



JK LAKSHMIPAT UNIVERSITY
Institute of Design

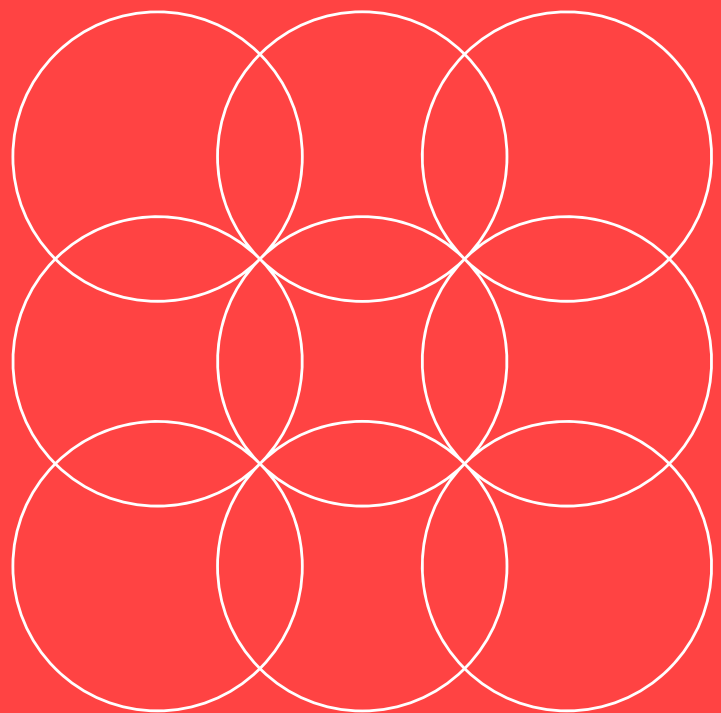
FEB - MAR 2023

DESIGNNEWS

THRIVING AT THE
INTERSECTION
OF BUSINESS,
CRAFTS, TECH,
DESIGN, SOCIETY
& CULTURE.



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Students of Integrated Communication Design pose for a picture with faculty, Aastha Gohil and Abha Kohli.

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NEWS & UPDATES



Can.Did Conversations:

An Initiative to promote seamless interactions between faculty & Students

This month, Institute of Design's family was united with a simple initiative that aims to facilitate candid, yet insightful conversations between students and faculty. Through this recurring initiative, called Can.Did Conversations, students can ask faculty about their professional trajectories and learn.

The Concept, The Name, The Logo:

The concept is derived from the idea that the esteemed faculty at JKLU have built their competencies by believing in their potential and practice which is the thought of, 'I Can. I Did!'

Moreover, the name clearly establishes the nature of the conversations to be quite candid.

The logo, has been curated by Sarah Jain (staff), with inputs from Anirudha Biswas (faculty), Angel Jain and Mansi Singh (students).



CAN.DID
CONVERSATIONS

The Creators:

This initiative is the brainchild of Angel Jain (B.Des. Product Design) with support from her peer Mansi Singh (B.Des. Integrated Communication Design.)

The First Session:

The first session of Can.Did Conversations had Prof. A. Balasubramaniam, Director of Institute of Design, JKLU speak with the students candidly and share his experience and knowledge in the field of product design as well as design education in India.



Picture by Angel Jain

The Second Session:

With another Friday, came another session with Amitanshu Shrivastava, faculty of foundation and product design. The session was an engaging and fun conversation between faculty, students as well as the staff of Institute of Design.

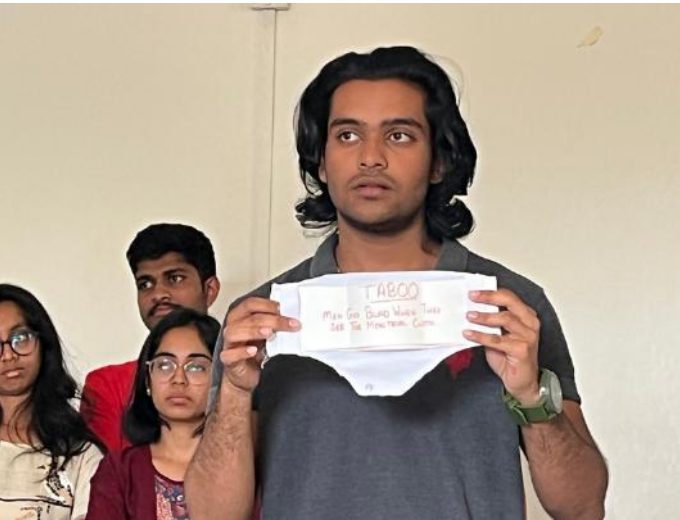


Picture by Angel Jain



Udaipur: An Annual Ritual

Every year, the students of B.Des. foundation take a week long trip to Udaipur for their course on Crafts, Cultures and Habitat Studies. This intensive course exposes them to concepts in culture studies as well as introduces them to design interventions on the grassroots level.



A Workshop With Jatan Sansthan:

The educational trip to Udaipur was closely planned with Jatan Sansthan that is an NGO based in Udaipur working in the sectors of maternal health, sexual and reproductive health, migrant supportive services, women's empowerment and livelihood, childhood education, and local government empowerment.

The week long trip started off with briefing the students about Jatan Sansthan's work, lectures on habitat and cultures, village walks that introduced students rural infrastructures, and team building exercises.

In the next few days, special emphasis was laid on workshops on gender sensitization and the role of gender in society. The students also participated in a sanitary napkin making exercise and delved into the socio-cultural meaning and implications of menstrual and reproductive health in women.

The trip ended with a day of exploration in the city of Udaipur where the students were asked to do interesting exercises in order to deepen their understanding of culture.



Snapshots of students participating in the sanitary napkin making workshop and giving presentations on gender sensitivity.

