

# UID

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# Fostering Innovation and Creativity through Design Projects

UID is known for its excellence in design education delivered through a holistic curriculum and experienced and multi-talented faculty. Core to its educational philosophy are design projects, which form the bedrock of experiential learning and practical application of design principles. Design is inherently a hands-on discipline, requiring students to engage directly with end users and work with materials, technologies and processes. Design projects offer students an invaluable opportunity to apply theoretical knowledge in real-world scenarios with realistic challenges.

Projects typically follow the Design Process with five major stages of Empathising with users to understand their needs, desires and behaviours through observation, interviews and surveys. Defining the problem sharply by synthesizing research findings and reframing insights into opportunities for design. Ideating through techniques such as brainstorming, mind mapping, sketching to come up with creative ideas. Prototyping to quickly bring ideas to life through physical models, sketches or mock-ups. Testing to observe how the users react to the prototype validate assumptions, uncover usability issues, and refine the design direction. Design is overall an iterative process, and the product comes closer to the user's needs as one goes back and forth between these stages.

Design Projects offer several advantages such as nurturing creativity, encouraging collaboration and interdisciplinary learning, cultivating a user-centred approach and preparing the audience for a career in the Industry. Effective design is not just about aesthetics; it's about creating solutions that resonate with users' needs and preferences.

We are proud of our UID students across design disciplines, who guided by our faculty mentors, have worked with a wide range of projects. Some of these included a dark gothic furniture collection inspired by Tim Burton's cinematic excellence by students of Sem 5 Interior and Furniture design. Another notable project was with blue pottery where fashion design students worked with four artisans to come up with sustainable jewellery. A GDP student worked on a visionary project "Paws and Paths" that seamlessly combines a shelter for street dogs with a purposeful transformation of roadsides and walkways. Another notable research-based project that a student of interaction design worked on was "Health Wings" where a user friendly, intuitive healthcare solution. And a very apt project in today's time that a design student worked on was a phygital solution for Mental Distress. Some of the automotive design students are creating car infotainment systems for 2040 keeping in mind changing user preferences in the era of digital transformation. These are just a few of many remarkable examples of how our students have addressed real world challenges through their creativity and innovation.

By fostering hands-on learning, cultivating creativity, promoting collaboration, prioritizing user-centred design, and preparing students for the industry, these projects serve as catalysts for personal growth and professional excellence. As UID continues to nurture the next generation of design leaders, its commitment to providing a practice-based curriculum remains unwavering, ensuring that graduates are well-equipped to make a meaningful impact in the world of design.

**By: Prof. Manisha Mohan, Dean, UID.**

# Chasing Horizons: My Semester Saga



Lifestyle Accessory Design students and Faculty get together on Teacher's Day. Picture Courtesy: Vishwa Rathod

This semester was jam-packed with assignments, festivals, and countless hours of work. However, what made this semester stand out was our focus on home decor. Every module revolved around the theme of home decor, with each one exploring a different aspect such as the use of glass, leather, and ceramic materials.

Vishwa Rathod's Glass Work from the material studies module. Picture Courtesy: Vishwa Rathod

Working with glass was especially challenging and required much patience, yet it was a unique and rewarding experience.



Lifestyle Accessory Design students work from their Fashion Styling module. Picture Courtesy: Vishwa Rathod

Out of all the modules, the Fashion Styling module stood out as the most intriguing of all. Unlike research and design, this module involved group work which made the whole class come together and enjoy the process. Juggling between workshops, finding materials, and perfecting the design - it was a stressful and hectic experience.

Lifestyle Accessory Design students at semester wrap, last day. Image Credits-Vishwa Rathod

However, all our hard work paid off in the end, and we're more than pleased with the final outcome. The class's teamwork, along with the faculty's support and motivation, made this possible.

By: Vishwa Rathod, B. Des Lifestyle Accessory Design, Sem 5, UID.



# Collaborative Canvases: Group Work in the age of Individualism

In today's context of ever increasing screen time the importance of group work cannot be overstated. It serves as a crucible for creativity that designers will encounter in the professional world. While individual skill and talent is undoubtedly valuable, the essence of design often lies in the synthesis of diverse perspectives, an aspect that group work inherently fosters. Group work teaches one to be better at EQ (Emotional Quotient). I feel in today's context EQ is more important as a skill to learn and master than IQ (Intelligence quotient).

Group work mirrors the collaborative nature of the society we live and work in. In the real world, designers seldom operate in isolation. Instead, they engage in interdisciplinary collaborations where ideas are subjected to a diverse array of critiques and insights. Design challenges in the professional realm demand a synthesis of skills from various domains—be it engineering, psychology, or business. Group work in design schools prepares students for this reality. Working with other people from different backgrounds is key to exposing them to the multifaceted nature of problem-solving that is characteristic of real-world design projects. Tutors do not encourage much group work as the assessment system of today is designed for individual work. Assessment of group projects requires us to rethink how assessment is carried out and what are we as tutors assessing.

Moreover, the intricacies of societal dynamics are better reflected in group work than in individual endeavors. Through collaborative efforts, students learn to navigate the complexities of interpersonal relationships, negotiate conflicting ideas, and appreciate the value of compromise—a skill set as essential in the studio as it is in professional practice. Today we look down on the word 'compromise' but I feel it need not be the case. To compromise is to allow for the other to participate.

Contrasting the group-oriented approach with the exam-driven, individualistic mode of working reveals a stark difference in the skill set developed. While exams assess an individual's ability to recall information and apply it independently, group work requires skills like communication, teamwork, and adaptability—qualities that are often undervalued but prove indispensable in a designer's career trajectory.

Furthermore, the iterative nature of design is more authentically captured in a group setting. The exchange of ideas, constant feedback loops, and collaborative problem-solving mimic the cyclical process designers undergo in refining their creations. This not only prepares students for the iterative nature of the design profession but also instills resilience and adaptability—qualities that are invaluable in an ever-evolving design landscape.

In conclusion, group work in design schools serves as a truer reflection of the society designers will eventually contribute to. It fosters collaboration, hones interpersonal skills, and prepares students for the multifaceted challenges inherent in real-world design projects. As the design profession continues to emphasize interdisciplinary collaboration and collective problem-solving, the role of group work in design education becomes increasingly indispensable, shaping designers who are not only adept in their craft but also attuned to the collaborative spirit of the contemporary professional landscape.

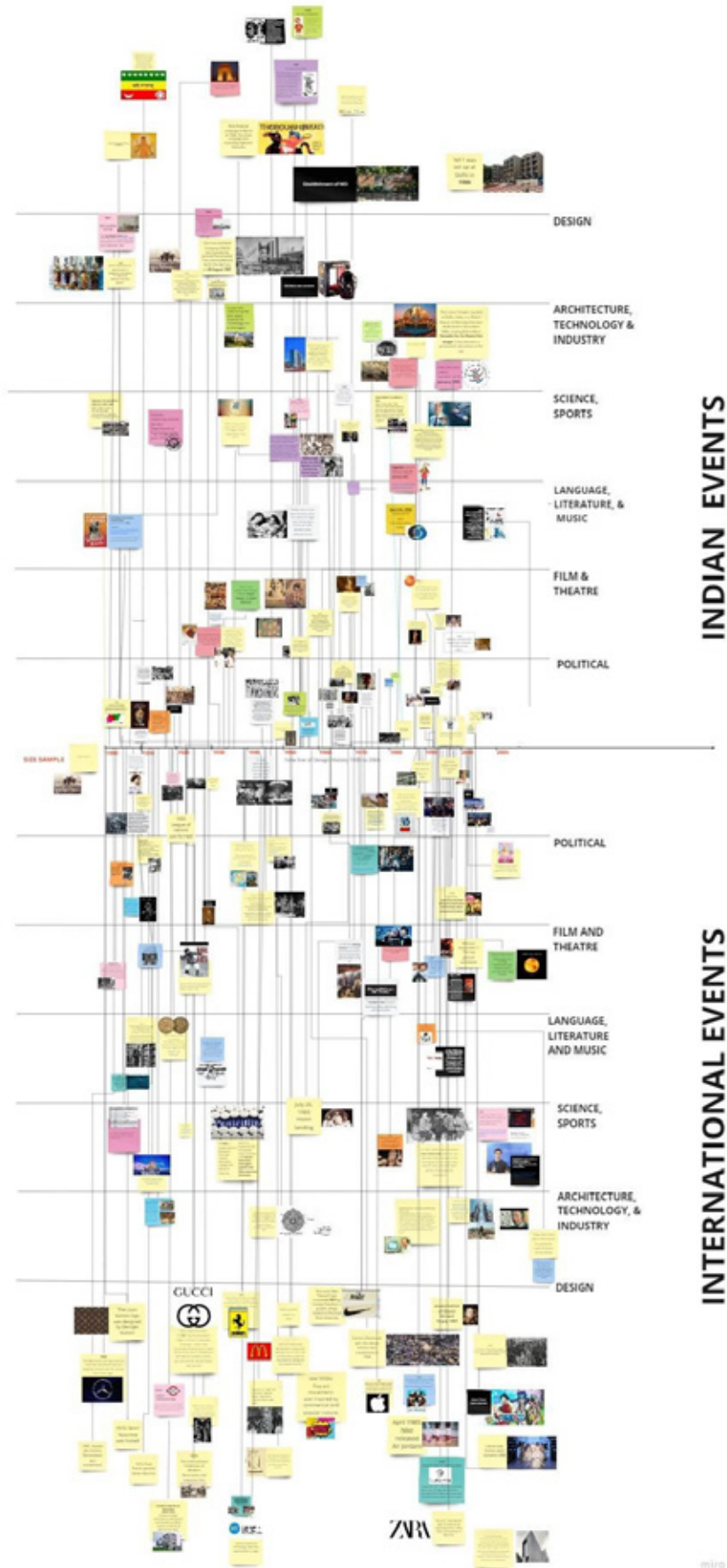


Image of the miro board created by Year 1 GDP students as part of their History of Design and Art Module. The board is divided into 2 parts Indian Events and International events. The students tracked major events across various fields of Literature, Music, Science, Technology and Design.

Edited By: Bhavin Shukla, Assistant Professor, Global Design Programme, UID.

# Crafting Cinematic Magic: Furniture Designs Unveiled in Tim Burton Tribute

In a recent Interior and Furniture Design module for SEM-5 students, Prof. Mann Singh, Prof. Kaustav Kalyan, and Prof. Shweta Tiwari provided invaluable guidance and support, enriching the learning experience for budding designers. Drawing inspiration from the visionary filmmaker Tim Burton's iconic style, known for its dark, gothic, and whimsical elements, students embarked on an innovative furniture design journey.



