



WUD

SCHOOL OF COMMUNICATION NEWSLETTER

VISUALLY SPEAKING

"Design can be art. Design can be aesthetics.
Design is so simple, that's why it is so complicated."
~ Paul Rand

JUNE
2021

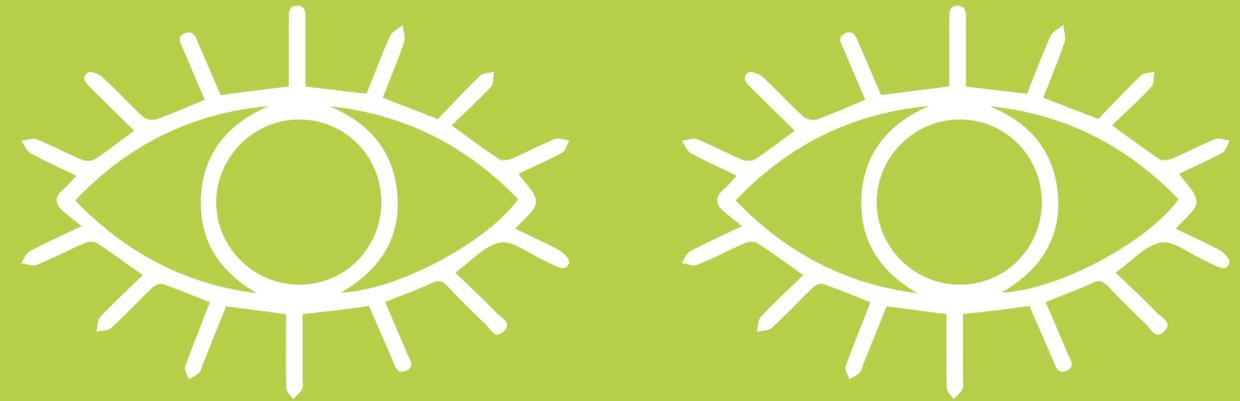


ABOUT SCHOOL OF COMMUNICATION

“Design is not just what it looks like and feels like. Design is how it works.” - Steve Jobs

School of Communication at World University of Design is dedicated towards driving down this very basic concept about Design, deep in the minds of its students. Our vision is to thoroughly train and educate the Communication Designers of the future in such a way that everything that they do, everything that they design bears the hallmark of great functionality and thorough user understanding.

Visual Communication Design as an expertise is being increasingly seen as crucial to every aspect of industry, be it in areas of business education, health or lifestyle/entertainment. School of Communication is gearing itself to provide quality design education in the field of Visual

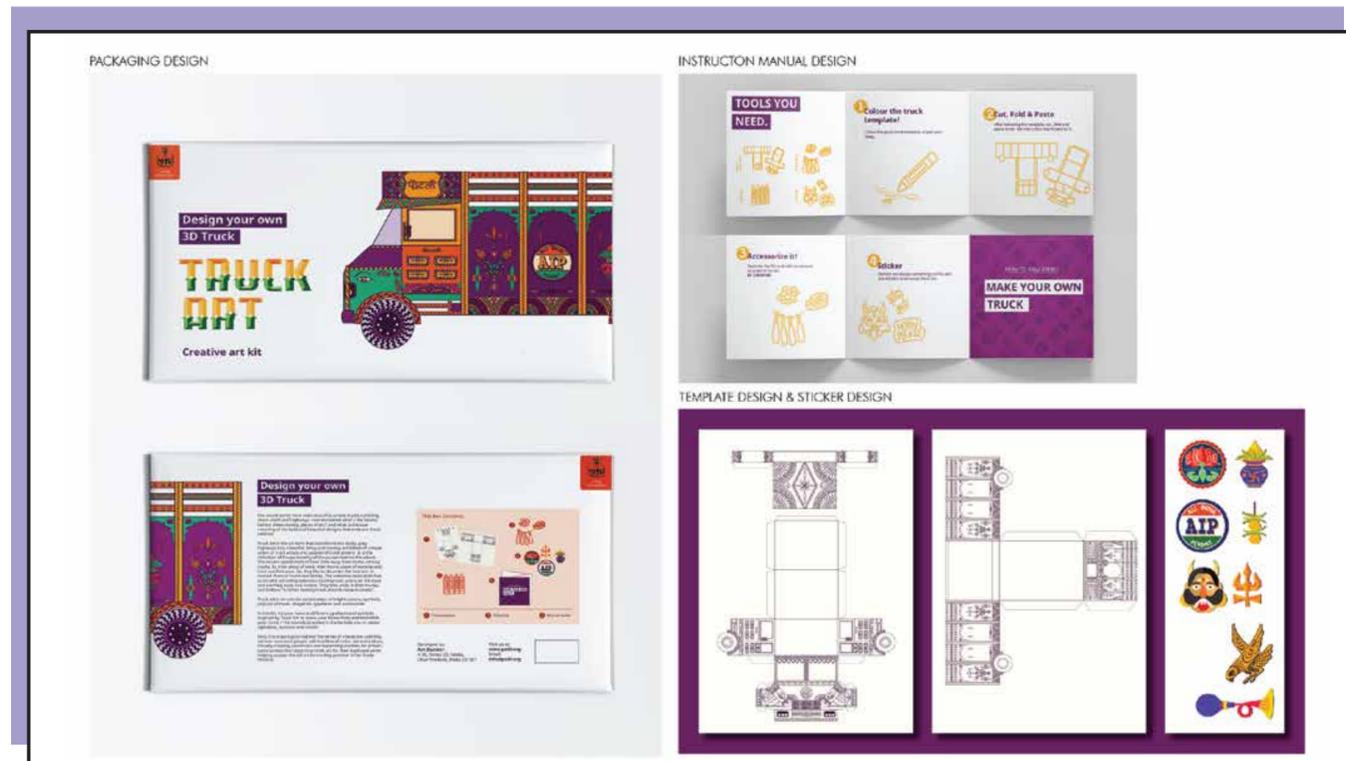


Communication, that will empower students to become competent and innovative professionals. Our goal is to inspire and enable students to lead, create and communicate with responsibility, passion and excellence.

We are delighted to bring up the first newsletter from the School of Communication, highlighting the work, achievements and progress of our students. The teaching-learning process that we follow includes exposure to industry, guest lectures and also exposure to the global design ecosystem through exchange programs and participation in global events, all of which has been highlighted in this newsletter. We sincerely hope that our students' work would be well appreciated and they would get the motivation they require in these times when they are all working remotely.

