



Knowledge is the supreme goal

ज्ञानम् परमम् ध्येयम्

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Take up one idea. Make that one idea your life - think of it, dream of it, live on that idea. Let the brain, muscles, nerves, every part of your body, be full of that idea, and just leave every other idea alone. This is the way to success.

- Swami Vivekananda

Design: emergence *D, 2D, 3D, 4D*

pattern perception & creation

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What do we mean by Design?

'Design'- a blanket term

DESIGN:

- Architecture
- product design
- communication Design
- automobile design
- fashion design.....
-
-

MEDICINE:

- Cardiology
- ENT
- Gynaecology
- Nephrology...
-
-

Do Lawyers, Engineers Design?

So, Design is

Intention to extension

comprehension

Intention to manifestation

So, it is about

involvement ^{time} -> *evolvement*

convergence -> divergence

internal -> external

A solid blue triangle is located in the bottom right corner of the slide.

Goal: Basic Design & Creative confidence

Today's topics:

1. Design perception, Appreciation
2. [REDACTED]
3. [REDACTED]
4. [REDACTED]
5. [REDACTED]

Design process:

Reasoning

- deductive
- inductive
- abductive

Creativity techniques:

Scamper
Synectics



Goal: Creativity and Skills

2D Graphics,
3D Product Forms,
4D Working Prototypes- race against time



2D

Goal: 2D aspects of Design

- Pattern perception, Pattern generation
- positive and negative spaces
- Gestalt laws of perception
- Geometry and Tessellation
- Abstraction
- Graphic design
- Grids
- composition
- colors
- Typography basics
- Product graphics

2D software



student work

3D

Goal: 3D aspects of Design

3 weeks (6 credits)

1. Form studies
2. Spaces & Structures

3D software

- 3D Pattern perception, Pattern generation
- Geometry and Tessellation
- Abstraction
- composition
- Product graphics
- Semantics
- Design History and Art Movements
- Product Expressions



student work

4D

Goal: Inv.ention: Mission impossible

**Hands on workshop, Strict time & money constraints,
Working prototypes**

Design process:

vendor identification
Money management
Materials
fabrication
Hand tools and power tools
CADD
3D printing, CNC

Materials:

Bamboo
PVC
Plastics
Ropes
Steel
Aluminium
Wood
Foam
Leather
Fabrics
Clay

Skills:

Mechanical
Electrical/electronics
Programming
Model making and prototyping



student work

Do

If you can make one thing, You can make anything

Massimo Vignelli

INNOVATION case study



emergence