



D'source

D'source Project



Open Design School



MoE's Innovation Cell



**Synectics, Analogical
Thinking, Metaphors,
Nature Inspiration,
Concept Evaluation,
Concept Maps**

**Design Thinking & Innovation
Project**

Section: P10, Week 10



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Section: P10

Week 10



**THINK!
DESIGN**

Design Thinking & Innovation (DT&I)

Prof. Ravi Poovaiah
IDC School of Design, IIT Bombay



DT&I Project

P10 Synectics, Analogical Thinking, Metaphors, Nature Inspiration, Concept Evaluation, Concept Maps



Project:

Content

P10.1: Synectics, Analogy, Metaphors and Inspiration from Nature

P10.2: Concept Evaluation

P10.3: Concept Maps

THINK!
DESIGN



P10.1

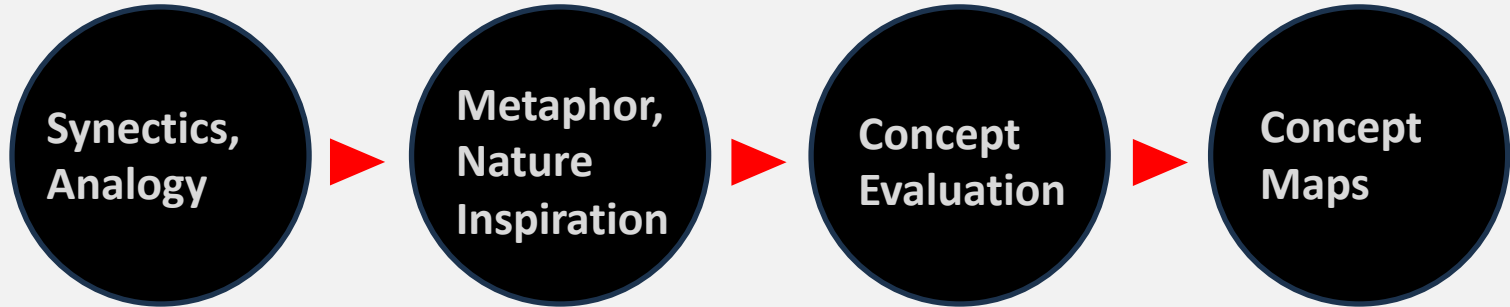
DT&I Project:

Synectics, Analogical
Thinking, Metaphors,
Nature Inspiration,
Concept Evaluation,
Concept Maps



Ideation part 2:

(Synectics > Analogy> Metaphor> Nature Inspiration> Concept Evaluation > Concept Maps)





DT&I Project – Ideation Steps:



1. Note down the re-statement of the problem connected with your topic



2. Brain-storm for Unique, Unusual Ideas connected with your topic.



3. Make use of Analogy, Metaphors and Inspiration from Nature



4. Make Concept Evaluation Tool to select your final concept



5. Make use of Concept Map to visualize and map your final concept



**Thanks for
Listening**

DT&I Project
Section: P10
Week 10

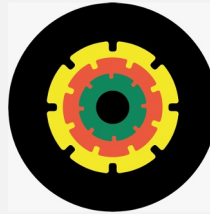
THINK!
DESIGN

DT&I Course – Week 10:



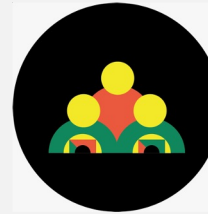
DT&I
Process
(20%)

- > Ideation Part 2
- > Generating Creative Ideas
- > Concept Evaluation
- > Concept Maps



DT&I
Tools
(20%)

- > Synectics
- > Analogical Thinking
- > Metaphors,
- > Nature Inspiration,
- > Concept Evaluation
- > Concept Maps



DT&I
Project
(50%)

- > Apply Synectics, Analogical Thinking, Evaluate Concepts and generate Concept Maps



DT&I
Cast Study
(10%)

- > Case Study Project:
BPCL Retail Vision and Identity Design



Supporting Organizations:



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Presented by:
Prof. Ravi Poovaiah



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Camera & Editing:
Santosh Sonawane



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Think Design Animation:
Rajiv Sarkar



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Graphic Icons:
Shweta Pathare



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

End Title Music:
C P Narayan



D'source Project



Open Design School



MoE's Innovation Cell



Credits:

Produced by:

IDC School of Design
IIT Bombay



D'source Project



Open Design School



MoE's Innovation Cell

