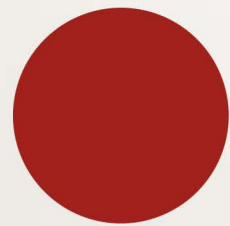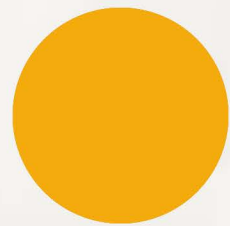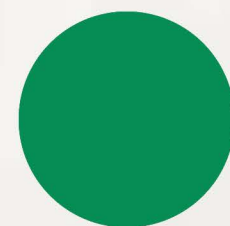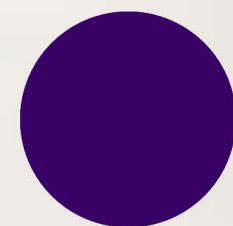# Avisek Bhattacharya

Portfolio

eat

pray

love

design

> Design to me, is the necessary arrangement of relevant entities to come up with a useful solution to a particular problem.
>
> My designs revolve around the user. Apart from visual and aesthetic appeal in order to attract the user's attention, my designs aim to make functionality as much intuitive, engaging, effortless as possible, so that the user of my design is able to complete his tasks smoothly and successfully without a single frown.
>
> I am also well-versed in handling DSLR cameras, lenses and outdoor and studio photographic equipment. I am proficient in photo editing and graphic editing softwares like Adobe Photoshop and Illustrator.
>
> Writing is an inborn forte. I prefer simple, understandable vocabulary, with formal as well as informal diction in my writings.

Branding & Identity for Yell Inc.

Yell

HEAR · BE HEARD · COMMUNICATE

Don't murmur
if u dislyk me
Just come to me
&
Yell !
@yell.com

Share:

Yell is an online community that allows users to read information, share views and reviews on various current topics and discussions. The mission of the brand is to involve the people in sharing information to each other and to encourage them to come out and present their views and discuss on them. It serves as an online adda for the tech savvy world of today, on a comprehensible list of topics, involving a huge gang of people with varied interests.

Branding & Identity for Yell Inc.

Font Used: Custom designed, which creates a feeling of bursting out. Inspired from the scattering of objects when a ball hits them.

Colors Used

| #f74401 | #960202 | #fbd504 | #fcb704 |

| #ff6503 | #af0102 |
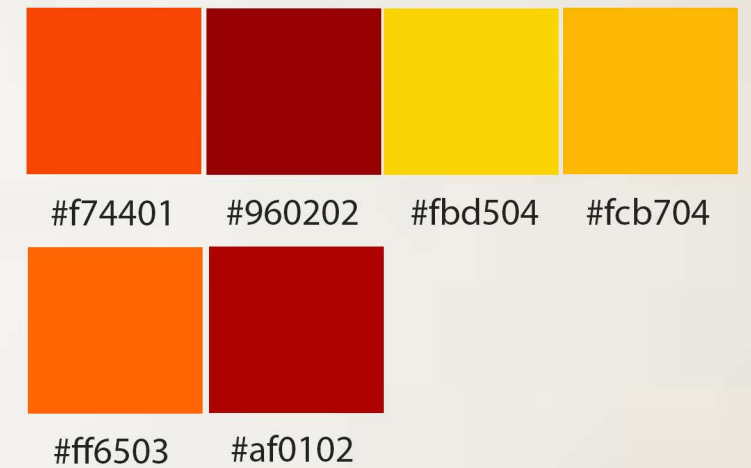
Inspiration

Inspired from the letter 'e' in Myriad typeface. Picturized as an emoticon talking. to another similar emoticon. The modifying visual elements create a comic and excited expression. The identity is aimed to show the central mascots in the circle causing disruption in the system by bursting out with their talks.

Branding & Identity for Yell Inc.

Website Page layouts

Annotations on the layout:

- **Dropdown menu lists different broad topics like Politics, Sports, Technology and many more**
- **Headline/ photo is a hyperlink to the website containing the info**
- **Icon of the website from which the topic is shared**
- **This page opens when these are clicked. Else clicking on a topic leads to page from where it's shared. Press back to come back to Yell**
- **The story can be shared on these sites from Yell**

Left page (Home)

Home | About Us | Area of Interest ▾ | Search Yell 🔍

Login

Join to Yell !

I just want to read silently

We provide you a place to read new things, share and discuss your views on topics of your choice. Join us now to start Yell ing!

Trending | Controversial | Most Recent | Recommended

Tarun shared in News
Arvind Kejriwal resigns from his post as CM TOI
Arvind Kejriwal, in a statement issued from the CM's office, has announced his voluntary retirement from his post....... more
446 comments   Write a comment
...... more

Tarun shared in Entertainment
Highway: packed with solid perform... IMDb
It is the actors to watch out for in Imtiaz Ali's flick as he takes them on yet another fascinating journey through the Himalayas....... more
35 comments   Write a comment

Rajeev shared in Technology
Facebook takes over Whatsapp for $19 billion TC
What technological marvel awaits the world now that the social networking giant has collaborated with the biggest Messenger of the world....... more
35 comments   Write a comment

Jayanth shared in Sports
Dhoni to miss Asia Cup, Kohli to lead India ★
Will this prove to be a testing ground for the captain in the making?

Contact | Help & FAQ | Sitemap | Terms of Use | Privacy Policy | v1.2

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Right page (Article)

Home | About Us | Area of Interest ▾ | Search Yell 🔍

Area of Interest > Politics > Most Recent

Rebellion in Nitish Kumar's party, JD(U) expels four MPs

shared by **Kamath** on February 27, 2014 at 6:00 pm

Click to read the full story on TOI

Cracking the whip, Janta Dal (United) on Thursday expelled outgoing Rajya Sabha MP and senior leader Shivanand Tiwari and four Lok Sabha MPs for anti-party activities.

Write a comment

Post comment | Save Draft | Preview

Varun commented
This opportunist politicians are power hungry. When denied ticket, he becomes dictator? If he is really a dictator why didn't you raise your concern before. It's better for Tiwari to take rest at home. He is too old. Ghar baith kar aaram kijye.

Suresh replied to this comment
After few more days only one MP will be there in JDU tht is nitish kumar

Manoj replied to this comment
Nitish has lost the ground since separated from NDA. This is now imminent for his party.

