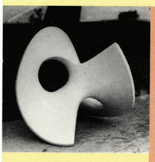
IDC 69 73

Industrial Design started emerging as a profession in India in the late sixties. Postgraduate programme in Industrial Design (Product Design) was started by setting up Industrial Design Centre (IDC) at Indian Institute of Technology, Bombay. Driven by the need to solve the 'problems around us'graduate engineers and architects were trained to give creative & aesthetic inputs to the products of the industry. Influence of Ulm was evident in the education programme.This philosophy led to sensible designs with clean uncomplicated lines, concentrated on what is absolutely necessary. The early student designs tried to answer the 'real' needs of 'real' people. The concept of 'design in everyday life' served to create design awareness amongst the users, and a sense of accomplishment to the designers, to spur them to outperform their capabilities.

Industrial Design is a creative activity whose aim is to determine the formal qualities of objects produced by industry. Formal qualities include the external features but are principally those structure and functional relationship while converting a system into a coherent unit both from the point of view of the producer and user. Industrial design extends to embrace all aspects of human environment which are conditioned by industrial production.



Cloth Measuring Device
M.R. Gandhi

Basic Design Exercises by the Students

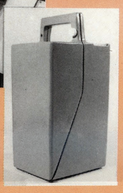
Ticket Dispenser
V. Ramasubban

Ghamela
S.K. Dastoor

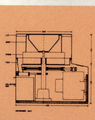
Milk and Mail Storage System
P. Achutta Rao

Taxi Meter
K.C. Mahapatra
B. Kalra

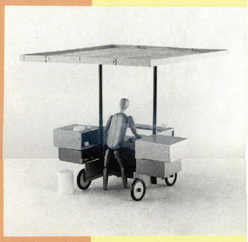
Auto Rickshaw
J. Arvind



Lunch Box
J.K. Bansal

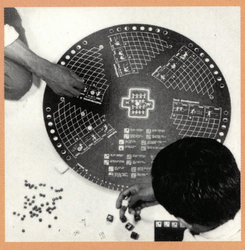


Domestic Flour Mill
S.B. Bidre



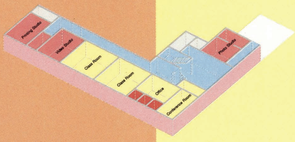
Mobile Cart
Harikumar Nair

Shoe-Shine Stand
Suhas Kakde



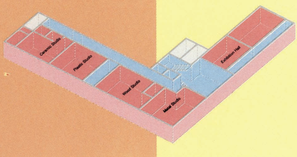
Tryst with Destiny
Education Ministry's Pavilion at Asia 72

Edugame
U.A. Athavankar



Letter Box
U.A. Athavankar

Street Furniture for CIDCO
S. Nadkarni



Students

DIIT First Batch

69

- Akki S.B.
- Bakhale V.L.
- Dastoor S.K.
- Joshi M.J.
- Kshirsagar S.S.
- Nagarsekar N.T.
- Patil M.K.
- Raju D.S.R.
- Ramsubhan V.
- Rao Achuta P.
- Sheth U.O.
- Suman Dev.

DIIT Second Batch

70

- Bansal J.K.
- Bhamik B.
- Date S.S.
- Mahindrakar S.S.
- Menon S.R.
- Munshi K.
- Ramchandran K.
- Rao U.K.
- Sridhra Arun K.
- Shirke K.S.
- Shrinivasan S.

DIIT Third Batch

71

- Arvind J.
- Arya S. Subhash
- Bindre S.B.
- Dewadiga U.S.
- Gandhi M.R.
- Jethwa L.
- Kakade S.S.
- Kalra Bhani N.
- Mahapatra K.C.
- Nair H.A.
- Nair Harikumar
- Patil V.R.

DIIT Fourth Batch

72

- Adarkar Neera
- Babu Suresh
- Bhasin Harsh Vardhan
- Chauhan H.S.
- Gupta A.
- Joshi S.M.
- Kulkarni Madan
- Mahindrakar A.A.
- Nabar Sanjeev
- Rao P.K.
- Oke S.A.
- Shah Dipan

DIIT Fifth Batch

73

- Bapat V.P.
- Bose J.K.
- Desai Ajit
- Dongre Ashoke
- Gursahani S.R.
- Jyoti John E.
- Pendse Avinash

Teaching Faculty

Adviser

Prof. V. N. Adarkar

S. Nadkarni - Head

U. A. Athavankar
A. G. Rao
M. Chattopadhyaya
D. G. Parab

People and Events

Visitors

Academic Programme

Basic Elements of Design
Practical Design Work
Elementary Product Design
Complex Product Design
Constructive Geometry
Communication Media - Workshops
(Metal, Wood, Plastic, Photo, Typo)
Cultural History of the 20th Century
(Architecture, Industrial Design, Film, Literature, Painting, Music, Visual Communication)
Design Analysis - Systematic Design Methods
Ergonomics
Sociology, Socio-Dynamic in Culture
Programming Techniques
PERT and CPM Methods)
Cybernetics
Marketing and Mass Media
Professional Practice
Rhetoric
Technical Design
Case Study-Product Design
Product Graphics
Multi-Media Presentation
Production Planning

Glimpses of Expo '70