

EKATTVAM OR MISTAKE?

THE TANISHQ CONTROVERSY

DR. VIKRAM PARMAR

TUESDAY EVE CONVERSATION

FROM SUITE TO WORKSPACE

A CHANGE IN VIBE

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# X-Prize

900 teams globally participated in this challenge and Novus is the only team from India to have qualified in the top 25. The challenge is still ongoing and all qualified teams have been paired with global manufacturing giants such as 3M, Honeywell, Lydall and Under Armour.



Render by Muhil

The Next-Gen Mask Challenge, conducted by XPRIZE, is a non-profit organization that designs and hosts competitions, encouraging technological development to benefit humanity. The challenge includes designing the next generation of masks which would redefine the dynamics of mask-wearing behavior and help sustain crucial preventive health measures amidst the COVID-19 Pandemic.

Chandni Desai (ID3, Nirma University) along with her former schoolmates, Vini-bbll Praveen Mehta (NAFA, Singapore) and Arya Pawar (RMIT, Melbourne) formed Novus to develop a multi-purpose, transparent, protective mask with the intent of arming the general public with a next-gen product. They have successfully incorporated various materials and mechanisms to resolve the heterogenous limitations attached to mask-wearing. While the design primarily focuses on the protective functionality of the mask, it also incorporates elements of contemporary urban fashion that are bold and chunky.

Novus has placed India on an international pedestal by representing not only our country's youth but also the Innovation Sector. "This is not the end for us, as we aim to win this competition and utilise our mental capabilities & resources at-hand to fix the challenges humanity faces, in the near future", is what Novus had to say about their future as a team.

## PUMPED UP TO TAKE ON A CHALLENGE?

- Hitali Bhonde

Since the beginning of the pandemic, there have been numerous challenges inspiring designers to put their skills to use for the betterment of communities. Along with that we now face challenges to provide resourceful and appropriate solutions for post Covid'19 situations.

The D'Source Post Corona Design Challenge is providing an opportunity to students and designers from all over the world seeking creative solutions in the fields of communication, product, interaction and environment design. The participants are encouraged to follow a design process for analysis and ideations as well as interact with professionals to produce meaningful results. The first cut-off date for the challenge is 20th January 2021.

## Diversity of Learning

Session By Dr. Vikram Singh Parmar

- Chandni Desai and Hitali Bhonde

Dr. Vikram Singh Parmar joined the students of Industrial Design, Nirma University for a talk on Tuesday, 20th October. The nature of the talk wasn't like your usual morning lectures, instead, it was a conversation, between Dr. Parmar and the design students.

His expertise in architecture, industrial design, design research, design manifestation and other various fields, allowed the students to gain an interesting perspective on design from his end.

The biggest takeaway from this session was the importance of learning that takes place in various forms. Research and reading helps establish a firm foundation for design students. Secondly, he talked about the mileage and experience gained from interdisciplinary collaborations. Furthermore, the easiest way of

learning is by observation. "If you do a project on the chaiwala outside your university, it's your learning", said Mr. Vikram.

So, opportunities are everywhere but as budding designers it is our responsibility to grab those opportunities wisely to invest our time and resources in. These insights will help students prepare for their journey ahead.

The success of the session and the unending trail of questions from the curious young minds suggests the possibility of another session focusing on potential areas for the "degree projects" of fourth year students.



Illustrated by Dhvani Mewada

This article talks about the controversy over the Tanishq advertisement on its new line called 'Ekatvam'

The Tanishq ad controversy started when religious sentimentalists questioned the new Brand Ad, as it was based on Interfaith marriage. The company took down the Ad as soon as #BoycottTanishq trended on Twitter for three days. More than 17,000 people tweeted with the hashtag, calling for a ban on the advertisement and a boycott of the jewellery brand.

# The Infamous Advertisement

- Nagesh Agrawal

Although the advertisement was aimed to target the upcoming Hindu festivals of Bhai Duj, Diwali and Dhanteras, unfortunately, it hurt some sentiments and people started accusing Tanishq of promoting "love jihad".

