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UNIVERSITY

DESART

DESIGN JOURNAL

SCHOOL OF ARTS AND DESIGN

PREFACE

Welcome to our 3rd issue of the year!
The current situation doesn't hold us back
from showcasing our creativity. We are
here with more exciting content from
student curated works to
student initiated works.

CONTENTS

36 DAYS OF TYPE

36 Days of Type is a project that invites designers, illustrators and graphic artists to express their particular interpretation of the letters and numbers.

A yearly open call exploring the creative boundaries of letterforms, where participants are challenged to design a letter or number each day for 36 consecutive days. This is a self initiated project taken up by the student's that aims to be a space for creation, around typography and its endless graphic possibilities.

Done by: Samvrith, Paayal, Haider, Aadhav (Batch of 2018)
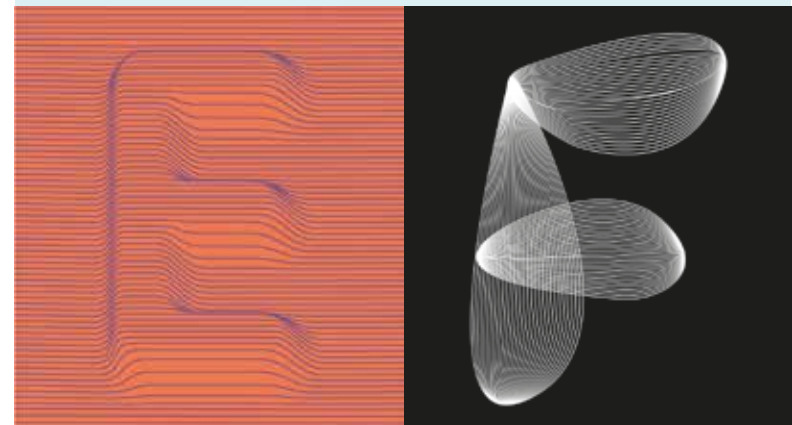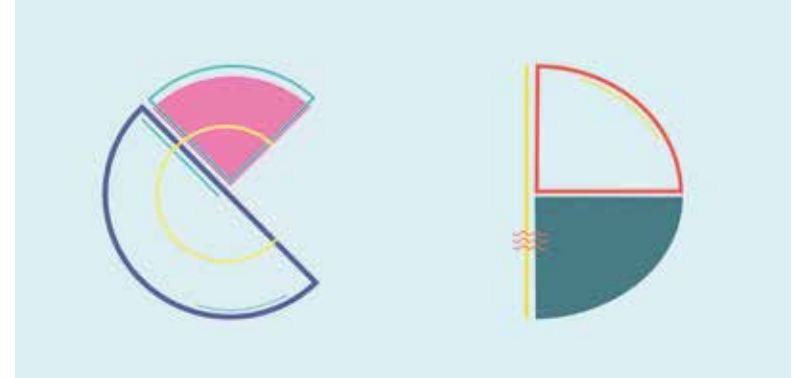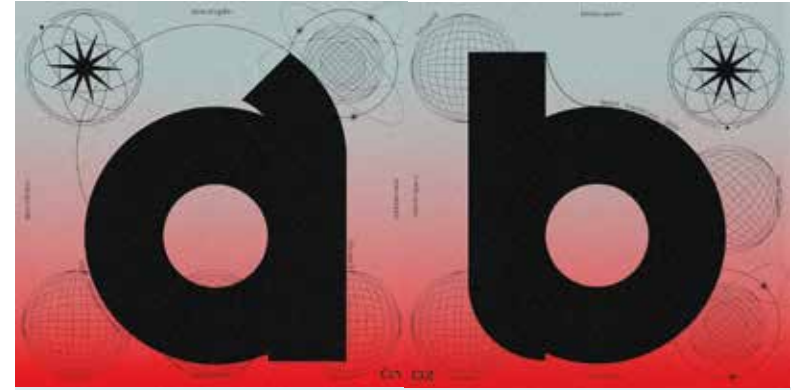
FASHION ILLUSTRATION

The Fashion designing batch of 2019 recently covered another module of fashion illustration. It helped them to achieve a sense of self discovery and introspection about their own style and idea of illustration.

The module started on a compelling note which engaged the students to look into a broader of fashion. Apart from the the basic fashion concept, the students had to accurately observe and work on textile rendering.