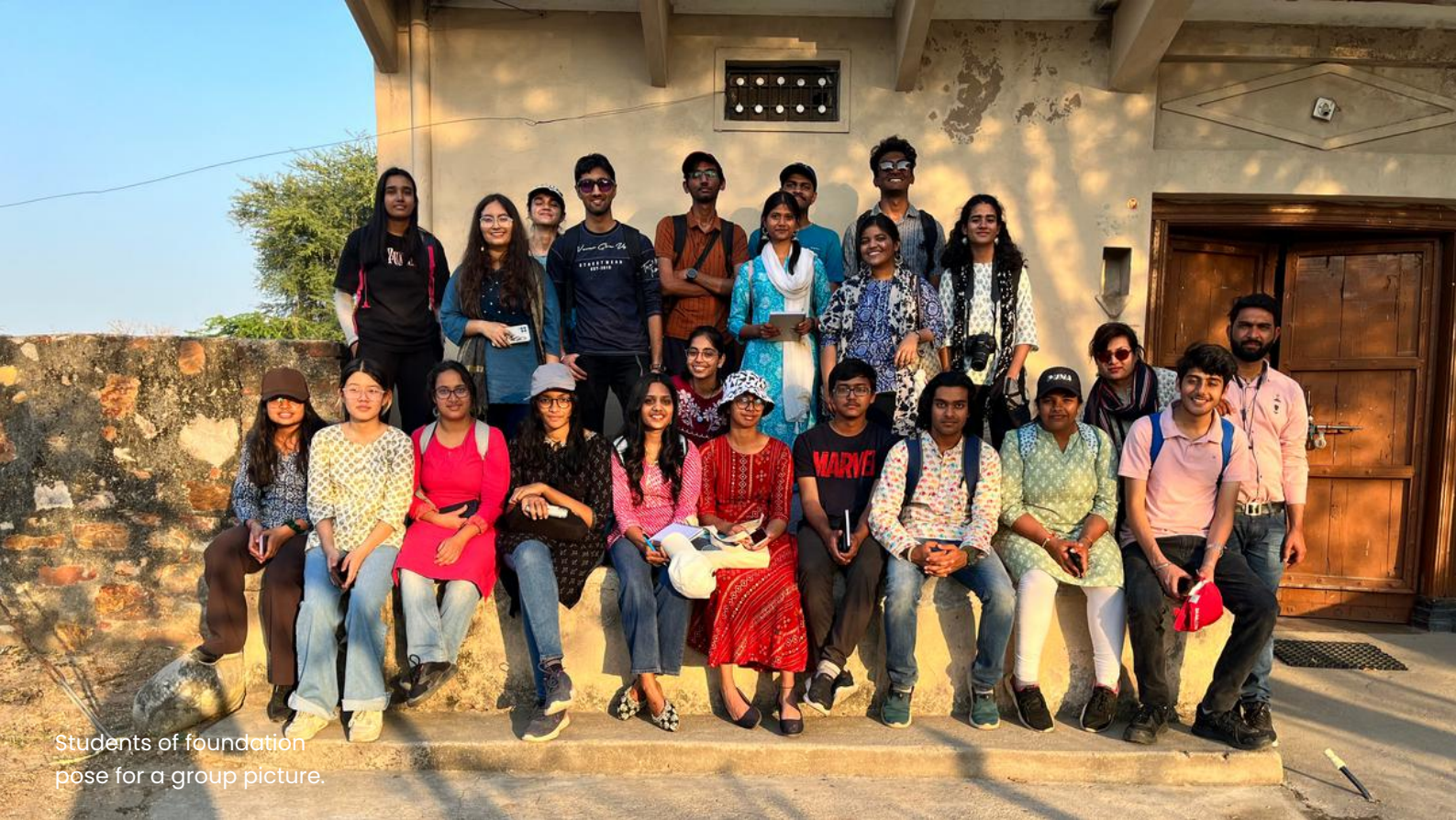
Snapshots of students interacting with locals (Top left and Bottom right). A picture of guiding faculty, Aastha Gohil and Amitanshu Shrivastava (Bottom left). Photos by Aastha Gohil.



From Udaipur, With love...

Students of foundation were encouraged to interact with the locals to deepen skills of empathy, relationship building as well as primary research. The students had many insightful and memorable moments with the locals.





Students of foundation pose for a group picture.

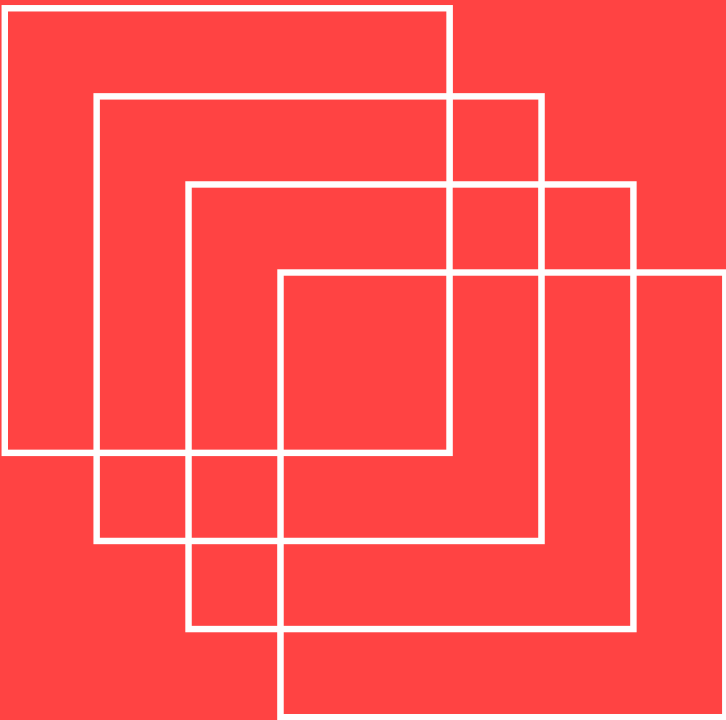
Recounting the Experience by Nisarg Nayar (B.Des. Foundation Year)

My classmates and I visited the NGO Jatan Sansthan for a course in Craft, Culture and Habitat studies. We had extensive 5-day lectures and sessions with Lakshmi Murthy and the Jatan team which ended with a Craft walk.

Since 2001, Jatan has designed and implemented various initiatives and has worked on programs related to children, young people and women in the areas of health and education. This educational visit mainly broadened our perception about Indian habitats, taught us how to appreciate the interrelationships and the interdependence of the physical components and finally helped us understand how to present this information concisely in the form of a document.

This visit was solely focused on building sensitivity and develop the core idea of sustainability and hence the relevance of design in that context. This visit also included going to two similar yet very different villages- Pachhamata and the Khad Bamaniya village. This lead to the development of the ability and desire to establish contact, share their experiences and learn to sympathise with the living conditions of villagers and get to know how it feels like to be in their shoes amidst which they even got the opportunity to make delicious dal baatis. There was also a hands-on sanitary napkin workshop held teaching us the craft of stitching cloth.

