Design for All

IIT DELHI

Featuring projects of design students at M. Des Industrial Design
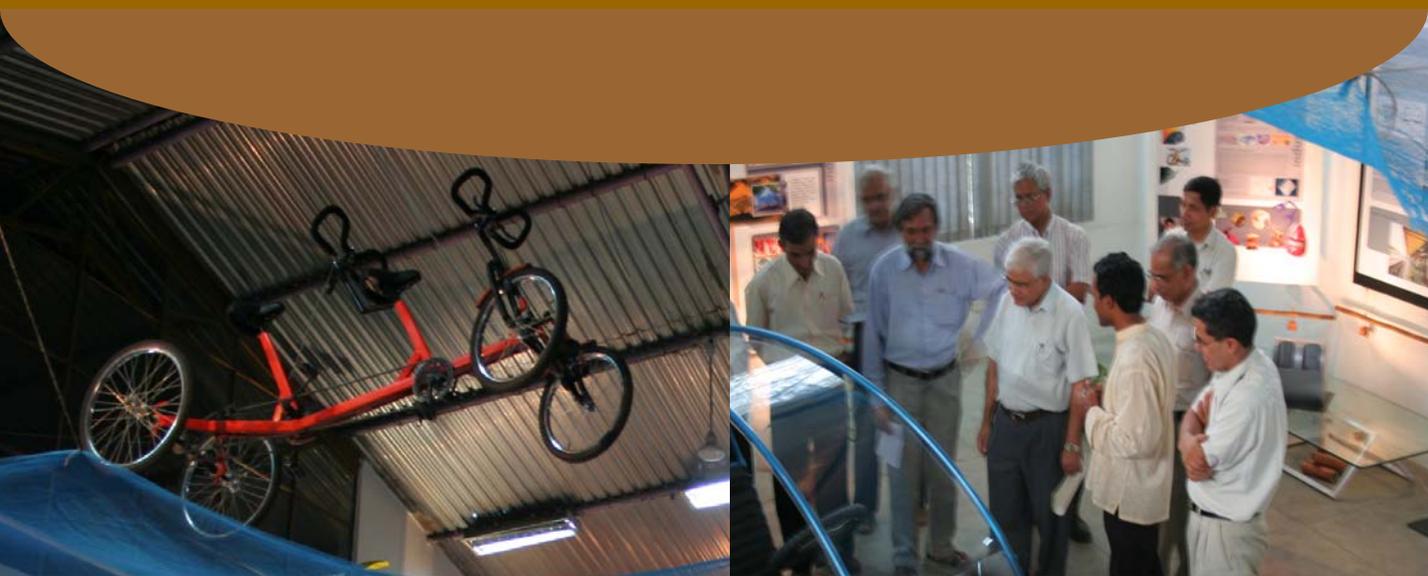
Chairman's Desk:

Third President and signatory of the Declaration of Independence of the United States, Thomas Jefferson, had long ago stated ..."Banking establishments are more dangerous than standing armies". He also declared ..."If Americans ever allow banks to control the issue of their currency, first by inflation and then by deflation, the banks will deprive the people of all property until their children will wake up homeless."

I admire his way back nearly four centuries a vision .What a wonderful observation he had and it is valid as on today. I endorse his wise and cautious words .In my point of view if someone handed over their money to individual/ institute to use as they wish, and expect them to share some profits with them, looks ridiculous to me. My first doubt is 'Is this printing of paper currency has not given enormous power to few ruling and elite classes and rest are deprived? Why do common people still continue to believe in currency business? Why do they still continue to believe there is honesty in their thoughts? My experience may be cynical but I advise never invest on other's horses and keep

cheering from distance 'Run! Run fast!' The moment noise starts greed inflates and gets its wings, unknowingly our expectations grow many fold. This is the moment when they are under trap but they live in illusion that they are the wisest person in this world. That sudden surge of greed in man invites the attention of crooks that are in look out for these types of peoples. Crooks appear gentlemen and their sugar coated talks are basically mastery in art of 'How to rob other's money at any cost?' They become prey and crook gentlemen rob their entire life saving with simple trick by encashing their greed. How can others horses run as they wish? That running horse is under the control of a jockey who has his family's needs and loyalty to his employer, and above all cumulative greed of his upbringing is jockeying the horse. The world is in current state because our greed has made firm foundation in our thoughts and there is no one to advise us how to control this unlimited greed. They are exploiting man, environments and above all our natural resources simply to satisfy their greed. It is social & moral degradation that invited current recession. We have long forgotten the significance of need since all our thoughts and activities are controlled by greed. My cautions to all the designers 'Never work to satisfy your greed. Rather design that that there is need based minimum exploitation of our nature. After all we have collective responsibility to leave our nature better what we have inherent from our forefathers'

The world as we have known it is on the ropes. We all are passing from very critical time and it is sign of failure of all professionals of the world of their respective areas of activities. Reason for collapse of the system is that they are not working with harmony, coordination and have no respect for others professions but busy in protecting their self interests of individual or their communities. Recession has exposed their hollowness and enjoyment on tax payer's money. It is cumulative affects of failures of various institutes. Recession has surfaced because of result of bankruptcy of minds in all walks of life. Few believe they belong to privileged class; enjoyments are their birth right, and their attitude is like master & as of others are their slaves. They live as privileged one and enjoy this system and in return they can offer nothing to the society. If I say what are we sufferings because of wrong decisions of politicians' of the world and their style of function is to work on piecemeal theory to safeguard their interest as well elite community and do what can appease their local voters. All their political decisions are theirs and to justify their stand they use findings of different institutes from time to time. My question to all the institutes of the world 'Are they in position to influence the decisions of the politicians or they are merely tools in justifying decisions of the politicians?' My further question on doubt of their integrity of these institutes 'Where were our banking experts of the world when our banks had started slipping to doom? They were supposed to safeguard our investments. They have enjoyed and simply drew hefty

salaries for doing nothing. Where have gone all the models and theories of academicians?' Their findings are proved to be argle-bargle and their role is downright disgrace. It appears as they are not rethinking to avert the further damage done by recession. Are they waiting for further disasters? Is second wave of recession is due in very near future? All regulators were proved bogus, stupid and no use to common people. Perhaps the price we pay for that kind of collective stupidity is a recession

No one likes the recession but it comes as an uninvited guest. We should treat this guest with utmost caution otherwise we will pay heavy price for our failings. Unwarranted decisions of a few will affect the many. Past is past and we should focus on future because recession brings sanity in economics. We people should never trust our politicians & their friends who are experts in siphoning the money and know the art of assigning blame on others. They are real culprits behind this crisis. Where have all this money gone from the world? Money is not destroyed but it is lying somewhere in hidden places and is not circulating in the markets. Each country is busy in printing fresh currency notes for circulation in markets without knowing its consequences. Experts and advisers are nothing but playing in gloves with politicians. This is an unholy alliances .Beware with this elite class (Those who are professional in the art of lies and deceit).Recession is result of elite classes planned act of demolition of economy.

At last I would blame majority of these so called common people who are born gamblers and wish to make fast money without working hard and never care to follow the demands of ethics of their professions. Their hard dying wish is to be somehow member of this elite class and enjoy the privilege. They swing between the propaganda of nationalism vs. globalization, moral vs. ethics and many more. I personally feel nationalism is associated with great loss. When Russia was at the verge of breaking those continue to believe Russia will remain a great nation and continue to believe their currency will continue to remain what it was. Other side crooked sensed that this currency would be nothing but tissue paper; they converted their money in International currency. They were proved right and those with nationalistic thoughts were ruined. That currency is still close to their hearts and major value of it is lost. Our current systems never protect the nationalist but benefit the crooks. We never give thought to why are we thinking seriously about propaganda of bubble or boom. Boom means to majority 'make money as fast you can'. Bubble means 'time is short, act smartly and it is dangerous time because bubble may burst anytime. When to enter in market and when to exit the market is real knowledge to earn livelihood of many'. We always invest our lifetime earnings under the influence of propaganda machinery and keep ignoring the hard facts of the economy. We consol our fear of losing our money and justifying our decision of investment by saying 'This time it

is different'. I shout "what different!" During the tech boom, we watched the stocks rather than looking at real performance of the company. Those companies go through the roof without earnings. Every time we believe our wrong decision will prove right and we will make huge money. This is real hibernated gambling instinct in us that makes us to plunge in money making process. Then housing prices boom and we said" This time it's different". It wasn't different, because that boom was followed by a bust. Now we are in bust and again we are saying "This time it's different" I consider these are the most dangerous four words to rob anyone's money. Recessions are same all the time, only difference is magnitude, levels of degree and duration from our earlier recession. It is the policy makers they make the propaganda and create a level of panic that makes us different.

Majority of the business houses are run by first generation entrepreneur and they have never heard or witnessed recession or never experienced recession in their lives. They are completely ignorant and living in the dark. Their simple knowledge about the recession is depending on voices of their different politicians or policy makers. They never had the opportunity to interact with the persons who had witnessed the 1930 depression. Those children have seen their parent's hardship to combat the effects of depression and it has changed their philosophy of life. As a result, they had spent their whole lives making sure that their own children should never see that happen again.

They lived simple & frugal lives and set certain moral values for their children. They told the moral stories to their children in every possible opportunity. There was an 'Ant and the Grasshopper…' and encouraging hard work and saving like the ant. That generation born around they worked hard and made our today's world proud to be ours. Our current generation is surrounded by plenty of knowledgeable sources but they are born with open mouth. We are in era of 'Humpty Dumpty…' rhyme where run down others is our birth rights or if someone dare to venture new and fails we treat them as laughing stock. Our young ones of generation are different. Pity is but they won't really know they are different from those who have gone before them because they won't have anything to compare with them. But the parents and grandparents of these children will likely have troubles adapting to their children's vision. These children never like to go to libraries and read of those that can widen their vision. They call themselves focus and feel proud by saying we are professional, believe in cut throat competitions and miles away from humanistic approach. They have no ideas of human needs. They live under prosperity & plan to augment their greed.

When recession knocks the door of the country or world economy, females are the first sense and smell its ugly presence around them. Females are genetically stronger in few areas like they are inborn with matching the color where man is completely ignorant. Females shift to gaudy color for their well beings or their preferences change

drastically and purchase the red color lipstick more and apply those colors that make men impossible to ignore their presence around them. They wear smaller dresses and their skirts get still shorter. Reason may be they wish to be getting attracted by the rich males who can afford their expenses and in this race they subconsciously shift to new activities. 'When poverty strikes, sex loses its values. To retain its position it works in that way that we never expect in normal times' Sex has come to existence because of fear of bacteria and virus. It is long journey of man from unicell to bicell and then process of mutation to produce better genes may be cause of evolution of sex in human beings. Similarly to make better economy recession is required and it works as catalyst in evolving new mechanisms every time it strikes in our economy. Majority of population has to go under rigorous mind's training then there is a chance one or more will innovate.

In my personal opinion I wish the recession should strike us and leave a mark on our economy after every decade. Reasons may look irrelevant but it is good for society in longer terms.

1. Those who are at the helm of affairs prove to be hollow because everyone will criticize them for their wrong policies and implementations. All policies appear as marketing gimmicks since they are safeguarding their own interests.

2. Once the system runs smoothly everyone fears changes and they never dare to experiments with new things. They avoid experiments where as effects of recession leaves no options but to experiment with new ideas.

3. Affects of recession guide for new controls and makes us to think for betterment of controlling the wastage. That makes us not to exploit natural resources for our own generations rather leave it better for generations to come.

I remember a prayer of Indian Bengali to his Goddess "Goddess! You are symbol of the destruction of evils. Kindly destroy this world, if this world will continue to run as it is continue to run in past where people who are enjoying will never allow me to earn and feed my stomach and I will be like a vagabond. If there is destruction by you and during the reconstruction I will be utilized and will manage some livelihood and rest of life would pass peacefully. It will help in feed me as well my family."

This prayer is nothing but invitation of disturbance in smooth running system. Similarly when recession knocks at our door people tried to look for unusual kind of thing that can save their economy and that point become turning point for society. Innovation comes at the priority and run of the mill jobs those become prominent in normal times and best earning for money gets side track. Innovations do not strike suddenly; it needs long rigorous meaningful

minds training of the citizens and it not necessary the nation will succeed in producing meaningful innovations.

If you rewind through design history, many of the most exhilarating periods have been during economic downturns. Take the 1930s, when the modern movement flourished despite the depression. Or the late 1940s, when Italy emerged as one of the world's most dynamic design centers during its postwar reconstruction. In the United States, Richard Buckminster Fuller invented the geodesic dome to provide emergency housing for demobilized troops and their families. Those domes have since provided shelter for hundreds of thousands of people, many in desperate circumstances.

In recession everything moves very slowly or it appears standstill. The same goads the energetic man's to be slow. But human nature works best and at optimum during the crisis and he exerts its all energy to combat the change in inertia. That energy to be in same inertia becomes dynamo of the society. Similarly those who wish to prove their existence worth for the society it is the time when environment is best for those wish to prove their worth by hard work. In normal time these useless people who are at helm of affairs and now they are endangered species can not resist much in recession because their worth is exposed to everyone and they can not resist with mighty force to stop the welcome of new ideas by new person.

I always say Designers should know the essentials of cost accountancy. Why I propagate this, there is a strong reason for it. A cost accountant's job is to minimize the cost of product by selecting best alternative options for material and how can we use best technology to produce the quality products and wastage should be minimized. When we are not facing some threats or recession we do not mind looking into those details and in longer run effects accumulates and drag us into recession. When threats loom larger we became extra cautious and look into those areas which were ignored by us. We should train our designers with the knowledge of cost accountancy.

My father is an undoubtedly learned, experienced gentleman and commands lots of respects in his area of specialty. He was in a position where he could have earned that much money that many of his future generations could have enjoyed doing nothing in their lifetimes. He simply worked and enjoyed his work and never bothered for commercial aspects. His simple 'mantra' kept him doing well for society and did not expect or take in return. He is by choice a poor man. When man is by choice poor he never does that what he never likes and I never witness his resentment with his social system anytime. Frustration surfaced when we wish to be rich and fail to achieve of that expectation. Once we are in this net of wish, greed replaces our need, and believes that that is the point when man works for destructions to satisfy his greed. We must have understanding when not to be greedy and be a all sensible,

responsible and social designer and avoid all possible concepts of bad designs.

As Michael Cannell writes in *New York Times* "However dark the economic picture, it will most likely cause designers to shift their attention from consumer products to the more pressing needs of infrastructure, housing, city planning, transit and energy. Designers are good at coming up with new ways of looking at complex problems." In the same article, Cranbrook's Reed Kroloff agrees, saying we could be "standing on the brink of one the most productive periods of design ever"

Sir Terence Conran is the "people's designer" hopes that the recession will be the catalyst for a new generation of companies that emphasise good design. I believe in his hope and our designers will emerg vicotrious in this tough time. Concerned citizens of the world have a critical choice. We can rid the system of all the parasites and malignancies or just stay home and continue to get our reality through television.

"In a recession, you can innovate to be more efficient," says John Kao, author of the book *Innovation Nation* and the head of Deloitte's Institute for Large Scale Innovation.
It seems to me that a recession could actually spark some true innovation in terms of design, as far as use of less expensive and more durable materials, or perhaps the development of new services and software, or even

gadgets and goods that defy quick obsolescence and offer updates or add-ons that might help consumers save money. And will such items be marketed as such, as recession-friendly and easy on the wallet, rather than the coolest, must-have things?

The final lesson is to use this downturn as a learning experience. If you've got this discipline to survive, or even thrive, in the next year or so, you'll be mastering skills that will serve you well forever. Don't carried away by GDP or any financial economic words jugglery. The unpaid work of parents caring for their children at home doesn't show up in GDP, but if they decide to work outside the home and pay for child care, GDP suddenly increases. And even though $1 in income means a lot more to the poor than to the rich, GDP takes no account of income distribution. An oil spill, for example, increases GDP because someone has to clean it up, but it obviously detracts from well-being. More crime, more sickness, more war, more pollution, more fires, storms and pestilence are all potentially positives for the GDP because they can spur an increase in economic activity.

Enjoy Independence Day (15th August 2009)

With regards
Dr Sunil Bhatia

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IMPORTANT ANNOUNCMENT:

We have released a video film of approximately 40 minutes on concept of Universal/ Design For All/ Inclusive Design in the Month of June 2009 and speakers are

Prof Peter Zec of Red Dot, Germany,

Prof Jim Sandhu, Uk

Mr Mike Brucks , ICDRI

Prof Lalit Das, India

Mr John Salmen of Univesal Design Consultant Inc, USA

Mr Pete Kercher, Ambassdor EIDD (2nd Volume)

Prof Ricard Duncan, USA,(2nd Volume)

Ms Onny Eiklong, Norweign Design Council(2nd Volume)

Professor Dr. Peter Zec
President of red dot

Those who are interseted in free DVD kindly write to us along with their postal address or you can download from our website www.designforall.in or download from below links for single clipping .

If you wish to download the film kindly click the below link of your choice

Prof Peter Zec of Red Dot Min -8

http://www.youtube.com/watch?v=3JML2EbzxDM

Mr. Mike Brucks of ICDRI Min 1.5

http://www.youtube.com/watch?v=4_7CbkLOkWc

Prof Jim Sandhu, UK Min-8

http://www.youtube.com/watch?v=Std4PuK4CmM

Index of the film Min-1.2

http://www.youtube.com/watch?v=kFyCLPuQgxk

John Salmen of UD Min-3

consultant Inc, USA

http://www.youtube.com/watch?v=bU770Vqu19o

Indian Example of Sari (female dress)

and Dhoti(Male dress) Min-4

http://www.youtube.com/watch?v=_vmAmRUFptE

Mr. Francesc Aragall Min- 5

http://www.youtube.com/watch?v=d-D3JH_JGpA

Welcome note of Design For All

Institute of India Min-1.3

http://www.youtube.com/watch?v=yqW2vR- 3kRg

We solicit your cooperation and looking for feedback at

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Forthcoming issues of Newsletter of Design For All Institute of India

1.

UNIVERSITY OF ART AND DESIGN HELSINKI TAIK International Affairs, CUMULUS International Association of Universities and Colleges of Art, Design and Media has accepted our invitation for special issue of our newsletter of September 2009 Vol-no-8 Cumulus President Christian Guellerin will be the Guest editor

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2.

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October 2009 vol-4, No-10 is special issue and the Guest

Editor will be Mr. Satoshi Nakagawa of Tripod design Ltd,

Japan.

3.

Prof Marcus Ormerod
Director of Research Centre: SURFACE Inclusive Design.
From December 2003 to present

He has accepted our invitation for Guest Editor for our November 2009 Vol-4, No-11 and he will invite the authors of his choice for our special issue.

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Our December 2009 Vol-4, No-12 newsletter has the theme "INNOVATION IS HOPE" This theme is suggested to us by our guest editor of that special issue who has accepted our invitation to be Guest Editor of this special issue and agreed to invite the different contributors from his organization and will write editorial for that issue. He is yet to announce the month of 2009 for this special issue on special theme.

Prof. George Teodorescu, Head of tesign design consultancy, director of IIID (International Institute of Integral design), ICSID (International Council of Societies of Industrial Design) board member.

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5

When it comes to design, Africa is not far behind. Different countries in Africa are taking a lead in promoting design in all its aspects and applications.

A glimpse of "Design scenario in Africa" is long overdue and it is expected to inspire global designers in order to

collaborate and conduct joint programmes with African countries. A forthcoming issue will focus on 'Design Scenario in Africa'. Professor K L Kumar, who has pioneered the postgraduate programmes in the

faculty of Engineering and Technology as also in Product Design and Architecture at the University of Botswana has agreed to edit the special issue of February 2010 Vol-5, No-2

For further information and submission of articles,

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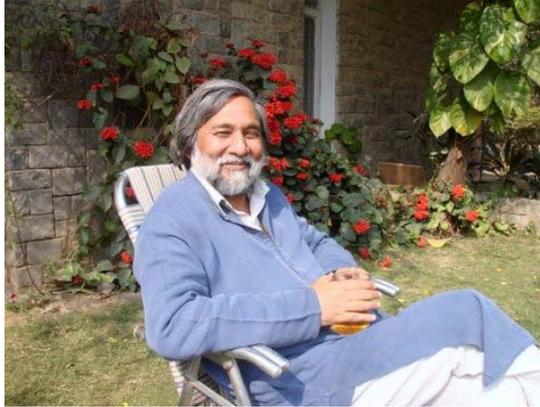
From the Editors Desk

Contemporay design education in India is still in a nascent state as far as volumes are concerned. Design in India site is comprehensive site managed by Industrial Design Centre, IIT Bombay. http://www.designinindia.net/ gives a excellent introduction to the design scene in India. You can know more about the many design programs in India.

Each programme has its own concerns and flavours. Together they address a large variety of needs of the Indian culture. This does not imply that they are self suffcent for India. India requires manyfold more programs in design with even more hues, shades and tints.

The Master of Design Industrial Design Program at IIT Delhi is highly structured in its course design and evaluation process. This is in keeping with the general nature of engineering education in the IIT system. The details can be seen from the courses of study bulliten available at. Just search

http://www.iitd.ac.in/prospectus/index.html in this program the student intake is from all areas of engineering and architecture. The students with apptitude for design are selected through a national test called Common Entrance Examination for Design (CEED). The details together with old question paper is available from http://www.iitb.ac.in/~pge/

Within the structure of the program there is plenty of freedom for students to explore new directions to suit there inclinations. Each course has opportunity for exploratory study through small projects, field studies and seminars. Then there are projects themselves.

It has been my earnest belief that <u>creativity</u> should go hand in hand with <u>care</u>. The two together is an alchemic combination that nurtures the both the designer's and culture's soul.

In this issue of Design for All Institute of India we bring you some case studies of projects done by the students of design at IIT Delhi.

