Product Design & Development

A strategic tool for innovation & enduring the competition through new Product Development.

A 16 Days hands-on workshop spread over 8 weeks on the fundamentals of Creativity and User-centric Product Innovation supported with Product Innovation Case Studies. The Participants will be exposed to various stages of product innovations and detailing for manufacture like Problem Identification, Idea Generation, Concept selection, refinement of concept and Presentation through a Design Project.

“Design is not just what it looks like...”

- Steve Jobs

The course will have exposure sessions and hands on workshops on creative methods like, Brainstorming, Tools of Transformation, Synectics, Visual Thinking, etc. leading to the Product Innovation.

How design can be used as a strategy for withstanding competition will be discussed through various case studies the workshop is meant for the project leaders, managers & engineers, involved in the design of products and technologies. If three or more participants are coming from same organisation they can bring in their own Design Problem, otherwise heterogeneous group will be formed and assigned an interesting social relevant design project to carry out hands on New Product Development process.

- Course fee is Rs 1,00,000/ per participant, which includes, course material, tea and lunch.

- Accommodation will be provided if available on additional payment.

- 16 sessions running on every Friday, Saturday, Starting from Mar 06 - Apr 25

Coordinated by

Prof. V. P. Bapat
Prof. Kums
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Mar 06 - Apr 25