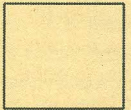


IDC

news

BOOK POST

MARCH 1999



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If undelivered please return to:

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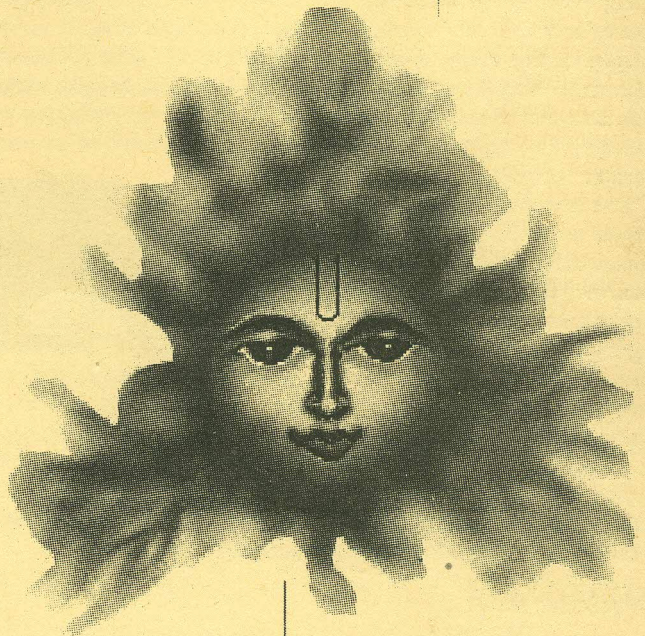


Illustration: Nagasubramanian
Solaris '99

Seminar



A seminar on the **Business Models for the Internet** will be organized by the Industrial Design Center, IIT Bombay on the 10th and 11th April 1999. The **Interactive Media Designers Guild**, a platform for interaction between designers and other professionals working on new media will also be founded on the same day. Following is the schedule for the seminar:

Day 1: Web Applications & Organizational Structures

Web Applications: will attempt to look at the possible applications and services that the web can provide. This session will also have a student showcase that will demonstrate the wide range of web applications that have been designed, but probably not yet implemented.

Organizational Structures: What kind of an organization is necessary to make a web site successful? What should be the workflow? Who should report to whom? What is the role of a designer? These are some of the questions that this session will try to answer.

Chairpersons: Prof. Korgaonkar of IIT Bombay & Ajit Balakrishnan of Rediff on the net

Day 2: Processes & Business Structures

Processes: will look at procedures that are typically used for marketing, design, implementation and maintaining different kinds of Web applications.

Business Structures: Does every web site pay itself off? How to organize resources for an intranet? How to finance non-corporate web sites? This session looks at content development as a business.

Chairpersons: Prof. M.P. Ranjan of NID Ahmedabad & Prof. D.B. Phatak of IIT Bombay

For a detailed brochure on the seminar and the Interactive Media Designers Guild, email **Anirudha Joshi** (anirudha@idc.iitb.ernet.in), **Prof. Ravi Poovaiah** (ravi@idc.iitb.ernet.in) or Fax: 91-22-5767803

Academics

From workshops to world renowned photographers and from seminars to students' visits, IDC has seen it all in the month of March! Having completed the concept presentations in the first week, the IDCians chilled out for a while on Holi - The Festival of Colours. And with the mercury levels shooting up, and the presentation dates round the corner the IDCians continue to valiantly 'March' on!!

Visitors

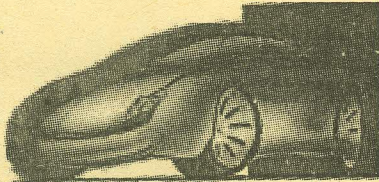
Eminent architect and interior designer Mr. Nitin Killawala visited IDC on the 11th of March '99. In a slide presentation, he talked about his methodology of work and about how it influenced some of his well known projects; the lecture was organized by Prof. Ravi Hazra as a part of the Contemporary Trends in Art series for the junior Product Design and the Visual Communication students.

World renowned photographer Mr. Philips Jones Griffiths visited IDC on the 24th of March '99. Currently in India to exhibit some of his works to commemorate 'A Millennial Documentary', Mr. Griffiths gave a touching slide presentation of his photographs which shed light on a wide variety of subjects ranging from the post-industrial depression in his native Wales and the famine of Ethiopia, to man made horrors such as the nuclear holocaust at Hiroshima and the war at Vietnam. The lecture was followed by a question-answer session, and a discussion on some of the photography works of the IDC students.

Welcome back!

Mr. Abhinav Dapke a Product Designer from the batch of '96 has returned after a six month training period at the Centro Ricerche FIAT (Fiat Research Centre) at Italy. From Sept.'98 to Feb.'99, Abhinav has had the privilege to study and thereafter specialize in the styling processes of various transportation design projects, under guidance of architect Cressani, Executive Vice-President of FIAT. During his stay, he has also worked on different presentation techniques ranging from modelling and rendering on the Alias and Studio Paint, to application of advanced marker techniques.

