



UID
Ignite your
ambition

UID | **SEPTEMBER
2024**



Editor

Anahita Suri, Assistant Professor, Fashion & Lifestyle

Editorial Coordinators

Kriti Malkani, Assistant Professor, Interior Design

Sandeepan Bhattacharjee, Assistant Professor, Communication Design

Hirock Roy, Assistant Professor, Animation & Digital Media

Kumud Kedia, Assistant Professor, Lifestyle Accessory Design

Vasundhara Dhar, Assistant Professor, Interaction Design

Mark Timothy, Assistant Professor, Transportation & Mobility design

Aswin Praveen, Assistant Professor, Product Design

Ashish Mathai, Assistant Professor, Global Design

Sanya Jain, Adjunct Faculty, Fashion & Lifestyle

UrIdentity 2024

“Simplicity is the ultimate sophistication. Learning never exhausts the mind.” - Leonardo da Vinci

“The woods are lovely, dark and deep, but I have promises to keep and miles to go before I sleep.” - Robert Frost, Stopping by Woods on a Snowy Evening.



UIDs induction and orientation of freshman / fresher is curated with great care & meticulous planning to inculcate a sense of curiosity & thirst in students to delve into the aspirational universe of design. Our aim is to unlock minds and ignite passion, perseverance that lead young learners on the road to self-discovery on the long design journey ahead so that they can carve their own ‘Ur Identity.’

As a fresher / freshman steps into the domain of higher education, irrespective of a specific design discipline, they are inducted in a celebratory festival of creative learning, creativity, explorations that exposes them to the vibrant multi hues of design & orients them on the rich heritage of art & culture. UrIdentity is a unique 3-day event to jumpstart their creative learning process, that blends skill building, tactile workshops, fun learning, heritage walks, cultural tours intermixed with ice breaking sessions to steer peer dynamics, collaboration, community interaction, sensorial interactions, sensitivity towards each other and environment. Thus unleashing the confidence of self-expression, wherein the participants plan, act, reflect, make, break and fail in all possible ways.

UrIdentity aims to bring youthful and dynamic students and experts together through a lineup of interactive & stimulating master sessions that encourage creative problem solving and innovation with an array of workshops, performances, hands on - multi-tactile, ‘Thinking through making.’ Tinkering, sensory and multidisciplinary exercises driven by the need to express and sustain imagination and lead them towards design thinking.

These daylong multi- disciplinary workshops create a magical experience of a tangible image, form, tactile, sound, sight, sensorial intangible, generating an understanding, a query or a deep curiosity.

The end creation need not be all conclusive like a well-defined portrait/ terracotta or ceramic object perfect in form and function/ technically photograph/ musical piece or a dance step; instead it moves in anticipation in many peripatetic turns, The foundation team deserves our special commendation for curating a very futuristic UrIdentity orientation event each year while mapping the future trends where design education is at an inflexion of traversing a larger arc of merging with emerging technology . UrIdentity lays great emphasis on developing analytical & critical thinking, Indian knowledge systems and values that shape character among students & empower them with necessary tools, technology and mindsets to thrive as versatile & adaptable designers, poised to make meaningful contributions to the world of design.

-By: Col. Surojit Bose, Head of Institution, UID.

The 2024 UID PG Bridge Course: Pedagogy to Practice

At UID, the Post-Graduation program welcomes students from diverse educational backgrounds and not necessarily from domain-specific as a prerequisite. The core idea of such an initiative is in its inclusive nature of pedagogy, celebrating design education at a universal scale, lending an opportunity for students to pursue their 'passion and decision-driven' stream of study.

An inclusive post-graduation program necessitates a strong foundation for the new students. Aligned with this vision, the newly introduced Foundation Course, titled 'PG Bridge Course,' is meticulously crafted by a panel of experts and academicians, to nurture a robust design foundation for students entering diverse domains such as Visual Communication, Interior Design, Fashion Design, and Industrial Design.

The course begins with hands-on workshops on 'interpreting visual memory' and 'thinking through colours.' These were followed by lecture series, including 'Film Appreciation' by Prof. Arun Gupta, Head of Animation and Game Design, and 'Introduction to Art, Design, Technology, and Culture' by Prof. Rahul Bhattacharya.



