

ES 115

Design, Innovation and prototyping

9 Nuances of design



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October 2024

Recap :

- **Product representation:** Content, Suitable media, Storytelling
- **Prototyping/ manufacturing trades** (Prof Rakesh Singhai)
- **Transforming Technology through Design Thinking** (Ketan Chaturmutha)

Important observations – design project

- Real actions, real problems for task analysis, **enact** if you need!!
- Interacting with *relevant users and experts*
- *Teamwork and/or communication*
- **Conviction**, projects done by a team of 13 students

Important observations – workshop practices

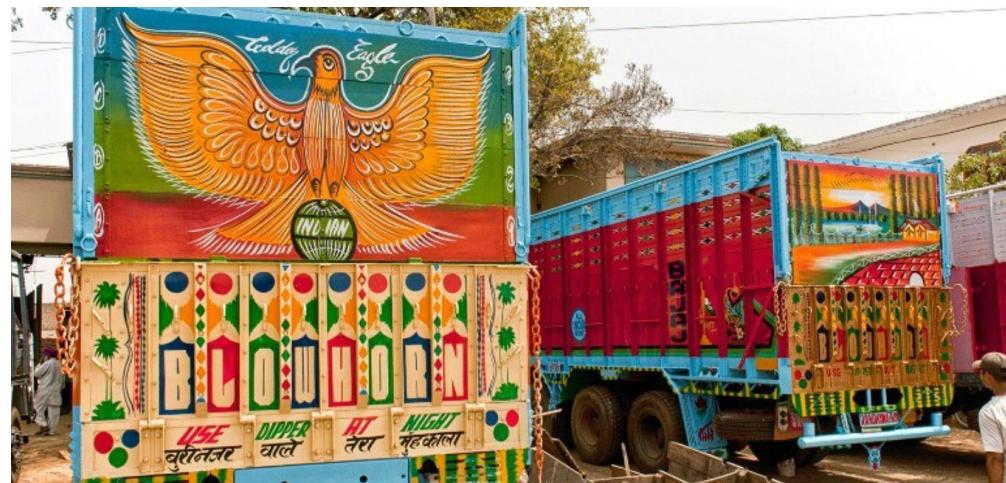
- Need planning
- Judicious use of materials and resources
- Understanding bottlenecks
- Safety norms
- Careful handling of machines, spaces

Today: Nuances of design

Design as a noun or design as a verb?

Nuances of design...

- What do designer
- What is the 'scope field?



Discoveries/ Inventions



Crafts



Machines/ equipment (tech)



Image credit: [https://www.skinnerinc.com/
auctions/2314/lots/509](https://www.skinnerinc.com/auctions/2314/lots/509)



[https://www.skinnerinc.com/
auctions/2314/lots/509](https://www.skinnerinc.com/auctions/2314/lots/509)

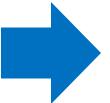
And then there was design - as a profession

Bauhaus

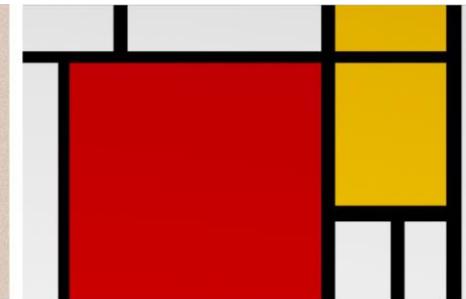
(In the beginning of the 20th Century)

...The forward-looking Bauhaus rejected the Arts and Crafts emphasis on individually executed luxury objects. Realizing that **machine production had to be the *precondition of design*** if that effort was to have any impact in the 20th century, Gropius directed the school's **design efforts toward *mass manufacture*.**

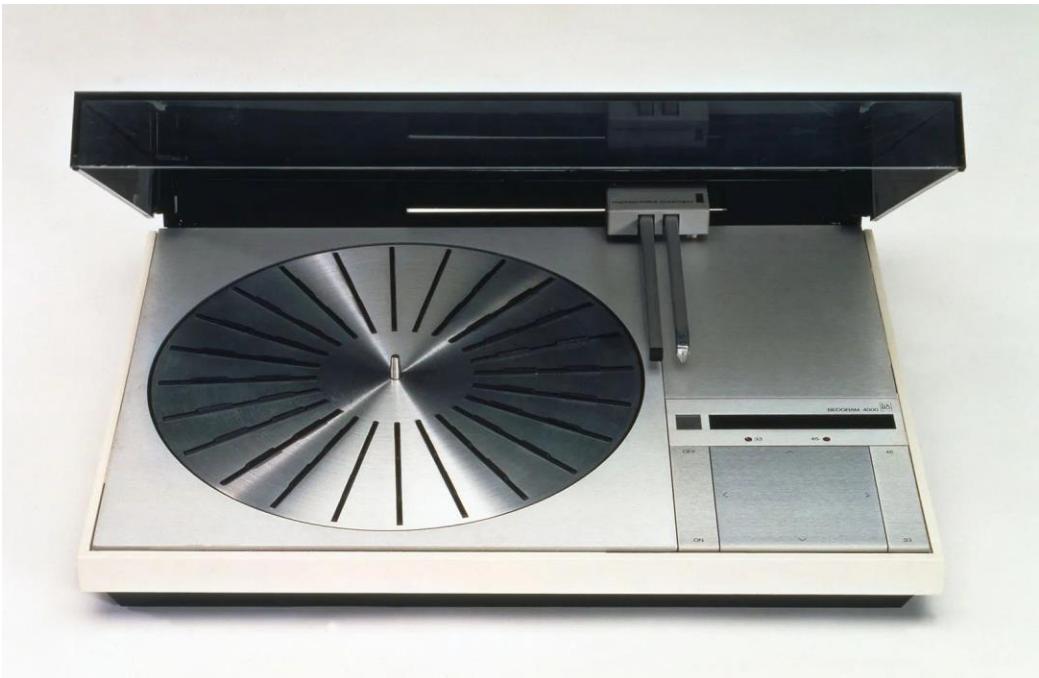
Bauhaus - architecture



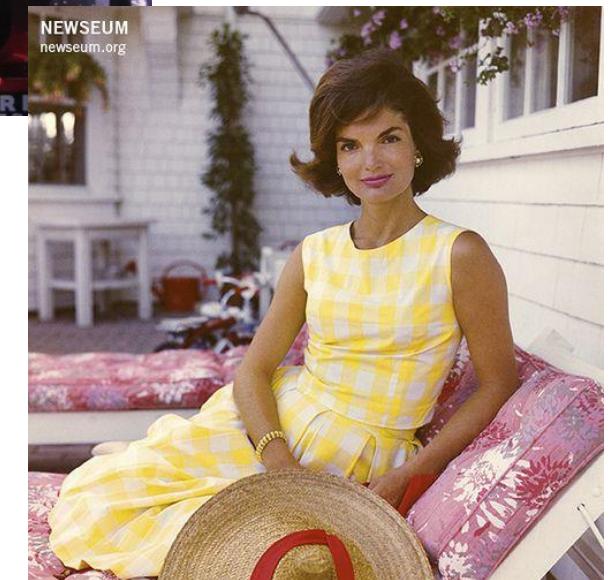
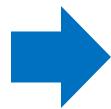
Bauhaus - art



