

This monograph contains the collection of typographic and visual design work done by Akshansh Chaudhary at Parsons School of Design. The designs are grouped in series — advocacy, Shakespearean play, word map and symbols, each with its concept and theme.

AKSHANSH CHAUDHARY

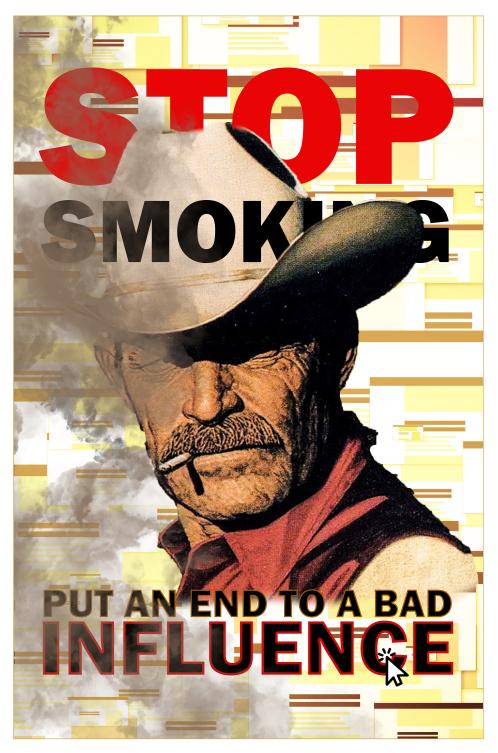
manent.

tal principles of interaction are pergies may change, but the fundamenfor their interactions. Our technolowachines will follow these principles Even fully autonomous, automatic conceptual models will always hold. dances and signifiers, mapping, and teedback, and of the power of afforthe principles of discoverability, of ples of this book will not change, for will stay with us. The design princibeobje across the world, across time, sug the ability to keep in touch with been social beings. Social interaction same. Human beings have always of fundamental principles stay the With massive change, a number

WHYT STAYS THE SAME? AS THE WORLD CHANGES, (**)

en, it's finished only hours before the matter how much time you are givthe deadline. (It's like writing: no in the last twenty-four hours before the final results only seem to appear the design team has been allocated, design. No matter how much time getting to an acceptable, high-quality to meet these requirements while straints, so it is up to the design team and cost provide very strong con-In product development, schedule quality while meeting the schedule. needs to deliver the highest-possible is up to the product manager, who When does the process end? That into one.

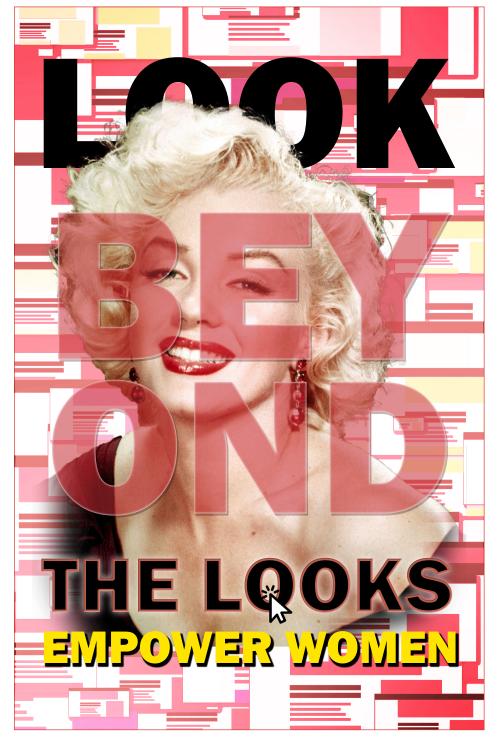
actual product. After the first few iterations, it is time to start converging upon a solution. The several different prototype ideas can be collapsed



Adopted from the classic Malboro package advertisement, this propaganda poster provides a sense of how traditional forms of advertisement, which initiated with smoking, eventually led to the proliferation of digital advertisement. Just as the back of a cigarette package has the harmful ef-

fects of smoking mentioned, the poster shows the clickbait nature of ads in the digital age.

