El De
ReDo

Stolen
Piggy

DON
NORMAN

IPS
UM.

Mar. 28, 2021

The Creation of Interns

Illustrated by Ananya Mohan
Inspired by The Creation of Adam
by Michelangelo

Being a student, one of the major stages of one's career is internship that allows us to apply and develop our concepts in a different setting. Immersive internships in our own field of study are essential for successful outcomes in many aspects like career development, character growth, applied learning, and other soft skills.

In the Nirma University's Department of Design, the students usually go through four various industrial exposures throughout their study period. In the first, second, and third-year they have 4, 6, and 8 weeks of summer internships respectively which could preferably be done with any design-related organisations, studios, manufacturing units, setups or individual practitioners. In the last year students have to take up extensive 18 week long final professional projects. Landing up a good internship offer every time is not easy as it may seem. Just like a job, there are many stages to this too which groom us for long-term benefits. In most business communications, three things, namely the cover letter, resume, and portfolio are the ones that speak for an individual and make them stand apart from everyone else.

Not only do internships help develop professionalism but also they encourage holistic character growth which shapes one's personality. Working with many people during such practices provides valuable feedback to the apprentices. Eventually, sharpening one's competence is the major benefit of an internship, but building character in the workspace is an equally great advantage.

- Hitali Bhonde

Can you pack a smart bed?

Hi-Interiors is an Italian furniture industry who have the vision of blending design with technology so that people can get the best from their lives. One of their first iconic furniture was the smart HiBed which has a light and highly customisable design and trendy character.

Now this firm is challenging designers to create a new packaging solution for this product which should be designed to optimise the utilisation of packaging materials such that it avoids any damage during shipment and has a secondary use when the internal parts are removed. The technical requirements for this packaging challenge are transportability, sustainability, internal and external structure, cost and product typology. The challenge is accepting submissions till 6 May 2021.

- Hitali Bhonde

REDO Elections

ReDo elections were here and it is probably the only redo that brings a smile on the face of students. We have an interesting set of candidates that portray strong personalities.

Illustrated by Vrinda Bubna,
Rishabh Mohan Chatterjee

Illustrated by Anushri Gupta

gone with the pygg

Illustrated by Shrey Gadhiya

Crypto- Cash

Money on display, that's not something we see often. For centuries people have used pots to store their hard-earned money. The earliest records of money boxes date back to the 2nd Century in a Greek colony. These pots had small slits to put the money in, not allowing it to be pulled out. This prevented corruption and theft and also promoted savings. Commoners used clay pots in their homes to keep their money because metal was expensive. The most commonly available material was 'pygg' clay. It does not take much to figure out the rest of the story. In the times of the Saxons (early Germanic), vowels sounded different, so 'Pygg' became 'pug' becoming 'pig' eventually. Now clay 'pygg' sounded like the animal 'pig' and the old English potters thought it would be fun to make pig-shaped money pots for people, which became an instant trend in the west. In Chinese culture, pigs represent good luck and wealth, so a pig-shaped money box did not hurt. Hundreds of years later, every money storing pot is now called a piggy bank and people forgot it was initially only a 'Pygg' bank.

- Vedsri Sah

Blockchain, we have been hearing the term for a long time and the demand for it in future transactions but most of us don't even understand it.

So what is Blockchain Technology? Blockchain is a system of recording information in a way that makes it impossible to alter, hack, or cheat the system. A blockchain is essentially a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on a chain of blocks. Each block in the chain contains several transactions, and for every new transaction that occurs, a record of that transaction is added to every participant's ledger.

What are the Blocks? Every chain consists of multiple blocks and each block has three basic elements: The data in the block, A 32-bit whole number called a nonce, and the hash. The nonce is randomly generated when a block is created, which then generates a block header hash. The hash is a 256-bit number wedded to the nonce. It must start with a huge number of zeros. When the first block of a chain is created, a nonce generates the cryptographic hash. The data in the block is considered signed and forever tied to the nonce and hash unless it is mined.

Now, What are Miners? Miners create new blocks on the chain through a process called mining. In a blockchain, every block has its unique nonce and hash but also references of the hash of the previous block in the chain. Miners use special software to solve the incredibly complex math problem of finding a nonce that generates an accepted hash. There are roughly four billion possible nonce-hash combinations that must be mined before the right one is found. Making a change to any block earlier in the chain requires re-mining not just the block with the change, but all of the blocks that come after. This is why it's extremely difficult to manipulate blockchain technology. When a block is successfully mined, the change is accepted by all of the nodes on the network and the miner is rewarded financially.

