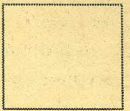


IDC

news

BOOK POST

FEBRUARY 1999



If undelivered please return to:

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

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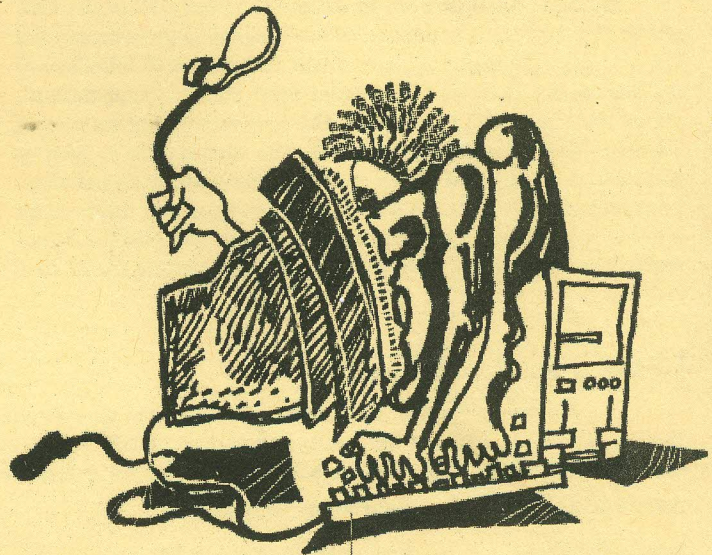


Illustration: Nagasubramanian

Presentations! Presentations!

dds '99



The Design Degree Show '99 - **Windows To Thousands** is scheduled for the **28th, 29th and the 30th of May '99** at **Nehru Centre, Mumbai**. The exhibition shall consist of approximately 70 panels displaying the design work of the senior and the junior M.Des. students, and their alumnus, and the show is poised to be one of the major academic and media events. The expense of making panels, models, printing, publication, transportation and exhibition is

estimated for approx. Rs. 3.0 lakhs. Sponsorship details:

Overall sponsorship of DDS'99-	Rs. 3.0 Lakhs
Major sponsorship of DDS'99-	Rs. 1, 75, 000
Lunch / Dinner sponsorships for sp. invitees-	Rs. 50,000
Seminar and workshop sponsorship-	Rs. 30,000
Sponsorship for company exhibition panels-	Rs. 20,000 / panel (incl. one souvenir insert)
Mention on sponsor's panel-	Rs. 15,000
Advertisement inserts in souvenir-	Rs. 10,000

Please Note: Sponsors will be exempted from income tax payment under the 1961 Income Tax Act - Section 10(21) / 10(22). For details contact **Prof. Ravi Hazra**, Co-ordinator Windows To Thousands, Industrial Design Centre, IIT Powai, Mumbai-400 076, Email: ravihaz@idc.iitb.ernet.in, Ph: 5767801/5767826. An early intimation is requested please.

academics

The short but sweet month of February was once again witness to a flurry of activity at the IDC. The excitement began with the senior's special project presentations, and thereafter waltzed into the Valentines week. The focus once again shifted onto academics with the seniors concept presentations taking the centre stage . . . nonetheless the IDCians sailed through February a month marked out for the celebration of love and affection.

Placements '99

With an aim to create a design awareness among the student fraternity, and to provide an exposure about IDC projects to several visiting companies the Training and Placement cell of IDC set up an impressive stall at the annual technology festival of IIT Bombay, Techfest '99. The festival was held at the sprawling IIT campus from the 29th to the 31st of Jan. 1999. Apart from student participants from over sixty colleges in India, the festival had about twenty companies displaying their work, including IBM, SAS, AT&T, MTNL, VSNL, Express Computers and Race VR. Alumnus and ongoing project details, project models, and products from the Rapid Prototyping Cell were displayed which were well received by one and all. A book containing details of the seniors' projects was displayed and handed over to the visiting companies on the occasion.



Visitors

Dr. Shrivastav and Dr. Neeru Kapur, scientists from DIPAS (a DRDO project) lab visited IDC on the 24th of Feb. 1999 to review the design of the Carbogen Breathing Apparatus being developed at IDC for the Defence Research Development Organization.

Mr. N. C. Mathur from Jindal Steels visited IDC on the 19th of Feb. 1999 and gave a slide presentation regarding the company and its products. The main objective of the lecture was to introduce to the faculty and students 'The Jindal Steel Design Competition', which aims to promote in India, the innovative applications of stainless steel as a design material. The competition is open to architects, designers, and engineers under various categories and offers prize money starting Rs. 75,000. The presentation was followed by a discussion on the usage, different categories, and possible future applications of stainless steel. For competition details Email IDC News.

