Session 11

# Meeting Summary

**The meeting focused on various aspects of design, emphasizing the importance of**

**case studies, user experience, and the influence of sociology on product design.**

**Key discussions included the impact of human interaction on design, the**

**significance of brand ownership and consumer perception, and the role of**

**advertising in shaping consumer behavior. Participants explored the dynamics of**

**small cars in India, the importance of brand ambassadors, and the concept of**

**incubators for fostering innovation. Additionally, the meeting addressed**

**sustainability issues related to marine life and coral reefs, and the necessity**

**of observational techniques in design. Action plans were established for**

**upcoming assignments, including a focus on critical thinking and the creation of**

**visual representations in design projects.**

**Next steps**

**\* Students to refer to provided books in the library for case studies and**

**prepare for upcoming assignments.**

**\* Teams should identify signifiers and create corresponding symbols or designs**

**to represent their beliefs or ideas effectively.**

**\* Participants to create visual representations highlighting coral reef threats**

**for their assignments, focusing on pollution and ecosystem impacts.**

**\* Students to prepare for a poster presentation next week, utilizing class**

**discussions and resources from the portal.**

**AI Insights**

**The meeting on design and feedback revealed a mixed level of action plan**

**completeness, with some specific tasks outlined while others lacked detail,**

**indicating varying degrees of preparedness. Commitment levels were generally**

**moderate to strong, reflecting engagement with the topics discussed, though**

**explicit commitments were often absent. Feedback engagement was notably high,**

**with participants actively interacting and responding to insights shared during**

**the discussion. Goal clarity varied significantly, with some discussions**

**providing clear objectives while others failed to articulate specific,**

**actionable goals, leading to a lack of clarity in certain areas. Overall, the**

**session demonstrated a willingness to explore concepts and engage with feedback,**

**but highlighted the need for more concrete action plans and measurable goals.**

**Topics & Highlights**

**1. Discussion on Case Studies and Assignments**

**\* Action Plan | Students to refer to provided books in the library for case**

**studies and prepare for upcoming assignments.**

**\* Goal Setting | Students to complete the observation-based study**

**assignment, which carries 20 marks, before the next class.**

**2. Human Interaction and Product Design**

**\* Key Learnings | Understanding the impact of user sociology on product**

**design and the importance of aligning designer intentions with user**

**behavior.**

**3. Gender Norms in Tea Shops**

**\* Key Learnings | The discussion included the historical context of the**

**Ford T model and its impact on car manufacturing.**

**\* Key Learnings | The discussion highlighted societal norms affecting**

**women's presence in public spaces like tea shops.**

**\* Key Learnings | The conversation explored the perception of electric**

**scooters as gendered products, primarily associated with women.**

**4. Brand Ownership and Consumer Perception**

**\* Key Learnings | The discussion highlighted how consumers often overlook**

**brand ownership, impacting their purchasing decisions.**

**\* Key Learnings | The conversation emphasized the importance of adapting**

**products to local tastes and cultural practices for better market**

**acceptance.**

**\* Key Learnings | It was noted that many products are produced by a single**

**company, despite various brand names, affecting consumer awareness.**

**5. User Experience and Design Considerations**

**\* Key Learnings | User experience should be prioritized in design,**

**considering cultural and contextual factors.**

**\* Key Learnings | Designers must consider user convenience, such as the**

**placement of dustbins in public spaces.**

**\* Key Learnings | Understanding local cultural practices is essential for**

**effective design and user interaction.**

**6. Sociology Aspect of Product Design**

**\* Key Learnings | The sociology aspect of product design affects user**

**interaction and social standards, as discussed through examples of phones**

**and other products.**

**7. Brand Creation and Market Positioning**

**\* Key Learnings | Understanding the importance of brand uniqueness and**

**customer approach in product design and marketing strategies.**

**8. Advertising Impact on Consumer Behavior**

**\* Key Learnings | Understanding the influence of advertising on consumer**

**behavior is crucial for effective product design and marketing**

**strategies.**

**9. Marketing Strategies in India**

**\* Key Learnings | The impact of music and marketing strategies on movie**

**attendance was discussed, emphasizing the role of songs in attracting**

**audiences.**

**\* Key Learnings | The discussion highlighted how free samples influence**

**consumer purchasing behavior, particularly among children and families.**

**10. Discussion on E-assignment**

**\* Goal Setting | The group confirmed the e-assignment is due next Monday,**

**emphasizing the need for collective participation and standard setting.**

**11. Symbolism in Religion and Belief**

**\* Key Learnings | Symbols can convey complex beliefs succinctly, as seen in**

**various religions like Christianity and Islam.**

**\* Key Learnings | Understanding how to convert beliefs into symbols is**

**crucial for effective communication in branding and representation.**

**\* Action Plan | Teams should identify signifiers and create corresponding**

**symbols or designs to represent their beliefs or ideas effectively.**

**12. Creating Rich Pictures in Design**

**\* Key Learnings | Participants learned to identify signifiers and convert**

**them into rich pictures for design applications.**

**\* Key Learnings | The discussion included the use of iconic, indexical, and**

**symbolic representations in design.**

**13. Campaign Against Dolphin Killing**

**\* Key Learnings | The campaign in Japan against dolphin and tuna killing**

**emphasizes the importance of sustainability in marine life.**

**14. Sustainability and Coral Reefs**

**\* Goal Setting | Focus on creating awareness about coral reefs and their**

**threats, including pollution and whale deaths, for future assignments.**

**\* Action Plan | Participants to create visual representations highlighting**

**coral reef threats for their assignments, focusing on pollution and**

**ecosystem impacts.**

**15. Market Dynamics of Small Cars**

**\* Key Learnings | The discussion highlighted the importance of economic and**

**practical features in small cars for Indian consumers.**

**\* Key Learnings | The conversation emphasized the significance of brand**

**perception and market survival in the automotive industry.**

**16. Brand Ambassador Strategy**

**\* Key Learnings | Colors in marketing materials can convey different**

**meanings and emotions, impacting consumer perception.**

**\* Key Learnings | The use of brand ambassadors can significantly enhance**

**brand visibility and consumer engagement, as demonstrated by Hyundai's**

**strategy.**

**\* Key Learnings | Creating a 'rich picture' involves connecting various**

**aspects of a product or service to enhance its appeal.**

**17. Understanding the Incubator Concept**

**\* Key Learnings | Colors in the logo symbolize various attributes: green**

**for youth, orange for energy, and blue for trust.**

**\* Key Learnings | The incubator provides space, equipment, and support for**

**young entrepreneurs to develop their ideas without initial costs.**

**\* Key Learnings | The arrangement of letters in the logo should be**

**appealing and meaningful, enhancing audience engagement.**

**18. Observational Techniques in Design**

**\* Key Learnings | The speaker emphasized the importance of critical**

**observation and creating a rich picture to understand design elements.**

**19. Signifiers and Signified in Advertising**

**\* Goal Setting | Students are encouraged to observe and analyze**

**advertisements for emotional connections and signifiers in their upcoming**

**assignments.**

**\* Key Learnings | Understanding the emotional aspects of advertisements and**

**how they connect with audiences is crucial for analysis.**

**20. Product Advertising Examples**

**\* Key Learnings | The first example connects a product emotionally with**

**families, while the second fails to convey product quality.**

**21. Upcoming Assignment and Expectations**

**\* Goal Setting | Students must think critically about class discussions for**

**their upcoming NSEM assessments, avoiding straightforward definitions.**

**\* Action Plan | Students to prepare for a poster presentation next week,**

**utilizing class discussions and resources from the portal.**

**Agenda:**  
Agenda for Coaching Session (with Timing)  
  
Opening & Check-In (5 minutes):  
  
Brief discussion on how the coachee is doing and current challenges.  
  
  
Goal Review (10 minutes):  
  
Discuss progress on previously set goals and evaluate.  
  
  
New Learnings & Feedback (10 minutes):  
  
Provide insights, suggestions, and feedback for improvement.  
  
  
Action Plan Development (10 minutes):  
  
Create a clear, actionable plan for the coachee’s development.  
  
  
Wrap-Up & Support (5 minutes):  
  
Confirm next steps and what support is needed.  
  
  
  