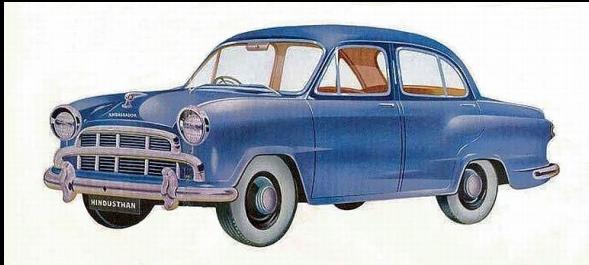
Bauhaus – product design



Modern Fashion



Modern vision



Finally, Perfected Color Television.

It's as easy to tune as black and white.

A vintage General Electric color television set with a wooden cabinet and a large screen displaying a cartoon character. The GE logo is visible in the top right corner of the advertisement.

Up to now, there were two problems with color television sets. One was cost. The other was picture quality. And two, once they were turned ahead and out took interference (picture noise) and static out of whole. General Electric has taken care of both.

New Magic-Memory tuning. This means no more hunting systems. Called Magic-Memory Tuning. What's so great about it? It's miraculously easy-to-tune. All you do is turn all the dials until your meter to rotate against just one line of interference.)

That's it. You can get a perfect color picture in less than 10 seconds.

New color coaxial cable. This is the secret of what was picking up all the outside interference. It's a special kind of cable that connects the set to the antenna.

The new color coaxial cable costs only 10 cents, and adds a special cable reader.

Color television is what TV stations can because it has two layers of plastic and one layer of glass.

GENERAL ELECTRIC



Design fields

Product design

Transportation design

Lifestyle accessory design

Retail and exhibition design

Furniture and Interior design

Industrial design

Space design

Apparel design

Textile design

Graphic design

Animation + Film

User experience design

System design

Fashion design

Communication design

Multidisciplinary design

Design practice

Any design *starts with a project brief*, goes through the *creative problem solving process*.

research >> concept development >> implementation

All disciplines of design use the process to take care of ***viability, desirability and feasibility***

Each field has evolved ***media, tools*** and ***application*** of design process

