

**Know your  
HOD**  
*Sangita Shroff life*

**“Your body is a  
battleground”**

**Barbara Kruger**

**Glory of the Force**  
Rafale Jets

**#VirtualWankhede**

**Redo Zindagi**  
Colour Module Redo

**IPS  
UM.**

18TH OCT, 2020



Illustrated by Dhvani Mewada

# Portfolio of a lifetime

Prof. Sangita Shroff

- Chandni Desai

The institute hidden beneath the greens had an unusual environment of creativity and learning. This stirred up curiosity in the young girl and she decided to give it a try. The process lasted over a span of two days with around sixteen aptitude tests to understand the contestant's perspective and ingenuity. While all the other kids arched their brows and scratched their heads, this girl with two oiled plaits was having the time of her life, "I came home feeling like I'd run a marathon", she said. You guessed it, she got in!

Since the girl loved learning, she took a semester off to spend time at the library and read the many books they had to offer, "When I was upset, I would open a book" she said.

Although she received her diploma in Exhibition design, she went on to work with NGOs, teach theory and then practical courses, design trophies, air an audio visual program of Doordarshan, work with leather, design accessories, design sets and more.

With no set path to limit her reach, this oiled and braided Madras girl grew up to be the Miss Sangita Shroff we know of. The weight of her portfolio originated from her joy to know more. This joy gave course to her river of life and made it an experience of several lifetimes.

For your ideal career, you would go about squandering your youthful days amidst career counselors and coaching classes only to attend more classes to help your academic performance, but that's not what the sixteen year old Madras girl did. Those were the seventies. The young eleventh grade state ranker knew one thing, and it was that she loved learning. The only condition that guided her choice was that it had to be in the city of Ahmedabad, where her family lived.

Trying her hand at archeology, medicine and commerce; she wasn't pleased to study anywhere yet. Her uncle recommended she try what the society perceived to be the 'hippie club of the town', that's right! National Institute of Design.

"Design is about building Perspective"  
- Dashrath Patel



# RE-DO

-Pratham Doshi

...having anxiety already? This is one of the most loathed word by the present generation. We all are engulfed by the phrase, 'smart work over hard work' but we always forget that any kind of work requires skills and perfecting such skills requires a lot practice and redoes.

Most people thwart hard work but this has been scientifically proven by experiments and here is one of them: In a ceramics class, students were divided into two groups, A and B. Group A was graded based on the quantity of pots they made whereas group B on the quality of pots, but most interestingly, the highest quality pots were made by group A only because they were so busy churning out work, making mistakes and

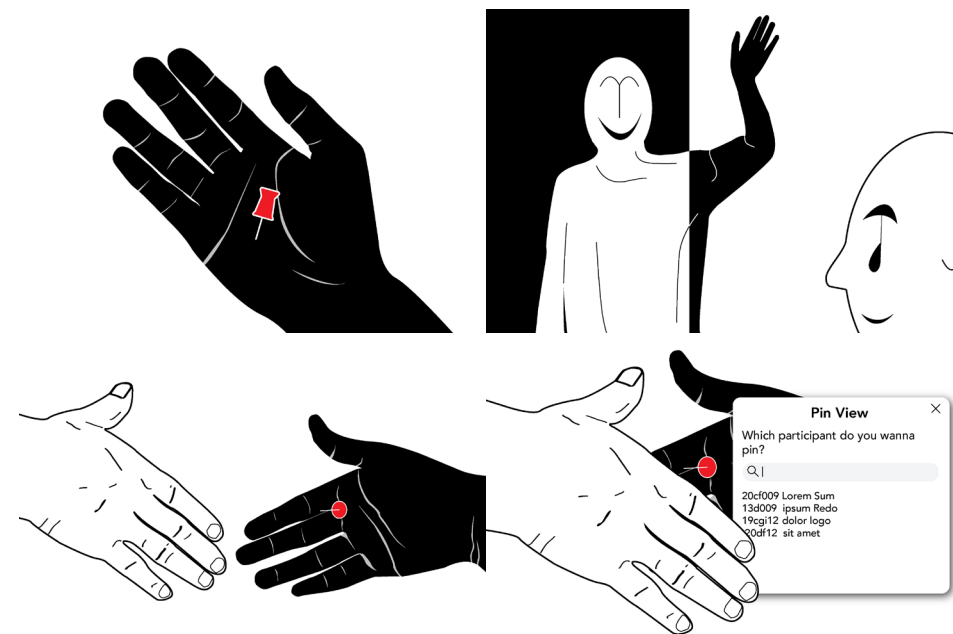


Illustrated by Rucha Gavane

correcting them that they eventually mastered the skill. This was not only with common people but even Pablo Picasso made more than 50,000 paintings in his entire lifetime. Your growth actually lies in the quantity of your work. Having said all of this, the newcomers i.e. the foundation batch were vexed by getting redoes in their colour assignments too.

