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Internships – an important milestone towards a successful career in Design



Internships play a pivotal role in design education by providing students with real-world experience, exposure to industry practices and a chance to apply theoretical knowledge in practical settings. These opportunities foster professional growth of students, build a bridge between academics and industry, and empower students with the skills and insights needed for a successful career in design. Additionally, Internships offer a valuable chance for working with industry mentors, networking and refining problem-solving skills that are essential in the dynamic field of design.

Our seventh semester UG and third semester PG students across our different departments had some fabulous experiences during their internship weeks. They had an exposure to some of the best of organizations such as IDC Mumbai, Nykaa, Green Gold Animation, Tata Elxsi, Lemon Design, BLONI and KISNA to name a few. They got to empathize with the elderly, spin interesting stories for animation, understand the role designers play in building promoting FMCG products, design diamond jewellery, work on a leading fashion brand and watch drawings take shape and scale in the design of interiors!

While it is important to observe, ask the right questions and carry out instructions of senior design mentors in the industry, internship is also an opportunity to gain a deeper understanding of the basic guiding principles of design. You are also a part of the journey on how a live project is executed for actual end users, and can watch your design come to life, despite all constraints and challenges!

We are proud of our students who come back with glowing feedback from the industry – not only on their contribution as creative designers, but also on their leadership, ethics, teamwork and professionalism. You are truly UID's brand ambassadors in the industry and it is these skills which will be your secret potion to success as you move ahead in your journey towards becoming leading designers.

By: Manisha Mohan, Dean- Academics, UID.

A Journey of Design and Empathy: My Internship at IDC, IIT Bombay

Embarking on an internship journey at the Industrial Design Centre (IDC), Indian Institute of Technology Bombay (IIT-B) was a turning point in my career as an aspiring industrial designer. Under the mentorship of Professor Nishant Sharma, I spent two enriching months working on a UI/UX design project focused on Food Social Innovation for the underprivileged & elderly.



My internship at IDC, IIT Bombay, was nothing short of transformative. It was a blend of learning, creativity, & making a positive impact on society through design. The primary objective of my project was to create a user-friendly digital platform that could address the nutritional needs of marginalized communities, particularly the elderly. The project aimed to bridge the gap between food supplies/ suppliers & those in need while considering the unique challenges faced by this demographic.

My experience demonstrated the equal value of hard and soft skills in the design industry. While hard skills like UI/UX design tools and techniques are essential for creating functional & aesthetically pleasing solutions, soft skills are the glue that holds everything together.

Empathy, for instance, is what separates a good designer from a great one. It enables designers to see through the eyes of their users and create solutions that truly meet their needs. Communication skills encourage effective collaboration, ensuring that the design team, stakeholders, and end-users are on the same page throughout the project. Problem-solving skills and adaptability are invaluable in the face of design challenges and changing project dynamics. The ability to think critically and find innovative solutions is what drives progress in the field of industrial design.

As a whole, my internship at IDC, IIT Bombay, was an incredible opportunity of personal and professional growth. Working on a UI/UX design project for Food Social Innovation for the poor and elderly opened my eyes to the transformative power design can have on society. It also emphasized that in the world of industrial design, hard skills and soft skills go hand in hand, empowering designers to create and build solutions that are not only functional but also deeply empathetic to the needs of the users. As I continue my journey in the field of industrial design, I carry with me the lessons and experiences from this internship, knowing that they will continue to shape my career and my approach to design.



*Design Innovation Center at IDC, IIT Mumbai.
Picture Courtesy:
Yashaswini Ambati*

By: Yashaswini Ambati, B. Des Product Design Sem VII, UID.



An Intern's Perspective

This summer I interned at Nykaa as a design intern. I had an interview arranged with two of the design team heads whom I would be working under – Nidhi Seth and Tanvi Ghaisas. They worked in the digital design and print design teams respectively. The interview went great and they gave me the opportunity to be part of their teams.

During my time at Nykaa I was exposed to the way young companies think and function – the way they make their decisions and got a glimpse into other teams such as PR and Marketing, Brand managing. I got to be a part of the in-house product shoots and see the planning that goes into that.

Nykaa is an Indian e-commerce company, founded by Falguni Nayar in 2012. Headquartered in Mumbai, it sells beauty, wellness and fashion products through its website, mobile app, and over 100 physical stores.

I did my internship at Nykaa from 2023 to August 2023. During my internship, I was part of 2 teams – one which handled digital design such as website banners, spotlights, in-house shoots, catalogue etc. and the other handled print design – packaging, event invites and print catalogues etc. Overall, my experience has been nothing short of amazing. The people were extremely welcoming from day one and helped me with whatever I needed.

It was a bit of an adjustment figuring out where to get the creatives assets from, where to access open files from and how to communicate across teams. Once these issues were sorted, it was quite smooth sailing from there.

The way this would work is that a brief would come in from the brand manager of one of the brands. This brief would be explained and discussed with the head of the respective design team (be it print or digital design). The head (my boss) would then assign the brief to one or more of the people working in her team. They would then discuss ideas, directions etc. and the designing would start from then onwards. The first team I was in was digital design. This comprised mainly of website and social media creatives. In this team, I found myself working for every segment of Nykaa – from makeup to body care. What I worked in the most was Nyveda, their new Ayurveda launch. I also worked a lot in revamping their website catalogue and A+ content. Apart from this, I also worked on banners for sales and launches. This team's creatives would be live for not more than 2 days, it worked for temporary outcomes in that sense – for example, a banner I made was live on the website for just 2 days before being replaced by another.

The next team I was a part of was print design. While the previous team's creatives came more naturally to me, this team was a lot harder for me – which I strangely enjoyed. Not getting it right on, the first go was frustrating, but it let me expand my style and try a lot harder until I got it. This team was headed by Tanvi, who helped me understand why some designs would work more compared to others. Compared to my previous team, this team had longer projects. I worked on fewer projects in this team, but the process was longer. Invites and collaterals for an event and rebranding for some private label brands were part of my projects for this team.

Every day we would have lunch together as a team and talk about things other than work; and then go outside our building for evening chai. I think this helped me bond with my team more. This along with the times we had to work past our working hours. We would just play music, sing, talk and work. It was a good vibe overall. I will definitely miss working there.

By: Kripa Gambhir, B. Des Global Design Program, Year 4, UID.



Animating Adventures: Our Whimsical Journey as Creative Interns at Green Gold Animation Pvt. Ltd.



Reception area of Green Gold Animation Studio. Picture Courtesy. Riddhi Khairnar.

As we embarked on our epic adventure as creative interns at the fantastical realm of Green Gold Animation Pvt. Ltd., little did we know that we were about to embark on a journey of creativity, collaboration, and a whole lot of animated fun! Our internship was like stepping into a colorful, animated wonderland where every day brought new challenges and exciting discoveries.