Lecture series by Faculty Members



One to one discussion on mind mapping with Dr. Ajanta Sen

For the first two weeks, students participated in daily sketching sessions focusing on human figures, live sketching, ink rendering, and line characteristics. The second week involved a thorough study of design elements and principles, analysed through photography. Facilitators included Assistant Director Riddhi Manna and Assistant Professors Jaimin Makhana, Hardik Pancholi, Ranjan Kumar, Kaustav Kalyan Deb Burman, and Shoed Khan.

In his book *Design of Everyday Things*, Don Norman asks, "Where do you think the problems come from?" He asserts, "Good designers never start by trying to solve the problem given to them; they start by trying to understand what the real issues are" (Norman, D. A. 2013). Embracing this perspective, the third week introduced design thinking, focusing on critical analysis and identifying opportunities for design intervention. Dr. Ajanta Sen and Prof. Ravi Poovaiah led this segment, with support from Assistant Director Riddhi Manna and Assistant Professors Kaustav Kalyan Deb Burman and Shoeb Khan. Students visited the Calico Museum and the Shreyas Museum, engaging in structured studies using tools like brainstorming, mind mapping, affinity links, artifact mapping, and journey mapping. Dr. Sen and Prof. Poovaiah offered interactive lectures on topics such as the museum's world view through mind mapping, the visual story of coffee production and consumption, and the importance of space and time in understanding evolution and ethnography.



Students working on the massive Journey Map mural

The fourth week was dedicated to documenting the course and preparing for the final exhibition. Students worked energetically and collaboratively to showcase their work in the exhibition titled 'Pull & Finale' at the G-Block foyer of UID. The event was inaugurated by Dr. K K Singh, Director of Academic & Administration, along with Prof. Manisha Mohan, Dean of Academics, and Prof. Timcy Mehta, Assistant Dean of PG Studies.

This program not only provided students with foundational knowledge in theory, technical skills, and



Inauguration of the exhibition 'Pull & Finale'

cultural context but also facilitated interdisciplinary peer interactions and valuable experiences for their future endeavours. Constructive feedback and critiques will be instrumental for academicians and the administration to refine and enhance the course in the future.

**-By: Kaustav Kalyan Deb Burman,
Assistant Professor, Department of Interior Design, UID.**

Design is a way of living.

The Svagat 2024 session started off with a warm welcome, as the faculty greeted students with enthusiasm. The campus, which had felt empty without their presence, was now alive with energy. The welcome address delivered by HOI, Col. Surojit Bose, set the tone for the day, offering an informative overview of what lay ahead.

A significant portion of the address focused on placements in the design industry—a vast and sensitive topic due to the dynamic and freelance culture that characterizes this field. The introduction and insights provided were invaluable, offering students a glimpse into the challenges and opportunities they would face when entering the design industry. The session encouraged student interaction, with many asking questions and seeking clarification, particularly around placements and the role of Artificial Intelligence (AI) in design.

Following the HOI's address, Dean Academics, Prof. Manisha Mohan, took the stage. Her speech highlighted the complex structure of the design industry, acknowledging that it can be challenging for students to navigate this intricate web with the right tools and strategies. She underscored the importance of adopting industry-standard design processes in daily work, preparing students for the practical realities they would soon face.

The next speaker, Dr. KK Singh, Director of UID, delivered an inspiring address that resonated deeply with the students. He emphasized the importance of hard work, smart work, and discipline in the field of design. Through real-life stories and incidents, he illustrated how these three golden rules—dedication, discipline, and hard work—are critical for success, especially in design.



Students attending Svagat 2024.

The session also introduced the Placement Cell, a significant resource for students aspiring to join top corporations like Deloitte and Amazon. This cell, developed with the support of alumni and esteemed faculty, is a testament to the university's commitment to student success.

In addition to the Placement Cell, the KIIF, Karnavati Innovation and Incubation Foundation, was introduced. This cell is dedicated to promoting innovation and design through creative thinking. It provides substantial

funding—up to 2.5 lakh rupees—to students with ideas that have the potential to make a meaningful impact on the world. The session concluded with a brief on university rules and regulations, upcoming events and activities, timetables, course briefs, and other academic processes and guidelines. The event was a resounding success, leaving students motivated and ready to begin the semester with fresh minds and a clear sense of purpose.



Dr. KK Singh, Director UID, addressing the students.

