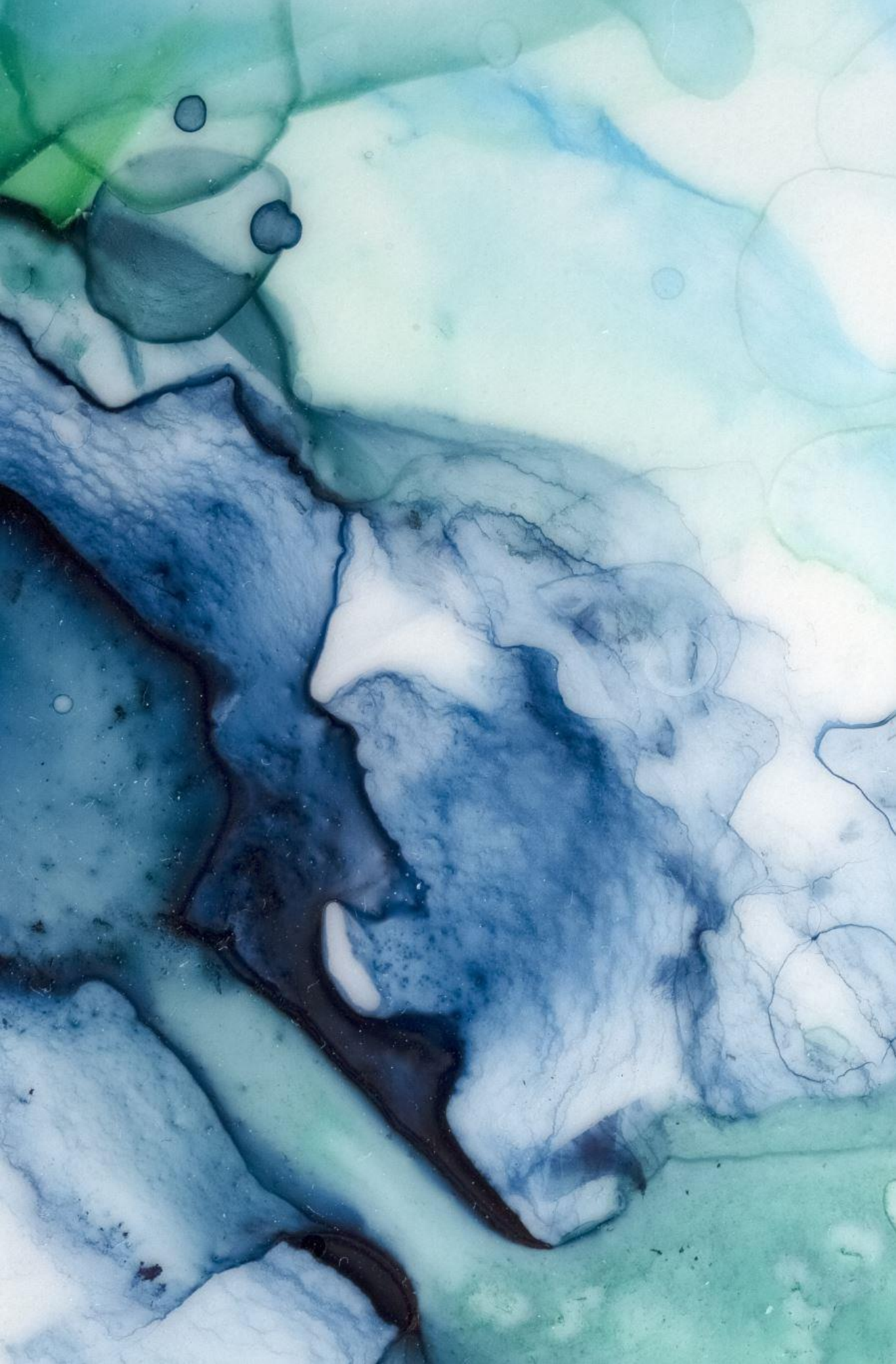




Task 1

Consolidated Submission

Siddhant Iyer

SA Even – 2023-24 –
Semester 6

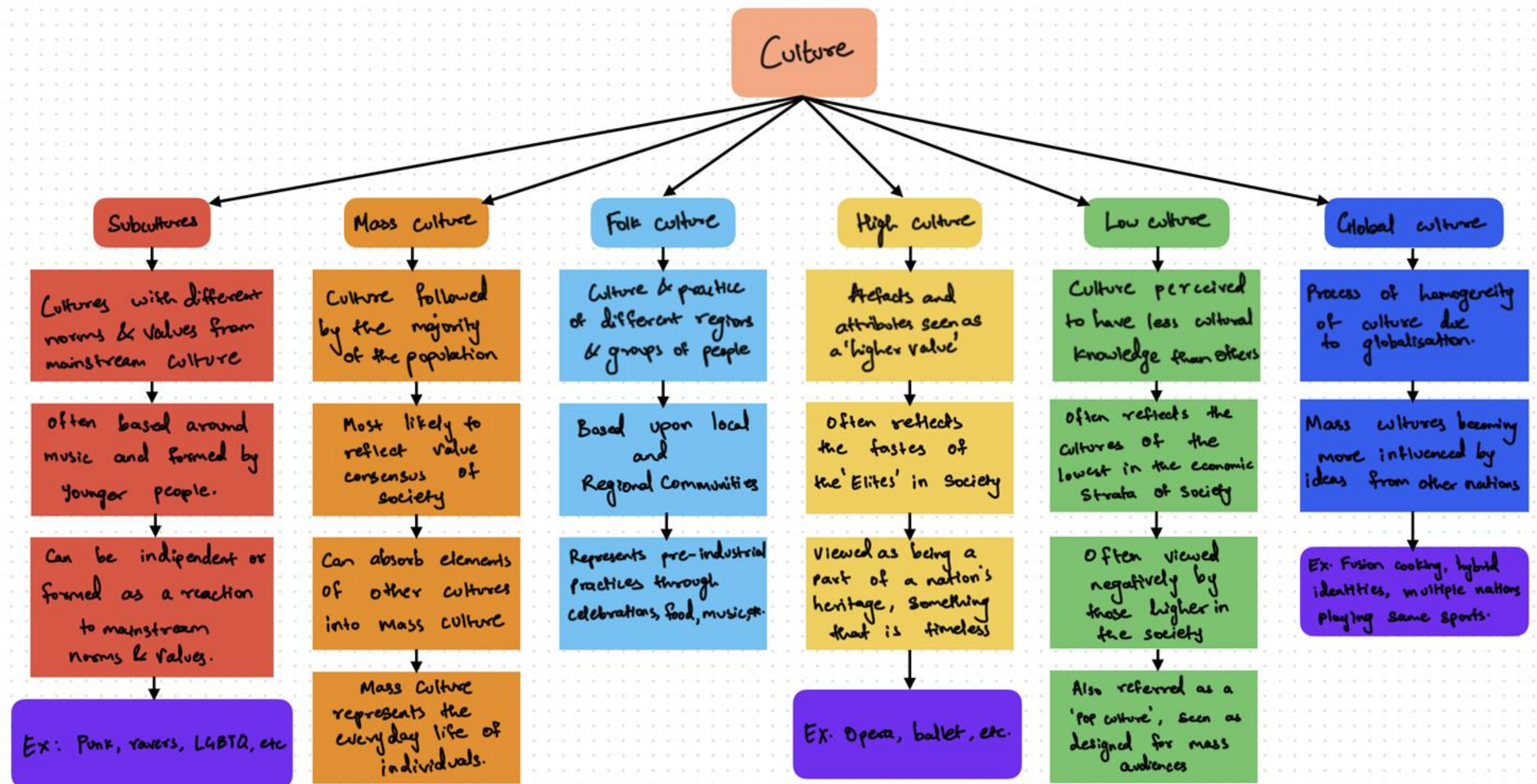
IADP - Year 3

Task 1A

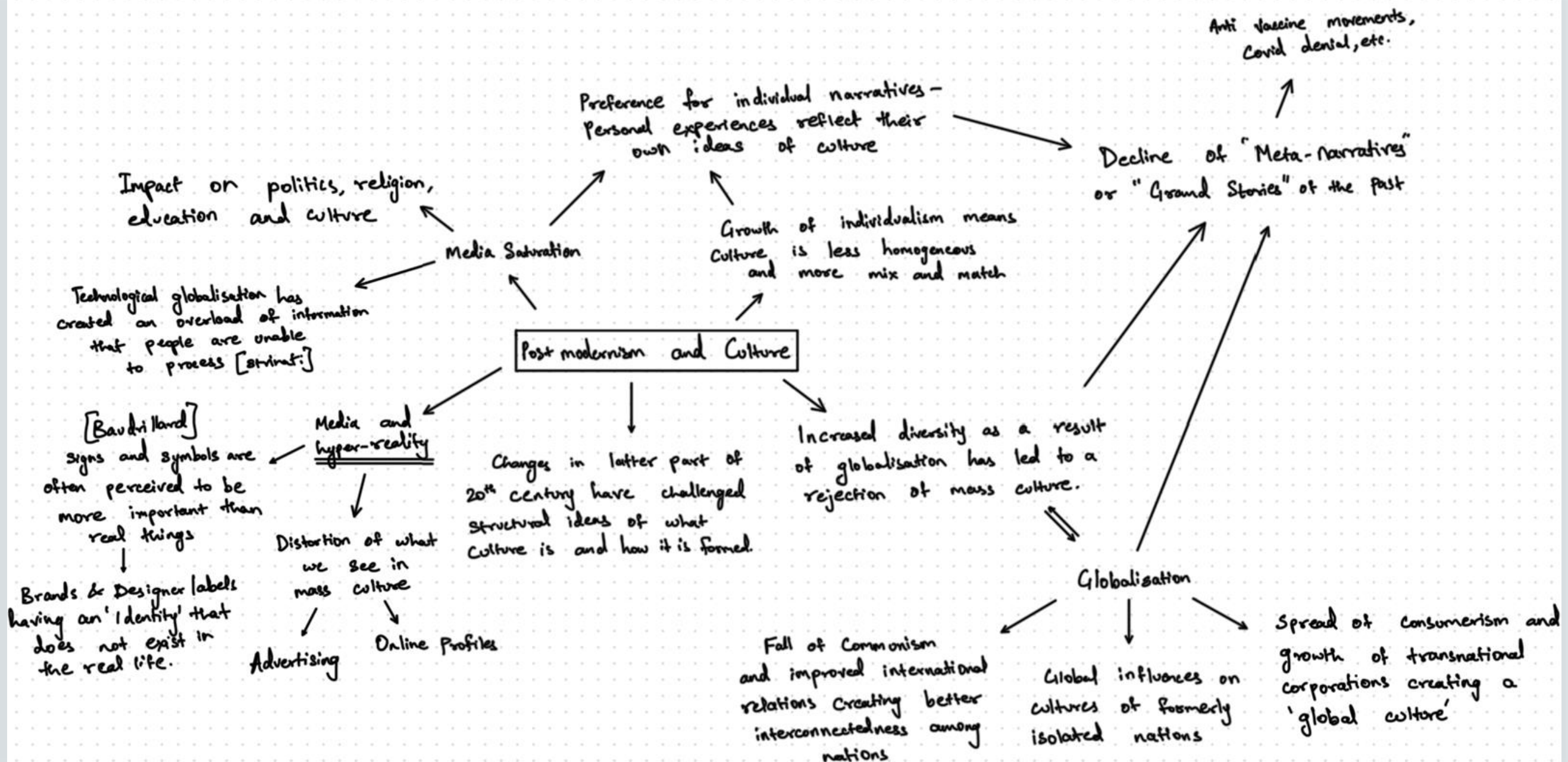
Unpacking the Given Text

Mindmaps made from the given resources

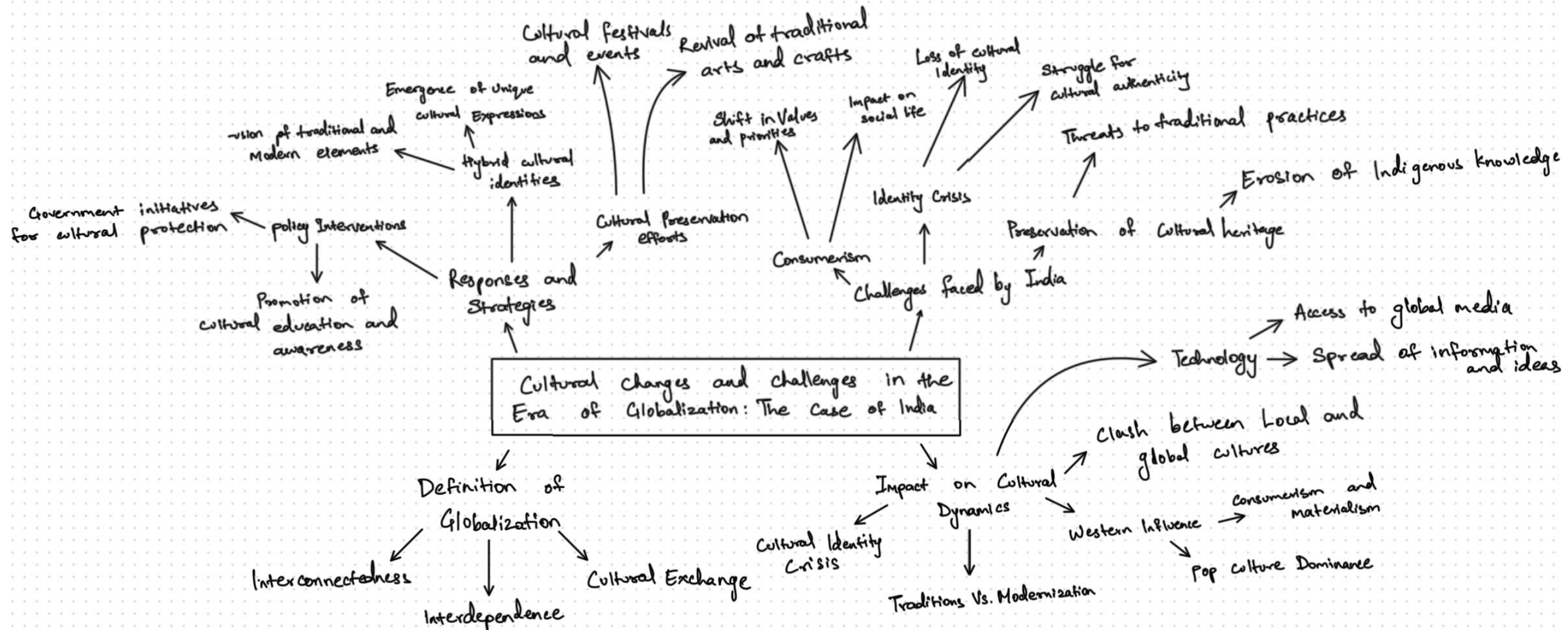
Culture & Identity: Types of Culture



Culture & Identity: Types of Culture

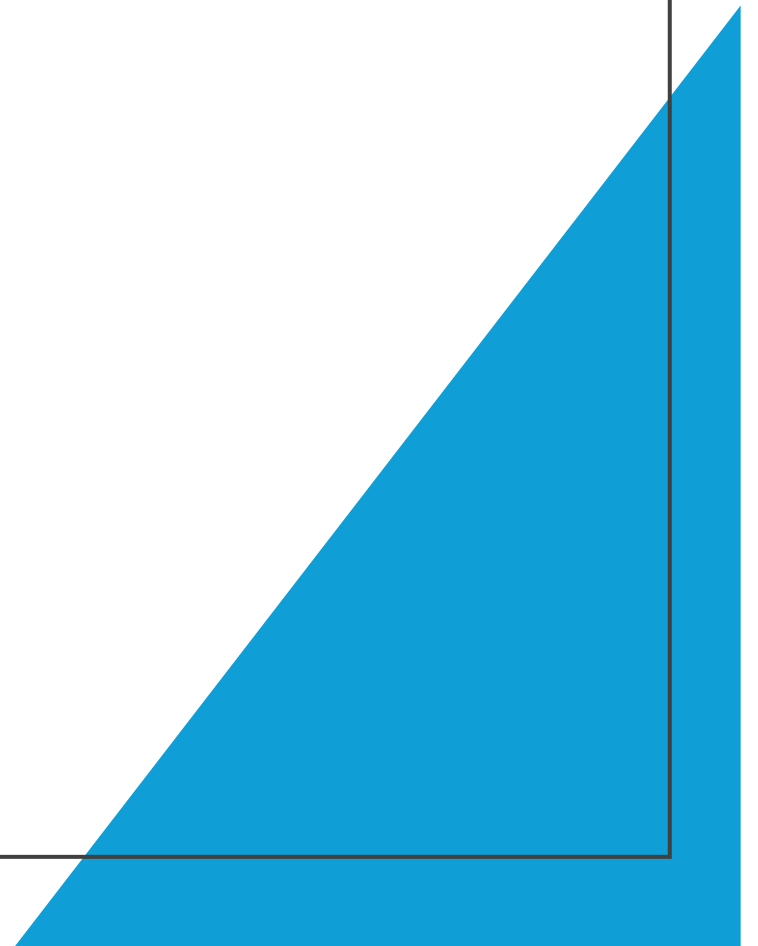


Cultural Changes and Challenges in the Era of Globalization: The Case of India



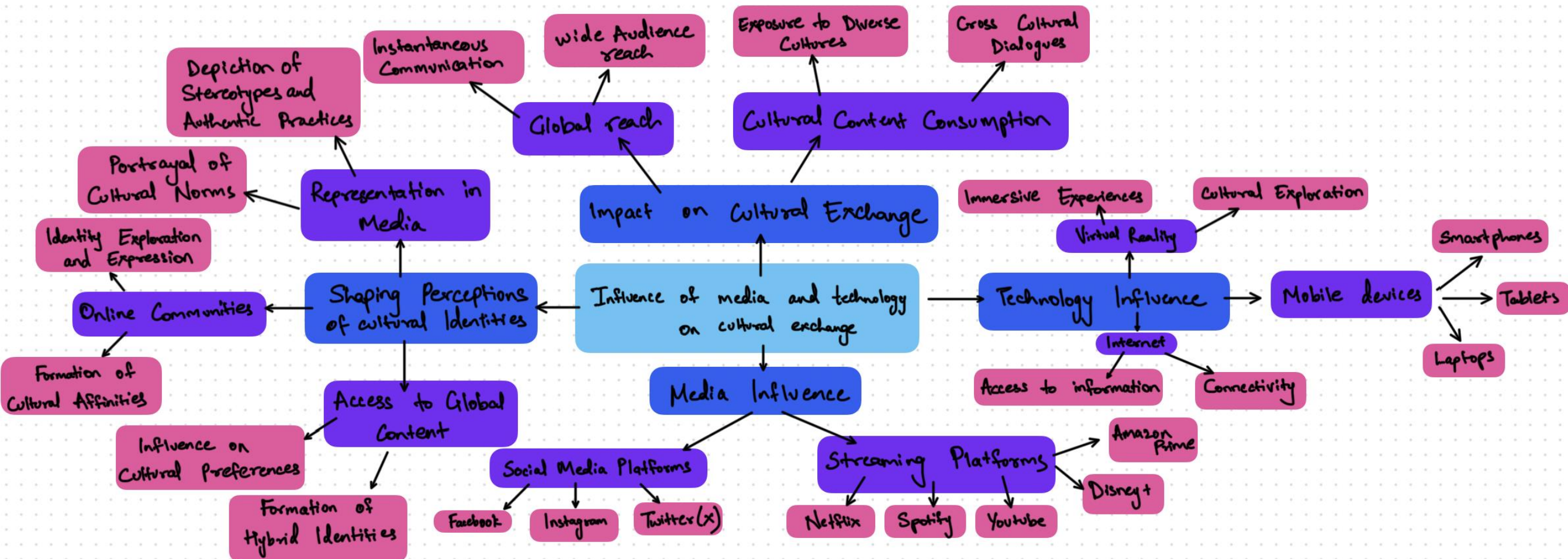
The Questions

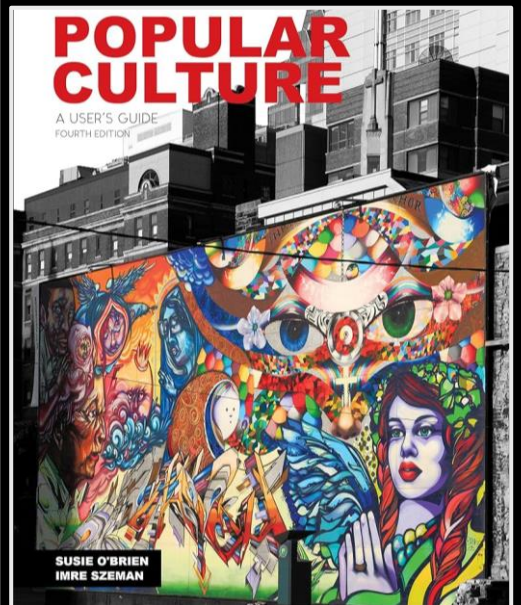
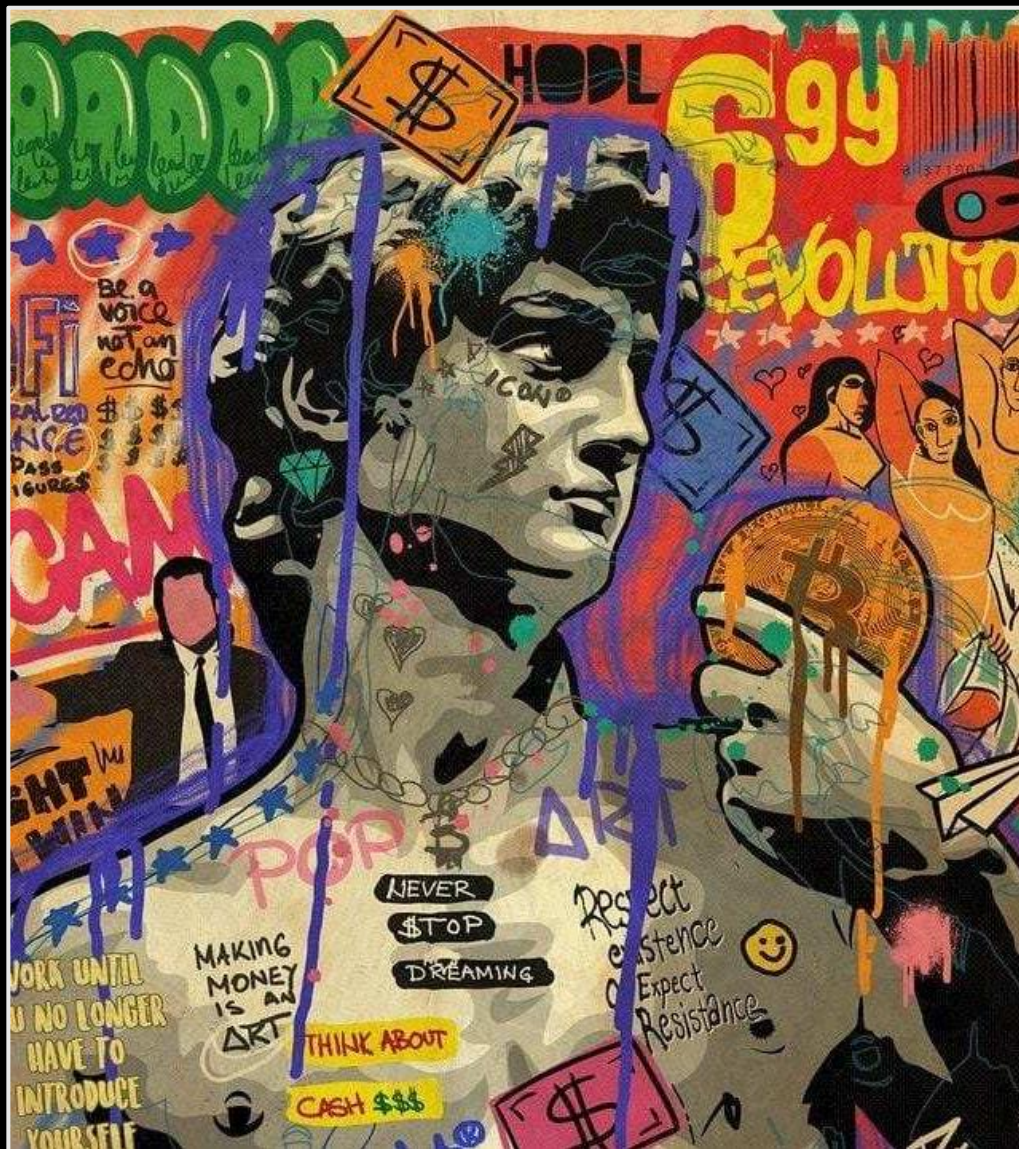
Visual and textual answers to the
questions



How do media and technology influence cultural exchange and shape perceptions of cultural identity in a globalized world?