**Nature - inspired form, glass top reflects ice sculpting expressions**



**Acis - etched shadows, reflecting the character's personal touch as they scratched the ice in memory of their lover**

One standout creation emerged from the influence of Edward Scissorhands, where his unique identity and abilities were translated into a functional piece of art. The resulting furniture elegantly blends seating and working areas, skilfully honouring the character's artistic talents. This seamless integration serves as both a functional masterpiece and a heartfelt tribute to the essence of the character. In its form and function, the design becomes a living celebration of individuality, urging us to appreciate the beauty found in our unique qualities. The intricately crafted piece stands as a testament to the character's creative prowess, fostering an environment that encourages both practicality and the expression of individual identity.



Inspired from the eerie theme of the movie, the lampshade also acts as creature adding to the narrativer



The framework for the lamp is inspired from a spider web that reflects onto the ceiling once lit

Another captivating project was inspired by "Nightmare Before Christmas," where we envisioned enhancing Oogie Boogie's lair with a bespoke addition. Introducing an eerie lampshade creature, this design choice adds an unsettling yet intriguing element to the scene. Crafted with tapered three legs and a composition mirroring Oogie Boogie's aesthetic, the lampshade-pet captures the essence of Tim Burton's atmospheric and mysterious allure. The composition, inspired by Oogie Boogie's aesthetic, features ragged clothes, patched scrap fabric, and metal mesh, creating a cohesive and visually stunning addition to the scene.

The collaboration between student creativity and Tim Burton's cinematic influence has given rise to unique, visually striking interior elements that reflect the dark, whimsical charm synonymous with the director's iconic style.

By: Kshitiz Pathak and Vedaa Dutt, B.Des, Interior and Furniture Design, Sem 5, UID.



# Crafting Sustainability: A Multifaceted Journey into Fashion and Artistry

In a recent foray into sustainability in fashion, the department of Fashion & Lifestyle orchestrated a course, Sustainability in Fashion, for Sem 8 students, that brought together four master artisans, each specializing in a distinct craft. These diverse array of crafts—blue pottery, leather craft, Sanganer block print and miniature painting—unfolded into an immersive experience, providing profound insights into the intricacies of these traditional arts and their integration into the contemporary fashion landscape.

## Blue Pottery: Crafting Eco-Elegance

The allure of blue pottery, an ancient craft with roots in Persia, drew us into a world of delicate beauty. Artisans guided us through the meticulous process of creating jewellery. This involved shaping soft clay, a blend of quartz and multani mitti, into intricate designs, followed by a firing process using natural dyes. The workshop not only showcased the aesthetic appeal of blue pottery but also emphasized the use of locally sourced materials and eco-friendly practices, enriching our understanding of sustainable jewellery in the broader fashion context.



Blue Pottery Earrings by Diya Patel. Picture Courtesy: Diya Patel.

## Leather Craft: The Ethical Elegance of Accessories

Leather craft unfolded as a revelation in an ethical fashion. Artisans led us through the creation of various accessories, including handbags, corset belts, and cross-body bags. Beyond the hands-on crafting, we delved into discussions on responsible sourcing, cruelty-free practices, and the potential for sustainable alternatives in the leather industry. This segment challenged us to rethink our perceptions of leather, pushing us to explore innovative designs that align with ethical fashion principles.



Leather Men's Corset by Nipun Singh. Picture Courtesy: Nipun Singh.

### **Sanganeri Block Print: Threads of Tradition and Trend**

The Sanganeri block print workshop transported us to the colorful landscapes of Rajasthan, unravelling the secrets of this centuries-old craft. Artisans guided us through the art of hand-block printing on fabrics, allowing us to create stylish garments and accessories such as clothes and bucket hats. Beyond the visual appeal, the workshop highlighted the cultural richness embedded in traditional block printing, sparking conversations on preserving heritage crafts and seamlessly incorporating them into contemporary fashion in a sustainable manner.

Summer dress in sanganeri block print fabric by Shreya Raval. Picture Courtesy: Shreya Raval.

### **Miniature Painting: Wearable Artistry**

The miniature painting segment brought forth the exquisite art form traditionally applied to small-scale illustrations. In this workshop, we translated miniature art into wearable pieces, including handbags, necklaces, and belts. The intricate details characteristic of miniature painting opened our eyes to the potential for creating sustainable, one-of-a-kind accessories that fuse art and fashion seamlessly.



Collar with miniature painting by Somya Mallik. Picture Courtesy: Somya Mallik.

This collaborative exploration transcended the boundaries of traditional learning, instilling in us a profound appreciation for diverse crafts and their role in shaping sustainable fashion. As we proudly displayed our creations, we not only celebrated newfound skills but also embraced the responsibility of becoming conscientious creators in a world that increasingly values ethical and environmentally friendly practices.



All the students with the faculty, Ms. Anahita Suri, and artisans. Picture Courtesy: Diya Patel.

By: Diya Patel, B. Des Fashion Design, Sem 8, UID.

# Empowering the Army behind the Army: Service Wives Employment Network

## Introduction:

In the noble and selfless commitment to serve one's country, military personnel often face numerous challenges, with their families bearing a significant share of the burden. For military spouses, the transient nature of their lifestyle frequently disrupts career paths, leading to professional disconnection and compromised aspirations. Recognizing this struggle, a group of students embarked on a design project aimed at addressing this issue head-on. The result is the Service Wives Employment Network, a comprehensive solution designed to empower the army behind the army.

## The Challenge:

Military spouses, owing to the demands of their partner's duty, often find themselves relocating to new and unfamiliar places. This constant uprooting disrupts their professional lives, making it difficult to maintain consistent employment. The question of whether to sacrifice one's career in the name of duty is a difficult one, and many spouses find themselves facing the harsh reality of limited opportunities in small towns associated with military postings.



Social experiment conducted to know about the challenges and opportunities. Picture Courtesies: Teesha Madan.

## The Service Wives Employment Network:

The Service Wives Employment Network is more than just a project; it is a lifeline for military spouses seeking to build and sustain meaningful careers. The project tackles the multifaceted challenges faced by military spouses through a combination of innovative strategies.

## Connecting Opportunities:

Leveraging a robust database, the platform seamlessly connects military spouses with local and multinational project-based recruitment opportunities across the country. This approach aligns career paths with the unique skills and preferences of each individual, ensuring a better fit for long-term career success.

## Personalized Consultation Services:

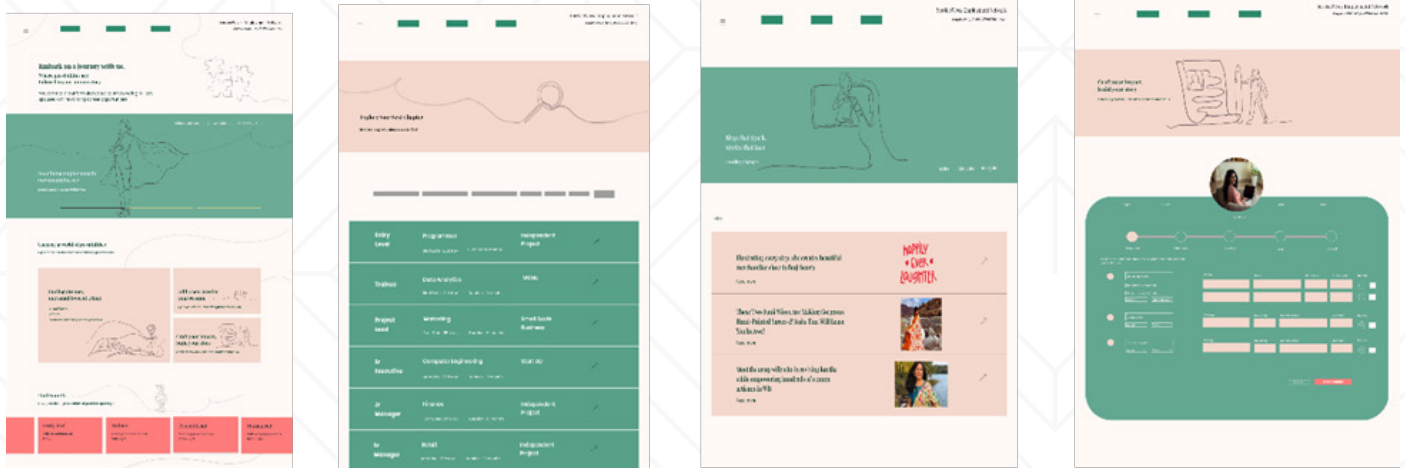
Recognizing that each military spouse is on a unique journey, the Service Wives Employment Network offers personalized consultation services. These services provide guidance on skill development and entrepreneurship, fostering adaptability and resilience in the face of changing circumstances.

## Building a Supportive Community:

Going beyond job placements, the platform integrates with a holistic support ecosystem. Mentorship programs, networking events, and skill development initiatives create a thriving community. This sense of belonging helps military spouses navigate challenges and build lasting connections with like-minded individuals.

## User-Friendly Interface:

The platform's user-friendly interface is adorned with bright colours and bold, elegant illustrations. This not only ensures ease of use but also creates an inviting atmosphere, reflecting the vibrancy and resilience of military spouses.



Final User Interfaces.

## Conclusion:

The Service Wives Employment Network is a testament to the power of innovation and empathy. It goes beyond being a mere system it is a solution-driven community that inspires military spouses to not only overcome career challenges but also to discover fulfilling careers and brighter futures. In recognizing the sacrifices made by the army behind the army, this student design project is making a significant impact on the lives of those who stand beside our servicemen and servicewomen, providing them with the support they need to thrive in their professional pursuits.

By: Teesha Madan, B. Des Visual Communication Sem 5, UID.

