

International Summer School Manipal University Jaipur [ISSMUJ]-2022

[Hybrid Mode]

Project Overview

Name of Project: Design Thinking & Product Design

Name of instructor: Sneh Singh, Akshita Joshi & Ketaki Darp

Session: June-July 2022

Language of instruction: English

Number of contact hours: 36

Credit awarded: 03

Objective of Project

Understand the concept of design thinking, its application and use in product design process. Apply design thinking to solve real life problems pertaining to social opportunities or business challenges.

Syllabus

Introduction: Understanding of design thinking and design; creates satisfaction and need; creates value; changes behaviour and evolves people. Principles of design thinking. Methods & process; relationship of analytical thinking and intuitive thinking. Process: The Design Process vs. Design thinking process – Empathize, Define, Ideate, Prototype, Test – Empathy = Interviewing + Immersion; Design immersion; Design thinking cycle; Assessment & measurement of success. Key elements: Learn from people; find pattern; Convergent & divergent theory; Uses: Use of visual analogy; Visualization toolkit; Right brain thinking; Storytelling tool; Mind mapping tool; Strategic opportunities; Design challenges.

Organization of course

Total contact hrs 36		
1st week:	10 hrs (classes)	2 hrs : Lectures 2 hrs.: Self study 6 hrs.: Project
2nd week:	10 hrs (classes)	2 hrs : Lectures/ 2 hrs.: Self study 6 hrs.: Project work
3rd week:	12 hrs (classes)	6 hrs.: Project work 4 hrs.: Model making 2hrs.: Project presentation

Mode of lectures: online lectures + online videos + case study + discussion + workshop+ hands-on

Project Plan

Lecture no.	Topic	Lecture mode	Instructor
L: 1-6	Introduction: Understanding of design thinking and design; creates satisfaction and need; creates value; changes behaviour and evolves people. Principles of design thinking.	Lecture +discussion	Sneh Singh Ketki Darp
L: 7-12	Methods & process; relationship of analytical thinking and intuitive thinking. Process: The Design Process vs. Design thinking process, Design thinking process – Empathize, Define, Ideate, Prototype, Test	Lecture +discussion +case study	Sneh Singh Ketki Darp
L: 13-18	Empathy = Interviewing + Immersion; Design immersion; Design thinking cycle; Assessment & measurement of success.	Discussion	Sneh Singh Ketki Darp
L: 19-24	Defining of problem, Ideation= idea racks, Mind mapping tool, brainstorming, visualization	Discussion + hands on	Sneh Singh Akshita Joshi
L: 25-30	Convergent & divergent theory, Prototyping	Discussion + hands on	Sneh Singh Akshita Joshi
L: 31-36	Testing & Final presentation	Discussion + hands on	Sneh Singh Akshita Joshi Ketki Darp

Brief profile of the instructor

Sneh Singh is an Associate Professor with 13 years academic and industrial experience. She is an architect by profession & did her Master's in Industrial Design from IIT Kanpur. She started her career with MNC and worked for 6 years and also associated with Elephant strategy + design studio, Pune and Sikka Associates, Delhi. She is a LEED Accredited Professional (USGBC) and has good experience of handling International LEED rated projects. She is an associate member of Council of Architecture, SEGDA, IIA & IIID. Her area of research is Industrial design & Signage and Wayfinding.



Akshita Joshi is an Assistant professor in Interior Design Department, FOD. She has 6 years of industrial and academic experience. She has done her masters from Florence Institute of Design International, Florence, Italy. Where she majored in Interior and furniture design. Her area of interest is in Interior Design, Furniture design and sustainable design in both architecture and products.

Ketaki Debt is an organized, creative and highly efficient architect, assistant professor and counsellor from Pune with Bachelors in Architecture & Masters in Emotional Intelligence & Human Relations with certifications in the domain of Spiritual Intelligence, Neuro-Linguistic Programming, Employee Engagement, Organizational Development & Cognitive Neuro Science. Honored by IIA, Pune for the academic achievement of her Thesis, Center for holistic healing, she has hosted and volunteered for certain events of Pune Biennale and is an active member of Forum for exchange and excellence in design.

