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Apprenticeship at UID.



Apprenticeship is a part of UID's ongoing commitment towards aligning our curriculum with industry trends and building practical skills in students, which is also an important NEP requirement. Our primary goal is to enhance our students' employability and preparedness for the changing needs of the industry. We had included an apprenticeship for students in the summer break between the 4th and 5th Semesters as a Non-Teaching Non-Credited (NTNC) Course. The apprenticeship was planned to be between 120 to 150 hours. An essential outcome of this course was a report that captured what they had learnt and a certificate of experience. We were proud to see that 100% of students secured apprenticeships with corporates, NGOs, Craft Clusters and design companies.

For students, apprenticeships were a great blend of learning and fun and gave them valuable insights into diverse industries such as the fashion, animation, gaming, automotive, IT, manufacturing, healthcare and more. They had the opportunity not only to understand the design industry better, but became more customer oriented, applied their

design capabilities in a meaningful way while contributing to the environment and the community.

One of the Visual Communication students worked with a startup called **Maarg** which aims to address challenges faced by children with ADHD and autism in comprehending game rules by developing visually engaging resources that simplify complex rules, making playtime more accessible and enjoyable for all children. The goal was not only to enhance their understanding but also to promote social interaction and self-confidence.

Another interesting apprenticeship was centred around an upcycling initiative with **Bhavyata Foundation** which is dedicated to spreading awareness and educating underprivileged children. This project involved creating board games using waste materials, a creative approach to promote sustainability while engaging the community. The student also designed and supervised the construction of the entire interior of a school being built for children aged 5 to 10 years. This task was comprehensive, involving the creation of digital layouts for the school walls and overseeing the entire process to ensure that the design was executed effectively. This experience helped contribute to an environment that would positively impact the education and development of children.

An interesting apprenticeship by one of our Lifestyle and Accessory Design students included marketing and branding for **Shradha Hedau Footwear Couture Pvt. Ltd.** She primarily focused on digital marketing—designing setups and styling footwear for photoshoots, creating and editing content for social media and crafting campaigns for platforms like

Instagram, Aza and Aashni & Co. She also contributed to the brand's website redesign by creating posters.

One of our Automotive and Transportation Design students delved into the automotive customisation and photography industry with **Detailing Mafia** and worked as an intern in marketing and branding. He worked on a 1:1 scale interior in Blender with the objective of significantly improving the experience of the incoming and current clients. The high point of his apprenticeship was being a part of the shoot of the the BMW X-5 which sharpened his photography and videography skills.

Some of our students used this time to build their software skills. An apprenticeship by one of our students at **Envision Computer Training Institute (ECTI)**, involved learning of Autodesk Alias. While this had also been taught at UID in earlier semesters, this experience helped the student to hone his skills in this software and make them industry ready, which is crucial for employability in the automotive industry.

These are just a few examples out of many wonderful experiences that our students shared. We are very proud that they took this opportunity seriously and used their summer vacation effectively to improve their knowledge and skills while by being mentored by industry professionals. Kudos also to the faculty members of UID that guided them through this apprenticeship journey and helped them achieve the desired learning outcomes.

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

A Gateway to Hands-On Learning

UID Apprenticeship is a hands-on learning experience organized by the Department of Interior Design at UID. By working alongside with professionals on real-site projects, we students gain invaluable insights and hands-on skills that significantly enhance our professional development. This immersive experience not only sharpens students' expertise but also prepares them for a seamless transition into their careers, bridging the gap between theoretical learning and practical application.

This summer, I had the incredible opportunity to apprentice at 'Shades and Shapes Studio', Ahmedabad- an interior design studio known for its innovative approach to design and meticulous attention to detail. This experience not only deepened my understanding of the field but also allowed me to immerse myself in the practical applications of AutoCAD, 3D SketchUp and rendering software like Enscape and D5.

Friendly work environment

Day on joining the firm, I was welcomed into a friendly and supportive environment that made learning both enjoyable and enriching. The firm's workspace was thoughtfully designed, reflecting the creativity and attention to detail that they bring to their projects. This space design played a significant role in making day to day experience positive and energetic.



