



# “Ergonomics & User Centered Design”



**18-22 September 2017**

Anchor Faculty  
**Dr. Subir Das**



राष्ट्रीय डिजाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN

Organized by  
Industry & Online Programmes (I&OP)



## Introduction

'Ergonomics and User Centered Design' is essentially the study and application of ergonomics principles throughout the process of design to make it user friendly, safe and cost effective with a view to get optimal human performance. It is concerned with people's strength, abilities and limitations, and with comfort, safety, convenience, and operational requirements.

Therefore, all products, spaces and systems must include ergonomics considerations from an early stage in their design process. Ergonomics has much wider knowledge base and more integrated approach for studying man-made systems. A variety of tools and methods are available to support ergonomics-based design activities.



## Objectives

The key focus of the workshop is to sensitize the participants to the knowledge of ergonomics, principles of its applications and how it can be used as a tool for designing user-friendly products, spaces, systems and work environments and thereby would help them to develop the much needed confidence to face today's highly competitive and saturated global markets.



## Course Content

The following topics (tentative) will be covered during the workshop:

- **Ergonomics, its Application and Principles**
- **Application of Human Body Dimensions in Design**
- **Understanding Design**
- **Design in Indian Context**
- **Cognitive Ergonomics**
- **Ergonomics and Interface Design**
- **Case Study – Presentation & Discussion**
- **Methods in Ergonomics**
- **Ergonomic Audit of Products, Spaces and Visuals**



## Methodology

- **Lectures and Slide Presentation**
- **Discussion on Case Studies**
- **Hands-on Assignments**
- **Presentation and feedback**

The workshop is designed in such a way that the participants can get hands-on experience. Participants will form groups and will work on specific assignments to find out scope for design improvements in the given products, spaces, etc.



## Anchor Faculty Profile: Dr. Subir Das

Dr. Subir Das is a Principal Faculty in Ergonomics in National Institute of Design and currently heading the Integrated Design Services (IDS). At present he is a member of the Policy & Planning Committee of the Institute.

He has done Ph.D. in Industrial Ergonomics from Calcutta University in 1996. He has more than 25 years of work experience in the application of ergonomics in different areas of industry, agriculture, defense, etc. At NID he is involved in teaching, research, training and Client projects mainly in the area of design ergonomics and its applications in designing products, tasks, workplaces and systems.

Dr. Das has presented a number of papers in different national and international conferences. He has a number of national and international publications to his credit. He is also a Ph. D. Guide and a Ph. D. Examiner. He is a visiting faculty offering special lectures on various aspects of ergonomics and its applications at various institutes of repute.

He has handled nationally important projects for Indian Railways, Indian Navy, Defence Research and Development Organisations (DRDL- Hyderabad, VRDE - Ahmednagar, NPOL- Kochi), United Nations Industrial Development Organisation (UNIDO), New Delhi, Singareni Collieries Company Limited (SCCL), Kothagudem, etc.

Dr. Das has anchored several training workshops on ergonomics for industry and other participants at NID as well as at IOCL (Noida), Maruti Suzuki India Ltd (Gurgaon), RDE(E), DRDO, Pune, GRSE (Kolkata), etc.





## For Whom

Product Designers, Retail and Interior Designers, Interface Designers, Equipment Manufacturers and Service Providers, Industrial Engineers, Ergonomists, Design Educators, Design Evaluators, Occupational Health Specialists, Safety Professional, Managers and Supervisors, etc.



## Intake

Participation will be limited to a maximum of twenty five participants (on a first come first serve basis).

## Fee & Registration

Rs. 25,000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of material only] to be paid by Demand Draft/Pay Order before one week of the program in favour of **NATIONAL INSTITUTE OF DESIGN**, payable at Ahmadabad. 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:



### PLACE

National Institute of Design, Paldi, Ahmedabad 380 007 INDIA

## For Further Details Contact:



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A certificate of participation will be presented to the participants on successful completion of the Workshop.

\* NID reserves the right to cancel the programme and will refund the participants fee in such case. However if the candidate cancel his registration before one week then 90% fee will be refunded.