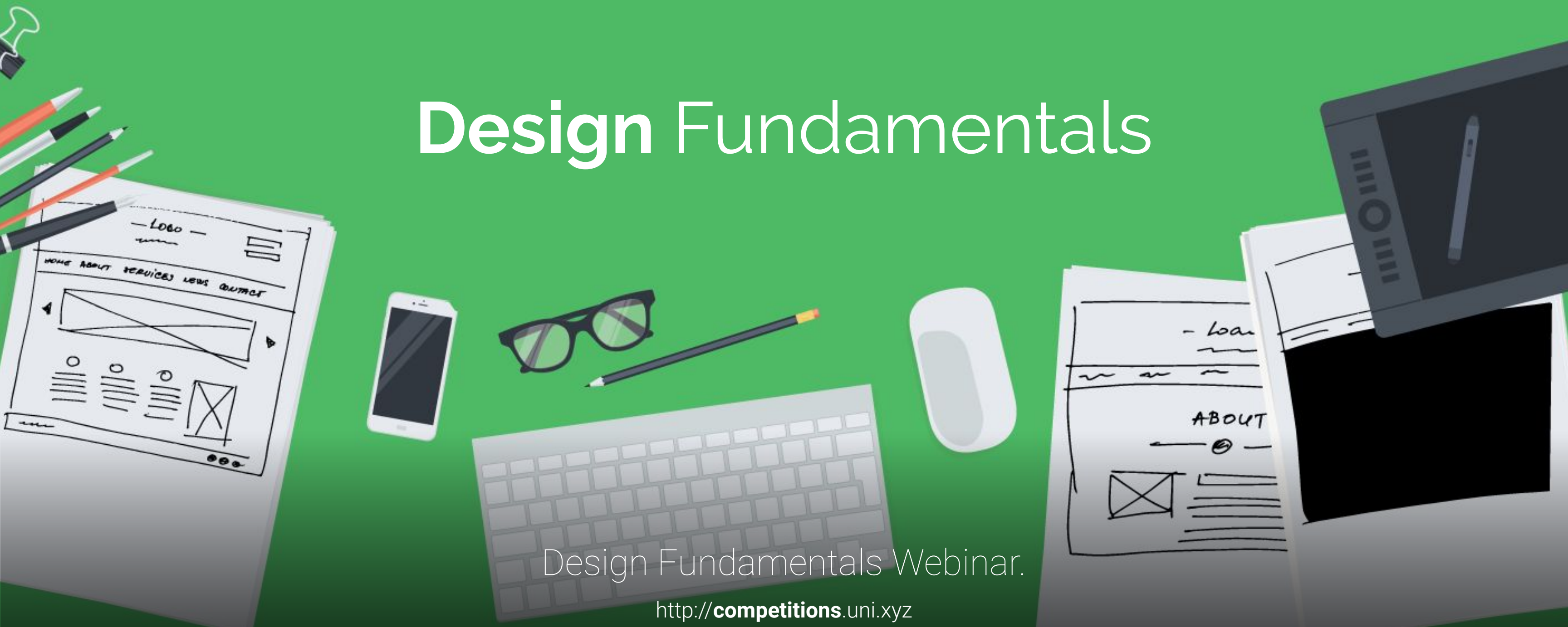




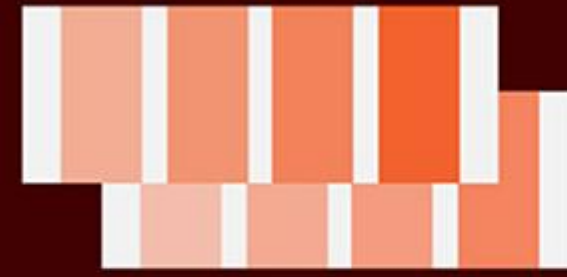
Design Fundamentals



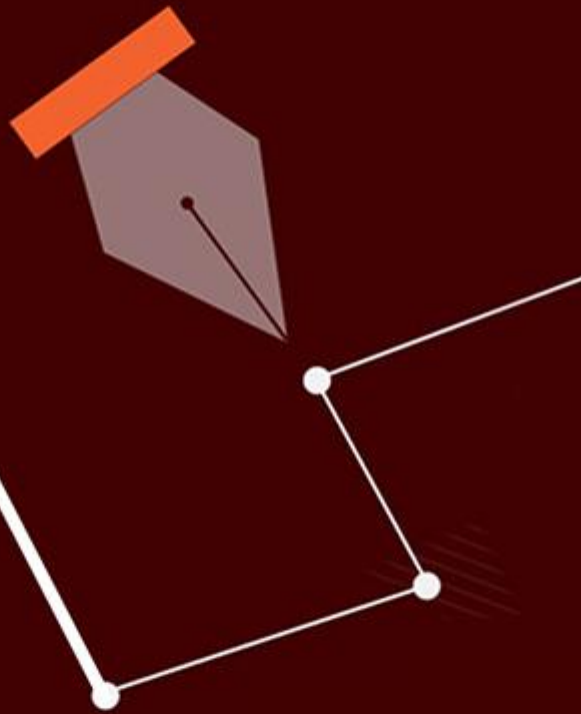
Design Fundamentals Webinar.

<http://competitions.uni.xyz>

Aa



“Learn what makes some designs look better than others, and how to implement those design fundamentals in your own work.”



Brief

Design is like the ocean, humongous but calm. Once you venture into exploring it you realise how deep it is and can be. Design is stands on a few pillars which make up its foundation. Principles of Design and Elements of Design are two of the key pillars on which we build our ideas into a product.

