

Building Visual Language

Project Presentation

Summer Internship
with EKansh Trust

Project 1
Visual Communication
Gauri Panicker
136250005

Industrial design Centre
Indian Institute of Technology
Bombay
July 2014

EKansh

a non profitable organisation

works for People with Disabilities.

to create Awareness, Acceptance,
Sensitization and Inclusion in the society

focus areas are education and
employment of PwD.

organise various events to support their
cause.



EKansh

Awareness | Acceptance
Sensitization | Inclusion



14.01.2013











Task

What can I do **to improve their Visual Presence**
and
to Create Recognition ?

Studying the problem

Problems...

Chunking of Content

Hierarchy of elements

Color Palette

Layout

Existing Design

EKansh Trust, Pune

EKansh Trust is a registered charitable trust. Tax Benefits under 80G-IT available.

Admin office: A9, KPCT Mall, Fatima Nagar, Pune 13.

Phone: 020 66245127 / 9503715015. Email: info@ekansh.org



HOME

OUR WORK

CONTACT US

EVENTS NOW

COLORING PAGES

SUPPORT US!

MORE...

2013



The Job Fair for People
with Disabilities '13



ONE - The Confluence
3rd and 4th December
2013



2012



Our Work in Pictures



EKansh

Awareness, Acceptance
Sensitization & Inclusion

Beyond Disabilities
Infinite Possibilities...

PLEASE CLICK ON THE FOLLOWING POSTERS TO ENLARGE



Click on this link for
details on the poster
contest.



Images

We conduct several events through the year to ensure that People understand Disabilities, and related issues and possibilities better.

Please take a look at the slides here to know what we have done so far in 2014.



Posters



Visit
www.ekansh.org
For information, rules and ideas

EKansh Trust's **ONLINE POSTER DESIGN CONTEST 2014**

for college students only

Our slogan is

"Beyond Disabilities, Infinite Possibilities"

We invite you to design posters around this slogan using calligraphy, pictures, illustrations, etc., without changing or adding any words.

ATTRACTIVE PRIZES!

All entrants will be given e-certificates.

Designs entered may be displayed by us online and at our forthcoming events and promotions involving corporate houses, colleges, students, etc [with due credit to the artist].

Beyond Disabilities, Infinite Possibilities

RALLY: 18TH JANUARY 2014, Pune, India



Introduce & Pass the Rights of Persons with Disabilities Bill 2013

Basic Rights

- Life, Liberty and Justice
- Education
- Skill Development and Employment
- Social Security, Health, Rehabilitation & Recreation
- Special Provisions for Persons with Benchmark Disabilities
- Special Provisions for P w D with High Support Needs

Full draft is here: <http://socialjustice.nic.in/pwd2011.php>

[illegible]

Solution

Designing a Visual Language for
EKansh to improve visual consistency.

Process

Data collection >
Chunking the Data >
Setting Hierarchy >
Working with Grids>
Creating Layouts>
Adaptation.

Website



**Imagine a world
where none of us has to fight
for what is rightfully ours.**

EKansh Trust is a world where none of us has to fight for what is rightfully ours. Equal access for People with Disabilities to early intervention, education, employment, entertainment, recreation, legal and medical aid and everything everyone takes for granted.

Let us work towards an inclusive and accessible world.

EKansh Trust believes the first step towards Inclusion is Awareness.

Join us in our journey.

Upcoming Events!

**A basic Course for
beginners in Indian
Sign Language**

21st-22nd June 2014

[CLICK HERE!](#) for registrations



**Equal Opportunity
Employers and
Candidates with
Disabilities**

for details [CLICK HERE!](#)



**POSTER DESIGN
CONTEST 2014**

**Last date for entries
1st August 2014**

Hurry ! [CLICK HERE](#) for details !



OUR STORY

OUR TEAM

BLOG



Founder, Managing
Trustee & Chief Volunteer

Anita Narayan Iyer

A double graduate in Law and Psychology/Sociology, her prime focus is an inclusive society where People with Disabilities are empowered. After many years of volunteering with NGOs around the country and working with people with different disabilities, she founded EKansh and works personally on every project from conception to conclusion. She ensures that EKansh has a holistic approach to disabilities and related issues.