The poster is a part of the propaganda series on the influence of online advertisements. Each visual in the series follow the theme of bold type with a strong visual.



This is a propaganda poster, adopted from the renowned image of Marilyn Monroe. Throughout history, women have been presented as symbols of sexual pleasure. This poster forces the viewer to think beyond the norm and break the association of women with looks. The idea is to communicate

women empowerment and promote equality of women in personal and professional spheres.

The poster is a part of the propaganda series on the influence of online advertisements. Each visual in the series follow the theme of bold type with a strong visual. totypes, and test them. With each cycle, the tests and observations can be more targeted and more efficient. With each cycle of the iteration, the ideas become clearer, the specifications better defined, and the prototypes closer approximations to the target, the

tor special cases will fail.

Getting the requirements right involves repeated study and testing: iteration. Observe and study: decide what the problem might be, and use which parts of the design work, which don't. Then iterate through all four processes once again. Collect more design research if necessary, anore design research if necessary, create more ideas, develop the processes.

cial." Any system that does not allow It turns out that most cases are "spemight reply; "this was a special case." had to do this one differently, they description. "Why?" you ask. "Oh, I will often deviate from their own them, when you watch them, they it right when you present it back to tasks and then agree that you got carefully explain how they do their ods they use. Moreover, even it they They don't question the major methnoticing larger failures, larger needs. eryday problems they face, seldom need, they primarily think of the ev-When people are asked what they their natural environment.

made in the abstract are invariably wrong. Requirements produced by asking people what they need are invariably wrong. Requirements are developed by watching people in

Design of Everyday Things

tion is appropriate. Requirements being solved, as well as that the soluensuring that the right problem is the requirements right, which means The hardest part of design is getting

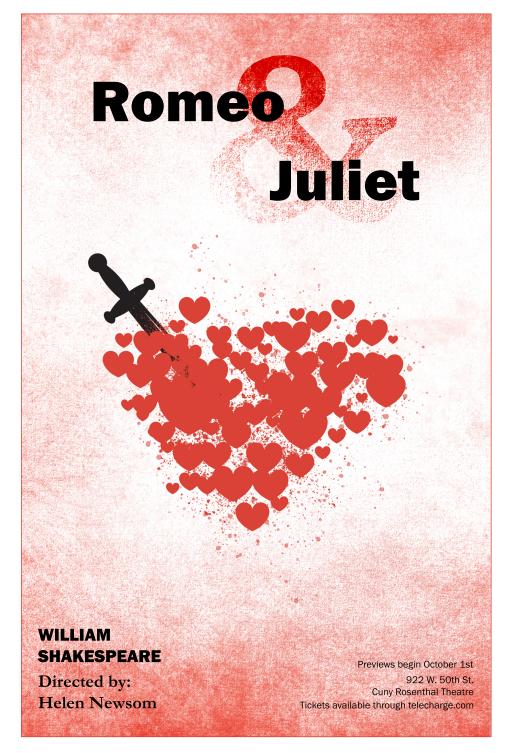
occurs when there are difficulties. perfectly, little is learned. Learning пр ехретиелсея. И ечетуthing works they should be thought of as learnally, they shouldn't be called failures: Hailures are to be encouraged—actumodifications make things better: usable systems. Deliberate tests and losophy that leads to so many unrequirements are met. It is this phionly necessary to ensure that the quirements. Tests, they believe, are quirements, then build to those reis necessary is to determine the refail? They seem to think that all that brocess. Why would you want to derstand this aspect of the design exument officials) never quite un-Many rational executives (and govfail fast."

design firm IDEO, "Fail frequently, tord professor and cotounder of the or in the words of David Kelly, Stangoal is rapid prototyping and testing, refinement and enhancement. The tered design is to enable continual The role of iteration in human-cen-ILEKYLION

and abilities of those who will use it. that the new design meets the needs broblem solution phase to ensure derstood, then done again in the cusarce that the problem is well unthe problem specification phase to Lake prototyping, testing is done in ment, rather than just one.



