

**Report**

**Week 1**

**DEP302**

# **Systems Design**

**Team OGM**

**Aamir Nihal  
18U130001**

**Abhijith K S  
18U130002**

**Arjun Abhilash  
18U130006**

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# Problem Statement

To create a system of coherent visual identity encompassing all of Kerala's diversity.

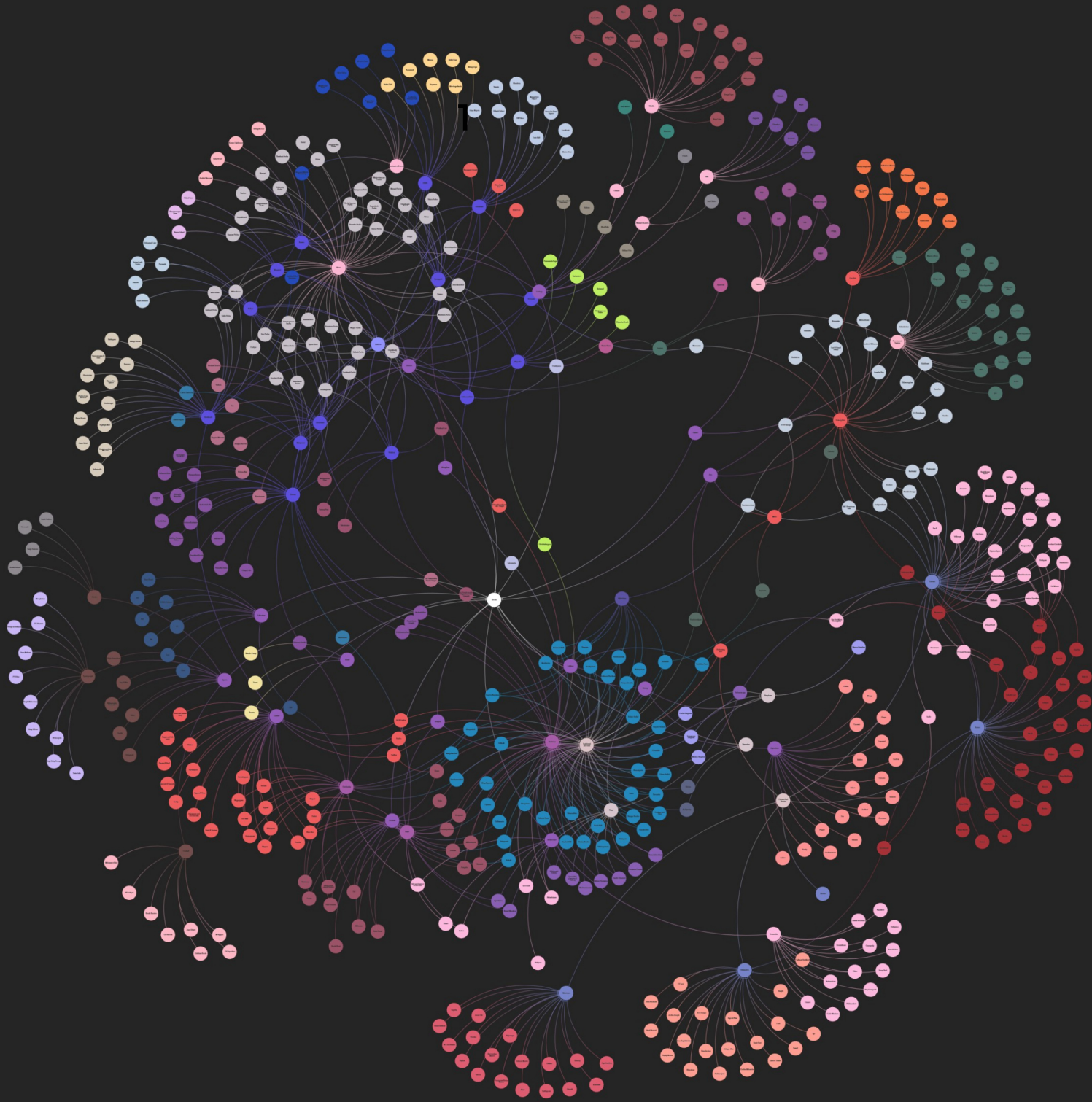
## System Map and Connection

After the brainstorming session in the first week and from the feedback we got we went back to understand the topic we selected deeply. We sat down and looked at all the important sectors that define the state and then looked at each of them individually.