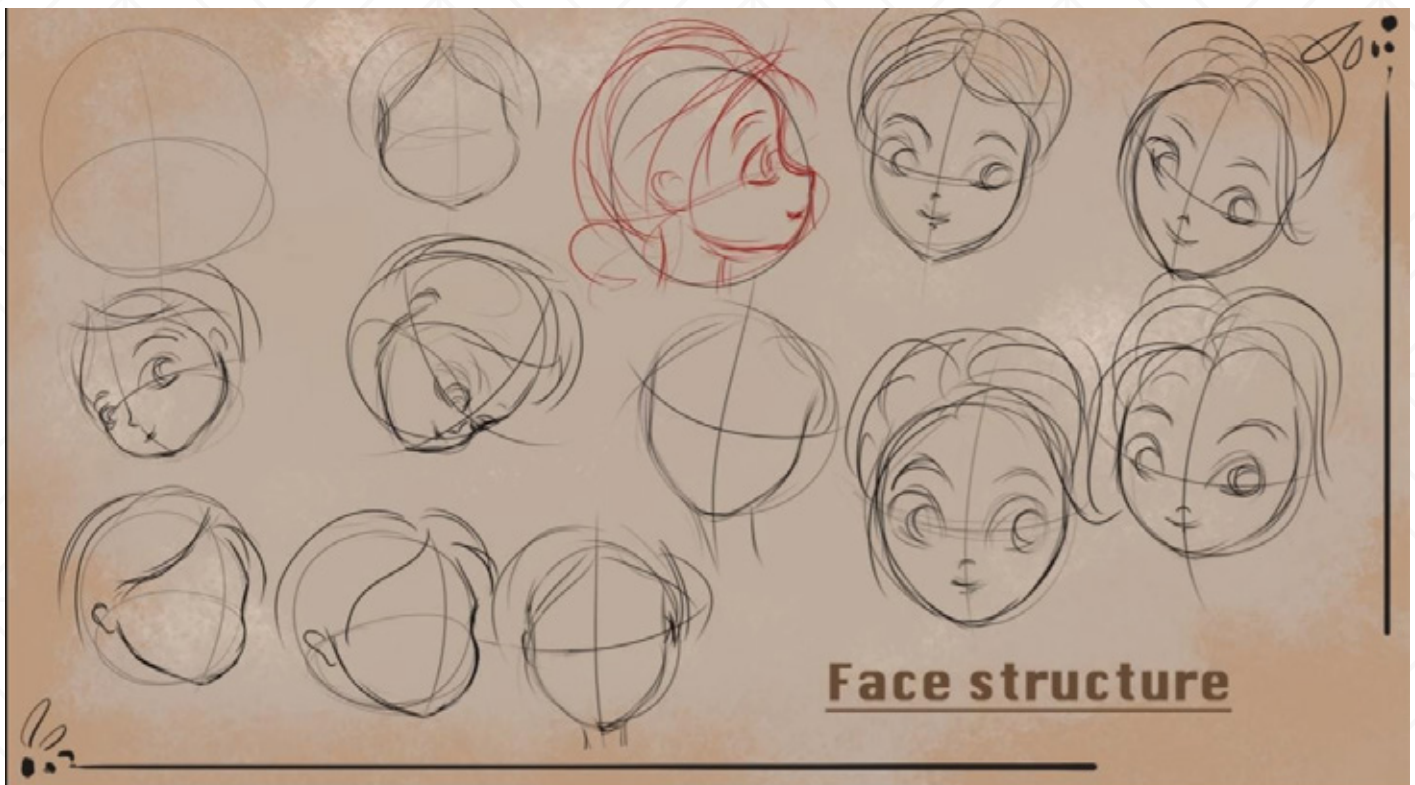
# Esi Lagi Lagan..... Meera Hogai Magan

Embarking on the enchanting journey of bringing Meera Bai to life through animation has been nothing short of a kaleidoscopic adventure for me, Kajol Murudkar, a spirited student in the Animation and Digital Media Department. Under the watchful guidance of my mentor, Mr. Dhaval Joshi, this creative odyssey has unfolded into a tale that resonates with both passion and purpose.

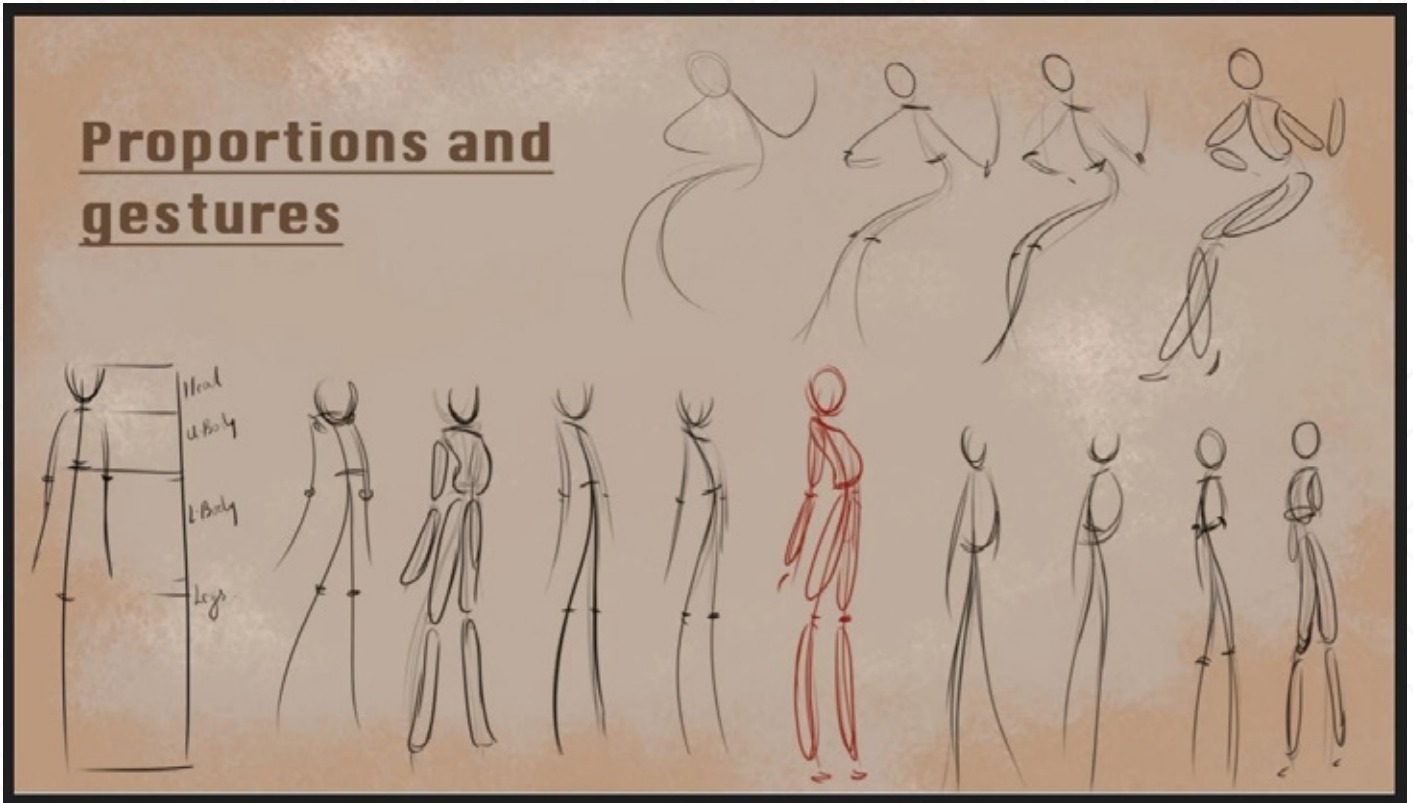
In the vast expanse of Meera Bai's legacy, I found myself drawn to the unexplored chapters of her youth. Ever wondered about the vibrant hues that adorned the Rajasthani princess at the tender age of 14? It became a burning question, sparking the inception of an animated Meera Bai that defies the conventional portrayal of saints draped in whites or yellows. My character blossoms in the rich tapestry of Rajasthani colors, a nod to the cultural vibrancy of her heritage.

Visualizing Meera Bai as more than just a saint, I envisioned her as a spirited devotee with a playful spirit. With an Ektara in hand, my animated creation twirls gracefully around the temple, lost in the rhythmic dance of devotion to Lord Krishna. The question echoed: Was Meera Bai's essence solely confined to saintly devotion, or did a playful spirit dance within her?

Accompanying this narrative are vivid images capturing the persona of Meera Bai in all her glory. Each brushstroke and pixel serves as a testament to the intricate details of her attire and the joyous twirls of her dance, encapsulating the spirit of a 15th-century princess enraptured in devotion.



Art by Kajol Murudkar



Art by Kajol Murudkar



Art by Kajol Murudkar

Reflecting on my evolution in character design, I share the metamorphosis from initial cluelessness to the creation of a captivating character. This process has been a fusion of knowledge and excitement, weaving a narrative that transcends time and breathes life into the spirit of Meera Bai.



Art by Kajol Murudkar

This creative venture is a celebration of the transformative power of artistic expression and the invaluable guidance of mentors like Mr. Dhaval Joshi. My portrayal of Meera Bai injects a burst of color into our college's artistic endeavors, inviting all to witness the magic of animation and storytelling through my eyes.

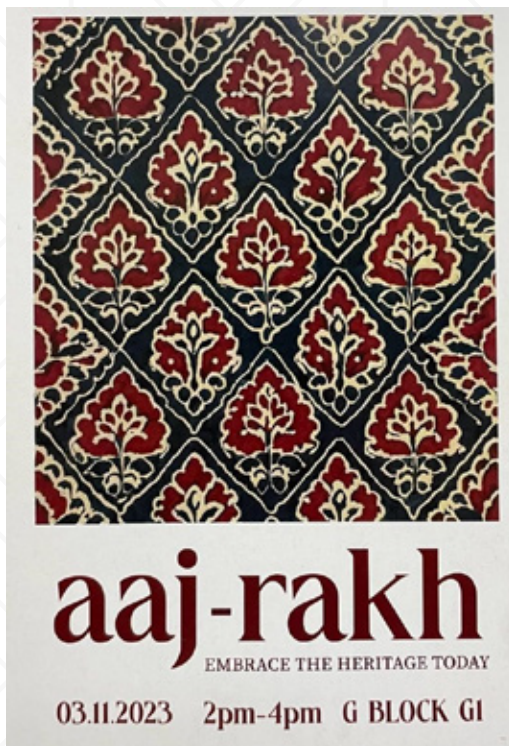
By: Kajol Murudkar, B. Des Animation & Digital Media, Sem 5, UID.



# Fostering Creative Frontiers in Fashion and Design

The culmination of the semester witnessed an enriching journey for second-year fashion and lifestyle students through an elective module: Fashion Digital Graphics. The module was meticulously crafted to immerse students in the world of relevant software tools, enabling them to proficiently design fashion-centric graphics. Its primary objectives were to introduce students to the scope of fashion graphics, hone their skills in creating a spectrum of fashion graphics - from realistic to iconic - and apply these creations in products and communication effectively.

Commencing with the rudiments of graphic design, the module delved into fundamental aspects such as Typography, Colour Theory, Composition (layout and placements), and Graphic Software Analogy. These theoretical underpinnings were immediately put into practice as students embarked on designing and developing fashion logos across various segments and classes.



