

DESIGN DIRECTIONS PVT. LTD., Pune is happy to announce that they have been awarded THREE awards at the CII DESIGN EXCELLENCE AWARDS 2011. These awards were received in the following categories

1. **VISUAL IDENTITY** – For our Identity design for Pune International Centre
2. **INTERACTION DESIGN** – For our information graphics for the Control Room at Reliance Petroleum Refinery, Jamnagar
3. **BEST IN CATEGORY – INTERACTION DESIGN**

DESIGN DIRECTIONS PVT. LTD., Pune has a track record for the last 8 years for receiving various awards every year! The design company specializes in User Interface Design for software, Brand and Communication Strategy and Design, Package Design and Industrial Product Designs.

[About the projects for which we have received the awards](#)

AWARD FOR INTERACTION DESIGN & BEST IN CATEGORY

Information Graphics for Interactive Display on Large Screen Video Walls for the Control Room of Reliance Petroleum Refinery (RIL) at Jamnagar.

DESCRIPTION

Designed infographics for interactive display on large screen video walls,(8mX4m and 8 numbers), for the control room of world's largest refinery, Reliance, Jamnagar.

Challenge was to visualize the interactive display of complex refinery data without causing cognitive overload, distractions and misinterpretations by operating staff, managers and others. Our graphic visualization of the plant

and its display of real-time data were important to monitor, control, coordinate and optimize operations, and enhance performance. We visualized and designed graphic representations of entire plant and its processes.

We developed the display philosophy and guidelines for all visual objects and their representation of dynamic information.

KEY FEATURES AND BENEFITS

1. Dynamic data for complex refinery operations understood at a glance

The diagrams of the plant equipments and their performance are easy to understand due to color coding and simpler visualizations.

Various parts of the refinery were divided into four color coded sections on each wall and across all 8 video walls, depending upon the viewing distances of the operators (5m, 10m and 13m away from the screens).

The data of plant operation objects like vessels, gauges, reactors were visualized very graphically.

The plant performance was also visualized graphically and the performance indicators were further organized in groups.

2. Graphics and layout that helped cognition

The color palette of subdued colors for static objects and high contrast for dynamic information helped cognition.

Specific types of color blindness were taken into account while selecting the color.

Cognitively easier visuals such as gradients, spider charts, and realistically shaped objects -with live embedded data were designed. Engineering relevance was also ensured.

3. Inspiring and dramatic display of technology at work

The control room at JERP dramatically showcases one of the best and largest refineries. The live video walls inspire people working there. It makes a strong case for India as a global power and a technology player. The visitors can view the information clearly from a distance of about 20m and understand the complex and sophisticated refinery operations quickly.

4. Various plant conditions displayed for better situational awareness

Different design elements like color palette, contrasts, and visual representation were used to clearly bring out different states of the plants such as start-up sequences, steady state, and abnormal conditions.

5. Facilitates fast and accurate decisions.

Operators and managers get a wider context for their work at a glance while they work on their individual consoles. They can glance up to respective areas for specific information and look at the larger picture so they can take important decisions quickly and accurately. This has led to more efficient and safer operations.

INNOVATIONS

1. Development of a completely new Display Philosophy for cognitively powerful DLP video walls through extensive prototyping and pilot project.
2. Design of a library of dynamic graphic objects to represent refinery equipment and performance indicators
3. Design of complete, interactive, integrated infographics of the world's largest refinery's first-of-its-kind video wall. A project jointly executed by Honeywell, India and Design Directions Pvt. Ltd. for Reliance Petroleum, using BARCO technology.

DESIGN SUCCESS:

1.The design objectives of providing situational and performance awareness of refinery operations were met. This has led to quicker reactions, avoiding mistakes, improved efficiency and better safety.

2.Participated in the content creation for the largest interactive wall, to date, in the global oil sector and it is first time, information from control and automation systems were combined, visualized and presented in this context.

3. Project showcases relevance of design in an extremely specialized environment. The way dynamic data is represented by form, colors, contrast, font sizes, visual shapes and ideas demonstrates design as an inherent requirement in every industry.

AWARD FOR VISUAL IDENTITY

Logo Design for Pune International Centre

DESCRIPTION

Pune International Centre was launched on 24th September 2011. Pune has always been a city of learning, scholarship, values, enlightened thinking and action. The city today boasts of the presence of thought leaders from all walks of life.

What this great city misses though is a meeting point for all such minds, a place where, in an intellectually stimulating and peaceful environment, various enlightened discussions and debates can be held.

Keeping this objective in mind, several eminent personalities in Pune mooted the idea the creation of Pune International Centre
The challenge was to design a logo for such a Centre.

KEY FEATURES AND/OR BENEFITS

1. To signify the cause

Lotus is a symbol of beauty, art, intelligence, enlightenment and growth.

2. To signify the action

The whorls in the middle signify - getting together and interacting at the core from which something beautiful emerges. A place that will generate a "*manthan*" of thoughts, which will be shared by the world

3 . To signify the people of Pune- the young and old and everyone.

Gold signifies purity of thought. Burgundy-pink is festive and young at heart. Blue signifies wisdom.

INNOVATION

Using traditional motif in an international context to create a classic logo that can be timeless

DESIGN SUCCESS

Strong identity

Elegant and timeless

Easily reproducible across various materials