

Project 2 :

Visual Communication at IDC, an analysis.

Project guide : Prof. Raja Mohanty

Learning expected:

- a. Knowing about Design
- b. Book design

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Why this project :

To know “ What do I actually do” ?

This project is an attempt to understand Visual communication in a more deeper sense. But to understand the larger subject of Design it would be necessary to study projects from different disciplines in IDC. Considering the time available this study focussed more on developing a methodology, that could later be expanded to a more comprehensive study.

Main contents of the book :

- a. Qualitative Analysis
- b. Quantitative Analysis
- c. Observations

Qualitative analysis :

It is about examining the *why* and *how* of decision making. It is an analysis that uses subjective judgment based on unquantifiable information.

"The little red rose bud" is a story about roses who proclaim that they are the best and start fighting till little red rose bud reminds them that they are all roses. Another objective of the project was to create an *audio visual based on the story.*

1989
Designing book for Children,
by Raja Mohanty.

One of the failures of modern education is that it not only prevents the *natural growth of the human mind*, but also becomes an impediment to this process, by forcibly imposing set patterns for development. *The film draws its basis from the writings* of Sree Aurobindo Ivan Illych Paulo Friere, Bertrand Russell, George Bernard Shaw, and Jay Krishnamurti.

1990
Views on formal school education,
by Raja Mohanty.

The aim of the project is to design a photography magazine that would cater to the *needs of professional, amateur photographers* and photo enthusiasts, for Indian markets.

2008
Designing a photography magazine,
by Arko Provo Mukherjee.

The Project attempts to illustrate the process of creation of my photo essay titled 'A god, Monsoon, People, Bombay'. My objective was to capture *images which provoke multiple interpretation* and essence of every element (persons, place) inside the frame. Along with that I also wanted to get along with people and take candid pictures of the crowd.

2008
A God, Monsoon, People and Bombay
by Venkata Damara.

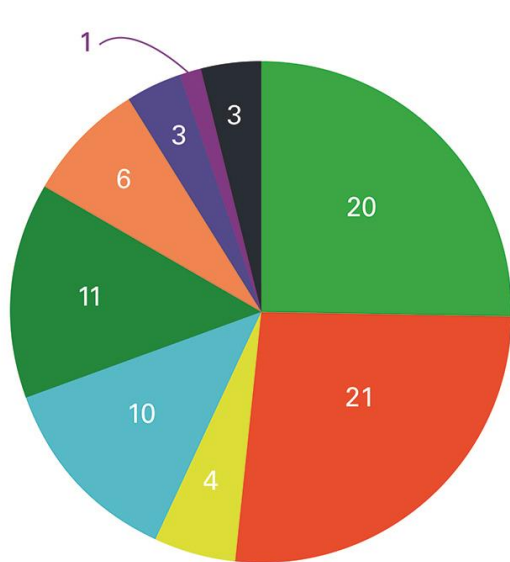
Inference :

The works speaks about each person's ability to be intuitive, to recognize pattern, to construct ideas that have emotional meaning as well as being functional.

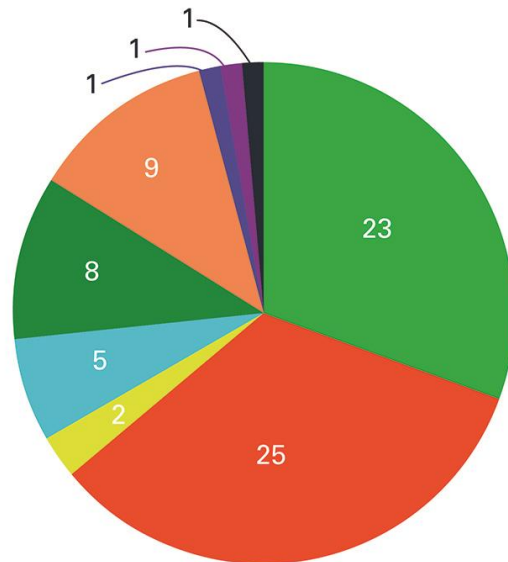
Quantitative analysis :

It aims to understand or predict behaviour or events through the use of mathematical measurements and calculations. It aims to represent a given reality in terms of numerical value.

