Institutional Distinctiveness

2016 -17

Design thinking and Practice

- DJ Academy for Managerial Excellence (DJAME) co-exists with another reputed Design Gurukul named DJ Academy of Design(DJAD) in the same campus as both are founded by GKD Charitable Trust. D J Academy of Design is one of the units of illustrious GKD Charity Trust founded by Lakshmi Machine Works Ltd (LMW), a major industrial group in India. GKD Charity Trust was set up in 1983 by the industrialist par excellence, (Late) Cavalier Dr. G K Devarajalu. His pioneering efforts saw the emergence of Coimbatore on the global industrial map and the LMW Group as a major force to reckon with. The Group now comprises a staggering 20 companies with LMW being the flagship brand. DJAD offers various UG & PG program starting with a Design Foundation Programme that concentrates on learning basic concepts of design which help students in building a strong foundation for design thinking and practice. The academy offers four-year Bachelor of Design (B. DES.) in Communication Design & Industrial Design and also offers two-year Master of Design (M. DES.) in Communication Design, Industrial Design, Service Design, Furniture, and Space Design & User Experience Design. Apart from having well reputed faculty members in-house, DJAD has a long list of reputed design professionals as its visiting faculty. With the help of its sister-institution, DJAME attempts to instill design thinking and practice among MBA students. In this regard following programs are conducted to impart different aspects of designs.

- User experience design is the process of enhancing user satisfaction with a product by improving the usability, accessibility, and desirability provided in the interaction with a product. A two day workshop on "X-Design" was organized in association with DJAD for II MBA students on 06.09.16 and 07.09.16The program attempts to meaningfully use technology to create friendly interfaces for a futuristic way of living in a knowledge-driven world and provides domain knowledge with courses like usability testing, information. Mr. Jogi a visting Professor, DJAD acted as the resource person

- Design Thinking is not an exclusive property of designers—all great innovators in literature, art, music, science, engineering, and business have practiced it. Design Thinking is that designers' work processes can help us systematically extract, teach, learn and apply these human-centered techniques to solve problems in a creative and innovative way – in our designs, in our businesses, in our countries, in our lives. Some of the world's leading brands, such as Apple, Google, Samsung and GE, have rapidly adopted the Design Thinking approach, and Design Thinking is being taught at leading universities around the world, A special session on 'Introduction to Design Thinking' conducted by Prof. Balram, Dean of DJAD on 12/09/16.

- A design language also known as design language system, design vocabulary is an overarching scheme or style that guides the design of a complement of products or architectural settings A special session on 'Language of Design' conducted by Prof. Menon of DJAD 17/09/16

- Brand Design can be defined as one of the crucial marketing practices of creating the name, logo, design, and the symbolic elements related to the **brand** to create a distinctive identity in comparison to the other **brands** in the market and also providing impetus to the product differentiation II MBA students attended a special session on 'Design in Branding' conducted by Prof. Sudhakar of DJAD 24/09/16.

- *Design* Process is a *design* methodology that provides a solution-based approach to solving problems. II MBA students attended session on "Design Process" conducted by *Prof. Kanaka* and *Prof. Mohan* of DJAD on 01.10.2016.

- A workshop on "Visual Presentation" for II MBA was conducted by *Prof. Seema* of DJAD on 24.01.17.