Abhishek commented
What a turn of event! JD(U) tried to poach on RJD and now JD(U) has to expel some of its MPs for certain activities. It looks all is not well in JD(U) and RJD. Both are getting the nails in the coffin. Already the Congress and the leftist parties are not fairing too well, except LJP, which is still finalizing its bondage. AAP has yet to get a hold outside Delhi. BJP's members have not shown any dissidence as yet and it seems that it might increase the voter base and vote percentage. Let us wait and watch.

Saahil commented
As a sensible leader, Nitish should explore the possibility of re-joining NDA, in his own terms. I don't think BJP would mind the increase in bench strength. Nobody, except vitriolic Modi of course, has said much against Nitish even after the break up.

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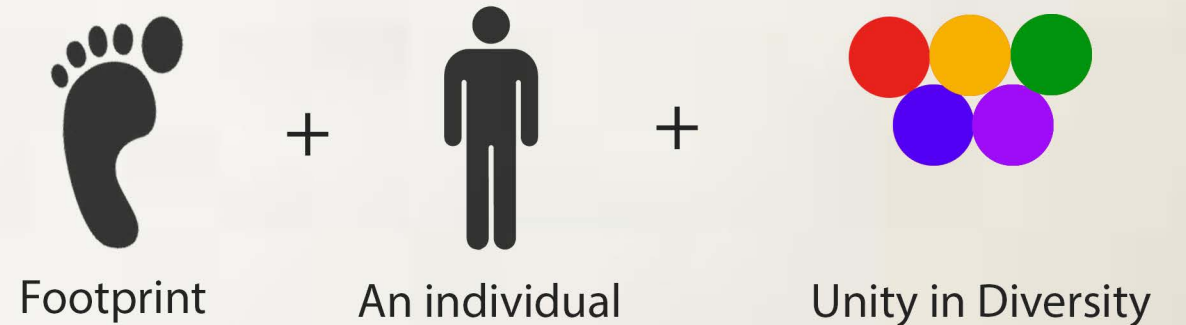
LOGO Design for Impressions 2012

Font used: Berlin Sans FB

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

IMPRESSIONS 2012

Colors used

#e8211c	#950002	#f84a01	#db7d1d	#f8b101	#ecf913	#00940e	#06b613	#5300f5	#9f0cf8

IMPRESSIONS 2012

Inspiration

Footprint + An individual + Unity in Diversity

Impressions is an annual cultural night in IIT Kanpur in which all the postgraduate students are provided an appropriate environment and platform to interact among themselves and showcase as well as appreciate talents hidden amongst their community.

Branding for Impressions 2012

Impressions 2012

Impressions 2012

Impressions 2012

Impressions 2012

Impressions 2012

Impressions 2012

IMPRESSIONS 2012
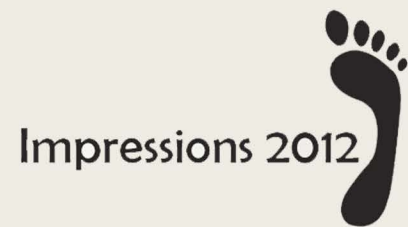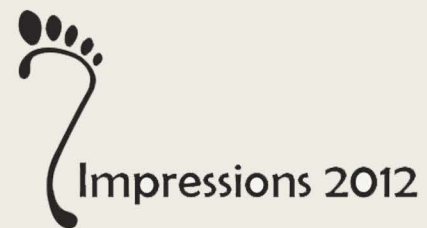
Some other variations
of the logo suggested
for choice
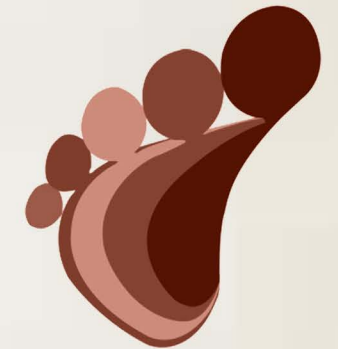
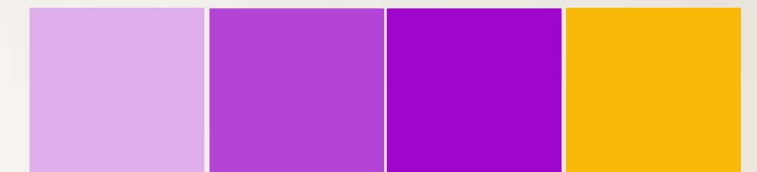Merchandise designed for the festival

LOGO Design for Sattva

Font Used: Port Credit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Colors Used

| #dfaeeb | #b444d6 | #9e06cb | #f9b808 |

Inspiration

Purity, Peace + Positive Energy + Meditation

Sattva

Sattva is an extra-curricular activity club in IIM Calcutta. It deals in ways related to stress management. It strives for the all round development of the students by organizing yoga, meditation and spiritual education workshops/events.

LOGO Design for Josh 2014

JOSH '14

ALL IT TAKES IS ALL YOU'VE GOT

JOSH '14

Fonts Used:

1. Futura Extended (Josh'14)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

2. Futura BdCn BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colors Used:

#fdd306	#f5991d	#f37a21	#444140	#444140

Inspiration:

