# INTRODUCTION
## TO **DESIGN THINKING**
## AND **METHODS**

INTRODUCTION

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**13**th – **17**th
November 2017

Anchor Faculty
## Dr. Gayatri Menon

राष्ट्रीय डिज़ाइन संस्थान
**NATIONAL INSTITUTE OF DESIGN**

# 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.

# Objective

- To give a basic exposure to design thinking and practice and under stand how it could be a key differentiating factor in the industry.
- An exposure to various aspects of design: visual, creative, user centric and strategic design
- To develop a basic understanding of design thinking, design methods, user centric design, collective idea generation methods and practice in modern context.
- To give the participants a hands on experience on the various user understanding and collective idea generation methods practiced in design.

# Course Content

- 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

# Anchor Faculty Profile

Dr. Gayatri Menon is a senior faculty at the National Institute of Design, NID with more than 16 years of experience in design education, research and practice. She is the overall coordinator of Design foundation studies at NID and also heads the Design teacher's development program initiated by the government to train design educators at a national level. She did her two-and-a half-year postgraduate course in Product Design at NID after completing her graduation in engineering and a short stint in the industry. Her interests include Design methods, Designthinking, Creativity, Play and learning, Design research, Visual fundamentals, Design for socialconcerns, Systems approach and Innovation.

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.

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 received her PhD from Indian Institute of Technology, IIT-Bombay on "A conceptual framework for opportunity identification in design innovation". 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.

# 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 thirty 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.