Total Duration: 40 minutes

# Transcript

**Unknown speaker - 00:05**Thank  
you.  
I  
mean,  
Thank  
you.  
 **Speaker\_07 - 01:06**Thank  
 **Unknown speaker - 01:32**you.  
 **Speaker\_06 - 01:32**Oh,  
Sandy.  
 **Speaker\_08 - 01:58**Today is a Narendran sir.  
No!  
What no?  
I don't like this.  
Why bro?  
It's amazing bro.  
 **Multiple speakers - 02:09**It's amazing.  
You can sleep nicely.  
 **Speaker\_05 - 02:19**No bro.  
Do you remember last week?  
 **Speaker\_07 - 02:23**Bro, this is what proof that even if you study design, it's pointless.  
 **Speaker\_04 - 02:27**You have to have common sense, bro.  
What are they doing?  
You have to have common sense, bro.  
 **Speaker\_08 - 02:32**What design?  
Was the table broken.  
 **Speaker\_04 - 02:36**So good morning to work.  
 **Speaker\_05 - 02:37**So good morning to all?  
Narendran sir is like Pundiri sir.  
 **Speaker\_04 - 02:41**The Tamil host, Tamil.  
 **Speaker\_05 - 02:43**He's still very actually?  
 **Speaker\_07 - 02:44**No, Narendran sir is Tamil.  
No, how do you know?  
He is something.  
I heard him talk to him.  
Oh, he knows.  
 **Speaker\_06 - 02:49**I think he knows Tamil and Telugu, maybe.  
Both probably I don't know.  
 **Multiple speakers - 02:52**See, you should not be biased, yes, they should not be biased.  
 **Speaker\_07 - 02:55**Your dialogue.  
See, I tell him every time, whenever you see a boy and girl walking, you should assume they are siblings first.  
Then you should assume they are friends.  
And then close friends.  
Then close friends.  
 **Speaker\_04 - 03:06**Then best friend.  
And then best friend.  
 **Speaker\_07 - 03:11**Last should be your relationship.  
Last.  
 **Speaker\_05 - 03:13**Actually, today I am not getting the answer.  
Yes, sir.  
 **Speaker\_07 - 03:20**I  
 **Multiple speakers - 03:25**don't care.  
 **Speaker\_01 - 03:33**Before going to the station, we'll just discuss about two case studies.  
One case study was about EV mobility.  
So, how many of you completed that?  
 **Speaker\_06 - 03:48**Before he's writing names, before he's applying the names and so on, he was like so concerned about design things.  
 **Speaker\_01 - 03:55**Now, like after that, he's not even carrying out that because he don't need marks anymore.  
So we are discussing about three aspects of the history.  
I don't care about this influence our own history and they have made our direction to some other aspects.  
You want one?  
Compared to our own history.  
Okay, so apart from that regarding your n cell, so you'll be having 50 marks for the n cell, right?  
As soon as I said the n cell like everybody like.  
 **Speaker\_01 - 04:29**I want to listen what he is saying so the 50 marks will be material in the first slide itself in the first presentation itself we have given you the few books so in which you can refer so all those books are already available in the library first slide is there yeah in the library and also we there  
won't be any question like define explain how no everything will be understanding based mostly it will be the case study so how like we are So, you have two actor network theory based case studies.  
Similarly, we have a lot of other case studies.  
So, you understand whatever we have done in the assignment and you match with the based in the books and try to interrupt and try to explain and try to write.  
So, regarding this if you have any queries you can ask me after the class or we can ask us in the next week also.  
So, the next week you will be having assignment 3. So, how many of you have started this observation based study?  
 **Speaker\_05 - 05:33**Started, ended also, we finished look.  
 **Multiple speakers - 05:35**So that carries 20 marks, already 30 marks assessment is over, the last assessment is 20 marks.  
 **Speaker\_01 - 05:43**So now I will be presenting you some of the criteria, like how you are, how you have to make the poster.  
So what are the aspects you have to proceed while observing?  
So next week we will be having a presentation for that so you try to so you try to listen the concept and try to interpret properly and also as asked we have to find some one positive aspect from any of the activity and try to make it in symbolic manner.  
So understood so shall we so we will go to what do we do?  
So, today the first we are going to talk about human interaction.  
So, how the human interaction gets converted into behavior and how that behavior gets converted into action.  
So, if you take any product so this three there is a three denominator where it gets converted into trade.  
 **Speaker\_01 - 06:49**So, one is the person who uses it, you have it, you have everything in some folder.  
I sent everything in both aspects.  
 **Speaker\_05 - 06:55**You still have it in your local studies.  
 **Speaker\_01 - 06:57**We have a problem.  
The problem in the sense like the designer has his own background sociologically and also in the mindset the way he studied and all.  
 **Speaker\_07 - 07:08**More than I have.  
 **Speaker\_01 - 07:09**And similarly the product who use that so from this aspect also is totally different since it is totally vague like this two aspects are from different directions when we use something we always misinterpret we always do something else.  
So for example if we say the passion pro it can carry only 180 what we do we go more than 280. So, if it says like only two people can ride as a from the designer aspect, but we ride more than 280 sometimes 300 gauges.  
So, that product is not designed for 300 gauges.  
So, that product is designed for 120 or 150 max.  
So, where like why we are not following the designer instruction that is one aspect and also if some manager or some high end authority is there who is trying to give some instruction.  
and it is very difficult for a inspector to pinpoint like okay this is there in my mind I want the fellow subordinates to follow the same it is very difficult that is why we get very chaotic results that is also very much required for the society to create the new products.  
So if there is some kind of a manager who is asking like you design me something for a space robot.  
 **Speaker\_01 - 08:28**and it is left to others to start to construct some kind of throughputs but there is there is only some instruction there is some particular payload there is some particular the amount of orbital that is what is given but the people who design that they come up with their own techniques they come up  
with their own design and they from where they have brought up from which background which major from their aspect what is the group scenario how the group interaction makes a new design.  
So they come up with some different thing which the manager or the employer has not expected.  
So one thing is like they expect something but if the if the environment and the climate is good they get the better results.  
So why this is happening and this the entire system you can see the same example what we have given for the scrabbot also we have given some instruction to follow we never told what to do so what kind of objects you can create what kind of themes you can you all we never said that we have just given  
you five instruction but as a team you have come up with your own ideology what can be added, what kind of concepts can be given what kind of themes can be provided all these things from your point of view we never give this is somewhat finding a better product from the chaotic nature this chaotic  
the entire world runs in chaos but still it is very smooth so if you take the entire arrangement what we have done you have sat in a circle and you have tried to interact with others and you have shared your mind like many people have thought like okay you have you have formed an anonymous like  
 **Speaker\_01 - 10:11**anonymity and also you have formed like okay this I can take as a wheel or this I can add as a kind of a propeller or this I can add as a lip something you have discussed among yourself and you have formed a single agenda and you have created it.  
This is what the every manager and every director and from the designer aspect it is working on all the sectors.  
So one thing the first thing is if you if a designer designs for something and he says like this is what you have to use but the user from his sociology background from his aspect he uses something else and again this the condition between this user and the designer plays a major role in designing  
any kind of products.  
So now we will have a six different case studies.  
So, the first thing is like we have only discussed about Tata nano.  
So, how many of you have driven this car?  
 **Speaker\_01 - 11:24**So, how many of you have owned this car?  
 **Speaker\_08 - 11:29**So, how many of you have owned this car?  
 **Speaker\_03 - 11:35**What?  
 **Speaker\_01 - 11:36**So, Tata Nano was introduced by Rathan Tata.  
What was the basic idea for him?  
 **Speaker\_06 - 11:47**Even all the middle class also should own a car.  
 **Speaker\_01 - 11:51**So middle class also should own the car and also he has seen the Indian middle class driving four people or five people in a two-wheeler.  
So it inspired him.  
to make a car which is less than 2 lakhs so that even a middle class member can drive.  
So why have we given this example why we have given this example because what is the main agenda for a middle class family like they aim more right they want to buy something in the sedan class or a compact SUV which cost around 14 lakhs or 15 lakhs why they are aiming in point of for the 2 lakhs  
for the 3 lakh that is the sociology drop act of a nano.  
So, why did not extend till now we are there is no nano in the road right.  
So, have you seen this slide can you able to read this?  
 **Speaker\_01 - 12:47**Why no one came forward to tell that this font or the text is wrong?  
How many of you found that this text is wrong?  
 **Multiple speakers - 12:57**probly another language it's probably another language you couldn't able to understand you couldn't able to interpret right see the first and last words will be in the same order badrish see the first and last word is not interchanged still you can read it so we have buying a car in India is  
associated with not that not that second third that I read if a person owns the car he is assumed to be a successful okay so It is in some other language.  
 **Speaker\_05 - 13:29**I don't know what language.  
 **Multiple speakers - 13:31**So, this is just to check.  
 **Speaker\_01 - 13:35**If something is wrong, you can be prompt.  
You just stand up, you say that.  
Sir, we could not be able to understand what is written.  
But I see some people discussing among themselves.  
Some people not only they are thinking like what is there in the slide.  
So, be aware what is happening.  
So, and also like why Tata did not move on for electric two wheels, electric bikes.  
 **Speaker\_01 - 14:01**Because there are lot of electric scooters right, why there is no electric bikes.  
Have you seen women in the tea shop drinking tea?  
Very few right, you might have not seen.  
Only male dominate Why, straight forward question, why there is no, in coffee house that is totally different, different scenario, but in normal tea shop why you won't see any women drinking tea.  
 **Speaker\_05 - 14:38**Women can make their own tea sir.  
 **Multiple speakers - 14:41**Anything else, any other aspect, any other?  
 **Speaker\_05 - 14:47**Sir probably, probably the fact that there are more males there is what is concerning for the females probably.  
 **Speaker\_01 - 14:55**Both the points or not one, why you are not able to see women in tea shop not as a the who makes the tea but who comes there to drink the tea.  
 **Speaker\_05 - 15:10**At least I voiced out my opinions okay you guys did not do that.  
 **Speaker\_01 - 15:13**So the same thing same question is there for this also why none of the company very less company is preferring for an electric bike.  
because if you take scooter, people think like the entire, I do not say this 100 percent, but 85 percent of people think like scooter is for women.  
Scooter is for women.  
And if someone in a family, in a middle class family, there is a guy who want to take the first two-wheeler, he prefers for a pipe.  
If like father convinces him, we are in the city, we want economic and we want fuel construction, but still that the boy he won't agree, he wants a bike and if it is electric he will say no I do not want electric scooter, but female are ready to buy electric scooter they think like it is very smooth  
and it is silent and it is less so this entire thing is targeted for women, but now few of the male are also trying to buy this and also this is why if you take male by male by bikes for the experience.  
The only factor of this bullet is still working because of the sound.  
 **Speaker\_01 - 16:27**If you remove that sound from the bullet will you buy?  
Will you buy the bullet?  
Nobody will buy.  
60, 70 years before, bullet patented with that sound.  
There is a error.  
There is a problem.  
They purposefully they made that error without removing that they patented to create that sound.  
