

# Design Innovation Centre, HUB

One Page Report on Industrial Design and Case Studies

## Industrial Design and Case Studies

**Date:** 30<sup>th</sup> April 2020  
**Time:** 05:00 pm Onward

**Expert Name:** Ms. Neha Shrivastava

**Registration Link:**  
bit.ly/GTU-dTalk

**No. Of Registration:** 273  
**No. of Participants:** 55

The session was started by addressing all the participants by Mr. Parth Sejpal. Ms. Neha Shrivatsava was the speaker of the webinar. The starter topic was design and types of design. The next slide was factors that affect product design and Industrial design. Ms. Shrivatsava gave a detailed design brief: a document for a design project developed by a person or team in consultation with the client. Moving further, the topic was design research ad its types. Ms. Neha Shrivatsava explained that human factors and ergonomics are also important in design. The next topic was ideation, methods of innovation, and mindmap. The session was ended with questions - answers between the Audience and Speaker.

### Brochure:

The brochure features the GTU Design Innovation Centre logo and the 'GTU d'Talk Dream Design Develop' branding. It presents a webinar on Industrial Design & Case Studies. The speaker is Ms. Neha Shrivastava, Design Head at Skyris Technologies. Her credentials include: Ex. Industrial Design Consultant - Design Trippin, Co-founder and Design Chief - Criador Labs, Senior Industrial Designer - Universal Designation Lab, Product Designer - Luxus India Pvt. Ltd., and Product Design Intern - Onida. The event is scheduled for 30th April 2020, Thursday, 05:00 PM India. Registration is available at bit.ly/GTU-dTalk. The brochure also mentions associations with SSIP, i-Hub, and Savitri.

### Event Photo:

The event photos consist of two screenshots from a Zoom meeting. The first screenshot shows a slide titled 'Factors effect product design' with a central 'Product Design' circle surrounded by six factors: Environment, Ergonomics, Quality, Security, Functionality, and Costs. The second screenshot shows a slide titled 'Define.' with three speech bubbles labeled 'What?', 'How?', and 'Why?'. Both screenshots show the Zoom interface with participants and chat windows.