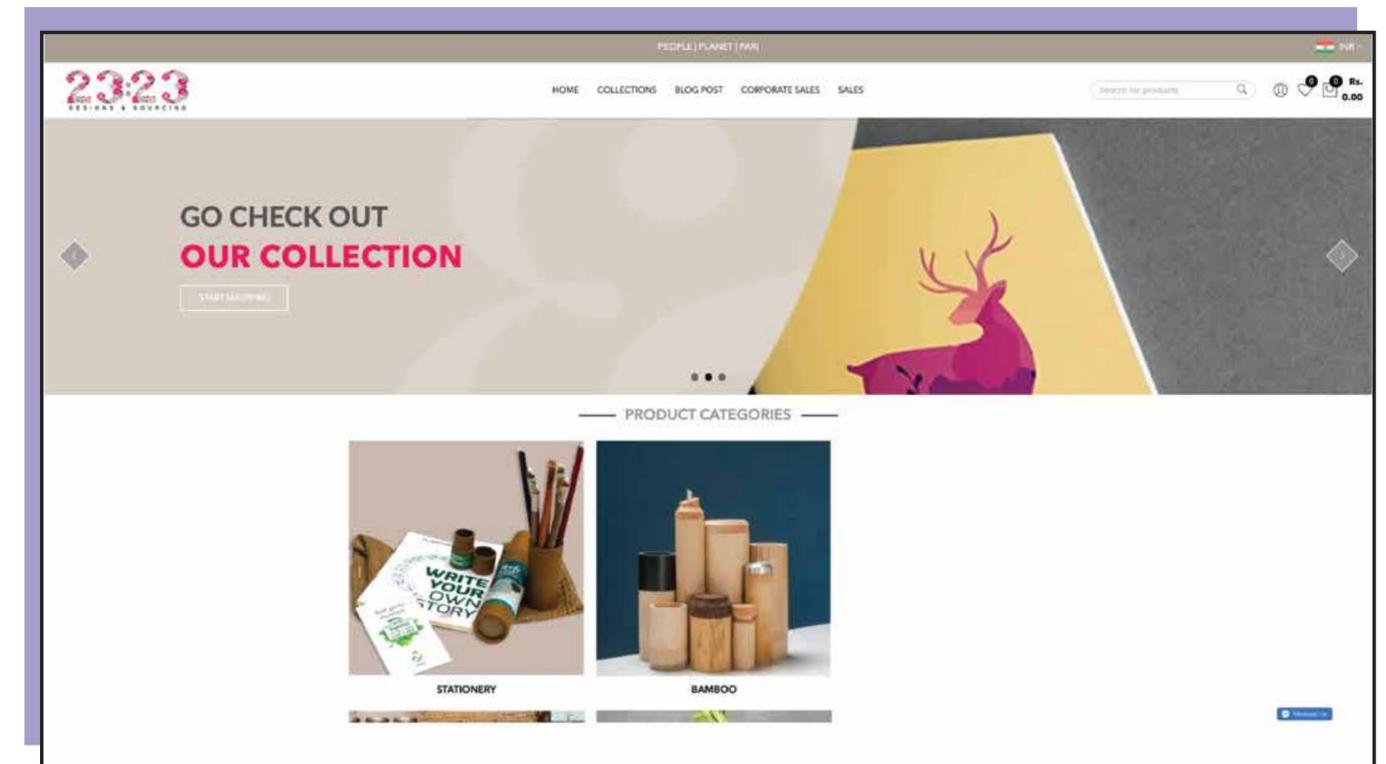
SOC GRADUATES ~ BATCH OF 2020

- **SAMBHAVI GUPTA** (B.Des, Graphic Communication Design)
Graduation Project ~ Indian Truck Art



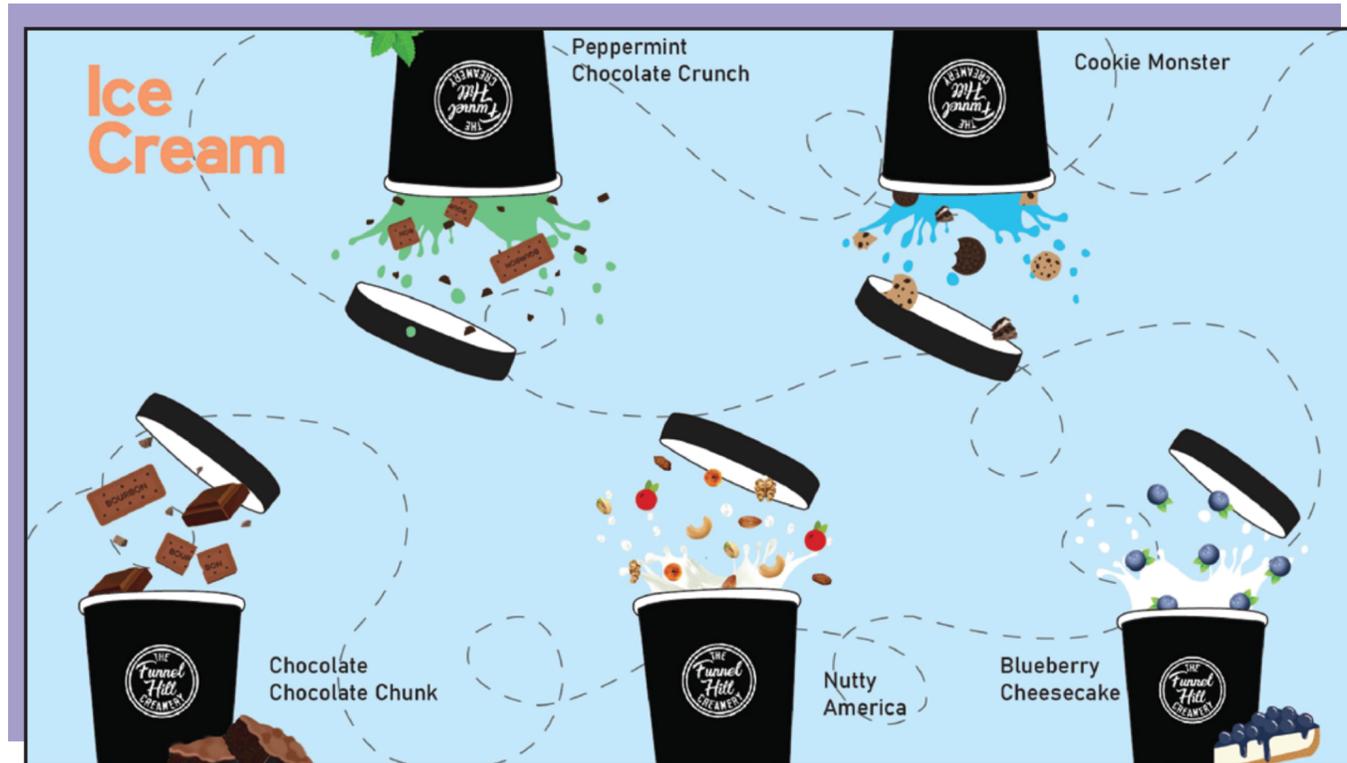
The upcoming generation is not really aware of the existence of truck art. The aim of the project is to create awareness about this vanishing art.

