

Fir Wahi Ad!



NFT SHOP

Publicly Private



Flying Graduates



IPS JUM.

Jan. 31, 2022



STEPPING OUT OF THE BLOCK

Interview with the Graduates

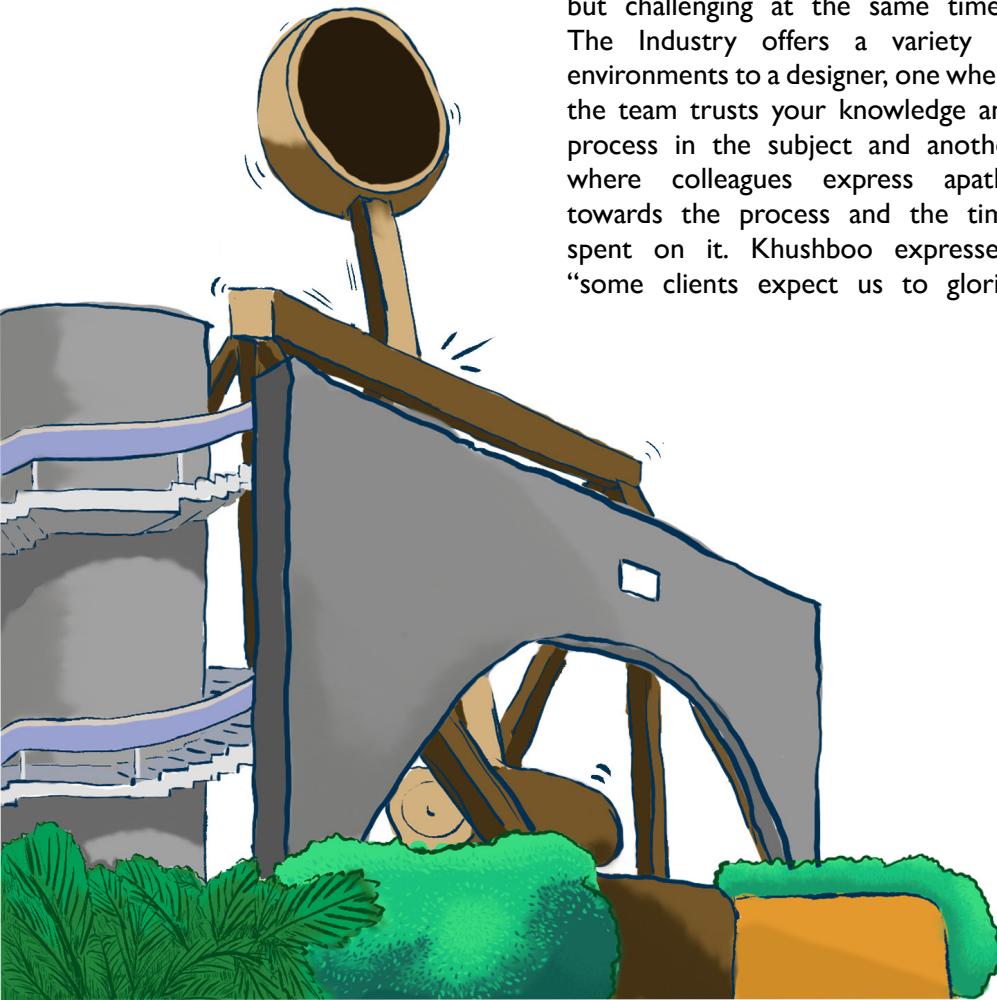
- Written by
Chandni Desai
and Hitali Bhonde

While one is still a student in the competitive world, working in an anxious present for a glowing future. We peep into the experiences of our graduates who live the present that was once their daunting future.

Our Alumni, Jarul called the industry, "it's an amalgamation of people across various disciplines, so it's fun but challenging at the same time." The Industry offers a variety of environments to a designer, one where the team trusts your knowledge and process in the subject and another where colleagues express apathy towards the process and the time spent on it. Khushboo expressed, "some clients expect us to glorify

whereas some clients have a user journey and expect us to bring it to the next level." Expectations in the trade are quite diverse, but the emotion of our role was well summed by Ananya Gupta, "Whatever we do now as professionals has an impact on the market and environment which in turn brings a sense of responsibility and independence."