FOUNDATION



Design Drawing

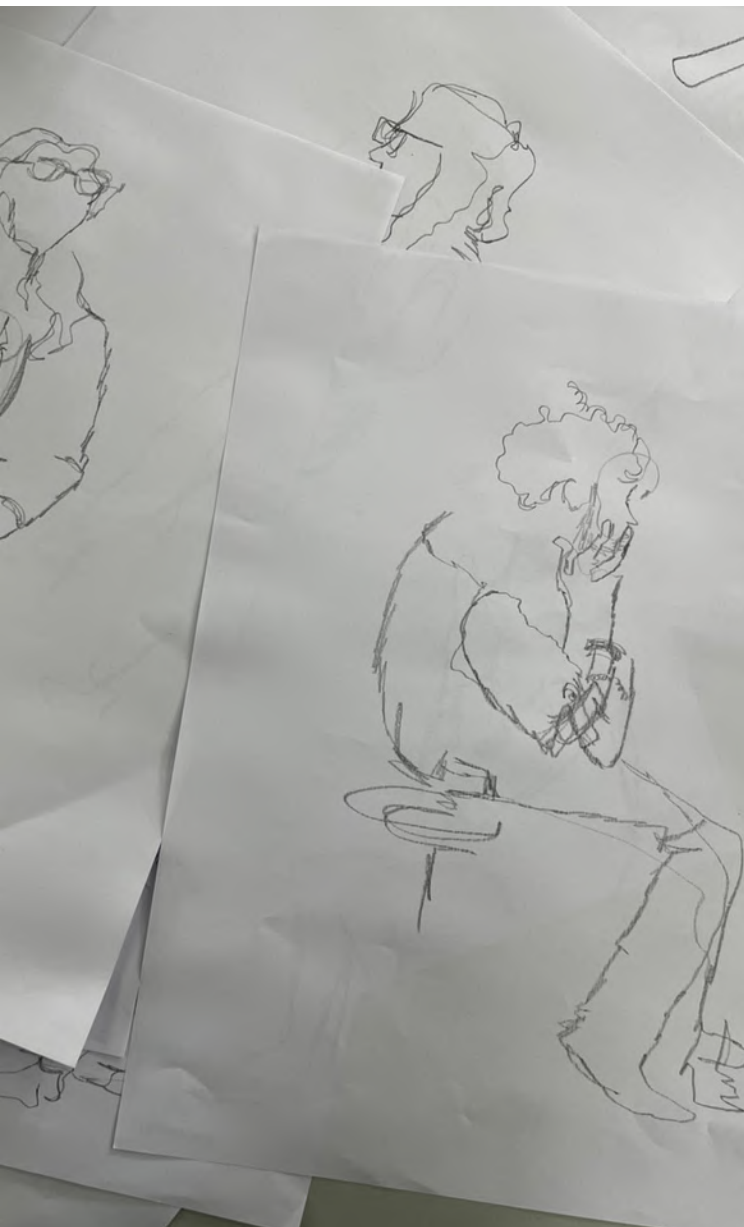
Faculty: Shivatmika
Lala

Drawing is an essential means of communicating, and central to every designer's practice. Although we live in an increasingly visual culture, there is still a tendency to regard thinking and drawing as very separate activities. The aim of this course was helping the students with learning to see and thinking through drawing.

Students learnt to define shapes and forms with line: investigating weight, direction and speed through gesture, contour and planar analysis.

Measuring and attention to negative & positive space are essential skills which were used and reinforced throughout the learning process.

Students transcribed what was seen or imagined into visual form utilizing multiple approaches -- from note taking to rendering to diagramming and sketching. The course was structured around demonstrations, guided exercises, and sustained drawing of subject matter which was focussed on the human form.



Work by Bellona Puri



Work by Karma Sonam

A snapshot of the exhibition of Design Drawing Course



Crafts, Cultures & Habitat Studies

Faculty: Lakshmi Murthy, Amitanshu Shrivastava & Aastha Gohil

This course begins with introducing the students to the culture and crafts of India, the deep-rooted Indian traditions, values and cultural practices. The learnings are hinged on design as a reflection of culture, globalization as well as its effects on cultural traditions.

The course then takes a deeper dive into the craft history of India. The students were provided with hands-on study of diverse craft techniques through workshops with artisans and a week-long visit to Udaipur. It further investigates the application of the crafts in design.

Finally, the students are sensitized to the social, cultural and physical environment and are made to understand the relevance of design in that context. The various key learning areas include the introduction to the socio-cultural structure of Indian society; introduction to field work; methodology for studying an environment; field study in a chosen location; and finally, communication of its understanding through maps, sketches, illustrations and textual reports of the chosen environment.





Students of foundation with Lakshmi Murthy.
Photos by Aastha Gohil.

PRODUCT DESIGN



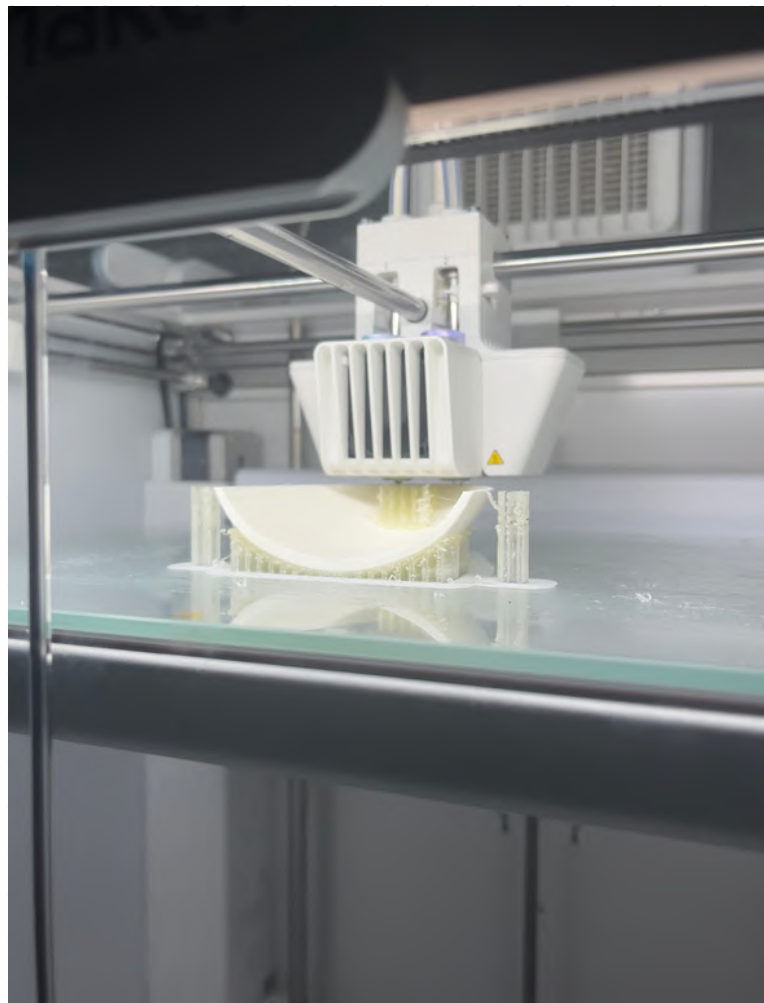
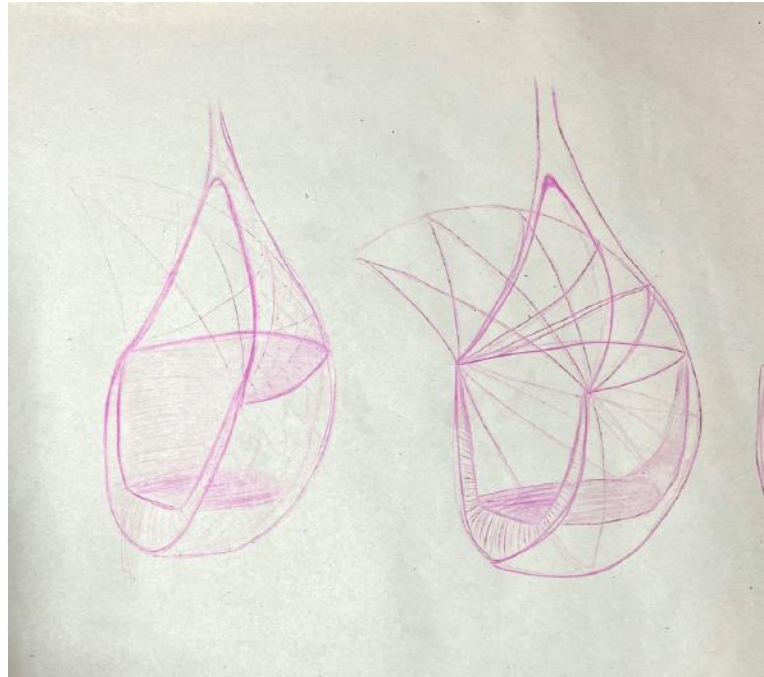
Product Design Skills - II

Faculty: Beda Prakash Das

This course offered an introduction to observing and understanding nature how to learn from it. It was a follow up to the course Product Design Skills - I where the students learned to develop and refine abstract forms based on set keywords.