Later we took each topic and looked at the connections they have with the other sectors .

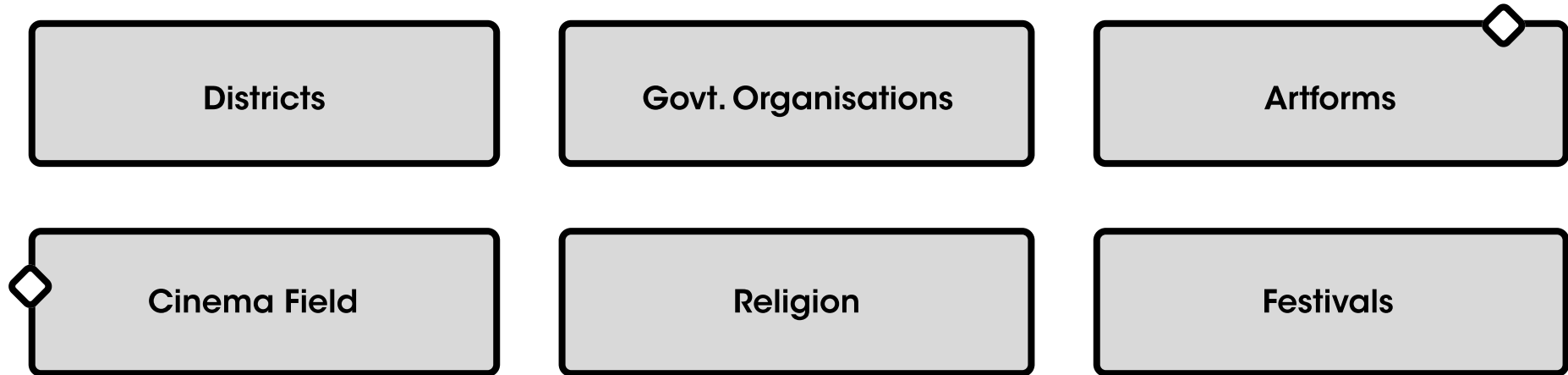
This helped us make interconnections and find out the most important areas from the whole map.