Office Ambience and Interior Space

Getting to Know the Tools

First learning process started with 2D AutoCAD, a tool I was already familiar with but had not yet explored in depth. On working further in AutoCAD, it was a realization that it's much more than just a design tool. Gaining knowledge to create precise floor plans as well as detailed technical and electrical looping drawings, all of which are required to bring a designer's vision into existence. Working on real projects helped to learn the value of accuracy and attention to detail, as even the smallest error can influence the entire design process.

3D modelling tools

Exploring the Depths of 3D SketchUp towards the progression of the apprenticeship, explored towards 3D SketchUp. This software became a crucial tool in visualizing ideas in three dimensions, to experiment with different layouts and designs, and the instant feedback provided by the software helped to understand the spatial relationships within a room. Learning to create detailed models that effectively communicate the design to clients and contractors was also a noteworthy contribution due to the apprenticeship from UID pedagogy. Working on live projects helped to improve speed and efficiency in SketchUp, turning initial concepts into polished models.

Rendering tools

Rendering Realism with Enscape and D5 is the most exciting part of the apprenticeship, which gave hands-on experience with rendering software like Enscape and D5. These tools brought the 3D models to life with stunning realism. A thorough knowledge of adjustments of lighting, materials, and textures to create visuals that closely resemble real-world environments was explored. Enscape's real-time rendering capabilities allowed to quickly iterating on designs, while D5's advanced features enabled to create high-quality renders that were not only visually impressive but also effective in communicating the intended design. This experience taught me the power of visualization in design and how crucial it is for client presentations.

Here are some final renders of one the best residential project I have done so far,



LIVING ROOM



LIVING ROOM



LIVING ROOM



DINING AREA



KITCHEN AREA



GUEST ROOM



GUEST ROOM



PARENTS BEDROOM



PARENTS BEDROOM

Apart from the interior designing work, I had an incredible opportunity to do graphic design and website design for the same company that helped me to develop my other skills too.

Overall, the apprenticeship as part of my pedagogy from UID, at Shades and Shapes Studio was an invaluable learning experience. It provided with a deeper understanding of the tools essential to the interior design industry. By working on real projects, I was able to blend theoretical knowledge with practical application. This experience has not only enhanced my technical skills but also reinforced my passion for interior design, laying a strong foundation for my future career. I am grateful for the university's role in making this opportunity possible, and I look forward to applying what I have learned in my continuing studies and beyond.

By: Honey Patel, B. Des (Hons) Interior & Furniture Design, Sem V, UID

Apprenticeship Experience At Detailing Mafia

During our End semester break for semester 4, I gathered an opportunity to work for a detailing shop near as an apprentice for a month.

The Apprenticeship could help us gain expertise and experience from the industry which would help us in the future during our internship application. From the large variety of options, I opted to delve into the automotive customisation and photography industry as I felt I could gain some valuable experience varying terms of photography, etc. Hence, I opted to work in Detailing Mafia as an intern in marketing and branding.



For the initial days, I was tasked to redesign their interior which I aided with the help of 3D modelling a 1:1 scale interior in Blender which helped significantly with color choices and furniture arrangement to better the experience of the incoming and current clients. In the later stages of the apprenticeship, I was assigned to document and take pictures of the ongoing work as a form of documentation and I was assigned to edit videos to upload on their social media marketing pages.

This assigned work led to me discover a lot of industrial tips and experience, especially from the detailers who worked in the shop. I also learnt how different stages of work takes place when detailing takes place on a vehicle, the main experience was learnt during the shoot of the the BMW X-5 which came in for fine detailing and it was a fabulous experience from which I sharpened my photography and videography skills.



All in it was an awesome experience which helped me significantly in various fields and was something I would like to experience once again, I would also like to thank all my mentors who made this experience worth it.

By: Aryan Chatterji, B. Des (Hons) Automobile & Transport Design, Sem V, UID.



