

#jd
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What is Future?

- In its essence, Future is the anticipation of what lies ahead.
- It is a dynamic journey shaped by the choices we make today.



Digital Billboard in the movie Blade Runner, 1982

What is Fiction?

- It allows to explore the uncharted territories of the mind, developing a dance between the believable and the imaginary.

Reality

- Digital billboards once depicted in films, have materialized into the landscape of modern cities.
- They have revolutionized advertising in the digital age.



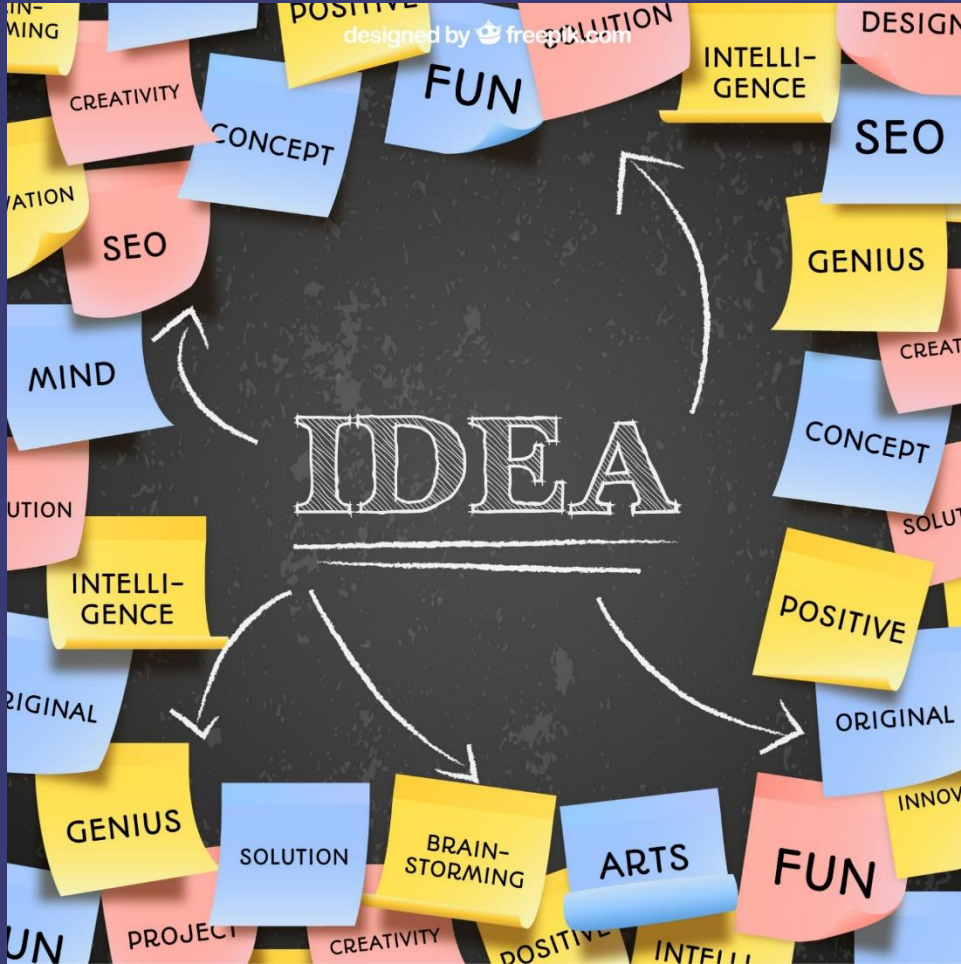
Digital Billboard in Times Square



What is Future Fiction?

- Dream beyond today's boundaries.
- Harmonious symphony of innovation and creativity
- Exploration of uncharted frontiers in collective imagination.

