

Single Use Planet

Long Time No See

IPS UUM

Mar. 14, 2021

Baithe Baithe Kaam Kare

- Poorva Sharma, Taanya Chowdhury

One of the most interesting courses each semester is Material and Processes. Each student was enthusiastic to dive into it. This course requires exploration of materials, the involvement of equipments and some serious instructions.

With the pandemic at hand, introducing a home workshop environment came with both pros and cons. The pros included the immense exploration with extreme constraints present, which polished and boosted personal skills and imagination. However, the drawbacks of a virtual medium and the inability to use workshop machinery led to some gaps in understanding. Due to this, most of the students were not able to work to their potential and understand the basics of the material.

Creating a home workshop environment requires basic objects like, a workbench, stationary and sometimes tools and ample space which may not be available. Along with this, work is also hindered by the lack of materials that could be used. For instance, wood and metal are not suitable materials to be worked within a home workshop, whereas clay, paper and textiles are. Working with the available materials in an isolated home workshop slows down the process of decision making. The product exploration, documentation, etc, could be speeded up. Travelling and certain other external factors however are absent in a home workshop, saving time and money. Students have proper ownership of and responsibility for their product.

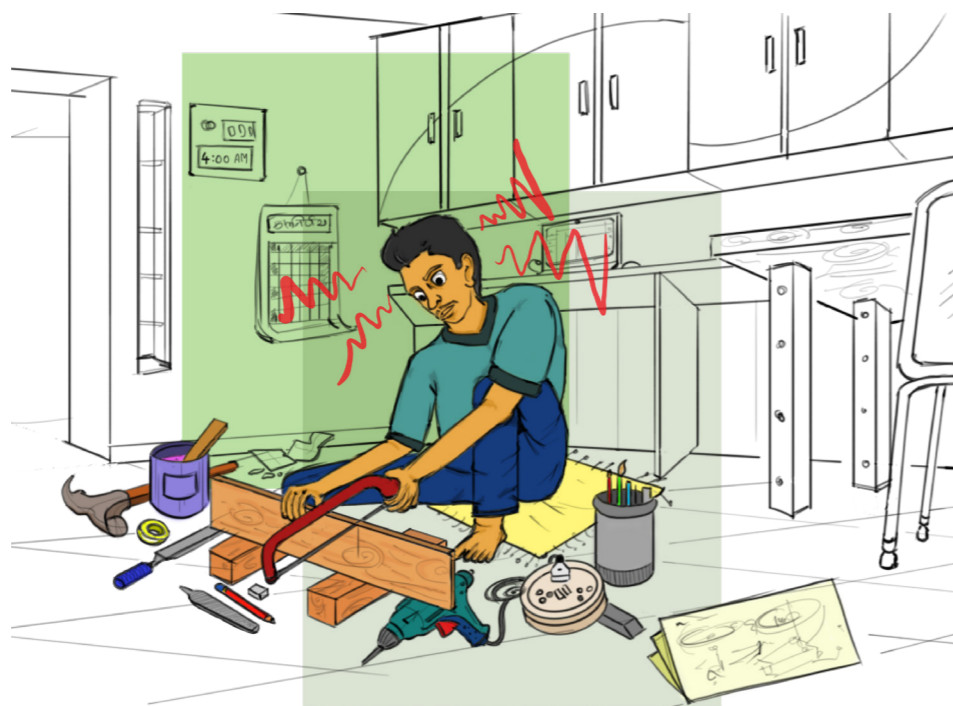
Due to the situation in some of the cities where the students reside, all the materials and tools couldn't be procured. However, the faculties have been supportive through the way they designed the course and offered solutions to each student in any way they can. In the pandemic, indeed, students were not able to access workshops, but they did their best to gain experience in working with materials while completing their course work on time.

Can you design a PASTA?