An incident took place in the Tanishq store in Gandhidham, where two people demanded an apology from the store. This news was misinterpreted by many national media houses such as NDTV.

This advertisement was released around the time an incident, where a Hindu boy was beaten to death for being in a relationship with a Muslim girl, emerged. This, and many other incidents and memories are said to have triggered the Hindu Sentimentalists.



Illustrated by Shardul Dugad

It may seem a bit risky at first to expose users to a new form of online interaction at a time when everyone is adjusting to online meetings; but the organisers of India Film Project decided to use a unique way to host their annual event, called 'a Virtual Platform.'

The platform was used in order to incorporate the essence of a physical event. To achieve this, they maintained a consistent interface, using features such as live feed, likes on posts, chats and leaderboards. They were made easily recognisable, using the same icons that are generally used across various platforms.

The visual hierarchy within the site was clearly defined by the placement of different pieces of text and through simple colour coded sections, that helped in navigating through different pieces of information comfortably.

The chosen dark colour scheme, (#fda50f & #330043) was unparalleled and helped in differentiating the platform from just another social media site, which generally uses a lighter colour scheme.

Its' success can be seen from the fact that many participants enjoyed the event and were also able to form a network among themselves. This might be a revelation for future events and the designers of tomorrow should definitely take a look at this field.

- Ashwin Suresh



Illustrated by Kriti Maloo

## from Suite to Workspace

- Vedsri Sah

On 6th October, in an attempt to bring workspace home during the pandemic, Google announced the rebranding of Google suite to Google Workspace. One place to access Drive, Meet, Gmail, Docs and Calendar, supposedly to make it easier.

However, it's not rebranding if it's just the name that changes. Google's Design team came up with a brand new UI. Workspace is all #team4colours now, but not everyone likes it.

The new icons have a similar form as their predecessors but a completely different vibe. They are now a combination of flat shapes in four colours and witty placement that equip the principle of Closure to complete their form.

Simplicity at a new level, raises a few questions. How much is too much? To what extent can something be simplified before it loses its meaning and identity? And finally, did Google do it right?

## What is this IoT?

- Abhishlok Goel

The internet of things (IoT) is a catch-all term for the growing number of electronics that aren't traditional computing devices. They are connected to the internet to send data, receive instructions, or both.

There's an incredibly broad range of things that fall under that umbrella: Internet-connected "smart" versions of traditional appliances, refrigerators and light bulbs; gadgets that could only

exist in an internet-enabled world like Alexa-style digital assistants; internet-enabled sensors that are transforming factories, healthcare, transportation, distribution centres and farms.

What is the internet of things?

The IoT brings the power of internet, data processing and analytics to the real world, of physical objects. For consumers, this means interacting with the global information network without the intermediary of a keyboard and screen. Many of their everyday objects and appliances can take instructions from that network with minimal human intervention.

A world of omnipresent connected devices and sensors is one of the oldest tropes of science fiction. IoT lore has dubbed a vending machine at Carnegie Mellon that was connected to Advanced Research Projects Agency Network (ARPANET) in 1970 as the first Internet of Things device, and many technologies have been touted as enabling "smart" IoT-style characteristics to give them a futuristic sheen. But the term Internet of Things was coined in 1999 by British technologist Kevin Ashton.



# AMONG US

- Hitali Bhonde

“Among Us!” You must have surely heard about, played or been hooked on to this game for hours at a stretch recently. It is an online multiplayer game, developed and published by an American game studio, Inner Sloth in 2018, but it was mid-2020 when it was widely recognised, going viral globally.