-By: Vaishnavi Deshpande, B.Des (Hons) Interaction Design Semester III, Department of Industrial Design, UID

Embracing New Beginnings: Svagat Induction 2024

UID recently hosted its 'Svagat' Induction Programme, a welcoming ceremony designed to integrate new Semester 3 students into the vibrant campus community. The event, rooted in the spirit of the Sanskrit word "Svāgata," meaning "welcome," was an occasion to introduce students to their new academic environment and provide a warm entry into their educational journey.

The Svagat event began with the dignified lighting of the ceremonial lamp, symbolizing the pursuit of knowledge and enlightenment. This was followed by an inspiring address from Dean Professor Manisha Mohan, who introduced the key faculty members and welcomed the students into the academic community. Her speech emphasized the enduring power of art to influence society, the importance of integrating technology with traditional art forms, and the value of diversity and inclusion in the creative fields. Her words resonated with the audience, setting a tone of innovation and open-mindedness for the students' future endeavors.

The Director of the college also addressed the gathering, focusing on the transformative journey that lay ahead for the new students. He highlighted the institution's unwavering commitment to academic excellence, creativity, and leadership. Urging students to embrace challenges and engage fully in their studies, he inspired them to seize the opportunities that UID offers and to contribute meaningfully to the dynamic community. His address left the audience energized and motivated, ready to embark on their educational journey with curiosity and determination.

Throughout the event, several key teams were introduced, each playing a crucial role in the smooth functioning of the institution. The Career Resource Center (CRC) team outlined their extensive support services, including career counseling and internship placements, which are designed to help students achieve success in their future careers. The KIFF team highlighted the cultural and film festivals that enrich campus life, fostering creativity and community spirit. The Examination Department provided an overview of their rigorous processes that ensure academic integrity, while the KU Legal Team explained their role in supporting students' rights and responsibilities.

The Svagat Induction Programme was more than just a welcome; it was a comprehensive introduction to the resources and opportunities available at UID. As the new students begin their journey, they do so with the knowledge that they are part of a supportive and innovative community, poised for success.

Svagat 2024: A New Semester, A New Academic Voyage Begins

As the academic year unfolded, we were welcomed to the vibrant and zestful environment of our institution. Svagat 2024 was an engaging and informative orientation program designed to ease students into the new semester that is to evolve.

The day kicked off with the student assembly in the auditorium, setting a positive tone for the day's proceedings. Svagat 2024 officially commenced with a traditional lamp lighting ceremony. The lighting of lamp symbolized enlightenment and positivity, marking a hopeful beginning for all the students embarking on their academic journey.

Col Surojit Bose, our esteemed Head of Institution, delivered the welcome address. His words inspired and motivated students, setting the stage for an enriching academic experience. Dr. KK Singh, Director of UID, shared his insights and vision for the institution, providing students with a broader perspective on their educational journey. Sir, shared his vision for the students and emphasised on how important it is to read books, not just related to academics but for knowledge and experience. Prof. Manisha Mohan, Dean Academics, then addressed the gathering. Her brief yet impactful speech outlined the academic ethics.



Prof Anu Jain, HOD of Department of Fashion & Lifestyle addressing the students.



Dignitaries at the lamp lighting.

The Career Resource Center (CRC) Team introduced the placement process and policy, highlighting the various opportunities and support systems available to students as they prepared for their professional lives in the coming months. The KIIF Team, represented by Brinda Pandya and Sandeep Takwani, provided an introduction to the KIIF initiatives, which are pivotal in fostering innovation and entrepreneurship among students and how we could approach them for any innovative idea to turn into a creation. Dr. Shalini S from the Examination Department offered insights into the KU exam process, ensuring students were well-versed with the academic assessment protocols. Kavya Dholakia from the Univation Team provided a brief overview of the various events and activities planned for the academic year. The KU Legal Team and Academic Admin introduced the, university's rules and regulations, ensuring students understood the guidelines. The day concluded with an in-depth overview of the curriculum and The HOD's of various departments talking to the students about the course description, timetables and other academic processes and guidelines.

This session was essential in helping students navigate their academic stability. Svagat 2024 was a comprehensive orientation program that equipped students with the necessary knowledge and tools to succeed in their academic journey for 2024-25. We are excited to set out on this path and are looking forward to what awaits us.

Svagat 2024: A Fresh Start to an Inspiring Journey

On Friday, 19th July 2024, the University Institute of Design (UID) hosted the "Svagat" orientation programme to welcome its Semester 5 students. The event, held in the D Block Auditorium, brought together students from the Animation and Digital Media, Fashion and Lifestyle, Visual Communication, and Global Design departments, setting the stage for an exciting and productive academic year.

