• **INTRODUCTION:**

Demystifying Design is an interactive session and a workshop by Prof. Mandar Rane (Faculty - Communication Design) and Prof. Purba Joshi (Faculty - Industrial Design) from the IDC School of Design, IIT Bombay. Due to the multidisciplinary nature of design, finding a common ground to define it has always been a challenge. The workshop aims to demystify the definition of design for those who plan to venture into the design world or are at the early stages of their career.

This workshop is exclusively designed and is open for people from various professions including design. Aim is to foster understanding, by employing an unique approach of learning design through discussions and debates in applied contexts. An exclusive overview of industrial and communication design will be the focus of this exposure to design workshop.

• **COURSE OUTLINE:**

Design thinking is a skill that can be learnt. It is a way of generating ideas to resolve design issues that are identified by observing and empathizing with people within their context. The workshop showcases a plethora of real-life observations to introduce oneself to the ways of seeing. Examples in the workshop demonstrate the power of observation, as the key tool towards identifying needs, point of views, understanding human behaviors, building insights and improving one’s design thinking. After these concepts form the necessary base, participants will attempt design challenges using the design thinking process.

Let us collaboratively demystify design thinking.

• **WHO SHOULD ATTEND?**

Designers and professionals from various fields who wish to gain insights towards understanding the holistic meaning of design.

**NOTE:**
Breakfast Tea + Coffee / Lunch / Evening: Tea + Coffee + cookies will be provided at the venue Participants need not carry anything for the event. An inquisitive mind is enough.
To know more: www.workshopatidc.com

**INSTRUCTORS:**
Prof. Mandar Rane  
Expert - Communication Design  
Prof. Purba Joshi  
Expert - Product Design

**COURSE FEES:**

**STUDENTS:**
5900 + 18% GST = INR 6962

**PROFESSIONALS:**
7500 + 18% GST = INR 8850

**VENUE:**
Bhubaneswar, Odisha  
Exact location to be announced soon.

**TIMINGS:**
10.00 - 6.00 PM

**DATE:**
Saturday 11 May 2019