

Born in Kerala, **Vijilal** graduated in Fine Arts and pursued a career as a graphic designer in an advertising agency in Thiruvanthapuram. Presently, he works as a Senior UI designer in Infosys.



DynamicDexterity

The online world opens up a horde of possibilities when creative instincts meet the dynamism of the medium. Vijilal's work employs this conjunction to create new experiences each time. With an aesthetic use of liquid layouts, geometric figures and widgets, they talk of the immense opportunities that the medium offers. He reflects in a conversation.

Digital medium opens up a world of possibilities. There are possibilities you can't count because there are as many as one can create. Digital medium is a creative weapon that helps carve new horizons every time it is worked upon. So the same canvas can be used numerous times without causing trite results. A design element of a dynamic medium has many more characteristics than one on a static medium. We can use several techniques to catch the attention of the end users using scripts, liquid layouts, widgets etc. to create pieces that communicate dynamically.

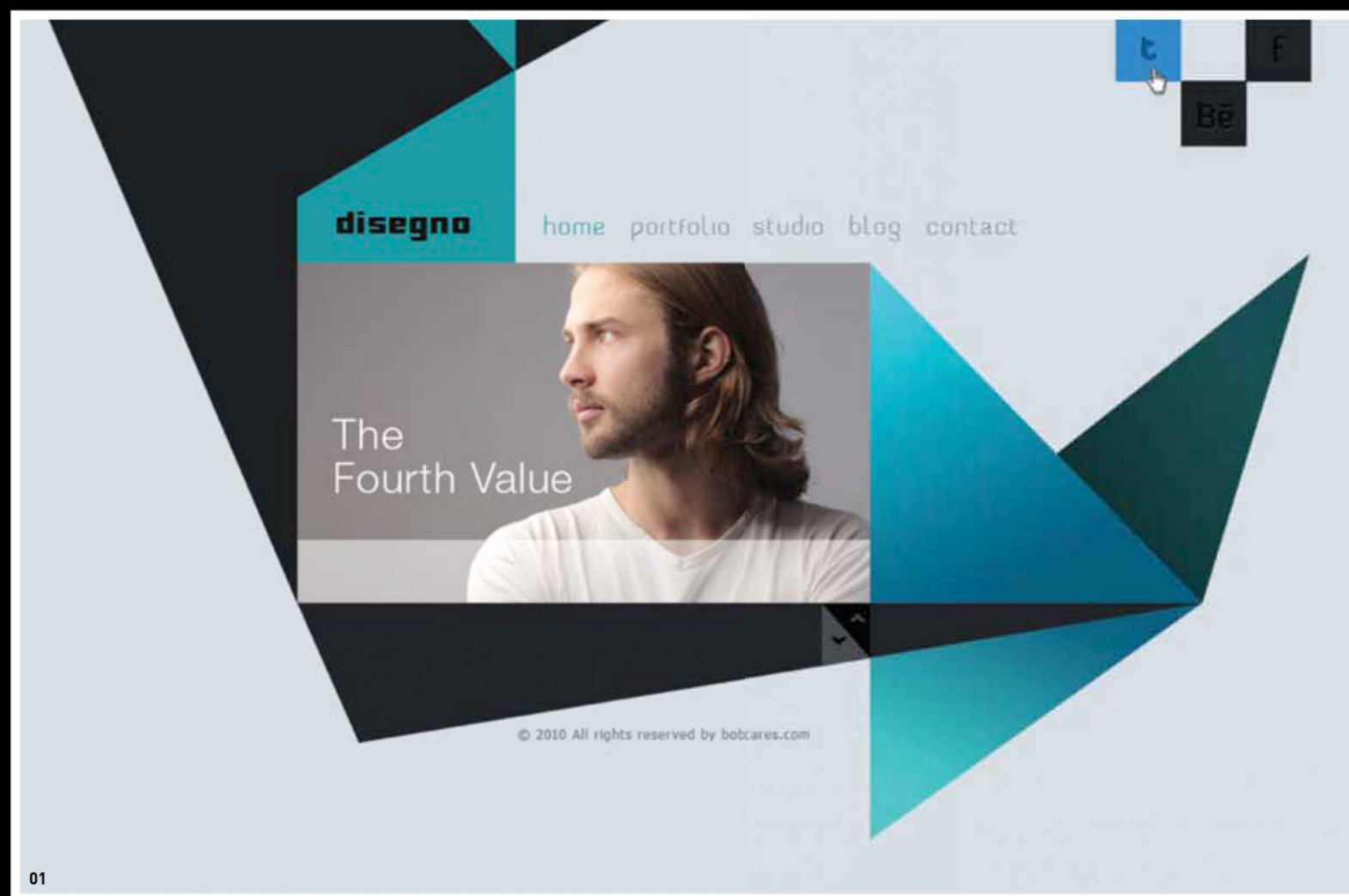
Geometric figures observe no limit. Because of their definitive cuts, sharp edges and clear identity, geometric shapes give any design a movement, which pulsates through every pixel. In fact, they are just the perfect tool for aesthetic manipulation and changing a layout's personality. Asymmetric shapes, in particular, energises the layout. They are so versatile that they are able to change the story beautifully. Just what can be rightly called the boosters for creativity.

