

For MITID students, sky is the limit

Showcase their creative projects at an exhibition

Rajesh Rao

What students of MIT Institute of Design (MITID) are capable of was clearly visible at the recently held exhibition in Pune that showcased their creative projects. The students exhibited their best projects done during the year as part of their internship and course to prep up their competence level.

Undergraduate (UG) product design student, Anurag Sarda, who got selected as the best student of the year in his batch, won an international award for his design concept 'Leaf', which has also won 'Time to Care' sustainable design award organised by Victorinox, makers of original Swiss army knives, Switzerland.

'Leaf' is a concept which generates water out of thin air using solar power. The product is named 'Leaf' since the mechanism of this product is inspired by a natural leaf. The entire structure is around 12-feet tall and easy to operate. It works in the same way as dew drops are formed on natural leaves.

Another of Sarda's design project is Paper Sniper, which got a bronze award at Spark International Design Awards, in the US. Paper Sniper is a stationery equipment to cut paper, which has a unique curved edge blade and an ergonomic grip with asymmetric form.

From the UG graphic design batch, Dhruvi Tolia, who is the best student for the year 2011-12, described her Type Design development project in the Devanagari script, based on the famous historical type 'Univers' designed in 1957 by Adrian Frutiger. "Most of the type de-

STAR PERFORMERS

Best students (UG batch)	design)
Anurag Sarda (Product design)	Ram Singh (Animation)
Best students (PG batch)	
Dhruvi Tolia (Graphic design)	Bibhuti Binayak (Transportation design)
Best projects (UG batch)	
George Joseph (Graphic design)	Priyanka Bhadri (Graphic design)
Vedang Kulkarni (Product design)	Best student- (Strategic design) Neha Taksale
Best project (PG batch)	Best project- (Strategic design) Uday Gandhi
Farhan Saleem (Product	



Anurag Sarda Neha Taksale

signs are done for a specific reason or project. This one was planned to create a body text font, digitally outlined with family of weights for general use starting with normal in width," she said.

Another student, Farhan Saleem, who is doing his postgraduation in product design, showcased his project that involved designing automatic capsule filling line machines for a manufacturer of empty hard capsules.

Uday Gandhi who is doing postgraduation in 'Strategic design for business', has an inclination towards creativity and fashion, and at the same time is curious about business and design thinking.

As a part of Gandhi's graduation project he worked with Pantaloon retail, on self-proposed project: 'Systemic study of visual merchandising (VM) as a critical business function'.

"The objective was to propose the strategies and recommendations for improving the efficiency of visual merchandising function and overall business growth. The focus was on understanding the linkages of VM with other functions (store and HO level). This involved interactions with the key stakeholders who directly or indirectly impact VM," he said.

Neha Taksale, who won the Academic Excellence award this year and is also pursuing 'Strategic design for business', said that the course is a unique business education programme, which focuses on solving critical business problems by using creative tools and techniques.

Currently working as an assistant manager in research and consulting division of Radeus Technology Solutions, Taksale said that after the course, one can work in the field of design research, design strategy or as a design manager.