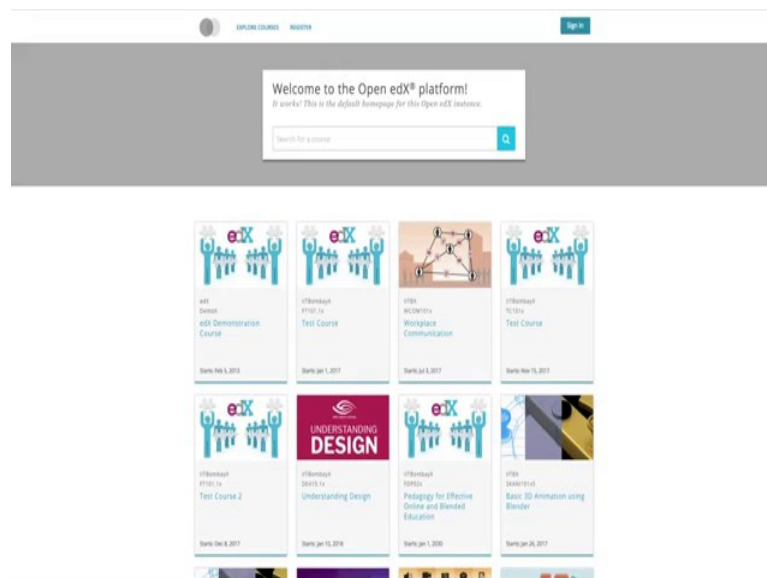


**Understanding Design**  
**Prof. Nina Sabnani**  
**Department of Engineering Design**  
**Indian Institution of Technology Bombay**

**Module – 01**  
**Start of Section 1**  
**Lecture – 01**  
**An Introduction to Design**

Hi, I am Nina Sabnani Professor at the Industrial Design Centre, at IIT Bombay, I work primarily in the discipline of Animation and Communication Design. I teach I research make animated films and books.

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Welcome to our course Understanding Design. We shall be talking about this discipline called design through illustrated lectures and projects that you will do on your own. The way this course is designed you will have an opportunity to learn from a range of academics and experts.

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Geetanjali Sachdev on Design for Sustainability

And the dabbawalas are a great example where sustainability can be applied.

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What they do is to give all the office goers who has subscribed the scheme, pink stickers.

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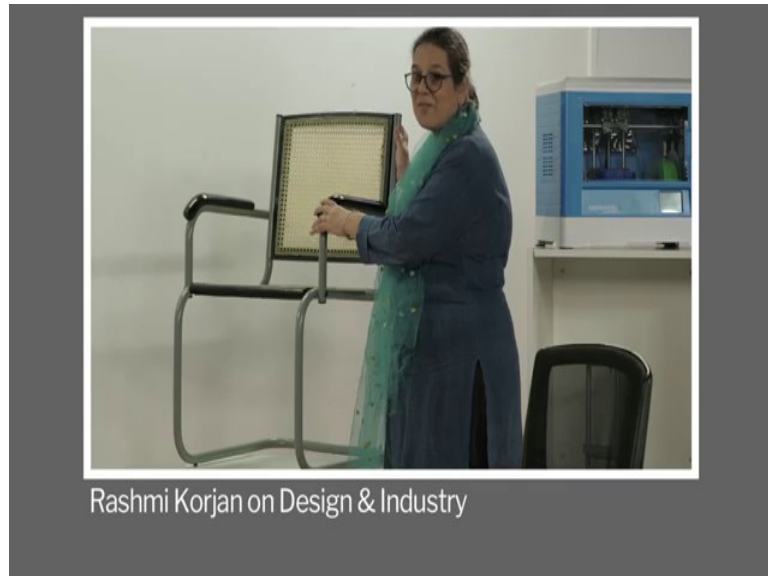
Whenever food is left over and they place a pink sticker on the dabba and the dabbawalla gives that leftover food to the needy.

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So, we have a large opening and he can easily pick up all the letters and put it in his bag, at one go.

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People do not realize what a fantastic chair this is. So, it consists of one ‘S’ bent metal pipe, which is a single continuous piece. And that provides comfort while sitting. But also it gives you springiness while you sit.