Industrial design

Product design

Household goods



ALESSI



Joseph®
Joseph

Product design

Accessory design



Zoop



Fastrac
k



Rag
a



Titan
Edge



Smart
watch

TITAN

Product design



Lifestyle products

Product design



Electronic products



Product design

Electronic products



dyson



Watch

Concept cars



Ferrari 512s Modulo



DS X E-TENSE



Goods carriers



Construction/ heavy lifting



Transportation Design

Two wheelers



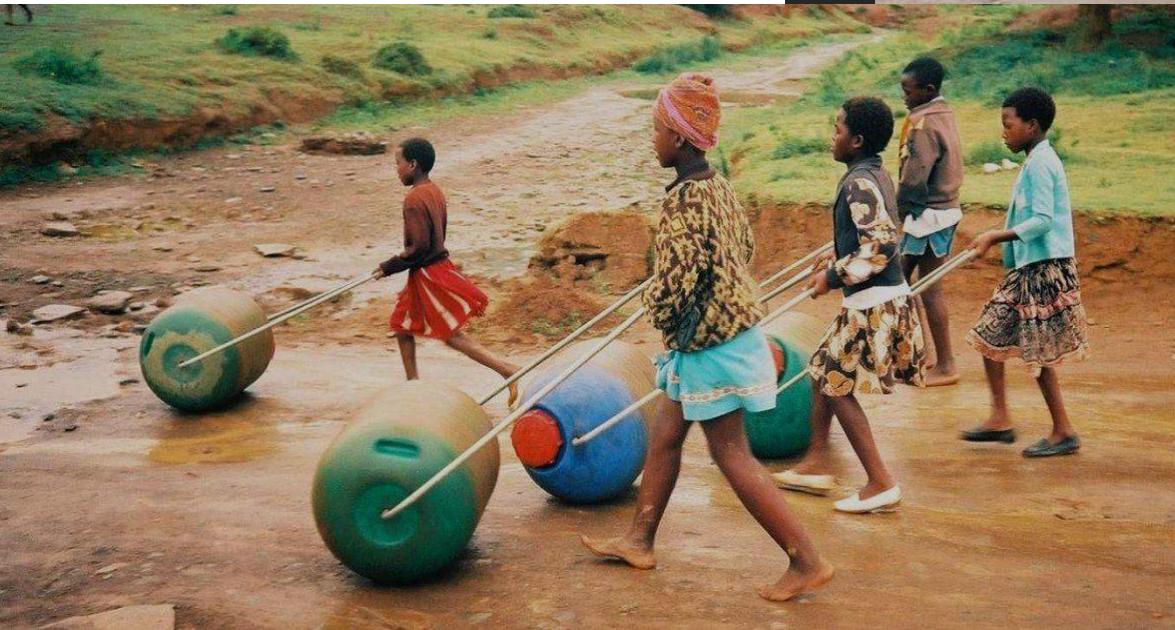
Transportation Design



New possibilities



Transportation Design



Social needs

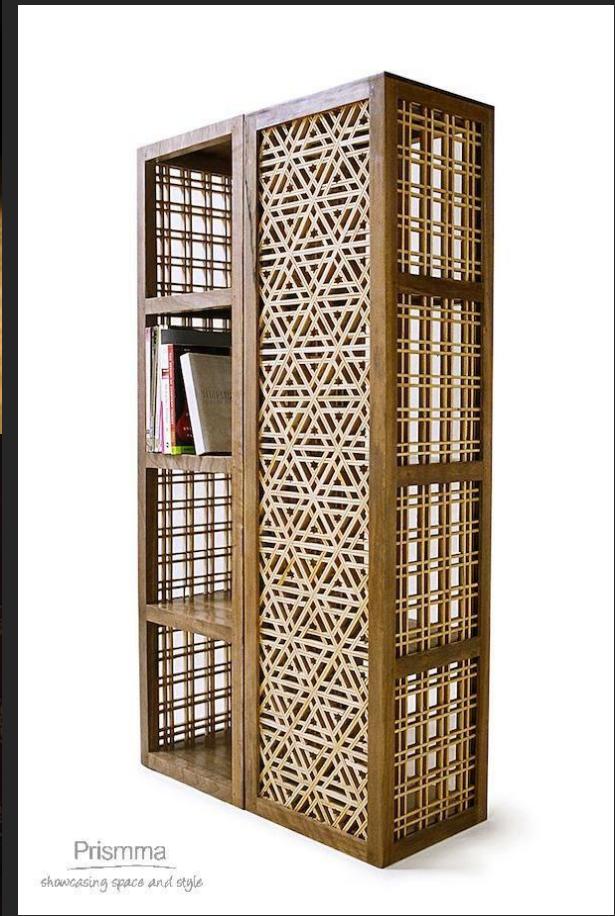


Space design

Furniture



Sandeep Sangharu



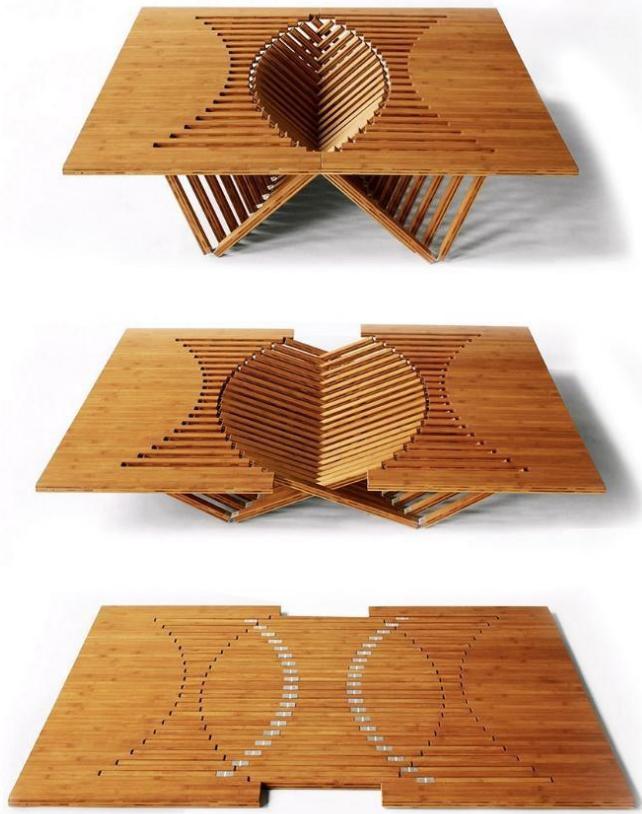
Prismma
showcasing space and style

Furniture



Space design