Our mission was to conjure up enchanting children's shows that catered to the whims of a wide range of age groups. This task, my dear readers, was no mere walk in the park. It was a thrilling rollercoaster of innovation and adaptability. Our goal was to spin tales that were not only relatable but also sprinkled with valuable life lessons. And, oh, the characters we crafted! They weren't just a pretty face; they had depth, emotions, and personalities that could rival the best of Hollywood stars. We had to weave a world around them, a world where young minds could roam free, sparking their imagination and curiosity.

Creating these characters and their whimsical worlds required a meticulous eye for detail, countless hours of research, and a masterful understanding of storytelling wizardry. But fear not, we weren't on this adventure alone! We joined forces with a team of creative wizards, armed with concept art and visual spells that brought our stories to life. Our trusty content management software was like our magic wand, helping us organize our thoughts and weave our ideas together seamlessly.



Crafting Magic Together: Our Dream Team at Green Gold Animation Pvt. Ltd. Picture Courtesy: Riddhi Khairnar.

Once our story spells were ready, we had to summon episode summaries that matched each show's unique needs, blending in educational elements like a potion mixologist. But our journey didn't end there! We were also tasked with crafting presentation materials, including mystical pitch decks. These enchanted scrolls had to meet the professional standards of the industry, where precision and creativity danced in perfect harmony.

As if that weren't enough, we had the honor of partnering with external production companies and writers. This alliance expanded our horizons and allowed us to explore diverse creative approaches, like discovering new realms in the world of storytelling magic.

By the time our internship reached its conclusion, we weren't just creative interns; we were full-fledged wizards of animation. Our minds were bursting with newfound creativity, and our bags were filled with practical skills and industry knowledge. We were now ready to conquer the ever-changing world of production and entertainment through the art of content creation.

So there you have it, dear readers, our thrilling tale of internship at Green Gold Animation Pvt. Ltd., where creativity flowed like a river, collaboration was the key to success, and every day was a delightful adventure in the world of animated magic!

By: Riddhi Khairnar & Spandana Madabushi, B. Des Animation & Motion Graphics, Sem VII, UID.



Business in Design-Internship at TATA ELXSI

My internship at Tata Elxsi in Bangalore was a fantastic experience that not only gave me valuable insights into industrial design but also enriched my perspective on life and career possibilities. During my time there, I had the chance to work on various product categories, including consumer electronics and FMCG, which added depth to my skill set.

Tata Elxsi's dynamic and fast-paced work environment encouraged me to explore different tools and techniques to improve my workflow, making my work more efficient and effective. This creative atmosphere allowed me to contribute fresh and exciting ideas, enhancing the overall user experience of the products I worked on while also ensuring they were aesthetically pleasing.

One of the highlights of my internship was gaining a deeper understanding of the business side of product design. I learned why certain products are designed the way they are, considering market trends and consumer needs.

Furthermore, Tata Elxsi boasts a diverse team of professionals, spanning from research to engineering, which provided me with ample opportunities to learn and receive guidance. Overall, my time at Tata Elxsi was an inspiring and enjoyable journey, equipping me with valuable skills and insights for my future career.

By: Hardik Sharma, B. Des Product Design Sem VII, UID.

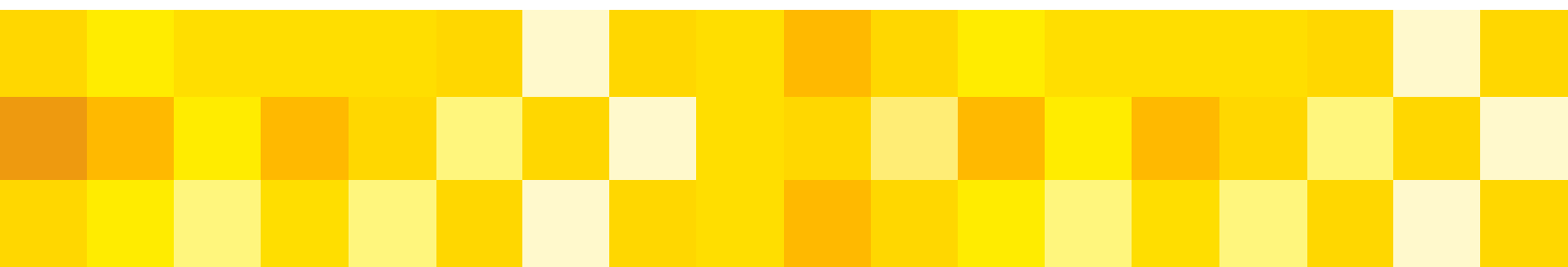


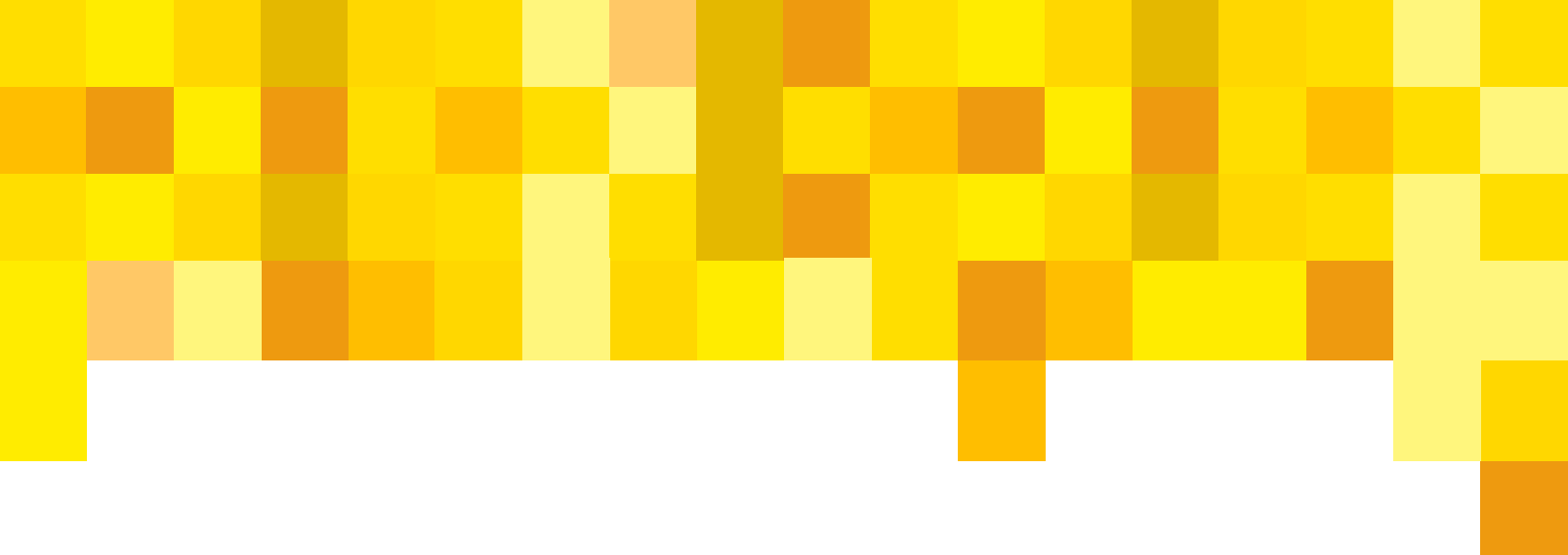


Conceptualisation to Collaboration-Internship Experience at Ticket Design

I had the privilege of completing an industrial design internship at Ticket Design Pvt. Ltd. For 2 months. During this time, I was exposed to a dynamic and innovative work environment where I had the opportunity to contribute to various projects, collaborate with talented professionals, and expand my knowledge and skills in the field of industrial design.

