



Visually Speaking

School of Communication

Newsletter | June 2022

Graphic Communication
Animation and Game
Film and Video



- Eye on Future
- Student's Achievements
- Placements
- International Student Exchange
- Seminars & Workshops
- Open Electives
- Recreational & Educational Visits

World University of Design

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

SANS SERIF BAUHAUS

" the truly modern is what
we hold today to be
timelessly perfect "

1927

Light
Medium
Bold
Extra Black

Light condensed
Medium condensed
Bold condensed
Extra Black condensed

BOLD
CLEAN
MODERN
GEOMETRIC

Paul Renner

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period. It was developed as a typeface by the Bauer Type Foundry, in competition with Ludwig & Mayer's seminal Erbar typeface of 1926

Design & Communication in a fast-changing world

The Covid pandemic has pushed the world towards online engagement – whether for work, business, education or entertainment.

Today almost all business have to engage with their audience online, in order to be relevant. The 'bazaar' has become virtual, and you can survive only if you are able to connect with your audience.

Rapid technological developments are bringing in newer forms of engagement that are physical, 'phygital' or virtual. Modern technologies like Virtual Worlds, Artificial Reality, Gamification of learning and engagement, are being embraced by tech companies, entertainment conglomerates, lifestyle stores - and of course the genZ.

The need to communicate to an increasingly tech dependent, diverse audience as well as to its own employees, has lead organisations/ businesses to look for the 'newage' Communication Designer.

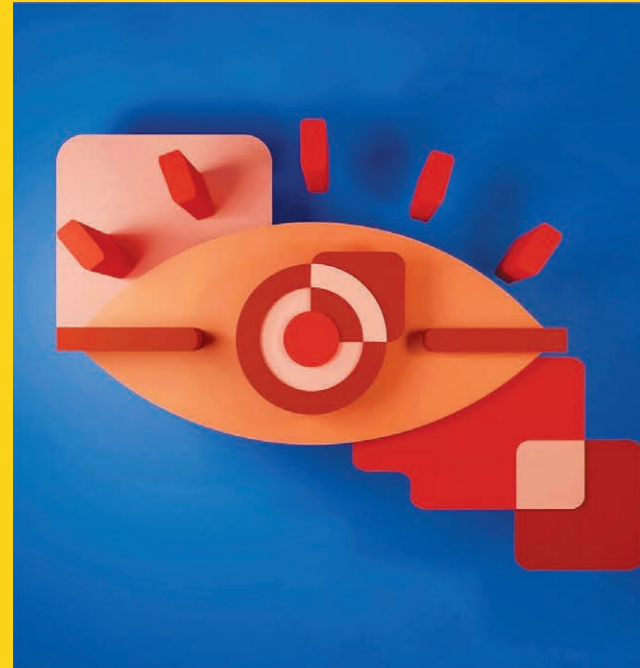
Today's designer needs to master all the communication principles, besides be fully conversant with the latest technologies. And also understand psychology, human behaviour as well as different social and cultural contexts and trends.

The School of Communication at the World University of Design (WUD) is gearing itself towards moulding and empowering young students to become modern communication designers.

We have three B. Des Programmes, Graphic Communication; Animation & Video, Film & Video and M. Des in Communication Design.

The programmes are designed to cover all aspects of their respective domains. This is done through imparting all requisite Design Skills and Principles. The students are then required to apply their learnings by doing studio projects. Further they gain professional experience through internships in noted communication and tech companies.

Last year due to the pandemic restrictions most of the classes were conducted online. With the easing of restrictions, offline classes have started in the campus. Regular classes, workshops, industrial visits, and master classes by experts have been initiated. Students are now happy to get the 'campus experience'.



Sakshi Rathore | Graphic Communication

Eye on Future

New Technology and Studios

To augment the learning we at School of Communication are now building tech studios having the latest equipment.

AR/VR Lab:

We have set up a AR/VR lab with the required hardware. This will help our students to have a good understanding of the latest immersive technologies that are now being leveraged by international tech conglomerates. We have also introduced electives related to Artificial Intelligence.