 **Speaker\_01 - 16:49**But if the bullet comes completely electronic nobody will buy that because people buy that for the experience similarly anything if you design it also has social aspect and also it has gender norms also it has gender issues like if we cannot design for everyone there is no utopia here like if I buy  
if I design something it will be useful for every one only hand gloves are useful for everyone apart from that it is very difficult everyone to use at the same time.  
So, similarly some other five more case studies are there this one is like Ford car.  
So, this is Ford itself.  
So, how many of you heard about Ford T model?  
Ford T model only one.  
Rise nicely, how many of you know one?  
 **Speaker\_01 - 17:49**So, in the beginning of 19th century, the 20th century we can take the first mass produced car is Ford T model.  
So the right now whatever plant we have in the entire world it was first designed by Henry Ford.  
So the first mass produced car self assembled like whatever assembly line whatever you are seeing right now it was first produced by Ford company.  
first model was developed for four team after it became heavily successful, four left India.  
The four become very good it profited the youth.  
They started to introduce lot of models regularly within four months or every six months.  
This was one of the model in 1970s.  
 **Speaker\_01 - 18:34**So it was called Edsel.  
But the problem is what the consumers found the center the center grill is there, they found like it is like toilet cover.  
So, they thought like the design is similar to that it was a huge flop.  
Very less people bought that, but still they had a very good performance, but the look wise people think like it is not good.  
Similarly, in all the aspects like there is one if you check if you check in online there is a food company brand which introduced toilet cleaner but it is not available right now it was it was a huge flaw because people think like unilever brand not unilever like there is some another food company  
which is purposefully it is for the food brand people don't think about anything else if you think like if a heartbeat releases toothpaste will you buy will you buy if it is if it is better also nobody will buy that is why what people do this company is but you won't believe what if you go if you go  
outside There are only two markets which two companies which dominate this eye brands one is Titan eye plus another one is lens card.  
 **Speaker\_01 - 20:01**So, how many of you know that both this belongs to Tata this both the companies belong to Tata either you come here the both the companies because Tata owns 51 percentage of share in lens card similarly they do not change the brand.  
So, if you change the brand of Tata lens card If you will think like okay, this both the companies belong to Tata, you will start to search for the third brand because the mind always thinks about more options.  
And also one more thing all the frames you use comes from single company, but they have all Boslam, all these different brands are there, but every lens and every frame is made by only one company from hero.  
Similarly, if some new company comes if an harpic wants to produce a new toothpaste they won't associate them as an harpic you won't know.  
They will have a take of 51% they will still you won't know this is what happens like that is what the social impact is very important lot of companies whatever we are using day to day life Unilever owns many things but if you take any ad in between any of the commerce any of the events In 10, 6 or  
7 companies will be from Unilever only, but you will see like starting from jam, starting from biscuit, noodles, everything belongs to Unilever, but they show lot of variety.  
So, similarly not only that company, there are lot of companies which produce products and they do not associate themselves which they do not belong to them.  
 **Speaker\_01 - 21:40**So, initially for example, like you take Vibro.  
So, if someone ask like what is the major portfolio of the Vibro company?  
So, anyone can anyone point out what are the major product portfolios of the Vibro company?  
Sir detergent.  
Detergent then?  
Detergent then?  
Detergent then?  
 **Speaker\_01 - 22:02**Detergent?  
They are in IT?  
Yes.  
So what else?  
 **Speaker\_05 - 22:09**I don't know.  
 **Multiple speakers - 22:11**You know about Vipro brand right?  
 **Speaker\_01 - 22:15**How many of you have not heard about Vipro?  
I have not heard about you.  
Where are you from?  
You are from Bombay.  
then not Vaseline, Manasperi oil sorry Manasperi oil.  
So, Unilever was introduced itself by Vaseline and Vipro introduced by itself by Manasperi oil.  
So, now nobody knows like whether Vipro is producing Manasperi oil or not.  
 **Speaker\_01 - 22:52**Similarly, there are lot of companies like Toyota is introduced by they started by hand loom.  
They initially started by hand loom now they are in different segments.  
So, from all this aspect we are not just discussing about the product, we are discussing about how the social aspect impacts the consumer and the impacts of the revenue of a foreign bread in India not only in India outside.  
So, me this Kellogg's like how many of you like I think almost everybody might have tried.  
I don't know whether for breakfast or some, but in this case how it is and like you have to crop and then you have to pour some milk.  
But the problem in our country is like we always think like we have to boil.  
You have to boil the milk and then use.  
 **Speaker\_01 - 23:52**If you take any video, if someone having the milk directly in the farm, you can see the comment section there.  
How many of you see in the comment section, what will be the first comment, you know?  
Please, please boil the milk before drinking.  
This will be the comment.  
There are some aspect people in this comment section, who are like very, what to say?  
I think so.  
If someone is explaining about the food is good and all those things, you will find some very negative aspect in that video and try to pick and you will put as a first comment there.  
 **Speaker\_01 - 24:23**Similarly like in Indians like we will think like we have to boil the milk.  
So this many people want that kilo for what just to try once.  
They will buy and they will just try to taste it, how it will be.  
But nobody went back and to buy again.  
That is why there are lot of products in our country.  
They started to introduce the own twist.  
They started to recruit the Indian people and they taught like how to add spices in everything in the chips.  
 **Speaker\_01 - 24:55**You can go in, it can be anything in pop oils.  
It can be anywhere.  
They started to introduce our own KFC started to give wage.  
Again and also if some foreign company or some new brand is there in our country they have to think about what are the festivals or you should be associated with the country.  
So, we cannot sometimes we will have if you are watching some video sometimes there will be ad support this country for the war support this country against this war how I am involved in that war understood right.  
So you are not even involved or you do not know what is happening but you will have an ad like that.  
So this is this is very bad for the user experience.  
 **Speaker\_01 - 25:56**So, people or a user or a developer or a designer has to think about like how it is influencing the user.  
So, in this example, so there is we have a something called Akshetri right.  
So, every everyone is we do not have Friday offer or Black Friday.  
So, nowadays what is the trend is to make everything March 8 and then Christmas, Diwali, Mongol.  
then everything into a big like big shopper or a big basket this thing that thing I will we are introducing this 1 million sale mobile sale they are trying to push to us in the edge let us buy this let every time they are pushing us you buy this buy this buy this but in 100 only one will know that  
this is essential for me or not simply we are buying that and putting in our cupboard and we are not using effectively but the time when you see that you will think like oh this will be very much helpful for me I will be using this user and the designer what he thinks like he has to think about  
aspect of the country also this is the festival they cannot push the other country or the other country's rituals into the brand of their own they won't survive more this is one type of example where Mintra was trying to put a flash for a good Friday sale, but it did not go well.  
 **Speaker\_01 - 27:27**This was one such example.  
Next one.  
So, the next one is, so it should be in the user context.  
It should be useful for the user.  
So, some of the example which I want to share is like this two, two example is like the second example is like there were lot of profit signals there.  
There was just a small like intra cross but there was multiple traffic lights.  
It was so inconvenient for the user they stopped to they stopped to follow the traffic lights.  
 **Speaker\_01 - 28:08**Then the city government they found like without the traffic light the people can navigate they removed the traffic light.  
Why they did not think previously the designer asked to see the user aspect.  
How user is comfortable whether if you implement this still he will be comfortable in a question to use or follow or the keeping dust pins also is very much important.  
If you are having something in a mall or a footboard, you should keep the dust pin where the user will find.  
You should not think like okay let him come and wander here and there and try to drop.  
Then otherwise what he will do he will drop wherever he requires.  
Everyone knows like this is the spot, there should be a dustbin.  
 **Speaker\_01 - 28:57**Okay, when you go there you will see a dustbin.  
That is how any environment or any kind of public space or a school or education space should be designed in such a way that this is a place for a vending machine.  
This is a place for a dustbin.  
So this you have to think and you have to decide in the user aspect.  
You cannot think like okay.  
this is Japan like we will keep that the consumer will be holding the garbage and he will be trying to find it is not good.  
We have to design such a way that the user will in the user point of view this is the point you have to keep and this is the point you have to act accordingly.  
 **Speaker\_01 - 29:40**So you should not make the user to think.  
Next.  
Now this is this is peculiar to our country.  
In mid-60s, they found that by using music as a form, they found that you can cultivate or you can produce more milk.  
So there are some, there are some movies also which has shown this.  
So, but...  
deeper aspects in the social point of view it will trigger a lot of association.  
 **Speaker\_01 - 30:30**The designer should also take this inputs.  
You should not think like okay if you are reading some western aspects you cannot neglect the social aspect of the particular region.  
If some if there is this is one such example where you think like okay if you have a music when you are milking a cow if it yields more.  
designer should be in a question to digest it.  
He has to use that in other aspect like he has to use for other culture, other country.  
Similarly, he should be in a question to understand the same aspect from the other country also.  
The only thing is you should not stick with what is happening you should try to open in all the aspects and try to think and mostly the sociology aspect and also the religion country and the region aspect it is very important.  
 **Speaker\_01 - 31:28**So this is the point we have to discuss.  
So the first thing is so how the sociology varies with engineer and designer and sociology aspect.  
So, first question is like from the engineer point of view how does the object work.  
So, this object is phone here.  
The second one is for the designer how does the user interact with the object.  
So, third one is sociologist how does the object mean different to different people.  
So, can you explain any anyone can you can whatever the phone you have.  
 **Speaker\_01 - 32:08**Can you tell from the point of this three designer, user and sociologist point of view can anyone?  
You have your phone how you think in the aspect because you are also an engineer right.  
So, if you are buying some product you might have thought some pros and cons like why this is designed like this it could have been like this if it is like this it could have been better.  
And in the user in the user aspect you might have thought like I could not able to hold I could not able to take selfie right it is very difficult there is I could not able to hold sometimes what the designers they do they make the phone so smooth it is and for the user what happens it is  
slippery or slippery it is very slippery when you are taking selfie it is very hard and the third aspect like sociology point of view like how the phone or how the design interacts.  
Can anyone tell what is the sociology aspect of using a phone?  
Anyone?  
 **Speaker\_01 - 33:17**First of all, why the sociology aspect comes for an object?  
 **Speaker\_07 - 33:26**For an object.  
 **Speaker\_01 - 33:27**Till now we are discussing for last 10 weeks, what is the sociology aspect for any shape or any form by yourself the sociology aspect is involved we already discussed in previously I will give you one example for any object not just for the cone if something is round something is sphere so you hold  
that and you try to bolt right why it automatically comes you can be a smiley ball it can be a plastic ball it can be anything it can be a snooker ball but what that object is like a form that form creates automatically for you to bowl why that is happening in this aspect you are an user and you  
