DESIGNEWS

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*Mural made by group of 20+ creative minds for Jaipur Design Week 2024
Facilitated by the Oji Story. It holds the lexicons of all individuals involved and
continues to co-exist long after we start to walk our separate paths.*

FOUNDER'S DAY

JAIPUR DESIGN WEEK

Held on November 23rd, this event marked educational milestones and **honored the visionary founder, Shri Lakshmipat Singhania, on his 113th birth anniversary. Mr. Suresh Narayana, Chairman and Managing Director of @nestle.india, graced the occasion.**

Mr. Narayanan witnessed the innovative initiatives of CCCT and AIC startups, highlighting the university's entrepreneurial ecosystem. The Student Exhibition showcased the brilliance of young minds.

A total of 191 students from various academic disciplines, including BBA, B. Tech, MBA, M.Tech, B.Des, M.Des, and PhD programs, were honored. Notably, six students received Gold Medals for outstanding academic and overall performance.

Mr. Suresh Narayanan's keynote address was both insightful and inspiring, drawing from his corporate experience. His presence added wisdom and motivation to the convocation, leaving a lasting impression on the graduating class.

Chief Guest: Shri Suresh Narayanan
Chairman and Managing Director – Nestlé India Limited

JKLU board members & Chief guest at Design (Foundation) exhibit

Jaipur Design Week (JDW) 2024 was a **week-long extravaganza that celebrated creativity, innovation, and the transformative power of design.** The festival (10th-17th March) in Jaipur, Rajasthan, India, brought together a diverse community of designers, students, educators, professionals, and enthusiasts from across the globe.

JDW offered a rich tapestry of events and activities designed to engage, inspire, and empower participants: **Open Studios , ThoughtSpot , Workshops, Panel Discussion, Exhibit D and Design Haat.** We had incredible speakers to captivate the audience with their workshops: Sheldon Loyola , Priyanka and Baarish Date , Saurabh Singanapalli and Azeemah Saleem, Meerak Hang Subba, Margie Sastry, Jinal Doshi & Joseph Rajini Asir and Rajesh Prakash.

Our ThoughtSpot guests included: Prof. Vijay Kumar, Sonali Rastogi, Anuj Sharma, Oni Sen, Pratiti Sachdev & Sarita Sundar. The prestigious award ceremony honored Danisha Mehta for her outstanding contributions to design education and empowerment. **Danisha's dedication to empowering young learners with disabilities through creative curriculum development exemplified the spirit of innovation and inclusivity.**

A. Balasubramaniam, Raj Gopal Menon, Geetanjali and Ayush kasliwala at Sarita Sundar Book Launch in Anantaya

Prof. Dheeraj Sanghi and A. Balasubramaniam with Emerging Designer Awardee'24 : Danisha Mehta, a Design Instructor at ONELAB College, a pioneer in the education of young learners with disabilities from low socio-economic backgrounds.

Comic Making Workshop by Margie Shastry (Former Associate Editor at Tinkle Comics)

Curious case of Button Masala Workshop by Anuj Sharma

Urban Sketchers, visit to Jantar Mantar

Exhibition showcased student projects and immersive design installations

Spatial AR VR Design Talk by Punit Chawla (Founder at Design UI/UX Design School)

Immersive installation by Interaction Design students

CAD MODELING

Faculty Guide:
Abhishek Meena
PD 2ⁿᵈ year

This course was about the introduction of CAD software to the product design students. It was a 2 week long course.

