



DAYANANDA SAGAR
UNIVERSITY

NEWSLETTER

DESIGN AND DIGITAL TRANSMEDIA

FEBRUARY 2024



TOP NEWS

- Insightful Industry visit to VOLVO CE India Private Limited
- Fourth Semester Students Shine: Portraits That Tell a Thousand Words
- Club Identities Unveiled: Logos Crafted by Design Team
- Unveiling Masterpieces: Pattern Designs Inspired by Elements of Design
- Stunning Landing Page Design by 2nd Semester Students

Industrial Visit to VOLVO CE India Private Limited

On the 16th of February 2024, students from B.Design from Dayananda Sagar University had the opportunity to visit the VOLVO Construction Equipment. The purpose of the visit was to provide students with practical insights into the assembly process of construction equipment and to understand the advanced manufacturing techniques employed by VOLVO.

The visit commenced with an introductory session where Mr. DK Raghavendra from VOLVO provided an overview of the company's history, its global presence, and its commitment to innovation and sustainability.

Students were then taken on a guided tour of the assembly line, where they witnessed first-hand the assembly process of construction equipment. The tour covered various stages of assembly, including painting, and final assembly.

Insightful Industry visit to VOLVO CE India Private Limited



Key Learnings:

Assembly Line Tour: Students were then taken on a guided tour of the assembly line, where they witnessed first-hand the assembly process of construction equipment. The tour covered various stages of assembly, including painting, and final assembly.

Interactive Sessions: Throughout the visit, students had the opportunity to engage in interactive sessions with VOLVO engineers and technicians. They were able to ask questions and gain insights into the technical aspects of construction equipment assembly line.

Demonstrations: VOLVO conducted live demonstrations of some of their latest equipment, showcasing their features and capabilities. Students were able to see the equipment in action and understand the practical applications of the technology.