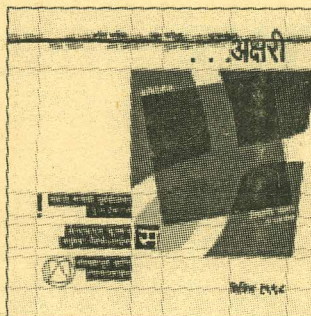
Project III

The senior Product Design students presented their Product Design III data collection to the faculty and students of IDC on the 2nd and 3rd of February 1999. The projects this semester, are as follows:

Anand Kulkarni	Exhibition System
Anand Rajhans	Design of Desert Cooler
Anshuman Singh	Design of Non Ubiquitous Computer Embedded Workstation
Avinash Bhalerao	New Image for a Policevan
Himasunder Rao	New Concept for Audio System
Imtiyaz Khatib	Interactive Learning Aid for Children
Jayraj Patil	Styling of Two Wheeler for Indian Women
Munindra Chakrabarty	Design of AV - Aid for Visually Impaired Tourists
Sameer Chavan	Fire Rescue Device For High Rise Bldgs.
Sachin Behere	Signage Design for Express Highway
Shilpa Tikale	Packaging Design for Children's Products
Sri Hari Tulasi	Aid for Children to Learn Sound
Sudhir Bania	Redesign of Ferry for Gateway of India
Susheel Kumar	Tricycle Trolley Design
Tushar Dani	Styling of an Off-road Vehicle

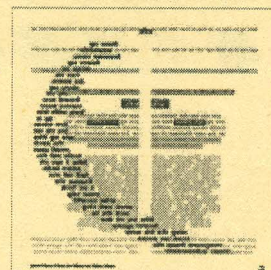
differing types

Senior Visual Communication student Nikhil Pandit shares his views and conclusions on design in typography. His project titled 'A Typographical Magazine in Marathi' was recently completed, and was well received at the jury. The project was guided by Prof. Kirti Trivedi and was judged by Prof. R.K. Joshi.

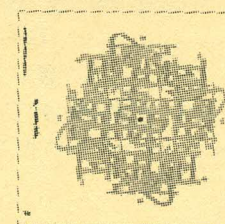


"Compared to the typographical magazines on Roman typefaces there are very few magazines that speak about Indian typefaces and scripts. Despite new and emerging typefaces, there still exists a lack of awareness about their character, applications, and other attributes like their weights and styles, more so in the case of recent developments regarding the software required to develop these typefaces. Similarly, there are examples of

magazines that treat the Roman script typographically but the Indian reader has hardly had the experience of coming across a magazine where the emphasis is on the use of regional typography as an effective means of communication. Duly considering these facts I have taken up the design and development of a typographical magazine in the Marathi language. The content of the magazine can be divided into two main categories: To bring out the specialty of the Marathi literature as seen by the authors of 'Lalit Sahitya' which presents a different perspective of life through its literary descriptions; and to view the typographical content of the Devnagari script vis-a-vis the Marathi language so as to make the reader aware about the different typographical treatment



meted out to the differing content. Also, an attempt to explain the existing typographical terms and to coin new terms which might ultimately make the reader appreciate the beauty of the language has been made in the latter part through the syntactic and semantic attributes of the characters. There are again two types of readers for this magazines: A user group that would be interested in 'reading' the highly specialized content and another group consisting of typographers, designers and critics who might appreciate the semantic application and experiments with the characters."



Special project

The senior Product Design and Visual Communication students presented their special projects to the faculty and students of IDC on the 15th and the 16th of February 1999. This year the projects ranged from research work on documentation of folk musical instruments to subjective exploration in the areas of internet, web sites and intertextuality.

tail piece

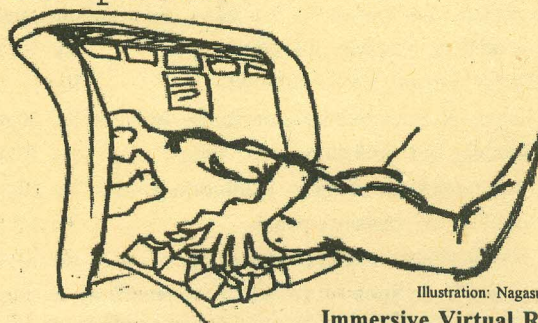


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Immersive Virtual Reality?

Editor: Raja Subramanian, Email courtesy: Ashis Jalote, Printing: Chillap
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