The tasks and assignments included,

1. **Product Concept Development:** One of my primary responsibilities was to assist in the early stages of product concept development. I worked closely with senior designers to brainstorm ideas, create sketches, and generate 3D models using industry-standard software like SolidWorks. This task enhanced my creativity and allowed me to understand the importance of brainstorming sessions in the design process.
 2. **Prototyping and Testing:** I had the chance to engage in the prototyping and testing phases of several projects. This involved creating physical prototypes using various materials and techniques. Conducting usability tests and analyzing user feedback helped me grasp the significance of user-centered design principles.
 3. **Material and Manufacturing Research:** I conducted research on new materials and manufacturing processes to improve product efficiency and sustainability. This task broadened my knowledge of materials available in the industry and how to select the most suitable ones for specific applications.
 4. **CAD Modeling and Rendering:** I further developed my CAD modeling skills, contributing to the refinement of product designs. Rendering these models allowed me to improve my presentation skills, effectively communicating design concepts to both technical and non-technical stakeholders.
 5. **Collaboration and Communication:** Throughout my internship, I collaborated with cross-functional teams, including engineers, marketers, and project managers. This experience taught me the importance of effective communication in bridging the gap between design intent and execution.
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This internship provided me with invaluable insights and skills that have significantly shaped my career aspirations:

1. **Design Process:** I gained a deep understanding of the end-to-end design process, from ideation to production, and the iterative nature of design work.
2. **Real-world Application:** Applying design principles in a corporate setting taught me how to balance creativity with practicality and meet project objectives.
3. **User-Centered Design:** I learned the importance of designing products that cater to the needs and preferences of end-users, emphasizing empathy in the design process.
4. **Technical Proficiency:** My proficiency in CAD software and hands-on experience with prototyping equipment improved significantly.
5. **Working alongside experienced industrial designers and mentors at Ticket Design Pvt. Ltd. was instrumental in my growth as a designer. Their guidance, constructive feedback, and willingness to share their knowledge greatly influenced my professional development. The mentorship & collaborative environment encouraged me to explore innovative design solutions and think critically about design challenges.**
6. **This internship was a transformative experience that allowed me to apply theoretical knowledge to real-world scenarios. The tasks, assignments, and collaborative opportunities enriched my skill set and provided me with the confidence to pursue a career in industrial design.**

By: Atharva Mahesh Kumar Khot, B. Des Product Design Sem VII, UID.





Crafting Creative Excellence

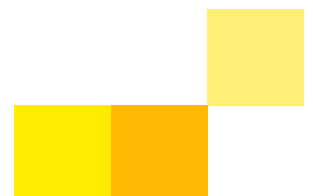
In the heart of the picturesque town of Panchgani, amidst the serene hills that seem to touch the heavens, a talented young designer, D.V. Lakshitha, embarked on a transformative journey during her 3-month internship at the Network of Creative Thinkers (NOCT). As a seventh-semester student in the Department of Communication Design, Lakshitha's time at NOCT was nothing short of a creative revelation. NOCT, often described as a 'studio in the clouds,' is renowned for its collaborations with industry giants such as Dmart and Mapro. Specializing in Brand & Communication design and Digital product design, NOCT provides a perfect breeding ground for budding designers looking to make their mark in the creative world.

Under the nurturing guidance of Neha Shrestha, co-founder and design mentor at NOCT, Lakshitha had the opportunity to delve into diverse design realms. Her journey was a symphony of creativity, innovation, and boundless inspiration. One of the pivotal aspects of her internship involved shaping brand identities. Lakshitha was entrusted with the responsibility of capturing the essence of brands through visual representation. Her designs breathed life into the intangible, helping clients establish a distinct identity in the market. However, the scope of her work at NOCT extended far beyond brand identity. Crafting captivating social media campaigns became another cornerstone of her internship. Lakshitha learned the art of storytelling through visuals, creating content that not only engaged audiences but also conveyed powerful narratives for the brands she worked with. Dynamic motion graphics presented another exciting challenge. With NOCT's cutting-edge tools and mentorship, Lakshitha delved into the world of animation, breathing life into still images and adding a new dimension to her creative portfolio. Her creations seamlessly blended artistry with technology, enhancing the visual appeal of her projects.

Lakshitha's role also extended to crafting visual assets for compelling pitch decks and packaging designs. Here, she learned the art of communication through design, ensuring that every visual element conveyed a story, a message, or an emotion. Her work was instrumental in helping clients make persuasive presentations and in elevating the aesthetics of their products. What truly set Lakshitha's internship experience apart was NOCT's vibrant work culture? The studio is not just a workspace; it is an ecosystem of creativity, adventure, and growth. Outdoor adventures amidst the stunning natural beauty of Panchgani were a regular part of her experience, rejuvenating her spirit and offering fresh perspectives. Enlightening talks and engaging events organized by NOCT fostered a culture of learning and innovation, ensuring that Lakshitha's internship was not just about work but also about holistic growth.

D.V. Lakshitha's journey during her seventh-semester internship at NOCT was a testament to the boundless possibilities that exist within the world of creative design. With the guidance of Neha Shrestha and the immersive environment of NOCT, she not only honed her skills but also discovered her passion for bringing ideas to life through design. As she returns to her academic pursuits, Lakshitha carries with her not just a resume but also an invaluable treasure trove of experiences and memories that will undoubtedly shape her future as a designer.

By: D. V. Lakshitha, B. Des Communication Design Sem VII, UID.

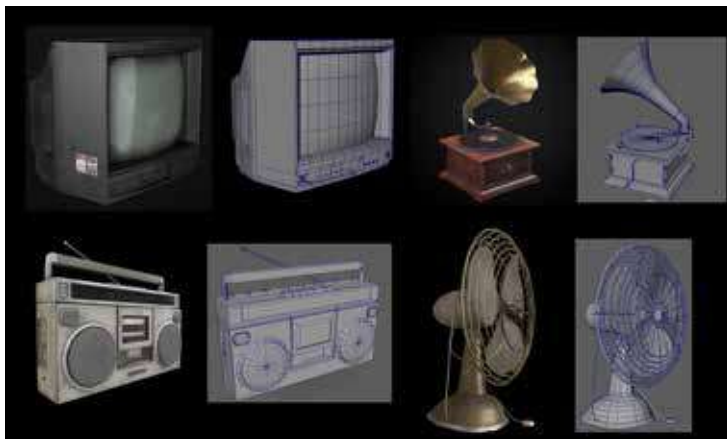


Crafting Digital Realms: Our Odyssey as 3D Game Artists at Gameeon

Nestled in the bustling heart of Mumbai, our journey as 3D Game Artist interns at Gameeon, an independent game studio, was nothing short of exhilarating. From the moment we stepped into this vibrant world of game development, we were entranced by the infectious passion and unwavering commitment of the Gameeon team. They embraced us with open arms, ushering us into their realm of game creation with open hearts.

