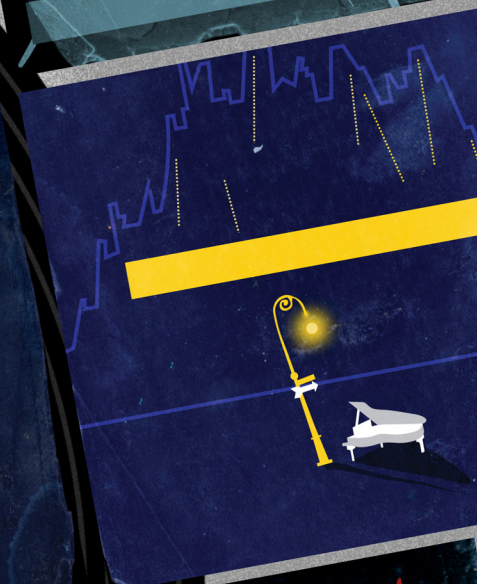




Netflexing?



THE GRAM BIZ



IPS UM.

Dec. 06. 20

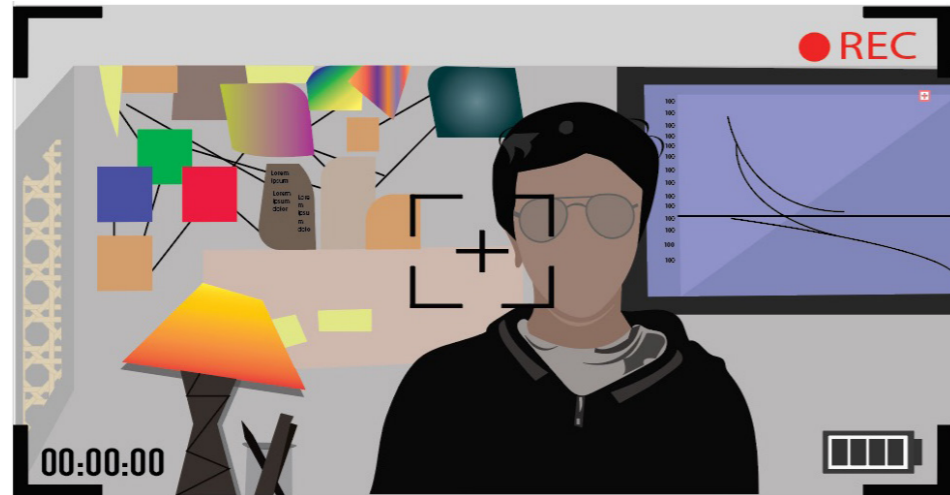


STILL GOT IT IN YOU?

- Hitali Bhonde

Our environment is degrading rapidly and it is now need of the hour to use renewable and sustainable resources in our daily practices. To promote this, Association of Designers of India along with Maharashtra Bamboo Promotion Foundation have organised “Bamboo-Design for Sustainability” which is a design excellence award for students.

This invites entries that are innovative, revolutionary and should be environmentally and socially relevant. There are three categories, namely- structure, furniture and product, in which one can submit their concept by identifying the problem and hence developing practical solutions using bamboo as the primary material. Submissions for this are accepted till 26 January 2021.



Illustrated by Kriti Maloo

Mock-U-Meme

Me/Me is a Department of Design student, Kshitij Singh's fourth film, and he's never worked so much in detail. One of the many collaborators of the film, and Kshitij are old friends and quoting a line from the film, they “vibed instantly” wanting to participate in IFP and so they did. IFP or India Film Project is a 50 hour Filmmaking Challenge held worldwide.

Kshitij was the cinematographer and with insights from the directors, constant guidance, a lot of back and forth, and a lot of fun, their film was shortlisted for Top 100 Films in IFPX in the Amateur Category.

While filming, the team was inspired by the mockumentary style of ‘The Office’. They wanted it to be candid and livid to connect with the audience.

Kshitij works on making content that hasn't been seen before. Even though the movie is relatable, being about memes, it's fresh, as no one talks of memers and algorithms in this way. Although the story doesn't belong to Kshitij, he immersed in it slowly with every scene. After going through technical difficulties and a 50 hour time crunch, five hours into filming, the team realised that the sound equipment wasn't working. Later they finally decided to work with the sound from the camera itself. Nevertheless, everything worked out in the end just fine, as can be made out after watching the film.