The intent of this course was to make product design students understand how to visually represent their concept/product, it covered topics like modeling, rendering and 3D printing. Students used software like **AutoCAD fusion 360 and Blender 3D.**
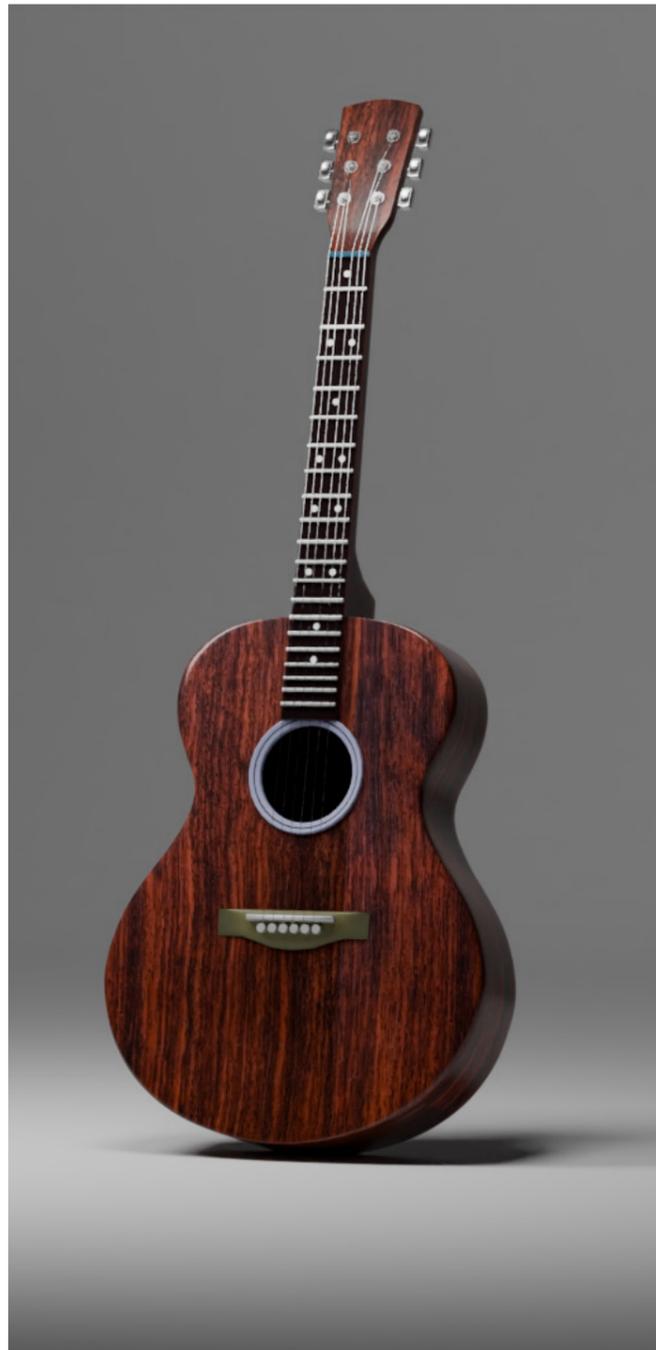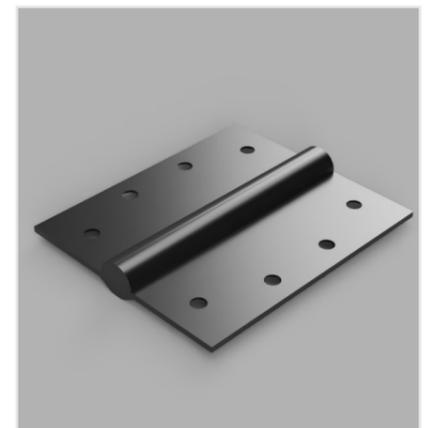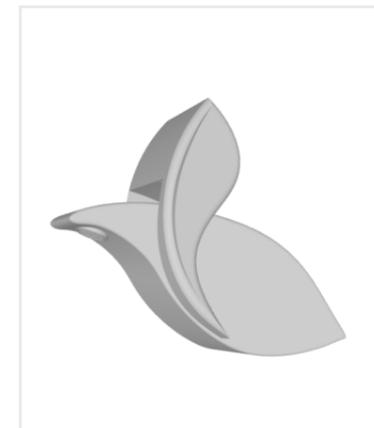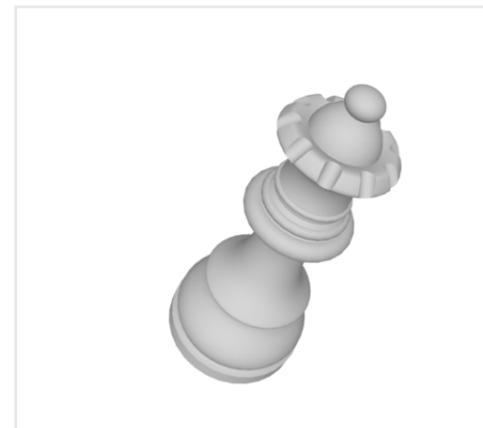

Technical drawing & renders of charger, lotion bottle and Guitar by Karma Sonam

Pool side chair 3d modeling & render by Ritika Malik

Chess Queen for 3d printing by Prachi Jain, Faucet by Preeti Yadav, Hinge by Hemang

Detailed Ice Tray by Prachi Jain,Digital clock by Puru Raj & Screwdriver by Preeti Yadav

SEMIOTICS

Faculty Guide:
Binil Mohan
PD, IXD, IDD, ICD(3rd yr)

PACKAGING DESIGN THAT INVOKES SENSE OF BELONGING
(Karan, Yuktarth, Reefah)

Cucina Bella an Italian restaurant settled in Italy, finds itself surrounded by a neighborhood predominated by the presence of Pakistani immigrants, who also happen to be its main clientele. It is eager to create a warm and welcoming atmosphere that resonates with its Pakistani

customers. Semiotic interventions included: advertisement, poster/ billboards, menu redesign, package design, type of fabric used (textile). Italian food packaging tends to prioritize simplicity and elegance in design.