are an engineer and also in sociology aspect why you want why you want to bowl that sometimes what they will do they are trying to spin the ball okay if it is a snooker ball like a snooker ball is not you don't have the purpose of spinning that, but still we spin that.  
This is the sociology aspect like that is our broader like what we are doing what we are doing in our free time what we are doing in our early this all aspect comes into picture that is how the problem is that is the space of a designer it is very chaotic I am giving you some fluker ball and you are  
trying to bowl cricket why is this happening similarly in this you take iPhone.  
So, iPhone sets a social standard right.  
How many of you consider like iPhone is setting some social standard?  
 **Speaker\_01 - 35:14**What about others?  
 **Speaker\_05 - 35:18**Sir it used to not anymore sir.  
 **Speaker\_01 - 35:20**Not anymore why?  
 **Speaker\_05 - 35:22**Nowadays, nowadays we are seeing everyone having iPhone.  
For like initially like initially like initially like very few people used to own the iPhone like 10 years back.  
Nowadays if you see in this classroom you'll see half of the people owning an iPhone.  
 **Speaker\_01 - 35:38**So according to him half of the people own iPhone.  
How many people own iPhone here?  
Exaggeration.  
Thank you.  
 **Speaker\_05 - 35:44**Sir they're doing it wantedly I know I know some of my friends.  
In this row only sir.  
 **Speaker\_01 - 35:49**I know people who are not going to like how many people are using iPhone?  
 **Multiple speakers - 35:59**Sir that guy uses iPhone sir I know sir.  
 **Speaker\_01 - 36:03**Nobody.  
Okay so they use see this is what I what why I ask this question is people want others to know that he is using iPhone and he do not want to express that he is having iPhone, this is the social standard he is setting.  
He wants others to think like I am owning iPhone, but he is not ready to express.  
This is what the bullet also does previously 30-40 years before you have one person riding bullet in a village.  
If that sound comes you will all think like wow iPhone now every street has 4 to 5. Now people are not ready to buy this is the point is like now they are saying like now people are saying now as he said like everybody are having the same iPhone so they are coming with coming up to the new set Let  
me cancel all the old classic version, there is no more classic.  
So, now they want others to buy something new which is not available in the market, you understand not just only for the phone or for the bike it is for everything.  
 **Speaker\_01 - 37:19**Can you explain can you tell me example in other social aspect or any other product apart from phone Watch is still watch is still not by doing that what I am asking like by doing that he expresses his social aspect but he is never ready to deliberately to share  
 **Multiple speakers - 37:53**with others.  
 **Speaker\_01 - 37:54**like before only analog watches now they are smart watches like now it is not as close to iPhone like previously in my in my bass I will tell you owning iPads iPad very serious issue like iPhone if someone has like what I am saying is 2000. uh three four if someone has ipod Like it has a new  
experience right, it has a new experience of user interaction, it has a wheel.  
So, we used to have a Nokia 2626 W100.  
So, I would be playing a snake game, but there will be a small similar like of a iPad where there is a user interface is totally different, there is a wheel where you can have a surface touch option.  
So, that was a time like everybody spoke about there is one person in that room he is having that, but he never comes out and he shares the day see I have this he never said, but that essence has flowed the entire hostel like he is having that he is doing this he is having that this is what some  
social aspect that people also want this same.  
Similarly like Dhoni, Dhoni never says like I did this, I did that, but the aura that comes around him like he did that, he did this, he did that, he is soaked in that.  
 **Speaker\_01 - 39:32**That is aspect like what he is, he will never ever open his mouth because the time when he opens it mouth there will be a negative command.  
Okay, same thing happened between this Bhakti Pandya and Bhakti.  
Because he always expresses, he opens out.  
If someone opens out you will come to know what he is.  
You understand?  
If someone opens, if you ask your friend or your roommate to talk about five minutes about this topic, he will when you open I will come to know who is this person, what kind of capabilities have.  
So that is how the big leaders they won't speak.  
 **Speaker\_01 - 40:07**They won't speak, they will always be silent.  
Because the time, still the time like they are silent, you don't know what he is.  
You can paint whatever you want, he is great, he is skillful, but the time when he opens out, he opened he broke the what now you know who is what he is capable of same thing happens for every product when you if same thing there are a lot of other brands also there are brands like Bugatti and have  
you have you heard of Carp and Connyside yes few people have heard of yes so people book People say that I have 80 and the engine is marked 1, 2, 3, 4, 5. So it is like and also the people who make that engine it is signed by the person.  
The people who assemble that also signed by the person.  
And people want this kind of collection car.  
There are some people who do not want mass produce.  
 **Speaker\_01 - 41:13**They want some unique.  
So how a designer if you own some company how you can create that kind of brand how you can create some brand where you no need to approach the customer.  
The customer approaches you okay db not 7 db 7 there are lot of in Aston Martin also there are lot of cars like they do not approach the customer says like I want this and they make for specific customer they just make hundred cars.  
and they sell for crores and Maruti is trying to sell crores and crores of cars to get the same value.  
It is about where you stand how you create the how you create the brand and the product it also depends on how you think from the designer engineer and the socialist aspect.  
In any product if you take more than this engineer and the designer sociology aspect works more.  
There is if you go to any product development company.  
 **Speaker\_01 - 42:17**there will be a special psychologist and a sociologist who has to design how you can design I will give you an example.  
So how many of you used the hand wash before COVID?  
Before COVID how many of you used hand wash?  
So after COVID how many of you added the hand wash in your portfolio?  
how many of you added now also if you are buying hand wash still no one no one is buying now still you are buying okay so how many of you still buying mask no mask so similarly there is one more example banished so you when unilever some 50 60 years before when they are trying to introduce  
vanish it was difficult for them to introduce vanish in household because you can you can sell them soap detergent how will you sell vanish now everyone knows like it is that segment is you know what is the use of vanish but there was a point like nobody knows about this brand or this segment that  
is how This is the point like where there is no requirement for an engineer and a designer there is no he has made something but how someone can feed this into a market there comes the sociologist and the psychologist point of view.  
 **Speaker\_01 - 44:02**They have to create ad they will sit together and they will form an ad such a way that you can they will make multiple they will go out for a case study, they will meet some household, they will discuss with them, they will they will think like they will say that I have this problem, during this  
climate my dress smells bad, so they will try to collect information.  
According to that they will switch the ad, by switching the ads will create some kind of psychological aspect and they will start with the sachet.  
and designer engineer they don't know how to sell, they will they will say like they have made the product.  
So, now they will start with a small sachet.  
This sachet was introduced by Kevin Kerr.  
How many of you have heard of Kevin Kerr?  
 **Speaker\_01 - 44:58**This is the product from Tamil Nadu.  
So, they started the sun silk 50 pice.  
So, 50 pice it was the first there was sachet, there was no concept of sachet, now before 20 or 30 years before there was no concept of sachet, they only introduced it.  
Now you have sachet in every like uniliver, sunsilk, even ketchup, mescafe, everything even jam comes in sachet, sauce comes in sachet.  
So everything comes in sachet.  
This sachet concept is not there 25 years, they have only introduced first.  
So they found out like okay if in household they gave feedback like I have a very minimum requirement.  
 **Speaker\_01 - 45:47**If I use this, like I cannot able to use properly when you have a full bottle.  
So I have a family of six to seven person.  
So I can give one sachet to the family member so that they can use.  
This was a feedback.  
So what to C.K.  
Ranganathan 35 years before.  
we made that into a sachet.  
 **Speaker\_01 - 46:12**You become very big hit.  
Now they have listed into some 4,000 crore company or something.  
So similarly why he has got that?  
You cannot be just an engineer or a designer.  
You should also be in a sociological point of view.  
At least you should have some 10 to 15 percentage of aspect.  
Then only if you are startup or if you are an entrepreneur it will work.  
 **Speaker\_01 - 46:39**There are like lot of other examples also there is an ad for Maggie what was the like if you cook Maggie then only you will know that it cannot be done in two minutes right but everybody believes and everybody thinks that it can be done in two minutes why because of the ad if you say that okay you  
drop this you add this it will take at least 15 to 20 minutes right but They say that it can be done in two minutes.  
That is the point of sociologists and psychologists people say that this is the ad they make.  
So they make this gimmick it can be done in two minutes.  
So then you try to buy that, then you stuck with that taste, you get addicted.  
Now if it becomes 20 minutes or half an hour also you are still buying, keep on buying.  
You understand?  
 **Speaker\_01 - 47:29**This is very important.  
For this aspect you have to be more observing.  
The first thing is you have to observe more and also you have to think about the region aspect and also what is familiar in this region what is not familiar you have to think all the aspect then only you can design something which can go smoothly there are lot of designs which have been rejected why  
because it can be taken in some region and it is not hit in some other region it is very difficult for example like Vaganar, I do not know whether I have shared this example to go.  
In Vaganar it is very hit in North India like Chandigarh, Haryana it is very hit because a lot of people who bought that Vaganar is from the Sikh community.  
Like they bought that because their turbine is there is a clearance good clearance for them for the turbine and the top.  
Here a lot of people they do not use scooter if you take if you go to the Kongan region a lot of people they use scooter you will find very less bike there are lot of scooters completely.  
 **Speaker\_01 - 48:41**So if you go any in ten more than nine two wheelers will be scooters why because the Kongan region is nearly more than six months you will be on a continuous rainfall.  
So if the engine if you have a bike the bike will be highly exposed.  
with that flood and water always and also it has high humidity more than 70 percent of the climate is humid it is near the seashore.  
So your engine will get seas very easily.  
So what they do if you have some bike or if you have some scooter with the engine is already concealed inside you have a more probability that it will be a better use and it will be more robust and reliable.  
Do you see all this thing in the ad?  
No, none of the companies do this in the ad.  
 **Speaker\_01 - 49:26**okay this is good for humidity, this is good for this.  
No one does that because this is how it is it travels to the word of mouth and also people consumer sees that no one in no none of the mauriti are they will show a seek wearing a turban and sitting in the wagon arc.  
But it gets hit in the northern region but not here this is how when you design something you have to think previously in all the aspects.  
So in the similar case of nano why they did not think about the aspect of this middle class people.  
What is the aim for middle class people?  
They think they want to achieve more.  
If someone thinks like everybody should own car that itself is a major drawback because not everyone thinks like everybody should own car right.  
