



Design Management: Analysis & Recommendations for **Design and Degree Show**

Design Research Seminar Report

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Declaration

I declare that this written submission represents my ideas in my own words and where other ideas or words have been included, I have adequately selected and referred the original source.

I also declare that I have adhered to all principles of academic honesty and integrity and have not misinterpreted or fabricated or falsified any ideas / data / facts / sources in my submission.

I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources that have not been properly cited, or from whom proper permission has not been sought.

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Abstract

This document presents a concise overview of the learning and recommendations from Design and Degree Show 2014. It is meant to act as a broad guide for future Design and Degree Shows to be organised by IDC. It is assumed that the current trend of organising a degree show exhibition combined with a conference will be continued, however the format of the same has not been commented upon in order to maintain a guideline that is applicable broadly.

It's recommendations and guidelines are drawn from my personal experiences as one of the Overall Coordinators of Design and Degree Show 2014. The report presents an overview of all the teams involved in organising the Design and Degree Show at IDC and their essential functions, along with suggesting prudent ways to plan and execute schedules.

The main recommendations are that the show should be combined and organised as the flagship show of IDC and held annually. The document also recommends that students start planning the event and contacting speakers and sponsors around mid-September. The event should also be held only in VMCC, IIT Bombay and the Nehru Centre phase should be scrapped for future shows due to logistical troubles and increased participation of public and industry at the IIT Bombay event in recent years.

Contents

1	Overview.....	6
2	Background of DDS.....	6
3	Event Strategy.....	7
4	Team Management.....	8
	4.1 Finance	9
	4.2 Branding.....	11
	4.3 Exhibition.....	12
	4.4 Media, PR & Web.....	13
	4.5 Logistics	15
	4.6 Content	16
5	Event Planning.....	16
	5.1 Workshops.....	16
	5.2 Conference.....	17
	5.3 Venues.....	18
6	Summary.....	19
7	References.....	19

1 Overview

This document is intended to serve as a guide to the planning and execution of the Industrial Design Centre's Design and Degree Show for future years. The basic template of the teams and the functions is explained here, along with points for critical review during the execution. These points were identified after critically analysing the organization and execution of the Design and Degree Show 2014 as a case study.

As the overall coordinator for the DDS 2014 show, I worked with almost all the teams and understood first hand many of the insights that have been translated in this report into guide points. This experience and my interactions with all the people involved in the event translated as valuable research that allowed me to compile this report, that will share the challenges and learning in a brief manner drawn from my critical viewpoint, to examine and suggest prudent ways to plan and execute future shows.

An effort has been made to keep the guidelines and recommendations as broad as possible to account for the changing nature of the Design and Degree Show and allow this report to be relevant to any other format of DDS conducted in the future. The only assumption made is that the current trend of combining conferences and the degree exhibition into one flagship event will continue.

2 Background of DDS

The Design and Degree Show at IDC started off in the early nineties and was held primarily at the Nehru Centre, Worli. The Design and Degree Show takes place every year at Nehru Centre, Worli. Traditionally this event is held to celebrate and showcase the work done by the graduating batch of IDC by organizing a three-day exhibition that is open to the public.

The first Design and Degree Shows (DDS) were simple exhibitions that attracted a large crowd of families and general public, including those who just come to spend a leisurely afternoon strolling the Nehru Centre and Planetarium. The Worli location was also chosen due to its central location and ease of access to attendees of all kinds.

The press also used to prefer this location as the IIT campus was simply too remote in the older days – the trip to and from IIT campus used to take the better part of a day to complete, especially during the monsoon season when DDS was conducted. The event has since expanded into two phases to include an additional display at Victor Menezes Convention Centre (VMCC), located within the IIT Bombay campus. In recent years, as was seen during DDS 2014, better accessibility and development of the Powai area has led to the VMCC event receiving a much better crowd than in years past, leading many to question the rationale of hosting two separate phases for DDS.

DDS also provided a central platform for IDC to promote its new programme expansions and advertise its growth as a design institute. IDC has also conducted conferences in the past such as 'Abhikalpana' which happens at irregular intervals.

The last couple of years at IDC have seen a shift towards combining the conferences and the DDS exhibition. The year 2013 was the first time both the conference and exhibition were hosted together under the DDS name. The rationale behind this was to move towards providing a single main event that occurs every year. This will ostensibly raise the profile of the Degree Show as well and give IDC a better platform with a wider reach.