After acknowledging the life at Nirma as opposed to the real world we obtained that during the learning process, one often finds themselves sandwiched between contrasting opinions of multiple mentors. This has prepared our graduates in communication for when they are faced with such a situation in the professional world later. "Nirma has ingrained the ethics of following a design process. Other



Illustrated by Soumyanshu Ghosh



students that I have seen, if there are 5 hours to give a project, they will work on the output, but we tend to put time in research, brainstorming, then we'll come to the final." Bindi stated, describing the work ethic gained from our Institute. Vidita threw some light on the corporate attitude towards design, "The way we are encouraged to experiment and explore in college, in the corporate world they are usually uninterested in experimenting and exploring the new, they only want what works in the market." Snigdha Suggala, also expressed a similar situation, "In college, projects are very interesting and diverse unlike the industry."

Graduates have chosen divergent paths after leaving the institute. Some relishing their much needed rest, some continue the rigour of knowledge and skill development and many are out there in the industry embracing their profession until the next step. Prapanja has zealously been participating in exploring her local Tamil script through typography. "Design has helped me learn my mother tongue and it's a great way to impart learning." "I feel lucky to be able to give back to the community."

The diverse roads taken by the students after graduation is a reflection of their college experience. One never knows what the other person has to offer and when the road not taken meets one's way.



Comic story & Illustration by Arunoday Thakur

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ACCEPT !!!!

Advertising sector is one packed with creativity, fun and subtle witty blows at the competition at a price borne by the company. It can either boost a brand to another level or become a drain of resources.

To know the many opportunities in the advertising sector, we must walk through the tasks of the advertising team of a company. To start, I need a Campaign Manager, along with a Marketing Manager and Product Manager to look after the product or service campaign. Further a research department to gather information on the market, the competitors the target audience.



After the prep, when establishing the idea and image of the brand, the Creative Director and Art Director come into play. To broadcast the brand to the audience, the team needs a strategy by the media planner. Once the plan of action is set, the communication consultant helps in choosing the forms, modes, platforms and the methods of communication.

For different modes of communication, different professions like, copywriter, creative writer, graphic designer, web designer and animator collaborate and bring the brand to the market.

