



FEBRUARY 2022

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RADIO & SOUND

different voices for different people. There was the news, some of it kept us riveted during any major event worldwide, from assassinations to wars to celebrations, the modulated voice of the broadcaster with emotional enunciation kept us entranced. You could feel as if the whole episode was being enacted in front of your eyes, purely through sound! Maybe this built my visual imagination for I would often wonder what played in this box they called radio.

Coming home from school on hot summer days or warm winter afternoons my entertainment quotient was derived from the melodious sounds from various radio programs. One popular one being 'Vividh Bharati'— a compilation of the latest and most popular film songs . Lata Mangeshkar, bless her soul, has sung with different nuances effortlessly, making us all motivated to sing along. The ever popular 'date with you' , an English program kept us awake on Friday nights fiddling with the radio knobs to listen to all the latest English hits.

Then came the advent of the transistor, a smaller version of the radio, designed to fit into your school bag, or pockets. It was the sound of the transistor glued to your ears that brought the cricket commentary, to make us leap for joy when Sunil Gavaskar hit the century. Strange as it may sound, when I now listen to Spotify from my phone where I can access what I want to hear, loses the charm of not knowing what came next in the radio programs.

This ingenious design and invention evolved from the 19th century continues to now fill our cars and with ear plugs trail into our lives, but the simple joy of those warm days is lost. I often wonder, What next? Will my pencil become the new radio? A new design, a new invention.

I cannot help but recall this song from the carpenters, "when I was young I listened to the radio, waiting for my favorite song, when it played I'd sing along..."

By: Lolita Dutta, Associate Director & HOD,
School of Communication Design, UID

For many of us in my generation we grew up listening to the radio. This box like design with knobs, from which sound emanated, was truly a marvel. The radio signified

FAST FASHION

RIVER OF CLOTHES,
PLUMES OF SMOKE

“FAST
FASHION
ISN'T FREE.
SOMEONE
SOMEWHERE
IS PAYING.”

– LUCY SIEGLE



The Form of Fast Fashion Society; Picture courtesy: Daily Mail, UK

In the sustainability world, “fast fashion” is a buzzword. But, exactly, what does this phrase imply? Fast fashion is the mass production of cheap, low-quality disposable clothing. To give you an idea of the scale of the problem, the fashion industry produces 80 billion pieces of clothing per year. That’s more than 10 for everyone on the planet. And this is 400% more than it was produced 20 years ago. According to TRAIID, a clothing recycling charity, clothing is, on average, thrown away after only 10 wears. This throwaway cycle is fuelled by cheaper clothing, which leads to a drop in quality and faster fashion trends, resulting in an industry-wide movement toward excessive consumption. However, to better understand and define fast fashion, let’s first look at the history and context of this movement.

Until the mid-twentieth century, the fashion business followed a four-season model: fall, winter, spring, and summer. Designers would prepare for each season months ahead of

time, projecting the trends they felt consumers would enjoy. Fashion was sluggish before the 1800s. You had to find your materials, prepare them, weave them, and finally sew the garments together. New technology, such as the sewing machine, was introduced during the Industrial Revolution. Clothes became simpler, faster, and less expensive to create. In the 1960s and 1970s, clothes became a means of personal expression with new upcoming trends, but there was still a divide between high fashion and high street. Low-cost fashion peaked in the late 1990s and early 2000s when Zara switched to the bi-weekly delivery of new products. Fast fashion labels now release 52 “micro-seasons” every year, or one new “collection” per week by mimicking streetwear and fashion week trends as they emerge in real-time. The businesses may then stock vast numbers of apparel, ensuring that shoppers never run out of options.

All aspects of fast fashion affect the climate and the people who work in the clothing industry. Textile treatment and dyeing consume 93 billion cubic meters of water each year, enough to cover the requirements of five million people, and is responsible for around 20% of industrial water pollution. The sector also accounts for up to 10% of global carbon emissions and is expected to grow by 50% by 2030. Fast fashion manufacturers must also keep their expenses down to sell clothing at ultra-cheap rates. Brands have been chasing the “cheap needle” throughout the world for years, looking for nations with the lowest labor regulations so that garment workers may be abused easily. Other key factors common to fast fashion brands are having thousands of styles available, encompassing all of the latest trends; a very brief interval between when a trend is seen on the catwalk and when it hits the shops; and limited supply of certain outfits

so buyers know that if they don't buy right away, they'll miss out.