3 Event Strategy

The primary task for the Design and Degree Show 2014 team was to consolidate this event and establish it as the flagship event organized by IDC. The idea was to organize this event in a grand manner so as to achieve a few key objectives. It is recommended that future DDS events are conducted in the same stead, and maintain the trajectory set by DDS 2014 in order to:

(1) Raise IDC's Profile

With DDS 2014, the team decided to set this event on a trajectory to become one of the biggest design related conference and exhibition shows organised by academic institutions in India. There are several benefits that IDC will accrue if this dream is realized.

Although IDC IIT Bombay is an established name amongst India's design institutions, it is a relatively small school with fewer graduates every year. In the last decade, several private design schools have opened up and have achieved considerable attention through advertising and publicity. They graduate more students per year, especially in undergraduate courses, and are starting to receive more publicity, due to their larger numbers.

While the quality of IDC graduates versus the quality of graduates from other private institutions will not be addressed in this report, it is important to raise IDC's profile amidst the burgeoning Indian design community. It is the general opinion of students amongst the 2013 and 2014 that the IDC brand needs to be revitalized and more publicized.

Holding a major event such as DDS will serve to attract publicity and ultimately bring focus to the important design contributions IDC makes to society.

(2) Improve Industry Connections

DDS events in the past have also been excellent platforms for industry to reach out to students and faculty, share visions and set the stage for future collaboration. As the awareness of design and the importance of designers in organizations grows in India, it is vital for IDC to supplement its efforts to reach out. A consolidated conference and exhibition will go a long way to supplement the reach of IDC within industry, as the event will provide a means for industry to get an in-depth look at IDC.

(3) Spread Design Awareness

As one of the oldest governmental design institutes in India, IDC always has the additional responsibility to spread design awareness to the public. Increasing the profile of the Design and Degree Show will attract more funding and better monetary resources for the event, in turn enabling IDC to showcase and reach more people to spread design awareness.

4 Team Structure

The challenge for this year was to build an effective strategy to help scale the event compared to previous years. This meant building an effective team management strategy, starting early to plan for the event, and most importantly – securing adequate funding for the event.

Students are required to effectively manage their academic workload and also prepare for the DDS event. In order to facilitate this, the planning and team formation for DDS 2014 was done very early during the second year, i.e. commencing around September 2013 (for a June 2014 event). The entire process was kept as democratic as possible, starting with a batch meeting organized in August-September 2013. The modus operandi is described below.

The initial batch meeting was organized via email and social media (Facebook) in the IDC auditorium. This meeting was called to choose members of the core team, specifically the two DDS coordinators. Students from the batch who had volunteered for the job of coordinator were listed on a board. The batch voted by show of hands about whom they chose to be the coordinators.

This method was envisioned as the quickest way to ascertain the opinions of a batch of 57 students and reach a decision in a short time. The coordinators were chosen it was up to them to plan out the strategy for DDS team management, as well as plan the event and its scale.

From the first batch meeting it was clear that the 2014 batch was reluctant to contribute to a large event. It is also often seen during batch meetings that opinions that are put forth often are not constructive – for example, a problem might be pointed out, or the need for something might be mentioned, but no one would come forward with a solution or take responsibility to solve said problem.

The coordinators at this time felt that in order to accommodate the large variety of opinions, work practices and varied levels of interest in participating in DDS, it was best to organize teams and nominate a few names to the teams, based on prior knowledge of individual capabilities. A pool of unassigned persons was left behind after this exercise, and members of that group were free to join and contribute to whichever group they wished to. This was the general overview of how teams were formed. The idea for group formation was to keep a balance between providing structure and maintaining flexibility. The idea was to have the batch split itself into 6 major teams:

- (1) Finance & Sponsorship
- (2) Exhibition
- (3) Branding
- (4) Media + PR + Web
- (5) Logistics & Operations
- (6) Content & Copy Writing

Team leads and few key members were assigned by the coordinators and were expected to take ownership of their respective teams, plan the functions and delegate work to other team members. The assignment was based purely on the judgement of the coordinators – this part of the process was kept ‘autocratic’ in order to speed up the process. However, every decision made was proposed to the batch during batch meetings, and changes were made based on the feedback received.