In our film “Hum Chitra Banatein Hain” we worked together with Sher Singh, a Bhil artist from Madhya Pradesh.

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Bhuri amma says “If you want to teach someone a lesson, make them squat on their haunches.”

Sher Singh and the other artists from the Bhil community were quite shy to begin with. But as we began to appreciate each others' expertise they shared many stories from their folklore, which enriched the film in so many ways .

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Sound track of the film, music and story teller's narration

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Collaboration really means that as a group we are creating something better, something greater than it would be possible for us to create as individuals on our own.

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Technology has also facilitated the speed and scale at which these products are produced.

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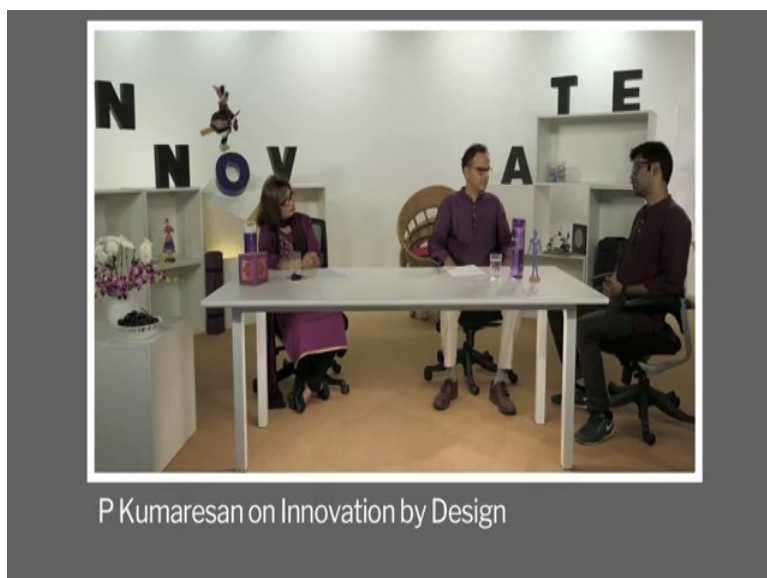


There are many issues pollution, depletion of resources, power consumption and products becoming obsolete.

So, the designer who designs for society must also think carefully about long term consequences.

That is right, but you know sometimes even accidents can produce creative designs.

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P Kumaresan on Innovation by Design

Cane is a plant that grows a lot in North East, however if you make cane furniture in North East and transport it to other cities the cost really goes up due to transportation.



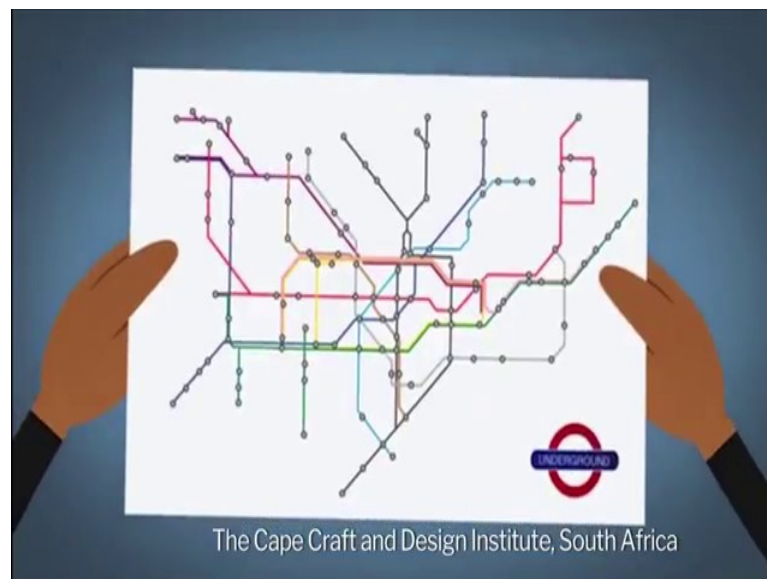
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Our innovation was to make it more stackable like this. So, like this they can put 100 chairs in a container, whereas earlier they could only put 20 chairs.

Which means they all will be learning by listening and learning by doing. As a part of the course you will also undertake regular assignments and those of you working towards a credit you will also do a final project with a mentor assigned to you.