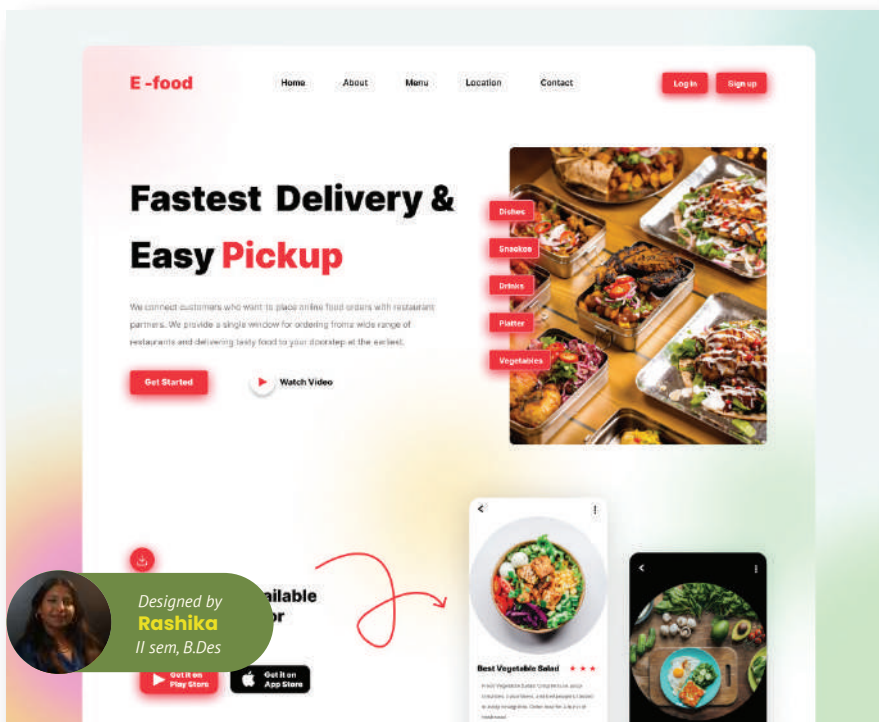
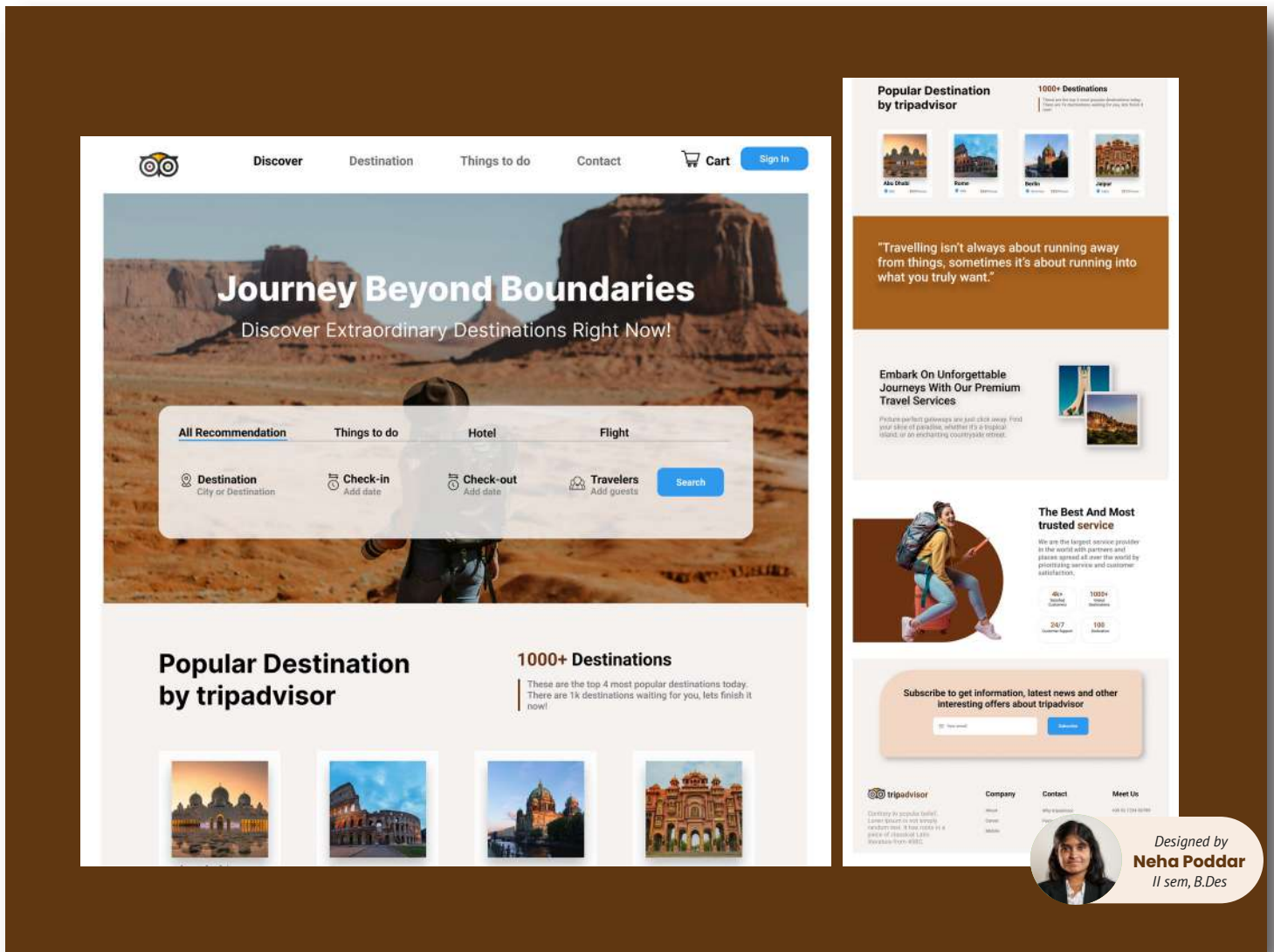
Q&A Session: The visit concluded with a Q&A session where students had the chance to clarify any doubts and further explore topics of interest with the VOLVO team.

The industrial visit to VOLVO Construction Equipment Assembly Industry was both educational and insightful. It provided students with a unique opportunity to witness the assembling process of construction equipment up close and learn from industry experts. The visit not only enhanced their theoretical knowledge but also inspired them to pursue careers in the field of manufacturing and engineering. We extend our gratitude to the VOLVO team for their hospitality and for sharing their expertise with us.



Student Works

LANDING PAGE DESIGN



Experience the passion and talent of our students as they craft captivating landing pages on themes like Travel, Food and Jewellery.