PURPOSE OF FUTURE FICTION



1. Build Concepts

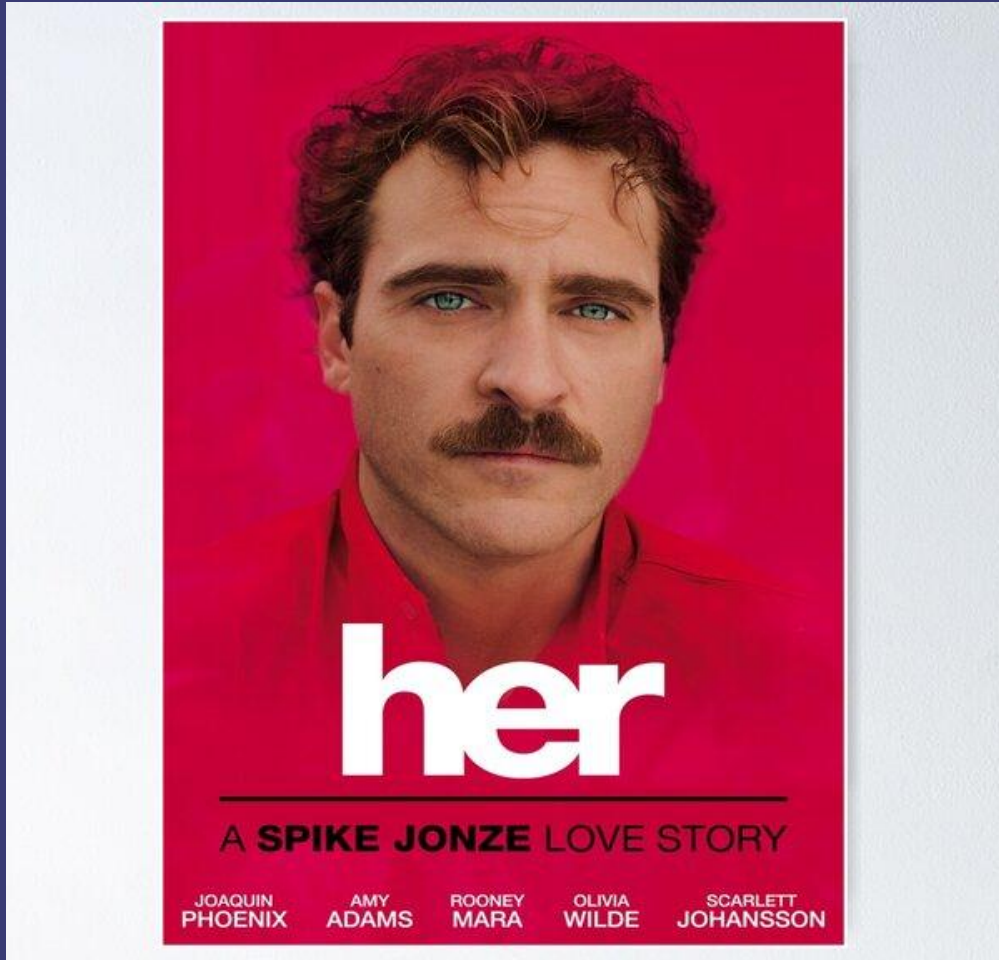
- Shape core ideas creatively for engaging narratives.

2. Observe Culture

- Comment on social issues through future fiction.
- Provide a unique perspective on creativity and society.

Note: Clothing tag with name of colour in Braille





3. Tell Stories

- Communicate complex ideas about the envisioned future.
- Visually convey narratives compellingly.

Note: HER released in 2013, portrayed AI-human relationship. The idea of AI systems developing emotions and personalities might seem far-fetched. AI technology continues to advance, there is potential for these systems to become more human-like in their responses and behaviour.



4. Innovate with Technology

- Integrate emerging technologies creatively.
- Reflect an understanding of the evolving role of technology.



5. Design Ethically

- Be ethical designers, considering speculative futures' impact.
- Contribute to responsible and sustainable creative practices.



CORE OF FUTURE FICTION

Futuristic

- Embodies forward-thinking innovation.
- Envisions a future where new ideas thrive.



Transformative

- Creates profound, positive impact.
- Brings about meaningful transformation.



Adaptive

- Demonstrates high adaptability.
- Provides solutions that evolve with changing circumstances.



Inclusive

- Prioritizes inclusivity.
- Ensures accessibility and consideration for diverse user experiences, fostering a sense of belonging for all.





FUTURE FICTION IN DIFFERENT INDUSTRIES

FASHION DESIGN



Adobe Primrose Dress

1. Futuristic

- Integrates technology with dynamic, colour-shifting panels.

2. Transformative

- Colour-shifting panels create a transformative visual experience.

3. Adaptive

- It is versatile as the panels adjust to different lighting conditions.

4. Inclusive

- Resonates with a broad audience, regardless of style or cultural backgrounds.

INTERIOR DESIGN



Smart Couch: Embedded AI Integration

1. Futuristic

- Intelligent hubs adapting to user preferences.

2. Transformative

- Customized relaxation redefining lounging experiences, thus transforming the way individuals interact with living spaces.