Film & Video Studio:

The Film & Video department will soon have a full-fledged film studio with indoor shooting facility, having the latest digital cameras and other necessary equipments.

Introducing the latest technologies and newer concepts in design pedagogy will empower our students to be confident about taking up the challenges of tomorrow, today as professionals.



Shani Kumar | Animation & Game Design



Shrey Bhavsar | Graphic Communication



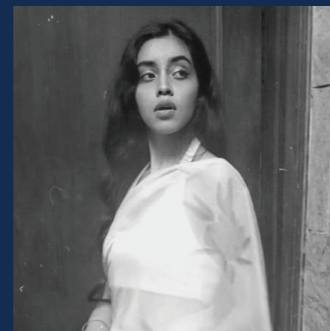
AR/VR Lab



Students from School of Communication are engaged in a wide variety of activities besides pure academics. While the whole world has started warming up to the idea of NFT's and the Metaverse, our students have already secured their place in the virtual world. Not only are they concentrating on their future and doing whatever it takes to make their place in the real world, they are also adapting to the upcoming trends and polishing their skills to create a place for themselves in the virtual space. With top of the order placements in reputed organizations as well as international pursuits for further education, students of Communication are creating just the right buzz.



Fariz Nazeer | Graphic Communication

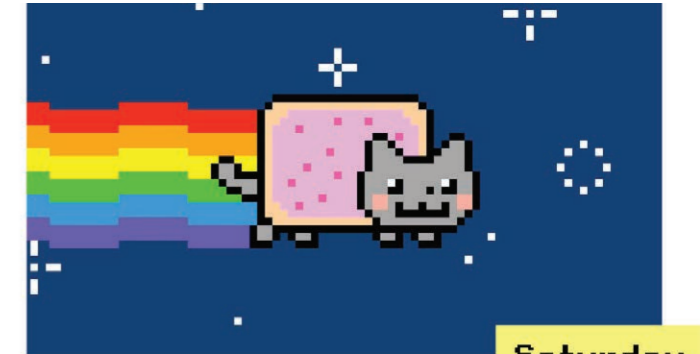


Aarshi | Graphic Communication

Students' Achievements



Purvansh Sharma, a 3rd year student of Graphic Communication recently designed this masthead for Dainik Bhaskar on their 22nd anniversary in Haryana. His work was chosen from amongst 25 other entries. It is a hand-drawn illustration based on the theme of "Haryana".



Saturday
23 April
3:00pm

ABC of NFT

Non Fungible Tokens explained
for students and faculty



Ritwik Srivastava, 3rd year student of Graphic Design made it to the top 10 shortlist of Microsoft's Design Project Presentation. Her design project was based on creating learning systems for specially abled students.

This academic year nearly all the students got opportunities for internships and real-life Graduation Projects, in some of the leading companies. Further to that some of the students have secured placements even while doing their graduation projects.

Other companies where are students are doing projects, as well as got offers are Lopez Design, Ex2 India, Rad Creative, Kia Organic Essentials, Rupa Publications, Candid Cooper, Rad Creative, Decibel Media House, Wiingy robotics, Wilderbee, STENUM Asia, Squareboat, Rentomojo, The Minimalist, BLU Crayon and others.



Tushar Vashisht | Animation & Game Design

Animation and Game design dept students host their flag at top studios and MNC.

Amazon DIS is one of the leading companies where four of our students have been placed. Amazon DIS is part of Amazon's Ar/Vr world associated with the worldwide store. Besides this, our students are working with Archwiz companies "EX2", which are top outsourcing companies giving deliverables to the most significant studios worldwide.



Tushar Vashisht | Animation & Game Design

Placements

An important aspect of Design education in today's scenario is the exposure to the global trends and methodologies. In a connected world, we cannot afford to sit in our own silos and not observe and imbibe the developments around us. The semester exchange program has been the highlight of SOC's push towards international exposure. This academic year, M M Shivali from 3rd year Graphic Design has joined Oxford Brookes University, UK for a semester exchange.

It is not just WUD students going for international exchange, students from

partner universities are also getting inspired by the globally relevant curriculum and the diverse exposure that WUD offers.