Khera

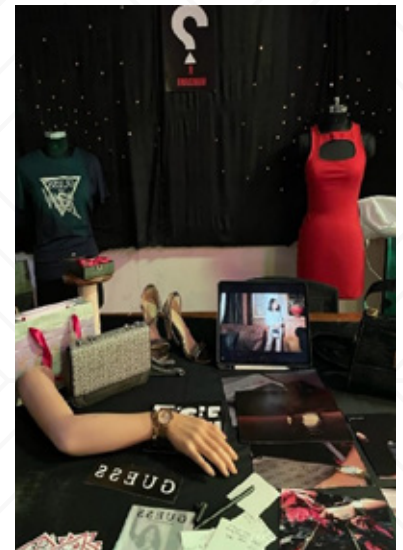
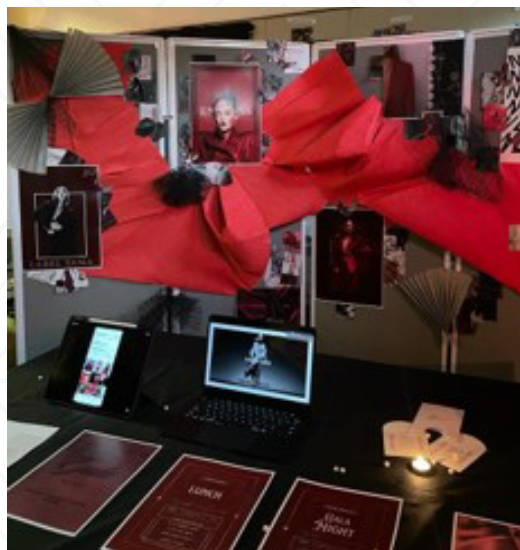


Examples of students' work. Picture Courtesy: Maansee

The uniqueness of this module lies in its fusion of theoretical knowledge and practical application, fostering an environment where students assimilate concepts and immediately translate them into tangible outputs. The experiential learning culminated in a live campus event, providing a platform for students to showcase their strategic prowess and analytical skills. This module stands as a testament to the university's commitment to innovative academic practices, providing students with a holistic learning experience that bridges theory with industry application, ensuring their readiness for the dynamic realm of fashion and design.

As the semester draws to a close, the legacy of Fashion Digital Graphics persists in the enriched skill set and experiential knowledge gained by the students, propelling them toward a future brimming with creativity, innovation, and proficiency in fashion graphics and design.

**By: Maansee Khera, Assistant Professor, Department of Fashion & Lifestyle, UID.**



Students at the exhibition of their work. Picture Courtesy: Maansee Khera.

# Healthy Wings: Elevating Healthcare Access through Intuitive Design

In an era where technology seamlessly integrates with our daily lives, the demand for user-friendly and efficient healthcare solutions is more prevalent than ever. Recognizing this need, the student-led design project, "Healthy Wings," takes centre stage as an exemplary model of intuitive User Experience (UX) design for a healthcare mobile app. This innovative app not only simplifies the process of booking appointments but also provides easy access to medical records and seamless communication with healthcare professionals.

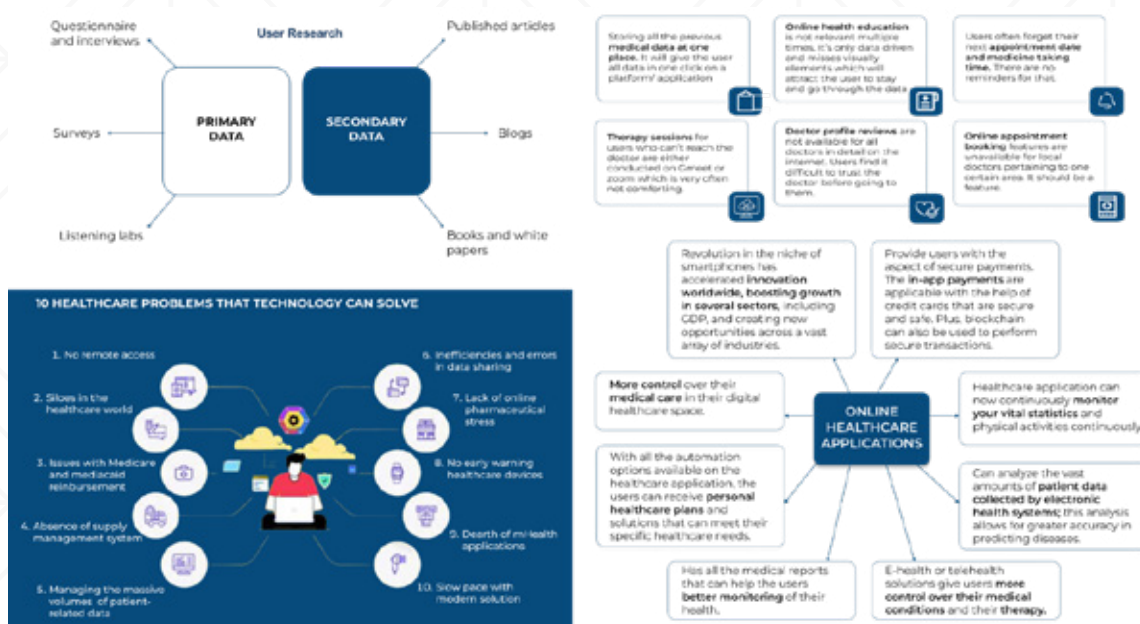
## Unveiling the Design Process:

The journey of Healthy Wings began with a thorough exploration of existing healthcare apps and systems. The student designer conducted comprehensive secondary research, delving into the strengths and weaknesses of various applications. This phase allowed for a nuanced understanding of user expectations and pain points in the current healthcare landscape.

Subsequently, armed with insights from the secondary research, the student undertook a primary research phase. This involved direct engagement with potential users, medical professionals, and other stakeholders. Through surveys, interviews, and usability testing, the design team empathized with the diverse needs of the users, gaining valuable perspectives that would shape the project's direction.

## From Insights to Solutions:

With a deep understanding of user needs and challenges, the design team set out to construct a holistic solution. Healthy Wings emerged as a comprehensive healthcare mobile app, seamlessly integrating various features. Users can effortlessly book appointments, access medical records, and engage in secure communication with their healthcare providers, all within a single, intuitive platform. The app does not stop at appointment scheduling and medical records; it goes beyond to enhance the user experience. Online and offline therapy sessions are seamlessly integrated, providing users with convenient options for seeking professional help. Moreover, thoughtful features like next appointment reminders and medication notifications ensure that users stay on top of their healthcare routines.



Activities to unveil the sought User Experience

### **Gratitude for Support:**

The success of the Healthy Wings project would not have been possible without the unwavering support of peers, users, and family. The student designer expresses heartfelt gratitude to everyone who contributed to the project's development and refinement. The encouragement and feedback received throughout the design process played a pivotal role in shaping Healthy Wings into a user-centric and impactful healthcare solution.

### **Mentorship that Soared:**

The mentorship provided by Mr. Sandipan Bhattacharjee and Mr. Om Singh sir deserves special acknowledgment. Their guidance and expertise were instrumental in navigating the complexities of healthcare design. Under their tutelage, the student not only honed technical skills but also developed a deeper understanding of the intersection between user experience and healthcare technology.

### **Conclusion:**

In conclusion, the Healthy Wings project stands as a testament to the power of user-focused design in transforming healthcare accessibility. By blending secondary and primary research, empathizing with users, and leveraging mentorship, the student designer has created an innovative solution that addresses the multifaceted challenges in healthcare management. Healthy Wings not only streamlines healthcare processes but also empowers users to take charge of their well-being through a seamless and intuitive mobile app experience.

**By: Drusti Gothi, B. Des Visual Communication Design, Sem 5, UID.**



# Collaborative Canvases: Group Work in the age of Individualism

As Richard Buchanan reflected in his essay the notion of design in its deeper level, talks fundamentally about human rights and dignity. This is the key philosophy of human-centred design. However, it is more often overlooked as mere usability making it only user-centric design. In the module of human centric design for semester III, Product Design students, we have tried to overcome this particular limitation with the help of extensive open-ended research and experimentation on the interventions. Based on the topics they have chosen the students explored all the humanitarian aspects of the same. Instead of simply picking up a problem the students have identified all the possible aspects of human involvement and intervention. Thus, the topic of elderly was not only related to medical aids or walking sticks, but the possible avenues to help them lead a dignified time. The group working with manual scavengers and sanitation worker covered even the social issues of acceptance and dignity. From all the identified points they have selected one suitable for the module output criteria that is simple product design. For each design brief they have gone through extensive ideation along with experimentation. Experiments ranged from identifying which solution is most effective for removing period stain, to documenting different shapes of jawlines of local populations for a more fitted mask. Ergonomic evaluations were also an integrated part for most of the projects, for example, required dimensions for a product that helps women in public toilet settings. Overall, the most important learning for the module is not the output, but the understanding and rigorous process that has been followed. As an educator, I sincerely applaud the students and fellow faculty for their unwavering enthusiasm even at the times when they started from scratch again and again.



**Image Credit : Khushboo Jain Sem03 , 'Students presented their HCD projects in semester-end jury, much appreciated by Jurors', November '23**

Richard Buchanan. Human Dignity and Human Rights: Thoughts on the Principles of Human Centred Design. Design Issues, 17(3), 35-39, 2001.

**By: Dr.Arunita Paul, Assistant Professor, Department of Industrial Design, UID.**

# Nendo X Lego - Design For Immersive Experiential Retail

How do two brands with stark differences in design language and visual identity come together to create an experience that fits as snugly as two Lego bricks? This exploration was part of Hybrid Retail Design Studio, Semester 05, mentored by Assistant Prof. Shweta Tiwari, Assistant Prof. Kaustav Kalyan Deb Burman, and Assistant Prof. Geeta Choudhary.

Let's take a step back and get to know these brands:

**Nendo** is a highly regarded design firm based in Japan. Known for their work in product/interior/furniture / graphic design and architecture, they use clean lines, have a playful touch, and pay keen attention to detail in their creations.

**Lego** is a pioneer in the toy-making industry, a name we are all familiar with. Hailing from Denmark, they specialize in designing and manufacturing modular and construction-based toys. Both of these brands have kept creativity and innovation at the forefront of their work. I chose these brands as the subjects of my project as I recognized that these brands though visually very different, have a similar ideology at heart, which piqued my interest.