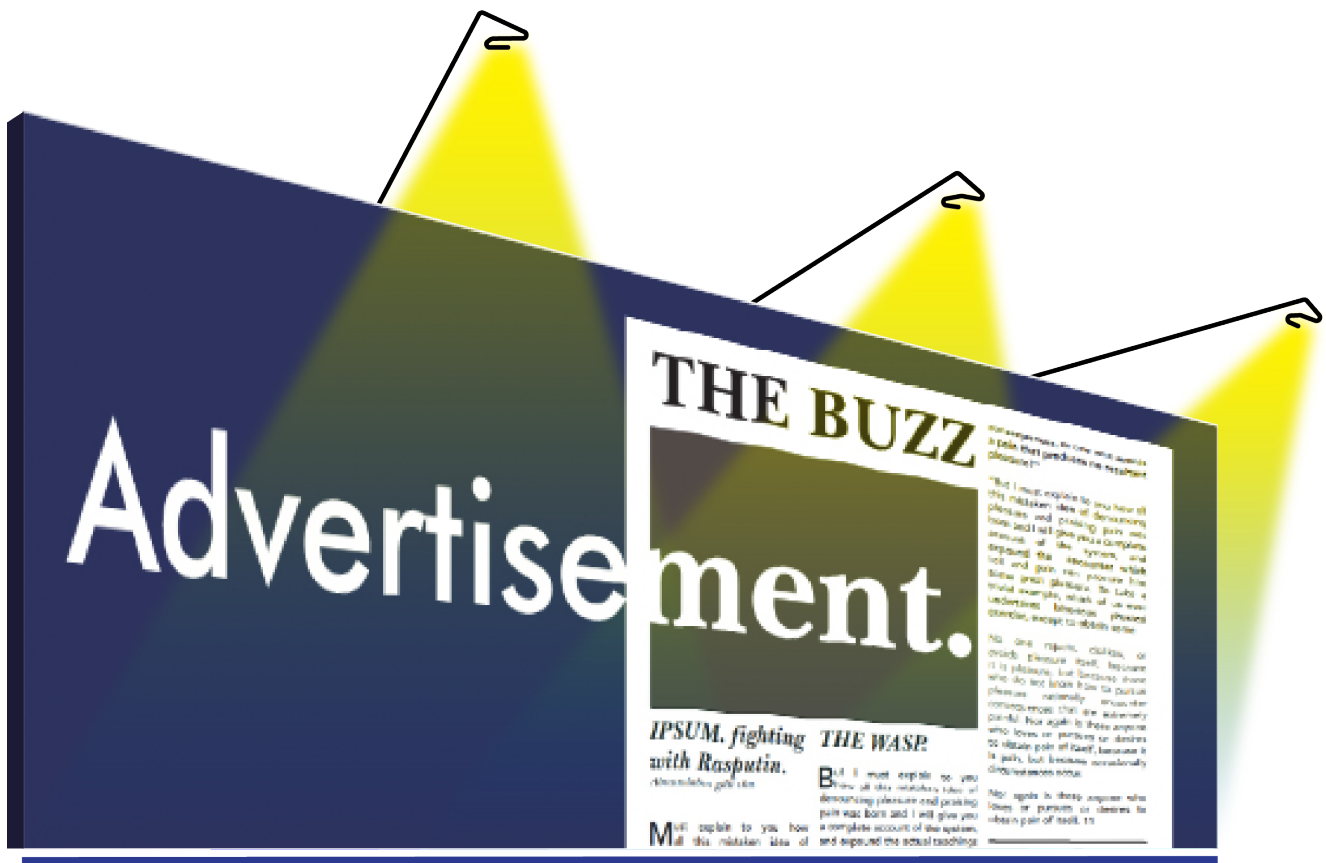
Now that you have the knowledge of roles in the industry and where they are applied, it is often interesting to find unsought opportunities in the sector.

- Written by Chandni Desai



- Written by Hitali Bhonde
Illustrated by Soumyanshu Ghosh





Launch of new products, government schemes, social issue awareness, how does it all reach the people? Advertisements, from newspapers and televisions to a well crafted Instagram post, inform us about it all. So does anyone wonder how they came to be, how something so integrated into our daily lives evolved and changed with humanity?

Like many great things, the first records of advertisements came from 2000BC Egypt, carved in steel. Almost 3500 years later, in 1472, William Caxton made the first print advertisement for a book. It wasn't until 250 years later, in 1704, that the world's first newspaper ad was printed in the US. People advertised their businesses, and many entertainers attracted the public for their performances. In 1835, a circus put up the first billboard, with an area of over 50 sq. ft., maybe they found the newspapers a little small.

With the invention of the radio and the growing popularity of public broadcasting, print was not the only medium of advertisement. In 1922, the first radio advertisement aired, offering real-estate in Queens, NY. A few years later, television was invented. In 1941, Bulova Watches paid \$9 for the first television ad to be aired for 10 seconds.

The internet created a whole new world for people and advertisements. From 1978 people were spammed with endless online advertisements in their mails. In the 1990s, search engines like Yahoo and Google began to post advertisements on their pages. The internet boosted social networking and social networking sites thrived. Facebook took over the world. With smartphones in every hand, a new opportunity to advertise arose. Over the past decade, social media has risen to the top of the chain. Youtube and Instagram influencers and celebrities advertise products of their sponsors, reaching millions of fans. With metaverse being called the future, one can only witness how advertisements conquer this new challenge.

- Written by Vedsri Sah
Illustrated by Ashwin Suresh

PASSWORD INCORRECT

In this digital age, we're secluded, locked up in our rooms, private. Privacy is a right and should be a choice. We also are scrolling through four social media apps while being on a video conferencing software. So how private are we really?