The task of ensuring environmental justice at every level of the global supply chain persists. Textile development, business sustainability, trade policy, and consumer habits will all play a role in global environmental justice. The term “fiber sustainability” refers to methods and regulations that decrease pollution and minimize the exploitation of people or natural resources to fulfill lifestyle demands. The fast-fashion model also relies on the concept of getting more for less, but if environmental justice concerns in the fashion industry are to be addressed, customers must embrace the age-old adage “less is more.” High-income consumers may contribute to global environmental justice by purchasing high-quality clothing that lasts longer, shopping at second hand stores, fixing clothes they already possess, and shopping from businesses with transparent supply chains.

Fast fashion has slowed in recent years as many have made it their mission to make ecologically responsible decisions and promote sustainable fashion. In general, society as a whole must abandon the use-and-throw-away mentality that has become all-too-common in our period, especially in terms of packaging, food, and clothes. Consumers should think about their choices in all parts of life, including fashion, as the environmental effect of human activities becomes more visible and alarming than ever. The majority of an ordinary cotton T-environmental shirt's imprint comes from what you do with it, not from the beginning or end of its life. It's a mental shift – do you require new clothing every week? It's all about how you care for your clothes: how frequently do you wash and dry them? Is it possible for you to purchase additional used clothing? Everyone assumes that some higher power will take care of everything for them, but it is ultimately up to every one of us on the planet, and how we act as consumers.



PSEUDO FEMINISM

By: **Simran Chandel**, B. Des Fashion Design Semester IV, School of Fashion Design, UID



Women's liberation movement in Washington, DC, August 26, 1970. Don Carl Steffen/
Gamma-Rapho/Getty Images

The politics of feminism, the power of femininity and the manner in which some women play the feminist card to get through things are often quagmire in a grey area of ignorance. This, if we try to contain in one box, can be called as Pseudo Feminism. Here is a food for thought, does the logo of a certain brand offend and concern you more than the fact that there are people who strive for food, education, basic human necessities and so much more? Then yes, you are a Pseudo Feminist. What exactly is this Pseudo Feminism? It is a parasite that has attacked the society which suggests that women deserve more respect. Pseudo feminists' major goal is to degrade males and masculinity. It won't be wrong to postulate that Pseudo Feminism and anti-men are synonyms to each other. Let us dig deeper into it with some archetype of Pseudo feminism. In today's times, maternity leave and menstrual leave are up for hot debate. Mostly, the one who pitches or leads the debate (no surprises there) are menstruating women. These women support the idea of getting menstrual and maternity leave from their job and they are the same women who do not believe in giving the same leave to the house help that comes to their house daily. Bending the definition of feminism to one's personal favor at times is called comfort feminism which is a type of Pseudo Feminism.

In December, 2020, a social activist, Naaz Patel filed a FIR against the brand Myntra for their logo which according to her was "offensive and insulting to women", forcing the leading e-commerce store to change its logo. The question here being was it really necessary? Was it really worth people's time, energy and money? In my opinion, the answer is absolutely No. Our world has enough real and concerning heart wrenching problems like poverty, deadly incurable diseases, lack of education, lack of resources etc. that are waiting to be resolved, that needs our time and energy. Moreover, how was the change in logo of any help? As I see it, it did more harm than it did good. It drew attention of people who would have never

and also it set a wrong example of what fundamentally feminism stands for.

Over the period of the last three years we have seen so many cases of false accusation on men, and women misusing their power. For instance, the Zomato delivery guy's case, or the Lucknow girl road case, or a situation where a girl puts the blame of something which was mutual on the guy because everyone will hear the cry for help (quite literally) of a woman. These cases show us that playing a damsel in distress card will get you away in hard times.

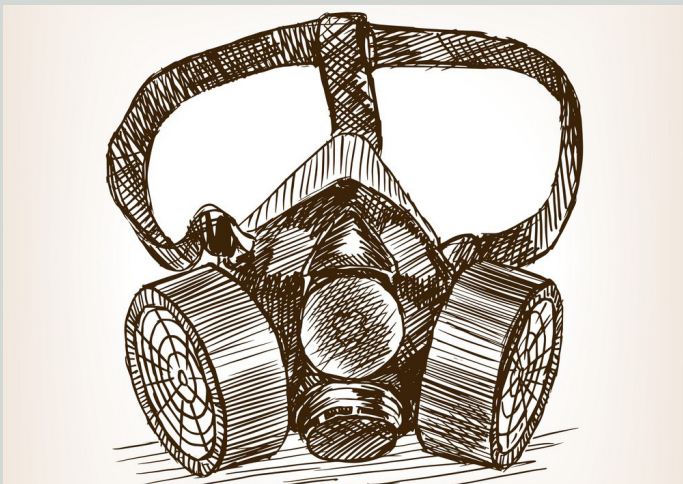
In the race of Pseudo Feminism, social media has left no stone unturned in encouraging the vehement and frivolous motion. With new and upcoming hashtags such as #freethenipple, #allmenaretrash, #gotopless, #hatemen etcetera social media is misleading the youth on so many levels. Keeping in account the major influence in a person's life which is Movies, we cannot deny the fact that it has given its fair share of acknowledging and addressing the issue with movies like 'Aitraaz' and 'Section 375'.