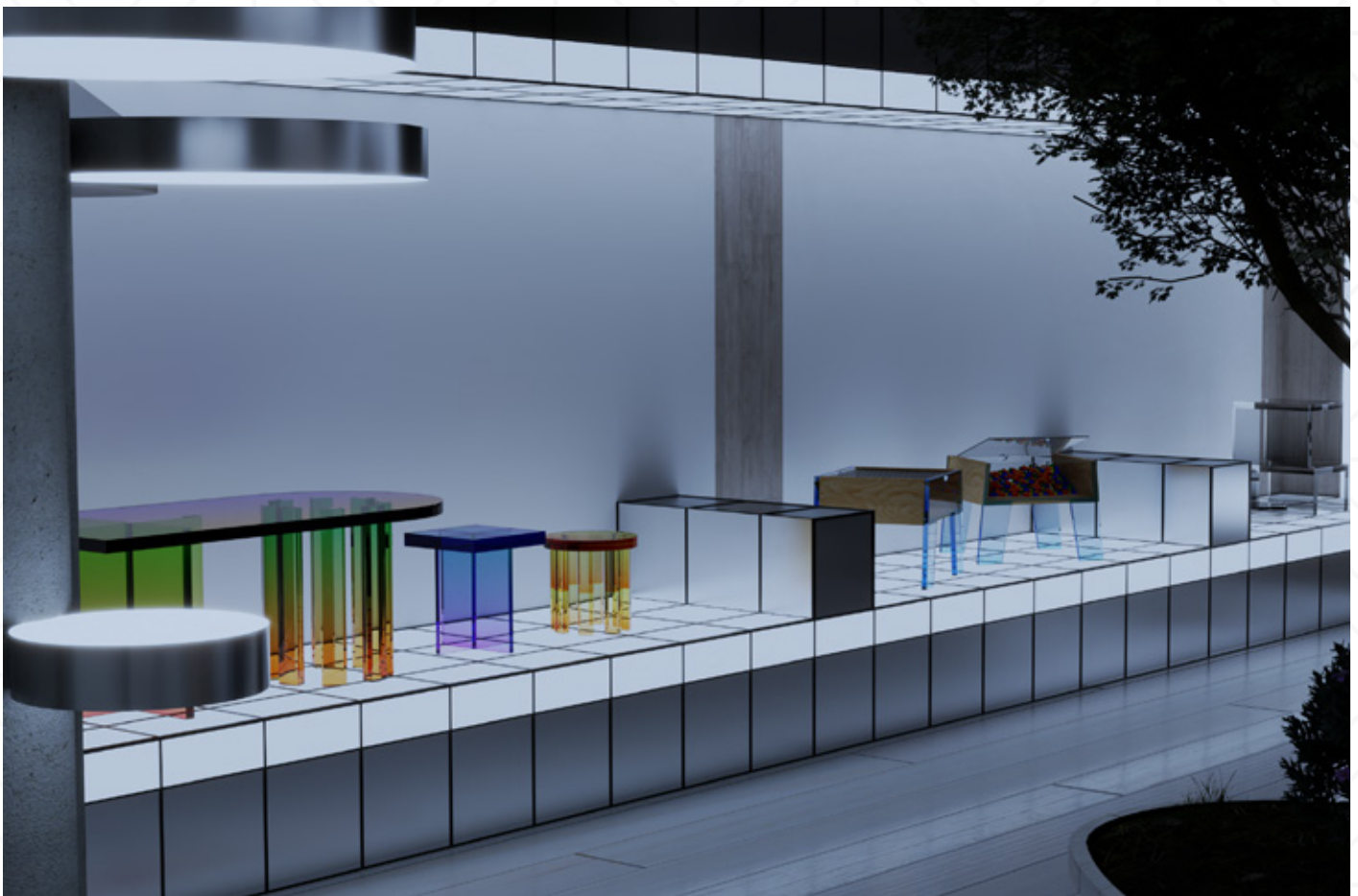


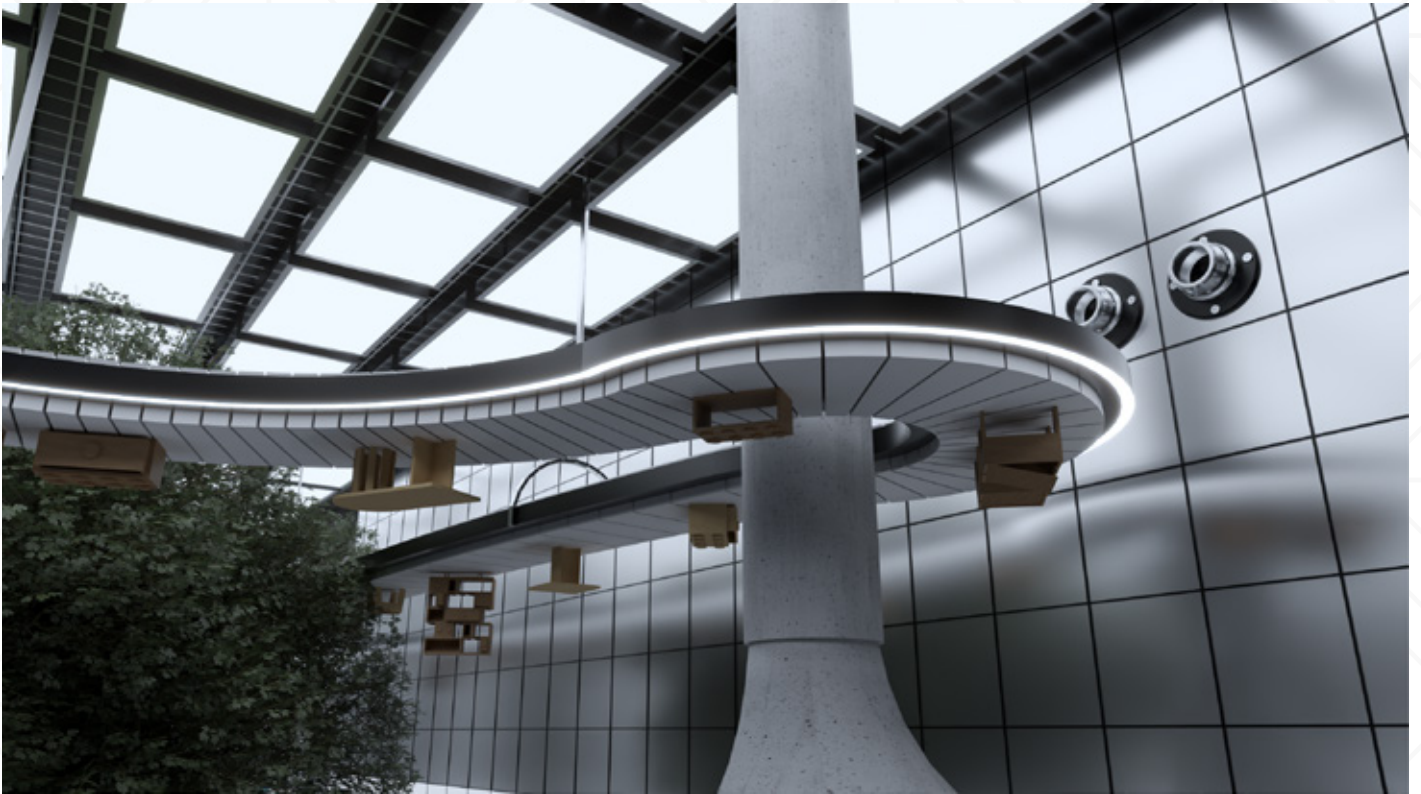
Fig - 01 - The central display area, designed like an exhibition gallery. A lush Japanese maple provides a welcome organic contrast in the otherwise sleek, angular space.

I sought to create a retail store, but a store should have a strong product that it hopes to sell. I came up with sets of high-end luxury furniture keeping in line with the design forms thought of and created at Nendo while adding a strong visual element and the modular nature of Lego in the mix.



**Fig - 02 - An abstract representation of a tree, doubles as a creative experience (digital to physical) to engage the visitor.**

Coming to the store, to enhance the visitor's experience we have two active immersive experiences. Keeping in mind the word "Phygital", the first experience is a digital to physical one, wherein the visitor is encouraged to design and create his own model of furniture (or anything he imagines) with guidelines in the form of a hologram being projected onto his workspace. For the second experience we have an interactive facade, whatever the visitor has created as a physical object can be scanned and uploaded as an animated 3d model to the facade. The facade can portray multiple scenarios and themes throughout the year, to keep the experience engaging.



**Fig - 03 - A conveyor belt displays furniture ideations to inspire the visitors as well as provide a static experience. This feature also makes use of the ample vertical space and brings in a play of multiple levels.**

Having such immersive experiential stores help the customer make a personal connection and relationship with the brand and a superior retail experience. Such a model proves as a win-win for both the brand and the customer, this is further proved as we can see real life examples of such stores by some of the most prominent brands across the world.

**By: Mark Sharma, B. Des Interior and Furniture Design, Sem 5, UID.**



# Paws and Paths: A Shelter for Street Dogs

## Transforming Urban Spaces

In the city urban landscape where concrete as a material dominates the surface and texture, "Paws and Paths" emerges as a visionary project that seamlessly combines a shelter for street dogs with a purposeful transformation of roadsides and walkways.

The solution I (Himanshee Motwani) came up with was a bench that can house a dog shelter for public spaces, although I have adapted it to be more feasible on private/ public spaces such as gardens/apartments etc. My earlier thought was to add a sitting facility along with a dog shelter, however later I removed the sitting to make it a more precise solution to dog safety.