The projects being presented range from automobiles for elderly, mobike for ladies, rural utility vehicle, feet warmer, surgical tool kit, animal care and rescue vehicle, etc.

We present these student projects in the hope that other design institutes in India and elsewhere will come forward

to present student projects in their institutes. I know much is happening to make it viable to support a special periodical on student projects.

Looking forward to such an initiative.

Best wishes

Lalit Kumar Das

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Content of August 2009 Vol-4, No-8

Other regular features

BUDe – Vehicle design for Elderly

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ABSTRACT

The automotive sector largely concentrates its energy creating vehicles, appealing and usable to a majority of potential buyers. Hence transport solutions for elderly are largely restricted to changes in the existing vehicles. Usually small companies are involved in making vehicles for the elderly which are 'not more than a seat on wheel' (most of the cases it is three wheels), without much of ergonomics involved. More over these vehicles are 'small distance commuter' and are not safe on roads. And they make the old age feel older than they actually are.

The demand for vehicle for elderly is growing due to increase in world's 'old age' population. With the increase in social awareness and the elder population not being dependant on their children, there arises a need to built vehicles which are not only safer and comfortable but also appealing to the elderly.

My idea was to conceptualize a vehicle for the elderly which is much safer and comfortable on roads. It would be

more than a 'seat on wheels'. It would be a 'young' design for old age, which is full of energy. This vehicle would create a sense of ownership and pride in the minds of the elder people.

The challenge was to design a vehicle which involves easy ingress and egress, comfort and safety as far as functionality is concerned and 'young and fresh' design as far as aesthetics is concerned. Keeping in mind the deterioration of motor skills and growing weakness of the limbs most of the parts can be automated and an automatic transmission system can be used.

INTRODUCTION

Vehicle design for elderly should consider thresholds for age-related impairments.

Physical factors in some major areas of impairment:

- Vision
- Cognitive response time
- Physical strength and dexterity

VISION

Approximately 90% of the information needed by the driver is visual; consequently, the efficiency of the person's visual cognition skills is likely to influence the driver's competence on the road.

RATIOCINATION: The visibility should be maximized which in turn, will increase safety.

COGNITIVE RESPONSE TIME

Many studies have shown that elderly individuals have more difficulty doing two things at once than do younger people.

For instance, elderly individuals have trouble driving, reading a document and typing it, and reading and listening to the radio. In driving performance, visual and attention tasks are important for correct positioning of a vehicle, and selective attention is important for appropriate action in complex traffic situations.

RATIOCINATION: The controls of the vehicle should be as simple as possible and avoid unnecessary complications.

PHYSICAL STRENGTH AND DEXTERITY

Physical impairments, such as strength and flexibility, can also have an impact on the ability to drive or ride comfortably in a vehicle. For example, joint flexibility is especially important for driving tasks such as mirror scanning, ingress, egress and head turning to observe blind spots.

Not surprisingly, climbing in and out of a vehicle is particularly difficult for elderly individuals with arthritis.
RATIOCINATION: Ingress and egress of vehicle should be simple and easy.

BUDe *is one such concept which considers the above ratiocinations.*

KEYWORDS

- INTERACTIVE

- SAFE

- SPACIUOS

- STABLE

BUDe is a 'no door concept' (so called because of the absence of hinged/sliding doors). In this concept I tried using some basic shapes like a sphere inside an ellipsoid (as in an egg) and vice versa.

Both the shape and function of an 'egg' were inspirations for BUDe. The egg shell protects the life inside similarly the vehicle will protect the life inside.

The idea was to create a door when the inner shell rotates 90 degrees to match the 'open profile' on the outer shell. For example if the inner shell is rotated clockwise a door is created on the right hand side.
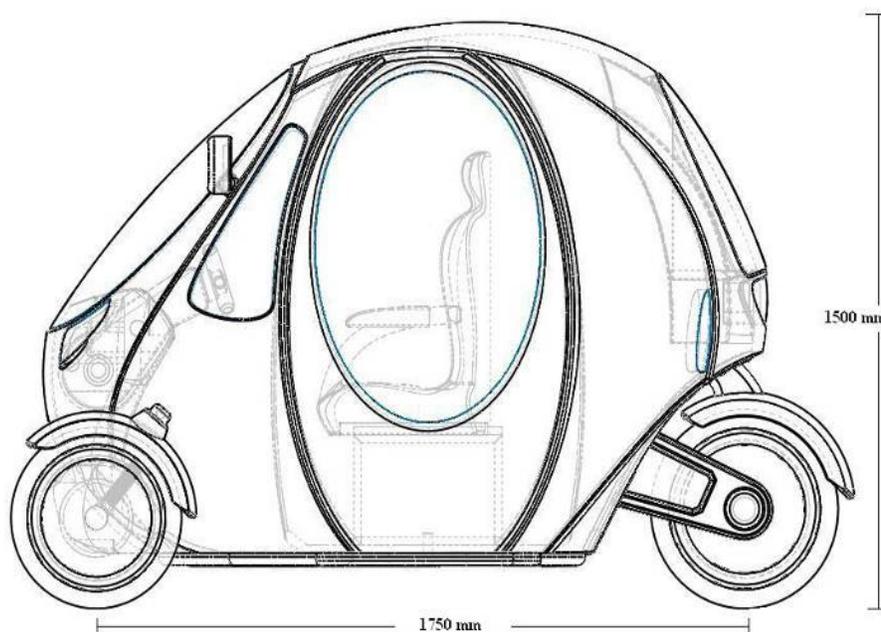
Dimensions are achieved through careful configuration of the interiors and most importantly the inner shell. The inner shell is a special design which allows the user to rotate in any direction (right or left) from where he/she wishes to get out of the vehicle. This would be particularly useful when parking is full on one of the sides or when one side is blocked (say by wall/cars in the parking).
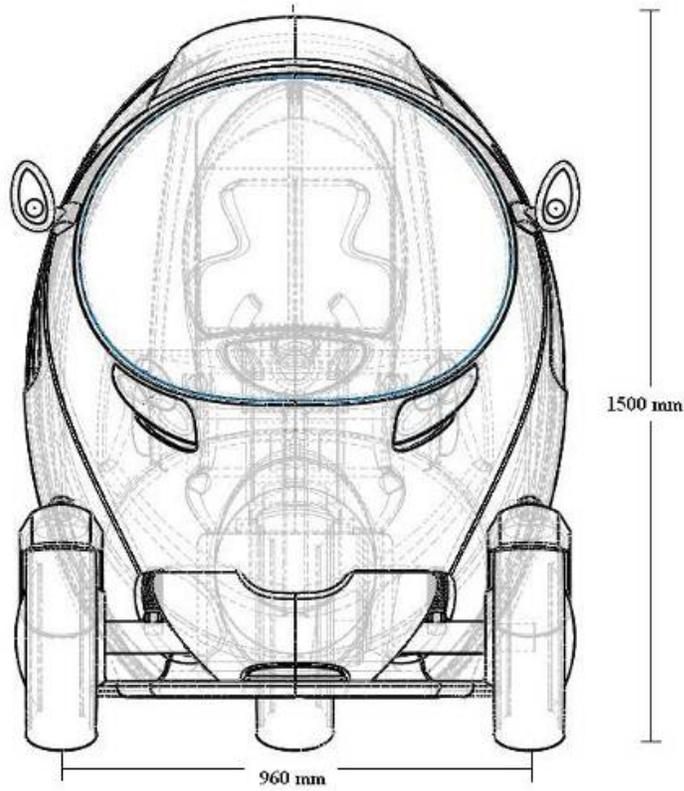
Also the seat is locked to the inner shell so that it swivels along the shell. Hence a door will be created automatically as the seat swivels.

BUDe is a three wheeled single seat electric vehicle for the elderly. Its wheel configuration (two in front and one at rear) makes it more stable than other three wheelers on road. Moreover it has a closed configuration which is again safer.

BUDe project specifically targets those elderly who like to possess their own vehicles, who like to socialize with people and who shop often for themselves or their families.
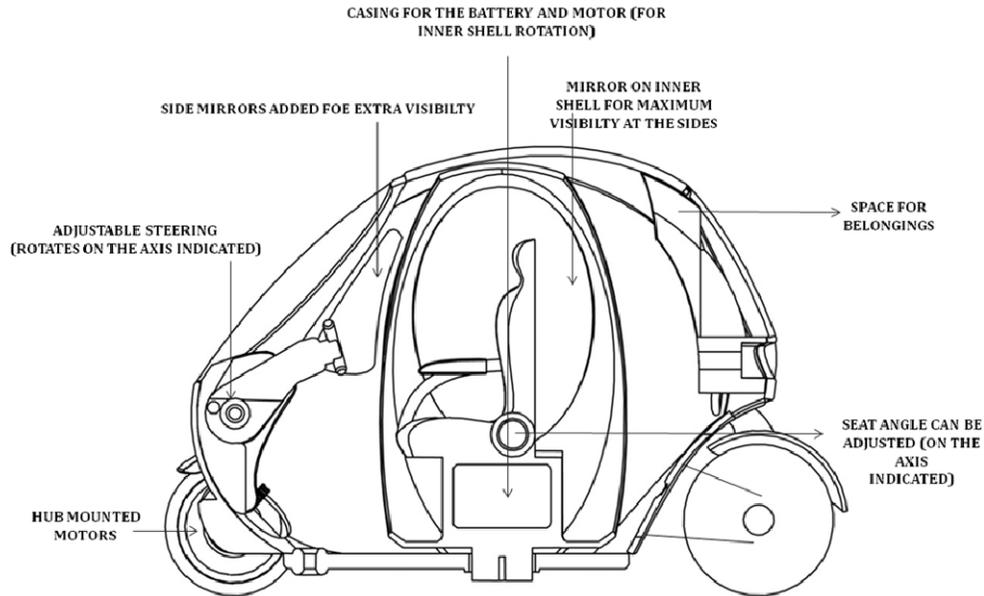
LAYOUT

VIEWS

CASING FOR THE BATTERY AND MOTOR (FOR INNER SHELL ROTATION)

SIDE MIRRORS ADDED FOE EXTRA VISIBILTY

MIRROR ON INNER SHELL FOR MAXIMUM VISIBILTY AT THE SIDES

SPACE FOR BELONGINGS

ADJUSTABLE STEERING (ROTATES ON THE AXIS INDICATED)

SEAT ANGLE CAN BE ADJUSTED (ON THE AXIS INDICATED)

HUB MOUNTED MOTORS

SECTIONAL VIEW

ROTATION (INGRESS/EGRESS):

As we can see in the above pictures, when open, the user can get in and out easily, without much effort. The user can sit, as if he/she tends to sit on a normal chair placed on ground. This largely solves the problem of ingress and egress, as there is ample door space (unlike cramped space in normal vehicles).

The top view suggests that there is enough leg space when the shell rotates. After rotation the user can adjust the seat position according to his/her comfort.

NEED TO SIMPLIFY INGRESS AND EGRESS
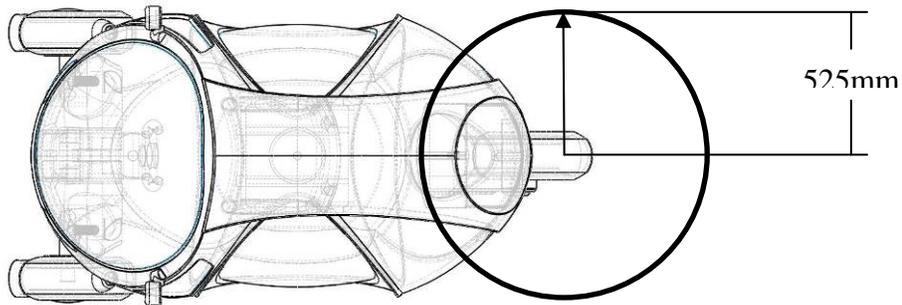
525mm

The minor axis of the inner shell is 1050mm while distance of the spinal to the toe is around 500mm when you are sitting on a chair. The seat (if placed exactly at the middle) will lead to a distance of 525mm from toe to spinal, as shown in the figure, hence there is enough clearance for rotation so that the legs do not collide with the shell.

ADJUSTABLE STEERING AND SEAT MECHANISM

The vehicle steering is 'drive by wire' and can be adjusted according to user comfort. The idea of adjustable steering was incorporated so that while the inner shell rotates it does not collide with the steering or the central console.

The seat is also adjustable according to user comfort. It will slide back and forth before the inner shell rotates. This in turn helps to meet the ergonomic requirements during ingress and egress.

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RBUV- a rural Utility vehicle

Design and development of rural basic utility vehicle-RBUV was done for rural people who come to urban area for their economical and social development

Abhishek Shrivastva, M. Des. Industrial Design

In the existing rural environment people are using 'jugad' made by local assemblers. The process of its manufacture includes assembly of a second hand scooter engine; rear wheel and fuel tank on the chassis of an existing tricycle. These motorized rickshaws are used to carry things such as vegetables, cloths etc. sometimes people. The distances to be traveled can range from a couple of kilometers to even 100 km at a stretch. This 'jugad' is inconvenient, poorly designed vehicle and looks like a typical 'thela' or goods carrying vehicle. Nevertheless this grass root innovation serves a useful function.

The project design brief included development of such a designed, utility vehicle that captures the spirit and can replace such a 'jugad' and effectively reduce the human effort while simultaneously providing time saving and aesthetic solution at a comparable cost.

With increasing opportunities the world is shrinking, the cost of traversing distances have become more affordable and in this scenario rural people also want to reach many places for their economical social and cultural growth.

From the studies conducted, an observation was made that there is need for such a vehicle in the market that a rural person can use for commuting with family or for transporting produce to be sold in the urban market. This vehicle need not be a very high speed vehicle but should have enough weight bearing capacity and power to carry load of about up to 2 tones.

The project has been divided into three phases of brief, concept development and simulation. In the second stage concepts are generated using insights from the studies conducted. Some considerations like technical, aesthetics and ergonomics are kept in mind while generating the concepts on the sketch pad.
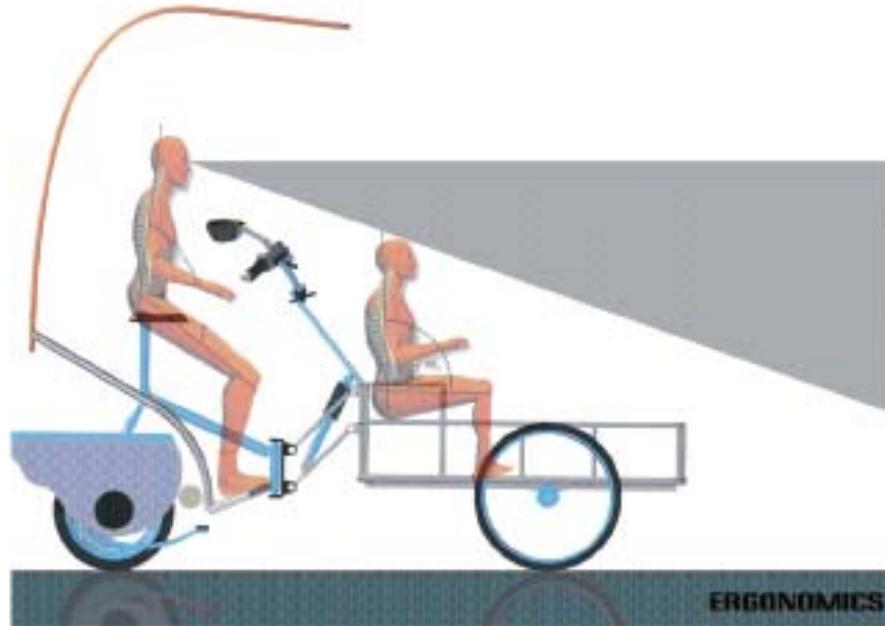
Initial Concept:
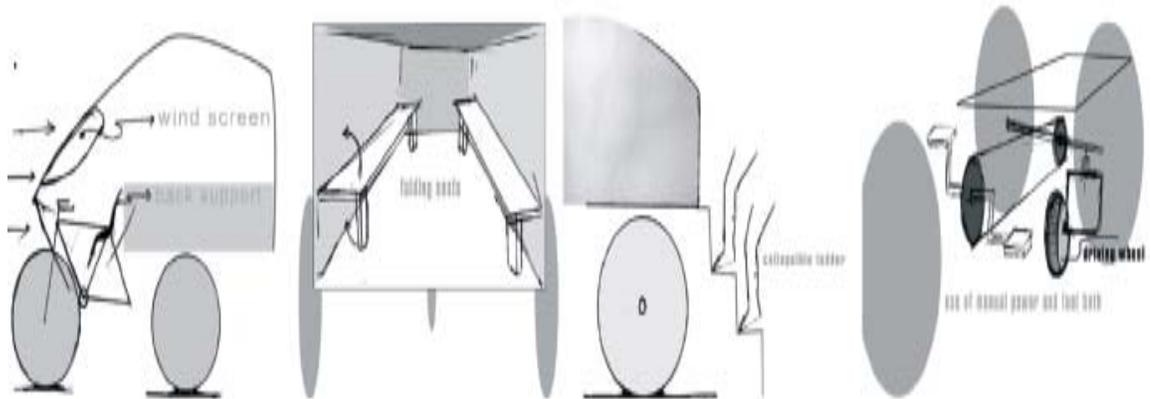
Statement of Problem/ need analysis

It is seen that there is void in the present range of vehicle (motor/ draught animal / human powered) available to the rural people. The requirement of a utility vehicle in this slot is so pressing that people tried to make a suitable vehicle themselves using local mechanics. Thus was born the "jugad". The problem seen in this jugad is as follows:

- **Improper braking system**
- **Excessive weight is carried**
- **Improper detailing**
- **Modularity is missing**
- **Lever for kick star is provided at a difficult to access area**
- **The location of engine is below the utility area where access is difficult in times of maintenance and repair.**
- **Head lights are absent**
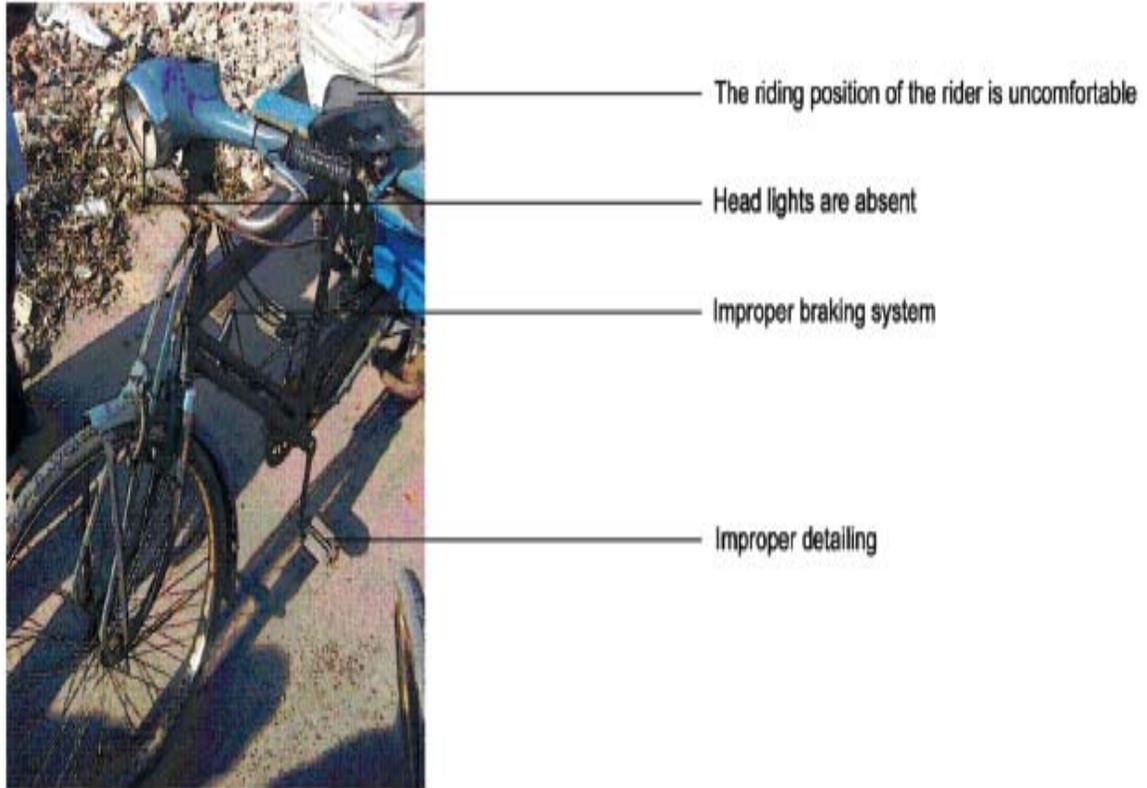- **No canopy is provided for both the rider and the cargo**

- **The riding position of the rider is uncomfortable**
- **A forth wheel is added to the traic**


Ergonomics considerations put into the design of RBUV

- The riding position of the rider is uncomfortable
- Head lights are absent
- Improper braking system
- Improper detailing

The humble RBUV is not only the solution for common man's beast of burden, but it also serves to generate considerable employment, especially amongst the underprivileged in the developing countries. It is a relatively inexpensive mode of transport- both to own and to operate and is easy to access right 'at one's doorsteps'. Even though its as polluting as the other vehicles on city & village roads, it provides perhaps the only viable alternative for the long haul say, 50 kms at low cost also. In areas where the road surface is highly undulating, it can effectively operate because the vehicle provides the necessary fuel power and gear shift for 'up climb' and superior braking for 'down slope'.