This year International Exchange student, Damian Been from Utrecht University, Netherlands spent a semester with the 3rd year batch of Graphic Design. Despite the Covid situation and lockdown, he made the most of his time at the campus learning from the faculty, his peers and also travelling around the country getting to know the diverse cultures and ethnicities.

International Student Exchange



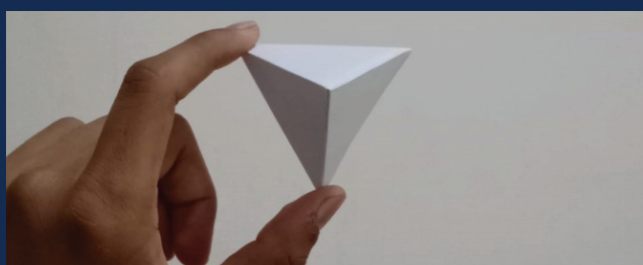
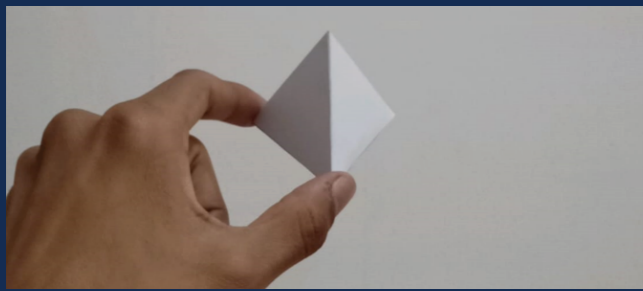
“My experience at the World University of Design has been awesome! I was really looking forward to experiencing new cultures, food and education, and that's exactly what I received. The courses were very interesting, and I've met a lot of amazing and influential people. I've been able to learn a lot about the cultures from all over India too. All and all my time here has been life changing, and I would wholeheartedly recommend it to anyone that's looking for new experiences.

- Damian Been

“My Exchange Program with Oxford Brookes University has become a life changing experience for me as a designer and also as a person. Interacting and learning in a multicultural environment and soaking up inspiration from diverse people from all around the globe at Oxford Brookes has broadened my artistic vision and horizons.

- Shivail



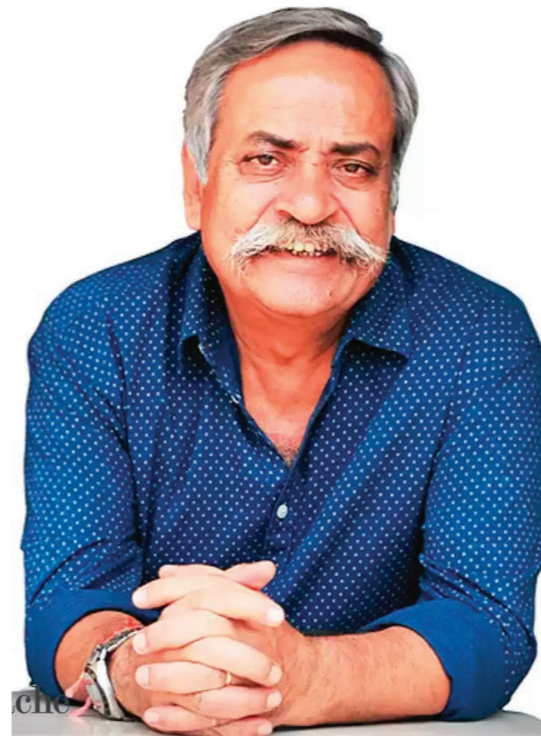


Divyansh Babbar | Graphic Communication

We believe in learning by doing and who better than those who have been 'doing' and practicing design for years and years, to become the mentors and influencers for our students. With a view to keep the students updated with the current industry scenario and also to facilitate interaction, SOC organizes seminars and workshops for the students.

Materials & Structures workshop by Manish Iyer

Foundation year students had a very absorbing workshop on Materials and Structures by senior ceramic designer Manish Iyer. He introduced the students to the world of 3d solids and how to construct them. As part of the workshop the students created many 3d models of various solids, right from miniature sized ones to giant structures.