Mindmap



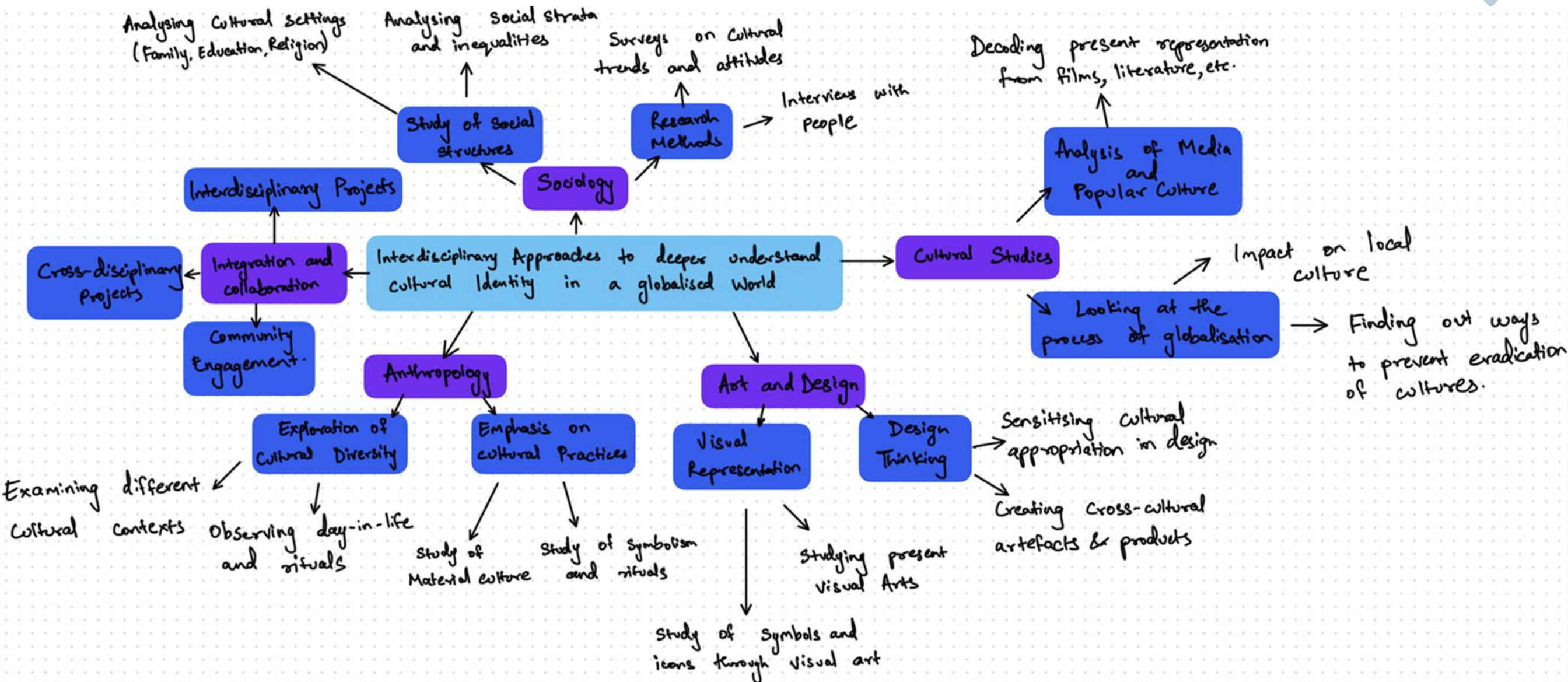


How do media and technology influence cultural exchange and shape perceptions of cultural identity in a globalized world?

In shaping cultural exchanges and perceptions of culture identity in our globalized world, media and technology play an important role. These devices facilitate unprecedented interactions between individuals of different cultural backgrounds through their extensive reach and rapid connectivity. Platforms such as social media, streaming services and online communities provide a means to disseminate cultural content that provides users with an extensive array of traditions, values from all over the world, lifestyles. This exposure promotes intercultural understanding and appreciation, broadening perspectives, and challenging preconceptions. In addition, the role played by media representations of cultural norms and identities in shaping how individuals perceive their own cultural identity and that of others is crucial. Cultural pride and mutual respect can be fostered by positive and authentic representations, while negative stereotypes may contribute to misperceptions and prejudices. In addition, technology makes it possible for people to create hybrid identities by incorporating elements from different cultures into their own sense of identity. However, as the debate on cultural appropriation and authenticity underlines the complexity of cultural exchange, this process is not without its challenges. While intercultural exchange is crucial to the promotion of world interconnectedness, sensitivity, respect and consideration must be given to it. Critical awareness of the dynamics of power and the historical context. In addition, online communities provide a platform for cultural expression, identity exploration and the formation of cultural affinities beyond geographical borders. Media and technology serve to be a powerful catalyst for cultural exchange, allowing individuals to interact with other cultures, shape their own culture identities as well as contributing to the continued globalization of culture through rapid technological developments.

How can interdisciplinary approaches involving sociology, anthropology, art, design, and cultural studies contribute to a deeper understanding of cultural identity in a globalized world?

Mindmap



How can interdisciplinary approaches involving sociology, anthropology, art, design, and cultural studies contribute to a deeper understanding of cultural identity in a globalized world?

Interdisciplinary approaches, integrating sociology, anthropology, art, design and cultural studies, provide a broad lens into which to examine and understand culture's identity in the globalized world. Sociology provides insight into the structural dimensions of society, examining how cultural norms, values, and institutions shape individual and collective identities. Anthropology, on the other hand, delves into the intricacies of cultural diversity, employing ethnographic methods. In order to understand the nuances of culture, beliefs and rituals in different societies. Researchers gain a comprehensive understanding of the complex interaction between social structures and cultural expressions through the combination of these disciplines. In addition, there are unique opportunities to explore and represent culture through art and design. Visual mediums are used by artists and designers for the purpose of capturing and interpreting cultural symbols, narratives and experiences, which provide a visceral insight into the diversity of cultural identities. Cultural studies, which reveal how dominant narratives and power dynamics influence perceptions of identity in a global context, critically analyze media, popular culture or globalization processes. It is this interdisciplinary approach that allows scholars to discover the layers of complexity inherent in cultural identities, from their historical origins to today's manifestations. In this way, researchers are able to bridge theoretical frameworks with practical experiences in order to gain a better understanding of how culture's identity is created, negotiated and challenged in an ever more integrated world. Interdisciplinary approaches facilitate meaningful exchange of knowledge and perspectives by means of collaborative research projects, crossdisciplinary dialogues and community engagement initiatives ultimately contributing to more nuanced and inclusive understandings of cultural identity amidst the forces of globalization.

Task 1B

Adopt a Creative Persona

Persona 6 – Aarav Sengupta

Futuristic Product designer and Science geek

Day in the life and about the Avatar

A Day in the Life

Aarav Sengupta



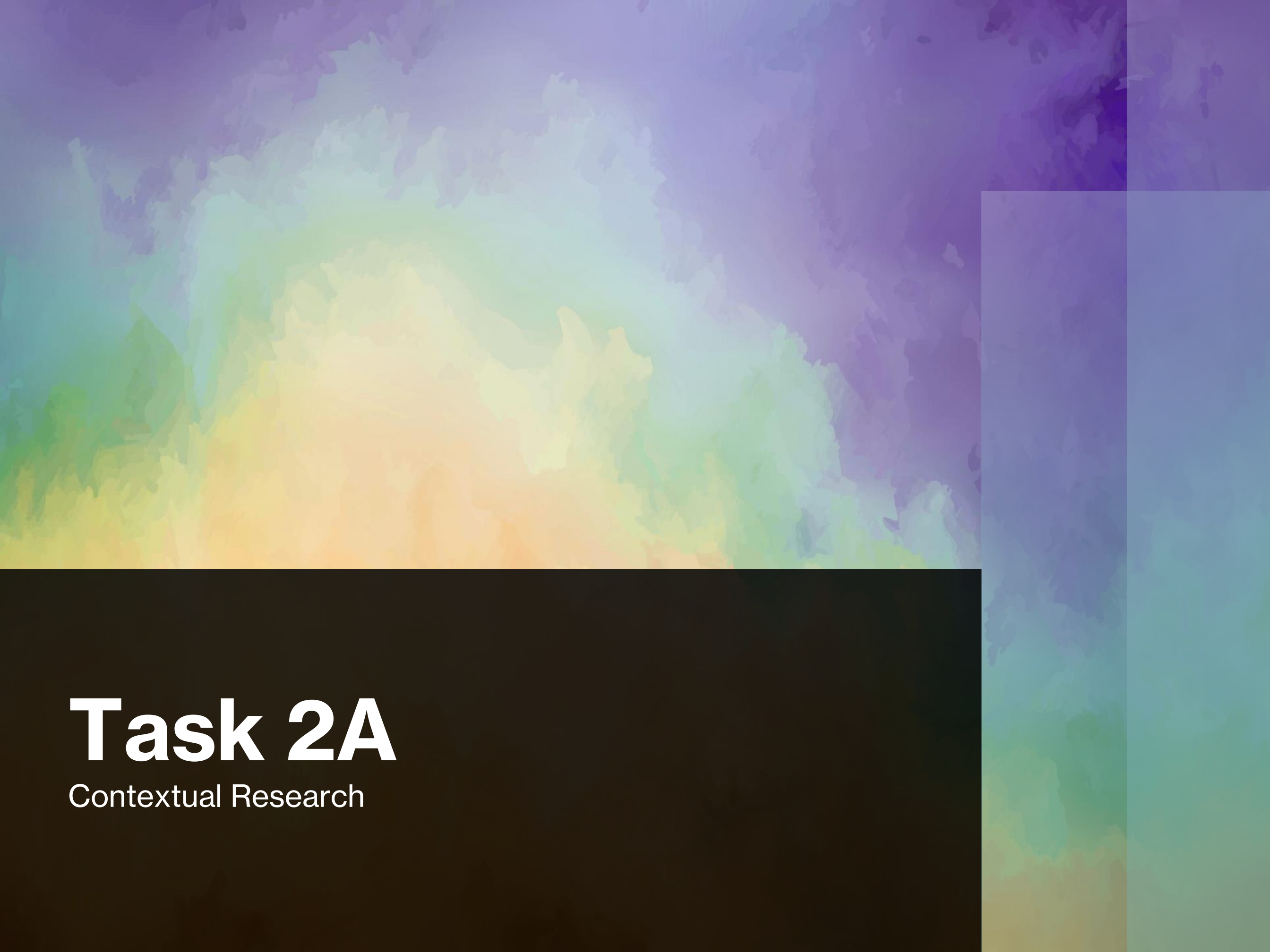
Aarav Sengupta – User Personality

Aarav Sengupta's passion for combining art and science finds a home in product design in a busy urban landscape where his creativity is flourishing. His fascination with the intersection of design and technology was born from his upbringing in a busy urban environment. Aarav's educational journey has given rise to his specialization in Industrial Design, where he developed a unique combination of artistic vision and scientific accuracy. Aarav, however, indulges in a unique hobby, designing cars, tucked into his professional life. Although he is primarily a product designer, his fascination with cars has led him to explore the intersection of form and function in automotive design, infusing his drawings and concepts with the same attention to detail and innovation that defines his product designs.

For Aarav, the cars are a platform for experimentation that allows him to experiment with new designs while at the same time enjoying his passion for elegant lines and striking shapes. Although his focus is still on product design, his experimentation with automotive aesthetics is a testament to the boundlessness of his creativity and the joy he finds in exploring new horizons. Sometimes these endeavors of his have led to him getting to work on automobiles too, but only to a small extent. Aarav pursues his career with the aim of developing novel products that are compatible with scientific principles and aesthetics. He works with engineers and researchers to develop cutting edge technologies and functional designs, ranging from futurist devices to sustainability solutions. Aarav's analytical yet creative personality fuels his curiosity and problem-solving drive, pushing the boundaries of design innovation. Aarav devotes himself to the latest advances in science and technology, drawing inspiration from nature for his designs. He wants to revolutionize human interaction with technology and the world through visionary design solutions, contributing to scientific progress and improving social well being.

Aarav Sengupta, born and raised in the vibrant of Mumbai and educated in Bangalore, is a fusion of creativity and technical ability that has been shaped by his Indian upbringing. Raised in these bustling cities, he developed a keen eye for the intersection of art and technology, a passion that would shape his future endeavors. His passion for travel and aviation is seamlessly intertwined with his love of F1 racing, trains or sports cars, which creates a picture of someone deeply immersed in the world of designing high-speed innovation and engineering marvels. Aarav's clothes reflect his simple yet elegant style, and his penchant for collecting shoes speaks to his appreciation of both function and fashion. Throughout his career, Aarav has honed his skills in product design, gaining valuable experience in both small and large-scale companies. His portfolio is full of diverse projects, including immersive experiences in car design and aerodynamics. In the course of this journey, he has undertaken a number of projects in the field of aeronautics and aeronautics, which have fueled his ambition to one day establish his own design firm, where he can use his entrepreneurial spirit to shape the future of innovation or contribute his expertise to the F1 team as a car aerodynamics package designer.

Aarav Sengupta, driven by deep-seated belief in the transformative power of design, is a beacon for creativity and authenticity. As he navigates the complex intersection of art, technology, and culture, his values of integrity, innovation, and excellence are embedded in every aspect of his life. Aarav's diverse interests, which range from birdwatchers to Formula 1, reflect his intense curiosity and enthusiasm for exploring new frontiers. With a simple yet stylish wardrobe and a love for sneakers, he embraces individuality while remaining grounded in his commitment to making a positive impact through his work as a product designer. Aarav's unwavering commitment and belief in the potential of creativity to inspire change has shone through in all his efforts and has driven him to his goals with unshakeable determination.



Task 2A

Contextual Research



Cooper Hewitt Smithsonian Design Museum, New York

Concept Note about the Museum - Cooper Hewitt Smithsonian Design Museum, New York

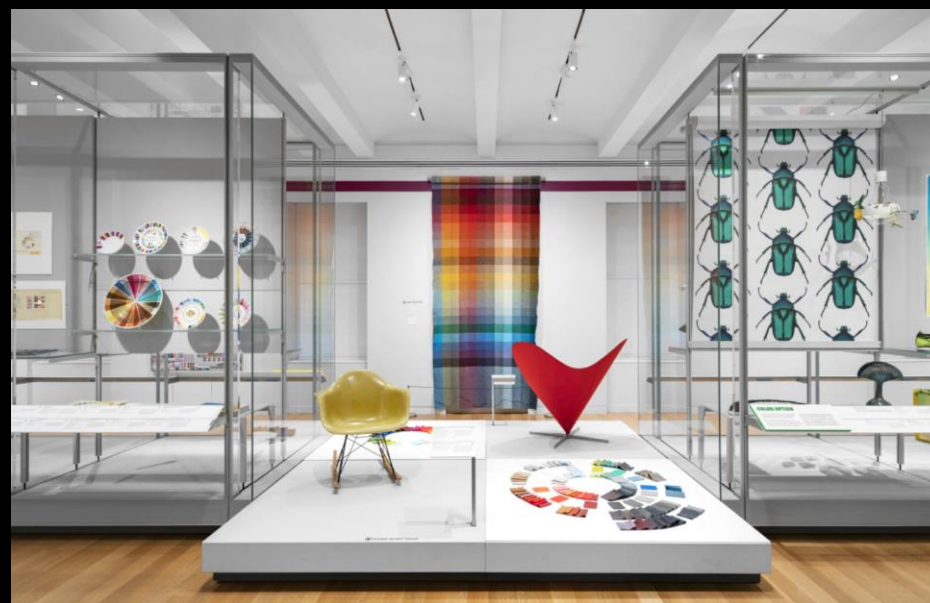
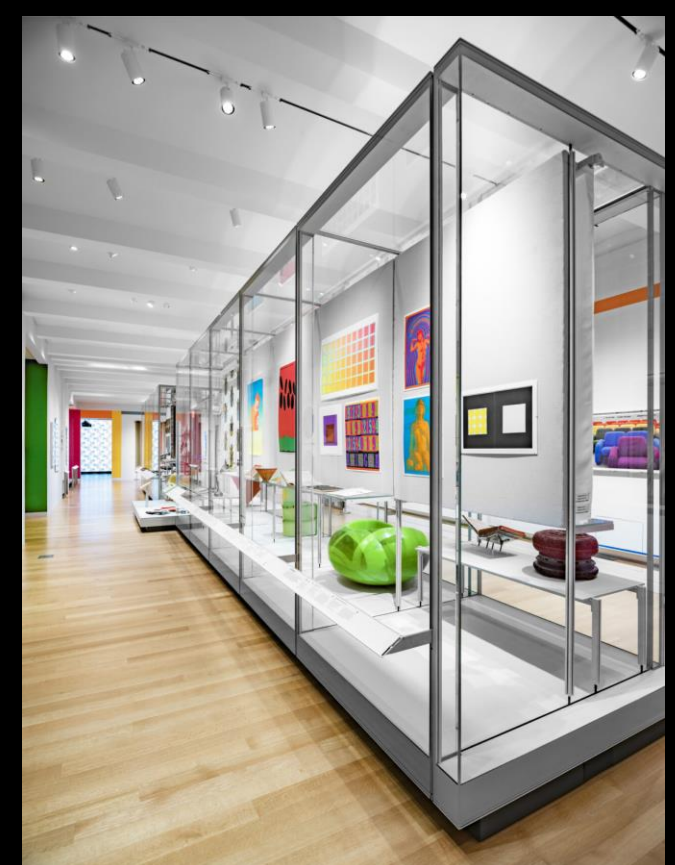
A major destination for exploring the dynamic field of product and industrial design is Cooper Hewitt, Smithsonian Design Museum, located in New York City. In a vast collection of more than 240,000 objects, the Museum offers an entertaining journey into the development of design, exploring innovative products and technological breakthroughs that have shaped our world.

The exhibits show the intersection of art, function, and industrial ingenuity, from famous furniture pieces by renowned designers to groundbreaking technological innovations. The stories behind the iconic products, from their conception to their impact on society and culture, can be explored by visitors.

The museum provides a unique opportunity for visitors to explore creative processes and design principles driving product innovation through engaging exhibitions, hands on workshops and interactive displays. The museum incorporates classic mid-century modern designs to cutting-edge developments in sustainable technology, and the diversity and creativity of product and industrial design while inspiring the next generation of designers and innovators.

Cooper Hewitt, the Smithsonian's Museum of Design, promotes inclusion and offers an immersive experience for all. It invites reflection on the societal impact of design through a variety of exhibitions and interactive initiatives. The museum enables visitors to recognise their role in creating a fairer future through the promotion of accessibility and participation.

Pictures of the Museum and some Exhibits





Additional Research, Resources, Exhibits And Video Tours

Publications -

Cooper Hewitt Smithsonian's Design Museum is known for its wide variety of publications on different aspects of design. Some examples of these publications include - Design for Life: Grant and Mary Featherston, which explores the iconic furniture designs of Grant and Mary Featherston. Another example is - The Senses: Design Beyond Vision, which delves into multisensory design experiences. Each of these publications offer an in-depth insight into design history, theory, and practice of the same. Some other notable titles include - How Posters Work, which is a visual exploration of the power of graphic design, and Contemporary Muslim Fashions, which examines the intersection of fashion, faith, and identity. These publications provide an in depth understanding of the impact of design on society, culture and human experience, with contributions from leading experts in the field.

<https://www.cooperhewitt.org/publications/>

Exhibits

An eclectic collection of exhibits, each demonstrating a profound influence on design, greet visitors to Cooper Hewitt and the Smithsonian Design Museum. Every exhibit tells a unique story of creativity and vision, from the mid twentieth century Modern furniture to the bold innovations of today's technologies. "The Jazz Age: American Style in the 1920s" takes passengers on a journey into Art Deco's opulence, while "Nature by Design" explores the intricate relationship between nature and human innovation, featuring biomimicry-inspired products and sustainable architecture. With its rotating exhibits spanning diverse themes and disciplines, Cooper Hewitt offers a continuous stream of inspiration and discovery. Whether one is a design enthusiast or simply curious about the world of design, these exhibits provide an engaging journey through the evolution of design and its profound impact on society.

<https://www.cooperhewitt.org/exhibitions/>

THE ROAD AHEAD: REIMAGINING MOBILITY - December 14, 2018 through March 31, 2019

The Road Ahead: Reimagining Mobility presents 40 design projects inspired by the technologies that will change how we move people, goods, and services in the future. With the rapid convergence of data and design innovation, cities are becoming smarter and transport options are multiplying. The Road Ahead encourages visitors to creatively consider how droids, bots, drones, and more can make streetscapes safer, transportation more equitable, and cities more sustainable. Arup, MIT, Höweler + Yoon, Toyota, IDEO, and Waymo are among the cutting-edge research institutions, designers, and manufacturers whose works and ideas are featured in the exhibition, which also includes a college design showcase highlighting innovative concepts from design's next generation. <https://www.cooperhewitt.org/channel/road-ahead/>



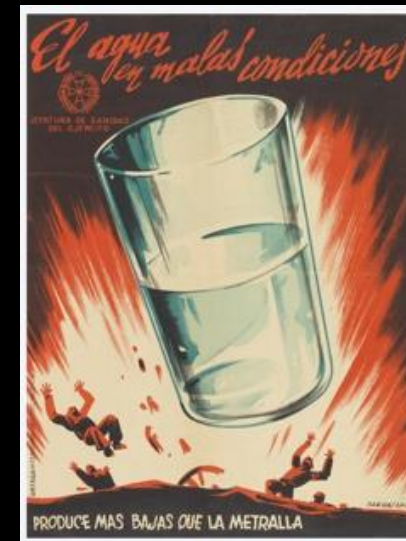
HOW POSTERS WORK -

April 17, 2015, to January 18, 2016.

This is an exhibition about how designers see. How Posters Work shows the ways dozens of designers from around the world have used the principles of composition, perception, and storytelling to convey ideas and solicit sensations. Some works focus our attention on a single message, while others send the eye on a meandering journey. Graphic designers use form, color, image, and language to seek out simplicity and complexity, flatness and depth, singular moments and stories that unfold. Some designers strive for maximum clarity, while others challenge the viewer to uncover a hidden message. How Posters Work features over 125 pieces from Cooper Hewitt's permanent collection, dating from the turn of the twentieth century to the present.

Why posters? Over the last century, posters have served both as utilitarian communication and as design discourse. Today, posters still appear on city streets, but they are no longer a dominant form of mass communication. As posters circulate through both print and social media, they continue to be a crucial medium for inventing and sharing new visual languages. How Posters Work uses the medium of the poster to explore principles of visual thinking that extend to many forms of design, including branding, packaging, book covers, websites, and motion graphics.

<https://collection.cooperhewitt.org/exhibitions/68744915/>



IDEO SELECTS: WORKS FROM THE PERMANENT COLLECTION - June 22, 2007 to January 13, 2008.

IDEO Selects: Works from the Permanent Collection is curated by the innovation and design firm IDEO. Founded in 1991 in Palo Alto, California, by David Kelley, Bill Moggridge, and Mike Nutall, IDEO calls seven offices on three continents home and comprises more than 500 design thinkers in the disciplines of design, engineering, social science, and business strategy.

For the exhibition, IDEO selected the theme of design thinking, chose works from our collection to illustrate its choice, and designed the installation in which these objects are presented. Design thinking expresses an IDEO credo: design is a human-centered activity that has the potential to solve problems in business, education, government, and society. It seeks inspiration from the people whom it ultimately serves—the end users—in order to generate meaningful solutions. IDEO's design thinkers regularly conduct fieldwork in places as diverse as the participants' homes, workplaces, and communities, gaining empathy for individuals and contexts in order to solve design challenges. According to Kelley, the firm's approach is "much more about going out into the world not having a point of view, and just finding these latent needs that are obvious...We try to get into the right general area first, rather than just accepting what the problem is."

In creating this exhibition, IDEO reversed its approach. With each object, IDEO invites the viewer to explore how a designer or maker came to understand the end user's environment, pursuits, and needs, and drew upon them to create an object. In contemplating the perspectives and exchange between designer and user, visitors can experience firsthand the elements of design thinking.

IDEO is the first firm to serve as a guest curator in the Museum's exhibition series in the Nancy and Edwin Marks Gallery, devoted to featuring objects in Cooper-Hewitt's permanent collection.