# System Map and Connection

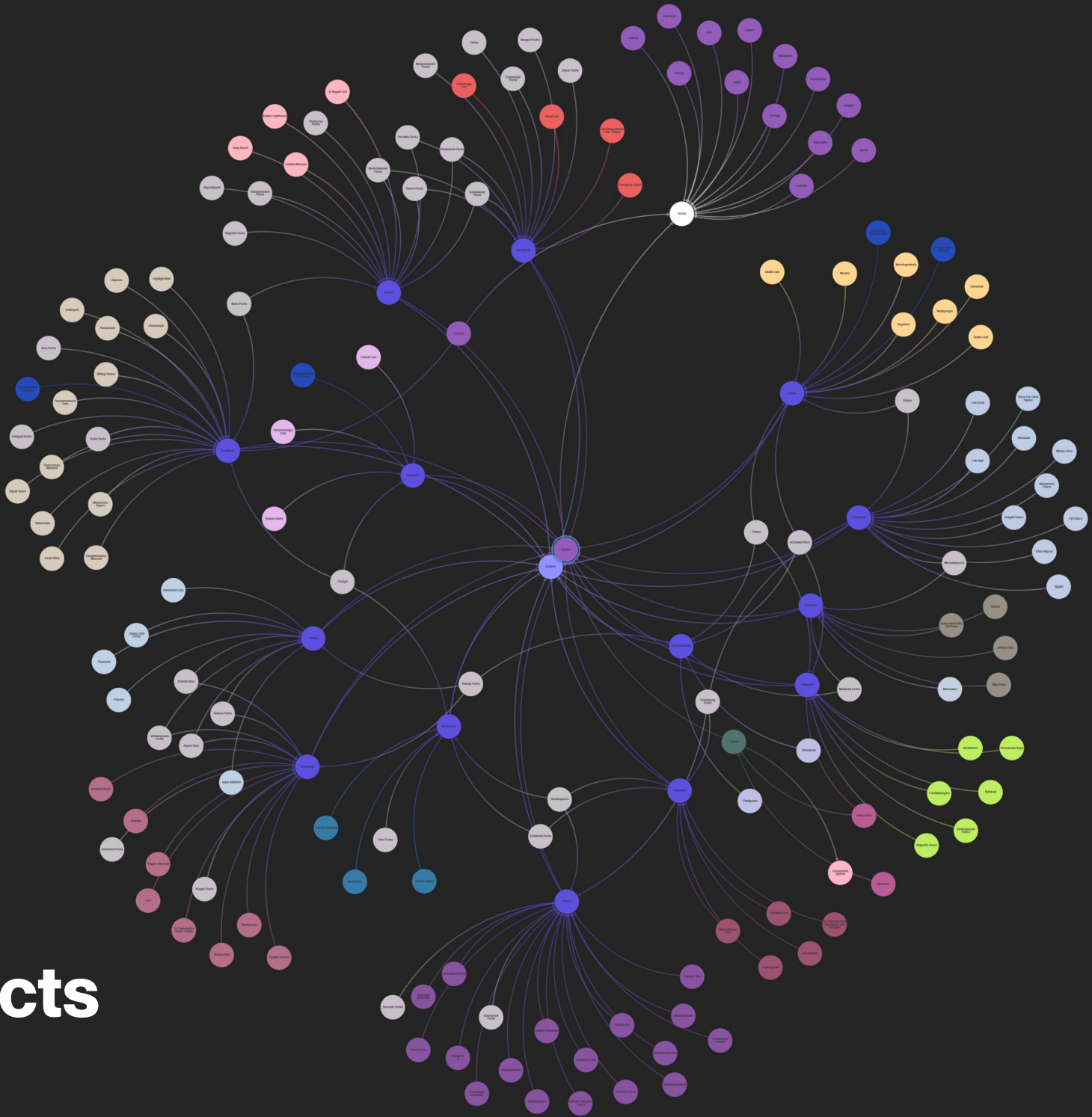




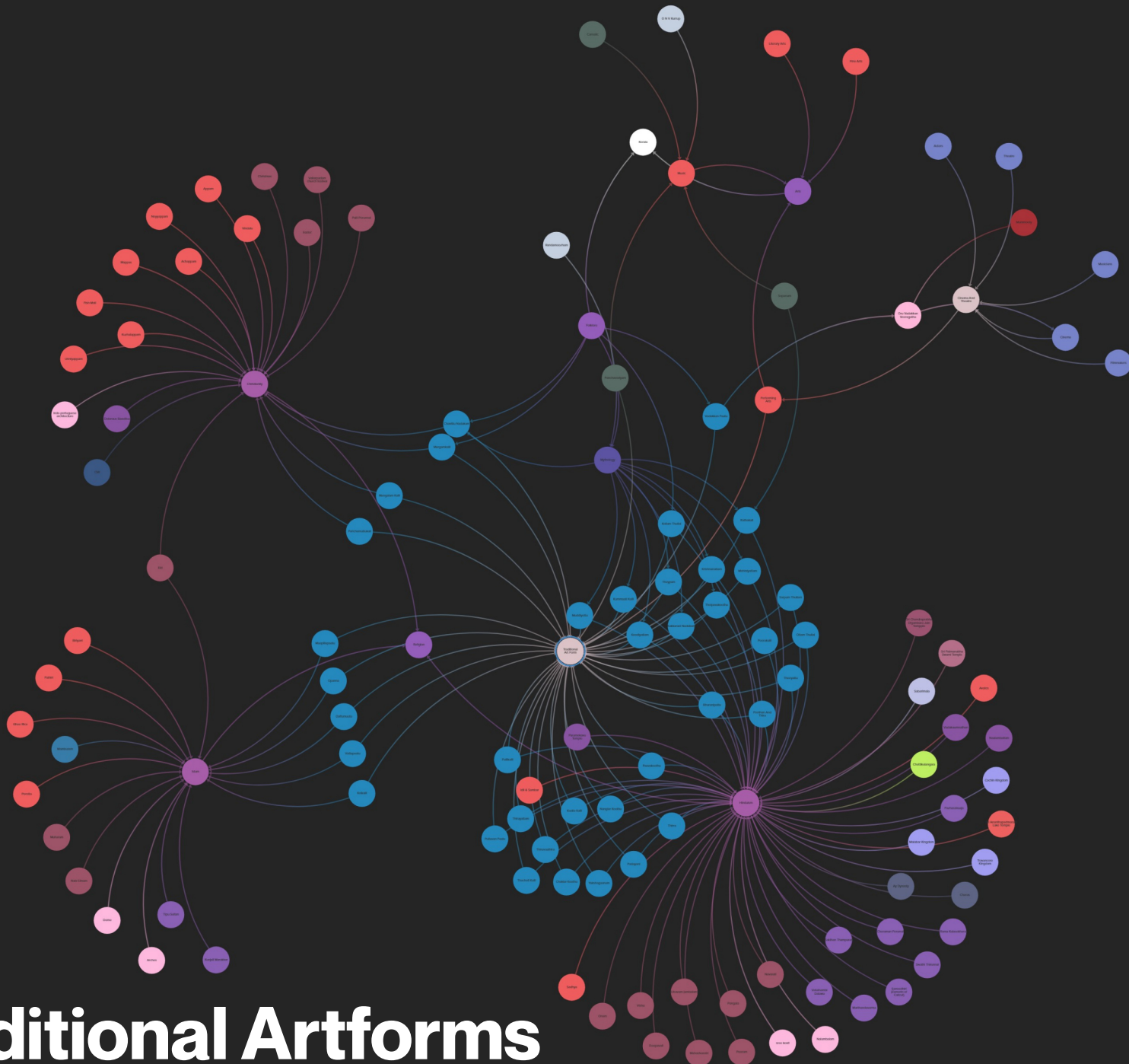
# Major Stakeholding Elements



After we did the system map and connections, we were able to understand more about the stakeholding elements which we should focus on. The 6 major stakeholding elements are