Design Methodology:

The basic methodology of design has been to develop the vehicle through stages. Initially some simple vehicles were conceptualized, then slightly improved and finally a very refined concept was finalized. Iterative concept development characterized this phase. Here improvements to achieve the best possible solution are made at each step of concept till satisfactorily refinement is obtained.
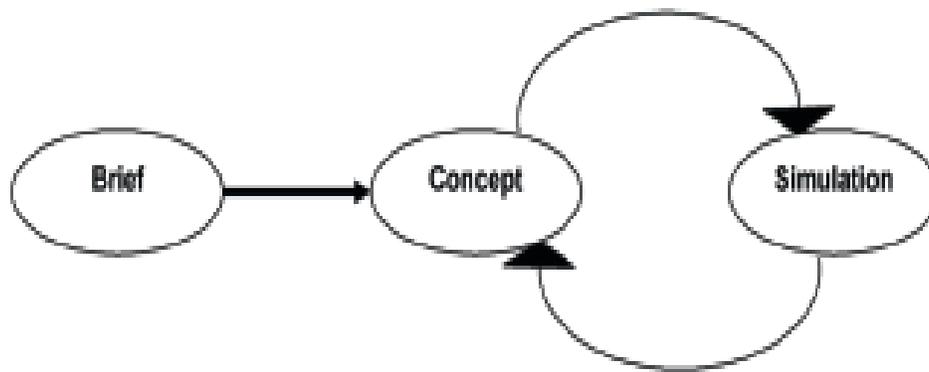
A concept was finalized and its detailed CAD drawings were made to check for the viability of each components and sub- assemblies. During this phase of detailing lots of impracticable features surfaced and were then changed to perfection, finally leading to prototype.
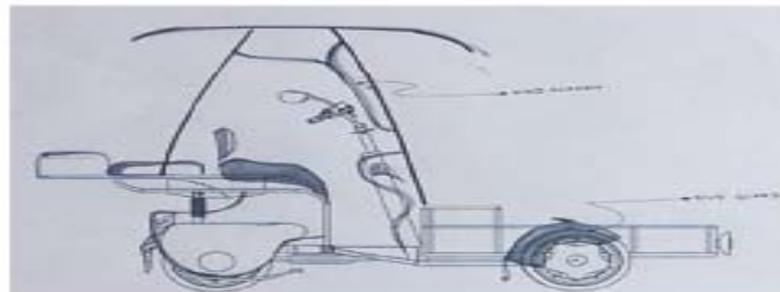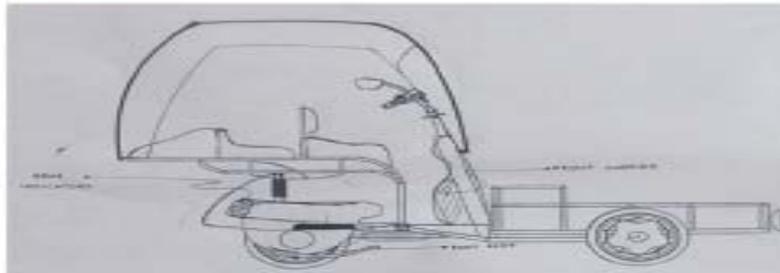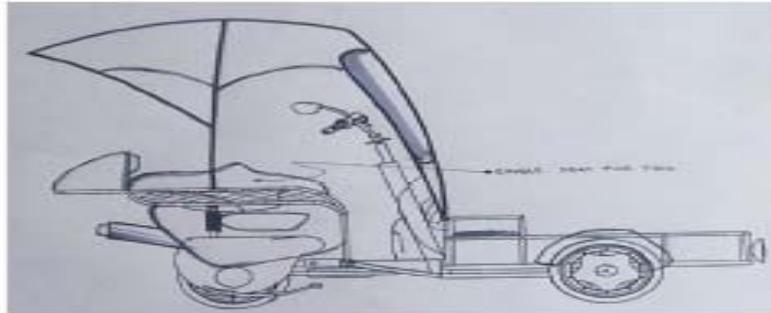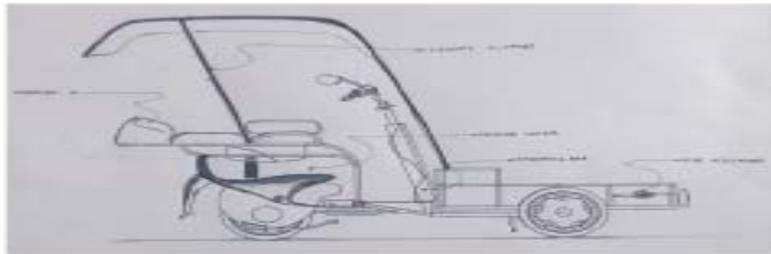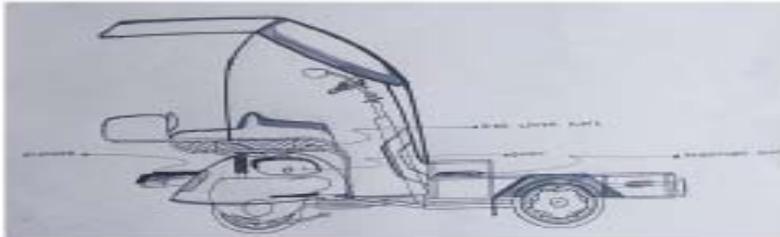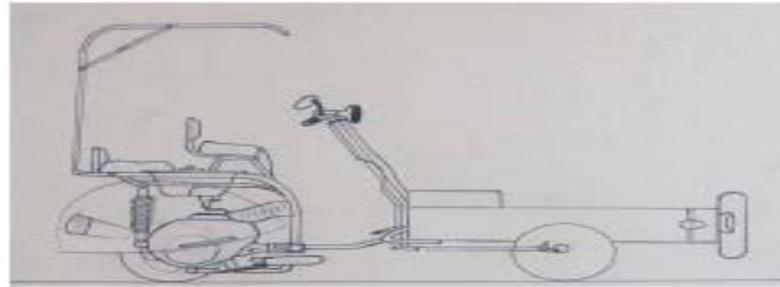
The arrangement of the components in the vehicle, their specific functions were all looked after.

This vehicle design has very many variations on the basis of aesthetics and styling.

Aesthetics:

The product caters to the needs of the rural users and thus cost, manufacturing and maintenance are all a constraint.

As the product should look like an industrially developed product, it has been seen throughout that the kind of detailing used is of superior quality so as to enhance the simple appearance.

Following are the utilitarian elements of the vehicle that are designed in an appealing manner:

Engine cover

Seat for rider/ pillion

Head lights & indicators

Canopy

Rear view mirrors

Carrier/ dickey

Graphics

Utility Based Applications:

A variety of alternative end-user applications have been developed for future production, such as:

- **School-children/ joy-ride**
- **Garbage-collection**
- **Delivery/ shop-on-wheels**
- **Ice-cream vending**
- **Vegetables/ fruits vending**
- **Pick up**
- **Mobile telephone booth in villages**
- **Mobile dispensary**

Scope for Improvement:

Use of an electric battery power – pack is also an alternative to the polluting engine used presently. Flexible axle for the front wheels with independent suspension system, and brakes attached to front wheels

ICE CREAM CART

MOBILE GROCERY SHOP

personal transportation

Overall vehicle dimensions LXWXH:86″X34″X36″(Without Canopy)
Dead Weight:*3.90kgs

"RBUV" – Rural Basic Utility Vehicle

The humble RBUV is not only the solution for common man's beast of burden, but it also serves to generate considerable employment, especially amongst the underprivileged in the developing countries. It is a relatively inexpensive mode of transport- both to own and to operate and is easy to access right 'at one's doorsteps'. Most of all however, even if its as polluting as the other vehicles on city & village roads, it provides perhaps the only viable alternative for the long haul say, 50 kms at a low cost. The final vehicle is able to ply in highly undulating areas because vehicle provides the needed fuel power and gear shift needed for the climb and superior braking for down slope. It attempts to 'engineering optimize' various

design aspects such as layout, Transmission, aerodynamics, ergonomics (both for riders and passengers), safety (including stability), utility (user – value) and so on. Redundant parts have been eliminated and the number of parts used minimized, leading to lower maintenance requirements.

Space occupied on the road is considerably less due to slick designing which will be a boon for our overcrowded towns with narrow lanes.

The power transmission does not involve much loss as the driving wheel is directly connected to the engine. The front wheel and the rear wheel are all of the same type and thus one spare wheel for an unexpected puncture or wear and tear can easily suffice. Also, if the vehicle is used to transport people especially the elderly and the children, they can now enter and exit from the vehicle with ease due to the low floor height. The braking system has been thoroughly revised. Drum brakes are provided for all the three wheels and also there is a hand brake for a better control of the vehicle during 'down slope'. Finally, the vehicle scores high on aesthetics. Cities will wear a new vehicle with 'RBUV'. A multi gear changing, 135 cc engine of Bajaj Chetak scooter is used. This engine is a high power, durable, sturdy and fuel efficient engine. The mileage achieved would be pocket friendly to the rural people and also its maintenance is easy and locally possible.

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Ol' Boy - A Concept Car Design for the Elderly

Ringlarei Pamei, M. Des. Industrial design, IIT Delhi

'Ol' Boy – Vehicle for the Elderly' is an effort to understand the challenges faced by an elderly while using a conventional vehicle and to propose a viable design solution.

Ol' boy is a single seat vehicle designed specifically for the elderly. Various issues such as ingress and egress, visibility, driving experience, safety, etc are taken into consideration while conceptualizing and designing the vehicle.

The final concept is a new design in terms of the design language, dimensions and purpose. The design aspires to help the senior citizens realize their potential for physical, social, and mental well-being while providing them with adequate protection, security and care.

According to the World Health Organization (WHO):
- ✓ In 2000, there were 600 million people aged 60 and over; there will be 1.2 billion by 2025 and 2 billion by 2050.
- ✓ In the developed world, the very old (age 80+) is the fastest growing population group.

So, it is an inevitable reality that old age population will continue to increase and if proper means for their welfare

is not taken up now, there will be a crisis in the very near future.

The physical and mental changes that accompany aging can diminish the abilities of elderly drivers. These include:

- A slowdown in response time
- A loss of clarity in vision and hearing
- A loss of muscle strength and flexibility
- A reduction in the ability to focus or concentrate

Target User Profile

The target customers are the population above 60 years of age. They have retired from their regular work. They live independently. They have the means and desire to pursue their long forgotten hobbies. They run errands like shopping, doctor's visits, yoga classes, gym, clubs, eating out, movies, etc. They treasure their independence and like to remain active and continue to enjoy life and also they still have what it takes to contribute to the society.

Identification of problems in conventional vehicles

a. Roof of the car:

As indicated in the illustration, the roof restricts the natural movement during ingress and egress. One has to bend to accommodate the upper body. This exercise requires a certain amount of flexibility and strength of the body.

b. Offsetting of centre of gravity of the body while 'sliding in'.

The position of the seat coupled with the position of steering wheel and roof provide a slanted opening for entry. This requires the body to slide in with the legs forward and the whole body's weight to be supported by the hands. It is a difficult exercise if the hand muscle is not strong enough.

C. Seat height

The seat height in cars and sedans are very low. This further aggravates the situation during ingress and egress. To sit down to such low positions and again rise up from it require strong leg and hand muscles. It also reduces the field of vision as the level of the eye is lower.

d. Front bonnet area and rear overhang.

The front and rear overhang proves to be a maneuverability problem especially in city traffic and while parking. It restricts the

view in the immediate proximity of the vehicle.

The front and rear overhang proves to be a maneuverability problem, especially in bumper to bumper city traffic and while parking. It restricts the view in the immediate proximity of the vehicle.

Proposed solutions for the problems

a. Roof of the car
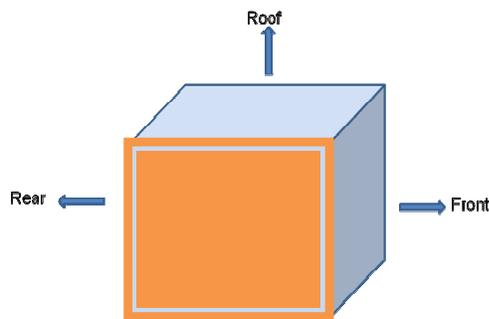
The vehicle can be simplified as a cube with six sides. In order to gain entry inside, one side is made use of through the door as in conventional cars. This leaves the roof which obstruct the body while entering. So in this model, one has to bend one's head and body to get in. While doing so, it requires tremendous effort, especially if the roof is low.
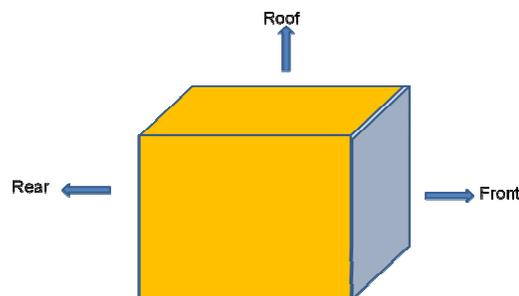
The above problem can be taken care if the roof also detaches itself simultaneously alongwith the door, thus leaving two faces open for entering. In this model, one just

walk in straight. This requires less effort and lesser stress on the muscle.

b. Offsetting of body weight

This problem can be solved by if the seat can be pushed backward during egress and egress so that it has enough space to walk in vertically.

c. Seat height

Seat height can be increased to accommodate a more natural sitting position. The seat height should be made as close to the hip joint as possible for easy ingress and egress. This will also reduce fatigue while driving.

d. Overhangs

The overhang can be totally eliminated by relocating the space for engine and storage space.

Conceptualization and Ideation sketches
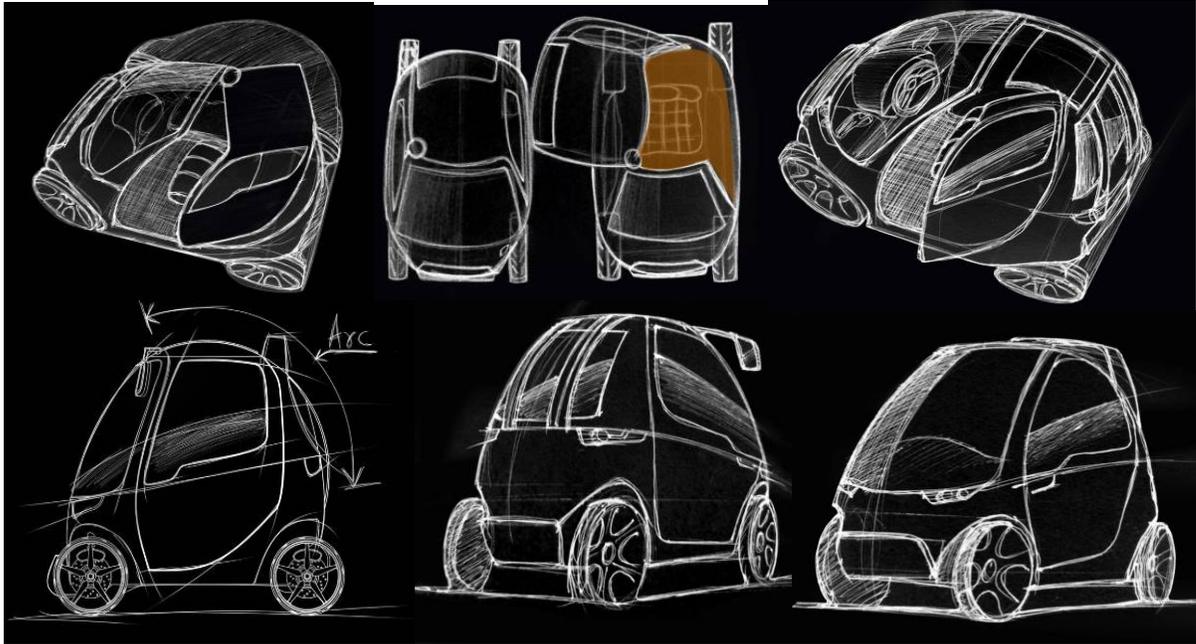
Concept 1: In this concept the roof and the door slides
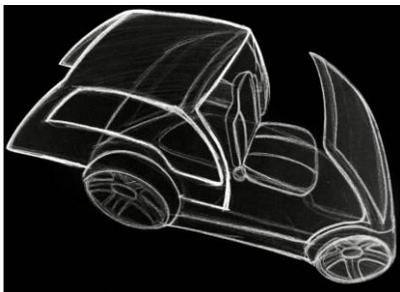
away to provide an opening for entry and exit. In this set-up the door and the roof are a single unit. This is the basic solution to the problem.

Concept 2: In this concept, as in the first concept, the door and the roof are a single unit. The basic difference being that the roof and door unit is hinged to an axis at the front

corner. The door and roof will rotate on the fixed axis to provide an opening for entry and exit.

Concept 3: This concept is a departure from the first two concepts in that the door and the roof are two separate units. The other significant feature is the side profile. The roof and the rear form an arc. This enables the roof to slide seamlessly towards the rear without taking any space outside it. This concept is taken up further in this project.

Main features of the final concept

The main features of the concept are as follows:

1. It is a single seat concept car to cater to the most basic need for mobility of the user. This reduces its footprint and weight, easy to maneuver and park.

2. The large windscreen design improves the visibility and area of vision.

3. The suicide door (i.e. door hinge at the rear) provides larger area for entry.

4. The roof slides away simultaneously with the movement of the door. This enables the user to walk in without bending. The roof slides smoothly along the rail provided without taking up the space behind the car.

5. The roof of the car is intentionally designed taller to accommodate a higher seat with better hip point location.

6. The seat sits on a rail which slides back during ingress and egress to aid in the process.

7. There is an LED message board in the spoiler to give out an SOS message during an emergency.

8. Proximity sensors are provided at the front and rear to alert the driver before it hits the obstacle.

9. The vehicle is equipped with run-flat tyres.

10. The side profile is such that there is no overhang in the front as well as at the rear. This is advantageous in two ways. First, the overall size of the car is reduced for easier parking and secondly, the size of the footprint is still adequate for stability in spite of the small overall size.

Simulation of ingress

Final Design:
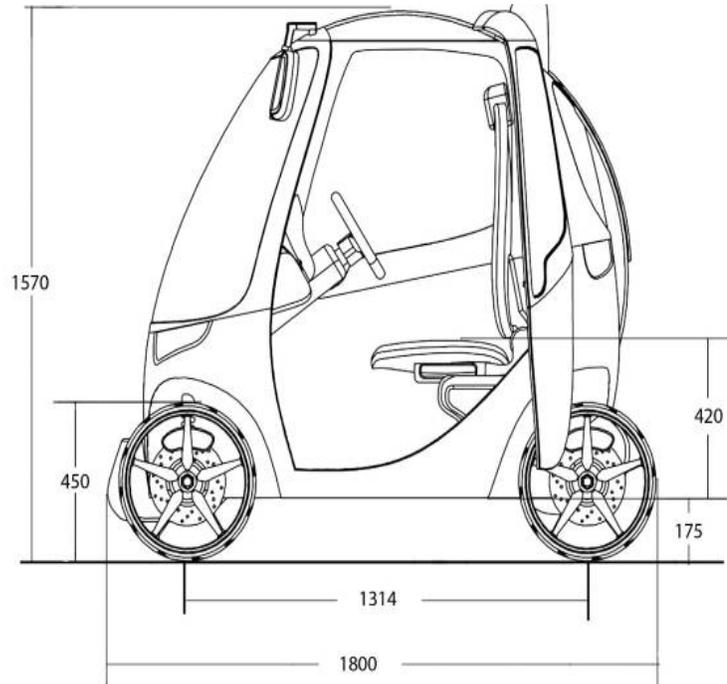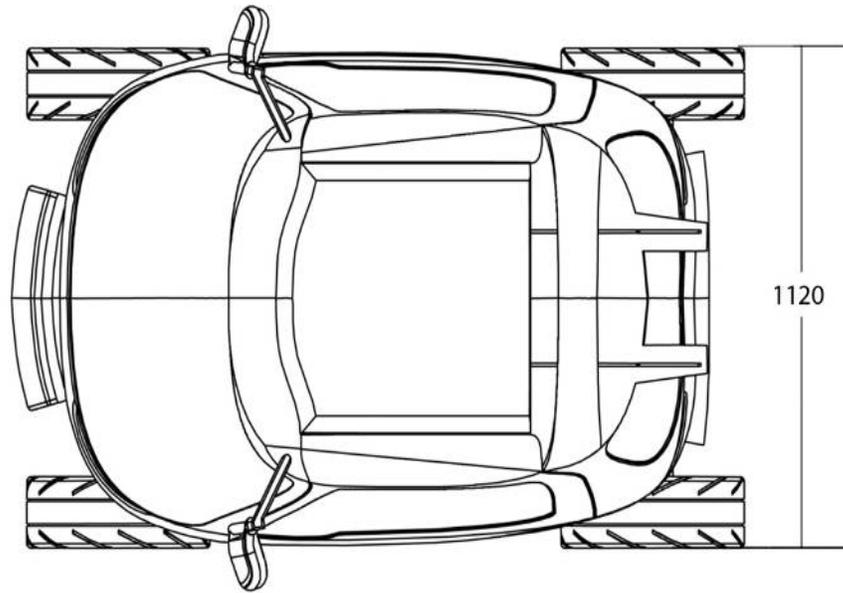
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Educational Profile

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IIT Delhi

B.E. (Electrical)
Bhilai Institute of Technology Durg(C.G)

Domestic Microwave Oven

Design of an over the counter microwave oven for domestic use to improve the utility of the product in the Indian scenario

Aditi Kant

During the last decade there has been a considerable amount of change in the urban life owing to urbanization. There is a growing demand for kitchen appliances to be efficient and cost and time effective like the requirements in other areas. At present this demand is quite successfully catered to by the microwave oven.

