



॥वसुधैव कुटुम्बकम्॥




SYMBIOSIS
INSTITUTE OF DESIGN



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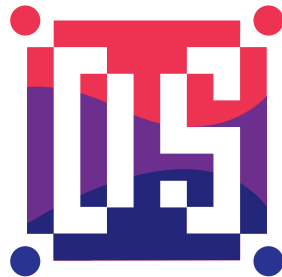
   [symbidesign](#)

Design Team:

Anushka Shenoy, Gayatri Ketharaman, Harsha Bardhan,

Dhiraj Kadam, Isha Sonigra, Ekansh Sen

Digital Design by: Aviraj Patange, Sumit Avagunde



Design Showcase 2018

To Design is to nurture a childlike curiosity and harness it to explore endless possibilities and solve problems with an unparalleled consideration for human need.

The Design Showcase is an event organised by Symbiosis Institute of Design with the aim of exhibiting the possibilities explored by our budding designers and present fresh talent from the various departments to the world.

Here, the graduating batch of students are celebrated and introduced to the industry, media, patrons and public. It is a culmination the students' four year tenure at Symbiosis Institute of Design, and features some of the finest work produced by them, as well as their final year Degree Projects.

The Fashion Department of the institute also puts up a spectacular 'Fashion Show' to showcase the graduation collection of garments created by the batch of Fashion Design students.



SYMBIOSIS INTERNATIONAL UNIVERSITY

Padma Bhushan Dr. S.B. Mujumdar established Symbiosis on the principles of the Vedic thought of 'World as One Family'. The students come from more than 75 countries and find this a home away from home. Symbiosis Centre of International Education, a wing of Symbiosis International University, is responsible in promoting this ideal and also facilitating international students. Symbiosis International University has MOU's of collaboration with several renowned universities around the world and encourages students & faculty to participate in its programmes.

Symbiosis International University bears in mind that it's ultimate aim is to participate in the task of inculcating knowledge and honing skills which are vital to the young graduates and post graduates who pass out from the University.

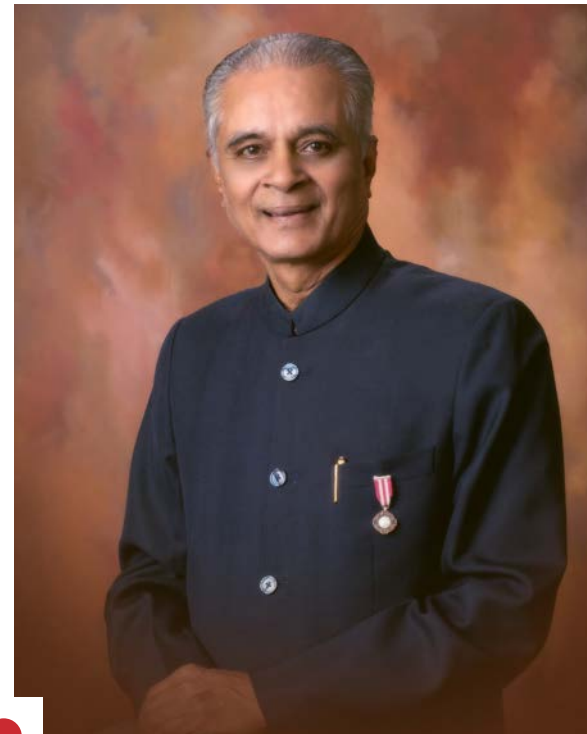
Symbiosis International University was established under Section 3 of UGC Act, 1956, in the year 2002, with these basic principles:

- To provide facilities for education and research of University standard.
- To encourage the dissemination, advancement, development & application of knowledge.
- To provide courses of study or instruction across a range of fields, and the carrying out of research to meet the needs of the community.
- To provide teaching and learning that engage with advanced knowledge.

FOUNDER AND PRESIDENT, SYMBIOSIS, CHANCELLOR, SIU

Inspired by the ideals of 'VishwaBharati' of Gurudev Rabindranath Tagore and 'AntarBharati' of Sane Guruji and with a deep desire to help foreign students, the idea of 'Symbiosis' was conceived by Dr. S.B. Mujumdar in the year 1971. The motto of Symbiosis is 'Vasudhaiva Kutumbakam' and truly for the foreign students at Pune, it is a 'Home away from Home'.

Dr. S.B. Mujumdar, the Founder of Symbiosis International University, has worked to bring social justice, international understanding and scientific approaches to the problems of society. Higher education has played a crucial role in his life. His innovative ways of education and proactive programmes for the changing economy have made Symbiosis renowned for its brand of education.



PADMA BHUSHAN
DR. S.B. MUJUMDAR

DR. RAJANI GUPTA



VICE CHANCELLOR, SIU

Dr. Rajani Gupta, the Vice Chancellor of Symbiosis International University (SIU), Pune, completed her doctorate in Economics from the Gokhale Institute of Economics and Politics, Pune. She has more than 30 years of experience in teaching and research. She was a founding member of Symbiosis Institute of Foreign Trade in 1992 (now Symbiosis Institute of International Business, SIIB) and was Director of SIIB from 2004 – 12. Dr. Gupta also served as Dean - Faculty of Management, Dean - Academics and later Pro - Vice Chancellor at Symbiosis International University.

A visiting faculty at the Oakland University, School of Business Administration, Michigan, USA, she has also addressed business leaders at Bremen University for Applied Sciences, Germany. Appointed on the WTO Cell set up by the Department of Horticulture, Government of Maharashtra, she was also a member of the International Trade Panel, CII, Western Region. She has been a UGC nominee on various committees.

PRINCIPAL DIRECTOR, SYMBIOSIS

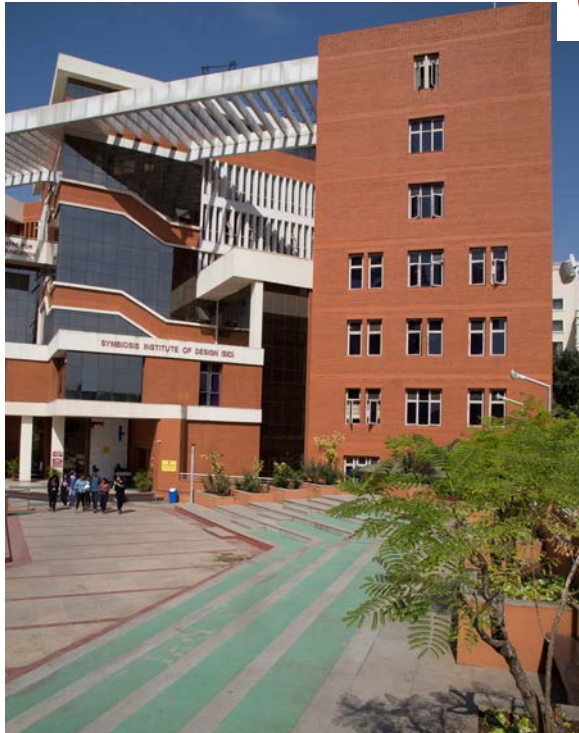
Dr. Vidya Yeravdekar, the Principal Director of Symbiosis Society is a Gynaecologist . She has a Ph.D and also holds a degree in law.

Being a member of the Board of Management of the Symbiosis Society and Symbiosis International University, she contributes to the overall planning and development of Symbiosis. She has been instrumental in the collaborations of Symbiosis with some world-class universities abroad.

She has also developed close contacts with the Ministries of Education in different countries. She has been nominated as member of University Grants Commission and as a member of governing Body of Indian Council for Cultural Relations (ICCR) by the Govt. of India. She has also been nominated as a member of the Executive Council of National Institute of Agriculture Extension Management (MANAGE) which is under the Ministry of Agriculture, Govt. of India.



DR. VIDYA YERAVDEKAR



SYMBIOSIS INSTITUTE OF DESIGN

Constituent of Symbiosis International University, Symbiosis Institute of Design (SID) creates an enabling atmosphere for students with the right bent of mind, letting them hone their skills and capabilities and turning them into competitive professional designers.

The unique multidisciplinary campus offers opportunities to students across different streams to share ideas, brainstorm solutions and catalyze each other's thinking. The work ambience enables one to build on one's conventional skills and is complemented by modern tools and techniques which allow the student to be on the cutting edge of Design.

Vision

Promoting international understanding through quality

Mission

- To inculcate the spirit of 'Vasudhaiva Kutumbakam' (The world is one family)
- To contribute towards knowledge generation and dissemination
- To promote ethical and value-based learning
- To foster the spirit of national development
- To inculcate cross cultural sensitization
- To develop global competencies amongst students
- To nurture creativity and encourage entrepreneurship
- To enhance employability and contribute to human resource development
- To promote health and wellness amongst students, staff & community
- To instill sensitivity amongst the youth towards community and environment
- To produce thought provoking leaders for the society's education.

DIRECTOR, SID

Prof. Atul Kedia – Director & Professor, is a post graduate in Industrial Design from IDC, IIT Powai with Mechanical Engineering graduation from M S University of Baroda.

He has around 30 years of rich experience in design, research, development, creativity, innovation & teaching design, working in industry as well as academics. For many years he had held a key position in VIP Industries Ltd. Nasik. Under his leadership the company established its position as one of the top design driven companies in the country.

He is an excellent trainer and has been nurturing creativity & innovation over the years of his vast field experience. Hundreds of successful designers and engineers today have been trained under him over the period of his profession.. This has become possible as over the years he himself has received professional training in various disciplines and topics ranging from Costing to Creativity. Many of them have been successfully practiced & implemented in his day to day working.



PROF. ATUL KEDIA

DESIGN AS A CAREER

Design is rapidly going through a phase of change and innovation due to the increasing consumer demand of preferred utility and comfort. Communication Design, Product Design, Fashion Communication and Fashion Design are all rewarding careers that are generating opportunities in the design profession.

This career not only provides one with the satisfaction of seeing ideas manifested into tangible form, but also rewards one with recognition. Ultimately design is poised to be a big part of the world we live in today and be a game changer in the way solutions are found worldwide.

Products and Services are being selected more and more on emotional and experiential factors rather than only on a rational basis — and that is where design steps in.

B.DES. Programme

The Bachelor of Design (B. Des.) is an undergraduate degree programme, with 200 credits across a four year duration, offered by Symbiosis Institute of Design (SID) The degree is awarded by the Symbiosis International university, Pune.

This programme offers four disciplines:

- Communication Design
- Industrial Design
- Fashion Design
- Fashion Communication

The Communication Design discipline offers further specializations in Graphic Design, User Experience Design, Animation Film Design and Video Film Design.

The Industrial Design discipline provides further specializations in Product Design and Interior Space Design.

The curriculum of SID gives an optimum mix of traditional media, new media (with state of the art software) and soft skills.



COMMUNICATION DESIGN

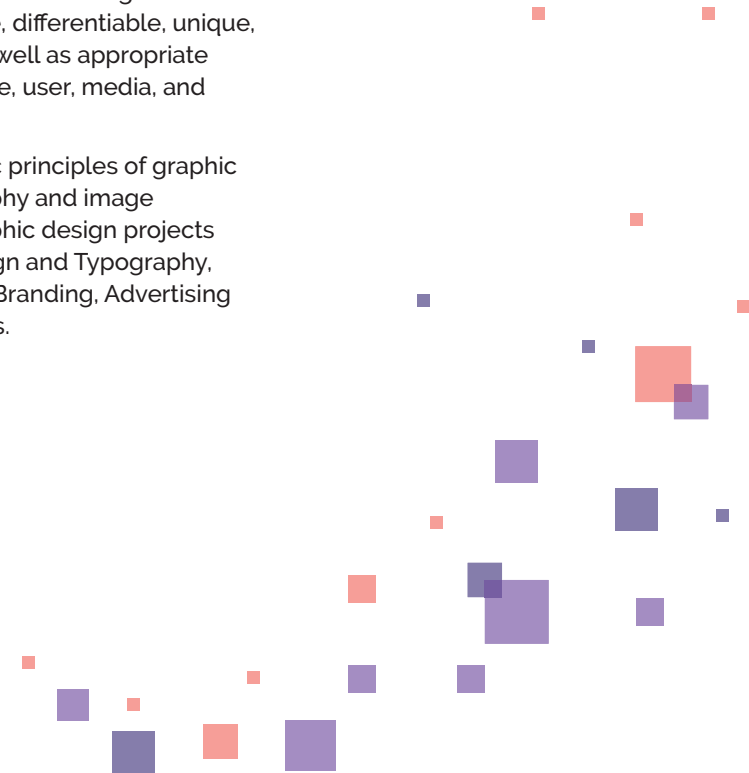
GRAPHIC DESIGN



Graphic design is a process of creating a print or visual product using image and text with an idea and purpose for a target end-user.

It is a creative manifestation of visual design that is comprehensible, readable, legible, differentiable, unique, relevant, practical, meaningful as well as appropriate for the intended purpose, message, user, media, and technology.

The students explore the basic principles of graphic design like typography, photography and image making, as well as 8 complex graphic design projects like Publication Design, Type design and Typography, Illustrations, Wayfinding, Identity, Branding, Advertising Media and User Interface Graphics.

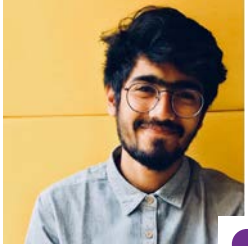




BATCH 2014-18 GRAPHIC DESIGN

- Aayush Bhansali
- Abhijeet Bhalgat
- Abhiti Sheth
- Anushree Ghorpade
- Asmita Jalali
- Dilpreet Singh
- Imran Sherali Udaipurwala
- Insiya Ezzuddin Husainy
- Manasi Milan Shinde
- Mandar Dilip Chaudhari
- Nidhi Jitendra Dali
- Payal Mukesh Rathod
- Pradhyumn Kag

- Renu Anand Nilangekar
- Riddhi Johar
- Sai Sindhu Neti
- Sakeena Ali Husain Molvi
- Saloni Rahul Dungarwal
- Shifa Rafeeqe
- Shubhangi Shirish Banthia
- Suruchi Sunil Tayshete
- Swapnali Vijaykumar Upadhye
- Utkarsha Rajesh Pawar
- Vatsalya Jakhetia
- Vrushali Daulat Lund
- Sheh Gupta
- Penaaz Anwar Ali



GD

AAYUSH BHANSALI



Branding



Visualisation



Typography

DEGREE PROJECT

Packaging Design

Mentor: Marion Jhunja

Designed a packaging for a ready to eat variant under the brand, "Foody Fusion" targeting the new-age user who is always on the move and working long hours. The tie-up with Cafe CoffeeDay is aimed at being able to tap onto the audience in corporate park institutions etc. who are headed there for breaks or even meetings. Foody Fusion's new range also aims at providing a healthier snack.



DEGREE PROJECT

Branding

Mentor: Marion Jhunja

Branding for a 50km trail which takes place near Kolhapur, named as "Shivaji Raje Trail". It was designed using historical elements that has direct and indirect resemblance of Maharaj Shivaji. The identity must depict 70% adventure and 30% history. The name was later on changed to "Rugged Sahyadri Trail".



Interior Page Separator



Exterior Page Separator



DEGREE PROJECT

Publication Design

Mentor: Marion Jhunja

The project was designing a Colour book for Asian Paints, which provides home decor solutions, with which people can connect with. This edition was specially designed for the people of North East India.



Moodboard 1



Moodboard 2



Moodboard 3



Interior Page Layout



Exterior Page Layout



Product Page

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G
D



Publication



Visualisation



Branding



Leadership



Typography

ABHIJEET BHALGAT

PROJECT

Branding

Mentor: Marion Jhunja

The project was designing a brand identity for "Gloss Garage", which offers premium detailing services for all kind of cars and 2-wheelers. The brief was to come up with an identity that is adaptable, scaleable and has a strong recall value. The inspiration is taken from basic spare parts and tools used in a garage.





GD

ABHITI SHETH



Publication



Packaging
Design



Prototype

DEGREE PROJECT

Identity Design

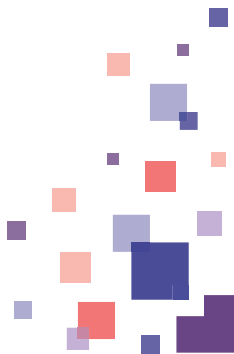
Mentor: Marion Jhunja

Hypothetical brand, Mamta Atta offers a range of Organic Chakki Atta. The Identity consists of an illustration of a woman representing an Indian mother holding a plate of hot roti cooked with love and care. The colors used here like Red, Yellow, Orange and Green are all the traditional colors of India to give a feel of an Indian brand.



Packaging

The Product Line consists of 3 types of flours: Whole Wheat Chakki Atta, Multigrain Chakki Atta and Sharbati Chakki Atta. The atta comes in 3 different quantities: 1Kg, 2Kg and 5Kg. The Packaging is a stand up pouch with a ziplock and a see through window to ensure the customers they get what they are paying for. A great attention was paid to the look and feel of the colors used for the packaging and to the placement of the information on the pouch.





GD

ASMITA JALALI



Research



Typography



Branding

DEGREE PROJECT

Research and Font Development (SHARADA script revival)

Mentor: Mahendra Patel

To revive a manuscript (SHARADA) by creating a Font for it and giving the script a standardized writing system and structure.

The script becomes legible and readable for common people to comprehend and understand.

And is the only script used for writing Kashmiri (currently kashmiri muslims use Urdu and kashmiri pandits use Devanagari.)

शिववादि विवमति मेव नानावापराशु यत नारि
यज्ञदपष्टमक्षिप्रयेष्टादवरीयष्टमभुलागा
दपष्टमनक्षिप्रदमभुलिहयंल्लेकेषुविम
हमुलेकवतिमक्षदभुभिः भभपमसुक्षी
भुरेम मिल्ही भं पळ्ठा छै।
लुधू र्व के लिए नभभूर।
गण घभूना भभूडी।
लुधू र्वराघ विरघनगर भभूए।
वभूना कुभि कुवन।

From manuscript to the developed Sharada font.



Developed Identity on mockup.

PROJECT

Rebranding (Organic India)

Mentor: Marion Jhunja

To chose an existing brand , redesigning its identity (while keeping the essence of the brand intact) and promoting the same at micro and macro level..

G
D



DILPREET SAINGH



DEGREE PROJECT

Branding

Mentor: Mr. Manohar Desai

MEDHA a mother dairy sub-brand situated in Jharkhand, producer of dairy products. The re-branding was performed to attain a promising identity along with the packaging design displayed along.

PROJECT

Collaterals

Mentor: Mr. Manohar Desai

Along with a new identity and packaging design, new collaterals were produced in terms of design to retain the brand language and its recall value.





G
D

DEGREE PROJECT

Branding

Mentor: Manohar Desai

Chinese food is perceived as cheap and unhealthy, the client for this design wanted a brand that was premium looking, Happy and Transparent because that instills confidence in the quality of food and the products provided by the brand.



IMRAN UDAIPURWALA



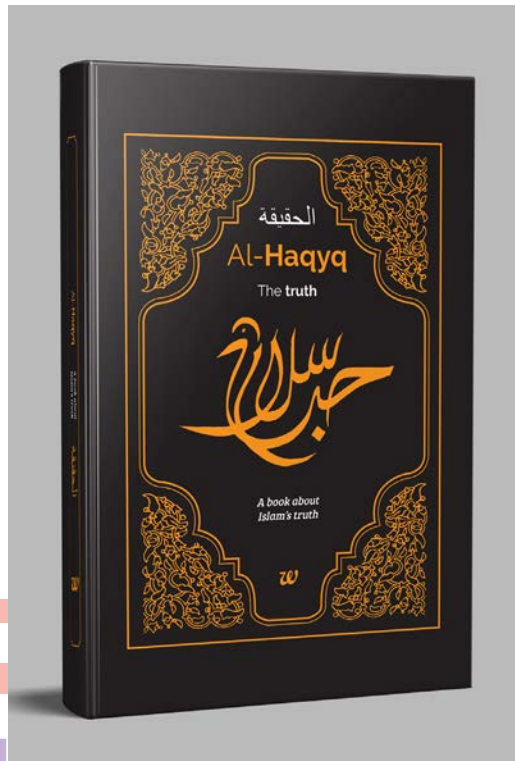
Publication



Illustration



Typography



PROJECT

Publication

Mentor: Pranita Ranade

This book was created to spread awareness about Islam and to educate Islamophobes or Islam Supporters about what Islam truly stands for and means, unadulterated straight from the Qur'an, as written.



DEGREE PROJECT

Branding

Mentor: Dr. Pranita Ranade

Branding for Pune Art Festival hosted by Phoenix MarketCity. It would be conducted during the weekend in November. The festival focuses on celebrating art, music, dance, and photography through various events, workshops, competitions, and performances by celebrities.

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G
D



Research



Concept
Development



Communication

INSIYA HUSAINY

PROJECT

Advertising

Mentor: Ruchi Srivastav

IKEA is a multi-national company that sells ready to assemble furniture. In the 2016 they ran a TVC talking about the 'The Wonderful Everyday'. The advertisements that were made conveyed the idea of the memories people had connected to their furniture.





GD

MANASI SHINDE



Research



Branding



Communication

DEGREE PROJECT

Event Branding

Mentor: Marion Jhunja

Created Brand communication language for ZaPalooza—a music, art and flea market festival. The concept was extended by developing patterns, imagery and typography to form a cohesive visual language for the festival's offline and online design. The brand language was uniformly used for all branding elements like online and print advertising, posters, outdoor media, entry, signage system, Installations, collaterals and merchandise.



PROJECT

Museum Publication Design

Mentor: Pranita Ranade

Coffee table book conceptualized and designed for the National War Museum, Southern Command, Pune, as part of revival strategy for recreating the brand image of the Museum. The book features a photographic journey through the war history of Southern Command right from 1100 AD till post independence as is exhibited in the museum.

GD



Research



Leadership



Communication

MANDAR CHAUDHARI



JIVERS
TAKE THE LEAD



TAKE THE LEAD
JIVERS

DEGREE PROJECT

Packaging Design

Mentor: Marion Jhunja

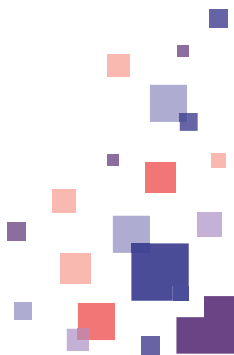
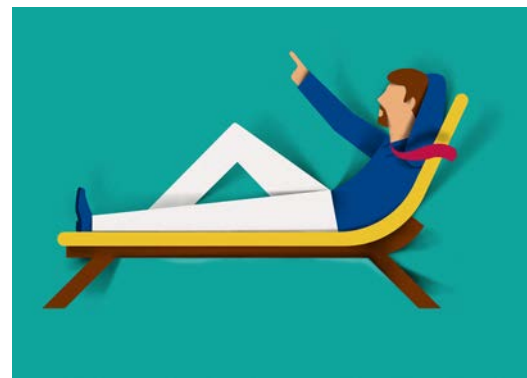
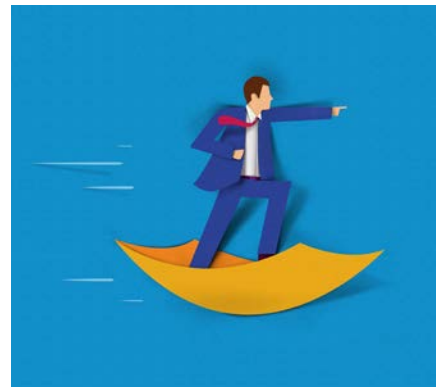
Nius consultum labuntur, mus et vehebatro, dem forturo conicatus estanum atius, Catem publiis achil ves opublium ad fictus aremoves se num, me mac vastam et graec tem pratum, ade tro, sciam popubli aeluspici ta, nir utus, seninte retimena, Nusda voloreius quis que rem rem quam arum custi ves opublium.m atius, Catem fjfkkfm

PROJECT

Branding

Mentor: Marion Jhunja

Nius consultum labuntur, mus et vehebatro, dem forturo conicatus estanum atius, Catem publiis achil ves opublium ad fictus aremoves se num, me mac vastam et graec tem pratum, ade tro, sciam popubli aeluspici ta, nir utus, seninte retimena, anum popublius. Marbit, cum vaste nostri patum sedo, con ltam aperor acersa prox





GD

NIDHI DALI



Publication



Branding



Typography

DEGREE PROJECT

Publication Design

Mentor: Marion Jhunja

The objective of this project was to design a service catalogue for a company named ZONK. Zonk is into listing pune's night life and promoting events. Their catalogue has been designed in such a way that it gives a party/event vibe, which is the core of the brand.



PROJECT

Advertisements

Mentor: Marion Jhunja

An advertisement based packaging for promotion of the Pune Comedy Festival 3.0. Caricatures of various artists were designed in Photoshop and used as a base for designing T-shirts, Tent Cards and Posters.





DEGREE PROJECT

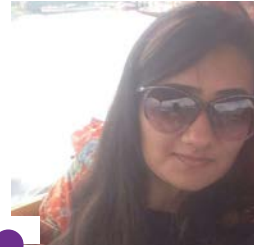
Packaging Design

Mentor: Marion Jhunja

Packaging is a continuation of the same project for which the identity has been designed. The purpose for re-designing was to replace existing plastic base container to a more eco-friendly packaging. This was to be done by keeping in mind hygiene and usability of the product.

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G
D



Visualization



Branding



Publication

PAYAL RATHOD

DEGREE PROJECT

Branding

Mentor: Marion Jhunja

This Project consisted of branding for 'Eskopop' a chemical free fruit popsicle. The process started with designing an identity for the brand. This project also included packaging and advertising.

Final Identity



Process



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GD

PRADHYUMN KAG



Branding

DEGREE PROJECT

Branding

Mentor: Marion Jhunja

The aim is to create an identity system with relevant brand language for an interior design studio named NSA. The challenge is to show that company is evolving and being serious with their work in the graphical form.

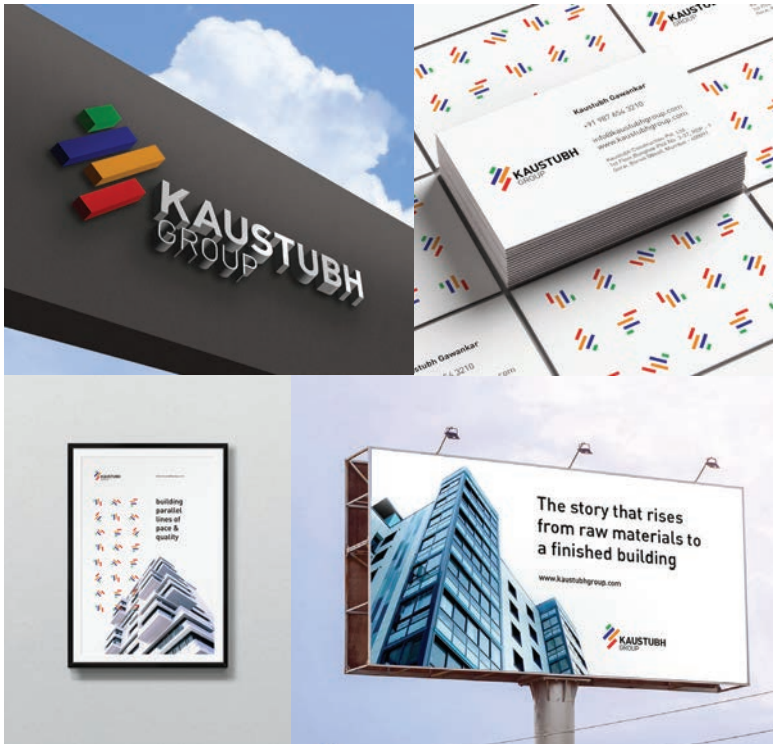


PROJECT 2

Branding

Mentor: Marion Jhunja

The task was to rebrand the real estate company called Kaustubh Group. The visual problem is solved by using four lines in the logo which denote four values of the company that are honesty, confident, trust and relations.





DEGREE PROJECT

Board Game Design

Mentor: Prof Marion Jhunja

On the way is a travel themed money management game for kids. The game helps parents teach their kids life skills like negotiation, planning, budgeting. The game also makes for an amazing way to have some fun family time. In the game the players travel through 4 different landscapes and complete different tasks in given budget.

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G
D



Research



Branding



Prototyping

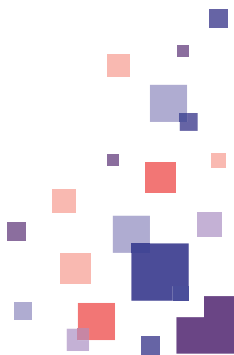
RENU NILANGEKAR

PROJECT

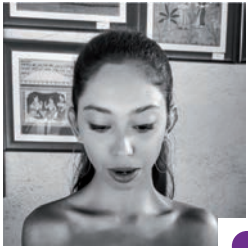
Packaging Design

Mentor: Prof Marion Jhunja

This project was a class project. The brief was to design sustainable packaging alternatives. I redesigned packaging for the Indian spices brand Everest.



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GD

RIDDHI JOHAR



Problem Solving



Research



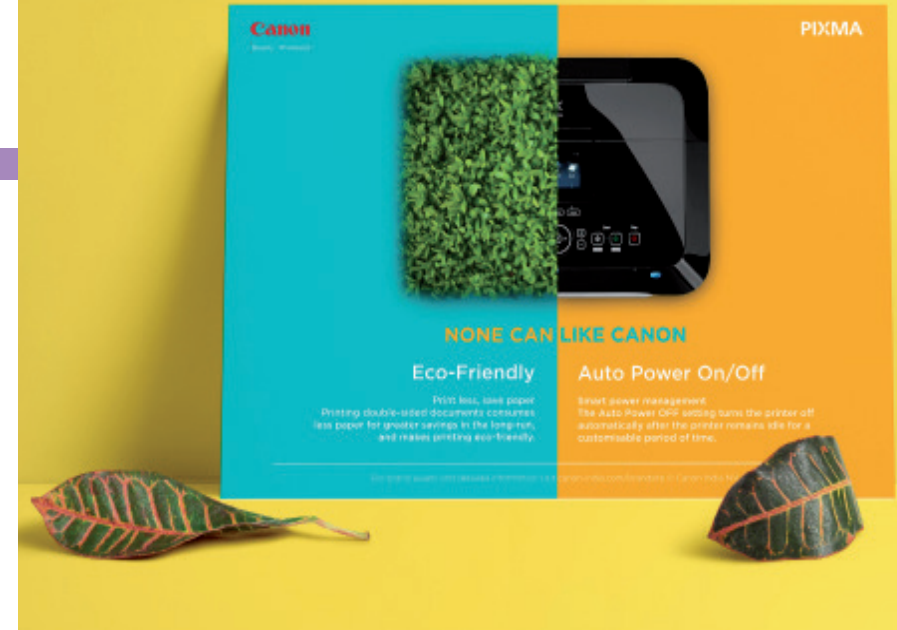
Communication

DEGREE PROJECT

Advertising

Mentor: Manohar Desai

This season Canon is launching a new series of printers from the PIXMA collection. Indians personally are big fans of comparison shopping, whether it's cars, phones, houses or even things as small as clothes. This is where the big idea comes from. Why not create a campaign where you cut this major step for the consumer. LET US DO THE COMPARISON FOR YOU!



PROJECT

Publication

Mentor: Pranita Ranade

Just as Old Delhi is described as an empire of royalty, class and enduring culture, the concept here is to produce an absolutely enigmatic coffee-table book that not only talks about the city but also gives the viewer a tour of the culture and traditions.



