

ABOUT IIT GUWAHATI

IIT Guwahati campus is spread over a sprawling 785 hectares plot of green land on the north bank of the river Brahmaputra around 25 km from the heart of the city. With hills and vast open spaces the campus provides an ideal setting for training. Details on how to reach IITG Campus are available on the website: www.iitg.ac.in

ABOUT DEPARTMENT OF DESIGN

The Department of Design (DoD), one of the thirteen departments at IIT Guwahati, was set up with a vision to enkindle some of the brightest technical minds of the country a passion for innovation in technology driven by a firm understanding, appreciation and celebration of design. The department offers a B.Des Degree - the only undergraduate level degree of its kind in an Indian Institute of Technology, M.Des degree and a PhD degree in Design. The focus of the program is on the study, invention and creative use of technologies to create effective, usable, enjoyable experiences with technology through interdisciplinary research in engineering, design, behavioral, social sciences and to understand the impact of technology on individuals, groups and organizations. The department envisions to produce successful graduates who will be capable of leading the changing scenarios of today and tomorrow through thought, innovation and values. http://iitg.ac.in/design/

ABOUT TEQIP

Under the TEQIP-II program sponsored by the MHRD IITs have been invited to participate by establishing a Centre dealing with KNOWLEDGE INCUBATION CELL (KIC) vide DO No. 16-25/2013-TS. VII dated 25th June 2013. These Centers are intended to become a focal point for training Faculty, Staff and students from TEQIP-II institutions in Knowledge Engineering, Content Creation, Improving Teaching, Pedagogy & administrative skills in identified niche areas/ disciplines.

ABOUT KIC

KIC- Knowledge Incubation Cell at IITG functions as a multi-disciplinary as well as inter-disciplinary Innovation Incubation Centre with Knowledge Management as its focus. Its activities are in the area of improving quality of technical education, incubator of Innovative Ideas; implementer of contemporary pedagogy practices and development of Learning Content in Technical institutions.



VISUAL DISPLAY DESIGN

SCIENTIFIC WAY OF REPRESENTATION

March 14-16, 2016

Coordinator: Dr. Urmi R. Salve Co-Coordianator: Dr. Nanki Nath



Organised by:

KIC - Knowledge Incubation Cell Centre for Education Technology



Conducted by:
Department of Design
Indian Institute of Technology Guwahati

ABOUT THE WORKSHOP

A display design is a way of representation of information about objects, events, situations to people through their eyes. Sometimes the visual display is used in addition to information gained by observing the event or situation directly. But in some circumstances the display may be the only source of information available to the people. The major applications of visual display designs are in the areas of instrument display, signboards (advertisements), retail display, exhibition, website, audio visual display etc. In 21st century the visual display designs are adopting newer scientific modes of representation of multi-dimensional information content. In order to confront this new role, there is a necessity for faculties as well as practitioners involved in such activities, to acquire the essential knowledge of the scientific basis of visual display design technology and its application. In view of the above a workshop is designed named "Visual Display Design: scientific way of representation". The workshop objective is to promote the scientific basis and knowledge in the designing of visual displays.

COURSE CONTENT

- The Ergonomic Basis applied in Visual Display Designs
- The Design of Visual Display: A Product Design perspective
- The Cognitive aspects in the design of Visual Displays
- Issues of Visual Display in Common Place
- Issues of Visual Display in Interaction Design
- The Science of Light and its application in Visual Display Designs
- Role of Colour Science and principles of Visual Perception in designing visual display
- Case studies discussion followed by Hands-on experiment
- The Interaction Design approach to design Visual Displays especially gesture-based interface design methods/approach

ELIGIBILITY

The workshop is open to Faculty members of TEQIP listed Institutions, Engineering Colleges, CFTI and Govt funded NE State Technical Institutions. Seats that remain unfilled will be open to other institutions. There will be no registration fee. Candidates from TEQIP institutions will be reimbursed TA & DA from their respective institutions.

BOARDING AND LODGING

Boarding and lodging facilities (Hostel rooms) will be provided for the selected candidates from TEQIP listed institutions. Depending on availability, lodging may be extended to non TEQIP candidates on self payment basis.



IMPORTANT DATES

The last date for the receipt of duly sponsored applications:

By email: scanned copy: 12.02.16 Intimation of selection: 19.02.16 Hard copy must reach by: 26.02.16

* visit the website for updated dates

SELECTION CRITERIA

Number of seats - 30

Selection will be based on first come first serve basis.

FINANCIAL ASSISTANCE FROM IITG

The selected participants for the workshop from CFTI's and State Govt institutions in the NE (i.e.: Non TEQIP funded institutions) may be eligible for reimbursement of to and fro railway fare via shortest route in sleeper class (proof of journey / ticket needed). Free lodging and boarding during the workshop period will be provided.

* Selected participants will be informed by e-mail.

ADDRESS FOR CORRESPONDENCE

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