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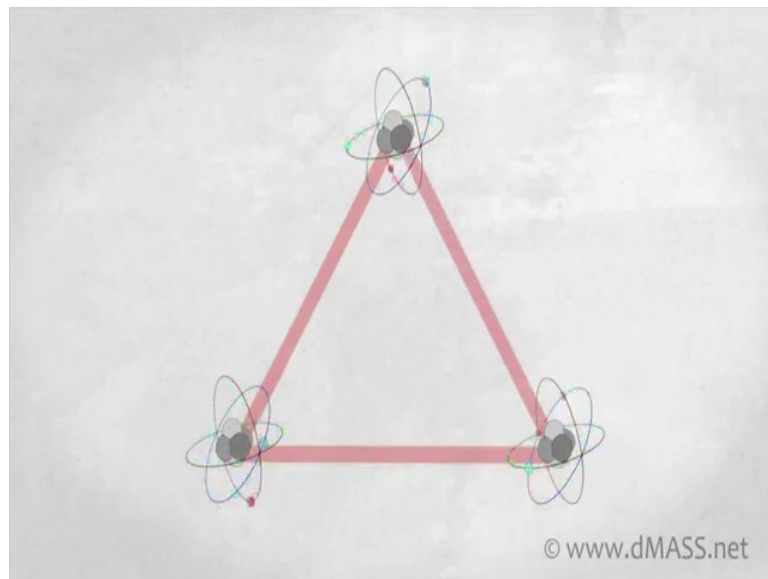


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You will have access to a variety of curated content which will be available as resources in different forms like links to articles podcast and videos.

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These resources will be available on the course platform and you will in fact need to refer to them time and again for a deeper understanding of all that we are going to be talking about.

You may ask, who is the course for, and what is it about? Well, this course is really meant for anyone who is curious to understand what design is, and why is it important. You may be a person interested in studying design formally and this course will give you

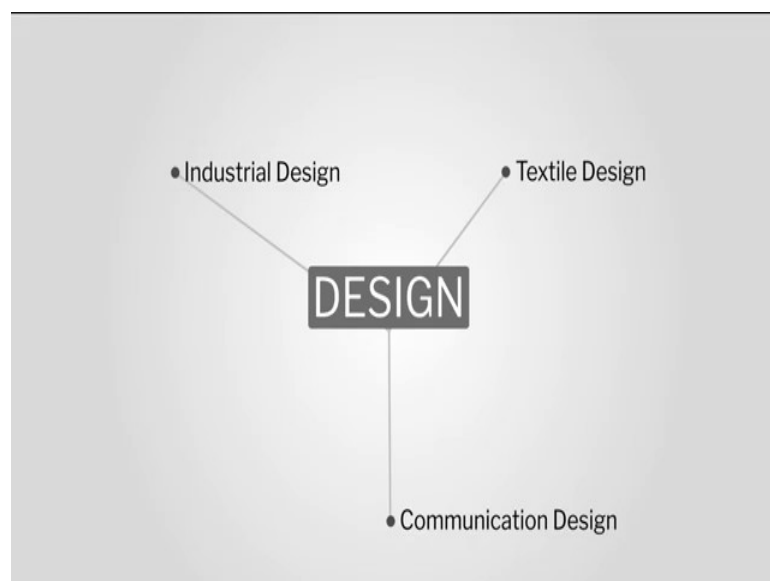
a basic introduction. Some of you may need to collaborate with designers in your work or hire them in the future, for professional or even personal reasons. More on that later.