 **Speaker\_01 - 50:20**In this country not everyone will think like everyone should own the car.  
There are some aspect people think like okay they should not own car that is a major drawback if everyone if that was the case everyone should have bought nano car right nobody did not buy why I should it was it was tagged like a cheap car cheap car that itself created the drawback why I should buy  
a cheap car now if someone is driving a nano the way the people see is totally different they don't think like okay he is having some nano car no one think if someone has some scoda kushag like they are thinking okay she is having scoda the way the impact it creates is totally different from both  
our car but from the sociology aspect it failed because it did not capture the essence like same thing as tata the first thing is from the design point of view he has to capture the essence of the people very important where the other is around 15 lakhs very important if you have a doubt about this  
 **Speaker\_06 - 51:21**but tata punch is a great successful because they meant the strategy of advertisement.  
 **Speaker\_01 - 51:30**So, now we will go into a new segment called semiotics.  
The semiotics is this is how you have to prepare your posters.  
So, semiotics is nothing but the study of symbols.  
So, I will just give you an overview.  
So, you might have selected some aspect to observe.  
So, how many of you have not selected any aspect for observation?  
Everybody have selected right.  
 **Speaker\_01 - 52:05**So, if you go for example, if you are going to shops, I hope that people might have started, how many of you have not started the work for the assignment tree?  
If someone have started then only whatever I am going to say it will be helpful.  
service then you can directly implement whatever I am saying.  
So the first thing is I will give you some example in which you can also think in that aspect.  
So how many of you went to grocery shop?  
Many people might have went.  
How many of you?  
 **Speaker\_01 - 52:50**Please raise your hand.  
Why are you feeling?  
So, so if you go to any grocery shop you have to buy curry leaves right.  
There are some shops they will give you curry leaves for free.  
Yes.  
So how many of you observe this?  
Few.  
 **Speaker\_01 - 53:15**If you buy for 100 or if you buy for 40, if you buy for 50, you will add some curry leaves in there.  
See if you buy coriander, You can buy anything you can buy anything you can.  
So this makes you to go to the shop again.  
It is a very small trick.  
This makes the customer to go back there.  
Why he has to there are some shop if you go to some supermarket they won't do this.  
You have to buy everything you have to buy they won't give anything for free.  
 **Speaker\_01 - 53:46**This small niche thing is there no this is very peculiar to our country if you give something for small starting from boost bad to boost wall spoon tumbler this is how this is how HUL entered into India stand you never enter into company by giving free starting with everything spoon tumbler glass if  
you go if you go to other countries there is no something called free there is nothing like you have to buy here only they will give everything for free nowadays they stopped because the mindset of yeah nowadays like very rarely they will come in front of the school and they will initially when  
I was in school there was a there will be Maggie vans.  
Have you seen Maggie vans?  
When I was in school we had Maggie for free.  
There will be Maggie vans in front of the school.  
They will try to they will try to showcase the different types of Maggie.  
 **Speaker\_01 - 54:45**That was the time like it was not hyped in the market.  
So, there was Milo, then Boost, Complan everybody will be there will be a vending machine you can come and taste.  
So, they will try to taste and what their kids will do they will try to influence the parents they do not give it to parents because they taste and they will never go back and buy they will give taste for kids.  
Similarly this thing happens for the cinema also they make some kids movies.  
So what happens?  
Kids can't go alone in the cinema right?  
They have to go with the parents of the grandparents.  
 **Speaker\_01 - 55:24**So more revenue comes for the kid movies.  
So if a kid like if there is a one kid both the parents have to go.  
So three tickets.  
So that is the concept of making kid movies.  
Similarly what they will do they will make this kind of product with tasting, giving extra free and extra how many of you have bought some boost bat shuttle lot of people are there yeah so what they will do what kids will do they want more boost balls that the door that what is that the highlighter  
color ball have you seen the boost highlighter color ball so what they will do kids will regularly they will ask the parents to drink boost they will make sure that will be over within 15 days So, within 15 days or 20 days they will make the goose to get over, they will demand the parents to  
buy not for drinking goose for that ball.  
 **Speaker\_01 - 56:27**You understand?  
So this is how the product or any aspect influence the sociology aspect of any family.  
So here whatever I am saying does it involve any designer or engineer here?  
No.  
The selling aspect totally comes not because of designer or engineer.  
Once you buy.  
Then you use, that experience gives the credit to the engineer.  
 **Speaker\_01 - 56:54**Until and then you use that credit comes to a sociology aspect or a psychologist or a publisher or the fellow.  
So that credit goes to him.  
This is how like nowadays like there is no concept like publishing songs.  
in FM radio.  
Nowadays they put directly in the YouTube right previously there was a culture like if there is some new movies like sociology aspect like they will try to put that songs in FM for at least three months or four months it will be constantly it will be hearing.  
So what it aspect like it impacts you think like okay the song is good movie also will be good you will go.  
The song is the one which makes you to come to the theater.  
 **Speaker\_01 - 57:44**After that it is a director work to make you to sit for three hours.  
You understand?  
Nowadays there is no song aspect.  
Now we have a phone within 10 minutes not within 10 minutes we text in the movie itself that gives you like the impact nowadays the movie runs only for two or three days that is it previously three months before song will start you will try to listen in FM regularly.  
and then you will have a view that the movie will also be good.  
So that is how the director get associated with the music director.  
He says like your work is to bring the people to the theater.  
 **Speaker\_01 - 58:22**My work is to make the people to sit for three hours.  
Now it is totally different now.  
So now we will take a break for five minutes.  
 **Speaker\_05 - 58:31**Yeah actually Chandramukhi movie ran for four months.  
He came to TV after one year.  
commissed.  
One month it ran, second month it came.  
That's what she said.  
 **Multiple speakers - 58:59**What are you, you can just winter joy for that toy right?  
 **Speaker\_01 - 59:06**Yes sir.  
 **Speaker\_05 - 59:08**Yes sir.  
To be honest that also taste good sir.  
 **Speaker\_06 - 59:15**James ball, ah.  
 **Speaker\_04 - 59:19**So you can play with that.  
You know, if you go to pizza at first you know they used to give one daba.  
Thanks to box.  
 **Unknown speaker - 59:50**Thank  
you.  
 **Speaker\_09 - 01:00:19**Thank  
 **Unknown speaker - 01:00:48**you.  
 **Speaker\_07 - 01:00:51**Thank  
 **Unknown speaker - 01:01:17**you.  
Thank  
you Thank  
you.  
Thank  
you.  
Thank  
 **Unknown speaker - 01:02:57**you.  
Thank  
you.  
Thank  
you.  
Thank  
you.  
 **Unknown speaker - 01:03:58**Thank  
you Thank you.  
 **Speaker\_03 - 01:04:33**Thank  
 **Unknown speaker - 01:04:59**you.  
Thank  
you.  
 **Speaker\_09 - 01:05:22**Thank  
 **Unknown speaker - 01:05:52**you like your computer.  
 **Speaker\_04 - 01:05:52**Thank  
 **Unknown speaker - 01:06:21**you know.  
 **Speaker\_04 - 01:06:21**I  
 **Unknown speaker - 01:06:39**think it's my favorite.  
 **Speaker\_04 - 01:06:43**This  
 **Unknown speaker - 01:07:11**is one post at best thing is about Good  
morning.  
Thank  
you.  
 **Speaker\_04 - 01:07:59**There's  
 **Unknown speaker - 01:08:17**another one.  
 **Speaker\_04 - 01:08:18**Yeah,  
 **Unknown speaker - 01:08:41**yeah, for you, everything is that way.  
 **Speaker\_04 - 01:08:42**Thank  
you Thank  
 **Speaker\_05 - 01:09:20**you Okay, sir, sir.  
For a change, I'll sit inside.  
Andy, I'll go.  
I'll sit here.  
 **Multiple speakers - 01:09:29**Hey, Koda, you come this side.  
 **Speaker\_08 - 01:09:31**No.  
 **Speaker\_06 - 01:09:32**But?  
I'm looking like a baby sitting.  
That's why you come that side.  
 **Multiple speakers - 01:09:35**There's someone sitting next to me.  
 **Speaker\_05 - 01:09:38**There's someone sitting here.  
Say, I'll go outside.  
 **Speaker\_06 - 01:09:43**Get out, bro.  
Get out of here.  
Hey, Grishman sitting there, darling.  
The new city here.  
 **Speaker\_05 - 01:09:48**Oh, you're  
 **Multiple speakers - 01:09:58**sitting there.  
 **Unknown speaker - 01:10:13**What?  
 **Speaker\_04 - 01:10:15**He is talking to you, why is he talking when he don't talk to me?  
Yeah, I hear you.  
Commit what?  
E-assignment.  
 **Speaker\_08 - 01:10:27**That is Monday, no?  
That is next Monday.  
Yeah, next.  
It's this coming Monday.  
 **Multiple speakers - 01:10:31**Coming Monday.  
 **Speaker\_06 - 01:10:33**Coming Monday, they are present.  
We have to press in this.  
It's like all people will come together see what the standard they are setting.  
 **Speaker\_01 - 01:10:55**So what do you see here is like a different form of X. So it gives you the different meaning in different approach.  
The first one is like the first cross is if you get A plus that is totally different in another case you are seeking for redemption.  
So in another case it is a symbol for humanity.  
So in another case It is a symbol for danger but all are same.  
How can a same symbol can deliver different options?  
 **Speaker\_07 - 01:11:40**Context.  
 **Speaker\_01 - 01:11:43**You understand what I am saying?  
 **Speaker\_07 - 01:11:45**Context.  
 **Speaker\_01 - 01:11:46**So in one case it gives you happiness, in another case it is giving you a caution.  
So this is the aspect of inner world and outer world which says like signifier signified what you observe and what you understand it is totally different it can be it can vary from different aspect and it can vary from different scenarios it can vary in different circumstances it all depends on how  
you observe it.  
So in the first case In the case like in one case it represents a flag, another case it represents a religion, in another case it represents an organization.  
So how they might have come up with this kind of symbols?  
Can anyone guess?  
First of all what is the need for the symbol?  
 **Speaker\_05 - 01:12:54**What is the need for a symbol?  
Sir, without having to convey with a lot of sentences, symbol can be used to depict something just like one.  
 **Speaker\_01 - 01:13:05**It is like drawing.  
That is understood, but what I am asking is how someone can fix all this aspect in a small symbol, how they might have come up with.  
See for example, if there is a cross, it is entire world knows that it is a symbol of Christianity.  
right how you can find some kind of religion or some kind of belief in a small symbol.  
The simplest thing if you take Hindu religion, the simplest symbol you can come with Lord Ganesha with a leaf or some kind of that is the word.  
There are some other aspect.  
There are very small if you take It is a symbol of Lingama in order to aspect the Lord Shiva.  
 **Speaker\_01 - 01:13:57**But the most simplest question is in Islam and Christianity.  
In Christianity is like just a cross, anywhere you go, it symbolizes only Christianity.  
A small moon, what is the crescent moon?  
It symbolizes Islam.  
That is the simplest form.  
But in Hindu and the complex religion like Hindu like there is very simple denominator or a very simple aspect you can or there are some symbols like that it is not a symbol of a religion but the symbol of a different trade in a religion that is totally different.  
There are some in Hindus there are a lot of aspect in which they have created their own symbols.  
 **Speaker\_01 - 01:14:44**but that is with respect to a community or with respect to that is not that does not encompass the complete religion.  
So similarly if you are trying to observe something if you are trying to bring some positiveness to some company or to some shop you have to try to find what is what signifies what is signified from that You understand what I am saying?  
So if you have some belief how that belief can be converted into a symbol?  
So that belief whatever you are having that is inner world.  
So what you are saying outside that is outer world that what you are seeing that is outer world that is what you signified.  
So let us discuss more on this.  
So these are a few of the aspect this signifier, it is available in the cellar forms also.  
 **Speaker\_01 - 01:15:57**So you can see the first one it signifiers the second one second column is signifies.  
So what the first says is like the cubic capacity of the hat large brain it is kind of an idiom but what it says is the man is intellectual you can this can be observed in few of the episodes.  