Furniture



Space design



Experience of museums



Space design



Experience of retail spaces



Communication design

Communication design

Branding



Communication design



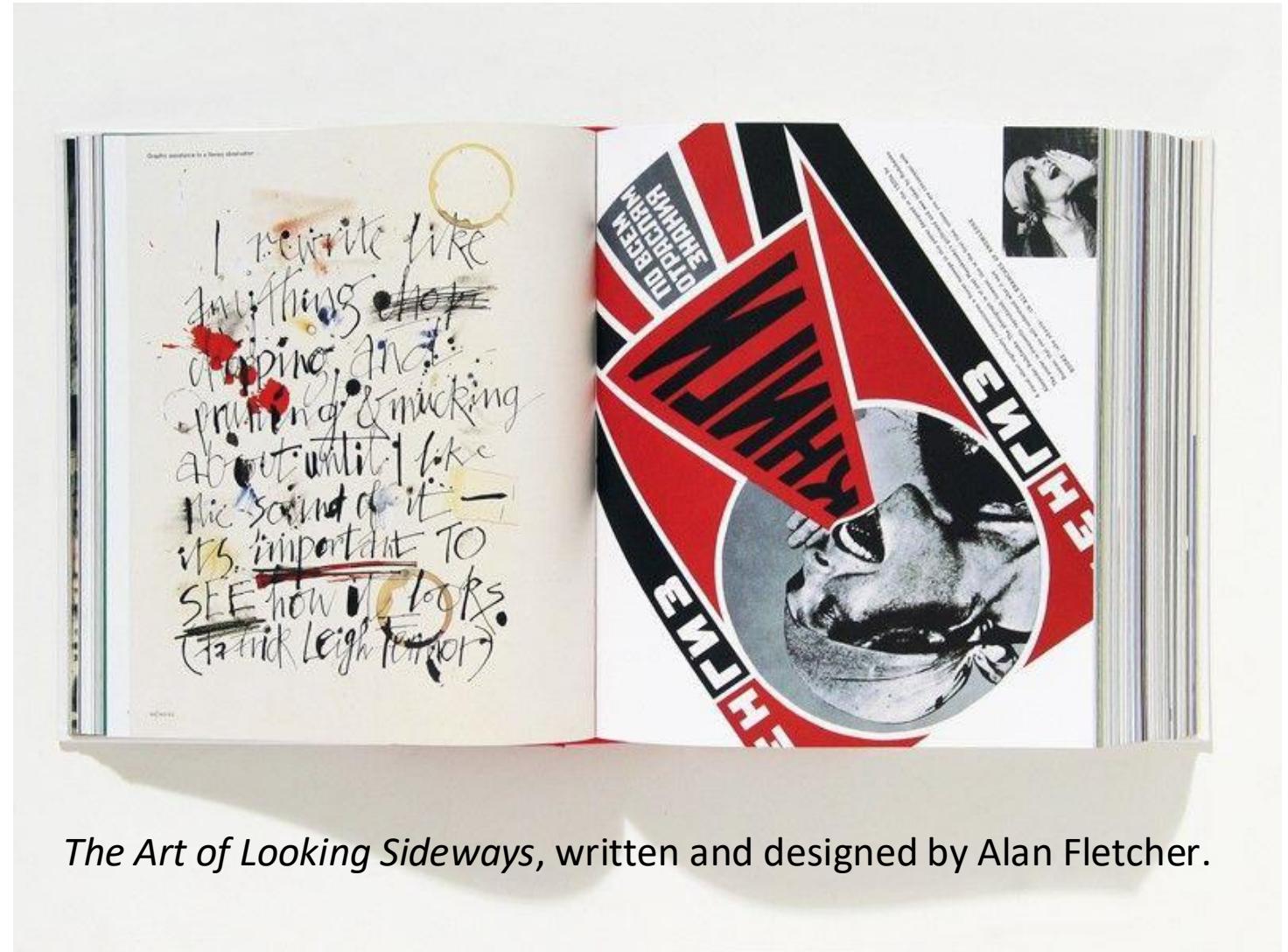
Advertising / campaign



Communication design



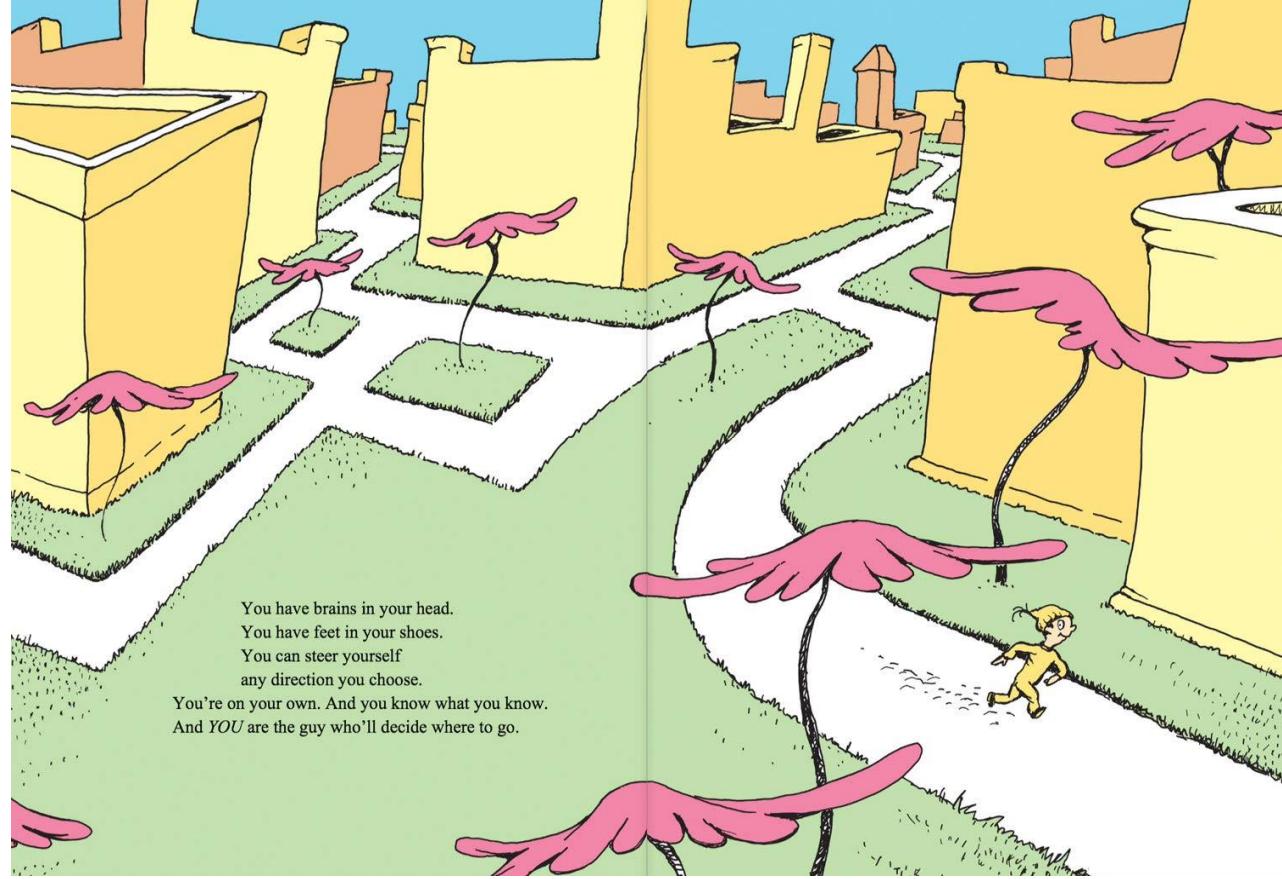
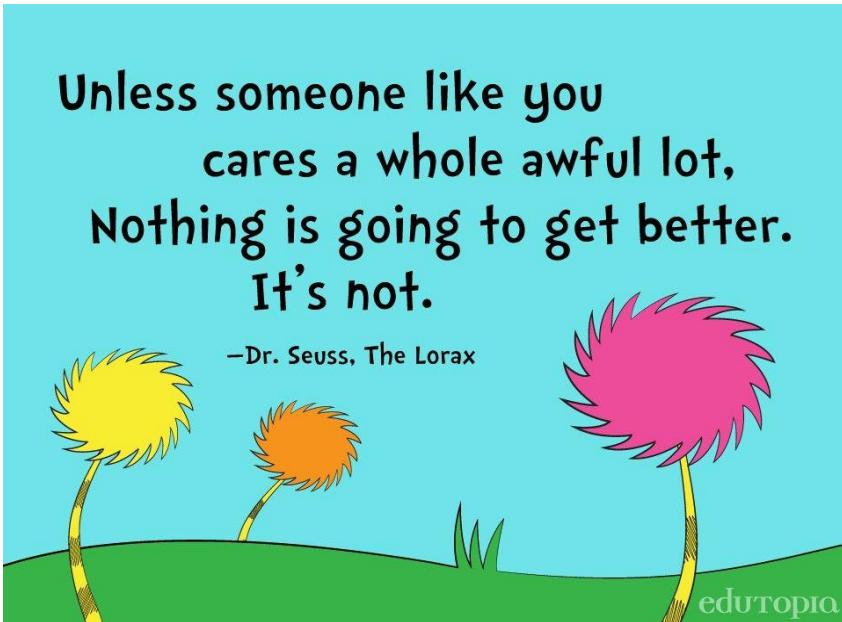
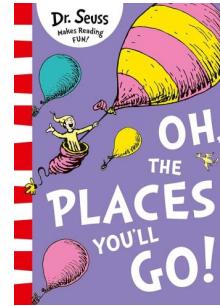
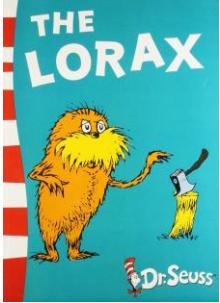
Publication design



The Art of Looking Sideways, written and designed by Alan Fletcher.

Communication design

Publication design



You have brains in your head. You have feet in your shoes. You can steer yourself any direction you choose. You're on your own. And you know what you know. And YOU are the one who'll decide where to go...

