DESIGN AND DEGREE SHOW

DDS

2014

Design and Degree show is a showcase of the works by India's premium design school Industrial Design Centre (IDC), IIT Bombay.

DDS is a testament of our design methodology of observation and deconstructing problems, ideas or notions, teamed with foresight for the present and future contexts.

27th to 29th June
EXHIBITION | CONFERENCE | WORKSHOPS
Venue: VMCC, IIT Bombay

5th and 6th July
EXHIBITION
Venue: Nehru Centre, Worli, Mumbai

D.Tour

Workshop Series

Venue: IDC, IIT Bombay
Date: 14th June
Time: 10.00am to 6.00pm

In an attempt to give design enthusiasts a hands-on experience of the design process, students of IDC would be conducting workshops on various domains of design. The objective of these workshops is to expose the participants about design methods followed in the respective design discipline.

There is no prerequisite for these workshops.

These workshops are a part of events leading to Design and Degree Show.

Design Thinking Workshop Series

The various workshops offered are :

1. Character Design
   (Animation)

2. Hardware Innovation
   (Interaction Design)

3. Mobile App Design
   (Interaction Design)

4. Branding and Logo Design
   (Visual Communication)

5. Typography and Calligraphy
   (Visual Communication)

6. Product Design

7. Mobility and Vehicle Design

Character Design Workshop
(Animation)
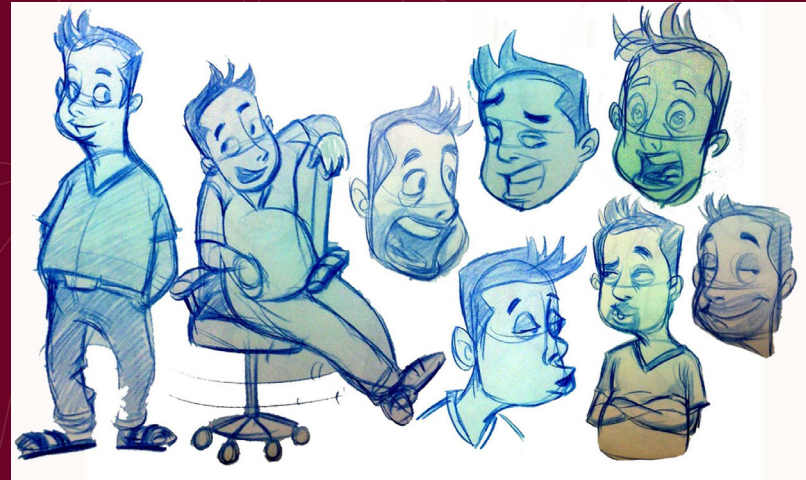
Since our childhood we have always loved and adapted the characters, we used to watch in Cartoons. The characters create a unique bond with us, which stays close to our heart even as we enter adulthood.

Character design is the visual representation of a character concept or idea. These may be used for gaming, illustrations, movies, comics, graphic novels, mascots and a vast array of things.

Character Design Workshop
(Animation)

Schedule for the Workshop

10 am:
Introduction to Character Design and process

10:30 am:
Sketching warm-up excercises

11 am:
Basic introduction to human figure drawing

12 am:
Ideation and Concept generation
(Shape language)

1:30 pm:
Lunch Break

2 pm:
Character/Personality development

3 pm:
Character story development and
creating comic strips

4:30 pm:
Demonstartion on 2d character animation

Hardware Innovation
## (Interaction design)

The workshop's objective is to use design process to come up with innovative ideas using hardware prototyping platform. It's intended for engineers and DIY hobbyists who want to create interactive objects or environments.
The workshop would start with a brief discussion about the trends in contemporary technology and try to predict future trends. This will be followed by an introduction to micro-controllers, with an overview of Open Hardware and community driven projects. We shall be using the Arduino platform to make prototypes.

There would be hands on activities like:

- Interfacing simple peripherals like LEDs, switches, speakers, displays and sensors.

- Interfacing an Arduino with a computer to make custom GUI.

- Make-your-own Arduino (microcontroller) project in Rs.100/-

- Making new game controllers (like joysticks)

- Point and click devices (alternative to mouse)

- Custom-made text input devices.

