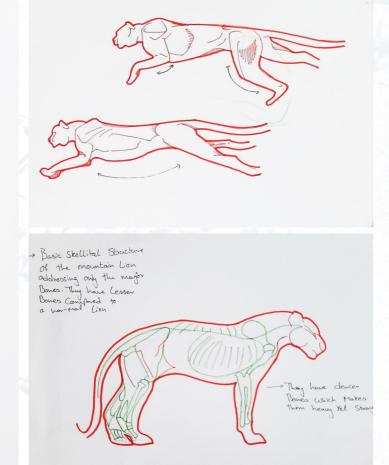
By Priyanshu Sidker (featuring biomimicry inspired by the humpback whale)











By Pragnya Shree (featuring biomimicry inspired by the mountain lion) forms based off research on it, by giving the animal certain characteristics like scary, powerful, bulky and extracting forms.

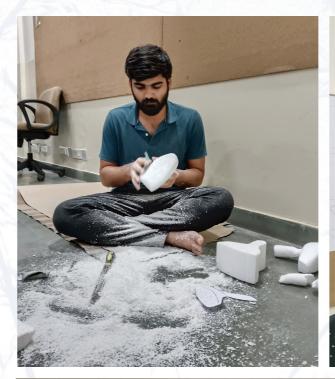
#### GOURSE HIGHLIGHTS'24

## **FUNCTIONAL AESTHETICS**

**By Varun Singh Parihar** 

**PRODUCT DESIGN BATCH 2021-25** 

In this course, students acquire knowledge about the technical aspects of industrial product design. They engage in a structured design process that trains them to operate within defined constraints. These limitations are established through a comprehensive understanding of the product, deciphering the consumer experience, identifying manufacturing processes, and understanding technical components.



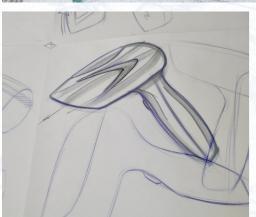


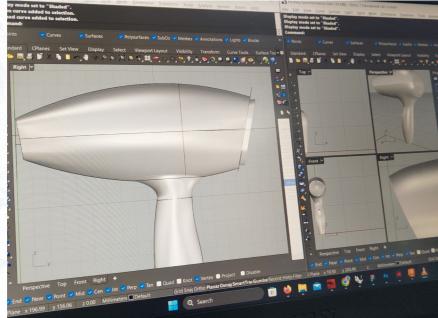


Redesign a personal hair dryer, emphasizing efficiency and user-friendly operation (By Abhay Pratap Singh) with Varun Parihar













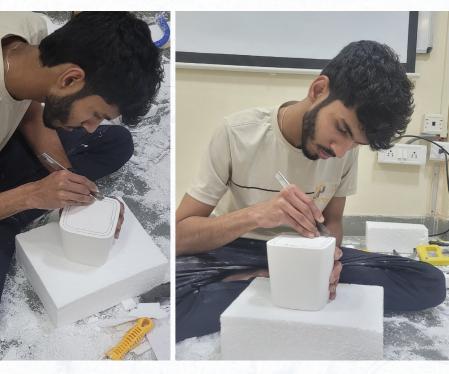
A blend of ergonomic design, aesthetics, including form, color, texture, and graphics.

Ensure adherence to budget constraints and utilize the existing technology employed in affordable hair dryers.

>Thermacol mockups and 3d rendering<

(By Abhay Pratap Singh)

The course guides learners through diverse techniques involving both analog & digital representational skills, enhancing their ability to present and generate specific designs effectively. Additionally, the module aids students in developing detailed, functional, & operational aspects of their design concepts while efficiently representing their technical & aesthetic features.



Re-designing of a steam vaporizer, focusing primarily on addressing key issues such as steam control, wire management, integration of multiple functions within a single unit, and enhancing product compatibility and aesthetics by following design trends. (By Arihant)

## UP NEXT

#### **DESIGN FOR IMMERSION**

With Pranshu Choudhary and Pritam Singh

Students create a simulated/virtual experience using only physical material(cardboard ,OHP sheets, wood etc). Our group made a stereoscopic visual defect simulator to experience how does a person with eye disease go through.

Group members- Arjun, Thirak, Kanishq





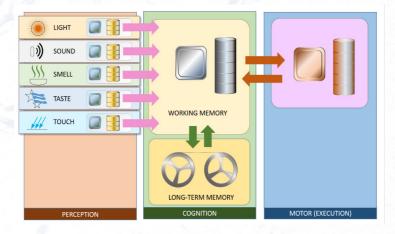


#### **COGNITIVE ERGONOMICS**

With Devanuj Kanta Balkrishan

Cognitive ergonomics aquaints the students with the cognitive issues involved in interaction design, this includes theory and application of various aspects including mental models, attention, affordance, working memory, human errors. The students video recorder interaction with 3 types of products, physical, digital, and information based.

They performed a hierarchal task analysis to appreciate the learnings from this course and also to predict error which may happen. They have proposed new design based on the analysis. Subsequently the students will apply this learning into the next course i.e Usability Testing.

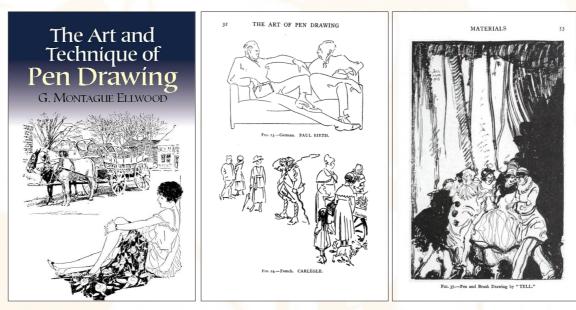


#### READ, WATCH & LEARN



Watch now: The People's Designer (Netflix)

Jeremy Scott is the designer for Adidas and Moschino, and in this documentary, we get to see his life's story and work. The film shows us that no matter how good you are, every designer has to face criticism and people who don't understand your work.



Check this out: The Art and Technique of Pen Drawing by G. Montague Ellwood

A practical course in pen and ink drawing, this helpful guide includes a comprehensive survey of the best pen work in existence. A wide diversity of styles are presented from loose sketches to rich, engraving-like studies.

## DESIGNEWS Dec-Jan 2024 (Institute of Design, JK Lakshmipat University)

Designed and curated by Swarnima Dwivedi (Graphic Designer and Academic Associate at IOD)

Special thanks to Gunjan and all faculties, students and staff at IOD