The journey of design is an adventurous sail. To be successful in steering an idea from the world of imagination to a world of products, the designer must remain focussed towards the goal, where the idea is going, while making number of stops along the way.

The third pillar is the **Design Process** or **Methodology** is a cyclic process which starts with a need or a problem and leads us to the solution. It forms an integral part of the design journey as it is the backbone.

This webinar course will help you through the journey of design equipping you with required tools and giving a systematic approach to the design problem.

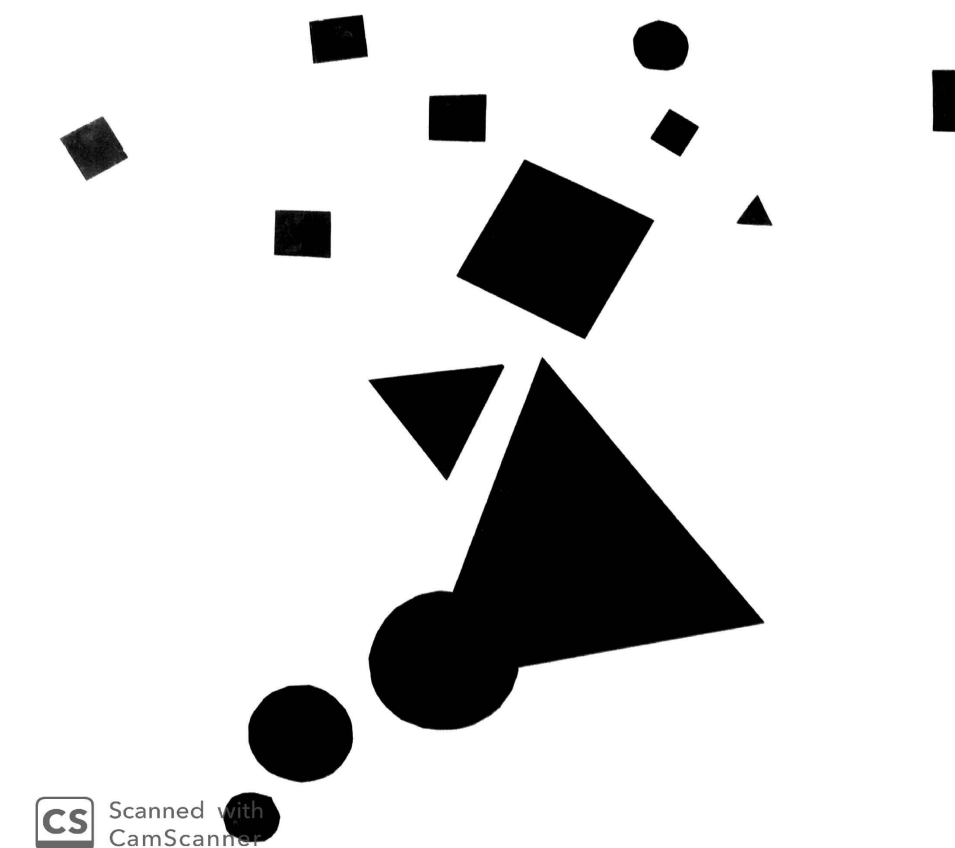
The sessions are all interactive ones full of small exercises for you to get better clarity hands on.