Most of them found it futile by just randomly mixing colours, making new ones and doing tints, tones and shades but they never understood the fact

that they were improving day by day and had started perfecting it. It is fine to have ugly works at first as that's how we truly understand what beautiful stands for. Well, practically saying the professors are doing it just right, students getting pressured all day and still putting in efforts to do something shows how good you can be in the worst of times and thereby enhancing your skills day by day.



CisComic by Ashwin Suresh



## MUMMY-TO-BE ANUSHKA SHARMA GOES PUBLIC ; SEEKING FOR A DIVORCE FROM HUSBAND & INDIAN CRICKET TEAM CAPTAIN VIRAT KOHLI.



Oh no! Call this the eye catching statement of 2020. Just like a pina colada is meaningless without the sounds of sea, likewise the Indian Premiere League deets is so not IPL without the tempting gossip of our most stunning Indian cricketers and their wives. Also, disclaimer Nirma University is highly reflected by its academic rules and regulations, hence folks let's go straight up savage with how design is implemented in IPL.

The Indian Premier League (IPL) hit new heights of drama and suspense last year, ending a decade of immense fiscal growth, shrewd talent acquisition and much more! Nevertheless, with 2020 being the most scattered year, IPL managed to launch its 13th edition with

all the facemasks and sanitizers geared up. Every year, every team comes up with the utmost level of branding; where design is highly implemented. Be it in their logos, their jerseys, sponsors, social media accounts, and even trophies which have undergone changes in past few years.

Not only do they promote their teams, but also take every global issue into consideration. RCB is the only team that has followed a tradition of wearing a green jersey in one of the matches every year promoting the slogan of 'Go Green' for the reduction of carbon footprint. The team Rajasthan Royals has signed a deal with a sanitary pad brand NIINE as a way to educate men regarding menstruation, thus, breaking the existing taboos.

Not just the jerseys, but there are app designers who have designed apps for their respective teams. There's an app called "Live Line" which announces the results of matches 1-2 mins before it's on television. Due to the current cataclysmic situation, Mumbai Indians have started 'Virtual Wankhede' where audience can watch the match together via a video conference.

But, who doesn't need a cuisine to watch such crazy energetic matches right? Hence, not just cricket app designers, but cafés have also taken IPL as an element for their branding. Zomato introduced 'Zomato Premier League' from IPL-2019. Thus, from having a team motto to howl over in every match by fans, to wearing jerseys of their beloved team, to never noticing the infographics being there in every match, Indian Premiere League is extremely design oriented. Also, it's confirmed from all the sources, Anushka and Virat are back being the most adorable couple.

Written and Illustrated by Krina Barad  
Source- Tamanna Agrawal

**#Virtual Wankhede**

## RAFALE JETS

- Chandni Desai

AAYORE BAHUBALI!

The talk of national up-skill and upgrade is the suggested need of the hour. With constant borderline conflicts surfacing, India upgraded their military capabilities. The NDA government signed a booming Rs 59,000-crore deal on September 23, 2016 for thirty six Rafale jets from French aerospace company, Dassault Aviation. The complete delivery is due to join the Indian air force by the end of 2021. With the first batch delivered in July, the timing couldn't have been more perfect.

So, why were the Bahubali Rafale jets ordered and why is it a game changer for the Indian Nation Defense Academy?

The Rafale jet is a fourth generation jet with twin generation M-88 engine and delta wing, for enhancing its speed, stability and combat radius. Combat radius talks about the distance a fighter plane can go from its base in a single flight. Rafale has a combat radius of three thousand seven hundred kilometers.

Armed with the air-to-air meter, air to ground SCALP and Hammer (Highly

Illustrated by Shardul Dugad



## India Film Project

- Poorva Sharma

Agile Modular Munition Extended Range) precision guided missiles, complimented by a more than hundred and fifty kilometer missile range and six laser guided bombs, it greatly aids India's defense capabilities.

Other than firing missiles, SPECTRA is designed to detect threats and provides a multi-spectral threat warning capability against hostile radars, missiles and lasers.

The jet's body has modifications like reduction in the size of the tail-fin, fuselage reshaping, repositioning of the engine air inlets underneath the aircraft's wing, and the extensive use of composite materials and serrated patterns for the construction of the trailing edges of the wings and canards. For its semi stealth capabilities for Nuclear attacks.

These modifications also allow the jet to carry one and a half times its weight for fuels and missiles.