DEGREE PROJECT

Advertising and Packaging

Mentor: Manohar Desai

Project Brief: Kult is the preferred brand for the millennials

Aim: To design a mobile brand which is mostly preferred and used by the millennials.

Objective: To inspire engineers for the cult of inspirers.

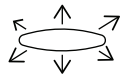
Act of Seduction/ Scope: Point of interaction

<https://www.behance.net/sindhuleadfe4e>
sai.neti14@sid.edu.in

G
D



Wireframing



Brainstorming



Problem Solving

SAI SINDHU NETI

MINOR PROJECT

Advertising

Mentor: Manohar Desai

People Matters Talent Tech Evolve Virtual Conference 2018, a three days-long virtual conference, which brings together experts from the HR Technology ecosystem to share knowledge, trends and opportunities for collaborative learning.

Aim: To design mailers and speaker posts for a leading magazine brand called **People Matters**.





GD

SAKEENA MOLVI



Creative writing



Leadership



Strategic Planning



Visualization

DEGREE PROJECT

Advertising Design

Mentor: Pranita Ranade

My quest was to conceptualize, strategize and execute a visual ad campaign for the Annual Spring/Summer session of 2018 for "RELIANCE FOOTPRINT". The concept was to use a catchy tag-line to lure the youth which is the primary target audience for this campaign. The purpose of the campaign is to excentuate

the tagline and give it more meaning while creating a better recall value in the audience's minds. The tagline "THE PERFECT PAIR FOR THE PERFECT PAIRING" is a metaphorical comparison between footwear and it owners



PROJECT

Packaging Design

Mentor: Renjith Nambiar

The objective was to design the graphics for the footwear brand "SCHUMANN" under the flagship brand Reliance Footprint. This is a luxury brand with a price range Rs.3000 onwards. Therefore the luxury and royalty of brand had to be depicted in the shoe box as well as the detailed product/pricing tags creatively represented.





Publication

SALONI DUNGARWAL



India Post - Redesigning the Identity and changing the whole branding, to make it look modern and motivate people to use government services. A Identity design that will reflect its key values and visually show case speed, transfer, safety and Indianness in it.

Boston Consultancy Group - To design a annual brochure taken out by the company about the itself, the staff and all the projects they did around the year. It is going to be a 32 page brochure which will give an overview to the client of BCG to understand about how they function and work towards all their projects. The size of brochure will be A4, using a 2 column grid and included designing of graphs and



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GD

SHIFA RAFAQEQUE



Research



Time Management



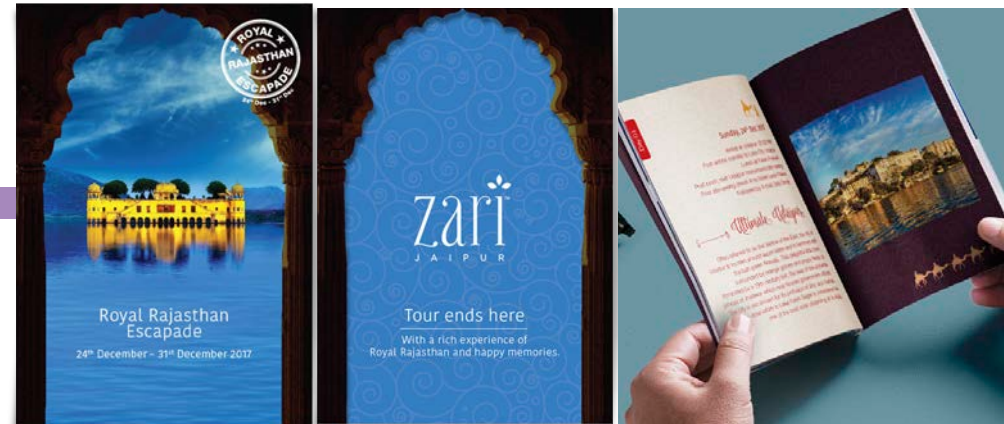
Publication Design

DEGREE PROJECT

Publication & Advertisement

Mentor: Marion Jhunja

Zari is one of the leading players in women ethnic wear. They were organising a trip to Rajasthan and also a sale in their retail shops. So for the Rajasthan trip, design proposed to make a pocket booklet which can guide the customers. To promote sale of ethnic wear, advertisements also have been designed.



PROJECT

Advertisement Design

Mentor: Marion Jhunja

AIPL is a real estate development company for which, designed several branding collaterals for eg. four folded square leaflet, posters, hoardings, etc. The print media based project comprises of infographics, environmental graphics, various design elements to create brand identity.



GD



DEGREE PROJECT

Branding, Advertising & Packaging

Mentor: Marion Jhunja

RK Group has come up with a new brand called "Made for you". This is a customised shirt brand. I had to design and develop a website for the same. It included the process, user persona, task flow, information architecture, wireframe and design.



Branding



Wireframe



Responsive Design

SHUBHANGI BANTHIA

DEGREE PROJECT

User Interface Design

Mentor: Marion Jhunja

Qbite, is selling ready to cook chapatis, I created the branding, advertising, point of sale and packaging graphics. The project started with logo designing, stationary, packaging for which the focus was to promote the freshness and easy availability of the product.



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GD

DEGREE PROJECT

Branding

Mentor: Marion Jhunja

Ancestry is an high end ethnic clothing wear brand opening soon in Mumbai.

My role was to design the identity and branding for the brand. The look and feel of the brand is rustic. The brand should appeal to the young contemporary Indian women, who wants to discover and explore the world, but, yet rooted to their origins.



SURUCHI TAYSHETE



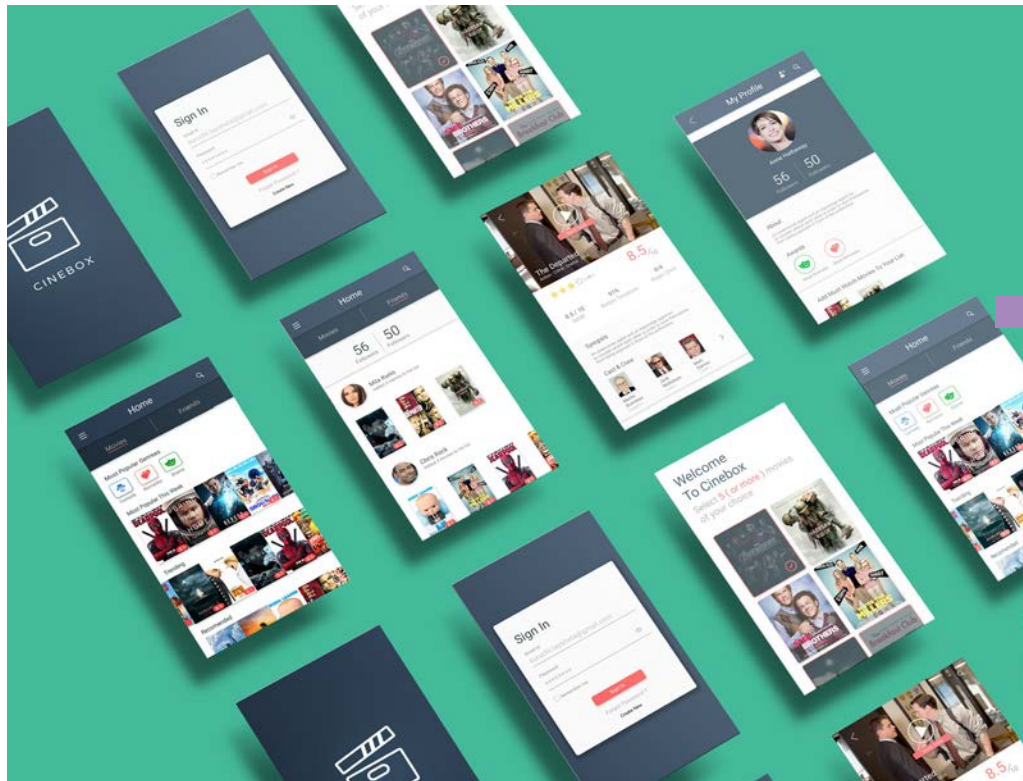
Research



Leadership



Communication

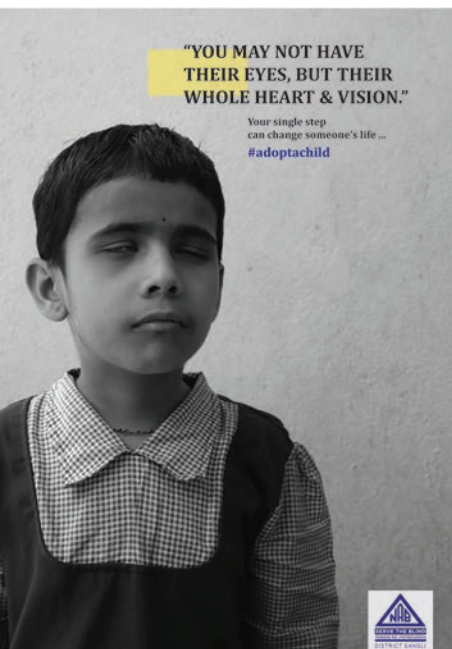


PROJECT

User Interface Design

Mentor: Prashant Acharya

Cinebox is a film recommendation app. My role was to design the identity and the apps interface. Features of the app include creating accounts, following your friends, seeing what your friends are watching and give each other recommendations.



"YOU MAY NOT HAVE
THEIR EYES, BUT THEIR
WHOLE HEART & VISION."

Your single step
can change someone's life ...
#adoptachild



DEGREE PROJECT

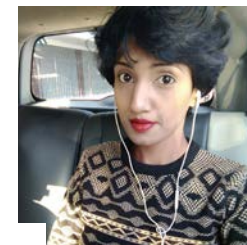
Braille : Promotion & Activity

Mentor: Dr. Pranita Ranade

What is braille you ask? Braille is a system of reading and writing in your language without the use of sight. This project will help people to educate & learn something about braille system and its functionality through small basic activities and products.

www.behance.net/swapnaliupadhye
upadhyeswapnali@gmail.com

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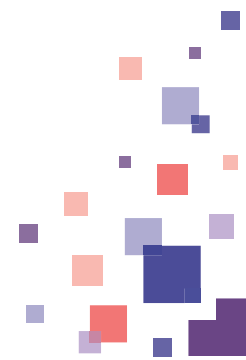
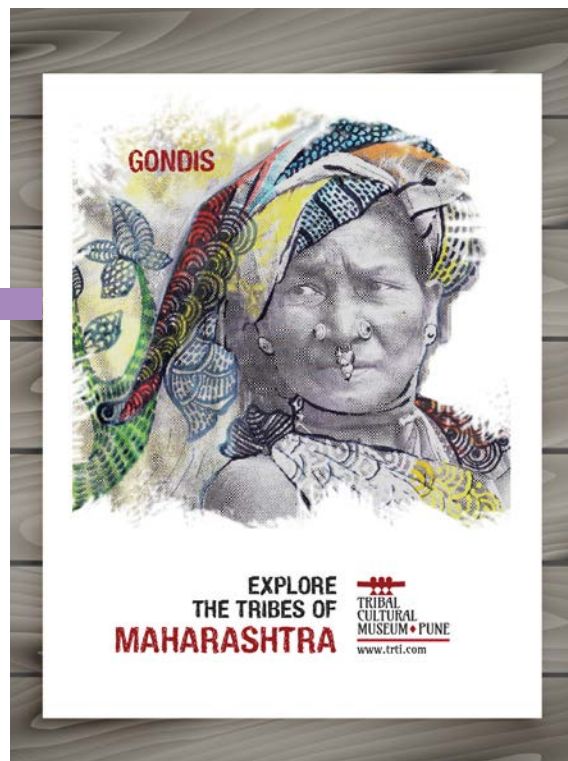
SWAPNALI UPADHYE

PROJECT

Branding & ADVERTISING

Mentor: Prof. Marion Jhunja

Promotion and Branding of the Tribal Research and Training Institute, Pune (TRTI) has Tribal Cultural Museum located in its premises.



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GD

TANISHKA DHANKHAR



Branding



Responsive Design



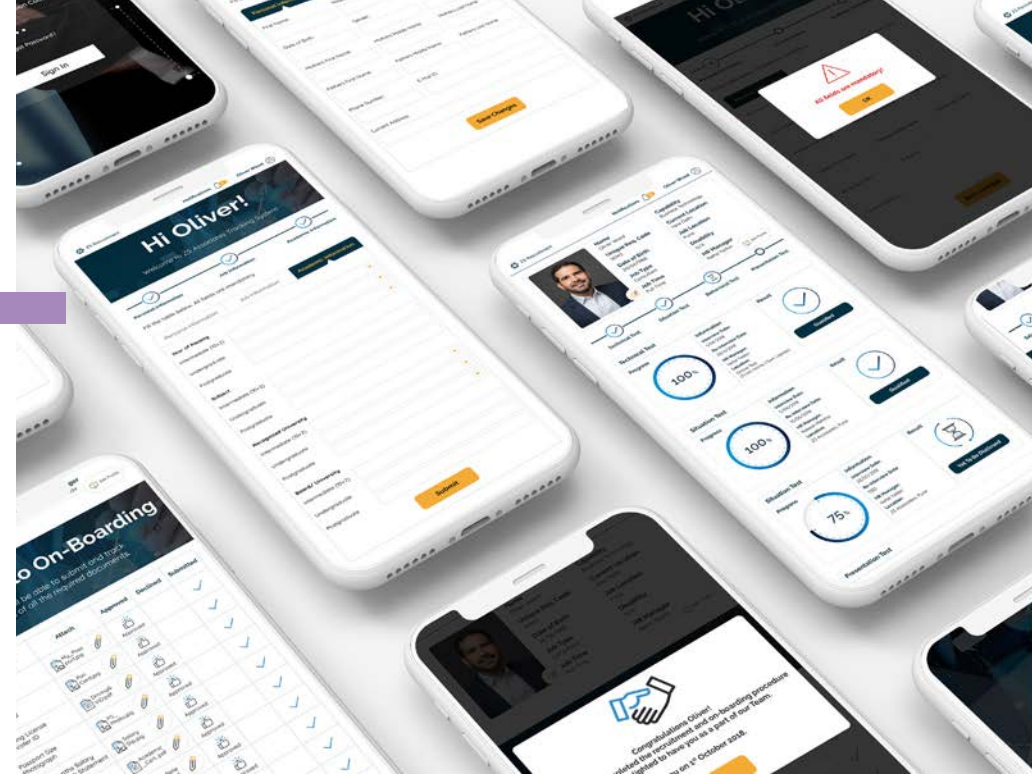
Illustrations

DEGREE PROJECT

UX and UI Design

Mentor: Marion Jhunja

The RECRUITMENT AND ON-BOARDING TRACKING SYSTEM, is a website portal created for the potential employees applying at ZS Associates, as it is one of the 7th toughest companies to get into, the process gets a little tough to follow.



PROJECT

Packaging Design

Mentor: Marion Jhunja

Kettle Tea Co. is a tea company that produces assorted forms of tea flavors, for which I did the branding and packaging.



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Branding



Communication

UTKARSHA PAWAR

DEGREE PROJECT

Packaging Design- Olena Health Pvt. Ltd

Mentor: Pranita Ranade

Aim: To design packaging and other collateral for bringing healthy, modern, and clean look.

Objective: To create and achieve goals for healthy living.

Collaterals: Packaging design, Stationary, Sales Book.



CLASSROOM PROJECT

Branding- Naturals Ice Cream

Mentor: Marion Jhunja

Aim: To design the identity and its collateral for Naturals.

Objective: To create Illustrations to give the identity and brand a new look.

Collaterals: Identity design, Advertisement, Wall Menu.





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VATSALYA JAKHETIA



Branding



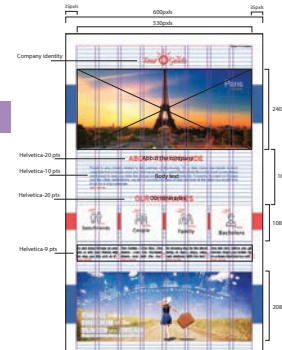
UI Design

DEGREE PROJECT

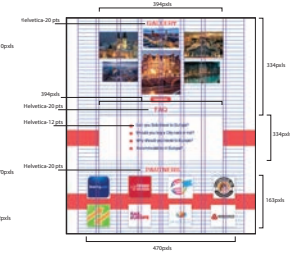
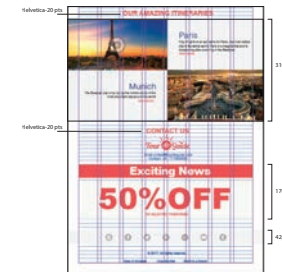
UI Design- Inclusive emailer

Mentor: Pranita Ranade

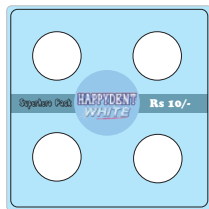
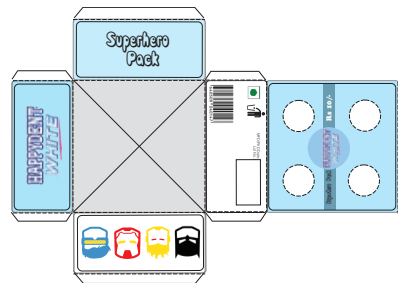
Aim-To design an All Inclusive emailer for the company.
Objective-All Inclusive emailer was designed as so they can use it for their emailing purpose.
Client-Tourdeguide



Reference board



All inclusive emailer



Outside graphics

CLASSROOM PROJECT

Packaging Design

Mentor: Marion Jhunja

Aim-To design a new packaging for Happydent White..
Objective-New packaging was designed of Happydent white with a new concept "Superhero Pack"
Client-Happydent White



DEGREE PROJECT

Identity Design And Branding

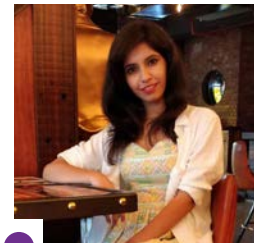
Mentor : Marion Jhunja

Designed an identity for FOUR Tile that is simple, strong, uniquely identifiable and multi - lingual. The colors used for branding makes it stand out amongst the other tile companies and more dynamic which can be extended to international markets. Made a pre launch ad-campaign that is a very innovative piece of art to generate curiosity



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Branding



Responsive Design



Prototyping

VRUSHALI LUND

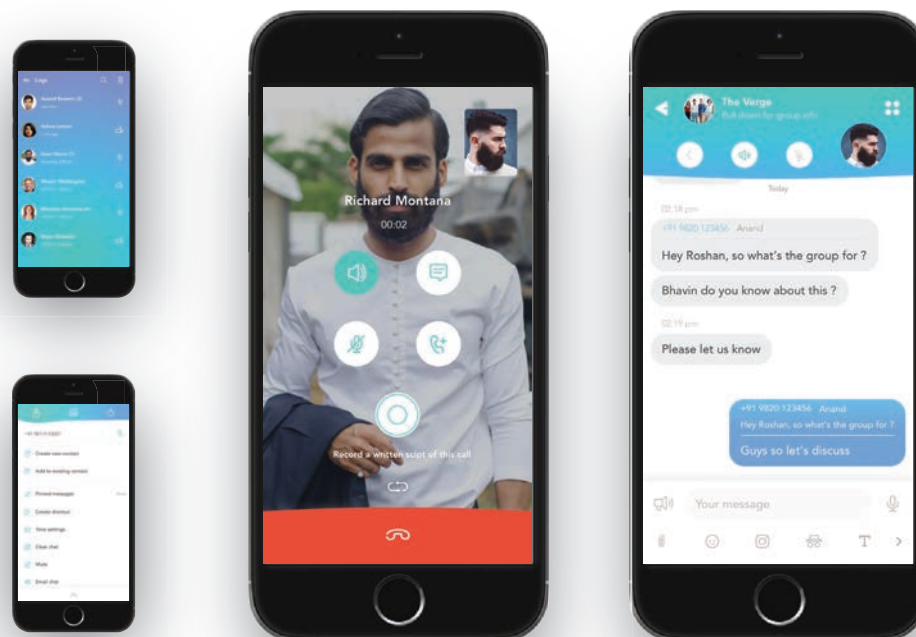
DEGREE PROJECT

Icon Design

Mentor : Marion Jhunja

Designed a set of 90+ icons for an app called OK DONE. These icons are simple, universal, straight and bubbly at the same time which goes with the UI of the app.

Below is the enlarged view of the defined icon style for the app.





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Research



Leadership



Communication

DEGREE PROJECT

Packaging Design

Mentor: Prashant Acharya, Pranita Ranade

A set of illustrations expressing different emotions through geometric shapes/patterns and colors and transform these illustrations to packaging design for new flavours of drinks, each drink having the flavour of the emotion. (anger, love and jealousy respectively).



PROJECT 1

Publication

Mentor: Pranita Ranade, Marion Jhunja,

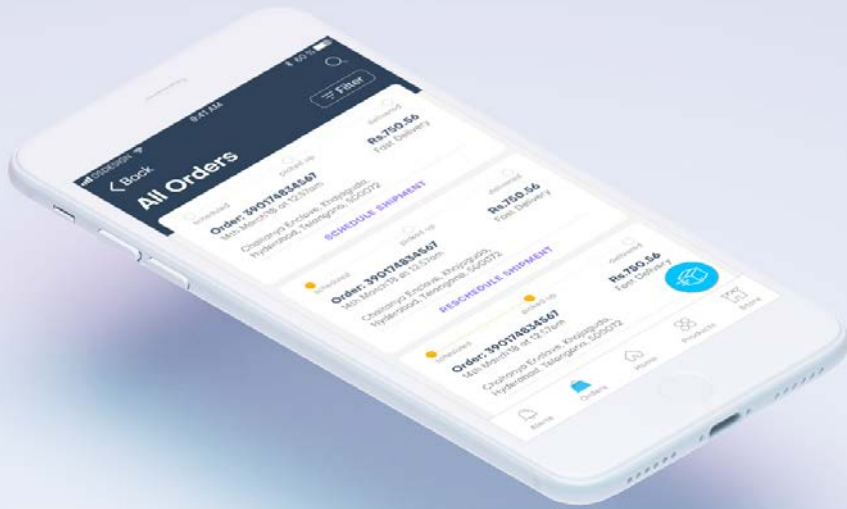
Mahendra Patel, Manohar Desai.

Design a travel guide for Egypt.

The guide is a part of a hypothetical brand of travel and tourism called Travelopedia.

User Centric to Indians.





DEGREE PROJECT

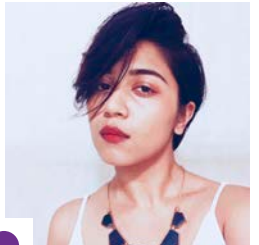
Application Re-design

Mentor: Dr. Pranita Ranade

PandayG is a digital solutions company based in Hyderabad, their main product being the mobile application. It was re-designed to meet current market standards and cater to more high end businesses considering they are a B2B business firm.

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Problem Solving



Visualisation



Communication

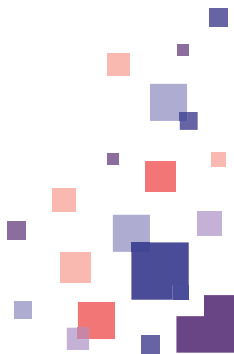
PENAAZ ALI

PROJECT

Responsive Design

Mentor: Pranita Ranade

Chit Chat Chai is a concept tea bar based in one of the most prime locations of Hyderabad. They wanted a customised responsive website designed in accordance with their brand sensibilities and have a contemporary theme to it. Along with the UI, stylised illustrations were made to go along with the brand language and aesthetics.

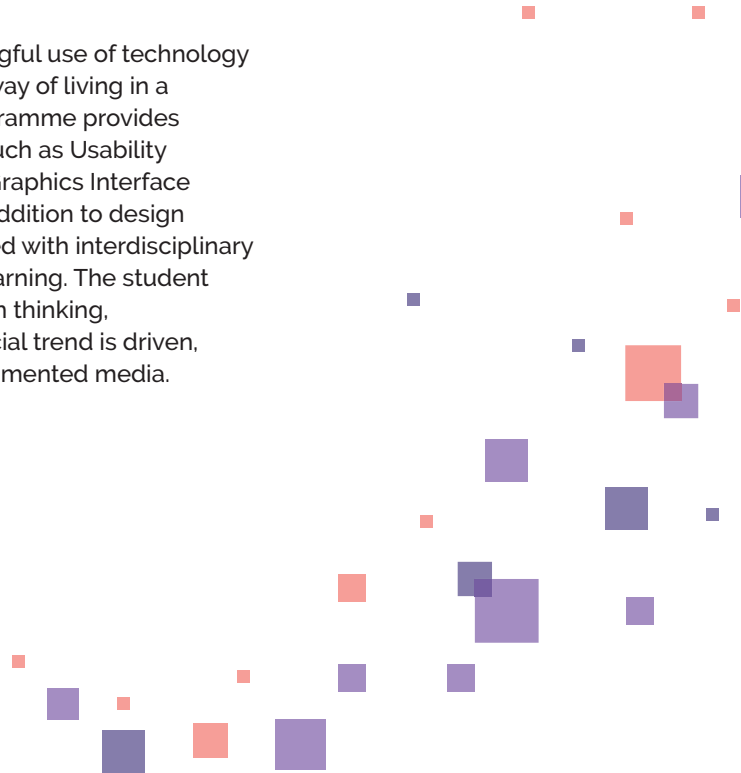


USER EXPERIENCE DESIGN



The Communication Design programme with a specialization in User Experience Design. It builds the strength among the students in multiple domains like technology, social sciences, business, cognitive ergonomics, and psychology.

The course attempts to meaningful use of technology to create interfaces for the future way of living in a knowledge-driven world. The programme provides domain knowledge with courses such as Usability Testing, Information Architecture, Graphics Interface Design and Interaction Design. In addition to design projects, students are well equipped with interdisciplinary / Collaborative / Project-based learning. The student develops skills in the area of design thinking, human-computer interaction, a social trend is driven, industry-driven projects and experimented media.





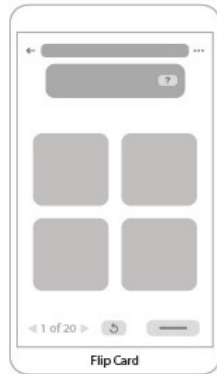
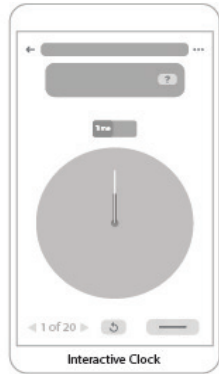
BATCH 2014-18 USER EXPERIENCE DESIGN

- Aditya Rajamani
- Ahimsa Das
- Aishwarya Shetty K
- Anish Sham Patil
- Anjali Pratap Bhagwani
- Anjana Panju
- Anjali Ramnarayan Nair
- Chaitali Sengupta
- Harshita
- Mehak Sunil Mandhana
- Nithin George Zacharia

- Pallavi Singh
- Priyanka Selby Mathews
- Ryan Soni
- Saima Hussain
- Tanveer Karan Singh
- Teerna Mukherjee
- Umang Rajendra Bhandari
- Amit Gehlot



ADITYA RAJAMANI

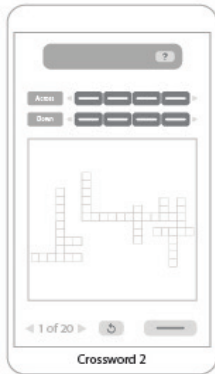
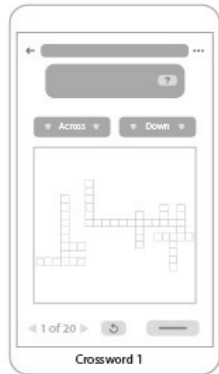


DEGREE PROJECT

Teach Next

Mentor: Vignesh Karthick

A tool that enables learning by providing study material relevant to a course and also assigns the student different types of exercises to test/evaluate his understanding and progress regarding a specific course. Objective was to create a navigation bar which complements all the operations performed on a promethean board.

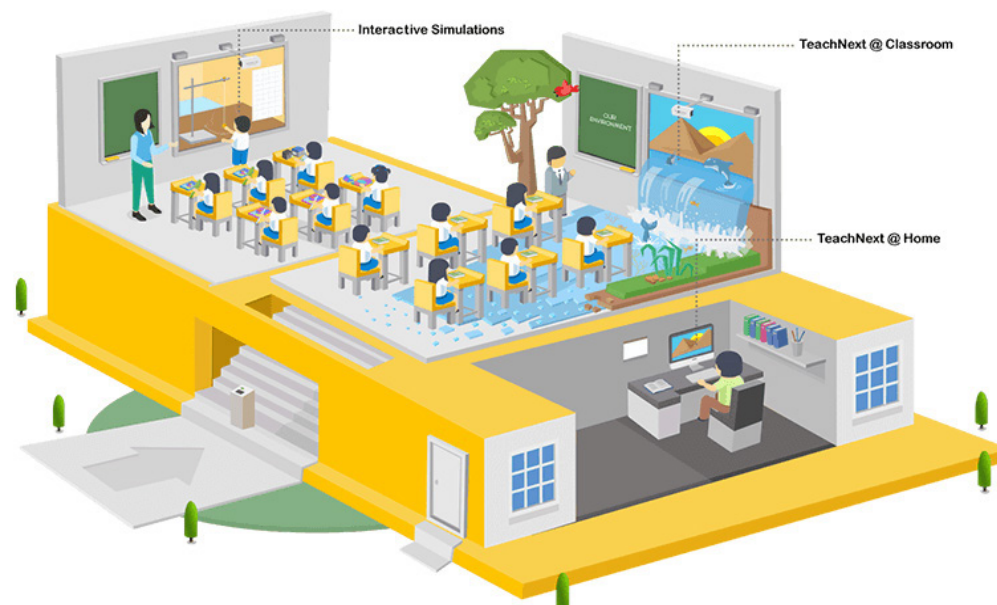


PROJECT

Activity Templates Interaction Design

Mentor: Sunil Mahajan

Animated videos and well-narrated lessons cater to various learning styles of students. Reduces preparation time before class with pre-set lesson plans with videos, Q&A, etc.



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Research



Communication



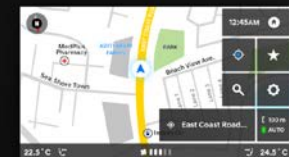
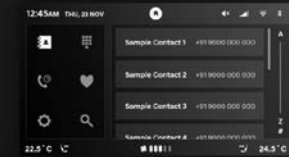
Prototyping

DEGREE PROJECT 1

Hyundai AVN System Redesign

Mentor: Adithya Nimmagadda

This project was a complete redesign of the Audio-Video-Navigation (AVN) System of a Hyundai car. It lasted 4 months and was mainly focused on the interaction aspect of the system.

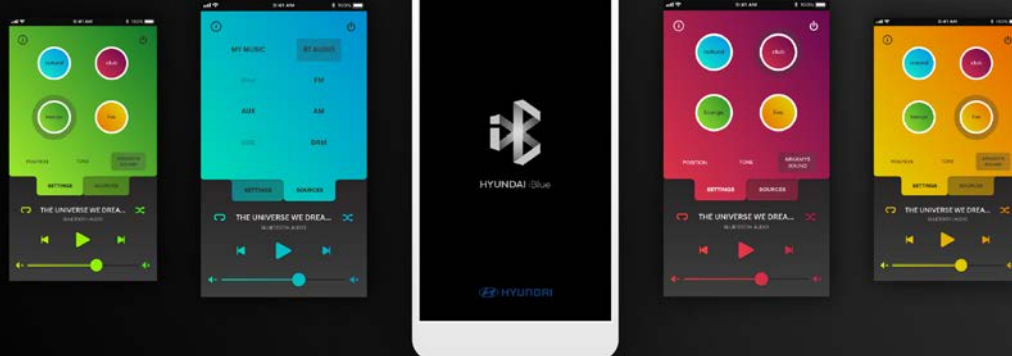


DEGREE PROJECT 2

Hyundai iBlue App Redesign

Mentor: Adithya Nimmagadda

This project was a redesign of the already existing Hyundai iBlue App. It lasted for about 2 - 3 weeks and involved a complete change of the interaction and visual aspects of the app.



