UNIVERSITY SCHOOL OF DESIGN & INNOVATION (USDI)
GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
" A STATE UNIVERSITY ESTABLISHED BY THE GOVT. OF NCT OF DELHI"
East Delhi Campus, Surajmal Vihar, Delhi – 110 092
Email Id: dean.usdi@ipu.ac.in,

Subject: Report on the 'Designo Imprints' organised for USDI students on 21 and 22 October 2026

Name of the Activity:	'Designo Imprints'		
Theme of the Activity:	Public Art celebrating design processes and thinking.		
Activity Date(s):	21 and 22 October 2026	**No. of Volunteers: Total Event Participants:**	02 USDI Volunteers 20
Venue:	USDI, GGSIPU East Delhi Campus		
Faculty Coordinators:	Mr. Kartikeya Chandra, Mr. Sourav Sil, Ms. Shubhangi Saxena		
Volunteers:	Ayushi Attri (4th Year) and Sudiksha Gupta (4th Year), USDI		

Brief Description of the Activity:

The Designo Imprints was successfully held on October 21 and 22, 2026, at USDI, GGSIPU East Delhi Campus. Faculty members Mr. Kartikeya Chandra, Mr. Sourav Sil, and Ms. Shubhangi Saxena coordinated it, which was organized exclusively for USDI students, with approximately 20 students taking part. Two fourth-year USDI students, Ayushi Attri and Sudiksha Gupta, volunteered at the event.

Under the guidance of the faculty coordinators, as part of the decoration team for Synesthesia, they painted the floor (pathway) leading to the Design department situated in B - block. One of the areas identified for this purpose was the small circular roundabout surrounding the garden outside the department entrance. The idea was to transform this space into a creative and visually engaging area representing the three design disciplines offered by USDI: Industrial Design, Interaction Design, and Interior Design. To develop the concept, the entire team sketched different icons and visual elements such as hammers and other tools for Industrial Design, measuring tapes and paint rollers for Interior Design, and laptops, computer mouse, and digital symbols for Interaction Design associated with each department. The pathway leading to the circular roundabout was also decorated with various abstract, semi-abstract, and representational motifs/icons symbolizing the Design process and thinking in a Futuristic manner with the title of the event at the beginning. Throughout the process, faculty coordinators guided us in finalizing the layout, resolving challenges, and also in the final execution on the floor.

This public art gave students a creative break from regular coursework and practical exposure to celebrate design processes and thinking, while encouraging interaction between students and

faculty. We extend our heartfelt gratitude to the continuous support provided by our Hon'ble Vice Chancellor, GGSIPU and Padma Shri Awardee, Prof. (Dr.) Mahesh Verma; Hon'ble Director In-Charge and Dean, USDI and USAR, GGSIPU-EDC, Prof. (Dr.) Arvinder Kaur; and the Nodal Officer, DSW of GGSIPU's East Delhi Campus, Dr. Rahul Johari, for supporting us in organising this and similar events. The faculty coordinators also thank the volunteers and all the participants for their enthusiastic involvement.

Google Drive: synesthesia 3.0

Photo Proofs (Geo-tagged Images)









Mr. Kartikeya Chandra Asst. Prof. USDI, Faculty Coordinator	**Mr. Sourav Sil** Asst. Prof. USDI, Faculty Coordinator	**Ms. Shubhangi Saxena** Asst. Prof. USDI, Faculty Coordinator