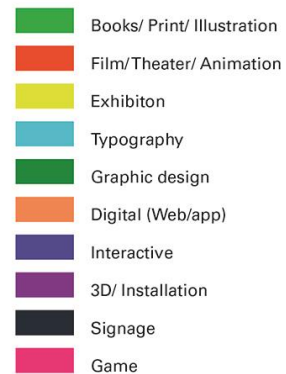
1985 - 1995



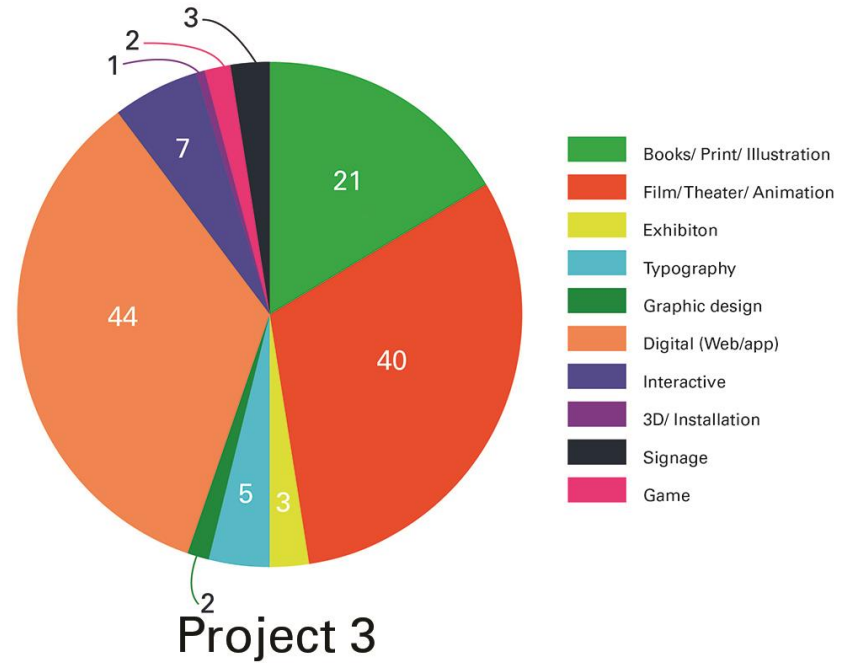
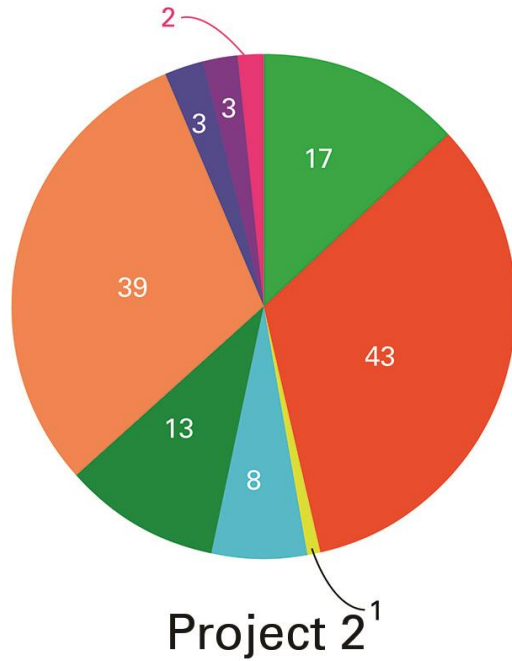
Project 2



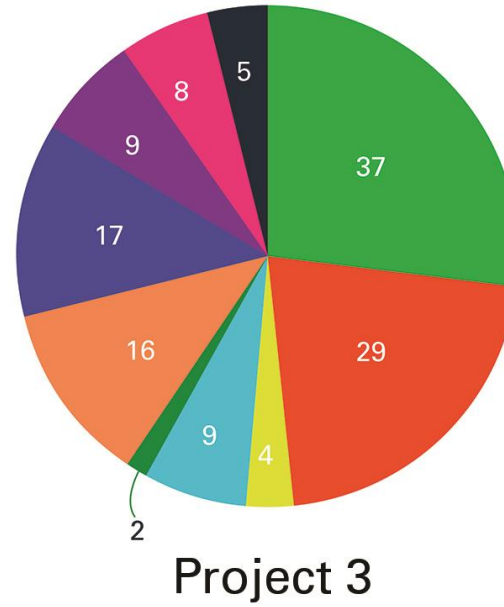
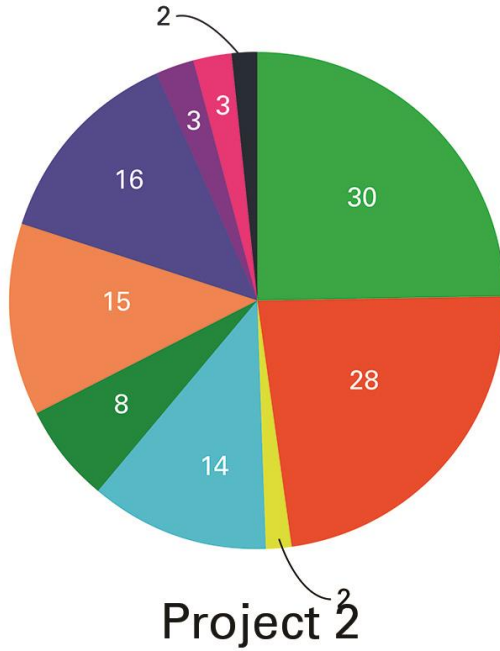
Project 3