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AISHWARYA SHETTY



User
Research



Interaction
Design



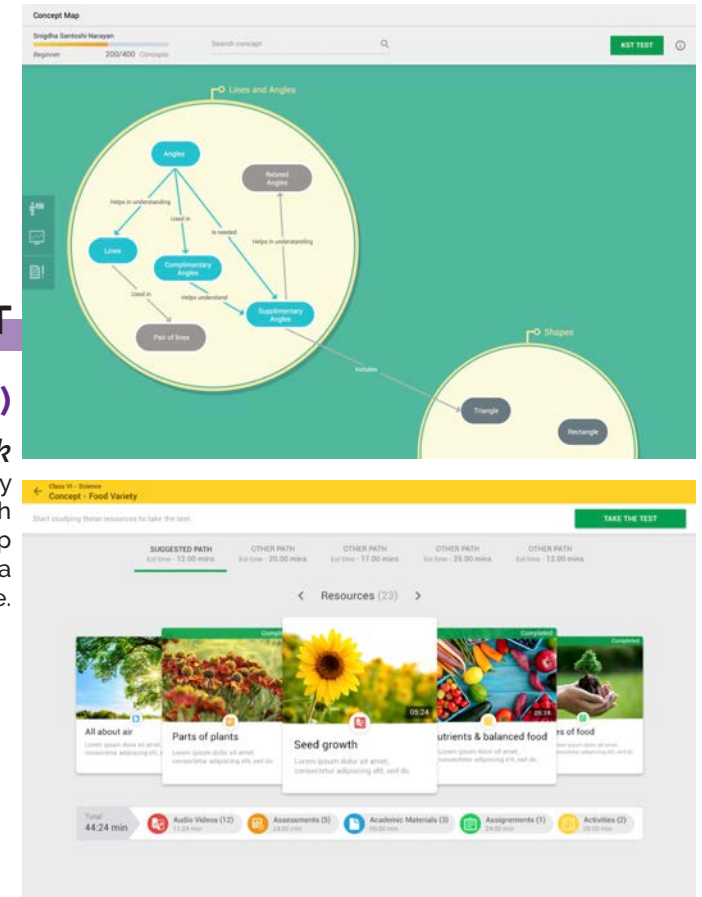
Rapid Prototyping

DEGREE PROJECT

Adaptive Learning Systems (ALS)

Mentor: Vignesh Karthik

A combination of self directed learning with technology put in place to create a learner centric approach towards education. Employs an adaptive concept map along with adaptive navigational system help provide a platform that correlates to every students competence.

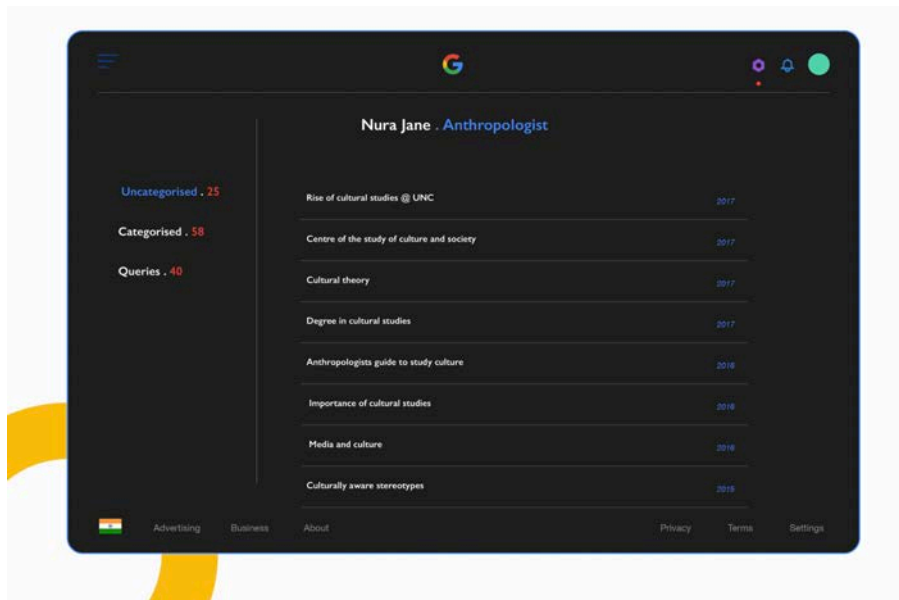


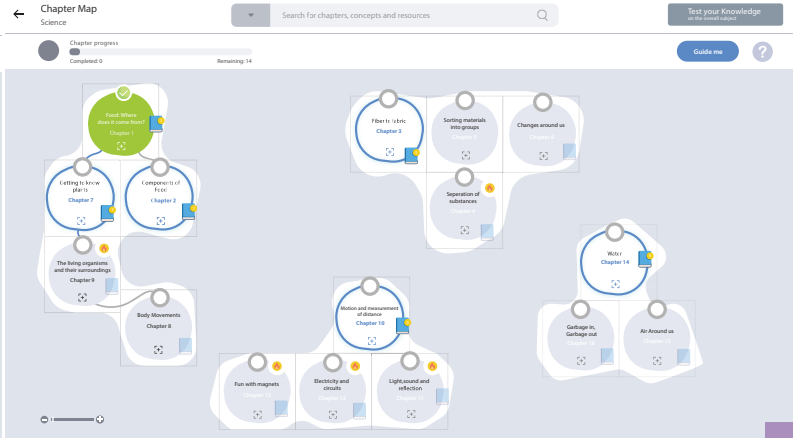
PROJECT

Empathic Search Engines

Mentor: Sunil Mahajan

Bridging the gap between human empathy and system empathy in the field of information exchange through search engines. Pioneering in search, Google still fails to provide relevant information that satisfies every user need. Empathic searches help fill in the void.



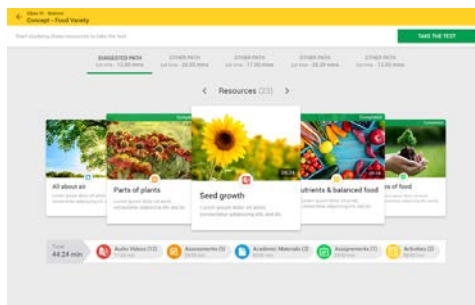


DEGREE PROJECT

Adaptive Learning

Mentor: Vignesh Karthik

A combination of self directed learning and technology to create a learner centric approach towards education. An adaptive concept map along with adaptive navigational systems enables a platform that correlates to every user competence.

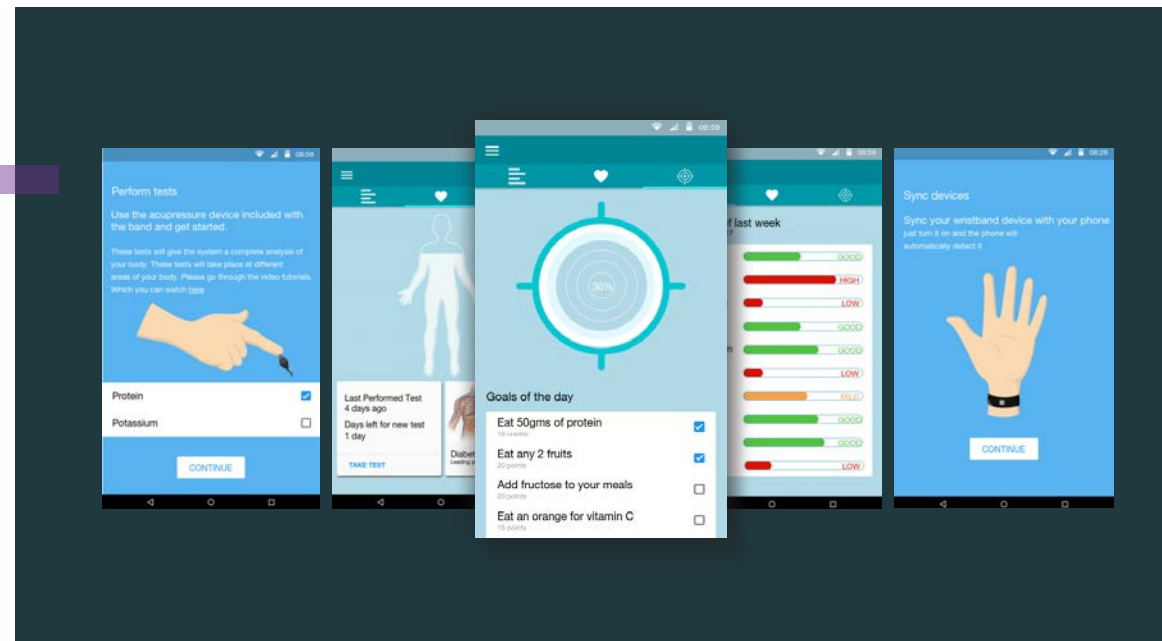


PROJECT

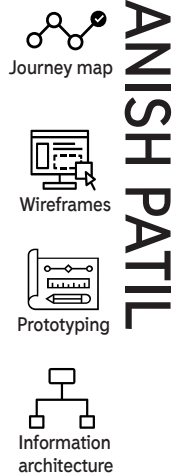
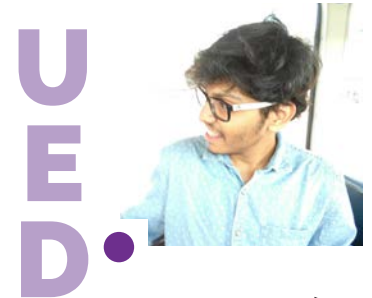
Hab-Tab

Mentor: Sunil Mahajan

A solution that enables nutrition monitoring and motivates the user to follow a healthy lifestyle in their daily life, which is achieved with the help of a accupressure device and a smart wristband which counts calories, fats, sugars, proteins, etc in the body.



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ANISH PATIL



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ANJALI BHAGWANI



Research



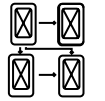
Problem
Solving



Information
Architecture



Prototyping



Wireframing

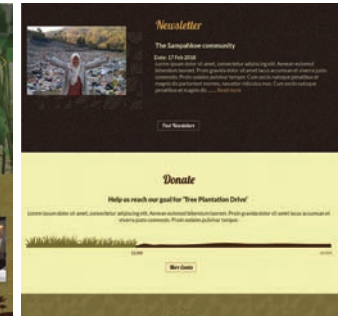
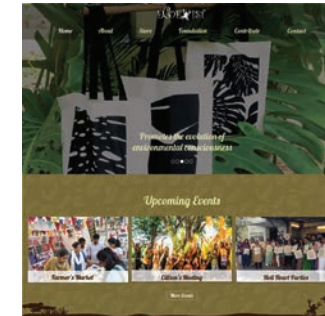
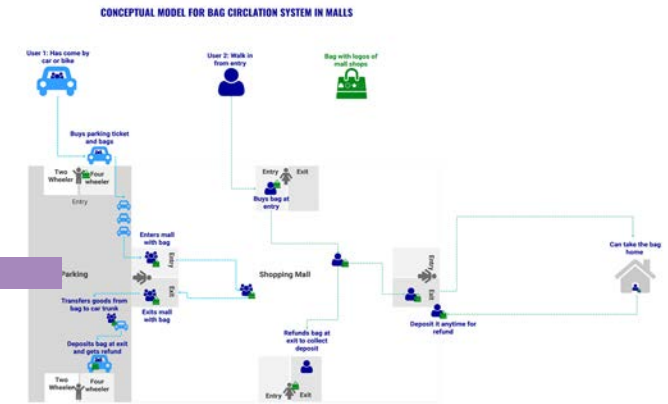
DEGREE PROJECT

System Design & Website Redesign for eCoexist Enterprises

Mentor: Sunil Mahajan & Manisha Gutman

Part 1: Using single-use plastic bags affects people and the environment globally. A bag circulation system was designed for malls. This was done to solve the problem of forgetfulness of users to carry their own reusable bags.

Part 2: A website was designed after evaluating the current needs and target users. Ux processes like heuristic evaluation, competitor analysis, journey mapping, card sorting and wireframing were followed.



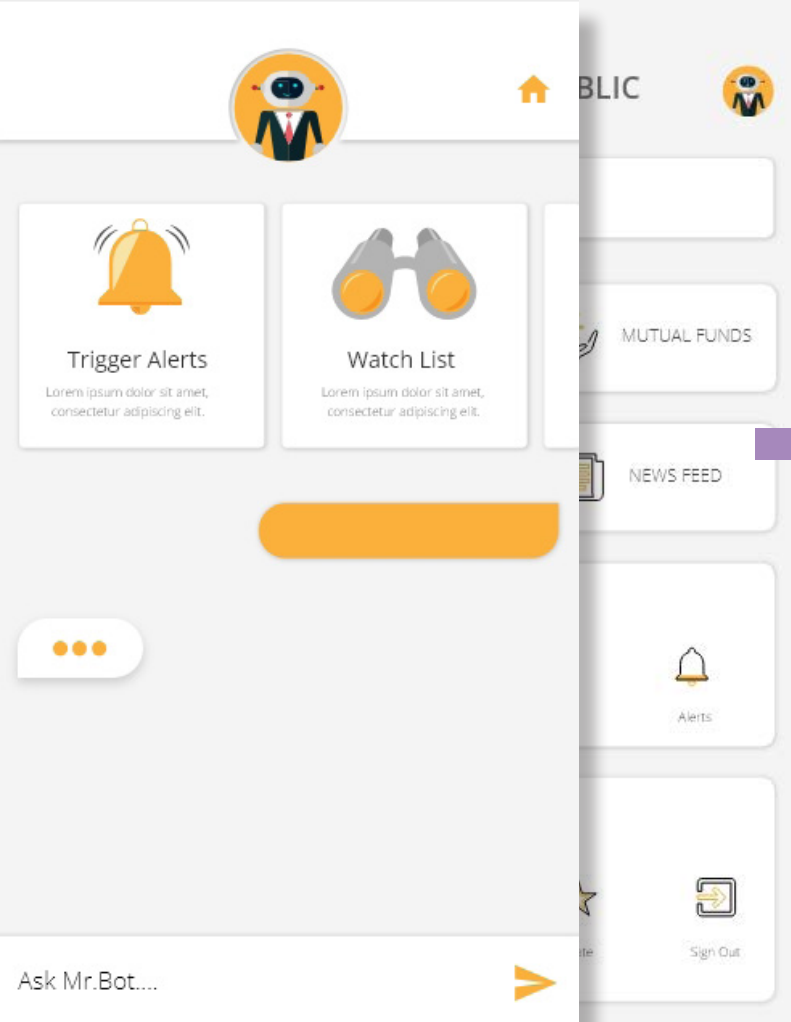
PROJECT

Sustainable Design

Mentor: Sunil Mahajan

This project explores handicraft as sustainable alternatives to commonly used goods. Jowar straw was chosen as a material because it is a renewable resource. The project showcases innovative products that can replace thermacol (also known as EPS) in packaging. Jowar straw pellets to replace thermacol balls, sheets to replace thermacol sheets and other byproducts were developed. A conceptual model for sourcing, storage, processing and distribution was also developed.





DEGREE PROJECT

UX CASE STUDY OF Chat-bot Design

Mentor: Bibuthi Anand & Sunil Mahajan

This Project is based on creating an experience for a AI based Chat-bot whose purpose is to help users make smart investment decisions. The project also consisted of designing the entire UI of the app.

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Research



Information Architecture



Interaction Design



Responsive Design

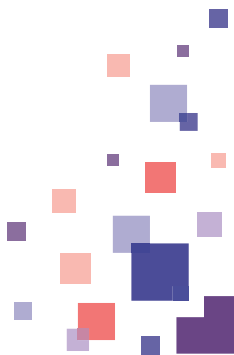
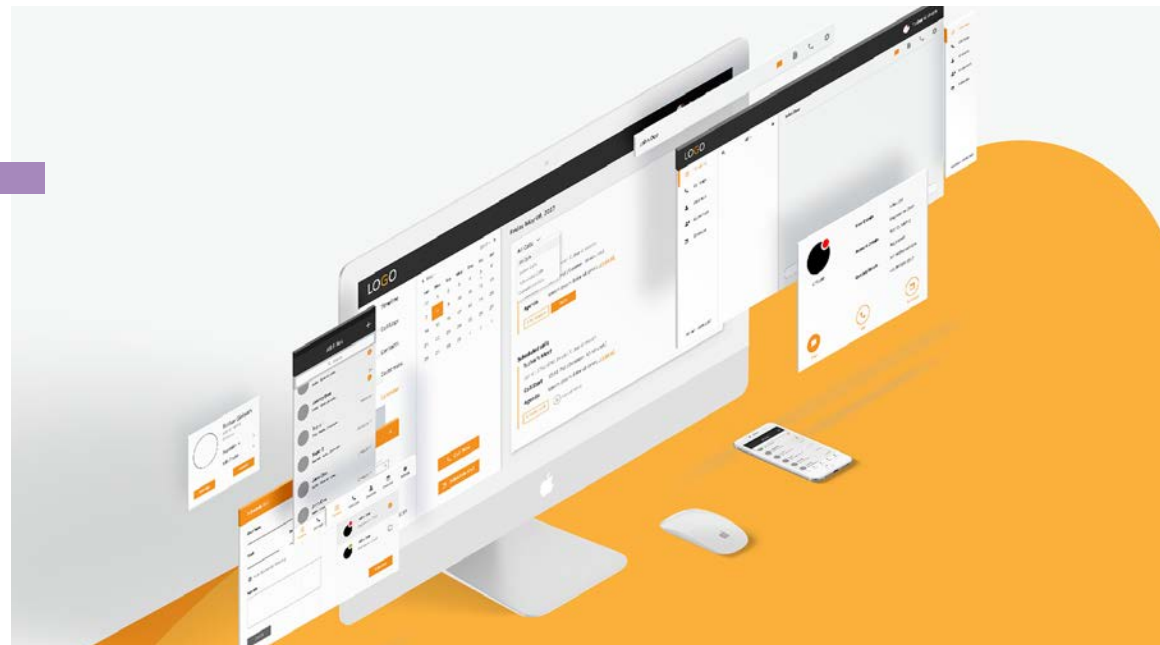
ANJANA PANJU

PROJECT

Moxtra Web App Design

Mentor: Jinen Jain & Sunil Mahajan

This project is based on creating a webapp template which helps bank RM's to collaborate with each other and their customers. The same web app design had to be designed for IOS and Android interface.





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Research



Responsive
Design



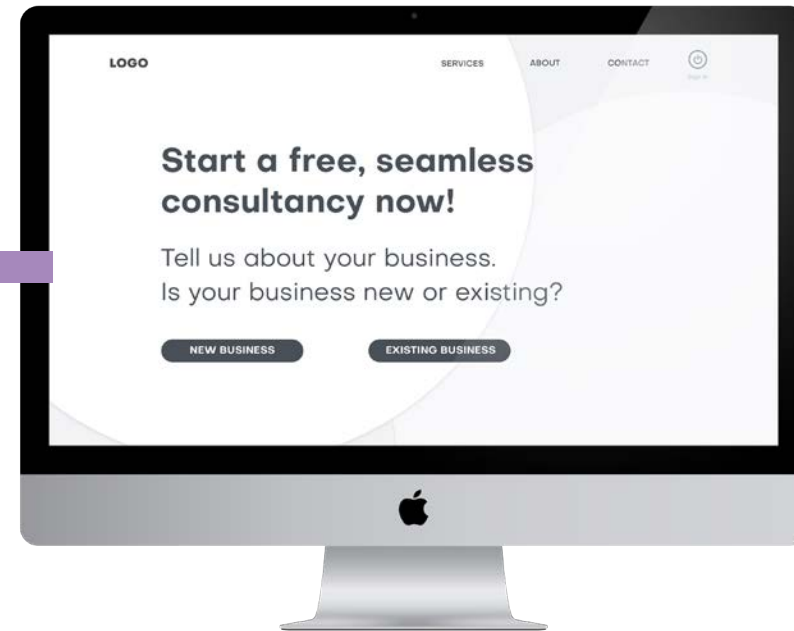
Prototyping

DEGREE PROJECT

Business Consultancy Platform

Mentor: Sunil Mahajan

A web platform that provides legal business consultation along with all types of statutory and regulatory services mandatory to run a business.



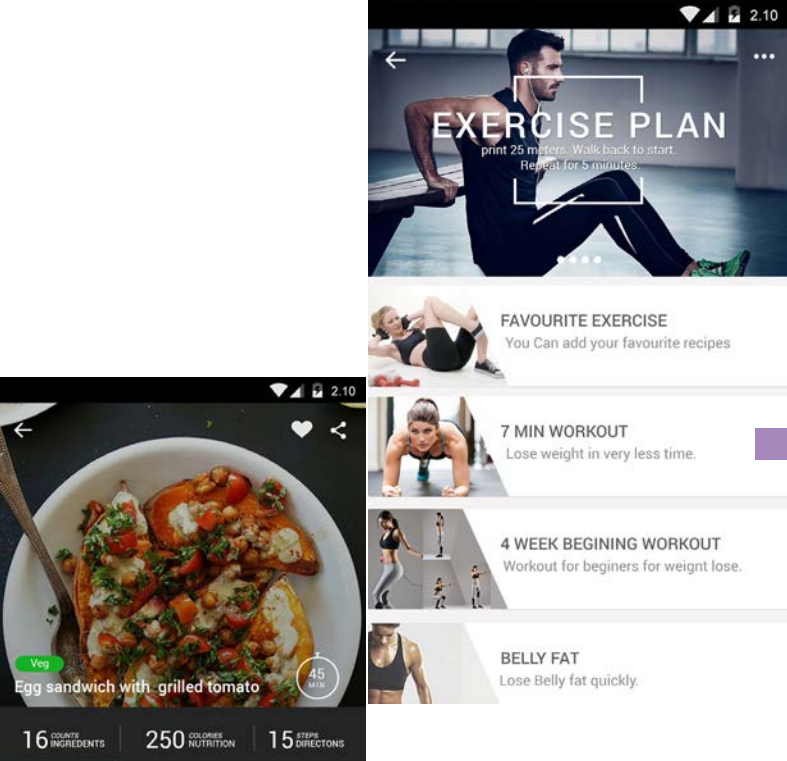
PROJECT

Lawlipop- Mobile App

Mentor: Sunil Mahajan

An omnipresent legal aid for Indians of every age group. This app aims to provide crucial legislative information on-the-go to save you common legal crises that occur everyday, such as traffic or rent-related issues.





DEGREE PROJECT

Health App Design

Mentor: Sunil Mahajan

This app was exclusively designed to provide the users with the latest diets and workout plans, calorie and water tracker. It also keeps a track of user's body measurements and provides them with a fully customised plan to achieve their fitness goals efficiently and quickly.

PROJECT 2

App Design

Mentor: Sunil Mahajan

Utopia provides an exclusive platform for people aged 40 and above catering to their social needs. It is a platform for mature people to share experiences with like minded people. Utopians can participate in thought provoking discussions initiated by content experts & experience partners. Users can connect with fellow Utopians through these experiences & discussions and form a bond that will last through their lives.



My Utopia:

Our meticulously designed timeline encourages Utopians to share their experiences across various interests with fellow users.

Our Timeline also features our thought provoking discussions held by our content leaders.

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Research



Leadership



Communication

CHAITALI SENGUPTA

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harshita.mandal14@sid.edu.in



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Research



Leadership



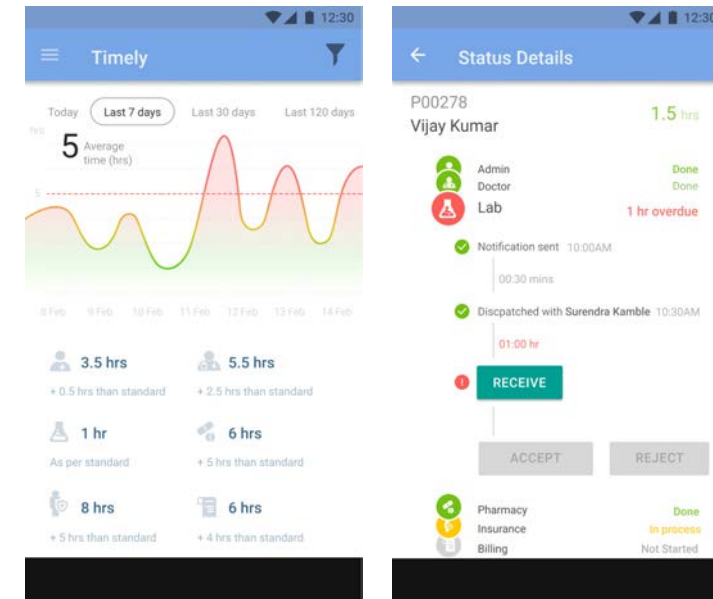
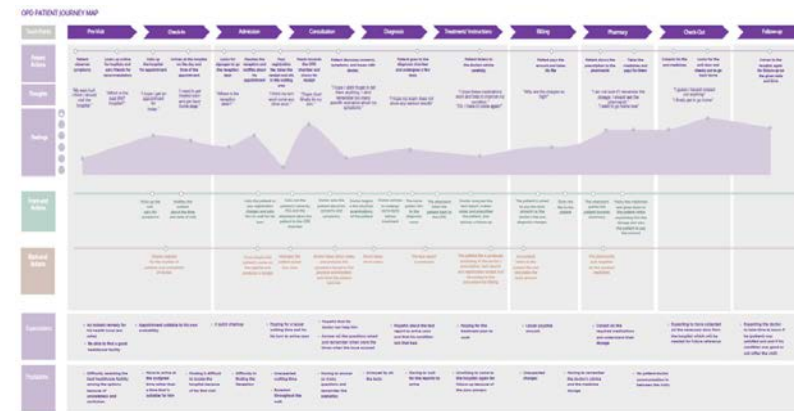
Communication

DEGREE PROJECT

Hospital System and Patient Relationship

Mentor: Sunil Mahajan

"Timely" app was designed to optimize hospital management system by facilitating discharge process tracking for patients, enhancing the workflow of doctors and all the departments involved in it to make the process transparent.



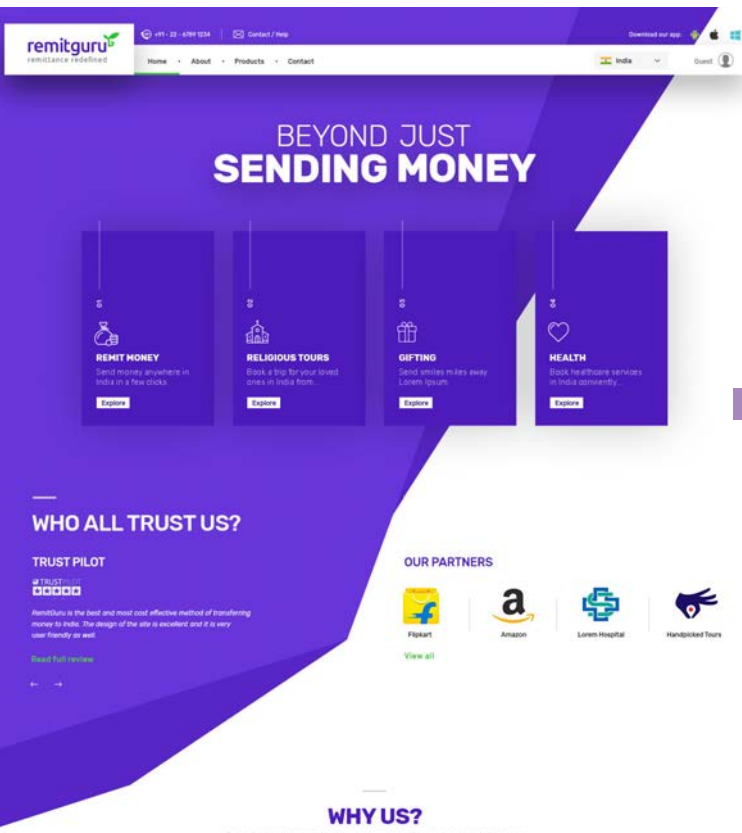
PROJECT

Website Design

Mentor: Sunil Mahajan

"AirMate" is a one-page website for its iOS App which provides real time broadcasting of air quality and weather forecast across India and all over the world. It helps to plan daily activities and helps in preventing health problems by taking necessary precautions. The website provides information about all its features.





DEGREE PROJECT

Website Redesign

Mentor: Sunil Mahajan

This project involves the evaluation, investigation, redesign, and implementation of the client's web presence. Designing quality user experience for the website and making it more intuitive and user friendly by understanding the stakeholders and current users along with their behaviour patterns.

<https://www.linkedin.com/in/mehakmandhana/mehakmandhana07@gmail.com>

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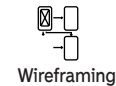
Research



Information Architecture



Strategic Planning



Wireframing



Communication

MEHAK MANDHANANA

WHY US?

Enjoy features that make things convenient for you are your dear ones.



PROJECT

Game Design

Mentor: Aarati Khare

This project involves designing a game for children to provide them a way to cope up with the hesitation while expressing themselves.

Thought behind the concept :

To help the child empathise and express.

is a game, kids will have a realization that expressing themselves is not that difficult as they think. Also, to give them a sense of expression of the emotions.





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NITHIN GEORGE ZACHARIA



Research



Information design



Prototyping

DEGREE PROJECT

Universal UI

Mentor: Abhinaya Muralidaran

Connectivity and interactivity are changing the way families live and manage their homes. Universal UI acts as a central hub to control all the appliances in a household. A universally acceptable and understandable user interface for Home Automation.



PROJECT

To revive dying cultures and crafts in India

Mentor: Sunil Mahajan

A platform that helps revive dying culture, traditions, crafts and artforms all across India and provides proper recognition to the artist and craftsmen of India.

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PALLAVI SINGH



User
Research



Interaction
Design



Communication



DEGREE PROJECT

ZSU Website - Redesign

Mentor: Kapil Khairnar

ZSU is a learning portal for all employees of ZS Associates, where they can enroll for courses, workshops, online classes etc.