What are Design Fundamentals and Why are they a good fit for me?

Behind every designed product lies a story or its journey from the inception of the idea to the execution and finally the exhibition in the market. The baseline for each journey is same.

To be able to produce/ create a well designed product there are a few fundamentals that we need to follow, so as to meet the deliverables according to our audience

This course is best for people who are beginners and amateurs both. A designer needs to have a know how of these fundamentals as they are the key tools that help them to execute the ideas.



CS Scanned with CamScanner

What will i Learn in this certification course?

Design fundamentals are when you learn observe details and to work with them for a better product be it be related to Industrial design or Visual Communication. The course will provide you with tools and a platform to give form to your imagination. It will introduce you to design practices, techniques and processes which you can easily incorporate in your work .

Being equipped with these fundamentals builds your confidence and takes you a step ahead of others as you are able to produce a user centric design.

Why is it Important to know the fundamentals in Design?

A building stands tall and moves ahead in time if its foundation is strong. Similar is the scenario with any product that we design. The fundamentals of design are the building blocks for you to develop a deeper understanding of the needs of the consumer.

Design in itself is a layered process, it unfolds at each stage. If you are aware of the structural aspect of design you can effortlessly lead the product from concept to the tangible form.

PREMISE

OUTCOME

STRUCTURE

TIMELINE

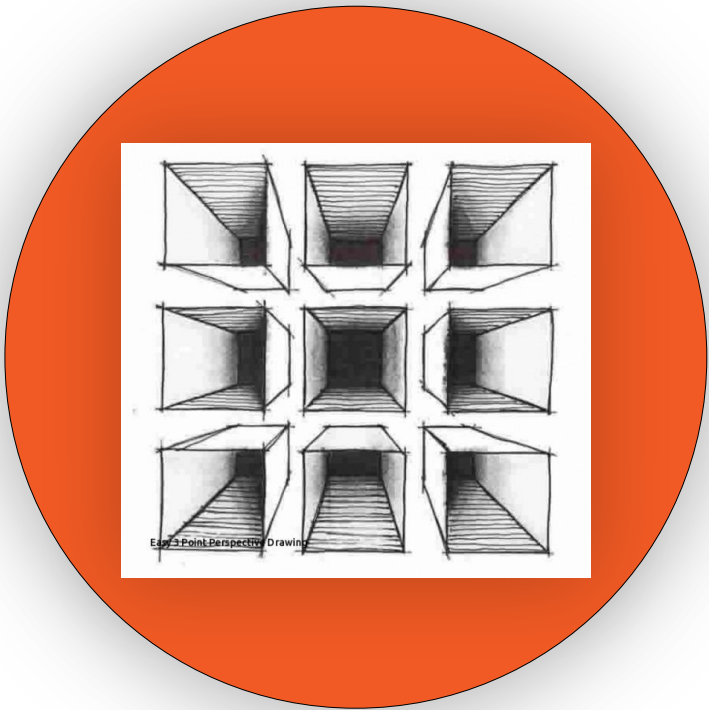
INSTRUCTOR

CHALLENGE

Why to take this Webinar Course?

Design Fundamentals, webinar course is a well researched, step by step guide for the field of Design. It will help you build an understanding of the basics of design and is simple, effective and state of the art. This course is like an introduction to a tip of an iceberg and at the end of it will help you unlock a treasure of explorations and opportunities.

The Parametric Certification webinar Course has a well researched course structure with appropriately paced course material, filled with exercises that carry tangible outcomes which can suit beginners and advanced users alike.