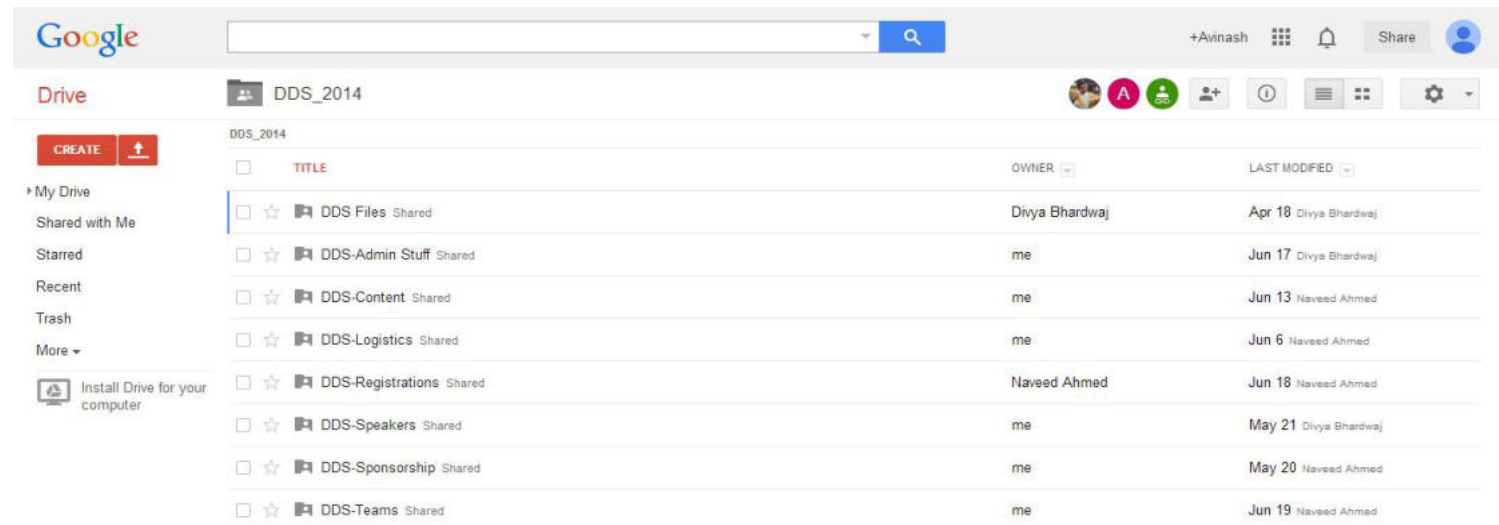
4.1 Finance & Sponsorship

In order to manage the entire administrative documentation, the DDS 2014 core team created an online documentation infrastructure based on Google Drive tools (See image below). Team folders were created to manage the documentation from the beginning and access permissions were controlled to ensure only the required personnel had access to edit files. However, in order to maintain the transparency of the entire event, read access was granted to any member of the batch who desired to have permissions to view the documentation.

This is important to ensure that the event is representative of the entire batch, even though only a handful of members do the planning of the event.

The teams and prescribed functions are explained below. From the experience of 2014 event, this is the minimum number of teams that are required in order split the entire effort into manageable quanta of responsibilities.

Finance Team: The primary role of this team is to deal with the entire fund management for the event. Managing the finances and accounting for the expenses is a critical task for any event team. This is highly important to ensure responsible spending of money and to ensure that any available money is not stolen or otherwise misappropriated. It is recommended that this team be kept as small as possible and reports directly to the Head of the Department (or faculty designate) in order to minimize the chance of mismanagement of available funds. The team also has to ensure that money from the DDS account is disbursed to only the team leads of other autonomous teams, who in turn will be responsible for keeping records of the expenditure.



Accurate and timely record keeping leads to simple accounting at the end of the process, which is necessary for any DDS type event.

Sponsorship Team: Sponsorship is a crucial activity that essentially determines the scale of the DDS event. The support of sponsors comes either monetarily or through subsidised goods and services. For example, print sponsors may be sought to provide discounted printing services for DDS. Merchandising is also another area that past DDS teams have secured sponsor support, i.e. getting sponsors to fund T-shirts, or other merchandise branded with the DDS logo.

Sponsorship can only be secured through rigorous contact building and reaching out to potential sponsors via telephone and in person. It takes a lot of effort to follow-up and ensure that sponsors are made aware of the benefits of supporting such an event. DDS 2014 created sponsorship brochures for general distribution and identified rewards or perks that are given to sponsors based on their level of support to the event.

