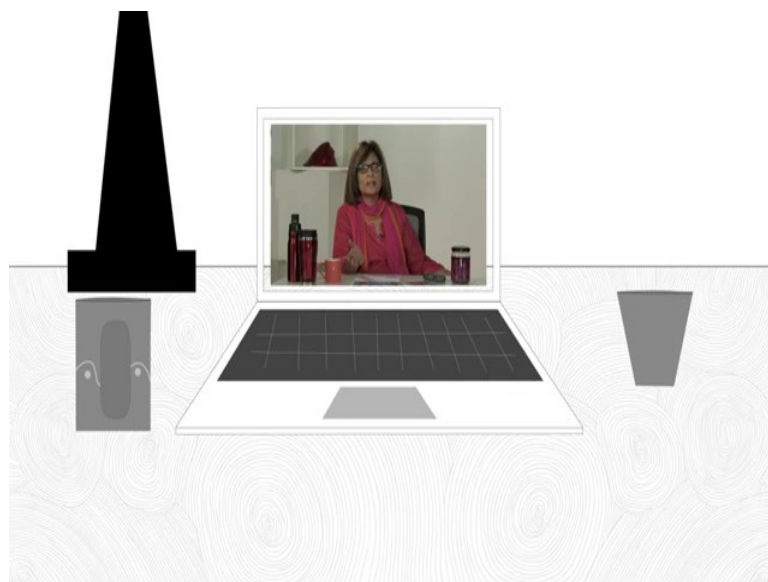


Understanding Design
Prof. Nina Sabnani
Department of Engineering Design
Indian Institute of Technology, Bombay

Module - 01
Start of Section 5
Lecture - 05
Design engages with many disciplines

If you just take a look around you, you will see how almost everything we use, see and experience in our environment is designed. We live, most of us, in surroundings that are almost entirely human-made. Design involves creating products, systems and services.

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From my spectacles to your Smartphone, or computer on which you are watching me, from the room in which you sit to the mug of tea or glass of water by your side, it has all been conceived and carried out, through a process of design. You may ask, is this design, or is a technology? Well, design is multidisciplinary, it engages with all disciplines. So, when it comes in contact with technology, it strives to make that technology accessible to people. Its engagement with art leads to aesthetically designed products and clear communication.

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It is partnership with ergonomics leads to user friendly products. Ergonomics? That is the word that may not be familiar to everyone out there. What does it mean?

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Well a useful definition is that it is the science of designing products to optimize them for varied human dimensions.

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Ergonomics is sometimes called “human factors engineering”. We will be discussing this in detail a little later in the module.

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Let me demonstrate. Take the problem of the jammed pickle bottle. See what I do, how easily that got done. The designer of this tool really understood the human hand.