"The designers are usually from architecture and the industrial design background, and they follow a sub-system process where each small group focusses on a specific area of the process. While the designers at IDC are data specific and methodology oriented, the designers at FIAT are more intuitive in approach. They are much stronger in their presentation techniques ..." says Abhinav who was selected for the training, due to his experience in the bionics based styling project undertaken at IDC during his final semester. The project was guided by Prof. A.G. Rao. For details email: abhinav@idc.iitb.ernet.in



Workshop

An Egyptian Paste and coloured clay workshop was organized by Ms. Vanmala Jain at the Ceramic lab at IDC from the 15th to the 19th of March '99. The workshop focussed on the use of Egyptian and coloured clay on the 15th and 16th, and on the various firing techniques of clay on the 17th. The four day workshop was marked by demonstrations by Ms. Kristine Michael from the NID and Ms. Naoko Adachi an Anagama pottery expert from Japan, and by lectures, slide shows and documentary films on the various applications of clay in different parts of the world. The workshop was attended by nearly 30 participants.

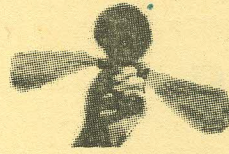
Solaris '99

The week long Solaris '99 - Sundial and Cornish Sailboat project culminated on the 19th of March with a presentation of the work done by the children of the Udyachal School, and design students of IDC. The project, an outcome of a collaborative effort between The Falmouth College of Arts (FCA) in Cornwall, UK and the IDC is about using computing technology to connect up communities with an aim to interact, share ideas and work synchronously inspite of being located in different parts of the world. The project was co-ordinated by Dr. Ajanta Sen Poovaiah and Prof. Ravi Poovaiah. For details visit: www.colorsofindia.com/sundial



a noteworthy vision

Senior Visual Communication student Ms. Aneesha Pitale presents her views regarding her recently completed project 'Visualization for The Blind'. The project was guided by Prof. U.A. Athavankar and was awarded the AA grade by the jury.



"I remember as a child, about how I loved blowing soap bubbles to see them float while changing colours. I remember about how I used to sit for hours straining at ripples in the small puddles on the road, about how I enjoyed watching expressive cartoons of Tom and Jerry as also the puppet show in school ... And I had a blind friend Sanjay who was the God of small things - these things which could never be defined in his world were extremely vague for him. I often wondered how... but the idea of actually doing something about this started when I saw a movie 'Is Raat Ki Subah Nahin' with my blind friend who understood this visually expressive movie in a very different manner from what the movie actually tried to communicate.

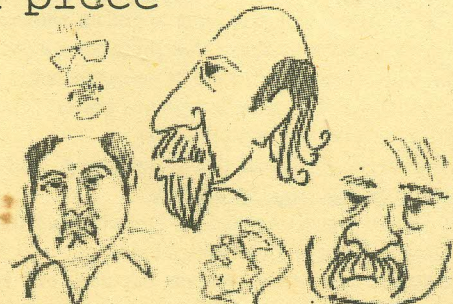
I started the project with a very broad idea of making visualization aids for blind children. An extensive psychological study of the children and their adaptive pattern towards their disability was first done. This study of their non-visual sensory perception and understanding of concepts actually showed some very surprising revelations. A talk with the teachers in the blind school gave an insight into how the difficult concepts like that of a sky, a well etc. as also the simple ones like a lantern and a bridge are demonstrated to children. A detailed study of the available devices such as Braille books and audiocassettes was undertaken too. This entire research made me realize that the blind are taught in a very systematic method, which can be considered as unnatural for any normal child in the age group of 4-10 for whom 'play' is the best teacher. Also the tendency of the blind children not being accepted by the sighted soon after completion of school was fully understood. Hence I decided to focus 'on designing games' for blind children, that would enhance their understanding of things and aid them in increasing their interaction with the sighted. The solutions derived during the course of the project can be categorized as follows:

Game1: Hand puppets as toys offer an excellent psychological support to the blind children. These were designed so as to give a complete feel of the shape and movement to the child and a 'movement-sound related' mechanism in the puppet also provided for others to understand the movement. This 'device' is aimed at enabling the child to understand visual movements and hence he becomes adept at interacting on an equal footing with the sighted.



Game 2: Matching game. This game deals with the skill of a person to identify and differentiate the various smells associated to different objects and then matching them. The game is on an equal footing with the sighted because there are no visual clues available and mainly intends to sharpen the sense of smell. The concepts are designed for both the sighted and the blind, to bring them onto an equal footing... none has an advantage over the other, and this achieves the main aim of a healthy interaction between the sighted and the blind. For further details contact aneesha@idc.iitb.ernet.in

tail piece



Musings of a faculty meeting!

Sketches by Prof. Ravi Hazra