This March, NID will be host to one of the most prestigious design festivals in the country—RGB 2011. Taking place for the 3rd time, the main purpose of this fest is to increase interaction between design students all over the country, and for us to be able to share ideas and work, through healthy and fun-filled competition. Students from India’s foremost design and art institutes will come together for a three day exchange of ideas and experiences.

RGB 2011 will be a platform for inter-college networking through exhibitions and competitive events. In addition to this, we host a series of unique workshops and interactive sessions with professionals and experts in the fields of design and design education. With original work across design spheres being shared alongside electrifying performances, RGB 2011 promises to be a bigger, better and wackier experience!

With NID turning 50 years old, we take this opportunity to celebrate the theme Discover DESIGN. India being a budding country with rich resources, we focus this festival on spreading the attitude of inculcating ‘design’ amongst students and professionals.

So let us fellow designers unite to bring our country to a new Pandora!
Unlock your distant potential and spit it out on paper. Because there are something's words cannot explain...

**Day 1:**
- **Theme:** Chariot of Knowledge

**Day 2:**
- **Theme:** Chariot of Dreams

**Day 3:**
- **Theme:** Chariot of Innovation

**FATA POSTER NIKLIA... (teams of 4)**
Unveil your distant potential and spit it out on paper. Because there are something's words cannot explain...

**Design a poster on the given theme:**

**Day 1:**
- **Theme:** New Era

**Day 2:**
- **Theme:** New Horizons

**Day 3:**
- **Theme:** New Opportunities

**LOCK HORNs (teams of 3)**

Whether you’ve got the gift of gab or just plain enthusiasm, grab a mike and get vocal about your thoughts! Outbatt!!

**Participants assemble and the motion is declared. The sides will be decided by drawing lots. Participants will be given 1 hour to prepare a 3 minute speech.**

**Every speech will be followed by a 2 minute active rebuttal session.**

**Whether you've got the gift of the gab or just plain enthusiasm...**

**Get ready!**

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**Whether you've got the gift of gab or just plain enthusiasm...**

**Gaja-ra (teams of 3)**

You are on an adventure trip and... MA/FUNCTION! The thing that has stopped working is something you can’t leave behind but you can do some ‘jugaad’ with it to aid your journey.

You will be given an object that doesn’t work. Teams must dismantle it and reassemble parts as per their own objectives. Products will be displayed along with a short presentation to the judges.

**Jugaad (teams of 3)**

You are on an adventure trip and... MA/FUNCTION! The thing that has stopped working is something you can’t leave behind but you can do some ‘jugaad’ with it to aid your journey.

You will be given an object that doesn’t work. Teams must dismantle it and reassemble parts as per their own objectives. Products will be displayed along with a short presentation to the judges.

**Wastes (teams of 3)**

Reconstruct Planet Earth! The mission lies right in front of you. Dive into this ocean of junk and build your way through it. You will be provided with a variety of materials to choose from and commence. The presentation will be alongside the display. Participants will be expected to explain the design process and the application of their products to the judges.

**Cut it Out (teams of 3)**

Cut, Copy, Paste. Literally! Build your own story using discarded magazines and other print material. Throw in a pinch of sense into the non-sense, give it your personal flavour, and voila! You have your very own comic book.

**Take one (teams of 2-3)**

Get weaving! Make a short film using anything from a Nokia to a Nikon. After “Effects” watch your film on the big screen.

**Peek a Boo (A non competitive event)**

An all day public screening of student films (animation/records) from participating colleges as well as NID. Catch them at your leisure. Send in student films from your institute, in a .mov format and 1280 X 720 pixels in resolution. A maximum of ten Short Films per college are permitted. For further details contact: Kautil Trivedi +91-9862362386

**LaPer (teams of 3)**

Play a game of strategy with your marketing skills! We will give you a product to campaign for. Hype it up in the name of art and design, and then... ADVERTISE! Final concepts will be submitted and presented. Participants must come up with an A2 size poster and explain their marketing strategies. You will be provided with Internet facilities.

**Photo Raado (teams of 2)**

One day, one theme, five photographs. Let’s look at what you see! The theme will be given Days: Photographs will be submitted in digital format. Participants must carry their own digital cameras.

**organ-ise (teams of 3)**

Is there a doctor in the house? Or at least a designer who thinks he’s one. Break the barrier that keeps the physically handicapped from being independent in today’s world.

**Day 1:**
- You will be assigned a handicap. Participants must commence with the conceptualisation. Day 2: Final presentations. Presentation will be in the form of a slide show and one printed/hand drawn A2 size visualization sheet. You will be provided with Internet and printing facilities.