Communication design

Typography



P A I N T E R

S u h a i l

M
m

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Style

Type here to preview text

Extra

Light

Regular Meeting

Medium Semi-Bold

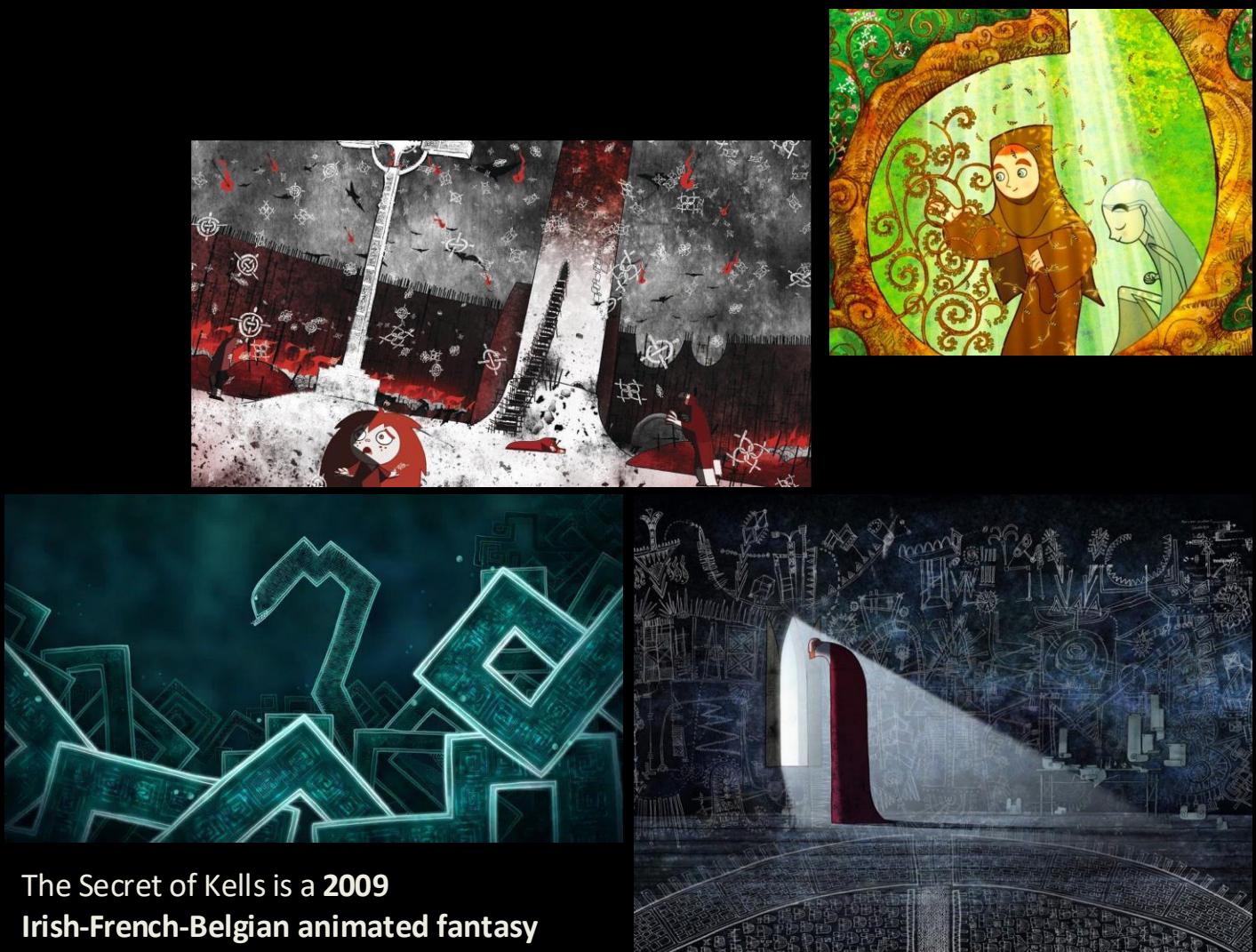
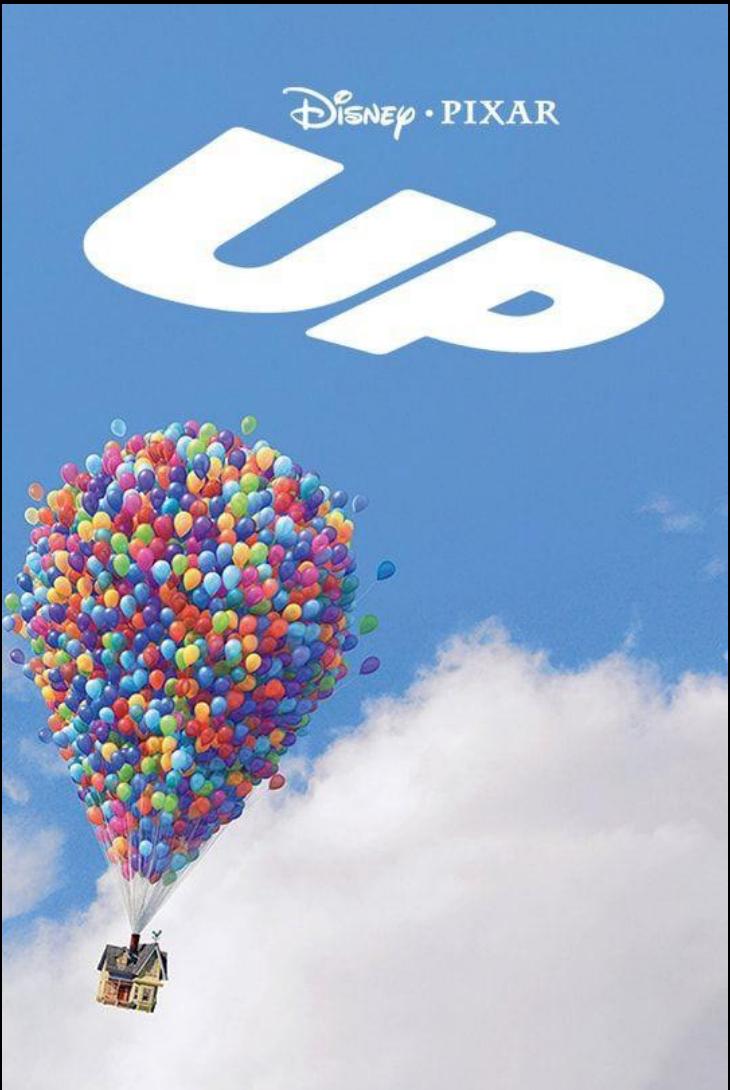
Bold