The resulting end of the module was pretty amusing as each student was asked to deeply research and analyse about an inspiration, and to come up with a collection of ensembles involving renders of various fabrics.

(Batch of 2019-2023)

DRAWING AND SKETCHING

The aim of this module was to instil an understanding of the simplistic art of drawing and its functional use in the field of arts and design. In it, we studied the topics of human anatomy and technical drawings.

By learning the individual components such as body proportions, muscular anatomy, head study and facial features using the Andrew Loomis method and George B. Bridgeman theory, we were able to compose them to create full figure drawings and portraits.

In technical drawings we used the knowledge of basic geometric constructions to recreate logo designs.

(Batch of 2020-2024)
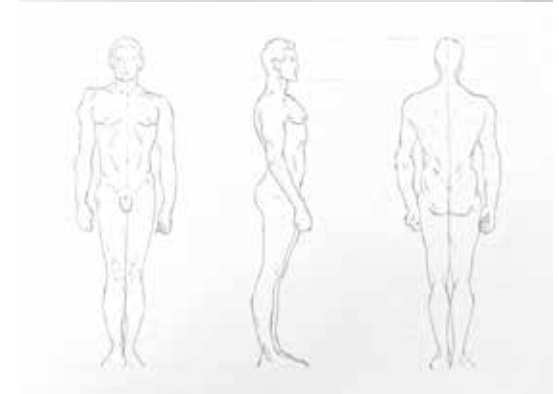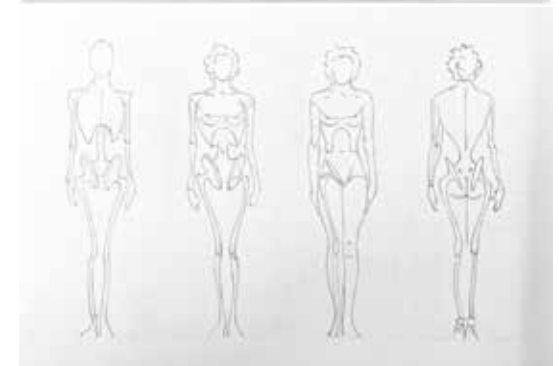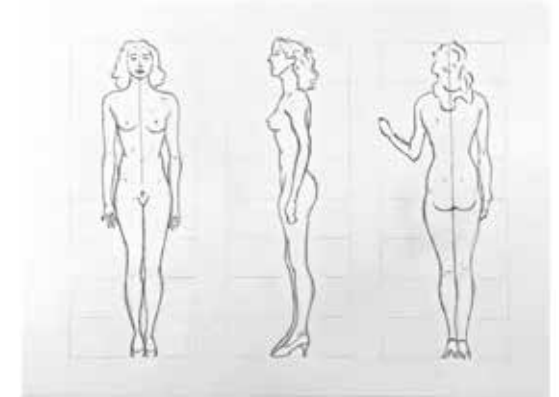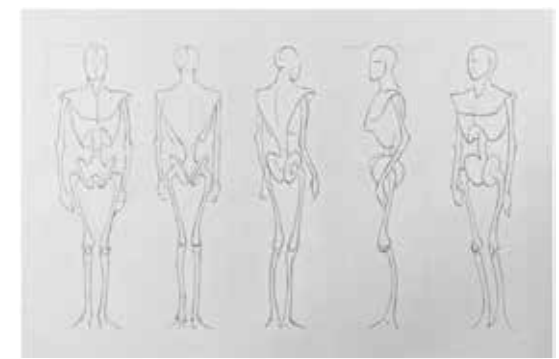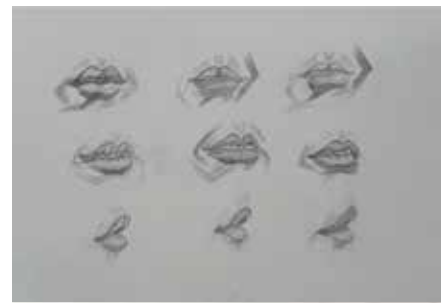
CHARACTER DESIGN

The character design module was a culmination of different modules related to character design we learnt at the beginning of second year. They were given various different decsriptions of characters with different roles, and had to come up with a suitable design according to the description.

This later proceeded to having to do an animation where we had to create an advert for a product, which was supposed to be fully hand drawn. This helped us explore differnt postures of the human body, different angles, different perspectives and the interaction between the human body and different products. We also got a good understanding of the human anatomy in different scale.