Illustrated by Ananya Mohan

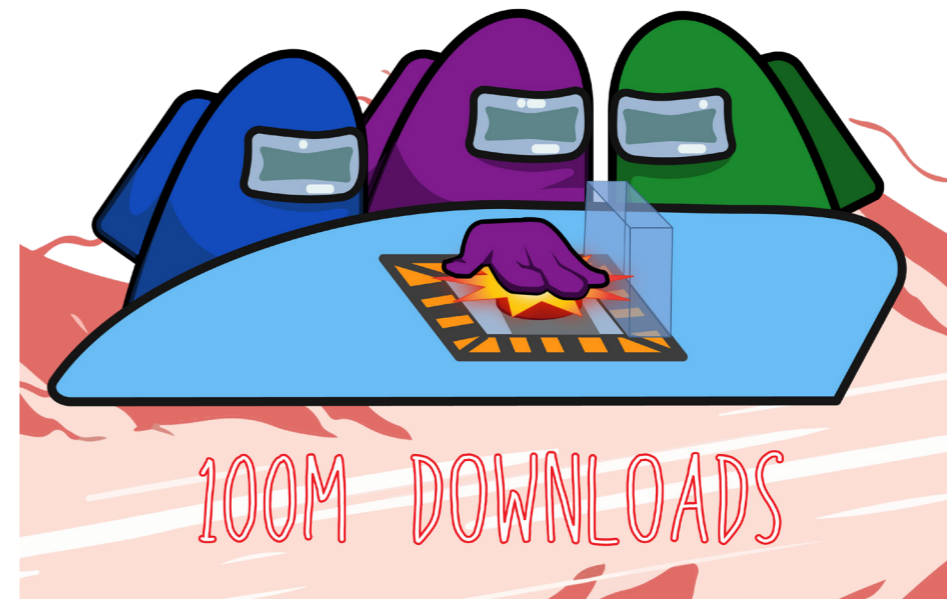
It was mid-2020 that this game experienced a surge of popularity. COVID-19 is cited as one of the main reasons for the craze of Among Us as it allowed people to socialise while social distancing. Popular streamers and youtubers started playing this game, influencing other people to download it too. This game popularised a slang “sus” (short for “suspicious”). Seeing the popularity of this game globally,

brands and marketing strategists used this opportunity to customise, getting inspired from this game. Social media is now flooded with such merchandise or advertisements which in itself speaks about the success of Among Us.

Foundationally, the game is set in a spaceship and is based on the concept of social deduction of an impostor by the crewmates. This game supports four to ten players in a lobby at a time, out of which, randomly, one to three players become the impostors, while the rest are crewmates. A crewmate’s goal is to complete all their tasks and/or identify and eliminate the impostor. Whereas, the impostor’s goal is to kill the crewmates or sabotage before time runs out. When any crewmate dies, they can still play as a ghost. Players are eliminated either by getting killed or being voted out.

Psychological manipulation and deceit play an important role, with the impostor trying to clear themselves and place “suspicion” on the rest of the players. Players can communicate through the built in text chat or by using other voice/video interaction applications since the game does not support a built-in voice chat.

## GAME PLAY & INTERFACE DESIGN



Illustrated by Sruljal Tawade

Marcus Bromander is one of the main creators and designers of this super-hit game. He tweeted explaining the simple character design of the players, and how that was preferred as it allows anyone to be able to draw the character and express themselves through it. One of the main reasons of the popularity of Among Us is the simple art style and colour palette that makes it easier for users to understand this game, with no complicated

visuals. This game has extremely well designed animation and graphics. The “kill animation” that appears on the crewmates’ screen when the impostor kills them, is brutal, yet dynamic as if stabbing the crewmate with an extended tongue or killing them by twisting their head.

One of the best parts of this game is the light and shadow. All the players except ghosts have a limited cone

of vision that changes and modifies as they move or enter doors and restricts them from seeing any other player who is outside their area of vision, despite the interface being in top-down perspective, making it interesting and unpredictable. Furthermore, the sound design and attention to detail enhances the overall experience of the game. When the game begins there is a signature sound effect used for announcing the impostor and crewmates which creates hype and excitement for the players. There are mini games in the forms of tasks and each of those have sound effects well. Even the different areas of the map, the reactor area for instance, have a specific sound design, creating an experience that has the user engrossed in the game. Along with, there are numerous additional features that allow players to customise their character to their personal preferences.

# EIGHT

Cover page and Back page Art  
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