Grace your hands
with the allure of
elegance, crafted in
every touch

SHOP NOW



EXPLORE OUR COLLECTION



Necklaces



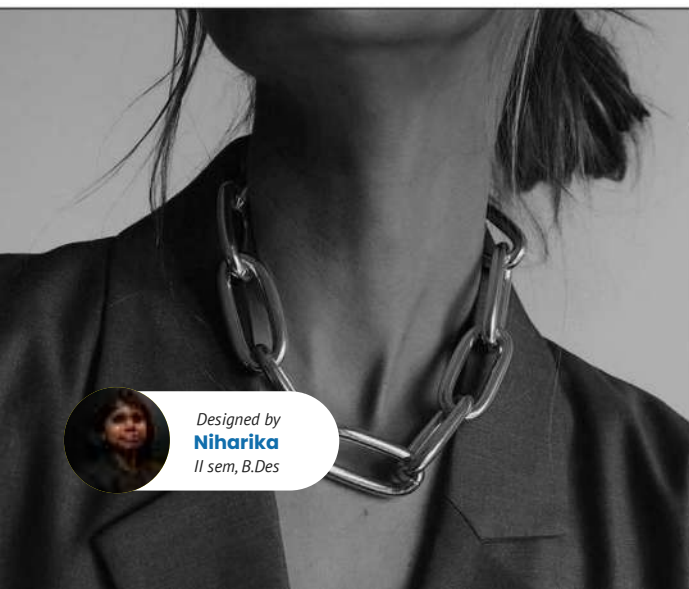
Rings



Bracelets



Earrings



Designed by
Niharika
II sem, B.Des

Why Adorniq?

At Adorniq , we believe that jewelry is more than just an accessory , it's a statement of style and individuality. Each piece in our collection is meticulously crafted with precision and

Student Works

POTRAITS



Done by
Shwetha S J
IV sem, B.Des



Done by
Fariyah Khan
IV sem, B.Des



Done by
Udhayan R
IV sem, B.Des



Done by
Aravind B
IV sem, B.Des

CERAMICS

The student focuses on creating expressive portraits through clay sculptures, and is studying ceramics in the second year of the program. The featured image showcases three individual clay sculptures of a human nose, mouth, and eye. Each piece is unique in its own way, capturing the subtle details and textures of the facial features. The student has skillfully used the medium of clay to convey a sense of realism and expression.

The exploration of decorative and patterned clay works in the second year is a stepping stone for students as they continue their artistic journeys. The skills and knowledge they gain during this time will prepare them to tackle more complex projects in the future, allowing them to further refine their techniques and develop their artistic identities.