However, DDS 2014 made an attempt to not identify sponsors by hierarchical names like ‘Gold, Silver and Bronze’, as this can be construed as being disrespectful by some sponsors. Each sponsor is important and will essentially be purchasing advertising from the DDS event, and must be treated with the utmost courtesy and care in order to maintain good relationships.

Although emails are useful to reach out to a large number of potential sponsors quickly, the chances of converting a contact into a sponsor is very difficult and can only be achieved through multiple follow-ups either via phone or in person and takes a significant amount of convincing.

The 2014 sponsorship team was lucky as it was heavily supported by the TEQIP-KIT initiative of the Ministry of Human Resource Development. This ensured the DDS 2014 team access to a large fund, as long as the conference hosted participants from TEQIP member institutions from across the country. However, the increased participation ensured that DDS 2014 will benefit from wider reach, and helped the team realize the goal of event-scale.

In addition to this, the sponsorship team’s efforts to secure industry partners also paid off with 3 major contributions to complement the support provided by the TEQIP initiative.

As important as it is for students to understand and experience the sponsorship process, it is vital for students to enlist faculty help in securing sponsors. Faculty are a valuable resource, but it is important for students to offer faculty and their contacts some value in participating in DDS conferences or exhibitions. The method of generating value is open to the team, either through industry showcases, etc.

As many students as possible must be encouraged to gain experience in securing sponsors as it builds valuable soft skills, whilst enabling the team to reach out to more potential sponsors.

4.2 Branding & Graphics

The batch as a whole decides the theme of the event every year. A theme provides direction to the conference, as it helps streamline everything from speaker selection to the exhibition design to the design and creation of merchandise.

The branding team is responsible for working on the visual identity that is consistent with the theme. This branding will ideally be reflected in the brochure kits, sponsorship letter heads, website design, exhibition/event design and merchandising, panel designs and signage (flex banners, etc.).

The theme for DDS 2014 was based on the philosophy of “deconstruction”. The event was tagged “de.con.struct everything” and hoped to remind everyone to critically question the world that they live in.

It is important for the branding & graphics team to consist of at least 6 students from the batch in order to distribute the workload. DDS 2014 team only had 3 active members who were overworked and dealt with all graphics requirements - ranging from poster design to merchandise, event flexes, web graphics, yearbook design, etc. This proved too taxing for the members and is not desirable. Overworked personnel are agitated, leading to inter-personal difficulties, as well as a drop in quality of work.

Hence, it is crucial that the team consist of a minimum of 6 individuals to avoid piling up of work on a few persons. The Branding team should start work early, soon after the team allotment, in order to start publicity of the event as early as possible. Ideally, the graphics and event branding work should be completed by the end of October so as to have at least 6-8 months to properly publicise the event.



4.3 Exhibition

The exhibition team is in charge of designing the exhibition layout, as well as the displays to be used during the exhibitions. The traditional method of displays used for DDS events at IDC consists of panels containing project information and tables or stands to showcase the models.

The exhibition team will also be responsible for organizing the assembly and disassembly of the exhibition just before and after the event. This team will need to be staffed adequately with the exhibition team coordinator playing a very important role to ensure that the design of the exhibition is within the budget of the event. The design should also require only reasonable amount of effort for packing, storage, assembly and transport, in case the event is held in multiple locations (such as VMCC and Nehru Centre).

DDS 2014 panel displays were assembled using aluminium C-Channels that could be assembled in 2-3 minutes by a team of 3 people. The panels also collapsed easily so that they can be flat-packed for transportation to Nehru Centre. Disassembly took about 2 minutes per set of three panels.

It is vital to ensure that the exhibition design team starts work around late January to ensure that the design of the exhibits and flow of exhibition is planned much in advance. This will ensure that there are no surprises or delays. Students often work till the last minute on their projects – advance planning of displays will enable students to prepare their content in a manner most suited for the exhibit design.