Hardware Innovation
(Interaction design)
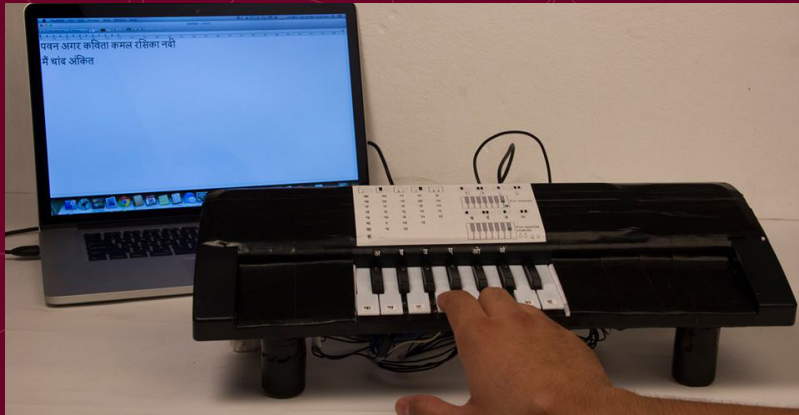
Hindi text input keyboard made from a musical keyboard

An assistive device for people with Cerebral Palsy

Schedule for the Workshop

10:00 - 11:00 am:
Trends in contemporary technology (45 min)
Examples of Projects by IDC (15 min)
Break (10 min)

11:10 - 12:30 pm:
Basics Of Electronics (45 min)
Electronic tools and components (35 min)

12:30 - 1:30 pm:
Lunch Break

1:30pm onwards:
Hands On Activity with Arduino
• Idea generation, concepts and creative thinking
• Implementing ideas and making prototypes

View some of sample projects at:
https://www.behance.net/sajal147

Designing Mobile App
(Interaction design)

Students visiting a local hospital for User studies

Students analysing the user study data

The objective of the workshop is to make students go out in the real world, find contextual problems from their surroundings and come up with working prototypes of mobile app solutions.

The innovations and advancements in mobile technologies have impacted business processes in every industry. IT companies, research labs, Banking and Finance firms, product developers and service industries have already experienced the benefit of well-designed mobile app products for their firms.

The students will learn to use prototyping tools like Balsamiq for wire framing and Framer (A prototyping toolkit Built for designers to turn static mockups into prototypes with animation & interaction) for making android apps. They will be able to make working prototypes of their ideas at the end of the workshop.

Designing Mobile App
(Interaction design)
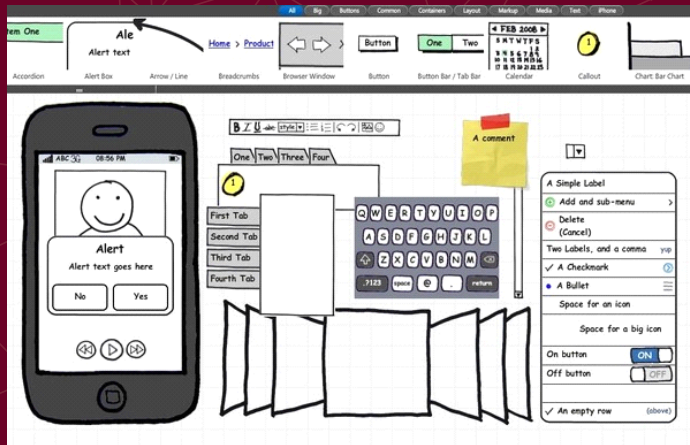
Prototyping platforms: Balsamiq and Framer.js
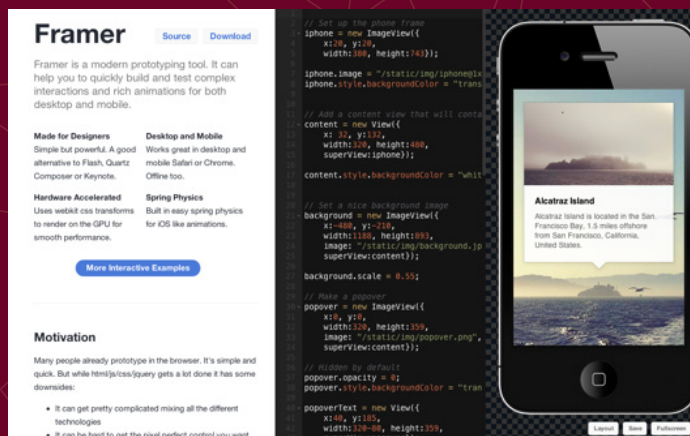
Schedule for the Workshop

10:00 - 11:00 am:
Introduction to design process (45 min)
User study (contextual enquiry) (15 min)

11:10 - 12:30 pm:
User study on the field (90 min)

12:30 - 1:30 pm:
Lunch Break (60 min)

1:30 - 2:30 pm:
 Analysing user study (affinity mapping) (60 min)

2:30 - 5:30 pm:
Ideation (60 min)
Wireframe Prototype (Balsamiq) (60 min)
Working Prototype (Framer) (60 min)
Evaluation of design

View some of the sample projects at:
http://jaisonjacob.me/

Branding and Logo Design
(Visual Communication)

- Why do we remember some brands so well even though we do not use the products everyday?