<https://collection.cooperhewitt.org/exhibitions/35350901/>



Videos and Tours

- **Cooper Hewitt - Smithsonian Design Museum**

https://www.youtube.com/watch?v=U_EBCHVqPqc

- **NYC Carnegie Mansion with Beautiful Foliage | Highlights of Cooper Hewitt Smithsonian Design Museum**

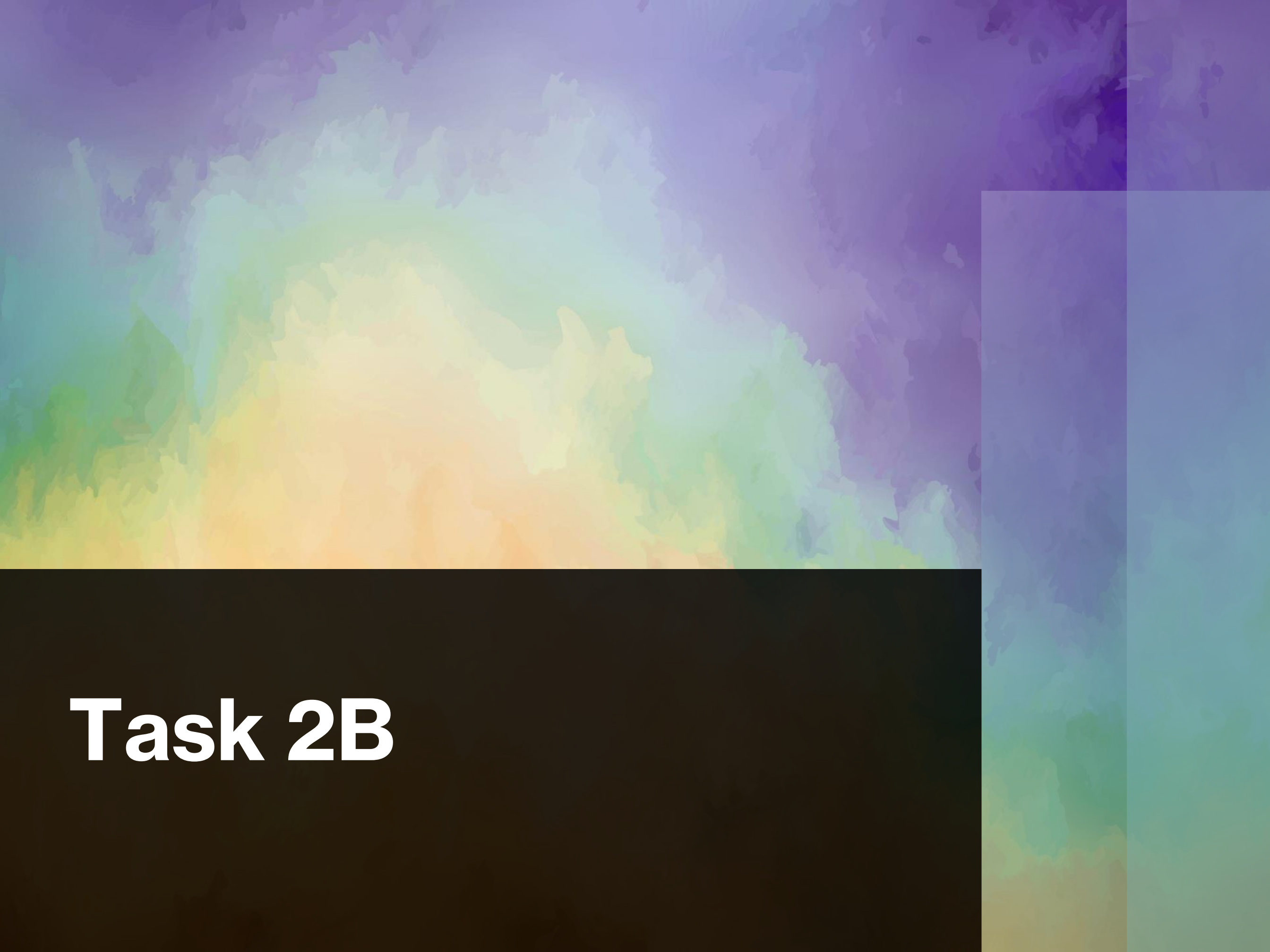
<https://www.youtube.com/watch?v=3fwKBzaEGT8&pp=ygUvQ29vcGVyIEhld2l0dCAtIFNtaXRoc29uaWFuIERlc2lnbiBNdXNldW0gdG91cnM%3D>

- **Museum Monday - Cooper Hewitt Museum**

<https://www.youtube.com/watch?v=rMBPSANa98I>

- **Cooper Hewitt - Smithsonian Design Museum**

<https://www.youtube.com/watch?v=fLXLtQxGsP8>

The background of the slide features a soft, painterly rainbow gradient. The colors transition from a deep purple at the top, through light blue, green, and yellow, to a warm orange at the bottom. A solid dark blue/black horizontal bar spans the width of the slide, positioned in the lower third. The text 'Task 2B' is written in white, bold, sans-serif font on the left side of this bar.

Task 2B

Design Brief

Design Brief:

Artifact/Souvenir for Cooper Hewitt Smithsonian Museum's Store

Client:

Cooper Hewitt Smithsonian Design Museum, New York

Selling platform:

Online store or Physical Store.

Type of Museum:

Museum of Design

Objective:

The primary aim is to create an innovative and culturally relevant artifact or souvenir that reflects the Cooper Hewitt Smithsonian Design Museum's unique identity and mission. The designed item would serve as a memorable souvenir, which could be purely decorative, or provide practical utility for visitors while also aligning with the museum's thematic focus and aesthetic.

Design Brief

Target Audience:

- Design enthusiasts
- Students of design and related fields
- Families
- Tourists
- Local community members

The target audience for the museum atrefact includes tourists, art/design enthusiasts, educators, and families. People interested in design history, contemporary trends, and the intersection of design with technology, culture, and society are usually visitors to the Cooper Hewitt Museum. They're interested in craftsmanship, creativity, and innovation in design. The artifact/souvenir would appeal to individuals interested in design traditions, artistic expression, and the exploration.

Design Brief

Design Concepts:

- **Miniature Design Object Replicas:** Miniature replicas of iconic design objects from the museum's collection, meticulously crafted to scale. These serve as collectible souvenirs for design enthusiasts, allowing them to take home a piece of design history.
- **Design-Inspired Jewellery:** Handcrafted jewellery pieces inspired by the museum's collection, featuring motifs and elements derived from famous design objects.
- **Design-Your-Own Tote Bag:** A blank canvas tote bag accompanied by fabric markers or paint, allowing visitors to customize their own design inspired by the museum's collection. This encourages creativity and personal expression while also promoting sustainability through reusable shopping bags.
- **Keychain [singular or set]:** A collection of keychains featuring miniature replicas of iconic design objects or inspired by the artefacts from the museum's collection.
- **Fridge Magnets:** A collection of fridge magnets inspired by the artefacts and designs from the museum.
- **Custom Mugs and crockery:** A collection of mugs, spoons, Pitchers, and other crockery featuring design inspired by the museum's existing design objects.
- **Design-inspired Coasters Set / Design-inspired Ceramic Coaster Set:** A set of coasters featuring designs inspired by the museum's collection, showcasing different design styles and techniques. A set of ceramic coasters featuring designs inspired by the museum's collection, with each coaster showcasing a different design style or era.

Design Brief

- **Carbon Fiber Book – resin hardened on top and back, woven on the sides:** A notebook made using Carbon Fiber as the front and back face, hardened with resin, while the woven part takes care of the opening and closing mechanism.
- **Design-themed Playing Cards:** A deck of playing cards featuring designs inspired by the museum's collection, with each suit representing a different design theme or era.
- **Design-inspired Fabric Patch Set:** A set of embroidered patches featuring iconic design objects or motifs from the museum's collection, designed to be ironed or sewn onto clothing, bags, or accessories as decorative accents.
- **Design-inspired Plant Pot Collection:** a single piece or a set of plant pots to incorporate greenery into the visitor's life, with a hint of design inspired from the museum's collection.
- **Design Colouring Bookmark Set:** A set of bookmarks [premade or user customizable] featuring intricate design patterns and motifs from the museum's collection.
- **Design-inspired Vinyl Sticker Pack:** A pack of vinyl stickers featuring iconic design objects, patterns, and motifs from the museum's collection.
- **Badges and enamel pins:** A collection of enamel pins featuring miniature replicas or design motifs inspired by the museum's collection. Visitors can collect and display these pins on their clothing, bags, or accessories
- **Design-themed Paper Model Kit / Design-inspired Origami Paper Set:** A paper model kit featuring templates and instructions to create miniature models of iconic design objects from the museum's collection. Or it could be an origami paper set featuring patterned paper inspired by the museum's collection, with instructions for folding various design-themed origami shapes and figures.
- **Design-themed Bath Bomb Kit:** A bath bomb kit featuring design-inspired bath bomb molds and scents inspired by the museum's collection. Visitors can create their own luxurious bath bombs at home, indulging in a relaxing spa experience inspired by design.
- **Design themed table lamp / night light:** A table lamp / night light inspired by the museum's collection.

Concept Sketches

19/04/24

SRISHTI MANIPAL
INSTITUTE OF ART, DESIGN & TECHNOLOGY
BANGALORE

MANIPAL
ACADEMY OF HIGHER EDUCATION
BANGALORE

☒ UNDERGRADUATE ☐ POSTGRADUATE

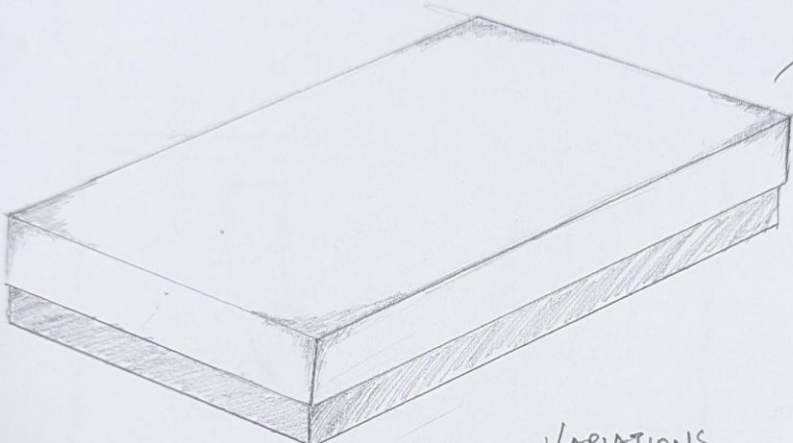
Academic Year 2023-24 Semester ☐ ODD ☐ EVEN Semester of Study 1/2/3/4/5/6/7/8

Program BDES Course IADP

Name SIDDHANT IYER Roll No. 215307046 Date 19/04/24

Name of Submission TASK 2B Page No. 1

HARD MATERIAL



A FELT-PADDED CASE TO STORE THE KEYCHAINS

VARIATIONS
(MATERIAL & SHAPE)

WOOD OR CARBON FIBER

FABRIC

METAL KEYRING

METAL SHEET OR WOOD

RESIN/GLASS

19/04/24

SRISHTI MANIPAL
INSTITUTE OF ART, DESIGN & TECHNOLOGY
BANGALORE

MANIPAL
ACADEMY OF HIGHER EDUCATION
BANGALORE

☒ UNDERGRADUATE ☐ POSTGRADUATE

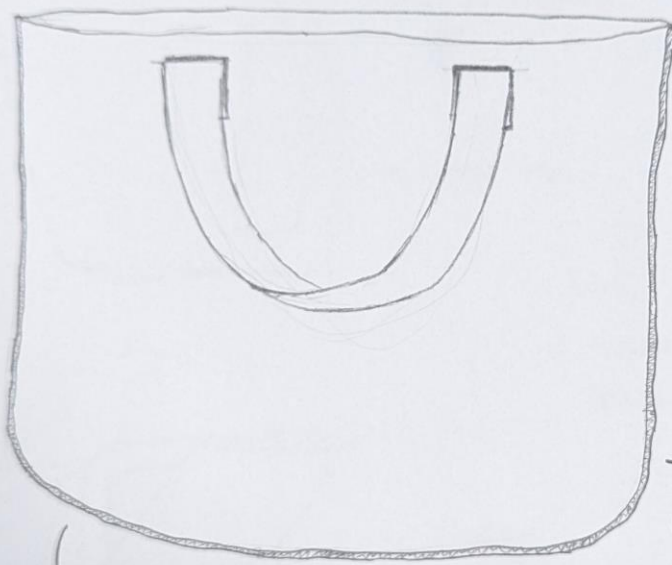
Academic Year 2023-24 Semester ☐ ODD ☐ EVEN Semester of Study 1/2/3/4/5/6/7/8

Program BDES Course IADP

Name SIDDHANT IYER Roll No. 215307046 Date 19-04-24

Name of Submission TASK 2B Page No. 2

SOFT MATERIAL

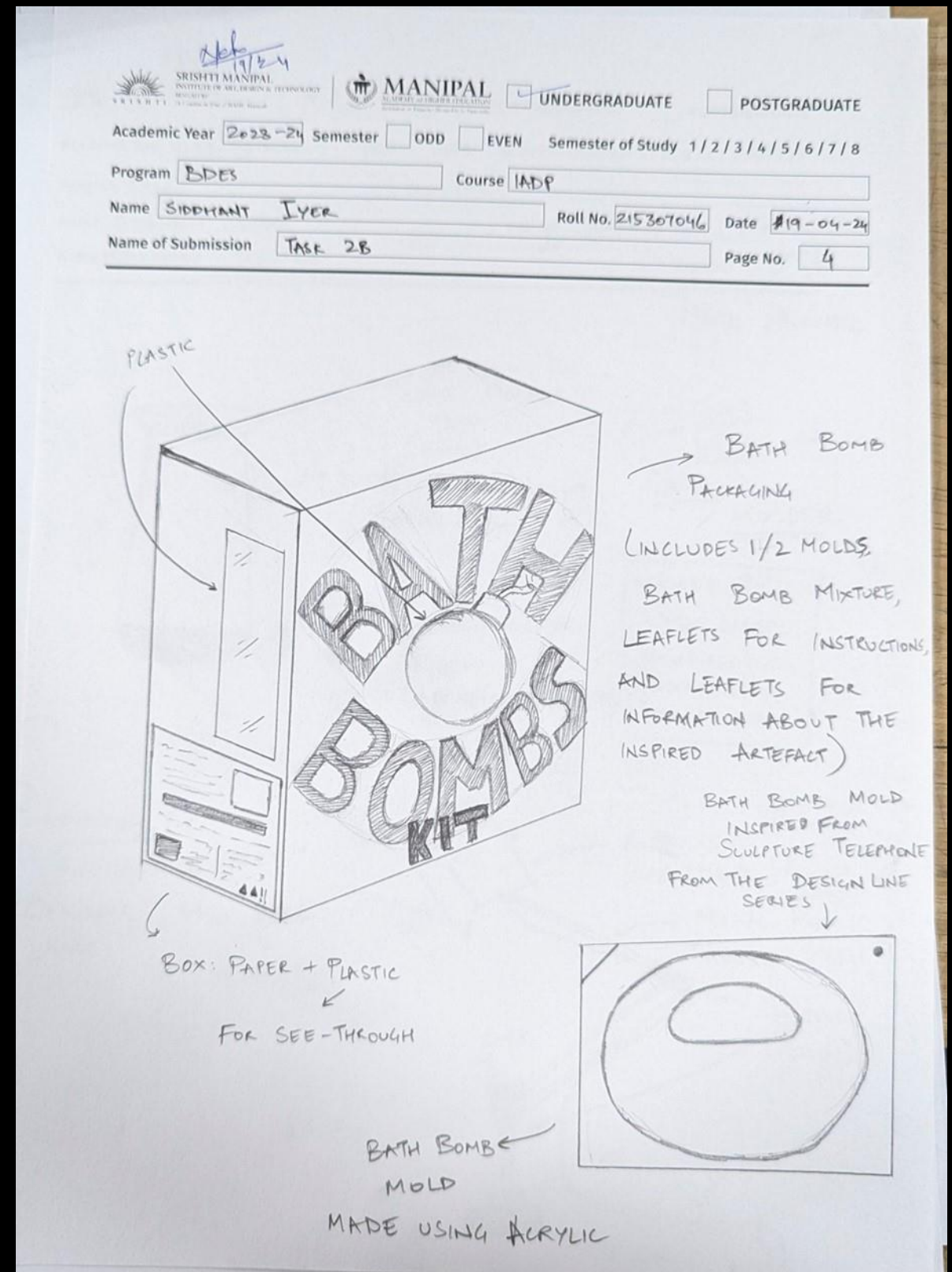
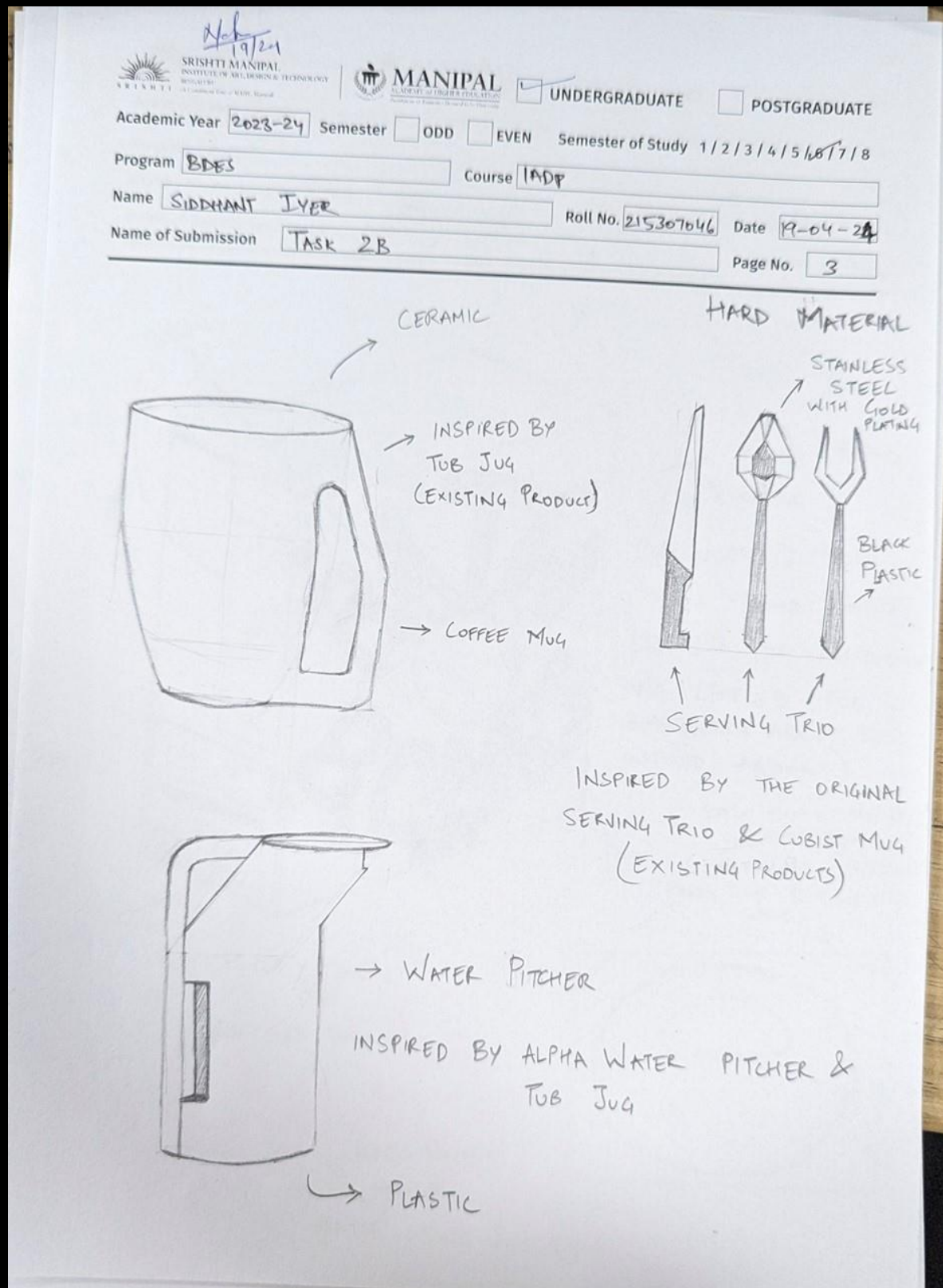


A TOTE BAG THAT IS CUSTOMIZABLE

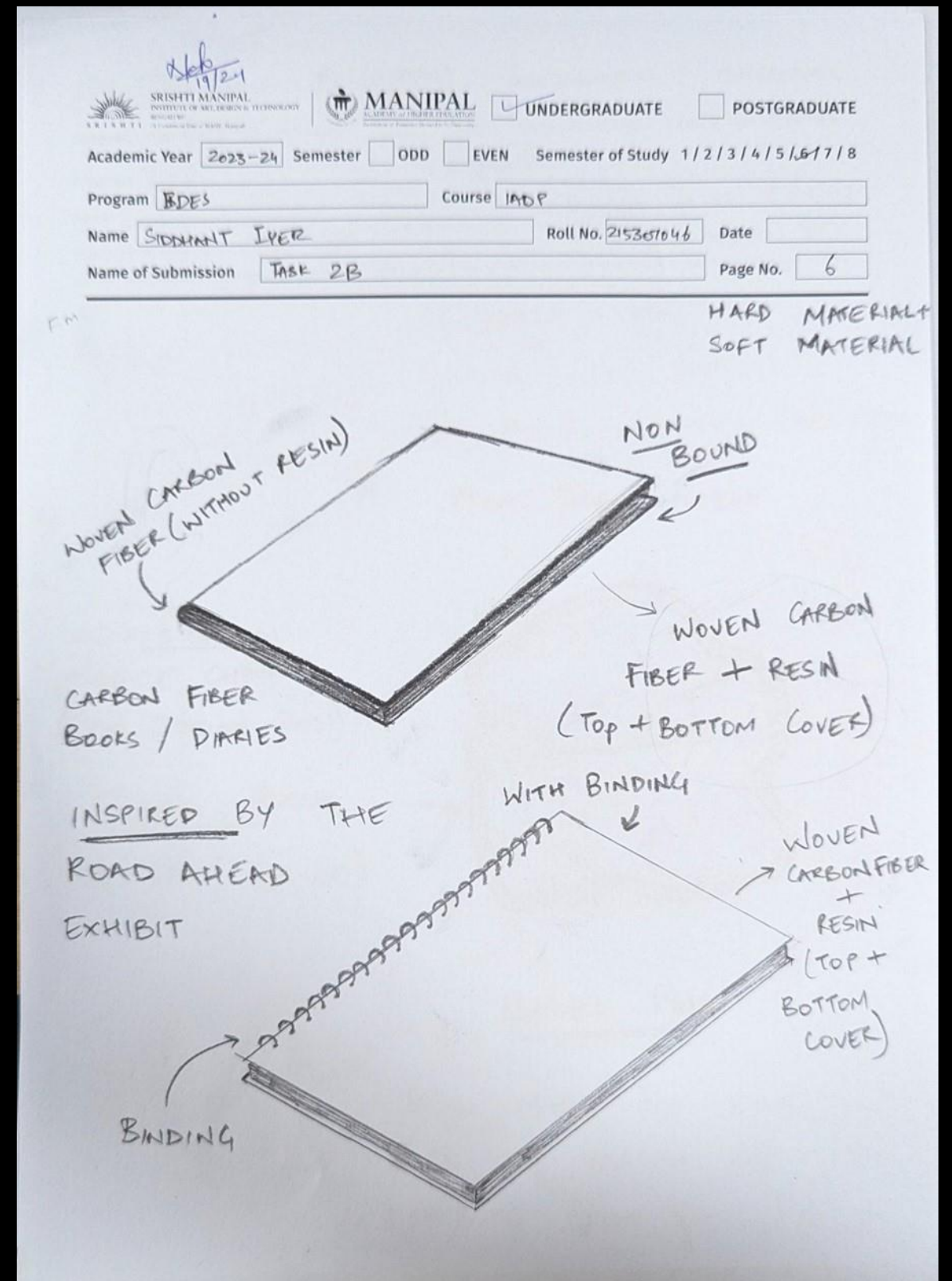
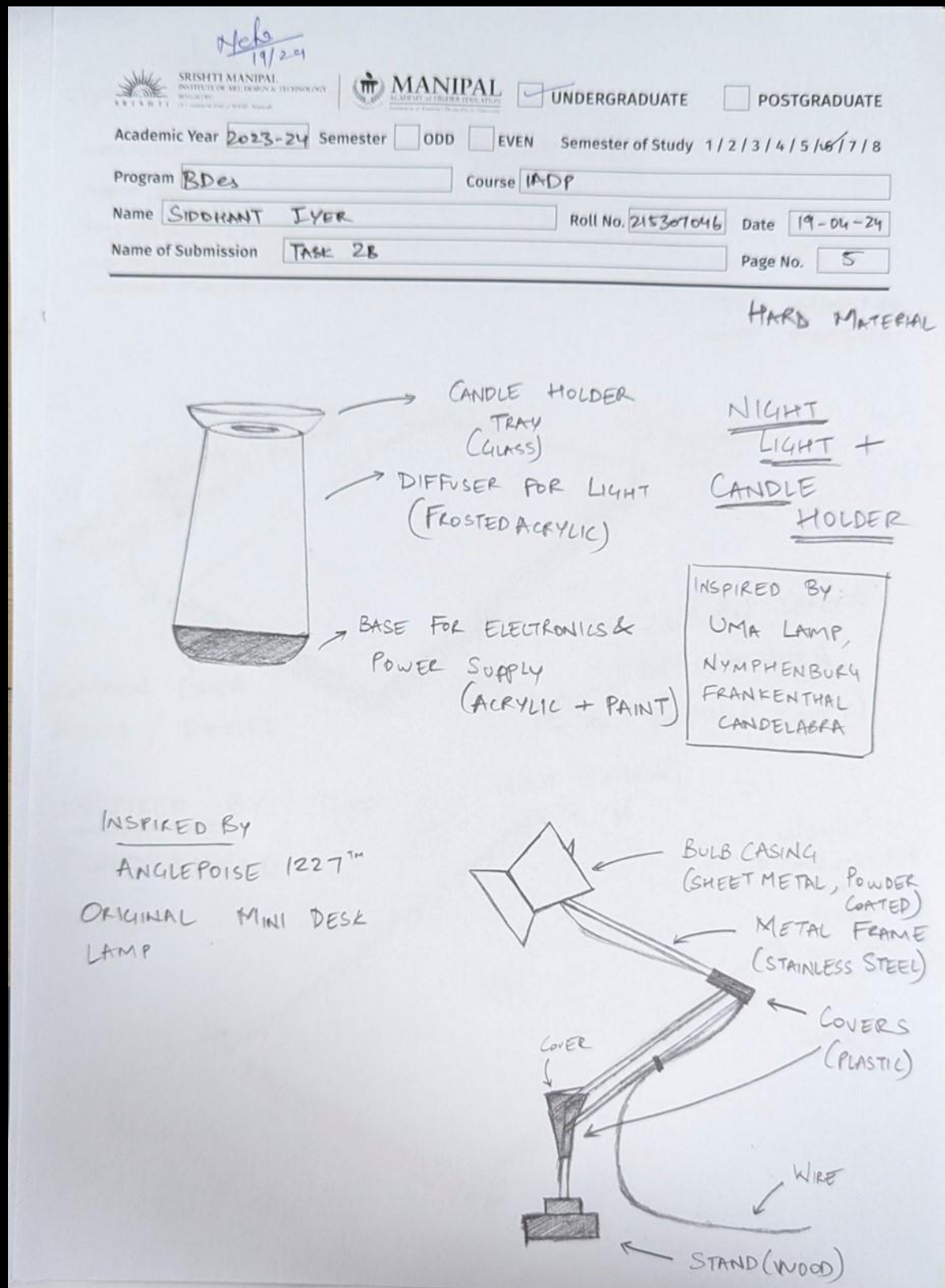
CAN BE MADE FROM COTTON, CANVAS OR JUTE.