Anita Narayan is guest lecturer at MIT - College of Design, Loni. She has organized/conducted several workshops/sessions as resource expert at BNCA, IIT Rourkee, NASA (Jeebh), North Zone Convention, West Zone convention, NCMAR, NIASA, Symbiosis School of Economics, MICA, etc. She has also mentored students interested in Barrier Free/Disabled Friendly Architecture/Design. She leads the team in sensitization sessions for companies/corporate houses that are for are looking to be equal opportunity employers.

She is recommended by the Disability Commissioner of Maharashtra to conduct access audits for Government Buildings in the state.



Member & Conductive
Education Practitioner
(Children with Cerebral Palsy)
& Volunteer

Nandita Paul

Here is how she defines Conductive Education: It is an educational system that works on an important principle that people with motor disorders of neurological origin need a Transdisciplinary method of Active Learning where the person is seen as a unified whole. Their total functioning is interdependent, interconnected, multileveled, interacting, cohesive and on going, as they continue to adapt to the structural and educational changes around them.

A team consisting of a Special Educator, Occupational Therapist, Physiotherapist, Speech and Language Therapist, parents and carers run this programme using adaptive equipment and assistive technology. Write to her at trustekansh@gmail.com for a consultation



Senior Member &
Volunteer

Girish Sharanpani

Girish is with EKansh from the beginning. He is an Ex Symantec, is the CEO of Knowledge Labs. He provides the necessary humor and helps with drafting, funding and implementation of our project plans.



Co-trustee at EKansh
Trust, Pune

Bhakti Karia

From a family of Hoteliers, Bhakti is the silent supporter of the Inclusion journey that EKansh has undertaken.



Member & Volunteer

Ramona Parsani

Ramona is an MBA from one of India's premier colleges. After working in service, recruitment & training in the corporate sector, is now a voluntary member who helps in proposals writing and fund raising.



Member & Volunteer

Geetanjali Joshi

Geetanjali is the daughter of a well known writer and a social worker in her own right. Geetanjali brings her literary sensibilities to the table as our "Marathi - English" consultant and member/volunteer.



Mother and Consultant /
Volunteer

Jyotsna Kumar

She volunteers to guide parents on their journey of accepting their children with disabilities and counsels them on how to be open to opportunities that can be found in challenges. She is also willing to guide children with challenges and to enable them to discover their own niche in life. She is open to listening, sharing and being there and making them self reliant emotionally.

Jyotsna is a special mother of an even more special daughter. You can contact her through us at trustekansh@gmail.com



Member & Volunteer

Nilankur Mazumdar

Nilankur is the Senior HR at Johnson Controls, India. Being an MBA he helps in bringing a 'corporate' perspective to our work.



Project Co-ordinator

Gauri Damle

Post Graduate in Disability Studies from TISS. She is the person to contact for projects and participation in our events. gauri.ekansh@gmail.com



Office Co-ordinator

Ruth Bomma

When you call EKansh Trust, most often it is her voice you will hear cheerfully answering the phone. She handles most of our basic administrative work for us.

Volunteer (noun) : a person who works for an organization without being paid
— Oxford Dictionary

Support us by:

To apply for a volunteer position, **please click here.**

To sponsor , please click here.

To share your company details, [please click here](#).

Please fill in your details in here so that we can contact you and keep you updated.

Submit

Please fill in your details in here so that we can contact you and keep you updated.

Submit

Corporate Identity Program



EKansh

Awareness | Acceptance
Sensitization | Inclusion

BEYOND DISABILITIES,
INFINITE POSSIBILITIES...

Ekansh Trust, Pune
Admin office: A9, KPCT Mall, Fatima Nagar, Pune 411013
Phone: 020 6624 5127 / +91 9503 7150 15
Email: info@ekansh.org



EKansh

Awareness | Acceptance
Sensitization | Inclusion

BEYOND DISABILITIES,
INFINITE POSSIBILITIES...

Anita Iyer
Founder, Managing Trustee & Chief Volunteer

Admin office: A9, KPCT Mall, Fatima Nagar, Pune 411013
Phone: 020 6624 5127 / +91 9503 7150 15
Email: info@ekansh.org

