



**PRESIDENCY
UNIVERSITY**



**INSTITUTION'S
INNOVATION
COUNCIL**
(Ministry of Education Initiative)

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi
Bengaluru

THE DESIGN SHOW

"Zeitgeist"

30th & 31ST May 2023

EVENT REPORT

Submitted by

Presidency University - Institution's Innovation Council (IIC)

Sanne
REGISTRAR
PRESIDENCY UNIVERSITY
BANGALORE

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Program Details

Program Title	: Zeitgeist Design Show
Session Time	: 30 th May 9:00 AM- 4:00PM and 31 st May 10:00 AM – 12:30PM,
Registration Link	: NA
No. of Students Participated	: 194, (student visitors from another departments-52)
No. of Faculty Participated	: 22, (faculty visitors from another departments-18)
External Participants if any	: 8
Meeting Mode	: Offline Mode
Google Meet link	: NA
Guest Speaker	: Dr. D Subhakar (Vice Chancellor) Dr. Surendra Kumar A M (Pro Vice-Chancellor) Dr. Muddu Vinay (Pro Vice-Chancellor) Mrs. Sameena Noor Ahmed Panali (Registrar) Mr. Mrinmoy Biswas (Registrar- Accreditation & Corporate Relations)
Convenor	: Dr. Ashok Itagi
Coordinators	: Mr. Sandeep K.N, Mr. Madhusudhan .M, Mr. Melwin Samuel
Video URL Link	: NA

Design Show benefits and Highlights

During the Design Show:

- The students were able to display and present their creativity through - Photobooth, photography, 3D renders, textured models, playable prototypes of student's games, doodles and renders, audio and visual display, sales of products.
- The Foundation students presented role plays and dance on fundamental importance of design studies, Mime Act by Multimedia department, a skit by Communication Design department and Game presentations by Game Design department in the auditorium. A skit showcasing design process in Product design by the Product design department along with a fashion show by the Fashion Design Department and a dance drama- 'Home is not a place, it's a feeling' by the Space Design Department were also shown.

Foundation



- The viewers got a chance to immerse themselves in the lives of more than fifty people by visiting the "PERSONA" exhibition. The show provided a window into the world as seen by young adults from this generation through a variety of artworks. It strives to give a complete picture of these people while providing insights into their viewpoints, past experiences, and distinctive identities. "PERSONA" aims to develop a deeper understanding and relationship with the younger generation by peering into the microcosm of their lives.
- The exhibition uses a variety of techniques to illustrate the many facets of these people's lives, including design, installations, multimedia presentations, or performances. The show focused on subjects including identity, social challenges, personal narratives, cultural influences, and the difficulties of modern life through this investigation of the viewpoints of creative young practitioners. It intends to elicit reflection, start conversations, and offer a forum for discussion regarding the experiences and difficulties this generation is facing. In general, "PERSONA" gives viewers the chance to interact with the various viewpoints and narratives of young adults, offering a thorough and engaging experience that captures the spirit of their life.

Multimedia

- The multimedia department at Design Show 2023 "Zeitgeist" held a photography competition called "Vision of third eye" that was available to the entire university. Dr. Ashok Itagi, our department head, awarded the competition's top three prizes.
- A "Photo Booth" with the theme of Mindcraft that was made by multimedia students attracted a lot of visitors at the entrance. Multimedia students created the entire setup.
- In addition to displaying their photography, 3D creation, and texturing projects in the display, multimedia students also showed off their completed animation and UI/UX design projects. A display showcasing the development of photography cameras from ancient times to modern technology was also included.

Product Design

- The Product Design department gave an insider view to all the attendees and participants with their project display and skit. The exhibition offered the students a platform to hone their presentation skills along with composing and displaying their work. The hand tools and the electrical tools used during mock-up making and prototyping were exhibited along with student projects. Graduation projects of the 8th semester students were showcased where each of them got a chance to present their respective projects to the attendees.
- Participants from different departments got an opportunity to learn and be a part of a workshop conducted by the Product Design department demonstrating- Prototyping of a product by an external expert with 7+ years of experience, Mr. Karthik G, Assistant Professor, Product Design from Ramaiah University with a focus on handling the material and using hand tools appropriately to get the desired form/ mock-up.
- The Product Design department enacted a skit showcasing the various stages that take place while designing a product such as brainstorming, research, ideation, mock-ups, prototyping and testing.