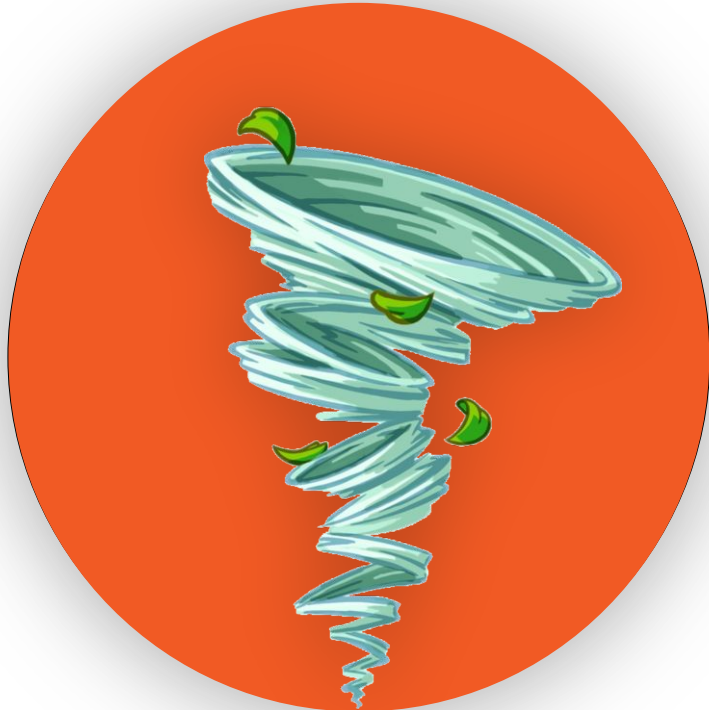
Ch 1: Principled Design



Ch 2: Design with the Elements



Ch 3: Design: A cakewalk?



Ch 4: Design from scratch

1

CHAPTER

Principled Design

A Brief introduction with the understanding of the Basic Principles of Design - Unity, Balance, Contrast, Rhythm, Proportion, Perspective and Rule of Thirds.

2

CHAPTER

Design with the Elements

An initiation to the Elements of Design tools- Line, Shape, Space, Texture and Colour. This session will be interactive and include small exercises.

3

CHAPTER

Design: A Cakewalk?

What is Design? Do we have a 'perfect' definition for it? Why do we design? How do you start? What is the need of design? Intriguing enough? Lets begin answering these short but important questions.

4

CHAPTER

Design from Scratch

Unravelling the 'Design Methodology'. Creating a deeper understanding about the design process with the goal in mind and steps that lead to solution.

PREMISE

OUTCOME

STRUCTURE

TIMELINE

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CHALLENGE

COURSE TIMINGS

18-29
DECEMBER



<http://competitions.uni.xyz>

SESSION 1

TIMINGS
1100 – 1230 (IST)

CH 1 - Principled Design

SESSION 2

TIMINGS
1100 – 1230 (IST)

CH 2 - Design with the elements

CH 3 - Design: A cakewalk?

SESSION 3

TIMINGS
1100 – 1230 (IST)

CH 4 - Design from Scratch

18 DEC

SESSION 1

20 DEC

SESSION 2

24 DEC

SESSION 3

PREMISE

OUTCOME

STRUCTURE

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INSTRUCTOR

CHALLENGE



Dhruvswamini Bais

Designer | Educator

Based in India, she is an Industrial designer with specialisation in Ceramics and Glass. She graduated from Indian Institute of Crafts and Design, Jaipur and did her Masters in Design from National Institute of Design, Ahmedabad. During her Masters she went to UNSW, Australia as an exchange student to the Faculty of Art and Design.

She worked as a faculty of Product Design and Visual Arts at an IB school. She has an experience of working at various companies and studios all over India. She has a keen interest in Craft research and documentation. She takes modules and workshops related to Design and Ceramics at different institutes in India.