Extra-Bold

40px

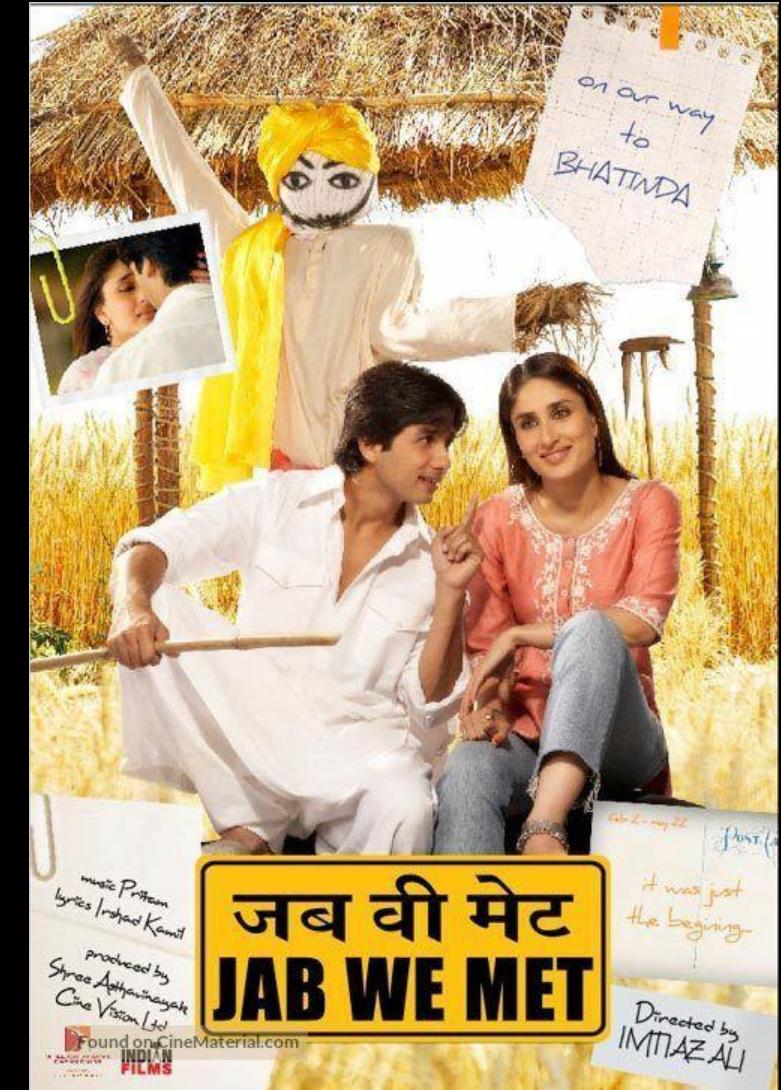
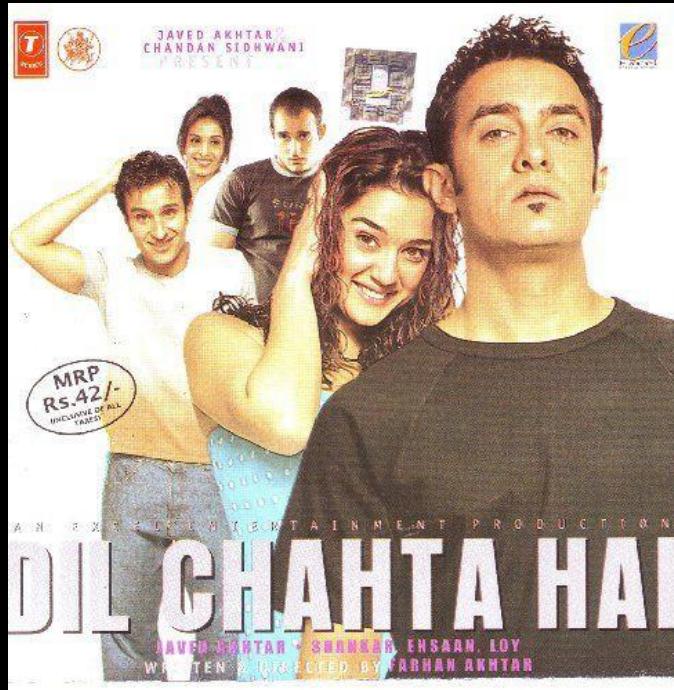
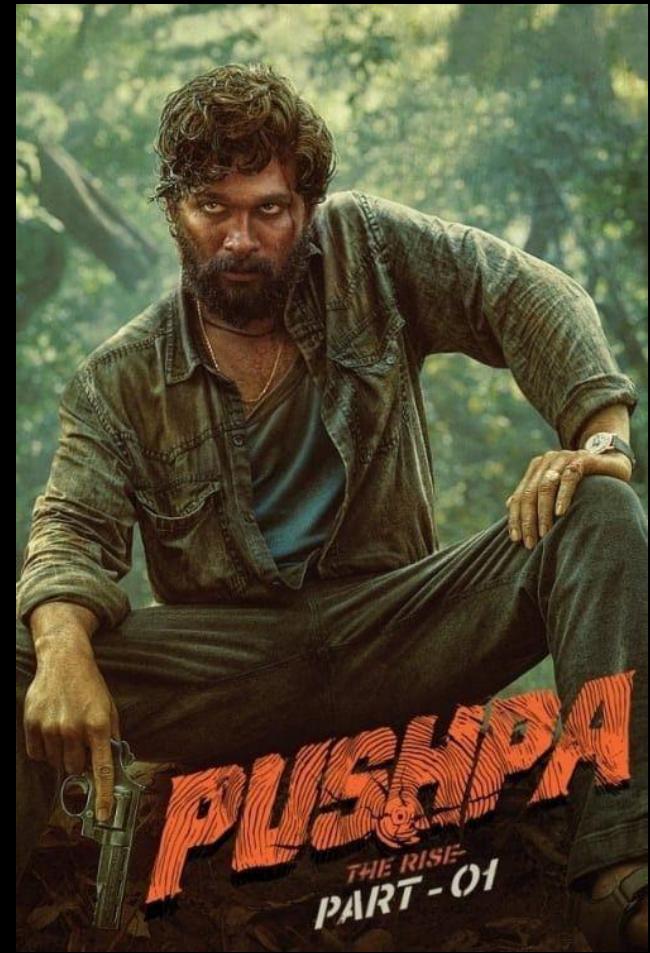


Animation



The Secret of Kells is a **2009**
Irish-French-Belgian animated fantasy
film





Films: Cult films

Fashion design

Fashion design

Everyday fashion



Costume design



Ruth E. Carter, 2018
Academy Award for Best
Costume Design for *Black
Panther*



Costume design



Credit: Twitter



Bhanu Athaiya, 1983 Academy Award
for Best Costume Design for *Gandhi*

Statement pieces



Aishwarya Rai-Bachchan at Cannes film festival, 2018 in a Michael Cinco



Deepika Padukone at the MET Gala 2019 in a Zac Posen gown

Fashion design

Couture



<https://www.vogue.com/fashion-shows/tokyo-spring-2022/ryunosukeokazaki>



<https://www.irisvanherpen.com/collections/hypnosis>



Experience design

Experience design

Interface design



Experience design



Interaction design

Interface design

Swarachakra (Devanagari: स्वरचक्र) is a free text input application developed by the IDIN group at [Industrial Design Center \(IDC\)](#), [Indian Institute of Technology Bombay](#) for [Indic scripts](#).