We often see women arguing with people in incivility over a reserved seat in the bus being occupied by an elderly person or anyone in need. We often see women talking about the male privilege without addressing the social pressure, depression and problems they go through. We often see women wanting equality and respect at the cost of disrespecting the other person. We need more moments like Feminism for sure because there are many problems to be targeted but we do not need parasites like Pseudo Feminism as its byproduct. Finally, I would like to say that it is about Humanity against Evil and not Men against Women.



RESPIRATORS - FUTURE MASKS

By: **Gauthami Suresh**, B. Des Lifestyle
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Respirator. Picture Courtesy: Vectorstock

The future committee recently sat for the agenda and plan on the round table up in another dimension of the universe, deciding as to what test they should put the mankind, rather earth in general as in the previous meeting it had come up to a conclusion that the people on earth had started getting all irresponsible and too carefree, putting the universe at risk, thus the future committee might have to interfere to keep people alive and safe on the planet or else these people might just throw all of this into the bin!

An emergency meeting was called upon. Never in the history of the future committee was the future going to be planned just a year before, it was too short notice. Yes, the covid- 19 pandemic idea, it was all theirs. A first wave, second, third, well it was not stopping it the future lens. It was turning into an epidemic, if not supervised and got into a better situation. Cloth masks was not a good idea suggested by one of the members, well it also makes sense as it can control the only contact based spreading, it was initially assumed sars-Cov-2 spread via droplets found in sneezes which caused

the spread of infection when they landed on the mouth, nose or eyes of others.

Now, while this dangerous disease covid, mutated into an airborne one, virus-laden particles build up in the air over time indoors because of breathing and speaking, it got worse, just getting hazardous as by breathing infected air around us.

The N95 mask which is a filtering facepiece that can help with air filtration, reducing the spread of the covid virus, was all approved by the U.S National Institute for Occupational Safety and Health (NIOSH) was not working as great as they thought it would, as mutation was getting beyond control when they were viewing the future through the future lens.

Seeing this situation, the committee realized and might come up with a solution- 'Respirators'.

Yes, this would be the next solution. These respiratory masks would come into the picture which looks rather scary. Respirators are often wrongly perceived as "masks" many times, because of their appearance. A respirator consists entirely of filtering material and does not have any layers like masks. The NIOSH- National institute for occupational safety and health would get respirators as the compulsory spread control solution which humans will have to follow shortly.

"what if one can't afford or get their hands on an N95 respirator??" – asked one of the members.

Then the Korean KF94 and Chinese KN95 would be provided as cheaper alternatives that provide better protection than a surgical or cloth mask but beware counterfeits, such as those without a GN stamp to show they meet manufacturing standards.

So yes, this is the future if we are not careful. If we do not fight this together, being smart, being precautionary, following the implemented rules that we are assigned.

DOES THE INDUSTRY HATE RECRUITING COLLEGE PROFESSORS?

By: **Abhrojit Boral**, Assistant Professor,
VC, UID

**'Please note that we don't
count teaching positions
relevant professional
experience.'**

This is where it all started. So quite recently I was trying to apply for a membership in a UX/UI community based out of the USA. They liked my work but I was denied membership! And why? Well, because I am an adjunct faculty member who also practices professionally. They said they do not consider teaching as a 'relevant professional experience'. Yes! and no, this is not a rant and I will not make it into one but this got me thinking about the state of teachers, professors, faculty members and how much they actually mean in the industrial workplace. I had been thinking over it for the last 3 days before I thought of actually sitting down to write. And, yes I am an Asst. Professor and I am quite proud of being a teacher in a University.

As a teacher/professor/faculty I practice and teach UX research, UI design and UX strategy to more than 300 students in a year. In order to do this, we have to go through a lot of training, studying, interacting, researching and working long hours. So this notion that teachers are industry unfits is quite repelling and frankly far from the truth.

Allow me to bust a few myths here.

Teaching experience is not credible or valid or relevant in the industry.

I'll say this to the 'industry'- Wait! think about it. The people you are associating with or hiring, including the 'freshers' were taught by us. Probably you are a graduate of Hogwarts with dementors as your faculties, but the real world works in a different way. So corporates, step out of your cubicles and put on some glasses because teaching is a hard job and requires immense courage. We teach that age group you want to capitalize on if you have a credible business. We create the users you cater to.