This poster is adopted from the US Army propaganda in the early 1900s. The sketch of Uncle Sam with with a background of several webpages symbolizes the intrusion advertisements have had since the time government started using them for propaganda. The web symbol on Uncle Sam's hat adds to this symbolization. The look and feel of the text in the poster simulates the original, with the intention of drawing attention towards the change in context and language. The poster is a part of the propaganda series on the influence of online advertisements.



This is an invitation poster for Romeo Juliet. The rough red texture background adds to that effect. The center piece shows a broken heart with splashes of blood gushing out as the sword immerses into the heart. It gives a sense of the tragic nature of the play, with partial moments of happiness

and sadness. The ampersand symbol (&) between the title words "Romeo" and Juliet" symbolize a bridge being formed between the two emotions.

The poster is a part of a series based on the plays by William Shakespeare. The abstract and organic look is maintained in the series. gives multiple iterations of improvedesired number of people. This sign cycle until you have tested the and then keep iterating the test-dethe results to improve the system, effective to do one test of five, use test many more people, it is far more findings. And it you really want to HIVE IS USUALLY EROUGH TO SIVE MAJOR tion, testing five different people. refine them, and do another iteraindividually. Then, study the results, the number five prople studied Jakob Mielsen, has long championed red? Opinions vary, but my associate, How many people should be studminders.

When the study is over, get more detailed information about the people's steps, reminding them of their actions, and questioning them. Sometimes it helps to show them video recordings of their activities as retecordings of their activities as re-

not be present and for review. ings to team members who could quite valuable, both for later showeo recordings of the tests are often after describing the procedure). Vidhaving the video camera visible and through video in another room (but not to distract them) or by watching ting behind those being tested (so as spould be observing, either by sitly and naturally. The research team hypotheses, and frustrations opencauses them to discuss their ideas, sults (aloud). Using pairs in this way the actions and interpreting the reing the prototype, the other guiding use it together, one person operat5

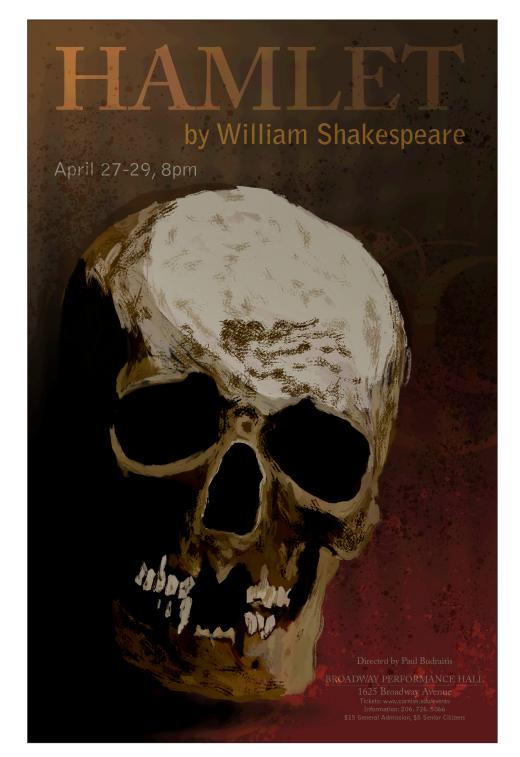
Gather a small group of people who correspond as closely as possible to the target population—those for whom the product is intended. Have possible to the way they would actually use them. If the device is normally used by a group, test a group. The used by a group, test a group. The only exception is that even if the normal usage is by a single person, it is useful to ask a pair of people to it is useful to ask a pair of people to

AESTING solution are invoked.

understand human activities.