Experience design

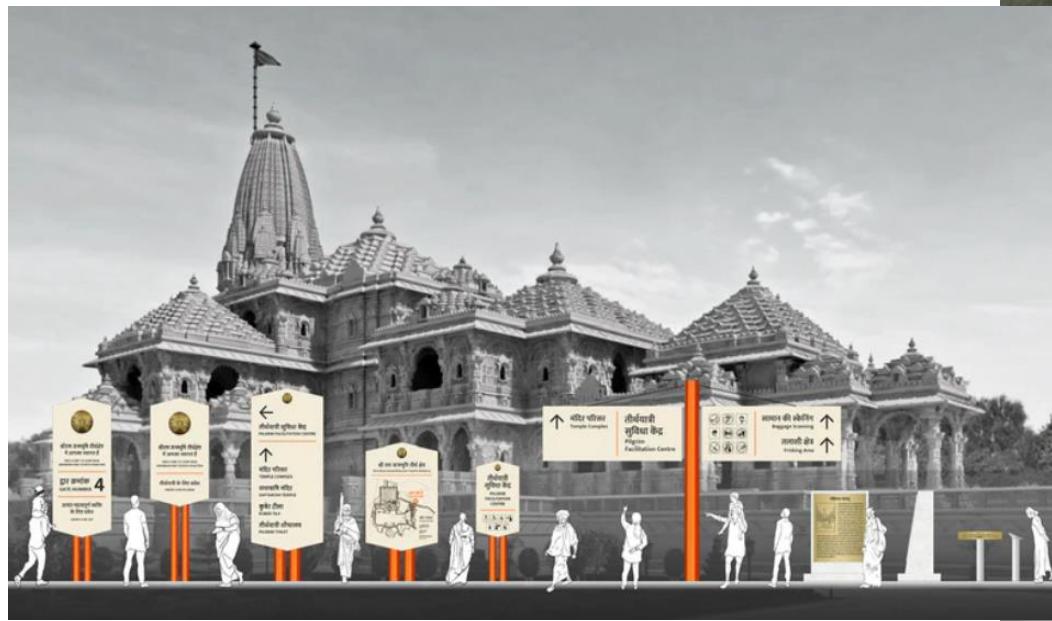


Experience design

Interface design



Design today



<https://pune.news/maharashtra/maharashtras-baarish-date-leads-innovative-wayfinding-signage-design-for-shree-ram-temple-in-ayodhya-146680/>

Design today



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PLAN YOUR DAY WITH TURYAA



Real time insights

- Best Suits You
- Can Try
- Stay Away

<https://www.naditarangini.com/about/>

System design

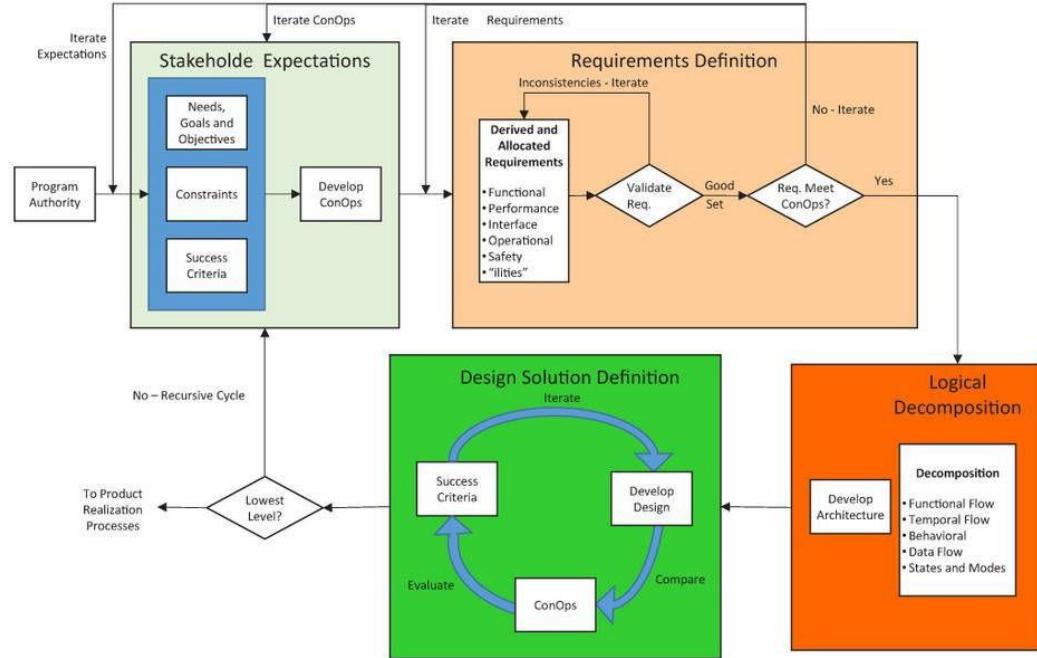
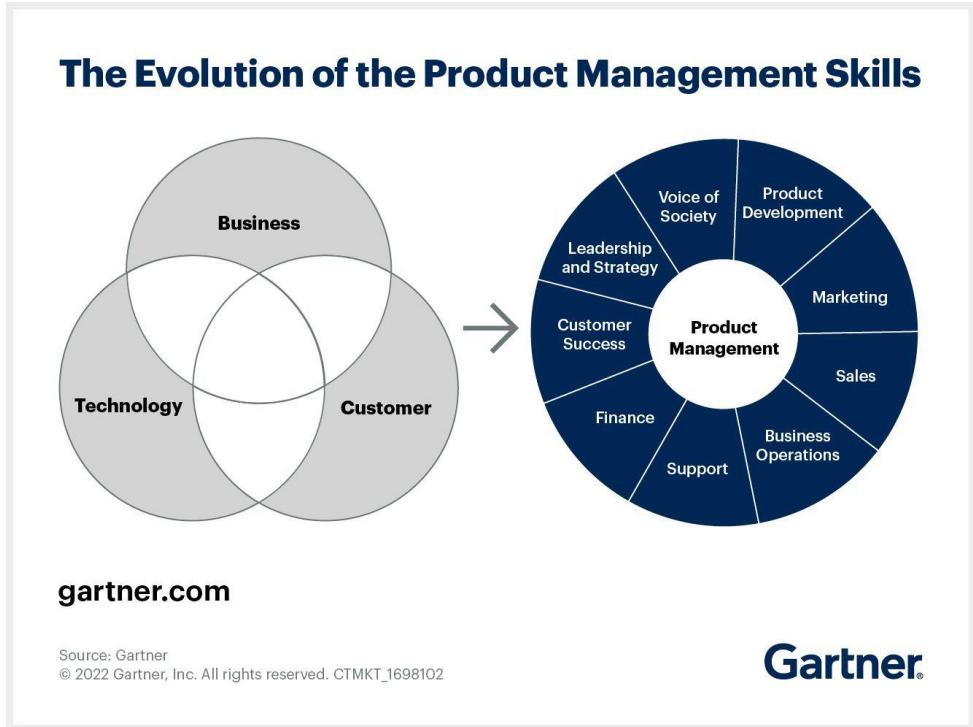