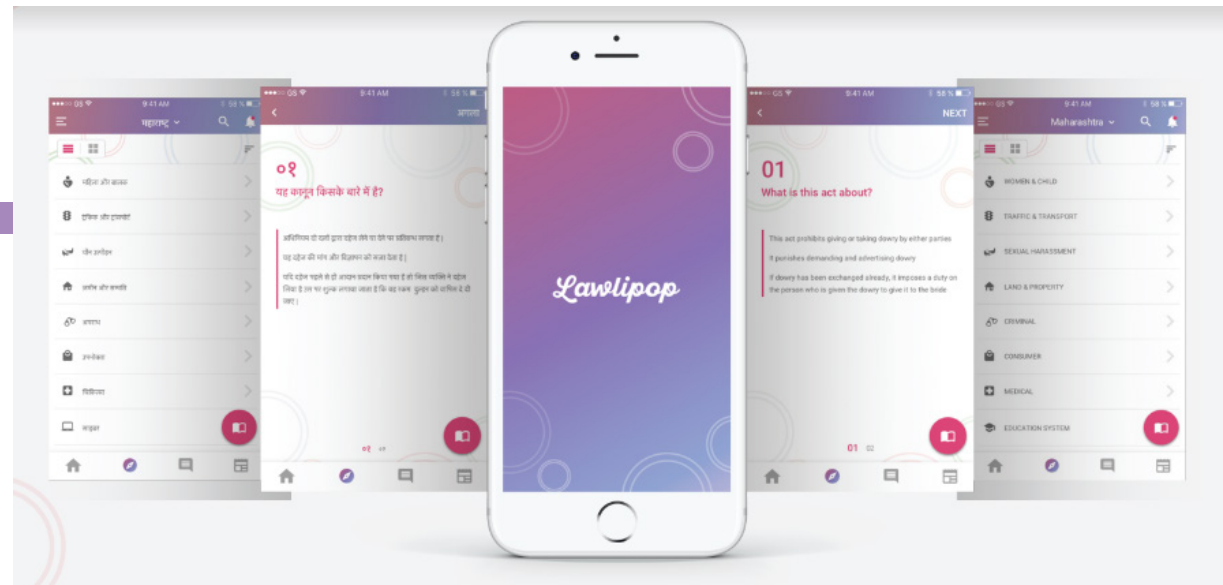
The project brief was to re-design the portal to make it more user centric and easy to use. The portal.

PROJECT

Lawlipop

Mentor: Sunil Mahajan

Lawlipop is a mobile application which helps educate the general public about the laws of India. The Indian legislative system is highly complicated and difficult for people to understand, this platform allows users to access information about certain laws and how they could be useful in their particular situation.



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priyankaselby95@gmail.com



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PRIYANKA SELBY MTHEWS



Research



Responsive Design



Prototyping

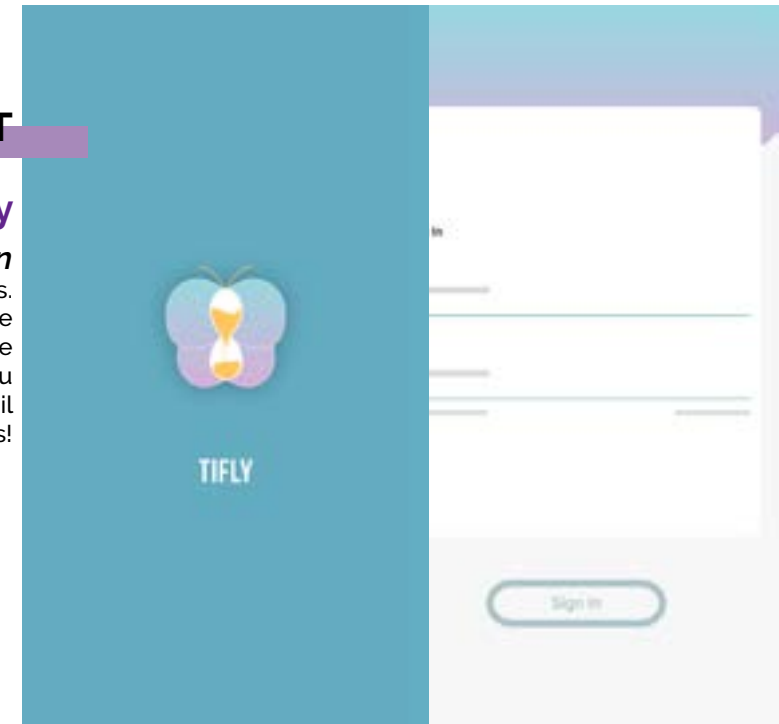
DEGREE PROJECT

Tifly

Mentor: Sunil Mahajan

Domain: Time Entry by Employees.

Tifly is the one stop app for anything related to time entry. Employees can submit their timesheets with one tap. No need to manually enter the hours. Also, you get bonus points for submitting on time and can avail rewards!



PROJECT

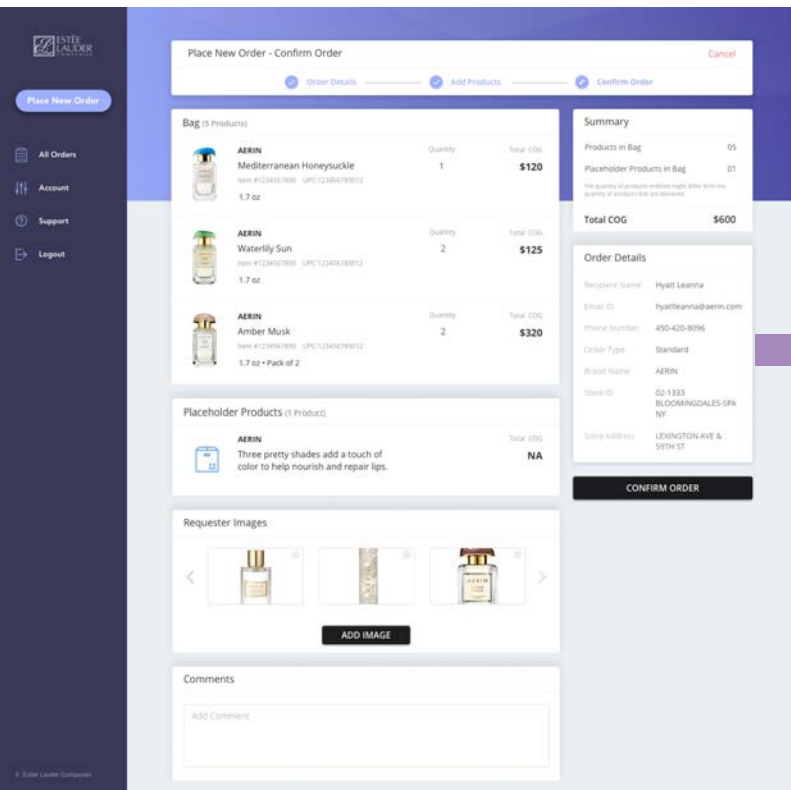
Prototype Design

Mentor: Sunil Mahajan

Domain: Laws of India

The laws of India can be difficult for any layman user to understand which leads to less awareness of the laws, With Lawlipop, the laws are explained in a much simpler way and the user can access it at any given point.





DEGREE PROJECT

ELC Collaterals

Mentor: Aniket Patni

Collaterals is an app designed for the client Estee Lauder Companies (ELC).

Collaterals facilitates various brand doors placing for an order to acquire products for their respective doors via three Collateral user roles and SAP.

<https://behance.net/ryansoni1010bc>
ryan.soni1005@gmail.com

U
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D.



Research



Leadership



Communication

RYAN SONI

PROJECT

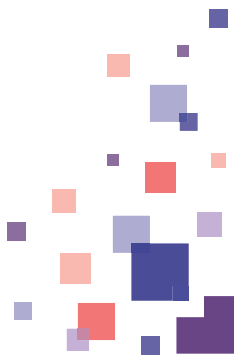
Restoration Hardware

Mentor: Aniket Patni

Restoration Hardware is an app made for the furniture giants as a mark of digital transformation. Users can augment exquisite AI products right in their room and buy it in a seamless experience.



RH





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SAIMA HUSSAIN



Research



Problem Solving



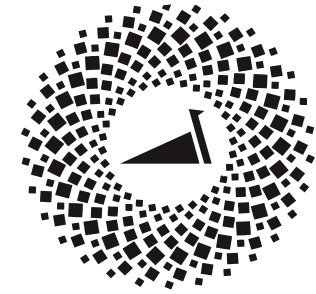
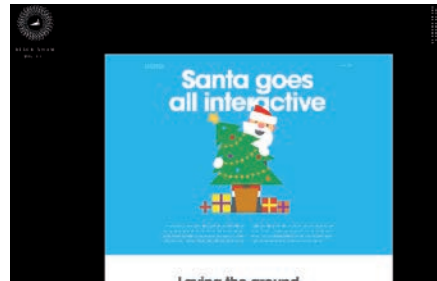
Visualisation

PROJECT 1

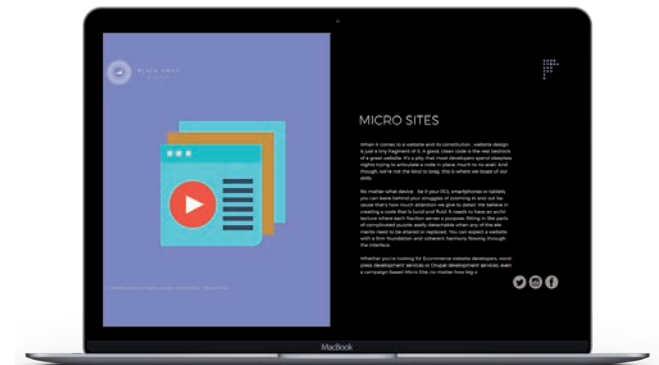
Black Swan

Mentor: Shashank Prabhakar

Black Swan is a PR and marketing agency which deals with advertising and various services in the digital space. They required colorful, interaction and animation based website. The main aim was to intrigue the user through animations and interactions.



BLACK SWAN
DIGITAL

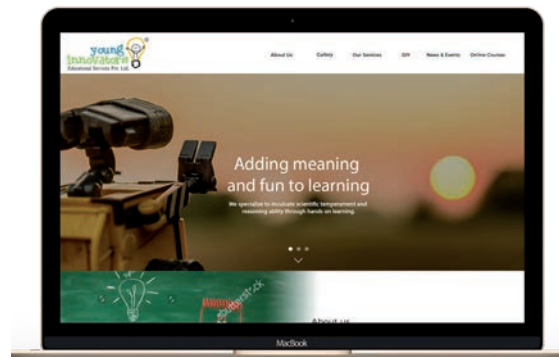


PROJECT 2

Young Innovators

Mentor: Sunil Mahajan

Young Innovators is an organisation which collaborates with high end schools and organizes science related activities. The organization required a website mostly for lead acquisition and wanted to stray away from the misconception that they only cater to young children. With the website they wanted to communicate that they can also work with older audiences at the same. The website is also supposed to help interested customers get in touch with them easily.





PROJECT ONE

Web to Web Responsive

Mentor: Sunil Mahajan

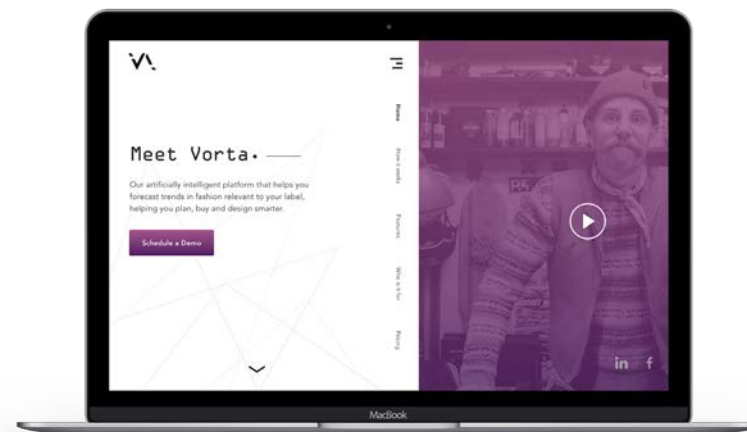
This project was a compilation of multiple sub projects that entailed looking at Desktop web screens and converting those to either mobile responsive or mobile adaptive screens. This included looking at the pros and cons of adaptive and responsive layouts and selecting which one would be appropriate for the client and then following the process used by the company to design it.

PROJECT TWO

New Websites

Mentor: Sunil Mahajan

This project included a group of smaller projects that required design directions that needed to be pitched to clients who did not already have existing websites. The project was driven by the preliminary research and interactions with the clients to make sure the designs given were appropriate for the client and business..



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Research




Responsive Design



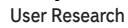
Problem Solving

TANVEER KARAN SINGH



UED

TEERNA MUKHERJEE



Interaction Design



S M L XL

Tight Comfortable

Fit on Bust

Fit on Waist

Fit on Hip



Shoulder	15
----------	----

Bust	34
------	----

Waist	28
-------	----

Hip	36
-----	----

Sleeve length	20.5
---------------	------

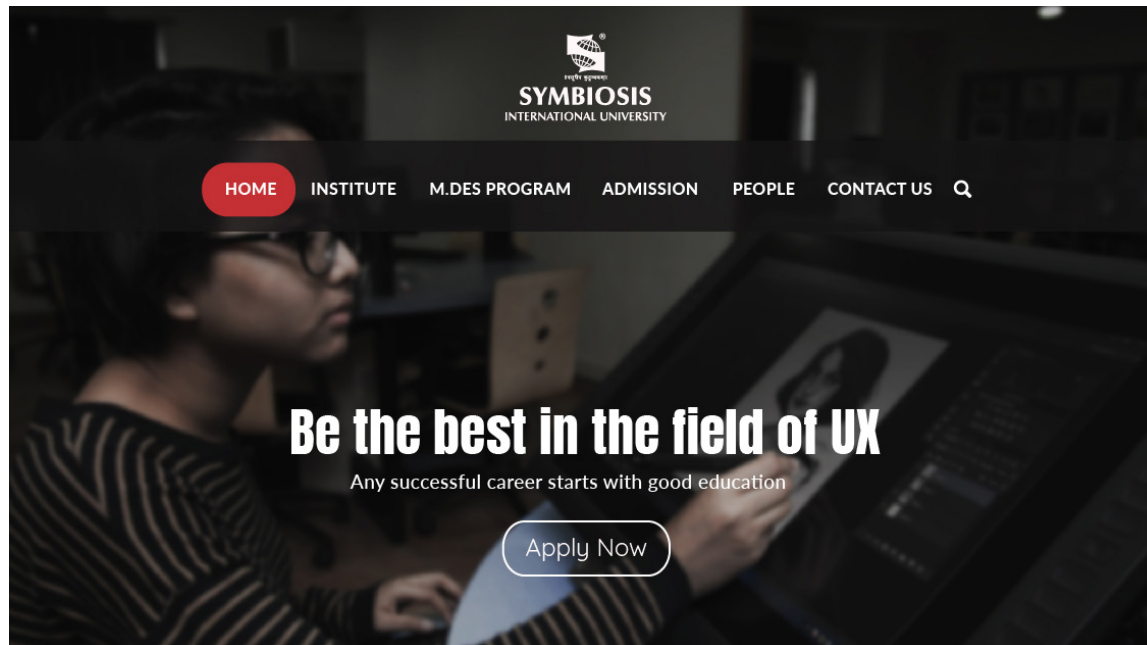
Leg Length	28
------------	----

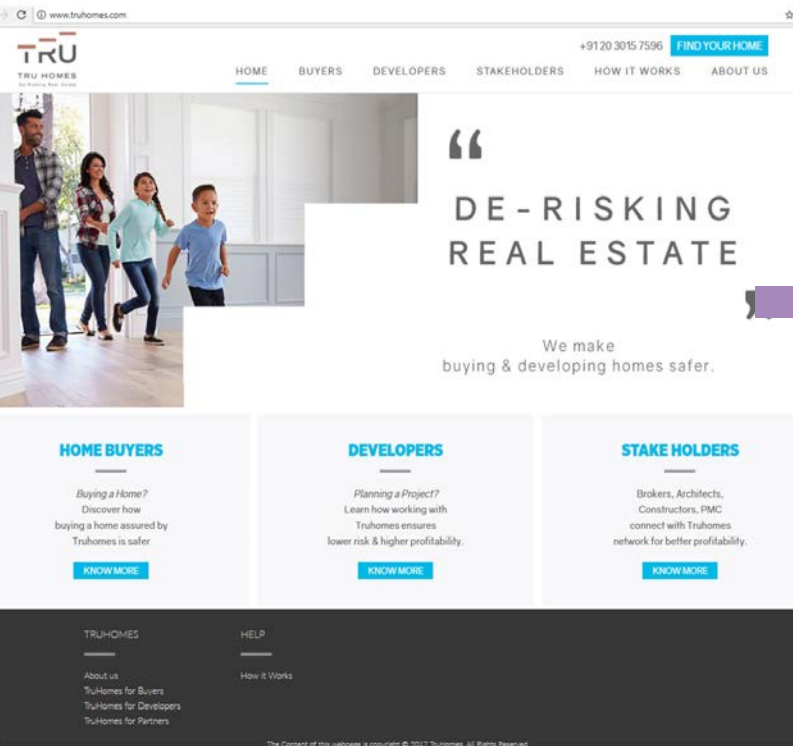
Not like you? **Click Again**

DONE



The project was to redesign the current M.Des website for Symbiosis by evaluating the current design and understanding opportunities for improvement and to create the correct collection of analytics criteria to continuously help it evolve.





DEGREE PROJECT

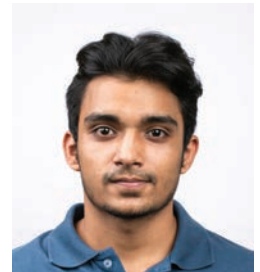
Dictionary Tool

Mentor: Sunil Mahajan

It is a Lexographical product but unlike any other traditional dictionary, Thesaurus, word lexicon. The idea was to create a dictionary which could enable the user to extend his vocabulary and ensure knowledge retention.

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U
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Research



Wireframing



Prototyping



Information Architecture

UMANG BHANDARI

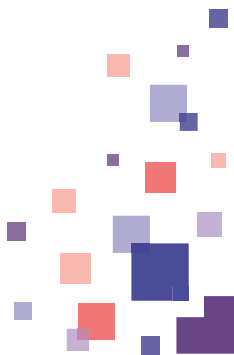
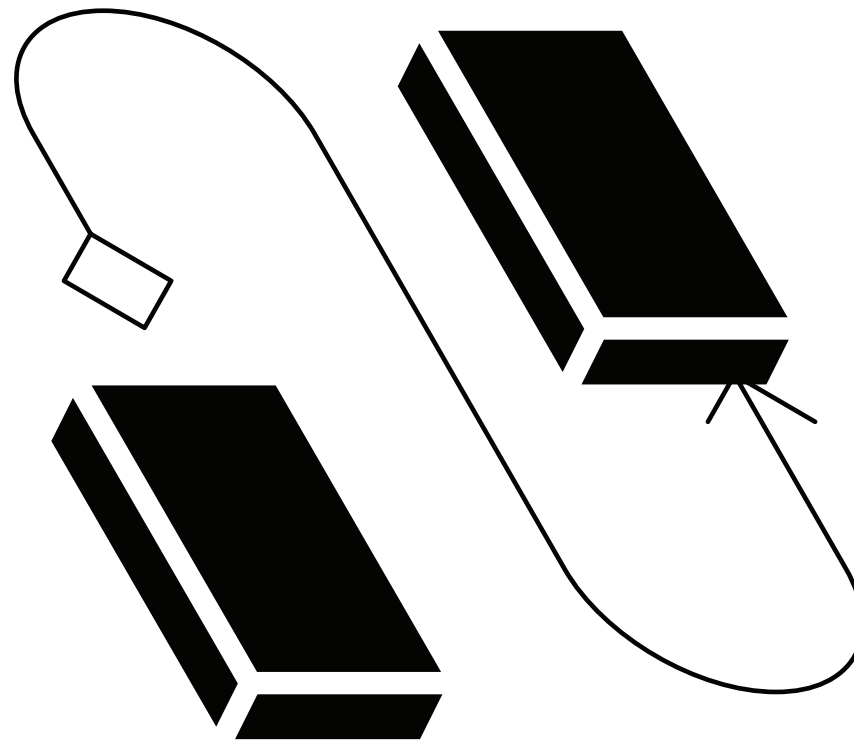
INDUSTRY PROJECT

NuDome (User Research & Strategy Design)

Mentor: Abu Huraira Shaikh

A platform that enables collaboration between different stakeholders of a real estate project and provides quality assurances of every stage.

The aim was to automate the entire process of a real estate project.





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AMIT GEHLOT



Research



Leadership



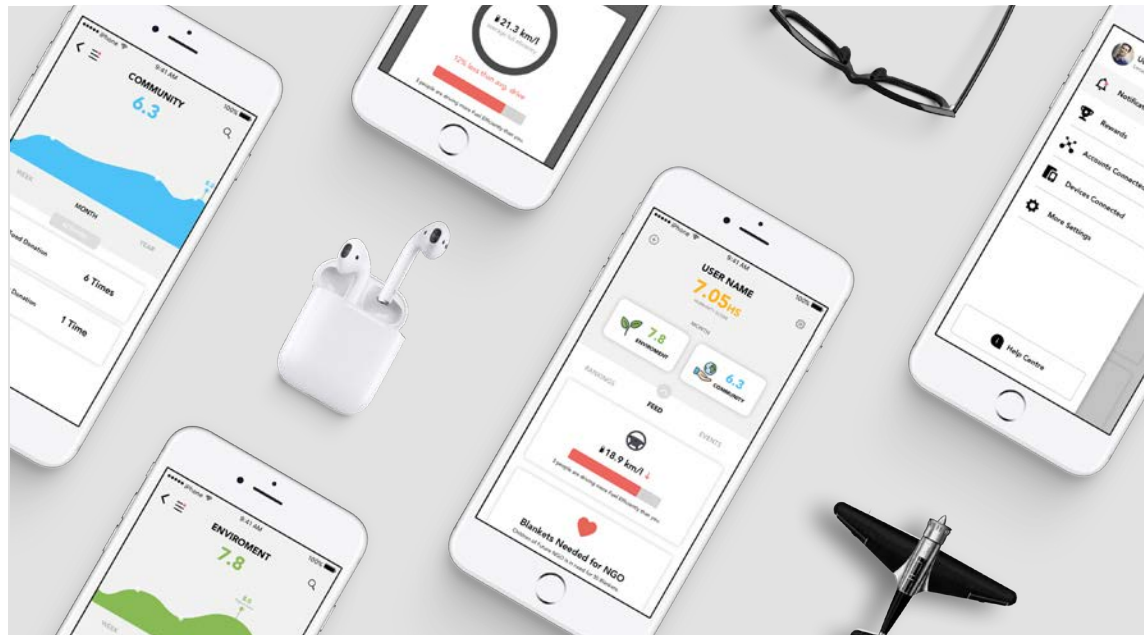
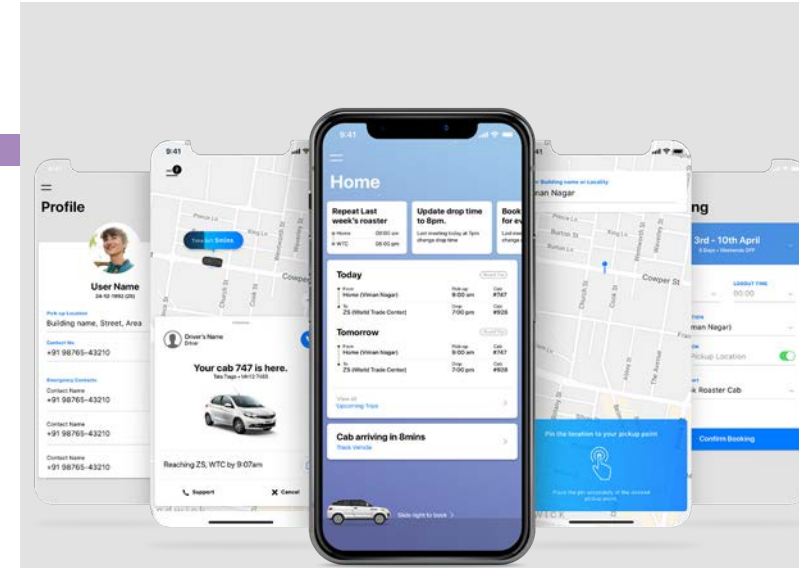
Communication

DEGREE PROJECT

Commute App Design

Mentor: Kapil Khairnar

This application is design to manage office commute for employees which uses minimum human effort and manages the routing in respect to time, location and scenario accordingly to provide a better experience.



PROJECT

System Design

Mentor: Sunil Mahajan

An empathic system which can analyse, motivate the users to keep contributing towards the community and the environment. This is an app which tracks energy usage and compare it with similar users to keep users motivated.

ANIMATION FILM DESIGN



At Animation Film Design, we focus on Animation Film making and breathing life into stories.

We aim at creating students who are able to take stories from script to screen while keeping in mind the freedom and creativity the medium of animation inspires.

We provide opportunities and guidance for students to experiment in various mediums like stop motion, 3D and traditional animation. The students can weave through the various mediums of storytelling like books, comics, graphic novels and films to create a unique identity.





BATCH 2014-18

ANIMATION FILM DESIGN

- Anupam Ghanashyam Tathawadekar
- Moulshree Mukherjee
- Sooraj Toopalli
- Srijoni Bardhan



A
F
D

ANUPAM TATHAWADEKAR



Storyboarding



Production



Editing

DEGREE PROJECT

The Birder

Mentor: Niranjan Mhamane

This project is a two minute short film based on the concept of 'Bird-watching', where a bird watcher is in search of a particular species of Kingfisher. Having the feel of a documentary, this film has a satirical take on the execution of this concept.



PROJECT

Iridescence

Mentor: Shivangi Awasthi

Following the escapade of two victims of a sex-trafficking ring, this is the story of how one of them comes to a cross-road where she either has to give in, or grab the opportunity to protect her sister, but dirty her own clean hands. The theme of the film was 'Opportunity', and was made as an entry for TISDC, an international competition in Taiwan.





DEGREE PROJECT

T9

Mentor: Niranjan Mhamane

The film explores a future where robots are commonplace and an essential part of human society. With inspiration from the works of Isaac Asimov, the concept expands on the bonds between humans and robots.

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A
F
D.



Character
Design

Storyboard

Concept Art

MOULSHREE MUKHERJEE

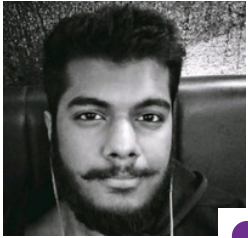
PROJECT

End of Evangelion

Mentor: Shivangi Awasthi

Inspired by the works of Hideaki Anno, this project is an alternate take on the opening of the movie End of Evangelion. It combines the retro feel of the NERV aesthetics with a glitch style to emphasise the breakdowns of the mental and physical conflicts of the cast.





A
F
D

SOORAJ TOOPALLI



Research



Problem
Solving



Communication

DEGREE PROJECT

Unbound - 3D Concept Film

Mentors: Sham Patil, Niranjan Mhamane

Unbound is a film about a pair of monster hunters in ancient India. Veda, the protagonist is accompanied by Bur, are confronted with a strange case one day. during the course of their investigation they come face to face with Mari, and a beast. Mari is a banished shaman. The creature was spawned using Mari's magic. Our heroes face off against the villains in an epic battle..



PROJECT

Caesar - 3D Print Model

Mentor: Shivangi Awasthi

This is a 3D Sculpture modelled after the main character from the planet of the apes, Caesar. It was created in Zbrush. This was the first project that made my affection for Character Design clear.



DEGREE PROJECT

The Metamorphosis

Mentor: Niranjan Mhamane

The Metamorphosis is a novella by Kafka, dealing with the theme of alienation by the people closest to the character, and his existential crisis. This project is an attempt to visually adapt the bizarre psychology of this story.

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A
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Direction



Concept art



Character
Design

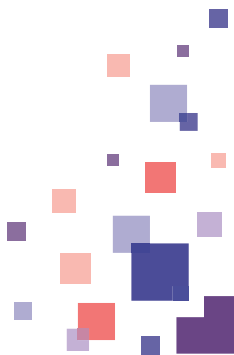
SRIJONI BARDHAN

PROJECT

Iridescence

Mentor: Shivangi Awasthi

Following the escapade of two victims of a sex-trafficking ring, this is the story of how one of them comes to a cross-road where she either has to give in, or grab the opportunity to protect her sister, but dirty her own clean hands. The theme of the film was 'Opportunity', and was made as an entry for TISDC, an international competition in Taiwan.



VIDEO FILM DESIGN



At the Video Film Design studio and editing lab, we focus on shaping the career path of future filmmakers.

The journey of a film from script to screenplay and from idea to a full-fledged film is something the students learn as a part of their curriculum. During this process, they learn how to raise funds for their projects and how to convert their ideas into reality.

SID is very proud to have a state of the art editing facility and shooting floor which is open for students 24x7. Video Film Design students work very closely with the film and advertising industry in Mumbai. Industry professionals often visit the institute bringing with them much sought after real world experience.





BATCH 2014-18

VIDEO FILM DESIGN

- Apoorv Anil Padhye
- Jayant Tripathi
- Shriya Susan Varghese
- Sidharth Parija
- Navni Jindal

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V
F
D

APOORV PADHYE



Direction



Script writing



Editing



Sound

DEGREE PROJECT

ONE WAY TICKET

Mentor: Shraddha Sakhalkar

Manu Bhat leaves his home in Karvenagar to pursue filmmaking in a different part of the city. He makes and breaks many ties as he tries to find himself. His resolve to only move forward presents him with new possibilities. Whether good or bad, only he shall decide.



VFD PROJECT 4

Andhashraddha

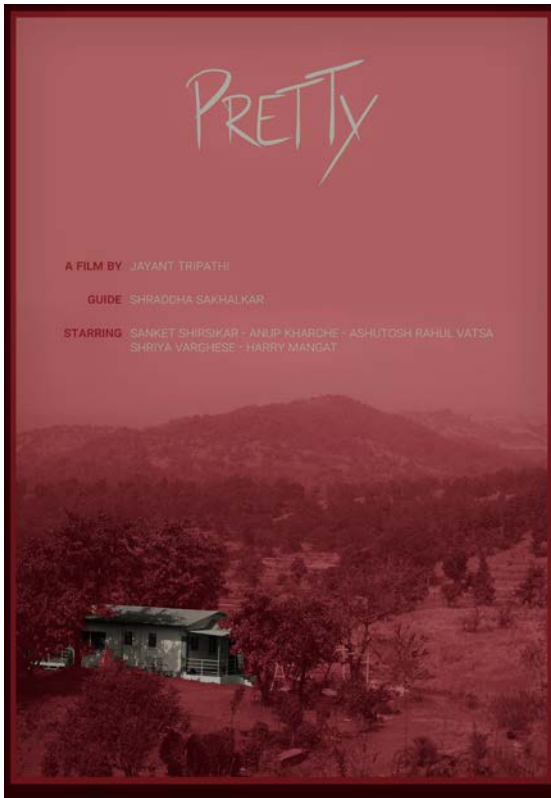
Mentor: Bharath Murthy

An audio-visual narrative about Vitthal Mahajan, a blind man residing in Kurla, Mumbai. After his son is brutally murdered in front of him, Inspector Prakash Nikam, out of pity offers Vitthal a home in Pashan, Pune. The investigation uncovers grim truths as Vitthal tries to fit in his new home.

अंधश्रद्धा



ANDHASHRADDHA



PRETTY

Short Film (Degree Project)

Mentor: Shraddha Sakhalkar

Shreyas is an unmarried 29 years old depressed IT worker. To deal with this depression he starts a youtube channel but soon realizes that it's not easy to maintain a channel without any audience. Through some strange coincidence he finds about a controversial psychiatric who is blamed to be involved in a number of mercy killing incidents and the place where he's been hiding. He knew that interviewing this guy will be a life turning event for him but everything goes south when he gets there.

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V
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D



Research



Editing



Direction

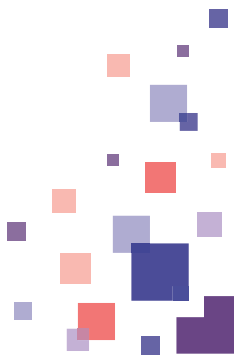
JAYANT TRIPATHI

BANARASI HATHKARGHA

VFDP 1

Mentor: Ankita Sah

Banarasi Hathkargha is about the silk handloom industry in Varanasi. Silk industry is the most important industry in Varanasi. The main focus of the film about the problem faced by the handloom weavers and why this ancient craft is dying.