Our mission: to breathe life into the virtual streets of "Mumbai Gullies." This game sought to encapsulate the essence of Mumbai's vibrant streets, and we were entrusted with the task of crafting 3D props that would infuse the game with its distinctive charm. From radios that crooned melodies to boats that splashed with colors, our creative canvas knew no bounds. This role pushed us to our limits, forcing us to think critically, solve intricate puzzles, and stretch the boundaries of our creative prowess.

Yet what set this internship apart was the magical realm of collaboration, woven together through the threads of Discord. Despite the physical distances that separated us, our team stood as one, connected through the ether of the internet. Regular virtual meetings became our portals to exchange ideas, seek wisdom, and unveil our creative progress. Through this digital connection, we learned the art of effective communication and the power of teamwork in a world gone remote skills that are the currency of the digital age.



From Grey to Glam: Transforming Worlds Through 3D Artistry. Picture Courtesy: Ishika Saoji.

At Gameeon, every day was a journey deeper into the artistry of 3D modeling and the wizardry of game creation. We honed our technical skills, dived headfirst into the gaming industry's enigmatic depths, and, above all, contributed our hearts and souls to "Mumbai Gullies." This project promises to be a milestone in the annals of Indian gaming, and we're proud to have played a part in its creation.

In retrospect, our internship at Gameeon was more than just an experience; it was a transformation. It filled our minds with knowledge, our souls with inspiration, and our hearts with gratitude. As 3D Game Artists, we took our first steps into this mesmerizing world of game artistry at Gameeon, and it's a journey we'll forever cherish. The magic of Gameeon will forever be

etched in our hearts as the place where we discovered our passion and embarked on a creative adventure of a lifetime.

By: Ishika Saoji and Jyotirmay Dubey, B. Des Animation & Motion Graphics, Sem VII, UID.



Design Thinking at IUOVA Design

My design internship at IUOVA Design Company was an enlightening and immersive experience that celebrated the art of design in every possible way. From day one, I was welcomed into a creative haven where innovative ideas flourished, and design was celebrated as the core of their identity.

The atmosphere at IUOVA was vibrant and collaborative, with design thinking at its heart. It was exhilarating to witness the synergy between diverse minds coming together to solve complex design challenges. Regular brainstorming sessions and design critiques fostered an environment of continuous learning and growth.

My time at IUOVA significantly enhanced my practical knowledge. I had the opportunity to work on client-based projects, turning conceptual ideas into tangible designs & also had a good approach in the field of graphic & logo design. This hands-on experience honed my technical skills and provided insights into industry best practices.

Moreover, the company prioritized the development of soft skills. Communication, teamwork, and time management were vital components of our daily tasks, preparing me for the dynamic professional world. In conclusion, my internship at IUOVA Design Company was a transformative journey. It not only enriched my design acumen but also instilled in me a profound appreciation for the power of design in shaping our world. It was an experience I will cherish and carry with me throughout my design career.

By: Nishi Nikhil Jasani, B. Des Product Design Sem VII, UID.





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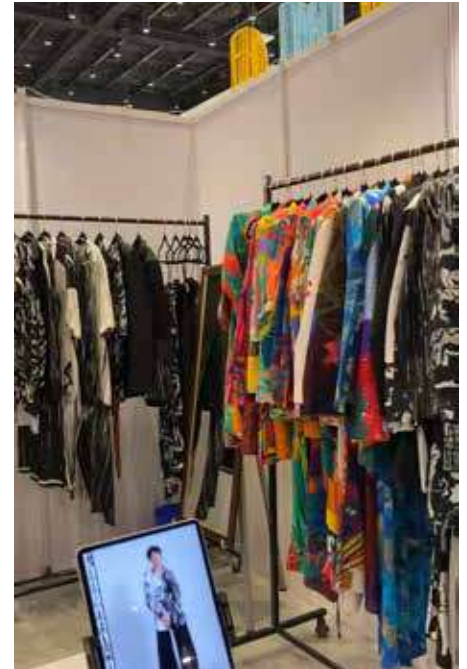


From Classroom to Studio: Bridging the Gap in a Professional Setting

The world of fashion, though a little intimidating with its ever-evolving trends and creativity has always held a unique charm for me. This is a place where creative ideas, new inventions and artistic talent come together to influence how people show and express their style through clothing and that's just divine in my opinion.

My chance to dive into this exciting world happened through my internship at ADVAIT - a well known player in fashion, based in Mumbai since 2020. I came across Advait's profile on social media back in 2020 and I've been following their work ever since, keeping up with each new collection they release and the inspiration behind it. What Advait does really resonates with my design style and abilities. This made me eager to intern with them because I feel a strong alignment between their work and my own design sensibilities. This internship was a significant milestone in my design education and career allowing me to bridge the gap between classroom learning and real world application.

ADVAIT is a print based brand that encompasses the design, manufacturing, distribution, marketing, retailing, advertising, & promotion of women's wear RTW, trans seasonal, resort and indo-western. They are known to bridge the gap between art and fashion, through their creative art, artistic style and approach. Their signature colorful prints are a result of the process which has given me the opportunity to broaden my perspective on printmaking and design.



*Advait at a pop-up store.
Picture Courtesy: Smriti Poojary.*



*A creation by Advait. Picture
Courtesy: Smriti Poojary.*

The internship provided a thrilling realization as I witnessed the seamless translation of theoretical concepts from textbooks into practical applications. Engaging in team meetings focused on trend reports, concept creation, social media, production, sourcing and market analyses revealed that these were not abstract theories but tangible tools actively influencing the decision-making processes within the company. Active participation in team discussions and collaborative projects within the studio highlighted the critical significance of effective teamwork in the fashion industry. Developing the ability to articulate ideas, accept constructive criticism, and contribute to collective decision-making became essential skills that complimented my academic foundation. The studio transformed into a dynamic creative hub, where diverse perspectives converged to shape innovative solutions and it became a space for invaluable mentorship. Senior team members transformed into mentors, offering insights into industry nuances and guiding me through the complexities of fashion business strategies.