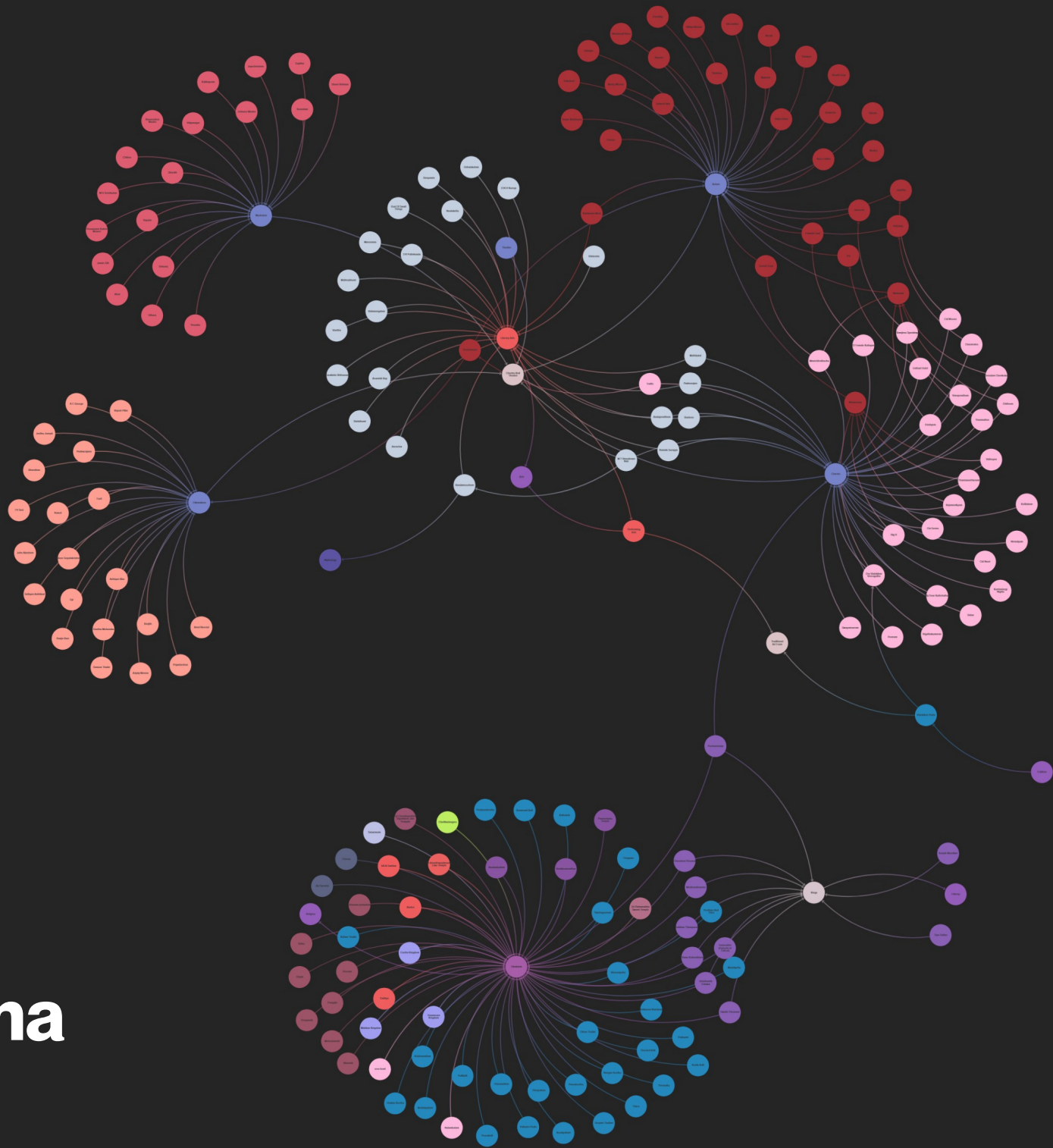


# Districts



# Traditional Artforms

# Cinema



# Cause and Effect Mapping

We further discussed the causes and effects of some topics that we found were an anomaly in Kerala compared to other Indian states. We researched into the historic events that could have caused these and again found some interconnections among them. The majority of which was due to Kerala's role as a major trade area with civilisations of varying culture.

## Trading

One of the main reasons which propelled Kerala's trade with other nations was the extensive coastline of Kerala. Kerala was also famous for its spices.

