



Gujarat Technological University

Centre for Industrial Design (Open Design School)

Organizes:

Design Demo Day 2k17

Message for,

Principals/Directors and HODs of degree engineering colleges:

Nominate best five (5) Design Engineering projects (Semester 3 to 6) from your college for this central Design Demo Day (DDD).

Important Dates for participants:

Nomination till: 24th March, 2017 at 3.00 pm.

Announcement of selected projects: 3rd April, 2017.

Design Demo Day 2k17: 7th April, 2017 (9.00 am to 6.00 pm)

Venue: Gujarat Technological University, Chandkheda.

GTU's Centre for Industrial Design – OPEN DESIGN SCHOOL introduced courses of Design Engineering (DE) through Design Spine, during the academic year 2014-15, beginning from the 3rd semester. Design Engineering is a very unique and pioneering initiative of GTU and it is based on “**Design Thinking**” methodologies developed and used by engineers and designers all over the globe. Since 2014, there were total 42 Faculty Development Programs (FDPs) have been organized by Centre for Industrial Design, in which more than 2800 Faculty Members from 126 Engineering colleges across state, from more than 15 branches, have been trained for Design Thinking.

One of the key objectives of this initiative is to infuse the methodology of Design Thinking into the mind-set of the students and the Faculty Members so that it is used in the study of all the core subjects of every branch. Other core objectives include; To stimulate thought process and creativity among the students, To learn problem-solving techniques, To lessen the copy-paste in the Project work etc. Important aspects of doing Design Engineering

projects are to convert ideas into useful marketable solutions (Projects to Products) for the issues of industry, community, society etc.

To motivate students and appreciate their efforts in Design Engineering, **GTU's Centre for Industrial Design – OPEN DESIGN SCHOOL** is arranging a Design Demo Day 2k17 (DDD 2k17) for the students of engineering colleges affiliated to GTU. DDD would be a day-long event where students would get chance to showcase their projects (prototype), interact with experts from industry, academia and government with the Designing background, chance to pitch their ideas in front of investors and get support for the mentoring to convert their prototype to useful marketable products.

Guideline for participants:

1. Top five projects from each college shall be reached to GTU – Design Engineering team before 24th March, 2017 @ 3.00 pm. We will send project registration link to GTU or DE coordinator and he/she needs to fill the registration details of top five projects nominated by respective college.
 - a. All projects shall be nominated only by Principal/Director on college letter head with details like Title of the projects (Detail Report of the nominated projects, in the format given below, shall be send via above link). *Note: Student's team or any faculty guide cannot send their entries directly.*
 - b. The documentation of report must follow Design Thinking steps/phases used in Design Engineering subject as mentioned below:
 - i. Identification of problems (observation through AEIOU and other tools) and list of unmet needs/requirements of the user (analysis and synthesis of problems)
 - ii. Empathy of user & Prior Art Search summary
 - iii. Problem definition similar to Gandhiji's challenge (<http://gyti.techpedia.in/announcement>)
 - iv. List of ideas through Ideation to solve the problem/s and prioritization of the final concept
 - v. Product development details and feedback of the user
 - vi. Prototype versions of your concept and final prototype video link
 - vii. Describe the process and inputs mentioned in all canvases and frameworks prepared along with photographs
 - viii. Roadmap ahead and support required to deploy solution in the market if you feel

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2. Projects **only with ready prototype** will be nominated by colleges for DDD 2k17.
3. Nominated Projects will be scrutinized by experts committee and selected projects would be invited via email on 3rd April, 2017 to showcase during DDD 2k17.
4. During DDD 2k17, we will award best three (3) projects, which will be supported to convert into useful marketable solutions, successful Start-ups, patent filing etc.
5. For the participant's registration, we will send registration link to selected projects' teams after 3rd April, 2017 via email to colleges.
6. Only Design Engineering projects (from 3rd to 6th semester) would be considered for DDD 2k17.

For any query, please contact: Design Engineering Team at design@gtu.edu.in