An overarching goal was to contribute to a shift in mindset – from seeing nature as something to exploit for short-term human benefit – to seeing nature as an invaluable teacher and model. With an emphasis on getting outside and exploring various beings around us, the curriculum of this course hinged on observing, appreciating and learning from nature and natural systems.

The course aimed to develop the student's ability to simplify any flora or fauna to its basic key characteristics through the means of sketching. They also derived metaphors that can have a product application and used it to develop concepts for the same. The concepts were then developed through sketching and 2D/3D rendering.



Work done and 3D printed by Dhruv Bheda, inspired by the form of a pangolin.



Work done and 3D printed by Dhruv Bheda, inspired by the form of a pangolin.

Semiotics

Faculty: Binil Mohan & Saurabh Singanapalli

With Interaction Design (Sem VI), Interdisciplinary Design (Sem VI)

Semiotics dealt with studying the basis of meaning making through signs and symbols. Semiotics introduced the culture of studying visual signs and their historical, psychological and unconscious connection with the human mind and how that has seen applications in design.

This thinking-intensive course also looked at the study of visual signs, semiotic theory along with fundamentals of visual semiotics in the digital domain.

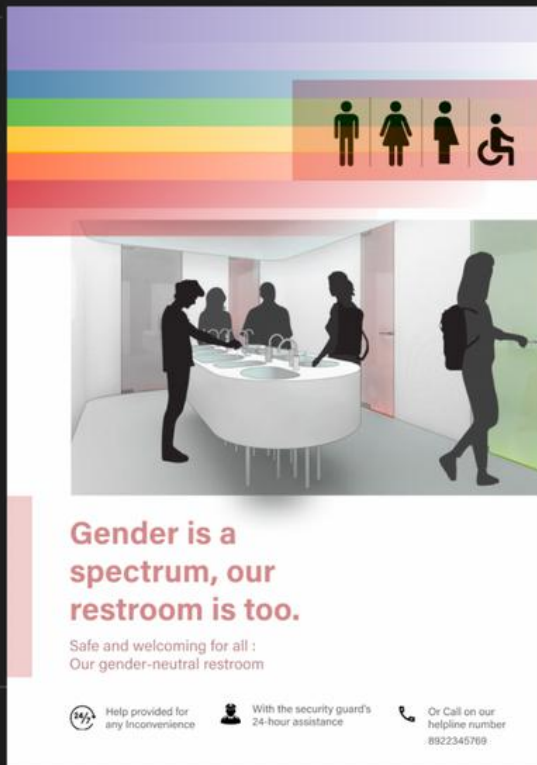
Signifier : Flag colors
Signified : Representation of the LGBTQIA+ community

LGBTQIA+ flag colors

Signifiers : The colors
Signified : Meaning associated with the colors, representing the community

Symbolic representation of the people of all genders using the bathroom

paragraph for the more detailed message
Defining the extra meaning associated with it



Signifier : Icons of man, women, lgbtqia+ and specially abled
Signified : It is open to be used by all genders

Signifier : Bold fonts
Signified : To represent the bold message

Signifier : Pastel colors
Signified : Soft colors to represent the safe and welcoming environment.

Combining both the signifieds, it is representing a bold message with a warm and welcoming emotion.

Denotation
The pastel color red

Connotation
Representing safe and welcoming environment. The color red is taken from the flag of the LGBTQ+ community to represent them

The poster is designed for information purposes, where the directed community would know the existence of the washroom and what makes them trust to use the service.

As we can see in the picture itself, all genders are using the restroom quite efficiently, where they are also provided with a 24/7 help service in case of any inconvenience. The experience of using this restroom is quite clear with the picture, icons, and information provided in the poster.

Work by Prakriti Sharma on understanding the signifiers and symbolic representations of a poster on LGBTQIA+

INTERACTION DESIGN



Designing for Immersion

Faculty: Chandni Rajendran

The course on Designing for Immersion taught students how to create amazing Augmented Reality and Virtual Reality experiences as they are quickly emerging to become huge areas of technology that are set to merge with business, society and culture. While AR and VR hardware and software are changing dramatically, UX principles and techniques for 3D interaction design will remain consistent.

This course gave students the 3D UX skills to remain relevant in the next decade. Students learnt to create immersive experiences that tapped into the novel opportunities that AR and VR generate. Through examples and case studies from spatial and holographic interface designers, students learnt to master how to create immersive 3D content for AR and VR that provides rich user experiences.

UX Design Workshop

Faculty: Anupam Deb

With Interdisciplinary Design (Sem IV)

The UX Design Workshop helped students build a solid base in the fundamentals of User Experience Design. The workshop focused on how user experiences are conceived, designed, prototyped and implemented.

Major emphasis was laid on using design thinking and problem-solving methods to design new digital experiences from scratch. The course kept studio practice at the center of what students did.

Work by Kirthana S on developing an application.



"Token", referring to the foundational component, is used here in conjecture with "forms" referring to the noun and the verb indication formation of ideas, associations from small pieces of data.

BRIEF

A collaborative tool to assist field research activities

MACRO-PROBLEM

Performing qualitative research on-site usually requires a variety of documentation tools. Often involving active or passive note-taking and recording of the interviews or conversations. This data is spread over various mediums and externalises documentation as a crucial component from the process of research.

HYPOTHESIS

envisioned as a mobile-first application compatible for on-site research, it addresses concerns relating to availability of data that is gathered, ease of use on-field and enabling unbiased analysis of all data gathered using conversational user interfaces.

Completed as a part of UX DESIGN WORKSHOP

Mentored by Anupam Deb

Kirthana S
2021BDESIDD008

Research



	Micro-Problem	Emotional Undertone	Biases / Beliefs
Levels of difficulty ↑	Listening to user interviews to transcribe and then code relevant data for analysis	Redundant activity, annoyance & frustration	On completion of the activity, an incentive is promised. Without performing the activity, analysis is prone to biases
	Note-taking of details	Overwhelm	Projection bias
	Keeping a track of lines of thought or trajectory of an idea	Forgetful, anxious, drowsy	Primacy effect
	Cognitive tasks, dealing with information simultaneously	Overwhelm	Availability of all information leads to unbiased analysis
	See associations between different sets of data gathered	overwhelmed, anxious and projected confidence	Ilusory correlation
	Collation / visualization of all relevant data and supporting data together	High cognitive load with remembering where compartments of data are stored. Prone to confusion and stress	Ilusory correlation and other affordances
	Thematic analysis without biases	Overwhelming amount of information. Prone to evoking a sense of stress & inadequacy	Confirmation bias
	Cross-verification of findings to land at the right insights	Inadequacy	Confirmation bias
	Communication to other teams irrelevant to design	Isolated / powerless, anxious, stress	Salience bias

Workflow & Patterns



Analysis

How might we enable **effortless / simple transcription** of audio data?