India as we know is a country of large families and close-knit societies. Culturally speaking, in India, much of our knowledge has been transferred from one generation to another orally. Therefore, for us communication or information is not "private". There is little understanding of privacy, and almost every part of one's life, including their home door, is open for the entire community to peek in. In a country where personal choices mean little and families share one room, "privacy" often is associated with "luxury."

Asking for privacy is absurd, and social media today capitalises on this absurdity. Since the arrival of social networking sites in the early 2000s, there has been an exponential expansion of social media. People give out

their personal information like birth date, current address, and telephone numbers to the internet. Privacy and identity, once demanded with locks and softened voices is now being freely given out to the world. Expression of oneself has also increased on these platforms over the years. From messaging and tweeting, to sharing pictures and stories and now live streaming and showing a chunk of your life on youtube, people are sacrificing their privacy unawares. Everything about our relationships, moods and the places we've been to is out there.

As the country is moving to the digital medium, our cultural context poses a challenge for us in understanding privacy as an intrinsic right. We must move towards upholding privacy as a fundamental right not only in terms of data protection but also as a society.

- Written by Rucha Gavane
Illustrated by Shubham Dangi



Imagine attending an online birthday party of a friend who is miles away from you on a 3D virtual platform where you could interact with others and have a gala time. And then, you remove your VR headset and come back to your room where you realise how sad and lonely your life is. This technology amongst all its glory and skepticism is the metaverse, the next stage of the internet where we step into a shared three-dimensional virtual environment.

While it may have hit the trend recently after Meta and Microsoft announced their involvement, metaverses are not entirely new. The term itself was coined in 1992 by the author Neal

Stephenson. Online games like Second Life, Roblox, and Sims are based on similar lines of a metaverse being in the market since the 2000s. With changing technology and lifestyle, new players like Fortnite and Decentraland have also started their metaverses, offering greater activities of entertainment and work, like attending concerts, buying NFTs, or virtual real estate using Cryptocurrencies.

Metaverse seems to be the way forward given the amount of time people spend online since the pandemic, but we are still far from realising the metaverse and so in our understanding of it, nobody is sure what it is going to look like, nor do the current platforms resemble it at its best. What we have currently are company-owned metaverses, each offering different things to its users. Thus making it

impossible for users in one metaverse to access another metaverse, a concept known as interoperability. Just like how the internet has no owner, the metaverse too needs to work on a decentralised platform. Apart from technological and administrative issues, there is also great skepticism regarding privacy, global climate and health impacts of running a metaverse.

