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DESART

DESIGN JOURNAL



Preface:

Welcome to our 4TH issue of the year! Acquiring knowledge was on and off campus, but students at no time compromised with ingenuity. This edition will take you through the expedition of craft, space, fashion, and sense of how students and faculty were able to connect over online platforms. So here we are with more exciting content from the “Study from Home” segment.



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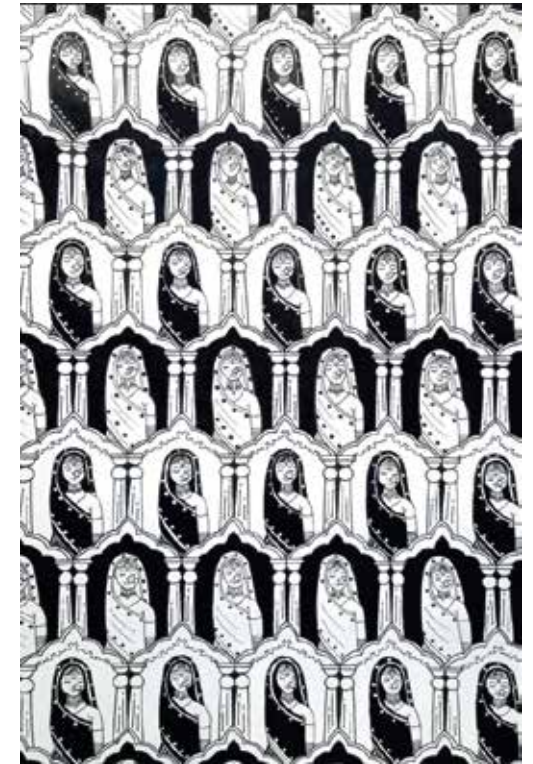
2. Competition

- 2.1 Fashion Club Competition

1.1

Tessellation

Tessellation was a culmination of Spacing, sense of Arrangement, Positive and Negative space and sense of Repetition. By learning the individual elements, composition was effortlessly attained. Creative side of mathematics by M.C. Escher made students fell in love with mathematics, which sounds hard to have confidence in. This later proceeded to having to do an 3D form of motif, which was supposed to be fully hand made.



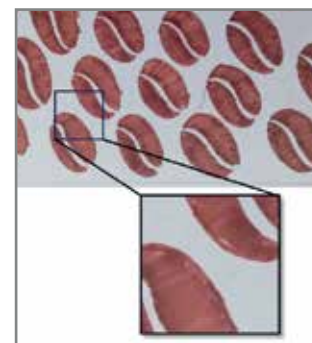
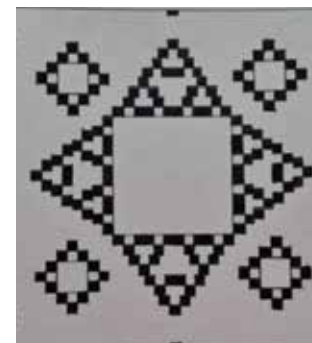
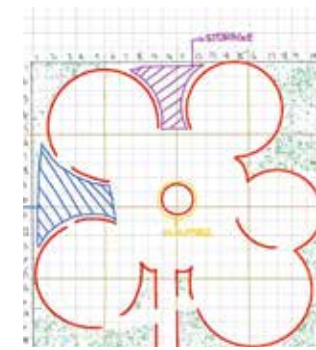
AYUSH ARYA
ANISHA
KIRTHIKA
MANJU

BATCH OF 2020-24

1.2

Spatial Narratives

Spatial Narration was a segment of Elements of Space, Form and Structure. Sole intent was to have an improved understanding about elements of space. We designed a contemporary exhibition space based on the shapes which were generated from pattern and fractal. At this time, when everything was shut, this exercise resulted in a miniature exhibition at our place. Building a Space was never this reasonably priced for a student. It's worth acknowledging the fact that we learnt about organisation and how individual components contributed to a Space. make the base for healthy living.



JINOODHAYA SS
RAYAN BELLIE
SAKALA AKHIL
SOHAM VAGAL

BATCH OF 2020-24

1.3

Craft Documentation

In the course of this module, we documented various crafts all over India with the help of preliminary studies and secondary research, covering all aspects of the craft starting from their origins to their process to the present day market scenarios and even the economic and social aspects of the communities practicing. We had an interactive session with the artisans of a few craft clusters that gave us insights on their way of livelihood and made us realise the hard work that goes into a single piece of handicraft. Overall, through this module, we have gained immense knowledge about innumerable crafts of India. Also, we as designers can play a major role in their promotion and sustainability by using them in our designs moving forward make the base for healthy living.



