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*The elephant god in myriad hues,  
Inspires us to design anew.  
In shades of reds, greens, and blues,  
we design, draw and amuse.*

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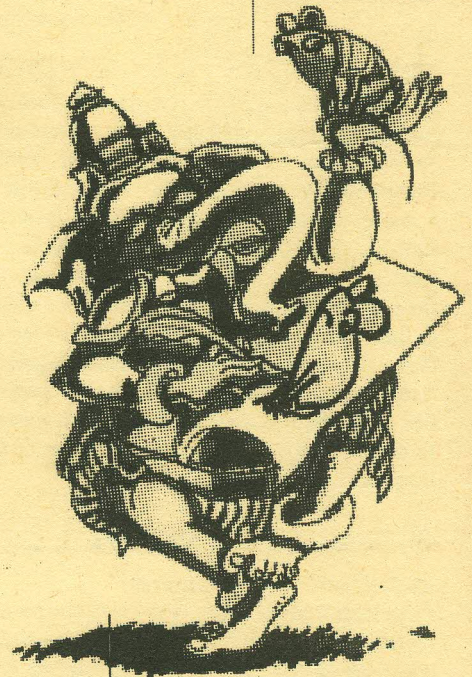


Illustration: Nagasubramanian  
A Designer's Delight

### achievement

Product Design and Visual Communication students, Nilesh and Jeevanandan, have secured the AA grade in the recently conducted orientation course for the incoming batch of IDCians. Our best wishes to them, and to the batch of '98 for a successful foray into the world of design.

### lectures

Head of the Department Prof. Munshi delivered a lecture on Education and Consultancy in Industrial Design on 18th of August '98, at a conference on Total Industrial Design organised by the Confederation of Indian Industries (CII), at New Delhi.

A three day workshop on Creative Engineering Design was conducted by Prof. Athavankar and Prof. Bapat. The event was organised by the Kolhapur Institute of Technology (KIT), at their premises from the 17th to 19th of August '98, and focussed on areas of human interface design and engineering complexities. The first day consisted of a series of interactive lecture sessions, followed by an intensive two day workshop for hands on creative design experience. The workshop ended with a presentation by the students to the institute, and was well appreciated by the students and the staff of KIT.

### tradition

The Elephant God manifests himself in infinite forms. Close on the heels of the Krishnashtami celebrations, the IDCians once again lived upto tradition by celebrating the Ganpathi Chathurdasi on the 27th of August '98 ..... amidst ceremonies and prayers, the IDC family ushered in this year's Ganpathi. The event began by offering the traditional Aarathi to the idol, followed by prayer and blessings in the form of the Prashad. Professors, staff, and the students of IDC were present during this happy occasion.

## new faculty

Ms. Ritu Varuni, an architect from Arunachal Pradesh is at IDC as an associate faculty member. An expert in the area of traditional bamboo products and processes, she is currently working at IDC with Prof. A.G. Rao in the ongoing **Bamboo Link Project**. Since the industry at Mumbai is more technically oriented, Ms. Varuni will share her craft experiences with the IDCians, at grass root level.

Mr. Praveen Nahar, an M.Des. graduate in Product Design from IIT Delhi has joined IDC as a visiting faculty member. He has specialized in **Ecological Product Design** from TU Delft, Netherlands, and his research interests are 'Sustainable Product Development' and 'Design in Public Domain'. Prior to joining IDC, Mr. Nahar has worked as a freelance designer, and also as a researcher at IIT Delhi.

The professors, staff, and the students of IDC extend a warm welcome to the new faculty.



Prof. Iko Avital

Illustration: Nagasubramanian



Class of '98: Poetry with typefaces

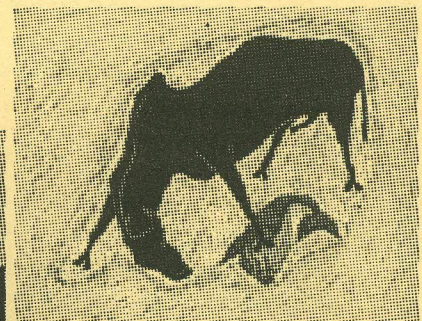
## Lessons in typo

An expert in packaging and typography, Prof. Iko Avital, the visiting faculty member from Israel conducted a six week course on experimental typography for the junior Visual Communication students which he titled '**Form Formation Format Formula**'. The goal was to provide the designers with a deeper understanding of the visual metaphor, and includes a focussed intimate visual investigation of types, forms, structures, in order to provide a better conceptual visibility of perception during the cognitive stage. During the course of his lectures Prof. Iko, gave a series of typographic assignments to the students to make them understand the meaning and the usage of the **three F's** namely **Form** which means typefaces, dots, lines, shapes, signs, symbols etc., **Formation** which means composition of all visual devices in one harmonic unit, and **Format** which means the medium that backs the formation. Only a balanced combination of the three will deliver the well integrated visual product.

## Student profile

### Ajith Prasad - VC '98 student:

From back waters of Kerala to the famed portals of IDC, **Ajith Prasad** has come a long way. Armed with nothing but his convictions, this engineering graduate from Kerala, set out on a long journey during which he traversed the length and breadth of India ... well, the journey took him six years!! He began with a notion of exploring his pet subject photography, but during his travel he came across a variety of arts and crafts. Inspired and motivated by the techniques adopted in these art forms, he began his quest for a new art form. He discovered **Scrapography**, an art form that married the subtle art of photography with the traditional artistic skills that he had learnt.



### New Directions: Scrapography

"The only raw material required is colour photographic paper, and the only equipment used is a blade. Colour photographic paper has three layers of chemical emulsion. When the paper is exposed to white light and then processed in normal conditions, these layers take to different colours i.e. the first layer becomes black, the next one red and the third yellow. The base remains white. The artwork is then done on this paper by carefully scraping away these layers" says Ajith Prasad whose

work in this new found direction has received rave reviews in the art world, and has also been exhibited in state and national exhibitions conducted by the **Kerala Lalita Kala Academy**. Persons keen on knowing more about this new art form can either meet Ajith at IDC, or can contact him by EMail at [vgoghspi@ccs.iitb.ernet.in](mailto:vgoghspi@ccs.iitb.ernet.in). IDCians join in wishing Ajith all luck, for many more milestones to come.