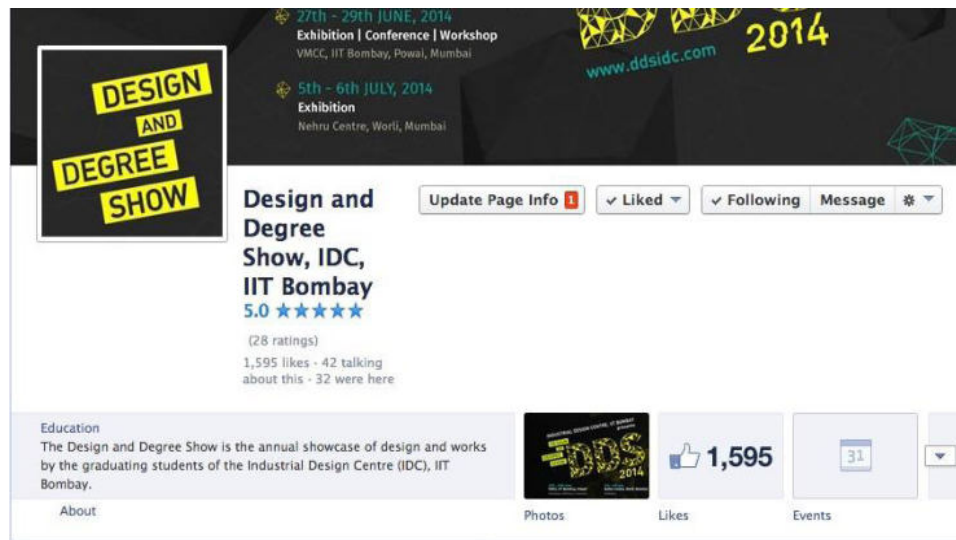




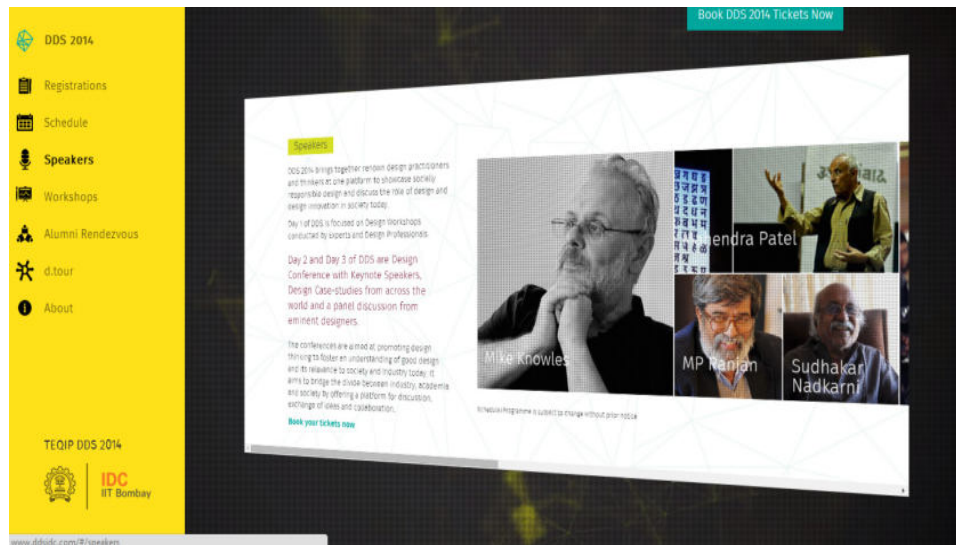
The exhibition setup team will need to be guided by the design team during execution, and requires at least 10 members apart from the design team in order to ensure fair work distribution. Any installations that will be exhibited during the show will require additional autonomous teams that work in conjunction with the exhibition designers to ensure a well-planned and well-executed exhibition. Depending on the size of the installation, setup teams should ideally be from 3-8 people.

4.4 Media, Public Relations & Web

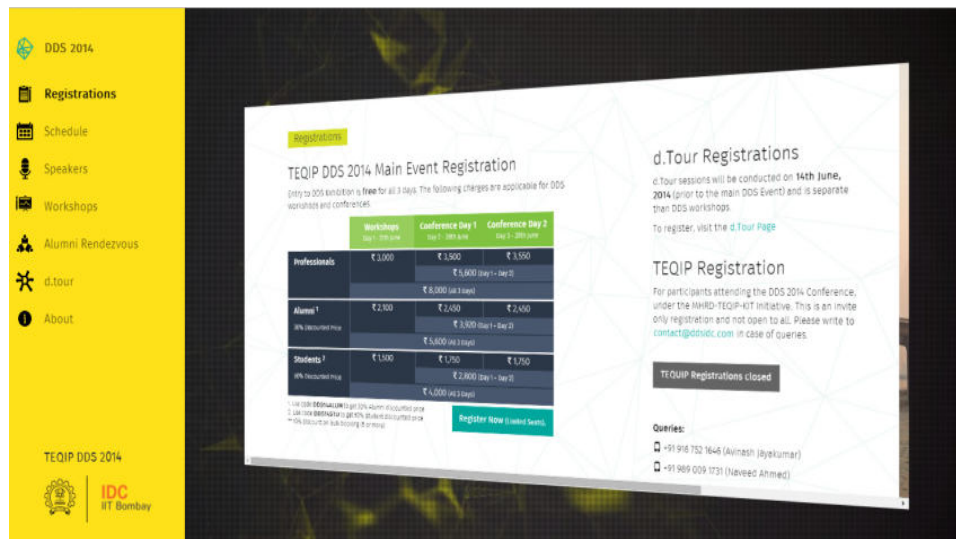
The media and public relations team usually consists of two members who are in charge of preparing the press kit (photos, articles, etc.) and working with the content team to gather data that is fit to print in newspapers or websites. This team is also responsible for arranging press conferences and liaising with the Public Relations Office of IIT Bombay to ensure smooth and consistent promotion of the DDS event. The Media team can be combined with the Web team to ensure that website, social media, electronic media and print media promotion are all on a consistent footing to ensure maximum reach of the event.



