**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 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. In this workshop, we will demystify the meaning of design, its process and what it takes to think like a designer. It is exclusively designed and is open for people from various professions, including design. The aim is to foster understanding by employing a unique approach to learn design through discussions and debates in applied contexts. An exclusive overview of Industrial/communication design will be an additional highlight of this workshop.

**Course Outline:**

Design thinking is a skill that can be learned. 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 participants to the ways of seeing. Examples in the workshop demonstrate the power of observation as an essential tool towards identifying needs, points of view, understanding human behaviors, building insights, and improving one’s design thinking. After these concepts form the necessary base, participants will attempt challenges using the design thinking process.

Let us collaboratively demystify design thinking.

**Eligibility and who may benefit?**

Designers and professionals from various fields who wish the gain insights into the holistic meaning of the word design.

**Course fees:**

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<thead>
<tr>
<th>Category</th>
<th>Fee (including tax)</th>
<th>Amount</th>
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</thead>
<tbody>
<tr>
<td>Students</td>
<td>8000 + 18% tax</td>
<td>INR 9,440 (Limited seats)</td>
</tr>
<tr>
<td>Academia</td>
<td>12,000 + 18% tax</td>
<td>INR 14,160</td>
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<tr>
<td>Professionals</td>
<td>16,000 + 18% tax</td>
<td>INR 18,880</td>
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**Venue:**

IDC School of Design  
IIT Bombay

**Workshop dates:** 4 - 5 April 2020 (2 days)

**Timings:** 10.00 - 5.00 PM

**Note:**

Lunch / 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 details about the workshop: www.demystifyingdesign.in