Labels and packaging are often minimalist, with clean lines, bold typography, and classic color schemes. Pakistani food packet packaging is characterized by vibrant designs and traditional artwork, often featuring floral motifs and geometric.

To cultivate an environment where non-natives can experience a sense of belonging at the native restaurant. Designing a package that evokes a sense of belonging for Pakistani immigrants in an Italian restaurant, despite serving traditional Italian cuisine.
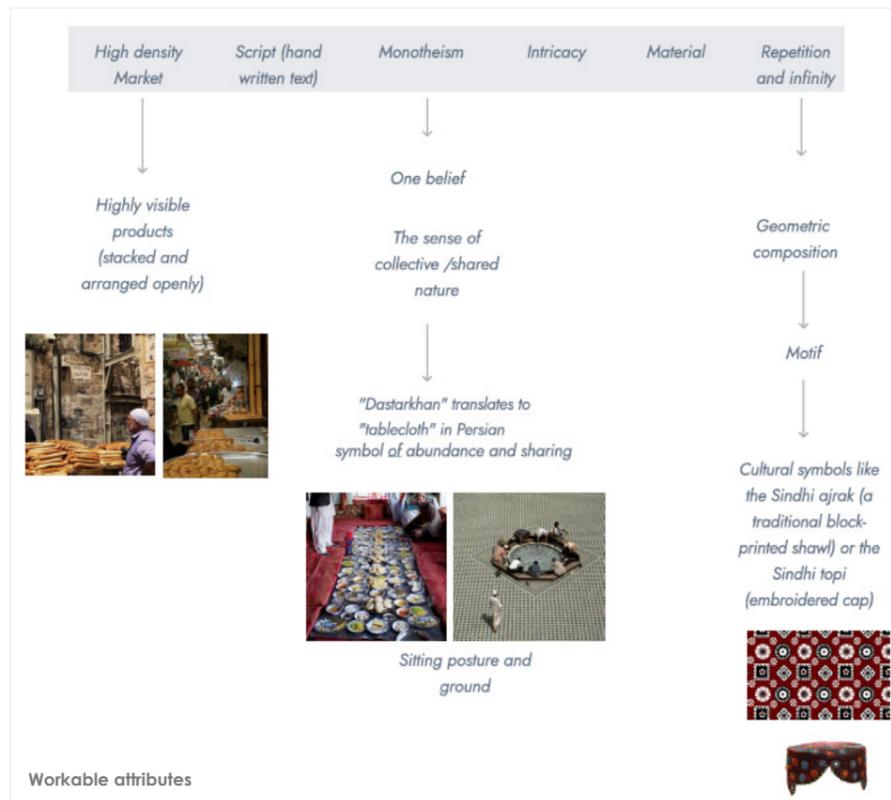
Italian packaging vs Pakistani packaging

Mood Board

Belongingness - Feeling of being connected to a particular group, community, place, or identity. Acceptance , to be a part of , inclusion

Familiarity - refers to the state of being acquainted with something or someone. recollection , recognition ,based on previous exposure or experience.

Association being linked with someone or something. denotes a connection or relationship of some kind.

Workable attributes

Final packaging that evokes a sense of belonging for Pakistani immigrants in an Italian restaurant

This activity attempts to
deconstruct the quality
of consumer technology
advertisements from the past
few decades through the
lenses of semiotics. The second
part deals with using the
syntax derived to construct an
advertisement for a new piece
of consumer technology.

The APF Imagination Machine
was released as a two-part
system consisting of a home
video game console and a
docking bay with a typewriter
keyboard and tape drive.
**The notion of being able
to 'do more' as advertised
here is a significant indicator
of the time's emphasis on
democratization of personal
computers.** It embodies the
cultural values of the late 1970s
and society's fascination with
computing and its potential to
expand human creativity.

This advertisement was rolled
out in the late 1970s. The use
of an apple to signify simplicity
amidst the heavy copywriting
work in personal computer ads
otherwise served as a bold
move to establish what apple
was up-to. **The stark contrast
and perfectly shaped apple
introduces a sense of familiarity
and comfort reflective of the
company's philosophy.**

**The only computer with color,
sound, user programmability
and expandability at $599.**

"YOUR LIFE WILL NEVER BE THE SAME!"