One of the significant challenges I encountered during my internship at ADVAIT was aligning my design aesthetics with the established style of the company. While I brought a unique perspective and fresh ideas to the table, integrating them seamlessly within the existing design framework required a delicate balance. This challenge pushed me to adapt and refine my creative approach, fostering a valuable learning experience in design versatility. Additionally, meeting tight deadlines emerged as a constant hurdle. The fast-paced nature of the fashion industry demanded swift turnarounds, and navigating through multiple projects simultaneously necessitated effective time management & prioritization. Despite these challenges, overcoming them became a testament to my adaptability and resilience, contributing significantly to my growth as a professional in the field.



The process of making prints and silhouettes at Advait. Picture Courtesy: Smriti Poojary.

My internship was undeniably a monumental opportunity that I will forever hold in high regard and gratitude. The knowledge and experience I garnered during this period were nothing short of exceptional, equipping me with invaluable skills and insights into the fashion industry. Each week brought forth a diverse array of tasks and responsibilities, providing me with an opportunity for growth and learning. Whether it was material sourcing in bustling markets, witnessing intricate dyeing processes, handling customer relations, or participating in engaging exhibitions, each task was a stepping stone in my professional journey. This internship was a transformative experience, where I not only improved my existing skills but also cultivated new qualities, solidifying my passion for the fashion world and preparing me for future endeavors in this dynamic industry.

By: Smriti Poojary, B. Des Fashion Design Sem VII, Department of Fashion & Lifestyle, UID.

From Sketches to Silk: My Fashion Odyssey at Gauri and Nainika

My industry internship at Gauri and Nainika, an eveningwear brand known for its glamorous & chic clothing for women, was a transformative experience. With a design philosophy deeply rooted in European elegance and femininity, the label has made its mark in exclusive boutiques across India and the Middle East.

The objective of my internship was clear - to gain real-time experience in understanding the company's structure, information flow, and coordination between different facets of the business. During my internship, I had the opportunity to contribute to various functions within the company, including design, merchandising, production, client service, and styling. One of my pivotal roles was crafting technical sketches for their Fall '23 collection, which involved meticulous attention to detail and alignment with the brand's design philosophy.

A highlight of my internship was participating in the launch of the Spring/Summer 2023 collection with a resort wear theme. Exploring silhouettes such as kaftans, ruffled skirts, and layered outfits, I created mood boards and delved deep into research on cruise wear and ready-to-wear lines. Utilizing Adobe Illustrator, I honed my skills in creating accurate garment flats.

Experimentation with draping techniques and leftover fabrics allowed for the discovery of new & unconventional styles, aligning perfectly with Gauri and Nainika's emphasis on drapery as an art form. I also had the privilege of participating in a photoshoot for the Fall-Winter collection, capturing the brand's sophistication and femininity.

My internship provided me with a diverse skill set, encompassing design, sampling, fabric knowledge, photography, styling, research, technical sketches, and draping. These skills and insights have broadened my understanding of the fashion industry. My time at Gauri and Nainika will forever be etched as a cherished chapter in my fashion odyssey, equipping me with a strong foundation to thrive in the dynamic world of fashion.



Technical sketches made by Somya Malik for the brand. Picture Courtesy: Somya Malik.



Photoshoots at Gauri and Nainika. Picture Courtesy: Somya Malik.

By: Somya Malik, B.Des Fashion Design Sem VII, Department of Fashion & Lifestyle, UID.

INDUSTRY INTERNSHIP AT BLONI

The internship program in 7th semester gave me an opportunity to apply my practical knowledge within the fashion industry. My specific area of interest focus on experimental silhouettes, playing around with different and unusual textiles and I developed a deep appreciation for the designer brand 'Bloni' by Akshat Bansal.



*The Bloni aesthetic.
Picture Courtesy: Bloni.*



Fig 1.2 Swimsuit

Intern Insights

I chose to work with Enclothe for my internship for several compelling reasons. Firstly, the brand's strong commitment to upcycling and sustainability resonated deeply with me. Moreover, Enclothe, a startup that emerged just three years ago, has already achieved remarkable success. Being a firm advocate of conscious fashion consumption, I was drawn to the prospect of contributing to and learning from the Enclothe team.

My journey with Enclothe began when I came across their work and ethos, which had a significant impact on me. I decided to reach out to them by sending my portfolio and cover letter, expressing my interest in interning with them. To my delight, Hemani, the owner, appreciated my work and invited me for an interview. Coincidentally, I was also selected for volunteering at the Melbourne Fashion Festival around the same time, which worked in my favor. Impressed by my skills, Hemani offered me a position on the team without hesitation.

Entering this internship, I held the expectation of personal and professional growth. I believed that working with a fledgling brand like Enclothe would provide many opportunities to learn and evolve. The genesis of Enclothe lies in Hemani's graduation project. Inspired by her academic pursuits, she aspired to establish a brand that follows upcycling and sustainability. Her vision revolved around addressing the fashion industry's wastage issue by actively contributing to its reduction.

As a part of the Enclothe family, my role revolved around digital ideation illustration. Clients entrusted us with their pre-loved garments, seeking a fresh lease of life through upcycling. It was my privilege to develop imaginative concepts that blended and juxtaposed these garments, crafting new outfits through digital illustration.

My responsibilities extended to creating presentations that encapsulated the concept, mood, and makeup ideas for brand collection photoshoots. Every design I brought to life reflected Enclothe's commitment to repurposing and style. Additionally, I was fortunate to contribute to Enclothe's Spring 23 collection. This endeavor allowed me to dive deep into the essence of the season, envisioning designs that captured the spirit of renewal and vibrancy. My journey extended to developing print ideas that harmonized with the brand's identity, adding an extra layer of creativity to Enclothe's offerings.

As a Fashion Design Intern, my responsibilities encompassed a multifaceted role that spanned various crucial aspects of the fashion industry. A significant portion of my time was devoted to conducting comprehensive market studies. This involved delving into the latest trends, consumer preferences, and emerging sustainable practices. By dissecting market dynamics, I gained valuable insights that would guide our design endeavors. Design iterations formed another pivotal facet of my role. Collaborating closely with the creative team, I engaged in a dynamic process of refining and evolving designs. This phase allowed me to witness the transformation of initial concepts into tangible representations, with each iteration refining the details and enhancing the aesthetics.

The process of design development was where my creativity truly found its wings. Working in synergy with seasoned designers, I participated in brainstorming sessions, contributing ideas that were molded into coherent design concepts. Witnessing these concepts materialize into sketches and prototypes was immensely gratifying and reaffirmed my dedication to this field. Throughout my internship, the ethos of Enclothe—upcycling and sustainability—resonated deeply with me. Witnessing the brand's commitment to transforming pre-loved garments into fashion-forward statements was both inspiring and educational. It wasn't just about designing clothes; it was about designing a more conscious way of living.

As I conclude this chapter of my journey, I carry with me a renewed passion for fashion that is not only stylish but also sustainable. Enclothe has imparted me with lessons that extend beyond the realm of design, reminding me of the power of mindful choices and the potential to transform industries for the better.



Some sketches done during the internship at Enclothe. Picture Courtesy. Kashish Kashwani.