Chippiwara: Marquetry & Taarkashi

Nestled amidst the heart of traditional craftsmanship, ChippiWara stands as a testament to the enduring artistry of Marquetry and Taarkashi. Each piece, a labor of love, is meticulously crafted by skilled artisans who have honed their techniques over generations. From the intricate patterns to the rich textures, every detail is a testament to the dedication and passion that goes into each creation.



Crafted from well-seasoned reclaimed teak, ChippiWara's pieces are not merely objects of beauty but timeless heirlooms, destined to be passed down through generations. Inspired by the vibrant tapestry of modern life, the designs seamlessly blend contemporary aesthetics with traditional symbols and motifs drawn from India's rich cultural heritage. From the wild flora and fauna that adorn our jungles to the early Indian modernist movement, ChippiWara's creations capture the

essence of both tradition and innovation.

The brand's initial website, unfortunately, failed to display the intricate beauty and craftsmanship of ChippiWara's products. The website lacked the visual appeal and interactive elements necessary to effectively showcase each creation. As a design intern, I was tasked with redesigning their website to better showcase their products and enhance the user experience. Throughout my time there, I adhered to a structured design process and timeline that helped me optimize my workflow and maximize my productivity.

Identifying the Challenges

The existing website faced several critical issues. It was unresponsive, making it difficult to navigate on mobile devices, a significant portion of today's internet traffic. The content was disorganized, with no clear hierarchy or navigation structure, leading to confusion for visitors. Moreover, the visual design was outdated and did not effectively showcase the beauty of the products.

Brainstorming Solutions and Creating Wireframes

To address these shortcomings, I began by conducting a thorough analysis of the website's strengths and weaknesses. I interviewed potential users to understand their expectations and preferences. Based on these insights, I developed a comprehensive redesign strategy.

One of the primary goals was to create a website that was visually appealing, easy to navigate, and responsive to different screen sizes. I started by sketching out wireframes for each page, focusing on the layout, content placement, and user flow. These wireframes served as a blueprint for the website's structure and helped me visualize how different elements would interact with each other.



Iterating and Refining High-Fidelity Prototypes

Once the wireframes were finalized, I moved on to creating high-fidelity prototypes. These prototypes were more detailed representations of the website's design, incorporating colors, typography, and imagery. I paid close attention to the visual hierarchy, ensuring that the most important elements were prominently displayed.

Throughout the design process, I conducted usability testing to gather feedback and make necessary adjustments. I iterated on the prototypes multiple times, refining the design based on user insights and my own observations. This collaborative approach ensured that the final website was not only visually appealing but also user-friendly.

Highlighting ChippiWara's Values and Products

A key aspect of the redesign was to effectively showcase ChippiWara's unique selling points. I focused on highlighting the brand's commitment to traditional craftsmanship, sustainable practices, and the creation of heirloom-quality pieces. The website's content was carefully curated to convey these values and evoke a sense of luxury and tradition.

To showcase the products in the best possible light, I incorporated high-quality product photography and detailed descriptions.



Creating Marketing Collaterals

In addition to the website redesign, I also worked on various marketing collaterals to support the brand's overall marketing efforts. These included a lookbook featuring detailed product information and images, as well as a product catalog for potential clients. The lookbook was designed to be visually appealing and informative, showcasing the craftsmanship and beauty of ChippiWara's products. The product catalog was more focused on providing practical information, such as pricing, dimensions, and care instructions.

Revamping ChippiWara's website was like giving a digital makeover to a timeless brand. I dove into the project, armed with my design tools and a passion for showcasing their incredible craftsmanship. From identifying the website's flaws to brainstorming innovative solutions, every step was a thrilling adventure.

The final result? A website that's as visually stunning as a ChippiWara piece itself. Not only did I level up my design skills, but I also got a crash course in Marquetry, one of

the coolest crafts I've ever encountered. Tanveen, the founder and a NIFT graduate herself, was an invaluable mentor.