PREMISE

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Design Challenge: 01

Illustrating Visuals

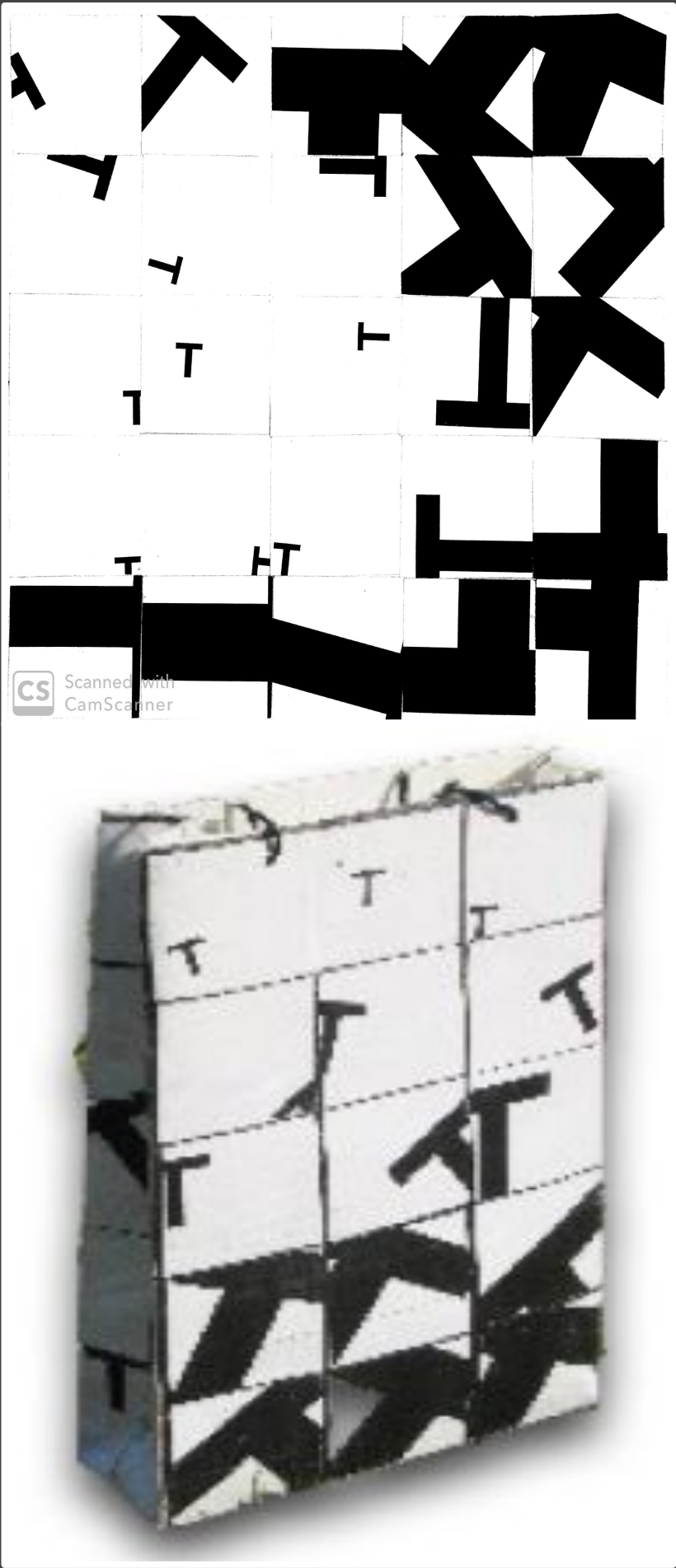
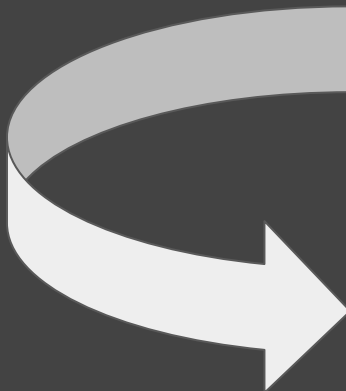
Illustrate your understanding of the Principles and Elements of Design, in the form of a Paper Carry bag or a Book Jacket. Portray the Principles of Design using the different Elements of Design. How you explore with the chosen one letter becomes the composition that will depict your story and the understanding of the Basic Design Fundamentals. This will help you in working and creating work out of the box simultaneously within constraints.

Submission Format:

- At least 01 Final Illustration of the Design.
- 5 Explorative rough Drafts of the ideation phase. A brief write-up as to why you chose the final one. Does it justify the Principles and Elements of Design?