Fire   +   Energy

JOSH is an annual intra-college sports competition in IIT Kanpur. JOSH invites each and every resident of IIT Kanpur to take part in more than twenty different sports, alongwith informal events and several card games, all keenly contested with enthusiasm, energy and sportsmanship. The aim of the festival is to bring out the sports person in each and every individual in the campus.
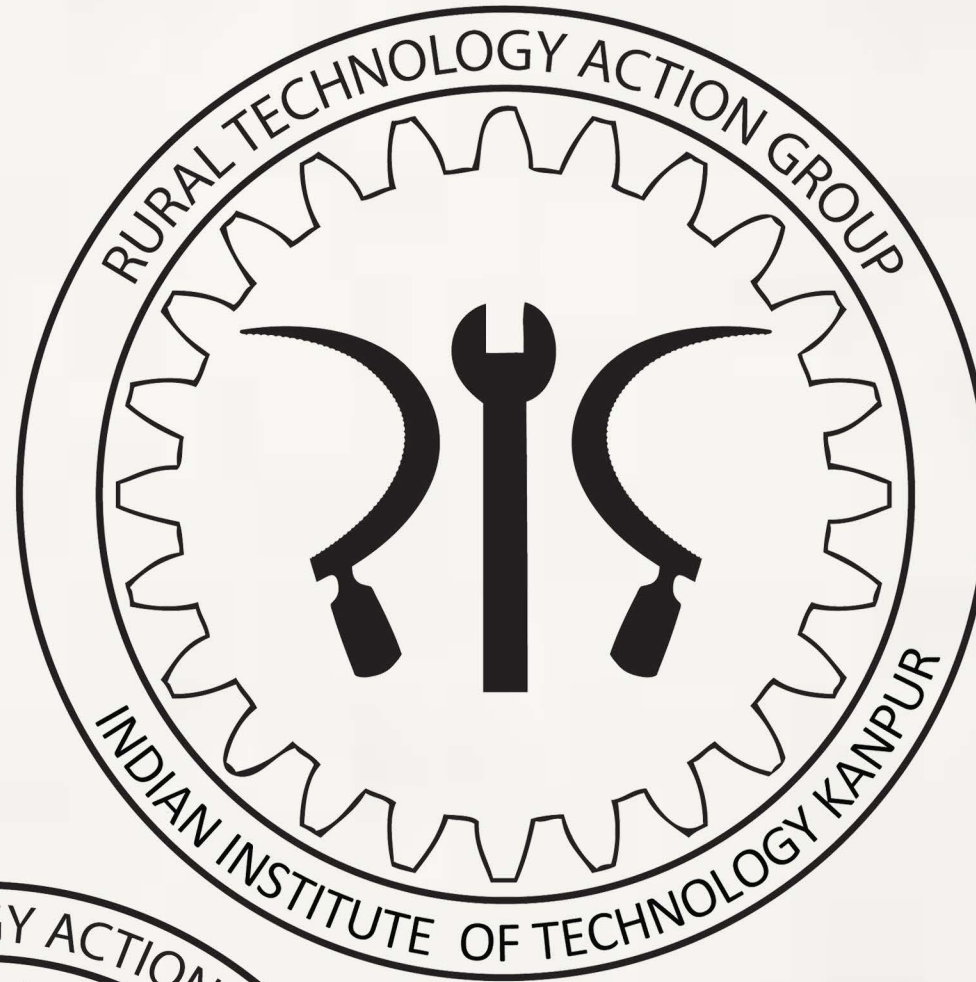
LOGO Design for RuTAG, IIT Kanpur

RuTAG(Rural Technology Action Group), IIT Kanpur Chapter is conceptualized, initiated and sponsored by the Principal Scientific Advisor in Prime Minister's Office, Government of India, to encourage rural entrepreneurship in North India and create a link between scientists, researchers and engineers of IIT Kanpur and grassroot NGOs, with the ultimate aim of improving rural economy by providing frugal innovations and technological aid to traditional methods of production, thus increasing productivity, alongwith decreasing the effective cost of production.

Branding for RuTAG, IIT Kanpur

Jholas designed as memorabilia for the inaugural event

Simulation of the look of the stamp of the office bearer

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trevor@braveheartcapital.com

Ph) 206-674-3288
Fax) 253-322-1086
www.braveheartcapital.com

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TREVOR DUNBAR
trevor@braveheartcapital.com

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Fax) 253-322-1086
www.braveheartcapital.com

Letterhead, envelope and visiting card design for
the RuTAG office

Branding - PoWER IIT Kanpur

PoWER

PoWER

Font used: Impact

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Colors used: Color independent

Inspiration: Workforce, Unity

Poster for rebranding announcement

We did this

Create New Folder
Create New Document
Refresh
Restore Missing Files...
Arrange Items
Organize by Name
Paste
Zoom In
Zoom Out

and now we are

because CHANGE Is The Only CONSTANT

PoWER
Promotion of Work Experience & Research
IIT Kanpur

PoWER
IIT Kanpur

Call for working in
INDUSTRIAL PROJECTS & INTERNSHIPS

Overview of Problems

Data monitoring systems
Pharmaceutical Innovations
Atomic Absorption Spectroscopy
GLC Assay
Viscosity Analysis
Innovations in materials
Innovations in chemicals
Drilling Angle Optimization
Mechanical Engineering Applications
Mentorship to underprivileged children
Teaching mentally challenged children
Emloyment for the poor

Specializations expected

Biological Sciences
Pharmaceutical Sciences
Agricultural Sciences
Unani Medicines
Chemical Sciences & Engg
Computer Sciences
Material Sciences & Engg
Business Administration

Coming Soon !

Check your mails

Over
50
openings**!**

Randhir Shah
9005850159

Rohit Hemrajani
9761990981

Surjit SIngh Gautam
9761990981

Poster for projects announcement

What is Utthaan?

UTTHAN is a joint program by PoWER IIT Kanpur and IIA in participation and guidance of NPC, QCFI, MSMEDI and KPC. UTTHAN is targeting promotion of innovation, standardization, quality enhancement, productivity increment and optimization of available resources through different methods. It aims to provide consultancy services to industries in Kanpur and and at the same time, engage students and workers in this whole development process so that we develop innovative and capable workforce for present as well as future needs.

Indian Industries Association (IIA) is apex representative body of Micro, Small and Medium industries with a membership base of more than 6000 Units. It has more than 35 chapters spread in most of the important districts of the region. IIA operates on the board based objective of fostering co-operation and support for the promotion of Micro, Small and Medium Scale Industries.

Better quality and standard increase customer base and revenue. Globalization has given customers worldwide options, and brought down local enterprises in direct competition with various MNCs at international standard. So producing quality products is the need of the hour. There are methods through which industries with limited resources and poor infrastructure can also improve quality. Experts from Quality Circle Forum of India, will share their expertise and help you to implement different quality improvement method and solve your quality related problems..Utilization of limited resources in the best possible manner, measured through efficiency and productivity is the key to success. There are many standard methods which increase productivity.

Govt of India has launched schemes to promote productivity governed by National Productivity Council Experts from NPC will discuss different methods, their implementation and their benefits in solving different productivity related problems and attaining better productivity

> We want industry,
> Let us become industrious.
> Let us become more self-dependent,
> then we will not follow the other people's
> lead so much.
>
> - Gandhi

Visit us at:

http://www.iitk.ac.in/dord/power/#/home

Contact Us

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Overall co-ordinator,
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IIT Kanpur

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96480-50024

UTTHAAN

October 2, 2013

The time to rise...the time to lead...

Organised by:

PoWER

Indian Institute of Technology
Kanpur

PoWER

Promotion of Work Experience & Research(PoWER) is a student body under Office of Dean of Research and Development IIT Kanpur, under the supervision of a Board comprising of Faculty Advisors, Chaired by Dean Research and Development and represented by Convener Institute Research and Development Committee, Coordinator, SIDBI Innovation and Incubation Center, and students across various disciplines; to promote and coordinate student research and development through industry-academia interaction. The first initiative of its kind in India, it aims to provide students the freedom and opportunities to work upon diverse areas of business, technology and existing industrial and national challenges as well as pursue their own ideas so as to become innovators and future leaders. It is also interacting with faculty, departments, alumni and government bodies to create a Sustainable Innovation Ecosystem.