Prototyping during the problem specification phase is done mainly to ensure that the problem is well understood. If the target population is already using something related to the new product, that can be considered a prototype. During the probered a prototype of design, then real prototypes of the proposed real prototypes of the proposed

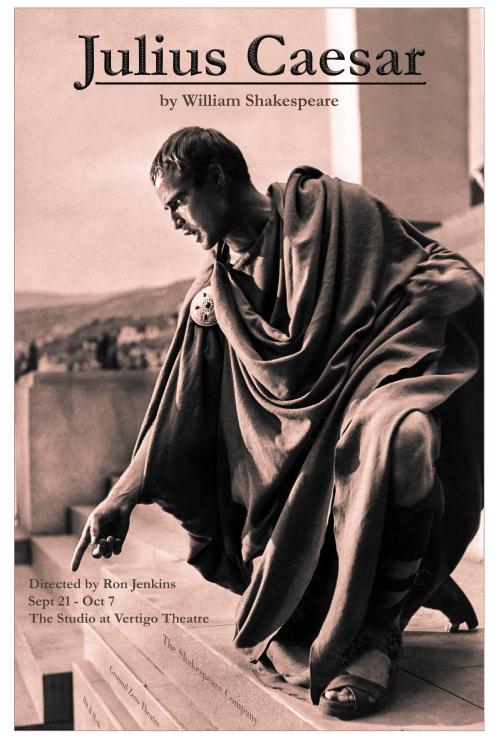
goal was too imited: we needed to The studies demonstrated that the tal goal was to understand language. tem was capable of doing. Our inicontse, parking—more than our sysung baggage and rental cars, and of tions, traffic patterns, delays for getthings as airport and meeting locaconsiderable knowledge about such had to do problem-solving, using to understand the sentences: we also soon learned that it wasn't sufficient before my first class at 9 AM." We ing Tuesday, but I have to be back would like to leave on the followreturn?" The person responded, "I



This is an invitation poster for Hamlet. The hand sketch and the blood splatter in the background gives a rustic and organic look to the poster.

Cochin font has been used for the title because the "A" is chipped from the top, giving a sense of incompleteness and absence, symbolizing death. The visual appeal of the poster is towards dark to indicate loss. The grid placement for the objects show a structure which is followed in the play. The poster is a part of a series based on the plays by William Shakespeare. The abstract and organic look is maintained in the series.





This is an invitation poster for the play, Julius Caesar. The sepia background and the extra sharp details of Mark Antony along with the title symbolize the Roman times. In this moment in the play, Antony points to Caesar's grave and uses carefully chosen words to persuade the audience into believing

in Caesar. The placement of play details along with the engraved text on the stairs is to highlight the intensity of the scene which is not visible, but is a recorded moment in history.

The poster is a part of a series based on the plays by William Shakespeare.

it asked, "When would you like to the desired flight to San Francisco, co. After the system had determined between San Diego and San Francistested requested a round-trip ticket dle. Example: One of the people we we had designed the system to hanwere very different from the ones tor example, that people's sentences ments for such a system. We learned, taught us a lot about the requirewhere appropriate). This simulation es (100king up real travel schedules dueries and typing back responsan adjacent room, reading the typed my graduate students was sitting in sistance program, but in fact, one of acting with an automated travel asputer. They thought they were intertheir travel requirements into a comisolated room, and had them type one at a time, seated them in a small, ple into my laboratory in San Diego Center, or PARC). We brought peoit is simply the Palo Alto Research Palo Alto Research Center (today group at the Xerox Corporation's that had been designed by a research tem for making airline reservations ouce need this method to test a sysstages of product development. I be remarkably effective in the early tem long betore it can be built. It can used to mimic a huge, powerful sys-The Wizard of Oz method can be

wizard had no special powers. In other words, it was all a take: the appear mysterious and omnipotent. smoke and mirrors, he managed to nary person but, through the use of The wizard was actually just an ordi7

Design of Everyday Things

that are difficult to prototype. One popular prototype technique is called "Wizard of Oz," after the wizard in L. Frank Baum's classic book (and the classic movie) The Wonderful Wizard of Oz.

The only way to really know whether an idea is reasonable is to test it. Build a quick prototype or mock-up of each potential solution. In the early stages of this process, the mock-ups can be pencil sketches, foam and eardboard models, or simple images made with simple drawing tools. I have made mock-ups with spreadsheets, Power-Point slides, and with sketches on index cards or sticky notes. Sometimes ideas are best conveyed by skits, especially if you're developing services or automated systems

SKOTOTYPING

actually know the reasons. Quite often the solution to problems is discovered through stupid questions, through questioning the obvious.