How might we enable **detailed note-taking** during field research?

How might we enable **identification or awareness of a trajectory of an idea**?

How might we enable **formation of associations** between different sets of data gathered?

How might we enable **simultaneous gauging of data**?

How might we enable **initial analysis with minimal bias** involvement?

How might we **enable smooth communication across different teams** without affecting the levels of visibility and essence?

Detailing & Testing

Major Sections of the Application

Space

A 'space' is an open container. Every space is equivalent to an inquiry or research project. Spaces can be nested within one another.

Conversational UI

Every action that can be performed with data on the platform can be performed with commands / voice commands with the semantics of a conversation.

Token

Every individual piece of data gathered on the platform is treated as a token to be retrieved, modified and worked with later. A space contains all tokens.

Ideation & Prototyping

Work by Kirthana S on developing an application.

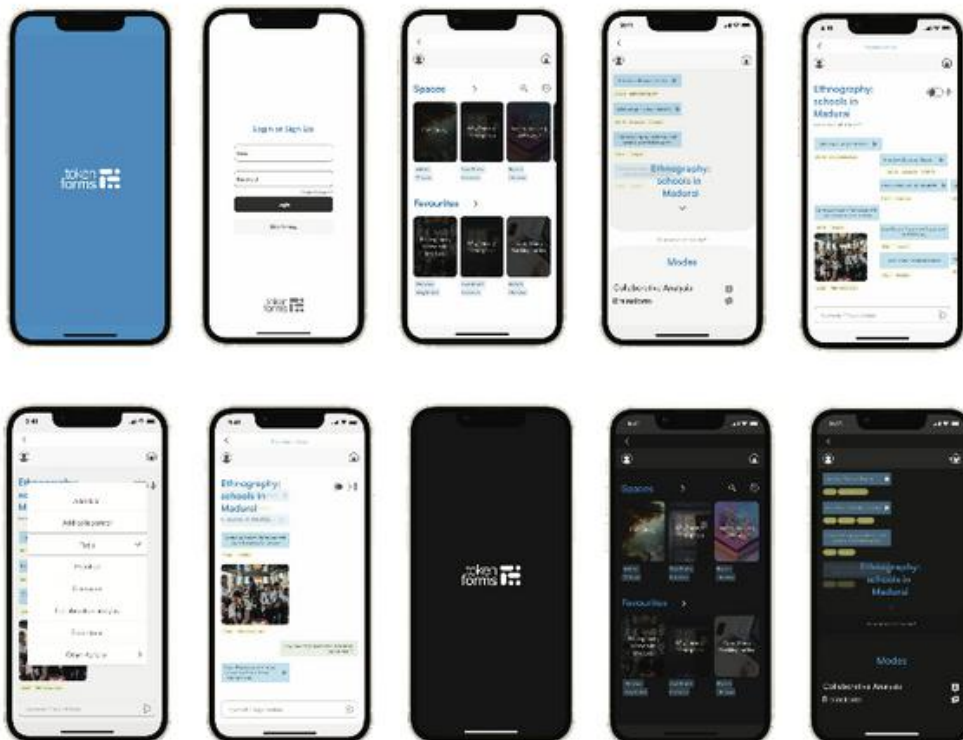
Low-Fidelity Prototype



A tool that collaborates with the user on the fronts of data gathering, brainstorming and analysis with the usage of NLP.

After iterating various archetypes of interactions, conversational user interfaces provided a stable foundation that could potentially address the issues recognised.

High-Fidelity Prototype



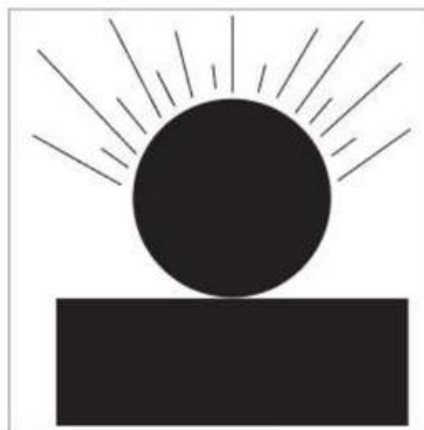
Elements of Design

Faculty: Dhruv Saxena

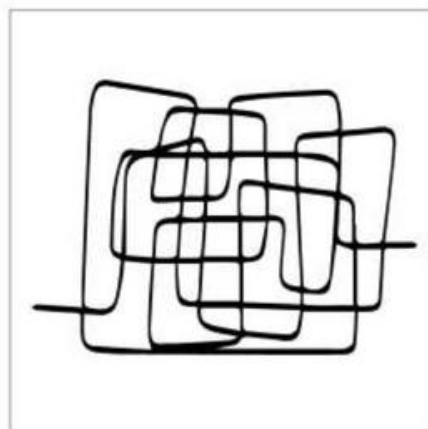
The course in elements of design introduced the vocabulary of design in terms of elements, methods and principles. Students did a series of exercises to develop sensitivity towards various design elements with a special focus on colour in design. In the process, they learnt the skills needed to generate them in an elegant manner.



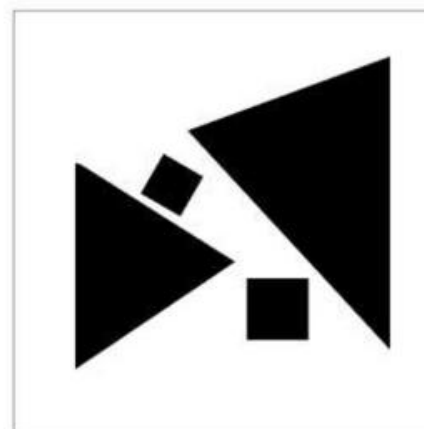
Frustration



Devotion



Confusion



Freedom

Work by Manasi Saxena on representing words through abstractions by using elements of design.

Wireframing, Prototyping, GUI Design

Faculty: Yash Raizada

Academic Associate: Swarnima Dwivedi

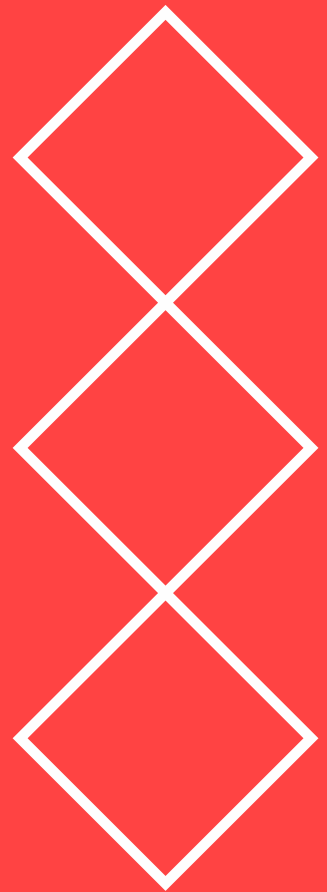
The major course on wireframing, prototyping and GUI design focused on the application of early research to the creation of wireframes and high-fidelity mockups of digital concepts with respect to space allocation and prioritization of content, functionalities available, and intended behaviors.

