

THE REPORT ABOUT



**SEMINAR
ON
WAY FINDING
DESIGN**

Conducted by
Prof. Paresh Choudhury



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SYMBIOSIS
INSTITUTE OF DESIGN



Report - DISHA

Conducted & Prepared by: Prof. Paresh Choudhury

To,

**The Director,
Symbiosis Institute of Design
Viman Nagar, Pune.**

Subject:

The Exhibition and Seminar dedicated to Wayfinding Signage Design Projects done by Final Year Graphic Design students.'

Respected Madam,

The exhibition "DISHA", inaugurated by **Prof. Sanjeevani Ayachit**, the officiating Director of SID on 25th July 2019 and opened for public till 27th July 2019, is about wayfinding Signage System, which the students have practiced as an Information System developed graphically to familiarize people in a physical space and provide navigational assistance to find their way to their intended destinations. The students have emphasized upon clear and legible information to the intended users with respect to various decision points– regardless of language or physical ability, having kept the American Disabilities Act Accessibility Guidelines (ADAAG) and local accessibility regulations to crafting successful and compliant Wayfinding Signage Design Systems. Also students have considered with specific attention to sustainability wherever it is applicable along with sight lines, traffic patterns, human behavior, usability issues, accessibility, landscape consideration, engineering, manufacturing, materials and even weather. The exhibition will continue till 27th July 2019 and conclude with a seminar on same by two well-known speakers from the industry with a couple of speakers from students' side followed by.

I am really thankful to Dr. Manohar Desai and Prof. Sanjeevani Ayachit, Officiating Director SID for encouraging me to organize the same.

Thanking You!

Sincerely,
Prof. **Paresh Choudhury**
Graphic Design, SID



BACKGROUND

The Seminar and Exhibition are connected to one of major project oriented course with four year Graphic Design students named, "Wayfinding and Signage System Design" as GDP-4. This Wayfinding Design is an Information System developed graphically to familiarize people in a physical space and provide navigational assistance to find their way to their intended destinations.

The central component of wayfinding is of course Signage. Wayfinding design and signage systems works together to create a comfortable environment for users. Clear and legible information must be in the right location and visible to all – regardless of language or physical ability.



Prof. Paresh Choudhury is briefing the Officiating Director Prof. Sanjeevani Ayachit just before she inaugurated the exhibition (Above). Dr. Manohar Desai, the HOD of Communication Design is giving few important tips to concern faculty Prof. Paresh Choudhury while fellow faculty member Prof. Ranjit Jagtap is an encouraging onlooker (Below Right).



Officiating Director Prof. Sanjeevani Ayachit is inspecting all exhibited panels by interacting with students with her valuable view points.

THE PROJECTS

The students have worked on groups and chosen site-specific fifteen different projects. Each project is based on research and planning. The student had to work more like Architects, Urban planners and User-Experience designers other than just Graphic Designers by putting everything especially various stages of mappings, mood-boards, information architectures and explorations around them individually like their own studio spaces. Students had chosen projects on various real life locations like – Hospitals, Super Market, Heritage Village, Futuristic Technical Research center, University,

Stadium, Hill station, Wine vineyards, Pune Metro, Symbiosis Campus, Symbiosis Girls Hostel and many more. They had done all projects hypothetically but handled more like live-projects. In exhibition and seminar, they had interacted faculties, industry experts and students to receive most needed valuable inputs and feedbacks which have added cross-disciplines learning beyond their class-room activities.

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DISHA

See who is speaking
tomorrow at DISHA

Alpesh Gajjar
Independent Designer

Venue : Seminar Hall
Time: 10:00 am - 4:00 pm

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DISHA

See who is speaking
tomorrow at DISHA

Sourojit Sengupta
Design Head - Leaf

Venue : Seminar Hall
Time: 10:00 am - 4:00 pm

THE SEMINAR

The DISHA seminar has taken place on the 27th of July 2019 in the seminar hall at SID building. We had invited two well-known dynamic designers, Mr. Sourajit Sengupta, a young designer heading Leaf Design's design team who had won four Kyoorius Design Awards and Mr. Alpesh Gajjar, an ex-NID faculty who is also an internationally acclaimed designer. In addition to that we had few selective student presenters from the ongoing DISHA exhibition who had shared their successful projects. The guest speakers had presented their own industry projects, share their experience and career

journey with the gathered audience who are largely students from various departments of SID and many faculty members as well. Most importantly, the guest designers had taken round with each and every panels in the exhibition hall to interact with all students who had participated and given feedbacks with their experience and knowledge. At end of the event, the participant students were given away the certificates by chief guests.



The mentor of the entire course and the event DISHA, Prof. Paresh Choudhury greeting the guest at the Exhibition venue (Above) and addressing the audience with inaugural speech (Below).



CONCLUSION

The entire course had gone through various stages with many fun-filled value adding activities, starting from visiting a field trip to Lavasa, doing a workshop on Indian Toilet Sign design, choosing their respective topics followed by research and design process, displaying their final

projects in the dedicated exhibition and finally participating in the seminar had provided them ample scope of learning experience other than their regular class-room attainments.

Thank you.

Prof. Paresh Choudhury

Full Name - Debasis Paresh Ranjan Choudhury.

Associate Professor - SID