This technology protects the transaction from breach and infiltration. After the monetary shifts to online payment, Blockchain seems to be the next promising step!

- Abhishlok Goel

The DON of Everyday Things
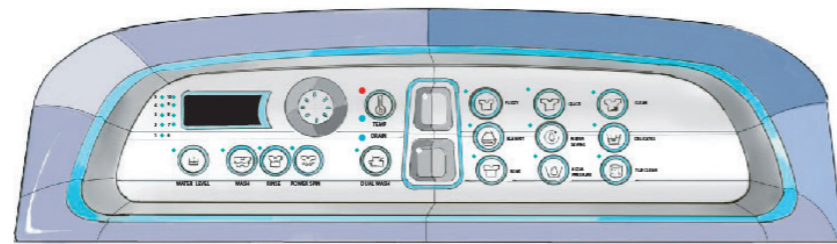
An engineer who became a design sensation

When you enter Design you hear them say, "you must, you really must, oh you definitely should read Design of Everyday Things". I shall try my best to not provide spoilers and yet explain to you what makes Don Norman is the design sensation he is.

Was he a top-notch design student? No, in fact, he didn't study design at all! He got a Bachelor's degree in Electrical Engineering from MIT and an M.S. degree in Electrical Engineering from the University of Pennsylvania. He received a PhD in Psychology from the University of Pennsylvania. So how did he become an icon in the design world?

Norman used to be an engineer but he realised the relevance of human behaviour in the design of technology. "As I watched people struggle with technology, it became clear that the difficulties were caused by the technology, not the people."

Design is meant to be delightful and satisfying, bad design leaves the user frustrated and the design unusable. Norman tackles the principles to achieve a good design with the book 'The Design of Everyday Things.

With the increasing complexity of devices and technology, designs are dependent on instructions and manuals. Machines are meant to follow a set of accurate and precise instructions but humans don't work that way. This explains why a washing machine may have twenty-odd features but the user memorizes one or two easy ones and then ignores the rest.

Illustrated by Shardul Dugad

To make a design effective and usable it must shift to human-centred design, since the device is designed for the human and not the other way round. In the book, Norman covers the concepts of affordance, signifiers, constraints, mapping, and feedback to bridge the gaps in the user experience in the design. These concepts make it easy for the user to navigate and use the device with content.

Humans don't always own things for functionality or material wealth. We have certain emotions to those things, things we are proud of, things we find witty or things that project our personality. Taking these emotions into account Norman wrote the book "Emotional Design, Why We Love (or Hate) Everyday Things".

Norman takes the example of tea making. He uses the metal brewing ball for its quickness and convenience. But owns three teapots out on display, for they outline the three aspects of design.

Coffeepot for Masochists by Jacques Carelman
Illustrated by Srujal Tawade

First 'Coffeepot for Masochists' by the French artist Jacques Carelman which is an outrageous, impossible teapot it uses a reflective design with the clever humorous story it tells. The second 'Nanna' teapot by Michael Graves gracefully shimmers with amber hues of tea, using a visceral design that focuses on aesthetics. And 'The Ronnefeldt 'tilting' teapot where the teapot is kept horizontally for the tea to brew and tilted up to separate the leaves, this teapot uses behavioural design for pleasure and effectiveness of use.

'Nanna' teapot by Michael Graves
Illustrated by Shlok Parihar

The Ronnefeldt 'tilting' teapot
Illustrated by Hemang Parekh

With the publication of these two books, Norman kindled an epiphany in the perspective of the design world, shifting us to human-centred Design to make designs more effective and satisfying. Although his examples focus more on product design, its implementation is equally valid in communication interfaces that we rely so heavily on in the present times.