East Asia & Pacific North America

Latin America & Caribbean

South Asia

Europe & Central AsiaMiddle East & North Africa Sub-Saharan Africa

Zambia IraqKenya Senegal Qatar Rwanda Chile Nigeria Mexico Comoros Madagascar South Sudan Andorra Algeria Grenada Panama Australia Curacao Gibraltar Armenia Bermuda Banqladesh Curacao Gibraltar Syrian Arab Republic Sudan Jamaica Mauritania Paraguay Angola Congo, Rep. Myanmar Liberia BermudaBangladesh Cuba Azerbaijan Colombia Kiribati Syrian Arab Republic Sweden Uruguay Austria Benin Denmark Suriname Solomon Islands India Vietnam Malaysia Macedonia, FYR Thailand Liechtenstein Sweden Uruguay Austria Benin Denmark Suriname Solomon Islands Kazakhstan Nauru Timor-Leste Fiji Botswana Switzerland Mongolia Jganda Venezuela, RBLao PDR Kyrgyz Republic Slovak Republic Kazakhstan Nauru Timor-Leste Fiji Botswana Switzerland Mongolia Morocco New Zealand _{Malawi} Bosnia and Herzegovina Micronesia, Fed. Sts. Maldives _{Dominic}an Republic Netherlands Singapore Japan Saudi Arabia Latvia Haiti Argentina Trinidad and Tobago Cyprus Turkmenistan_ South Africa Italy Costa Rica Niger Iran, Islamic Rep. St. Kitts and Nevis St. Vincent and the Grenadines $\,$ French Polynesia $\sf Macao\,SAR$, $\sf China$ Libya United Arab Emirates Hong Kong SAR , China Luxembourg Cayman Islands Russian Federation United Kingdom Germany Montenegro Estonia Antigua and Barbuda Finland Georgia Brunei Darussalam Gambia, The Sao Tome and Principe Egypt, Arab Rep. Chad Seychelles Cote d'Ivoire El Salvador Bahrain Israe CambodiaPhilippines<mark>Turkey</mark> United States Euro area^Czech Republic<mark>Togo</mark> Indonesia Nicaragua MauritiusKorea, Rep. Faroe Islands^{Mali} Guinea-Bissau Cabo Verde Spain San Marino Jordan West Bank and Gaza France Tajikistan Barbados Bahamas, The Lithuania Portugal Samoa Guatemala<mark>Puerto Rico</mark> Kuwait Ukraine Romania <mark>Burkina Faso</mark> Poland Slovenia Sri Lanka Hungary Sierra Leone Belgium Namibia Oman Lesotho Bulgaria Monaco Gabon Iceland Ethiopia Moldova Albania Tunisia Peru Belarus Dominica Papua New Guinea Uzbekistan Bhutan Brazil Burundi Serbia Yemen, Rep. Ecuador Populari Tuvalu Eswatini Somalia Tonga Guinea Canada Ireland Korea, Dem. People's Rep. Vanuatu

This word map shows the worldwide mobile cellular subscription in the year 2016. The intensity of the color and the size of the text both indicate the increased subscriptions (per 100 people) in the respective country. This series follows a pattern of text divided in

two sections. The visualization on top shows a region/continent wise summary of the data and the bottom section shows the stats based on individual countries. The data has been taken from the World Bank Database. simply the way things have always been done, but now that it is questioned, we don't pe brotound: the obvious often is not obvious at all. What we assume to be obvious is the answer is obvious. But when the question is taken seriously, it often turns out to questions. A stupid question asks about things so tundamental that everyone assumes I like to add a third rule: Question everything, I am particularly fond of "stupid" Avoid premature dismissal of ideas.

msights that can later be extracted and put to good use in the final idea selection. own or those of others. Even crazy ideas, often obviously wrong, can contain creative cess; be creative without regard for constraints. Avoid criticizing ideas, whether your ideas. It is dangerous to become fixated upon one or two ideas too early in the pro-Whatever the method used, two major rules are usually followed: Generate numerous generating ideas: many of these methods fall under the heading of "brainstorming."

