



Gujarat Technological University

Centre for Industrial Design (Open Design School)

Organizes:

Design Weekend

A Design Thinking Workshop series for students

Design Weekend, is going to happen as a series of events on weekend, which will provide a best learning platform for all the students of GTU affiliated colleges, where they will get an opportunity to develop their problem solving skills while working on real life problems. The aim of this series is to create new innovation by organizing workshops/events and to know importance of design thinking/engineering in most practical way via trying to create case studies for real life problems. Also students would get chance to meet the Design Thinking experts and would work on hands on exercises, specially designed for them.

This workshop series would be in two phases. (1) Phase 1: Introduction of Design Thinking, Scouting a Challenge and Ideation, (2) Phase 2: Product Development and Prototyping. Student will have to select any of the domains mentioned below to work on during phase 1. Then, between phase 1 and 2, teams need to complete the assignments in form of exercises and will work on prototyping during phase 2, so all participants need to attend both the phases of this workshop series to get the certificate. **Registration is compulsory, free and first come first serve basis, we have very limited seats. Accommodation is not available for this workshop series.**

Registration link: bit.ly/DW04051819

Domains of Event Will be (you may select your own domain for problem statement):

- 1) Construction Site
- 2) Cleanliness
- 3) Food Stalls
- 4) Flour Mill
- 5) Students Problems in colleges
- 6) Healthcare problems

Phase 1: 4th & 5th February, 2017

Phase 2: 18th & 19th February, 2017

Time: 10:00 AM to 6:00 PM (Registration on first day starts at 9.00 am)

Venue: GTU, Chandkheda Campus, Ahmedabad, Gujarat 382424

Phase 1: 4th & 5th February, 2017

Topic: INTRODUCTION TO DESIGN THINKING/ENGINEERING

- What is Design Thinking/Engineering?
- Its importance, socio-economical relevance
- Design Thinking to foster innovation
- Relevance of Design and Design Thinking in engineering

Topic: OBSERVATION FOR FINDING REAL LIFE PROBLEMS

- Through AEIOU Framework
- Ethnographic tool
- Mind Mapping
- Notes, Photos, Videos, Interviews

Topic: Empathy Mapping

- Identify User and Stakeholders
- Mapping all observation on Empathy Mapping Canvas
- Story boarding
- Secondary Research
- Diachronic and Synchronic Analysis

Topic: IDEATION DAY

- Brainstorming
- Opportunity Mapping
- Combination of Ideas
- Validation of idea by users
- Ideation Canvas

Phase 2: 18th & 19th February, 2017

Topic: PRODUCT DEVELOPMENT DAY

- Product Experience
- Product Functions
- Product Features
- Components
- Sketching of Concepts
- Revalidation of Concept

Topic: INTRODUCTION TO DESIGNING SOFTWARE

- How to design your product?
- How much important your Rough design to create your final design product?
- Designing tools [software designing like, AutoCAD, SolidWorks etc.]

Topic: PROTOTYPING TECHNIQUE

- Types of prototyping?
- How to make prototype?
- Making Prototype

Expected Outcome:-

- To enrich culture of Design Thinking/ Innovation in Students.
- To aware students for emerging trends/opportunities in Start-up, Patents Etc.
- To create case studies for real life problems.
- To have innovative solutions using Design Thinking Tools to solve real life problems.

NOTE: THE STUDENTS WHO ARE REALLY INTERESTED TO ATTEND THIS DESIGN WEEKEND LEARNING SERIES MUST REMAIN PRESENT FOR BOTH THE PHASES. THEY WILL ONLY GET THE CERTIFICATE AT THE END OF PHASE 2 AND THE BEST SOLUTION WOULD BE AWARDED AS WELL AS CONSIDERED FOR START-UP ECOSYSTEM OR CONVERTED TO MARKETABLE PRODUCT LATER ON.

Contacts for any query:-

Team Design Weekend

Design Associates, GTU.

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Some useful links:

<https://www.facebook.com/gtu.innovationcouncil>

<https://www.youtube.com/user/gtuinnovationcouncil>

<https://twitter.com/GTUIC>