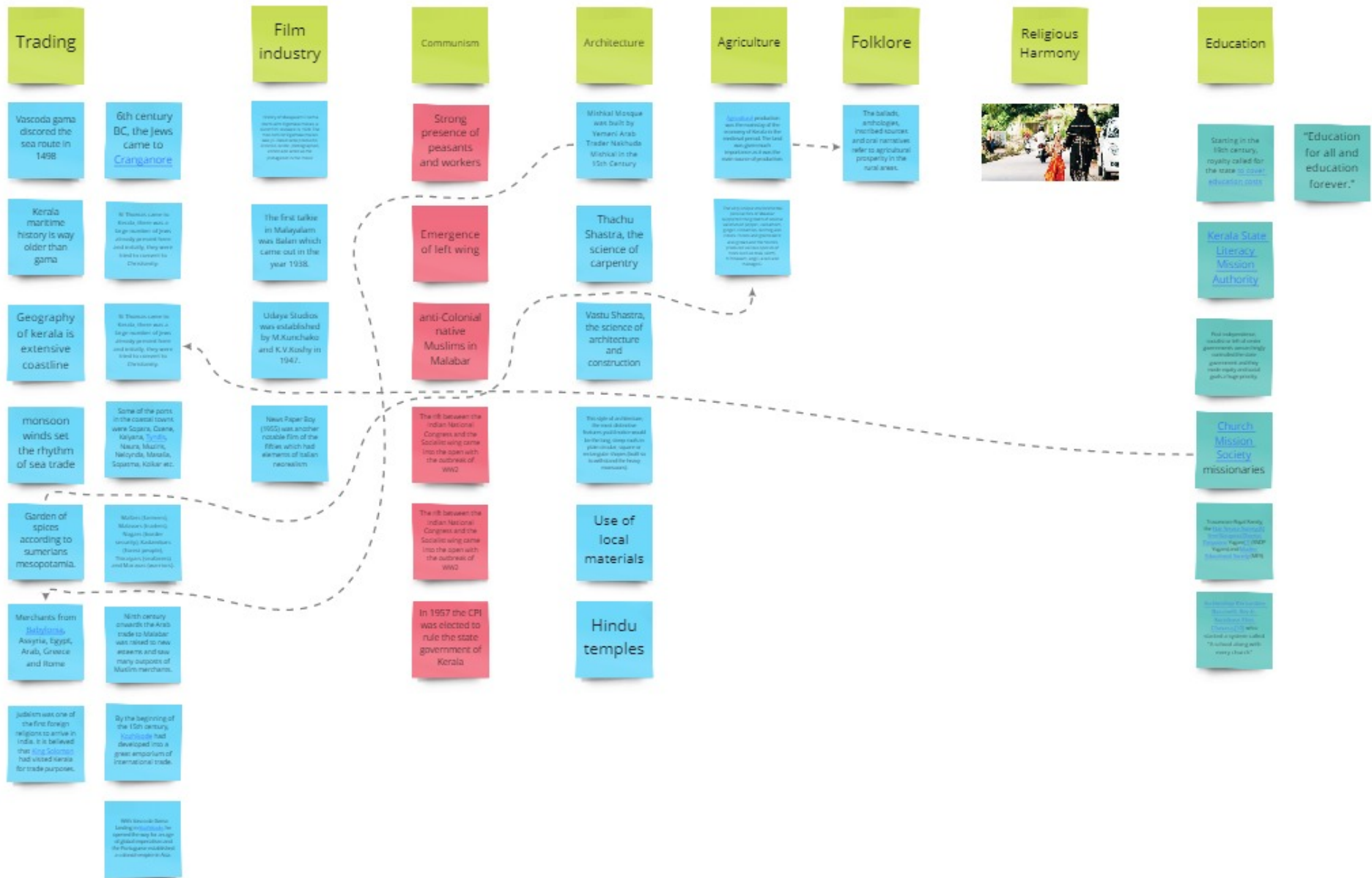
## Communism

Kerala is also famous for its communism. A strong community of workers and peasants in Kerala was responsible for the start of communism. It started out as a socialist division of the Congress and finally split and formed the first elected government of Kerala.

## Education

Kerala is also famous for its literacy and good education system. This is mainly because of the early communism and the introduction of Christian missionaries. Communism made sure that everyone irrespective of their caste or background were able to get the proper education.

