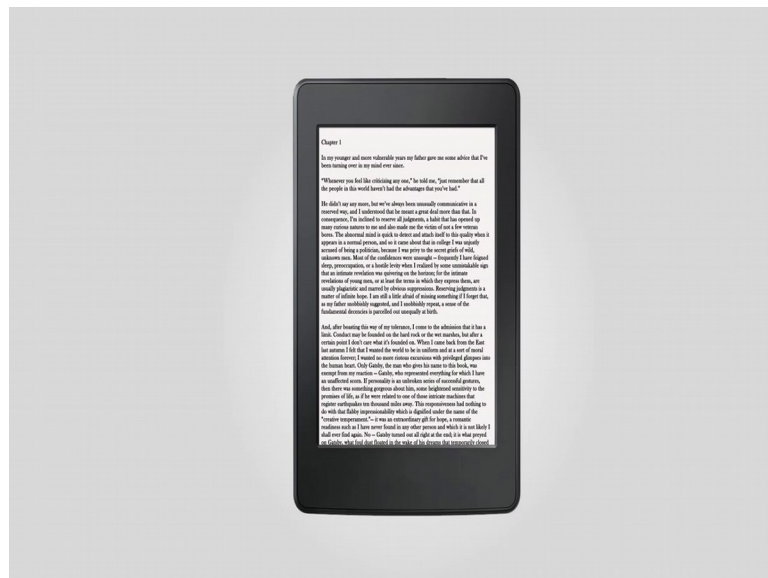**Understanding Design**
Prof. Nina Sabnani
Prof. Rashmi
Department of Engineering Design
Indian Institute of Technology, Bombay

Module - 05
Start of Section 6
Lecture - 30
Breaking familiar assumptions

In our times we see products continuously evolving to keep pace with the times.

Yeah, look at the publishing industry. What changes we have seen in the very idea of a book, both in its physical form as well as in the user interface.
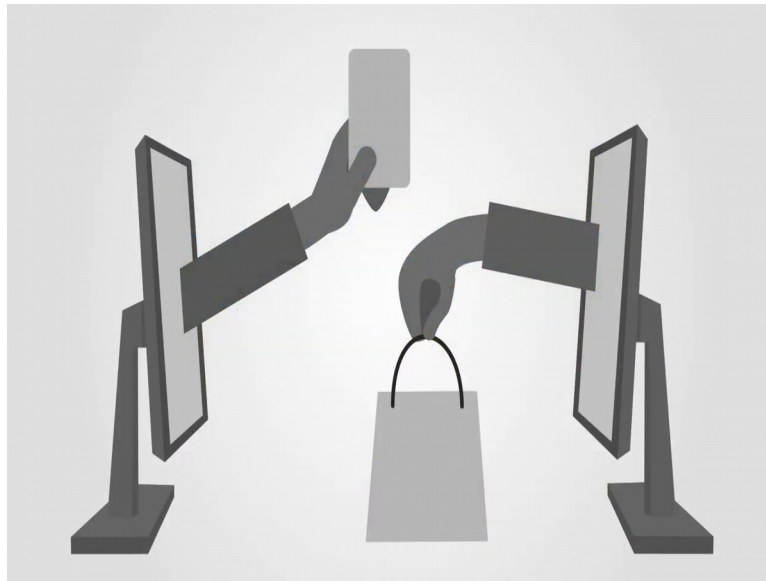
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Although this is mass produced, it has possibility of so much customization.

That is true. Several people maybe reading the same book but, it could be in a different size, in a different font, all based on their individual preferences. Also we could be walking around the few hundred books; and that was previously unimaginable.