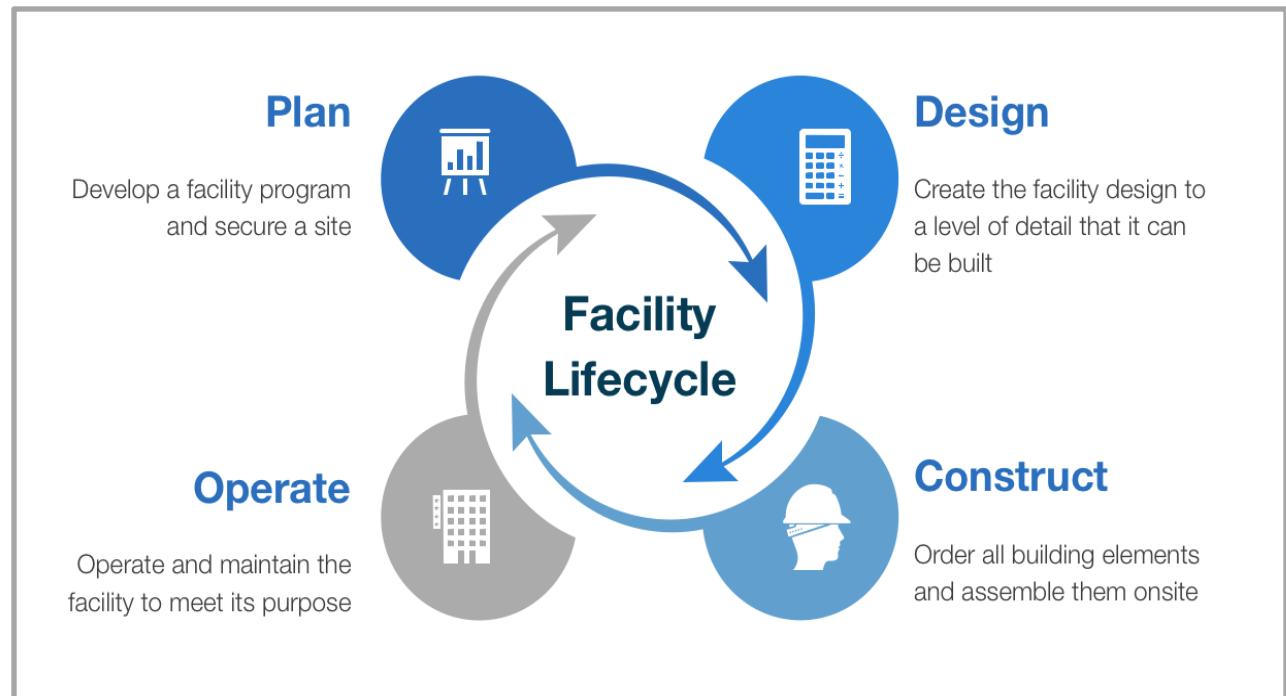
FIGURE 4.0-1 Interrelationships among the System Design Processes

<https://www.nasa.gov/seh/4-design-process>

System design

Functions of a large system
(e.g. public-private
partnership projects)

- Plan
- Design
- Construct
- Manage + Finance
- Maintain + Operate



<https://psu.pb.unizin.org/introductiontothebuildingindustry/chapter/lifecycle/>

Read: <https://medium.com/blog-faiaz/public-private-partnerships-ppp-101-1702b6ac8883>

Design fields

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Transportation design

Lifestyle accessory design

Retail and exhibition design

Furniture and Interior design

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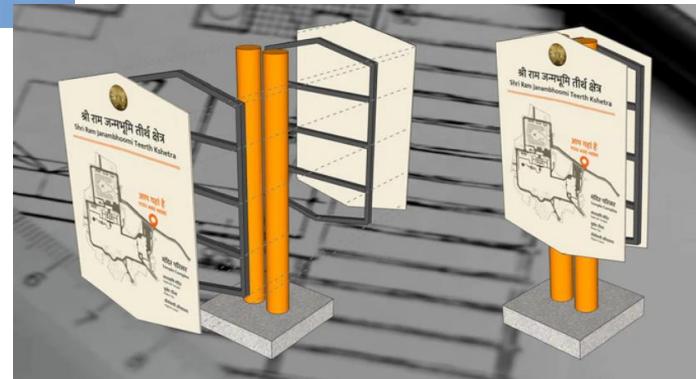
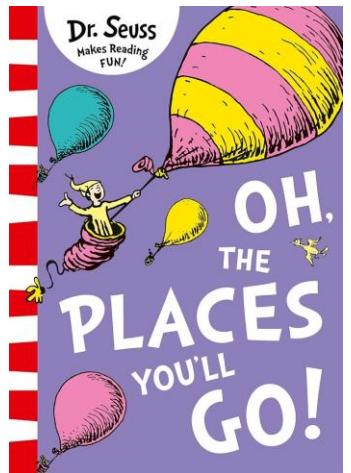
System design

Fashion design

Communication design

Multidisciplinary design

Summary: Design



9 Nuances of design

Next class ... ‘Responsible design’