The event commenced with a ceremonial lamp lighting by Mr. KK Singh, Professor Manisha Mohan, and the Department Heads, symbolizing UID's commitment to academic excellence. Following this, Colonel Bose provided an in-depth overview of the design pedagogy, curriculum structure, and the supportive learning environment that UID fosters, aimed at nurturing creativity and innovation.

Colonel Surojith Bose delivered the opening address, underscoring the significance of the third undergraduate year. He emphasized the importance of this period for skill enhancement and professional preparedness, offering valuable guidance and inspiration to the students as they begin this pivotal phase of their academic journey. Colonel Bose also encouraged students to cultivate their uniqueness, be bold, and take creative risks. He advised them to maintain observation journals and draw inspiration from the experiences of successful alumni, imparting a motivational message to all.

A key focus of the programme was the role of UID's Career Services Department in facilitating internships and career placements. Success stories of alumni studying at prestigious institutions like Goldsmiths, GMT, and SCAD highlighted the global opportunities that UID offers its students.

Mr. KK Singh, Director of Academics, provided clear guidelines on attendance, assessments, and maintaining academic integrity. Professor Manisha Mohan, the Dean of UID, emphasized the importance of holistic student development, urging students to engage in extensive reading and uphold ethical design practices, with a strong focus on empathy and inclusiveness.

The orientation session included detailed discussions on the internship processes and industry engagements facilitated by the Career Services Department, ensuring students are well-prepared for their future careers. Additionally, department Heads from various disciplines recognized academic excellence, discussed curriculum updates, and shared important guidelines to help students navigate the new semester effectively.

The "Svagat" orientation served not only as an introduction to the semester but also as an inspiring start to the students' academic journey ahead. As the new academic year begins, UID remains committed to fostering a creative and supportive environment where students can thrive and realize their aspirations.



Illuminating the Path to Excellence: Dignitaries inaugurate the Svagat 2024 orientation with the ceremonial lamp lighting, marking the beginning of an inspiring academic journey at UID.



SWAGAT: The Induction Program for 3rd and 5th Semester Students

Induction programs are crucial milestones in the academic journey of students as they mark the beginning of a new semester or academic year. At Unitedworld Institute of Design, Karnavati University, the Swagat Induction Program holds immense significance for 3rd and 5th semester students. This program serves as a bridge between the students' experiences and their future endeavors as they advance in their academic pursuits. Swagat is a comprehensive orientation that introduces students to the university's rules and regulations, the examination system, and familiarizes them with the subjects and subject mentors for the coming semester. One of the highlights of the program is the motivational speech delivered by Dr. K.K. Singh, an esteemed educator whose encouraging words inspire and uplift the students. The Swagat Induction Program is designed to facilitate a smooth transition for students as they progress from one academic year to the next. It acts as a welcoming platform, providing students with the necessary information and guidance they need to navigate the challenges and opportunities that lie ahead.

Familiarization with Rules and Regulations:

As students move to higher semesters, they encounter new academic policies and procedures. Swagat acquaints them with the university's rules and regulations, ensuring they have a clear understanding of the academic and behavioural expectations.

Introduction to Examination System:

The examination system can vary across different semesters and programs. Swagat helps students grasp the evaluation methods, marking schemes, and grading criteria specific to their respective semesters.

Motivation and Inspiration:

Dr. K.K. Singh's motivational speech acts as a catalyst for students to tap into their full potential. His words of encouragement instil a sense of self-belief and determination among the students, empowering them to pursue their goals with unwavering enthusiasm.

Subject and Mentor Introduction:

During Swagat, students get to know the subjects they will be studying in the coming semester and the faculty members who will be guiding them. This fosters a sense of comfort and familiarity, which is essential for effective learning.

The Swagat Induction Program at Unitedworld Institute of Design, Karnavati University, plays a vital role in shaping the academic journey of 3rd and 5th semester students. Through the program, students are introduced to the university's rules and regulations, the examination system, and their subject mentors. Dr. K.K. Singh's motivational speech uplifts and inspires the students to excel in their academic pursuits. Swagat serves as a foundation upon which students build their future academic achievements, fostering a positive and conducive learning environment for personal and professional growth.

The Path: Onboarding to Insights!