South Asia

Middle East & North Africa

North America Europe & Central Asia

Sub-Saharan Africa East Asia & PacificLatin America & Caribbean

Burkina Fasso Guyana Sudan Cuba Indonesia Senegal Samoa Afghanistan Uganda Djibouti
Panama Turkey Jordan Curacao Lesotho Timor-Leste Algeria Brazil Honduras St. Lucia Cote d'Ivoire France Pakistan Eswatini Solomon Islands
Thailand Spain Poland MauritiusMarshall Islands Spain Poland Morocco Thailand Congo, Rep. Guam Aruba Micronesia, Fed. Sts. Paraguay Chile Uzbekistan Slovenia Libya Andorra Guatemala Austria Azerbaijan Poland Philippines Qatar Kyrgyz Republic Mauritania Egypt, Arab Congo, Dem. Rep. Moldova Kiribati Syrian Arab Republic Iran, Islamic Rep. Netherlands New Zealand Montenegro Nepal Estonia Tuvalu Norway Italy Puerto RicoBolivia Colombia Australia Slovak Republic _ Faroe Islands Korea, Rep. Sweden _ Denmark Germany Fiji Cayman Islands Israel Kazakhstan United Kingdom Mar Argentina Liechtenstein Switzerland North Macedonia Saudi Arabia Bosnia and Herzegovina Antigua and Barbuda Russian FederationUnited Arab Emirates ChinaSt. Vincent and the Grenadines Hong Kong SAR, China GreenlandMacao SAR, ChinaTrinidad and Tobago Albania Luxembourg Czech Republic Vietnam Brunei Darussalam Greece HungarySt. Kitts and Nevis Seychelles Dominican Republic Bermuda Finland Barbados Bahamas, The Venezuela, RBBelize Cyprus Iceland Tonga United States Vanuatu West Bank and Gaza_{TurkmenistanAngola} Dominica Belgium BahrainLithuania Monaco Bulgaria Uruguay Canada Sao Tome and Principe Benin Singapore Gibraltar Ethiopia Maldives Portugal Peru Malaysia Costa Rica Halti Armenia Bulgaria Uruguay Canada
Gabon Oman LatviaGeorgia
Sri Lanka
Nicaragua
Myanmar

Bulgaria Uruguay Canada
Lebanon Croatia Malta Mexico Ukraine
Lebanon Croatia Malta Mexico Ukraine
Lebanon Croatia Malta Mexico Ukraine
Kuwait

South Africa Equatorial Guinea
South Africa
Gambia, The
Suriname Ecuador Bangladesh Mozambique
Rwanda

Suriname Ecuador Bangladesh Mozambique
Rwanda

Suriname Ecuador Bangladesh Mozambique
Rwanda

Rwanda

Ricaragua

Serbia Ghana Botswana Namibia
Cambodia Mongolia
Lao PDR
Cameroon

Gambia, The
Cameroon

Suriname Ecuador Bangladesh Mozambique
Rwanda

> internet usage in the year 2016. The intensity of the color and the size of the text both indicate the increased usage (percentage) in the respective country. This series follows a pattern of text divided in two sections. The visual-

This word map shows the worldwide ization on top shows a region/continent wise summary of the data and the bottom section shows the stats based on individual countries. The data has been taken from the World Bank Database.

the correct problem, then during the problem solution phase. This is the fun part of design: it is where creativity is critical. There are many ways of

Once the design requirements are determined, the next step for a design team is to generate potential solutions. This process is called idea generation, or ideation. This exercise might be done for both of the double diamonds: during the phase of finding

IDEY CENEKYLION

pacted.

