

Decoding Visual Design For Non-Designers

Anchor Faculties

Sonal Chauhan

Shekhar Bhattacharjee

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राष्ट्रीय डिजाइन संस्थान

NATIONAL INSTITUTE OF DESIGN

Introduction

Many industries, organizations and individuals are dealing with visual design without having formal training or sound understanding of what makes it work. Design for most of them is to make something "look good"; however bad design also exist .

This workshop aims at introducing participants to the Fundamentals of Visual Design and eventually help them to create their own unique designs. The workshop is highly interactive and emphasis on hands-on activities set in academic environment to enrich the professionals.

Objectives

- To impart inputs on Fundamentals of Visual Design by exposing the participants to the various elements and principals of design.
- To give exposure to various established Principals of visual compositions and colour theories.
- To engage and involve the participants to do hands-on activities and enhance their creativity.
- To make them more mindful of minute design details and how it can change the meaning of the artwork / design.

Course Contents

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

- Understanding Elements of Design
- Introduction to colours and different connotations
- Principals of Design
- Design language and Composition

Methodology

- Lectures
- Interactive sessions
- Hands on exercises
- Presentations and feedback

Anchor Faculty Profile

Sonal Chauhan is a faculty at National Institute of Design and associated with the Apparel Design Programme since 2009. She has over 15 years of extensive work experience in the industry as well as in the area of crafts. She has conducted several training & Design development workshop on crafts in field of Textiles, Apparel & lifestyle Accessory Design.

Working with colours, materials and crafts are her core strength. Some of the courses that she teaches include – Colour & Composition, Creative fabric construction and Design projects.

Shekhar Bhattacharjee is a faculty at NID in the field of Toy and Game Design. He completed his master's degree in painting from Indira Kala Sangit Vishwavidyalay, Khairagarh, Chhattisgarh and was actively engaged with traditional crafts communities in Bastar, Chhattisgarh. He conducted creativity workshops with children in Chhattisgarh and West Bengal before he joined NID's Faculty Development Programme. On completion of the programme, he joined as an Associate Faculty in the area of Toy and Game Design and has been contributing in the areas of Design Drawing, Colour and Form, Representation Techniques, Nature drawing, Character design, Material-Technique and Model Making, Nature and Design, Toy Design project and so on. He guides students through specific toy design projects. Shekhar was awarded the Junior Fellowship for Painting by the Government of India in 2003.

Workshop Participants

Professionals having keen interest in Visual Design and application of it in relation to their own field of work. They could be professionals and students from any stream such as management, engineering, social and development sector having urge to create meaningful designs.

Number of Participants

Participation will be limited to maximum twenty 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

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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.