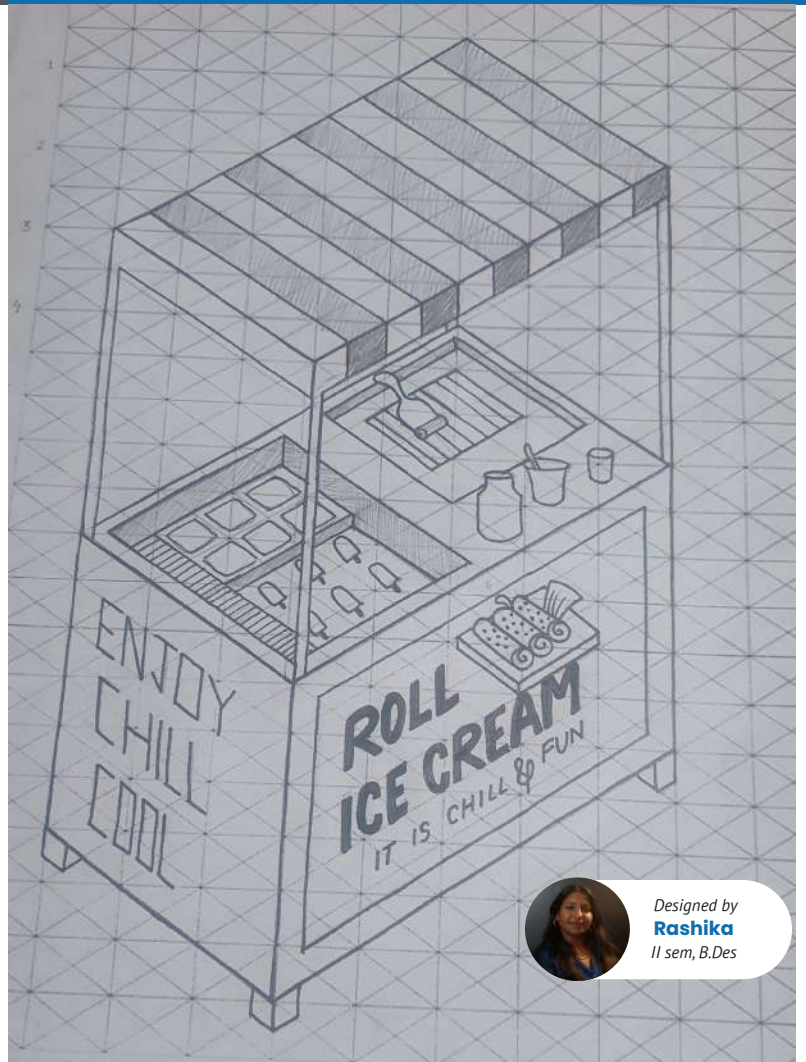


Done by
Jaya Ridhanya
II sem, B.Des

The image depicts a beautiful white swan crafted from clay. The swan has its wings outstretched in a graceful pose, and its long neck curves elegantly downwards. A small opening is visible near the base of the swan's neck, likely serving as the outlet for the humidifier and dehumidifier function.

ISOMETRIC DRAWING

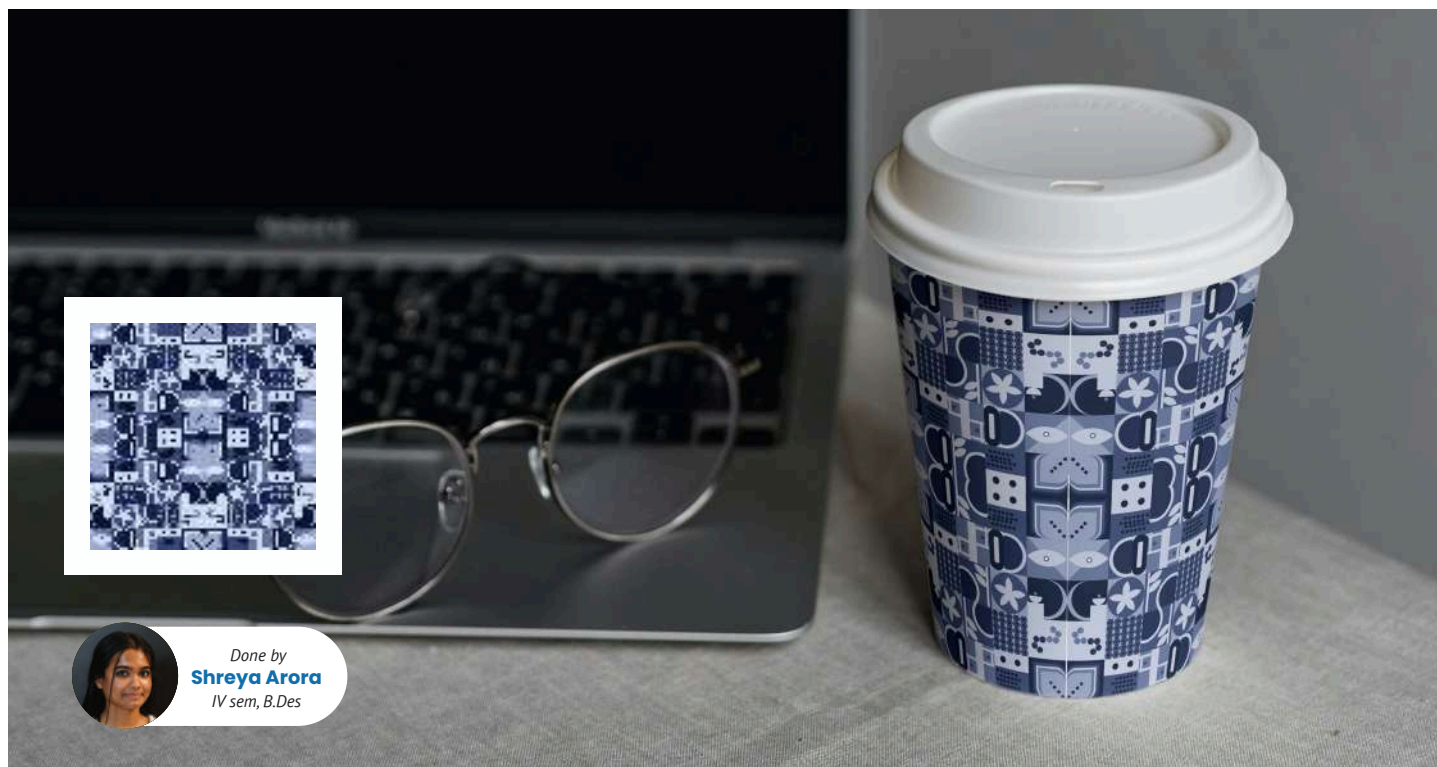
An isometric drawing creates the illusion of 3D on a 2D plane. Many fields, including architecture and engineering, benefit from it. Isometric drawing will serve students well as they progress in their studies. From math to science to art, these skills can be applied to many subjects. Students might use isometric drawing to model molecules in chemistry class or to create floor plans in architecture class. First-year students demonstrate their ability to grasp this important technical skill through colorful and creative isometric drawings. In addition to developing their artistic and technical skills, they will refine their isometric drawings.