3. Adaptive

- Responsive ergonomics helps to adjust according to body's curves and movements.

4. Inclusive

- Prioritizes design for universal accessibility. Caters to everyone, regardless of age or ability.

JEWELLERY DESIGN



3D Jewellery Printing

1. Futuristic

Futuristic design methodologies and cutting-edge technologies.

2. Transformative

- 3D printing revolutionizes jewellery with transformative, customizable designs.

3. Adaptive

- 3D jewellery crafting allows adaptive precision and personalized adjustments.

4. Inclusive

- Draws inspiration from diverse cultures and styles celebrating individuality and promoting self-expression.

PHOTOGRAPHY



360° Photography

1. Futuristic

- Complete, panoramic immersion, transcending traditional boundaries.

2. Transformative

- Revolutionizes narratives by capturing entire scenes in one frame, offering transformative perspectives.

3. Adaptive Technology

- Responsive 360° capture adjusts seamlessly to diverse contexts, showcasing flexibility.

4. Inclusive

- Fosters inclusivity through accessible experiences, breaking down geographical barriers.

How Designers Can Incorporate Future Fiction?

Create a Back Story

- Develop a narrative for your ideas, considering the setting, characters, and cultural context.



Visualize the World

- Envision the world in which your designs exist, inspiring the aesthetics and materials.



Character-Centric Design

- Design clothing that reflects the personalities and experiences of the characters in your narrative.

Evolutionary “Accurate” Na’vi

Based on physiological traits from related Pandoran species, which all have six limbs and none have body hair. Pandoran animals also lack a nose and breathe through holes in their neck.

They also have two queue, not one, and a secondary pair of eyes for twilight Pandoran nights. Navi are not mammals, and they should not have breasts.



Imaginative Elements

- Experiment with unconventional materials, technologies, and forms from your fictional world.

Note: Deborah L. Scott, Costume Designer drew upon the clothing of Fiji, Tonga, Samoa and Hawaii, as well as the Māori of New Zealand, for inspiration, incorporating seagrass, shells and feathers into the costumes.



Symbolism and Metaphor

- Use clothing/products/jewellery or visuals to convey symbolic meanings or metaphors relevant to your story.

Note: Eywa - A spiritual phenomenon worshipped by the blue humanoids in Avatar, known for its healing powers.



Engage the Audience

- Share the narrative behind your designs when presenting, adding an engaging layer for the audience.

Note: The movie was released in 3D as it gives a more immersive.



Spark Conversation

- Use your designs to spark discussions about the future of fashion, technology, and societal trends.

Note: The movie was released in 3D as it gives a more immersive.



taran adarsh ✓

@taran_adarsh

[#OneWordReview...](#)

[#Avatar](#): MASTERPIECE.

Rating: ★★★★★

SPELLBINDING visuals... STUNNING action... STRONG drama... TERRIFIC second and third act... [#Avatar](#) is a CINEMATIC MARVEL that needs to be watched on the largest screen possible... DON'T MISS IT! [#AvatarReview](#)



Relevance to Future Challenges

- Examine how your chosen topic aligns with future challenges or opportunities outlined in the theme.
- Identify aspects of your topic that can address or adapt to these challenges.

Note: The movie highlights about environmental destruction. The film reminds us of the need to care for the planet and respect the natural world. The Amazon forest is being destroyed by clearing for farming, timber, roads, hydropower dams, mining, house-building or other development.



AMAZON RAINFOREST DEFORESTATION FACTS

Example: Fish inspired products/designs.

The fish is known for its graceful movements and colourful scales. The collection would merge marine mystique with cutting-edge design.

1. Futuristic

- Products with dynamic, colour-shifting materials inspired by fish hues and sleek fins.
- Dresses reflecting underwater luminosity.