Mission & Vision

POWER envisions empowering students for:

- Emerging and traditional areas of Science and Technology
- Increasing competition in innovation and application development
- Bringing innovation to existing problems of nation in particular and world in general
- Future leadership in areas of business, research and technology

To fulfill these targets, PoWER offers:

- A web of experts, accessibility to institute resources, funds
- Basic skill-building projects (including lecture series, workshops, visiting trips)
- A platform where they will learn how to convert dreams and ideas into reality
- Opportunity to participate in solving real-life challenges by working upon industrial research and projects

Projects

Core Engineering Projects

- **Air Quality & Monitoring System**

  Obtain data through variety of sensors like physical sensors, electrochemical sensors, chemical sensors, biochemical sensors etc and analyse that data for various applications such as climate change to crop insurance.

- **Estimation of Heat Flux Input in Electron Beam Melting Process**

  To analyze the input heat flux through various models e.g., uniform heat flux in the simplest case, Gaussian flux profile or Doughnut profile with its dependence on several input parameters such as, beam power, beam spot diameter, penetration depth, absorptivity of the metal-to-be melted..

- **Fabrication of Micro channels**

  Design, develop and fabricate a novel set ECM set up for fabricating the micro channels of diameters < than 500 microns which can be used for several applications like micro reactors, microfludics etc.

- **Sheetal Gram Udyog Sanstha**

  Improving the transparency, colour and the smell of the soap. Tackling the problems with saponification due to low FFA content. Working on the development of new products like conceptualising and manufacturing liquid soaps.

- **Glucoband**

  Producing a closed loop glucose sensing and insulin delivery system which needs minimal user interference, causes minimal pain, delivers insulin in a controlled amount and does not bruise the body.

- **Unmanned Aerial Vehicle**
- **Solar Adsorption Refrigerator**

  Developing a working prototype of water based adsorption refrigerator designed for rural application

- **Smart Decision Support System for Rural Economy & Development Planning**
- **WebGIS based Tourist Information System**

  Developing a WebGIS based Local Information System which would be serving the people through a kiosk system based at different Bus Stops and major strategically important locations in Delhi.

- **Immersive three dimensional real-time visual and audio realization system for urban applications**

  Developing a system where a user would be able to experience an "aural-walk-through" of a real place at a much readily accessible location.

NGO/Social Projects

Eco-friendly Insect Trap

This insect trap aims to help economically challenged sections of society. The product uses old mineral bottles ,LEDS etc to minimize the cost. In this project light attracts insects which are killed by external metallic mesh carrying electric charge.

Shiksha Sopan - Gehan Adhyan Kendra

A special initiative where economically challenged children from classes 9- 12 are given education at OLD SAC

Management Projects

Lohia Starlinger Limited

1. Optimisation of Painting Workshop flow line.
2. Introducing a new mechanism which can bring down the overall cases of Mix Supply, Wrong Supply, Access Supply and Short Supply in the supply of machine and its accessories.

JSA

Suggesting a new plant layout wherein the overall productivity could be increased by minimum shuffling of the shop floor.

NetPlast

To study the overall process for manufacturing seating assembly and suggesting changes to im prove the overall productivity

RGP

Designing a tracking for moulds to track them in various workstations to ensure time bound output to the customers Suggesting changes in the overall process to increase efficiency and the productivity.

Satluz

Identifying the key production issues and applying different productivity improvement tools for increasing the productivity for the following Products & Services (selecting the critical ones): Air Cleaner Assemblies, Armament Stores, Door Switches, Handle Bar Switches - Type Push Button & Piano, Handle Bar Top, Middle & Lower, Ignition And Break Switches, Mdf Components, Surgical Components, Thermoplastic Components for Tyre Chord Units, Throttle & Gear Control Pulleys, Turn Signal Lamps - Blinkers, Two/ Four Wheeler Components.

Zorba International

Studying the current process and suggesting improvements to make it more organized and effective. They are also establishing one more plant for similar products, so by studying process from here making a process effective layout for the upcoming plant.

Designing the future of email experience

Users Considered

Young Professionals

Students

Survey & Research

Scheduling appointments

Technical Support Query Handling

Broadcasting Information

Direct Promotion

Group/ Community Conversation

Notification

Asking for Assistance

Sending Reminders

Storing Names & Addresses

Task Tracking

Work Task Delegation

Task Management

Personal Storage & Archiving

Document Sharing & Storage

sends mail at Monday 8:00 — reads the mail on Wednesday at 11:00

reads reply on Friday at 14:00 — replies at Thursday 12:00

Asynchronous Communication (Basic Email Protocol)

The email service today

Promotional mails

Task overload

Newsletters

OVERLOADING

Interdependent Task Management   Spam   Notifications

Uncategorized listing of data at the inbox

All the messages go to the same inbox

CENTRALIZATION

Sequencing messages only on temporal basis

Calendar   Scheduler

Page clutter

Overcrowding

CONTEXTUALLY UNDESIRABLE APPLICATIONS   Reminder

INFORMATION BOMBARDMENT   Mobile Interface

File Manager

Lack of Modularity

No clustering

All data displayed on landing page

Problem Space Analysis

Recall   Prioritize   Preferences   Choose   Remove

Flush   Unify   Indicate   Label   Highlight

Track   Lessen   Divert   Organize

Compression   Focus   Abstraction   Relevance

Modularity   Clean   Block   Privilege

Selection   Minimal   Restrict   Cover

Divide   Filter   Warn   Channelize   Discard

Auto-prompt   Simple   Hierarchy   Regulate

Classification   Personalize   Color code   Sequencing

Sorting   Multitasking

Features for design inspiration and direction

Designing the future of email experience

●●●○○ BELL 🔋 4:21 PM 🔋 100% ▬

‹ For Me   Inbox   Edit

🔍 Search

Office   12:41 PM »
                              ③

University   Monday »
                              ②

School   9/18/2013 »

Family   9/16/2013 »

Updated Just Now

●●●○○ BELL 🔋 4:21 PM 🔋 100% ▬

‹ Office   Inbox   Edit

🔍 Search

Anand   12:41 PM »
Xmas Card
Please tell me the card idea this year
does not include us in ugly sweaters...