Simplicity
is the
ultimate
sophistication.
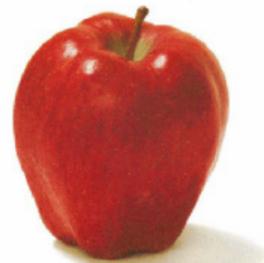
Introducing
Apple II,
the personal
computer.

It can paint
like Kandinski,
play like
Paderewski,
and teach you
who both
of them are.

The rhyme implied with
'Kandinsky' and 'Paderewski',
references from unrelated fields
signifies the extent of possibilities
with personal computers. The
rhyme in particular increases
the bandwidth of possibility.
**The symbolism employed in this
advertisement through Wassily
Kandinsky and Ignacy Jan
Paderewski is multidimensional.
It implies a sense of mastery
and skill that computers can
simulate.** Ability to teach
implies a user-friendly behavior
of the computer itself. Perhaps
it also extends to connote the
creative nature of tasks that
one could accomplish with
Apple's personal computers.

GRAPHIC DESIGN STUDIO

Faculty Guide:
Swapnil Saxena
IDD 2nd year

The Graphic Design Studio course, spanning a two week period, provided interdisciplinary design students with a solid foundation in graphic design principles and practices.

One of the key focuses of the course was on **abstraction – the process of distilling objects and concepts into simplified forms.** Through exercises that involved abstracting objects from various

angles and perspectives, students learned to broaden their thinking. By translating complex abstractions into simple yet impactful visual representations, students polished their creative thinking skills and learned **how to communicate complex ideas with minimalistic design elements.**

Students were tasked with redesigning these logos **according to the design aesthetics of the 1950s and speculating how they might look in the year 2050.**

This exercise encouraged students to think critically about the evolution of design and anticipate future trends, thus providing students with a well-rounded understanding of graphic design principles and practices, while also fostering creativity, critical thinking, and strategic design thinking.
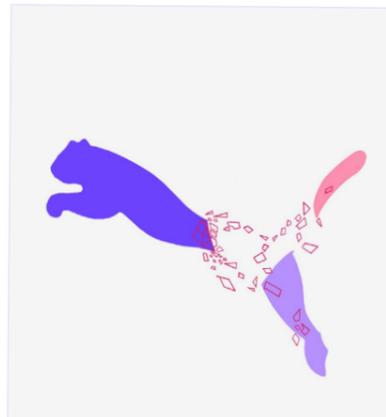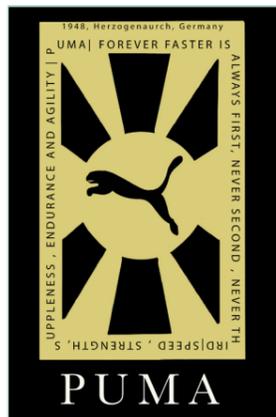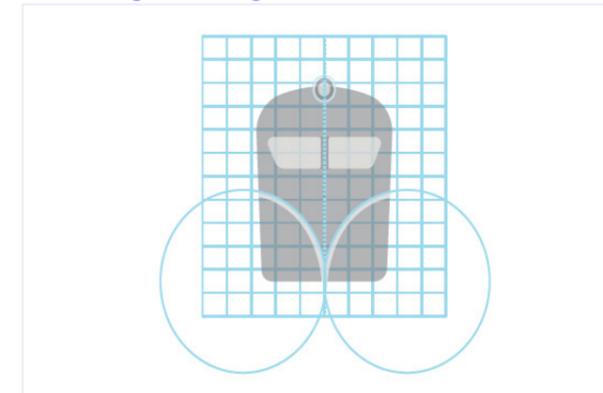
PUMA Redesign Logo:
Puma new logo in 1950s & 2050s redesign by Shreyash Litoria

DISCORD logo Redesign: aesthetics of 1950s & 2050s by Rashi Bhagre

IRCTC Logo Redesign:

Icon construction & Usage of logo

Ensure optimal visibility & impact of logo

Icon construction & redesigning IRCTC logo redesign by Rashi Bhagre

DESIGN THINKING

JKBUZZ: JKLU's Communication App
(By Pratham Bansal, Manan Rathi, Prakhar Agrawal, Shrey Chechani, Priyanshi Mehta, Tanveer Kanderiya, Yogesh Mahawar) B.tech