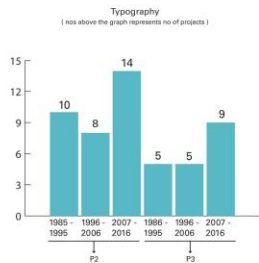
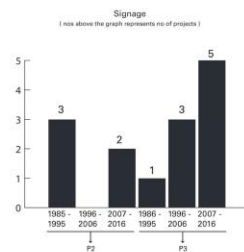
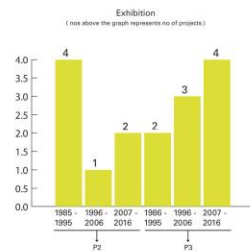
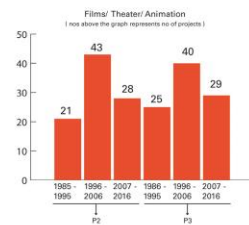
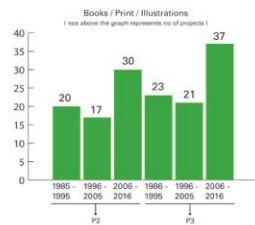


1996 - 2006

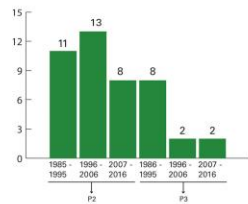


2007 - 2016

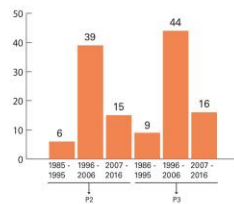




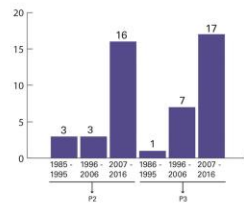
Graphic Design
(nos above the graph represents no of projects)



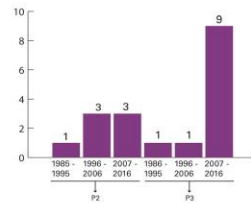
Digital (Web/app)
(nos above the graph represents no of projects)



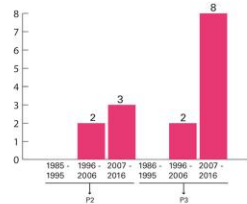
Interactive
(nos above the graph represents no of projects)



3D / Installation
(nos above the graph represents no of projects)



Game
(nos above the graph represents no of projects)



Inference :

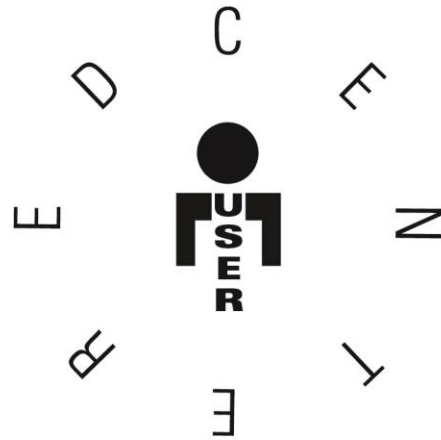
It can be said that the evolution of new technologies and its impact on society may have always influenced the choice of medium for design projects.

It can also be inferred that people started using emerging technologies as it helped them give shape to their Design ideas fast.

Some **Design** philosophies :



iterations



i d e o l o g y



EAM
EFFORT

now “What do I actually do” ?

Thank you.

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