Title: Synesthesia – Set Design in Multiple Overlay
Faculty: Rochana Deb
Maximum participants: 20
Venue: NID, Bengaluru

Overview:
An interactive, experimental and insightful workshop on exploring Set Design and connected notions regarding the role of this creative discipline in creating and inspiring moving images in live performances such as theatre, street, fashion and music shows; and recorded performances such as film, television and advertising.

Objective:
• Understanding concepts, tools and techniques, and trends of Set design and its involvement in creating moving images
• Application of these concepts, tools and techniques in formats ranging from live to recorded performances

Methodology:
• Lecture and discussion covering theoretical essentials followed by the above areas through trend-setter examples
• Live exploration of natural and artificial spaces and World creation
• Study and discussion of Period influences to set Style and Tone
• Application of understanding through Set creation based on a story/incident while drawing inspirations from the above and integrating Changeability
• Innovation in areas of World creation and Changeability
• Presentation of final concepts in teams of 4 or 5

Faculty Profile:
Rochana holds a post graduate diploma in Exhibition Design from NID, Ahmedabad. She has worked in design of experiences and experiential spaces to brands and packaging for more than 13 years.

For the past 4 years, she was heading all verticals of the Communication design practice at India’s largest independent design consultancy, Elephant Design. She has also been teaching principles and aspects of design management and branding at some of India’s noted design schools.

Current affiliation: Independent consultant on collaborative transformational branding projects

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