The Bahubali jets may now allow our fellow citizens, especially army families to sleep better, knowing that India can no longer be doubted for its capabilities.

India Film Project is a creation festival held in Mumbai, India. The festival features a flagship 50 Hour Filmmaking Challenge, where participants are given 50 hours to make a film after which a panel of judges select award winners. The competition has run each September since 2011 and is deemed as largest creative collaborative activity. Competitors form teams and are given a common theme to which they then write a script and shoot the films. They have a free choice of locations, equipment and actors. The teams are also responsible for post-production including editing and audio.

From 2016, the organizers have added a two-day on-ground festival in Mumbai which talks about various aspects of creation across films, digital, literature and music with interesting conversations, workshops and performances.



"I work with pictures and words because they have the ability to determine who we are and who we aren't."



-Prachi Shethji

## Style

Born on January 26, 1945 in Newark, New Jersey, Barbara Kruger is a conceptual artist and a collagist.

She belonged to a lower-middle class family. Her father was a chemical technician and her mother, a legal secretary. She attended Weequahic High School and Syracuse University before enrolling in the Parsons School of Design in 1965. She lives and works in New York and Los Angeles and is a Distinguished Professor of New Genres at the UCLA School of the Arts and Architecture.

Kruger's iconic style of work doesn't fail to capture one's eye. Her art fearlessly challenges and calls out stereotypes in the most undeviating manner with the use of black and white photographs and her bold captions stated in white-on-red Futura Bold Oblique or Helvetica Ultra Condensed typefaces. She uses pronouns such as "you", "your", "I", "we" and "they" in her works which address cultural constructions of power, consumerism and sexuality. Her work often leads to her association with the Feminist Movement. Her powerful and impactful voice echoing through her work lives up to these and how!

She states: "Pictures and words seem to become the rallying points for certain assumptions. There are assumptions of truth and falsity and I guess the narratives of falsity are called fictions. I replicate certain words and watch them stray from or coincide with the notions of fact and fiction."

Her early monochrome pre-digital works, known as 'paste ups', reflect her experience as a magazine editorial designer during her early career. These were made up of altered found images and captions from the media, or written by Kruger herself. A negative version of these works was generated, which ultimately became the enlarged versions of the initial 'paste ups'.

"I'm fascinated with the difference between supposedly private and supposedly public and I try to engage the issue of what it means to live in a society that's seemingly shock-proof, yet still is compelled to exercise secrecy,"

Her interest in poetry played a huge role in strengthening her style. After attending some poetry readings herself and writing some on her own, it became a mode of self-expression for her. And, she has also explored the realm of photography.

### *Your Body Is A Battleground (1985)*

Created for the Women's March on Washington, the artwork questioned the objectification of women and raised the issue of women's reproductive rights. The division of the woman's face into negative and positive exposures, with text over it, marks a stark divide. It was a protest in itself and has managed to maintain its relevance through time.

### *You Are Not Yourself (1981)*

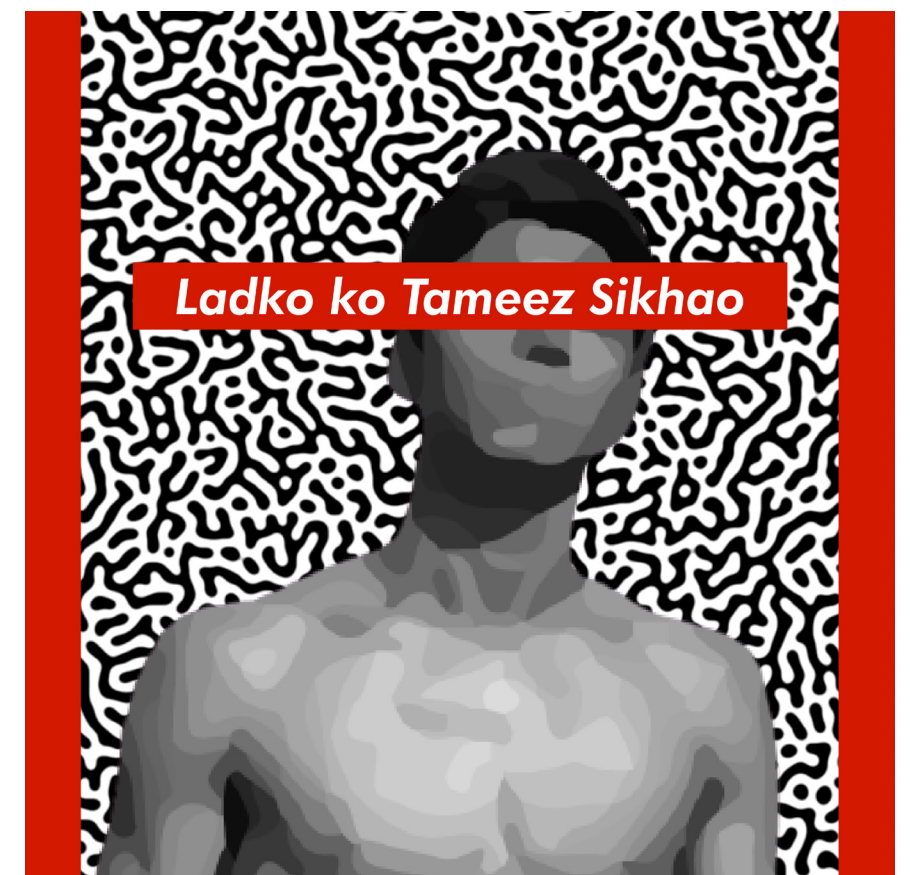
The artwork depicts a woman examining her reflection in a mirror, presumably shattered by a bullet. It is said that this shattered reflection suggests that the existence of women in society is inherently fragmented. It conveys that women, as a result of conforming themselves to the society's standards and adopting conflicting roles, have eventually become an amalgamation of others' expectations and assumptions. And when she finally has this moment of self-reflection, she finds that she is "not herself". The piece echoes the theme of breaking.



