

Design Workshop on Creativity, Design Strategy & Opportunity Mapping

Date: 27- 29 June 2012

(Anchor Faculty: Gayatri Menon)

☛ Introduction

Design thinking has a critical role to play in identifying opportunities and strategies for industries. There are many industries/institutions which are faced with the challenging task of deciding 'What new product/ service/scenarios can we come up with?' The 'fuzzy front end of design' or the initial phase of design during which one determines 'what to design?' and which helps in evolving a concrete design brief is one of the most challenging phases of design. What is the role of creativity during this phase of design and how can we use various creativity methods and techniques to come up with design strategies and opportunities? These are some of the issues and concerns that will be addressed during the workshop

Creativity is one of the most critical aspects of design and is characterized both in terms of 'uniqueness' and 'appropriateness'. Creativity in design also deals with both the tangible and intangible facets of design. Various aspects of creativity will be discussed and 'experienced' during the workshop. There will be presentations- discussions - hands on experience on various aspects of design methods, systems approach, creative approaches and opportunity mapping.

This Workshop intends to acquaint the participants with critical processes and methods in order to evolve creative design opportunities and strategies.

☛ Rationale

With the increasing complexity in today's times, it is becoming increasingly difficult to make sense of information overload, cause and effect within systems. Design methods and approaches can help towards bringing about a collective and creative approach towards opportunity mapping within industries.

☛ Objectives

- To know how design thinking in the initial stages could be a key differentiating factor in the industry
- To develop a basic understanding of design methods, creative processes, opportunity mapping, systems thinking and strategies, design opportunities and directions.
- To give the participants a hands on experience on the various creative methods which could be used to come up with design opportunities.

☛ Programme contents

- Basic Design Overview
- Design methods
- Systems approach to design
- Creativity in Design : Methods and approaches
- Visualisation, scenario building, attribute listing
- Opportunity mapping and design strategies

☛ Methodology

Critical inputs

- Presentations
- Case studies
- Discussions

Hands on approach

- Individual/ Group assignments
- Presentation and feedback

☛ Anchor Faculty: Ms. Gayatri Menon

Gayatri Menon did her 2 and half years Post Graduate course in Product Design at NID after completing her graduation in Engineering and a short stint in the industry.

Currently, she is back in her alma mater NID as an industrial design faculty and is also the coordinator of the newly initiated post graduate program in Toy and Game design. She enjoys taking courses in Design overview, design methods, Colour and form, Game theory and design etc. and takes Systems design course for senior industrial design students.

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

Over the years her interest in creativity and design has increased. She likes to constantly explore the boundaries of Creative methods in design and is also pursuing her PhD in this area from IIT-Bombay. She has presented papers and conducted workshops both at a national and international levels. 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.

☛ Duration

The programme will be of three days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings except the first day free for the workshop sessions.

☛ Intake

Participation will be limited to a maximum of fifteen to twenty participants (on a first come first serve basis).

☛ For Whom

Design Professionals and Design Managers/Entrepreneurs from industries/institutions who are active in the field of design and want to explore the area of opportunity mapping through design.

☛ Venue: National Institute of Design, Ahmedabad

☛ Fee & Registration

₹ 10,000/- [Non-residential, includes Workshop Registration fee, Lunch and one set of material only, Including Service Tax]. Registration Fee to be paid by Demand Draft / Pay Order in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad.

Kindly send your nomination/s on your letterhead indicating Workshop Title, Name/s, Designation, Phone No, Fax No, and Email ID of the nominees along with the fee to:

Project Officer
Industry Programmes & Projects (IP&P)



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Paldi, Ahmedabad 380 007

Telephone: 0091-79-2662 3692 -7 (6 lines) ext 1068, 1199

Mr. Mansukh Patel: 09426329633, Ms. Rupali Sinha:
09328136526

Fax: 079-26621167 / 26605240

E-mail: industryprogrammes@nid.edu, ipp@nid.edu

www.nid.edu

A certificate of participation will be presented to the participants on successful completion of the module