John   Monday »
Reddit
This badboy hit the front page last night.
Choked for a bit but never went down ...

R Murugan   9/18/2013 »
iOS7
We're all jammed up but we can focus on
getting this done and public in 3 days.

Anamika   9/16/2013 »
PSDizzles
All done. Moving onto asset creation for
the Mini. Thank God it's retina and not ...

Jeremy Bell   12:41 PM »

Updated Just Now

Forums

Updates

Promotional

Social

●●●○○ BELL 🔋 4:21 PM 🔋 100% ▬

‹ Social   Inbox   Edit

🔍 Search

LinkedIn   12:41 PM »
Unsubscribe   ㊺

Facebook   Monday »
Unsubscribe   ⑳

Twitter   9/18/2013 »
Unsubscribe   ⑫

SoundCloud   9/16/2013 »
Unsubscribe

Updated Just Now

For Me

Compose

Bulk

Trash

Spam

Drafts

Name
Personal Information G+ 🐦 f in
Subscriptions NETFLIX ☁ YouTube t ....

Profile

Messages

Contacts

Signage and Wayfinding Design for Jhakarkatti Bus Station, Kanpur

LEGEND

- PARKING AREA
- SHOPS
- OFFICE & ADMINISTRATION
- WAITING AREA
- FOOD & BEVERAGE SHOPS
- DRINKING WATER
- BOARDING PLATFORM
- PAVEMENT
- RAISED PLATFORM WITH SITTING &STANDING AREA
- A.C. WAITING LOUNGE
- PAY & USE TOILETS AND BATHROOMS
- POLICE CHECKPOST
- BUS WASHING & CLEANING ZONE
- OPEN LATRINE
- BOOKING COUNTER
- MILESTONE SIGN BOARD
- TEMPLE
- TREE
- SEATS
- LAMP POST
- CAR
- AUTO RICKSHAW
- CYCLE RICKSHAW
- MOTORCYCLE
- BUS
- ROAD
- FLYOVER
- BOUNDARY WALL
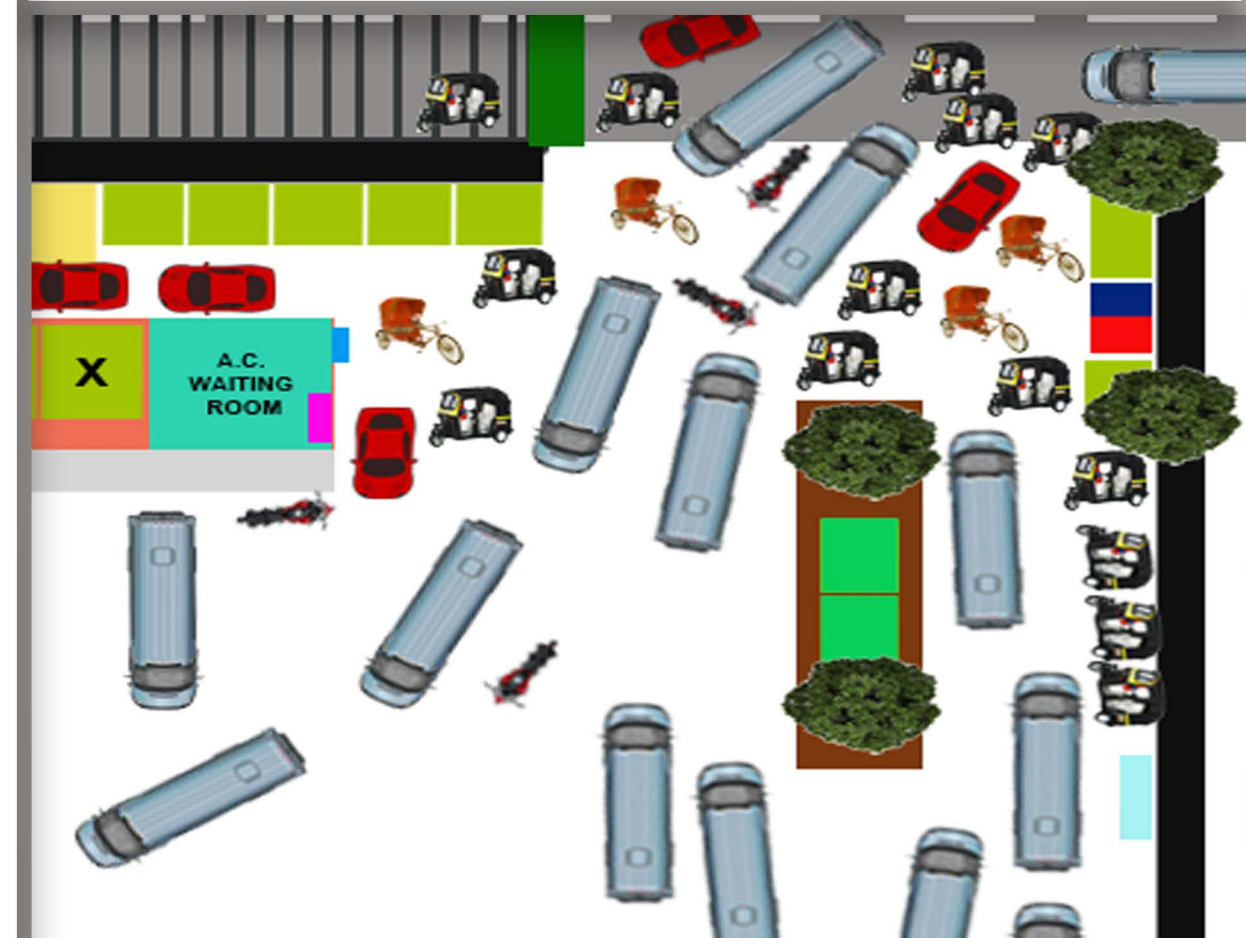
Guide Map

Signage and Wayfinding Design for Jhakarkatti Bus Station, Kanpur

Fonts Used:

Helvetica Neue

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Mangal

क ख ग घ च छ ज झ ट ठ ड ढ ण त थ द ध न
प फ ब भ म य र ल व श ष स ह

अ आ इ ई उ ऊ ए ऐ ओ औ अम अह

१ २ ३ ४ ५ ६ ७ ८ ९ ०

Colors Used:

#020100   #fed202

Iconography Used

Signage and Wayfinding Design for Jhakarkatti Bus Station, Kanpur

Zone Signs

टिकट आरक्षण काउंटर — Ticket Booking Counter	बस सफाई केंद्र — Bus cleaning zone
बस पार्किंग क्षेत्र — Bus parking bay	कार पार्किंग — Car Parking
सुलभ शौचालय और स्नानघर — Pay & Use toilet & bathroom	पीने का पानी — Drinking Water
पूछताछ — Enquiry	भोजनालय — Food Plaza
ढाबा — Dhaba	शहीद मेजर सलमान अहमद खान स्मारक — Shaheed Major Salman Ahmad Khan memorial
पुलिस चौकी — Police Checkpost	यहाँ उतरिये — Alight here
दुकानें — Shops	प्रशासनिक कार्यालय — Administrative office
चालक / कंडक्टर विश्राम कक्ष — Driver/Conductor rest rooms	वातानुकूलित अपेक्षा कक्ष — Air conditioned Waiting Lounge
व्हीलचेयर लें कृपया — Wheelchair issuing counter	धूम्रपान निषेध है — No Smoking
ऑटो / रिक्शा अड्डा — Auto/Cycle rickshaw stand	मोटरसाइकिल / साइकिल पार्किंग — 2 Wheeler Parking

प्लेटफार्म 2
फ़तेहपुर | इलाहाबाद | वाराणसी
Platform 2
Fatehpur | Allahabad | Varanasi

Charts and Time Tables

गन्तव्य स्टेशनो की दूरी एवं किराया सूची

Stop X — Rs 90 / 100 km
Varanasi — Rs 360 / 400 km
Stop Y — 200 km / Rs 150
Kanpur

Destination wise Distance and Fare
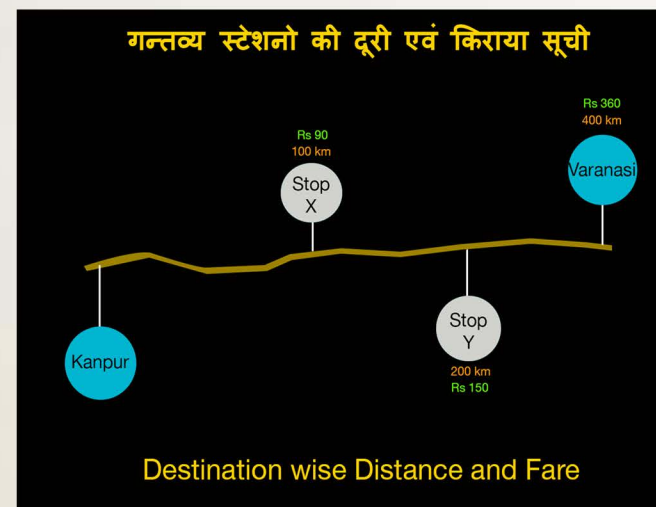
बस चालन की समय सारिणी
Bus operation time table

समय Time	1	2	3	4	5	6	7	8
00:10								
10:00								
14:00								
21:30								

रंगो का मतलब
Color Index

लखनऊ — Lucknow
इलाहाबाद — Allahabad
वाराणसी — Varanasi
झांसी — Jhansi

Directional Signs

← इस तरफ आइये / This Way

↑ प्रवेश / Entry

Deepashree - Women Empowerment and Literacy(Design Research Project)

Column 1

RESEARCH UX

GUIDED BY: *Jhimkee Iyengar*

SEARCHING FOR A *PROBLEM STATEMENT*

WASTE MANAGEMENT

SURVEY

| HOSTELS | IITK OFFICE | VENDORS |
| QUARTERS | SIS OFFICE | SHOP COMPLEX |

RESEARCH FINDINGS

Houses/Hostel — Offices — Shops

Waste picker

OUR INTEREST AREA

IT WAS FOUND THAT **MONEY** WAS INVOLVED IN THE EXCHANGE FOR **WASTE** MATERIAL WHICH BRINGS MUTUAL BENEFIT IN THE WASTE MANAGEMENT CYCLE. HENCE THERE IS A **MOTIVATION, INTEREST & VALUE.**

SINCE RECYCLE FACILITIES ARE ALREADY AVAILABLE, INTERACTION **SOLUTIONS** IN OUR AREA OF INTEREST IS CONFINE WHERE WASTE CAN BE **PREVENTED, MINIMIZED** AND **RE-USE** IN AN EFFECTIVE WAY. THERE IS ALSO A NEED FOR IMPROVING THE FLOW OF **MONETARY BENEFIT.**

Factory

LITERATURE

SURVEY

PREVENTION	★★★★★
MINIMIZATION	★★★★★
RE-USE	★★★★
RECYCLING	★★★
ENERGY RECOVERY	★★★
DISPOSAL	★★

HIERARCHY

Column 2

NEED

AWARNESS & MOTIVATION

BUILDING THE AREA

WE

WASTE SOURCE — WASTE PICKER

CONSIDERING THE WASTE MANAGEMENT **HIERARCHY** WE HAVE DERIVED THAT **AWARENESS + MOTIVATION** SHOULD BE THE TOOL FOR BRINGING EFFICIENT FUNCTIONING OF WASTE MANAGEMENT. VERY LESS ATTENTION WAS PAID IN THIS AREA AS WELL..

SOURCE OF MOTIVATION

Parents — Elders — Friends

Education — Kids — Govt

Media — Religion — NGO

OUR INTEREST AREA

THE MOST EFFECTIVE SOURCE FOR SPREADING **AWARENESS & MOTIVATION** WAS FOUND TO BE THE KIDS. THEY ARE THE MOST **INFLUENCIAL** AND DRAWS ATTENTION OF ALL AGE GROUP. THEY ARE THE **FUTURE** OF TOMMOROW'S SOCIETY.

KIDS ATTRIBUTES

PURE AT HEART — ENERGETIC — ADVENTUROUS — FUN — ICONIC — ENTHUSIASTIC — INQUIRING — NOT RIGID — GRASP THINGS QUICKLY — FREE MIND — FRIENDS INTERACTION — CO-OPERATIVE — CREATING — READING — GADGETS — INFLUENCE — GAMES — PLAYING — LEARNING

MIND MAPPING

AWARENESS THROUGH FUN ELEMENTS IN **SCHOOL** AND ALSO AS **HOMEWORK**

Column 3

ALERT

AFTER INTERACTING WITH THE KIDS FOR A WEEK WITH **FUN ACTIVITIES** IT WAS FOUND OUT THAT THE PARENTS OF THE STUDENTS WHO ARE IN THE **BELOW POVERTY LINE** CATEGORY ARE **IGNORANT.** THEY SHOWED NO SIGN OF INTEREST MAINLY BECAUSE THEY WERE **ILLITERATE.**

NEED

ILLITERATE WOMEN

OUR INTEREST AREA

WOMEN ARE CLOSEST TO THEIR KIDS. THEY SPENT MAXIMUM TIME WITH THEIR CHILDREN. THERE IS A NEED FOR EDUCATION.