- **GEHNA HANDA** (B.Des, Graphic Communication Design)
Graduation Project ~ Branding Project 23 Stories



This graduation project was about branding and creating a visual identity for a start-up called "23 stories" under the umbrella of their brand 23:23 Design and Sourcing.

- **YASHVI VADEHRA** (B.Des, Graphic Communication Design)
Graduation Project ~ Branding & Packaging, Funnel Hill Creamery



The graduation project was associated with The Funnel Hill Creamery (TFHC). The project was aimed at introducing a fresh new design approach for the branding and packaging graphics for the upcoming chain of a concept-based bakery and café.

- **SEHAJ DANG** (B.Sc, Graphic Communication Design)

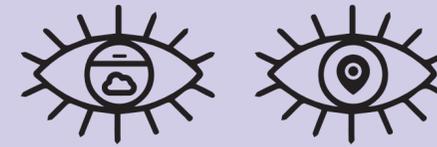
- **VENYA DATT** (B.Des, Graphic Communication Design)
Graduation Project ~ Exhibition Booth Design, Capital Food



The degree project was sponsored by CRI Events Pvt. Ltd. The project titled as Event Branding and Visualization involved designing stages, entrances, exhibition booths and event creatives.



SOC STUDENTS ON INTERNATIONAL SEMESTER EXCHANGE



“In my third year, I got an opportunity to study in Oxford Brookes University for six months. It was an amazing experience. I worked on many live projects for organisations like 'Extinction Rebellion', where we learned different techniques like type setting through letter press and book binding. I also had the best of faculty and campus. This experience was sadly cut short due to the pandemic, but I would love to go back as soon as I can to meet all my friends there.”

■ **ERA NAMJOSHI** |
Oxford Brookes University, London
January - May 2020



“I got an opportunity to go to Oxford Brookes University, UK under international student exchange program. It was a great experience working with foreign faculty, under their guidance I learnt new technical and digital skills. I had worked on live projects for the international clients and learnt a lot. It was an amazing exposure provided by my university and I thank them for this opportunity and experience.”

■ **NAYANI GOEL** |
Oxford Brookes University, London
January - May 2020

INDUSTRIAL VISITS

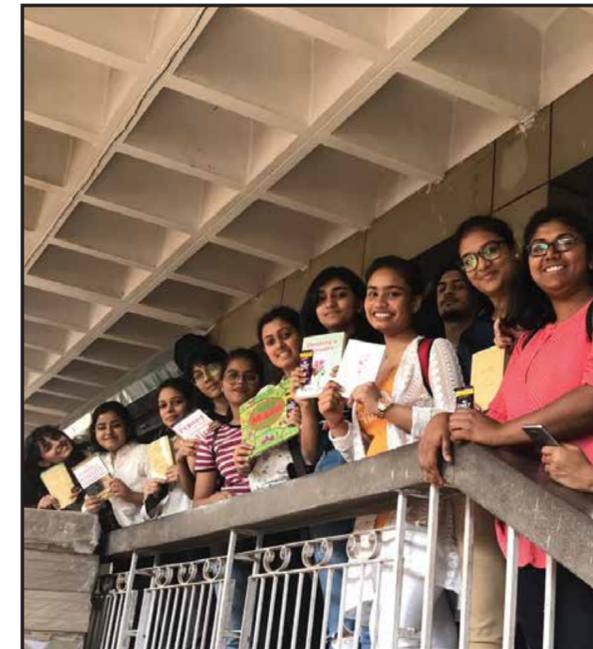


We at the School of Communication believe that maximum learning can happen only when the students are exposed to a variety of information from varied and diverse sources. This exposure opens up their minds and makes them more aware about their environment. We strongly believe that creativity can be enhanced only through exploration and amalgamation of ideas and thoughts from all sources.

■ Field visit and Environmental Exposure trip to Kullu, HP



Students got to study the lifestyle of a hill town. Engaged in live sketching, tourism mapping, study of livelihood and also visited the Bhuttico Shawl weaving unit in Kullu. It was a great team building exercise and a unique learning experience.



■ Pragati Printers, Naraina Industrial Area

Students went on a field visit to an industrial unit for understanding the process of professional printing, the machinery involved, book binding, cutting processes along with other productions.

■ Pearl Printers, Okhla Industrial Area



Students got to learn about the types of printing, the variety of paper in use, binding and finishing processes and also specialty effects used in printing. Every stage of professional printing right from the commissioning of design, development of plates, procurement of paper to the finished product in the form of printed books, magazines, brochures and also packaging material was understood in detail.

■ Flex Packaging Pvt Ltd, Noida

Students got the opportunity to witness the manufacturing operations and entire supply chain of packaging industry. Overall, it was an informative and interesting industrial visit offering practical exposure.