Game Design

- The Design Show was a perfect platform for aspiring game designers to showcase their artwork, game levels and even playable prototypes to an eager audience. The displays were filled with student works such as character designs, concept art, photographs, board games and 3D-rendered models. Attendees were drawn into the immersive game levels, which turned into a healthy competition among each player. The Game Design Lab was filled throughout the day with people eagerly waiting their turn at playtesting the game prototypes. The entire event was successful and game design students received a lot of feedback that they are working on to improve themselves.

We and Our Games

- On 31st May 2023, game design students were given 15 minutes to talk about their personal games. It was an opportunity for them to pitch their game idea to an audience and see how well they could communicate to a live audience. Overall, it was another fruitful exercise for students, and they are more motivated to put out better work for the next design show.

Space Design

- Space Design Department students at Design Show 2023 “Zeitgeist” exhibited the various projects they have worked on during the academic year which includes floor plans, elevations, sections, 3D Renders, interior detailing etc. Along with the design projects the students displayed their artworks, 3D Models of various interior design projects, furniture design models , advanced materials and furnishings in the market etc.
- On 31st May 2023, the students performed a Dance Drama “Home is not a place, it's a feeling “ to portray the various stages involved in constructing a house from design stage to hand over stage which was beautifully presented using material library, various construction materials as props , real efforts of the labour, designers and the client and how finally all the efforts turn out to be worthy. The act was creative as well as informative as they were trying to convey the importance of design development and skilled workmanship in the field of construction.

Fashion Design

- The idea of inducing aesthetics along with functionality has always been the core objective of the Fashion Design department. The students of the Fashion Design department made a statement with an emphasis on the aforementioned objective in their designer products which comprised of illustrations of costumes, fashion accessories, and flat patterns for costumes, and also showcased their creative abilities in the fashion accessories, fabric art, and painting which included AR as an innovative concept.
- The students of the IV and VI semesters showcased their works in the design areas including batik, tie and dye, and screen-printing techniques using various dyes, and visual journals which are essential components of academic requirements in the School of Design. The students of the VI semester, Fashion Design also created a window display as a unique experience that was based on an interesting theme of protecting the water bodies from being polluted. Ms. Rhea Sanjay Rajpal from VIII semester, Fashion Design also showcased 6 garments as her design collection, which forms an integral part of the graduation project.



- Day 2 involved a fashion show based on two themes – Nakshatra and Tarang. Tarang, being an extension of the window display showcased the garments inspired by the discarded plastic materials, which were showcased as accessorizing the garments. Nakshatra was a design collection inspired by the constellation, depicting the allure of the shimmering stars on the sarees worn by the models.
- Conduct demonstrations on Couture Draping from the department of Fashion by Mr. Shahul Hameed. M Assistant Professor, demonstrated on the techniques of fabric manipulation through draping techniques to the students with focusing on the design development and fabric art in fashion creating patterns.

Communication Design

- The realm of communication has never experienced such a remarkable fluidity, enabling students to bring their ideas and professional identities to life. Whether it's a straightforward concept or a complex masterpiece, a clever quip or a profound expression, Communication Design stands as a platform that nurtures tomorrow's visionary thinking at the Presidency.
- The advent of digital technology has revolutionized Graphic Design, Illustration, and Photography, presenting a vast array of multimedia possibilities. Students now seamlessly integrate traditional skills such as drawing, printing, packaging, Branding, Visual design, UI / UX and photography with dynamic elements like AR/VR, video, sound, animation, and other forms of moving image and multimedia. Their expertise is no longer confined to a specific specialization, but rather defined by their imaginative interpretations and ability to articulate the essence of the creative brief.

About the Speaker- NA

About the Design Show

The event as the name suggests means “Spirit of the age” (Creativity and lifestyles).

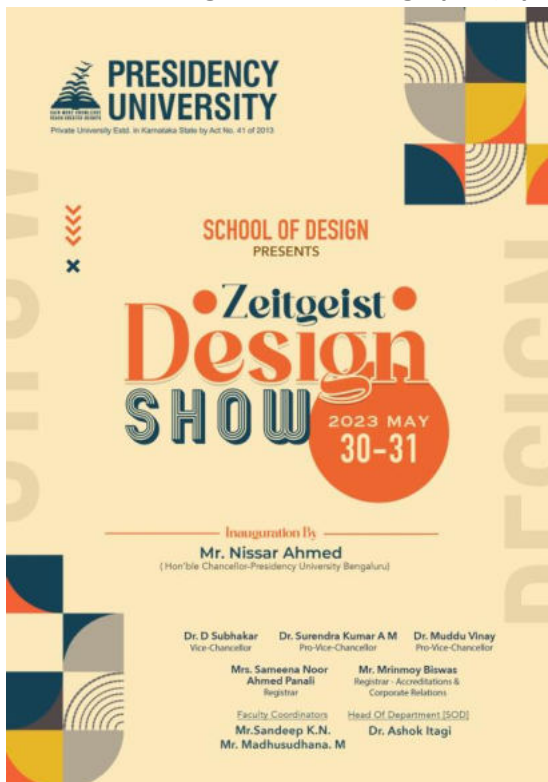
Design students undergo a learning process which is experiential and led by Design Thinking. This event showcases the tangible/implicit activities which a designer in the making undergoes, the tools used and finally the product and processes he/she produces.