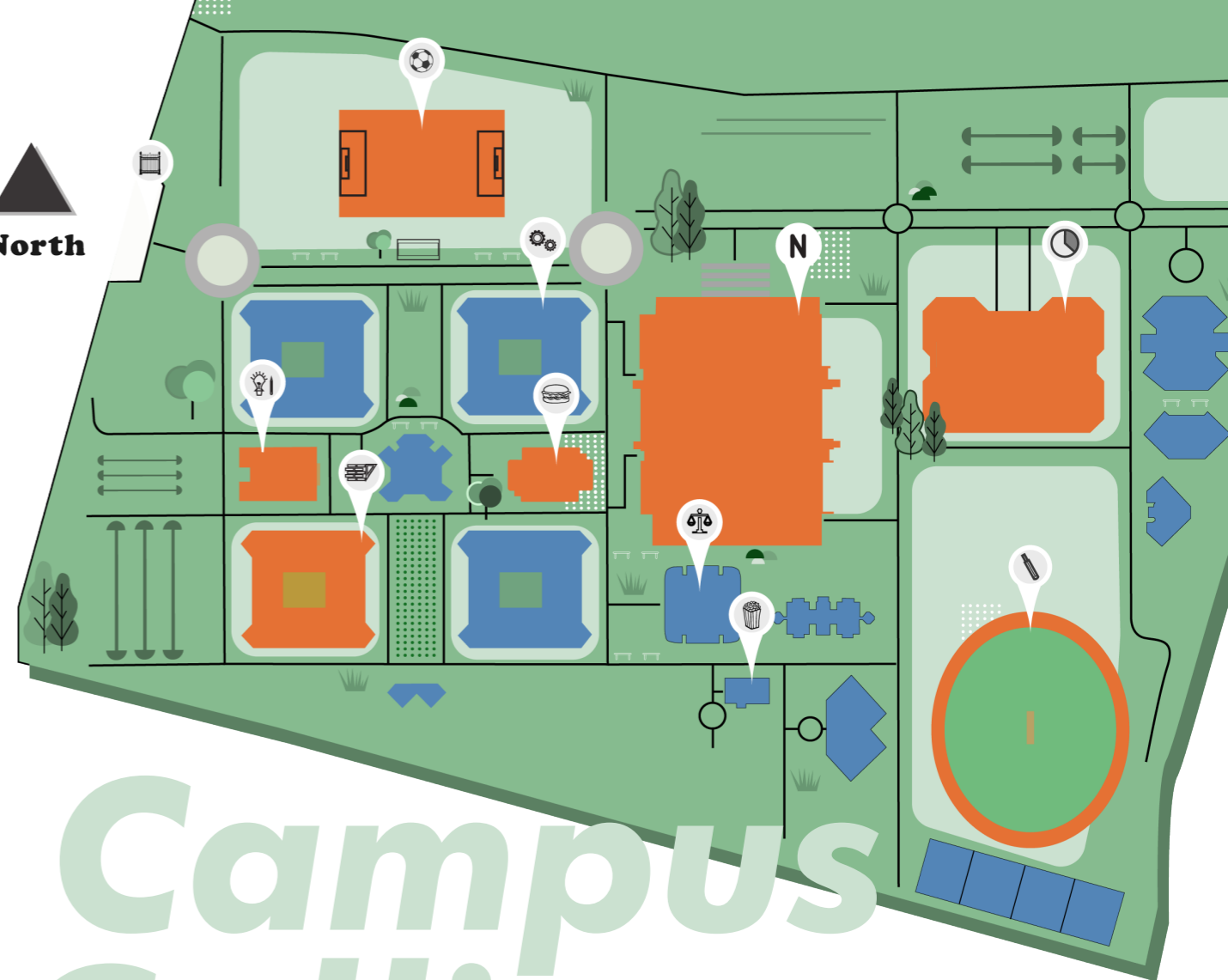
- Hitali Bhonde

Barilla is an Italian multinational food company. It is the world's largest pasta producer founded in 1877. Recently Barilla has launched an international competition that challenges designers to create new dry pasta shapes keeping in mind the functionality, method of production, form, aesthetics and other design aspects of the food product.

The shape designed will be made using traditional technologies of dry pasta like kneading, cutting, drying, etc. Even the surfaces can be explored upon from being rough to a perfectly smooth finish. The target audience for this product are people who are looking for a unique experience. This competition is accepting submissions till 4th June 2021.



Illustrated by Shardul Dugad, Ashwin Suresh



Illustrated by Jay Adhiya

Campus Calling

- Hitali Bhonde

- Entrance Gate**
Dont forget the helmet, or it'll be a hell, mate!
- Department of Design**
Humsabka Ghar
- Institute of Architecture**
24x7 Open
- Institute of Law**
- New Building**
Burj Khalifa of Nirma
- Institute of Management**
- Institute of Technology**
- Cricket Ground**
Courts over Courses
- Football Ground**
The Bald Ground
- K Canteen**
No chhutta zone
- Law Canteen**
Find your Jaya, Rekha, Shushma here

Universities and colleges across the country have been closed since mid-March of 2020 the reason being 'coronavirus outbreak'. During our fourteen-day quarantine period which apparently stretched to one year people tried and lived through all sorts of things like online game nights, making dalgona coffee, family cooking sessions, online classes, home workshops and what not.

But now this is coming to an end as many institutions including Nirma University will be opening soon and our lives will slowly get back to normal. For Department of Design students this would be a memorable experience as the final year batch will be graduating soon and the 2020 batch would be

joining the campus for the first time. This would bring many opportunities like studio environment, workshop facilities, live seminars, interaction with other departments, fests, clubs, competitions etc. This campus life is an essential part of a Nirma student and provides an essential value to the education.