The efficiency of micro wave oven has made it an important and indispensable part of the modern cooking. Unfortunately there is lesser market for this appliance than expected. As for Indian cooking it has been rendered almost useless. In most of the kitchens where conventional kind of food is cooked, a microwave plays a role of only a food warmer. Nevertheless many Indian and multinational companies have launched microwave ovens under their brand. In this scenario, research and design development work can play a pivotal role in improving the quality, overall performance and utility of this product

Redesigning and styling of a microwave oven presents a number of design and assembly challenges. To save kitchen

counter space, the footprint of a microwave oven is as small as small as possible, but a small footprint reduces the available component space. Inside the oven, the spatial relationship of some components must be maintained. Because the magnetron can reach 200 C during operation, air from a fan must flow across both the magnetron and the transformer that powers it. Finally, the fastening and wiring of each component can require inserting tools and hands into this small component space. As more components are installed during assembly, there is less room for tools and hands to maneuver.

From the user survey performed it was understood that there is a need of such a product in the market that utilizes microwave technology for speedy cooking, small size for economic and space utility reasons and ability to perform simple tasks such as reheating food, defrosting. It would also be tried to inculcate chapattis baking capability so that the oven becomes a dinning table attachment

To recognize the latest trend in the design of microwave ovens, a matrix of the order 10X10 containing pictures of the product was developed. It was evident from the search that design and technology go hand in hand, and to make a product popular its styling is essential. The classic white is most common look in this segment, followed by matt black and the latest chrome finished surfaces. Beyond this the usage of colors like yellow or red and forms like a semi circular shape have also been explored.

All the studies conducted, prepared a solid ground over which the concepts of microwave ovens could be built. These studies not only built a very reliable database for design, but also provided an insight into the being of the product. Nearly hundred different concepts were explored, including those of control panels, knobs, door handles,

doors etc. Each concept was based on some idea, theme or functional aspect. There have been specific search on the handles of various types and controls.

The product has its unique typology which is used with slight variations all throughout the world. By exploring the graphical and physical designs newer concepts of control panel were designed.

Some of these concepts had major changes from the existing type while some had major changes. Various stylish concepts were made keeping in mind the current trends and likings. Futuristic forms with finishes to match the décor of the interiors of the consumer's homes were developed.

The final concept of control panel to be used in final concept from the style driven segment
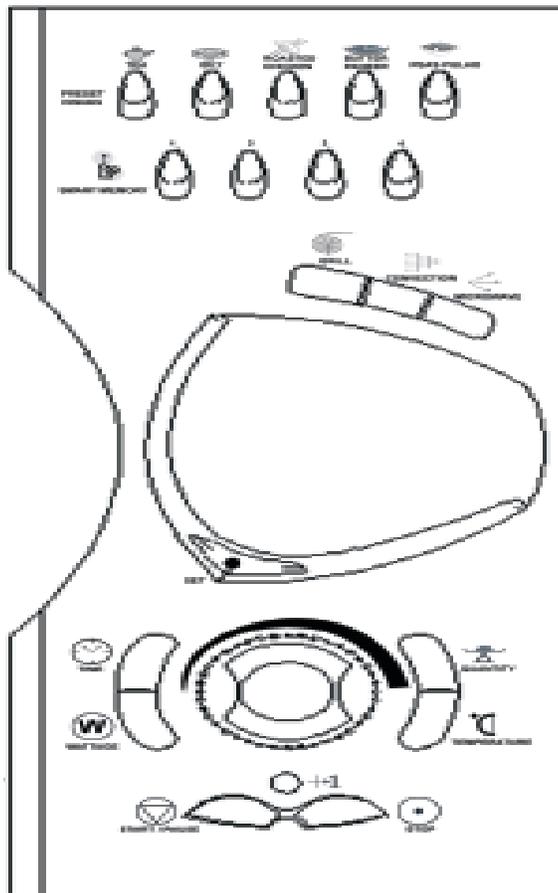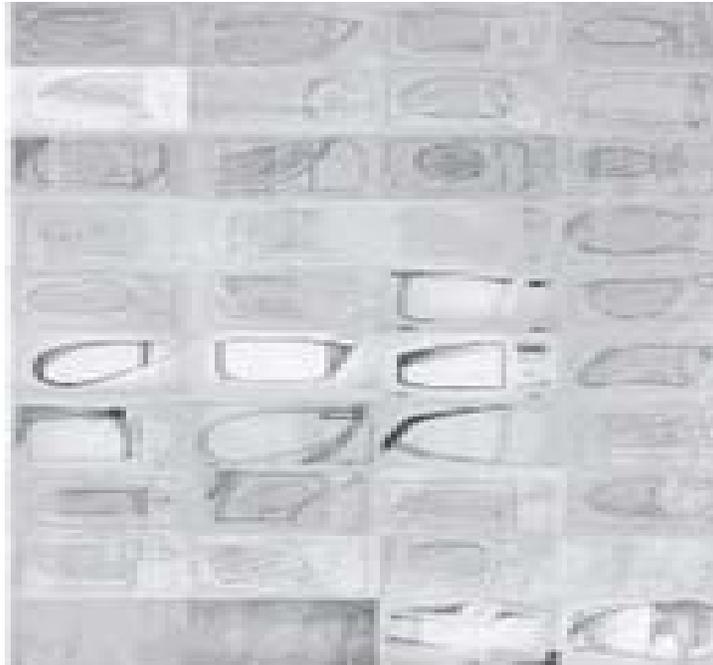
Some of the initial concepts without any classification and themes given to them are shown below. This is basically like a warm up round for better and thematic concept to follow.

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Educational Qualifications

Jul 2002- Till Date M.Des - Industrial Design Program
Indian Institute of Technology Delhi, Hauz Khas, New Delhi - 110016

1996-2001
B.Arch. (Bachelor of Architecture) Govt. college of Architecture, Tagore Marg, Lucknow - 226007

Elly- A ladies Motorbike
A bike for women for safe and comfortable ride

Amar jeet

Project title: Design of a motorbike for woman......

Brief:
More & more women have started working out not only in the big cities but in small cities and towns also. In this process of change women are becoming self dependent, and as a part of this more women tend to use their personal two wheeler. The scope of this project is to design a personal motorbike for Indian women which is more powerful and fuel efficient

Target User:

College students/ working women........

The users for whom the bike is to be designed are students and working women. Their favorite two wheeler is a scooterette. Working women use these two wheelers to go to their working place and for house hold need like shopping etc.

User Study:

To know the requirements and the features of two wheeler for ladies I did surveys in the form of questionnaire. I took interviews mostly of IIT girls staying in the hostels Himadri and Kailash. Very few girls have their own vehicle. So I included those girls also who have tried any two wheeler but they don't have any vehicle, and those also who have never ridden any two wheeler. With this user study I collected suggestions and made a list of features to improve the motorbike design so that it becomes user friendly.

Questionnaire:

User Survey:

My Own Creation

Do you ever dream of going around the world on a bike? Then give me few minutes so as to understand your need. A, b, c, d are just suggestion write whatever you like;

Name:..

E Mail:.. (Optional)

1. You need a vehicle to go to:
a) College/workplace
b) Shopping
c) Hanging out with friends
d)..

2. Things mostly carried around on self
a) Bag
b) Books
c) File / Folder
d)..

3. Outfits preferred
a) Formals: salwar suits, saari
b) Casuals: jeans, t shirt
c)...

4. Favorite color combination................................

5. Means of travel while outing, shopping hanging out with friends..

6. Vehicles/ vehicle owned by family..

7. Vehicles you have tried your hands on. ....

8. Favorite two wheeler

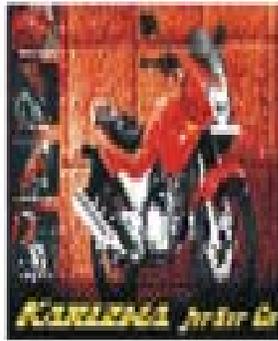a) bike   b) scooter   c) scooterette   d) moped   e)..........

9: Have ever dream to ride on these bike if these are erganomically fit for you then on which one?

a) Splendor   b) Karizma   c) Eliminator   d) Enfield   e)...........

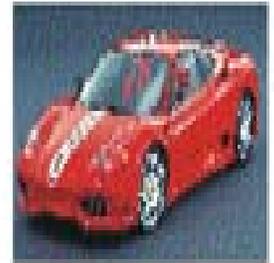10. which car would you like to own?

A) Zen   b) Beetle   c) Mercedes   d) Ferrari   e).............

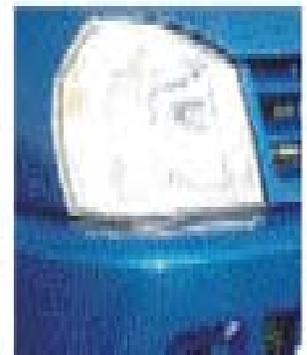12. What would be the colour of your car?

A) red   b) yellow   c) silver   d) blue   e) others........

You must be having an idea about how would like to travel. Now here is a chance to make the bike of your dreams. There are wheels given make it look the way you want.

User Study Statistics:

- **Total no of girls interviewed...........................14**
- **No. of girls those who have tried any two wheeler:...7**
- **No. of girls those who have tried any two wheeler or four wheeler also:..4**
- **No. of girls those who never tried any vehicle except bicycle:...3**

Kick Start

Gearless Bike

Pillion Rider

Position of Gear

Storage Space
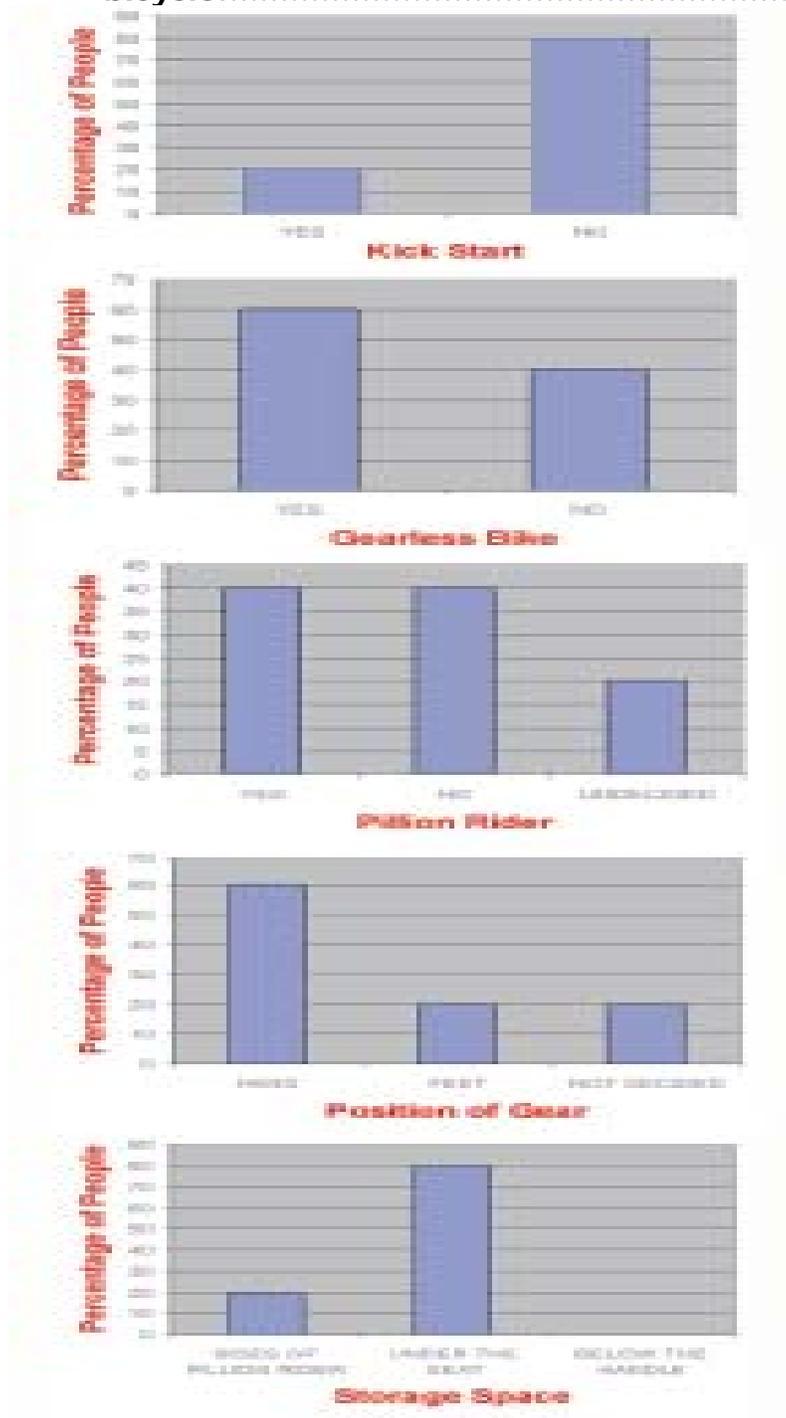
Problems:

Commonly Faced Problems by the users:

Most commonly faced problems by ladies with motorbikes at present

- **The bike height poses a mounting problem**
- **The dresses worn by ladies usually causes a hindrance, either the 'chunni' gets entangled with the wheel or gets stuck to the silencer.**
- **The bike should be either gearless or auto geared...**
- **Kick start not preferred at all. Prefer button start**
- **Putting the bike on central stand should not require special effort.**
- **It should be lightweight but at the same time not look fragile**
- **There should be ample storage space in the bike**
- **The maintenance should be minimum**

Concept Generation:

First I started making concept to convert the bike directly in to step through vehicle. Because it's easiest way to get bike features for a women two wheelers. I used hero Honda passion bike, which has a 100cc engine. The engine is placed in the centre of the bike and the cylinder portion is horizontal. That's why there is possibility to make it step through. The problems with the concept are that a bike has manual gears, kick start, breaks operated by feet. These features don't suit a woman. The other problem is the rear wheel. It is open and the clothes wearing by women like

sari and chunni can get stuck with wheel or silencer. Later I tried to use scooter features. The problem with the scooter is that its width creates problem in congested areas. Finally I make the concept by using features from both bike and scooter.
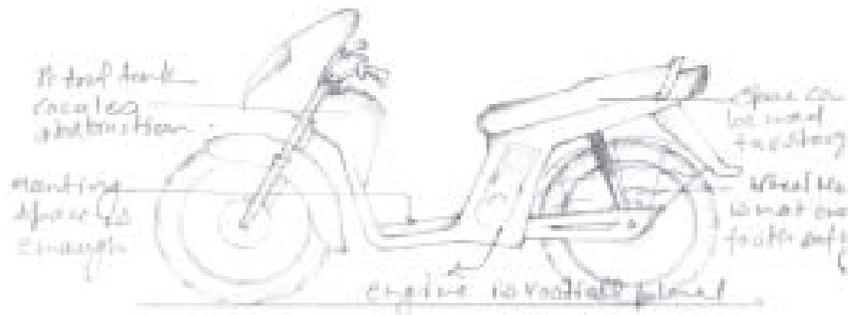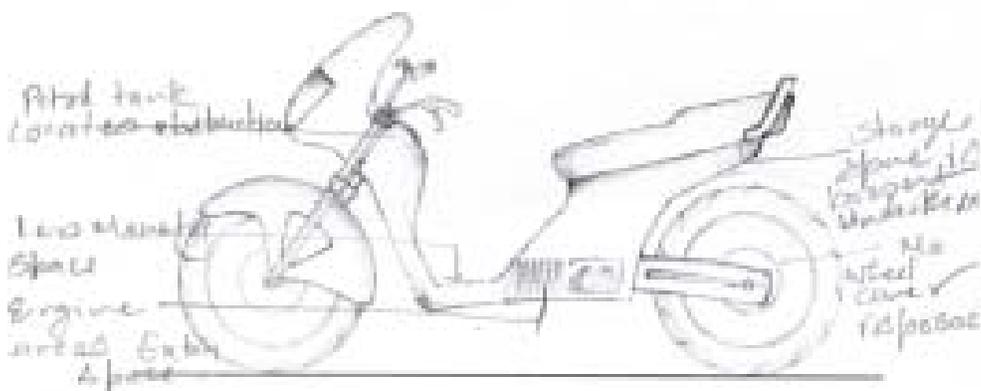
Concept:

Colmages are showing the problems faced by the user:
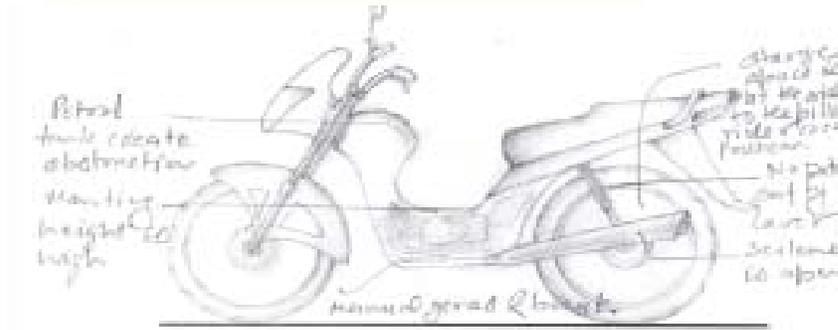
Engine at the centre of the bike

Engine is fixed vertically in between the front wheel and the rear wheel

Engine is fixed horizontally in between the front and rear wheel

Concept sketches:

I started making concept with sketches of side view. First I started with simple line diagram to get a feel of two wheelers. Then I made 100 sketches which opens my mind I got an image library in my mind to work on further. I made small sketches doodles to get different forms possible in a two wheeler. Then I started doing sketches in a bigger scale. Then I started refining them to get the actual feel of the motor bike.
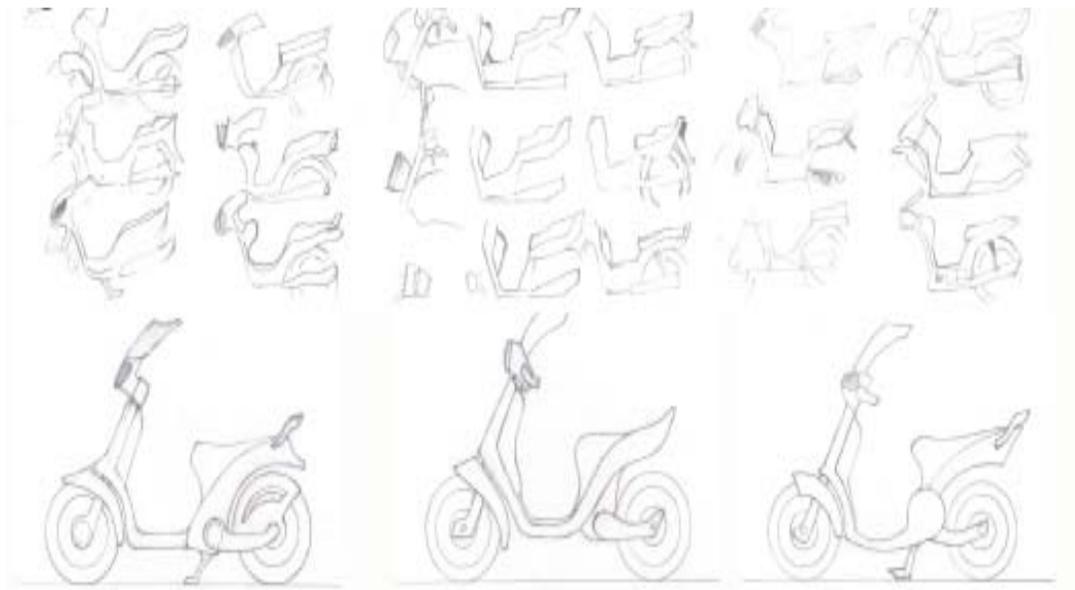
Final Concept:

In this concept I tried to use the features from both the vehicles scooter and the bike. All the features which are suitable for women in each case.

In a scooter there are auto gears and auto start. It has ample storage space below the handle and the under the seat.

Features:

- There is ample storage space below the handle and the under the seat
- There is enough mounting space to keep feet comfortably.
- Petrol tank is below the seat gives front space free which is used for the storage.
- Silencer is below the seat which is covered give safety to the clothes to be stuck
- Wheel cover for the rear wheel gives safety to the clothes to be stuck.
- The wheel cover and the engine covers are separate. That's why the width of the vehicle is less, comfortable to ride in congested areas

Images of the final cad model:

Cosy:
A Feet Warmer, Keeps our feet warm in the winters.

Amar jeet

Project title:
Redesigning the Room heater

Aim:
- To understand the materials and manufacturing process.
- Find out the difficulties while manufacturing and in using the product.
- To redesign or simplifying the product keeping the cost same or less than that

Problems

By Manufacturer
- The materials and finishes used are not of good quality so that it soon get rusted
- Too many components takes too much of time in manufacturing as well as assembling

By User
- Since it is kept on the ground it will be dangerous for children
- The holes of the jail are too big is dangerous for the children
- It gives heat only in one direction
- It can be kept only on the floor.

- Whole body of the heater gets heated
- The wire of the coil soon gets burnt at the joint

Background:

When the electric was not introduced then people keep the room by burning the wood in fireplaces. But after the introduction of the electricity so many products came to keep the room warm or cool. The most efficient product is AC, It can keep the room warm in winters as well cool in summer but these are very expensive. Some of other product is a heat convector, blower and room heater. In India, in winters room heaters are very popular. One reason is that they are very cheap. It is locally manufactured product. One room heater cost only 130 to 150 rupees. People can buy the different components and easily assemble it. This is house hold enterprise. They are not paying taxes. That's why it is underground business and it is very difficult to access these places. They start manufacturing it before one month when winter starts (September –October). And stop manufacturing it before one month of the winter ends that is first week of January. In the summer they manufacture cooler with the same set up and with different dies.

Images shows the final concept there is a box. Inside that there is a mesh, bellow this mesh there is 15 watt bulb. which gives enough heat to keep our feet warm. Then our body takes heat from the feet. The whole box is coverd with woolen clothe, which traps the heat inside.