V
F
D

SHRIYA SUSAN VARGHESE



DEGREE PROJECT - FICTION

MAZAAK

Mentor: Shraddha Sakhalkar

Two families discuss a sexual harassment case in a police chowki with both the victim and the accused. Jhanvi Taneja, faces the prejudice of being a woman as she is blamed for crimes she came to report. The film also talks about the other common problems in Indian society such as corruption and casual sexism.

Role : Individual Project



VIDEO FILM PROJECT - 2

MY SUSANNAH

Mentor: Shraddha Sakhalkar

Have you ever felt like you were being watched ? your every move, your every whim recorded and kept. It is an uneasy feeling. Susannah lives, unsure, unloved and unsatisfied. Someone watches, someone looks. Susannah was my second Video film project and first individual project.

Role : Individual Project



DEGREE PROJECT

Mu Konark

Mentor: Shraddha Sakhalkar

The story of Konark was the desire of King Narsingha Deva's to build a temple for the almighty Sun god. 1200 craftsmen gave their sweat and blood for over 12 years in order to bring the king's imagination into life. The team of 1200 craftsmen was led by Sibi Santra and the main architect was Bisu Maharana who was the best architect of that time.

The craftsmen were highly imaginative and hardworking. In a span of 12 years, they almost completed the construction of the temple but failed to finish it within the given deadline. Ultimately Dharmapada, the 12-year-old son of Bisu Maharana who completed the temple and sacrificed his life in order to save the life of 1200 craftsmen. Dharmapada is still remembered as the brave son of the Utkala who completed the making of Konark.

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sidharthparija2@gmail.com

V
F
D



Direction



Editing



Production Design



Communication



Leadership

SIDHARTH PARIJA

VIDEO FILM PROJECT 5

Chai Pohe

Mentor: Shraddha Sakhalkar

Chai Pohe is a slice of life film about Asmi, A girl with dreams and passion beyond her imagination who finds herself stuck in an age old tradition and somehow turns it around with the help of her younger sister.



www.behance.com/Navni
navni.jindal14@sid.edu.in



Navni Jindal



Camera



Editing



Sound

V
F
D

DEGREE PROJECT - Fiction Film

Sister

Mentor: Shraddha Sakhalkar

Sister is a "Slice of Life" film which about a young girl Smita who deals with the fact that her life is going to drastically change with the coming of a new baby into her home.

It deals with her emotions and panic attacks and how she comes to terms with the fact that she can do nothing to stop this.

SiSTER



VIDEO FILM PROJECT 5

Chai Pohe

Mentor: Shraddha Sakhalkar

Chai Pohe is a film about an unusual take on a century's old ritual of arranged marriage.

Asmi and Akshay, 2 power driven youths are put together by their families in hopes of marriage, but both have very different plans for their future.



INDUSTRIAL DESIGN

PRODUCT DESIGN



Product design curriculum is designed to cover most aspects of the product categories like home appliances, transportation, furniture, medical devices, lifestyle products and packaging design.

Hand skills, Prototyping skills, Digital Skills, Visualization skills and Articulation skills are an integral part of this profession, along with keenness to learn and adapt to modern technology.

Students complete 5 major projects, starting from Simple Product Design, User-Centric Product Design, Technically Complex Product Design, Systems Design, Design for Future and finally the Degree Project, where students gain exposure by working in the industry for 16 weeks.





BATCH 2014-18 PRODUCT DESIGN

- Aaroh Dhoundiyal
- Akanksha Golchha
- Ankan Adhikary
- Anmol Pareek
- Annet Alex
- Anushka Agarwal
- Archit Dhupia
- Ashutosh Narayan Mishra
- Ashutosh Rahul Vatscha
- Bhushan Basarkar
- Chaarvi Anil Vagal
- Claris Caesar Gonsalves
- Gouri Lekshminarayanan
- Harshal Rohidas Gosavi
- Kartik Gupta
- Mustafa Shabbir Motiwala

- Neelambika Gangadhar Manvi
- Nikhil Dinesh Ahire
- Nikita Mahesh Redkar
- Punita Siraj Dhillon
- Parth Makarand Bondre
- Ragini Karki
- Rishi Ravi Shankar
- Saudamini Chandrakant Kale
- Sheetal Dilip Sanas
- Shivani Bipin Nanekar
- Shruti Singh
- Tejas Pandey
- Vaibhav Agrawal
- Vilohita Santosh Kulkarni
- Varun Dwivedi
- Aashima Maheshwari



P
D

AAROH DHOUNDIYAL



Research



Concept
Development



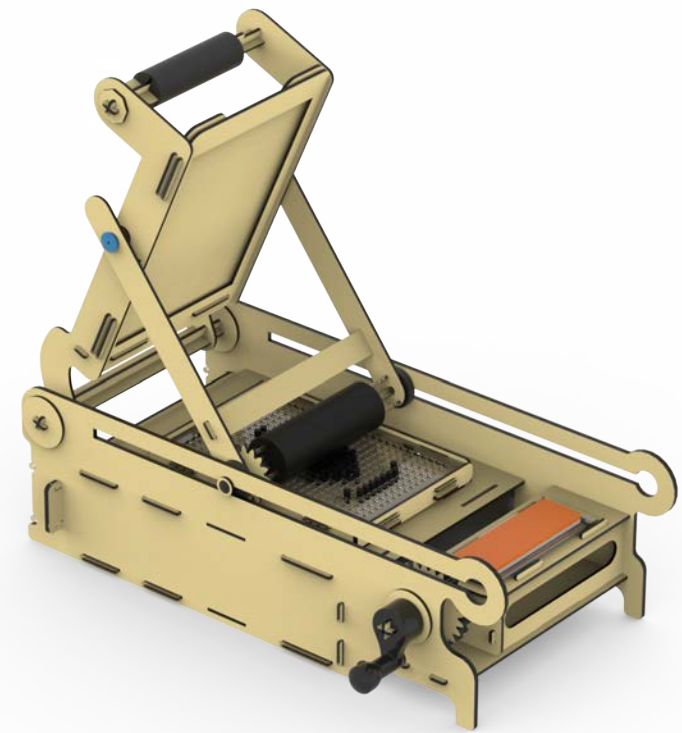
Communication

DEGREE PROJECT

D.I.Y. Printing Press for Kids

Mentor: Tushar Amin

Design Brief: To Design a Toy/Activity for kids of age 8 years and above that teaches them the art and science of printing and printmaking through playful engagement and creative exploration.



PROJECT

Exosuit for Mars: 2070

Mentor: Rohit Choudhary

To Design a Powered Exoskeleton for extra-terrestrial residents on Mars in the year 2070.

Key Features: Biomonitor, Pressure Balance, Thermal Regulation, Communication, Transportation, Weather Resistance, Data Collection.

P
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Research

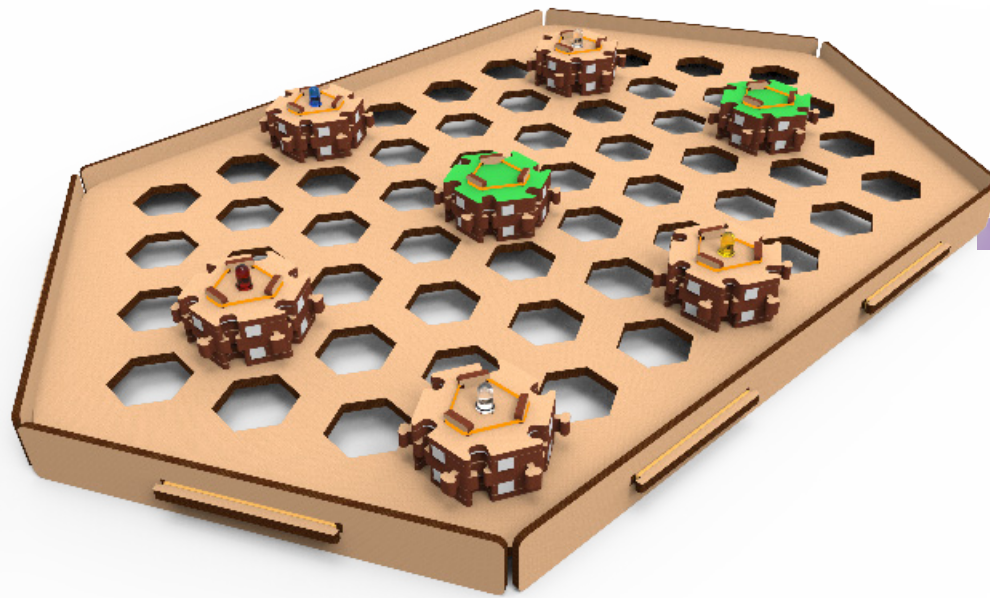
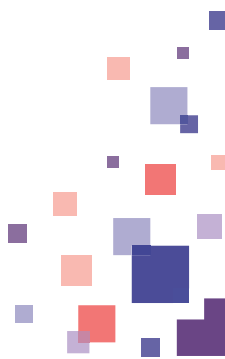


Concept Development



Problem Solving

AKANKSHA GOLCHHA



DEGREE PROJECT

DIY STEM Board Game

Mentor: Tushar Amin

This is a D.I.Y. STEM toy for the kids of age 8+ that teaches them about Conductors and Insulators along with the concept of basic electricity and circuits. It has an open ended and fun gameplay which compels them to come back again to play and hence understand the concept better each time.

PROJECT

Home Security System

Mentor: Rohit Choudhary

These products form a Universal Home Security System for Portable Homes Scenario in the year 2070. This system consists of door handle and home switch designs which are based on the technology of biometrics, customisable sensors and interactive commands. They focus on the safety of kids and elderly.



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P
D

ANKAN ADHIKARY



Research



Leadership



Communication

DEGREE PROJECT

SMART BAGS

Mentor: Prasanna Halbe

The project is on range of smart bag, designed for working women. It focuses on contemporary leather bag designs, featuring modularization, trouble-free interior for cleaning, customizable pockets, alerts the person for phone calls & leaving bag behind.



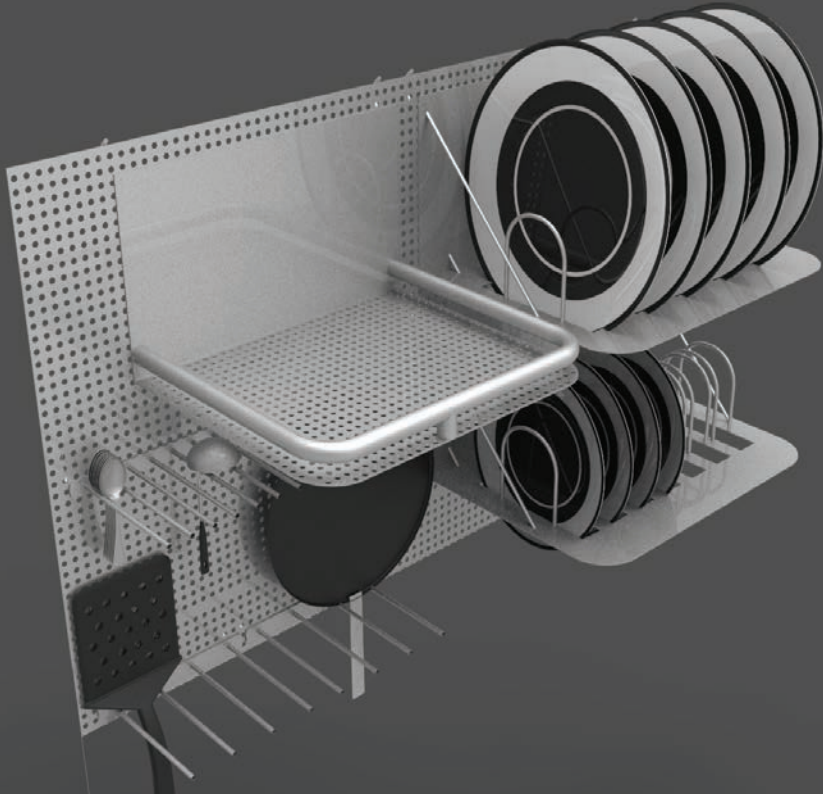
PROJECT

EGG INCUBATOR

Mentor: Atul Kedia

This project is about combined egg incubator for domestic purpose. A low-cost incubator with improved quality in hatching characterising with correct humidity and temperature control, automatic egg turning, no accidental drowning of chicks, etc.





DEGREE PROJECT

Utensil Drying Rack

Mentor: Supriya Kapai

A drying rack which aims to cater to regular serving utensils of varying sizes, preparatory utensils, cutlery and so on.

The rack enables the user to personalize the arrangement of the various components dedicated for different types of utensils.

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mainanmol.71@gmail.com

P
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Research



Concept
Development



Wood Working

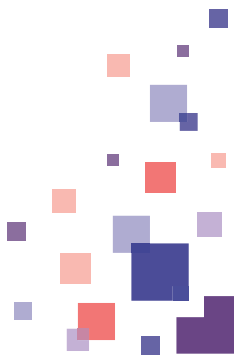
ANMOL PAREEK

PROJECT

Portable Water Purifier

Mentor: Atul Kedia

A water purifier intended primarily for travellers for purifying water on the go. It works like a gravity based purifier with the bottom component acting as a jug as well as a normal purifier's lower component.





P
D

ANNET ALEX



Research



Leadership



Communication

DEGREE PROJECT

Outdoor Lighting Solutions

Mentor: Tushar Amin

To design a disposable luminaire that can be used as an in ground light, spike light as well as a pool light that would help in obtaining different angles from a single luminaire also reducing maintenance issue on a timely basis and cutting down the cost of the product.



PROJECT

Breath Alcohol Analyzer

Mentor: Atul Kedia

To re-design a breath alcohol analyzer for police use to solve the problems of repeated use of an unhygienic mouthpiece, improper storage of the mouthpiece and to assure that user is not cheated during the test.



Research



Time Management



Communication

DEGREE PROJECT

Corporate Gifting-Desk Organizer

Mentor: Anuja Ambekar

To design a concrete based desk organizer for corporate gifting.

A desk organizer featuring wire management, visiting card holder and pen holder is designed for the clients of 95 years old concrete based company; Bharat Flooring and Tiles. The inspiration behind the range of desk organizer is Devanagiri Script letters for the initials of the client's name.

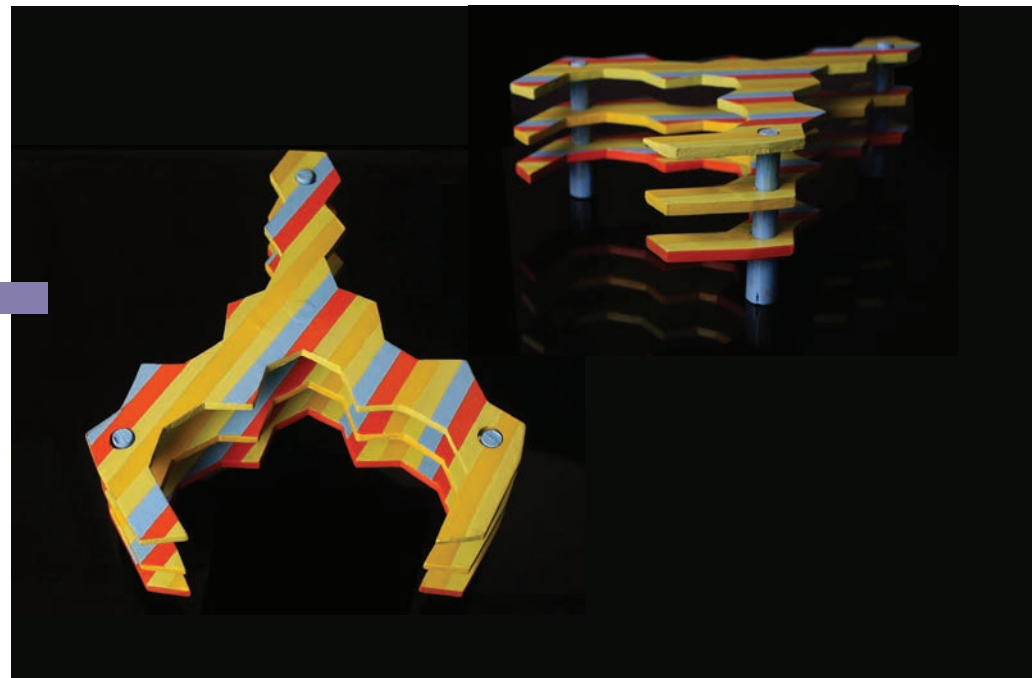


PROJECT

Garden Sitout

Mentor: Kushal Jadhav

To incorporate the signature style of Sir Marcel Breuer; playing with the letters and stylizing with Retro art movement. The sitout could be used as book shelf in large seating areas like crossword outlets where people can sit and read for short period of time.



<https://www.behance.net/dhupiaarch8250>
dhupiaarchit@gmail.com



P
D

ARCHIT DHUPIA



Research



Concept Development



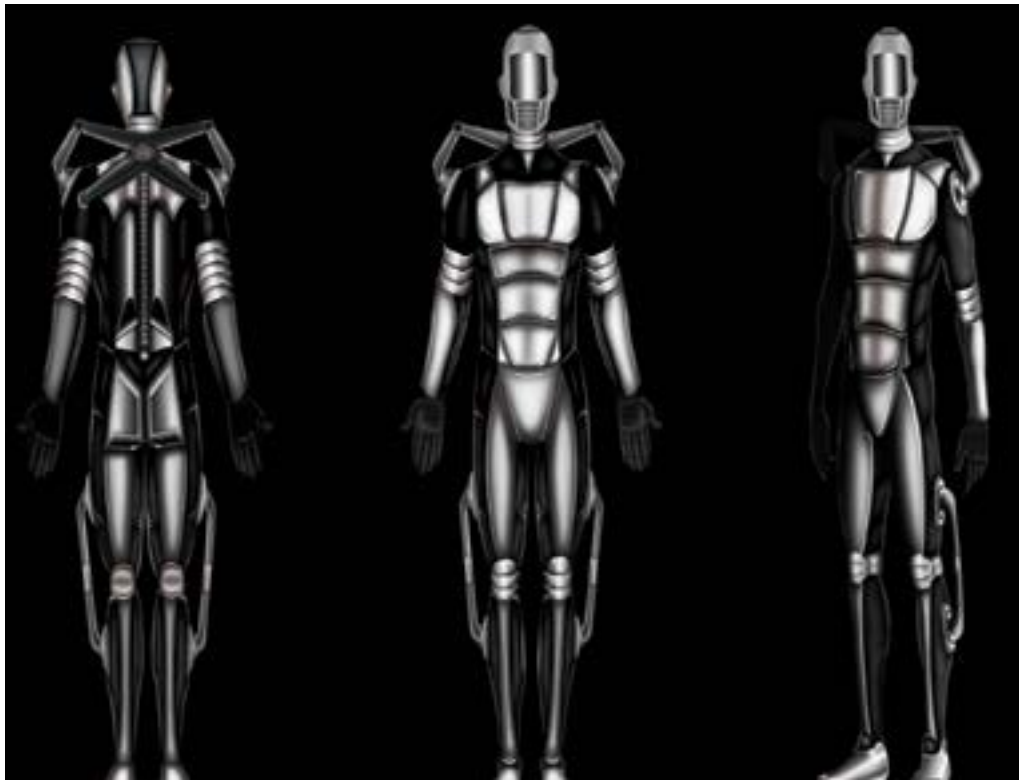
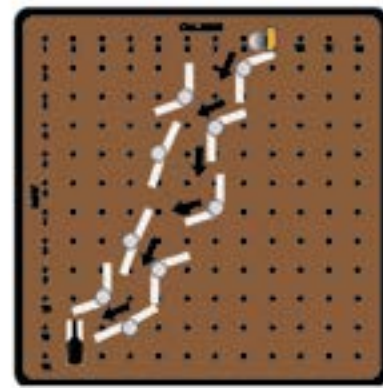
Prototyping

DEGREE PROJECT

Math Learning Aids

Mentor: Tushar Amin

Multiple learning aids were designed under **Next Education India Pvt Ltd** to enhance learning and retention by the kids. The main motive was to teach different learning objectives of Geometry and Numbers of 4th and 5th grade which can be used individually at home with minimum parent intervention.



PROJECT

Exo Suit

Mentor: Rohit Choudhary

Futuristic design of Exo Suit for the year 2070 incorporating all the technologies of the future. It is designed specially for physically challenged people which will help them to move and do all other activities like normal people.



DEGREE PROJECT

PINGLE - MUSIC INSTRUMENT

Mentor: Prasanna Halbe

Pingle, named after a 3th century mathematician from India. Is an amalgamation of form and function. It is a musical instrument inspired by the form of a lotus. It plays on hand gestures like tapping. Gestures like scratching can be performed to induce gradation in sounds. Importantly used in Indian Muisic.

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P
D



Research



Leadership



Communication

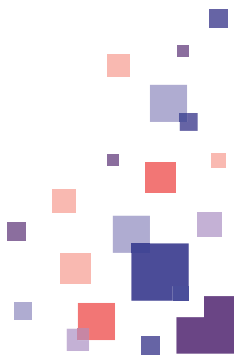
ASHUTOSH MISHRA

PROJECT

Vision

Mentor: Ajay Bhawe

In an attempt to touch every life as long as humanity exists; our goal through tactile exploration is to bridge over the chasm from unknown to the known; from abstract to concrete; and to lay a foundation of a strong mind and visually silent.





P
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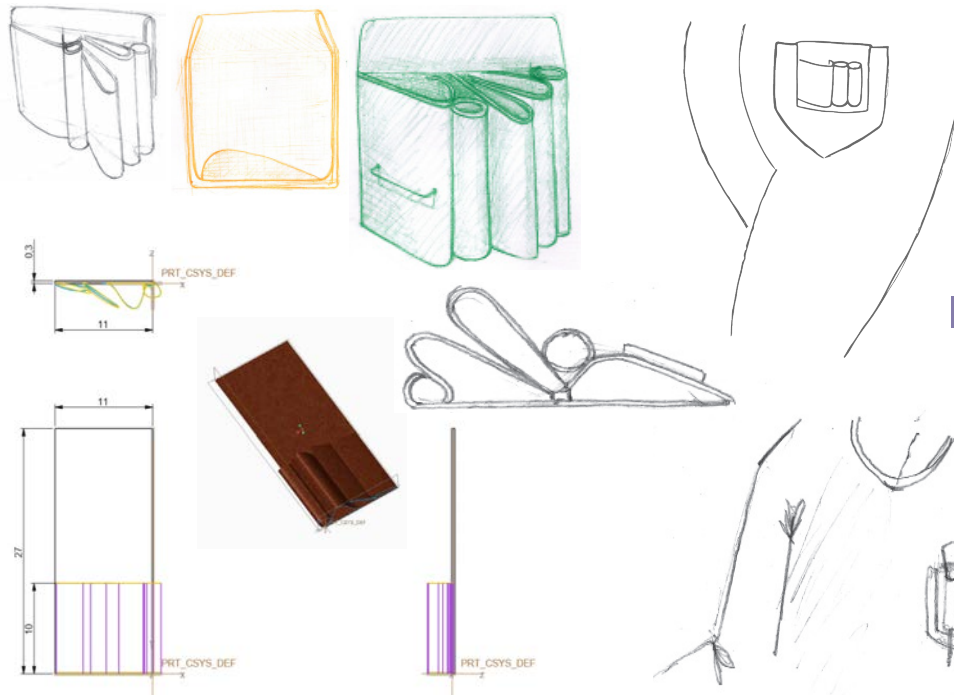
ASHUTOSH RAHUL VATSHA



Research



Visualisation
Leadership



DEGREE PROJECT

Camping Tent

Mentor: Prasanna Halbe

This Project involved designing a camping tent for Trequila Adventures, Pune, which can also be assembled on or attached to the luggage bed of a lifestyle camping truck, it should be easily foldable and unpackable compared to traditional available in the market.



PROJECT 1

Electric Tool Carrier

Mentor: Prasanna Halbe

This Pocket tool carrier allows electricians to carry all the basic set of centric electric tools easily to electric poles or ceilings for maintenance and installation of parts of electrical power, telephone or telegraph liners without damaging pockets and also something better than the tool carrying belt available in the market which is heavy and costly as well.



Research



Concept
Development



Problem
Solving

BHUSHAN BASARKAR

DEGREE PROJECT

DIY S.T.E.M Toy

Mentor: Prasanna Halbe

It is a 'Do It Yourself - S.T.E.M' Toy which helps above 6 years old kids to understand basic science around Air Pressure. Product is aesthetically appealing and engage kids for hours. It is ergonomically designed for assembling and playing.

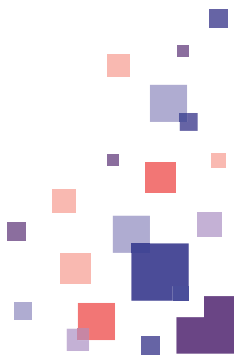


PROJECT

Branding

Mentor: Prasanna Halbe

Sauce bottle Holder is a series of dispensers which helps commercial kitchens in Organization, Identification and maintaining Hygiene. User can buy as many sets as required for their kitchen or business and add to the assembly.





P
D

CHAARVI VAGAL



Research



Concept
Development



Prototyping



Woodworking

DEGREE PROJECT

Mobile Kitchen Units

Mentor: Simran Saini

Mobile Kitchen has three different units; cleaning unit, preparation unit & cooking unit. These units can be arranged in different environments according to availability of space. These movable units have various attachments which follow cooking habits of Indians..

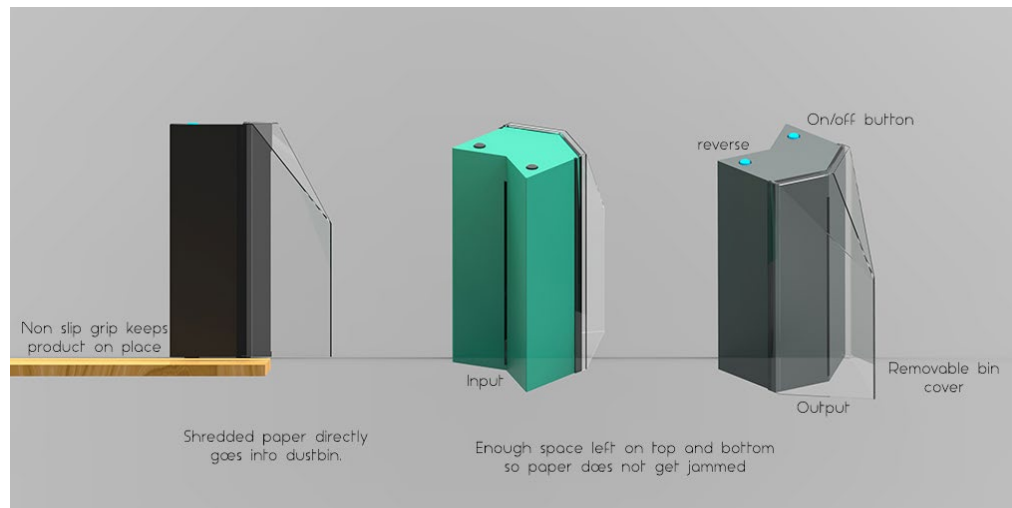


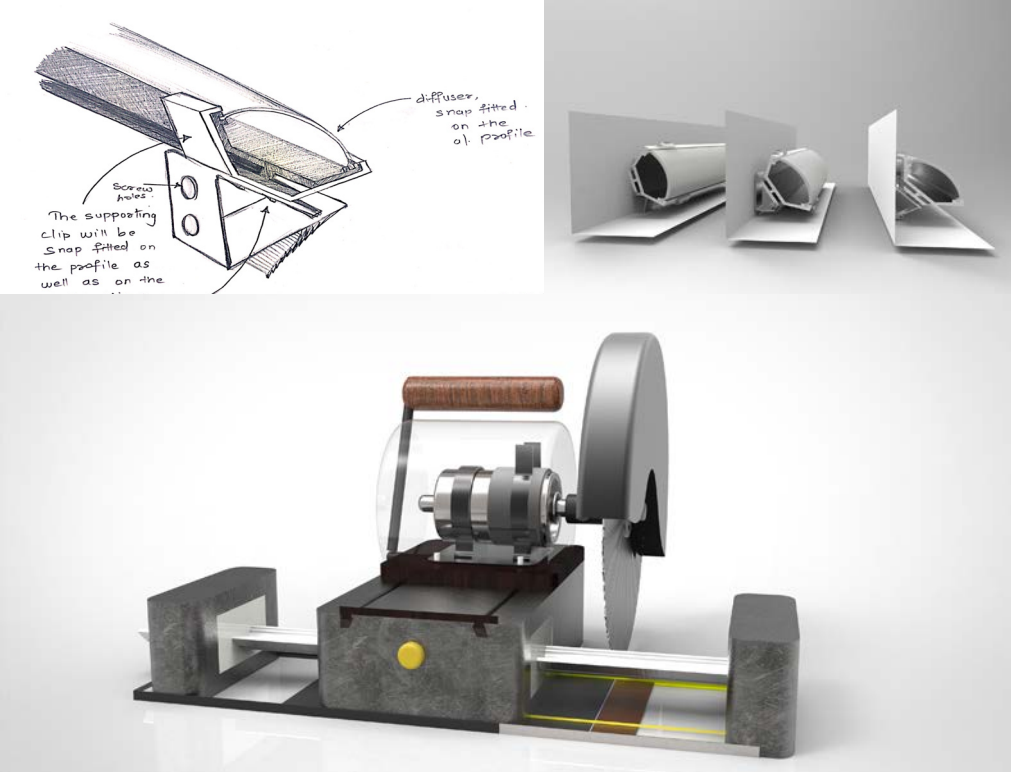
PROJECT

Desktop Paper Shredder

Mentor: Atul Kedia

This Desktop Paper Shredder is vertical in shape which saves a lot of space on your desk. The unique shape of its waste bin reduces efforts of cleaning it.





DEGREE PROJECT

Outdoor Lighting Solutions

Mentor: Prasanna Halbe

A Profile design that can be used as a single luminaire for corner coves, flat surfaces and also as concealed lights, a customized clip that will help in changing angles ranging from 15 to 45 degrees along with a portable customized tool for cutting of profiles on site with desired lengths. In brief, a complete ecosystem making the whole process of installing, obtaining desired angle through single luminaire and also cutting of the profiles easier.