With that being said, we should realise that normalising of the situation will take time but it will happen slowly and gradually. But along with that it is us who have to safeguard ourselves and others by following proper protocols for the same.

Pune Design Festival by the Association of Designers of India had its 15th Annual Design Festival 2021 from 21st to 27th February. The theme, 'NOW' talked about the opportunities and urgency of design in the current times while studying the different aspects of the changing role of design for a better future. The participants found comfortable chairs in the virtual lounge to interact with the experts in the field. This year for the first time the fest was conducted through an interactive online platform called 'Airmeet'. Airmeet provided features that facilitated virtual relations amongst the design community through features like lounge spaces, speed networking, live Q/A sessions, and direct inbox.

One of the sessions at PDF was 'GEN D Experience Design' which talked about experience design, being a mixture of interaction design, visual design and developer skills. The discussion then threw some light upon the key components like cognitive research skills, technical skills, Immersion and soft skills which design students should inculcate to withstand the changing role of design in the future. When it comes to design understanding it is mainly divided into three levels: tactile, system/process and later the strategic level, analysing these levels help us gain more expertise.

In the session about 'GEN D Industrial Design,' the discussion was initiated by focusing on the basic design process, broadly categorized into three parts if looked deeper upon. The research includes problem finding and deriving the brief, the second part is ideation which includes brainstorming, sketching etc. and the third part of the development which includes prototyping and making. Later the panel went on discussing the scopes and aspects of industrial design and what makes a designer valuable. Nowadays, everything is reinvented according to

the situation which in turn increases the demand for designers, the need to understand the core value and the "why" part of the process which will set them apart from the others.

"It started with a rock" and then we kept innovating and perfecting it. A session with 3M let us in on the secret to the company's vast portfolio. 3M commenced with the process of immense exploration. They shed light on the importance of finding reasons for trends which helped them understand the consumer needs and consumer behaviour for future explorations. Later they took us through their design process which included confirmatory steps like Identifying requirements, Ideation, behavioural case studies, inspection and evaluation. These steps oiled the wheels for a smooth system with minimum errors in judgment.

Two Notable sessions provided an insightful panel discussion on the future of design and the role of designers in shaping this future. In 'How many things is too many?' The panel discussed the need to ask ourselves if we really need to design more in a sector, where there is a surplus overflow. Questioning the need to use plastic at every opportunity. An understanding of the effects of social, economic and political structure on one's choice of material was provided. The main takeaway from the session was designing out of need rather than out of the consumerist bubble.

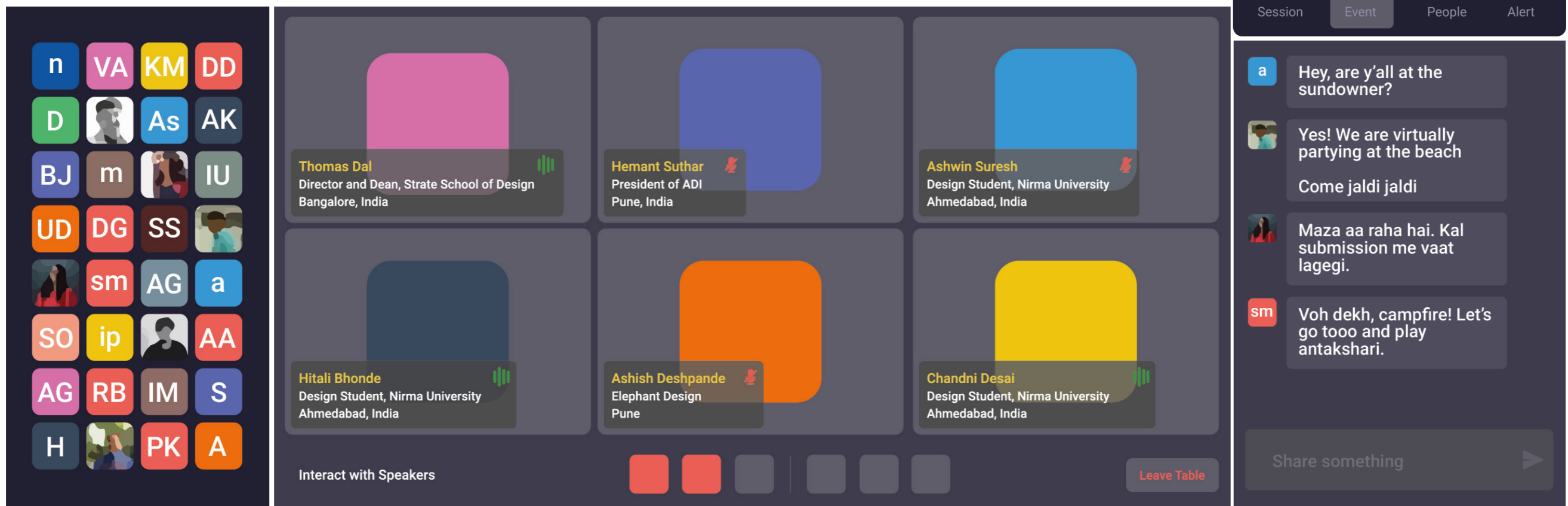
The second panel was an eight-member panel. The topic at hand was Design Education 'NOW for the Future'. Every panellist gave their views on the much-needed change in design education. Sustainability was a popular

