



GRAPHIQUE

NIT - TIRUCHIRAPPALLI

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Foreword from the President:

Graphique has evolved exponentially in the last one year, through various activities and participation in various events. The members have honed their skills in graphic design and our activities have helped non club members also to learn the fundamentals of it. It won't be an overstatement to say we have been one of the most active clubs in campus in the past one year.

Initiatives/Projects taken up this year:

- **Festember:** Ideating and designing social media content and branding for Festember 2021. Over 500 designs made so far.
- **Pragyan:** Ideating and designing social media content and branding for Pragyan 2022. Over 500 designs made so far.
- **36 Days of Type 2021:** Participated and successfully completed the yearly 36 days typographic design project promoting space for creation across the globe.
- **Money Heist X NITT:** We presented NIT Trichy, a glimpse of our campus, rendered in 3D minimalist POV of the Money Heist intro.
- **Chaperone:** Chaperone is series of videos where we showcased the process that went behind the artwork we've done for our partner organisations and which you've appreciated.
- **Netflix Redesign:** Redesign of the popular video streaming platform - Netflix's UI.
- **Wallpaper Week:** The students of NITT were bestowed with high quality wallpapers everyday for a week on Graphique official Instagram handle and website.
- **Roads Travelled:** We were proud to work on the magazine "Roads Travelled: Past, Present and Future" documenting the performance trajectory of NIT Tiruchirappalli in the last five years. The magazine takes you through how our institute has grown over the years, sailed through the hard times and what lies ahead!
- **T&P Brochure 2021:** Commissioned by Training and Placement Cell of NIT Trichy to design UG placement brochure for the academic year 2020-21.
- **Inktober Challenge:** Participating in a 31 day challenge to improve inking skills and develop positive drawing habits.
- **Project Aura:** We explored diverse shades of colours to understand the emotions linked with each one. It was a project to embody this eccentric phenomenon that transcends human perception.
- **Project Lookback:** Project Lookback was a throw-back to the major events that happened in the year 2021. A set of 3 posts each of 9 portraits were posted on our Instagram handle.
- **NITT TV Branding:** Branding for NIT Trichy official youtube channel.

- **Art vs Artist 2021:** It was a design campaign where members of our club created a portfolio of their works.

Workshops & Events Conducted:

- **Graphique Bootcamp 2021:** Bootcamp was a free comprehensive workshop on the basics of Graphic Designing and Motion Graphics exclusively for the first year B. Tech / B. Arch students of NIT Trichy. It was conducted during the month of June 2021. Students were engaged with exciting tasks and Interactive sessions.
- **Graphic by Graphique 2022:** : Graphic by Graphique was a free comprehensive workshop on the basics of Graphic Designing and Motion Graphics exclusively for the first year B. Tech / B. Arch students of NIT Trichy.
- **Chroma:** Chroma by Graphique was a graphic design contest conducted for the first-year students conducted in the month of January. The contest was held in two formats (digital and traditional art) to accommodate the different talents and skills of the participants. Two industry experts were invited as Judges: Kamala Nair (Digital Art Judge) and June Digan (Traditional Art Judge).
- **NITT Designathon:** It was a 24-hour online hackathon as part of NIT ConclaveX for designers and developers, providing a platform to compete against the best design and developing minds across the country in a fast-paced environment and test your design thinking practices. Hone your design and developing skills by responding to evolving needs and solving challenges in our community and beyond to create resilience, hope, and inspiration.
- **Timeline Workshop:** Timeline workshop is a curated and exciting workshop on Video Editing, Colour Correction, 3D Art and Motion Graphics. An excellent opportunity for the first year students to add new skills to their skillset!

Competitions & Conferences Attended:

- **Strate Design Contest:** Participated and got endorsed by Strate School of Design, Bangalore in an online poster design contest among 200 entries.
- **FMC Weekend:** Participated in 5 Design and Art Events conducted by IIT BHU as a part of their cultural festival.
- **March of Robots:** Participated in an online design challenge to create robot character design for one whole month.
- **Kuruksastra Design Events:** Participated in 3 Design and Art Events conducted by Sastra as a part of their cultural festival, Kuruksastra.
- **99U Conference:** Attended an online conference that inspires creatives to supercharge their work, build incredible careers, and ideas.
- **Saarang:** Participated in IIT Madras's Saraang Designathon, a four-hour designathon based on 2D & 3D design problem statements. Our Club Members Yuvaraja and Raswanth participated in Motion graphic Event and secured 1st Place. Our club Member Manasa participated in Digital Face painting contest and secured 2nd Place. Our club member Sarvesh participated in an event called "Photoshop Battle" and secured 2nd place.

- **D'Con:** Our club members attended a Design conference, called D'Con 2022 which was an eye-opener and provided us with a depth to the concept of Design in a Broder perspective.

Competitions & Conferences Attended:

- **First place**, Mograph event, IITM - Saraang
- **First place**, Poster design, IFP
- **6500+** Followers on Instagram
- **50k+** Views Instagram
- **Second place**, Photoshop battle, IITM - Saraang
- **Second place**, Face painting event, IITM - Saarang
- Open source contributor
- **1500+** Artworks made in 2021-22