Similarly, there are other aspects.  
So, I will this is up to you to observe this next.  
So, we will observe this more on this three aspects signified and observed.  
So, if you are going to Kandigay, so you are going to a coffee shop.  
And what is the first aspect in the coffee shop which attracts you?  
 **Speaker\_07 - 01:16:50**Smell.  
 **Speaker\_01 - 01:16:52**So that is what you?  
That is what you signify.  
It smells good.  
How you can interpret to others without saying this?  
If you are creating a logo, so what you can do?  
You can create some kind of smell.  
 **Multiple speakers - 01:17:13**aroma kind of thing.  
 **Speaker\_01 - 01:17:14**So this is what it is what it is signified.  
So similarly it can be for anything it can be for what else what else another example you can give.  
So if somehow if house housekeeping is doing some cleaning work they will be keeping one card in the floor right for a floor is wet or don't enter.  
So what do you think?  
as soon as you see that you think like okay some activity is going on, no one is stopping you.  
Like you are returning back and you are using another toilet right.  
So there are lot of activities can be converted into symbols.  
 **Speaker\_01 - 01:17:59**So first of all if you are a team of 10 everybody should find signifiers and also you should come up with signified and also you have to create some icons or some kind of designs and also you have to add rich pictures.  
Have you heard of rich picture?  
So if you are trying some brainstorming you can do all this brainstorming using a rich picture.  
You can check him online what is rich picture.  
So you can use rich pictures to connect all the observation whatever you have done.  
For example I give record this record if you are going to a coffee shop and if it smells good.  
for that whatever the signifiers you have done you have to create a rich picture for that so you can connect all the people like there was someone you can form kind of connections there was one show what are the things makes it more aromatic the way he makes or the company brand he uses or the  
 **Speaker\_01 - 01:19:07**utensil he hases so all these things you can make it as a rich picture similarly every 10 people has to create this rich future.  
So one in a coffee shop one might have one might have observed the atmosphere of a coffee shop one might have liked the aroma so one might have liked the friendliness of the shopkeeper so one might have one might have felt like this is nearer to the bus stand that is the proximity because of that it  
is very much vibrant or it can be the way another activity like Wi-Fi or some kind of other accessories which makes that coffee shop very successful like this in a group every 10 has to find some signifiers and how that can be after finding the signifiers he has to convert into a rich picture  
understood after rich picture you have to form come up with the icon or design plots.  
then it has to be converted into signified like signified is like kind of a symbol which we will see next.  
So this signifier can be given by three aspects the one is iconic the second one is indexic and third one is symbolical.  
So for the example is the first one is iconic you can take the coffee shop picture itself.  
 **Speaker\_01 - 01:20:48**The second one is for some kind of aroma whatever you said that is the kind of which comes with indexing and third one is symbolic.  
How can a coffee shop can be shown as a symbolic manner?  
 **Speaker\_00 - 01:21:03**Just a cup and a saucer right.  
 **Speaker\_01 - 01:21:07**If you add that aromatic flame that is totally different.  
You say you are saying that this coffee is more aromatic.  
Just by showing a cup and a saucer you can say that there is a coffee shop available.  
If you add an aroma you are saying that coffee is good.  
Coffee is good.  
If you have an Wi-Fi what you will add in that?  
No, no you cannot you have to blend with the icon you cannot directly add an Wi-Fi symbol there.  
 **Speaker\_01 - 01:21:38**Take from the coffee the Wi-Fi symbol.  
 **Speaker\_05 - 01:21:40**Sir the aroma thing comes like a Wi-Fi symbol.  
 **Speaker\_01 - 01:21:43**No I am just giving you an example it can be in some other aspect also.  
It cannot be a straight forwarding.  
So you cannot mess up some icon like it.  
First thing is you have to add something nearby.  
You cannot add everything on the same.  
And similarly how you can add a what else can be what else is there in a coffee shop?  
Okay good ambience like how you will add ambience in that symbol?  
 **Multiple speakers - 01:22:15**That is up to you have to decide.  
 **Speaker\_06 - 01:22:20**Next.  
 **Speaker\_01 - 01:22:21**So this is the this is the example for a symbol index and icon.  
you might have seen all this right but we do not use all the three we use icon for a defined application and index for something else and icon for somewhere else you cannot miss all the three while converting from the signifiers to signified you have to use anyone you can use all the three but it  
should be it should give some It should impact others like whom are seeing it should not misinterpret something else understood.  
Next.  
So this is I think this will help you to show a bigger picture.  
So what you are seeing is stop killing can anyone can.  
observed anyone can interpret what is this is a gunshot but gunshot what else first of all observe what it says so he stopped the this was a campaign made for a particular it was made it was a campaign made particular to go against some regular activity which is happening so what killing so one he  
 **Speaker\_01 - 01:23:51**said gunshot what else you observe first of all you have to observe So what else?  
So if you observe this properly I think 40% of your assignment tree will be over.  
You try to work with me so that you will understand what is what else is there?  
You can you can speak louder so that is what else?  
There is stop written right can anyone read stop yes stop so it is if someone feels like it is gunshot stop is written how stop is formed it is like bleeding right it is like bleeding So it is bleeding and below that bleeding the stop is written.  
So from this what you can understand?  
It is it is signifying like they are opposing something they want to stop something.  
 **Speaker\_01 - 01:25:10**Now let us dive deep.  
So what are the small it is not a dot what is that since like you are it is somewhat distorted but I will I will give you the credit like it is it is penguin.  
sorry dolphins those are dolphins if you zoom you can see those are dolphins so now can you understand what is from this I told you blood stop dolphins stop killing dolphins stop killing dolphins then so now the next thing is now you are just saying stop killing dolphins I will tell you I will  
make it to the next level It's in the round.  
It's in the round and then the background is white.  
Can it say something?  
It is a national flag of Japan.  
 **Speaker\_01 - 01:26:13**White.  
It is a red circle and the border is white.  
It is a national flag of Japan.  
And then that the way the dolphin is arranged it is like net.  
It is not like it is arranged like net.  
So what they are trying to convey is stop it was in Japan stop killing dolphins.  
Stop.  
 **Speaker\_01 - 01:26:50**Can you understand?  
What you are seeing is signified?  
What you are seeing is signified and whatever I am saying is the underground.  
You understand?  
So this is in Japan there was a campaign.  
So it was a in Japan there was a campaign they strongly were opposing to stop killing dolphins not only just dolphins tuna.  
Have you heard of tuna?  
 **Speaker\_01 - 01:27:24**Yes sir, tuna fish.  
The best tuna the people catch in the nearby areas of the Japan and it is exported throughout the world.  
So since it is highly like it is overgrace.  
So what happens there is a mass.  
the mass killing happens in that place and there was a campaign which happened to reduce that and this is how they represented a sign with a signified version.  
You understand?  
 **Speaker\_09 - 01:27:59**Next.  
 **Speaker\_01 - 01:28:11**We will come back again.  
 **Multiple speakers - 01:28:15**So, this  
 **Speaker\_01 - 01:28:26**is the second example.  
So, first one you understood like from the signified you understood like what is the underground thing.  
So, here in this case now if you are concerned about sustainability.  
So, first one is killing of dolphins.  
second one is you are you are concerned about coral leaves someone is asking you to create this kind of signified logos or photos in order to save this coral leaf.  
The first thing is the first thing is the it is due to the ocean population so pollution sorry pollution so what happens is coral death you have to observe this these are the 10 things.  
See, I am giving the example of the concern of sustainability in order to save coral leaves accordingly you think for your assignment.  
 **Speaker\_01 - 01:29:25**So you are adding all the points first thing is coral leaves death, the second one is the oil spill, third one is whales death.  
Because the whales death can disturb the ecosystem because of that the coral leaves also can get extinct.  
and also the trash and it can be more than that also we are limiting to the four points.  
So in that you are taking the corals.  
So similarly whatever I said the Wi-Fi, internet Wi-Fi, aroma, atmosphere, the friendly nature of the owner, then the friendly nature of the attender.  
So all this thing you can add one by one.  
Then death so you are you are saying like the corals are getting destroyed because of all these activities.  
 **Speaker\_01 - 01:30:23**Now as an icon corals are the icon so you can directly cut the coral icon and how you can represent the death what are the symbol for the death so it can be a skeleton or it can be a crucifix it can be more than death also.  
Yeah, it can be a coffin also.  
So it can be a coffin or it can be a crucifix.  
So all this signifies danger or death or the extinct nature.  
So now, now you have to combine both this icon and the symbol.  
So now you can see a poster picture where the corals has been dismantled like a bone and it has been connected in such a way that.  
The corals, leaves are getting extinct and it is getting destroyed because of all this activity is going on in our seabed.  
 **Speaker\_01 - 01:31:21**You understand?  
Yeah.  
Go back.  
You made it.  
 **Speaker\_07 - 01:31:32**Why?  
Supposed to charge.  
Okay, there, what?  
There goes connection.  
 **Speaker\_01 - 01:31:42**So, apart from this you can have a strong icon.  
So, icon means in the sense like some pictures or if you have a Pani Puri shop you can have the owner also sometime owner also will know icon.  
So there are a lot of ads now in which owner also becomes icon.  
There is no more brand ambassadors required.  
The owner itself is becoming a brand ambassador.  
So there are lot of examples.  
Similarly, when you are trying to introduce a new brand, so how you can familiarize a new brand in a in a domestic market.  
 **Speaker\_01 - 01:32:32**So when Oppo entered.  
no one knows what is the opo cup, if someone enters you the best thing is to have some invest some 4,000 crores in you for the next 5 years and attach that brand value of the Tata IPL or now it is like Tata IPL or Funda everything within 3 or 4 years if you ask like if you ask someone like.  
when was the Opo enter people will think like maybe 10 years or 12 years because the ad they put so regularly people inherit naturally they think like Opo is there for long time here but really Opo is not it less than 4 or 5 years or less than a decade actually but people think it is there a very  
original company it is from our country so all this thing happens because of the brand and also for which event you put in Similarly, when Hyundai entered in 1995, similarly they want some the brand ambassador.  
So, they were that they were trying to catch some new strong holes.  
So, Hyundai, so Hyundai caught Sharukon.  
So, how many of you seems sand rock?  
 **Speaker\_01 - 01:33:59**So, how many of you heard that Santro's engine sound?  
There will be very less sound the same competitor that was that was the time you have Bharati 8 and red and Alto.  
Alto was a similar competitor for.  
 **Speaker\_06 - 01:34:16**Alto is a very good sound.  
 **Speaker\_01 - 01:34:21**If the Santro is driven like you cannot even hear what is going on.  
It will go like electric.  
So they proposed such a way that the Sandro is a middle class brand and it also can be used for the family and also it is very economic and also it is somewhat smart because if you see all two it is heavy driver heavy duty you can use very economic and in our country like why we are why we like  
Russian because Russians are we are aligned we are aligned towards Russia because they are highly robust they you can take any of the design they are they have if you take any jet they have two engines they have two engines and if you take any can take anything they are highly robust and it is  
foolproof but if you take USA they are highly sophisticated for a normal for a normal thing they will try to add lot of complexity in that and the amount you pay for that is so high and here also in our country we want a car which is highly economic it should drive from point A to point B we do not  