When inspirations run deep, creativity soars. Behind an exquisite piece of work is an even more exquisite inspiration. Nothing settles as deep in the heart and the mind as a great design. And probing what might have led to it, is only the beginning. Diving deep, opening layer after layer, it's only when a designer reaches to the root of a creation does he create another one, excelling in its own right. Though of course, there are as many inspirations as there are people. A song playing in distance or a startling visual while flipping →



01 04 **Disegno Studio.** Website design for the design studio.

02 03 **Design Template.** Template design for a design firm.



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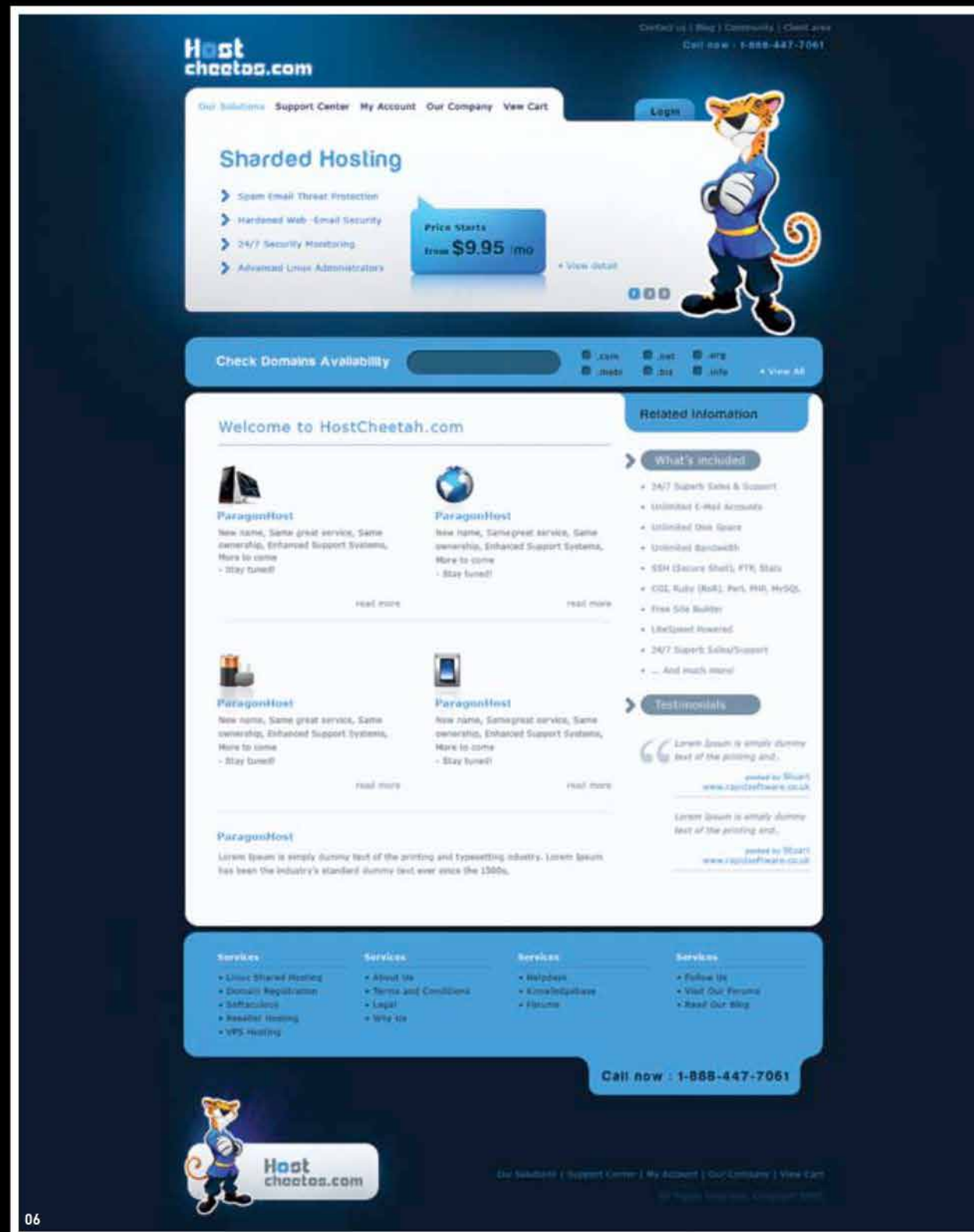
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through a magazine could also do the trick sometimes. You never know the thing with inspiration!