Images show the existing products in the market. These are heater, room heater and Heat convector

Market Survey

I have visited shops at different places Munrika, Mehrulli, Govidpuri, Shahdra, Sadar, Geeta Colony, Vasai Darapur, Nehru Nagar

Area of Discussion

Enquiry about the manufacturing places

User interest of buying the product

Buyer complaints

Product Available in the Market

Simple heater cost – 40 to 50 rupees
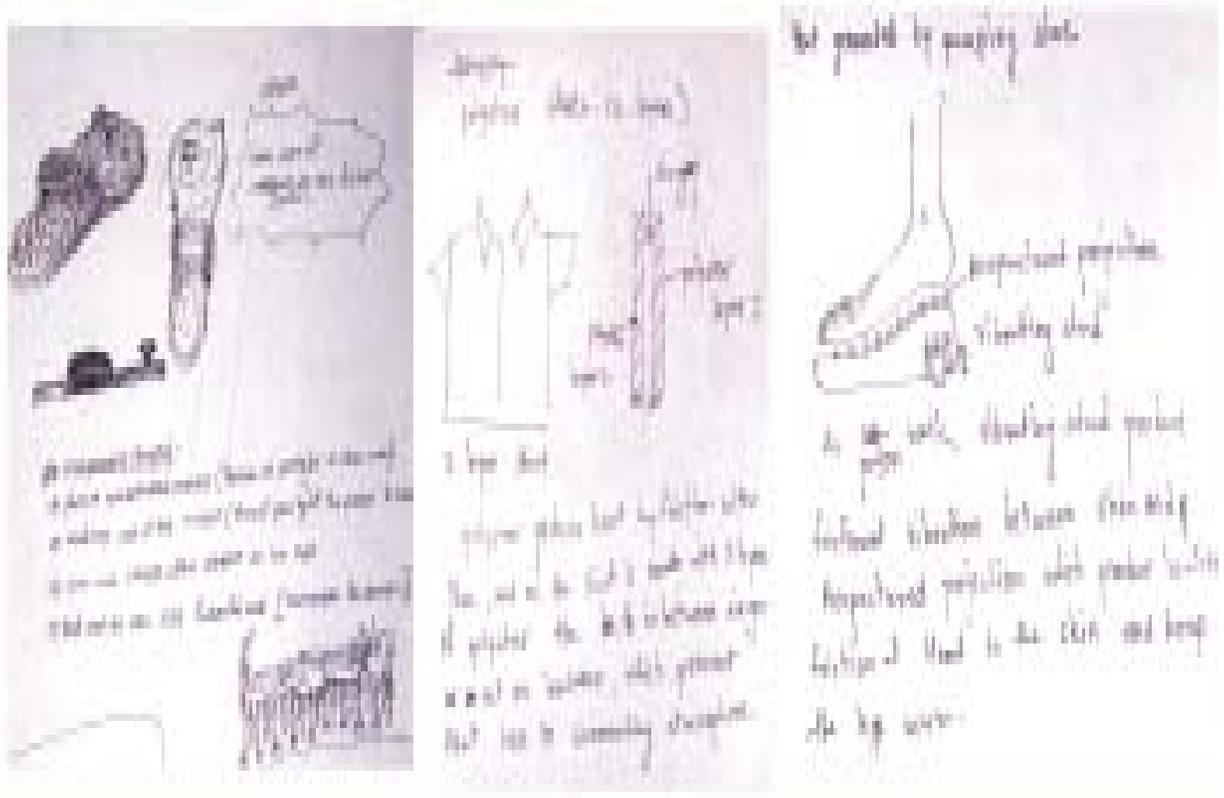
Room Heater-   120 to 150 rupees

Heat convector -   450 to 600 rupees

Product Analysis:

I loose each and every component of the heater and analysis it in terms of function, quantity, material, process, and finishing.

Sr. No	Photograph	Component	Function	Quantity	Material	Process	Finishing	Remarks
1		Front jali	To cover the heating coils	1	M.S. wire and MS plate	Wire is cut manually, folded with frame, spot welded,	Chrome plating	Spacing of wires is big, dangerous for the children
2		Side plate /stand	To hold the body of the heater	2	-	-	-	-
3		Side plate	To hold the reflector and channels	2	MS sheet, 22 Gauge	Cut and fold by machine press, hole is made by punching, impression by machine press	Painted	Paint is not of good quality, pressing is not proper
4		Stand	To hold the side plates	2	MS wire, 6mm diameter	Cut and fold by machine press,	Painted	-ok
5		Plastic cap	To cover the stand edges	4	Low density poly ethylene	Injection moulding	-	Not of good quality plastic
7		Cap	Fix the path of rotation of the stand	2	MS sheet 22 guage	Machine punching	painted	Pressing is not proper
8		Nut and bolt	To tight the stand with the side plate	2	MS	-	Chrome plated	Ok
9		Connection channel	Cable comes to it then distributed to the heating coils	1	Ms sheet, 22 gauge	Folded and punching	Painted	If we want to replace the switch we have to dismantle the whole body
10		Handle with nut and bolt	To hold the heater in hand	1	Bakelite	Injection moulding	-	Small size doesn't gives a good grip
11		Two way switch	Gives the current in the one or both the heating coils	1	Thermo set plastic -	Compression moulding	-	Knob is to small to operate

Brainstorming:

Solution Collected:

Take energy producing foods/sweets	Take hot drinks/tea/coffee	Drink wine/rum	Eat chocolate	Take energy producing tablets	Rain gives energy/sleeps with you	How animals keep their body warm	Do exercise	Have sex
Windy positive	Increase breathing speed	Use small exercise machine/can generate heat also	Do jogging	Use heating sprays	Clothes with some heating element inbuilt	Use wool angithi as kashmiri use	Thin two layer coat acts as heat insulation	Pumping shoes generates electricity
Polystyrene shirt which produce elect. friction with body	Heating suit can store solar energy	Don't do haircut and shave	Electricity heated beds/heated blankets	Don't remove shoes till you go to bed	keep your hands inside the pocket	Cover your head and ears	Burn the house	Tree in own collar area heater or fan cum heater
Floor heating/wall heating	Use hot column or walls and ceiling	Use colored light/bulb	Color changing bulb/paints dark in winters and light in summers	Use wind energy to generate heat energy	Use wind energy, wind wheels in windows	Live in green house	Breathing walls, floors and ceiling	Use laminate to enclose the heat
Artificial/ighter reflected light ceiling as Eskimos use	Solar heating	Keep the bed at upper level because hot air goes up	Vehicle heat can be wrapped and reuse	Use reverse refrigerators	Hot air goes up can be brought down	Reverse AC takes heat from out side to inside	Use high wattage bulbs	Live in bus movie or cabins
Use kitchen heat through pipe	Use all the conductive, irradiative heat produce by elect. equips	Use peltier effect one end gets cold other gets hot	Throttle the air					

Concept:

When we feel some fever or headache we generally dip out feet in the hot water bucket. Through feet our body gets heat and after some time we feel better. I have used the same concept. Here is a 15 watt bulb which is enough to keep our feet warm. It can be use in any weather but more useful in winters.

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Concept-NEV
A Neighborhood Electric Vehicle

Bagade Amol Arun

Project Title:

Concept generation for neighborhood Electric Vehicle

Background and Brief:

Transportation and commuting is a part of person's daily life. Mobility is a basic need. People travel for work, schooling, running daily errands, for morning walks etc.

Though walking is a basic form of mobility, it is human powered way and efficiency of a person drops very fast. It is good solution for indoor activity and for traveling short distances. For traveling large distances such as going offices, people use public transports such as Bus, locals, metro's as well as personal cars and motorbikes. These are high capacity vehicles and travels at high speed.

But there are some activities here the distance to travel for completing the activity is less, such as bringing milk in the morning, going to local park for walk, dropping children to the nursery school and many other activities which are to be done neighborhood.

Personal car's and other personal and public transport vehicles are not suitable for these tasks because the distance to travel is short, and large number of personal vehicles imposes problem of parking noises. Plus majority of these vehicles is either petrol or diesel powered so pollution is major concern. Walking can be substitute for the problem, but if traveling needs to be done for moderately large distance, it is not the best substitute.

While increasing trend of satellite cities, residence area planning is done by considering the need of the resident's. Growing trend is to provide the necessary stuff for living and recreation in the neighborhood of the residence area.

So there is great demand felt for designing a neighborhood vehicle, which can help people in their daily activity by providing them a local means of transport. As Indian market is price sensitive , community can play a major roll in providing its resident a running vehicle in the neighborhood which eliminates the problem posed by large number of personal vehicles as well as the cost of operating and maintaining the vehicle is less as entire community is bearing it. This vehicle should be quiet, non polluting and should not pose any parking problem

The project is a concept generation exercise for this type of the vehicle. Electric Power option is opted because batteries and motors are quiet and non polluting as well the distance for travel is small so higher speed of transport is not a requirement.

Concepts are generated by keeping in mind the diverse age group and status of users.

Concept Progress:

Chassis Detailing:

Vehicle Body is built upon Steel Space frame chassis.

Charudatta C. Aradhye

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Educational Profile

M.Des. Industrial Design, IIT Delhi

*B.E. (Production), K.B.P. College of Engineering.*

Surgical tool Kit for maxillofacial surgery

Project sponsored by NFTDC, Hyderbad was to design different types of tools and a sterilization kit required for maxillofacial surgery

Charudatta C. Aradhye

Amongst all surgeries, maxillo-facial surgery has always stood out because of its intricacies in application and activities involved in it. It involves very complex surgeries and it's one of the emerging and challenging fields in the medical science in today's scenario. It is related with human face and human face itself has got great aesthetical values and emotional attachments. Bone plate system is one of the key solutions available for the reconstructive surgeries in most of the maxillofacial surgeries. It helps the patient to regain their lost or damaged bony parts, speech, mastication and aesthetics.
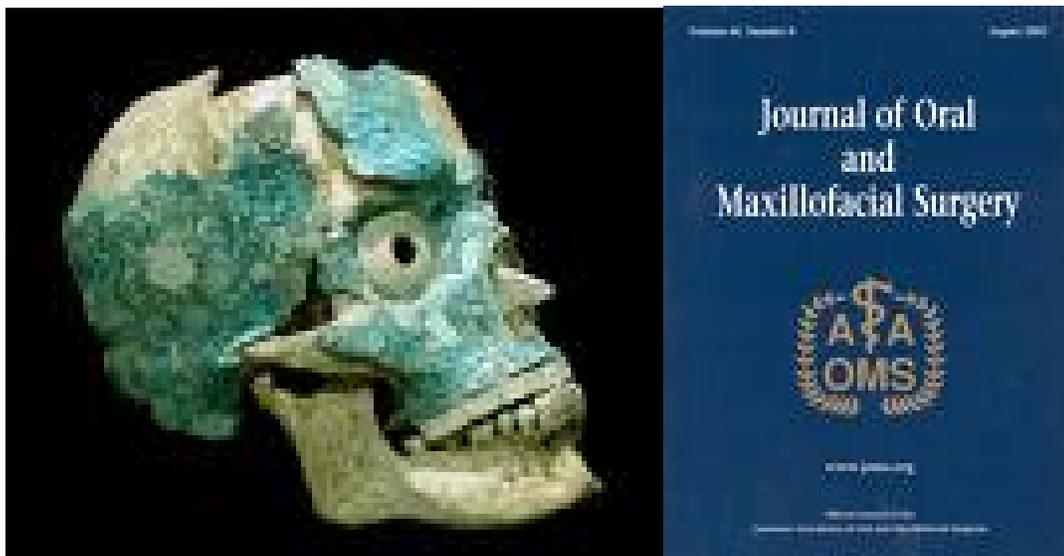
NFTDC has been involved in developing bone plate system since more than 6 years and continuously a team of engineers and surgeons is working on its further improvements. As the bone plate systems vary from manufacture to manufacturer in terms of both dimensions and method of use, it is recommended to have a customized toolkit for each of the systems. It also

simplifies the use and also easy to maintain the standards from company point of view.

The main aim was to give a complete toolkit to assist the surgeons in maxillofacial surgeries. Tools included holding pliers, bone plate bending pliers, cutting pliers, forceps and a sterilization kit for bone plates and bone screws. There was a team of surgeons and material engineers to guide at different phases of the project. It would like to define this project as an user centered design project. I studied the different activities involved in the surgery, hand movements by surgeons, biomechanical aspects, safety aspects etc.

Mountaineers backpack stove

A light weight, portable but an efficient energy source for cooking and heating during mountaineering expedition

Charudatta C. Aradhye

There is lot of work done in redesigning of the mountaineering gears including different energy sources or in simple words" cooking stove". But all new designs of cooking stoves suggest fuels which are not easily available in India and very costly too. I am suggesting a stove based on kerosene as a fuel and still which is a light weight and portable.

This design is to suit Indian regions and climatic conditions. After a long and extensive user study I came to conclusion that still kerosene is the only fuel which is very easily available in Himalayan ranges. For small group expeditions it's difficult to carry a porter to carry LPG cylinders and stoves. At high altitude instead of eating several times, mountaineers generally take high calorie food which is ready to cook.

Both the designs that have been suggested use kerosene as a fuel. Both types of stoves are provided with a canvas sack and both are detachable. After disassembling we can arrange all the parts in the sack and can roll to form knotted bag. This bag can be used as a wind protection with the given pegs during cooking activity. Cylinder size (750ml) is provided such that it can run at stretch more than an hour.

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M.Des (Industrial Design), IIT-Delhi

B.Arch, Bit Mesra, Ranchi

Foldable Stretcher

Gourab Kar, M. Des. Industrial design, IIT Delhi
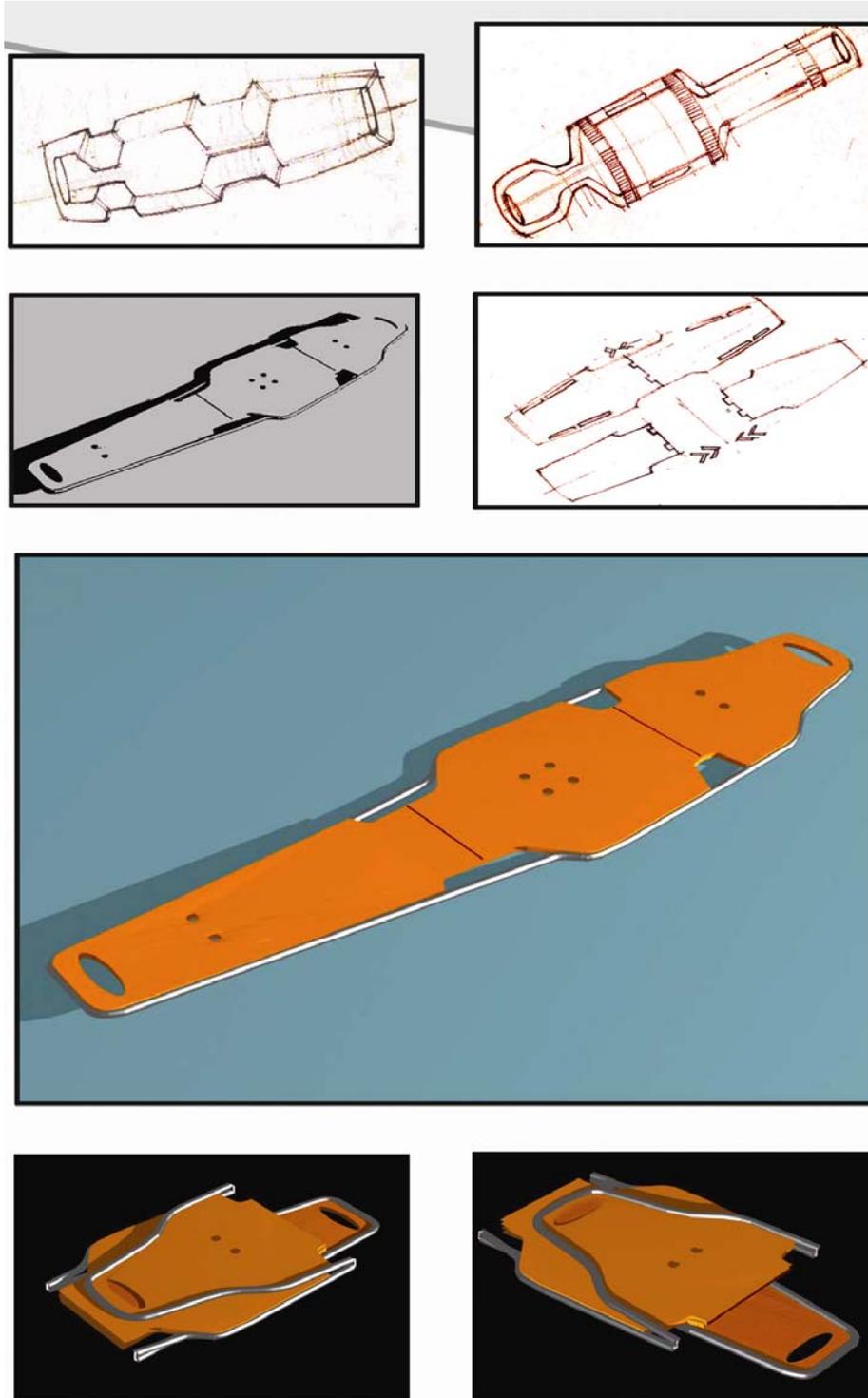
A typical metal stretcher costs Rs 1200 and last for less than 8 months. The project as part of disaster management identified problems plaguing a typical stretcher, and resulted in a solution of a product having a much longer life-cycle at a significantly lower cost. The design features an aluminum frame, in three parts with polycarbonate panels in between. An innovative folding mechanism using a flexible string allows the stretcher to fold into a compact shape when not in use. The distinct shape of the stretcher optimize material usage And makes the product stackable. The design conforms to the provisions of IS 4037-1967:

Sutapa Pati,
M. Des. Industrial design,
IIT Delhi (India)

Email: patisutapa@rediffmail.com

Animal Rescue and Healthcare Pickup Truck

Sutapa Pati, M. Des. Industrial design, IIT Delhi

Pickup trucks serve many functions in the current scenario, and can be customized for use under different circumstances. The project aims to customize the 207 DI pickup truck for use as an animal rescue and healthcare pickup truck. The truck shall be used for rescue operations, animal care, treatment and relocation. Under the present circumstances there is no vehicle specially designed for this purpose with any of the animal care organizations.
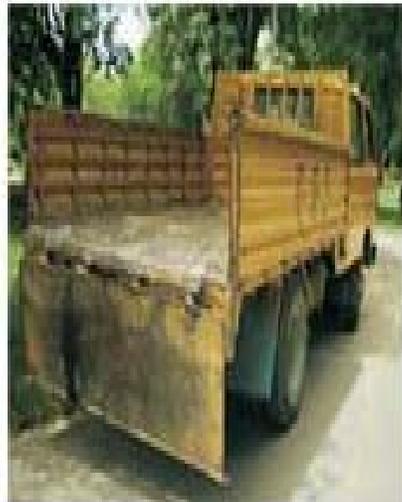
Wild and stray animals are extremely unpredictable and aggressive while they are captured and transported making it difficult for the personnel to handle them. At the same time they hurt themselves if not restricted properly. Most of the animal deaths occur while transporting them due to vehicle jerks and ill designed cages.

AIM OF THE PROJECT

This project aims at finding a customized solution so that the animals are provided with appropriate environment and there is ease for the people who deal with them.

THE DESIGN

The pickup box has been redesigned for animal comfort, safety, and security. Additions include side ramps for loading & unloading the animal, special customized cages, storage provisions for water & medicines, ventilation, & foldable table for medical examination. Animal behaviour
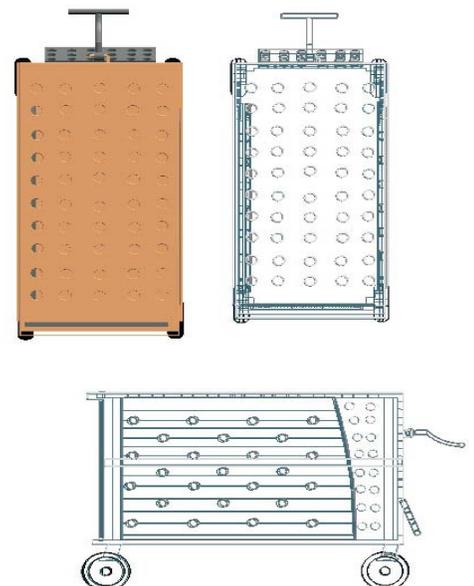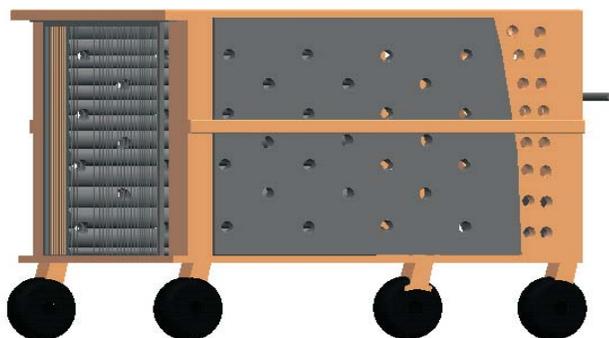
and requirements, physical environment variables, & activity analysis of rescue operations were guidelines for the design.

In depth interviews, field visits and scenario building were undertaken as part of the design methodology.