Interactive Session by Ad Guru- Piyush Pandey

It was a red letter day for WUD when School of Communication hosted and interactive session with Ad Guru and Chief Creative Officer (worldwide) of Ogilvy, Mr Piyush Pandey. During the session, he shared his experience and thoughts related to his iconic advertisements for Fevicol, Erricson and other firms. He also stressed that the culture of the land needs to be woven in to a story to create an emotional connect with the audience. Piyush's advice for the young designers was never to be disheartened from failure and use it as a learning experience. He ended his talk by asking the audience to "Stay Safe but not Scared."



Anshul Kanoria | Graphic Communication



Seminars & Workshops



Film Making workshop by Saikat Paul

Students of Film & Video had a very intense workshop on Advertisement Films by film maker Saikat Paul. During the workshop Saikat showed a number of ad commercials and critically analysed them. The students created an ad film script as part of the workshop.



TYPE TALK - Masterclass & Discussion on Typography by Akila Sheshasayee

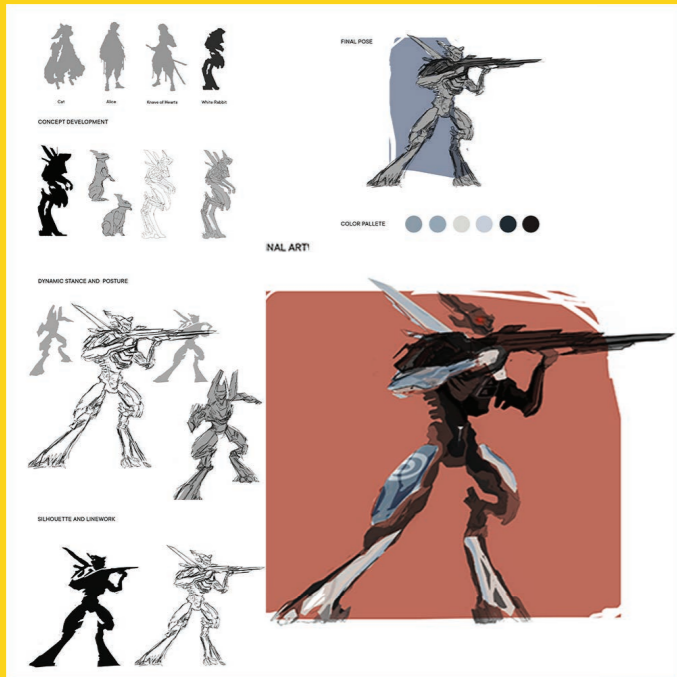
Typography is one of the corner stones of Design. School of Communication initiated "TYPE TALK" club to explore, learn and understand Typography. The TYPE TALK club will be arranging guest lectures, workshops and masterclasses.

Senior Communication Designer, Akila Sheshasayee conducted a session on Typography on February 21st, 2022. During the session she highlighted the nuances related to type selection, spacing, kerning and leading. Akila elaborated how an eye for detail and precise type structuring can improve not only legibility but create a very pleasing layout.

Illustration Workshop by Vikram Nayak

Vikram Kumar Nayak a prolific fine artist, illustrator, cartoonist & documentary film maker is acclaimed for the directness and energy of his visual communication. Vikram conducted a 3-day workshop on Illustration for the Foundation batch of School of Communication. He demonstrated simple yet powerful methods of conveying thoughts through visuals. Many students who were facing difficulties in putting their ideas to paper, found the workshop especially helpful as they able to learn how to think out of the box and create meaningful illustrations.





In the last semester, a wide range of electives were offered from the School of Communication across domains such as Typography, Visual Design, Storyboarding, Character Design etc. Students from all specialisations were part of each common elective where they got to explore interesting concepts from the field of Visual Communication and got to learn basics of another specialisation which is different from that which they are studying. Some very interesting and unique concepts were developed by the students. These explorations are fun as well as interesting because they are neither hard core subject matter, nor very frivolous and yet offer a different perspective for each design aspirant. Group work and a chance to engage with students across specialisations, makes it even more gratifying.