The Challenge:

- Design a Paper Carry bag or a book jacket. (Need to visualise according to the form of the product)
- Use any letter of the Alphabet.
- Size 8” x 11”.
- Landscape or Portrait Orientation.
- Black and White illustration.



Webinar Challenge
Release Date



Submission deadline
for Webinar Challenge

* Note: The images shown are an example of taking letter T and creating a composition in the form of a Paper bag..

Design Challenge: 02

With just One life can be fun

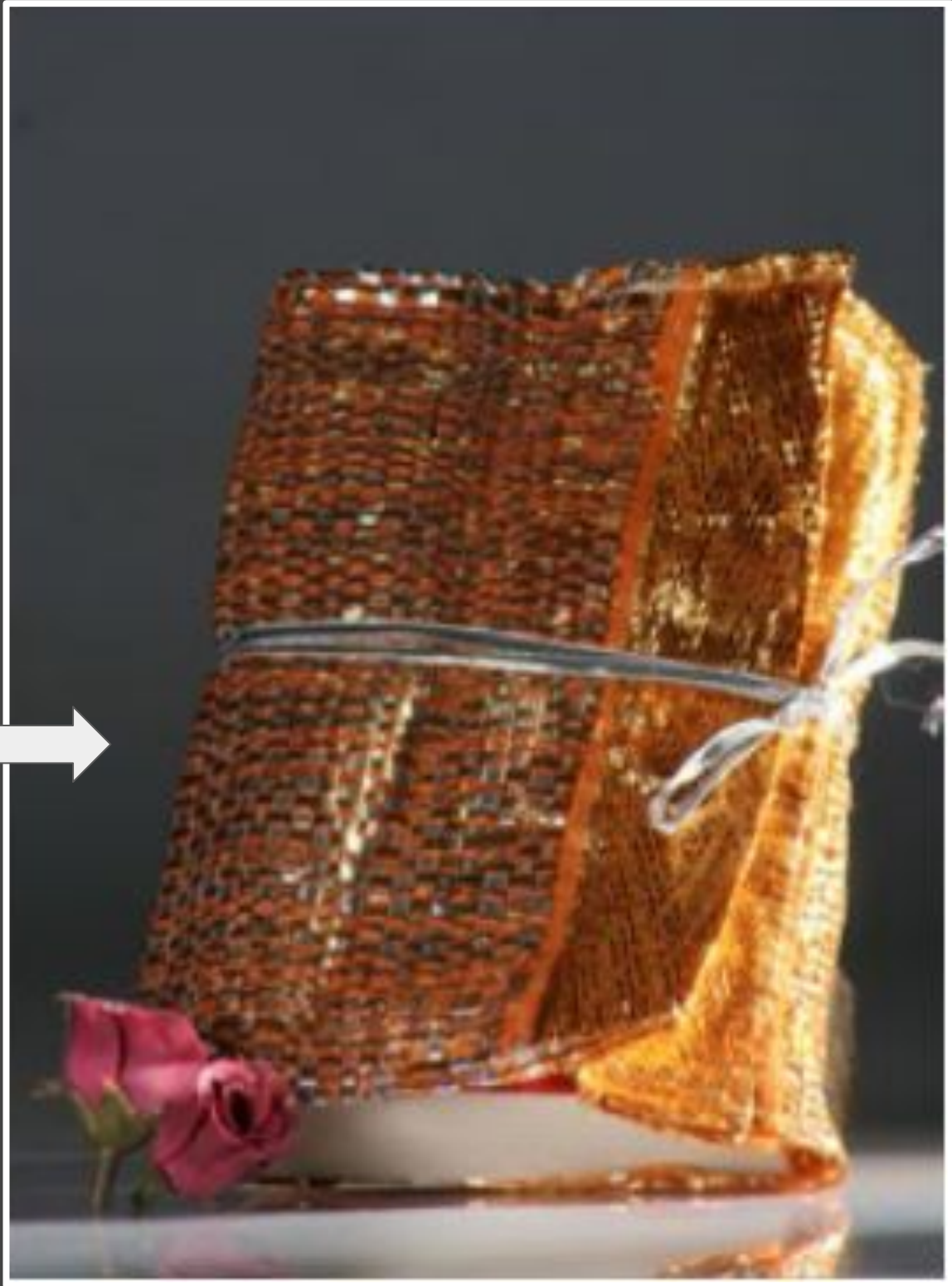
Love shopping? Even we do.
What can you do with a Rupee or a Dollar (or one denomination of your currency)? Buy a product costing one or less than a single denomination of your currency, observe it and write a design problem/need relating to that object.
Taking that Design problem ahead, follow the basic Design Methodology and create a Design Solution.