## Relevance in Indian Context

### *Ladko ko Tameez Sikhao*

Following Barbara Kruger's style of expression which was very much driven by self expression and feminism, here we are trying to throw some light on the Hathras rape case. After the incident there was an outrage of emotions all over the national media and one of the viral videos by a social media influencer used this slogan "Desh Padhao, Desh Bachao aur Ladko ko Tameez Sikhao" which means instead of always pointing out the girls, we should now focus on educating the country and teach manners to boys. This statement is in itself very bold, striking and controversial hence, we are depicting it in the illustration along with the black, white and red colour palette, inspired from Kruger's works.



Illustrated by Jay Adhiya  
Illustration explained by Hitali Bhonde

m e m b e r s

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Dhvani Mewada  
Hitali Bhonde  
Ashwin Suresh  
Poorva Sharma  
Kriti Maloo  
Krina Barad  
Prachi Shethji  
Jay Dasadia  
Rucha Gavane  
Vedsri Sah



**Ipsum •**  
[ɪp'səm]  
(noun)

is the press committee of department of design, nirma university started with the axiom of enhancing knowledge, skill, awareness and generating culture of this young institute

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Illustration Inspiration- <https://bit.ly/3nICO9y> - Shreyas Mendiratta

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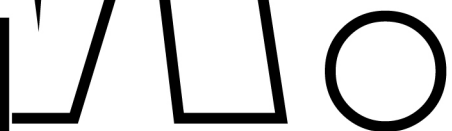
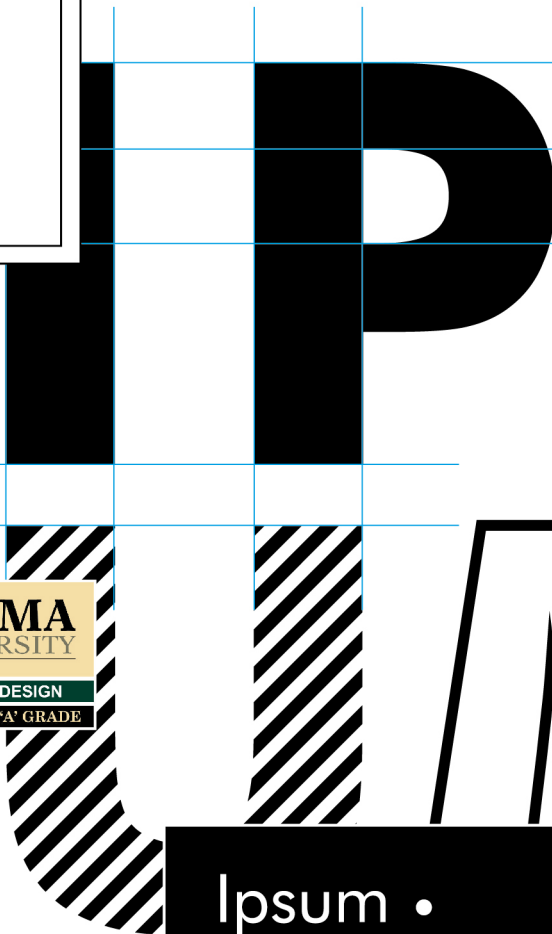
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Lorem Ipsum is the placeholder text which designers deal with while using Adobe software. The word "ipsum" means itself. Inspired from this we derived "Ipsum."