Design research supports both diamonds of the design process. The first diamond, finding the right problem, requires a deep understanding of the true needs of people. Once the problem has been defined, finding an appropriate solution again requires deep understanding of the intended population, how those people perform their activities, their capabilities and prior experience, and what cultural issues might be imtivities, their capabilities and prior experience, and what cultural issues might be im-

East Asia & PacificMiddle East & North Africa

Sub-Saharan Africa Europe & Central Asia

South Asi

Latin America & Caribbean

Albania Samoa Georgia Maldives Lebanon Azerbaijan Malaysia Belize Slovak Republic Mauritius Granda Tonga Syrian Arab Republic Lithuania Seychelles Palaus Iovenia Salivia Egypt, Arab Rep. Venezuela, RB Cyprus Belarus Bahamas, The United States Kazakhstan British Virgin Islands Benin Barbados St. Kitts and Nevis Namibia Menin Barbados St. Maraban British Virgin Islands Benin Barbados St. Kitts and Nevis Namibia Menin Barbados St. Kitts and Nevis Namibi
CuracaoQatar Japan Trinidad and Tobago Greenland Sint Maarten (Dutch part) South Africa Russian Federation Greece Bahrain Argentina United Arab Emirates Morocco Malta New Caledonia Ireland Norway Greenland Turkmenistan Bosnia and Herzegovina Hong Kong SAR, China United Kingdom Greenland Coope, Roman Suriname Iceland Australia Gibraltar Cayman Islands New Zealand Austria Bermuda Oman Mongolia Finland Bulgaria Gabon Mexico Kyrgyr Republic Australia Gibraltar Cayman Islands Singapore Ominican Republic Peru Portugal Aruba Libya Coope Pominican Republic Peru Portugal Aruba Libya Coope Pominican Republic Peru Portugal Aruba Coope Suriname Islands Sri Lanka Costa Rica Iraq El Salvador Armenia Guatemala Guatemala Guatemala Guatemala Switzerland Botswana Uzbekistar United Arab Emirates Sint Maarten (Dutch part) Malta New Caledonia Malta New Caledonia Malta New Caledonia Malta New Caledonia Guatemala Morocco Malta New Caledonia New Caledonia New Caledonia Malta New Caledonia New Caledonia Norway Malta New Ca
CO2 Emission in 2014 (metric ton pur capita)

This word map shows the worldwide Carbon Dioxide Emissions in the year 2014. The intensity of the color and the size of the text both indicate the increased CO2 emission in the respective country. This series follows a pattern of text divided in two sections.

The visualization on top shows a region/continent wise summary of the data and the bottom section shows the stats based on individual countries. The data has been taken from the World Bank Database.

will be using the product.

ket and people for whom the product is intended.
Will the product be used in some country other than where it is being designed? There is only one way to find out: go there (and always include natives in the team). Don't take a shortcut and stay home, talking to students or visitors from that country while remaining in your own: what you will learn is seldom an accurate reflection of the target population or of the ways in which the proposed product will actually be used. There is no substitute for direct observation of and interaction with the people who

status or group membership. Here, although they perform useful functions, they are also fashion statements. This is where teenagers in one culture differ from those of another, and even from younger children and older adults of the same culture. Design researchers must carefully adjust the focus of their observations to the intended marresearchers must carefully adjust the focus of their observations to the intended marresearchers must carefully adjust the focus of their observations to the intended marresearchers must carefully adjust the focus of their observations to the intended marresearchers must carefully adjust the focus of their observations to the intended marresearchers must carefully adjust the focus of their observations.



In this piece, the arrangement of symbols around the text obscures the meaning of the text, giving a sense of the convolution taking place in the media today, and the information we receive. The uneven lighting adds to the confusion of the user not knowing what is real

and what isn't.