It progresses to prototyping the concept and augmenting its features, functionalities and usage through a strategic, aesthetic and human-centered approach to graphic user interface design.

This course laid special emphasis on the elements of GUI and how to design an interface for different devices, interface technology, input and output devices, interaction styles, develop UI patterns, understand common interface paradigms, all that match industry standards.



INTER- DISCIPLINARY DESIGN

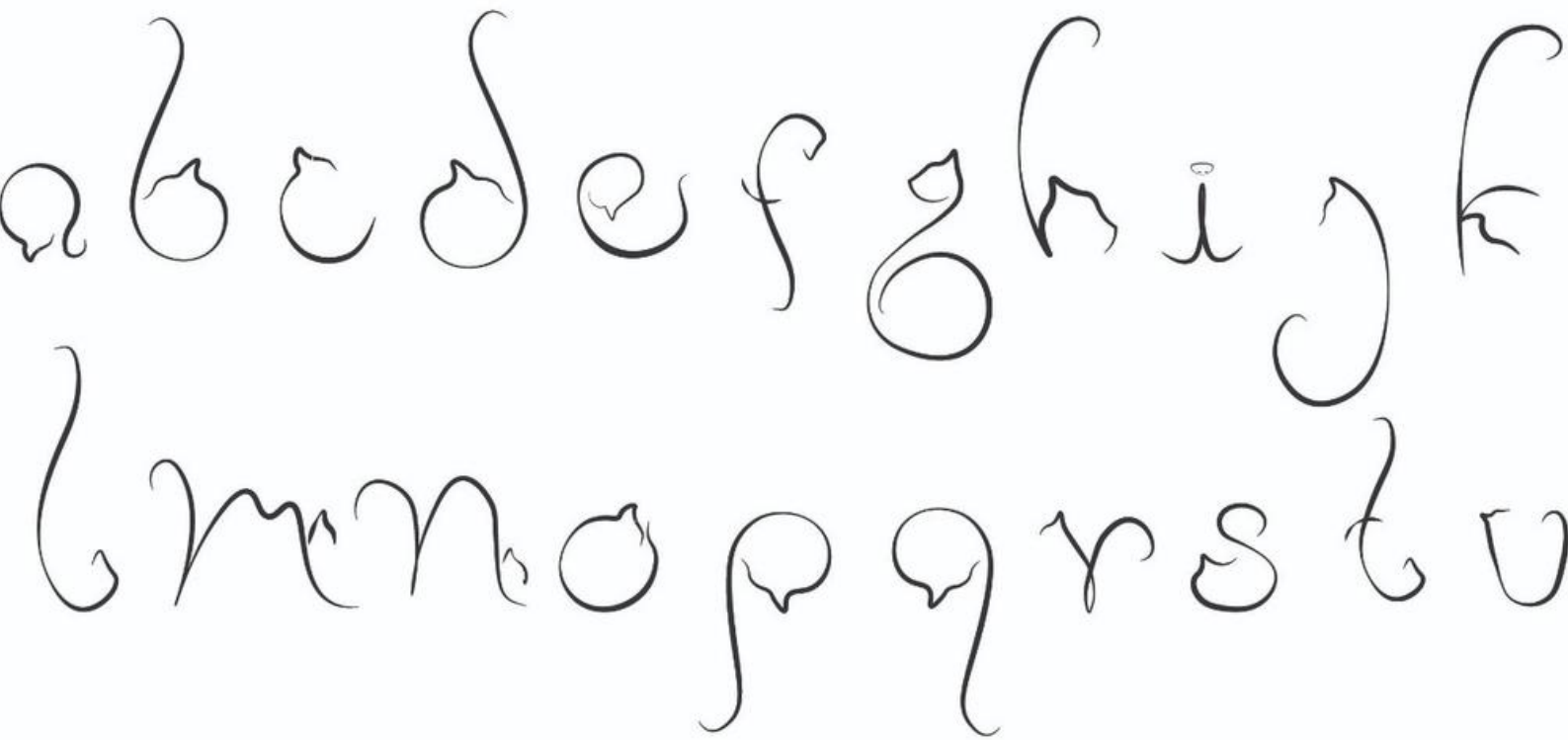


Typography

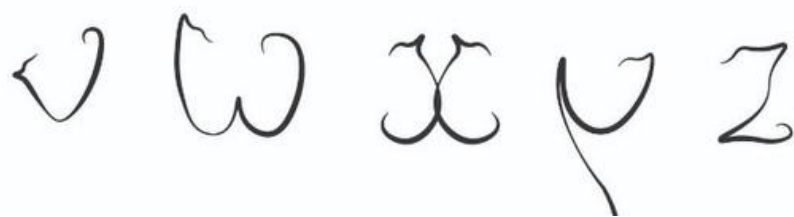
Faculty: Prabhudha

The course explores typography from structuralist as well as functionalist aspects. Students were introduced to variations in form and meaning out of diverse font families and urged to apply this learning in larger contexts where typography serves as a primary tool of communication.

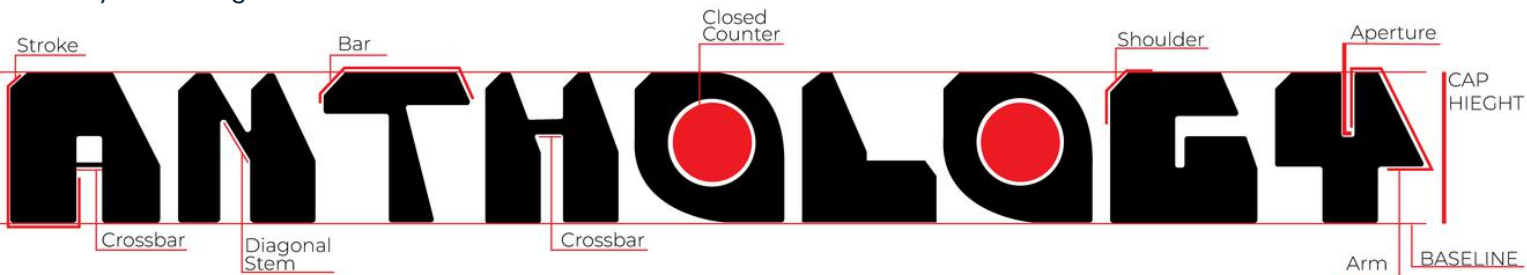
Students designed a typeface from scratch, learnt about interactions between signage systems and typography, used typography in identity and logo designs and made interactions between movable type in visual design, in retail as well as digital media.