Designed by
Rashika
II sem, B.Des

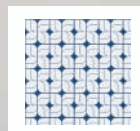
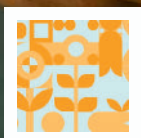
Student Works

PATTERN DESIGN



Done by
Shreya Arora
IV sem, B.Des

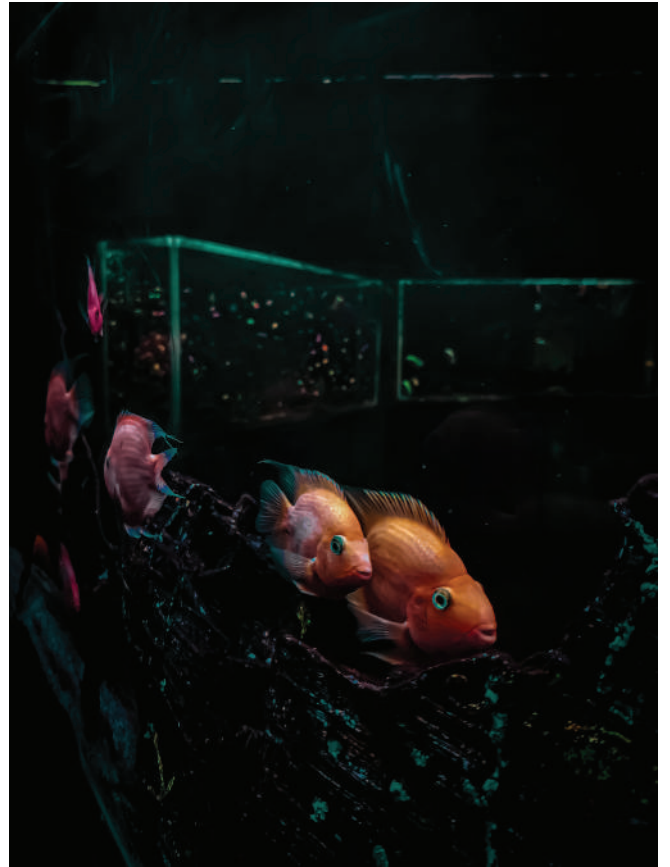
The students took their creations a step further by applying these exquisite patterns to mockups, bringing their visions to life in a tangible and practical way.



Done by
Aravind B
IV sem, B.Des

Student Works

PHOTOGRAPHY



Done by
II Sem Students
B.Des

Club Identities **UNVEILED:**

RUNWAY

FASHION CLUB-DSU



FRAMES

FILM & PHOTOGRAPHY CLUB-DSU



SWARA

SINGING CLUB-DSU



ABHINAYA

THEATRE CLUB-DSU



NATYA

DANCE CLUB-DSU



GIGGLES

LAUGHTER CLUB-DSU



RHYME

POETRY & BOOK CLUB-DSU



ARTISTRY

ART & CRAFT CLUB-DSU



AURA

FITNESS & WELLNESS CLUB-DSU

The Logos was created by Prof. Komala D.S, Design Department for the following clubs:

Natya - Dance Club, Swara is a singing club, Aurora is a fitness and wellness club, Giggles is a laughter club, Shutter is a film and photography club, Abhinaya is a theater club, Runway is a fashion club, Artistry is an art and craft club, and Rhyme is a poetry and book club. The clubs on campus help students improve and live a productive lifestyle by providing them with the opportunity to showcase their talents through performances, workshops, and collaborations with other clubs.



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Special Thanks to:

Surya Srinivas, Gururaj, and Sunshray (VI Sem Students)

A heartfelt appreciation to our dedicated third-year students, Surya Srinivas, Gururaj, and Sunshray, for their invaluable contributions to our newsletter. Their keen eye and commitment shone through as they skillfully captured product images, adding a visual flair to our news updates. Your dedication and talent have significantly enhanced the quality of our communication.

Dayananda Sagar University, Hosur Rd, Kudlu Gate, Srinivasa Nagar, Hal Layout, Singasandra,
Bengaluru | Phone: 080 4909 2924 | www.dsuedu.in