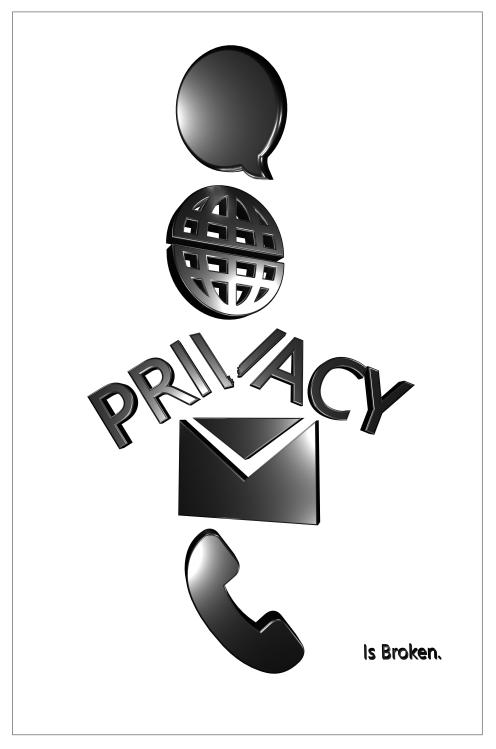
This series uses the primary symbols of social engagement — chat, email, call, web, and location — and visualizes them in three dimensions. The grayscale outlines the dark reality that we are living today.

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tryities being supported. In some cases, detailed analyses of the intended group are necessary. Japanese teenage girls are quite different from Japanese women, and in turn, very different from German foor subcultures like these, the exact population must be studied. Another way of putting it is that different products serve different needs. Some products are also symbols of some products are also symbols of

because their designs reflect the acpretty standardized across the world mobiles, computers, and phones are the activity dominates. Thus, autoproducts widely used in business, tivities. In some cases, such as the and culture might modify those ac-STEAS TO DOW THE LOCAL ENVIRORMENT how they get done, while being sencan focus upon the activities and ingly similar. As a result, the studies tures, the activities are often surpriswhen we look at widely different culthe activities to be performed. Even important: what matters most are ucation, and income, are not always measures of people, such as age, eded audience. Note that traditional observed match those of the intend-It's important that the people being

one, design researchers have the goal of determining human needs that can be addressed through new products. For another, product cycles are driven by schedule and budget, both of which require more rapid assessment than is typical in academic studies that might go on for years.



We live in a world where user privacy is convoluted and hidden behind Terms and Conditions Agreement. In this piece, the text shows a disconnect with the symbol, giving a sense of the broken nature of privacy today. The uneven lighting adds to the confusion of the user not knowing what is real

and what isn't.

This series uses the primary symbols of social engagement — chat, email, call, web, and location — and visualizes them in three dimensions. The grayscale outlines the dark reality that we are living today.

Monograph

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This piece adds a dimensionality to a conventional visiting card design. The divided extruded and engraved layers create a visual of the elements coming alive and standing in three dimensions. The angled typographic style adds to the 3D nature of the piece. The sharp color contrast of the sides of the

visiting card serve as a reminder that there are two sides of a coin, and the outcome changes with a flip.

This series uses the primary symbols of social engagement — chat, email, call, web, and location — and visualizes them in three dimensions.

because the goals are different. For tice of academic anthropologists methodical, research-oriented pracraphy differs from the slower, more of anthropology. Applied ethnogphy, a method adapted from the field technique is called applied ethnograsome pure isolated experience. This situations that they encounter, not it is essential to understand the real into the shower it necessary, because triends at the local bar. Follow them at parties, at mealtime, and with and offices. Watch them commute, Watch them in their homes, schools, ing designed will actually be used. wherever the product or service beenvironment, in their normal lives, would-be customers in their natural cutical techniques is to observe the they experience. One of its most to accomplish and the impediments of the goals the people are trying come from this deep understanding definition for the product design will tives, and true needs. The problem to understand their interests, moserving their activities, attempting go to the potential customers, obof nature. The design researcher will laboratories, trying to find new laws research that scientists do in their consideration. It is not the kind of who will use the products under spont the customer and the people search. Note that this is research part of the discipline of design rethe nature of the problem itself is The initial research to understand

DON NOKWYN

This side of the book is a design piece by Don Normal, taken from his book Design of Everyday Things. It serves as a design inspiration guiding the visual style and simplicity of the artworks presented in this piece. The text runs in parallel to the monograph to create a visual consistency.