DDS 2014 Media team organized a press conference a few days before the event to formally reach out to print media and brief them on student projects and the DDS event. Promoting the event is very important as sponsorship will also be strengthened through such activity. The media team also has to manage the press attendees during the event itself, and guide them to showcase the best projects from IDC. IDC benefits greatly from the increased press exposure and the active coordination of the media team is crucial to ensure error-free reporting and wide coverage. Media reach translates into better reach, better event participation, and hence more tickets sold for the event.



Apart from this, IDC can also help spread design awareness through an optimal Media & PR coordination. The Website team is responsible for collecting the content required to give the public information about the conference and exhibition. The website team is typically also in charge of social media presence. Social media is extremely important in today's scenario to maximize reach of event details and publicize the work done by IDC. A clean and effective web design is required to communicate the conference details, ticket pricing, schedule of events, instructions, etc. To better streamline the social media and web presence, team DDS 2014 ensured that the earlier practices of using a new event page for every DDS was discontinued. Instead a single DDS page was created on Facebook, and this ensured that the number of followers gained for Design and Degree Show 2014 will be carried forward to future years. At the time of this report's writing there were over 2700 'likes', i.e. individuals following the Design and Degree Show page. The same approach was done for the twitter handle as well to ensure building of an online community that can be informed easily about future Design and Degree Shows.



It is vital to properly plan and release content at regular intervals on these web pages, either as on-going updates about event preparations or happenings at IDC, awards won by students or faculty, etc. in order to keep the page busy and ticking. Social media pages must be kept alive by posting updates at regular intervals.

The live social media management must be handled by at least a team of 4 people to generate pictures from the show and correctly label and share them with the online world. Feedback received from the 2014 team essentially found that only one person was heading the web team and was overwhelmed or unable to respond quickly to website changes, social media updates, etc. in addition to academic work.

4.5 Logistics & Operations

The logistics & operations team is vital to any DDS to ensure that the execution of the event happens smoothly. Transportation of important attendees such as guests of honour, speakers, etc. as well their flight bookings, hotel accommodation is a vital coordination effort that requires a team of 5-6 individuals who will work extremely well together.

The logistics and operations team will also need to handle hostel accommodation bookings for regular attendees from other institutions, taking care of security clearances, booking requests between the hostel coordination unit and the DDS team. The team is also typically responsible for providing instructions, directions and other information to guests and attendees to ensure that attendees know all the necessary information in order for them to arrive, stay, participate and depart the conference without any hassles.

The team during DDS 2014 consisted of 4 key individuals assisted by 2 junior students who were highly commended by guests for their excellent work in ensuring smooth, error free pick-ups and drop offs. The team had hired 4 taxis for the duration of the event, with 4 more on stand-by to help coordinate the effort. The team had also hired 3 auto-rickshaws to assist the DDS team with running errands during the last one week of the preparations.

The team typically distributes contact numbers for guests and attendees to call for any logistics related queries. Due to this, an exceedingly high number of phone calls were received with queries. A few people should be designated to handle phone calls and route-information correctly and in a timely manner. This can be a high stress team in case there are planning or execution issues, and hence it is very important for the team to meet regularly and ensure that all members of the team are full up to date on developments.

Prof. Sandesh was the faculty guide assigned to the team this year and his able guidance ensured that the team had foreseen and accounted for almost all challenges during the event that prevented any major errors from occurring.