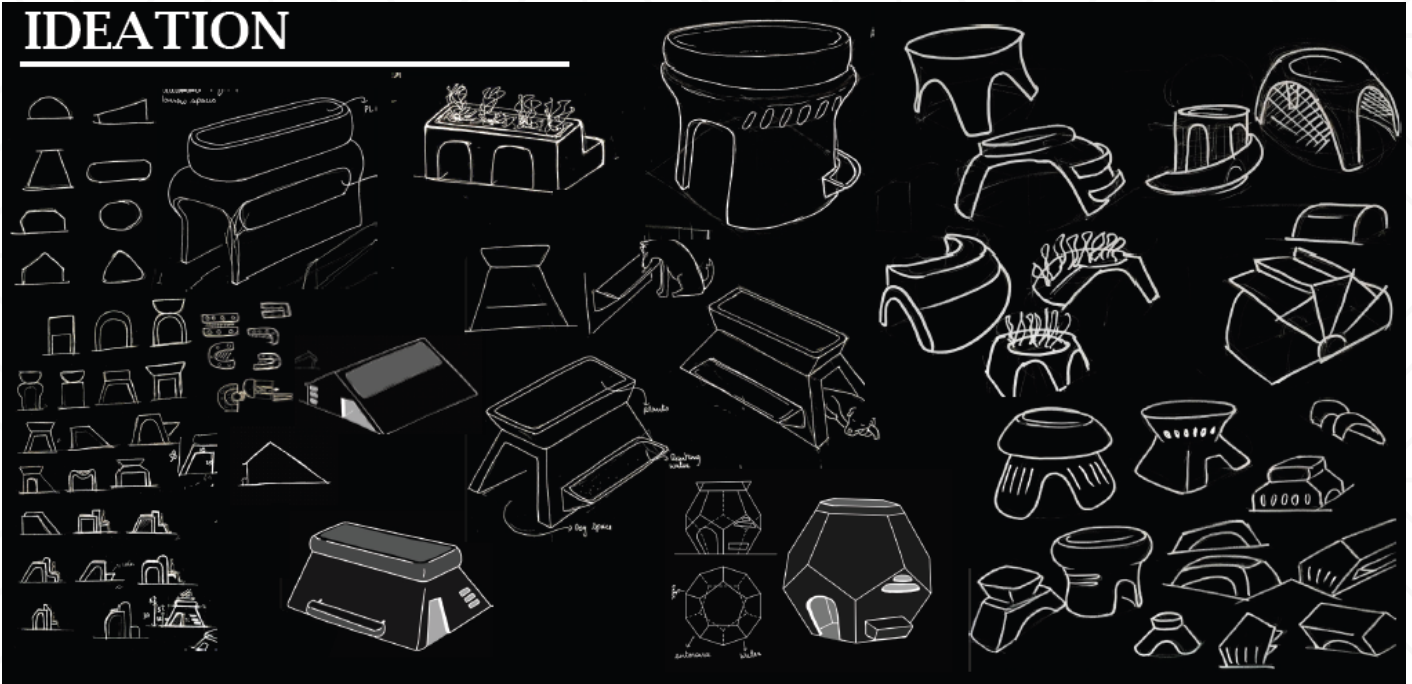
"Paws and Paths" aims to provide a safe haven for street dogs, offering them refuge from harsh weather conditions and the perils of urban life. Simultaneously, the project seeks to enhance the aesthetic and functional aspects of public spaces by integrating greenery and functional planters along roadsides and walkways.

The shelter is designed as a unit (with eco-friendly material) strategically placed in urban areas with a high density of stray dogs. Constructed from sustainable materials, each unit comprises a weather-resistant enclosure for dogs to rest, eat, and find protection from the elements. The green planter above helps maintain temperature below. The shelter's roof is designed as a green roof, hosting vegetation that not only aids in temperature regulation but also contributes to the overall urban greenery.

The project follows a dual approach that extends beyond shelter provision. The sides and top surface of each unit are equipped with built-in planters, transforming the shelter into a living, breathing entity that actively contributes to the beautification of the surrounding space. We can choose native plants, as they are low maintenance requirements and more resilient to temperature changes of that place. This adds a touch of green to otherwise mundane urban environments. The planters also act as a physical barrier, creating a safe space for canine-friendly zones from pedestrian pathways, ensuring safety for both dogs and humans.

Beyond the immediate benefits for dogs, the project tries to incorporate environmental sustainability. The incorporation of green roofs and planters promotes urban biodiversity, and improves air quality. The material for the shelter could be 3D printed clay or composite that is sun dried. "Paws and Paths" is not merely a shelter; it is an initiative that envisions a city where the well-being of its four-legged inhabitants is intertwined with the aesthetics and functionality of public spaces. By redefining the relationship between urban infrastructure and compassion for animals, this project sets a precedent for a more harmonious and caring urban future.

# IDEATION



Ideation sketches and some renders of the dog shelter. Picture Courtesy: Himanshee Motwani.

By: Himanshee Motwani, B. Des Global Design Programme, Sem 5, UID.

# Phygital Solutions for Overcoming Barriers in Seeking Help During Panic Attacks: A Comprehensive Exploration

This article explores the challenges that individuals face in the help seeking process during panic attacks, shedding light on the impact on well-being. The study identifies common limitations, including social judgment stigma, lack of awareness, and fear of the help-seeking process and focuses on building solutions to eliminate them. Recognizing the need for empathy in addressing these barriers, the paper suggests digital solutions as a viable intervention.

Despite living in the digital age, seeking help during mental health crises remains complex. This paper explores the potential of "phygital" solutions, combining physical and digital elements, to empower individuals and reshape mental healthcare models. The focus is on simplifying help-seeking processes and encouraging self-management of complex emotions.

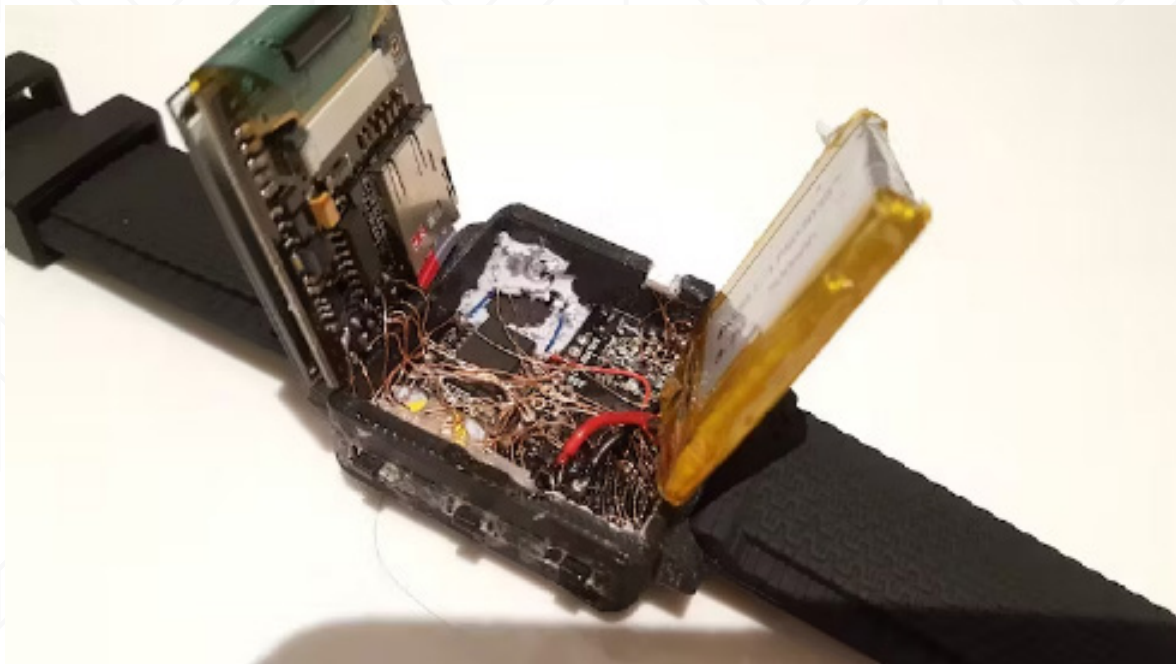
With technology increasingly embedded in our lives, the paper aims to investigate digital solutions' efficacy and impact on mental health care.

## Project Description:

Primary research involving surveys and interviews reveals that a significant portion of the population suffers from mental health issues like panic attacks. The study identifies preferences for seeking aid. Secondary research emphasizes the growing role of wearable devices in mental health care, with a focus on apps and technologies designed for panic and anxiety attacks.

## Competitive Analysis:

A SWOT analysis compare digital sensory watch with a mental health care app. The analysis highlights opportunities for enhancement and customization while addressing potential threats such as user's discomfort and privacy concerns.



**Bulky tech is not preferred by people as it makes them feel conscious**  
ref. [www.hackster.io](http://www.hackster.io) case study: Minder: A Watch for Panic Attack Sufferers

## Proposed System:

Based on existing data and the SCAMPER ideation, a minimalistic phygital solution is proposed—a sensory ring linked to a smartphone app. The ring substitutes physical buttons with touch-sensitive areas and eliminates stigmas. The proposed system aims to improve accessibility, tracking, and journaling for more inclusive mental healthcare approach.

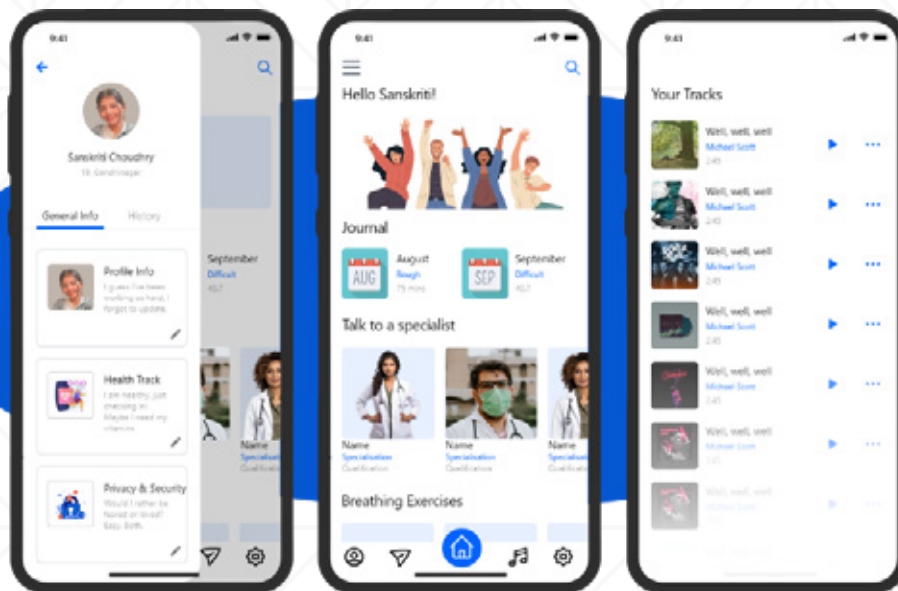


Image 2 & 3: App linked to the sensor ring

## Conclusions:

The study underscores the need for simplified and accessible phygital solutions in mental healthcare, emphasizing the prevalence of mental health challenges and the potential of wearables and apps. The proposed sensory ring linked to a smartphone app aims to offer real-time support and personalized insights. This two-way approach promises a more inclusive, user-friendly mental healthcare system, reducing social stigma in managing complex emotions.