Submission Format:

- At least 01 Prototype of the Design solution along with 03 Design Solution ideations OR 05 Design Solution ideation iterations.
- Need to have supporting write-ups that could help visualize the entire design.
- Process documentation of the entire project as demonstrated during the webinar including all the steps mentioned on the next page.

The Challenge:

- Select a daily object costing the aforesaid amount.
- Follow the steps of Design Methodology to identify, Research, Analyse, Conceptualise, Ideate, Prototype to reach the final outcome for your design. The steps are specified in detail on the next page.



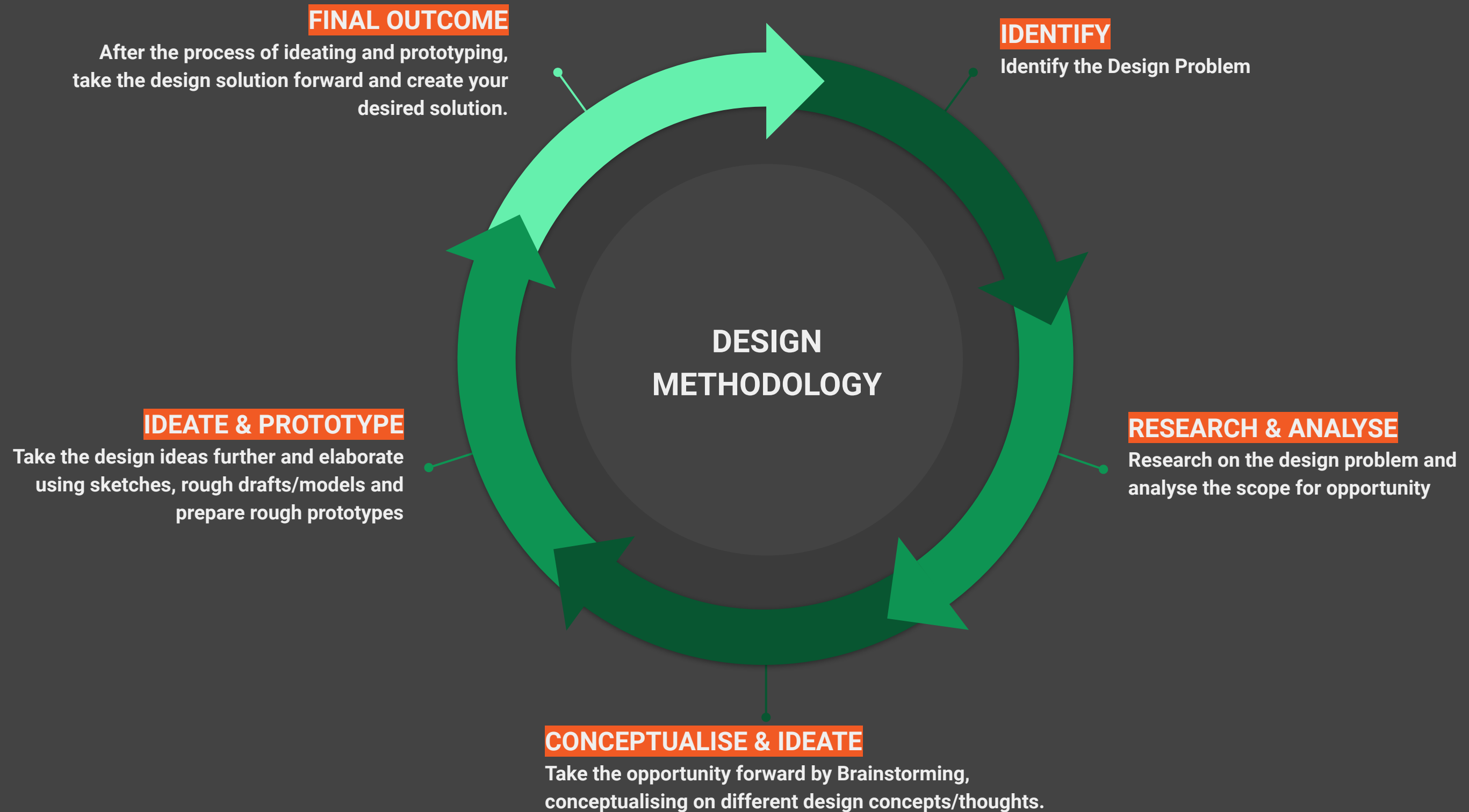
20
DEC

Webinar Challenge
Release Date

29
DEC

Submission deadline
for Webinar Challenge

* Note: The images shown above represent a shimmering ribbon as the Rupee 1 object and that being taken forward to weave a book cover.



PREMISE

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CHALLENGE
Overview | (Specifics)

Each Webinar session will be **1.5 Hours long with live QnA's**. The Webinar will take place on **ZOHO Webinar Platform**. Participants will be able to ask questions by commenting on the videos, this gives Webinars a more interactive community environment.

All videos will be available, including the live streams, for your viewing as much as you like, even after the live stream as ended. This means you can enjoy the videos even if you are not available for the live stream session.

All Webinars will be conducted in **English** and **there is no previous experience of the topics required**.

FAQ

Q. Who can take part in the Webinars?

A. Webinars are open for all, even if you are a school student or you are working professional. You are welcome here to be a part of the webinars.

Q. What is the purpose of the Webinars?

A. Webinars are intended to improve the skill-based experiences among designers or budding designers.

Q. How do I ensure that I will be learning new skills in these Webinars?

A. Webinars are intended to improve the skill-based experiences among designers or budding designers. You can refer to the brief for the detailed structure of the webinar before registering.

Q. How many people would be participating in the webinar?

A. A maximum of 50 people are allowed for 1 batch of the webinar. In order to maintain the right balance between students and mentors, we limit the ratio of 1:50 between Mentor to Student.

Q. What if i miss a session of webinar?