M. Des students, UID.

Since arriving at UID, my experience has been exceptional and I anticipate it will only get better. The 3-day orientation program was a pivotal start to our college journey. Hailing from Chennai, Tamil Nadu, I initially felt insecure about not knowing Hindi. However, that anxiety vanished on the first day of orientation. By the second day, I was already embracing the atmosphere, the camaraderie with fellow students, the food, the hospitality and our wonderful faculty.

By the end of the orientation, I had grown familiar with most of my batchmates. Our regular classes then began, with all batches gathered in one classroom. The teaching methods are captivating and the faculty's inspiration is unparalleled. Riddhi Ma'am, in particular, feels like family now and my batchmates are like a close-knit family. We also had a museum tour, as part of our Orientation.

The facilities at UID are top-notch and I eagerly look forward to working in the labs and workspaces. Spending time with my peers is also helping me learn Hindi and I can see myself growing and improving daily. Thanks to UID for this amazing and welcoming beginning.

**-By: Shashaanth R, M. Des Product Design Sem 1,
Department of Industrial Design, UID.**

Workshops of URIDENTITY-2024: A Journey of Creativity and Collaboration

URIDENTITY-2024 kicked off with a series of engaging and imaginative workshops for new design students. These workshops were designed to foster creativity, collaboration and camaraderie among participants, setting a positive tone for their journey ahead. Here's a glimpse into the exciting activities:

"Useless Uses" Workshop

The event began with the "Useless Uses" workshop, aimed at sparking creativity and teamwork. New design students were divided into teams and tasked with transforming everyday objects into absurd and imaginative inventions. The room buzzed with energy as participants brainstormed and presented their outlandish ideas. The workshop encouraged innovative thinking and humor, successfully breaking the ice and fostering a collaborative and imaginative community. The session concluded with smiles, new friendships, and a fresh perspective on problem-solving.

"Funny Symphony" Workshop

The "Funny Symphony" workshop was a hilarious and harmonious success. Teams of participants created acapella performances using only their voices and creative sound effects. Without instruments, they relied on beatboxing, vocal harmonies, and imagination to bring their comical renditions of popular songs to life. The room was filled with laughter and music as teams showcased their unique performances. This interactive workshop encouraged collaboration, creativity, and bonding among teammates, making it an unforgettable experience that struck the perfect chord between humor and harmony.



Students enthusiastically participating in the "Useless Uses" Workshop



Students enthusiastically participating in the "Useless Uses" Workshop

"McDonald's Farm" Workshop

The "McDonald's Farm" team-building activity was a roaring success, taking participants on a whimsical adventure. Students received animal tokens and embarked on a mission to find their teammates by mimicking their assigned animal sounds. Once reunited, teams unleashed their creativity by crafting and performing hilarious skits depicting a day in the life of their farmyard friends. With animal sounds replacing dialogue, the room was filled with laughter and imagination. This playful activity fostered teamwork, creativity, and bonding, creating an unforgettable farmyard experience.



Students excitedly participated in team activities during the " McDonald's Farm " Workshop

"Sholay Showdown" Workshop

Led by Sweta Dalal, Ravi Sachula, and Vipul Prajapati, the "Sholay Showdown" was a dynamic ice-breaking workshop. Students introduced themselves through dumb charades, stepping out of their comfort zones. They teamed up to explore various Bollywood genres, selecting films and enacting scenes with creative twists, turning them into spoofs. Using available studio props, students showcased their ingenuity. This engaging session fostered team building, collaboration, and the discovery of individual strengths, all while having fun.



Students showing high energy & creativity in the "Sholay Showdown" Workshop

"Mock Rock" Workshop

In the "Mock Rock" workshop, participants selected songs and performed them in unique and interesting ways. Using manipulated props, they brought their performances to life, entertaining the class audience with their creativity and showmanship. This activity encouraged participants to express themselves artistically while working together as a team.

These workshops of URIDENTITY-2024 successfully set the stage for a year of creativity, collaboration, and growth. Through innovative activities and shared experiences, new design students embarked on their journey with a sense of community and excitement.



Students collaborating passionately in the "Mock Rock" Workshop



UID
Ignite your
ambition

Karnavati University

A/907, Uvarsad-Vavol Road, Uvarsad,
Gandhinagar 382422, Gujarat

Tel: 079 3053 5083, 3053 5084
www.karnavatiuniversity.edu.in/uid

Disclaimer

The opinions/views expressed in the articles are solely of the author in his/her individual capacity. They do not purport to reflect the opinions and/or views of the College and/or University or its members