Guest Lecture
On
Product Design

Date: 18 September, 2018

Time: 10:30 AM to 5:20 PM

Venue: Seminar Hall

Resource Person: Mr. Ferdy DSV, Cofounder, Stumagz

Event Description:

Designing a new product goes through an analytical process and relies on a problem-solving approach to improve the quality of life of the end user and his or her interaction with the environment. It is about problem-solving, about visualizing the needs of the user and bringing a solution. Product designers also work with other professionals such as engineers and marketers. While not in charge of designing the purely mechanical and technological aspects of the product, they are however concerned with usability. Product design has many fields of application: medical devices, tableware, jewelry, sports and leisure, food preservation appliances, furniture, etc. It takes into consideration also the production cost, the manufacturing processes and the regulations.

Product design process

The design process is divided into many different phases, which include various form of sketching and prototyping. However, sometimes the idea starts from a problem people may experience, and designing a solution to solve it. It is about establishing a link between the user and the environment, using an object to address a need. Product designers then give life to their ideas through sketching and drawing. They can also use 3D and computer-aided industrial design software. Also, to fully experience and test the item they envision, designers will craft prototypes.

Guest lecture was started with the resource person Mr. Ferdy who was a co-founder of Stumagz Company. He gave an idea about how to develop an interface for a product and later he divided students into groups each of 7-8 members and encouraged the students with their own idea development. He mean while explained the contents of design process in step by step manner.

After finishing their entire prototype development students present ideas in charts in front of jury members.

Among all the prototype design, the best prototype is selected and the students are appreciated by the jury members. At last the session ends with felicitation to resource person by jury members and head of the department.