



Work Report

Soham Khadatare

“Design”

April-November

1. Targets for the sem:

1. Publicize all cultural events. Test new methods of publicity.
2. Introduce Design as a genre to the newcomers and encourage people to learn basics of design.
3. Planning and conduction of Vision- The Design Weekend of IIT Bombay.

2. Events :

ICC:

1. **Rukhsat** : Ensured the successful conduction and publicity of Rukhsat, the annual farewell event for all the cultural clubs. Updated the cover pic.
2. **SSoC** : Ensured the publicity of each event in coordination with all cultural secretaries. Coming soon, individual posters in album and overall posters were made. Post event publicity was done through event photographs. Updated the cover pic.
3. **Cult Online** : Ensured sufficient publicity and exposure for Cult Online. An album was made with individual posters from each genre. Also extended deadline poster was released to ensure sufficient and quality entries for Cult Online. Updated the cover pic.

5. **Cult. Not diffiCult**: Changed the Logo of Cult. Not Difficult. Ensured sufficient publicity for it. Album was made with individual genre events and an overall poster was made. Updated the cover pic.

6. **Pahal 1.0** : Publicity was done with posters, cover photos and DP campaigns

7. **Cult Hoodie** :Prepared custom design of the hoodie for each of the cultural council members.

8. **PG Cultural Orientation** : Publicity was done with posters, flexes and mess tops in Hostel 12/13/14. Pamphlets were distributed for club information after the orientation.

9. **UG Cultural Orientation** :Publicity was done with posters, flexes personal invites of each student which were distributed in H15 and 16. Pamphlets were distributed for club information after the orientation.

10. **Flagships** : Publicity was done for all flagship events, namely Theatre Fest, Hindi Utsav, IIT Bombay National Debate, Virasat, Annual InSync Dance Show, Surbahaar, AnnProd, etc. Various publicity methods like DP campaign, live videos, teaser posters, trailers, banners, invites, busking, parody music videos, etc were used.

11. **Post Event Publicity** : First Image of the album of pics for an event was edited to add information about the image which showed an increase in publicity.

12. **Cult School** : Publicity was done with posters, flexes and album was released with individual genre events.

13. **Cover Pics Change** :Made cover pics and videos for the Culturals@iitb facebook page for Rukhsat, Midsems, Endsems, SSoC, Cult Yatra, Pahal 2.0, Cult Online, Freshiezza, Cultathon and Diwali.

The Design Club:

1. **Rukhsat (09/04/16)** : Rukhsat for Design Club was conducted and mementos with minimal portraits were gifted to seniors.

2. **SSoC (Summers)** : Graphic Design course was conducted in summers with participation of 15 students.

4. **Cult Online** : 2 competitions were released- Icon Design and Book Cover Design and received 7 entries in total.

5. **Cult. Not diffiCult (Sem 1)**: Conducted 2 set of sessions as follows:

a. Anybody can Design: A set of 3 classes in which basic elements of graphic design were covered.

b. Anybody can Render: A set of 3 sessions in which basics of 3D modelling was covered.

6. Design Club Introductory Video: First ever video exploring the activities in the Design Club was made for the UG and PG orientation.

7. UG & PG Cult Orientation: The UG and PG freshers were introduced to The Design Club through a presentation made during the Cultural Orientation.

8. Club Birthday Session: The Design Club birthday was celebrated for the first with Rang & Pixels. Event saw active participation from the seniors.

9. Design Introductory Session: Introduction to the genre of design was given to freshers with active participation from club seniors. Participants were introduced to design through an online software which makes animation simple. Also, the participants made doodles which was compiled into a GIF and published for post publicity.

10. Freshiezza Phase 1: Logo Design Competition and Photo Manipulation Competition were conducted and received 16 entries.

11. Arcade: Hostel Branding was conducted in H15 and 16 where the club members mentored the freshers in making the logo and mock-ups for their hostel. For post publicity, winners and their work was published on Facebook and announced through mail.

12. Cinema 4D: A session on introduction to Cinema 4D was conducted. 12-13 students participated.

13. Minimal Illustrations: A session on the art of making minimal Illustrations was conducted. The session saw a participation of 12-13 students.

14. Web Development Session: A session on the design process involved in a webpage development was conducted as a help session for the Web Dev GC. The session saw a participation of 70 Students.

15. Design Lukkha Session : Few informal sessions with freshers was conducted in H15. The work was published online on the design club facebook group. 10 freshers participated.

16. Hostel Photoshop Workshops: Photoshop workshops were conducted in coordination with the cult cos and the design secretaries of individual hostels for 11 hostels.

17. Cult. Not diffiCult (Sem 2): Conducted 2 set of sessions as follows:

a. Anybody can Animate: A set of 3 classes in which basic animation in After Effects was explored by the instructor.

18. **Design GC:** A Design GC was conducted with the topic – ‘Editorial Design’ in the month of Jan. Judges were contacted and results were announced.

4. In sync with your manifesto

- **Vision 2017:** Planning of Design GC. Discussing the topics with team and scheduling a workshop for it.
Status: Logistical Difficulties in execution.
- **Portfolio:** Help interested people in developing a portfolio.
Status: Not possible due to unavailability of professionals.
- **Club Trip:** Plan a club trip to increase bonding between club members
Status: Unavailability of Seniors
- **Design Room:** Request Infrastructure and resources for Design Club
Status: Room will be allotted in SAC Phase 2.
- **Culturals Webpage:** Redesign the webpage and link it with the IITB App.
Status: Completed
- **Design GC:** Conduct a GC for which skills are developed from the beginning
Status: Completed
- **Hostel Design Sessions:** Develop design sense in Hostel and its Design Secretaries.
Status: Completed
- **New Methods of Publicity:** employ new ways to publicize events.
Status: Tried and Tested.
- **UI/UX Session:** Conduct 2 UI/UX Sessions with WnCC.
Status: Conducted a combined session on Web Development which included the topics of UI/UX.
- **Freshiezza:** Team up freshmen and sophomores to increase the quality of design made in the Phase 2 of Freshiezza.
Status: Achieved.
- **New Facets of Design:** To teach and develop different types of design.
Status: Done. Introduced 3D Modelling through a session.
- **Club Page:** Encourage designers to post work on the clubs’ facebook page
Status: Done. Not getting the expected outcome.

- **Design Competitions:** Increase participation of Designers in competitions held outside the institute.
Status: Done. Participants secured the first two positions in ACA World Championship, National Level.

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