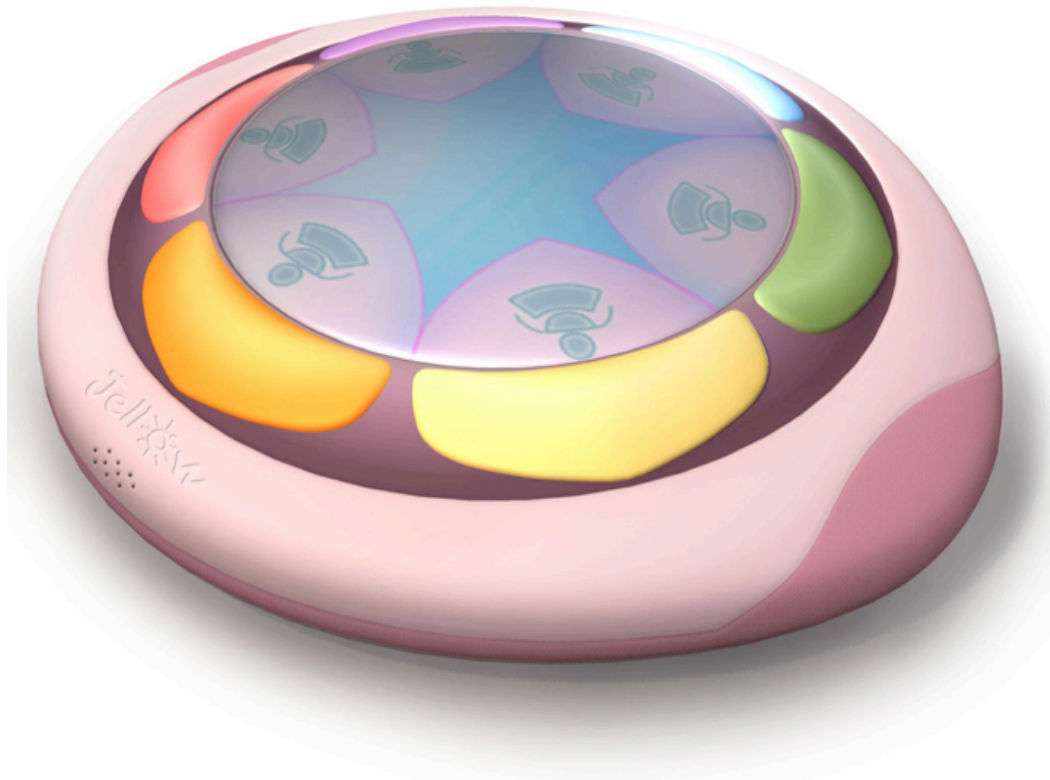


Design Methods for Creativity and Innovation in Product Development

by IDC School of Design, IIT Bombay
4-8, December 2017

by Prof. Iko Avital, Prof. Ravi Poovaiah and Prof. Vijay Bapat



Overview:

Good design practice effectively applied, results in innovative, meaningful, ergonomic and appropriate products. In addition, it can result in a highly marketable product with a lasting brand value. This principle has been demonstrated many times by design conscious firms. When logic of good design is practiced and implemented, products capture and sustain consumer demand in a competitive market place. With the change in economic scenario and opening up of Indian economy, competition is from all over the world. Introducing new and innovative products is essential. The products have to be designed to suit the user's needs. The products need to be friendly, affordable, appropriate, ecologically sound, and visually pleasing and in addition suited for the competitive global marketplace.

Who May benefit:

The workshop is meant for all professionals involved in the design and the production of products in the industry, design consultancy services and marketing of products. This could include designers, engineers and faculty members from educational institutions involved with Product Design, Product Development, Product Planning, Product Marketing, Production Engineering, Tool design, Product Graphics, Interface Design, Experience Design, Service Design and Product Styling. Organisations would particularly benefit from the workshop by sending in a team of professionals/educators to learn collectively from talks, case studies, new methods and techniques and the theoretical aspects of creative design principles and innovation in product development.

