

Understanding Design
Prof. Nina Sabnani
Prof. Geetanjali Sachdev
Department of Engineering Design
Indian Institute of Technology, Bombay

Module - 03
Start of Section 3
Lecture - 14
Understanding context

It is not just a bridge that connects two places; it gives access to schools to medical care.

(Refer Slide Time: 00:09)



It is a bridge to the outside world and it performs a social function. With the intimate knowledge of bamboo and other fibers the Adi work according to age or principles of design. The Adi also have a close knit society and working together brings the community even closer.

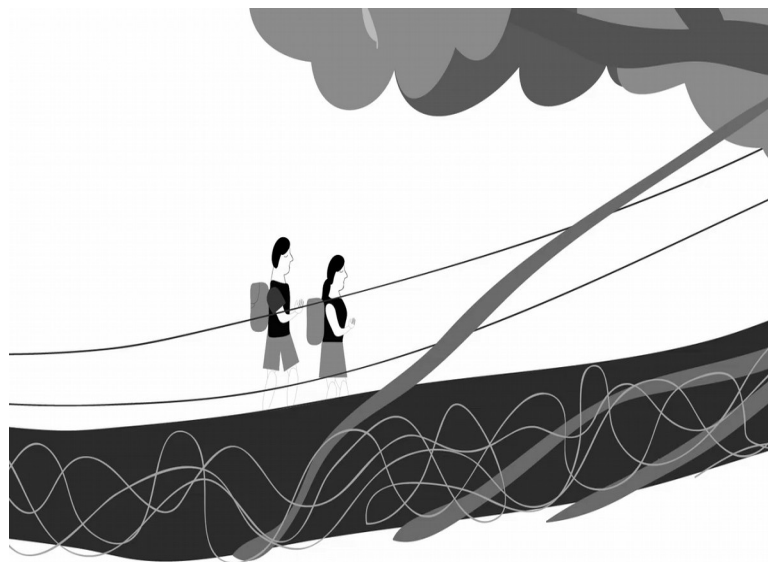
I must say these bamboo and living root bridges demonstrate a sensitivity and thoughtfulness that is significant. It is a good example of society addressing a problem by looking at the need, and the context, and finding a solution that is in harmony with nature.

(Refer Slide Time: 00:45)



The existence of the bridge allows people living in such remote and isolated areas to come to the market and trade.

(Refer Slide Time: 00:53)

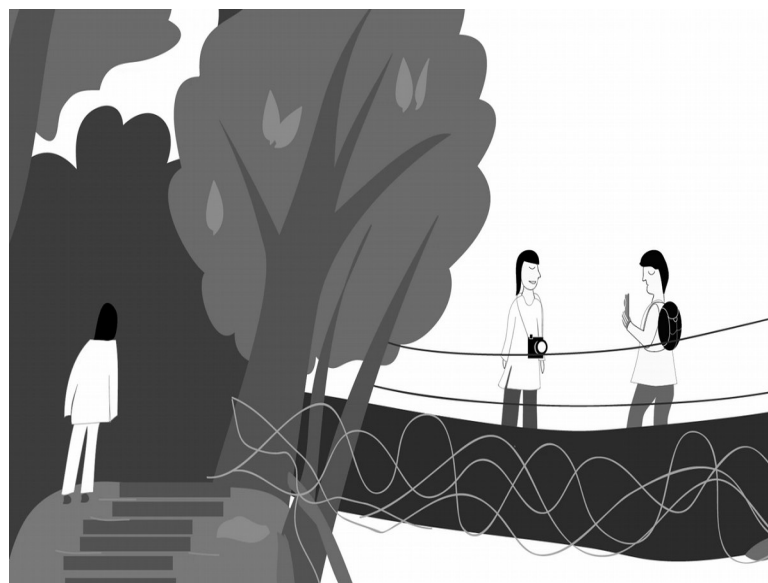


And like I said it gives youngsters a chance to access education reaches health care to people in remote villages.

(Refer Slide Time: 00:57)



(Refer Slide Time: 01:01)



And opens up the possibility of tourism, , and builds a connection to the world outside.

Talking about bridges everywhere they would have allowed people to travel to distant places and that would certainly broaden that thinking and outlook.

Absolutely and new objects may be introduced into a society by travellers from distant lands.

(Refer Slide Time: 01:23)



Take the printed book, the world's first printing press use porcelain type.