PATTERNS & MOTIFS
(CAN BE USER MADE OR CAN BE CHOSEN FROM A COLLECTION INSPIRED FROM THE COLLECTION)

Concept Sketches



Concept Sketches



Concept Sketches

19/12/24

SRISHTI MANIPAL
INSTITUTE OF ARCHITECTURE & TECHNOLOGY
ART & ARCHITECTURE

MANIPAL
INSTITUTE OF ARCHITECTURE & TECHNOLOGY
ART & ARCHITECTURE

☒ UNDERGRADUATE ☐ POSTGRADUATE

Academic Year 2023-24 Semester ☐ ODD ☐ EVEN Semester of Study 1/2/3/4/5/6/7/8

Program BDES Course IADP

Name SIDDHANT IYER Roll No. 215307046 Date 19-04-24

Name of Submission TASK 2B Page No. 57

POSTER, STICKERS & ENAMEL PINS

STICKER SHEET
STICKERS ON VARIOUS
ART PIECES, EXHIBITS, PUBLICATIONS
FROM THE MUSEUM

INSPIRED FROM
SAVAGE CHAIR
(RAW EDITION 2021)

FABRIC PATCH
(IRON-ON / VELCRO)

ENAMEL PINS
PINS MADE BY USING
IMAGES OF VARIOUS ART PIECES
& EXHIBITS FROM THE MUSEUM

19/12/24

SRISHTI MANIPAL
INSTITUTE OF ARCHITECTURE & TECHNOLOGY
ART & ARCHITECTURE

MANIPAL
INSTITUTE OF ARCHITECTURE & TECHNOLOGY
ART & ARCHITECTURE

☒ UNDERGRADUATE ☐ POSTGRADUATE

Academic Year 2023-24 Semester ☐ ODD ☐ EVEN Semester of Study 1/2/3/4/5/6/7/8

Program BDES Course IADP

Name SIDDHANT IYER Roll No. 215307046 Date 19-04-24

Name of Submission TASK 2B Page No. 8

BOOKMARK

COOPER HEWITT

COOPER HEWITT

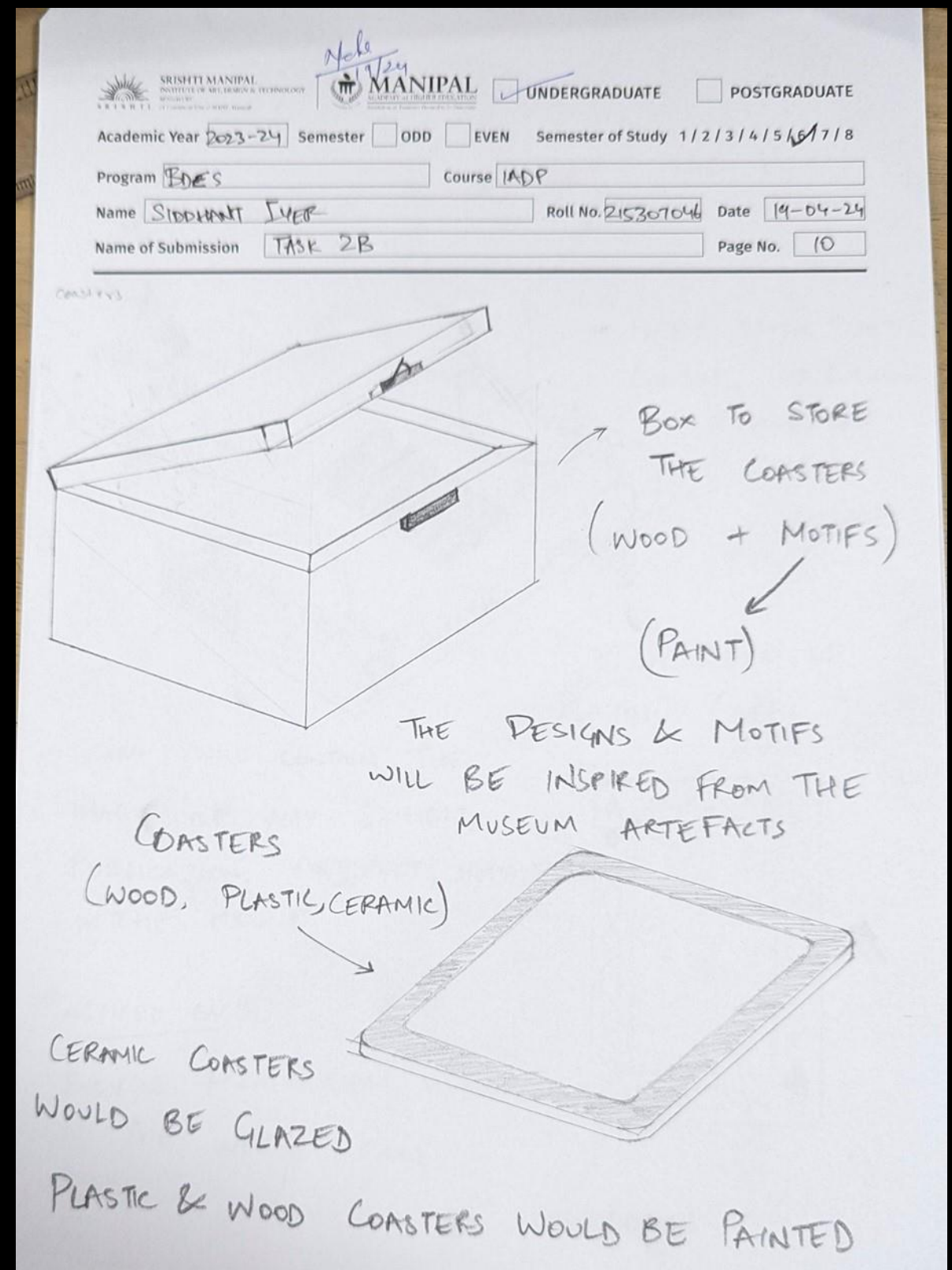
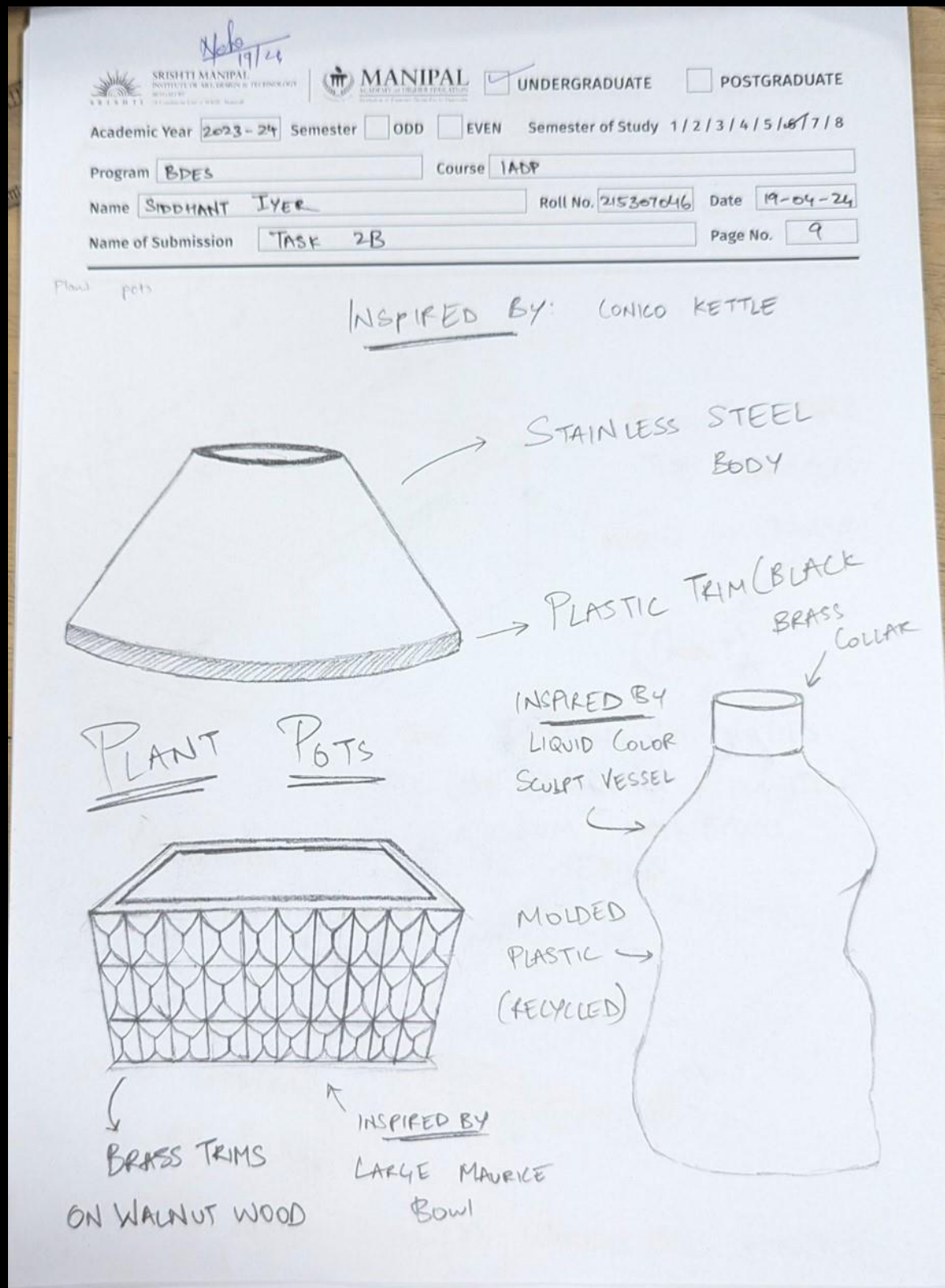
COOPER HEWITT

BLANK & CUSTOMISABLE BOOKMARK

PRINTED BOOKMARK

ENGRAVED BOOKMARK

Concept Sketches



Concept Sketches

No. 8
19/24



SRISHTI MANIPAL
INSTITUTE OF ART, DESIGN & TECHNOLOGY
RESEARCH & INNOVATION



MANIPAL
ACADEMY OF HIGHER EDUCATION
Institute of Excellence, Design & Innovation

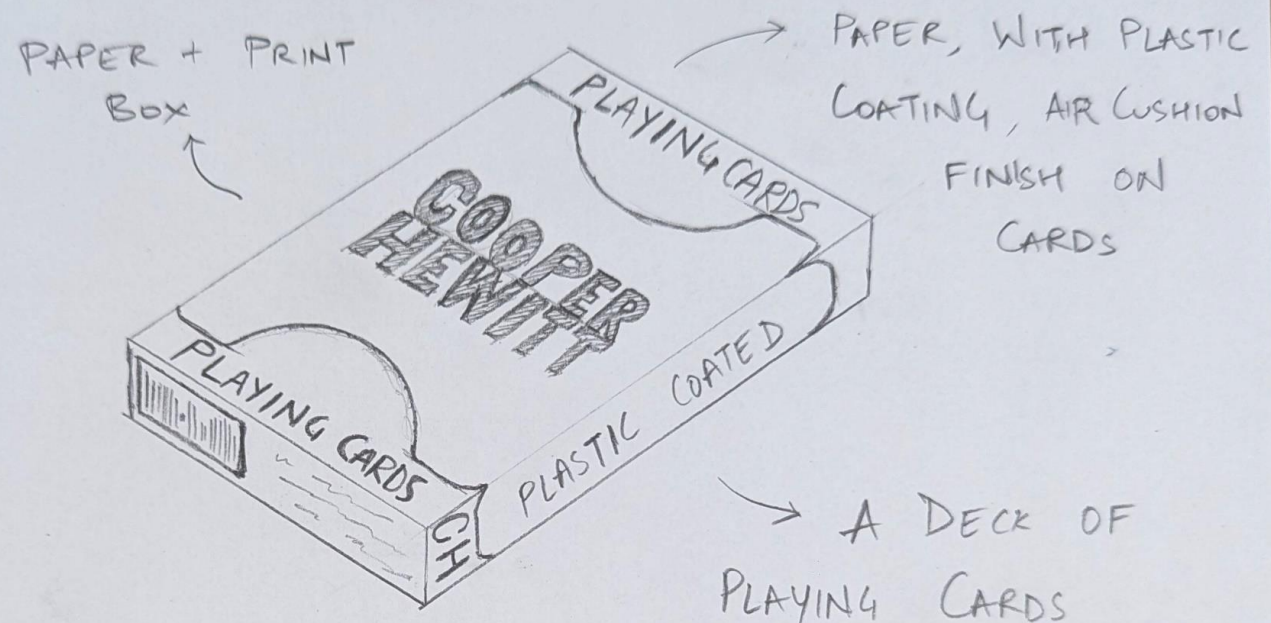
☒ UNDERGRADUATE
☐ POSTGRADUATE

Academic Year 2023-24 Semester ☐ ODD ☐ EVEN Semester of Study 1/2/3/4/5/6/7/8

Program BDES Course IADP

Name SIDDHANT IYER Roll No. 215307046 Date 19-04-24

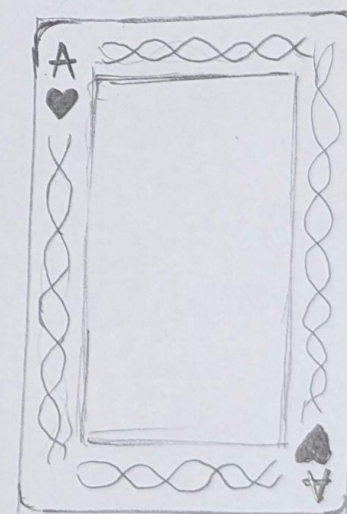
Name of Submission TASK 2B Page No. 11



CARD WILL CONTAIN THE
IMAGE OF ANY EXHIBIT,
PUBLICATION, ARTEFACT, MOTIF, ETC
IN THE MIDDLE.

INSPIRED BY:

BICYCLE ARCHITECTURAL WONDERS
OF THE WORLD CARD
DECK.