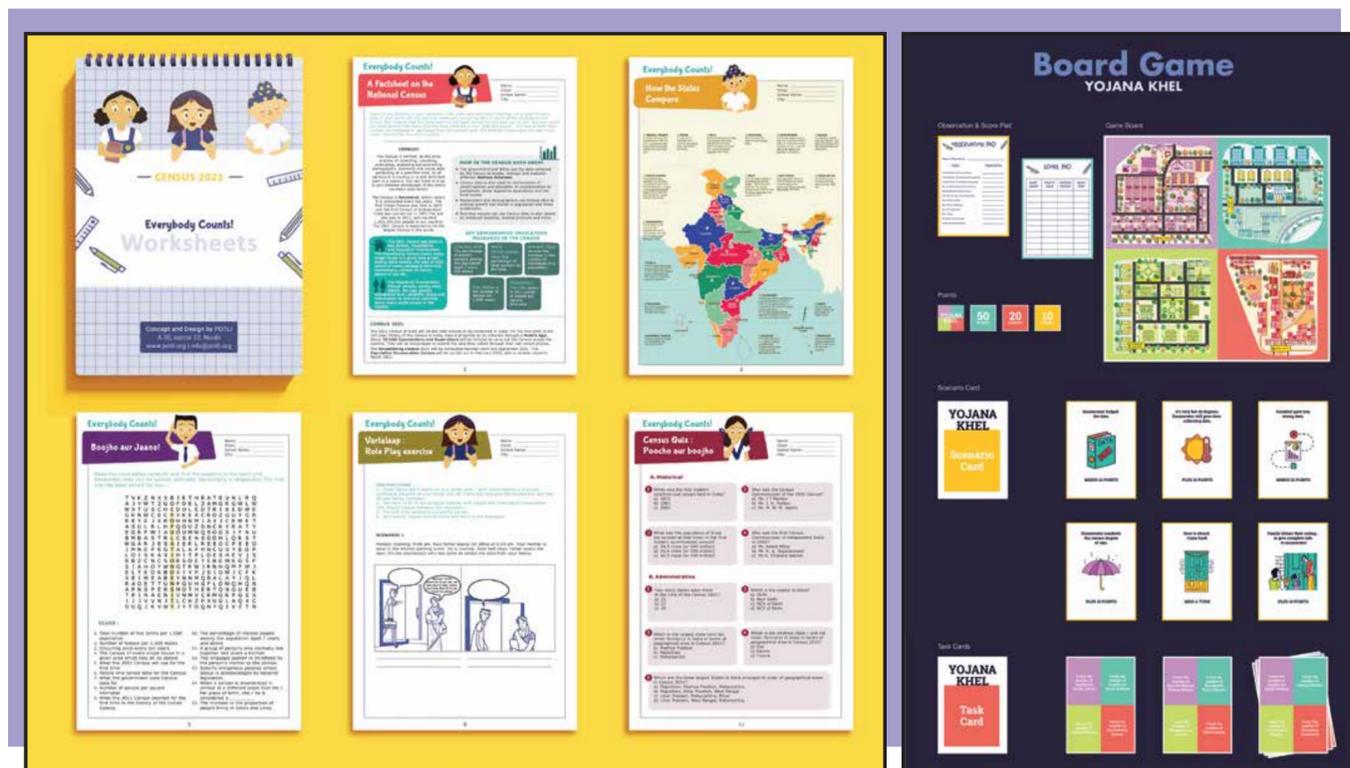


■ DCA Annual Exhibition, Tilak Marg

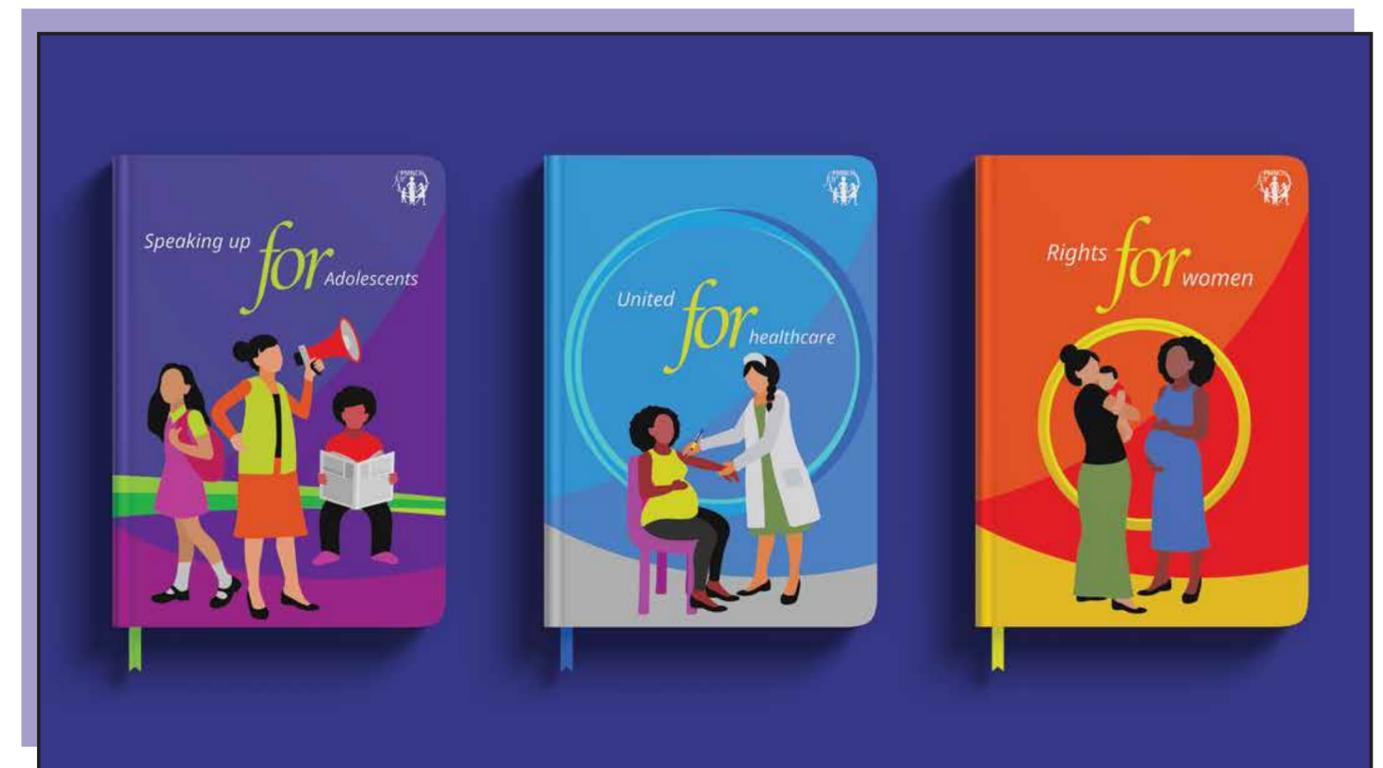
A large variety of work like paintings, sculptures, graphic design, digital art was on display. Students got to explore a lot and got a glimpse into the work of other students in creative courses. The motive was to give them a learning experience on how other students execute and display their work.



NOTABLE INTERNSHIPS AND DESIGN PROJECTS



- **SAMBHAVI GUPTA** - Project on Census of India
The Census project with Potli - A bag of wonders for ORGI.
To create awareness about Census amongst school children in Delhi/NCR; to influence parents/adults in the community.



- **ERA NAMJOSHI** - Internship at Lopez Designs, one of the leading Design Studios in the country. She also continued to do her Graduation Project at the same studio, now working under the mentorship of Anthony Lopez.

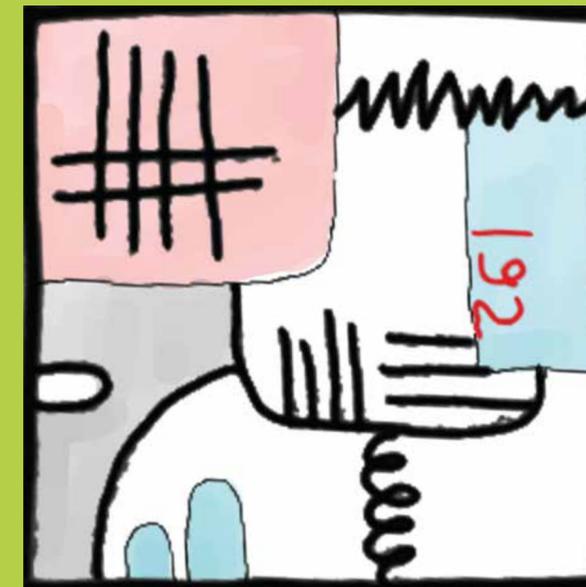
AWARDS AND RECOGNITION



■ **MUSKAAN MEHROTRA** (B.Des, Final Year Student, Graphic Communication Design)

Illustration Association (SIA) on the topic- How different Countries are fighting against Covid19 Pandemic. Through her series of illustrations, she portrayed three scenarios- that of a doctor who is risking his life to protect his fellow countrymen, an individual who is following all government orders and protocols to protect his family and

the Corona warriors who are fighting for everyone. Her artworks are a salute to all the people who are protecting us from this pandemic, who are not staying at home, who are risking their lives to save our lives. She received a certificate appreciating her work.