Teachers are talented, strong-willed, dedicated and lastly humane; a rare gift that could make or break a business in the real world. Those days are over when subjects and consequent outcomes were hypothetical. Teachers often take up very difficult projects either alone or alongside

students to create outcomes that are fresh and new.

Teachers do not know or understand industry trends.

In fact, we are extremely updated with the latest industry trends on a regular basis. We cater to one of the toughest user segments- young adults who are not just in sync with the latest trends but also have volatile attention spans. So unless we keep ourselves updated and continually evolve ourselves, we will be rendered irrelevant. Besides, we are constantly engaged in multiple projects ranging from baking donuts to more serious topics like creating interfaces for hospitals and doctors to creating ERP for SAAS onboarding and management. Yes, we may not be exposed to details of certain aspects of user testing etc but it is learnable and mind you, we learn quickly!

Mostly it is the industry rejects who teach.

While some examples might be found in every field the reality is quite different, especially for the domain of design. One has to be academically good with communication, interpersonal and management skills to become a design teacher. Most of us are faculty members because we are passionate about knowledge- sharing it, applying it and contributing to its growth and evolution. Most of us choose to teach; as simple as that.

Oh, are you still a part of the grand old ways of working full-time jobs?

No, we are not. How can we still stick to the grand old ways of teaching when the industry has moved on? It is our students who are ultimately driving the industry forward. We know and practice what is going in the world as we engage with a wider design thinking philosophy across the table. We are engaged from e-commerce to interactive platforms and from marketing-specifics to growth-driven platforms. And most of us industry professionals in some way or other as well.

Teachers understand users only hypothetically.

Teachers interact with a lot of people, sometimes more people than any corporate employee will ever do. This gives them a great knack of understanding the demography and psychography of the users; something that can be exploited to the benefit of the industry. We understand the needs, wants, desires and frustrations of not just tier 1 city dwellers but also of people from the full spectrum of economic backgrounds having interacted with students hailing even from remote areas of the country. This allows us to add, change, suggest and create new features and aspects to the ultimate vision of the business. A better understanding of human beings and their quirks is critical for survival and all businesses know that. Hence, recruiting, partnering and onboarding teachers and designers will bring affirmative growth to both the direct and indirect goals of the company. This makes us highly employable by the industry.

Being a teacher is a walk in the park?

HR managers who share this attitude (not trying to generalize but many of them do) are clearly ignorant of how an academic institution works. As faculty members, we are de facto leaders of innovation and constantly researching and advising on projects as we have to work with students from different cultural, social, ethnic and psychographic backgrounds. We are expected to come up with new ideas, paths and directions depending on the students and their aptitude almost every day. We are as much daily problem solvers as is any seasoned industry professional. Also, those days are over when teachers and professors would repeat lessons created years ago with no background research into newer dimensions and pathways. We innovate every day and our understanding of the same is reflected in the lessons and ultimately in the final outcome of the students. As mentioned earlier, most design teachers have successful practices that go parallel. While, unfortunately, the industry might not recognize parallel practice but one must understand that it is definitely

not a 'walk in the park' to balance industry projects with academic responsibilities. Such practices should be recognised by the industry as they show determination and immense motivation which would be extremely beneficial in the industry.

Teachers are ill-equipped for M-A-N-A-G-E-M-E-N-T?

In a teacher's life teaching is just 40% of the job. The rest of the time is devoted to management. We are constantly dealing with students, administration, higher authorities and external authorities who have very different perspectives, demands and expected outcomes. So, in fact, most teachers and professors are great managers who are calm, composed and deliberate in time of need. We know how to deliver when to deliver and who exactly to deliver it in what context. I fully believe that a manager should be hands-on. The person should know the work that his/her team members are doing. Working with an ill-informed manager can be a nightmare, leading to the loss of good talents in the organization. We understand this and that makes us humane managers in an organization.

Having attempted to bust a few myths, I wish to conclude-

The demarcation between the industry and the academic system is quickly blurring and gradually becoming complementary by feeding off of each other in ways that are increasingly more frequent and often unpredictable. It is important for the industry to understand that teachers, faculty members, professors are not industry outcasts and they need to be imbibed into the system if they want. Software skills can be learnt relatively easily. Irrespective of the profession, as such, one needs to be at the top of one's game with regular updates and changes in the skill dynamics of the digital world. It is important for the industry to include us in their work process because what we will bring to the table is different and may I add unique which would bring fresh growth in the primary objective of the business.



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