By: Kashish Kashwani, B. des Global Design Programme Sem VII, UID.



Journey of Learning and Growth

In the world of design, the pursuit of excellence is a constant journey. It is a path paved with creativity, innovation, and a relentless quest to push the boundaries of what is possible. For Mallika Mehta, a talented student in her seventh semester at the Department of Communication Design, this journey took an exciting turn during her four-month internship at Drawww, a leading omni-channel design and UI/UX solutions provider located in Pune.

Mallika's internship at Drawww was nothing short of an incredible adventure, a transformative experience that left an indelible mark on her professional growth and personal development. As she embarked on this journey, she was about to gain invaluable insights into the world of design, client interactions, and the intricacies of the design process. One of the most remarkable aspects of Mallika's internship was the deep dive into client interactions. At Drawww, she had the opportunity to engage directly with clients, a facet of the design industry that often remains hidden from view in a classroom setting. This hands-on exposure allowed Mallika to understand the unique perspectives and expectations that clients bring to the table. It was a revelation; one that she believes will serve as a compass for her future career in the design field. Because of her time at Drawww, Mallika's design skills underwent a significant transformation. The real-world projects she worked on challenged her creativity and pushed her boundaries, honing her design skills to perfection. She learned to translate client ideas into visually stunning design concepts, a skill that is crucial in the world of communication design. But it wasn't just about the technical aspects of design; Mallika's journey at Drawww was also a lesson in the nuances of the design process. She gained an appreciation for the iterative nature of design, the importance of user-centered design principles, and the significance of creating seamless user experiences. These lessons were imbibed not from textbooks but from the daily grind of working alongside seasoned professionals who shared their knowledge generously. What made Mallika's time at Drawww even more memorable was the people she had the privilege of working with. The team at Drawww was exceptionally friendly and supportive, creating an environment that felt like a family. The camaraderie among the designers, developers, and project managers fostered a spirit of collaboration and creativity that was truly inspiring.

As Mallika wraps up her internship at Drawww, she leaves with a heart full of gratitude and a mind brimming with new knowledge and skills. These four months have been a transformative adventure, one that has prepared her to tackle the challenges of the design industry with confidence and enthusiasm. She looks forward to bringing the lessons learned and the experiences gained into her future endeavours, where she will undoubtedly leave her mark as a talented and conscientious communication designer.

Mallika's journey at Drawww stands as a testament to the power of internships in shaping young talents and preparing them for the real world. It's a story of learning, growth, camaraderie, and the pursuit of excellence—a story that will undoubtedly inspire future generations of designers to embark on their own remarkable journeys in the world of design.

By: Mallika Mehta, B. Des Visual Communication Sem VII, UID.



The Sparkling Path: My Internship in the Diamond Jewellery Industry with KISNA

I was always interested in jewellery designing and wanted to explore and understand the process of making diamond jewellery. As I was looking at the brands, I came across Kisna Diamond Jewellery, which is an 18 years old successful brand with 3500+ retail stores and the largest distribution footprint in India. The brand majorly deals in diamond jewellery, where they have a B2B and B2C business setup.

I was very nervous yet excited on the very first day of my internship, but the people there were so professional and friendly that they made me comfortable the same day. It is a very organized work area with a corporate work culture. The first week at Kisna was a training session for us and then I visited all the departments to understand the workflow of the company.

Then I worked with the design team, where I learned the sizing of jewellery and diamonds, placement of diamonds, motif generation, and many more concepts from my mentor. I worked on various categories of jewellery such as Tanmaniya, necklaces, pendant sets, rings, earrings, bracelets, and bangles.

The environment and the work style of the company were very different from college. I learned that the company works according to the market needs, is production friendly, wearability, and many more aspects.

The overall experience at KISNA diamond jewellery was amazing and I would love to work there in the near future.

By: Shatakshi Agrawal, B. Des Lifestyle Accessory Design, Sem VII, UID



My workplace in Mumbai, Kisna Jewels. Picture Courtesy: Shatakshi Agarwal



Transformative Journey at Studio Lotus: My Internship Experience



Team bonding activity at a monthly office get-together

Nestled in the vibrant heart of Delhi, Studio Lotus stands as a beacon of innovation and excellence in the field of interior design. Renowned for its visionary approach and commitment to crafting immersive spaces, Studio Lotus has been at the forefront of architectural marvels.

Embarking on my internship at Studio Lotus was an extraordinary chapter in my professional journey. It provided invaluable insights into the intricacies and technicalities that extend far beyond the confines of a classroom. This experience also underscored the significance of cultivating a brand identity and fostering a distinctive culture within a design firm.

Collaborating with a team that embraced me as one of their own, I discovered a sense of camaraderie and support that fuelled my growth. The diverse array of projects encompassing commercial, hospitality, and residential domains, affording me a comprehensive panorama of interior design.

Among the notable ventures I contributed to were the Max Clubhouse in Noida, the Taj Hotel in Kolkata, and a residence in the opulent Palm Jumeirah, Dubai. While my exposure was enlightening, the projects outside Delhi limited my opportunities for on-site visits. Nevertheless, I was fortunate to partake in a visit to the Satya Paul high-end retail store in Delhi. This experience proved pivotal in augmenting my practical understanding and providing an entirely fresh perspective.

Skill Development: My tenure at Studio Lotus was a crucible of skill refinement. From 2D drafting to 3D modelling, conceptualizing to realistic rendering, and narrative building, I honed a diverse skill set. The array of software, including AutoCAD, Sketchup, V-ray, Enscape, and Photoshop, became my palette. Mastering these tools not only enhanced my proficiency but also instilled a sense of efficiency and adept time management.

Customised Terrazzo skirting with smooth curving edge detail for seamless junctions



Discussion on-site to solve metal junctions



Personal Growth and Office Culture: Beyond the realm of work, Studio Lotus fostered an environment that prioritized personal development. Monthly office gatherings and networking sessions forged connections among a bustling cohort of over a hundred individuals. Soft skill workshops, Vision-Mission-Value sessions, sustainability dialogues, team dinners, vendor meetings—each activity bespoke a commitment to individual growth.

In retrospect, my journey at Studio Lotus was nothing short of illuminating and enriching. It was a privilege to be part of a team that felt like family, and to contribute to projects that left an indelible mark on the landscape of design. The experience at Studio Lotus not only enhanced my professional acumen but also instilled in me a deeper appreciation for the artistry and precision that lies at the heart of interior design.

By: Aditya Bhojwani, B. Des Interior & Furniture Design, Sem VII, UID.



Material Selection in full flash



Unveiling the Creative Journey

In the bustling realm of creative arts, there are rare moments when passionate individuals get the opportunity to work with those who have inspired them since their school days. Shweta Balagopal, a talented student in the Department of Communication Design, found herself in such a serendipitous situation during her seventh semester. She embarked on an exhilarating journey with Studio Kokaachi, an indie comic publisher based in Kochi that has recently expanded its horizons into animation and title sequences for prominent movies and streaming platforms.