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P
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Research



Leadership



Communication

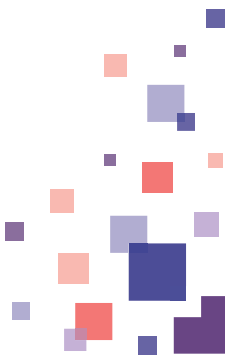
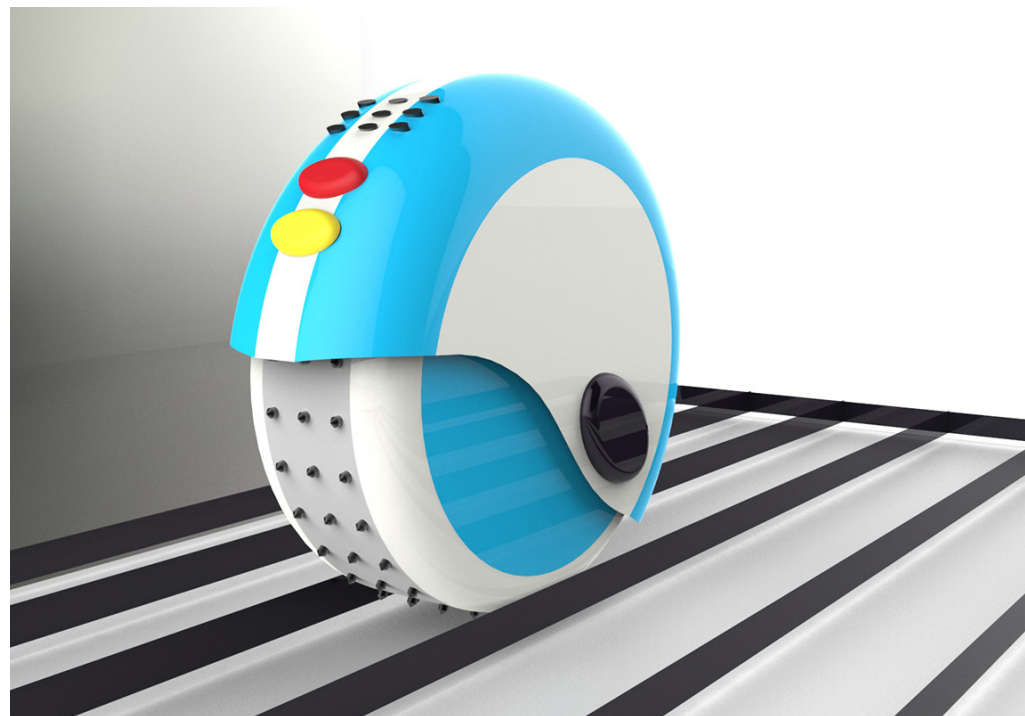
CLARIS GONSALVES

PROJECT

Learning aid for Blind

Mentor: Atul Kedia

To design a Learning aid for blind students which eases the process of reading scripts in any language and also writing the same in Braille. The form and functionality of this device is inspired by a tape dispenser.





P
D

DEGREE PROJECT

Saltwater Lamp

Mentor: Anuja Ambekar

To understand the technology of the saltwater lamp, develop it into a usable product that has application in user segments/areas defined and to test the usability of the product made using this technology.

Developed, done research of user and technology, prototyped and approved design for pilot project at SELCO Foundation, in conjunction with project partner and client Suryagen Renewable Energy Pvt. Ltd. and IISC, Bangalore.



Research



Prototyping



Concept Development

GOURI LEKSHMINARAYANAN



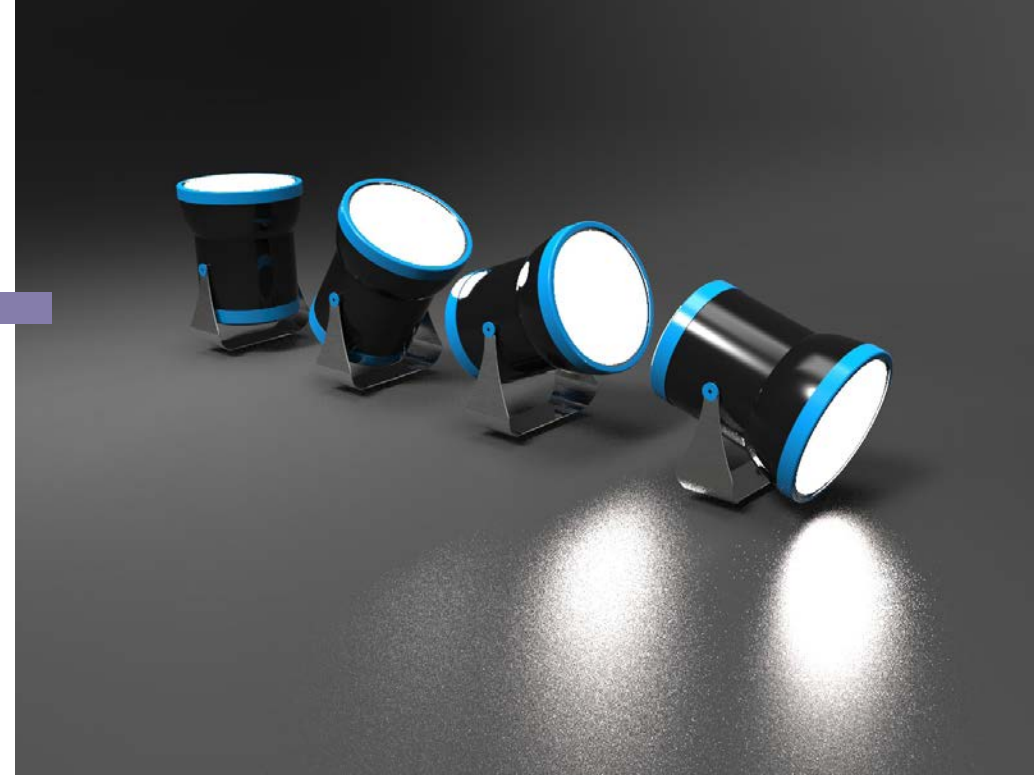
PROJECT

Letter Pillows - User Centric Design

Mentor: Prasanna Halbe

To understand pedagogy and design a learning tool to teach letter and word formation in the Devanagari script.

Developed, prototyped and tested Letter Pillows using fabric, buttons and thermocol stuffing.





Research



Leadership



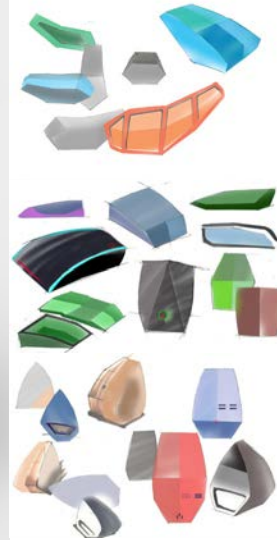
Communication

DEGREE PROJECT

Project Monimo

Mentor: Tushar Amin

To create a computer system that will be a low cost alternative to the present technology & will provide a basic configuration to run learning softwares. Basically to create an affordable computer system for schools.

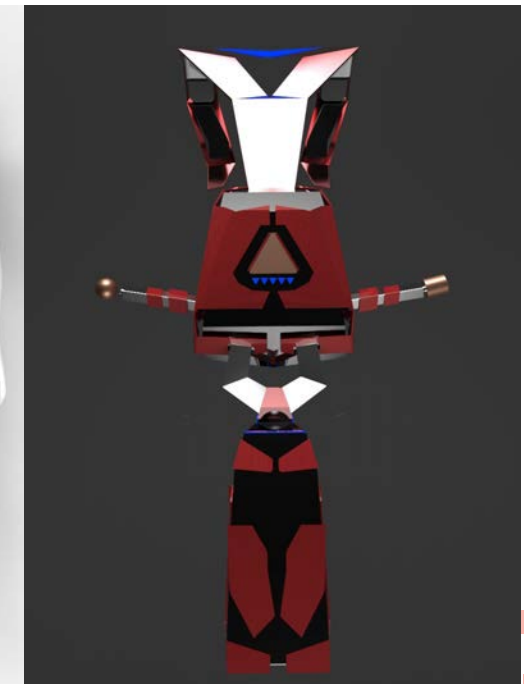


PROJECT 2

Futuristic Jack Hammer

Mentor: Prasanna Halbe

A jack hammer designed for a 2070 timeline consisting of laser technology which reduces efforts and eliminates vibrations. This compact system is wearable. This highly ergonomic wearable machine does not cause stress on the body.





P
D

KARTIK GUPTA



Concept
Development



Prototyping



Sketching

DEGREE PROJECT

Waste Segregation System

Mentor: Anuja Ambekar

The aim of this project was to design a system for Mc Donald's that promotes waste segregation at source through gamification and incentivises the user for the same. The system is formed by three key elements: tray liners, that form into trays through which users can segregate waste, dustbins that stores segregated waste and an app that incentivises the user.

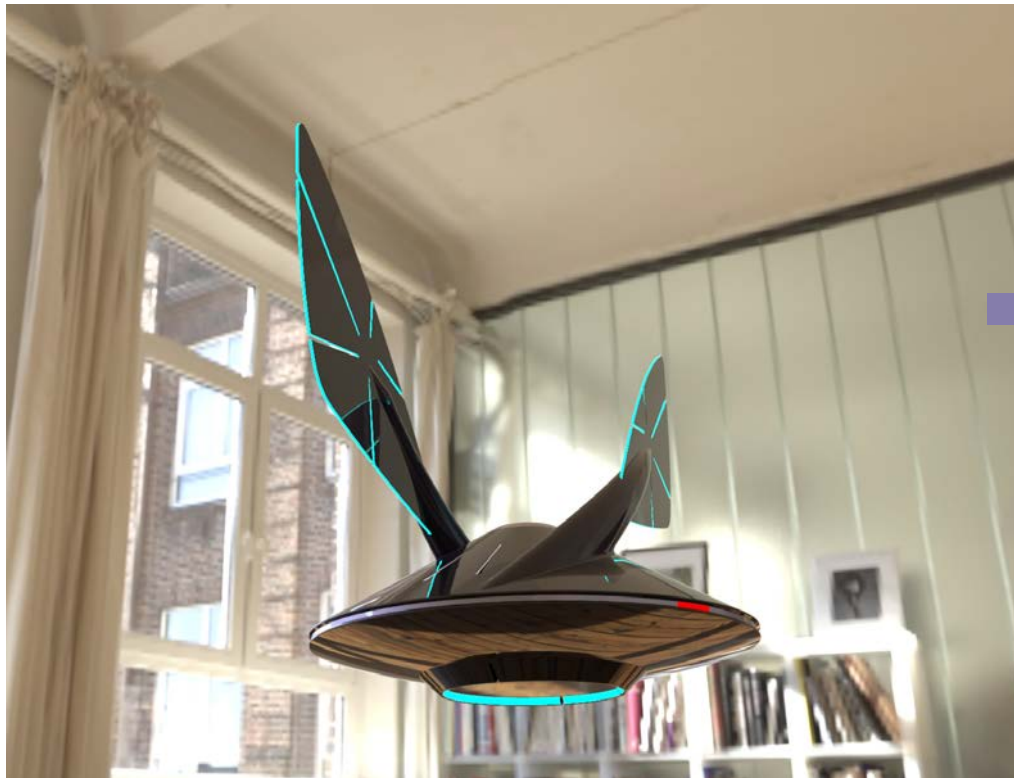


PROJECT

Breezy Air Purifier

Mentor: Rohit Chowdhary

The aim of this project was to design an Air purifier for the year 2065. This air purifier is designed for an indoor environment and is inspired from butterfly. Breezy stands "breathe easy". It is an elegant blend of minimal form and function.



P
D



Research



Problem
Solving



CAD

MUSTAFA MOTIWALA

DEGREE PROJECT

SMART CANE FOR THE BLIND

Mentor: Mr. Prasanna Halbe

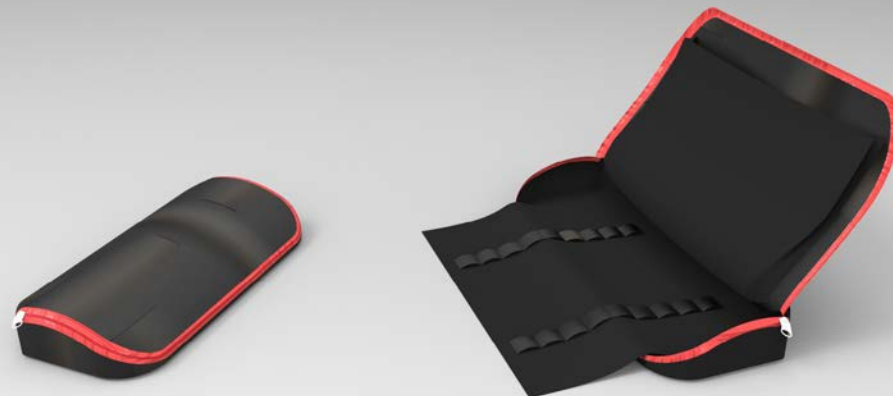
The product has been designed taking the major mobility problems the blind face while walking individually into consideration. The device describes the surrounding obstacles by audio output which the blind individual receives through a bluetooth headset. The smart device is detachable to the regular cane which improves the ergonomics of the regular cane and delivers an ideal experience to the blind individual.

PROJECT

Know-me Pouch

Mentor: Ms. Poornima Nair

The pouch is designed to make sure that large and different stationary can be accompanied in a single pouch without having everything clustered in a single compartment. The aim was to make sure the user can locate his/her stationary with ease and remove it in a matter of seconds. The user would also know if any of his/her stationary goes missing.



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P
D

NEELAMBIKA MANVI



Research



Leadership



Communication

DEGREE PROJECT

Channapatna Toys

Mentor: Anuja Ambekar

I worked with an organization called Maya Organic which in turn works on reviving Channapatna Craft. For this project I studied the craft thoroughly and a case study to bring together a solution which can help both the craft and bonding between parents and kids.



PROJECT

Desalinator

Mentor: Rohit Choudhary

This is a desalinator that uses "Graphene" to purify salt water and converts it into fresh drinking water. This product is half submerged where the lower half rotates at a certain speed and the graphene film is pushed against the salt water to let it pass through it.



DEGREE PROJECT

EBIKE/KIT

Mentor: Tushar Amin

An ideal way to travel eco-friendly anywhere avoiding traffic easily.

Reaching to work with less sweat.

Economic on the pocket.

Comes as a conversion kit which makes any conventional bike to ebike.

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P
D



Research



Leadership



Communication

NIKHIL AHIRE

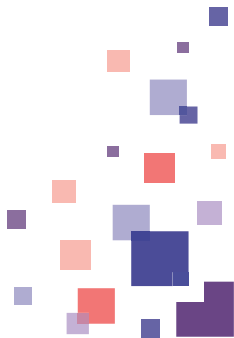
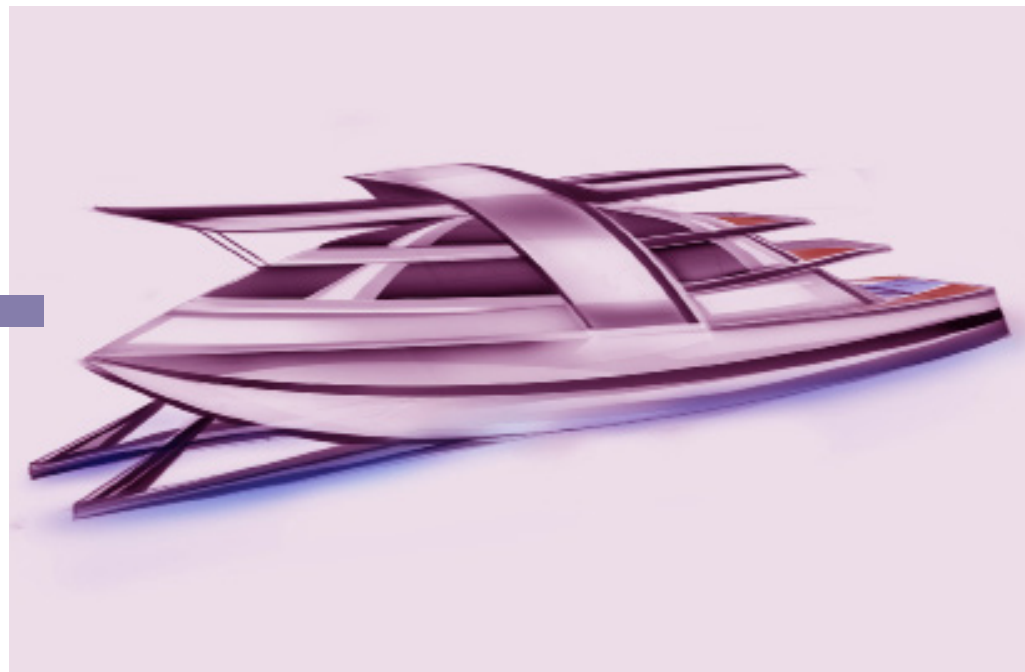
PROJECT

PLAMER JOHNSON YACHT

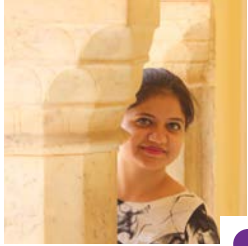
Mentor: Rohit Choudhary

Futuristic Yacht designed for year 2050
 Floyd Mayweather was the inspiration behind the design.

Whale like form gives it the character for being gigantic ,
 Flamboyant and it's Omni- presence in oceans.



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P
D

PUNITA DHILLON



Research



Prototyping



Concept Development

DEGREE PROJECT

Upcycling

Mentor: Anuja Ambekar

The objective of this project was to upcycle organic waste such as coffee grounds, rice husk and peanut shells and further design lifestyle products using the upcycled material.



PROJECT

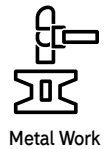
Packaging Design

Mentor: Ruchi Srivastava

The aim of this project was to develop an identity and packaging for a hypothetical brand of sanitary napkins 'Sakhi'. The brand is synonymous with confidence, comfort and safety.



P
D



Metal Work



Prototyping



Concept
Development

PARTH BONDRE

DEGREE PROJECT

Kitchen Trolley

Mentor: Supriya Kapai

The kitchen trolley is a piece that transitions between the kitchen and living room where activities related to cooking take place.

Inspired from Indian culture and how Indians use objects, this piece has been designed to adapt to traditional Indian habits which transitioned into the modern world.



PROJECT

Taurus (Bicycle Rack)

Self initiated

The Bicycle rack has a spring loaded length adjustment mechanism which creates tension in the straps making it more secure and easy to install. The form is inspired from the horns of a bull to give a rugged feel to the product.





P
D

RAGINI KARKI



Research



Leadership



Communication

DEGREE PROJECT

Luminaire Design

Mentor: Tushar Amin

The need of designers and architects to manipulate a lighting fixture to best suit a space, led to the creation of FLUTTER. Inspired by the wings of a butterfly it utilizes its movable swing arms to present a distinct visual appeal when approached from either direction, front or side



PROJECT

Packaging

Mentor: Ruchi Srivastav

To create a packaging for condoms that breaks the taboo of being displayed openly, and to attract the attention of millennial and appealing to their appreciation of aesthetics.



Research



Leadership



Communication

RISHI SHANKAR

DEGREE PROJECT

Backpacks for Last Mile Delivery

Mentor: Prasanna Halbe

The goal was to design a functional yet affordable solution for last mile delivery executives. This Backpack is designed to solve issues with regard to internal capacity, motorcycle riding weight distribution and accessibility of packages within the backpack. The bag was tested on delivery executives and some changes were implemented to the prototype.



PROJECT

Identity and Packaging for a fictitious Garment Brand

Mentor: Ruchi Srivastav

Dapper is a fictitious garment brand. The idea behind this style of branding was to break the practice of portraying toned, muscular models on the packaging of undergarment.

The premise of the brand is targeted at the youth - hence the use of bold colours and design language.





P
D

SAUDAMINI KALE



Research



Problem Solving



Concept Development



RhinoCeros



DEGREE PROJECT

Organizer/Accessory Unit

Mentor: Supriya Kapai

A multipurpose storage rack. A versatile piece, in which, with the minimum space, we achieve the greatest capacity of use. It organizes a variety of items people grab on their way out of the house. It encompasses aspects such as storage and organization of items like jackets, belts, scarves, caps and other small articles. It's objective is to keep the harmony and the flow of the place while creating order.



PROJECT

Ecofriendly Cutlery Packaging

Mentor: Ruchi Srivastav

The product and its packaging aims at creating awareness about disposable cutlery. A unique option which is compostable, stylish, made with eco friendly materials which enhances the look of any table. A small step in making India Go Green with its attractive packaging





Research



Prototyping



Concept Development



DEGREE PROJECT

Therapeutic Leg Massager

Mentor: Simran Saini

To design a Therapeutic Leg Massager for the 50+ who is suffering from Arthritis which includes the following characteristics, Ultra slim ergonomic design which contours perfectly around Calf Muscle, Ankle, Toe and Lower thigh, a gentle and relaxing massage experience without hurting the muscles.

PROJECT

Prosthetic for Dogs

Mentor: Rohit Choudhary

To design a better Prosthetic for the military dogs living in the era of 2060 which will help the dog do his tasks much more easier, and will help him perform better in the warzone.





P
D

SHIVANI NANEKAR



Research



Leadership



Communication

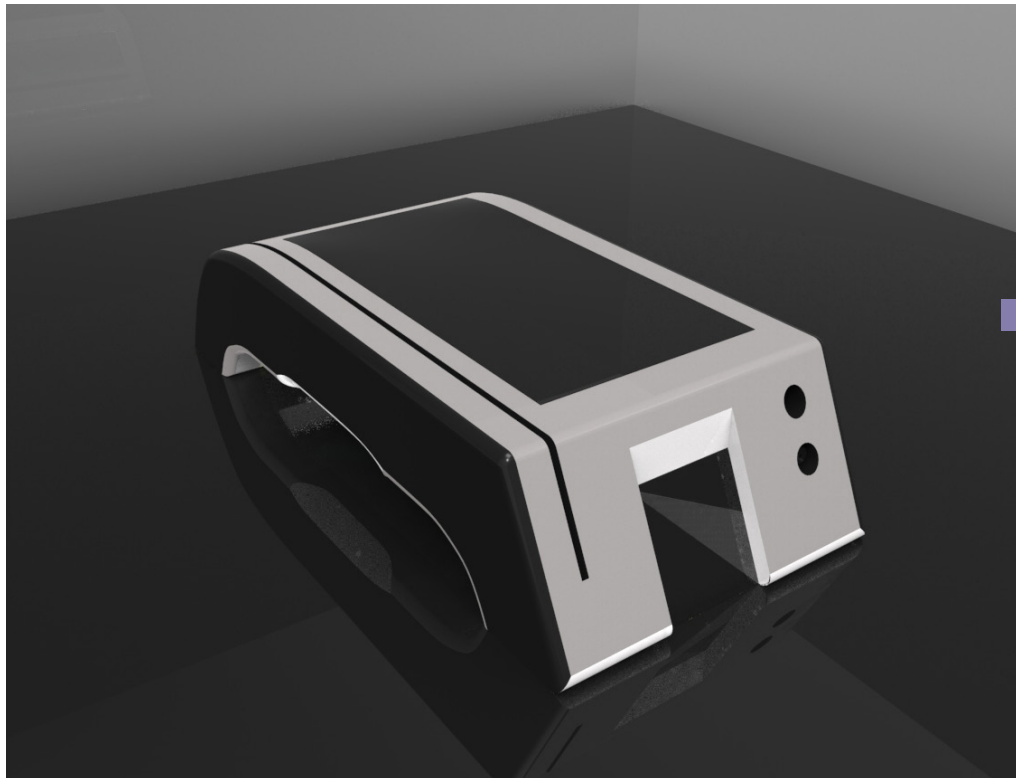
DEGREE PROJECT

MOBILE BAR UNIT FOR RESIDENCE

Mentor: Simran Saini

To design a mobile bar unit for army officers in residential spaces.

Having this mobile bar means that the party goes wherever you want it to be in the house and it is not that difficult to move around. It has a table top where drinks can be served and arrangement of chairs can be done to sit around it once you decide where you want to drink in the house. This bar unit will stand out individually in the whole space / interiors because of its aesthetics and form during the house party.



PROJECT

Debit and Credit Card Swiping Machine

Mentor: Atul Kedia

To re-design a credit/debit card swipe machine to solve the following problems :

No organizer for storing receipts.

The print of numbers fades away .

Keypad gets dirty after some use.

Confidentiality of pin when used in public places.



DEGREE PROJECT

The Easy Pose Chair

Mentor: Supriya Kapai

The idea for the product arose from the increasing popularity of yogic study and practice in the society. The objective of the design is to bring back the Indian traditional way of sitting and its added benefits to the current contemporized lifestyle.

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P
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Research



Problem Solving



Concept Development

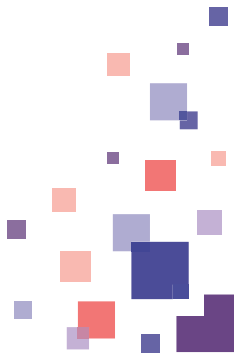
SHRUTI SINGH

PROJECT

Product Packaging

Mentor: Ruchi Shrivastav

An assignment for packaging for essential oils.





P
D

TEJAS PANDEY



Research



Leadership



Communication

DEGREE PROJECT

Home Entertainment Hub

Mentor: Prasanna Halbe

Entertainment Hub for Home Interiors .
This project provides all in one solution to the needs of the modern media consumer while also being an aesthetically pleasing piece of furniture. Its modular construction also allows the side pods to be used in a seating arrangement and the powerful audio along with the onboard media player provides all round connectivity and entertainment activity.



PROJECT

Radio Control Car

Mentor: Atul Kedia

This project was aimed at creating a mid range off roading toy car for age group 11 and above. This product aims at providing a stepstone to the people wanting to graduate to high end model car racing. Key features include twisting rear bogey and four wheel drive coupled with all wheel steering for better handling.



DEGREE PROJECT

Pollution Mask

Mentor: Ms Anuja Ambekar

A design using ergonomics and aesthetics to create a pollution mask covering the nasal openings and providing a virus level protection. A daily use and throw product made for constructions site, sweepers and traffic police men. Cost effect with easy to use and simple to understand product for the masses.



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Research



Leadership



Communication

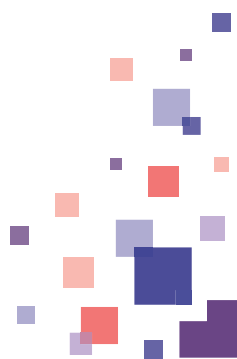
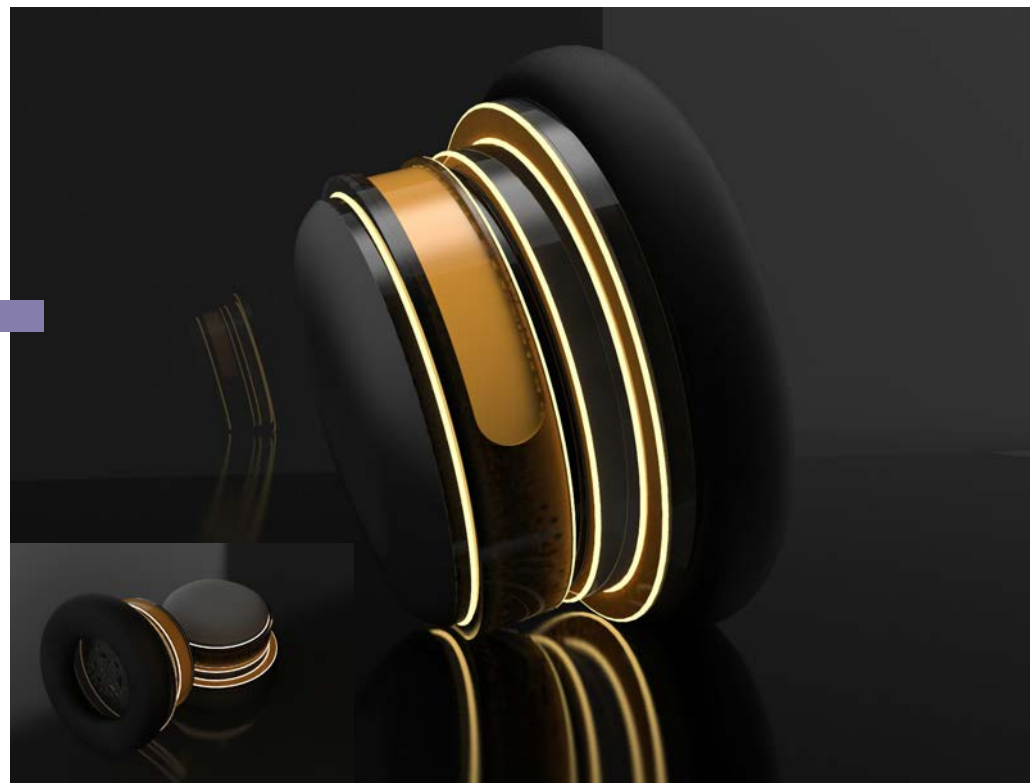
VAIBHAV AGRAWAL

PROJECT

Headphones

Mentor: Mr. Atul Kedia

Headphones designed for the pure joy and functionality of listening to music in its true form, without missing a beat or rhythm. A headphone that duals as a speaker, providing both AUX as well as on bluetooth. Keeping up with ease to use and having touch sensitive pad.



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P
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VILOHITA KULKARNI



Research



Problem
solving



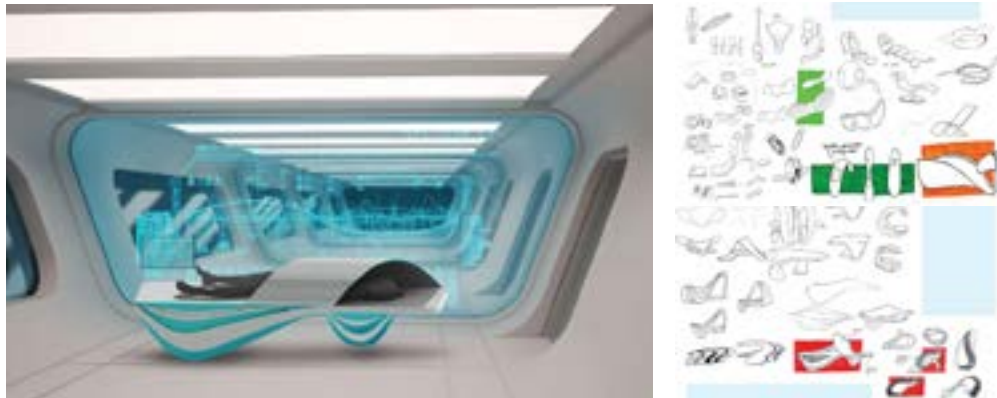
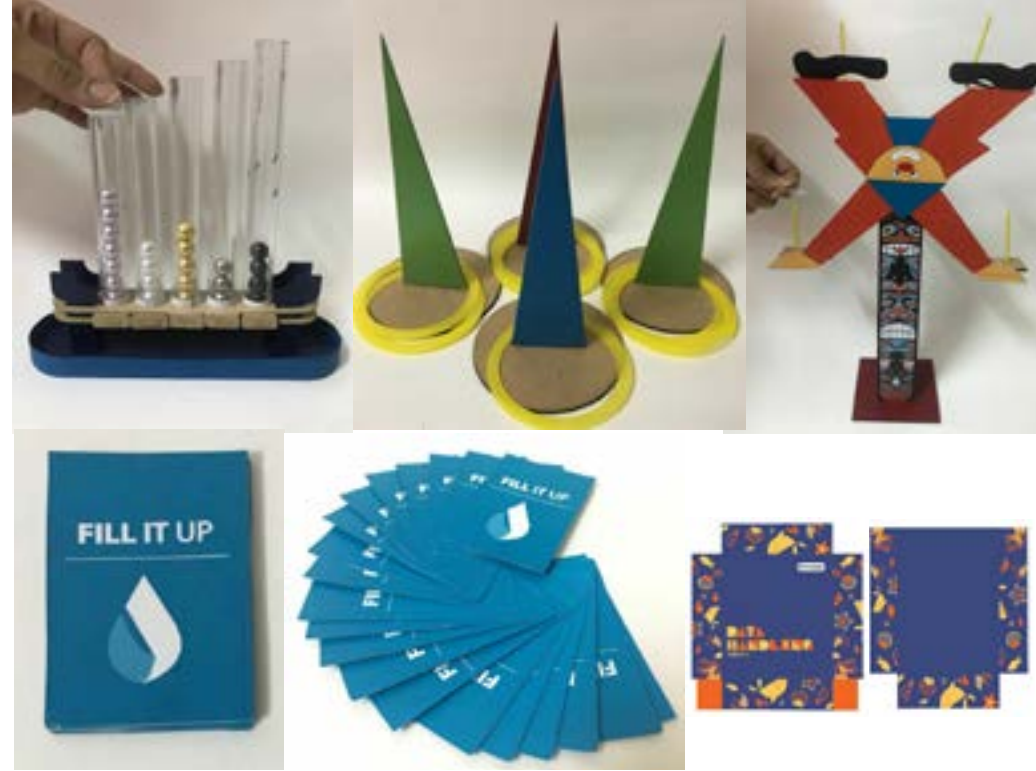
Concept
Development

DEGREE PROJECT

Learning Aid for Math (age 8+)

Mentor: Simran Saini

The goal was to ensure that the math learning experience is a joyous one for the child. A series of games and activities were designed to provide a platform for active learning through exploring, experimenting and accomplishing. The cognitive work aligns with the learning objective for data handling (grade 4) and measurements (grade 5). The packaging for grade 4 data handling was designed as well.

