

IDC

news



Book Post

OCTOBER 1998



Recd / Nov 30, 1998

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*With the fine combination
of art and technology
We bring to the nation
the best design and eulogy*

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Illustration: Nagasubramanian
The cutting edge of design!!

globe trotters

Head of The Department **Prof. K. Munshi** spent 5 weeks at the Lulea University of Technology, Sweden, in the Human Work Sciences Department at the invitation of the university. He conducted a course 'Ergonomics in Design' for the Master's Program in Industrial Ergonomics. In addition to department faculty seminars, he also lectured students of the engineering and the industrial design divisions.

Prof. Bengt Palmgren, Head of The Institute of Design at Umea University, Sweden, invited Prof. Munshi to give a lecture to the senior students of Advanced Product Design, Transportation Design and Interaction Design. Incidentally, two of the IDC alumnus, **Mr. Ashok Abraham** (Transportation) and **Mr. Anand Gawade** (Advanced Product Design) are studying at the Umea University.

lectures

IDC alumnus **Mr. Hari Sudhakaran**, Director of Bang Basic Creative Solutions, Mumbai, and **Mr. Kiran Sabnis** of Sign Design, Pune, visited IDC on the 15th and 22nd of October '98, to share their ideas and design experience with the senior students. The lectures emphasized on **design management & professional practice standards** adopted by designers in the animation and the product design industry respectively.

academics

With presentations round the corner, both junior and the senior IDCians are roughing it out on their projects. While **Project II** presentations for the seniors are slated between the 20th and 28th of November, the juniors students have the final presentation on the 30th of November '98. All are invited to attend. EMail idcnews@idc.iitb.ernet.in for a detailed list of the Project II presentation schedules.

Placement '99

With an intention to make it convenient for visiting companies to judge work done by the senior students, efforts are on by the students body of the Training and Placement Division at IDC, to put up a special booth at the annual Design Degree Show '99 (**Windows To Thousands**), scheduled for the last week of May at Nehru Centre. Details such as resumes, projects undertaken by the student, project demonstrations, and much more information pertaining to the placement activity would be made available at the venue. An interview with the candidate would also be arranged at request. For details, enquiries, and valid suggestions please contact idc_tnp@usa.net or the campus Training and Placement cell. Watch this space for more on the T&P activity.

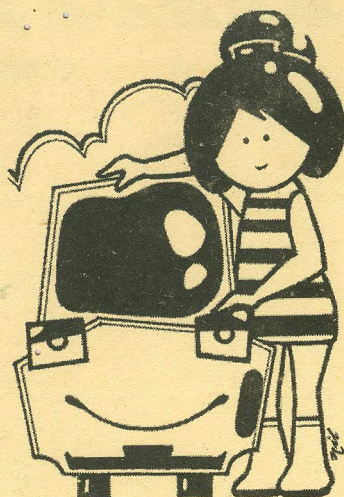


Illustration: Niladri

the small car ..

A look at small cars

By Punit Chaphekar, Jr. P.D.

The existing small cars namely the 800, the Zen and the Uno, Would soon be joined by the Indica, the Matiz and the Santro.

Shah Rukh Khan's Santro with it's odd shaped rear, Undoubtedly has a look that is difficult to bear!

However being a boy very tall, In terms of cabin space would beat them all!!

On the other hand Matiz, the offering from Daewoo, Is handsome looking and economical too.

Projected as a big car that's small, It seems to have a potential to make the rest fall!

Come December, and the Indica would be offered, A car about which a lot has been said and heard.

Though being India's most awaited car, It has to prove a lot to go far!

Will there really be a new generation car? Which is what remains to be seen at par!!

Workshop

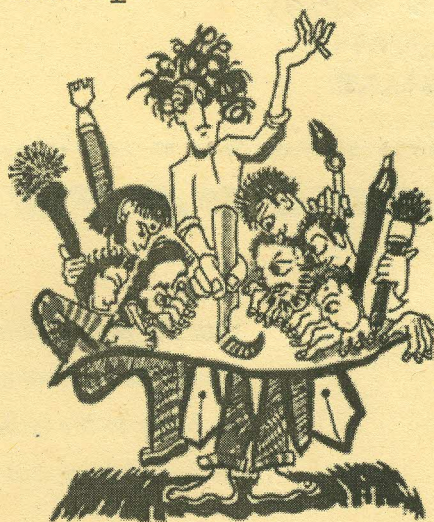


Illustration: Nagasubramanian

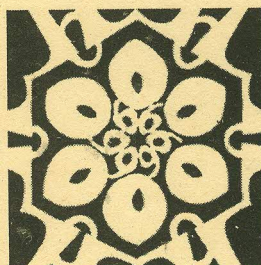
A three day calligraphy workshop arranged for the junior Visual Communication students came as a whiff of fresh air in the third week of October. Renowned calligrapher and artist, **Santosh Kshirsagar** of the J.J. School of Arts conducted the workshop, the theme being 'exploration of calligraphy as a typographic medium'. Calligraphic works by **Prof. R. K. Joshi**, and also those of other eminent European and Japanese typographers highlighted the three day schedule with a special emphasis on their tools and methods of working. Short films on calligraphy by **Anand J. Dev**, **Saumitra Ranade** and **Prof. Ravi Poovaiiah** marked the end of each day. The work shop was well attended by the junior students.

Profile

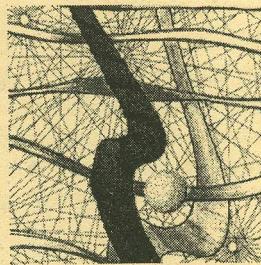
The process of learning design sometimes begins by unlearning what we already know. So, is the case with the junior Product Design students who have been working on the subject matter of **Elements of Design**.



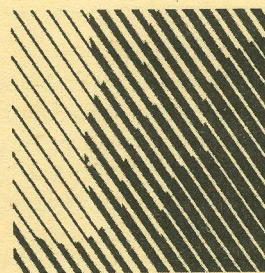
Aditya Sambhare



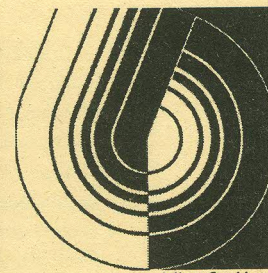
Ritesh Gohil



Indira Barve



Pranav Natekar



Aditya Sambhare

This subject included in the first year curriculum of the Product Design course, brings students of varied backgrounds onto a common footing, and also paves the way for a strong foundation in elementary design concepts for the future designer. The various graphic design principles such as a study of 2D forms, effects of touching and overlapping of forms, cropping, positive and negative spaces in design, composition, space and relationship of graphic elements are all closely examined in this process of self discovery.



Punit Chaphekar

The assignments in this subject are mostly theme based; and the theme for this years study is to work on forms that depict **Vision 2000**. Based on 'a vision for the next millenium' the students generated nearly 100 different variations of the concept which apart from helping in generating original ideas, also helped them in developing an in-depth analysis to creative problem solving methods. The subject is being taught by **Prof. Ravi Hazra**, who guides the students in interpreting ideas in terms of approach and technique.

Editor: R. Raja Subramanian, Printing: G. R. Chillap

IDC News is published and printed at the IDC Press, Industrial Design Centre, IIT Bombay for circulation to designers, design educators, and others in the design profession.

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