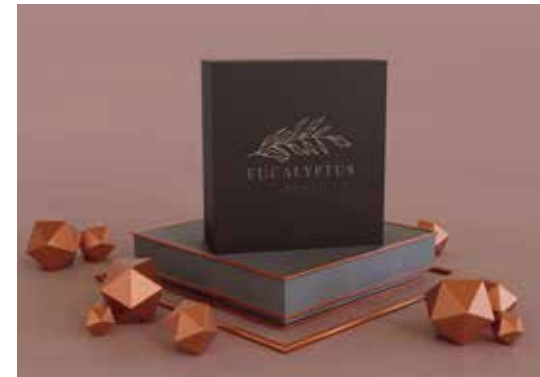
1.4

Creating A Brand Identity

Graphic design is a skill where one creates visual content to communicate messages. Through computer softwares, we learnt how to use the design process and strategies to address communication problems creatively from concept to delivery. For our final project, we largely focused on brand identity and the fundamentals of logo designing which lead to a better understanding of the subject as we implemented our logo design process.

ANKITA,
MOHANA,
PARTH,
SEJAL,

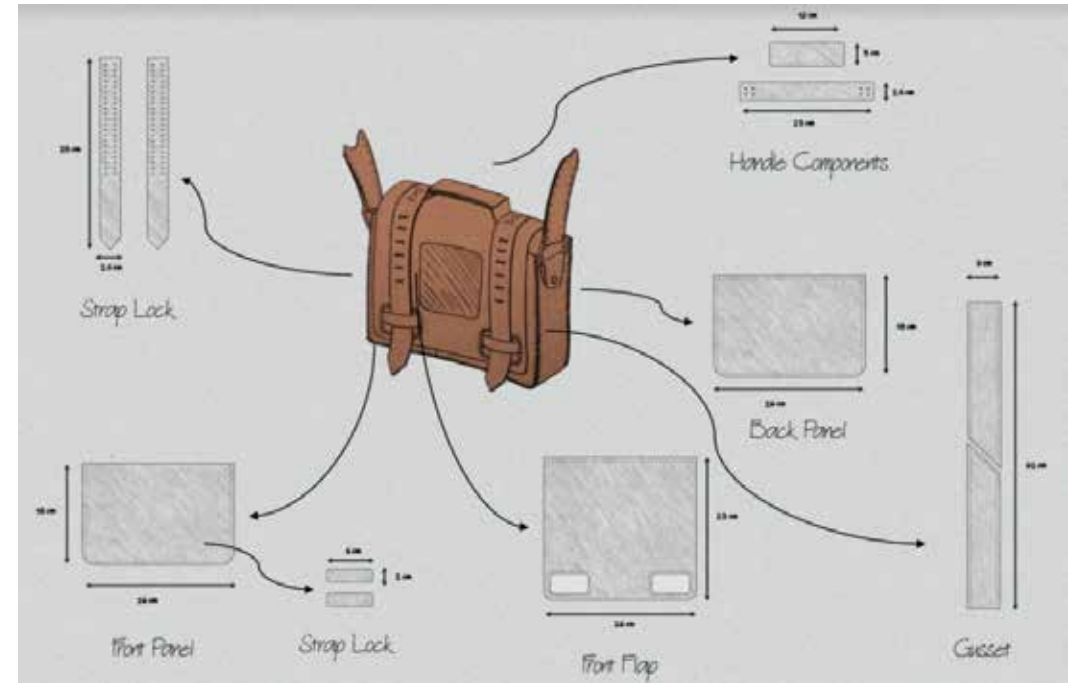
BATCH OF 2019-23



1.5 Material Exploration

Product Design students had a module on material exploration. The aim of this module was to give students an exposure towards material and let them understand the properties and possibilities of the materials. This time students explored Jute & Leather material within this module. Not only they had theory sessions to understand the basics of these materials, they also developed various swatches & products out of these materials. Despite of the constraints posed by the pandemic, students worked hard to learn and get hands-on experience.

PARESH MISTRY
BATCH OF 2019-2023



2.1

Fashion Competition

Our university's Fashion Club held a Styling Competition on June 3rd, 2021. The idea of the contest was to create a theme-based ensemble using elements and garments of everyone in the family. The winners of the Styling Competition are announced by Fashion Club with immense pleasure. 3 winners were chosen from a styling competition held by the fashion club of woxsen university. The competition was to create a theme based look by taking elements and garments from all the members of the family. The 3 winners are:



Manju - FD 1st year
In an all-black ensemble, composed a fierce Indo gothic look with immaculate execution.



Meghna Patra - 2nd year
An androgynous look inspired by layering style of the women of Udaipur and providing it a modern power dressing touch.



Anny Jenifer - 3rd year
Drawing style from the Egyptian aesthetics, with well-balanced colours, style and accessorizing.

Credits:

EDITORIAL TEAM

Mohana Balakrishnan
Jinoodhaya SS
Ayush Arya
Tia Cibi

DESIGN & LAYOUT

Ankita Nair
Jinoodhaya SS.
Devanandan KR.

MENTOR

Asst.Prof. Alaka Kavallur

Image Courtesy: School of Arts & Design
Contact: desart@woxsen.edu.in