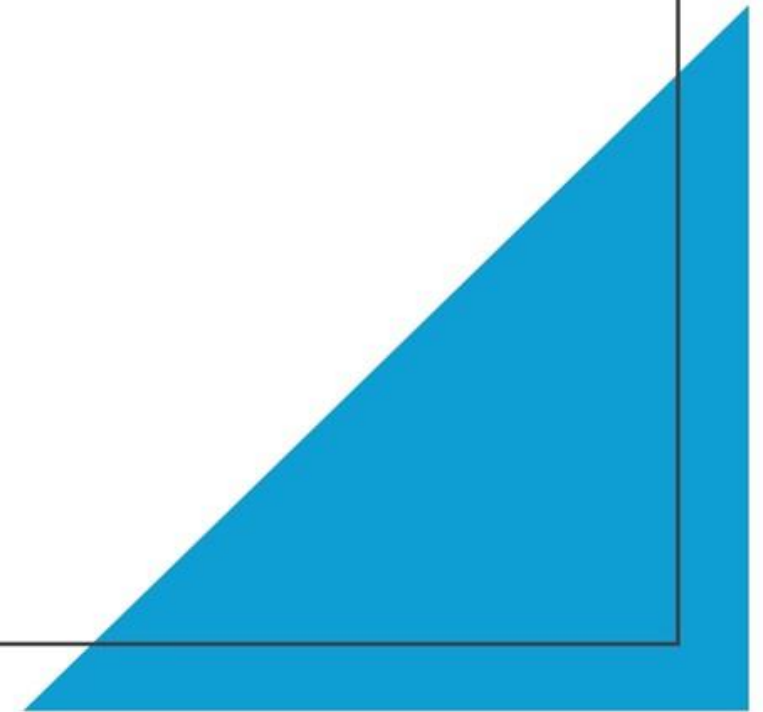
Task 3A

Siddhant Iyer

SA Even – 2023-24 –

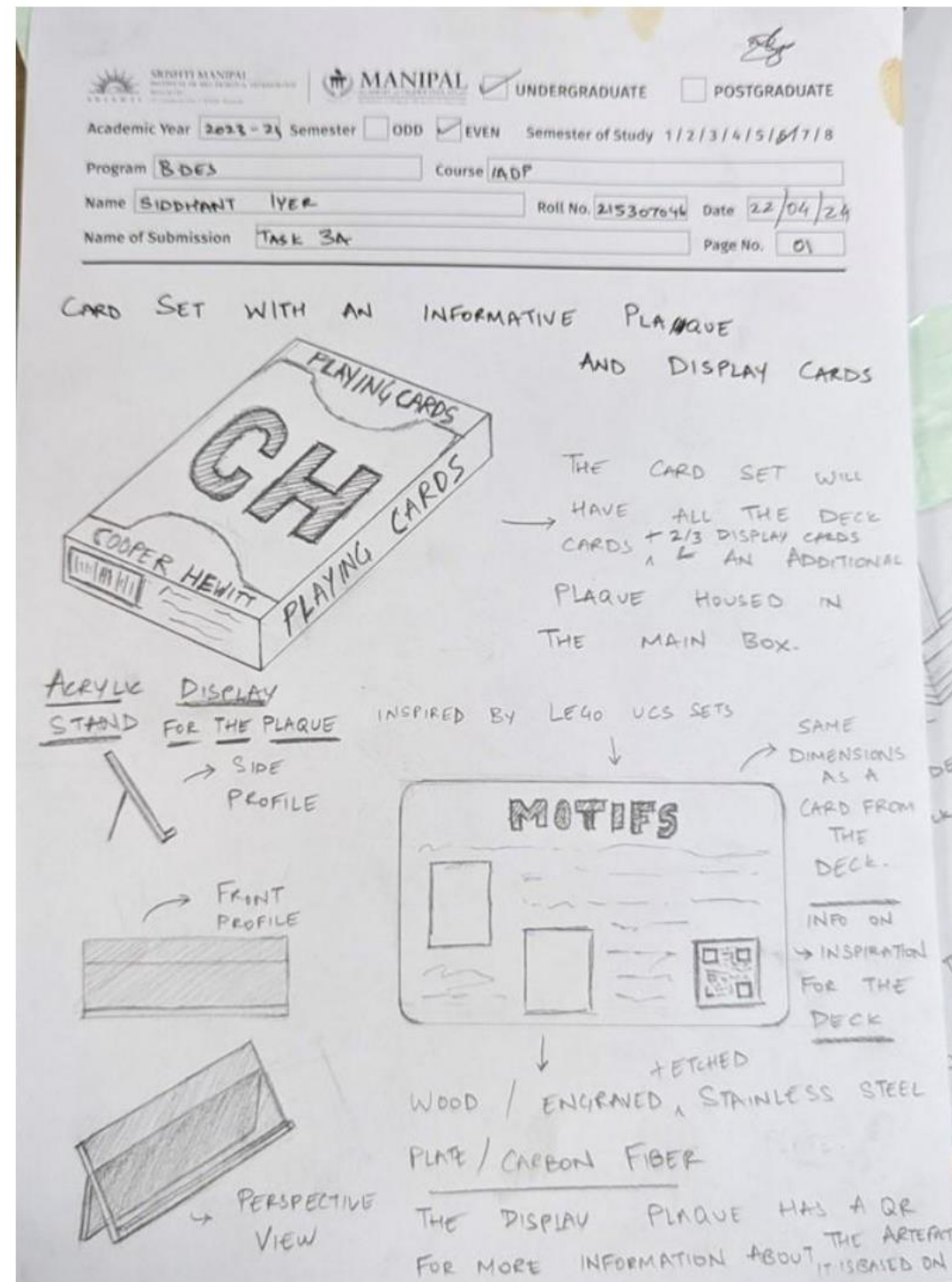
Semester 6

IADP - Year 3



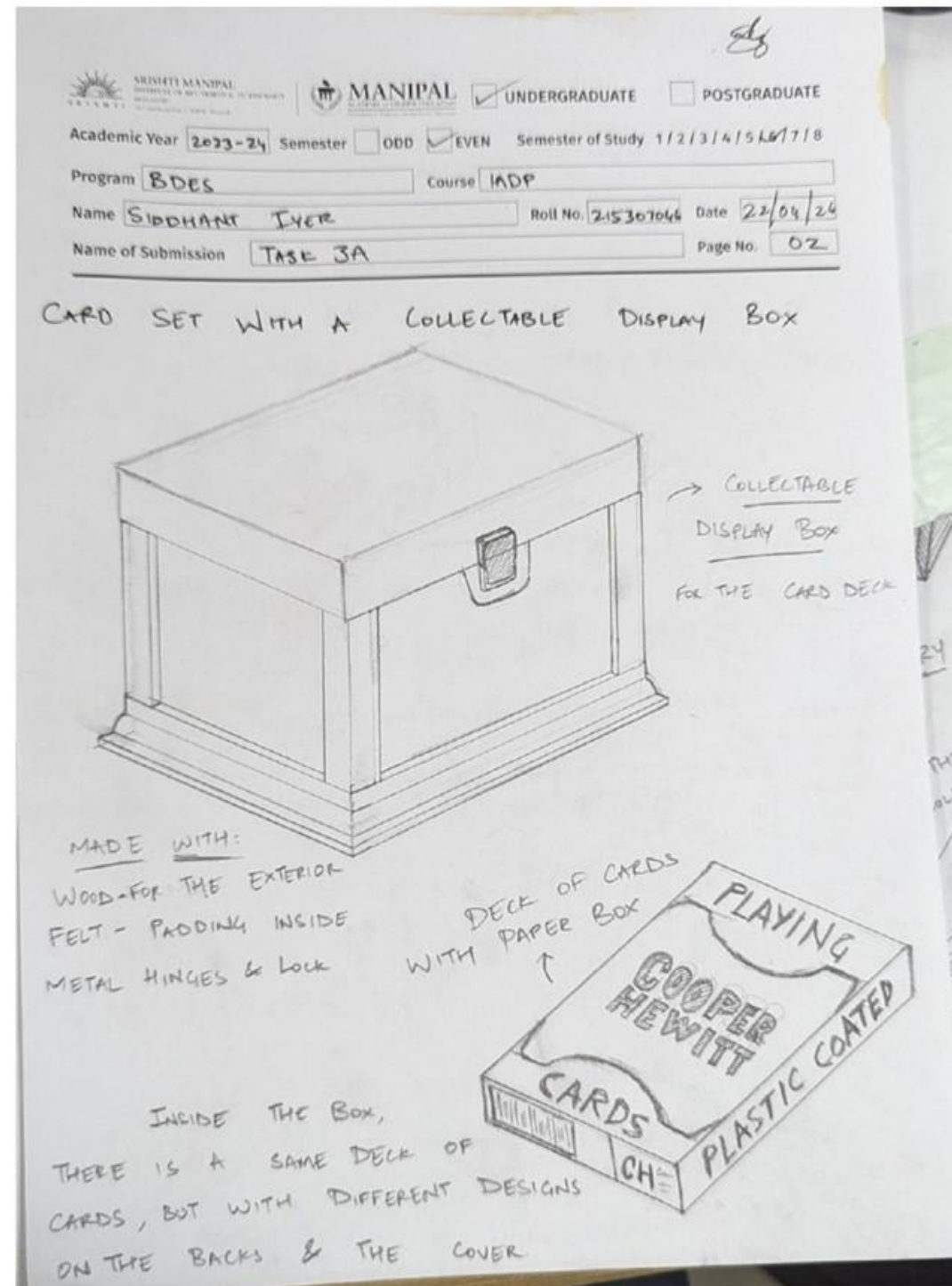
Iterations

01



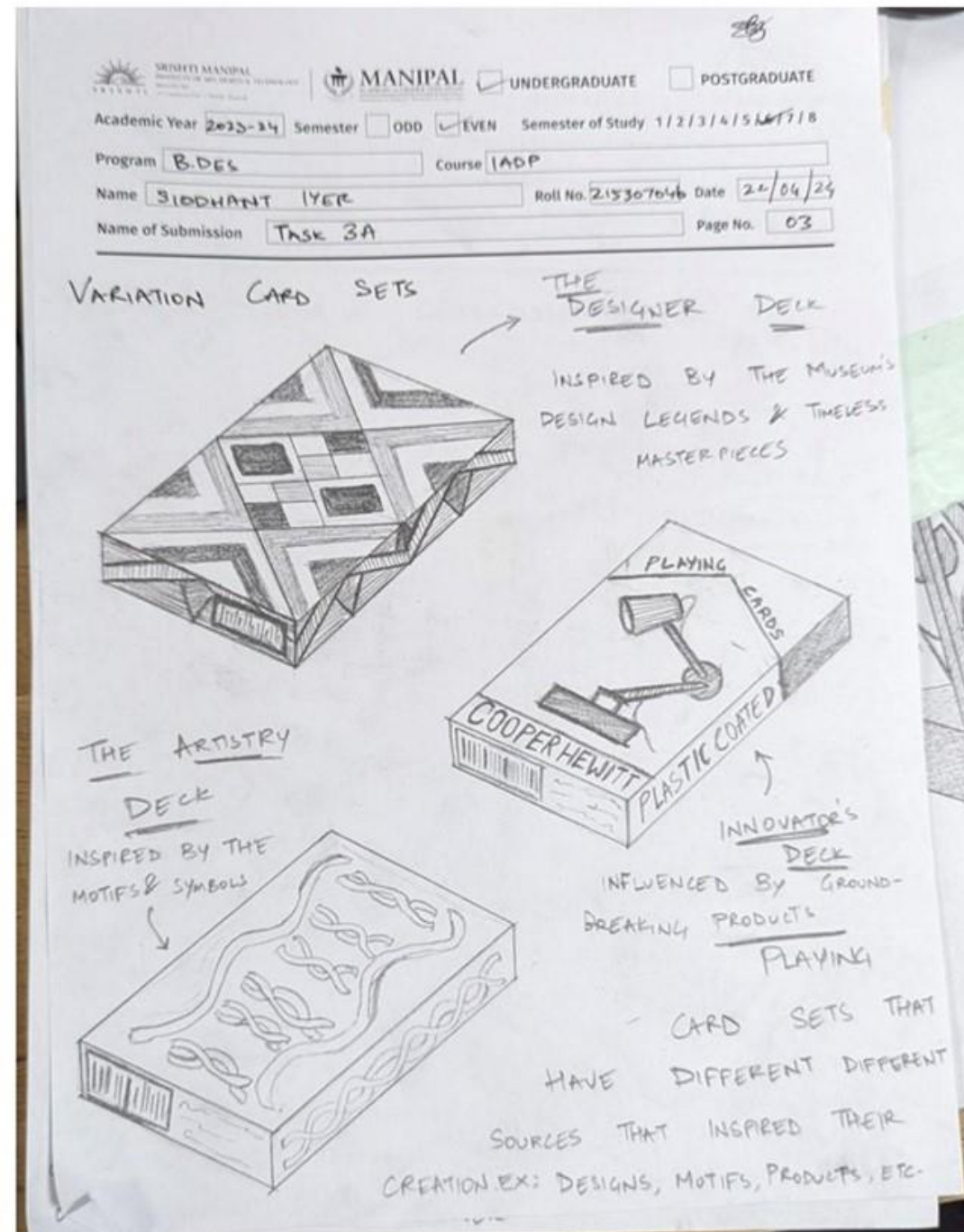
Iterations

02



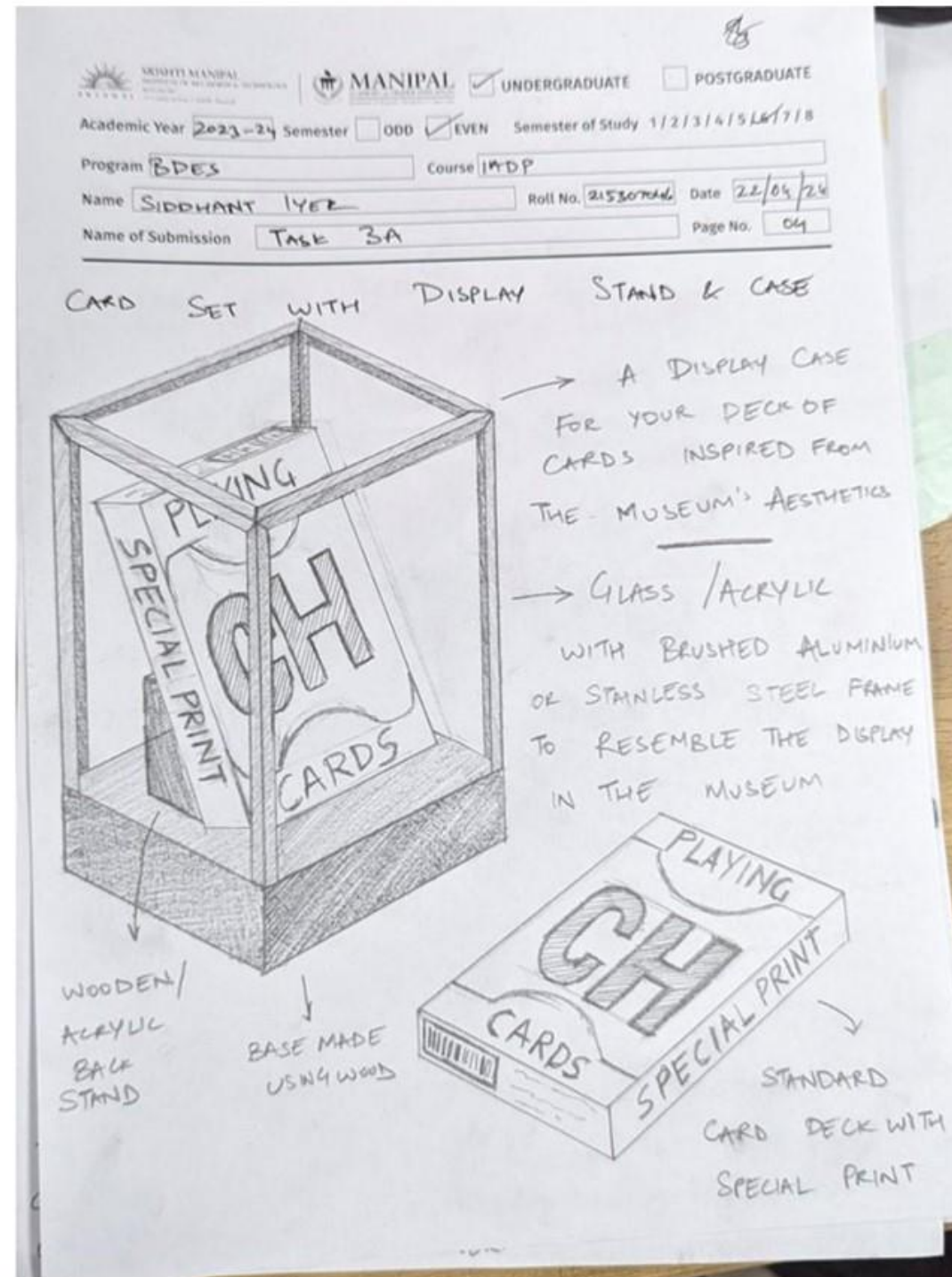
Iterations

03



Iterations

04



Spider Matrix for the various iterations

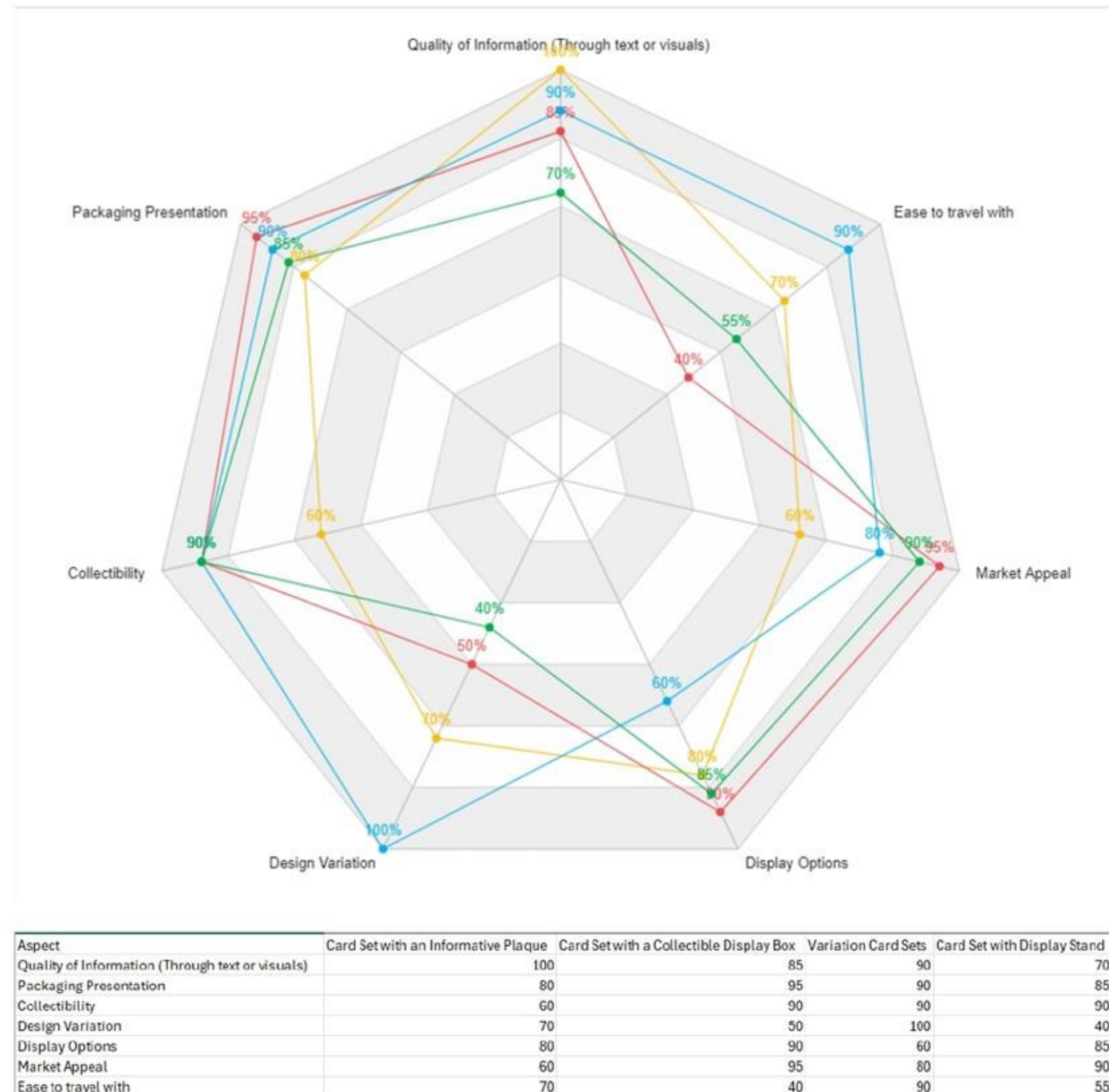
Index

Card Set with an Informative Plaque

Card Set with a Collectible Display Box

Variation Card Sets

Card Set with Display Stand



Task 3B

Compiled

Submission



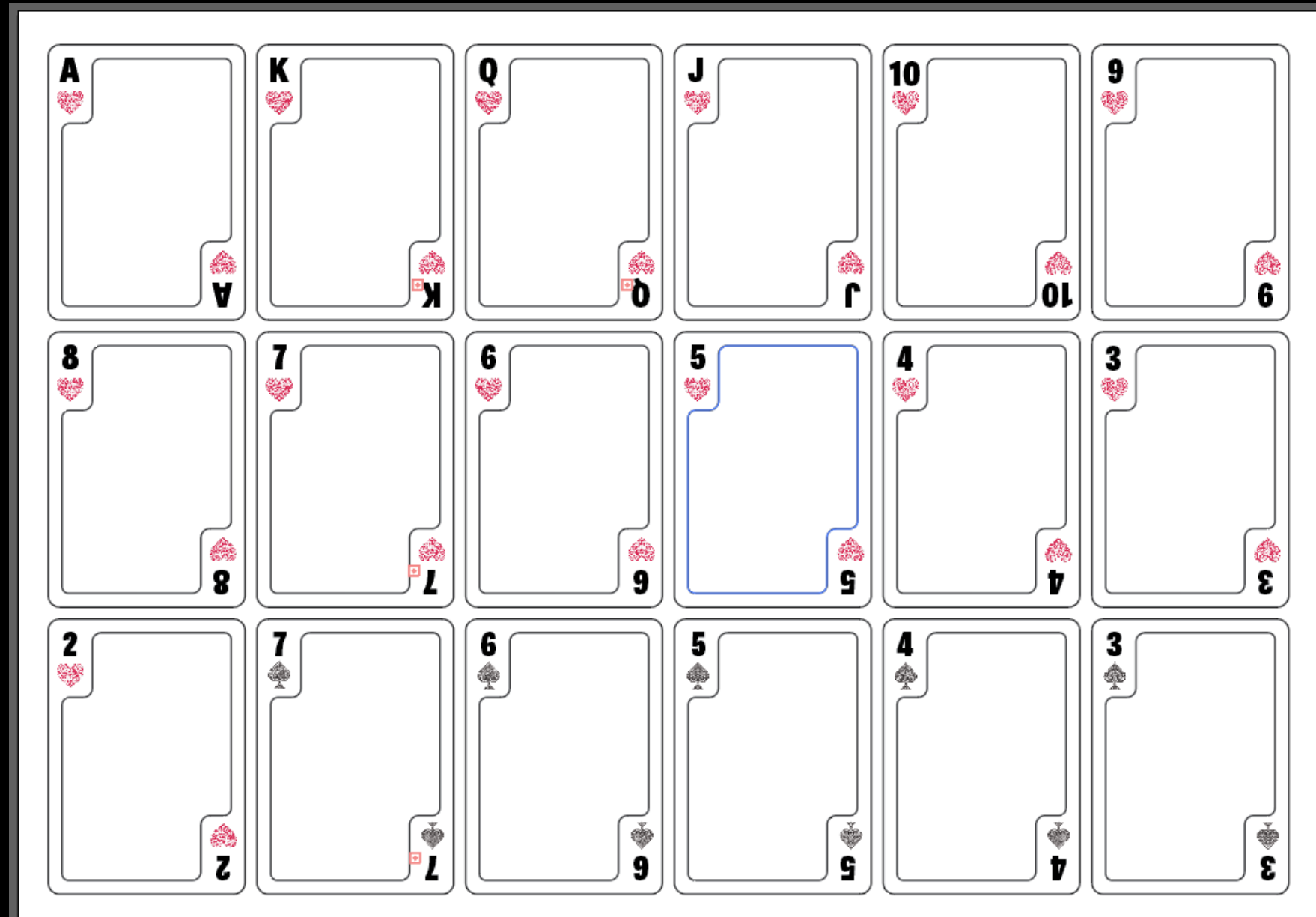
Final Selection: Variation Card Sets

Master Slides for Card Decks



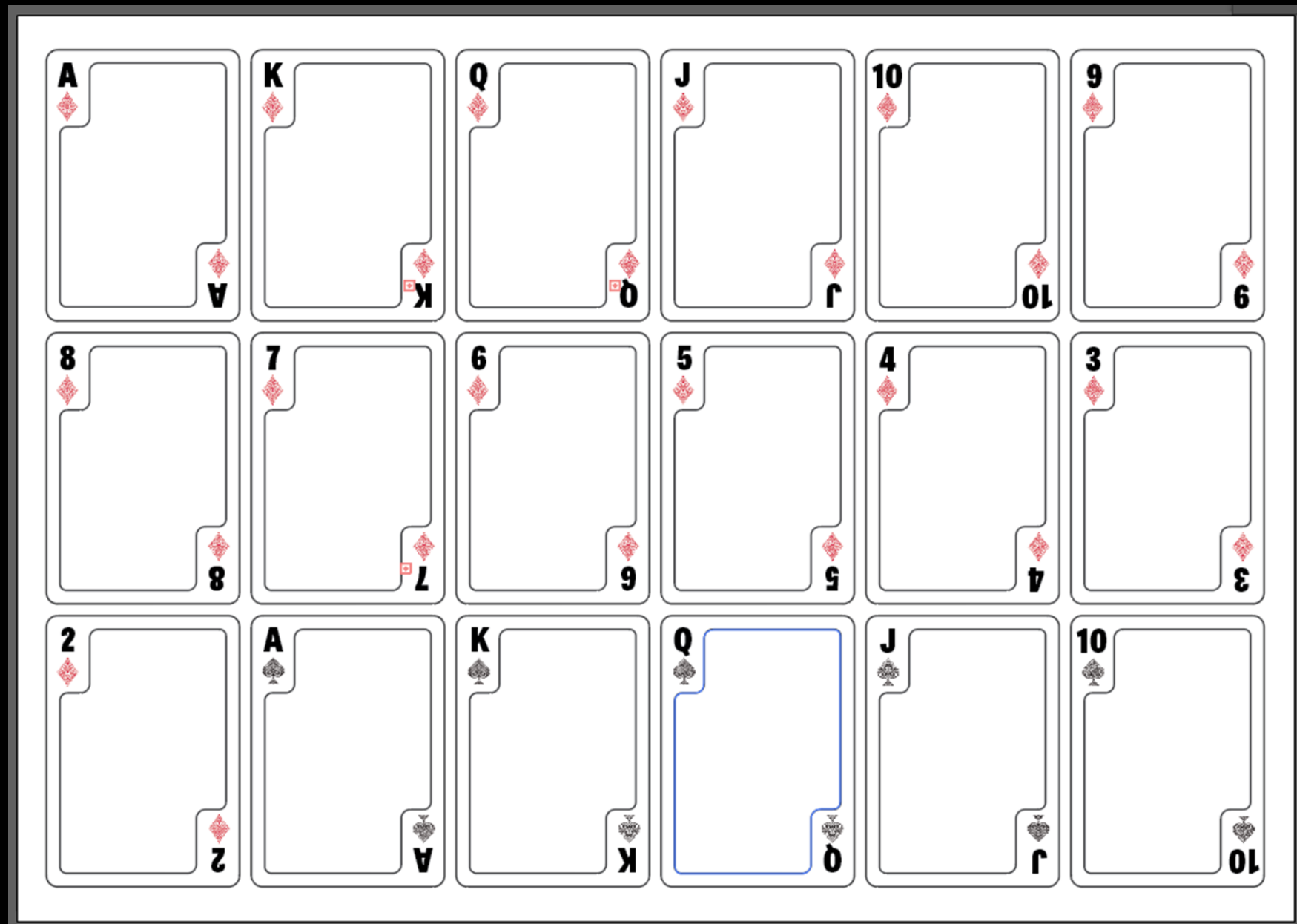
The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Hearts and some from the suit of spades.



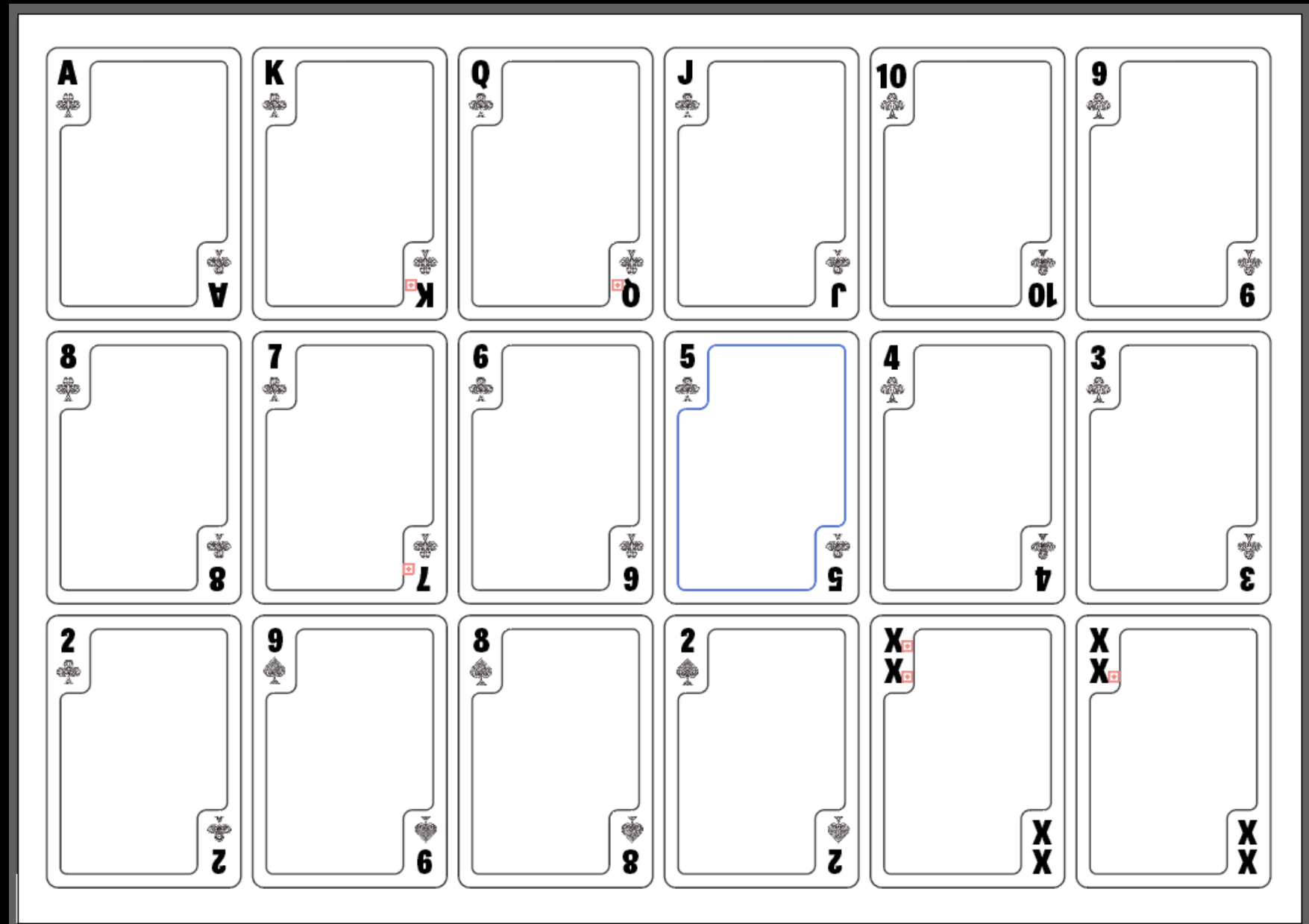
The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Diamonds and some from the suit of Spades.