- Written by Ashwin Suresh

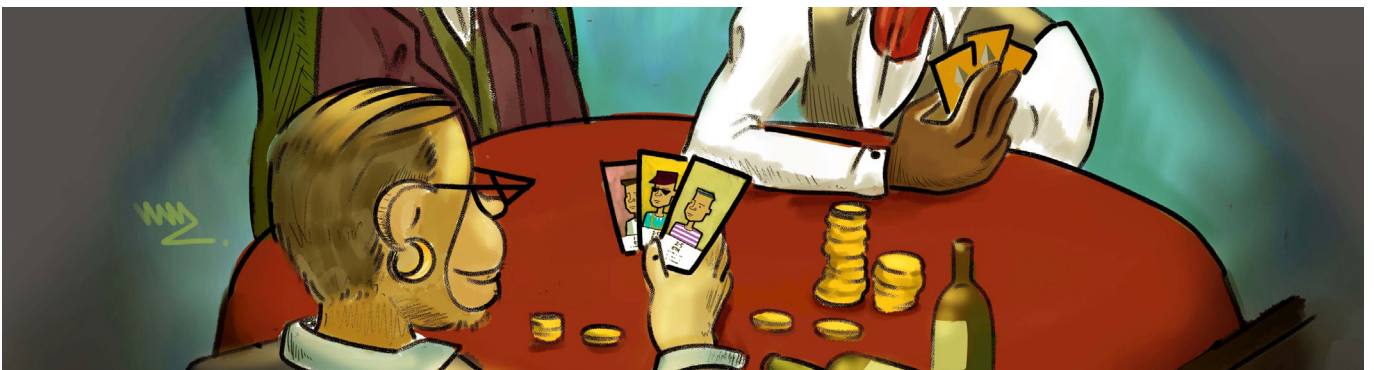


the illusion of reality



Illustrated by Uddhav Vegad

spill the NFT_{ea}



The non-fungible token, popularly known by its acronym N-F-T, has recently become a celebrated case for many. These digital tokens form a part of the Ethereum blockchain. Blockchain technology allows cryptocurrencies to function. Anything from a JPG file to music to a tweet can be tokenized and transformed into NFT. The term 'non-fungible' refers to the fact that each token is one-of-a-kind and cannot be exchanged for one another. Rarible, OpenSea.io, and Foundation, among others, are websites that sell NFTs. As art continues to roll out over screens, it becomes important to understand and explore this cyber space.

The history of NFT's began with Kevin McCoy's creation of "Quantum," a non-fungible token, long before the crypto art industry burgeoned. Quantum is a pixelated image of an octagon packed with circles that hypnotically pulsate in fluorescent hues. It is currently (2014-2021) on sale for seven million dollars.

The stories of people making significant profitable investments in NFT's has created a ripple effect, enticing many customers to take the leap in this virtual realm. Aside from that, celebrity influence and utility also play a significant effect in NFT appeal. To give one prominent example, the Bored Ape Yacht Club, a collection of 10,000 distinct Bored Ape NFTs, has garnered enormous popularity after Jimmy Fallon, the Tonight Show presenter, purchased one and used it as his Twitter profile photo. The collection's appeal stems from the fact that it is based on the character of an ape which is distinguishable through the ensemble, yet is unanimously quirky.

As for the artists and content creators, NFTs create a unique opportunity for them to monetise their work. Artists no longer have to limit the sale of their work through galleries or auction houses. Instead, they can sell it as an NFT straight to the consumer, allowing them to keep a larger portion of the profit.

Moreover, artists can integrate royalties into their software so that they receive a percentage of sales anytime their work is sold to a new owner. This is a desirable feature as artists receive subsequent amounts of money even after their first sale. Furthermore, the platform created by NFT's is expansive and hence, is appealing to a wider range of artists as well as buyers. "The NFT phenomenon is deeply a part of the art world," says McCoy. "It emerged from the long history of artists engaging with creative technology."

Ruling over the virtual lands, NFT has already found itself amidst a war of words. While these digital artworks allow buyers to invest in the blockchain, many of these aren't digital artworks at all. They are just digital reproductions of traditional media artworks. They are digital artworks and collectibles, hence; they can be duplicated perfectly. There's no advantage or disadvantage to possessing a replica instead of the original. In addition, NFT spammers can take unique artwork from artists and market it as a token without their consent.

Researchers have also concluded that with the increasing number of transactions on this exciting platform, NFTs bring with them alarming environmental consequences, proving to be a mixed blessing. Each transaction consumes a lot of energy. Many experts also point out that, according to a defunct crypto art carbon footprint calculator, the total energy consumption involved in a single NFT trading transaction is astronomically large (equivalent to 10,595 hours of watching YouTube!).

As a result, while NFT's have enormous prospects we must also contemplate the consequences that it brings with it. The aim of the platform should be to promote and preserve art first. It carries with it an additional burden of maintaining the sanctity of 'art' rather than just converting it to a monetary resource.

- Written by
Saachi Shah & Sakshi Suthar



New members
 Aarushi Desai (Layouts)
 Arunoday Thakur (Graphics)
 Rishita Chokade (Writing)
 Rushi Godhani (Social Media)
 Saachi Shah (Writing)
 Sakshi Surthar (Writing)
 Soumyanshu Ghosh (Graphics)
 Uddhav Vegad (Graphics)

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UPLAYS

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 Shrey Gadhiya

Writing and Editing Team
 Rucha Gavane
 Yed Sri Sah

Cover: Created by Uddhav Vegad,
 conceptualised by Soumyanshu Ghosh

Back: Created by Prachi Shethji

Stepping Out
 of the Block

Interviewees
 Ananya Gupta
 Khushboo Jodhani

Jarul Gogri
 Bindu Anjaria
 Singdha Suggala
 Prapantia Anandkumar
 Vidita Shevade

