

DESINN

Design & Innovation Capacity Building in India



Co-funded by the
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of the European Union

WEBINAR

on

Contemporary Design Education: The New Future

Organised by:



Webinar Link:



<https://rimt.ac.in/events/desinno-webinar/>

Thursday, 28th January, 2021

Time : 2:30 PM (IST)



Design Education

“Design Thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology and the requirements for business success.”

_____ Tim Brown

The term “design education” is like a rainbow that relates to the broad range of disciplines related to architecture, product engineering, graphics, services, and many others. In fact, Design education fosters creativity and helps the learner adapt to a better understanding of the peoples’ need and the environment around them and create services, products and computer interface through a holistic approach.

Though design has been part of civilizations worldwide but the strategic importance of design for national and industrial competitiveness has been acknowledged only recently. Recognizing the fact that design professionals can play a pivotal role in enhancing the competitiveness of both manufacturing and service industries, the National Design Policy of India was framed in February 2007 with the vision to create a “Design Enabled Indian Industry” that will impact both the national economy and the quality of life in a positive manner.

And it is here that the collaborative role of designers, apex industry bodies, and academic institutions to bring about awareness on the role of design education is a matter of utmost concern to enhance the competitiveness and sustainability of the industries and add value to the quality of life for the global society.

Through this webinar an attempt is being made to bring in a holistic awareness among the multiple stakeholders. This will help us realize the need of developing skills and responsiveness of the learners, about the productive employability and entrepreneurship opportunities as a characteristic of “Design Education.”



ABOUT DESINNO

DESINNO project aims at establishing innovation capacities in India with the help of improved Design education considering the modern social, economic and business environment. Primarily, this project aims to contribute to the modernization efforts of the industrial design and creative sectors of India through enhanced quality of educational services and future human resources, that are built on transfer of educational curriculum content and good practices from EU partners.

The project will contribute to the internationalization of the Indian Design Education through the establishment of three Design & Innovation Centres in the three Indian universities RIMT, WUD and IIITD. These Indian universities are doing the respective work in collaboration with Brunel University London-UK, Politecnico di Milano -Italy, University of Aegean-Greece and CRETHIDEV-Greece. These centres will provide a common ground for:

- The development of innovative and permanent methods for Research and Design approaches
- The establishment of cross-sectoral projects for collaboration and co-learning
- The establishment of Inter-industry projects to facilitate the inclusion of design thinking approaches
- The development of extreme affordability principles for the benefit of the developing nations while taking care of the accessibility and sustainability aspects of design
- The development of community-based programs enabling designers, craftsmen and artisans
- The modernization and internationalization of Indian HEIs by the improvement of university design courses that will encompass product and service design by following state of the art methodologies in design thinking, sustainability, design research, social innovation, ethical issues in design, etc. .Each centre will have a design lab with certain equipment and software for new product development and prototyping.

OUR SPEAKERS



DR. BUSAYAWAN LAM

Brunel University London,
UK

Dr Busayawan Lam is a senior lecturer and the Director of Teaching and Learning at Design Department. She specialises in the areas of New Product Development (NPD) process, Innovation Strategy and Management, and Design Strategy. She was trained in Industrial Design at Chulalongkorn University, Thailand, and practiced as a product designer in a small-and-medium-sized exporter company in Thailand. She later obtained MSc Industrial Design at University of Salford and PhD Design Research at Brunel University London. She worked as a researcher at the National Metal and Materials Technology Centre (MTEC) Thailand. She has many years of experience studying user requirements, ascertaining design trends and recommending strategic design directions for a variety of organisations ranging from a domestic general hospital equipment producer to a global electronics company. Her current research interests include co-design, community-led design and social innovation.



DR. PHILIP AZARIADIS

University of Aegean,
Greece

Dr. Philip Azariadis is a professor and Director of “Integrated Product Design and Innovation” & “Integrated Industrial Product Design Lab” at Department of Product and Systems Design Engineering. His areas of specialization and research are CAD/CAGD, Reverse Engineering, Bioengineering, Computer Graphics, Motion Design and Operational Research with capacity of number of IT/Design/Development/Programming Tools. He obtained 4-year Bachelor Mathematics Degree and Ph.D in Mechanical Engineering & Aeronautics from University of Patras, Greece. Currently he is associated with number of Academic R&D Projects including “Project Manager of DESINNO”. He has been also worked on Industrial R&D Projects. Being association with Scientific & Professional Activities, he is referee for the more than 40 international scientific journals, more than 30 international scientific conferences and funding bodies with membership of international editorial boards and international conference program committees.



ARIANNA VIGNATI

Politecnico di Milano,
Italy

She is researcher and expert professor for School of Design at Politecnico di Milano. She is expert in the field of creative companies and in particular in the field of services for the development and the support of the start-up phases of creative companies (she works with the Incubator of Milan Polytechnic and with Lombardy Region). She was in the technical board of CCALPS project (European project focus on the development of creative companies) and she has been the project manager for the activities developed by Politecnico di Milano. Now she is Project Manager for CREA Summer Academy European Project founded by the Horizon 2020 program and started the 1st January 2015. She has taught at many international master degree courses in Italy and at international courses. She's been mentor for several start-up companies and she was also evaluator expert in the panel of InvestOrizon project. She works with PoliHub, the Incubator and with business angels and investors for the scouting of innovative startups in the field of creative industries.



Target Audience:

K10-K12 Students, Engineering & Design Aspirants, Faculty Members, STEAM Education Mentors & Attendees, Startups, Researchers, Entrepreneurs and others.

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TIME	SPEAKER	TOPIC
2:30 PM to 2:40 PM	Dr. Rajiv Maheshwary	Webinar Kick Off
2:40 PM to 3:00 PM	Dr. B. S. Bhatia	Welcome Message
3:00 PM to 3:20 PM	Dr. Arianna Vignati	Presentation
3:20 PM to 3:40 PM	Dr. Philip Azariadis	Presentation
3:40 PM to 4:00 PM	Dr. Busayawan Lam	Presentation
4:00 PM to 4:30 PM	Panel Discussion & Question Answer	

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MODERATOR



Dr. Rajiv K. Maheshwary
Dean, School of Management &
Commerce, RIMT University

Experienced Professional with a demonstrated history of working in the education management industry. Skilled in Research, Management, Staff Development, Educational Leadership, and Lecturing. Strong education professional with a Doctor of Philosophy (PhD) Corporate Governance.

OUR MENTORS



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DIRECTOR ACADEMICS
RIMT University

**“Let’s join an approach to move
towards an era of Design, where all
universe will be benefited through
imparting combined skills”**

RIMT's DESINNO Team



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Farminder Singh



R P Singh



Jasmeen Gill



Satish Saini



Sarabjeet Singh



<https://desinno.org>



twitter.com/DESINNO3



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