In our Design Thinking course, we learned various important skills for creating innovative solutions. **One of these skills was empathy, where we tried to understand the users' needs better by putting ourselves in their shoes.** User research helped us understand the importance of designing things with the user in mind.
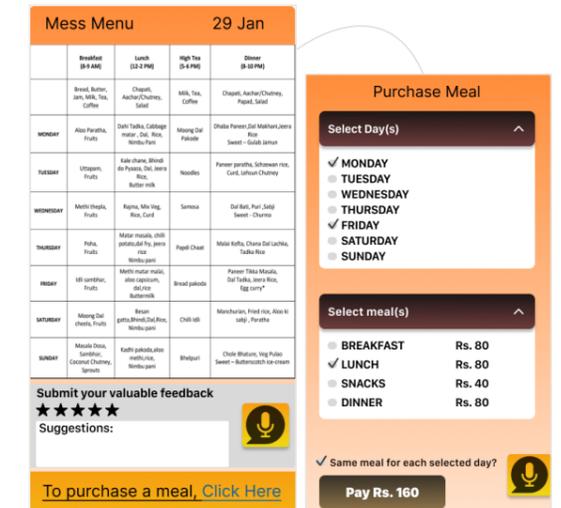
Welcome to

'Our app was not just about making communication more convenient, but also about creating a sense of connection and community among all the individuals at the university.'
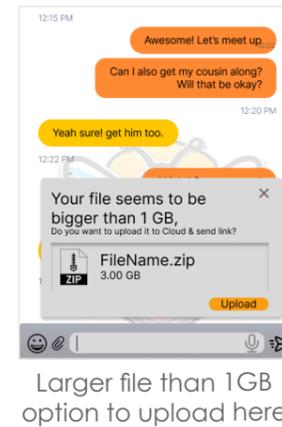
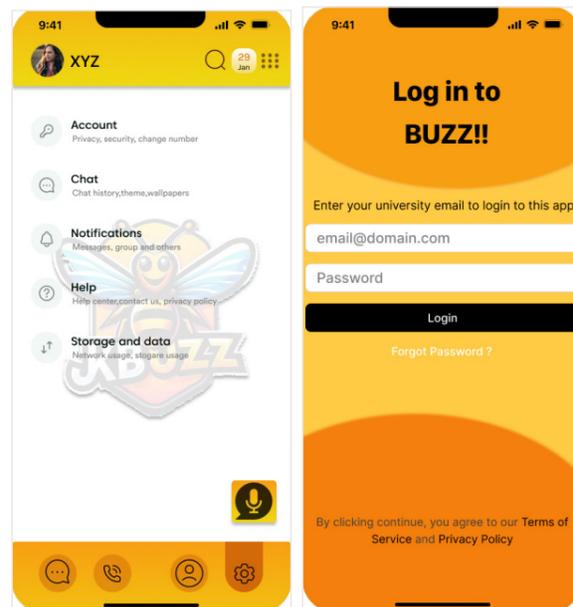Larger file than 1GB option to upload here
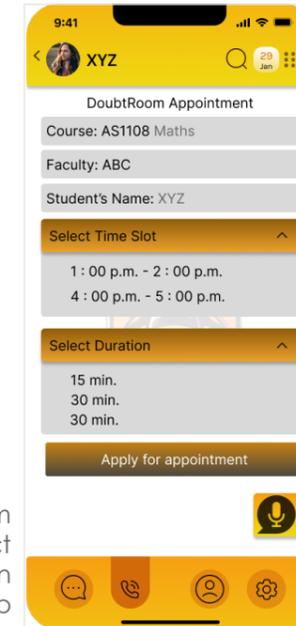
Book a Doubtroom appointment select time slot and duration time in your app

Mess menu, feedback & purchase options

'JKBuzz, name inspired from bees, showcases the buzzing and lively environment on campus.'