She not only enlightened me about the art of marquetry but also guided me through the complexities of running a business, and her own design process. From setting deadlines and iterating on designs to sharing personal advice and even teaching me how to brew the most perfect cup of coffee, Tanveen was always there to support and inspire me. And Rajat, the production head, was always there with a helping hand and a great sense of humor. The studio was like a creative playground, full of laughter, inspiration, and the sweet smell of talented artistry. In just one month, I learned more about design than I ever thought possible. It was an unforgettable experience that I'll cherish forever. Thanks to Tanveen, Rajat, and the entire ChippiWara team for making it such a blast!

**By: Adhya Singh, B. Des (Hons)
Visual Communication, Sem 5,
UID.**

Design In Making_ Unfolding To Professional Realm

During my month-long experience at White Ink Studio, in Coimbatore, Tamil Nadu. I had the opportunity to explore the practical aspects of the Interior Design Profession. Involvement happened at various stages, a) design process,, b) client consultations c) project execution. In the same, responsibilities bestowed were– conceptualization of spatial planning, material selection, and creating design presentations. I gained hands-on experience with industry-standard software like AutoCAD and SketchUp. This experience not only enhanced my technical skills but also deepened my understanding of the creative and logistical aspects of interior design

I attended client meetings and learned the way to translate their thoughts into practical design concepts, which improved my negotiation abilities and comprehension of client needs. I assisted in preparing and presenting designs to clients, creating mood boards, and selecting samples of materials to successfully convey the idea we had. This experience helped me improve my capacity to present ideas clearly and persuasively.

Herewith, I am showing 2 projects I have been assisting in **1) Communal Terrace space- an Unbuilt space 2) Bed room for a 10 year girl.**



Aerial view of apartments

1. Communal Terrace and 3D modeling

I had the opportunity to design and create a 3D model for a communal terrace located on the rooftop of a residential building. This multi-functional space was designed to cater to the resident's needs for both fitness and relaxation. The terrace features a jogging track that loops around the perimeter, a well-equipped gym area for workouts, and a comfortable sitting area, perfect for socializing or unwinding.

The objective was to create a harmonious flow, where each section of the terrace complemented the others. Enhancement of lighting played a major strategy for enhancing safety and ambiance, making the terrace inviting during both day and night.



Entrance to communal spaces

2. Designing a Dream Bedroom for a 10-Year-Old Girl

The design process for this bedroom began with determining the character, hobbies, pursuits, and requirements of the young girl who was to reside there.

I added plenty of storage options, such as shelves and drawers, to keep the room organized and allow her to display her favourite books, toys, and decorations.

The bed is the room's focal point, combining comfort and a playful atmosphere. I also set up a cosy study corner with a child-sized desk and chair, making it enjoyable and convenient for her to work on homework or crafts.