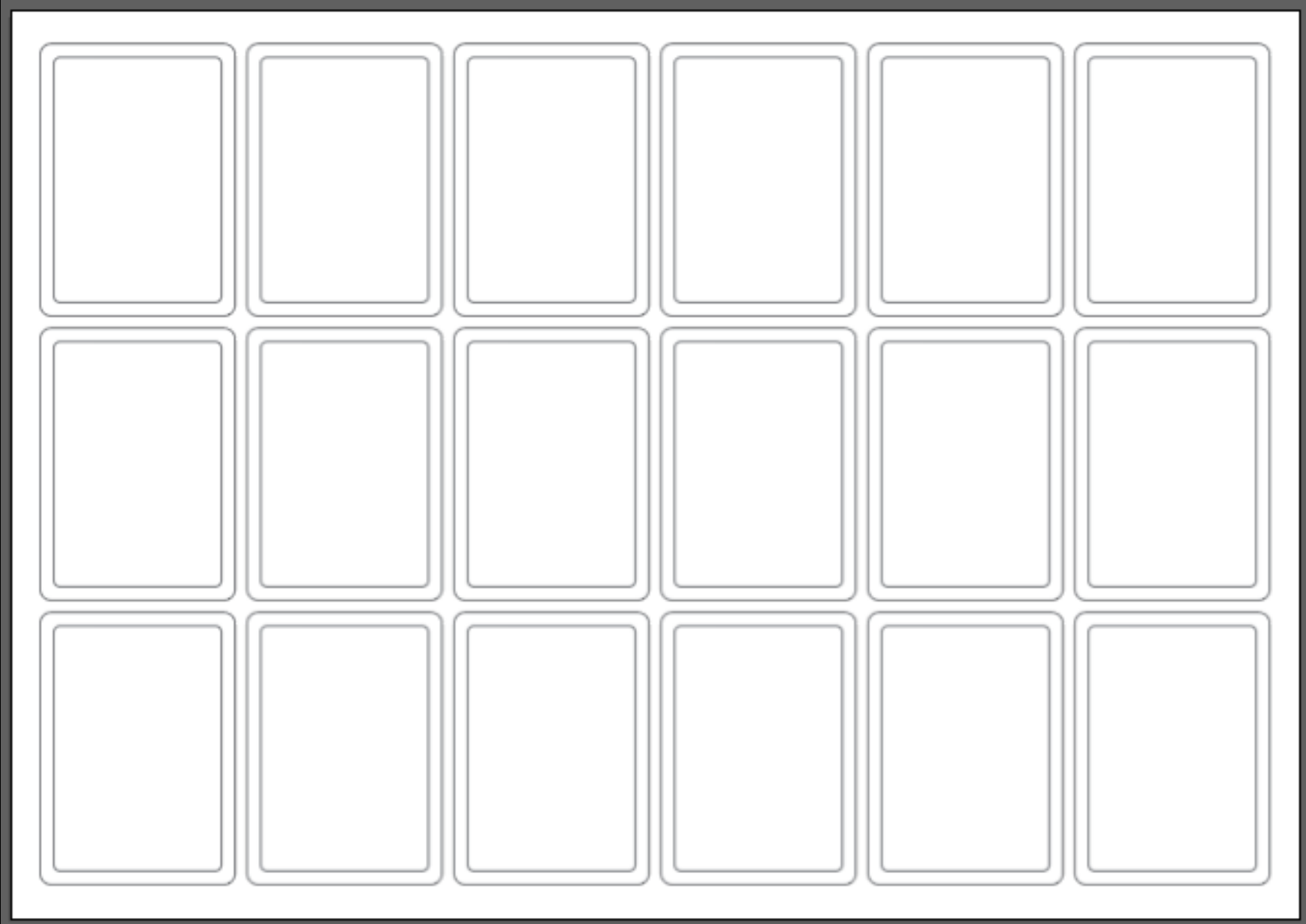
The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Clubs and some from the suit of Spades. The bottom right cards marked 'XX' indicate the Joker.



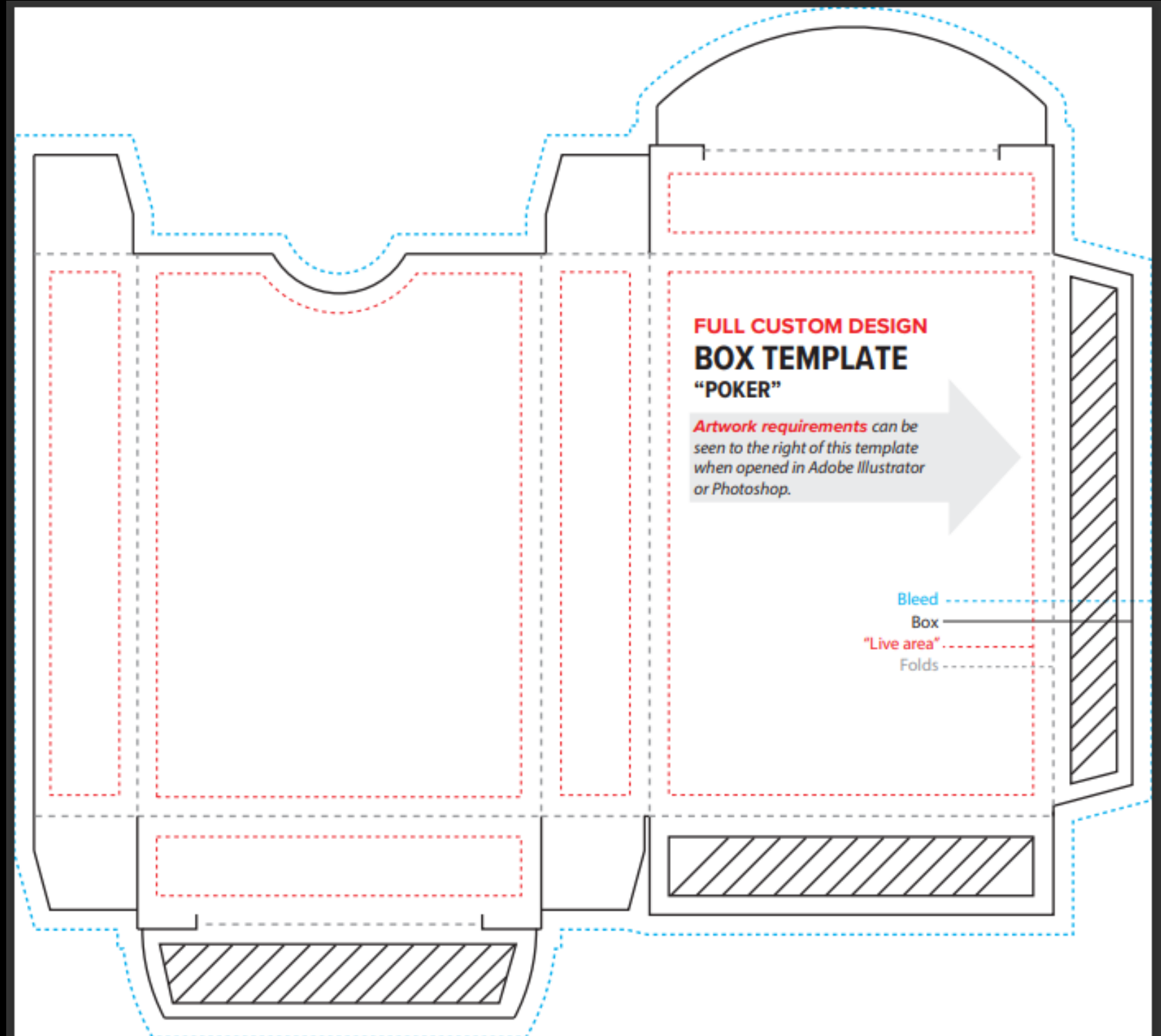
Card Backs

The template for the card back



The Box

The Template for the card
box





Custom Card Deck – 01

**Inspired by the Cars
from the sketches
From Cooper Hewitt
Smithsonian Museum**

The Story

The Custom Card Deck inspired by the cars from the sketches in the Cooper Hewitt Smithsonian Museum collection is a captivating blend of automotive design, artistic expression, and cultural heritage. Each card in this unique set of cards draws inspiration from a variety of designs and concepts stored at the Museum's prestigious archives, which serve to reflect developments in automotive design.

Every card in the deck feature visual representations that pay homage to iconic cars and visionary design concepts from throughout history. From classic automobiles to futuristic prototypes the deck showcases the rich diversity of automotive design innovation. The front of each card houses a specific car sketch, highlighting its unique design elements, stylistic influences, and technological innovations. Whether it's the flowing curves of a vintage roadster, the angular lines of a concept car, or the dynamic stance of a high-performance vehicle, every card evokes a sense of excitement and inspiration. Behind the striking imagery lies a deeper narrative, exploring themes of creativity, engineering prowess, and the cultural impact of automobiles on society.

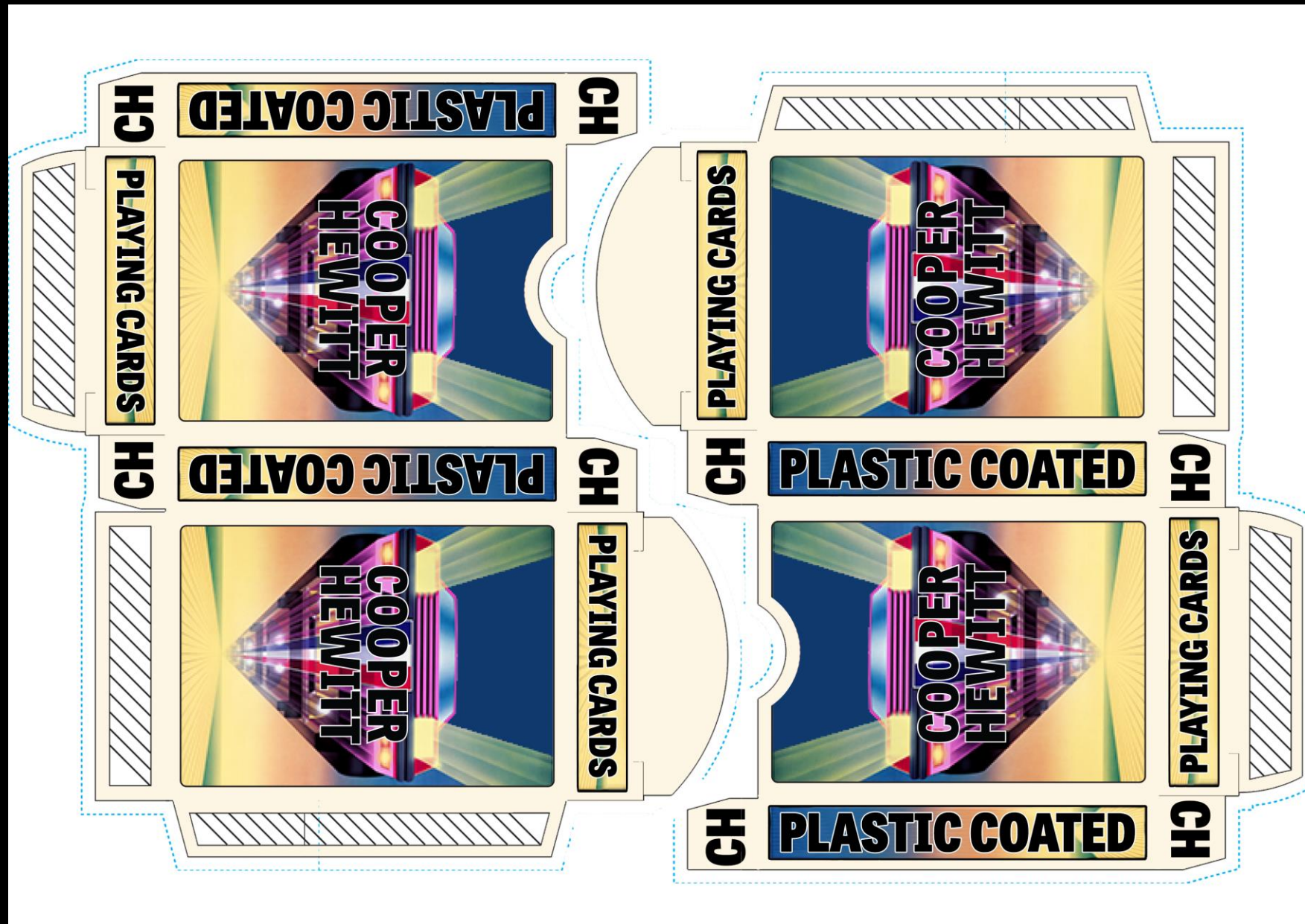
The Card Faces

- 2 – Drawing, Pontiac GTO Concept
- 3 – Drawing, Duesenberg Concept
- 4 – Drawing, Concept Car
- 5 – Drawing, Concept Car
- 6 – Drawing, Concept Car
- 7 – Drawing, Concept Car
- 8 – Drawing, Concept Cars
- 9 – Drawing, Concept Car
- 10 – Drawing, Buick Tiger Concept Car
- J – Drawing, Barracuda Concept
- K – Drawing, Concept Car
- Q – Drawing, Concept Car
- A – Drawing, Concept Car
- Joker - Drawing, El Camino Concept

Back and Box Poster :
Poster, L'Automobile et la
Publicité [Automobile in
Advertising]1884-1984

The Box

A Special set of cards requires a special box to make it memorable. The faces for this box houses the poster: L'AUTOMOBILE ET LA PUBLICITÉ [AUTOMOBILE IN ADVERTISING]1884-1984, Which is a Poster that is dated 1984 and was acquired it in 2009. Its medium is photo-offset lithograph. It is a part of the Drawings, Prints, and Graphic Design department.



The Cards

All the cards from the deck utilize car designs from the Cooper Hewitt Smithsonian museum's Collection. The same design is used across the same number. The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Hearts and some from the suit of spades.



The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Clubs and some from the suit of Spades. The bottom right cards marked 'XX' indicate the Joker.



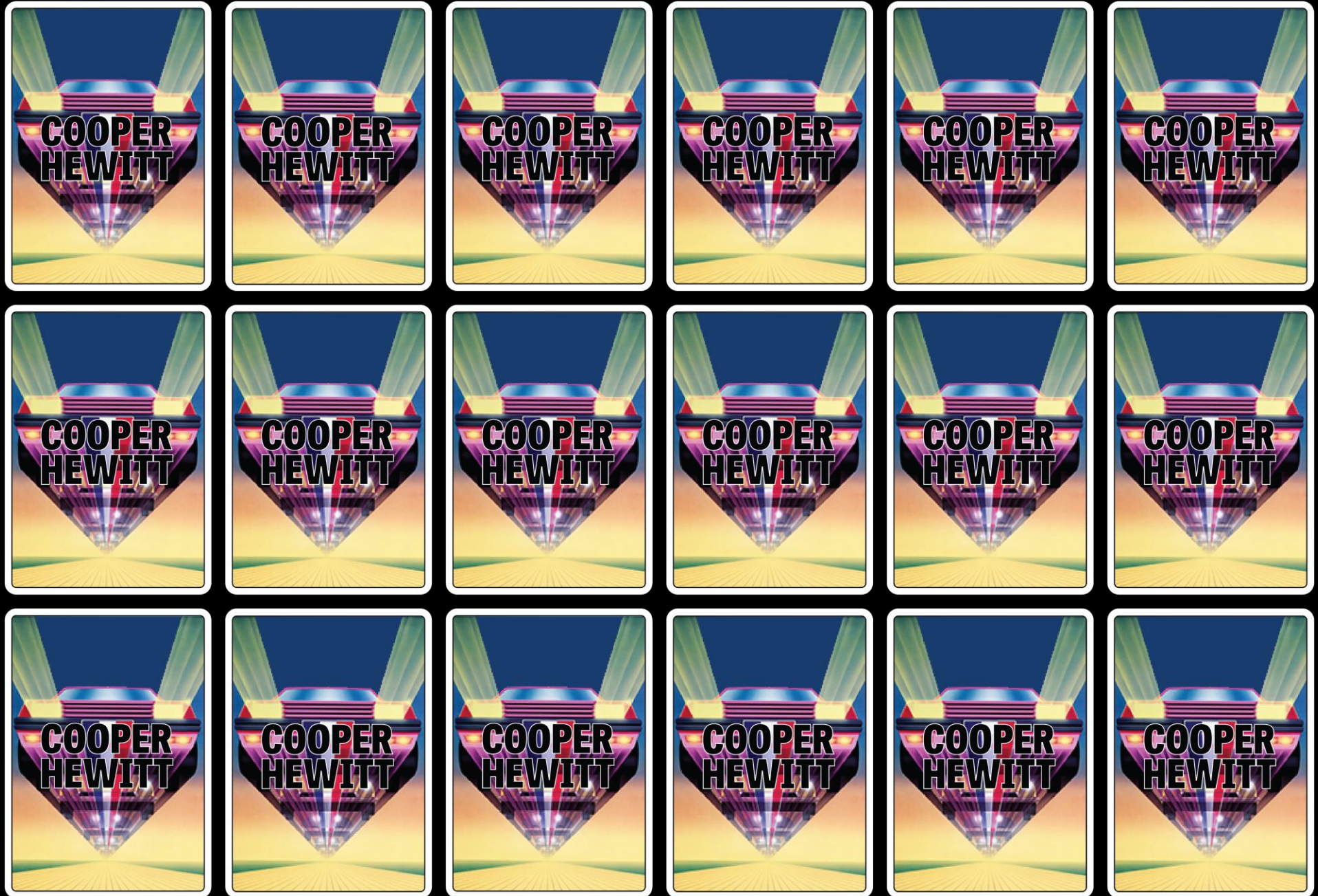
The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Diamonds and some from the suit of Spades.



Card Backs

For the Card backs, the
POSTER, L'AUTOMOBILE ET
LA PUBLICITÉ [AUTOMOBILE
IN ADVERTISING] 1884-1984
makes another appearance.





Custom Card Deck – 02

**Inspired By The
Products And Other
Related Artifacts
From Cooper Hewitt
Smithsonian Museum**

The Story

The Custom Card Deck inspired by the products and other related artifacts from the Cooper Hewitt Smithsonian Museum aims to create a fusion of history, art, and design. Each card in this set is crafted to serve as a window into human creativity and innovation, drawing inspiration from the diverse array of artifacts housed within the museum's collection. Every card in the deck features stunning visual representations that pay homage to iconic artifacts from various cultures and time periods. From exquisite furniture pieces to intricate products, from ancient artifacts to modern innovations, the deck showcases the design heritage of humans.

The front of each card houses a picture of the different products that have shaped our lives, or driven change. Every card in the deck tells a compelling story of human creativity and ingenuity. Behind the captivating imagery lies a deeper narrative, weaving together themes of craftsmanship, cultural exchange, and the evolution of design over time. Beyond the aesthetic appeal, these cards serve as a reminder of the impact of design on our lives, from the products we use to the artifacts we admire.

Whether used for gameplay or simply appreciated for their beauty, the Custom Card Deck inspired by the products and artifacts from Cooper Hewitt Smithsonian Museum is a celebration of the transformative power of design to inspire, educate, and enrich our lives.

The Card Faces

2 – Olympus O-Product Pocket Camera

3 – Silver Style no. 8E4 Cocktail Shaker

4 – Arco Radio

5 – Cambridge (I-40) Calculator

6 – Leaf Light Task Lamp

7 – Mini_motion Watch

8 – iPhone Model 2G Smartphone

9 – One Touch Cup

10 – Hotpoint Electric Toaster

J – TV8-301 Portable Television

K – Lytro Camera

Q – Patriot Radio

A – FR 600 Radio

Joker – Sony Flashlight

Back and Box Poster :
Aeron Chair digital print and
screenprint on paper.

The Box

A Special set of cards requires a special box to make it memorable. The faces for this box houses the Poster, Aeron Chair digital print and screenprint on paper. Gift of Herman Miller. This is part of the Drawings, Prints, and Graphic Design collection.



The Cards

All the cards from the deck utilize car designs from the Cooper Hewitt Smithsonian museum's Collection. The same design is used across the same number. The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Hearts and some from the suit of spades.



The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Clubs and some from the suit of Spades. The bottom right cards marked 'XX' indicate the Joker.



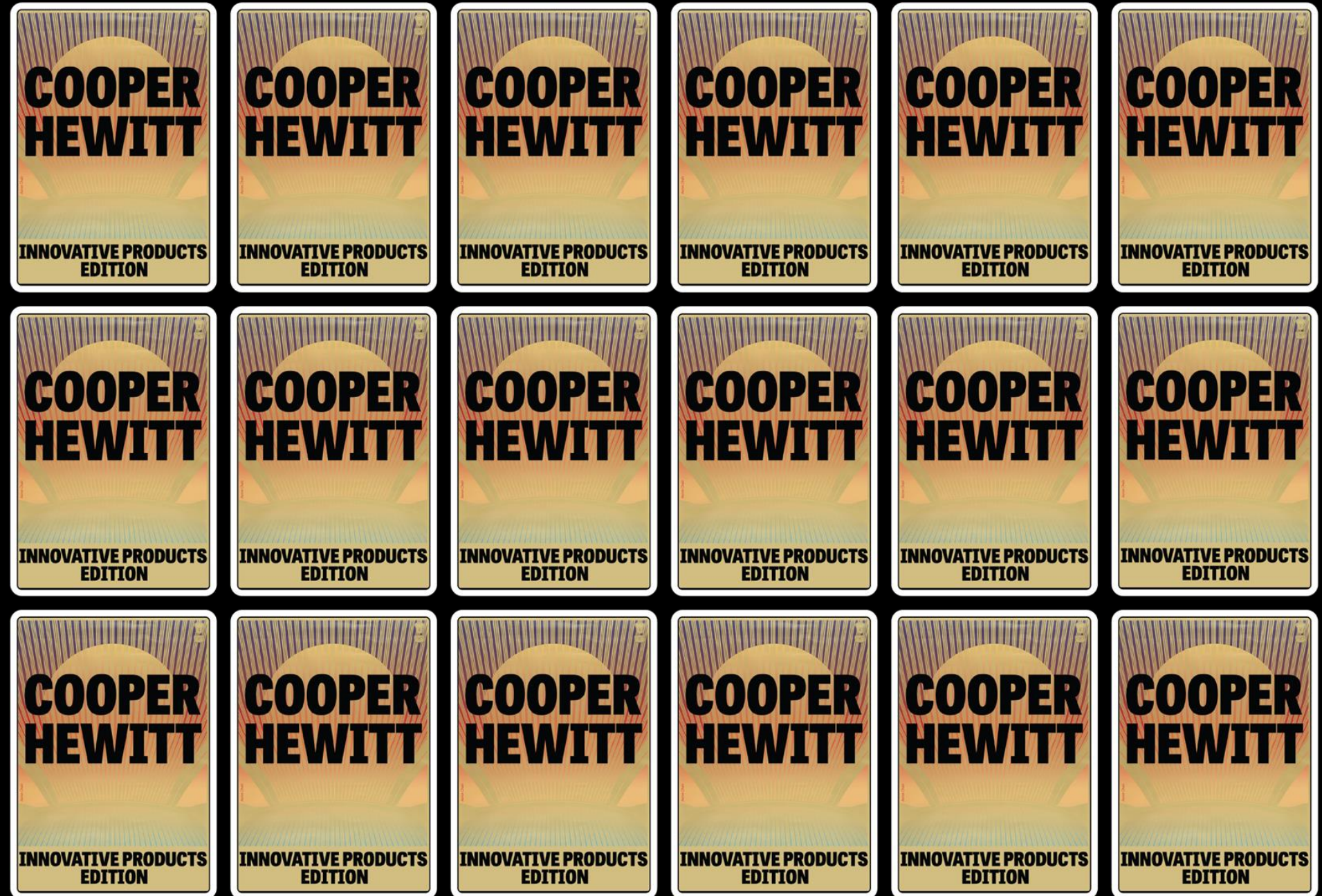
The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Diamonds and some from the suit of Spades.



Card Backs

For the Card backs, the
poster - Aeron chair makes
another appearance.