App login for students and settings page for account

Next, we entered the ideation phase, where we used our creativity to come up with ideas for ways to improve communication within JKLU. It was important that we came up with ideas that would address the diverse needs of every person on campus. **We took inspiration from honey-bees, as they always live and thrive together in a community. So, we made the app's logo based on a beehive and named it JKBuzz.**
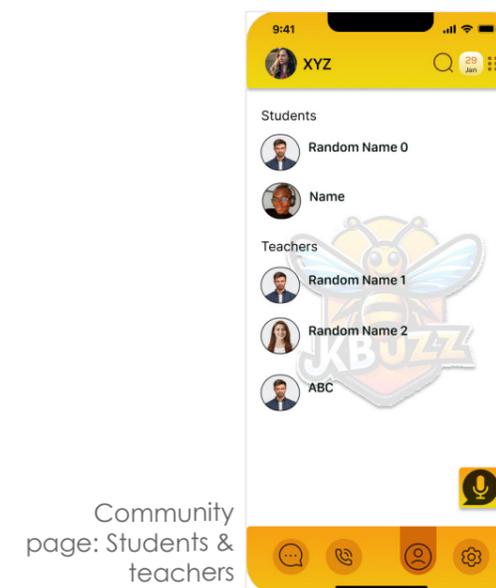
Community page: Students & teachers
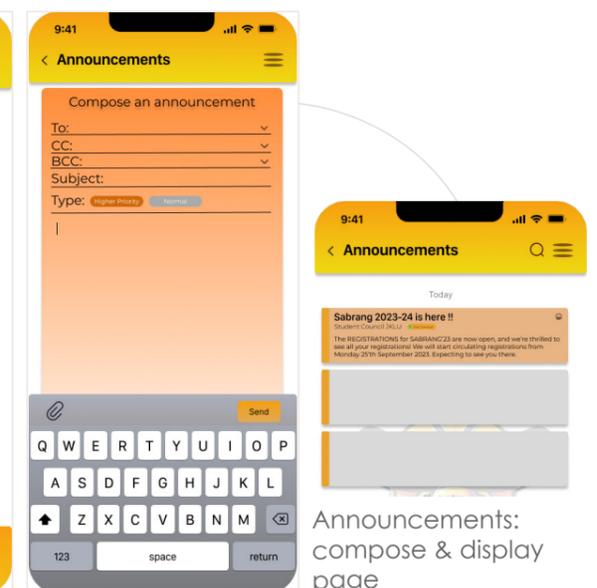
Announcements: compose & display page

To make our ideas a reality, we engaged in prototyping, using tools like Figma to create visual representations of our concepts. These prototypes allowed us to test our ideas and get feedback, making sure that the final product would effectively meet the needs of our users.

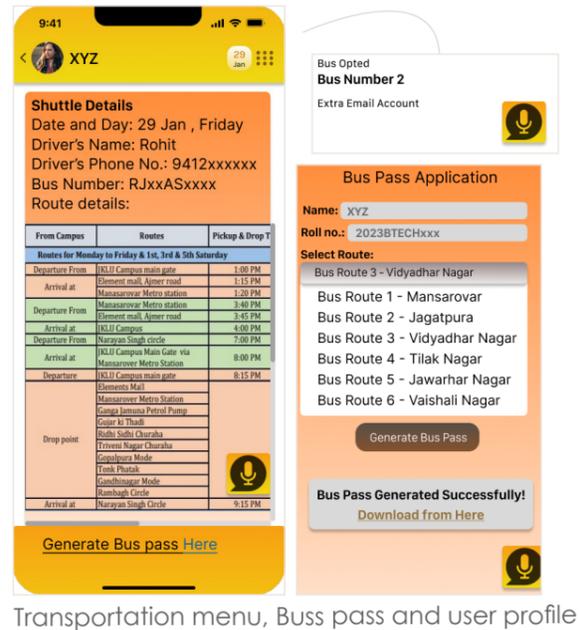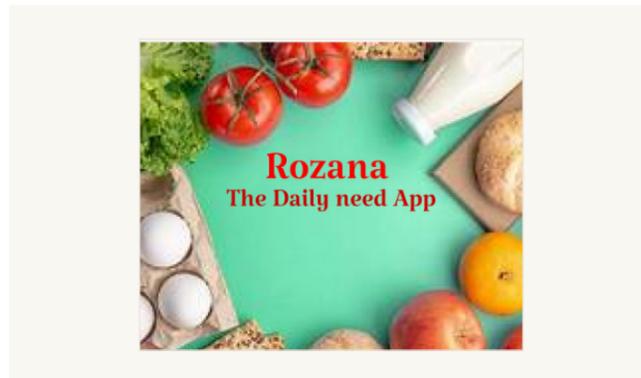Throughout this process, we recognized the importance of creating a communication app that would benefit every person on the university campus. **By applying Design Thinking skills like empathy, user research, ideation, and prototyping, we were able to develop JKBUZZ.**

JK Buzz into a tool that would enhance communication and foster a stronger sense of community within JKLU.

Transportation menu, Buss pass and user profile

ROZANA: Home page, exciting offers exclusive to JKLU to students, staff & faculties
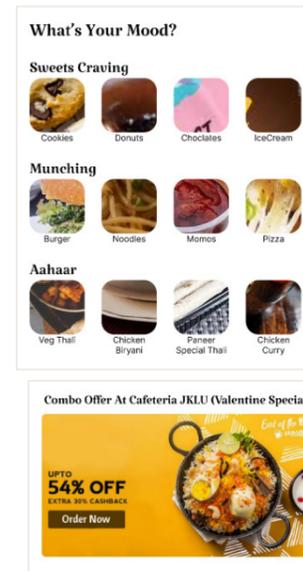

All grocery available

'Exposure to NaPanta app which was literally saving farmer's life from immoral business practices of vendors, distributors & even nature's fury, reshaped our understanding of design thinking profoundly.'