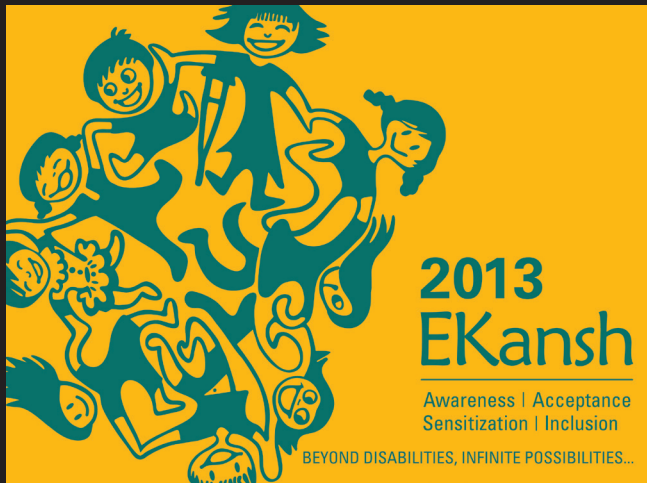


EKansh

Awareness | Acceptance
Sensitization | Inclusion

Admin office: A9, KPCT Mall, Fatima Nagar, Pune 411013
Phone: 020 6624 5127 / +91 9503 7150 15
Email: info@ekansh.org

Powerpoint presentation slides



EKansh

BEYOND DISABILITIES, INFINITE POSSIBILITIES...

This has been the busiest and most satisfying year for us.

We thank you all for your support.

We have touched thousands of mindsets and lives this year as is evident from our photographs.

We understand the need to work in a HOLISTIC way :

Sensitizing society in general to achieve real inclusion of people with disabilities.

To help us keep our pace, enthusiasm and focus in the coming years, you can join us as:

Volunteers

Sponsors

Supporters

Get in touch with us.

EKansh

BEYOND DISABILITIES, INFINITE POSSIBILITIES...

Job Fair for PwD

10-11 January 2013



The Job Fair touched the lives and mindsets of thousands of people including faculty and students of Management, Candidates with Disabilities, Corporate Executives, Volunteers, Families of PwD, NGO representatives, etc.

Brochure

EKansh Trust is a registered charitable trust. Tax Benefits under 80G-IT available

Posters



**“VISION
IS MORE IMPORTANT
THAN SIGHT”**

BEYOND DISABILITIES, INFINITE POSSIBILITIES...



**“ TALKING IS NOT
THE ONLY WAY TO
COMMUNICATE ”**

BEYOND DISABILITIES, INFINITE POSSIBILITIES...



**“ IF THERE IS A WHEEL,
THERE MUST BE
A WAY ”**

BEYOND DISABILITIES, INFINITE POSSIBILITIES...

Facebook page cover



TOWARDS AN INCLUSIVE SOCIETY

BEYOND DISABILITIES, INFINITE POSSIBILITIES...





👍 Liked ▼

✓ Following

 Message

...

Timeline

About

Photos

Reviews

More ▾

PEOPLE

794 likes
4 visits

Shailendra Kavathekar, Sagar Arankalle and 2 others like this.

Invite your friends to like EKansh Trust, Pune



Dhanashri Sonawane

Invite



Dinil Kumar Unnikrishnan

Invite



Dois Gêneros



EKansh Trust, Pune changed their cover photo.
6 July · Edited

EKansh Trust's Poster Design Competition

for college students only

We invite you to design posters around our slogan:
"BEYOND DISABILITIES, INFINITE POSSIBILITIES"
 using calligraphy, pictures, illustrations, etc, without
 changing or adding and words to the slogan.

Event Poster

EKansh Trust's Poster Design Competition

for college students only



We invite you to design posters around our slogan:

"BEYOND DISABILITIES, INFINITE POSSIBILITIES"
using calligraphy, pictures, illustrations, etc, without
changing or adding words to the slogan.

**Fabulous prizes for best entries and all entrants
will be given e-certificates.**

Last date for entries: 1st August 2014.

First 200 designs will be considered

You are required to browse through our website for information so that
your design is in tandem with the work we do. The idea behind this contest
is to encourage students to think beyond purely commercial design concepts
and focus on empathy and social relevance.
www.ekansh.org

Designs to be sent in CDR and JPG/PDF formats.

Contestant Details : Name | Name of College/ University | Contact Number |

Email address | Postal address.

Email your entries and details to poster.ekansh@gmail.com

The entries must be accompanied by a copy of your student ID card.s

Please avoid making unnecessary enquiries.

EKansh Trust is a registered charitable trust.
Admin office: A9, KPCT Mall, Fatima Nagar, Pune 13.
Phone: 020 6624 5127 / +91 9503 7150 15.
Email: info@ekansh.org



What did I learn?

Selecting the Data and setting the hierarchy for content according to the medium of communication,

Working on grid for print and web based mediums

Analysing other websites

Visual language is important to create consistency

Thank you