Objectives:

The course Expo DMCI is a course with focus on hands on workshop on the fundamentals of Design Methods for Creativity and Innovation in Product Development. The course will inform the participants about the essential aspects of Creativity and Ideation, Creativity Tools and Methods, Iterative Creative Concept Generation Techniques and Innovation in Product Development.

The course will have exposure sessions and hands on workshops on creative methods like Brain Storming, Removing Mental Blocks, Synectics, Lateral Thinking, etc.

The course is scheduled to have lecture and discussion sessions in the mornings followed by tutorials/workshops on Creative Problem Solving Methods in the afternoons.

The participants will work as collaborative partners as a team to solve a design problem.

Teaching Faculty:

1. Prof. Iko Avital

Professor and Head of Product Design,
Shannon College of Engineering
Israel

2. Prof. Ravi Poovaiah

Professor and S L Shah Chair Professor for
Innovation,
IDC School of Design, IIT Bombay

3. Prof. Vijay Bapat

Professor Emeritus
IDC School of Design, IIT Bombay

Outline of the course:

- Elements of Creativity and major theories
- Tools and practice of creativity
- Product Innovation with Case Studies
- Design and Innovation
- Creativity and Ideation
- Innovation and Products
- Design Inspired by Nature
- Innovation Design for Innovative Interactive Interactions
- Product development as part of Strategy

Creativity Workshop sessions:

- Workshop on Need Finding and Brain storming
- Workshop on tools of Creativity
- Workshop on Creativity, Innovative Solutions
- Workshop on Design Methods for Out-of-the-box-thinking

Registration Fees:

Participants from Abroad: US \$ 600/-

Professionals/Industry/Research Organisation:
Rs. 35,000/-

Faculty+ NGOs/Academic Institutions:
Rs. 17,500/-

Students Rs. 10,000/-

Contact Details:

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay
Phone: 091-22-25767820

or

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Phone: 091-22-2576 7820, 091-22-2576 4815

<http://www.gian.iitkgp.ac.in/GREGN>

GIAN Short Term Course on

**Design Methods for Creativity
and Innovation in Product
Development**

4-8, December 2017

Registration Form

Name(in block letters):

.....

Qualification:

Designation.

Organization.

Mailing Address.

.....

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Mobile:

Fax.

Email:

Payment: Rs:

DD No.:Dt:

(DD in favour of "Registrar, IIT
Bombay - CEP a/c")

Or NEFT/ RTGS

(Please furnish the foll. details if
NEFT/RTGS)

Name of A/c Holder:

UTR NO./Transaction ID:

Name of Bank & Branch:

Date of Payment:

Amount:

IIT Guest House/ Hostel accommodation
required: YES / NO

Signature of Applicant:

Date:

Venue for Classes

Classes will be held in Conference Room, Van
Vihar Guest House, IIT Bombay.

Lecture Notes

To fully realize the objectives of the course,
the lecture notes will be made available at the
time of registration at IIT Bombay.

Date & Time of Registration:

4th December 2017, 9.00 AM at Van Vihar Guest
House, IIT Bombay.

COURSE FEE

Participants from abroad: US \$600/-

Industry/ Research Organizations:

INR: 35,000/-

Academic Institutions/ Faculty/ NGO: INR:

17,500/-

Students & Research Scholars:

INR: 10,000/-

The above fees include all instructional
materials, computer use for tutorials and
assignments, laboratory usage charges, free
internet facility.

Subject to availability, the participants will be
provided with accommodation on payment
basis.

The fees may be paid by demand draft drawn in
favour of "The Registrar, IIT Bombay - CEP
Account".

Or through NEFT/RTGS:

Name of beneficiary: Registrar, IIT Bombay

Account name: IIT Main Account

Name of Bank: State Bank of India, IIT Powai

Beneficiary A/C No: 00000010725729128

Bank MICR Code: 400002034

IFSC Code: SBIN0001109

SWIFT Code: SBININBB519