



INNOVATION BY DESIGN

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INTENDED AUDIENCE : Open to all

COURSE OUTLINE :

In today's world, there are so many challenges and problems that need to be addressed. In this situation, innovation is what provides the solution that will benefit the maximum number of users. And such innovation is often enabled by design. This course familiarizes you with the concept of "innovation" and the journey of a design idea from the identification of a problem to a final solution that has a positive impact on a large community of users. Through case studies that focus on the "seven concerns of innovation", you learn how the innovation process requires empathy, meticulous effort, constant user interaction and effective collaboration.

ABOUT INSTRUCTOR :

Prof. B. K. Chakravarthy teaches Innovation by Design at the Industrial Design Centre (IDC), IIT Bombay. He has set up the Shenoy Innovation Studio at IITB, where students and young designers are given the opportunity to work on live projects and benefit from expertise in a range of interrelated fields. Prof. Chakravarthy works closely with other academics engaged in cutting-edge research at IIT Bombay and has played a key role in translating such research into products that reach the hands of users. A Collaborative Model for New Product Innovation, an outcome of Prof. Chakravarthy's doctoral research, has had wide application in the industry. Prof. Chakravarthy has also worked frequently with government departments and occupational communities engaged in essential services.

COURSE PLAN :

Week 1: Introduction, First C: The Cause

Week 2: Second C: The Context, Third C: The Comprehension

Week 3: Fourth C: The Check, Fifth C: The Conception

Week 4: Sixth C: The Crafting, Seventh C: The Connection