



# Gujarat Technological University

## Centre for Industrial Design (Open Design School)

**Organizes:**

### 53<sup>rd</sup> Faculty Development Program (FDP) (Level 2)

### Design Engineering (3<sup>rd</sup> + 4<sup>th</sup> + 5<sup>th</sup> + 6<sup>th</sup> Semester)

**Date:** 20<sup>th</sup> to 23<sup>th</sup> August, 2019 (53<sup>rd</sup> FDP – Level 2)

**Venue:** A-2 Conference hall, GTU Chandkheda Campus, Ahmedabad. **Time:** 10.00 am to 5.00 pm; Everyday

**Note:** Only for those who attended any previous basic (Level 1) FDP.

Kindly register here: <https://forms.gle/vy5kJPWXxGuzuMFYA>

**Message for Principals/ Directors/ HODs:** For every group of 30 students, in every Branch, please make sure that at least one Faculty Member participated in the FDPs at GTU.

GTU introduced courses of Design Engineering through Design Spine, during the academic year 2014-15, beginning from the 3<sup>rd</sup> 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. 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 for enhancing problem solving skills 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.

**GTU's Centre for Industrial Design – OPEN DESIGN SCHOOL** has taken up the challenge of implementing this course in all the affiliated engineering colleges of GTU. Since AY 2014-15, **Centre for Industrial Design – OPEN DESIGN SCHOOL** has organized total 52 Faculty Development Programs (FDPs) during the last two years, in which more than 4000 Faculty Members from 126 Engineering colleges across the state, from more than 15 branches, have been trained for Design Thinking at various level.

Now during this Odd semester Winter 2019 (AY 2019-20), the Centre is bringing more FDPs for faculty members with new and refined hands-on exercises, presentations, examples and techniques of Design Thinking. The revised guidelines published on the website (Link: <https://bit.ly/32BZ0HN>) talks about little change in the approach for projects that students will take from 3<sup>rd</sup> to 6<sup>th</sup> semester, but the Design Thinking process would remain same.

This FDP would be the intermediate - Level 2, and will cover the whole Design Thinking process with refinement in learning, suitable for all the Faculty Members who have attended basic (level 1) FDP earlier. (Note: We are developing total 5 levels of FDPs and organizing different level FDPs for better learning about process & tools and refinement. For the beginners, we will announce basic (level 1) FDP soon.)

### Exclusive features of FDP:

- New set of learning material including PPTs, Videos, Case Studies, Examples etc.
- Hands on exercises designed exclusively for FDPs to understand Design Thinking approach
- Experts session during FDP (Physical interaction or Skype)
- Sketching & Prototyping techniques

### Workshop Program: (Level 2 – For Refinement of Learning)

The intermediate level component of the workshop shall be a combination of **Design Clinic support & Inputs for Design Thinking process/tools** such as, Research, Observation, Analysis, Visualization, Knowledge Management etc., The following points shall be covered,

**Day 1:** Review of prior learning by Faculty Members who have taken the training previously

- **Identifying gap areas** and supporting them by process / tools
- Research: **Ethnographic study** for observation & documentation
- **Observation & Empathy**
- Finalization of project as a **Case Study**

**Day 2:** Project and Clinical support

- Tools – **Mind Mapping, Customer Journey mapping**
- **Empathy Mapping**
- **Problem Definition:** How to define a Design problem

**Day 3:** Project and Clinical support

- **Ideation, tools & techniques**

- Conceptualization tools
- **Product Development** stage
- Form, Function, Features

**Day 4:** Project and Clinical support

- **Sketching & Prototyping** techniques
- **Rough Prototype with presentation**
- **Case Study**

**Note:**

**Certificate will be only issued to the participant upon successfully completion of training for all four days. University will not entertain anyone in any case for any institute related or personal work during the period of FDP.**

For more information, kindly visit: <http://www.de.gtu.ac.in>

Should you have any query, kindly write us on: [design@gtu.edu.in](mailto:design@gtu.edu.in)

Registrar, GTU