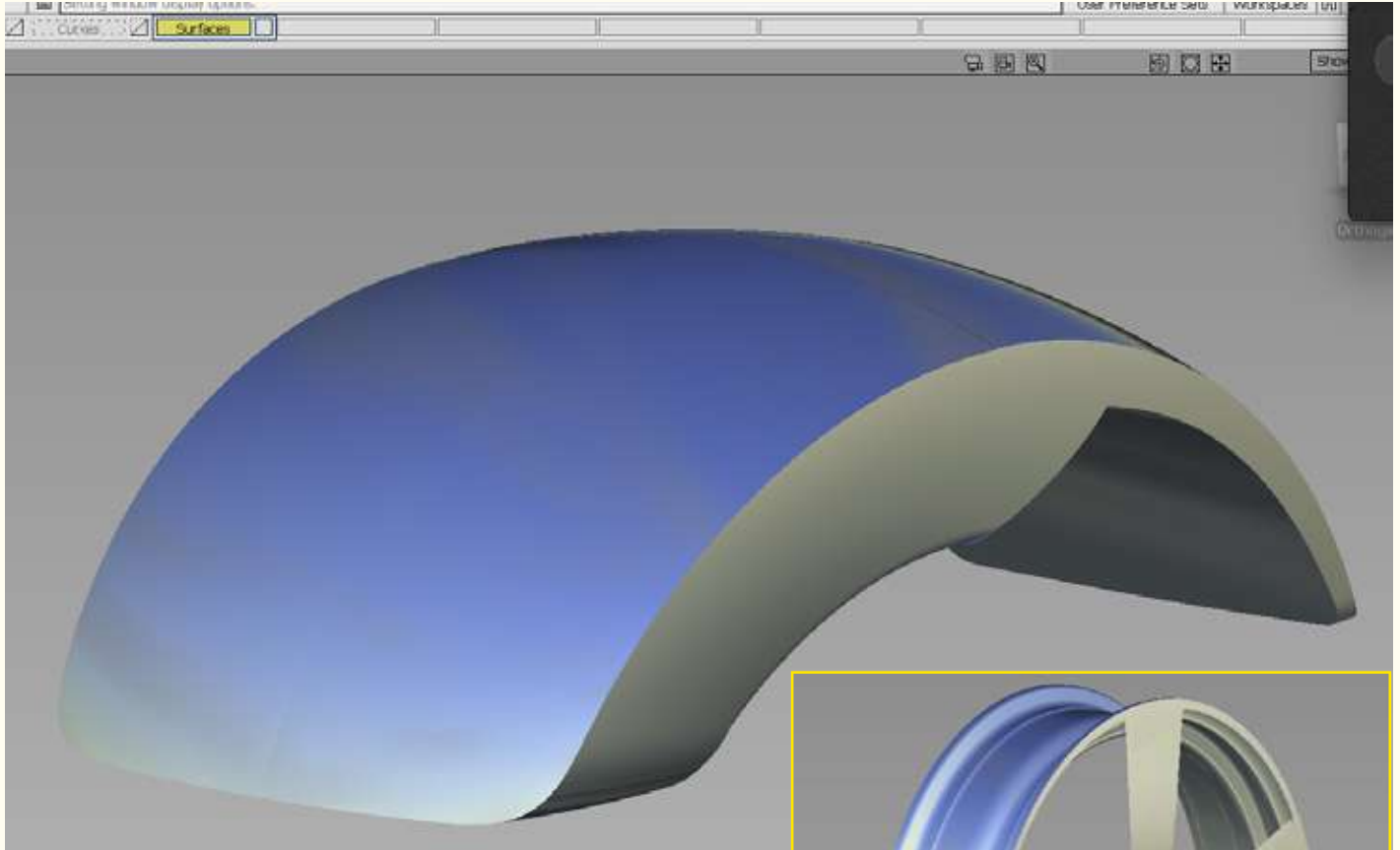
3D modeling



The result is a room where she can play, study, and relax—a space that feels like her own, but also gives her room to grow.

By: P Kumud, B. Des (Hons) Interior & Furniture Design, Sem V, UID.

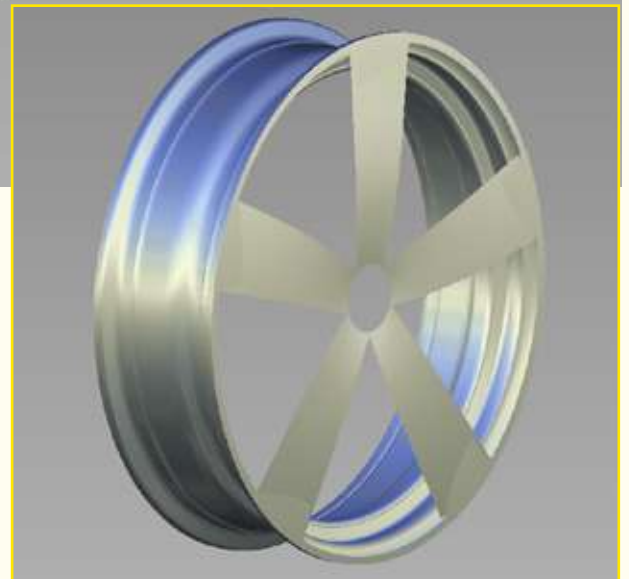
Insightful Autodesk Alias Apprenticeship



Recently during the break in the summer, I had the opportunity to be part of an apprenticeship program that gave me insights into the world of 3D modelling using Autodesk Alias. It spanned over two months, May and June.

