

CREATIVE PRODUCT DESIGN THINKING- Exploring Product Design for Innovative Individuals

May 27-31, 2024 **AHMEDABAD CAMPUS**
Anchor Faculty: Vikram Debabrata Mitra

LIMITED SEATS AVAILABLE!

16 years and above
Minimum Seats: 8
Maximum Seats: 12



WHAT IS THIS WORKSHOP?

The workshop is designed to create interest in the domain of Product Design. The intended target audience are individuals who have creative interests and a passion for innovation.

The workshop indulges in small exercises in which the participant undertakes small simple initiatives in observation skills, thinking orientation and channelising of the creative thought process.

The objective of the workshop is to give the participant a flavour of product design. It is in no way all-encompassing and is only introductory in its intention.

The participants hopefully would find this as a starting point to embark on their journey to know more about product design. If they find themselves discovering an interest or liking for product design, then the objective of the workshop would be met.

WHAT WILL YOU LEARN?

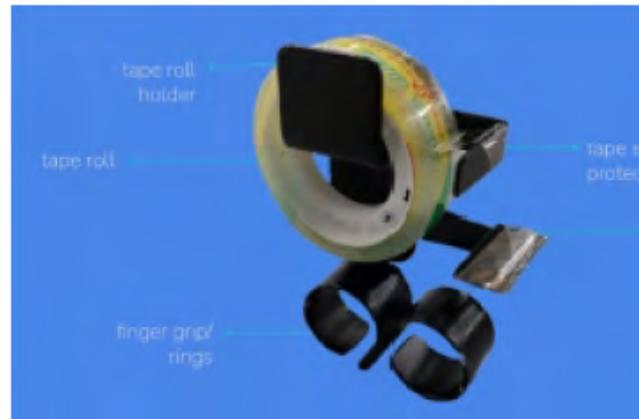
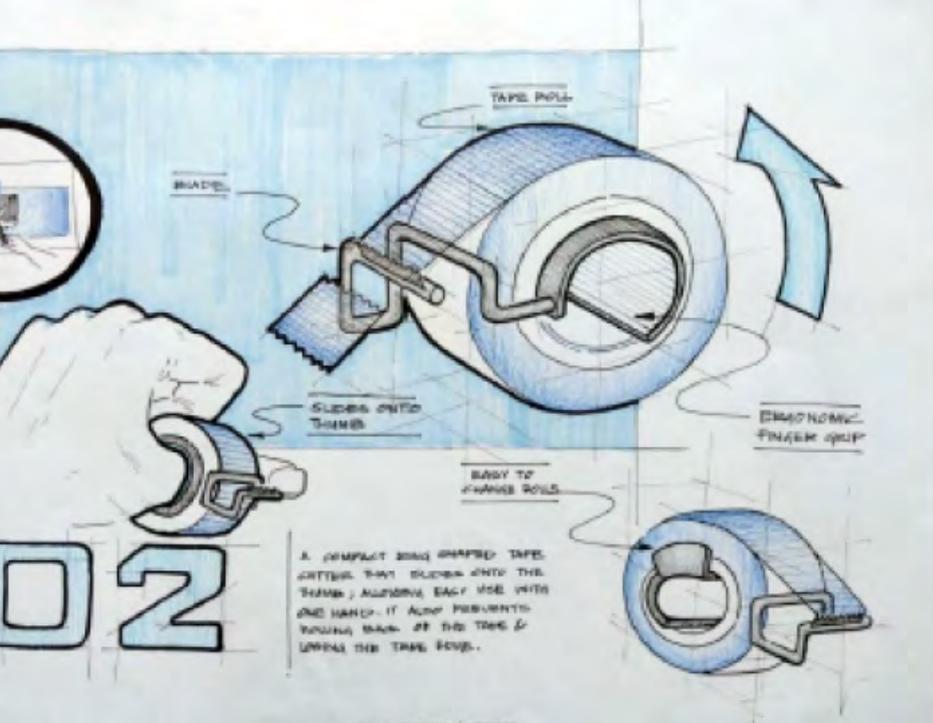
Design is a process inherent to every individual. Everybody can be creative. A professional designer follows a methodical process for innovation. The common layman may be unaware of this process. But being creative and innovative is inherent to every individual. Trying to make life easier is part of everybody's motto. Doing tasks faster, in lesser time or with reduced human efforts or physical stress, is on everybody's radar. Things which are convenient for individuals may eventually be convenient for others as well.

If one were to not ignore our daily inconveniences or our habitual work-around clumsy solutions, one can see or find possibilities of innovation all around us. This could be the formation of a culture of habitual innovation. We do not let things be as it is unless we make an attempt to improve a lousy piece of equipment or contraption.

WHO SHOULD ATTEND?

College students, Engineering graduates, and Young entrepreneurs.





ANCHOR FACULTY



Vikram did his post graduate diploma in product design from NID, convocating in 2002. He started his career with Design Directions, Pune and then opened his own design studio called Design Genesis, where he undertook design consulting for small & medium enterprises. Thereafter, he joined Lumium Innovations in Ahmedabad followed by a stint in manufacturing with Sintex Industries (Plastics division) in Kalol, Gandhinagar.

He was involved with NID's new campus at Jorhat, Assam prior to having joined NID Ahmedabad as product design faculty.

His subjects of interest include form studies, simple product design, display & control and technically complex products. His research areas are in design futures, inclusivity, circularity and cognitive semantics. Professionally, he has had design experience in the domains of medical products and industrial equipment.

REGISTRATION:

Participants can select any 1 or more workshop in all phases in a single registration form.

Discount of 20% on the registration fees can be availed if 5 students from the same school / college register for the same workshop on single registration.

Visit our website www.cep.nid.edu or scan this for details of workshops and registration.



FEES:

Rs. 15,000/- inclusive of GST for one participant per workshop of five days duration (lunch and workshop kit bag will be provided).

Fees to be paid within 7 days of registration. Seat will be confirmed only after receiving the fee at CEP office desk.

MODE OF PAYMENT:

DD / PO in favour of NATIONAL INSTITUTE OF DESIGN payable at Ahmedabad.

For NEFT/RTGS NID banking details please send email request on cep@nid.edu with screenshot of registration form.



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NATIONAL INSTITUTE OF DESIGN
AHMEDABAD

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