Assuming planning during the early phases is correct, the main challenges for the team will occur due to trouble during the event, such as taxi drivers not showing up on time, or traffic conditions delaying pick-ups, or medical or law & order emergencies. For the latter emergencies it is important for the team to have a contingency plan in place and know whom to contact to contain situations that may arise.

The operations & logistics team only sees action during the final phase of the preparations, especially during the last 2 months. Once speakers have been chosen and confirmed the team must take over the bookings for accommodation and travel, as well as start planning the conference scheduling along with the main coordinators. This will ensure that the full scale of the event can be judged early by the team and resources can be committed properly to minimize chances of errors.



4.6 Content & Copywriting

The content & copy writing team will need to start preparing early for the event. Ideally, the team should decide with the exhibition team as well the main coordinators about what kind of content will need to be exhibited, and what best way to collect the information. The exhibition traditionally is based on students from IDC showcasing three projects that they have done, with a focus on one major project. It is important to start collecting this information as and when students are done their projects, and in the format required for processing.

Proof-reading of this content and its preparation should be done at the source, by the students or by the person that collects the information. What has happened this year and in previous years is that the content collected is of very poor quality, often containing grammatical errors, incomplete data or poor photographs etc.

Hence, the content team must be vigilant. They must ensure early collection of data and properly process it through proof-reading before accepting it for the event. This generally boils down to the last week or last two weeks before the event due to poor cooperation from the students who wish to exhibit their work, however, if this is made an academic requirement it is assumed that students will comply with the timelines.

Ideally, the entire content collection process and panel design should be completed two weeks before the event, allowing enough time for printers to print the panels. Last minute printer errors cannot be rectified in time for the event and have to be dealt with after the event has started (as has happened in 2014). This does not appear professional and causes a lot of frustration for everyone involved in the matter.

The content for DDS 2014 was collected through online form submissions, which made collating the information easier. However, there was no control on the quality of the submission and the graphics team suffered during the last few days due to multiple edits being required during the assembly of the print files for display panels. A hybrid system of reviews plus online submissions is recommended for collecting the data to avoid such situations.

5 Event Planning

As mentioned earlier, DDS traditionally consisted of only the exhibition component. In subsequent years, workshops and a conference has been added to the calendar. An additional venue of VMCC has also been added to the mix. The result is a large event that must be carefully planned and executed, as the number of attendees and the media coverage has increased significantly compared to previous years.

5.1 Workshops

The workshops have been held in the last two DDS events (2013, 2014) and have been well-received. Registrations for the workshops typically begin 1-2 months ahead of the event, and are done through a free ticketing host (www.doattend.com).

DDS 2014 hosted four workshops: Raku pottery, Photography, Storytelling & Puppetry along with Game Design. Choosing the right topics is very important to reach out to a mixed audience that typically attends DDS. DDS has traditionally been about bringing design to the masses, as well as being a platform for designers and non-designers to rub shoulders.

Keeping this in mind, the choices of workshops should ideally provide something for skill levels ranging from Novice to intermediate. However, workshops catering to niche attendees may also be arranged but it must be done in a “hot topic” i.e. something currently trending in the industry or something that industry (or any target group) is looking to get experience in. This will ensure that ticket sales are brisk and workshop seats get filled up. Proper research must be done by the overall coordinators to ensure that the topics selected are current and offer something useful for patrons. The coordinators must also check with the core team and the entire batch to ensure that a group consensus is built before reaching out to potential workshop directors and confirming slots.

DDS 2014 had brisk sales in almost all the workshops, except for puppetry and the seats in that workshop had to be filled by giving free passes to several patrons. There is nothing worse for a workshop organizer to show up to an empty workshop. It reflects badly on the organising team as well IDC. Hence, this should be prevented at all costs.

5.2 Conference

The conference must have an agenda driven by the desired audience group. DDS 2014 was targeted at 100+ TEQIP participants from different engineering institutes from across India, apart from students and other designers. Hence, the topics discussed were kept as broad as possible, in the spirit of sharing the importance of design in different aspects of society today. This may not necessarily be the focus of the conferences in the future, and hence every conference speaker must be selected and advised about the exact nature of the audience and why they are being chosen to give a talk.

From earlier experiences, it is also very important to ensure that the speakers stick to their time limits (in a traditional, auditorium based conference plan). The conference drags on at times due to many speakers exceeding their time limit.

