

Faculty Profile

Ar. Shynu Robert

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Ph.D. in Architecture with a passion for bridging the realms of academia and media/communications.

Education:

- Ph.D. in Architecture, Christ University, [Expected Year of Graduation: 2024]
- M.Arch., Anna University, [Year of Graduation: 2018]
- B.Arch., Kerala University, [Year of Graduation: 2015]
- Paramedical- Cardiovascular Technology [Year of Graduation: 2009]

Professional Experience:

1. Professional Practice – Junior Architect, 2015 - 2016

2. Assistant Professor-

- Anna University 2016 (3 Months)
- CUSAT University 2018 – 2022 (2 Years)
- Kerala University 2022 (6 Months)
- Christ University 2021 – 2024 (3.1 Years)

Assisted in teaching architecture courses

Conducted workshops on [Photography, Digital Story Telling]

Research:

Conducted ground breaking research in ‘human perception and cognition towards different environments, employing a Neuro-science based investigation.

Professional Experience/Work

Short Film Production: Created and directed a thought-provoking short film, "**Delirium**," exploring viewer perception and cognition in the realm of psychology. Experimented with storytelling, challenging the laws of physics related to time, and successfully maintained audience engagement. The study's results suggest potential avenues for further research in larger film formats, particularly in understanding the impact of visual and audio elements on diverse viewer demographics.

Motion Design Education Summit Presentation: Presented the short film "Delirium" at the prestigious MODE (Motion Design Education Summit) in Australia and Canada in 2021.



YouTube Link: <https://www.youtube.com/watch?v=TT8rA7mPI-I&t=2s>

Academic Works: Led a team in conducting architectural documentation for Urban Life and cultural activities as part of the 4th-year Urban Design Studio. Created a compelling video documentary to visually communicate key findings, demonstrating effective storytelling and multimedia skills. Analyzed and presented these findings, showcasing leadership and a deep understanding of the intersection between architecture and urban dynamics.

Jayanagar



KR Market



Avenue Road



Leadership in Art Appreciation Course: Led a team of 4th-year students in an art appreciation course, overseeing the creation of a puppetry video narrating Indian Comic stories in the traditional Chithra Kadha style. Guided the team in utilizing Indian manuscript paints to craft characters, and coordinated their performance for capturing a visually captivating video production.

The Emperor's New Clothes:

The magical bird:

Adieu Baa



Environmental Awareness Project: Collaborated with 2nd-year students on a project addressing environmental issues and their impact on communities, specifically focusing on **Bettahalusre**—an area with an abandoned quarry site and nearby residents. Led the team in creating a compelling video production that not only explored the environmental concerns but also served as an effective awareness program for the local community, emphasizing the social reach and impact of the initiative.



Proposal Agenda: The proposed topic closely aligns with my research interests and expertise, delving into the examination of how various elements of visual communication influence user perception, cognitive processes, and emotional responses, particularly within art/architecture based visual environments."

1) Interplay of design elements, spatial arrangements, and aesthetic characteristics, psychological mechanisms significantly influence visual perception within spatial environments.

2) Visual stimuli within spatial settings exert a profound influence on human cognition, impacting attention, memory retention, and decision-making processes, thus underscoring the crucial role of visual communication in shaping spatial experiences.

3) The emotional responses evoked by visual elements of spatial design, such as architectural features, interior layouts, and public artworks/films, hold considerable sway over user experiences and overall well-being, highlighting the pivotal role of visual communication in creating meaningful spatial environments.

Research and Publications:

1. Shynu, R. V., and Anitha Suseelan. "**Human cognition and emotional response towards visual environmental features in an urban built context: a systematic review on perception-based studies.**" *Architectural Science Review* 66.6 (2023): 468-478.

2. Shynu, R. V., KG Santhosh Kumar, and R. D. Sambath. "**Factors influencing environmental perception: A Systematic Review.**" *Journal of Physics: Conference Series*. Vol. 1950. No. 1. IOP Publishing, 2021.

3. Shynu, R. V., R. D. Sambath, and Lalita Pandey. "**Audience Perception and Cognition towards Moving Images: Review of Short Film Delirium.**" (Pre-print)

Patents Published:

1. Instant Hot Water: A Stylistic Compact Electric Kettle
Publication Number-202341013414
2. Easy Open: The Toothpaste Dispenser Bottle
Publication Number- 202241057163
3. Grip-On: The Ergonomic Walking Stick
Publication Number- 202241053663
4. Neo-X: Portable Advanced Audio Technology
Publication Number- 202241051890
5. Fetch Ease: The Compact Takeaway Food Box
Publication Number-202241004409
6. Stationery Wrap Around the Sketchbook
Publication Number- 202141054657
7. Vacuum Flask: An Innovation of Scientists
Publication Number- 202141039314

References: Available upon request.

Warm regards,

Shynu RV

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