This event aimed at ‘Designer and Design led takeaways in a nutshell’ spread over one and a half day. There were exhibits and explanations to visitors by the students and faculties on the first day which also had some special ‘Hands on/ Demo hours.’

The second day morning session had innovative stage shows by all disciplines like – Design skits, Fashion ramp walk etc in auditorium which highlighted the special mass appeal these specialisations command.



Brochure & Design Show –Photographs (7 photos minimum)



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Zeitgeist Design SHOW

2023 MAY
30-31



About Zeitgeist

As the name suggests this event is – Spirit of the age (Creativity and Lifestyles). Design students undergo a learning process which is experiential and led by Design thinking. This event show cases the tangible/implicit activities which a designer in the making undergoes, the tools used and finally the products and processes he/she produce.

This event brings you the "Designer and Design led takeaways in a nutshell" spread over one and a half day. There will be exhibits and explanations to visitors by the students and the faculty on the first day which also will have some special "Hands on/Demo hours" as listed.

The second day morning session will have innovative stage shows by all disciplines like—Design skits, Fashion ramp walk etc in auditorium which highlights the special mass appeal these specialisations command.

Come to the Design school to experience the live ambience to take home the experiences



Foundation Design.

DATE: 30TH MAY 2023

EVENT:-

- Student Projects Display along with a video Documentary.
 - 5th Floor, Communication design
 - 9:00 AM- 4:00 PM

DATE: 31ST MAY 2023

EVENT:-

- Role plays and dance on fundamental importance of design studies
 - University Auditorium
 - 10:30 AM- 10:50 AM

Zeitgeist
Design
SHOW

2023 MAY
30-31



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DESIGN

Multimedia.

DATE: 30TH MAY 2023
EVENT:-

- Photography Competition - Display
 - 5th Floor, Entrance
 - 9:00 AM- 4:00 PM
- Exhibition
 - 5th Floor, MM lab
 - 9:00 AM- 4:00 PM
- Photobooth
 - 5th Floor, Entrance
 - 9:00 AM- 4:00 PM

DATE: 31ST MAY 2023
EVENT:-

- Mime Act by MM Students
 - University Auditorium
 - 10:50 AM- 11:10 AM
- BTS - Making of Design Show
 - University Auditorium
 - 12:45 PM- 12:50 PM




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Game Design.

DATE: 30TH MAY 2023
EVENT:-

- Concept Art | Photography
 - 5th Floor, Game Design lab
 - 9:00 AM- 4:00 PM
- 3D Render & textured models
 - 5th Floor, Game Design lab
 - 9:00 AM- 4:00 PM
- Game Levels
 - 5th Floor, Game Design lab
 - 9:00 AM- 4:00 PM
- 2 Playable Prototypes of Student Games
 - 5th Floor, Game Design lab
 - 9:00 AM- 4:00 PM

DATE: 31ST MAY 2023
EVENT:-

- Designed Game Presentation by GD students- "We and Our Game"
 - University Auditorium
 - 11:10 AM- 11:25 AM




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Product Design.

DATE: 30TH MAY 2023

EVENT:-

- Doodles & Renders
Sketch & Renders displayed by Students
● 5th Floor, Product design studio and classroom
○ 9:00 AM- 4:00 PM
- Mockups & Prototypes
Walkthrough of models done by Students
● 5th Floor, Product design studio and classroom
○ 9:00 AM- 4:00 PM
- Demonstrating Prototyping of a product
External Expert: Mr. Karthik .G [Asst Professor]
● 5th Floor, Product design studio
○ 9:15 AM- 10:30 AM

DATE: 31ST MAY 2023

EVENT:-

- A Skit showcasing Design Process involved in Product Design
● University Auditorium
○ 11:25 AM- 11:40 AM

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Communication Design.