GRAPHICS

CAD MODEL OF DEER CAGE

with different views
material: steel support and L sections
thick ply 10-20 mm
padding material

CONCEPT DEER CAGE

the present practices ....cages used for deers

deers are prone to serious injury while transport....in the thighs and horns
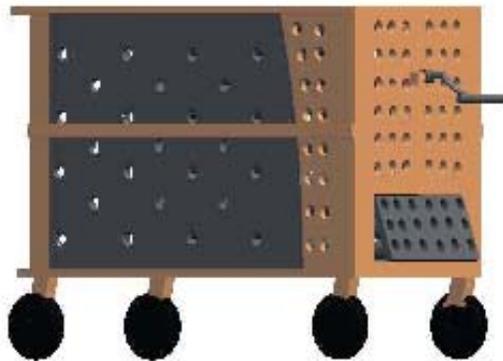
a concept cage for deers....the idea is to create a balance between securing the deer, protecting it from injuries and also to provide ventilation for comfort.

the cage has been designed keeping in mind the behaviour of the deer in transportation. The size is suitable for the Indian variety deer both horned/without horn and female of blue bull. The side width is such that the deer can sit and stand comfortably.But cannot take a vertical jump thereby not injuring the horn or head and cannot turn around.

the front is made of heavy ply as the deer tends to hit it to open.From the neck to back soft material is provided to prevent injury to thigh.

Back is made of thin mesh for ventilation and also allows the animal to be seen.

†top inside covering with soft material/and back mesh area should be reduced when being transported over a long route.
†for flooring natural flooring is suggested like sand/hay in winter.Slope to be given to the floor so that animal tends to be gripped to the centre.

removable handle for moving it

fine wire mesh at the back...

feeder/lifted and animal is fed

slide gate to effectively capture animal...

1 thick carton
2 soft material:saw dust/hay
3 sack/jute

the three layers form the basic protection layer. holes are given for ventilation.

1 2 3

the special packing at the sides to protect the thigh and sides of the animal....
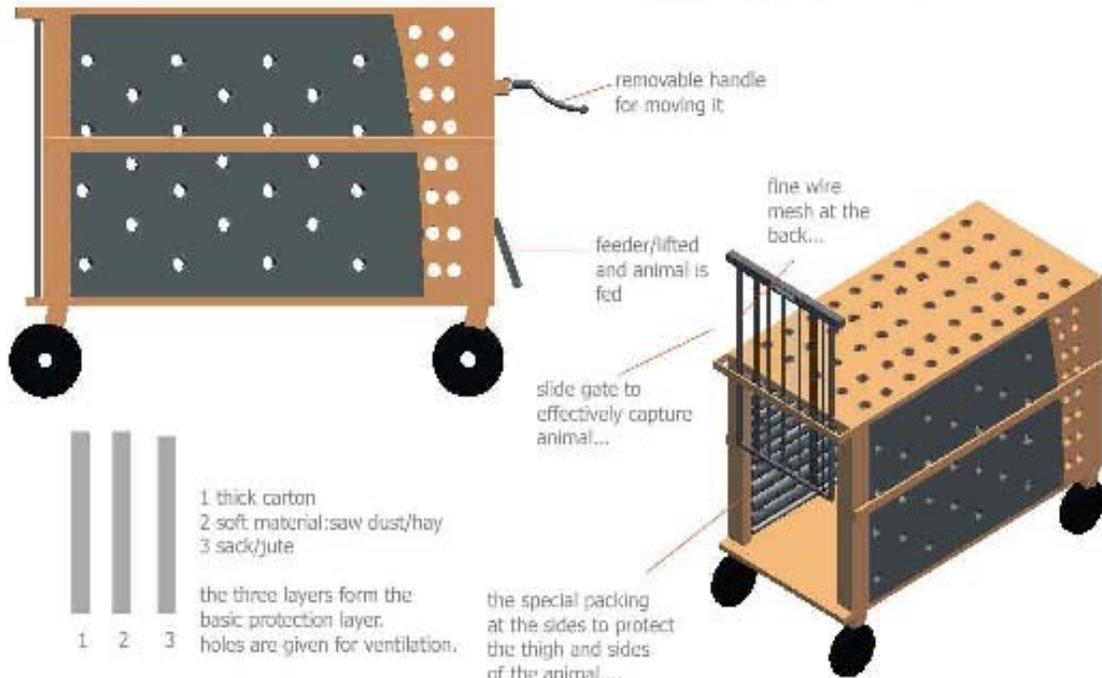
CONCEPT CAGE

the cage caters to tiger, bears, cat family, and monkeys. the design has been keeping in mind the requirements, including animal comfort, ventilation, security, and comfort. the cage size can be varied as per the animal by the introduction of a vertically sliding door.

injuries can be protected against by the introduction of soft balls which can be placed at varying heights, at the maximum risk position as per the animal secured. the inspiration is from the abacus and also concept of life jackets.

vertically sliding doors to vary cage size as per animal transported

balls of soft materials to protect animal from injury. can be placed at varying heights as per requirement as in abacus
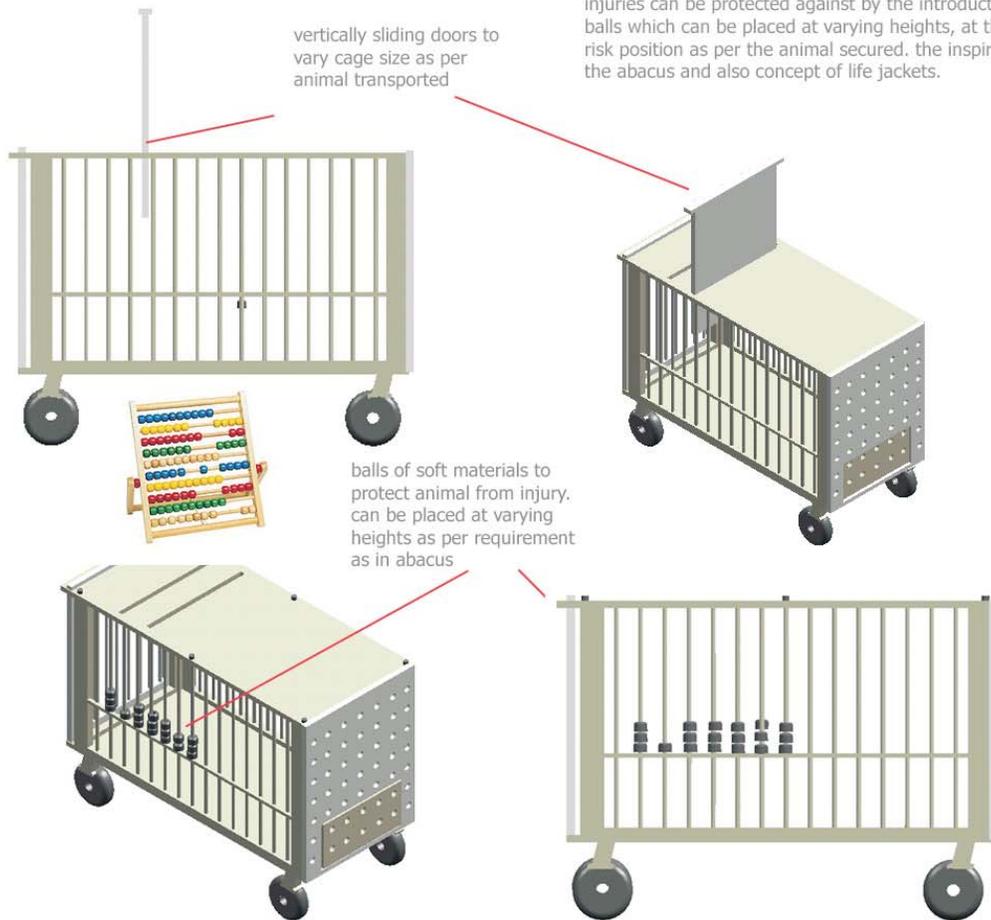
Appeal:

1.
Looking for a Voice-over artist with US accent for a US E-learning project.
Require a sample of Voice-over with contact details
Preferably from Chennai or Bangalore.

Design Consultant.
Phone :91- 044-43585634
HP :91-9790870190

2.

IF you who work for OR belong to any organization, agency, or company related in any way to houses, or disability, or aging, or social justice......local, statewide or national...... small or large:

1. Please read the letter below.

2. Then ask the director, or the chair of the board, or ANY designated person including yourself, to email Susan Prokop at PVA susanp@pva.org and copy me at concretechange@ mindspring. com
3. The email only needs the name of the signer; position; name of organization; location if not clear from name; and a phrase like "add me and my organization as strong supporters of IHDA."

Please do your part so we can show a very large number of supporters signing on to the umbrella letter below. The letter, hopefully with hundreds of supporters, will then go to Rep Barney Frank and Rep Spence Bauchus, committee heads of the House Financial Services Committee in charge of the Inclusive Home Design Act.

The undersigned organizations, representing millions of Americans, urge you to support the enactment of HR 1408, the Inclusive Home Design Act (IHDA). Sponsored by Congresswoman Jan Schakowsky, HR 1408 would require a basic level of architectural access in all federally-assisted newly-constructed housing.

Under current law, when federal financial assistance is used to create new single family houses or town houses, only 5% are required to meet accessibility standards that allow individuals with physical disabilities to visit or live in these houses. The remaining 95 percent of government-assisted new homes can be built with unnecessary architectural barriers. As a result, residents who acquire disabilities are forced to live in unsafe conditions, unable to use their bathrooms or exit their homes independently. They may face high renovation costs or long waiting lists for public funds to finance modifications. They may become socially isolated because barriers in their homes prevent visits from other friends and family members with disabilities. Ultimately, they may be forced from their homes and into institutions because of this lack of basic accessibility in their housing.

HR 1408 addresses these dilemmas in a cost-effective and practical way. While leaving in place the existing requirement for extensive access in 5%, IHDA provides for fewer but important accessible features in the remaining 95%. This would ensure that all housing built with taxpayer monies enables a person with a physical disability to enter a home and use the bathroom on the main level. For homes built on a concrete slab, the cost is less than $100 and for homes with a basement or crawl space the cost is estimated at less than $600.

In a study published last year by the American Planning Association, researchers determined that, using different measures of disability, there was a 25 to 60 percent chance that a house built in 2000 would at sometime during its useful life contain a resident with a severe, long-term mobility impairment.[1] This nation is not building homes to meet the needs of its people. HR 1408 will take considerable steps to correct that. Please support HR 1408.
 [1] "Aging and Disability: Implications for the Housing Industry and Housing Policy in the United States", Journal of the American Planning Association, Summer 2008

3.
Swiss Foundation of Type and Typography: "Adrian Frutiger-Typefaces, The Complete Works". It is a very valuable and excellent record and presentation with extensive details of life time work of Frutiger. It is a worth and must for any type and graphic designer and excellent resource and guide book for students interested in type design or typography.

The book details;

Adrian Frutiger-Typefaces
The Complete Works

Editors: Ossterer Heidrun & Stamm Philipp
Published by Swiss Foundation Type and Typography

A Birkhauser Book (460 pages)
ISBN: 978-3-7643-8581- 1

4.

Call For Papers - Special Issue of tripleC (http://www.triple-c.at): Information and Communication Technologies and the Current Crisis: How Are They Connected?

The Crisis that began in 2007 continues to convulse the world. Labelled by some as merely a recession, yet it is associated with dramatic changes in national and global power. Others frame the Crisis as merely a consequence of over-promoting a narrow range of financial transactions associated with subprime mortgage instruments. These were indeed overly aggressively oversold by deregulated bankers, but this was likely only an important trigger of the Crisis, not the primary cause.

In this special issue, we will explore the notion that much of the basis of the Crisis should be assigned to financial transactions not just made possible but also strongly afforded by use of computer technologies. Thus, those operating at the highest levels of algorithmic capacity bear substantial responsibility for the Crisis.

For students of technological innovation and diffusion, many questions emerge about the connection between the Crisis in general and computerization. Some of the questions involve the tight relationship between cultures of technological empowerment and financial elites. Others questions, while appearing initially to be purely economic, turn out on examination to articulate strongly with the public interest, civil society, policymaking, and public discourse more generally.

These in turn lead to further, perhaps quite new critical questions about the emerging relationships between capitalism, democracy and the data-information-knowledge- technology nexus. Thus, equally important for responsibility is specification of what is known within computer science about the technological dimensions of the Crisis of this crisis. Ultimately, a rethinking of the very notion of "crisis" itself may be needed.

Some specific questions authors may choose to address include:

What kind of crisis is this, how is it different from previous ones, how are these differences related to automated ICTs and the changed practices they have afforded?

What role do computer professionals have in the crisis?

Does this crisis suggest a dystopian post-human future?

What media theories best explain the crisis, or has the time arrived for newly radical approaches in this area?

How does public policy fit in the private world of computerization?

What historical guides are available as tools to foster better analyses of technological crisis?

Will the BRIC nations (Brazil, Russia, India, China) be the "winners" of this crisis?

Are there artistic innovations that help refine political and policy responses to this crisis?

What new knowledge innovations are needed to understand the forces at work in this crisis and its implications for democracy?

What new questions need to be addressed invented to orientate research about the crisis?

How are the computing-, information- , and media-industries affected by this crisis? How will they develop in the future?

This special issue of tripleC is intended to feature research from both theoretical and practical perspectives. We seek contributions from any theoretical, professional, or disciplinary perspective that offers innovative analysis that promotes debate about technology and the Crisis.

Submission deadline: Full papers should be submitted until October 31st, 2009. All papers will be peer reviewed. The special issue will be published in spring 2010.

tripleC — Cognition, Communication, Co-operation: Open Access Journal for a Global Sustainable Information Society (http://www.triple- c.at) promotes contributions within an emerging science of the information age with a special interest in critical studies following the highest standards of peer review.

Submissions must be formatted according to tripleC's guidelines (http://triplec.at/index.php/tripleC/ about/submission s#authorGuidelin es), make use of APA style, and use the style template (http://triplec. at/files/ journals/ 1/template- 0.dot). Papers should be submitted online by making use of the electronic submission system (http://triplec. at/index. php/tripleC/ user/register, http://triplec. at/index. php/tripleC/ login). When submitting to the electronic system, please select "Special issue on crisis & communication" as the journal's section.

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5.
AIGA Center for CrossCultural Design is organising its annual China tour, October 17-31, 2009. We'll be conducting studio tours and meetings with design professionals/ academics at some of the China's most prestigious institutions in Hong Kong, Shanghai, Beijing - and, attending the Icograda-IDA conference.

Itinerary & registration form attached, please feel free to drop me a line with questions and forward to anyone you think would be interested. Design professionals around the world are welcome to join us, simply meet us in HongKong on October 17.
presidente,
AIGA center for cross-cultural design
AIGA, the professional association for design

http://www.flickr.com/groups/xcd/pool/

http://blog.xcd.aiga.org/

News:
1.

The EnerJar is an easy-to-build device that accurately measures the power draw of electrical appliances. The EnerJar was the winner of the **Greener Gadgets design competition**. The design is still being optimized, but preliminary schematics and source code can be found on this site by following the "Hardware" and "Software" links to the left.

EnerJar

Matt Meshulam and Zach Dwiel - United States

The EnerJar is an easy-to-build device that accurately measures the power draw of electrical appliances. The user plugs the EnerJar into any three-prong wall outlet, and measures a device by plugging it into the outlet on the EnerJar. It is our goal that users of the power meter will gain an understanding of power draw and use this knowledge to effectively reduce their electricity use. To this end, the EnerJar contains several features to make it as useful as possible while keeping it simple to use.

**[EnerJar is now live at <u>wwww.enerjar.net</u>]**

The auto-ranging capability of the EnerJar accurately measures power with better than one watt precision. This is ideal for measuring the standby power of electronic devices, an overlooked, yet often significant, portion of a device electric consumption. A simple interface was a high

priority in designing the EnerJar, so a single "mode" knob is the only control on the meter. This knob selects among displaying instantaneous power, average power, or cumulative energy consumption in kilowatt-hours.

The EnerJar is not intended to be a commercial product. Rather, the design will be available for free on the web. A primary design goal was to reduce the number of components, and to choose components that can be easily sourced. This makes construction easier for others who build the meter, while also minimizing the environmental footprint. The electronics consist entirely of four integrated circuit chips, 12 resistors, and an LED display. The power supply is salvaged from an unused cell phone charger. Since it uses RoHS-compliant electrical components and lead-free solder, the EnerJar is free of lead and many other hazardous substances.

The enclosure of an electronic device is usually one of its least green components. Enclosures are often made of plastic, which involves hazardous chemicals to manufacture. In addition, due to their size, the monetary and environmental cost of transporting enclosures makes up a large part of the shipping cost of a product. To overcome these environmental problems, the EnerJar enclosure is a glass jar, an item that is commonly discarded as trash. The user can see the internal components of the EnerJar through the glass, representing the "openness" of the design.

By giving away the schematics and source code of the EnerJar, anybody can improve upon its design. For example, by updating the software on the microcontroller, the meter could be converted to a full-featured power analyzer, displaying current, AC voltage and frequency, power factor, and more.

Mode selector knob

Power supply

Display board

PIC microcontroller

EnerJar
Detailed Views
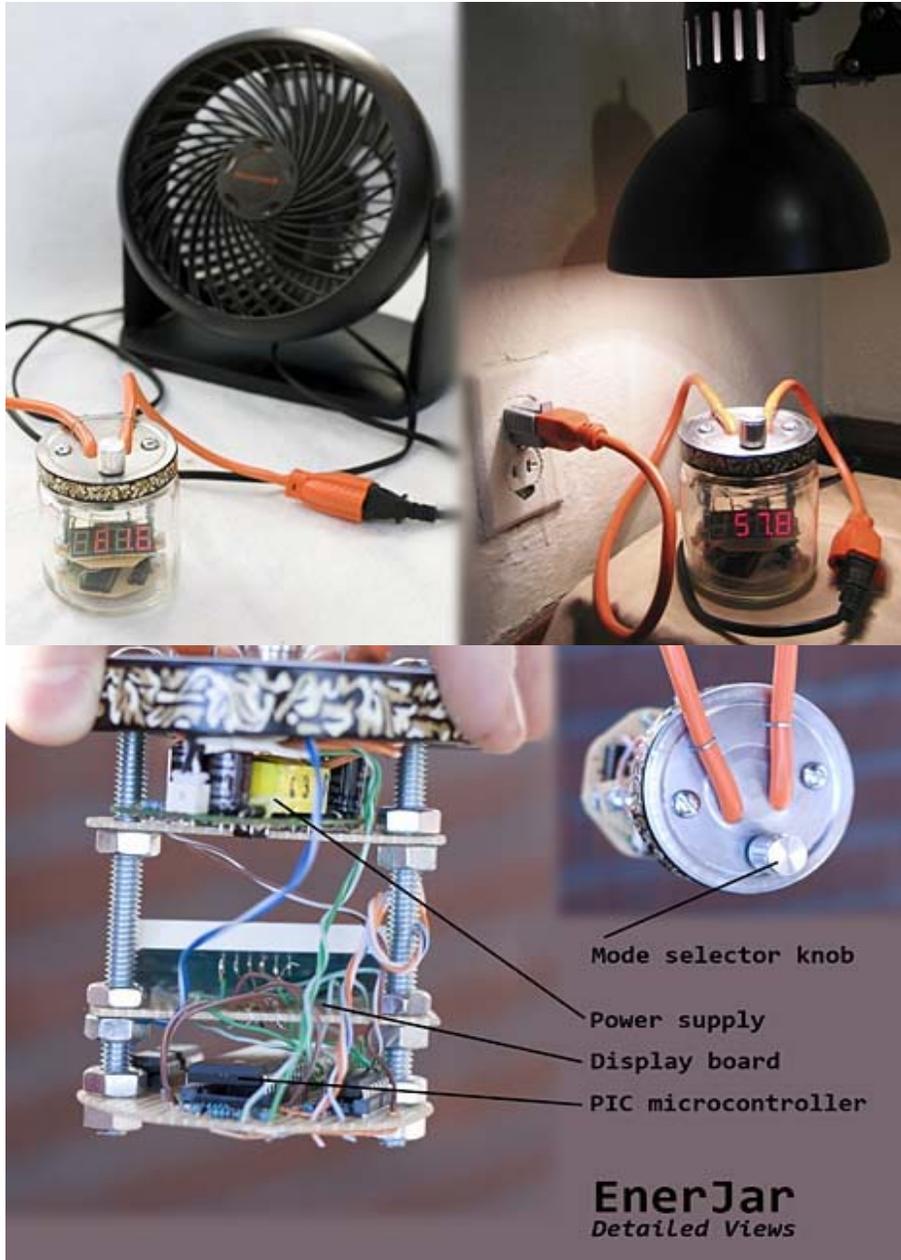
2.

China's Design Crisis
 by: Bruce Nussbaum

I've been talking to European and US innovation and design
consultancies working in Shanghai and the rest of China
and most are
hiring Western and Korean designers because Chinese
designers are not up to global standards. They say that,

wth a number of exceptions, the tens of thousands of graduates of Chinese design schools yearly are not precise and exacting enough in their design skills. Reflecting Chinese manufacturing culture, the young designers want to get things done quickly, without much regard for getting it just right. It's a quick-quick attitude. As for innovating, reframing problems and seeing products and services with fresh eyes, Chinese designers are not nearly there. They are not there in terms of the skills and approaches in anthropology and sociology that allow designers to understand consumer cultures around the world. And Chinese designers are way behind in knowing how to do brand strategy and build new brands.

This is a huge problem. The Chinese consumer is expected to take over from the American consumer as the engine of global economic growth. Understanding how Chinese consumers live and work is vital to designing new products and services for them.

It's a big problem for Chinese companies trying to shift from OEM manufacturing to building their own national and global brands.

To its credit, China has made design a national priority and is pouring billions of yuan into design education. What is surprising to me is how much further Chinese designers, even the graduates from the best universities, have to go to rise to global par.

3.

Design for all
FOUNDATION

Good for everybody, easy for you

Newsletter

Here we are again with our Newsletter, and this issue with more information thanks to the contributions you have sent us. We inform you that on august there will be no Newsletter due to summer holidays, but on September we will be here again, full of energy and illusion.