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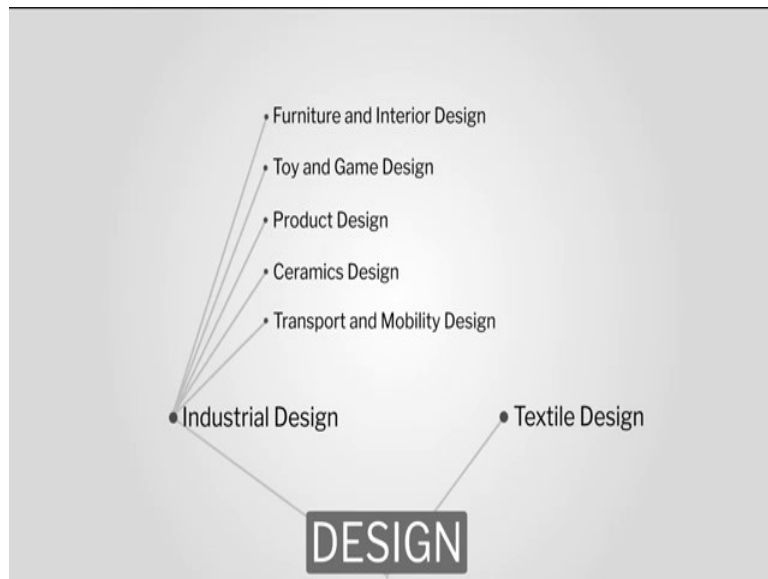


By the end course you should have developed critical skills needed to be able to tell good design from bad. You will appreciate how design shapes and influences our environment and society. You will also have learned something about the various domains and disciplines of design.

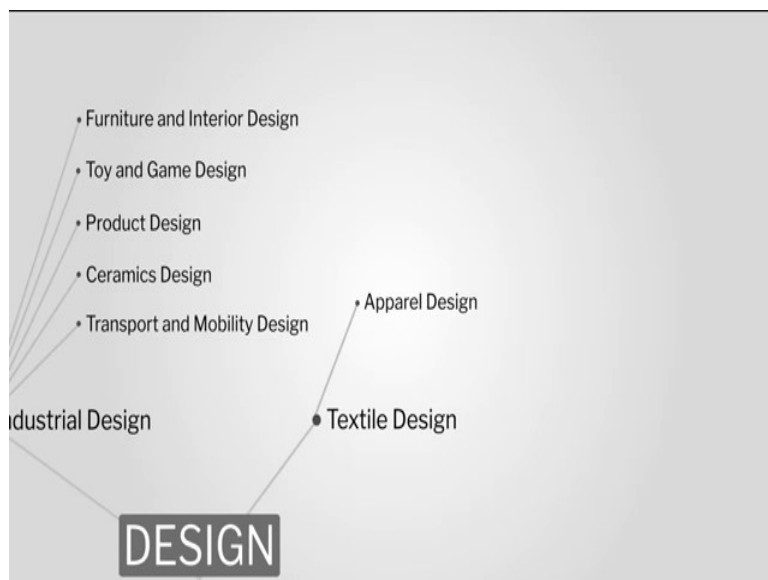
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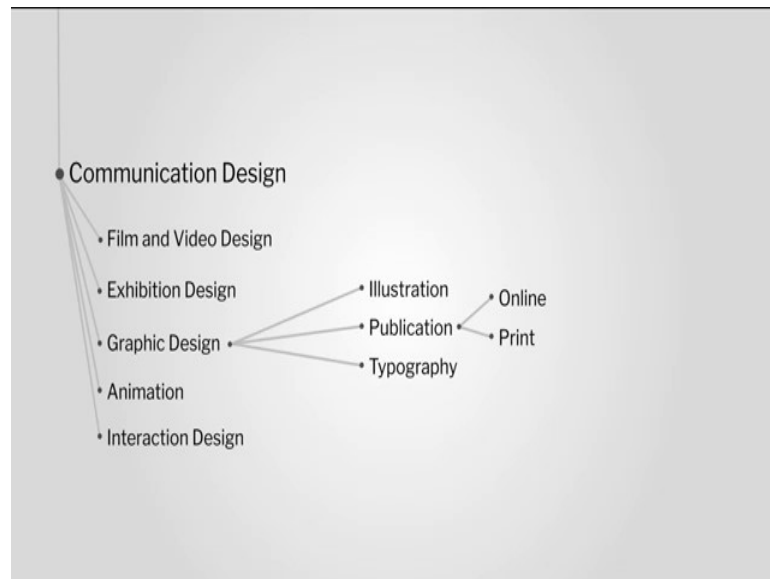
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Our aim is to make you familiar with the main concepts and vocabulary needed to pursue your interest in design. Why is it important? Because there are so many notions about what design is and trust me there is a lot of confusion too. Let us listen to our story teller friend Ankit Chadha who in his unique andaz, will present us the many notions of design.