take, followed by the suggestion of moving away from the market focus design and promoting collaboration with fields like economics, politics, science, etc. This session provided an experienced perspective and whispered in our young minds the duties of being a designer in the coming generation.

The Design Festival was a fun-filled experience with the design community. Regardless of all the physical distance, there were no gaps when it came to sharing our thoughts, perspectives and ideas.

- Hitali Bhonde and Chandni Desai

THE FEST OF 'NOW'



- Illustrated by Dhvani Mewada

Why was Polythene banned?

- Chandni Desai

Low-Density Polyethylene bags, commonly known as Polythene bags were everywhere. There were minor attempts to recycle them and then they were banned. LDPE bags are completely recyclable, they can be melted reshaped easily with heat from your microwave and yet they got banned?

LDPE has the marvellous characteristic of being malleable. They can be pressed and stretched to such thickness that a small amount of LDPE can prove extremely profitable. Very well then, still no reason to ban it. It only sounds better, you could just recycle!

Commercially, LDPE needed too much work sorting and fueling to recycle. It was cheaper and easier to produce a fresh batch. So now the single-use LDPE was being thrown. This light thin bag was going to water bodies choking marine life and floating on terrains to claim it's land victims.

Recycling seems like a wonderful fix but economic practicality demands more from the fiction.

SUSTAINABLE PACKAGING

- Chandni Desai

Two industries that majorly rely on packaging are the food and online packaging industry. The two industries are one of the biggest markets right now.

Packaging has relied on plastic for a long time but as a global emergency came calling pressure poured to change this. The big players in the industry have taken the task to replace their packaging in India.

There are two types of changes that took place. Retail food and beverage brands required an economic packing material that lasts through their shelf life. Some major brands are putting their best foot forward to change their partially recyclable packaging to completely recyclable.

Parle Agro with their school trip famous Appy and Frooti among other beverages has changed all PET bottles to be 100% recyclable.



Illustrated by Ananya Mohan

Coca Cola has planned to have 100% recyclable packing till 2050 with the introduction of the PlantBottle, which incorporates up to 30% plant-based material. A single-use industry that only uses packaging for a short period for transportation is moving towards biodegradable materials. In the food industry, McDonald's, Burger King and KFC are at the top of this game with paper and wood.

Amazon, the largest online shopping store has replaced plastic dunnage like air pillows and bubble wraps with 'paper cushions'.

Plastic is a beautiful, durable material but temporary packaging is not it's intended use. It's great to see conscious effort towards moving to better materials to whatever possible extent one can find.

ARE YOU LOVIN' IT?

- Rucha Gavane



Illustrated by Shrey Gadhiya

A brand tells a story that the consumer can relate to and keep coming back to. The term brand identity is the story of the logo, typography, colours, visual elements, packaging and a message conveyed by the brand that comes to our mind.

Brand packaging as a part of brand identity, is a huge opportunity area to reduce the use of non-biodegradable and non-recyclable materials. This can have a detrimental effect on the planet.

McDonald's is one of the largest fast-food chain brands today. Therefore, it was their responsibility and top priority to embrace sustainability and redesign their packaging through innovation. Straws, bags, cups, napkins, lids and toys in the happy meals were made out of plastic. From little ketchup cups to the interior design elements of their restaurants, all a part of their identity, McDonald's worked towards streamlining plastics and improving recycling rates.

They eliminated plastic lids, switching to paper-based packaging. Wood and paper alternatives were introduced for cutlery. They phased out polystyrene burger boxes, eliminating more than 300 million pounds of packaging and adapted recycled corrugated boxes. This change in packaging translated to the brand identity.

In 2009, McDonald's exchanged the red and yellow logo for a green background. Green is commonly associated with nature and the environment. Later in 2016, they changed their entire identity to the brown of the corrugated boxes and paper bags, brown being associated with sustainability. In the new graphic system, the redesign brought 'joy and ease, a modern and progressive sensibility' to the brand with bold, bright typography in colours of purple, orange and magenta and golden arches of the logo on the brown canvas, all contributing to a strong message, increasing brand equity.

The Fest of NOW
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