care about anything else that is what the Alto is.  
Alto is a So, I have a small, small car, it has to move in nook and corners of the country, it has to navigate the small parts gully and all those things.  
 **Speaker\_01 - 01:36:03**We cannot and also it should have a good clearance and it should come near less than 3 lakhs.  
So, everybody likes that car.  
So, in this segment throughout the world there is no car like only some Citroen has some car which is in France.  
There is no other market for a small car segment.  
So, that time Honda is entering our country, they were trying to like capture that market for them it was very difficult that is why when they were asking that time they asked like Marthi Sushiki CEO saying that new cars brands are coming, Honda is coming lot of car brands are coming will you  
able to survive for the next millennium year what he said.  
India is a huge pool of bucket of water anyone can put cup and they can fetch water that is what the public replies that was his reply he said like India is a huge market anyone can bring their cup and they can they can generate revenue that was a reply from the CEO of Maruti but that was what I am  
 **Speaker\_01 - 01:37:14**saying is 25 years before but still they are selling the maximum amount of vehicles in this country this is how the brand market this is how the way the sushi is connected to this country similarly data also data is also highly connected in the brand value to us we never we think like when data  
grows India also grows why we think like that data is Indian brand Reliance contribute more than data.  
But why we are not saying like when reliance grows, India also grows.  
 **Multiple speakers - 01:37:54**Why we say only for the data?  
 **Speaker\_01 - 01:37:57**How that narrative is said to us?  
First thing is for any product, the narration should be said.  
This narration is there for in Mahabharata also.  
Have you said the narration?  
Have you seen the narration?  
how the narrative is safe in Mahabharata.  
They gambled, they gambled and they literally they kept everything and including their wife.  
 **Speaker\_01 - 01:38:24**But what was the narrative?  
We never told in that point of view right?  
He never told like gambling is bad why he kept all his resources including his wife nobody asked in that aspect.  
 **Speaker\_06 - 01:38:42**A disrespect happens to the women.  
 **Speaker\_01 - 01:38:44**And we say that the women laughed because of her laugh all this fight happened.  
How many of you heard that?  
There was an Arat Palace right?  
In the Arat Palace they went and there was a she laughed because of the he failed and she laughed and now they say that was a narrative like the women should not laugh.  
She laughed and because of that this fight started.  
There was a small kind of idiom in shares like women should be silent if you if the women smile in the public they should be always silent.  
This is the narration which said.  
 **Speaker\_01 - 01:39:25**So similar narration is like when Tata grows India also grows.  
So all this is the way we said all our business right in business nothing is good.  
So but still we feel like if you are getting if you are getting corrupted by Tata we are very happy ah I am getting corrupted by Tata I am very happy because we think like okay Tata grows India also grows it is not right.  
after studying this course you should observe you should critically you have to think how we are exploited you have to think critically there is you can connect all the points and all the dots you can you can also think like why this is happening why this scenario is pushed to their positivity  
and why this is negativity you have to think everything you have to observe critically similarly here they fetched a shark on for their That was a time that movie came, what was the movie that was a huge hit and there was a this was the this was the stand in the song that was really huge hit so this  
was a dance step so when uh Punda is trying to publicize the sand trope they asked they use the same the poster and it was a huge hit and he started to drive that and he was saying like this is does not have any pollution and it was no noise.  
So that was in 1995, why you should push to a consumer like it does not create noise greater why you should say that was a point like Indian customer knows only about fuel efficiency they do not care about anything else they want like they do not care about whether it is creating pollution  
 **Speaker\_01 - 01:41:17**whether it is creating it is violent nothing they just think about like whether it is.  
fuel efficiencies there are not.  
That was the time when the sociology aspect they think like let us put this point like it won't create noise.  
So they come up with this strategy like it won't create noise and they come up with a strong brand ambassador.  
Have you seen any brand ambassador for Maruti?  
Is there any brand ambassador  
for Coca-Cola all are there but for four wheelers the first company to start a brand ambassador was Kundai.  
 **Speaker\_01 - 01:42:06**Now you can see lot of people are getting engaged in lot of brands.  
This was the first time a movie star was engaged for a four wheeler company.  
having a tag this is the same dress he was wearing in that movie, a same step and started to signify that showing like this is very silent car and it is also fuel efficient.  
It was a huge hit and Hyundai entered the market by Sandro.  
Still he is a brand ambassador for Hyundai for last 30 years.  
So you can also create this kind of if you are going and observing in some shop if you find that shopkeeper itself is very good that itself is icon for you if you are going to a shop and if you are finding like the way he is making chai or way he is cutting the vegetable that itself can be icon you  
know need to he has his own charisma to pull the customer he himself will be a like salt bay have you seen salt bay just nobody goes to sort by shop to taste his food, they just go to see him like this cherish brought all the customers to his shop.  
 **Speaker\_01 - 01:43:25**So sometimes stop trying to find something symbolic or it is already in front of you.  
The only thing is you have to let it him.  
So if you go to some .  
The way he prepares if you find like it is very convert that itself into icon or convert that itself into a symbol which is very unique for the shop that itself will bring you the customer.  
 **Speaker\_06 - 01:43:53**Similarly.  
 **Speaker\_01 - 01:44:00**you have some postures like creating a symbol or logo for him that is it.  
Sometimes not just icons or symbol we should not have the color I think color also represents what about red so if you have what does the red shows just color some danger some danger even some kind if it is a blue in color what does it signify water no water no pink blue, white, black, it all  
gives you a different signature.  
You know without even explaining you can add this all these colors.  
So when you are trying to create a poster if you have some aspect which can use colors to provide some different meaning you can also use color.  
There are different colors you can check there are colors for honesty, there are colors for intelligence.  
There are different colors involved.  
 **Speaker\_01 - 01:45:04**You can use colors also in your posters.  
So all these things you have to put in a rich picture.  
First of all you try to understand what is rich picture.  
So I will explain you again if you are the rich picture is nothing but whatever we are talking.  
You have to connect.  
there is a you can take whether it is a chai vala.  
So the first thing is like you are seeing the aroma of that sorry coffee shop you are seeing only the aroma of the coffee shop your aspect is you are focusing on aroma.  
 **Speaker\_01 - 01:45:39**So how you can create a rich picture for aroma.  
So first thing you have to you can connect with the company which is using the powder which is using.  
or the way he makes you can connect with the different sketches different symbols or different icon.  
This is not your final this is just your rich picture and then you can connect the way he makes the method or some will say that I boil do this much or different aspect.  
So this can vary with so for the same in the same group if someone sees the atmosphere or the friendliness of that shop owner he has to create a rich picture for that aspect it should not do for the aroma rich picture will differ from different people.  
First thing you have to fix the aspect if you are fixing the atmosphere.  
We have to that you have to create the rich picture for the lighting, rich picture for the chair.  
 **Speaker\_01 - 01:46:43**You have to connect it has good ambience, good lighting, good decoration, AC, ventilation, it is the room is smelling good, all these things you have to connect with the aspect of atmosphere.  
Aroma is different, so in the group if there are 10 people 10 people has to take some other aspect then we saw that coral does not like that you have to arrange.  
So that coral thing is a rich picture not that is not the rich picture that is comes next to the rich picture you have that rich picture makes you to understand more see for aroma how you like you have to which aspect creates that aroma you have to find right whether some see every in brew they are  
saying like if you use brew sachet you will get good coffee but what makes a good coffee not that brew coffee it depends on how you make it varies from one person to person so not everyone can create good coffee by just buying that okay.  
not like everyone if you have if you have moustache everyone cannot become like Hitler right it is not the aspect Hitler is different so it is like it is how you what you are what you are mix not like just having it so if aroma is totally different so you have to connect all these aspects what are  
the maximum prominent aspects create this that you can get by drawing a rich picture From that rich picture you can conclude whether to go with this icon or you can understand more try to bring different options.  
 **Speaker\_09 - 01:48:30**So  
 **Speaker\_01 - 01:48:35**have you seen this logo?  
So how many of you have not seen this logo?  
So how many of you have not seen?  
You have not seen?  
So, this is a incubator which is present in our own institute.  
It is there in the third floor you can go and visit it is in the north wing you can go and visit at least some only few it is okay sometimes like in the previous class like nearly half of the people raise their hand like they have never seen this.  
So what is the what is the meaning of merit?  
 **Speaker\_01 - 01:49:21**Can anyone?  
This is also developed by seeing all the aspects whatever we discussed earlier.  
Signifier, signified icon, logo, everything.  
Every color and every triangle, every word represents something.  
So what is made it?  
You have to read it in reverse.  
IT, design and manufacturing.  
 **Speaker\_01 - 01:49:51**So, it is information technology, design and manufacturing that is married.  
So it has three triangles.  
So all three triangles symbolizes wisdom and trinity.  
So green color represent the youth.  
So maximum people who work in the medit or young people like who are so much enthusiastic they try to form their own brand or try to be an entrepreneur.  
So incubator is something like have you heard this word incubator in hospital?  
Why incubators are used in hospital?  
 **Speaker\_01 - 01:50:47**Yeah if you know you please speak louder.  
Babies, it is for babies if the babies are born pre-matured, so it requires life support because the there will be a membrane for lungs it might have not attained the optimal thickness.  
they should have a substitute for breathing.  
So it is a kind of not just breathing, it has everything.  
So they will keep it inside an incubator where the natural room whatever it does it will help the baby to become matured for another one month or two months.  
Similarly if a young youth who comes up with some not an exact ideology exact idea but he has a potential.  
he has a potential to create a better brand or a better product or a better design.  
 **Speaker\_01 - 01:51:48**So he comes to an incubator.  
So what incubator does?  
It gives you a space for three years.  
It gives you a space for three years.  
You no need to provide any rent or anything.  
It will give you space, all necessary equipments, power, and fabrication facility, fabrication facility, for this if you go outside for all this facility at least you need to pay at least 80 or 90,000 per month to use all this facility to fabricate all this thing.  
But you can use it for free provided you have to attain some funding within 3 years because after 3 years you have to leave the incubator the minimum period is 3 years.  
 **Speaker\_01 - 01:52:39**So that green color significance in experience orange is energy and creativity and blue is in order to blue is the trust and order.  
So that is what I said earlier every color has its own meaning.  
So you have to understand and then orange it is orange is like it is gold related everyone has to have motive.  