It all began when our faculty, before the end of the fourth semester, advised us to look for any apprenticeships that might be available to help us gain information about the workings of the industry that we wish to enter once we start applying for internships and ultimately set out into our respective industry after graduation. These would also depend on what specific niche we wished to go in with regard to our industry. There were a few options, particularly in my field, which offered us insights into CMF, visualisation and 3D modelling etc. So, I specifically chose 3D modelling as I felt it would be a good place to gain valuable experience.

Therefore, I applied at Envision Computer Training Institute (ECTI), where Autodesk Alias, could be pursued. As I had prior knowledge about it after learning the software in college in semesters 3 and 4, I was also able to show what models I had made from those modules. This allowed me to work a little better than my peers there. This apprenticeship not only



helped me sharpen my skills in 3D modelling, but also helped me gain important and insightful information about the industry. My mentor, Mr. Narendra, gave me a lot of information regarding the automotive industry not only in India, but also globally. He shared meaningful pieces of information and he shed light on some of the projects he has been a part of.

Looking back, I am very grateful for every moment that I spent there and I would like to thank my mentor for allowing me to learn under his guidance.

**By: Rajdeep Kadvekar, B. Des (Hons)
Automobile & transport Design, Sem V, UID.**

Journey of Growth & Innovation through Apprenticeships

Reflecting on my time at SmarBL, my apprenticeship has been a profoundly enriching experience. Over three months, I had the opportunity to delve into the fintech sector, gaining invaluable insights into regulatory compliance, banking laws, and the intricacies of legalities within the industry.

SmarBL is a FinTech company based out of Abu Dhabi, UAE that offers data products to simplify, quantify and amplify results, driving growth and success. Their innovative solutions leverage cutting-edge technology to automate and optimize regulatory reporting processes, ensuring accuracy and efficiency from data collection to submission. Working with SmarBL allowed me to see firsthand how technology can streamline complex regulatory tasks in the banking sector.



The apprenticeship was conducted entirely remotely, providing flexibility while keeping me connected with my mentor. This setup facilitated effective task management and access to essential resources without the constraints of a physical office.

One of the highlights of my apprenticeship was designing web pages and case studies within

SmarBL's established design systems. I learned the importance of consistency and coherence in design while having the creative freedom to introduce innovative ideas. This experience taught me how to balance established guidelines with fresh concepts to enhance user experience.

Creating a product brochure page was another key project for their product SmartReg, merging functionality with aesthetics to present complex information clearly and attractively. This project honed my skills in information architecture and visual hierarchy, ensuring that the user's focus is directed to the most crucial information without being overwhelmed.

Working closely with my mentor, Vinay was incredibly rewarding. Despite the absence of a team, Vinay's guidance was crucial to my development. The experience emphasized the importance of perseverance and adaptability. I am grateful for the opportunity and look forward to applying the lessons learned in my future career.



By: Saakshi Bakliwal, B. Des (Hons) Interaction Design, Sem V, UID.

Maarg: Innovating Educational Tools for Inclusivity in Play for Children with ADHD and Autism

As a student passionate about innovation, I recognized the need for educational resources that cater to the unique learning styles of children with ADHD and autism. Maarg, a startup dedicated to creating educational tools that foster inclusivity and understanding. Inspired by my own experiences and research, I recognized the challenges faced by children with ADHD and autism in comprehending game rules. Maarg aims to address this issue by



ADHD and autism to grasp concepts more effectively. This not only enhances their understanding but also promotes social interaction and self-confidence.

Looking ahead, Maarg is committed to expanding its product line and reaching a wider audience. Our goal is to create a world where all children have equal opportunities to participate in play and develop essential life skills. Through continuous innovation and a focus on inclusivity, Maarg strives to make a lasting impact on the lives of children and their families.

By: Lavanya Juvekar, B. Des (Hons) Visual Communication, Sem V, UID.

developing visually engaging resources that simplify complex rules, making playtime more accessible and enjoyable for all children.

