

Report of the Activity

Empowering Designs through Prototype Development

Date: 21/08/2023 – 25/08/2023

Venue: Karnavati University Campus

Time: - 9:30 AM to 4:30 PM

Number of Participants: - 81

UNITEDWORLD INSTITUTE OF DESIGN at Karnavati University along with IIC, KIIF and SSIP organized a Prototype Development workshop the students of Fashion Design and Lifestyle.

Jalp Lakhia, a name renowned in the realm of design academics, enriched with over two decades of experience in design processes, visual communication, and branding, conducted this illuminating workshop.

A prototype by any future entrepreneur not only showcases the viability of their product but it also highlights their capabilities and innovative prowess. It's not merely a compilation of works, but an encapsulation one's identity and potential.

The workshop emphasized on following aspects of a prototype on every single day followed by a hands-on practical session: -

1. **Composition and Layout:** The layout should be strategic and should have Balance, alignment, and hierarchy which will guide the viewer's eye, making the prototype aesthetically pleasing and easy to navigate.

2. **Colour Theory:** Colours to evoke emotions and convey messages. Lakhia delved into color theory, explaining how colors influence perception and resonance, equipping students to make informed color choices in their portfolios.

3. **Typography:** Typography is the entrepreneur's pitch delivers the message. It should be consistent and aligned with the designer's style. Lakhia highlighted the power of typography in conveying personality and setting the tone.

4. **Storytelling:** Entrepreneurs often narrate their journey to potential investors. Similarly, a designer's portfolio should tell a story. Lakhia encouraged students to provide context, sharing the 'why' and 'how' of each project, transforming the portfolio into a narrative that engages and captivates.

5. Imagery and Visuals: As a prototype showcases a product's potential, selecting high-quality visuals that speak to the target audience. Innovatively presented visuals can elevate the entire product.

Jalp Lakhia's workshop went beyond theory. It delved into practical application, equipping students with tools to enhance their products/prototypes. The workshop explored design elements, their application in visual communication, and the amalgamation of these elements into a cohesive product at the end.