So, it is according to the, so now you understand like what is the need for a triangle, what is the need for the color, what is the way it has been arranged.  
So you cannot directly write you cannot write IT, D E, M H, it should have some the way you what to say the way you utter the word.  
So you can made it made it like it shows you like it is something is done in that avenue right you are making something you are doing something.  
So you cannot arrange it like so IT ITMED it does not give you a pleasing way so what you have to do some brainstorming you have to make sure that it can reach a better audience by just by putting in a reverse way.  
 **Speaker\_01 - 01:54:06**So, it is like information technology, design and manufacturing.  
Similarly, when you are observing something you should also use all this aspect color, shape, symbol, icon and what else?  
 **Speaker\_06 - 01:54:25**So, we can use the words like believe, design, leave like that also we can use from your posters.  
 **Speaker\_01 - 01:54:32**Believe, design, that is the that is a slogan.  
So that is the slogan you have to come up with.  
So connecting India, connecting people, these are the slogan.  
So you can come up with the slogan.  
So that can be different.  
I did not discuss about believe, design, leave that is totally different.  
What I am discussing about the shape, color and what each color represents and what each shape represents.  
 **Speaker\_01 - 01:55:03**Slogan you can come up with.  
So what is the slogan for Nokia?  
I think I think I think something right.  
 **Speaker\_06 - 01:55:13**I think people, I think people, right.  
Counting India, counting me.  
 **Speaker\_01 - 01:55:20**So, one more thing is like you should have some kind of a catch.  
So, you have an Apple brand, he could have just given an Apple right, why it has been cut in the corner.  
Right, so you have an Apple phone, like the logo can be just an apple like half apple why there was a like it was a catch like someone has eaten some share and also there is a del why the why he is tilted have you noticed he is tilted why i have you seen crompton grips cg why c is half g is also  
 **Unknown speaker - 01:56:06**half  
 **Speaker\_01 - 01:56:12**Similar way you can take a lot of examples.  
There should be some catch.  
You cannot write as it is because you cannot move further.  
So the best example is like del.  
Why E is tilted?  
Why how someone taught like you can write E tilted?  
It does not make sense right?  
 **Speaker\_01 - 01:56:41**why it should be tilted but still we all accept that the E is tilted.  
So if someone has written just del, I do not think that logo might have spread as greatly as this option.  
So similarly you can think various aspect like and also you should have some understanding why the E is tilted, why you have kept this color.  
So all this thing you have to have an aspect, you should understand everything.  
So again these are the aspect, so first thing is like I will read again the first thing is like can anyone say what are the aspects you have taken any one group what are the things you are observing I just want to know.  
So what about you guys what are the in assignment 3 what you are observing?  
 **Speaker\_03 - 01:57:40**What we are observing or?  
You have to observe them shop right?  
 **Speaker\_01 - 01:57:43**Yes.  
 **Speaker\_03 - 01:57:43**What is the shop?  
Yeah.  
So it's basically a put to shop on the main group.  
 **Speaker\_01 - 01:57:50**Put to shop.  
So what about others?  
He don't even know like that team member is in his own group.  
What you are doing?  
We thought some other person in the other team.  
Okay.  
So any other team?  
 **Speaker\_01 - 01:58:10**Hospital.  
So, what about you guys?  
What?  
SRR?  
Restaurant.  
So, here, ATM.  
okay great medium okay  
 **Speaker\_01 - 01:58:45**so whatever maybe so you try to follow this steps so we have already discussed but still I will just go through this so The first thing is you have to observe as we previously discussed earlier we should not stand in front of the shop or try to disturb him but just observe freely and if you watch  
that for if you go and visit him for two three times you will try to know what he is doing it can be any sweet shop and also if you are buying some judah so if you ask for 250 grams You can see like he is adding 260 or 270 grams.  
Those are the things you can observe.  
These are the things which is more positive which makes others to come back to the surah sub.  
If you are waiting if he is making exactly 250 will you go there again?  
You will not go there right.  
But the thing is he might have kept some get some utensil which weighs more than 60 or 40 grams but still he will show something like it is more than 2. He will say that sir it is more than 2 to P2.  
 **Speaker\_01 - 02:00:02**So these are the things you can observe.  
It varies from different shops.  
So first thing is observation.  
From observation you should create a rich picture.  
The second thing is in the rich picture you can unpack.  
So what are the things you can unpack.  
So as I said earlier in aromatic way.  
 **Speaker\_01 - 02:00:24**So what are the what type of milk you is using?  
whether it is cow milk or buffalo milk right so whether it is what makes difference it makes difference in taste it makes difference you can see like oh this is creamy why it is creamy because it is buffalo milk he is not making anything else so if the type of milk using so the type of the  
vessel is using, the weather is boiling.  
These are the things you can unpack in the rich picture by having a very good critical observation.  
First thing do critical observation, create a rich picture.  
In the rich picture you have to unpack everything.  
First of all you check what is rich picture then only you will understand what I am trying to say.  
 **Speaker\_01 - 02:01:13**Then try to find what is signifier and what is signified.  
So example what I have given.  
So, the signifier is like that aroma.  
The signified is like how you create that symbol, how you create this kind of a design which directly tells you that this coffee is very aromatic not just for coffee.  
So how will if for coffee you have did like this, if you are going for biryani shop how will you do that?  
What kind of sign you can give for coffee you can create this kind of sign for if it is a biryani shop how you can do that?  
You cannot you cannot put this kind of symbol in kind of biryani container you cannot do that.  
 **Speaker\_01 - 02:01:54**That gives you some other meaning.  
How you can do that?  
 **Speaker\_06 - 02:01:58**It is a plate of chicken.  
 **Speaker\_01 - 02:02:02**How you can signify like this, biryani taste better, it is more aromatic.  
 **Speaker\_06 - 02:02:10**Mouth watering.  
 **Speaker\_01 - 02:02:13**It is very simple, right?  
but it makes us to think a lot.  
So these are the things you can add in the rich picture.  
So what are the reasons for this aroma?  
So all these things you can unpack all these aspects in this rich picture.  
So from that you can generate signifiers and signified and you will have 10 signifiers because in coffee shop everybody should not focus on the same aspect.  
You should observe in different aspect.  
 **Speaker\_01 - 02:02:44**and then you can come up with icons, then you can come up with visual effects, visual effects in the sense like color, shapes by using that you will have a different aspect like by seeing that result you will come to know what is going on any doubt in this because next week we will be having a  
presentation sorry we will be having a poster presentation.  
 **Speaker\_06 - 02:03:08**Sir we want to draw or we can make it in online you can draw.  
 **Speaker\_01 - 02:03:12**you can sketch.  
 **Speaker\_04 - 02:03:17**You know you should, it is right there.  
 **Speaker\_01 - 02:03:20**Any doubt?  
 **Speaker\_06 - 02:03:22**What do you mean make it around then?  
Exactly.  
It is like canva we canva we can make it.  
Bro.  
Ah that.  
You see drawing is like difficult task bro.  
You can't.  
 **Speaker\_01 - 02:03:32**So now we will see this in this two advertisement then we will have a discussion for 10 minutes.  
This  
is an old wagon on Adulis.  
 **Speaker\_02 - 02:04:09**My dad is here.  
because he is like my Harjit  
 **Speaker\_10 - 02:04:20**like that, like Bhoomki Pallijit, like Bhoom Kipalijit.  
My father is not the best, because he has never said, I am busy.  
 **Speaker\_02 - 02:04:38**Oh, Bhoom.  
So,  
 **Speaker\_01 - 02:04:54**So what you saw is a car combustion right did you see any aspect of car in that any aspect what is the performance what is the fuel efficiency what it has whether it has VVT or VVT nothing is there.  
Did you observe it where is the best willing brand in our country why you have to fed the social aspect in that.  
So, what it is trying to say, it is bonded with the emotional aspect and also it says like how a middle class family father or mother they are using it is it is born it is like a family member they are never saying like it is an object or it is a car they have combined it is emotionally and it  
is a family member and they are never saying that it is.  
it is away from the family that is how the ad is made.  
So you can take this observation also when you are when you are doing this assignment tree not just not saying what you are observing you understand but you will come to know what you are observing that is what it is signifiers and signified.  
So by seeing this you are directly knowing what has been shown by not telling what we are showing understood so  
 **Speaker\_03 - 02:06:44**this is one more ad or this is paper  
 **Speaker\_07 - 02:06:54**mode.  
He puts it in water and he doesn't come in.  
Pennywise will come.  
Pennywise.  
 **Unknown speaker - 02:07:12**That's  
 **Speaker\_04 - 02:07:17**not  
 **Unknown speaker - 02:07:23**us.  
 **Speaker\_03 - 02:07:24**Challel,  
Raguna.  
 **Speaker\_00 - 02:08:20**Baddi  
 **Multiple speakers - 02:08:33**day, moukholy  
 **Speaker\_03 - 02:08:42**bha.  
Daga,  
pie,  
pie.  
Thank you.  
I  
expected.  
 **Speaker\_05 - 02:10:13**So, that is what it signifies.  
So, that is what it signifies.  
 **Multiple speakers - 02:10:20**So, even the first one is comparably better right.  
 **Speaker\_01 - 02:10:26**So, nearly 98 percent in this we do not know where it is leading right?  
 **Speaker\_04 - 02:10:31**Yes sir.  
 **Speaker\_01 - 02:10:32**At last two frames they are showing like this is related to paper boat where you drink juice so that too what you felt like how the ad is like this long but it made you to see right nowadays you cannot run this long ad hardly some 20 30 second so in that 30 second you have to feed all the  
signifiers now you have the earlier you have one minute two minute you can So now you have 30 seconds in that you have to add all the signifier, signified everything, you have to make sure that it reaches.  
The best thing is happiness, yeah the best add they create within that 30 second they feed all the signifiers in that.  
So they show everything correctly.  
So this is the example, the first one is example of creating generating a social aspect for a product.  
Second one is not a good example.  
I won't suggest the second one.  
 **Speaker\_01 - 02:11:39**So, I am just showing you the two example.  
Both are saying that both never text the context of a product.  
The first one never spoke about the quality or robustness or the reliability of the product but they connect that the product emotionally with the family and how it can be used for in for a better family and how it can be uh uplift any family in the middle class mood.  
So the second one is an example for not to do.  
They are showing all the they are touching all the aspect and finally they are showing this.  
It is like have you seen this Crompton ad?  
You will be seeing for last one minute but you do not know it is ad for Crompton.  
 **Speaker\_01 - 02:12:25**So finally they will be taking this achar to the next planet by using Crompton fan.  
So it is not a good way to do.  
That is all funny but this aspect is not  
good.  
So we have already discussed a lot.  
So final assignment the next week you are going to present like poster presentation.  
So do you have any doubt?  
 **Speaker\_01 - 02:12:57**regarding whatever the way we have this slides are already in your portal you can check  
and also like regarding the NSEM as I told you have to go and check in the library and not just thinking the assignments don't expect the similar questions in the NSEM also and also don't expect any straightforward like we won't ask any to define or what is this how no you have to think.  
So you have to think what we discuss in the class and you have to critically you have to observe and how your critical thinking and critical observation can be used for that particular question that is how you have to all the questions are put forth like that.  
basically everything will be ready?  
 **Multiple speakers - 02:14:03**So I'll stop now.  
 **Speaker\_07 - 02:14:07**So if any questions, I'm ready to answer.  
What is which picture  
 **Speaker\_09 - 02:14:23**exactly?  
 **Unknown speaker - 02:14:54**Your  
 **Speaker\_07 - 02:15:02**neck is so small.  
That's what she said.  
Give me the context.  
He was entering here.  
 **Speaker\_04 - 02:15:18**The neck is too small.  
The head is too small.