A. Webinar lectures will be available for offline viewing after all the webinar sessions have ended. Students can revisit the sessions as many times as they want after they have done the registration.

Q. What would be duration of One Webinar Session?

A. One Webinar Session would last between 60-90 mins depending on the course structure and the mentor..

Q. Who can take part in the Webinars?

A. Webinars are open for all, even if you are a school student or you are working professional. You are welcome here to be a part of the webinars.

Q. How long would be one Webinar course?

A. One Webinar course would last as long as 7 days. There will be three sessions one day each, giving enough time for participants to complete their webinar challenge

Q. Who reserve the rights of the outcome of the competition/workshop?

A. Organizers/Mentor/Participants all reserve the rights of the content created or produced during/after the workshop. For details read our [terms of service](http://competitions.uni.xyz/terms-of-service)



AWARDS

The winning entry will receive a Certificate of Merit, based on the evaluation done by the mentor on the challenge given after the webinar has concluded. All the other participants will receive an E-Certificate for participation.



ABOUT

Uni Classrooms serves as a part of UNI in the realm of **Online Learning and portfolio building oriented design exercises.** Classrooms provide an online interactive cultural environment Online Webinars tend to bridge the Knowledge gap between students and the industry requirements. Learn what industry requires and be on the top of the requirement charts for the companies. Also get an edge from your peers. It intends to give opportunity to young students to explore their design skills in refreshing problems similar to their curriculum. The online lectures followed by related design challenges helps to cement the skills learnt in the webinar. Classroom Competitions embarks on the idea of creating fundamental design challenges to enhance the learning experience and education. It is a research initiative dedicated to providing opportunities for students of design schools from all domains to explore the ideas that go beyond the restrictions of usual architectural discourse.

Queries: support@uni.xyz

Discover other competitions: <http://competitions.uni.xyz>

Facebook: <https://www.facebook.com/unidesigntogether/>

Instagram: <https://www.instagram.com/uni.xyz/>

Discover FAQ's about this competition on our help forum here: <http://help.uni.xyz/>

Design Fundamentals

Before you master design, **master the fundamentals.**