■ **NAYANI GOEL** (B.Des, Final Year Student, Graphic Communication Design)

Nayani designed a scarf for a client named 'English Weather' as part of a project while on her semester exchange to Oxford Brooks University.

Her design got selected and she received the third prize in the competition and also a mention on the official Instagram page of the University.



FILM AND VIDEO

The film and video design program at WUD is a comprehensive programme covering all theoretical and practical aspects of film making including screenwriting, cinematography, film direction, production design, video editing, sound design and the whole post production process. Besides focusing on sensitizing the students to the diverse directorial styles and predominant movements in world cinema, it also delves deep into film theories laid out by masters over the last 150 years of cinema's existence.

JOIN ME, JOIN US. ~ A film by Krishnan S. Aiyer

"I'm loving it. Good Food, Good Life. Have a coke and smile."

'Join me, join us.' is a surrealistic film and uses a lot of subtext, and dreamy art direction to comment on the ever saddening reality and the horrors capitalism brings with it. I have attempted to maintain an eerie feel, blurring lines between reality and dream, while shocking the audience with absurd imagery combined with exaggerated behaviour and quirky dialogues. In the film, the two characters, Con-man and Common-man represent the two facets of the Capitalism i.e. the corporate and the consumer mentality. It is focused around a bizarre conversation between the two playing on the subconscious mind of the audience. This is the first time we got the

taste of a proper production in multiple locations with requisite art direction. It was an interesting challenge creating the props for the film such as mirrored spectacles, an artificial eye, blood etc. Mixing dough, water and red food colour to make blood was itself an immensely enjoyable besides being a great learning experience. While doing a recce for locations I realised that The empty WUD campus was a boon and a bane at the same time. The eerie feel of the empty campus basement made it a suitable location for my main sequence but the affliction was the restricted number of students, limited accessibility to resources and a very limited shooting crew. The whole experience of producing the film at the empty WUD campus was exhilarating which made it more of a holistic learning experience and a memory which will be etched in my mind forever.



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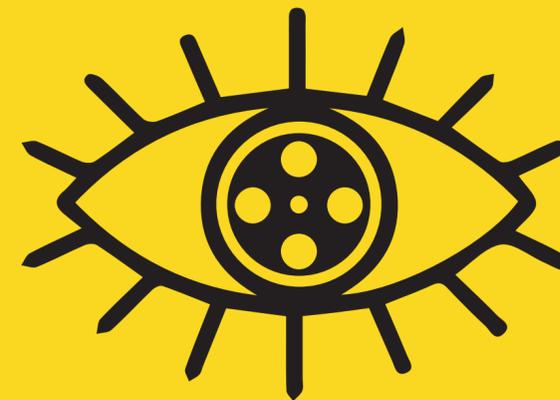
PINK SHEETS SPREAD ~ A film by Aryan Gehlot

The main idea of the film was to get into the mind of a working class person living in an urban setting in the current digital age. The experimental narrative takes us through a horrid nightmare leading to a near nervous breakdown of the protagonist, who represents one of the many people who were gravely affected by the uncertainties of the stock market in the backdrop of the recent pandemic crisis. The film also covers the broader theme of friendship and bonding between strangers sharing a single apartment in a metro city.

The production of the film was a totally new and enchanting experience for me. It was my first ever shooting experience with proper production and cinematography equipment including studio lights, multi-camera setups and real sets. Full support was extended by my batchmate Krishnan as well as our film faculty Achint Jain while executing the art direction, lighting, camera movements as well as auditions with the actors.

The main actor of the film is a master's student of graphic design, first year, Kislay Kumar. There is also a supporting

character played by Swar Khosla, also a first year master's student of graphic design. Although the cast didn't have any prior acting experience, they acted out their roles brilliantly. I was constantly burdened with multiple responsibilities to keep the whole production process on track. I was faced with massive time constraints to shoot the film properly, in fact a small scene that needed to be shot in an outdoor location was heavily improvised before actually getting it in the process of production. This challenge deviated me from my current vision of the film for a short while until I added a different scene which worked fine. By the end of the shoot, I got a proper hang of the production process, direction and cinematography and also how the different shots and scenes eventually combine to make it as a whole eventually.





PINK SHEETS SPREAD ~ A film by Aryan Gehlot

My experience with the film was a unique adventure for me personally where the film guided me through a journey of its making rather than me guiding it to its end.



ANIMATION AND GAME DESIGN

"THE THEORY OF FUN. THE LESS THE FREEDOM, MORE THE FUN"

School of Animation and Game Design at World University of Design is dedicated for enriching the passionate and young generation of animators and game developers, making them industry ready.

As we see that now a days real-time and 3D world are getting fused with each other in such a way that they are bridging the gap between what is real and what is an artificial. We also see that 3D and 2D is being used at almost every place in the industry whether it is in cinema, advertisement, or gaming. Today major studios are using current generation 3D technology and we here at WUD are able to expertise the same as part of our teaching curricula. Our goal is to nurture student's imaginative powers, and encourage them to take the leap, create and communicate with responsibility,

dedication, and with brilliance to make a masterpiece. Our departments aim is that student gain confidence using industry-leading software's like Maya, Substance Painter and Unreal Engine 4, also to learn the latest studio techniques, experiment with different 2D and 3D styles, and graduate with original work portfolio - at par with the industry standards. We are proud to show some of the work done by our students with utmost industry level quality.