Custom Card Deck – 03

**Commemorating The
National Design Awards
2023**

**From Cooper Hewitt
Smithsonian Museum**

The Story

The Custom Card Deck commemorating the National Design Awards 2023 from Cooper Hewitt Smithsonian Museum is a tribute to the pinnacle of design excellence. The deck of cards is crafted with meticulous attention to detail, this deck encapsulates the spirit of innovation, creativity, and ingenuity celebrated at the prestigious awards ceremony.

Each card in the deck features designs from the diverse spectrum of disciplines honored at the National Design Awards. From graphic design to architecture, fashion to product design, every winner from every aspect of the creative realm finds representation within these cards.

The front of each card showcases striking visuals that pay homage to iconic designs and influential figures in the world of design. Whether it's the sleek lines of a modern skyscraper, the intricate patterns of textile art, or the dynamic compositions of graphic design, every card tells a compelling visual story.

Overall, the set commemorates and celebrates the winners of the National Design Awards 2023 from Cooper Hewitt Smithsonian Museum.

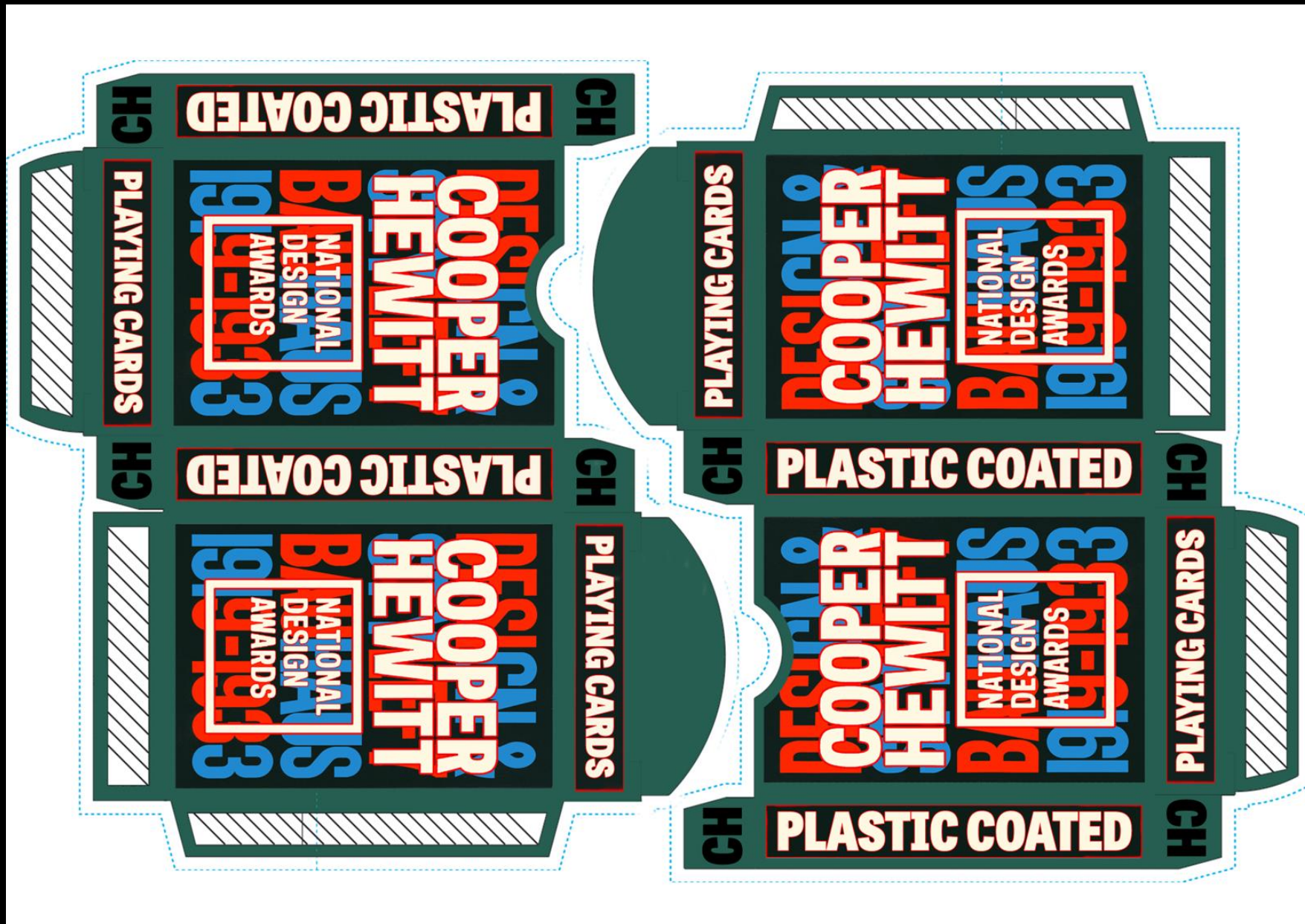
The Card Faces

- 2 – Arem Duplessis, The New York Times Magazine
- 3 – The Archers, San Francisco House
- 4 – The Archers, Salon
- 5 – Atlason, Versatile pot
- 6 – nARCHITECTS, Chicago Navy Pier
- 7 – Seymour Chwast, The Nose #20, Crime Today.
- 8 – Clement Mok, Sugarfish
- 9 – Kongjian Yu, Yanweizhou Park. The Yanweizhou project
- 10 – Atlason, Recliner for DWR
- J – Factory production of Biolith tiles
- K – nARCHITECTS, Canopy
- Q – Beatriz Lozano, Hyperspace identity
- A – Seymour Chwast, Earth Day 95.
- Joker – Clement Mok, CMCD Visual Symbols Library

Back and Box Poster :
Seymour Chwast, Design
& Style #7, Bauhaus.

The Box

A Special set of cards requires a special box to make it memorable. The faces for this box houses the Poster, by Seymour Chwast, Design & Style #7, Bauhaus. One of seven editions exploring Victorian to Bauhaus. It was a twice-yearly survey of historic design style and typography and its influence on contemporary graphic design



The Cards

All the cards from the deck utilize car designs from the Cooper Hewitt Smithsonian museum's Collection. The same design is used across the same number. The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Hearts and some from the suit of spades.



The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Clubs and some from the suit of Spades. The bottom right cards marked 'XX' indicate the Joker.



The Cards

The Cards were made from scratch using Illustrator and Photoshop. The image to the right shows the suit of Diamonds and some from the suit of Spades.



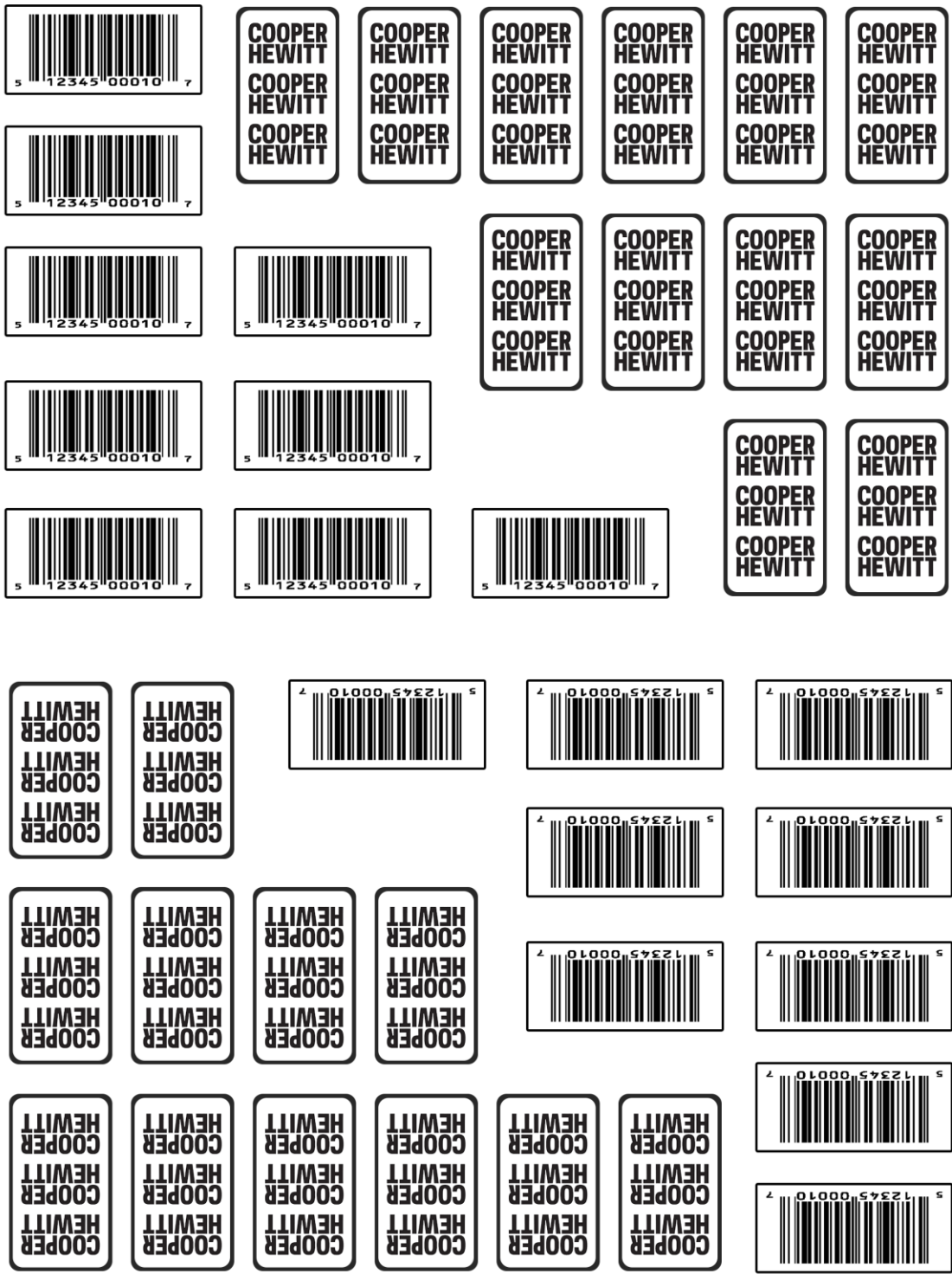
Card Backs

For the Card backs, the
Poster, by Seymour Chwast
makes another appearance.



Barcode
for the
Card
boxes

Seal for
the Card
boxes



Decal Sheet

Technical Sketches



SRISHTI MANIPAL
INSTITUTE OF ART, DESIGN & TECHNOLOGY
BENGALURU
A Constituent Unit of MANIPAL Academy



MANIPAL
ACADEMY OF HIGHER EDUCATION
BENGALURU
A Constituent Unit of MANIPAL Academy



UNDERGRADUATE



POSTGRADUATE

Academic Year 2023-24 Semester ☐ ODD ☒ EVEN Semester of Study 1/2/3/4/5/6/7/8

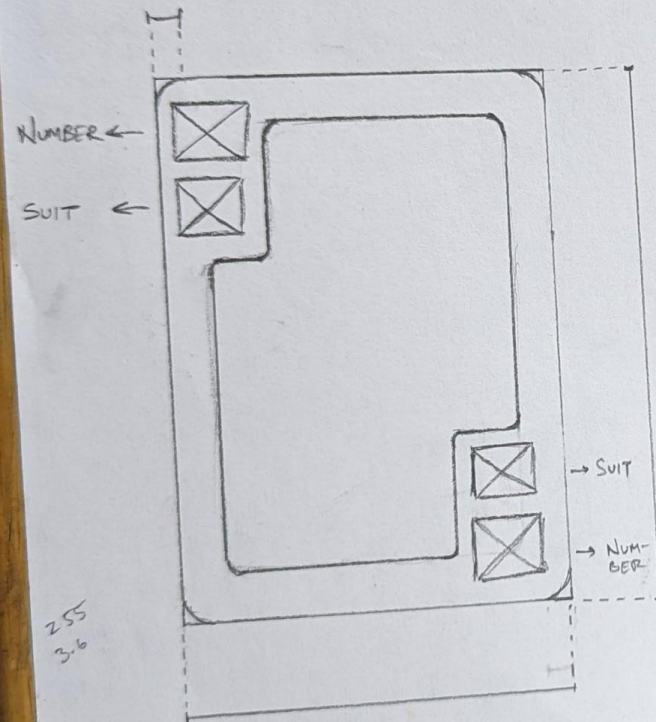
Program BDES Course IADP

Name SIDDHANT IYER Roll No. 215307046 Date 24-04-24

Name of Submission TASK 3B Page No. 001

CONCEPT + TECHNICAL SKETCH -

CARDS + BOX

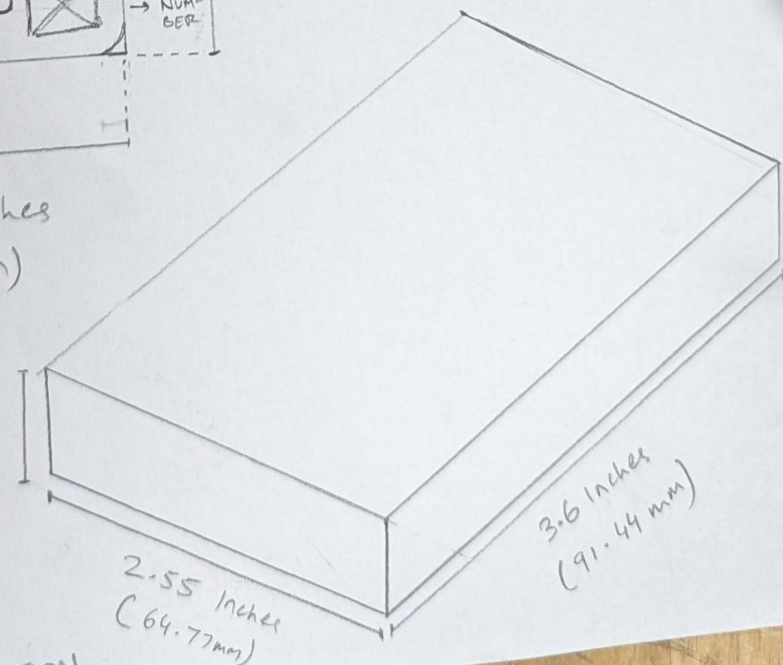


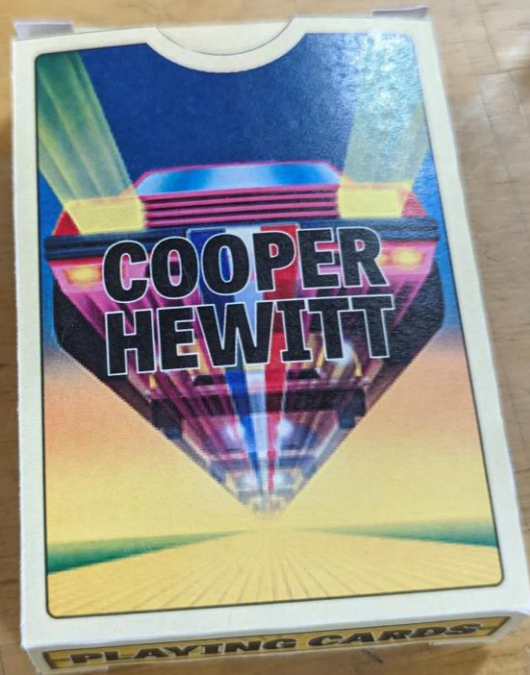
THE INNER FACE
OF THE CARD HOUSES

3.5 inches (88.9 mm) DIFFERENT IMAGES, FROM
THE MUSEUM'S COLLECTION.

2.5 inches
(63.5 mm)

THE DESIGN
FOR THE BOX IS INSPIRED
FROM & USES
POSTERS FROM
THE MUSEUM'S
EXTENSIVE COLLECTION





Final Package
220 GSM Sheet



Cartridge sheet
Trial - 1



220GSM sheet
Trial - 2

Material Samples

Production Methods – Mass Production

Card Design

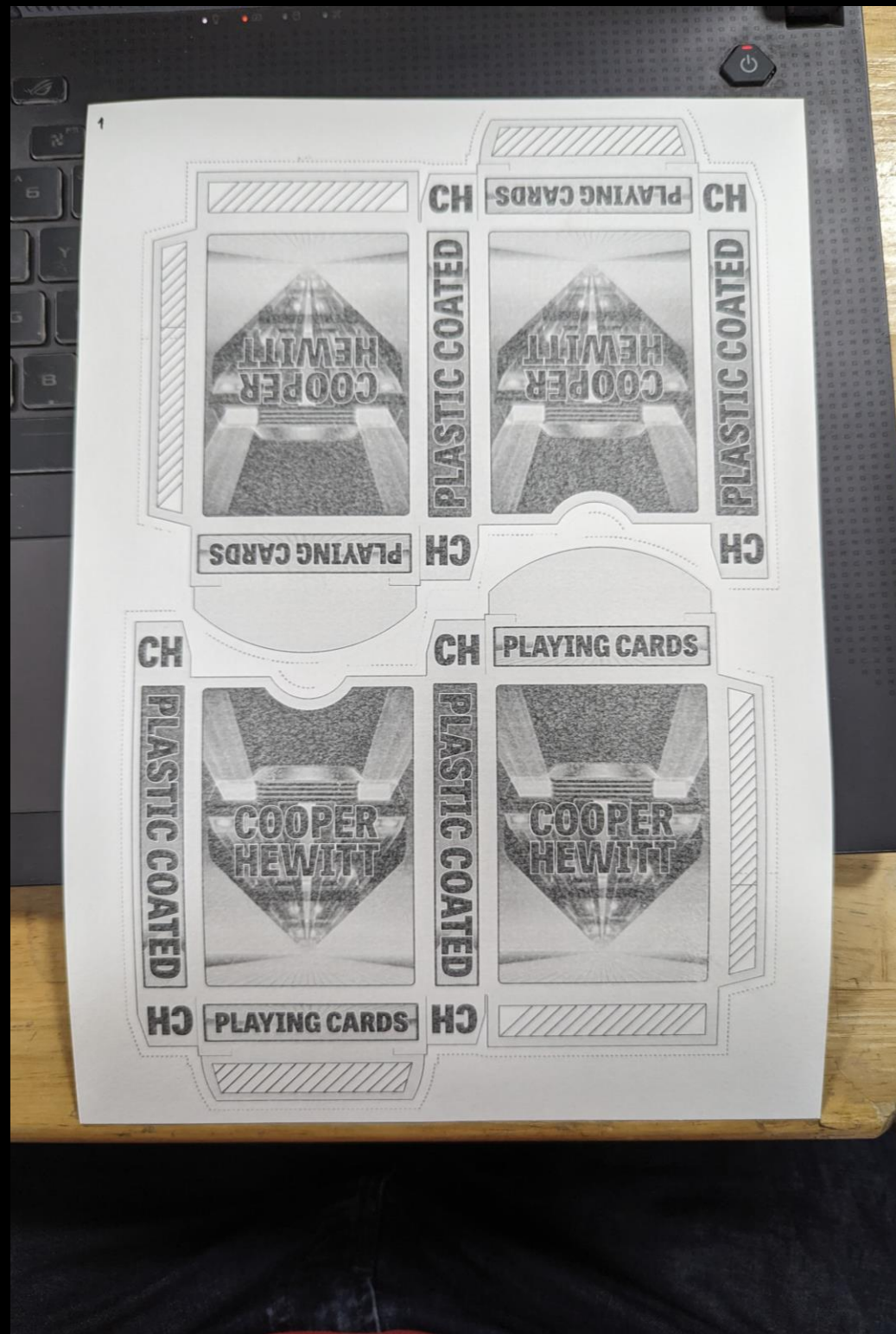
- To Design the cards, it is easy to use the master templates and customize the design accordingly
- Exporting it becomes easy too, as the file is already set to the correct dimensions
- The layout has been optimized to fit maximum number of cards on a single A3 Sheet
- Once cut, the card has to be coated with a layer of plastic and be imprinted with a pattern to achieve the air cushion finish and be easier to shuffle and play with.

Box Design

- To make the card box, the template can be easily edited to customize the Design
- To Print the Card Box, the design is optimized to print 2 boxes per A4 sheet, or 4 boxes per A3 sheet.

Cutting the Boxes & Cards

- To cut the boxes and cards, a die can be made to cut the same shape out precisely every time. Manual cutting can also be used to achieve the same result.
- For Packaging, the box could have heat shrink plastic around the outside, and also have barcodes and other identification stickers stuck to this.



Print Mockups



Print Mockups



Print
Templates



Final Print Cut]

**Paper
used:
300GSM
Ivory Sheet**

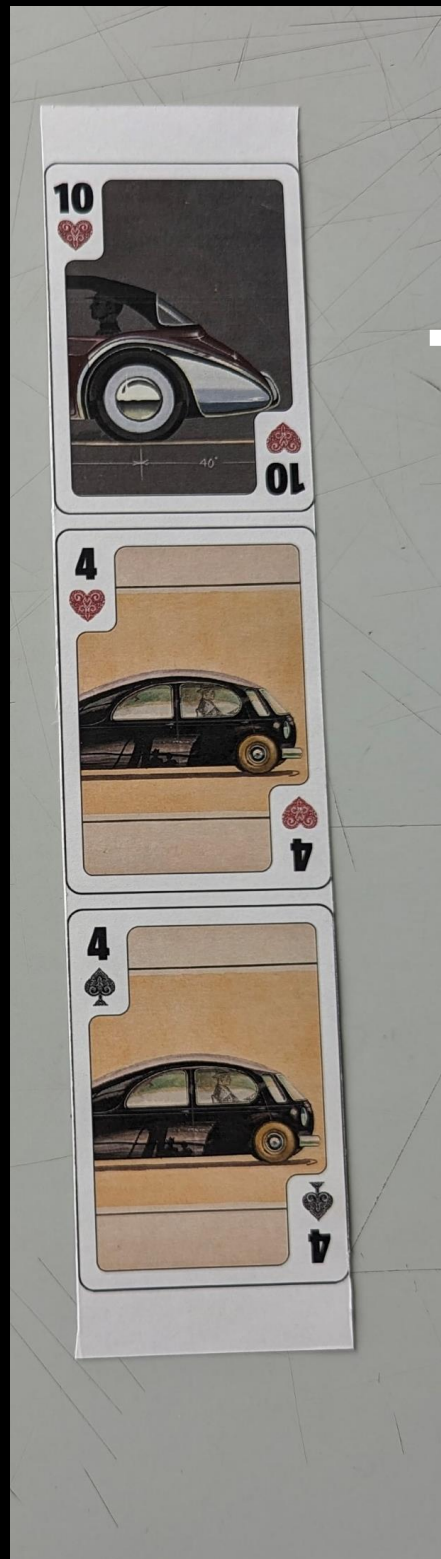
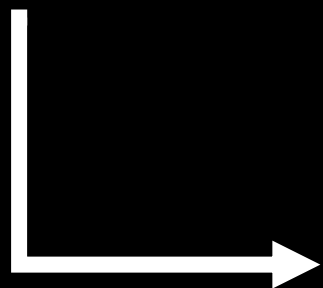