- How do we associate certain habits, emotions or have trust in certain brands over others?

  Can a simple sketch or an idea in your mind become the face of your brand?

- What makes a logo promising? Why are brand guidelines important?

Visual design plays a vital role in communicating the company's products and its ideology effectively to the customers.
A logo speaks a lot about the company, but silently.

The workshop aims to sensitize and give the future designers and entrepreneurs a peek into branding as a whole and logo design in particular.

The workshop would bring in:
- Detailed understanding
- Looking at case studies
- Hands-on experience

View some of the sample projects at:
www.behance.net/reshal

Typography & Calligraphy
(Visual Communication)

Calligraphy means art of beautiful handwriting. The ability to create perfectly balanced and artful lettering is still a valuable skill.

Typography means selecting typefaces and arranging them in an effective manner.
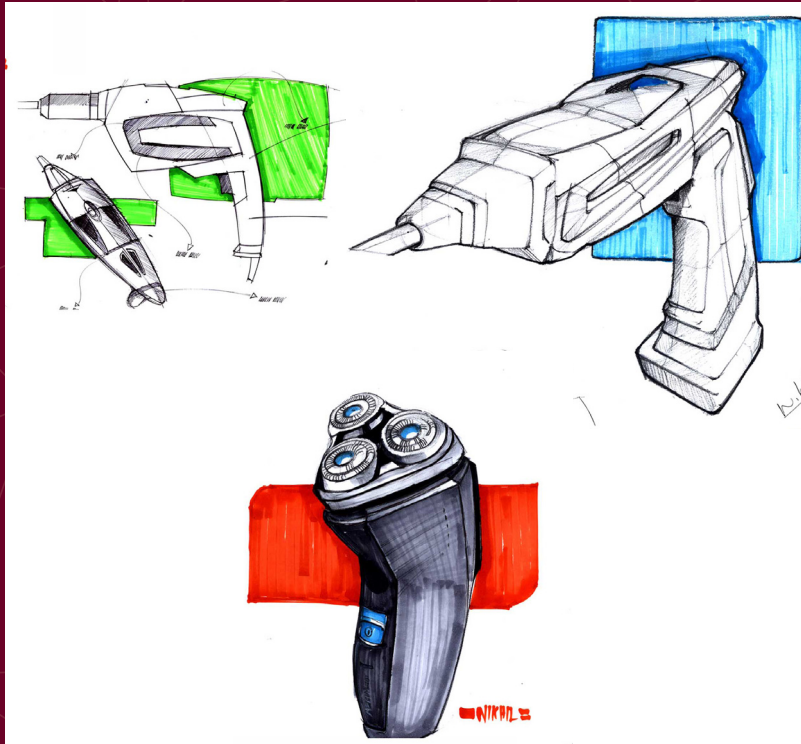
What would be covered?

Calligraphy
- Basics of Calligraphy
- Devanagari and Latin calligraphy - exploration of letter structures.
- Creating magic with ink and paper.

Typography
- Introduction to world of Typography and Lettering.
- Classification of fonts.
- Serif, Sanserifs, Script, Display.
- Choosing the right typeface.

Product Design

The workshop will start with an introduction to the product design process along with case studies of the work at IDC. It will then proceed to a problem-finding stage where the participants will brainstorm over real life problems and attempt to solve them through design. The solutions are expected to be innovative and human-centric.

Overview of the workshop:

- Introduction to products and design process.
  User study, ideation, ergonomics, sketching, prototyping, usability testing

- Case Studies

- Exercise on Problem Solving, Conceptualization, Sketching.

- Feedback and Improvisations.

Mobility and Vehicle Design Workshop

Overview of the workshop

Design process overview:
Shows an overall picture of the design process followed in the automotive industry and what is the role of an automotive designer.

Modelling clay:
Model making in general – purpose, usage, techniques.
Medium: clay

Sketching and rendering:
Demonstration, tips and techniques of automotive sketching and rendering
Medium: paper and software