3D ENVIRONMENT STUDY

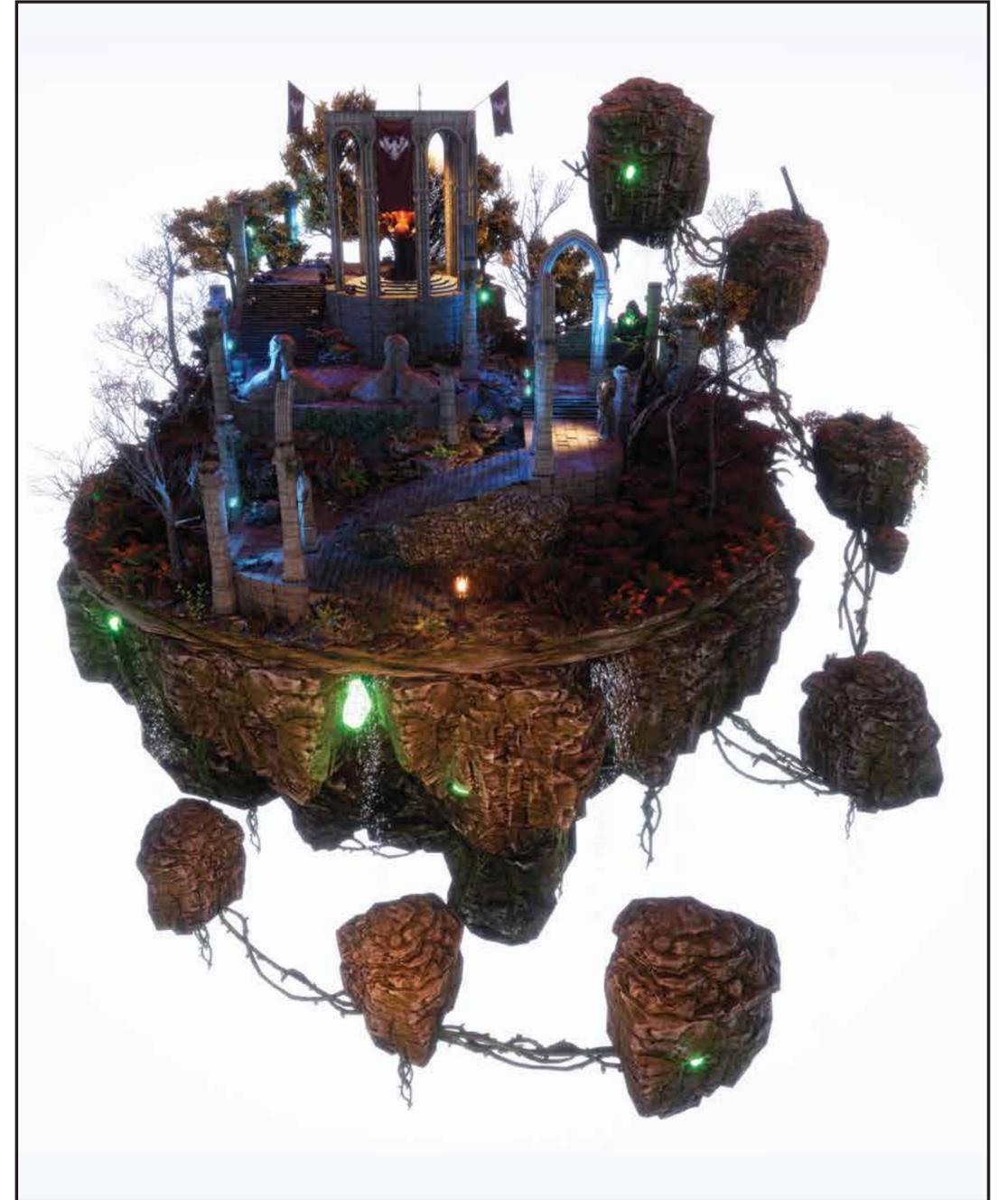
In this module students have created an interior environment by applying appropriate technology as is being used in the industry. They have taken a concept art and made it a believable and realistic environment matching the details as close as possible. This has been achieved by utilizing some of the following software and systems.

- Environment Modeling: Autodesk Maya.
- Unwrapping: Rizom Uvs.
- Texturing: Substance Painter.
- Lighting: Unreal Engine 4.
- Final code and compilation: unreal Engine4





■ **HARSHIT SURYA** (Sem. 6, Animation & Design)
Nostromo Dining Room Concept



■ **SHANI KUMAR** (Sem. 4, Animation & Design)
Dungeon Environment Study

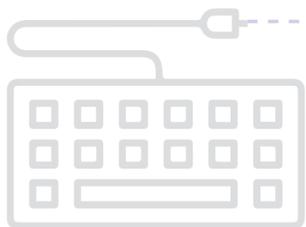




■ **SUBODH DAS** (Sem. 6, Animation & Design)
Nostromo Dining Room Concept



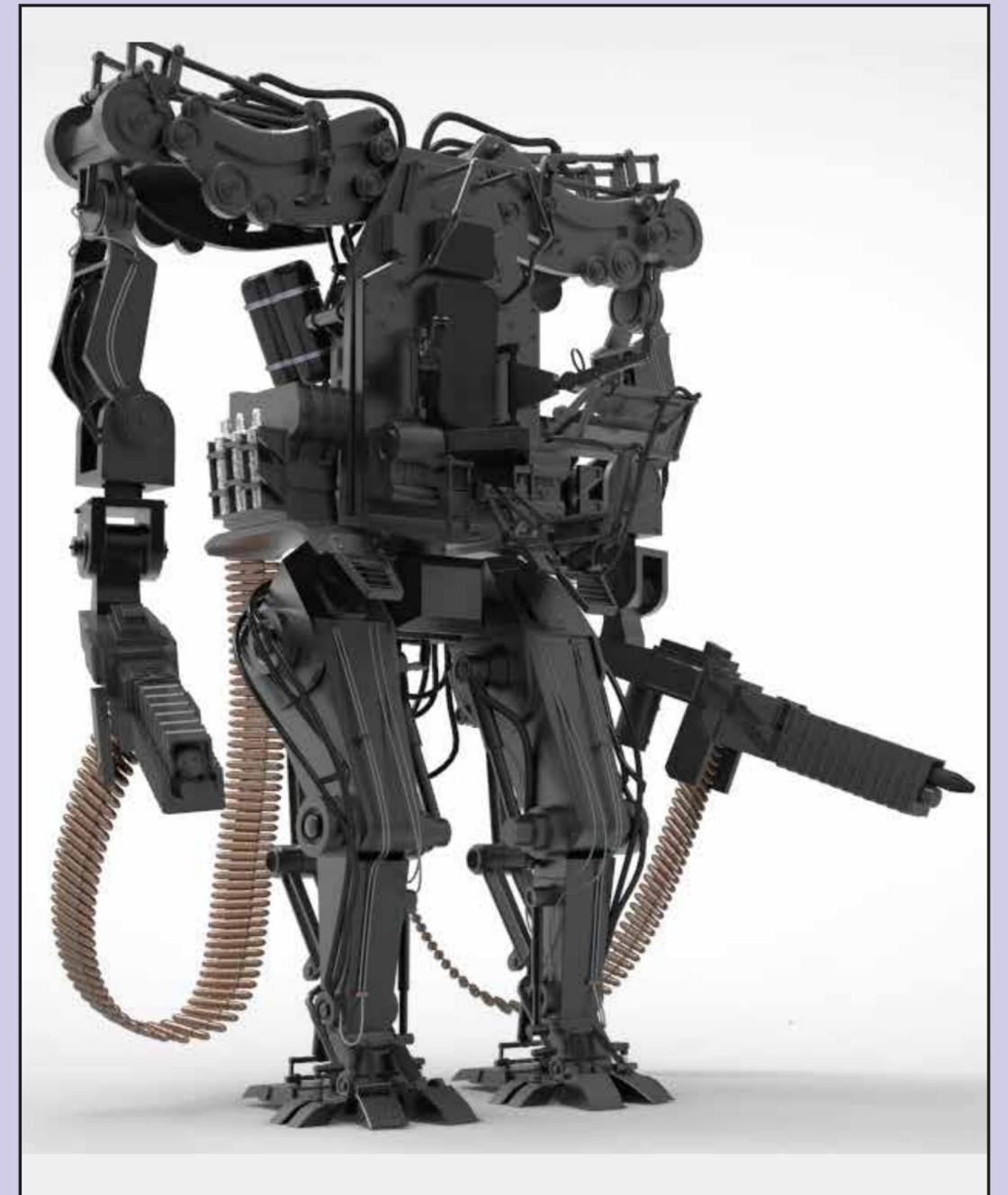
■ **MUSKAN** (Sem. 6, Animation & Design)
Environment Diorama Study from a Concept art