With the support of my professors, Riddhi Manna and Nihar Acharya, I embarked on a journey to bring my vision to life. Through a rigorous grant application process, Maarg secured government funding that allowed us to focus on product development and brand building. By carefully constructing our brand guidelines, we established a strong identity that reflects our commitment to inclusivity and innovation.

The core of Maarg's product lies in its ability to break down complex game rules into visually appealing and easy-to-understand components. By utilizing interactive elements and clear explanations, our tools empower children with



Pause for a Cause

I had the opportunity to undertake my apprenticeship with Bhavyata Foundation through Le Mark School of Fashion. Bhavyata Foundation is a non-profit organization dedicated to social development, livelihood enhancement and holistic education, overseeing projects from start to finish. Their idea is to empower urban underprivileged communities through impactful initiatives. My apprenticeship spanned from May 2nd to May 31st, during which I primarily focused on two key tasks.

On my first day, I received a brief outlining what to expect over the course of the month. My first task was centred around an upcycling initiative, as Bhavyata Foundation is dedicated to spreading awareness and educating underprivileged children. This project involved creating board games using waste materials, a creative approach to promote sustainability while engaging the community. In addition, I also provided outline of Eco-printing workshop that they needed to conduct, including costing, materials required, time duration and safety instructions.

The second, and more significant, task was designing the entire interior of a school being constructed for children aged 5 to 10 years. This task was comprehensive, involving the creation of digital layouts for the school walls and overseeing the entire process to ensure that the design was executed effectively. This experience allowed me to apply my design skills in a meaningful way, contributing to an environment that will positively impact the education and development of these children.

Overall, my apprenticeship at Bhavyata Foundation was a valuable learning experience. It not only allowed me to enhance my skills in sustainable design and project management but also gave me the chance to contribute to a cause that benefits the community.

By: Sakshi Joshi, B. Des (Hons) Fashion Design & Styling, Sem V, UID.



Summer Apprenticeship -Creative Growth and Insight at Shradha Hedau Footwear Couture Pvt. Ltd.



Palak Dangi working at Shradha Hedau Footwear Couture Pvt. Ltd. for her apprenticeship. Picture Courtesy: Palak Dangi

This summer, I had the opportunity to apprentice at Shradha Hedau Footwear Couture Pvt. Ltd. as part of my 3rd-year studies in Lifestyle and Accessory Design at UID. I primarily focused on digital marketing—designing setups and styling footwear for photoshoots, creating and editing content for social media and crafting campaigns for platforms like Instagram, Aza and Aashni & Co. I also contributed to the brand's website redesign by creating posters.



A 360-degree learning experience. Picture Courtesy: Palak Dangi

In addition, I gained experience in material sourcing and was eventually entrusted with interacting with customers, taking customization orders, and sketching shoe designs based on their preferences. This Apprenticeship was a great blend of learning and fun, giving me valuable insights into the fashion industry.

About Shradha Hedau Footwear Couture Pvt. Ltd.: -Founded in 2013, Shradha Hedau Footwear Couture Pvt. Ltd. is a leading manufacturer of customized footwear, including ladies' bellies, flats, heels, dance shoes, and spa slippers. Known for their elegant designs, durability, and easy maintenance, their products are crafted using quality materials and innovative techniques, in line with the latest fashion trends. They offer a variety of sizes and customization options at budget-friendly prices. With a robust infrastructure and a dedicated team, they ensure all products meet high-quality standards before delivery. Under the guidance of Ms. Shradha Hedau, the company has earned a strong reputation in the industry.

About Shradha Hedau- Ms. Shradha Hedau, the founder, studied Shoe Making and Design at the London College of Fashion. She started the company in 2013, aiming to put Pune on the international map for shoe design and manufacturing. Originally from a science background, Shradha has a passion for creativity, with over 20 years as a professional dancer. Her love for shoes led her to enter the industry as a designer and connoisseur. Inspired by jazz, she began by making dance shoes and dreams of making Shradha Hedau Footwear Couture a globally recognized brand for designer shoes.

By: Palak Dangi, B. Des (Hons) Lifestyle Accessory Design, Sem V, UID.



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