(Refer Slide Time: 01:27)



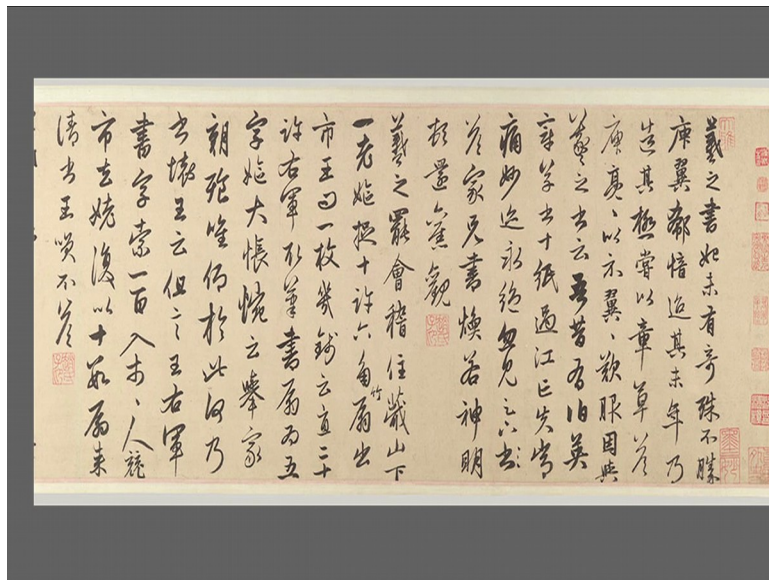
And was invented in the 11th century in China by Bì Shēng

(Refer Slide Time: 01:31)



Till then books used to be copied by hand, , though printing was far more efficient the demand for printing remained limited.

(Refer Slide Time: 01:41)



Perhaps because few people could read, European travellers returned home from China with stories about the printing press, , but society there too was not ready for it.

(Refer Slide Time: 01:51)



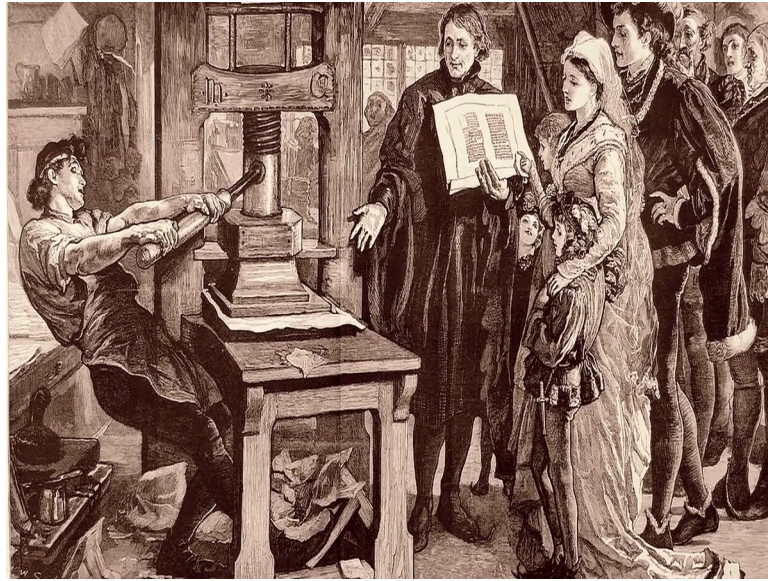
It was around 400 years later when the German inventor, Johannes Gutenberg invented his hot metal movable type printing press that it caught on.

(Refer Slide Time: 01:57)



The rise of literacy and the new middle class led to an increasing demand for books.

(Refer Slide Time: 02:09)



And soon they were printing presses in all European languages and what emerged was a thriving publishing industry.

(Refer Slide Time: 02:13)



I have read that the printing press came to India when European missionaries wanted to bring out religious literature in Indian languages.

(Refer Slide Time: 02:27)



That is right this is what led to the designing of types in our languages.

(Refer Slide Time: 02:31)



By the 19th century we see many enterprising intellectuals investing in presses.

(Refer Slide Time: 02:39)



They brought out newspapers, journals, novels, plays calendars, and political pamphlets in all major Indian languages. This created a community of readers with shared aspirations for freedom from colonial rule. In this way the existence of the printing press fueled a national movement.

So, the designing of printing types in Indian languages has such a huge impact on society.

Yes and that was not even the original intention.