- Rucha Gavane and Poorva Sharma

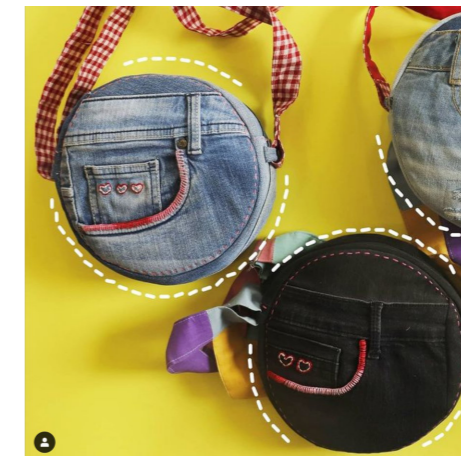
THE GRAM BIZ

When one single social media application is a go-to place for 300 million people, there's no chance you can't do a thing there! From the millennials to GenZ, each and every person is engaged on Instagram for approximately 4-6 hours per day. As Instagram grew over the years, people started making the best out of it. Let's see how? Businessmen and entrepreneurs started having social media accounts of their brands to promote and do digital branding.

However, as it grew more and more, Instagram just had to dig in and do the best for 300 million people right? That's when Instagram came up with few mind blowing marketing strategies for entrepreneurs to take over social media like nobody else. Instagram came up with paid Ad runs for posts achieving the highest engagement. There came up shopping Ads, tips for wider crowd engagement, AR filters, a great way to connect to the customers, Reels emerged, and was proven to be the highest engagement strategy, there's Instagram Shop and Facebook Pay, an in-app shopping feature destination, there's IGTV videos which are again highly engaging for the viewers! There's much more, for you to grow your business online and that's one thing all of you must have experienced.

A student of Department of Design, Nirma University is a great example of an online business started in this pandemic! Fabrefine by Saumya Shah, an aspiring product designer, who's interest lies in textiles and sustainable

fashion, came up with up-cycling of products through her brand. The products are fine, noticeable and aesthetic as well as highly functional, of which few are denim laptop sleeves, jeans, up-cycled planter sleeves, up-cycled diaries and much more! Hence, it's visible without a doubt that not only is Instagram updating its business features but also the users are keen on making use of them. This provides a noticeable, hence constructive online platform for all the users and is profitable for the app.

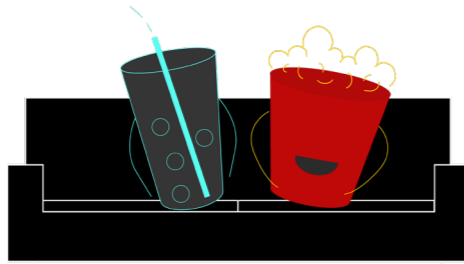


- Pictures by Saumya Shah

- Krina Barad

Netflix

Binges & Bills



In this pandemic, businesses have suffered losses, but do you know whose pockets are getting filled? Yes, it's our all time favourite "Netflix".

Netflix is an American over-the-top content platform and production company headquartered in California. It's the world's leading streaming entertainment service with over 195 million paid memberships in over 190 countries enjoying TV series, documentaries and feature films across a variety of genres and languages.

Started as a DVD rental service, the company encountered difficulty in sustaining the business, before their popularity escalated, making them pioneers of the online streaming industry. So how did Netflix ace its marketing? Well, this aligns with its mission of revolutionising the

way people access and engage with content and advertising.

Netflix believes in intensive growth strategies like market penetration by expanding business operations in a multinational market reach. New country domains serve as new hubs for market development, producing original and relatable content by diversification of geography, culture and audience. Streaming content from third parties and also developing original content gives Netflix an advantage over its competitors, which in turn attracts more users exclusively. Since it has a strong focus on innovation, tremendous breadth of service and product offerings have become an asset in promoting content on the platform itself.