Open Elective

SKETCHES





School of Communication doesn't believe in learning behind closed doors. Regular visits and recreational activities are a part of the curriculum. An outdoor activity/ visit/ experience is sought in every course. This enables the students to understand the subject matter from a practical perspective and allows for some change from the routine studio working. The pandemic situation that was prevailing for the last two years, did not allow for most such activities, but as soon as things started to normalise, we took our senior students on a recreational trip to the mountains where they were engaged in numerous team-building activities, trekking and performing livelihood studies.



Team Building

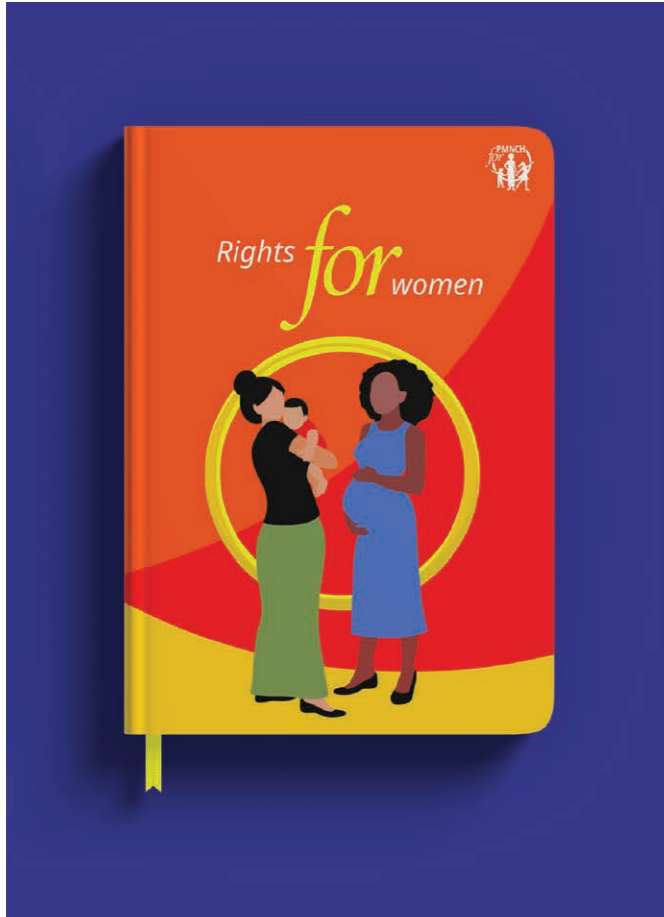


A design student has to be a keen observer of the environment. Design cannot happen behind closed doors, nor can it happen in isolation. A number of factors from the surroundings/ environment/ culture/ technologies etc directly influence design. Hence, we at SOC are always on the lookout for giving the maximum exposure to our students. We cannot afford not to study our roots, neither can we afford to ignore technology and advancements. The right mix of both leads to the desired understanding of the true requirements of the society. SOC students can be seen interacting with local potters and trying to learn the nuances of the craft and elsewhere also trying to understand the state-of-the-art printing technology during a visit to a printing unit in Delhi.



Educational Visits





Best Graduation Project

Era Namjoshi, student of Graphic Communication, got an opportunity to work on a branding project for PMNCH (Partnership for Maternal, New-born & Child Health – supported by the UN). The project was sponsored by Lopez Design, an award-winning multidisciplinary design agency specializing in branding & communications. Anthony Lopez, a designer from NID, started Lopez Design in 1997.

She worked on creating an illustration system for the brand. Her solution consists of sets of figures of various women, men, children, adolescents and healthcare workers with colours and silhouettes reflecting diverse cultural representations. She also created other visual elements that would aid in creating multiple stories for effective communication.



Concept and Design

Arindom Goswami | Sem 4 | Graphic Communication Design
Nagesh Lakhan | Assistant Professor

Editorial

Prof. Anjan Chakravorty | Dean
Aparna Gwande | Associate Professor
Ankit Kumar | Assistant Professor

School of Communication
World University of Design

Typeface

Droid Sans
Poppins | Designed by Indian Type Foundry, Jonny Pinhorn



A Universe of Creative Eductaion

Plot No. 1, Rajiv Gandhi Education City,
 Sonipat, Haryana 131029
 Contact : 070567 70065
 Email: info@wud.ac.in