## References:

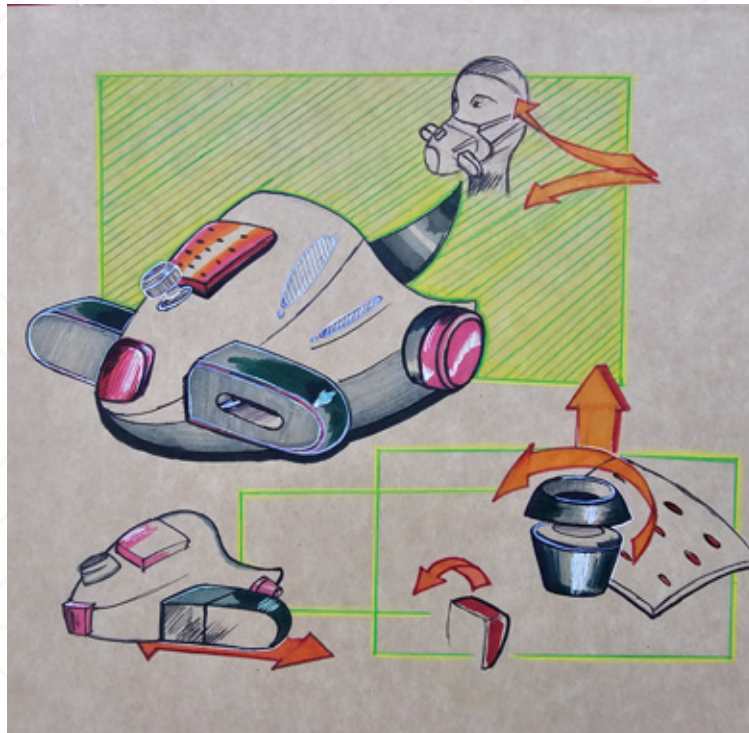
The paper draws on various studies, including reviews on wearable devices, prediction using machine, and AI-enabled smart wristbands. Sources from Hackster.io, UT Dallas, National Library of Medicine, and others contribute to the comprehensive understanding of digital solutions. In conclusion, this research paper provides a thorough exploration of barriers to seeking help and proposes an innovative phygital solution to address these challenges. By combining physical and digital elements, the proposed sensory ring and smartphone app aim to improve accessibility and support for individuals experiencing mental health crises. This holistic approach fosters independence, reduces social stigma, and contributes to a more inclusive and user-friendly mental healthcare system.

By: Sanskriti Choudhry, B. Des Interaction Design, Sem 3, UID.

# Sketching- Innovation and Ideation through Representation Techniques

Product Sketching is an integral part of the product design process, offering a versatile and efficient means of ideation, communication, and problem-solving. Developing strong sketching skills enhances ability to bring innovative and user-centric products to fruition. Sketching skills play a crucial role in product design for several reasons:

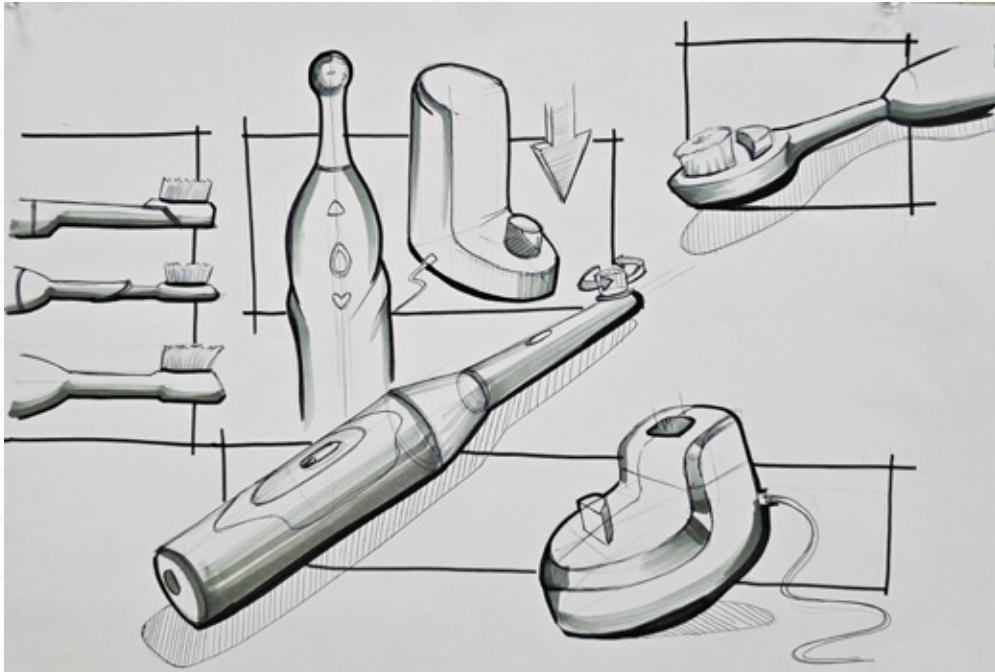
**Ideation and Conceptualization:** Sketching is a rapid and effective way to visualize ideas and concepts. It allows designers to explore multiple possibilities quickly and easily on paper before committing to more time-consuming digital or physical models.



**Concept Representation. Picture Courtesy: Sneh Sahu.**

**Communication:** Sketches serve as a universal language for designers to communicate their ideas to team members, stakeholders, and clients. They can convey the essence of a design concept without the need for extensive verbal explanation.

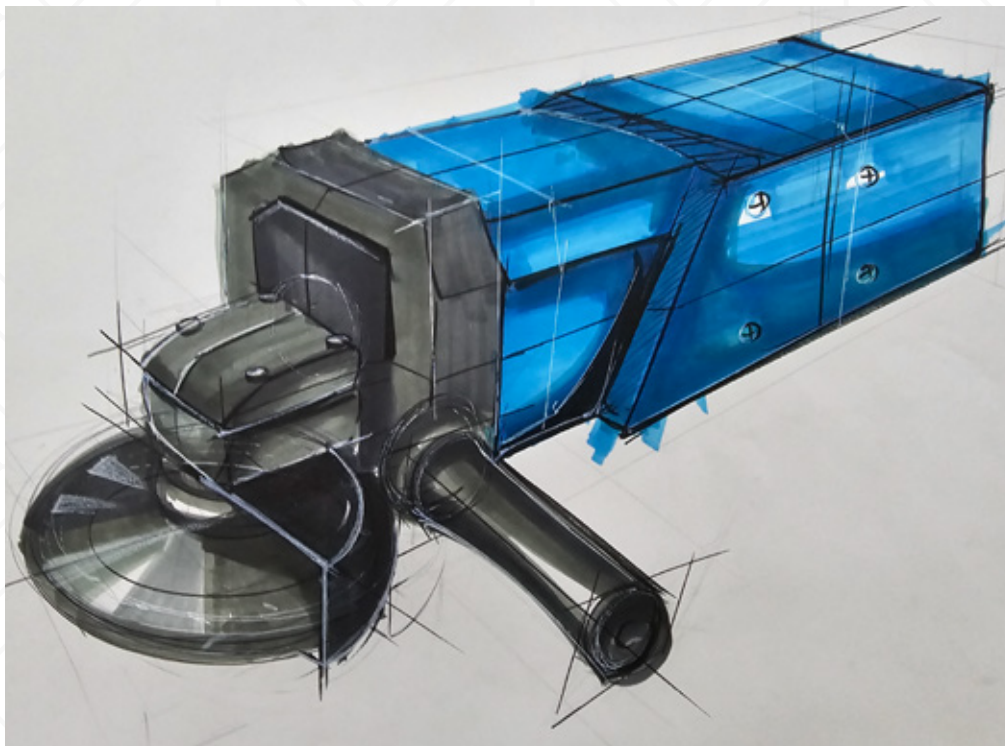
**User-Centered Design:** Sketching helps designers empathize with end-users by putting themselves in the users' shoes. It allows for the creation of user personas, storyboards, and scenarios, aiding in the development of designs that meet users' needs and preferences.



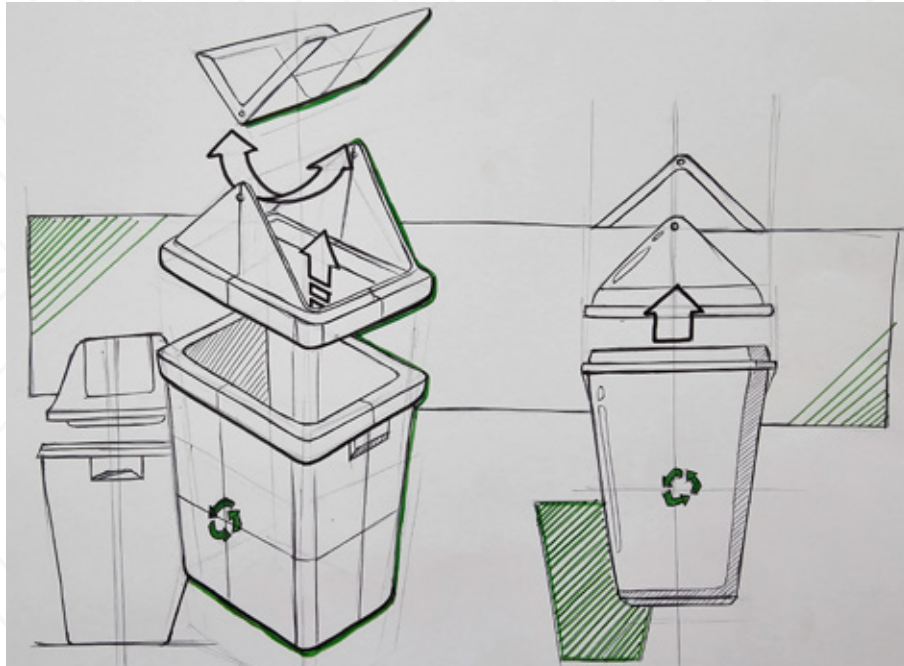
## Product Representation, Picture Courtesy: Amora Kaur Wadhwa,

**Iterative Design Process:** Sketches facilitate a quick and iterative design process. Designers can easily make modifications, experiment with different ideas, and refine concepts without the constraints of more detailed and time-consuming design methods.

**Visualization of 3D Forms:** Sketching helps designers translate their ideas from 2D to 3D. It aids in understanding and visualizing the form, proportions, and spatial relationships of a product, ensuring that the design works from all angles.



Product Representation. Picture  
Courtesy: Dhawal Musale,



**Product Representation. Picture  
Courtesy: Amora Kaur Wadhwa**

**Problem Solving:** Sketching allows designers to analyze and solve design problems on paper before investing resources in prototyping or production. It helps in identifying potential issues and finding creative solutions.

**Collaboration:** During collaborative design sessions, sketches serve as a focal point for discussions and idea generation. They enable multidisciplinary teams to contribute their perspectives and expertise to the design process.