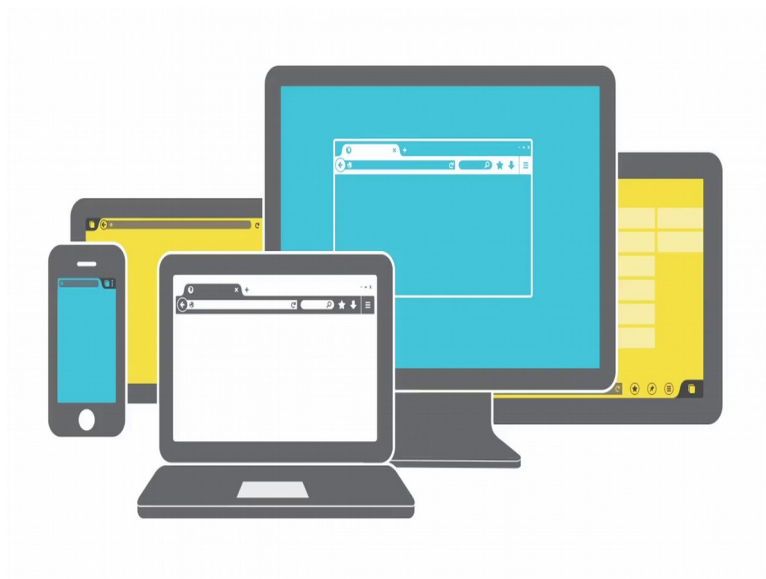And you know not many people go to book shops any more. Everyone is buying online.

Not only books, every possible product, our daily necessities even travel and hotel stay, it is all done online.

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That; obviously, has implications on the role of a designer.

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Of course; designers today not only design products but also the interfaces through which users converse with manufacturers, sellers, service providers and the quality of this interaction is determined by the quality of the interface.

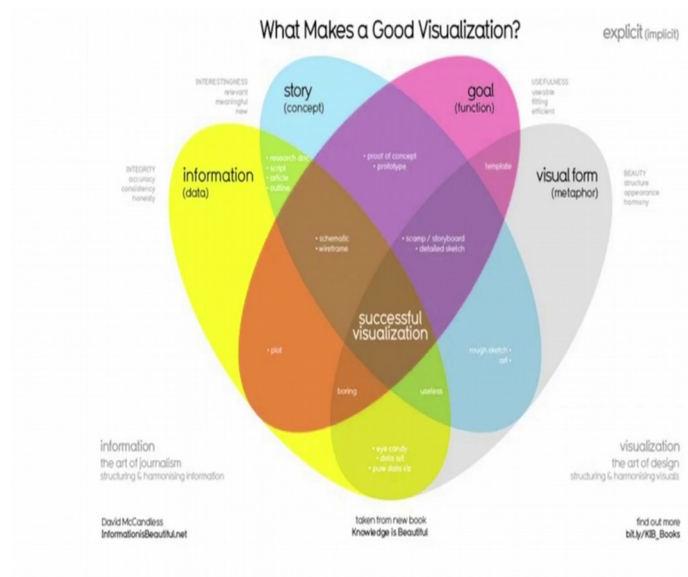All of these things generate massive amount of data.

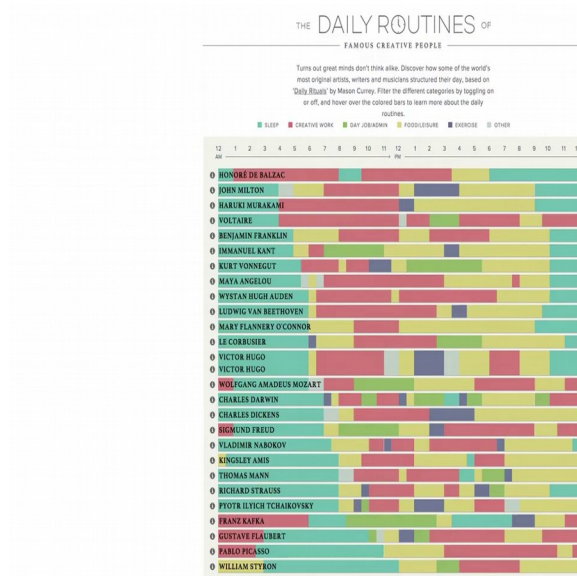Well, yes.

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Data visualization is another area, where designers are actively involved.

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Designers work through large amount of data, making it accessible to the people who need that information.

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Indeed. In fact, we have a collogue here at IDC Professor Venkatesh Rajamanickam.