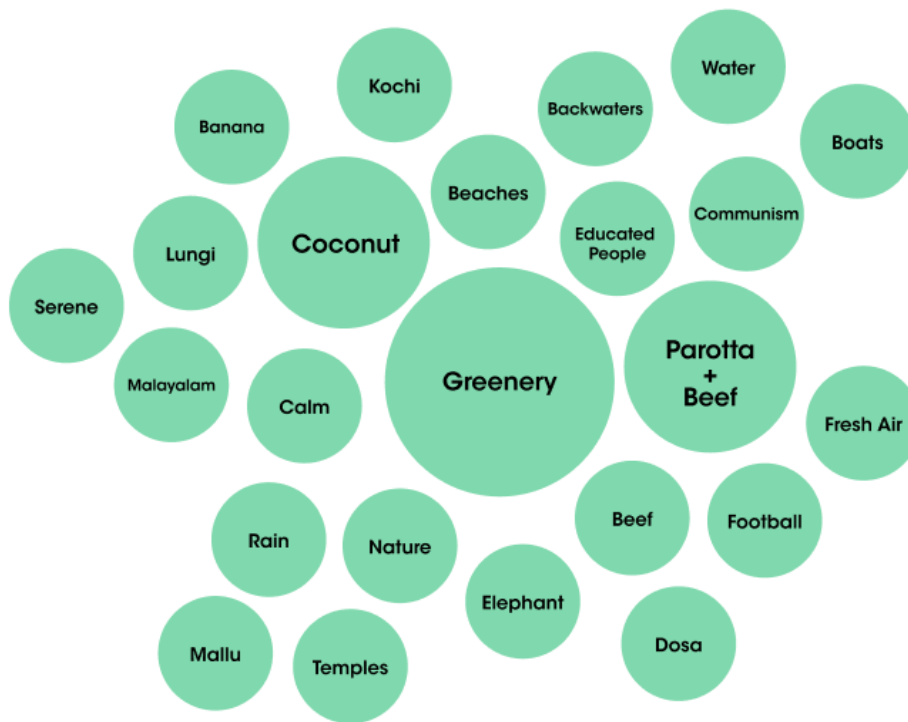




# User Perspectives

We also conducted a small survey to understand the different perceptions of Kerala.

The most common answers were greenery, coconut, onam, rain, malayalam and etc.



Non-Malayalies



Malayalies



# Focus Areas

After thorough discussions and research, from the system map and cause and effect mapping we could come down to six areas of importance that were thoroughly interconnected in the system map. And on further scope analysis we came down to the following three.

- ◇ Districts which include the tourism sector, regional govt bodies.
- ◇ Government systems
- ◇ Artforms

# Existing Visual Identities

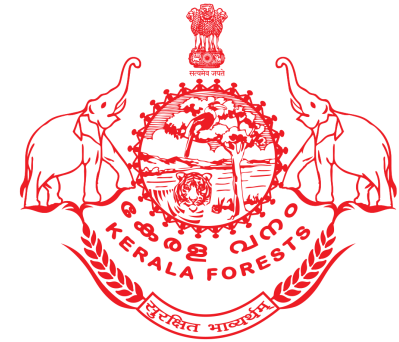
We roughly looked at major existing visual identities in the state which includes the government and other private companies, organisations, and other recognisable visual elements.

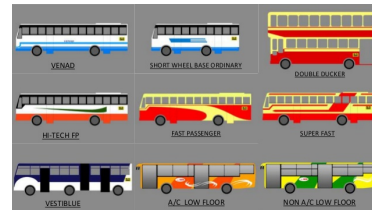
Almost all the government logos were taken from the emblem of the Travancore Kingdom.

The other identities here are the major government universities, tourism projects, government services, state sports associations, Sports clubs, Music bands, Trophies, State transport services, muziris biennale and Newspapers. We intend to expand this list further to understand the existing idea in peoples minds about them and incorporate the essence into a newer coherent system



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KERALA PUBLIC SERVICE COMMISSION





# What's Next?

We have to understand the scope and content of the selected topics and narrow down the area of intervention.

Identify the existing visual identities in the selected areas and analyse it.

Conduct field studies if required and if possible.

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