**Cost and Time Efficiency:** Sketching is a low-cost and time-efficient method compared to creating detailed digital models or prototypes. It allows designers to test and discard ideas quickly, saving both time and resources.

**Feedback and Validation:** Early-stage sketches provide a tangible basis for gathering feedback from various stakeholders. This feedback loop helps refine the design and ensures that the final product aligns with the expectations and requirements of all involved parties.

**By: Aayush Bhingare, Assistant Professor, Department of Industrial Design, UID.**

**Personal Expression and Creativity:** Sketching allows designers to express their creativity and personal style. It serves as a medium for designers to infuse their personality into the design, making it a unique and distinctive creation.

**Author:**

**Aayush Bhingare**

**Assistant Professor Design**

# Tata Altroz: The Bold New Wave

In the ever-evolving field of automotive design, inventiveness and imagination come together to produce cars that reinvent the driving experience in addition to being visually stunning. The Tata Altroz is one such example of an exceptional piece of modern Indian car design. In the cutthroat luxury hatchback market, this car desperately required a makeover. This is what I would want to see for the next Tata Altroz generation.

At first appearance, the Tata Altroz exudes a refined and modernistic vibe. This is intended for the generation that tends to be brave and make audacious judgments. They are perfect for each other since they are vibrant, active, and adaptable, which matches Tata Altroz's personality.

The external design creates an aesthetically pleasant silhouette by skillfully fusing bold, powerful posture with elegant lines. The Altroz stands out from the competitors thanks to its sculpted surfaces and sharply defined edges.

The front fascia of the Altroz demonstrates Tata's commitment to pushing the boundaries of design with their new design language, Digital Design Language. It has a sleek, contemporary appearance thanks to the headlights and DRLs. The humanity line is transformed into a surface that is highly sculptural, creating an aggressive yet elegant appearance. The Tata Avinya Concept serves as the idea for the new Tata logo, which enhances the car's personality.

The Altroz's side profile features a unique surface flow and design. The elegant character lines and floating C-pillar design provide the sensation of never-ending motion. The dynamic alloy wheel design and the expertly carved wheel arches lend a dash of sportiness, making the Altroz a head-turner from every aspect.

The Altroz's rear elegantly combines the back taillamps and light strip, giving it a distinctive and streamlined appearance. The surface treatments and the subdued graphic components of the brake lights and reflectors have a contemporary, minimalist feel.

The car has a more upscale appearance thanks to the copper-crafted color. This color, which represents the skill of the Tata, was inspired by the Indian coppersmiths.

The Tata Altroz is a real standout in the very competitive field of automobile design. Tata's dedication to reinventing the future of mobility is demonstrated by the Altroz. The Altroz is more than just a car when it drives; it's a work of art whose design breaks all previous records for the nascent Indian auto industry.



# TATA ALTROZ: Vehicle Facelift and Graphics.



## Crafted Copper

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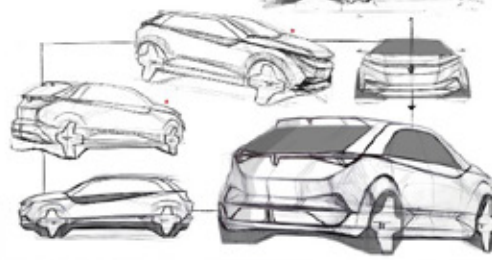
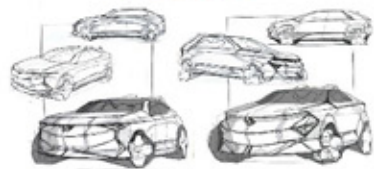


## Fearless

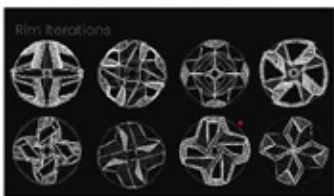
The spirit of fearless is an attitude of not being afraid to try new things, to take risks, and to be vulnerable. It's about being brave enough to stand up for what you believe in, even if it means facing criticism or failure. Fearless is a mindset that allows you to embrace uncertainty and to see challenges as opportunities for growth.



## Moodboard



Volume renders



Kanak Pitroda

UA2125298

Semester 5

By: Kanak Pitroda, B. Des Automobile & Transportation Design, Sem 5, UID.

# The New Magnite

The pursuit of perfection in design and innovation is a never-ending goal in the automotive industry. A notable initiative that breathed fresh life into this tiny SUV and raised the bar for modern automobile design is the Nissan Magnite's amazing facelift makeover.

The captivating look of the all-new Nissan Magnite is the result of a painstaking fusion of three Japanese design concepts with Indian influences. New Magnite was inspired by the brand's aim to convey feelings of smoothness, seduction, and elegance to its customers. The new design language is intended for individuals who aspire to be outstanding in their careers and have ambitious personal lives.

The refreshed Nissan Magnite now has a forceful and commanding appearance on the road thanks to its bodywork, which combines strong shapes with sleek lines. The front fascia has been significantly altered, with a revised grille that boasts a sophisticated and futuristic honeycomb pattern. The LED headlights, which are now more angular and crisp, improve visibility while also adding to the vehicle's overall attractiveness. In order to achieve a feeling of fluidity and aerodynamic efficiency, the side profile has been sculpted. New alloy wheel designs offer a dash of sportiness.

It's large. It's audacious. It is extraordinarily lovely. In every way, the all-new Nissan Magnite exudes appeal. It's what sets you apart in a nation home to more than a billion people. especially created to grab people's attention, hearts, and brains. In all honesty, it's more than simply an SUV. It's a mobile attraction.



By: Tanmay Patinge, B. Des Automobile & transportation Design, Sem 5, UID.

# Transforming Mental Health: The Innovative App Revolutionizing College Students' Well-being.

## **Introduction:**

Mental health challenges among college students are an ever-growing concern, necessitating innovative solutions to promote well-being and resilience. In response to this pressing issue, a ground-breaking app has emerged, reshaping the way students navigate the complexities of their emotional landscapes. This app goes beyond conventional approaches, incorporating unique features that foster self-awareness, provide immediate assistance during crises, and promote holistic coping mechanisms. Let us delve into the transformative qualities of this student design project, exploring how it addresses the multifaceted aspects of mental health.

## **The Mood-o-Meter: Nurturing Self-Awareness:**

At the heart of this innovative app is the Mood-o-Meter, a key feature designed to encourage users to regularly assess and articulate their emotional states. By promoting self-awareness, students can gain insights into their mental well-being, paving the way for proactive management of their emotions. The Mood-o-Meter serves as a compass, guiding users through the difficulties of college life and empowering them to recognize and address their emotional needs.

## **The Panic Button: Timely Assistance in Times of Crisis:**

Recognizing the urgency of mental health crises, the app introduces the Panic Button. In moments of distress, users can swiftly connect with volunteers or trusted contacts, ensuring timely assistance. This feature acknowledges the importance of immediate support during critical situations, helping users feel secure and cared for in times of need.

## **Journaling for Therapeutic Exploration:**

The app extends its therapeutic reach through a journaling feature that prompts users to engage in introspective exercises reminiscent of shadow work in therapy. By encouraging reflective writing and self-expression, the journaling feature provides a safe space for users to explore their thoughts and emotions. This not only aids in self-discovery but also promotes mental clarity and resilience.

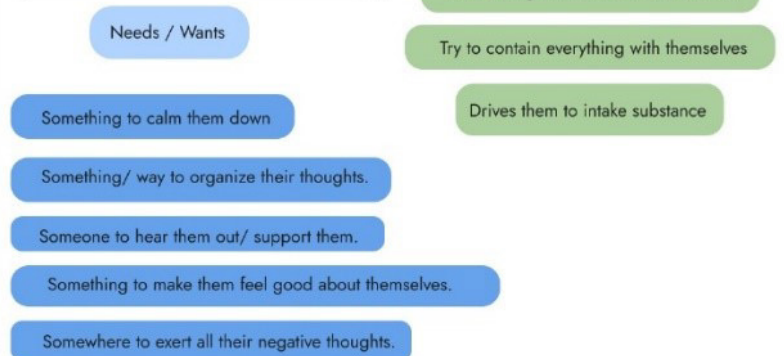
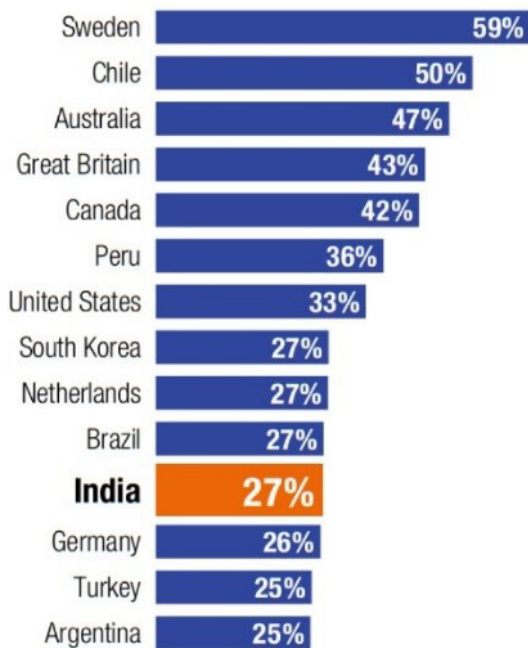
## **Holistic Coping Mechanisms: A Creative Outlet for Negative Emotions:**

Beyond mere expression, the app advocates for active coping through inclusive activities such as drawing, singing, playing, meditating, and exercising. These outlets are strategically designed to serve as effective tools for processing negative emotions. By embracing holistic approaches to well-being, the app empowers users to channel their creativity and resilience, fostering a positive and proactive mind-set.

## **Fostering Community and Mutual Support:**

The app goes a step further by facilitating community and mutual support. Users can transition from being recipients of help to providers, creating a reciprocal support network. Mini-courses within the app provide insights into various mental health challenges, fostering empathy and understanding among users. This community engagement transforms mental health management into a collective journey, breaking down stigmas and promoting open conversations.

## Percentage of People suffering from mental health disorder



## Conclusive data and information.

### Conclusion:

In conclusion, this student design project introduces an app that goes beyond the conventional approaches to address mental health issues among college students. By seamlessly integrating tools for self-awareness, crisis intervention, therapeutic exploration, and holistic coping mechanisms, the app transforms mental health management into a proactive and participatory journey. In doing so, it not only meets the immediate needs of users but also establishes a lasting virtual support network, fostering a collective approach to navigating the intricate landscape of college life. This innovative solution stands as a testament to the power of creativity and technology in promoting mental well-being among the student population.

By: Het Davda, B. Des Visual Communication, Sem 5, UID.