ROZANA
JKLU's Everyday need's App
(By: Anjisht Amritanshu, Baldish, Indrajit Roy, Kartik Khanna)

The team's inception during the Wednesday Design Thinking Class involved myself and Indrajit, later expanding with Kartik and Baldish joining our ranks.

Class sessions were divided between theory and practical application, including surveys and brainstorming. Exposure to the NaPanta app reshaped our understanding of design thinking profoundly. Survey development and frontend design efforts ensued, transitioning from high-fidelity to meticulous low-fidelity prototypes.

All nearby restraurants: food items & customisations

Payment page & placing order

Off the Clock

VARUN SINGH PARIHAR

Furniture design specialist who honed skills through education at IICD, Jaipur, and NID, Ahmedabad. Varun Parihar is currently shaping his sustainable brand Kinoku that draws its inspiration from the Japanese word 'Kinoka,' symbolizing the lingering fragrance of wood.

1. Introduce yourself briefly and talk about your journey as a designer.

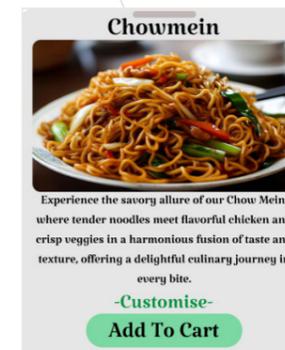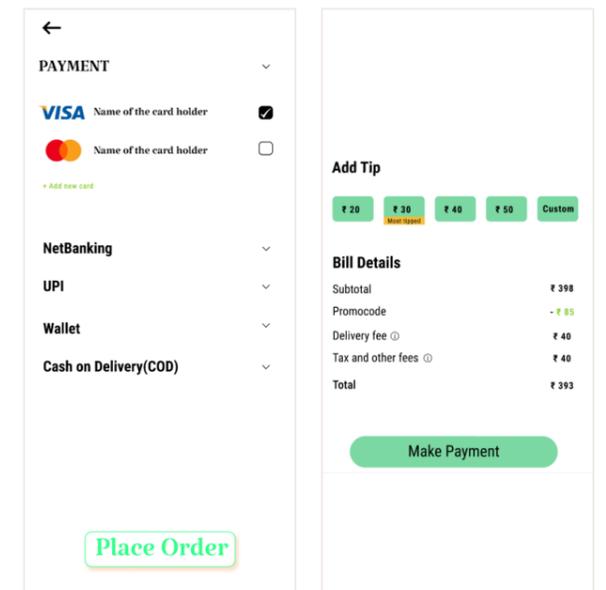I'm an industrial designer embarking on a journey in product and furniture design. My passion for art and design ignited at a young age. My foundation for design was laid at the Indian Institute of Crafts and Design (IICD), Jaipur, and it sparked my interest in harmonizing handicraft techniques with technology. This passion flourished during my post-graduation at the National Institute of Design (NID), Ahmedabad, where I specialized in Industrial design. Joining Godrej Consumer Products Ltd. post-NID was a pivotal moment. Here, I contributed to new Innovation projects for India and global markets. My motivation has always been

to blend aesthetics, technology, functionality, and human factors to create meaningful products and brand experiences. This diverse experience has honed my skills and provided me with a unique perspective that I bring to all my projects. I am excited to explore new design avenues and continue making a meaningful impact through my work and my brand "Kinoku".

2. What do you find exciting about design?

Design excites me on many levels! Creating something new and innovative, be it a product, furniture, or user experience, is thrilling. Problem-solving in design challenges me to find creative solutions to complex problems. Seeing designs positively impact people's lives is rewarding. Overall, blending creativity with functionality to make a tangible difference in the world excites me most about design.

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

My motivation is to create impactful designs, solving real-world problems and improving lives. Whether enhancing furniture or creating user-friendly products, I aim to make a positive difference. I'm inspired to push boundaries, connect with people, and continually grow as a designer.

4. Has digital imposition lessened manual curiosity or improved performance?

The digital age has revolutionized design and creativity, offering efficiencies while raising concerns about reduced curiosity and hands-on skills among students. Yet, digital tools can also augment learning

and creativity. They provide vast resources, enable rapid prototyping, foster global collaboration, and bridge the gap between concept and realization. How these tools are integrated into learning determines their impact, potentially enhancing students' creativity, problem-solving, and overall performance.