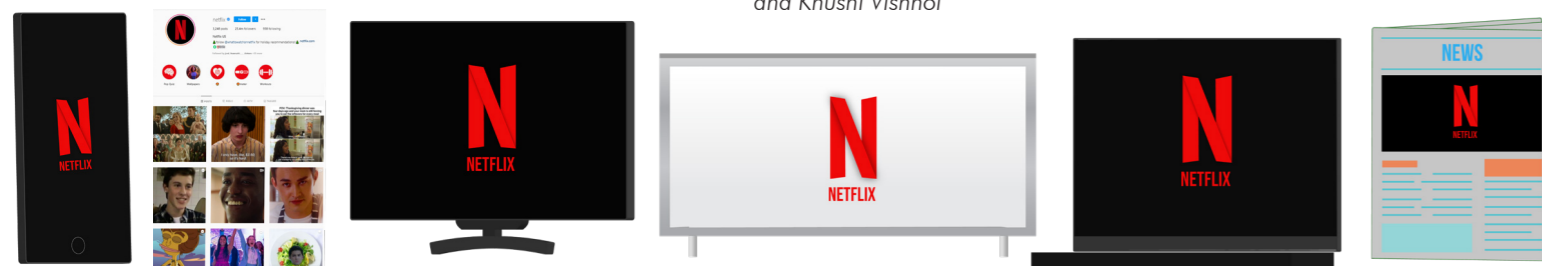
Netflix's digital marketing strategy is what makes it a household name and popular among a variety of campaigns, social media posts and opportunities. Since social media is an excellent source of interactive business reach, Netflix's team uses it intelligently to grab attention and arouse curiosity. For broader reach, they ask questions and create polls, simulating followers for casual conversations and collaborate a lot with companies, influencers and celebrities, placing Netflix in trending topics.

Recently, it announced a two-day free access to all Indians, a great strategic advertisement to increase customer reach.

So, with content that appeals to every area of interest and intelligent digital marketing strategies, Netflix seems to be the leading digital entertainment service for a long time to come.

- Hitali Bhonde

Illustrations by Srujal Tawade and Khushi Vishnoi



This true story, which became India's highest rated web-series, is based on the book written by Sucheta Dalal titled, "The Scam: Who Won, Who Lost, Who Got Away". The Series introduction itself is so powerful, that majority of the audience did not wish to skip it, as mentioned by the series distributor- SonyLIV. The story talks about a big battle involving crores of rupees fought using the brain as a weapon.

Although it is based on a complex topic - The Stock market, the makers managed to make it simple and comfortable for every kind of audience. The series is more focused on the story, than a particular lead role. There is no hero or villain. Here, the viewer can form their own interpretation and opinion. The impression left on the audience by the series is very impactful because of the details in the show, like recreation of the 90s, words like Bull & Bear and an insider of the Bombay Stock Market.

The facts in this show are transparent, real and controversial topics such as the involvement of SBI bank and the summoning of the Prime Minister to the witness box aren't censored for the audience. The catchy dialogues such as "Risk Hain toh Ishq Hai" leave a mark on you, acting as a promoter, spreading across social media. All these factors make the series a "masterpiece".

- Nagesh Agrawal

SCAM Hai Toh Naam Hai



Illustrated by Jai Adhiya

Illustrated By Ananya Mohan



The New Reality

AUGMENTED REALITY

The massive technological advancements around the world have created significant challenging competition among companies where each of the companies tries to attract customers using different techniques. One of the recent techniques is Augmented Reality (AR).

The AR is a new technology that is capable of presenting possibilities that are difficult for other technologies to offer and meet. Nowadays, numerous augmented reality applications have been used in the industry of different kinds and disseminated all over the world. AR will really alter the way individuals view the world. The AR is yet in its initial phases of research and development at different colleges and high-tech institutes.

Throughout the last years, AR apps became transportable and generally available on various devices. Besides, AR begins to occupy its place in our audio-visual media and to be used in various fields in our lives in tangible and exciting ways such as news, sports and is used in many domains in our life such as electronic commerce, promotion, design, and business. In addition, AR is used to facilitate the learning whereas it enables students to access location-specific information provided through various sources. Such growth and spread of AR applications pushes organizations to compete with one another, every one of them exerts its best to gain the customers. This paper provides a comprehensive study of AR including its history, architecture, applications, current challenges, and future trends.

- Abhishlok Goel

'Nevermind' by Nirvana (1991)



'Watch the Throne' by JayZ and Kanye West (2011)



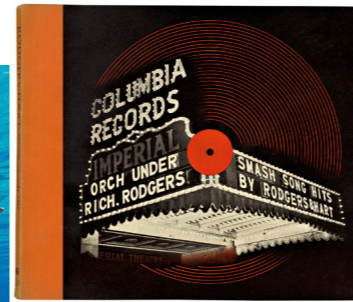
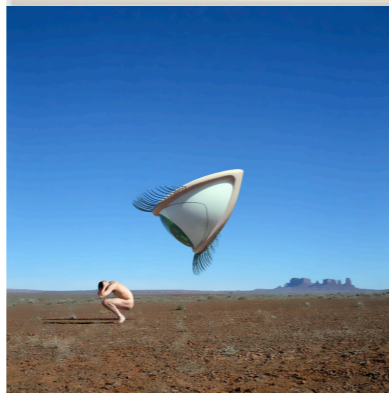
'Kids see Ghosts' by Kanye West (2018)



