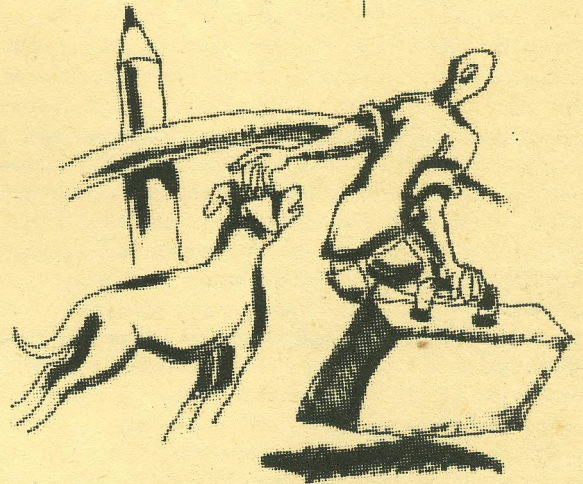


If undelivered please return to:

Editor, IDC news, Industrial Design Centre, IIT, Powai, Mumbai, 400076, INDIA.

- .....visitors
- .....academics
- .....feature: symbolism of colour
- .....achievements
- .....events
- .....visits
- .....tailpiece



bye chango...

Illustration: Nagasubramanian  
Adieu IDC!!

### Visitors

Mr. Dick Powell one of the best-known product designers of Europe visited IDC on the 5th of Nov. 1998. In a lecture at the IDC auditorium, aptly titled 'Let The Force Be With You', he gave a presentation of his work to the students, faculty and the staff of IDC, and IIT Bombay. He in his presentation showcased his methodology of design and the design work executed for some of his international clients such as BMW, Minolta, Nokia, Casio and Cathay Pacific. Quoting his personal achievements, he explained as to how his company Seymour Powell Design raised to it's commanding position in the global product design market. His lecture laced with humorous anecdotes provided an insight into the business management strategies and the underlying philosophies of design in an independent design company, and was of immense value to the audience and future designers alike.

Ms. Divya Patel a curator at the Victoria Albert Museum in London visited IDC on the 25th of Nov. 1998. This was in connection with a study on the possibility of including contemporary design work from India.

Members of the Ekalavya Group presented a lecture 'Challenges of Reforming School Education' at the IDC auditorium on 7th Dec. 1998. The lecture was followed by a short film on the activities of the group.

### academics

A flurry of activity kept both the junior and the senior students busy in the last weeks of November. The month ended with a host of project presentations made by both the Product Design and the Visual Communication students. With the presentations having got over on the 27th of Nov. the seniors appeared visibly relaxed, while the juniors meanwhile completed their assignments and got set to leave on a long vacation.

## achievements

The following senior students have scored the top grades for their project work in the recently held presentations -

### Product Design

Anshuman Singh (Design of Furniture For Suburban Rail Coaches) - AB  
 Srihari Tulasi (Redesign of A Ticket Validating Machine) - AB  
 Sameer Chavan (Styling of A Minicar) - AB  
 Tushar Dani (Styling of An Electric Scooter) - AB  
 Jayraj Patil (Design of Human Powered Sweeper) - AB  
 Sachin Behere (Shelving System For Student Workplaces) - AB  
 Himasunder Rao (Redesign of Pocket Binoculars) - AB

### Visual Communication

Aneesha Pitale (Visualization for Blind Children) - AA  
 Nikhil Deshpande (Documentary Film: Aured) - AA  
 Nikhil Pandit (Typographical Magazine in Marathi) - AA

The students, staff and faculty of IDC congratulate and wish them all the best in their future endeavours.

## Events

The campus came alive to the tunes of **Mood Indigo '98**, the annual inter-collegiate gathering hosted by IIT Bombay in the last week of **December 1998**. The theme for this year was 'Bombayed' and the trio of senior Visual Communication students **Sourabh Dubey, Nikhil Pandit and Shyamasunder Duriseti** worked on virtually everything that needed to be designed. And when it came to performances - the power packed *Tabla* performance of **Ustad Zakir Hussain**, the soulful renditions of rock group **Silk Route** (of *Boondein* fame) and the foot stomping percussion instrument performance by **Sivamani** enthralled one and all. The IDCians made their presence felt at the festival.

## Visits

**Dr. G. G. Ray** attended **The Second National Conference On Technology For The Visually Handicapped** held at **India International Centre, New Delhi** on the **21st and 22nd of December 1998**. As a member of the expert committee, he expressed his views regarding the role of design in creating a barrier free living environment for the welfare of the blind, and the hurdles being faced by the design community towards technology transfer. Apart from leading scientists and technology experts, the conference was also attended and addressed by senior specialists from Europe and the United States.

## feature ..

### Symbolism in colour

By Ms. Indira Barve, Jr. P.D.

Colour in living creatures is as old as life itself. The first primitive form of life, the algae was believed to have been red in colour, and red was incidentally the first colour to have been consciously used by primitive man. Man's earliest 'canvas' was that of his own skin; black, white and red were often used by him on his own body. It was from here that symbolism started and evolved, the symbolism associated with the usage of these primeval colours such as black, white and red were comparable to each other; the same cannot be said for other colours. The colour yellow signifies happiness and prosperity in the Far Eastern countries of China and Japan whereas it signified treachery and traitors in France in the 10th century. Blue signified virtue, faith and truth in ancient Egypt, the spring season in China, and the arrival of a baby boy in the United States. With the intermingling of world cultures, this symbolism has gradually lost its significance. And with the evolution of languages, colour has subsequently taken to the form of being a sub-symbol. As regards to products, warm colours such as red and yellow are generally used. When used on packages, red tends to grab attention and therefore presents a larger than life image of the product. Similarly orange is used to depict baked food products, and primary colours are used for marketing children's products. Pastel and neutral shades are used for up-market products while violet and purple are reserved for luxury products. It is only with this understanding of the symbolism of colour that a recent study revealed that the packages on a supermarket shelf get a twinkling glance and recognition within a time lapse of 0.3 seconds! Harnessing and thereafter applying this psyche of colours while designing products is therefore an essential in every designer's agenda today.

## tail piece

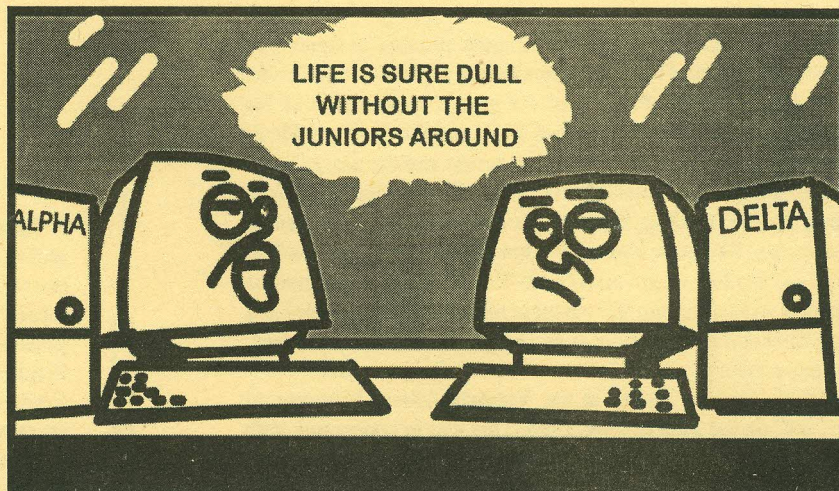


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