Studio Kokaachi's reputation as a pioneer in the world of indie comics precedes itself. With a penchant for storytelling that captures the essence of everyday life in Kochi, the studio has garnered a dedicated fan base. Their foray into animation projects for movies like "Thallumaala" and "Gully Boy," as well as crafting captivating title sequences for streaming platforms like "Rocket Boys" and "Lust Stories," has further solidified their position as creative trailblazers. For Shweta Balagopal, Studio Kokaachi had been a constant source of inspiration. Their comics, steeped in the cultural nuances of her hometown, resonated deeply with her. So, when the opportunity arose to collaborate with one of the co-founders, Ms. Tina Thomas, Shweta did not think twice before diving into the project. Over the course of three transformative months, Shweta's assignment was to illustrate one of Tina's captivating stories. This experience proved to be a turning point in her artistic journey. She immersed herself in the world of visual storytelling, learning invaluable lessons along the way. One of the most significant takeaways from her time at Studio Kokaachi was the expansion of her creative horizons. The studio's commitment to storytelling allowed Shweta to explore different facets of her artistic abilities. She learned how to breathe life into characters, evoke emotions through her illustrations, and design visuals that resonated with the narrative's essence. The experience was made even more special by the fact that the story she was tasked with illustrating was set in her hometown, steeped in the culture and language that she held close to her heart. This connection between the artist and the subject matter breathed authenticity into her work, allowing her to create visuals that felt like a genuine reflection of the environment and characters in the story.

Moreover, working alongside Tina Thomas and the talented team at Studio Kokaachi provided Shweta with unparalleled exposure to the intricacies of the creative industry. She was able to witness firsthand the collaborative effort and dedication it takes to bring a story to life, be it through comics, animation, or title sequences. As Shweta Balagopal looks back on her semester with Studio Kokaachi, she can't help but marvel at how much she has grown as an artist. Her ability to perceive and interpret stories has evolved, and her illustrations have taken on a new depth and meaning. This experience has not only broadened her artistic perspective but also ignited a deep passion for visual storytelling that she intends to carry forward in her career.

Shweta's journey with Studio Kokaachi is a testament to the power of creative collaboration and the transformative impact of pursuing one's passion. It serves as an inspiring example for aspiring artists, reminding them that sometimes, dreams do come true, and the journey is as rewarding as the destination.

By: Shweta Balagopal, B. Des Visual Communication, Sem VII, UID.



Unveiling the Insights from Working at a Luxury Home Decor Brand

I was a Graphic & UI/UX Designer at Mason Home, a luxury home decor brand. My internship experience gave me invaluable insight into the practical aspects of this ever-changing field. The three-month internship provided me with the opportunity to improve their brand image and assist them in updating their website in line with current trends.

My role at Mason Home included redesigning the entire website, which primarily involved the user experience aspect to understand how a luxury home decor brand's website would look like, and then designing a clear and user-friendly interface for the website, as well as producing aesthetically pleasing graphic designs for marketing collateral and digital assets such as Emailers, Brochures, Catalogues, Visiting Cards, Price Tags, Amazon PDP (Product Detail Page), and so on.

My internship project started with a complete website redesign that also included branding updates.

They wanted the new website to be designed on Shopify because the data was already saved in the previous theme. I worked on the brand guidelines alongside the website redesign. The new branding is the foundation of the current website. When the website was finished and published, I began working on the graphics - Pinterest Boards, Newsletter Emails, Product Catalogue, Social Media posts and stories.



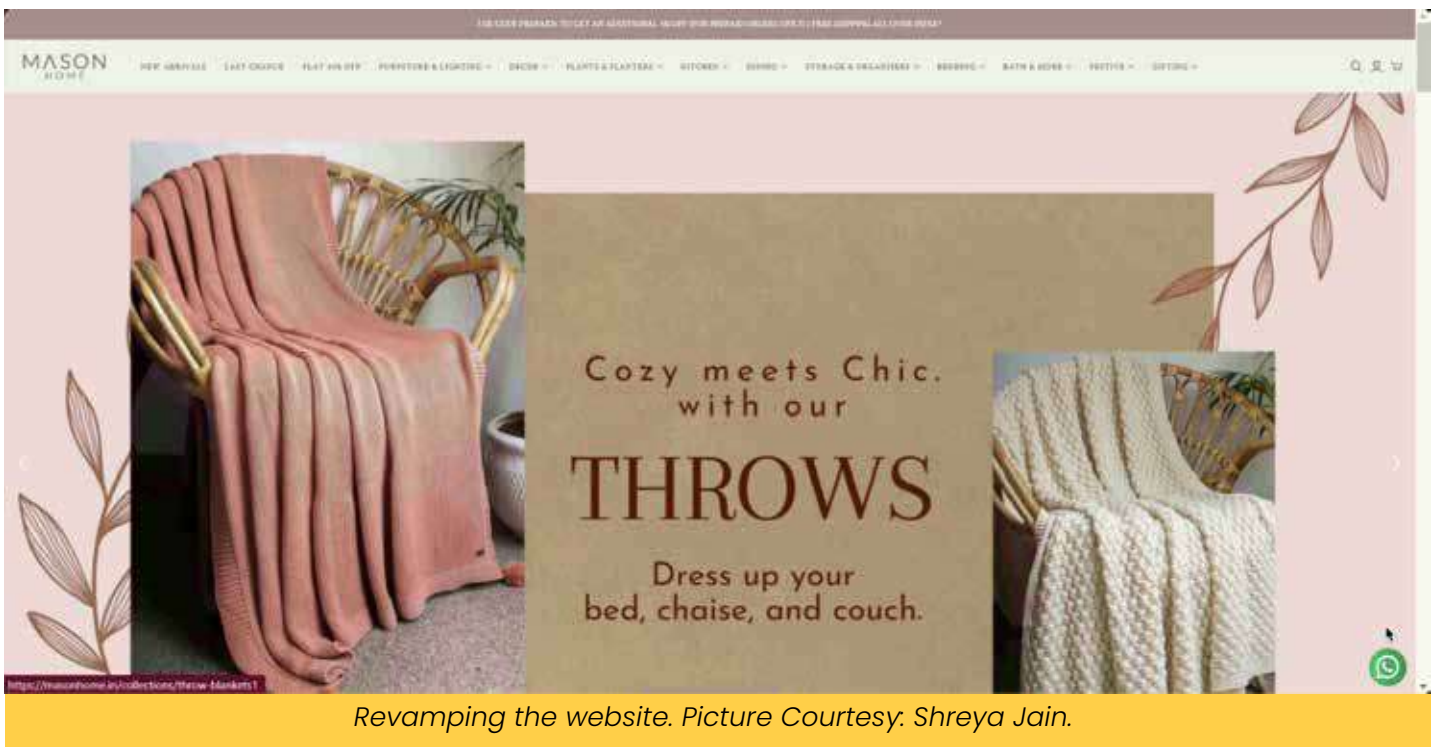
*Assisting in a photoshoot.
Picture Courtesy: Shreya Jain.*

Working for a luxury home decor brand provided me with invaluable insights and experiences that aided my professional development. I learned more about what constitutes luxury in the context of home decor, such as materials, craftsmanship, and exclusivity.