Abstract complements the definite. Some of the most lasting designs are derived from abstract ideas and thoughts. The abstract and the definite are not opposite to each other, rather, they are complementary. Abstract supports the definite for its existence in some ways and vice versa. They should be allowed to transcend into each other. Most of their aspects are interspersed and often, one leads to the other. For a designer, they are inseparable.

Interaction is the key. No element is an island, in a good piece of work. Big, small, manipulative or extensive, each element has a different purpose to serve. And while it does so, it also has to add to the importance of other elements in the creative. Proportions and priorities vary from design to design and designer to designer. As a responsible designer, one needs to divert the instinctive thought process intentionally in specific directions to match the

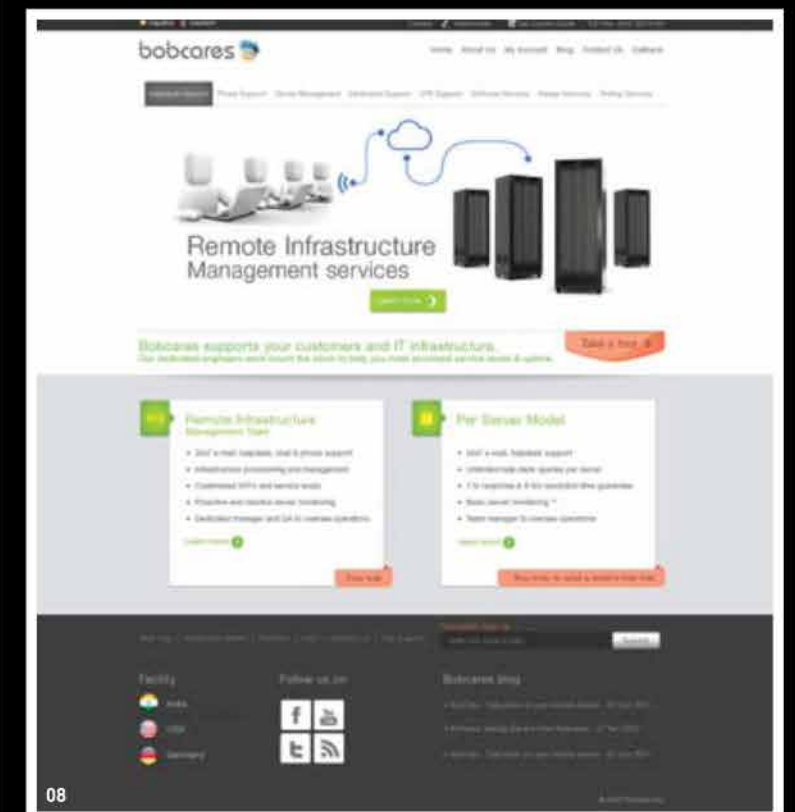


05 e3hosts. Branding and website design for a new generation hosting firm.

06 Host Cheetah. Website design for a hosting client.

07 iHawk.mobi. Website design for website design studio.

08 Bobcares. Website design for Bobcares.



design objectives. Interactive elements are the pieces of the thread that bind a good creative.

Web connects. The power of digital has created an opportunity for designers across the world to speak the same language. What the designer does today gets appreciated across the world and sometimes, even sets the trend or changes it. Stunningly creative, nurturing uncountable possibilities and the magnanimity that it is associated with, web has turned Indian design into a movement, the one that is sure to drive the unique design language of the future