**Final Print Cards
[Uncut]**

Cutting the Cards



Cutting the Cards

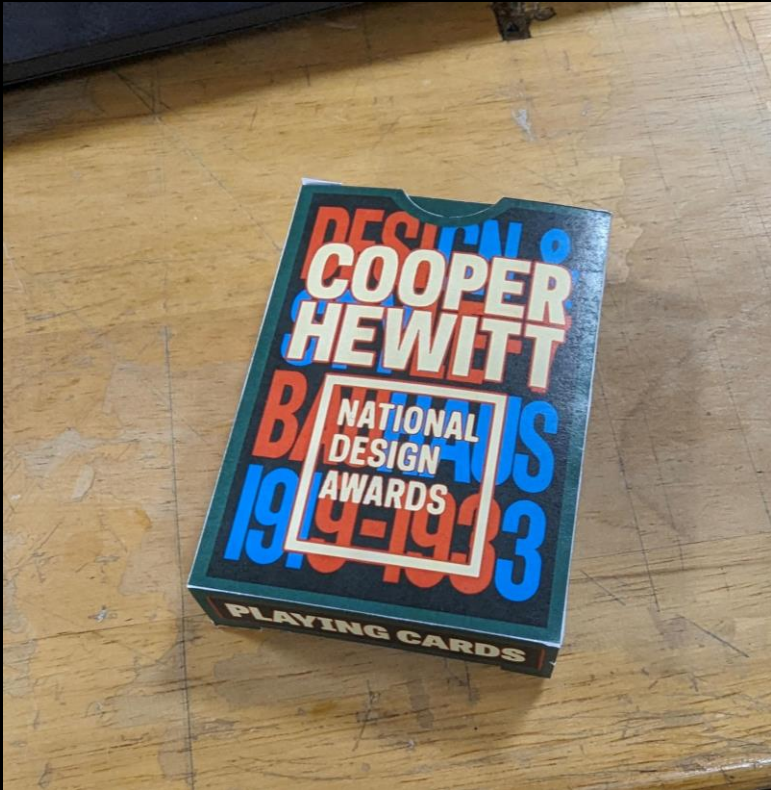


Final Deck of Cards



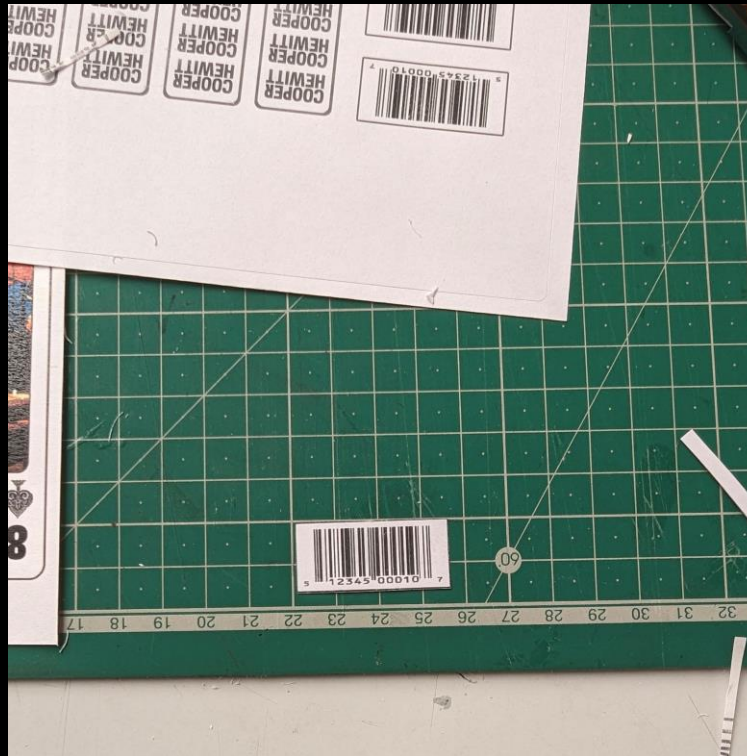
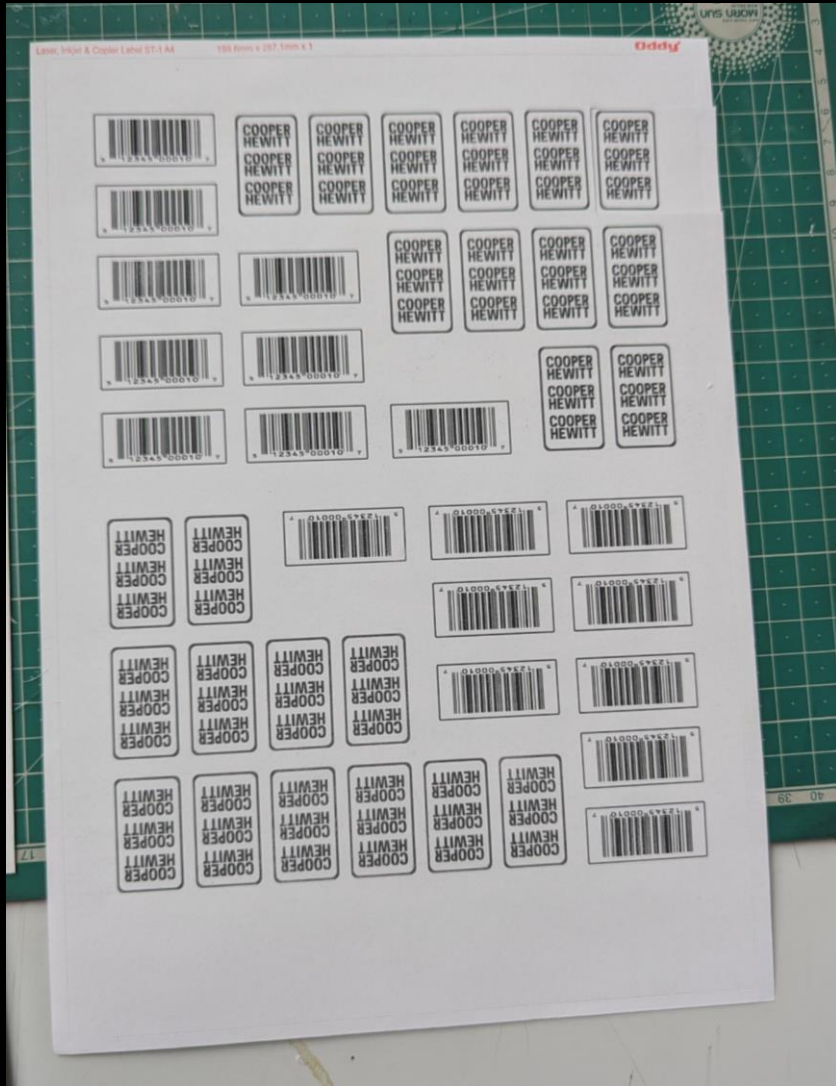
Final Deck of Cards





Final Print Boxes

Decals – Cutting And Applying





Final Print Boxes With Decals and Cards



Final Print Boxes
With Decals and Cards

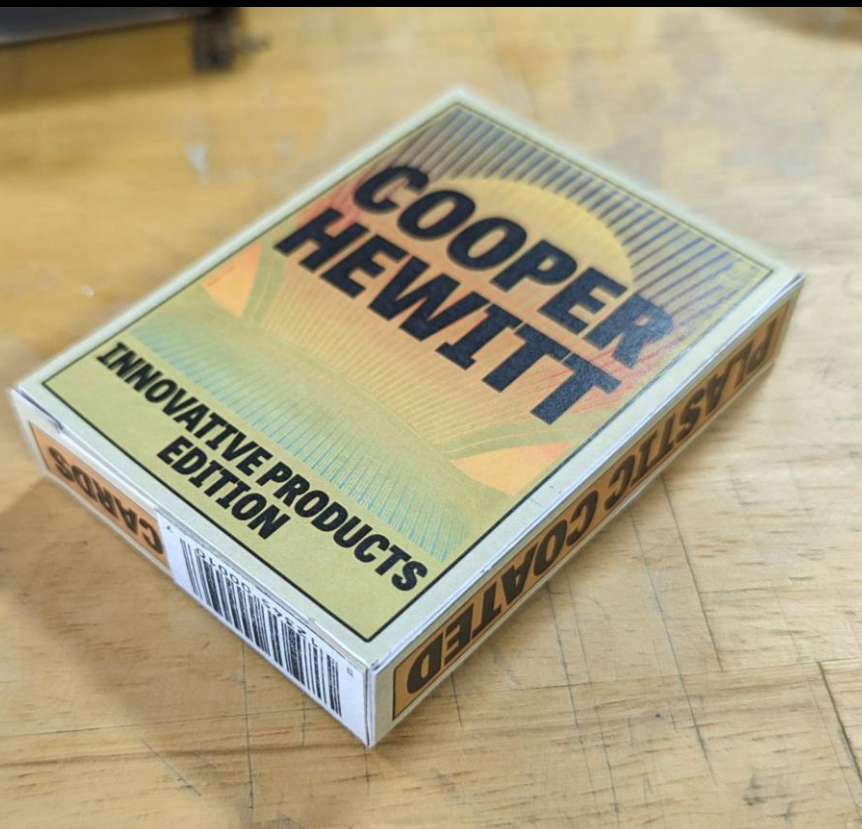
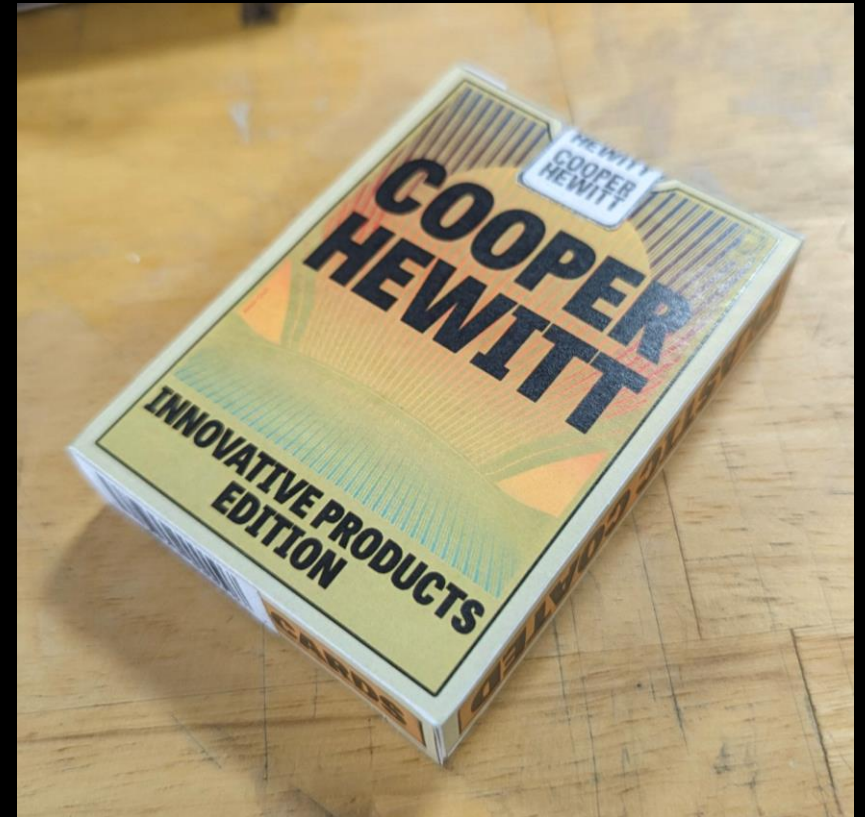
Individual Boxes

Custom Card Deck – 01
Inspired by the Cars from the sketches
From Cooper Hewitt Smithsonian
Museum



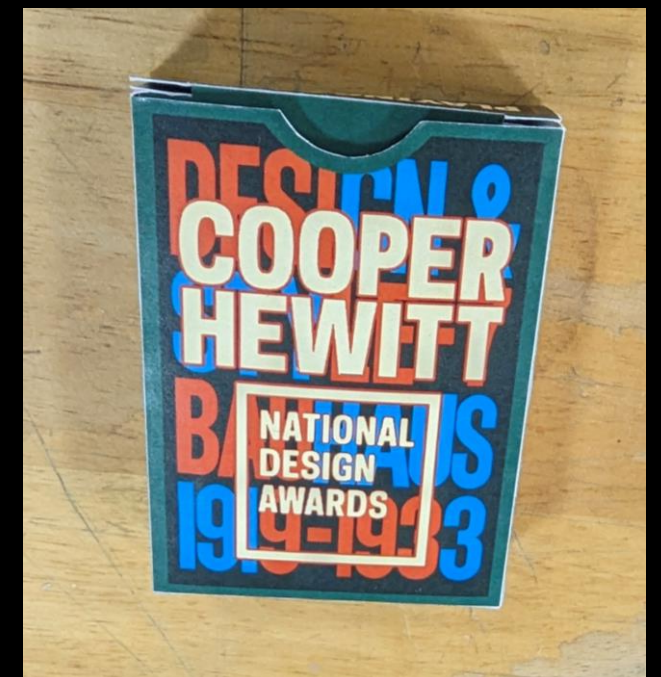
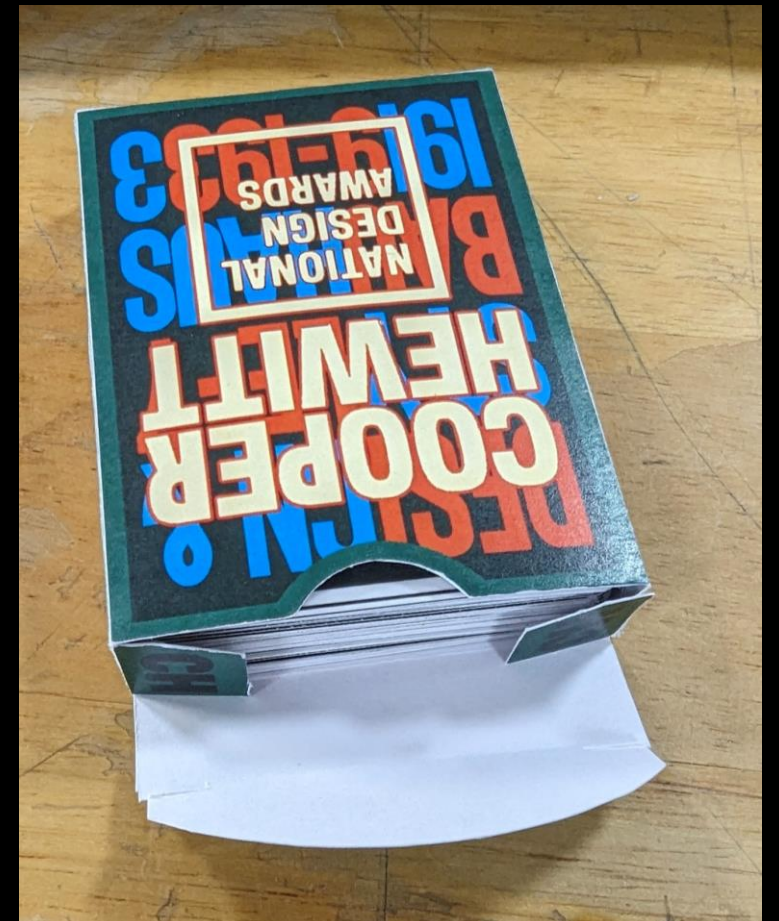
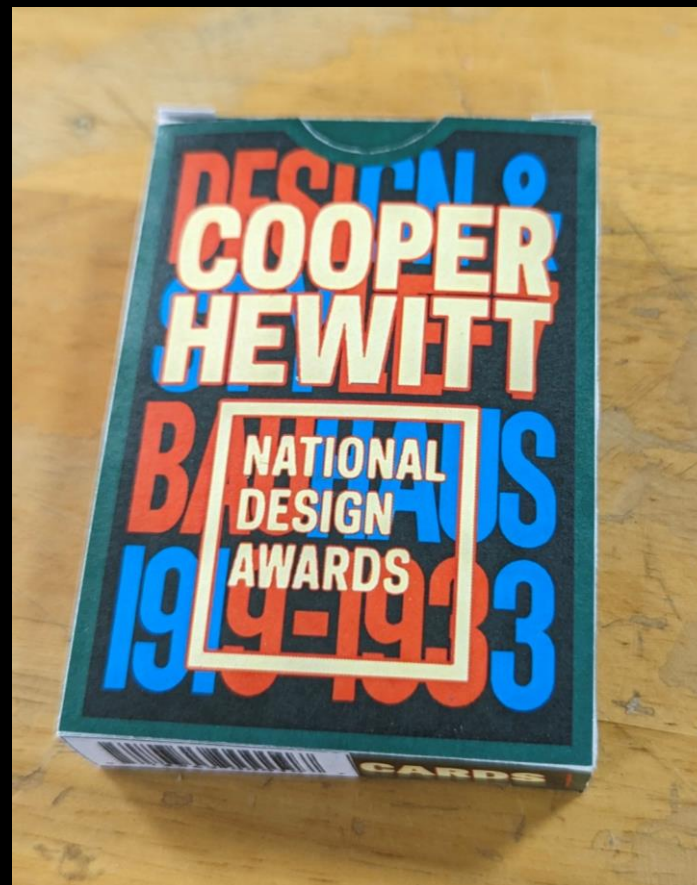
Individual Boxes

Custom Card Deck – 02
Inspired By The Products And Other Related
Artifacts
From Cooper Hewitt Smithsonian Museum

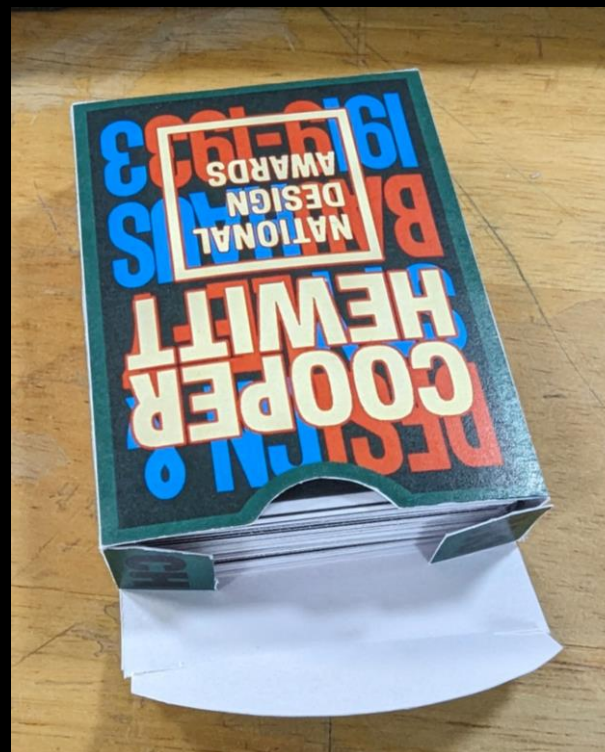
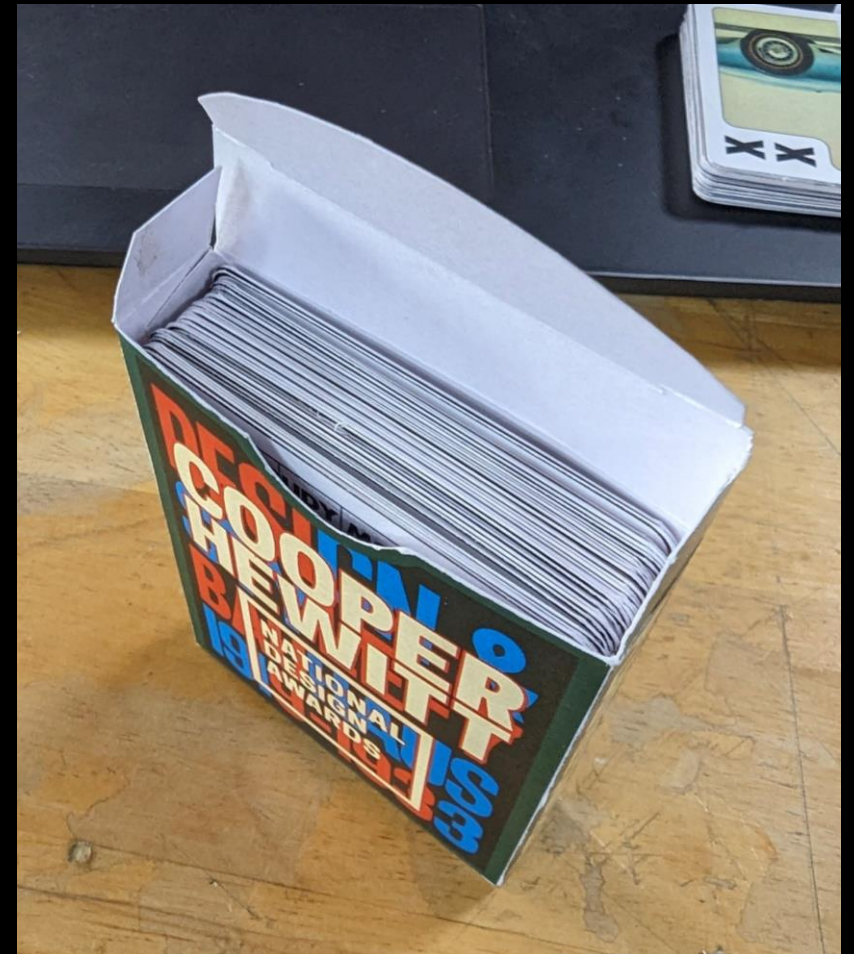


Individual Boxes

Custom Card Deck – 03
Commemorating The National Design Awards 2023
From Cooper Hewitt Smithsonian Museum



Box with Cards Inside



Reflection

The process of conceptualizing, designing, and producing custom card sets with various features was a fascinating journey that led to me acquiring a lot of knowledge and information on print-based media and products. Upon receiving the first task, I was a bit confused as to which path I should focus on to arrive to the final outcome. This is when I started to conceptualize multiple ideas that ranged from keychains and coffee mugs to other artifacts like playing cards which I ultimately ended up taking forward. Since the Cooper Hewitt museum already had an existing store, the basic idea was to make something that doesn't already exist, while also being an artefact that could be appealing to a wide range of people and also help to depict the rich collection of artefacts housed within the museum itself.

As the design took shape, considerations for packaging and presentation came into play. Will the cards be shipped with an informative plaque, a collectible display box, or perhaps be accompanied by a display stand? While working on task 3A, I figured out that having multiple decks of cards, each inspired by a different category of artefact housed within the museum would be the way to go. I also thought to incorporate the original images of the artefact as the face for each different card, to make it more informative.

Throughout the process, there was a delicate balance between creativity and practicality, and this shaped the final outcome heavily. Ultimately, the process of creating custom card sets was insightful and was a great learning experience for me.

Bibliography

- <https://www.quora.com/What-role-does-technology-play-in-shaping-our-cultural-identities-and-expressions#:~:text=Communication%20and%20Globalization%3A%20Advances%20in,with%20their%20roots%20and%20heritage.>
- <https://open.lib.umn.edu/mediaandculture/chapter/13-6-globalization-of-media/>
- <https://www.nature.com/articles/s41599-022-01268-4>
- https://www.researchgate.net/publication/373935065_The_Influence_of_Social-Media_on_Cultural_Integration_A_Perspective_on_Digital_Sociology
- <https://www.quora.com/How-can-anthropological-perspective-help-us-to-understand-different-societal-issues-connected-with-global-world>
- <https://anthroholi.com/anthropology/social-cultural-anthropology>
- https://www.researchgate.net/publication/227732003_Cultural_Sociology_and_Other_Disciplines_Interdisciplinarity_in_the_Cultural_Sciences
- https://en.wikipedia.org/wiki/Cultural_studies
- https://www.cartercenter.org/resources/pdfs/health/ephti/library/lecture_notes/health_science_students/ln_socio_anthro_final.pdf
- <https://online.ucpress.edu/gp/article/1/1/11755/106232/Cultures-Values-and-Identities-What-Are-the-Issues>
- <https://unesdoc.unesco.org/ark:/48223/pf0000106549>
- Culture & Identity: Types of Culture <https://www.youtube.com/watch?v=Pdco6QKUKXg>
- Culture & Identity: Postmodernism & Culture
- https://www.youtube.com/watch?v=WYiWz3sMO_I
- Ghosh, B., 2011. Cultural Changes and Challenges in the Era of Globalization: The Case of India. J. Dev. Soc. 27, 153–175. <https://doi.org/10.1177/0169796X1102700203>
- <https://timesofindia.indiatimes.com/readersblog/areyoungpeopleofasocietymoreinfluencebypopculture/are-young-people-of-a-society-more-influenced-by-pop-culture-50519/>
- <https://www.ideo.com/journal/a-day-in-the-life-of-an-interaction-designer>
- <https://think.design/user-design-research/a-day-in-the-life/>
- Images sourced from Google

Bibliography

- <https://www.cooperhewitt.org/>
- https://www.youtube.com/watch?v=U_EBCHVqPqc
- <https://www.youtube.com/watch?v=3fwKBzaEGT8&pp=ygUvQ29vcGVyIEhld2l0dCAtIFNtaXRoc29uaWFuIERlc2lnbiBNdXNldW0gdG91cnM%3D>
- <https://www.youtube.com/watch?v=rMBPSANa98I>
- <https://www.youtube.com/watch?v=fLXLtQxGsP8>
- <https://collection.cooperhewitt.org/exhibitions/35350901/>
- <https://collection.cooperhewitt.org/exhibitions/68744915/>
- <https://www.cooperhewitt.org/channel/road-ahead/>
- <https://www.cooperhewitt.org/exhibitions/>
- <https://www.cooperhewitt.org/publications/>
- <https://kreafolk.com/blogs/articles/design-museums>
- <https://www.red-dot-design-museum.org/essen>
- <https://www.cooperhewitt.org/>
- <https://collection.cooperhewitt.org/departments/35347497/page10>
- <https://www.cooperhewitt.org/channel/road-ahead/>
- <https://visitingamuseum.com/2019/09/03/cooper-hewitt-smithsonian-design-museum-2-east-91st-street-new-york-ny-10128/>
- <https://www.smithsonianmag.com/smithsonian-institution/people-living-disabilities-new-products-prove-both-practical-and-stylish-180967783/>