Customer satisfaction is critical in the case of a luxury business, which allows me to understand and employ a more defined user-centric strategy when designing the website. Details are extremely important in luxury design. I had to pay close attention to every detail of design and create designs that work seamlessly across multiple devices and screen sizes to ensure a premium user experience.

Luxury home decor companies place a high value on aesthetics and visual appeal. They want elegance and sophistication in all of the deliverables. The design process frequently required multiple iterations based on feedback from my colleagues. To avoid communication gaps, I had to keep them in the loop at all times and update them with iterations as needed. Overall, the experience was quite different from working on small projects/assignments in college in terms of design process and work time frame.

The Founder's approval was required before publishing or printing anything. I've gained a deep understanding of the intersection of aesthetics and functionality in the luxury market, from creating user-centred digital experiences to infusing brand identity into every pixel. As I embark on the next chapter of my career, I know that every detail counts, every pixel counts, and every design should evoke a sense of timeless elegance.



Revamping the website. Picture Courtesy: Shreya Jain.

By: Shreya Jain, B. Des Interaction Design, Sem VII, UID.

A Student Lands an Internship at Volkswagen Design in Germany

Parth Khaladkar, a talented student in the sixth semester of the Automobile & Transportation Design programme at UID in Karnavati University, secured a prestigious internship at Volkswagen Design in Germany. This exceptional opportunity allowed him to gain invaluable experience and learn from industry professionals while contributing to the creation of future Volkswagen vehicles.

Parth's passion for automobiles and exceptional design skills propelled him to secure this highly sought-after internship at Volkswagen Design. The rigorous curriculum at UID provided him with a strong foundation in transportation design principles, equipping him with the necessary knowledge and skills to thrive in the competitive automotive industry.

During his time at Volkswagen Design, Parth worked alongside renowned designers and contributed to real-world projects. The internship offered him a unique opportunity to experience the entire design process while honing his skills in sketching, digital modeling, and 3D rendering.

Volkswagen Design is known for its commitment to innovation, sustainability, and pushing the boundaries of automotive design. Being selected to intern at this prestigious institution is a testament to Parth's exceptional talent and dedication to his craft.

The faculty of the Automotive Transportation Design program at UID expressed pride in Parth's achievement, stating, "Parth has consistently demonstrated a remarkable combination of creativity, technical expertise, and a deep understanding of the transportation design field. This internship at Volkswagen Design is a well-deserved opportunity for him to further develop his skills and gain insights into the global automotive design industry."



Volvo S90
Full CG Environment Render

Internships at renowned companies like Volkswagen Design are highly competitive, and being selected for such an opportunity reflects the caliber of Parth's work and his potential to make a significant impact in the field of transportation design.

The Transportation Design program at UID takes pride in nurturing students who possess a passion for automobiles and a desire to shape the future of transportation. Parth's achievement serves as an inspiration to current and future students, reaffirming the program's commitment to excellence.

As he embarked on this exciting journey at Volkswagen Design, the entire UID community congratulated him and wished him a fulfilling and transformative internship experience.

By: Mark Timothy, Assistant Professor, Automobile & Transportation Design, UID.

When Life Gave Me a Lemon; an internship opportunity.

Founded in the year 2000, Lemon Design is an award winning “strategic branding and integrated design consultancy” in Pune, Maharashtra, an established name in the design industry for their work in commercial spaces as well as branding projects. The firm is broadly divided into two squads, the graphic and the space team, united by their passion for design and their inspirational outlook on life, and of course, those memorable Friday biryani lunches! Would it be possible to come across a more energized and driven crew?

As an intern at Lemon Design, I worked under the direction and guidance of Mr. Wasim Khan, the Director, in the space team. An exhibition design graduate from the National Institute of Design, Ahmedabad, Mr. Khan has built his own brand of tackling design work, doing the creative aspect as well as the management, being a part of the project.

While Mr. Khan dealt with a wide orbit of commercial projects, he did not fail to take the new kid on the block through every small step that constituted the churn and culmination of his creativity. As days passed, I got to encounter mind boggling design processes, thoughts, meetings, ideations and implementations. It was a privilege to work on assorted projects - from a retail space for the shoe brand Aretto, to a lounge for the most vaunted G-20 Summit, to even the India International Jewellery Show (IIJS) in Mumbai, the second largest exhibition in the world, where we averaged 10,000 steps a day! Much time was also spent on several museums, from a Krishna Museum in Dwaraka to an Indo-Tibetan Border Police Museum.

It was not just carrying out instructions; I was also made to understand the basic guiding principles of interior design, relating to the planning & function of spaces and exploring suitability for the people who would use it. I was also taught to create a well-planned interior that feels balanced and harmonious, where spaces flowed effortlessly into one another and to grasp the idea of scale. To take a stroll in your drawings after it has been put into effect, is a pay-off in itself!



Site Views of the Aretto Store at Phoenix Marketcity Pune.

Though ideating and implementing for such a vast range of spaces can be taxing, Mr. Khan also showed me how he walks his way through words and how he manages to keep clients on track. Even though the main motive was to experience how the industry functions, there were a lot of mutual learning moments that filled the gaps.

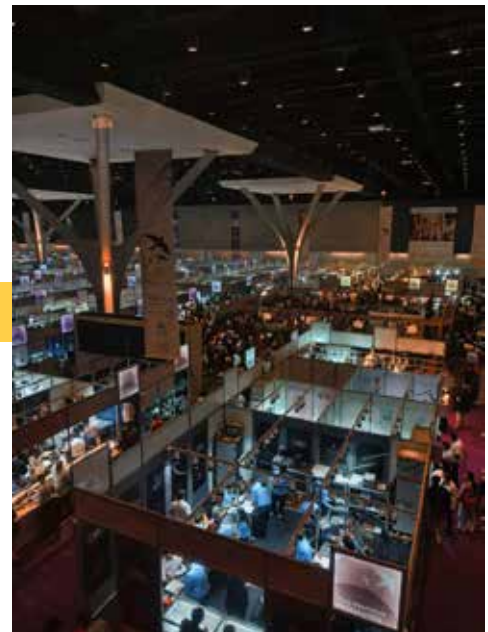


Before and after views of a hall entrance at the site for the Indian International Jewellery Show - IJS at NESCO, Mumbai.

This internship has been more than a training opportunity, it gave me the chance to connect with people of my kind, the people who welcomed me to accompany them through their path to success.

By: Aradhana Ashivin Kumar, B. Des Interior & Furniture Design, Sem VII, UID.

Top View of a part of IJS Blooming after the inauguration.





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