

# Introduction

'Design Thoughts' as a journal has been in the planning for a while now. The first issue is finally out – with a sincere hope that many more will follow. We wish to publish two issues a year, one at the beginning of the year, in the month of January and the other in the middle of the year, in the month of June.

This issue is a collection of thoughts to cover a spectrum of concerns that affect design. Such as, design history (as in 'Once I Was A Banyan Deer'), design outlook and strategy (Design by People'), design mapping ('Visual Appetite'), design and storytelling ('Narrative and Non-Narrative Traditions'), design process ('Methodology of Design for the New Post Box'), and typography's role in design ('Anatomy of Devanagiri Typefaces'), with case studies wherever applicable.

'Design Thoughts' is based on the notion that thought has no boundary, thought should be its own reward. By that count alone, design (thought) becomes an inclusive affair and opens up its doors to a diversity of ideas.

Our future plans include conceiving issues with specific focus areas. The announcements for these, as they take shape, will appear on IDC, IIT Bombay website ([www.idc.iitb.ac.in](http://www.idc.iitb.ac.in)).

Do enjoy reading the first issue – we'll be glad to have your feedback and suggestions.

Good thoughts,

Ravi Poovaiah,  
Editor,  
Design Thoughts