Three Day Design Workshop

“Ergonomics and User Centered Design”

25-27 April 2016

Anchor Faculty
Dr. Subir Das
Introduction

‘Ergonomics and User Centered Design’ is essentially the study and application of ergonomics principles throughout the process of design to make it user friendly, safe and cost effective with a view to get optimal human performance. It is concerned with people’s strength, abilities and limitations, and with comfort, safety, convenience, and operational requirements.

Therefore, all products must include ergonomics considerations from an early stage in their design. Ergonomics has much wider knowledge base and more integrated approach for studying man-made systems and a variety of tools and methods are available to support ergonomics-based design activities.

Objectives

The key focus of the workshop is to sensitize the participants to the knowledge of ergonomics, principles of its applications and how it can be used as a tool for designing user-friendly products, tasks, systems and work environments and thereby would help them to develop the much needed confidence to face today’s highly competitive and saturated global markets.

Programme Contents

The following topics (tentative) will be covered during the 3 day workshop:

- Principles of Ergonomics
- Design and Human Body Dimensions (Anthropometrics)
- Understanding Design
- Design in Indian Context
- Cognitive Ergonomics – Interface Design
- User Centered Design
- Methods in Ergonomics
- Ergonomic Audit of Products, Spaces and Visuals

Faculty

The workshop will have sessions by NID faculty members and professionals.

Methodology

- Lectures and Slide Presentation
- Discussion on Case Studies
- Hands-on Assignments
- Presentation and feedback

The workshop is designed in such a way that the participants can get hands-on experience. Participants will form groups and work on specific assignments to find out scope for design improvements and product innovation. Assignments will be presented and discussed with NID faculty members.
Dr. Subir Das is a Principal Faculty in Ergonomics in National Institute of Design and currently heading the Integrated Design Services (IDS) and the proposed Ergonomics and User Centric Design Lab. At present he is a member of the Policy & Planning Committee of the Institute.

He has done Ph.D. in Industrial Ergonomics from Calcutta University in 1996. He has more than 25 years of work experience in the application of ergonomics in different areas of industry, agriculture, defense, etc. At NID he is involved in teaching, research, training and Client projects mainly in the area of design ergonomics and its applications in designing products, tasks, workplaces and systems. Dr. Das has presented a number of papers in different national and international conferences. He has a number of international and national publications to his credit. He is also a Ph. D. Guide and a Ph. D. Examiner. He is a visiting faculty offering special lectures on various aspects of ergonomics and its applications at various institutes of repute.

He has handled nationally important projects for Indian Railways, Indian Navy, Defence Research and Development Organisations (DRDL- Hyderabad, VRDE - Ahmednagar, NPOL- Kochi), United Nations Industrial Development Organisation (UNIDO), New Delhi, Singareni Collieries Company Limited (SCCL), Kothagudem, etc.

Dr. Das has anchored several training workshops on ergonomics for industry and other participants at NID as well as at IOCL (Noida), Maruti Suzuki India Ltd (Gurgaon), RDE(E), Pune, etc.
**Duration**
The programme will be of three days. Please note that the workshop will be highly intensive and so you are requested to keep all the evenings except the first day free for the workshop sessions.

**Intake**
Participation will be limited to a maximum of fifteen to twenty participants (on a first come first serve basis).

**For Whom**
Product Designers, Retail and Interior Designers, Interface Designers, Equipment Manufacturers and Service Providers, Industrial Engineers, Ergonomists, Design Educators, Design Evaluators, Occupational Health Specialists, Safety Professional, Managers and Supervisors, etc.

**Venue**
National Institute of Design, Ahmedabad. Fee & Registration: Rs. 12,000/- [Non-residential, includes Service Tax, Workshop Registration fee, Lunch and one set of material only] to be paid by Demand Draft/Pay Order before one week of the program in favour of NATIONAL INSTITUTE OF DESIGN, payable at Ahmedabad. Kindly send in your nominations on your company letterhead indicating Name/s, Designation, Address, Phone No, Fax No, and Email Id of the nominees along with the fee to:

For Further Details Contact:

![National Institute of Design](image)

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A certificate of participation will be presented to all the participants.