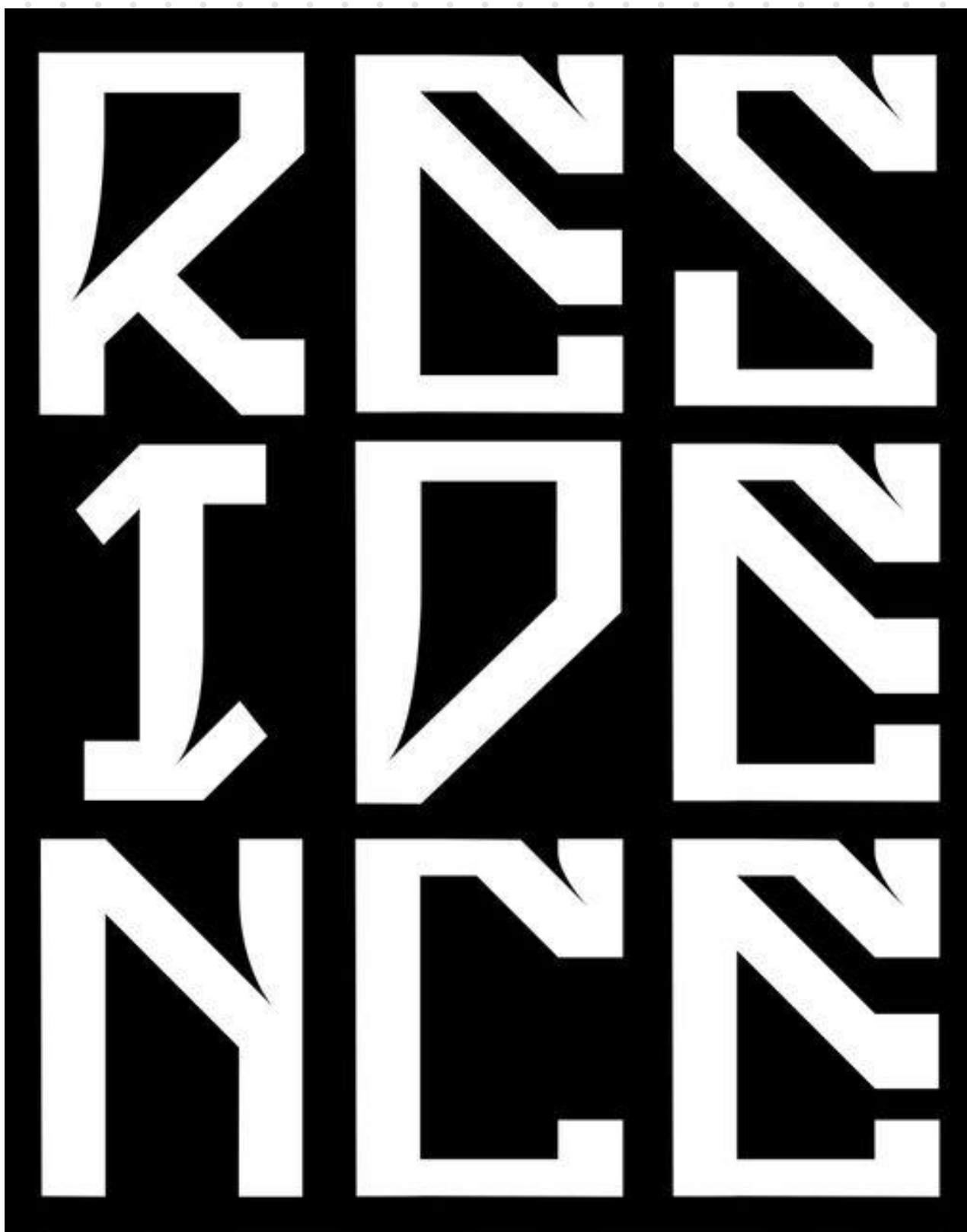
Work by Reefah Alvi
on creating a
typeface inspired by
cat illustrations.



Work by Nikhil Garg



Work by Karan Choudhary



/ ADVANCED THREAT
MITIGATION SYSTEM

/ WEIGHT BALANCER
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Typeface and poster
design by Arjun
Sajan Babu

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Typeface and poster design by Arjun Sajan Babu

User Studies

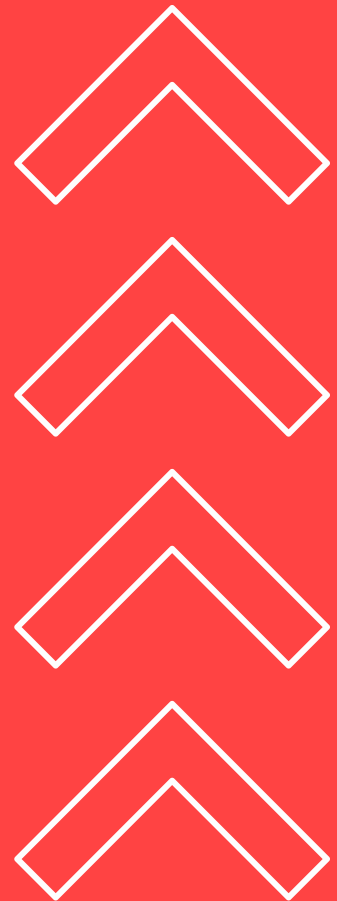
Faculty: Dr. Devanuj Balkrishan

The module on User Studies focused on understanding user behaviors, needs, and motivations through observation techniques, task analysis, standard research methods and other feedback methodologies.

It dealt with the fundamentals of user research, data collection, scenario mapping, and analysis leading to deeper insights in a design research project.

Students were introduced to the diverse research tools: qualitative, quantitative and metaphorical leading to a generic design research framework.

INTEGRATED COMMUNICATION DESIGN



Film Basics

Faculty: Aastha Gohil

Technical Assistant: Rishiraj Agarwal

The Film Project was a comprehensive, hands-on module where students learnt to harness the power of cinema in theory and in practice. This module required students of integrated communication design to create a short film from scratch. Through this, the student learnt the narrative film form and engaged in a collaborative process from pre-production phase to post-production phase.

Students used skills such as creative writing & screenwriting, storyboarding, editing, sound and light design, set design, cinematography and creating visual compositions and took on critical roles of the director, actors, editors and sound designers, costume and set designers.