2. Transformative

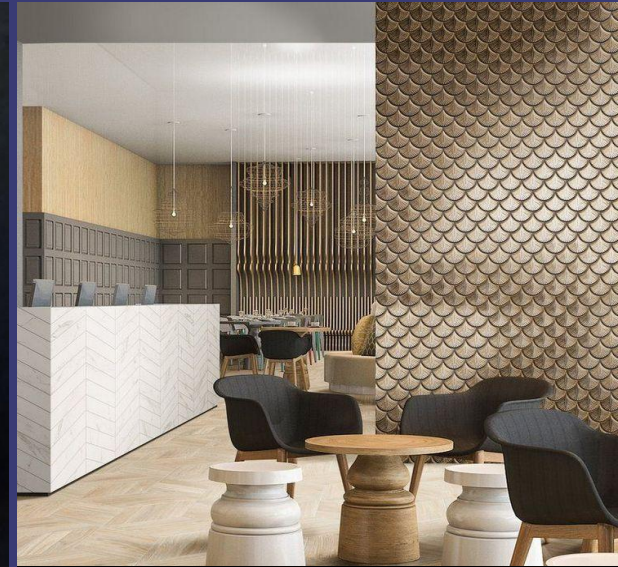
- Fluid, adjustable silhouettes/designs inspired by the transformative nature of fish.
- Products that can seamlessly transition from sleek to dramatic.

3. Adaptive

- 3D-printed, textured surfaces inspired by fish scales.
- Adaptive textures for sensory experiences, adjusting to climates.

4. Inclusive

- Garments celebrate marine life diversity with intricate designs.
- Designs that resonate with all.



CONCLUSION

By aligning your chosen topic with the 'Future Fiction' theme, you not only contribute to the narrative but also showcase the foresight and innovation inherent in your design approach.

GUIDELINES

JDDA 2024 is scheduled for the month of May 2024. The designers participating in the awards are provided with the guidebook which describes the process and timelines required to execute the project by the first week of April 2024.

Note: Groups are formed by the designers and the institute plays no role in the selection or formation of the groups.

STAGES

Primary Research: The individual/team expands the initial idea supported by the primary research which will serve as pointers for solution.

Secondary Research: Once the primary research is confirmed, the individual/team move into the finer details of the proposal to finalize on the design brief.

Final Design Brief: Once the primary and secondary research is confirmed, the individual/team writes down their final design brief upon which they will execute their project.

Primary Solution: Once a design brief has been defined and researched, the primary solutions see concepts created that may solve the design problem.

Visual Direction: The proposed solution requires a visual language to communicate the idea or solution which is presented through a collection images and references.

Design Development: The team will put together rough sketches and images that will point towards the final visual outlook of the solution.

Prototype Sampling: Prototyping a sample provides an opportunity to test a design idea in various ways to see if functions in practice and to get a better understanding of how it works as a piece of visual communication.

Final Design Analysis: All the parameters of the approved solution and its visual appearances are analysed in detail and the final blueprint for the product/range is approved.

Execution: The individual/team will submit the complete range/product as per the guidelines mentioned.

SUBJECT AREA EXPERTS

Each team / Individual can choose a Design & Conceptualization mentor for initiating the project, guidance on the proposals and inputs required to understand and continuous evaluation support. The chosen mentor shall be available to the teams based on a first comes basis. Please note that the subject experts are made available to the teams/Individuals for guidance and opinions, however the decisions regarding the project and its details will have to be taken finally by the teams/Individuals in consultation with the experts.

CRITERIA

MSc. FDM:

10 ensembles (individually or in a group – max 2 in a group – 5 ensembles each but with the same concept)

MBA:

Event Management/Business Plan

MAFC:

Select one of the participating JDDA 2024 groups to collaborate with, to work on the branding and styling project, can also create a website, blog, etc. You can also collaborate with any brands outside.

BSc. FAD:

10 ensembles (individually or in a group – max 2 in a group – 5 ensembles each but with the same concept)

Diploma in Fashion Design:

10 ensembles (individually or in a group of 2 or 3)

MSc. ID:

To work on a space individually (also a part of their university criteria). In case the designers want to work on products for any such space, can do it either individually or in group (max 2 in a group) along with the university requirement of space done separately.

BSc. ID:

To work on a space individually (also a part of their university criteria). In case the designers want to work on products for any such space, can do it either individually or in group (max 2 in a group) along with the university requirement of space done separately.

Diploma in Interior Design:

To work on a space individually or product either individually or in a group of 2.

CRITERIA

Diploma in Fashion Photography:

- 1 or 2 images. Unfiltered (Only cropping, contrast, colours and intensity control allowed.)
- Medium: Black and white/colour with caption and watermark. Post approval of soft copies, prints of appropriate sizes with due framing has to be made.
- Layout: Portrait/Landscape.
- Output: HD Quality Images from any camera (DSLR, Mirrorless)

Diploma in Jewellery Design:

A set of minimum 3 pieces to maximum 5 pieces (Neck piece is compulsory alongwith other pieces that complement it).

THANK YOU

Q&A