DATE: 30TH MAY 2023

EVENT:-

- Student work display
● 5th Floor, Communication design
○ 9:00 AM- 4:00 PM
- Audio and video display
● 5th Floor, Communication design
○ 9:00 AM- 4:00 PM

DATE: 31ST MAY 2023

EVENT:-

- Skit by CD Students
● University Auditorium
○ 11:40 AM- 12:00 PM



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Fashion Design.

DATE: 30TH MAY 2023

EVENT:-

- Student Works-Display and Sales
Tie-and-dye,embroidery,block,batik,and Screen prints
 - 5th Floor,Fashion Design Lab
 - 9:00 AM- 4:00 PM
- Demonstration of artwork to weave composition
 - 5th Floor,Fashion Design Classroom
 - 10:30 AM- 11:00 AM
- Demonstration on 'Couture Draping'
 - 5th Floor,Fashion Design Lab
 - 11:00 AM- 11:30 AM

DATE: 31ST MAY 2023

EVENT:-

- Fashion Show by VI Sem Students " TARANG "
 - University Auditorium
 - 12:00 PM- 12:15 PM
- Fashion Show by Dept. of Fashion "NAKSHATRA"
 - University Auditorium
 - 12:15 PM- 12:30 PM

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Space Design.

DATE: 30TH MAY 2023

EVENT:-

- Student work display
 1. Models of different projects with plans and other specifications will be displayed and explained by students.
 2. Walkthroughs of different projects will be displayed on flip screen.
 3. Space design students will design the planogram for the stalls at 5th floor,where other department projects will be displayed.

- 5th Floor, Space Design Classroom 1, 2 & 3
- 9:00 AM- 4:00 PM

DATE: 31ST MAY 2023

EVENT:-

- Dance Drama - 'Home is not a Place , its a feeling '
 - University Auditorium
 - 12:30 AM- 12:45 PM