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Whose has a lot of work in this area; and you can refer to his case studies in the reference tab of this module. So, Rashmi what are your thoughts on the future of design with reference to industry?

Many things are changing, including manufacturing processes.
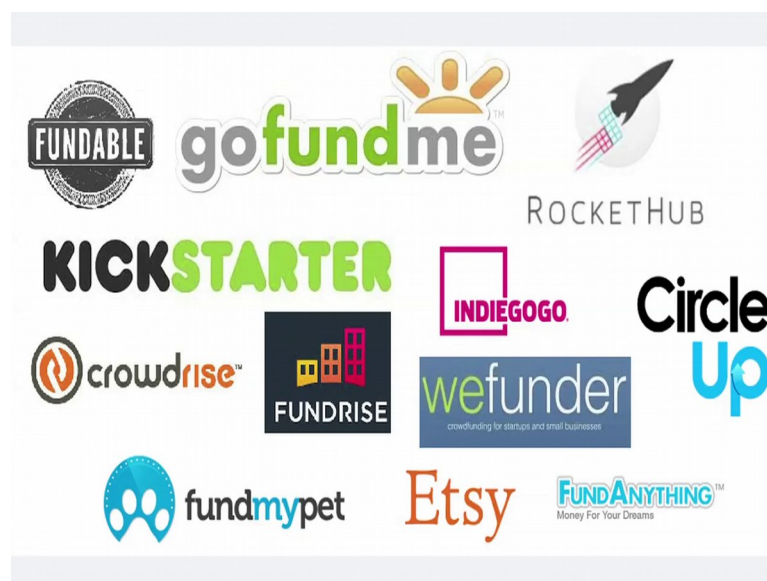
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For example, what we have here is a 3D printer. Its quite possible that in the not so distant future, a designer could upload maybe the design of a knitted garment and you could download it and have it made right here on your desktop.
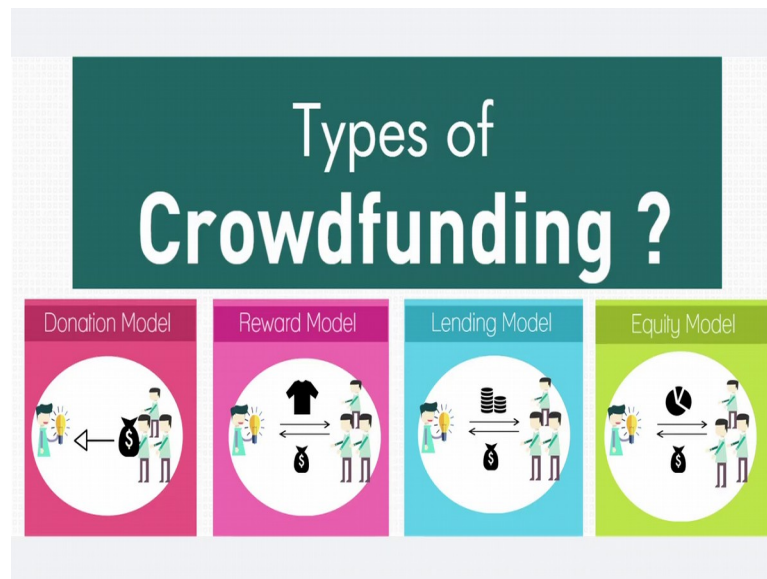
So, what about designers?

Designers are increasingly dependent less and less on big capital or sponsors. Designers can now upload their proposals on crowd funding platforms.

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And raise funding to realize their ideas.

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This is a whole new way of doing business, instead of the traditional way of them having to wait for clients.

We could go on and there is a lot more to talk about, but thank you so much Rashmi for such a wonderful session about the deep connections between design and industry. There are several case studies and links that you would find interesting to explore in our references tab. You now need to go to the assignment tab for this fortnight's assignment.

Please complete and upload your assignment anytime but, within the next two weeks. And I hope that those of you doing your projects are in contact with your mentors and making progress. Our next module we will introduce you to the area of design and collaboration. And do not forget a little design goes a long way. See you next time.