



**Knowledge Network of
Indian Institute of Technology, Gandhinagar
Under TEQIP-II Initiative (MHRD, Govt. of Gujarat)**

Workshop on Design & Innovation

Date: 13/08/2014 to 14/08/2014 (2-days)

Time: 9:00 am reporting time on 13th August 2014

Venue: L-block, IIT Gandhinagar

Target group: Faculty members

Register At: www.iitgn.ac.in/kn

Dead line: 05th August 2014

Design is more often than not interpreted as an 'art' form which focuses on aesthetics and style. Commonly perceived as an exercise done by artists and other non-engineering professionals, it has often been interpreted as an unstructured moment of inspiration, rather than a sustained formal process of creation.

However; every functional, comfortable and affordable product made and used by humans such as the ubiquitous cellphones, wearables, cars, machines, personal electronics and medical equipment require a complex understanding of various components of the design process – namely, User Centric Thinking, Creative ideation techniques, market opportunity analysis, Usability engineering, human factors, cognitive ergonomics, materials and manufacturing methods.

This workshop brings diversity of inputs through theory, examples and exercises; to demystify the process of design of successful products – from idea to the marketplace.