■ **SITABH GUPTA** (Sem. 6, Animation & Design)
Ganeshas Temple

■ **SHIVANI R. SRIVASTAVA** (Sem. 6, Animation & Design)
3D Mech Design



SOC WEBINARS



“DESIGNED DISCUSSIONS”, the name coined by the School of Communication for the series of webinars that it conducts from time to time, with a purpose of meaningfully engaging industry and academic experts in thoughtful discussions on pressing issues and future challenges in the field. The aim is to prepare for the future and be aware of the developments.

The poster features a black background with yellow and white text. At the top right is the WUD logo. The main title is in white. Below it, the text 'Webinar by SCHOOL OF COMMUNICATION World University of Design' is in yellow and white. The date and time '21st JUNE 2020 3 pm' are in white with a yellow underline. The 'SPEAKERS' section lists Akshay Raghuvanshi and Nagesh Lakhan. At the bottom is the WUD logo. There are two line-art illustrations: one of a person sitting at a laptop and another of a person holding a large pencil.

Visual Communication and its importance in the emerging global scenario

Webinar by
SCHOOL OF COMMUNICATION
World University of Design

21st JUNE 2020
3 pm

SPEAKERS

- ▲ **Akshay Raghuvanshi**
Assistant Professor
- ▲ **Nagesh Lakhan**
Assistant Professor

WORLD UNIVERSITY OF DESIGN

■ **Visual Communication and its importance in the emerging Global Scenario | 21 June 2020**

Speakers- Nagesh Lakhan Asst. Prof. Graphic Communication and Akshay Raghuvanshi Asst. Prof. Animation and Game Design

Visual communication is very dynamic and has been evolving with time and technology

Definitions are changing. You need to have certain specific qualities, skills and adaptive to become a visual communication designer. As we are moving forward in time and making progress every day in technology, it is creating tons of opportunities for visual communication designers. Graphic designers used to be only connected with print and digital medium, these days its amalgamation and juxtaposition of screens, robotics, artificial intelligence, augmented reality, coding, etc. Everything is changing with time; design approach and mediums will also evolve.

Branding for example will have to find a new approach in order to work effectively during and after pandemic. New brands and services will emerge now and with that the need for visual communication designers as well.



Visual Communication New Perspectives | 24 July 2020

Speaker, Prof. Anjan Chakravorty, DEAN School of Communication

An overview of new roles and avenues for Visual Communication designers of today

Visual Communication Design 2021: Perspectives, Paradigms and Challenges | 3 April 2021

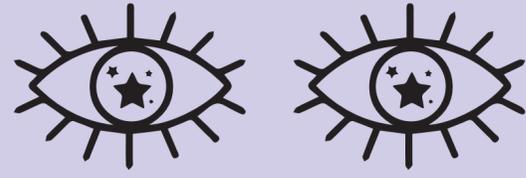
Speakers, Prof. Debkumar Chakrabarti, Department of Design, IIT Guwahati, Dr Avinash Shende, Associate Professor, IDC, IIT, Mumbai, Prof Paresh Chaudhury, Founder, Odisha Design Council, Ex Professor, NID, MITID and DSK/UK And Mr Rahul Dutta, Artist, Designer and VR Entrepreneur

Visual Communication Design of today has taken a quantum leap from the classical graphic design profession of the past

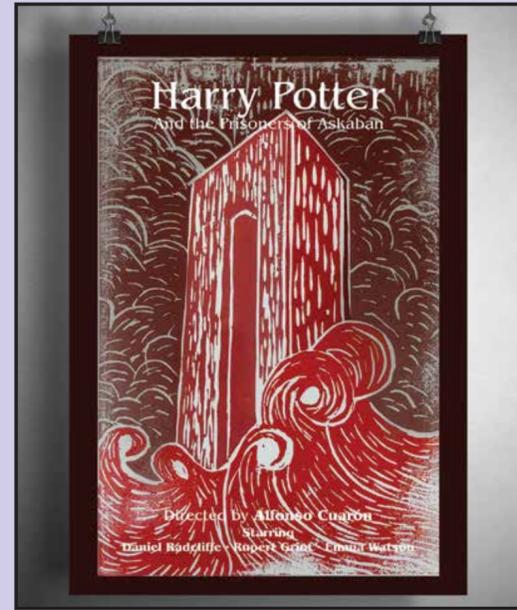
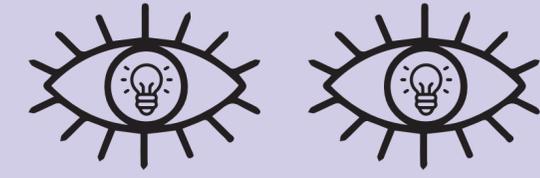


decades. As our lives continue to get more and more technology dependent and as we become increasingly 'tech-savvy' - 'Phygital' experiences, immersive technologies and self-generated content through social media are the trends for the future. In this context, – What are the newer ways of communication? What role do Communication Designers see for themselves in this technology driven world, which is fast becoming the new normal?and How should pedagogy innovate to prepare the design students to meet the challenges of the future?