We do hope you will find it both interesting and informative. As always, we are at your disposal for any proposal or criticism you may have. Our warmest greetings on behalf of the team at the Design for All Foundation. HAPPY HOLIDAYS!

'Design for All' in the Universal Exhibition ? Milan 2015

Milan will hold the Universal Exhibition 2015, with the motto 'Feeding the Planet, Energy for Life'. Within the preparation period, on July 16th and 17th, it took place the... read more

Summer 2009: Accessible beaches in Barcelona
All the beaches in the city of Barcelona are accessible: they have adapted public transportation, reserved parking places with accessible itineraries to the beach sand, signalling and visual information, adapted toilets and showers, and wooden walkways up to the water.

In two of thes... read more

[Transports Metropolitans de Barcelona (TMB) reasserts its social commitment with the 'Solidarity and Cooperation Master Plan'](#)

After years of a solidarity practice, [Transports Metropolitans de Barcelona (TMB)](#), the main public transports company in Barcelona , wants to extend this cooperation culture to all its departments. It will develop six solidarity action pro... [read more](#)

[1st International Congress on Universal Design - Malaga](#)

The city of Malaga will hold this congress from September the 30th until October the 2nd. It intends to be a meeting point for both public and private organizations to exchange experiences, identify cooperation opportunity... [read more](#)

Ferrocarrils de la Generalitat de Catalunya?s line Llobregat-Anoia is now 100% adapted for people with reduced mobility

Last Tuesday, 30th June, started working the last lift necessary to complete the adaptation of the line, which has 43 stations and 42 trains, all of them adapted. In global numbers, <u>Ferrocarrils de la Generalitat de Catalunya (FGC)</u> has ad... <u>read more</u>

<u>Annual Conference of Design for All Europe (EIDD) in Vilnius</u>

Last May 22, with the theme 'Culture for All ? Factoring Design for All into the European Capitals of Culture', took place in the Lithuanian capital the 'Design for All Europe' - <u>EIDD</u>'s Annual Conference.

4.

   Global Studio 2009 is underway and builds on GS Johannesburg 2008

39 participants from 15 countries:
Argentina, Australia, Canada, Denmark, Ecuador, Finland, Germany, India, Israel, New Zealand, Nigeria, South Africa, Sri Lanka, Uganda, United States of America

Disciplines represented:
Architecture, urban design, planning, business, landscape architecture, graphic design, industrial design, film, art

2009 Diepsloot Arts in Action Festival
Saturday July 18, 2009: 10:00am- 5:00pm

Presented by the Diepsloot Arts and Culture Network, DIEP FM and Global Studio:

The Festival theme — 'Nelson Mandela, the Father of the Rainbow Nation', celebrates the occasion of his 91st Birthday, showcasing a vibrant diversity of art forms and cultural groups from throughout the Diepsloot community.

Theatre, dance, music, hip hop, arts and crafts, kids' face-painting and toy workshops.

All welcome! parking available at the Youth Centre For more information, contact: **theglobalstudio@gmail.com**

5.

Car made by Indian students wins first prize in US

Chandigarh, July 31 (IANS) A car designed and built by engineering students from a Punjab town has won first prize in the perseverance category at an international competition, held in the US.

The car won first prize at the 'International Car Fiesta Shell Eco Marathon' held at Fontana, California April 15-18.

Ankit Khurana, team leader of the project, said here Friday: 'Around 32 teams from different countries participated in this competition. We were the only team from Asia. We named our car Stealth and christened ourselves Team Stealth.'

'We classified our team into various departments; each individual was given an independent task and was solely responsible for that. After working all day and night we were able to manufacture the vehicle in 70 days,' stated Khurana.

The winning team comprised of 12 students of mechanical, electronics and communication streams of the Chitkara Institute of Engineering and Technology in Rajpura town in Punjab, some 25 km from here.

Stealth is made of fibre glass with a self designed steering mechanism. Its net weight is 115 kg, and it is powered by a 125 cc (4 stroke) engine.

After winning the coveted award, Stealth returned to India a few days back.

6.

Multi-Touch All-Point Touchscreens: The Future of User Interface Design

Jul 23, 2009 By Chitiz Mathema, Cypress Semiconductor

The user interface represents one of the most demanding challenges for designers of electronics—especially consumer electronics. It requires the careful mapping of complex user actions to create an intuitive, usable, and productive experience. With all of their senses, users sit on one side of this paradigm. The device is on the other side.

The holy grail for both users and developers is a user interface that most effectively and intuitively leverages the most relevant senses—sight and touch in this case—into the most optimal user experience. Unfortunately, a large majority of commercially available devices predominantly treats these two critical senses as inherently separate.

On the surface, these interfaces comprise components that seem to do the job well enough. They range from simple buttons or keys to more advanced tapping and scrolling features such as volume sliders, scroll wheels, and trackpads. Yet the location of the output, or the result of a user's input, is fundamentally displaced from the location of the input. What would happen if those two senses—the output and the input, or the sight and the touch—were one and the same? Touchscreens bring this benefit to systems at a very basic level.

What may seem like a basic concept is actually a profound breakthrough that is leading to a revolution in how users interact with electronics. The transparent nature of touchscreens enables a completely different user interaction with devices as the user directly "touches" the varied content within the display. Instead of having a button on the periphery of any electronic device, like a regular dial pad button on a cell phone, users can directly interact with any application that is inherent within the device's "brains," its operating system.

This direct interaction is revolutionary because the power of the operating system and its applications are then directly at the user's fingertips. While keypads let users navigate through applications on a screen, the keypad and screen are still separate and distinct. A touchscreen fundamentally brings the display alive by allowing users to physically manipulate the display and become one with the screen, its inherent applications, and the data displayed.

Actions and gestures of all kinds—anything consumers can imagine—can be realized on the display simply by touching it. Touchscreens come in three main forms: single-touch, multi-touch gesture, and the peak of it all, multi-touch all-point.

Single-Touch Touchscreen

The power of the touchscreen was first unleashed in its simplest form with one finger touching one point on the screen. Just think of your everyday point of sale (POS) terminal at your local supermarket or the check-in terminal at the airport. Single-touch was the obvious next step in the evolution of user interfaces, bringing the mechanical button off to the side of the screen back onto the screen.

Figure 1: Single-touch touchscreens, which optimize design space and provide unlimited numbers of buttons, still only allow users to select one function at a time.

Single-touch buttons are found in everything around the home, office, or anywhere in between: cell phones, landline phones, remote controls, televisions, computers and all of their peripherals, gaming systems, refrigerators, ovens, toasters, car interior controls like radio and air conditioning, and so on. Single-touch touchscreens remove the need for the traditional mechanical button by integrating that user control interface directly onto the screen itself *(Fig. 1)*.

Single-touch has brought two main advantages to the user interface. First, device design space can be optimized, especially in smaller devices, by locating both a screen and buttons in the same area. Second, devices can now have an unlimited amount of "buttons" since a button could be tied to any application within the device's operating system. This functionality, predominantly based on resistive touchscreen technology, became quite popular across consumer electronics, airport kiosks, grocery store POS terminals, and automobile GPS systems, and it easily found applications in the mobile space.

Multi-Touch Gesture Touchscreens

Single-touch touchscreens based on resistive touchscreen technology, while amazing in their own right, had two significant drawbacks. First, resistive technology relied on the small physical movement of the touchscreen, something that proved to cause poor performance after normal wear and tear. Next, the technology was just single-touch, i.e., only one finger could do one thing at one time on a particular screen.

Figure 2: With multi-touch gesture touchscreens, users can perform more complicated inputs like sizing photos and adjusting Web pages.

This is where Apple made its monumental contribution to the user interface revolution, with its projected-capacitive touchscreen iPhone. Even in small devices like smart phones, the functionality inherent within the applications and operating system screams for multiple fingers for optimal usability. Users already are wondering how they ever lived without one- and two-finger gestures, like manipulating picture sizes and adjusting Web page views *(Fig. 2)*.

Other innovators are continuing this multi-touch gesture trend across many other devices and systems, such as other smart phones like the Google G-1 and the BlackBerry Storm, computers and laptops like the MacBook Pro and HP touchsmart, portable media players, and a wide variety of other applications. New expectations have been set in how users can connect with electronics, and now all electronics are vying to integrate this expectation.

Multi-Touch All-Point Touchscreens

Fig. 3: Multi-touch all-point touchscreens tear down the boundaries of user input, which is only limited by the designer's imagination.

As with single-touch touchscreens, multi-touch gesture touchscreens too have a limitation: the number of points the technology can identify on the screen. Why limit device makers to two points at a time? Users have 10 fingers across two hands, and when users interact with each other, the number of fingers and hands grows even more. That's the concept of multi-touch all-point—the ability to handle more than two fingers *(Fig. 3)*.

Multi-touch all-point technology brings touchscreens to the next level of reliable usability across a broader set of feature-rich applications. Reliability refers to the ability to accurately capture all raw data points touched on a screen in the highest granularity in a way that minimizes any confusion about which exact points in the screen were touched. Usability refers to the many powerful applications, within small and large screens, that can benefit from more than two fingers or hands on the screen.

Interactive 3D gaming, keyboard entry, and map manipulation are but a few more applications that are prime candidates for this level of touchscreen functionality. Ultimately, multi-touch all-point technology provides device and system OEMs with even more touch data to empower them to unleash their creativity for developing the next generation of user interfaces.

Chitiz Mathema is a product manager in the User Interface Business Unit at Cypress Semiconductor Corp., where he is responsible for product marketing of the TrueTouch touchscreen solution and CapSense touch-sensing solution. He has five years of experience in design, project management and product marketing. He holds a bachelor's degree in ECE from the National Institute of Technology, Warangal, in India and an MSEE from Mississippi State University

7.

How a Simple Design Tweak Could Save Fuel and Keep Bus Passengers Cool

It's virtually impossible to ride around on a public bus during the summer without having someone crack open a few windows. At the same time, open windows--and air conditioning, which is present on less than 5% of inter-city vehicles worldwide--reduce fuel efficiency and don't even provide enough cool air to all passengers. As it turns out, this fuel/energy-efficiency conundrum can be fixed with a simple design modification, according to Sunil Kale, a professor of mechanical engineering at the Indian Institute of Technology in Delhi, India.

After Kale and his team conducted an aerodynamic study of fluid flow in buses, they found that passengers near the aisle don't receive any cool air from open windows, while passengers in the front only receive air from the rear of the bus. But by adding a wide vent at the front and back of the bus, or by adding roof vents, the "comfort zone" of cool air is expanded from 11% of the vehicle to over 50%. The vents also reduce drag, so fuel is conserved. That in turn could mean that public transportation ticket prices are kept down.

It's a simple fix, and one that could provide much relief to passengers. As fuel prices increase, the number of bus passengers probably will as well. And since buses are already the primary means of commuting within and between cities worldwide, any improvements, however small, are welcome.

8.

NGO doing commendable job for visually-impaired kids

Snehlata Shrivastav2 August 2009
He did not say a word, but the smile and glow on the face of Animesh Ahilya, a visually-impaired standard X student from Kurve's New Model High School on receiving an audio book reader (ABR) as a gift for his school on Saturday morning said it all.

Animesh was happy that now, like him, many more visually-impaired children from his school will be able to perform better in their studies. His father had bought him an ABR last year. The device helped him to read all his text books and clear the exam easily.
Animesh and Kurve's School are some of the beneficiaries of Saksham' (Samdrishti, Kshmata Vikas Evam Anusandhan Mandal), a city-based NGO, which has been trying to enable visually-impaired (both partially and completely) children complete their studies.

Since one year, Saksham has been providing students with text books for standard V to XII in audio form.

Saksham, which also runs the famous Madhav Netra Pedi or the Eye Bank at Pratap Nagar Square, is known for its varied initiatives to enable physically-challenged children and adults to come into the main stream.

Schools like the Dnyanjyoti Andh Vidaylaya, the Blind Relief Association's blind school on south Ambazari road and the LAD women's college are some of the other beneficiaries who can now provide education to students through Saksham. So far, Saksham has provided ABRs to 65 children from the city as well as other cities in the state.

Saksham also has the support of many philanthropists like C V Chalapati Rao, a director-grade scientist from the National Environmental Engineering Research Institute, who keeps sponsoring ABRs for different schools. On

Saturday, he handed over the ABR to Animesh. Kurve's principal Shashi Shamkuwar had no words to express her gratitude to Rao. She just wished that more and more individuals from all sections of society would continue to support Saksham in its endeavour.

Saksham is a joint effort of some of the most devoted and motivated individuals who believe that physically-challenged people also have an equal right to excel in every field like normal individuals.

Saksham runs many projects, but converting books, especially story books and stories of great men and women of India like Gram Geeta into audio form and making them available to blind children through ABR and providing low vision devices to the partially blind are two projects very dear to Avinash Sangvai, general secretary and Shirish Darwhekar, All India executive committee member of Saksham. It is their passion and dedication for the needy that has converted Skasham into a truly Saksham or an enabled' organisation.

ABR, a completely indigenously-developed device by Darwhekar, is the first device of its kind in the country. It can convert all the existing text books developed by the National Association for Blind into a special audio format which is different from the available audio instruments. The ABR helps blind children read all types of books either individually or collectively in a form compatible to their understanding.

Darwhekar, a retired bank manager posted in the information technology (IT) department, used his skills and knowledge to devise the ABR.

He says that though some visually-impaired kids have already been reading books in the form of CDs and cassettes using headphone and I-pods, none of these devices have been made taking the visually-impaired into consideration.
Hence, Darwhekar developed the ABR which is basically a small and handy device with just five buttons which can be connected to a head phone. The device requires a 2GB memory card which can store all X and XIIth standard text

books. It has a capacity of storing 60 hours of reading material. Saksham has already converted over 500 text books and other literature books into over 12,000 cassettes and CDs which can be read using the ABR. Apart from Maharashtra, they are being used in Kerala, Hyderabad and Bangalore. This has been made possible because of over 70 volunteers from the city, including doctors who read text books and record them whenever they have time. These records can be added to the ABR memory card. Ramesh Sathe, a mechanical engineer from Pune, who also designs and develops low vision devices to help the visually-impaired through his Vijaya Memorial Trust was so impressed by ABR that he came down to Nagpur and gifted a set of low-vision devices developed by him to Saksham. Motivated with the appreciation received by Sathe, Sakasham decided to start a Low vision centre' at Madhav Eye Bank. The centre was inaugurated by Sathe himself.

From the day it started operations, students and even adults began to approach the centre for screening. They were keen to know the exact problem in their eyes so that they could seek the most suited low vision device like a typoscope which cost only Rs 15 to hi-tech devices costing up to Rs 1.5 lakh.

Students who cannot afford to buy these devices (40 varieties) can seek sponsors through Saksham. Volunteers like Sandeep Darwhekar and Mukund Deshmukh and many more go out of their way to find sponsors.

Amrapali Motghare and Dinesh Samahe were among the first few to reach the centre on the first day to avail of the low-vision devices. Both had different problems but were thrilled that the centre had solutions to their problems in the form of special devices that would make their future much brighter.

For girls, Saksham has come up with a new project at LAD College. The college has bought an ABR and headphones for its library where ten students from any standard can read any text book for any class along with normal students and that too without disturbing them.

Sanghavi wishes to reach the ABR to needy students. He seeks cooperation from the society to fulfill the dreams of thousands of differently-abled children.

Program & Events:
1.

The Spark 2009 Design
& Architecture Awards
Call for Entries: July 2009

2.
The Secretariat
Design for Asia Award 2009
c/o Hong Kong Design Centre
Address: 1/F InnoCentre, 72 Tat Chee Ave., Kowloon Tong,
Hong Kong
Tel: +852 2522 8688   Fax: +852 2892 2621
Email:
enquiry@dfaaward.com

3.

Resource for further information:

United Nations Secretariat for the
Convention on the Rights of Persons with
Disabilities

www.un.org/disabilities

www.ohchr.org

enable@un.org

Convention on the Rights of Persons with Disabilities

4.

FORUM NOKIA – USID Design Challenge2009

Enrich the lives of the differently- abled, Get rich!

Do you think you can create a difference to the world with your ideas? Then how about enabling 650 million disabled people?*

Forum Nokia USID Design Challenge 2009 gives you an opportunity to design an aid or a **support system using the information and communication technologies (e.g. Mobile Applications, Devices, Services etc.) for the people with disabilities. Empower and Make life easier for the 10% of the world's population - with a solution/ application that empower mobile devices and runs on finger tips. One that tips the odds in their favor by creating technologies that empower, enable and bring them equal with the rest of the world.**

PRIZES

Prizes as per the following will be awarded to the best three entries:

1st Prize: Rs. 50,000/-*
2nd Prize: Rs. 30,000/-*
3rd Prize: Rs. 20,000/-*

*Tax will be deducted as per the Income Tax regulations of Govt. of India.

The prizes will be awarded during the closing event of the USID 2009 which is being planned in September 2008.

The details and schedule for the closing event will be notified to all the winning teams through email/post. The Individual team can decide to collect the prizes themselves by attending the closing event of USID 2009 on their own expenses or can inform USID Foundation about their incapability to attend the closing event. In this case, USID

Foundation will make some alternative arrangement of forwarding the prizes to the winning teams. By participating in the design challenge, you agree to be bound by the Official Rules, and the decisions of USID Foundation, which shall be final in all respects. All the entries shall receive participation certificates from the USID Foundation.

IMPORTANT DATES

Registration: August 10th, 2009

Submission: August 30th, 2009

For registration send email to usid_designchalleng e@usidfoundation .org with your name and institution/ organization.

ENTRIES SUBMISSION PROVISIONS

The teams must submit their deliverables as mentioned below. Incomplete entries will not be taken into consideration.

DELIVERABLES

1. Design Concept Poster (PDF A3), including the following
o Theme Title, Teams details, Institution / organization details
o The problem statement you have taken
o A concise description of the proposed solution
o Clear illustrations of key aspects of your proposed solution
o Compelling, effective visual design
o Prototype
o Acknowledgement of any assistance drawn from outside the student team (advisors, faculty, domain experts, existing solutions, users, etc.)
2. Design Solution Storyboard (PDF, PPS) (if require to explain the concept)
3. Interactive Prototype showing the concept (Optional)

HOW TO SUBMIT ONLINE

The deliverables should be submitted as a single Zip file by 30th August, (6:00 PM GMT) to email ID: usid_designchallenge@usidfoundation.org .The file must be not larger than 10 Mb in size.

TEAM SIZE

Individual or maximum 4 members

JURY AND SELECTION CRITERIA

The entries will be judged by a jury composed of members from (eminent design, technology and User Experience and accessibility professionals) from industry & academia. The Jury will choose three winners who will be awarded 1st, 2nd and 3rd ranks. Each entry will be judged based on the Creativity, Ingenuity, Innovation, Feasibility, Impact & User Experience and Feasibility of implementation.

Disclaimer: This competition shall not constitute a commitment or create a joint venture, partnership, agency or other media or business relationship between the participants and the organizers or judging companies of this competition. This competition shall not either be understood to grant to any participant whether expressly or by implication any ownership, rights or license to any intellectual property rights of any of the organizers, judging companies and vice versa. None of the Information which may be disclosed or exchanged by the parties shall constitute any representation, warranty, assurance, guarantee or other inducement by any party to any other of any kind, and, in particular, with respect to the infringement of any trademarks, patents, copyrights or any other intellectual property rights, or other rights of either party.

5.
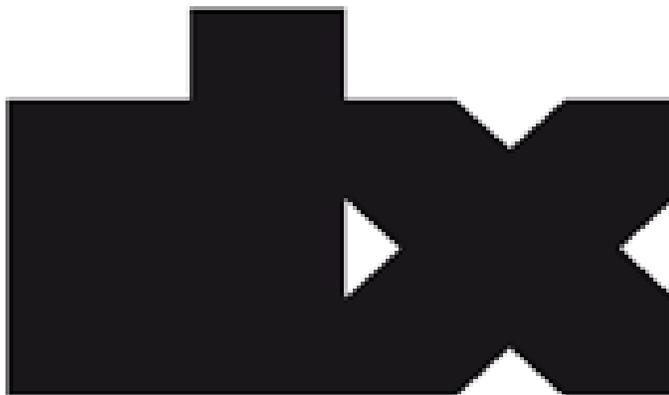
From 6 to 11 october 2009 Naples will host the first edition of "Design Per. Settimana Internazionale della Grafica" (Design For. International Week of Graphic Design).
The event, unique in Italy and rare in Europe, is organized by AIAP (the Italian Association of Graphic Designers).

Graphic design its everywhere in our daily life, although its more and more intangible.
Design Per wants to make graphic design's role evident, by involving people in a series of discussions, talks, seminars.
Design Per will investigate fields and practices of graphic design with conferences, round tables, exhibitions, workshops, open studios, typographic walks, projections.
Design Per will host more then 50 speakers — designers, professors, authors — who will show us some of the several possibilities graphic design takes life today.

Four workshops on different themes, connected to four round tables and seven exhibitions.
Design for books with Henrik Kubler, design for environment with Maxime Lemoyne and Guillame Bullat (Voiture 14), design for enterprise wih the i-Profit laboratoire, design for new languages with René van Engelenburg and Gijs ten Cate (Dropstuff).

The event will held in some of the most important locations dedicated to arts in Naples.
Pan, the Palace of the Arts, will be the hearth of the event, which will takes place also at the Madre Museum of contemporary arts, at the Second University of Naples (SUN).

But several other places will be involved all around the town.

To know more take a look at
http://www.aiap.it/designper

"Design For. International Week of Graphic Design" is a project of AIAP — Associazione Italiana Progettazione per la Comunicazione Visiva (Italian Association of Graphic Designers).
In collaboration with Comune di Napoli, Pan, Seconda Università degli Studi di Napoli (SUN), Museo Madre.
Endorsed by Regione Campania, Facoltà di Architettura - SUN, Dipartimento Ideas - Sun, Dottorato di Ricerca in Design Industriale ed Urbano - Sun.