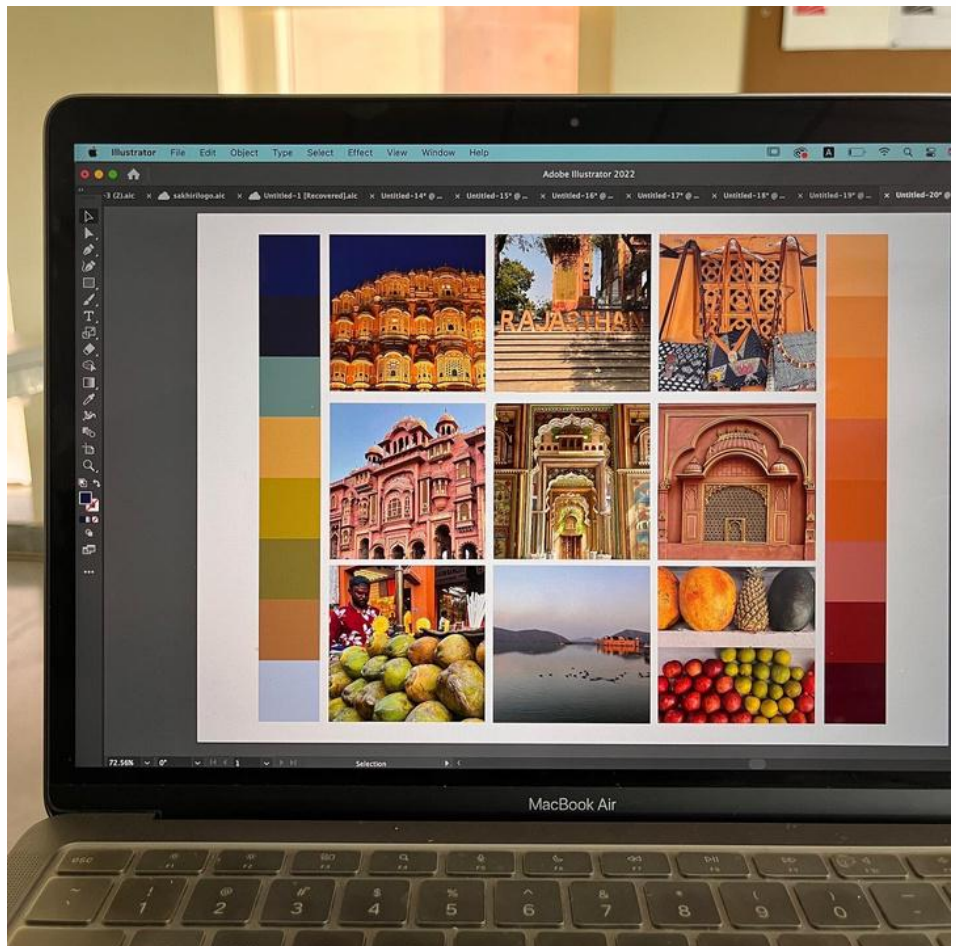


Advanced Color

Faculty: Abha Kohli

The Advanced Color course built on the foundations of color taught in the foundation year. This two week course focused on color interaction, exploring color palettes, understanding RGB & CMYK schemes and delving into color psychology.

The students were asked to do a variety of exercises that entailed deriving color palettes from films, understanding color gradation, recreation of colors in the digital format, recreation of the mood of a space through color grids and exploiting color harmonies to create the reverse of dimension and volume.



READ, WATCH,
LEARN...



<https://images.app.goo.gl/gA5TvQ6BVk2k2wJU6>



Read: Think Like A Minimalist

Writers: Chirag Gander & Sahil Vaidya

Book Blurb:

In a world full of clutter, thought-provoking design can become a key point of differentiation. In Think Like The Minimalist, Chirag Gander and Sahil Vaidya introduce their unique philosophy of Minimalist thinking that has taken the world of creativity by storm.

With a simple four-step process and well-defined techniques from the Minimalist toolkit, this book provides actionable insights that marketers, brand managers, and design leaders can leverage to produce inventive ideas. This is an essential read for students, practitioners, and leaders who are eager to succeed in the world of creativity.

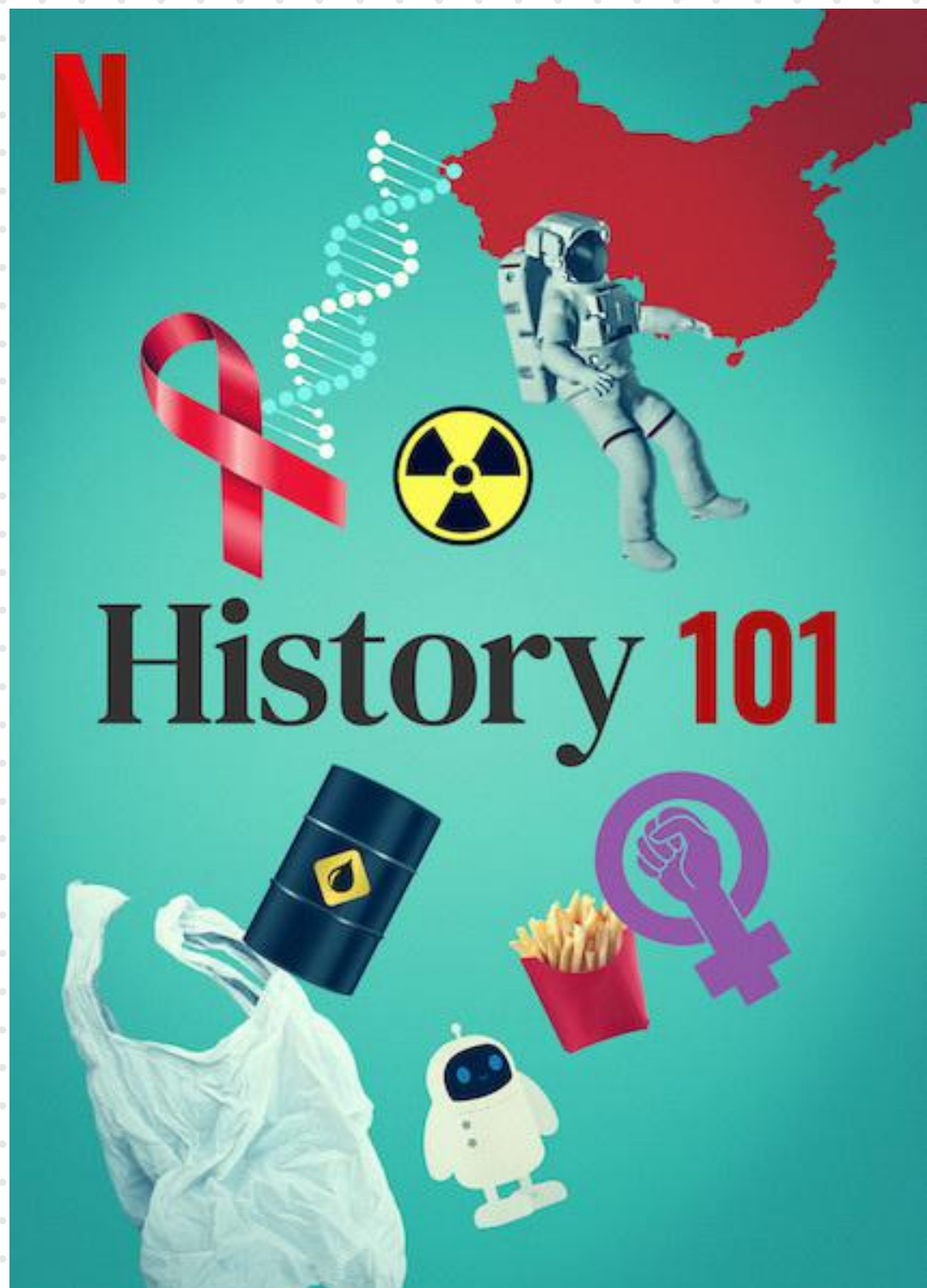
Watch: **History 101**

Production House: ITN Productions

Distributor: Netflix

Series Blurb:

Infographics and archival footage deliver bite-size history lessons on scientific breakthroughs, social movements and world-changing discoveries.



<https://images.app.goo.gl/gA5TvQ6BVk2k2wJU6>



Designs curated by:
Sarah Jain & Gunjan Mudgal,
Programme Managers,
Institute of Design,
JK LakshmiPat University.

Designs content by:
Students, staff and faculty
of Institute of Design,
JK LakshmiPat University.