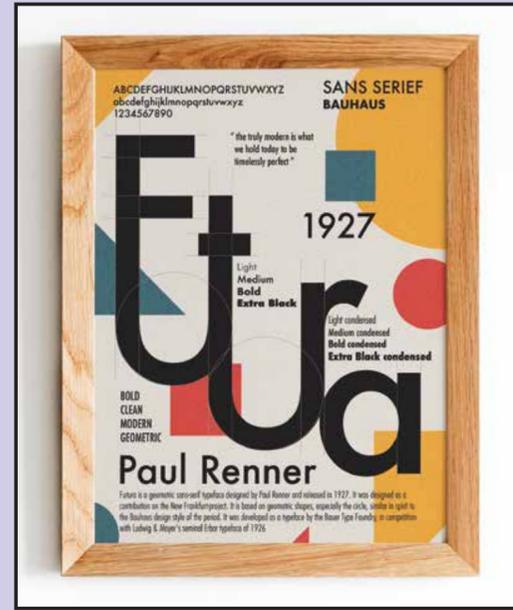
These were some of the questions that were deliberated upon by the illustrious panel of speakers.



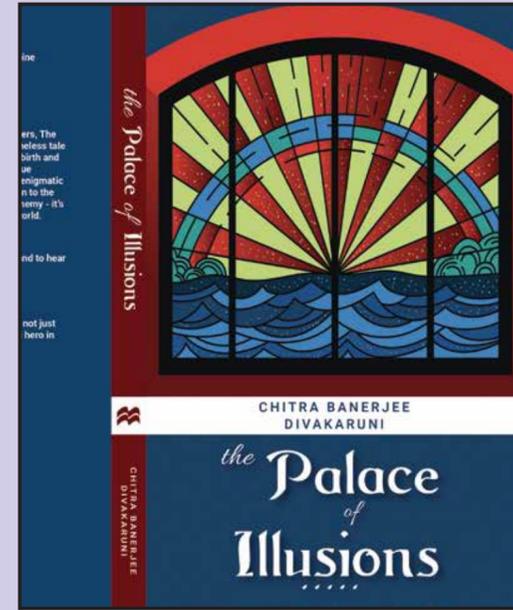
SOC TALENT SPEAK



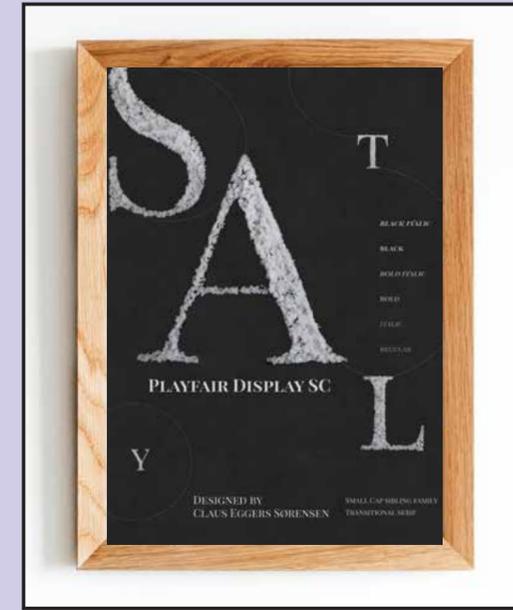
ISHITA | (Sem 4 B.Des, GCD)



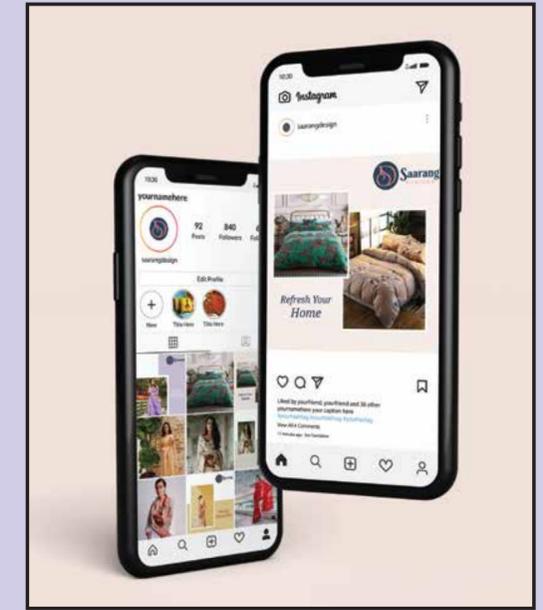
FARIZ | (Sem 4 B.Des, GCD)



SWAR | (Sem 2 M.Des, CD)



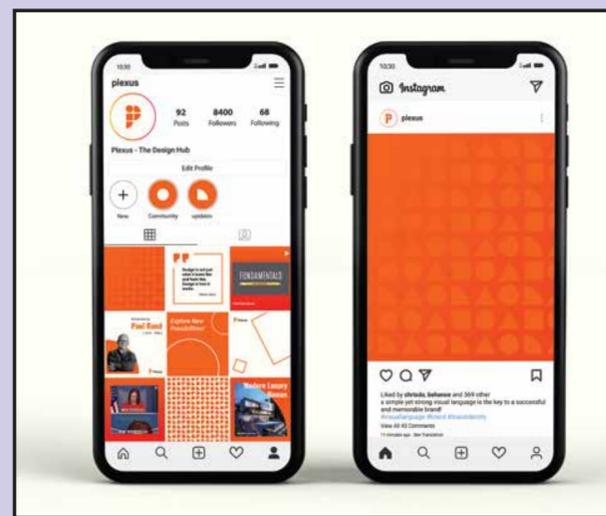
VAISHALI | (Sem 4 B.Des, GCD)



YASHNA | (Sem 2 M.Des, CD)



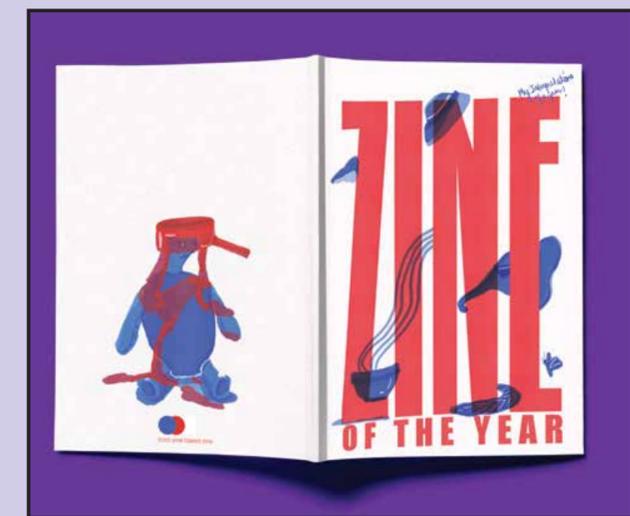
KISLAY | (Sem 2 M.Des, CD)



KETAN | (Sem 2 M.Des, CD)



RITWIK | (Sem 4 B.Des, GCD)



AARSHI | (Sem 4 B.Des, GCD)