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30-31





Contact Information

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DECISION

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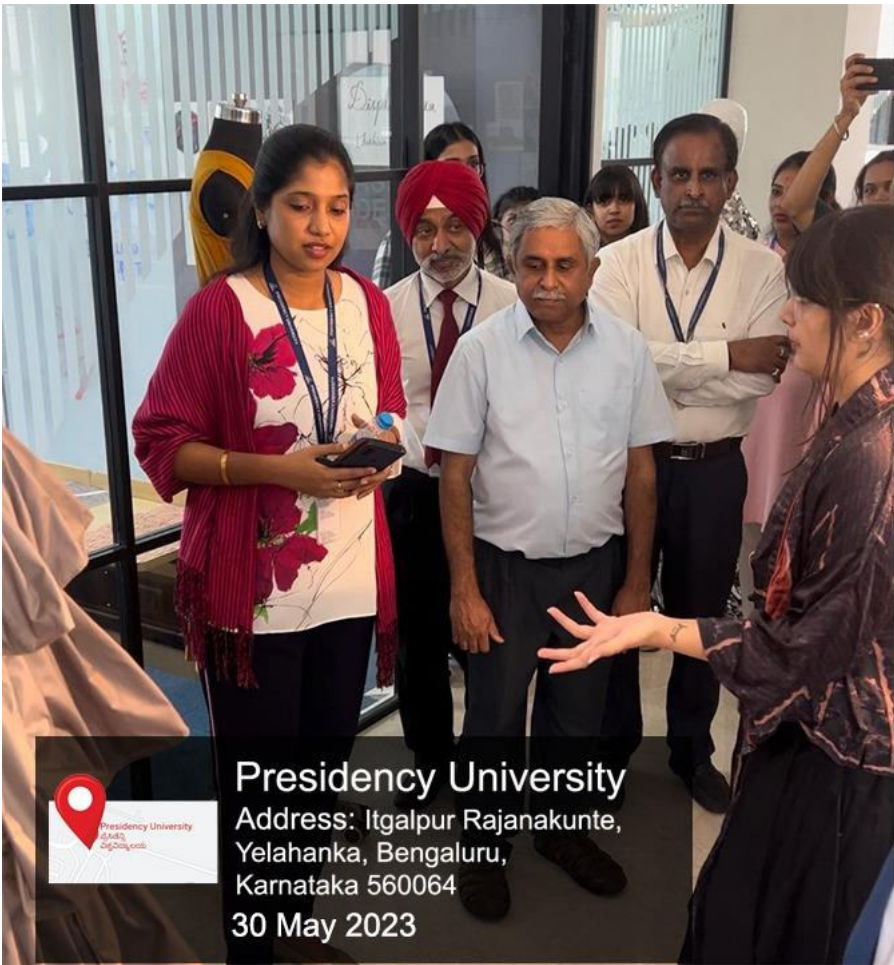
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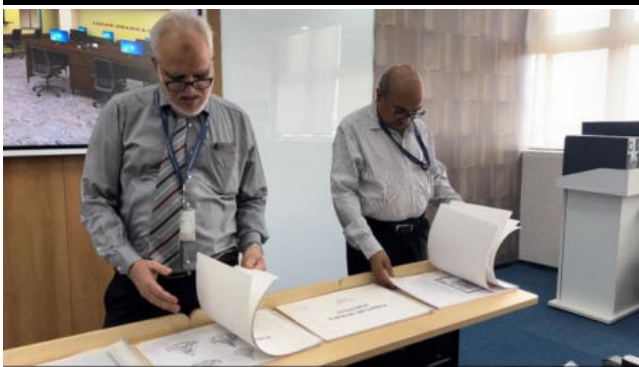
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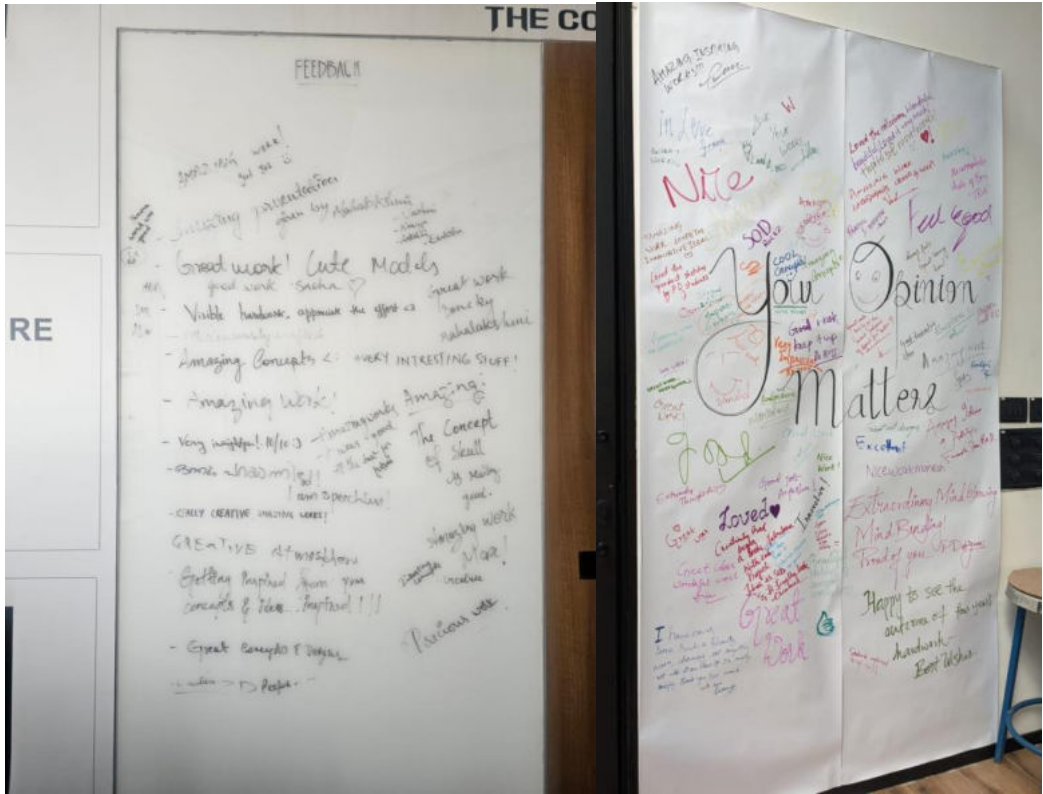






Feedback on the Design Show

- The exhibits, in terms of students' artworks, fashion products, paintings, and garment collections garnered appreciation from the visitors – faculty, students, and management, alike. Nakshatra and Tarang were both critically appreciated by the audience gathered in the University auditorium.
- The games made by the students- Osaki's Laundromat received feedbacks such as - "It's very nice to teach kids time management and work", "This game can have different rooms so kids can virtually learn house maintenance works... lots of love," etc.
- The photobooth engaged a lot of the attendees.
- The exhibits, in terms of students design sheets and physical models received a lot of appreciation from the faculties and attendees. The students received feedbacks like - "The concepts and idea generation are amazing and the hard work of each student is seen in their works".



HOD-SOD

THANK YOU
 -Report Prepared by
Ms. Kanika Meena & Ms. Swetha

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