Being a group effort, the work was divided into varoius parts, form one having to do scrip writing and storyboarding and then passing it over to someone who would draw all the frames.

(Batch of 2018-202)

VISUAL STORYTELLING
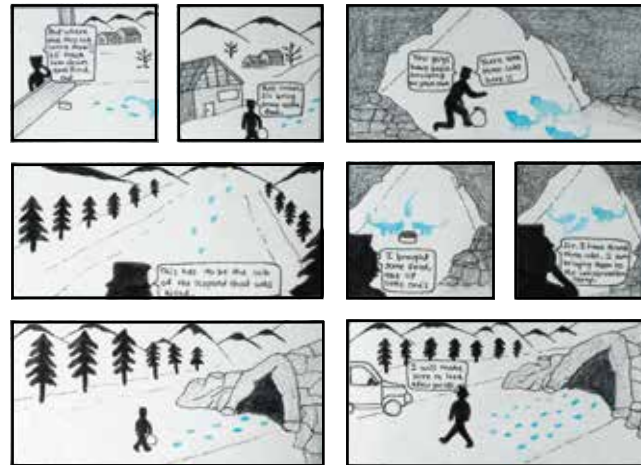
A storyboard is a collection of panels on which a series of drawings are designed to represent the major changes in scene and action in a series of shots, and to convey how the plot will flow from beginning to end. By playing with colours and text, we created a narrative and portrayed the plot through visuals and dialogues.

Our learnings outcomes from the previous modules aided us in achieving a better result in this.

(Batch of 2019-2023)

ART OF (SELF) LEARNING

Merriam webster dictionary defines learning as 'knowledge or skill acquired by instruction or study'. In simple terms, learning is a process of garnering knowledge, skill, values, outlook, and preferences. The ability of learning is possessed by plants, animals, and some machines as well but is found in humans at an elevated level.

Learning is a skill that undergoes development and refinement throughout one's life. Let me elaborate, learning can happen naturally by experience and subconsciously as well. By sharpening our mind and senses we inculcate curiosity, observation skill and hunger to search more in depth. This is when we realize that we have learnt something and get into habit of learning more. Being aware that learning is an acquired art, is a crucial part when it comes to learning from a teacher, who often, can be you yourself.

While our current educational model has long provided attention to basic academic areas such as reading, writing, arithmetic, it often neglects core fundamentals that create a person. Schools offer tools to master individual subjects. But, in doing this it fails to develop introspection and awareness about oneself. The antiquated way that was followed in our school day is largely unfit for any sort of creatively driven career, let alone the vast ocean called 'design'.

A possible solution to this problem is 'Self-Learning'. In the words of Malcolm Knowles self-learning is "a process by which individuals take the initiative, with or without the assistance of others, in diagnosing their learning needs, formulating learning goals, identifying human and material resources for learning and evaluating the outcomes".

'Harvard Business Review' reveals that self-learning empowers the growth of like-minded networks especially within students and organisations which extend beyond the workspace.

In a field that where innovation happens by the seconds, gaps in knowledge appear evidently. To counteract one must up-skill themselves and be up to date with current trends. The importance of self-learning has been established. But it would be a half-baked job if I do not mention some ways of self-learning.

•Be Curious: A designer's inherent curiosity to learn new things separates them from the average joe. In self-learning mostly, knowledge is gained through trial and error. Though it may feel unfavourable at first, but anything learned the hard way, stays.

•Set Goals: Journey without a destination is pointless. Setting goals keeps one motivated to achieve it. This keeps the spirit of learning, alive. This can help us to track our progress.

•Do not confine yourself: Along with setting goals, one must also keep an open mind and absorb as much learning as possible. Confining oneself defeats the purpose of self-learning. Often, nuances of a subject could be understood by going off track (a bit inefficient) and exploring.

•Make use of resources (exploit them if need be): Whichever subject that we want to learn about, our faculties and resources on internet are endless. In a self-learning environment, knowledge is gained in pursuit of an interest.

•Apply what you have learnt: Learning without application goes to waste. Application of learnt material solidifies it in the long-term memory. Additionally, documentation can go a long way be it in a journal, mind map, etc. Information turns into knowledge only when you apply it.

The knowledge gained through self-learning stays, as it is a of a long and painstaking process where often we learn more through our mistakes.

(Written by: Soham Nitin Vagal - Batch of 2020-2024)

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