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 Industrial Design Centre, 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.

Eligibility and who may benefit?
Designers and professionals from various fields who wish the gain insights to the holistic meaning of the word design.

Course fees:
Early bird registration: Limited seats (first come first serve)
5000 + 18% GST = INR 5900

After early bird: Closes on 10 August 2018
5900 + 18% GST = INR 6962