While planning the schedule of the conference, day long sessions where the audience keeps sitting, with different speakers walking in and out is not advisable, as past efforts have shown that the audience becomes increasingly bored and restless. Hence, if the plan is to keep audience members seated for 6-8 hours, the type of speakers, and the type of presentations must be carefully curated and scheduled to avoid viewer fatigue.

A mix of interactive presentations and static viewing must be incorporated to maintain the momentum and keep minds fresh. Regular breaks must be scheduled for two reasons – the primary being the audience members must have a chance to refresh themselves, and the secondary reason being that breaks provide a buffer time that can be used to absorb time overruns. For example if a session is scheduled to be 2 hours long followed by a break of 1 hour, but the actual session runs to 2.5 hours long, the break can be shortened to half an hour and the start time for the following session can be maintained.

If the curation of the speakers and content is executed well, and the scheduling of the events within the day is done such that the monotony of presentations is broken, the conference will be a success. The speakers must be selected by a team of students once the general audience has been decided and the number of speakers has been decided. The conference must have a theme or flow to it based on the theme. This will provide a feeling of planned consistent approach for the entire event. Students will have to decide the conference schedule

and start contacting speakers at least six months prior to the event. The bigger the speaker, the more lead time they generally require. The strategy is to use the money available to book one or two major speakers. This will then be used as a bargaining chip during sponsorship solicitation to attract more sponsorship funding. It is crucial to understand this method as otherwise the lack of sponsorship will limit the scale of the event.

5.3 Venues

As described earlier, it remains to be evaluated whether an event such as DDS should be held in two separate venues.

The advantage of holding such an event in two venues in the past was that more people could have access to it - casual visitors like families and children and the press. However, the logistical and time commitment required by students and staff to host two separate events is a huge drain on the energy of the students, and leads to sub-standard academic performance of those involved in DDS as an event, assuming it is done parallel with academics. If the academic structure is changed to include DDS as a core academic activity, then this situation will improve due to better resource allocation (human resource, time resource).

Recent times have seen that better transport access to IIT campus has led to a huge influx of visitors for the IIT event, and almost all press prefer to attend the event at the IIT campus. Hence, the requirement of hosting DDS as an event in two separate locations is to be questioned, and may even be eliminated to reduce the workload on students.

The conference and exhibition must be better streamlined to be displayed in one location, VMCC, and this will allow more adventurous designs for the exhibition panels, for instance, as they do not have to be packed for transportation if it is a one off event. It is also important to consider that students will have to work hard only for the one weekend, giving them enough time to recuperate and ensure that their academic work is not adversely affected.

If the scale of the event is increased, i.e. more elaborate exhibitions, larger conference, etc. then it is a must that faculty and students organize and run the event together. The resources and experience that the faculty of IDC bring in would definitely ensure that larger events can be handled with ease. However, it must be a cooperative effort in that students also bring their ideas and their full involvement without entirely making it a faculty driven event. DDS 2014 received several compliments from visiting dignitaries and speakers and other guests that they enjoyed the student-run atmosphere of the entire event. This feel must be capitalized on and publicized to show the strength of IDC.

6 Summary

This document was written to provide a guideline for how to organize future DDS events. There are some key points that were touched upon in this report. The event should be a joint student-faculty run event to show the coming together of IDC. DDS 2014 and past DDS events have felt the benefits of last minute faculty intervention, and as such this must continue in more organized way, albeit not at the last minute. Faculty and students should be apprised of the developments and work together from the first meeting till the end of the last show. This will greatly benefit students and IDC as a whole.

As with any event it is crucial to properly manage human resources. Problems that were faced by the core team during DDS 2014 included very poor batch participation during the organization and execution. Talking to several students essentially showed that this was a problem due to the lack of belonging or association with the event. Many students did not feel like they needed to be part of the event, until the last day when they realized that this was a batch coming together. Such attitudes and the mismanagement of expectations, i.e. “how does this benefit me?” and questions such as “is it actually worth my time?” and the fact that DDS is seen as a non-academic or extra-curricular activity leads to the belief that DDS is an “optional” event.

This must be shown as false, and the benefits of a successful DDS event can be felt by all of IDC, in the form of better collaboration, better projects, and the chance to evaluate one’s work more accurately with peers and also receive industry feedback.

If the teams are motivated enough, the planning starts early enough and DDS is accepted as a vital activity by all quarters, executing the rest of the show is easy. Good Luck!

7 References

Images from Naveed Ahmed; Interaction Design Batch 2012-2014