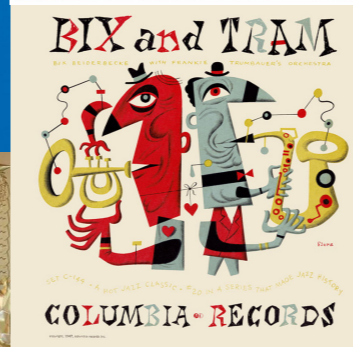
Blur's album 'Out of Time' designed by Banksy (2003)



The Cranberries' album 'Bury the Hatchet' (1999)



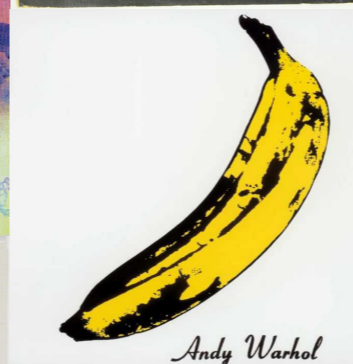
The first album ever, designed by Alex Steinweiss (1939)



Jazz cover designed by Jim Flora (1947)



Famous album portrait of The Rolling Stones (1964)



The Velvet Underground and Nico album designed by Andy Warhol (1967)



'Unknown Pleasures' by Joy Divisions (1979)



'The Dark Side of the Moon' by Pink Floyd (1973)

ALBUM COVERS

Article by Dhvani Mewada
Source- Devendra Pawar
(Sour Turnipp)

When I say "4 men crossing the abbey road" you instantly think of the Beatles. We live in a world where we invariably use images to persuade and communicate to audiences. What better way to do that people than music? Not only do artists communicate through the lyrics, but also through album cover art. Rhetorical strategies and analytical devices are constantly used in the art on the cover of an album, regardless of what genre of music.

Early 1910s, records were sold in drab brown envelopes-like sleeves. All thanks to the Columbia Records in 1938, the whole course of album records changed. Alex Steinweiss, 'inventor' of album covers, art director and illustrator at Columbia Records, realized the power of using album covers as marketing tools and giving a visual experience of artist's intent.

Early trend of modernist illustration for jazz covers were introduced by Jim Flora working alongside Steinweiss. His style includes bold, bizarre illustration with brilliant colours which helped people look at jazz with colourful vision. These cover's sole purpose was to catch people's attention and intrigue them enough to buy the album.

One of the timeless trends that started in early albums were artist portraits through photographs, illustration or paintings.

1960s was the time when musicians and artists started collaborating for giving an audio-visual experience. The then manager of The Velvet Underground, the famous Andy Warhol, made the most iconic cover; the 'The Velvet Underground and Nico'. Warhol being Warhol, created an innovative

cover design with a banana design which when tugged on slowly reveals a flesh coloured banana inside. This inspired a lot creators add innovation in album covers.

Some abstract covers like 'The Dark Side of the Moon' by Pink Floyd and 'Unknown Pleasures' by Joy Divisions have such enigmatic symbols which have endless representation and understanding. Artists like Storm Thorgerson, Virgil Abloh, Elizabeth Roson, Kaws, Takashi Murakami and Banksy brought a new wave of aesthetic to the artworks using mixed media.

Famously known for their rebellious and punk music, 'Nevermind' (by Nirvana) album's cover conceptualized the artist going mainstream. The cover art revolved around Nirvana becoming a puppet of the music industry.

In this generation of streaming services, album artworks have taken a different role in their functionality. Album covers are no longer just the protective sleeve around the vinyl or CD, they serve a higher purpose of marketing and helping the artist in their release campaign. The field of album artworks is rapidly evolving with old styles becoming relevant again and newer techniques being used. The internet is bringing many cultures closer which has also opened gates to hybrids of different artstyles. One must only wait and see what will the new era bring.



IPS UM.

Cover and Back
page artwork by
Ashwin Suresh

THE NEW REALITY

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ALBUM COVERS

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NETFLIX, BINGES AND BILLS

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SCAM HAI TOH NAAM HAI

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DESIGN CHALLENGES

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