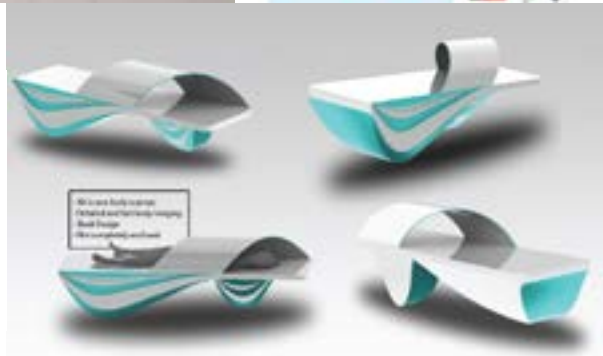
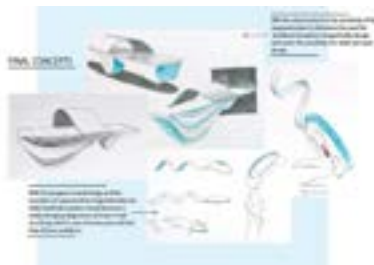


PROJECT

MRI SCANNER

Mentor: Ishan Nalawade

The brief was to come up with futuristic concepts for the year 2060 for body imaging and scanning. Technology trends and predictions were studied to ensure what can be incorporated to eliminate the problems faced with body imaging equipment today.





DEGREE PROJECT

Hair Dryer

Mentor: Anuja Ambekar

An ergonomically designed hair dryer for professional hairstylists which should be comfortable while using it for a continuous period of longer duration.
Reduce the noise generated by the dryer.
A light weight product for the portable version with an led indicator

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P
D



Research



Prototyping



Concept Development

VARUN DWIVEDI

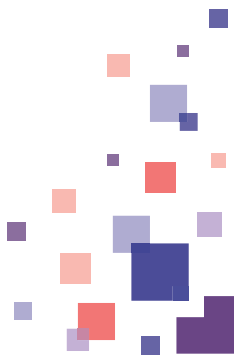
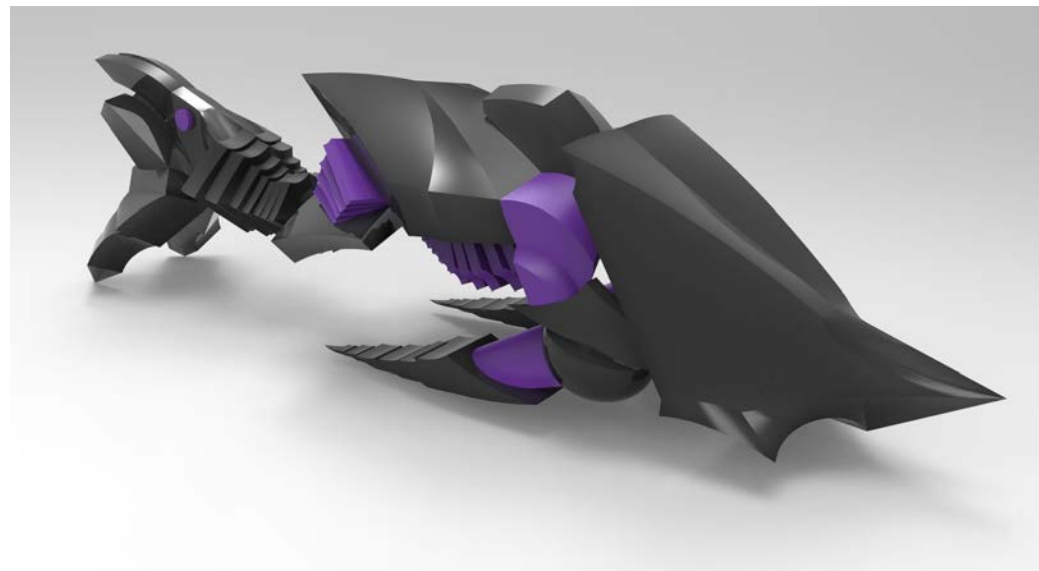
PROJECT

Submersible Vehicle

Mentor: Rohit Choudhary

To make a submersible vehicle for people living in the futuristic era. It will produce less pollutants and will be eco friendly for the world. The price will be affordable to the normal public as it will become a necessity during 2060.

The material used will have a strong resistance inside water and will use carbon dioxide to limit the emissions and cause no harm to any species living under water.





P
D

AASHIMA MAHESHWARI



Research



Time Management



Team Work

DEGREE PROJECT

Space-saving Furniture

Mentor: Mrs. Anuja Ambekar

Modular furniture pieces that are ideal for young adults. One piece of furniture can now serve multiple purposes by assembling, disassembling and playing around

Multifunction
Comfortable
Modular



Designed by Aashima Maheshwari, Himan Mukherjee, Nikhil Arora



FLOWFLO
The flow with flow

PROJECT

Smart Speaker

Mentor: Mr. Shahrukh Zaveri

Woid - a virtual assistant that changes the way you engage with your lifestyle, it is a next generation audio topology of connecting space. Woid was designed to be a part of your life with colors, materials and form that belong to the language of everyday objects.

Geometric
Urban
Minimal

INTERIOR SPACE DESIGN

A decorative graphic consisting of three overlapping squares in shades of purple and blue, positioned to the right of the title.

This program helps students understand the basics for designing the interiors of spaces beyond the requirement of it being aesthetically pleasing. Spaces need to respond to the needs of the occupants and should be tailor made to their requirements. This relationship between the space and human requirements is explained through theory sessions on anthropometrics and ergonomics; and in practice through in-class experiences, site visits, case studies and interactions with craftsmen.

This enables students to understand the role of an interior designer and helps them to design solutions which are more responsive to the context. Additionally, students also get exposure to allied fields of retail and commercial interiors and even landscape design.





BATCH 2014-18

INTERIOR SPACE DESIGN

- Aishwarya Choudhary
- Jaya Katiyar
- Kritika Bhandari
- Namrata Anil Saigal
- Sanya Kapoor
- Shagun Verma
- Srishti Sachdeva
- Tanushree Vishnoi



ISD

AISHWARYA CHOUDHARY



Research



Leadership



Communication

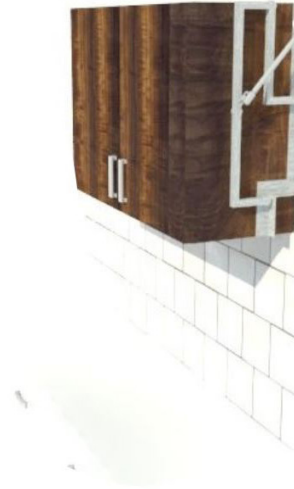
DEGREE PROJECT

Universal Kitchen Design

Mentor: Supriya Kapai

The countertop cabinet are mostly placed above eye level. The user has to reach out for item placed in those shelves due to which accessibility becomes an issue of countertop cabinet for one functioning user.

Based on research on positive psychology i also explored ideas relation movement of the cabinet, and other related ideas. I was interested in focusing on self-efficacy and cost efficient solution.



PROJECT

Kids bedroom

Mentor: Dipti Das

The Concept was Inviting colour to encourage approach and the creative a lively ambient. The brilliant color combination of the beds, area rugs, closet units and desks are striking and set an exciting tone against the whimsical shapes and forms they create.



DEGREE PROJECT

Light Design

Mentor: Tushar Amin

Paper lamp designed and conceptualised based on traditional and modern origami folding techniques and applications.

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SID



Research



Leadership



Communication

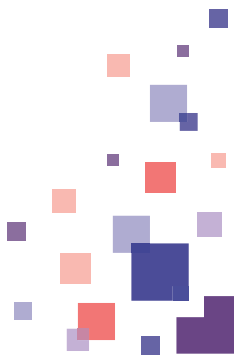
JAYA KATIYAR

PROJECT

Cafe Design

Mentor: Tushar Amin

An outdoor Cafe designed with contemporary interior design styles with eclectic colour palette.





SID

KRITIKA BHANDARI



Research



Concept
Development



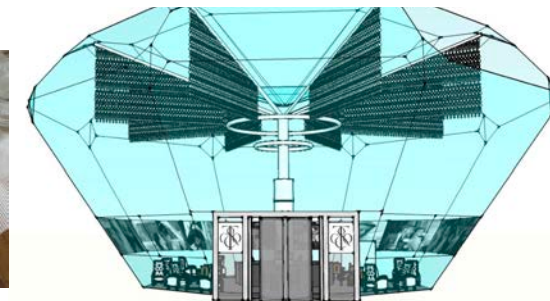
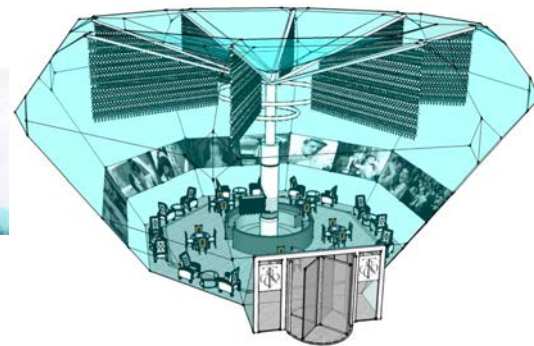
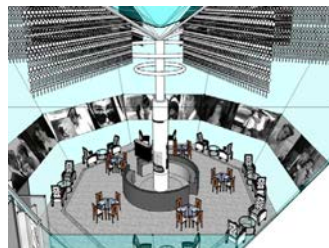
Communication

DEGREE PROJECT

Pub Sapphire

Mentor: Simrandeep Saini

The Pub is located on the first floor, in an upcoming resort in Hyderabad. The idea was to create a fresh, novel and creative space. The focus being the space distribution, luxury finish, intimate and interactive interiors. Pubs interiors is inspired from nature. I did my online and market research based on which the final deliverables have been made, making sure of each design detail.



PROJECT

Hi- Tea Tiffany and Co. Cafe

Mentor: Manohar Desai

In this project is inspired from Tiffany and co. A Hi - Tea cafe was conceptualized and designed keeping structural aspect and graphic display in mind.



DEGREE PROJECT

Residential Apartment

Mentor: Simran Saini

A 1647 sq. ft apartment, developed in The Western Heights, is located in Mumbai. The master bedroom, which was the main focus of my project, is designed in Vintage-Contemporary style, keeping in mind the clients preferences.

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Research



Leadership



Communication

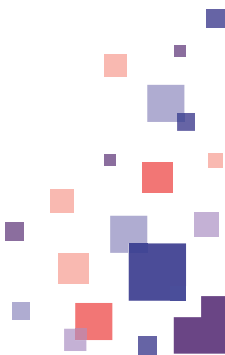
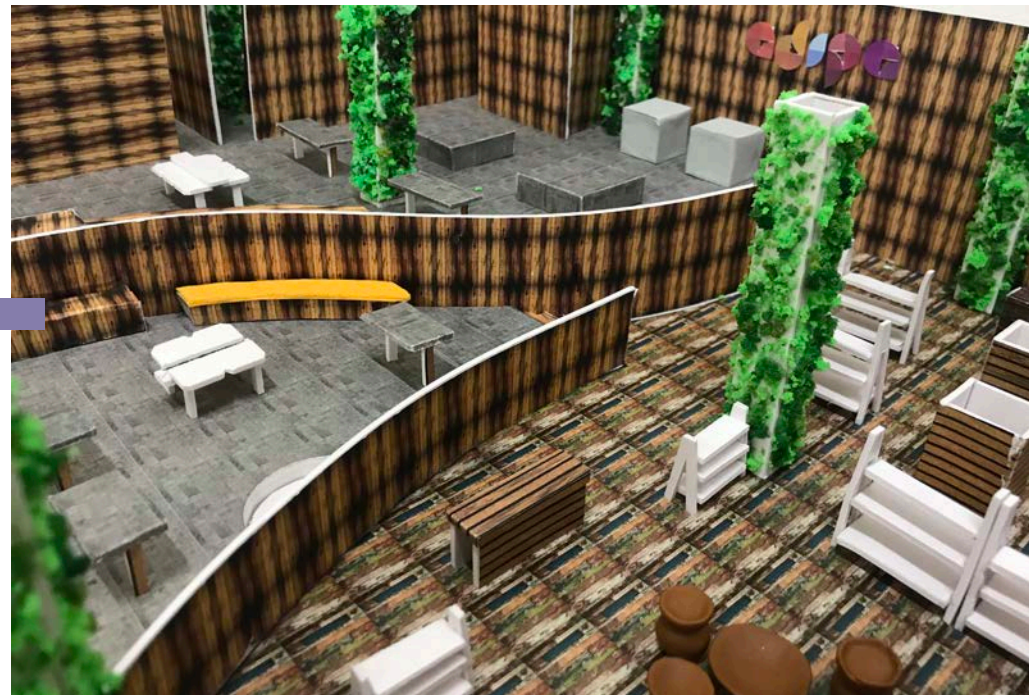
NAMRATA SAIGAL

PROJECT

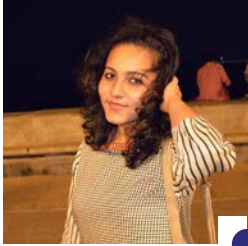
ADIPA: Ceramic Studio

Mentor: Tushar Amin

Redesigning of a creative office space, in the given area by analysing and adhering to the requirements stated by the user and providing them with the best possible space solution..



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SID

SANYA KAPOOR



Time
Management



Problem
Solving



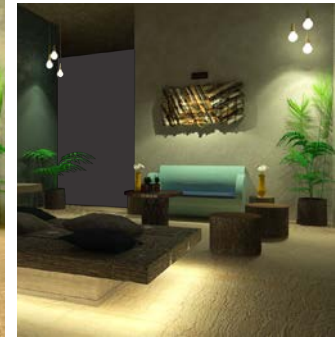
Leadership

DEGREE PROJECT

Interior Design Using Sustainable Materials

Mentor: Supriya Kapai

Design Brief: To sustainably design a 'living room and deck', for a 3BHK Farmhouse, utilising local resources and following Reduce, Reuse and Recycle which should be simple and elegant, facilitating easy circulation; in a Vintage-Contemporary style, keeping it minimalistic
Inspiration: Bamboo, Mood Lighting, Tree House, Vintage-Contemporary, Minimalistic.



CLASS ROOM PROJECT

Lighting Design

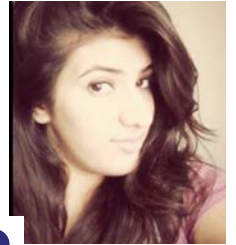
Mentor: Deepak Arora

The objective was to design a lighting for a dining room. I wanted a lighting which hangs directly on top of the dining table to enhance the appeal of the food. The lights were intended to be a pair to fit into the double income no kids household. The light turned out to be classy and formal.
Inspiration: Diya



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I
S
D



DEGREE PROJECT

Exhibition Design

Mentor: Simrandeep Saini

The project was to design an exhibition stall for showcasing marble slabs inspired from Italian Renaissance.

Set designing was prioritized over monotonous marble display.

Royal yet soothing ambience has been achieved by following minimalist color scheme.



Sketching



Space Management



Concept Development

SHAGUN VERMA

PROJECT

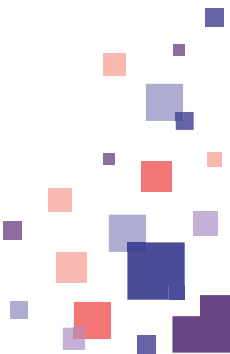
Cosmetic Store

Mentor: Manohar Desai

The project was to design a luxurious customised cosmetic consultancy store.

The aim was to enhance graphics into the space through different mediums.

The concept of 3D graphics has been achieved through sinages and floor directions.





ISD

SRISHTI SACHDEVA



Research



Concept
Development



Communication

DEGREE PROJECT

Restaurant Space Design

Mentor: Supriya Kapai

To design a space for a multi- cuisine restaurant in Bir (Paragliding capital of India) Himachal Pradesh, where tourists are increasing enormously every year. The restaurant is boat shape. Neoclassical era was taken as an inspiration for my project. The place expresses elegant and bold interiors, with the feeling of neoclassical era in it by enhancing the environment of the restaurant aesthetically inspired from the neoclassical elements.



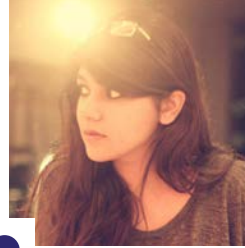
PROJECT

Lighting Design

Mentor: Deepak Arora

To design a light that resembles a DIY product (light) that anyone can make on their own. The design for the aroma light is inspired from the Hookah.





ISD



Research



Leadership



Communication

TANUSHREE VISHNOI'S

DEGREE PROJECT

The styling was done keeping new and luxuriously rich materials in mind and making sure the restaurant's elements blend in with each other perfectly bringing back the nostalgia & takes the customer on a short satisfactory journey to the Art Deco world with a hint of evolution and modernism.. as if it were to be an era of this century, exciting them to converse about the restaurant and the luxury of the period itself, further never forgetting the glory of the beautiful Art Deco that adorns Mumbai's architecture.



AVENUE

PROJECT

Bamboo Workshop

Mentor: Anuja Ambekar

Learning workshop methods & acquiring skills to work with various tools and Bamboo.

I have designed a side stool with jute weaving underneath that helps storage and a mirror piece using discarded paint glass bottles to make hooks out of them and for the aesthetics. With lights installed behind the wall hanging their shall be illumination through grooves in the bamboo Vertical bars.





FASHION DESIGN

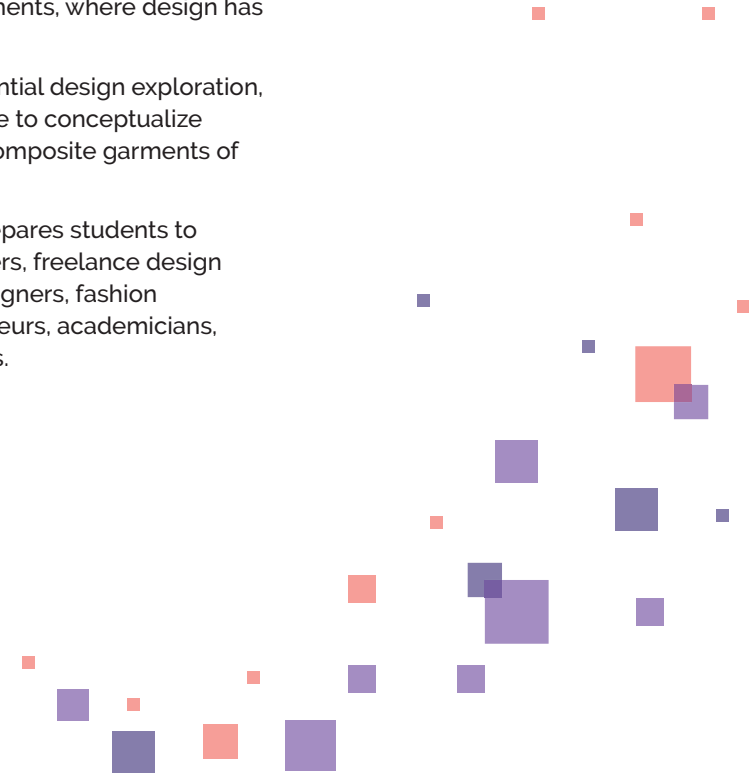
FASHION DESIGN



This programme provides focused inputs on fashion apparel design. It imbibes students with an understanding of textiles, ornamentation techniques, garment construction and manufacturing techniques in tandem with the industry requirements, where design has earned a focal position.

There is systematic and sequential design exploration, hands-on experience enabling one to conceptualize and create draped, tailored and composite garments of superlative quality.

The Fashion Design course prepares students to pursue careers as fashion designers, freelance design consultants, stylists, costume designers, fashion forecasters, illustrators, entrepreneurs, academicians, fashion merchandisers and buyers.





BATCH 2014-18 FASHION DESIGN

- Afzal Hussain
- Akanksha Saxena
- Anu Kumari Chaudhary
- Chiquita Flor Goes Proenca
- Gopika Unnikrishnan
- Garima Laxmikant Khabiya
- Harshita Jaiswal
- Khushboo Mukesh Suneja
- Mansi Shrivastava
- Mehak Kapoor
- Pratiksha Prashant Singh
- Raisa Shome
- Rano Jain
- Ruchika Kalpeti
- Meghana S
- Shivani Nigam
- Simran Kochher
- Vaishnavi Nitin Badgi



AFZAL HUSSAIN



Research



Adobe
Illustrator



Pattern
Making



Fashion
Illustration

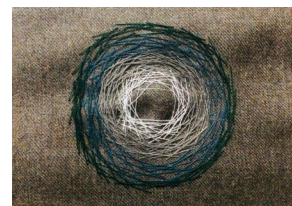
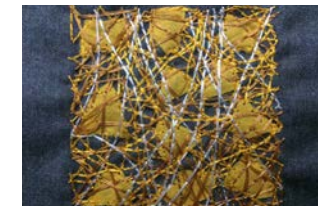
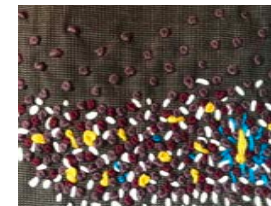
DEGREE PROJECT

Eccentric (Autumn/Winter 18-19)

Mentor: Prriyadarshini T.

The inspiration of my project was LGBTQ+ community which talks about the three stages of their life they go through. First-CONFUSED (the feeling of trapped in a wrong body), second- ACCEPTANCE (Being strong and rigid) and third- LIBERATION (Coming out, being free).

CONCEPT :- "NO MORE MASKS , DISCOVER YOUR TRUESELF".



PROJECT 2

Ripple

Mentor: Prriyadarshini T.

The inspiration of my project was ripple which symbolically describes the idea that an action once completed cannot be reversed .

CONCEPT:- "LIKE A RIPPLE,EVERYTHING HAS A POINT OF ORIGIN".





DEGREE PROJECT

Neelanchal

Mentor: Hemalatha Jain

SS19 Occasional Ready to Wear Indian collection, inspired by a poem

'chanda pirotta moti...taare kahe kahaani'.

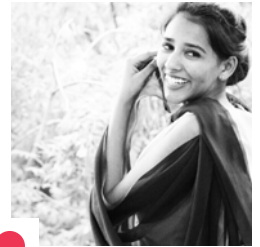
written by the poetess 'Jyotsna Saxena'.

The poem is a conversation between a man and the moonlight in which he is lost in the thoughts of his beloved.

It has a metaphorical take wherein the protagonist expresses his emotions by drawing parallels with the nature.

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F
D



Research



Leadership



Communication

AKANKSHA SAXENA

CRAFT DOCUMENTATION

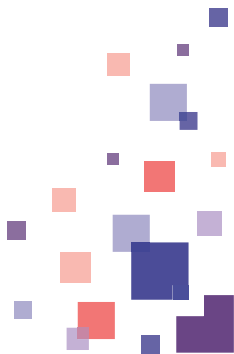
Nettipattam

Mentor: Sanjeevani Ayachit

An Indo-western ensemble inspired by a traditional handicraft product from God's own country 'Nettipattam'.

It is used to adorn the forehead of an elephant during ceremonial occasions.

It is believed to represent all the gods in Hinduism and bring peace and prosperity.





FD

ANKITA PARIHAR



Research



Leadership



Communication

DEGREE PROJECT

Chai Chillum Chapati

Mentor: Pririyadarshini T

Inspired by Art Brut, a French term that translates as 'raw art' to describe art produced by people who have not trained as artists or worked within the conventional structures. From pure and authentic creative impulses – where the worries of competition, acclaim and social promotion do not interfere.



PROJECT

Fashion Forecasting

Mentor: Mohita Mascarenhas

Through the market study and consumer behaviour mixed with all the aspects of culture, I came up with 4 stories to form the basis of the 'next big thing' in lingerie for Spring summer'18- Ardour, Forbidden Fruit, Melange and Urban Jungle.



DEGREE PROJECT

Kumari (Living Goddess)

Mentor: Priyadarshini.T

Kumari Devi, the Living Goddess is worshipped until she reaches her puberty. She is believed to be an incarnation of the female goddess Durga. The silhouettes are inspired from Nepal. The collection has a traditional feel with a western touch.

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FD



Sewing Skills



Surface
Ornamentation



Research Skills

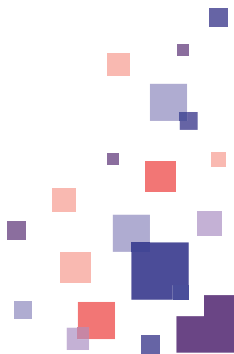
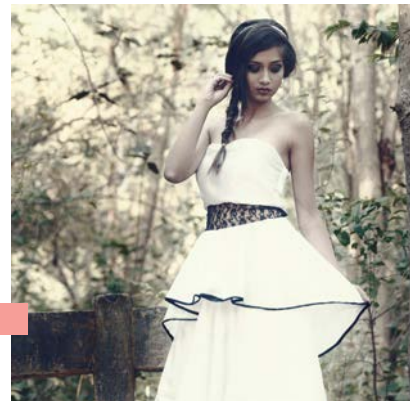
ANU CHAUDHARY

PROJECT

Adam and Eve

Mentor: Priyadarshini.T

People just don't change without any reason, instead time and situations change them and make them materialistic.



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FD

CHIQUITA PROENCA



Visualisation



Problem Solving

DEGREE PROJECT

Tangled Cerebrum

Mentor Saimah Shaikh

He was born with intelligence but recognised as the loony man. This is a story of a man with a chaotic head known for his nonconformity after he preserved his dead garden thinking it was alive. The abundance of knowledge erased that fine line and merged intellect and insanity to give a whole new being. Tangled cerebrum is a collection of six ensembles inspired from his messy head and the faded blooms of his garden.



PROJECT

Pochampally Ikat

Mentor Priyadarshini T.

This project studied the artistic skills of the traditional handloom weaving of Pochampally ikat. The craft has its roots in the state of Telangana and is known for the technique of tie and dye before weaving. The collection was inspired by the tales about the silence and little chaos of the village.



DEGREE PROJECT

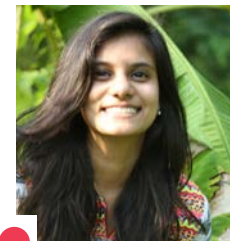
Confined

Mentor: Sanjeevani Ayachit

Chained by one's thoughts escape isn't easy. Claustrophobia is a phase, a phase that can seem never ending but isn't for real. This collection transitions from the sense of being cramped to the one of utter chaos. But like all things with a trough have a peak, the collection ends with the resurgence of the sense and logic bringing the way whirled mind to its resonant state.

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F
D



Research



Leadership



Communication

GOPIKA UNNIKRISHNAN

CRAFT DOCUMENTATION

Nettipattam

Mentor: Sanjeevani Ayachit

Nettipattam is a traditional handicraft used to adorn the forehead of an elephant during ceremonial occasions in Kerala.

Inspired from the craft the ensemble depicts both the elegance and boldness at once.





FD

GARIMA KHABIYA



Research



Leadership



Communication

DEGREE PROJECT

Meraki - Maternity Wear

Mentor: Prriyadarshini T.

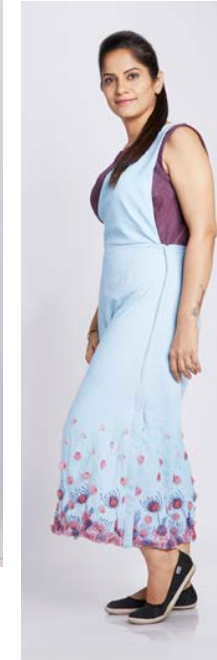
Motherhood is a million little moments that God weaves together with grace, redemption, laughter, tears and most of all love.

From absolute bliss to anxiety, from frustration to relief, the emotional journey of pregnancy may feel like a ninemonth roller coaster ride that takes many unexpected twists and turns. The collection is inspired by this journey of mixed emotions. The garments designed can be worn during pregnancy and post pregnancy.



During Pregnancy

Post Pregnancy



Post Pregnancy



During Pregnancy



CRAFT DOCUMENTATION

Pochampally Ikkat

Mentor: Prriyadarshini T.

Pochampally Ikat sarees are woven in Bhoodan Pochampally, Telengana. Its uniqueness lies in the transfer of intricate design and colouring onto warp and weft threads first and then weaving them together. This collection of travel wear garments is not only reversible but also very stylish and comfortable.



DEGREE PROJECT

Colección de Cortinas

Mentor: Saimah Shaikh

The collection has garments that have been derived as a result of all the experiments conducted for deep understanding of the rhythm and flow of the Spanish Dance form, Paso Doble. It is a way to portray all the techniques, stances, movements used in the Spanish style bullfighting.

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F
D



Research



Leadership



Communication

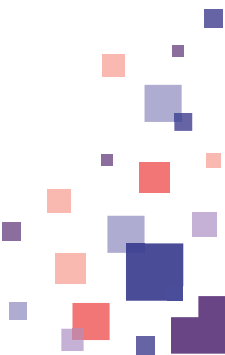
HARSHITA JAISWAL

FASHION DESIGN PROJECT

Delusion Illusion

Mentor: Priyadarshini T

It is never what it looks like
 Even a white light has seven colours
 Looks are often deceptive
 Expect the Unexpected.





FD

DEGREE PROJECT

Sativa

Mentor: Saimah Shaikh

The collection is inspired by the fabric "Hemp" which is produced from the low THC Cannabis plants and is known for its sustainable qualities.

"I Choose quality over quantity and classics over fads. Rather than the pressure to keep up with the never ending and ever changing trends, slow fashion is not just about clothes, its also about the story behind your clothes."



KHUSHBOO SUNEJA



Research



Leadership



Communication



CRAFT DOCUMENTATION

Earthy opulence

Mentor: Hemelata jain

A transforming theme that breathes new life into something simple, folksy and robust by giving it the richness and magnificence it truly deserves. It's a celebration of the past and heritage. Slightly dark and dusky for summer, the colour range mixes feminine shades of pink & purple, romantic deep reds, masculine browns, pops of orange and venomous greens. Finally staying true to its roots the ever-famous checks and stripes takes us all the way back to where it all began... Chettinad!



DEGREE PROJECT

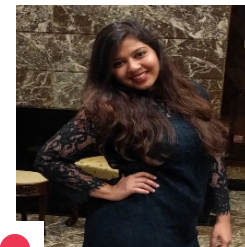
Broken Poetry

Mentor: Saimah Shaikh

Romanticizing Torture- There is a type of enjoyment that comes out of pain and self sabotage that often surprises us. It is the loss in the end that haunts us and motivates us to desire for more and this endless string of desire for satisfaction is torture.