Meanwhile, handcrafted work retains significance, valued for its charm and authenticity. Digital tech complements handmade items, preserving tradition while enhancing their appeal and relevance.

5. How do you think design has evolved across cultures?

Design has transformed, blending traditional and modern elements amid globalization. Sustainability and inclusivity are emphasized, yielding environmentally friendly, accessible designs. This reflects a global awareness of social and environmental issues, promoting functional and socially responsible solutions. Overall, this evolution fosters diversity and innovation, underscoring the importance of cultural understanding in creating designs for diverse.

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

Today, design educators are tasked with integrating traditional design principles with modern practices

to provide students with a comprehensive skill set for the digital age. This includes incorporating digital tools and software into the curriculum to enhance students' technical proficiency.

Educators must stress sustainable practices, encourage collaboration, and teach cultural sensitivity while nurturing creativity in design education.

Exposure to the concept of "failing fast" is essential in design education. This will encourages students to take risks, experiment with new ideas, and embrace failure as a learning opportunity. By learning from failure and iterating quickly, students can develop more innovative and successful designs.

"Today, design educators are tasked with integrating traditional design principles with modern practices to provide students with a comprehensive skill set for the digital age."

MEET OUR JURORS

Dhyan Suman
Entrepreneur | IITB IDC | NID
Noida, Uttar Pradesh, India

A User Experience Designer with experience of 11 years in the field of Design and Co-Founder of Team BodySculpt, Dhyam Suman is NID alumni and did his PG from IIT(Bombay). He has worked as Chief Designer at Samsung Electronics, as Senior Manager interaction design at Info Edge India Ltd, as Sr. UX designer, as visiting faculty at National Institute of Design, as User Experience Designer at LUMIUM and as a Design Consultant at Nokia.

Taru Joshi
UX Designer, Research & Strategy | Adobe
User Experience designer, Industrial designer
8+ years experience

With 8+ years experience working as an Interaction Designer across domains with global brands, Taru Joshi's endeavours are towards understanding new technologies and digital contexts, making consumer ecosystems less complex and relatable to their real worlds.

Currently working at JP Morgan & Chase Co, ex Adobe as UX Designer (Research and Strategy), Also awarded Schmidt MacArthur Feloowship in 2014. I have worked at Frog Design, India (Founding Team - India) as Senior Interaction Designer, Publicis.Sapient as Senior Associate Art Director and Ernst & Young Pvt Ltd as Business Analyst.

Monalisa Thakur
Product designer | NID

Monalisa holds a M.Des in New Media Design from NID and a B.E in Electronics and Communication from GTU, Gujarat. She has worked as an Engineering Apprentice at Space Application Center (ISRO), as an Interaction Design Intern at Holosuit Pvt Ltd and EI lab, IIT-Guwahati & Interaction Designer at Poetics Studio to name a few.

RECOMMENDATIONS
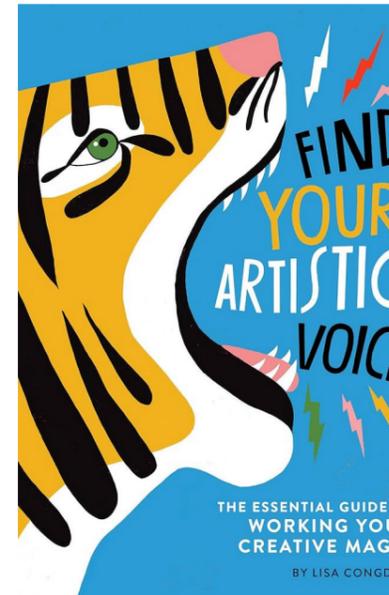
BOOK
Find Your Artistic Voice: The Essential Guide to Working Your Creative Magic
By Lisa Congdon

Renowned for her unique colorful paintings and hand lettering, Lisa Congdon is now sharing some of her secrets to success in a new book. A leading artist, Lisa is known all over the world for her distinctive artworks with clients including MoMA, REI, Harvard University, Martha Stewart Living, Chronicle Books and Random House Publishing, among many others.

PODCAST
DESIGN THIS WAY
Made by Kawal Oberoi

Designed this way podcast is an initiative to start candid conversations with designers and other creative folks, to bring out the stories about the realities of living a creative life. Not just the stories of courage, hard work and success but also the stories of mistakes, rejections and doubts. These wide-ranging conversations also reveal the diversity of thoughts, practices and opinions that exist in the creative world.

@itsdesignedthisway
designedthisway.com

Collaborate