**From Ahmedabad, with Love**

So what’s it about this city that you would like to take back? Illustrate it via a set of post cards. Choose any style you wish but make sure there is a thread that accompanies it. Paper and basic stationery will be provided. Participants must bring additional art materials.

**Redesign (teams of 3)**

Bridge the gap. Let’s provide rural India with today’s technology. Take an urban product and redesign it to fit the Indian rural context. The brief will be provided. Participants must present their concepts in the form of a slide show. You will be provided with computers and Internet facilities on prior notice.

**Photography (teams of 2)**

One day, one theme, five photographs. Let’s look at what you see! The theme will be given Days: Get ready to fit the Indian rural context. The brief will be provided. Participants must present their concepts in the form of a slide show. You will be provided with computers and Internet facilities on prior notice.

**Prone it**

Gear up for some high amplitude and an evening of electrifying music.

**Contact**

+919662362386

**Days:**
- **Day 1:**
  - **Theme:** Chariot of Knowledge
  - **Theme:** Chariot of Dreams
  - **Theme:** Chariot of Innovation
- **Day 2:**
  - **Theme:** Chariot of Knowledge
  - **Theme:** Chariot of Dreams
  - **Theme:** Chariot of Innovation
- **Day 3:**
  - **Theme:** Chariot of Knowledge
  - **Theme:** Chariot of Dreams
  - **Theme:** Chariot of Innovation

**Day 4:**
- You will be assigned a handicap. Participants must commence with the conceptualisation.
- **Day 2:** Final presentations. Presentation will be in the form of a slide show and one printed/hand drawn A2 size visualization sheet. You will be provided with Internet and printing facilities.

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**Ramp Attack**

"Bizarre Bazaar": this year’s theme will look at apparel from a whole new perspective. Bring out the chaos and madness of our Indian markets in your garments. Spice up the stage with your creations and choreography! Choreograph a 10-12 minute show for Day 2 of RGB 2011. You will have to design a wearable apparel collection for a ramp show based on the theme—Bizarre Bazaar. The best garments from each participating team will be put on display.

**Let’s Brag about you!**

This is an opportunity to share your college’s strengths in the field of art and design. Put together a collection of your best work for THE most important event of RGB 2011, an exhibition of students’ creativity and talent from all over the country. Design a panel including the best examples of your students’ work. The panel will be displayed in an exhibition of art and design from India’s premier institutes. Given below is the layout of a single A0 panel. For display purposes, follow the template (making minor changes if required). Your panel should include high-resolution images and a brief description of each piece of work.

E-mail us a PDF of your panel not later than the 26th of February 2011 to give us sufficient time to print and display all your work. If requested, an editable template will be e-mailed to the respective college representatives for your convenience.
anything is possible in the world of comic books! make them possible with the creator of super commando dhruv, nagraj and many more. take this chance to exchange your views on character design and development apart from compositions and sketching....go wild! limited to the first 30 registrants.

limited to the first 20 registrants.

a workshop that aims at understanding the characteristics of living beings and interpreting them to develop letterforms. limited to the first 60 registrants

letterforms come to life

with: rajesh dahiya

a workshop that aims at understanding the characteristics of living beings and interpreting them to develop letterforms. limited to the first 60 registrants

water-scapes

with: milind mulick

a watercolour workshop with one of india’s leading artists. explore this challenging medium both indoors and outdoors! limited to the first 50 registrants.

blue print photography ‘cyanotype’

with: sameer bakshi

cyanotype is a photographic printing process that gives a cyan-blue print. enjoy playing with shadows and various materials to realize these beautiful prints. limited to the first 20 registrants.

a fee of ₨ 500 has to be sent in the form of a cheque for each workshop registration.

see samarpark
### For Events
College representative must send a list of events that the college chooses to participate in. Final list of all event participants must be received by 2nd March 2011. This must include:

- event name (in case of team events include details of all participants under the same event name)
- full name
- e-mail address
- mobile number

Last day for registration 2nd March 2011.

### For Workshops
All registrations via email to rgb@nid.edu

The final list for registration must include:

- name of workshop
- full name
- e-mail address
- mobile number
- fee ₹500

Last day for registration 28th February.

College representative must send ONE cheque for the total amount in the name of ‘RGB’ Addressed to Naresh Nagar

Project Associate, Integrated Design Services
National Institute of Design, Paldi
Ahmedabad – 380007
get your sketch books and other work that you might want to share.

DISCOVER DESIGN

ना हार ना जीत बस चाय से निकलता हुआ कुछ उलझा सा पागलपन आओ आर जी बी!