RESEARCH FINDINGS

WHY ILLITERATE ?

No School — Responsibility — Social — Family — Financial

WHERE & WHY IS IT IMPORTANT TO HER ?

Banks — Shops — Travelling — Kids School — Kids Education

HOW? she learn

THE ONLY WAY ILLITERATE WOMEN **CONNECT** TO THE MODERN WORLD IS BY **SEEING, TOUCHING** AND **HEARING**

REMEMBERING THROUGH **PICTORIAL** AND **SOUND** FROM THE TOUCH POINTS.

OBSERVATION !!!!

WOMEN ATTRIBUTES

HARDWORKING — LOVING — CARING — SHOPPING — SUPPORTIVE — GOSSIPS — ENTHUSIASTIC — GARDENING — FESTIVAL — TRAVELLING — RESPONSIBLE — RELIGION — MOVIES — SHY — SENTIMENTAL — FASHION — GROOMING — COSMETICS — EMOTIONAL — INFLUENCE — MONEY — COOKING

MIND MAPPING

NEED STATEMENT

"Designing EDUCATIONAL AID for illiterate women to read basic words".

Right column text

The infographic shows the design research process followed and its outcomes.

An in-depth human centred research process was employed to find out a target user and the problems faced by him/her. Extensive interviewing and observation finally led to identification of the need of an easy and interesting educational aid to teach women illiterate in English, how to read common everyday English words to overcome difficulties they face in certain essential activities. This project aims to design this educational aid.

Deepashree - Women Empowerment and Literacy(Design Research Project)

Instruction & Evaluation Model of teaching how to read English words(Backtracking Approach)
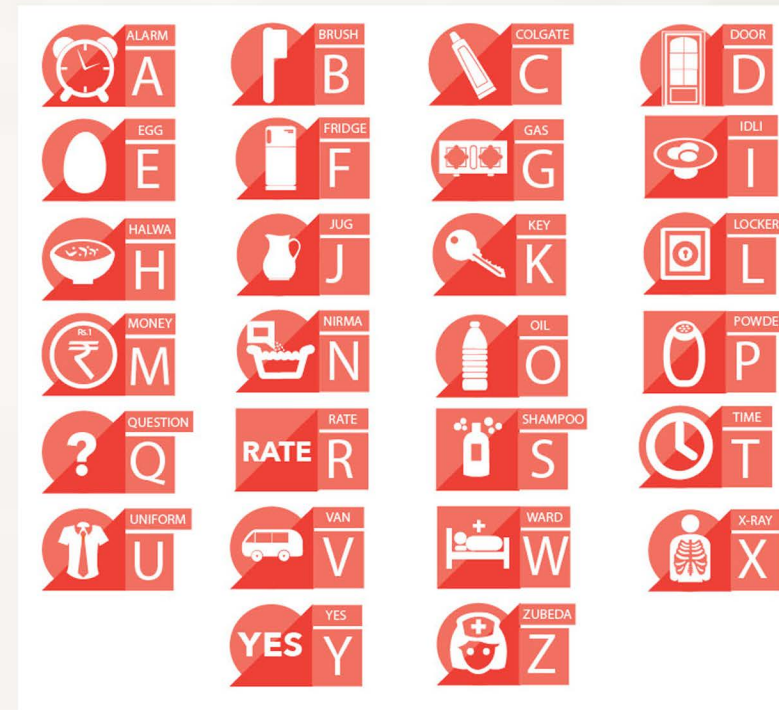
Mapping of alphabets to objects familiar to the target user group in their daily life

Showing a movie with characters and storyline that is interesting and relatable to the women. Storylines feature such objects on screen with an identifiable photo and the name spelt in English. Users asked to remember the names.

Focus on pattern recognition of individual letters after word patterns have been satisfactorily recognized

Repetitive tests camouflaged as memory games to instigate pattern recognition of each word with its object image and retention of the acquired information.

