INTRODUCTION TO DESIGN

THINKING AND METHODS

Date
22-26 August 2016

Anchor Faculty
Dr. Gayatri Menon

Organized by
Industry & Online Programmes (I&OP)
Introduction

Some of the basic design principles and practices have applicability in a wide range of industry/organizations. This workshop is intended to acquaint the participants with Design: Design thinking, Design methods and practices, critical aspects of design pertaining to user understanding and collective idea generation as well as Design issues and relevance in the modern context. Industries/organizations as well as individual professionals can benefit greatly by incorporating some of the design thinking and practices elaborated in this workshop. User understanding and idea generation are critical aspects of design. A ‘designerly’ way of understanding the user as well as coming up with collaborative platforms for collective idea generation will be discussed and ‘experienced’ during the workshop. There will be presentations-discussions – hands on experience on various aspects of design during the course of the workshop. This Workshop intends to acquaint the participants with Design domain, its relevance and use in the modern context and some of the critical processes and methods used in design for user understanding and collective idea generation.

Rationale

It is becoming increasingly important to understand and apply design thinking and practices in a broad range of activities in industries/institutions. An exposure to aspects of design including visual, creative and user centric design along with modules on empathetic user understanding methods and collective idea generation tools is expected to help you to come up with innovative practices in your industry/institution.
Anchor Faculty
Dr. Gayatri Menon

Gayatri Menon did her 2 and half years Post Graduate course in Product Design at NID after completing her graduation in Engineering and a short stint in the industry. Currently, she is back in her alma mater NID as an industrial design faculty and is also looking into design foundation studies. She enjoys taking courses in Design overview, Design methods, Colour and form, Game theory and design etc. and takes Systems design course for senior industrial design students. She has initiated the area of ‘Play design’ and has also developed courses in ‘Creativity and Innovation’ for Strategic design management faculty and ‘Research methods’ for Product design discipline.

As a design faculty at NID, she has worked as a project head and designer/consultant for several industries, public sector design, institution building, craft heritage and socially relevant projects along with taking responsibility in academic areas such as curriculum development, student evaluation, admission and interview, networking with industries etc.

Over the years her interest in creativity and design has increased. She likes to constantly explore the boundaries of Design thinking and Creative methods and has carried out extensive research study in this area. She has presented papers and conducted workshops both at a national and international levels. She has been invited as a tutor to International Creativity Workshops held in Italy, UK, Germany and as a visiting faculty at design schools in South Africa and Canada.

Programme Contents

Design thinking

Design aspects: visual, creative, user centric and strategic

Design methods

Design concerns

User centric design : Methods and approaches

Collective idea generation : tools and techniques

Relevance and applicability of Design in modern context

Methodology

Critical inputs
Presentations
Case studies
Discussions

Hands on approach
Individual/ Group assignments
Presentation and feedback
Duration

The programme for five days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings except the first day free for the workshop sessions.

For Whom

Professionals who are keen to understand the various facets of design and its use and relevance in the modern context.

INTAKE: Participation will be limited to a maximum of twenty (on a first come first serve basis). Any and all in the creative field including designers, managers, social workers, professionals and students will benefit from this program. Others desiring to increase their sensitivity and creativity are also welcome. All that is needed is an open mind.

FEE & REGISTRATION

20,000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax] To be paid by Demand Draft / Pay Order in the favor of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

For further Details contact,
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A certificate of participation will be presented to the participants on successful completion of the module