- Chandni Desai

```cpp
#include <IPSUM.>.............................................
#include <NIRMA UNIVERSITY>..........Cover page art by --- Rucha Gavane.
#include <AWESOMENESS>..............Back page art by --- Shubham Dangi.
int main().........................................................
{...std::cout << "IPS....................................................
..................UM.";
//this code does not makes sense.....................................
....cout<<"The Creation of Interns:";..............................
....cout<<"https://nirmauni.ac.in/.......................................o
...........https://www.qualityinfo.org/-/benefits-of-an-internship....................O.
...........Batch of 2018 and 2017......................................O...
...........Prof. Sangita Shroff";........................................o....
....cout<<"Can you pack a smart bed?:";......................... <`--'\>_____ ..
....cout<<"https://www.hi-interiors.com/hi-bed/...................   /.  .  `'      \ .
...........https://desall.com/Contest/HiBed-Smart-Packaging/Brief";....  (`')  ,       @
....cout<<"gone with the pygg:";..............................    `-._,        /  .
....cout<<"https://www.paragonbank.co.uk/blog/origins-of-the-piggy-bank....  )-)_/--(  .
...........https://en.wikipedia.org/wiki/Piggy_bank";....................   ''''  ''''  ..
....cout<<"Crypto- Cash:';..............................................
...........https://www.pwc.com/us/en/industries/financial-services/fintech/bitcoin-.......
...........blockchain-cryptocurrency.html#:~:text=Blockchain%20is%20the%20technology%.....
...........20that,cryptocurrency%20(among%20other%20things).&text=A%20cryptocurrency%.....
...........20is%20a%20medium,verify%20the%20transfer%20of%20funds.https://www.investo.....
...........pedia.com/terms/b/blockchain.asp";.............................
....cout<<"Pig Illustration:";..........................................
....cout<<"https://thefinancialbrand.com/24204/history-of-piggy-banks/";................
....cout<<"The DON of Everyday Things:";.................................
....cout<<"The Design of Everyday Things by Don Norman...........................
...........Emotional Design, Why We Love (or Hate) Everyday Things by Don Norman..........
...........https://jnd.org/about/.......................................
...........https://jnd.org/emotion_design_attractive_things_work_better/...............
...........https://en.wikipedia.org/wiki/Don_Norman";.....................
....return 0;..........................................................
}...............................................................-Editor in Chief
IIIIIII  .  PPPPPPPPPPPPPPPP .....   SSSSSSSSSSSSS  ..........................Chandni Desai
I:::::I  .  P::::::::::::::::P  ...   SS:::::::::::::S
I:::::I  .  P::::PPPPPP:::::P  .   S:::::SSSSSS:::::S  ..........................-Managing Editor
I:::::I  .  P:::::P     P:::::P     S:::::S  .  SSSSSSS  .....................  Hitali Bhonde
I:::::I  .  P:::::P     P:::::P     S:::::S
I:::::I  .  P:::::P     P:::::P  . S:::::S  .................................-Graphics and Layouts Team
I:::::I  .  P:::::PPPPPP:::::P  ..  S:::::SSS  ...............................-Graphics Head
I:::::I  .  P:::::::::::::::PP  ....  SS:::::::SSSSS  ..........................Dhvani Mewada
I:::::I  .  P:::::PPPPPPPPP  .......   SSS::::::::SS
I:::::I  .  P:::::P  .................   SSSSSS:::::S  ........................-Layouts Head
I:::::I  .  P:::::P  .......................   S:::::S  .......................Ashwin Suresh
I:::::I  .  P:::::P  ...................... ..   S:::::S
I:::::I  .  P:::::P  .............   SSSSSSSS   S:::::S  ......................Prachi Shethji
I:::::I  .  P:::::P  ...............   S::::::SSSSSS:::::S  ....................Shubham Dangi
I:::::I  .  P:::::P  ...............   S:::::::::::::::SS
IIIIIII  .  PPPPPPP  .  ..............   SSSSSSSSSSSSSS  .......................Ananya Mohan
UUUUUUU  .  UUUUUUU  .  MMMMMMM  ...........  MMMMMMM  ........................Shrey Gadhiya
U:::::U  .  U:::::U  .  M::::::M         M::::::M  .............................
U:::::U  .  U:::::U  .  M:::::::M       M:::::::M  ...........................-Editing Team
U:::::U  .  U:::::U  .  M::::::::M     M::::::::M  ...........................Vedsri Sah
U:::::U  .  U:::::U  .  M:::::::::M   M:::::::::M  ...........................Rucha Gavane
U:::::U  .  U:::::U  .  M:::::::::::M   M:::::::::::M
U:::::U  .  U:::::U  .  M:::::M::::M:::M   M:::::M  ..........................Poorva Sharma
U:::::U  .  U:::::U  .  M:::::M M:::::M M:::::M M:::::M
U:::::U  .  U:::::U  .  M:::::M  M:::M:::M  M:::::M
U:::::U  .  U:::::U  .  M:::::M   M:::M:::M   M:::::M
U:::::U  .  U:::::U  .  M:::::M    M:::M    M:::::M
U:::::::U  U:::::::U  .  M:::::M  .  MMMMM  .  M:::::M
 U::::::::UUU::::::::U  .  M:::::M       M:::::M  ._____.
 . UU:::::::::::::UU  .  M:::::M       M:::::M  |.:::.| .....................
 .. UU::::::::::UU  .  M:::::M       M:::::M  |.:::.| .....................
 ...  UUUUUUUUUU  .  MMMMMMMM       MMMMMMMM  ._____. .....................
```