Poster showing the concept and associated user testing and research

DOVA - a board game

Packaging Graphics

DOVA
a strategy board game
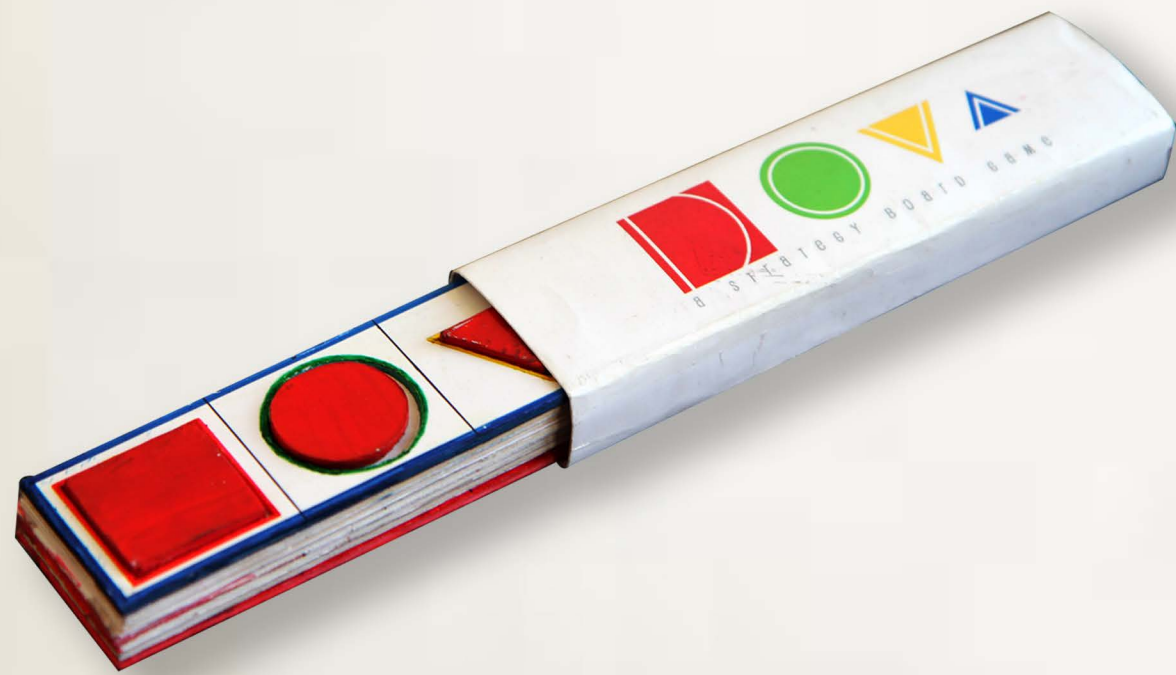
Packaging

How to open
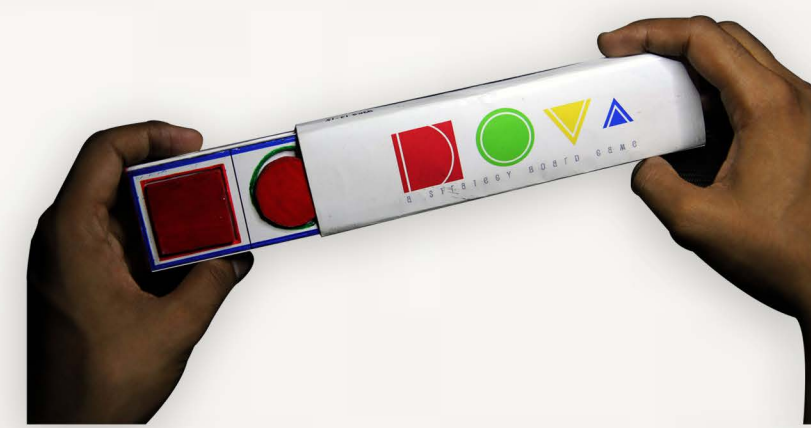
Step 1
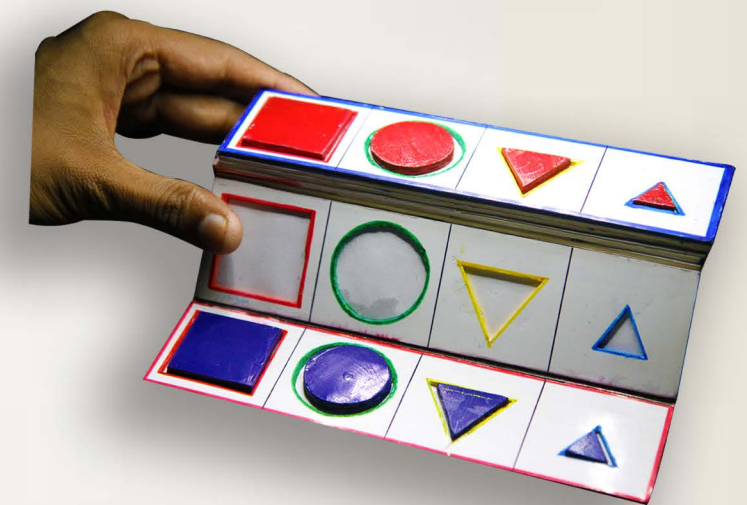
Step 2

Board layout with coins
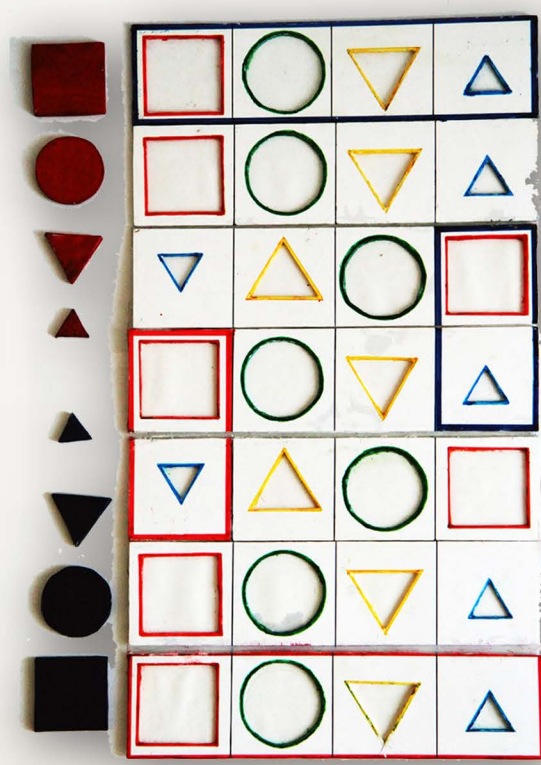
Step 4
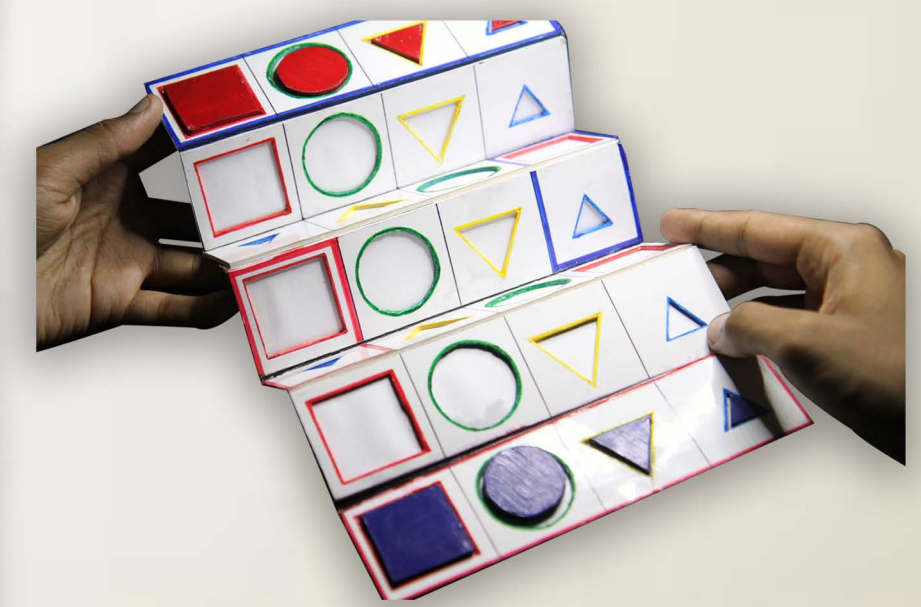
Step 3

9th Sept, 2012
Venue: New SAC

Student's Gymkhana
IIT Kanpur

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20 km DUATHLON

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2012-2013

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AWARENESS WEEK

SAVE TREES...
SAVE HUMANITY

Thank You