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F
D



Research



Leadership



Communication

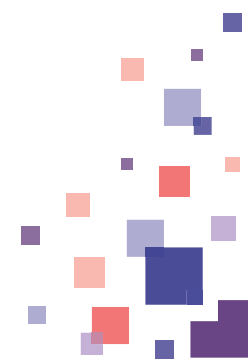
KISHINA DARUKA

PROJECT 2

Earthy Opulence

Mentor: Hemalatha Jain

Reinventing lost heritage crafts alongside the application of print design, this collection is based on the evergreen checks and stripes of chettinad sarees. Taking inspiration from the raw diamond, we derived to the concept of Earthy Opulence which essentially means simplicity and elegance .



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F
D

MANSI SHRIVASTAVA



Illustrations



Design Conceptualisation



Garment Construction



Drapes



PROJECT 1

Roots

Mentor: Shweta More

Roots - A collection of six ensembles is inspired by trees, the timeless storytellers. Roots teach us the miracles of eternal connection. Drapes and drawstrings have been incorporated to show the same.



PROJECT 2

Craft Documentation

Mentor: Sanjeevani Ayachit

Nettipattam inspired project. An indo-western garment inspired by Nettipattam, an adornment worn by elephants during the festivals in Kerala. Beadwork which is the main element of the craft has been used as a surface ornamentation and the bright colors derived from the fringes which are used on the sides.



DEGREE PROJECT

Carpe Caritate

Mentor: Sanjeevani Ayachit

Carpe Caritate means Seize the Love. The collection is inspired from the poem 'TO HIS COY MISTRESS' by 'Andrew Marvell'. The poem talks about Carpe Diem. The collection has the essence of young love with togetherness and playfulness. It has sporty elements inspired from athleisure.

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D



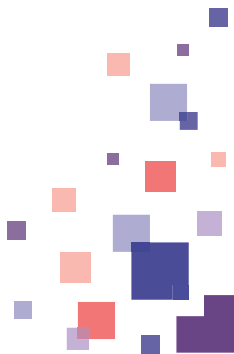
MEHAK KAPOOR

PROJECT 2

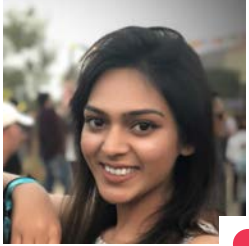
The Starry Night

Mentor: Sanjeevani Ayachit

The collection is inspired from Vincent Van Gogh's painting 'THE STARRY NIGHT'. It's a ready to wear collection based on the concept of life, death and life after death. It consists of wrap garments.



Behance: Palak Gupta
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FD

PALAK GUPTA



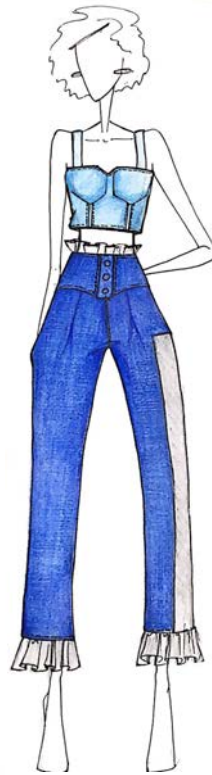
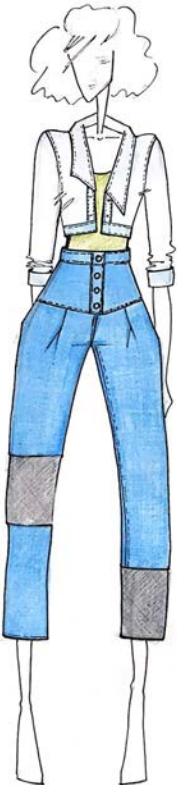
Illustrations



Leadership



Conceptualisation



DEGREE PROJECT

I'm a romantic schizophrenic

Mentor: Saimah Shaikh

It is a collection of six ensembles inspired from Alexander McQueen's mental psychology before he committed suicide on 11th February, 2010. It portrays his unexpressed emotions that never saw life.



PROJECT

Stylised Illustrations

Mentor: Saimah Shaikh

Stylised denim illustrations depict denim fashion forecast for Summer/Spring 18'. The denim texture is achieved through mix media.



DEGREE PROJECT

Befrielse - The Plus Size Collection

Mentor: Prriyadarshini T.

The collection revolves around the concept of plus size fashion. The silhouettes are derived by natural minimalism, inspired by Scandinavian designs. The garments constructed are in handwoven natural dyed cottons, suitable for summers. The main idea behind using the combination of solid and striped fabric is to create a visual movement. The stripes are used in various directions to distract the viewers eye from the bigger areas of the body. Befrielse- the plus size collection, signifies the need to break the barriers of what is considered "normal or perfect".

Behance: Pratiksha Singh
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F
D



Pattern
Making

Styling

Grading

PRATI KSHA SINGH

PROJECT

Plus size Illustrations

Mentor: Prriyadarshini T.

The illustrations had to be specially practised and designed in a way that the plus sized croquis looked proportionate and evidently different from the average eight to ten head croqui. Brighter colours are chosen to give the garments a fresher look for the summer collection. The mediums used for rendering are- poster colours, water colours and colour pencils.



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FD

RAISA SHOME



Pattern Making



Garment Construction



Surface Ornamentation

DEGREE PROJECT

Khasi Tribe

Mentor: Prriyadarshini T.

The collection is inspired by the Khasi tribe of Shillong. The collection shows the tradition focused on roots and heritage of the Khasi tribe, with a modern day outlook. She is a woman who is strong in her beliefs and she closely holds her society together with her fearful nature, beauty and wisdom.



CRAFT DOCUMENTATION

Ilkal Sarees

Mentor: Hemlatha Jain

The story of Goddess Kaveri, depicted through craft of Ilkal sarees of Karnataka.



DEGREE PROJECT

Supernatural 1.01

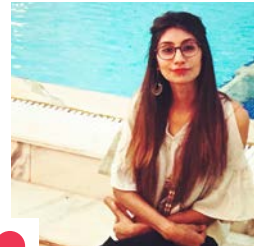
Mentor: Prof. Sanjeevani Ayachit

Supernatural 1.01 is a collection for people who love to stand out of the crowd.

The six ensembles are inspired by the super fluidic structure and illuminescence of the Firefly Squid. While the firefly squid of Toyoma Bay light up the Japanese fishing port, phosphorescent inks and powder has been used to reify the glow of "the sparkling enope squid" in the collection.

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F
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Concept
Development



Illustration



Garment
Construction

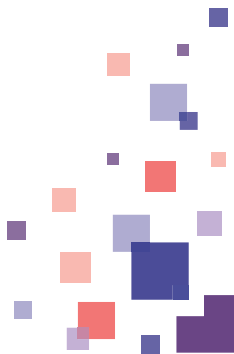
RANO JAIN

PROJECT

Fashion Illustrations & Rendering

Mentor: Prof. Amit Kodam

This project is based on exploring different styles of illustrations, using different mediums like photo inks, steadtlers, poster paints, acrylic and water color.





FD

GARIMA KHABIYA



Research



Leadership



Communication

DEGREE PROJECT

Meraki - Maternity Wear

Mentor: Prriyadarshini T.

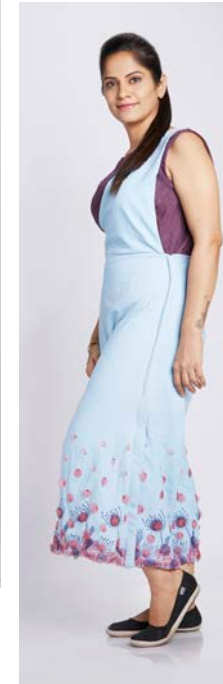
Motherhood is a million little moments that God weaves together with grace, redemption, laughter, tears and most of all love.

From absolute bliss to anxiety, from frustration to relief, the emotional journey of pregnancy may feel like a ninemonth roller coaster ride that takes many unexpected twists and turns. The collection is inspired by this journey of mixed emotions. The garments designed can be worn during pregnancy and post pregnancy.



During Pregnancy

Post Pregnancy



Post Pregnancy



During Pregnancy



CRAFT DOCUMENTATION

Pochampally Ikkat

Mentor: Prriyadarshini T.

Pochampally Ikat sarees are woven in Bhoodan Pochampally, Telengana. Its uniqueness lies in the transfer of intricate design and colouring onto warp and weft threads first and then weaving them together. This collection of travel wear garments is not only reversible but also very stylish and comfortable.

F
D



Research



Illustration



Conceptualisation

MEGHANA.S NAIR

DEGREE PROJECT

Deviant

Mentor: Sanjeevani Ayachit

Deviant is a collection of six ensembles that draws inspiration from "wrong decisions make great stories". Here "wrong decisions" represent the quirky elements and "great stories" represent the final finished garments which has great aesthetic value. All of this is brought together using the process of deconstruction.

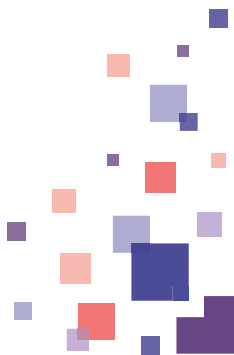
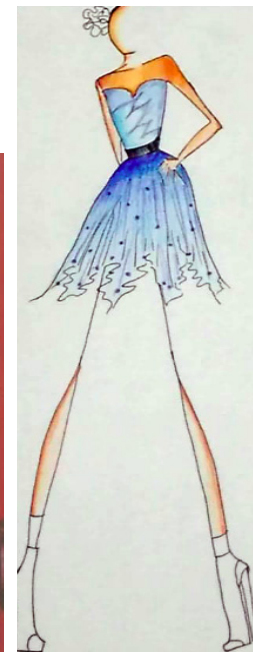
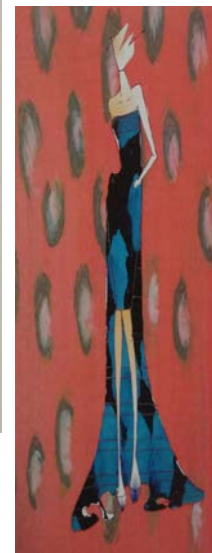


PROJECT

Stylised Illustrations

Mentor: Amit

During the course, I have experimented with many styles and mediums and obtained my own style of illustrations.





FD

SHIVANI NIGAM



Research



Leadership



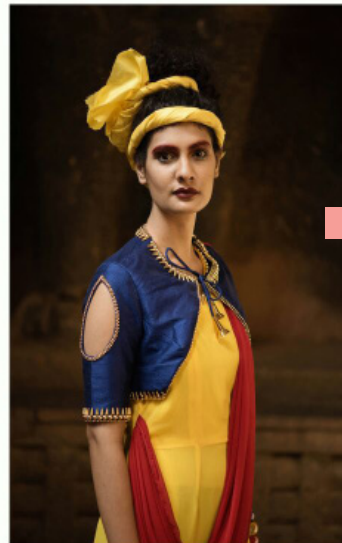
Communication

DEGREE PROJECT

Prakriti Purush

Mentor: Sanjeevani Ayachit

An androgynous SS19 collection inspired from 'Prakriti Purush' by Artist Sayed Haider Raza's painting. In this painting, he used upright and inverted triangles, radiating outwards from central bindu to convey the concept of duality. Polarity between female who is Prakriti and male who is Purush is depicted through this collection.



Craft Documentation

Nettipattam

Mentor: Sanjeevani Ayachit

An indo-western collection inspired by the Nettipattam which is a cloth and brass covering placed on the forehead of elephants during temple festival in Kerala.



DEGREE PROJECT

Nomad(Boho)

Mentor: Shweta More

This collection is inspired from nomad people's lifestyle. It is not specific to any particular tribe of nomad. Concept is based on nomads who are just like bohemians and keep on travelling. They carry their experience from previous place without any ownership from there.

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FD



Research



Leadership



Communication

SHWETA PAL

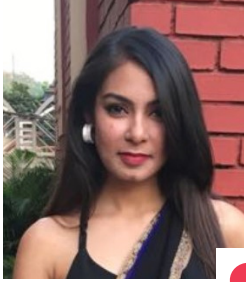
PROJECT

Digital Experimentation

Mentor: Sunil Mahajan

The digital illustrations were developed using Photoshop. In these explorations I tried developing various fabric textures and their placements.





FD

SIMRAN KOCHHER



Research



Fashion illustration



Communication

DEGREE PROJECT

Burning it in Style

Mentor: Prriyadarshini T.

These days people are busy with their gadgets and work life. Their lifestyle has become very lazy, slow and stressful. They need to realise that fitness plays a very important role in their life, mind, body and soul are related to each other. When you workout your body releases stress and you become free minded, it improves both physical as well as mental state. I want people to realise that fitness should be the kind of lifestyle they choose. Therefore my collection is an active wear collection with some new elements like lace and glow in the dark panels to inspire people to workout in style.



PROJECT 2

Cryptic

Mentor: Prriyadarshini T.

The less you reveal, the more people can wonder. Having an element of mystery which can be puzzling and enigmatic.

The collection has the element of confusion and illusion which has been created by using style lines and seam elimination techniques.



DEGREE PROJECT

The story of Yellamma

Mentor: Prriyadarshini.T

The collection is inspired by the mythological story of yellamma showing her transformation from a princess to being a goddess. It shows her adaptation from a saint life to her suffering and then transforming into a goddess.

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F
D



Research



Leadership



Communication

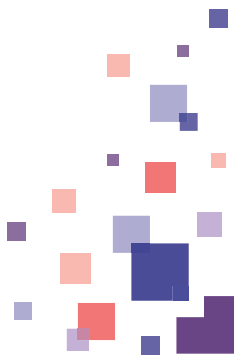
VAISHNAVI BADGI

PROJECT

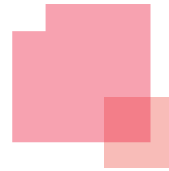
Cryptic

Mentor: Prriyadarshini.T

The less you reveal, the more people can wonder. Having an element of mystery which can be puzzling and enigmatic.

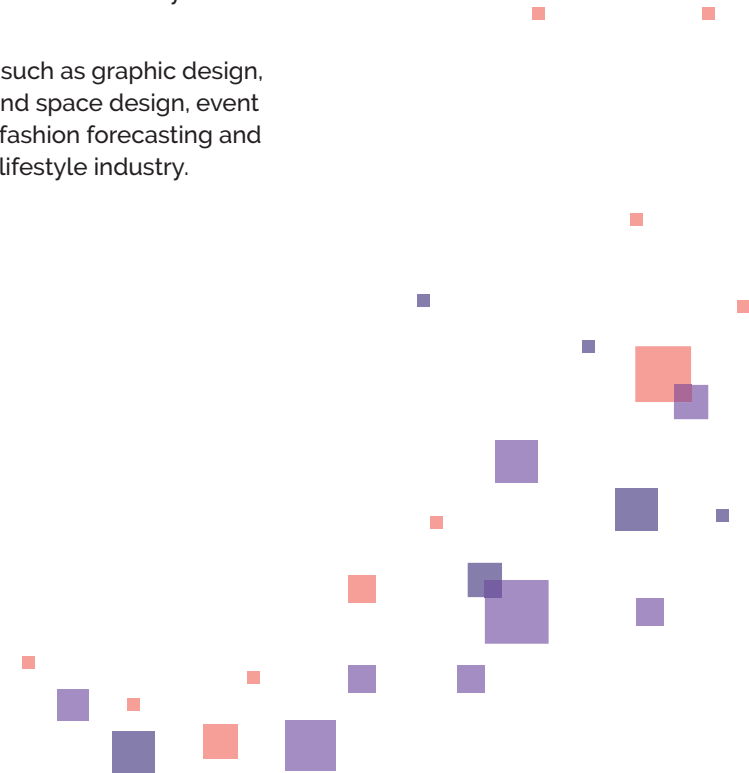


FASHION COMMUNICATION



Fashion Communication is emerging as a growth area in the new world order, and forms the complimentary and a very exciting segment of the fashion industry. With globalization and the retail boom the Indian markets are flooded with scores of domestic and international brands, companies and designer labels. Each one of them has realized a need to develop a unique brand identity and maximize its visibility.

The curriculum includes areas such as graphic design, visual merchandising, exhibition and space design, event management, publication design, fashion forecasting and styling specific to the fashion and lifestyle industry.





BATCH 2014-18

FASHION COMMUNICATION

- Ankita Sanjay Agrawal
- Aparna Saxena
- Devika Menon
- Eknoor Kaur Mehta
- Gargi Hari Sharma
- Insiyah Jawadwala
- Jui Manoj Chitaliya
- Kamakshi Tewari
- Rupangi Sharma
- Saloni Parikh
- Sanchita Chaturvedi

- Sanjana Sanjay Suvarna
- Sheetanshi Mitesh Shah
- Shiny Karn
- Aashna Gupta

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FC

ANKITA AGRAWAL



Concept Development



Display Options



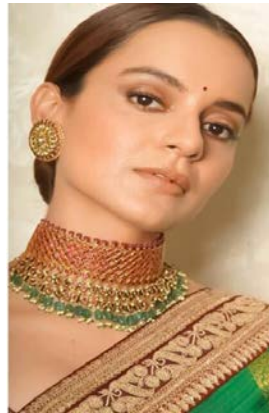
Styling

DEGREE PROJECT

Styling Projects

Mentor: Motita Mascarenhas

As and when a celebrity comes in, wanting to be styled for an event, research is generated in order to fulfill the event criteria. Here are a few events, different celebrities were styled for.

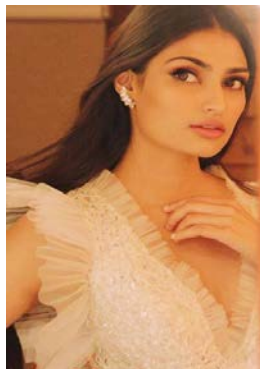


PROJECT

Clientele

Mentor: Mohita Mascarenhas

The clients are a mix of different preferences and styles. The most constant clients have been Alia Bhatt, Priyanka Chopra, Athiya Shetty, Madhuri Dixit and Samantha Prabhu.



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devika.menon14@sid.edu.in



FC

DEVIKA MENON



Research



Leadership



Communication

DEGREE PROJECT

Mysuru Consulting Group: MCG

Mentor: Anupam Bhatia

The client's brief was simple; to create an identity that best represents them- Math and Mysore. Along with identity the client wanted the necessary branding collateral along with an employee welcome kit.

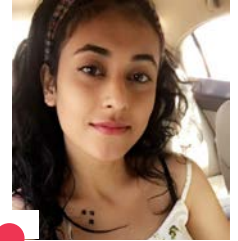


PROJECT

The MCG logo was based on 2 ideas to combine the intelligence of data and math with the culture of cultural city of Mysuru in Karnataka. To connect two opposite concepts- Mysuru Culture and Artificial Intelligence.

The form of the logo is based on the iconic Mysore Peta that symbolises, tradition, accomplishment & respect a true representation of what Mysuru is. The elements used in the logo and application, that has been derived by simplifying the conventional elements that are used to represent mathematics, data and artificial intelligence.

FC



Research



Leadership



Communication

EKNOOR K. MEHTA

DEGREE PROJECT

Spring Awakening

Mentor: Priyanka Parkash

Millie Thakur

Welcoming Spring'18, Vogue February promises to enchant us with the glamour brought in by our Indian designers, serving us the best trends hitting the market.

FC PROJECT 3

Butterfly Effect

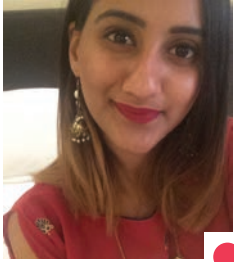
Mentor: Mohita Mascarenhas

"That father, how many times will you say, 'I leave today', but stay?"

The butterfly effect strongly suggests the importance of remembering our past and our childhood memories in order to see why we behave in a certain way.



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FC

GARGI SHARMA



Styling



Leadership



Communication

DEGREE PROJECT

February Issue - GRAZIA

Mentor: Millie Thakur

Cover Star - Parineeti Chopra

The February Fashion Lead shoot directs a conscious coupling of 'Boy' with India's emerging menswear brigade against our unbashingly feminine 'Girl' that depicts co-existence with equal emotion, beauty and power.



PROJECT

April Fashion Lead - GRAZIA

Mentor: Millie Thakur

The April Lead is directed to incorporate archival pieces that truly encapsulate brand ethos and style of a select few previous Grazia Young Fashion Awards winners, styloed in a way where the garments manage to find relevance even in today's fashion scene.



indic



DEGREE PROJECT

Branding Indian Restaurant

Mentor: Neetu Singh

Indic is an upcoming brand extension of Nesco which operates through a central kitchen of 10,000 sq-ft. Indic is a brand that meshes contemporary dining habits, with the age-old rigour of authentic Indian cooking. An identity is needed to conjoin the two aspects of the brand.



PROJECT 2

Packaging Design

Mentor: Neetu Singh

KORYO Consumer Electronics & Appliances Brand was launched in 2006 by Future Group. KORYO wants to break through the urban market segment by redesigning their packaging. Final explorations for their packaging.



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F
C



Research

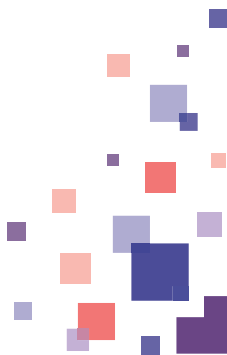


Leadership



Communication

INSIYAH JAWADWALA



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FC

JUI CHITALIYA



Concept
and
Development



Styling



Communication

NEW BEGINNINGS

From vintage florals and rainbow shades to schoolgirl checks and sporty footwear — give in to the hottest feel-good looks from Spring/Summer 2018

Photographs: **SUSHANT CHHABRIA** Styling: **RAHUL VIJAY**



First Look



First Look



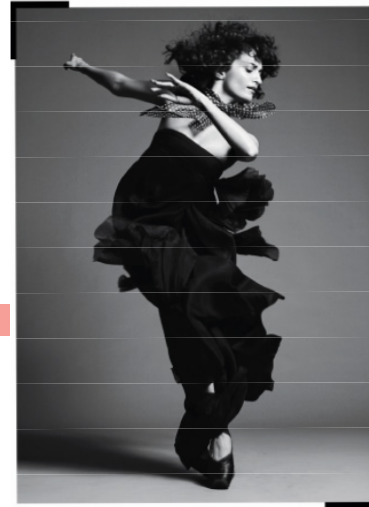
First Look

DEGREE PROJECT

ELLE India- March Issue

Mentor: Anupam Bhatia

Black steps up its game by taking inspiration from Irving Penn's powerful portraits of women. In the age of the Time's Up movement, black speaks a powerful language—one of strength, rebellion and the struggle for a new kind of freedom. Through dance, this ballerina embodies the uprising.



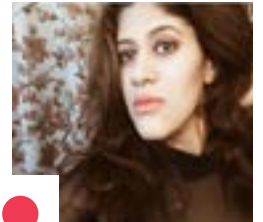
PROJECT

ELLE India- February Issue

Mentor: Mohita Mascarenhas

This season Elle India gives in to the hottest feel-good looks from vintage florals and rainbow shades to schoolgirl checks and sporty footwear. The idea was to style the models in two different ways—Androgynous and Feminine, to show the versatility of the trend.

F
C



Display Design



Photography



Styling

KAMAKSHIE TEWARI

DEGREE PROJECT

RAVISHING WEDDING SUMMIT

Mentor: Mohita Mascarenhas

As we enter 2018, Esha Gupta was invited to the grand wedding summit of Ravishing Weddings Magazines. The event talks about the grand weddings that happen all over India, and the will to showcase them.

She was teamed with a Rania White Organza Saree with a gold border. Teamed with jewellery from Renu Oberoi Jewellery and Gehna Jewellers.

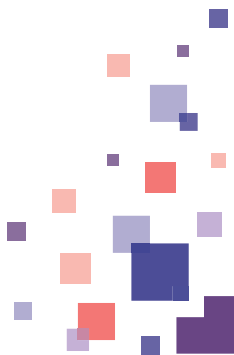


PROJECT

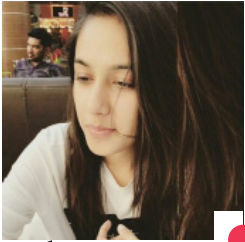
Longines Launch, Dubai

Mentor: Mohita Mascarenhas

The Longines Launch in Dubai happened in the month of January, where Aishwarya Rai was invited as their Brand Ambassador. She came, twirled in her dreamy and princess like gown from the very fall collection of Mark Bumgarner. The event launch talks about the legacy of this timeless watch, that can only be well complimented with this blue gown. It speaks opulence, regality and class.



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FC

RUPANGI SHARMA



Styling



Leadership



Communication

GRAZIA APRIL ISSUE

Anniversary Cover Story

Mentor: Mohita Mascarenhas

The Magazine's 10th issue celebrates Sonam & Rhea Kapoor's sisterhood capturing their best moments on camera for the readers. They are sporting their favourite picks for the spring season from their brand Rheson on the cover.



APRIL FEATURE

Portrait Series

Mentor: Mohita Mascarenhas

A series of black and white portraits featuring the biggest designers, stylists, actors and theatre artists, patronising the true essence of female friendships. The t-shirts featured are the result of a collaboration with Devartme, a doodle artist on Instagram.

F
C



Research



Leadership



Communication

SALONI PARIKH



PROJECT 1

Fashion Film

Mentor : Saimah Shaikh

In the Film, protagonist being the Naked Soul, transits into three different zones which are well thought of according to the personalities studied on the basis of their music preferences. The soul will take us through three extremes these personalities belong to keeping in mind their preferred genres and their day to day behavior. The art direction and the body language will be distinguishing personalities from each other.

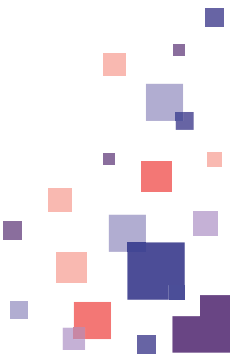
The film can be viewed on behance.

PROJECT 2

Brides Today, Harpers

**Mentor : Sohiny Das
Millie Thakur**

For the upcoming editorial story we were expected to style the Mumbai belt which revolves around, 40+ iconic royals, people who have over the years achieved what they have aimed for and created a name for self by excelling in their respective fields





FC

SANCHITA CHATURVEDI



PROJECT- 1

Mall Installation & Window Design for Emporio Armani

Mentor: Akshata Kuchekar

For the introduction of the brand's Spring Summer'18 Collection a mall installation & window display had to be designed. The bright neon colours of the new collection & the brand's logo were two key elements of this design.

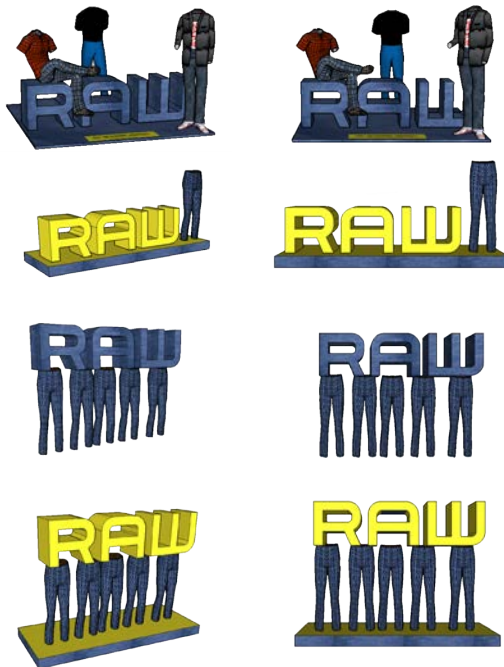


PROJECT- 2

Mall Installation for G-Star Raw

Mentor: Akshata Kuchekar

New Stores opening up in DLF Promenade, Delhi & Palladium, Chennai demanded some promotion inside the mall to make sure that all the onlookers know that the stores were open. The brand's name, 'RAW' had to be highlighted along with some Merchandise display.





FASHION COMMUNICATION PROJECT 3

LUNA

Mentor: SAIMAH SHAIKH

CONCEPT: LUNACY

*"It is the very error of the moon,
she comes more near the earth, than she was wont,
and makes men mad..."*

- William Shakespeare, Othello

Behance: Sanjana Suvarna
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Leadership



Conceptualization



Visualization



Styling



Communication

SANJANA SUVARNA

DEGREE PROJECT

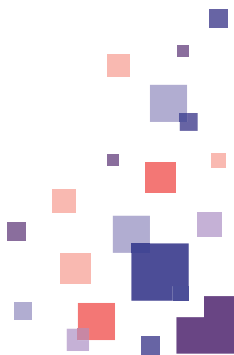
SUGAR RUSH, VOGUE India (April issue)

Mentor: RIA KAMAT

MILLIE THAKUR

Is this the sweetest trend? Gelato hues make their way out of the ice cream parlour and onto the runways.

Lemon, Mint, strawberry and lavender prove to be your choice of scoops in SS'18. Check out the entire story in the April'18 issue of VOGUE,India..





FC

SHEETANSHI SHAH



Visual merchandiser



Leadership



Communication

DEGREE PROJECT

Visual Merchandising

Mentor: Anupam Bhatia

To conceptualise and design Window Display and Central display of the brand "Enamor" for PAN India execution .
The brand was launching it's new range of collection for the Spring/Summer 18 called ATHLIESURE.



PROJECT

Retail Space Design

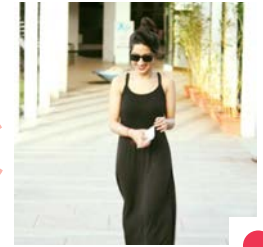
Mentor: Anupam Bhatia

To study the market and design a store and fixture details for the brand "The Sport Mall" which is a mass brand with an assortment of the industry's best and widest range of sports products under one roof. it should hold a strong identity in terms of space.



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F
C



SHINY KARN



Research



Leadership



Communication

WOOZY

Mentor: Prof. Ankita Brahmi

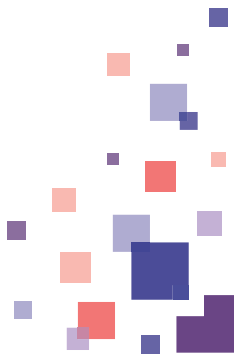
The concept is of liquor icecreams. The store serves gelato based icecreams in various flavors like Pink Champagne, Spiked Chocolate, Blended Tiramisu. Also these icecreams are for people who need comfort food or maybe a "break" from his/her daily routine.



Le Sugar Smith

Mentor: Ankita Brahmi

The product served here is based on the concept : ARTISAN DESSERTS. Every dessert here is artistic, right from the handpainted macrons to cookies to cupcakes, every dessert is a piece of art. Classy, basic, premium and artistic is what defines the brand, Le Sugar Smith.



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FC

AASHNA GUPTA



Research



Leadership



Communication

DEGREE PROJECT

Purearth - Born In The Himalayas

Mentor: Neetu Singh & Ankita Brahmi

Purearth is an artisanal, wild harvested award winning skincare and wellness brand offering ancient Aayurvedic wisdom for a modern lifestyle. Purearth's epicurian concoctions are formulated at source and handcrafted in micro-batches.



PROJECT

Sattva - The Yoga Cafe

Mentor: Ankita Brahmi

"It's about creating a sense of solace and luxury and moving away from the predictable yoga studio aesthetic, that inspires people of all ages and abilities to make this part of their daily lives."