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www.aiap.it

6.

Training Announcement (Mumbai & Pune) - Monsoon 2009
Design Incubator Research & Development Labs is organizing three Training Courses on User Experience Design for IT and Web Professionals. Two courses are in Mumbai and One in Pune (India), in September '09. Early Entry Discounts end on 21st August '09.
All Details
Read information about materials, certificates, fees, venue, and other details on this link:
http://www.designin cubator.com/ training_ current.htm

(Mumbai) Course 01: Introduction to User Interface

Design
A full day training event on Sun, 6th Sept '09.
Discount ends on 21st Aug '09.
Venue - IIT Bombay's Conference Hall in the Guest House Building
Details - http://www.designin cubator.com/ training_ current_c1_ m_m09.htm
(Mumbai) Course 02: User Interface Design
A two day weekend course on Sat, 12th Sept and Sun, 13th Sept '09.
Discount ends on 21st Aug '09.
Venue - IIT Bombay's Seminar Hall in the Guest House Building
Details- http://www.designin cubator.com/ training_ current_c2_ m_m09.htm
(Pune) Course 2: User Interface Design
A two day weekend course on Sat, 19th Sept and Sun, 20th Sept '09.
Discount ends on 21st Aug '09.
Venue – YASHADA, Baner Road, Pune
Details- http://www.designin cubator.com/ training_ current_c2_ p_m09.htm
Participants' Feedbacks from Previous Courses
Read what participant who have attended the courses in past years have to say about them:
http://www.designin cubator.com/ training_ public.htm
Employers, Designers and Educators on Design Incubator's Training
Read what Employers, Designers and Educators have to say about Design Incubator's workshops on this link:
http://www.designin cubator.com/ training_ testimonials. htm
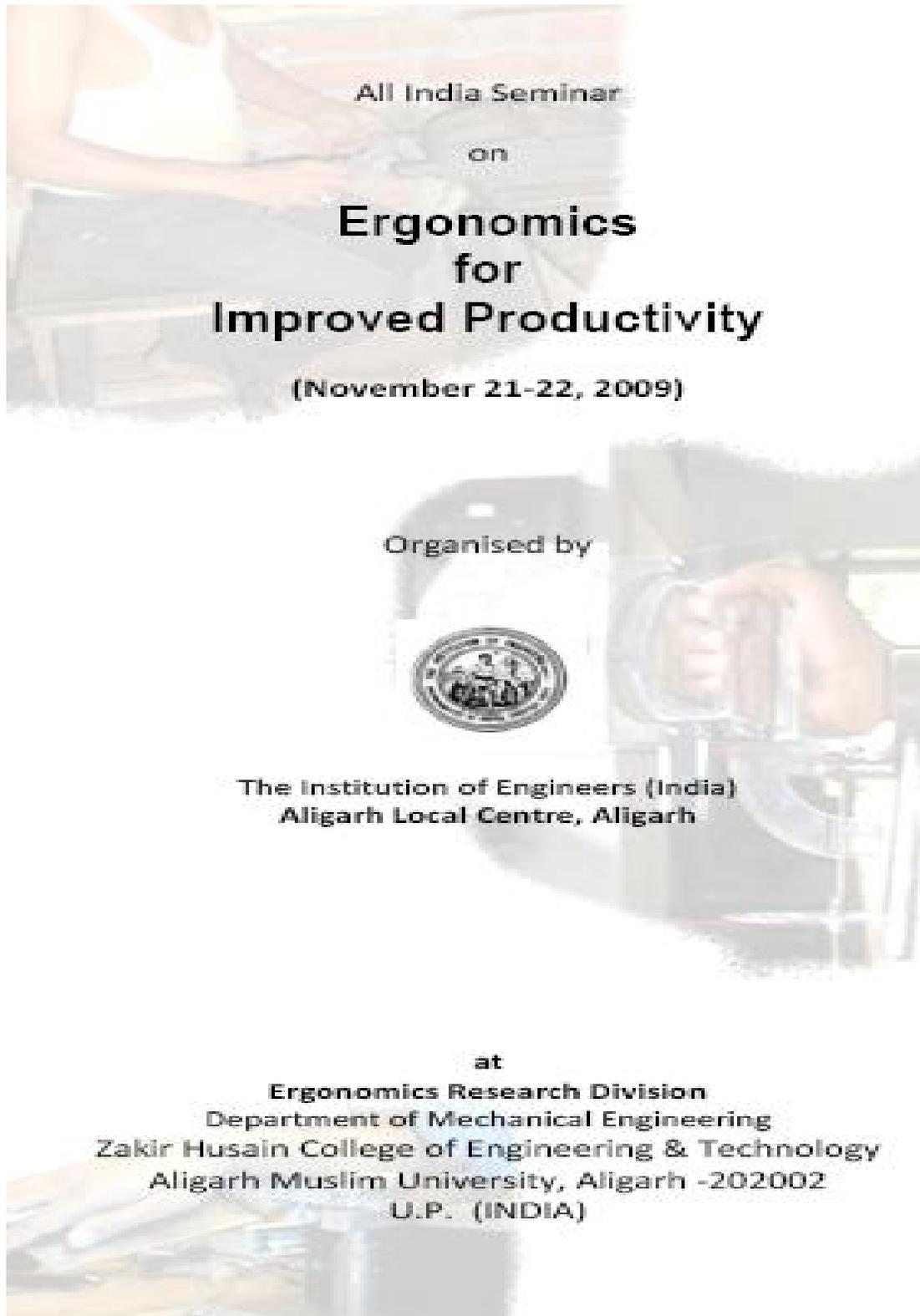**Email us: training (at) designincubator .com**
Call us: +91 (0) 22 6552 9069 (Mumbai)
** Training Department ,**
Design Incubator Research & Development Labs
URL: www.designincubator .com

7.

All India Seminar

on

**Ergonomics
for
Improved Productivity**

(November 21-22, 2009)

Organised by

The Institution of Engineers (India)
Aligarh Local Centre, Aligarh

at
Ergonomics Research Division
Department of Mechanical Engineering
Zakir Husain College of Engineering & Technology
Aligarh Muslim University, Aligarh -202002
U.P. (INDIA)

Chief Patron *Prof. P. K. Abdul Azis (Vice Chancellor, AMU)*

Patron

Er. S. A. K. Rao, FIE, Chairman, IEI (Aligarh)

Er. S. L. Sharma, Founder Chairman, IEI (Aligarh)

Prof. S. H. Mohsin, FIE, IEI (Aligarh)

Er. R. B. Khanzote, FIE, Vice President, IEI (India)

Er. T. M. Gunaraja, FIE, Chairman, MED, IEI (India)

Prof. A. K. Gupta, FIE (Dean, F/O Engg. & Tech.)

Prof. M. T. Ahmed, Principal, ZHCET

Prof. Md. Hamiuddin, Chairman, MED, AMU

Organising Committee

Dr. M. Muzammil, MIE (Convenor)

Prof. Shamim Ahmad, FIE

Er. R. K. Varshney, FIE

Prof. Kr. K. A. Khan, FIE

Prof. V. P. Mittal, FIE

Prof. S. S. Nabi, FIE

Er. N. K. Garg, MIE

Prof. N. Alam, FIE

Dr. M. Kamil, FIE

Er. Abdul Hanif, MIE

Er. S. K. Mittal, FIE

Er. Girish, FIE, Chairman, IEI (UP)

Er. Bholanath Agarwal, Hony. Secy. IEI (UP)

Er. Shiv K. Mittal, Shiva Auto

Er. Dinesh C.Varshney

Prof. Ravi Shankar, IIT Delhi

Prof. S. K. Garg, DCE, DU

Prof. Abid Haleem, MED, JMI

Er. I. A. Khan, MED

Dr. S. Noorul Hasan, Univ. Poly.

Dr. Omar Farooq, ELED

Er. Parveen Farooqui, MED

Er. Khusro Qasim, MED

Er. Faisal Hasan, MED

Er. Saman Ahmad, MED

Er. Mohd Farooq, MED

Dr. Sangeeta Singhal, JNMC,

Dr. Mohd Ali, MED

Mr. Imran Shafiq, UnivPoly

Dr. Z. Malik, MED, JMI

Dr. Z. A. Khan, MED, JMI

Dr. P. Mukhopadhayay, NID

Dr. Iqbal A. Khan, KEI, NOIDA

Mr. Wasifullah, UnivPoly

Mr. Mohd Rehan, EED

Technical Committee

Dr. Abid A. Khan, MIE (Convenor)

Prof. Arif Suhail, MED

About AMU: Aligarh is located on the main Delhi-Kolkata rail route at a distance of 135 km south-east of Delhi (Approximately two hours journey from Delhi). Aligarh is only 82 km from Agra and 60 km from Mathura (by road). Aligarh Muslim University is one of the earliest Universities of India and it has a long and distinguished history. Initially established as a College in 1875, it became a full-fledged University in 1920. The Zakir Husain College of Engineering & Technology with its foundation stone being laid on 21st November 1938, stands today as an epitome in the field of engineering and technology, manifesting quality education to build intellectual competitiveness. ZHCET named after a great scholar of AMU and the former President of India, Dr. Zakir Husain, extends its arms for hundreds of students from across the country and abroad.

Important Dates:

Submission of Full Paper: 10th Oct. 2009

Communication of acceptance: 20th Oct. 2009

Submission of camera-ready paper: 5th Nov. 2009

To get the accepted papers published in the conference proceedings, the authors are requested to register by 10th Nov. 2009.

Accommodation:

Paid accommodation is available in the University Guest House/Hotel for the participants. They may contact the organisers for the same in advance.

Proceedings:

Proceedings of the Seminar will be published in an edited volume and will contain the accepted papers submitted by the authors.

Address for Communication:

Convenor:

Dr. Mohammad Muzammil

Co-convenor:

Dr. Abid Ali Khan

EIP-2009
Ergonomics Research Division
Department of Mechanical Engineering
Zakir Husain College of Engineering & Technology
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Email: eip2009@zhcet.ac.in
http://sites.qooqle.com/a/zhcet.ac.in/eip2009

8.

Welcome to DeSForM 2009 — Call for Interactive Demos

The College of Design at National Taiwan University of Science and Technology and the INSIGHT (INnovation and Synergy for IntelliGent Home Technology) Center at National Taiwan University are delighted to invite you to DeSForM 2009, an international workshop on Design & Semantics of Form & Movement, to be held on October 26 & 27, 2009, in Taipei, Taiwan, a city offering a vibrant blend of traditional culture and cosmopolitan life. We would like to invites you to demonstrate your interactive designs in the DeSForM 2009 conference.

[Submission and Review Process]

The submission will be processed with two steps. First, please prepare a short description proposal and submit it to our online system by August 31. The committee will review the proposals and notify you the preliminary review results within one week. Then, we will ask you to upload a video showcase for evaluation in detail. The final review result will be sent to the authors by September 21.

[Preparing for Submission]

The short proposal should be created with the template file and less than 3 pages. The contents should include following elements:

• The design concept
• The interactive technologies integrated in the design
• Some screenshots of the video showcase
• The dimensions of the installation
• The specific requirements (such as 220V outlet or Wi-Fi, etc.) needed to install and demonstrate the design in DeSForM Conference

The proposal should be submitted to our online system by August 31: www.desform.org/submissions

[Timeline]

- **Submission of Demo Proposals: August 31, 2009**

- **Notification of Preliminary Review Results: September 8, 2009**

- **Uploading Video Showcase: September 15, 2009**

- **Notification of Accepted Demo Proposals: September 21, 2009**

- **Deadline for Final Version of Papers: September 28, 2009**

- **Conference: October 26-27, 2009**

Now Accepting Submissions Visit
www.desform.org

9.

9no Congreso Internacional "Esquina Norte"

Esquina Norte, el principal congreso independiente de diseño del noroeste del país, es una serie de conferencias y talleres prácticos celebrados cada otoño en Tijuana. Evento de talla internacional que es posible gracias a un reducido grupo de estudiantes y profesionistas que de manera comprometida y responsable, han creado un foro de inspiración para más de 3600 estudiantes.
...diseñadores gráficos, arquitectos, comunicólogos, artistas plásticos y visuales, ilustradores, videastas...
Ocho exitosas ediciones han convertido a Esquina Norte en una amplia comunidad multidisciplinaria que que promueve el diálogo a través del esfuerzo conjunto con creadores internacionales, en un ambiente pocas veces igualado.

10.

iCODEVGURUKUL

SPJIMR Center for DOCC
Presents

Fundraising & Communications Training

On 9th & 10th October 2009 at Mumbai

For 'Not For Profits' And CSR Organisation With Real Practitioners And Successful Fundraising Experts

Organised by
Silver Innings

Workshop Features:

• Globally Experienced Hands On Fundraisers.
• Explores Fundamentals, Specialised Developments & Fundraising Training.
• Tangible Outcomes: Make Plans That Work!
• As A First All Participants Shall Be Given Handholding And Out Of The Box Ideas To Create Their Own Strategies By The Gurus

Who should attend?
This workshop is designed to support Fundraisers, CSR Heads, Social Communications professionals, NGO Directors, Brand Managers, Event managers & others who are inclined towards organizing fundraising events & functionaries of NGOs from Maharashtra & Mumbai.

Why to attend?
Real Time Learning For Planning & Executing Events With 360-degree Solutions, From Specialist Gurus Who Have Hands On Experience Plus Theoretical & Practical Knowledge. This Shall Also Be A Good Forum To Build Relationships With The Gurus And People From Various Sectors, Share Ideas And Forge Alliances To Plan Fundraising Events & Campaigns As Joint Ventures. To Top It As A First (No Other Workshop Has Ever Done This Before In India Or Overseas), All Fundraisers & Delegates From Ngo's Shall Be Given Handholding & Assistance By Icongo For Developing A Successful Fundraising Strategy .

How to Register:
3500/- INR Non Residential (inclusive of lunches, refreshments and materials) . *There is a 500 rupee early bird discount until 31st August 2009.*
We offer a special registration fee to NGOs sending two or more staff members as this is the best way to ensure that you can take these tools and implement them in your NGO!

Venue Address:
Centre for Development of Corporate Citizenship, Bhartiya Vidya Bhavan's S.P. Jain Institute of Management & Research, Munshi Nagar,Dadabhai Road, Andheri West, Mumbai 400058 .Tel: 61460316, Email: nirja@spjimr.org , Website: http://www.spjimr.org/

Fee Collection Center:
Payment to be made in name of "Silver Innings"
Contact Address: 4th Floor, Candelar Building, 26 St John Baptist Road, Near Mount Mary Steps, Next to Smokin Joes Pizza shop, Bandra (W), Mumbai 400050

Contact Person (Silver Innings):
Ms. Hemshikha Gupta - 09987104233 ,
Email: silverinnings@gmail.com
Mr.Sailesh Mishra - 09819819145
Email: sailesh2000@gmail.com

Contact Persons fron iCONGO
Ms Snigdha Narain: 09711773625 email: snigdhamjn@gmail.com
Mr. Hunar Brar: hunarbrar@gmail.com

SPJIMR center for DOCC
presents
iCODEVGURUKUL
On
9th & 10th October 2009 at
SPJIMR, Mumbai
Organised by
Silver Innings

• Want to begin a social venture?
• Want to learn the latest tools & techniques?
• Ready to raise money for your NGO?
• Wondering what the fundraising science is about?

Fundraising is not about going out with a begging bowl but about, planning, conceptualizing and working with a long term strategy. To involve citizens with the cause and not just asking them for money.
To find out more, Register and attend this workshop **NOW** and learn the art and science of fundraising.

Themes:-
The Meaning Of Fundraising
Creating A Winning Strategy
Ethics Of Fundraising
Legalities In Fundraising
Inspiring Support And Not Just Asking For Money
Direct Mail Appeals
Planning Small Local Fundraising Events
How To Write Winning Proposals
Raising Funds From The Government
Partnerships With Corporate
How To Plan And Start A Social Venture On A Shoestring
Planning Communications

11.

Webinar

Aging populations and air travel concerns:

2551 N Clark Street, Suite 301 Chicago, IL 60614 Ph. 773.388.8839 Fx 413.460.5995

Accommodating passengers with special needs

10 September, 10am ET

Home » **Events** » Aging populations and air travel concerns

Challenged by adjusting to new disability laws across the world, IATA teams up with Open Doors Organization to create a unique webinar explaining how to navigate the new regulations.

Date and Location
September 10, 2009
Webinar: 10 Sept, 10am ET

Event designed for: All Audiences

Highlights

Session will include how to locate information about regulations, how to implement the proper training, analysis of market statistics and 5 facts about people with disabilities.

Previews of upcoming training on US Air Carrier Access Act - CRO certification training and Inclusive design features in Airports (visual paging, animal relief areas, family/unisex restroom design, advanced wayfinding technologies for blind low vision).

Moderator

- **Kevin Caron**, Product Manager, Airport Training and Consulting, **IATA**

Speakers

- **Eric Lipp**, Executive Director and Founder, **Open Doors Organization**
- **Bill Burnell**, Manager, Customer First and Regulatory Programs, **Continental Airlines**

Register Now!

Job Openings:

1.

Khumbu Systems, Hyderabad is seeking a user experience designer to support the company's various Rich Internet applications (RIA) development initiatives. The user experience designer will be responsible for designing, developing, testing, and refining all aspects of the web and desktop application user interfaces. Applicant must be familiar with all aspects of User Interface (UI) design for the web and desktop applications, including interaction design, usage and usability studies, prototyping and graphic techniques. Please respond with your resume/CV to hr(at)khumbusystems (dot)com.

Education:

Bachelor's degree in Graphic or Industrial Design, Computer Science, HCI, Fine Arts, or equivalent experience.

Certification in HCI, Interaction design, Usability is a plus.

Technical Skills:

3+ years experience in designing User Interfaces for web and desktop applications. Experience in designing UI for applications that are optimized for rapid data entry is a plus.

Complete familiarity with web standards, usability, and Interaction Design principles.

Demonstrate ability to translate strategic and conceptual thinking into usable designs and supporting documentation.

Sufficient level of graphic design skills for the development of graphical user interfaces (GUIs).

Demonstrate an understanding of the balance between business goals, design requirements, and user objectives.

2+ years of experience in Microsoft Expression Blend 2.0 or Microsoft Expression Studio 2.0, Windows Presentation Foundation (WPF), Silverlight and XAML.

Knowledge of standard software configuration management procedures and various aspects of the software development lifecycle;

Strong exposure to task analysis, heuristic evaluations, interface audit and cognitive walk- through.
2.

We are looking for Senior Usability Engineer/Associate consultant in our team with 4 to 5 years of experience in UI and Usability.
If interested pls. mail your profile to usability@ibsplc.comn or to me.

Sanu George
IBS | UE Group

3.
One of reputed company in Hyderabad is looking for DB developers
with 4 yrs of good experience.

Please share your profiles to nisha2003@gmail. com or reach out to
Nisha@ 9989098123.

4.
Seeking Interaction designers for short term project – Mumbai

EchoUser India is looking for multiple interaction designers for a short
term project based out of Mumbai. Ideally the designers should have 3-
5+ years industry experience with all or some experience in the mobile
domain.

This will be a short term project with the Indian office of 'EchoUser', a
San Francisco based design consulting firm (www.echouser. com).

All interested candidates may send their resumes or write for further
information to: Nitin Gupta at nitin.gupta@ echouser.com

5.

This is to announce various openings at Srishti at the junior as well
as senior levels. The positions are in the following art/design
fields:
1. Foundation Studies/Research & Methods
2. Product & UI Design
3. Animation & Visual Effects
4. Information/ Visual Communication Design
5. Gaming & Interactivity
6. Exhibition Design/Architecture
Candidates with suitable qualifications and/or experience are invited
to apply, for part-time or full-time positions. Interdisciplinary
qualifications or practice experience would be welcome. Candidates
with research/academic qualifications are also encouraged to apply.
Remuneration will be offered based on qualifications, experience and
best fit to the position applied for.
Please send in your applications to me directly
(arvind@srishti.ac.in) with a CV and letter of intent outlining
your motivation for teaching. Feel free to write to me for any
clarifications.
Arvind Lodaya
Senior Faculty
www.srishti.ac.in

6.
The Eindhoven University of Technology (TU/e) seeks candidates for a
PhD position on the topic of "End-User Development of Tangible

Interaction"
(please quote vacancy number V51.073). This is a 4 year fully funded Phd position at the Eindhoven University of Technology, Department of Industrial Design.

The Phd is part of a nationally funded project aiming to support therapy with robotic and tangible user interfaces. The PhD candidate will work on the topic of End-User programming for tangible user interfaces. The project is expected to start in October 2009.
See http://vacatures- v2.tue.nl/ vacature. aspx?vacaturenum mer=V51.073& Taal=EN

Tasks
This PhD is part of a collaborative project called WikiTherapist which aims to enable therapists to develop technology-based therapy programs, on non conventional platforms like tangible user interfaces and robots. The project will be staffed by 2 PhD students and 2 Post-docs.

This vacancy concerns the design, development and validation of an end-user development environment for tangible interfaces that is tailored to the needs and capabilities of therapists. The PhD student will be placed in the User Centred Engineering Group, Department of Industrial Design, Eindhoven University of Technology. The student will spend up to 24 months in placements at industry participating in the project.

The project will follow a user centred design approach in which therapists will be involved in all stages. Particularly interesting for this project is to enable the operation of a community of innovation in which therapists and technology providers can pool resources and capabilities. The project will have a strong focus on validation of the concepts through field studies especially with a view to develop generalizable knowledge about how to structure and facilitate this type of co-development process.

Requirements
A Master in Computer Science, ideally in an area related to human-computer interaction. Affinity with the topics of end-user programming, tangible user interfaces, open/evolutionary development processes, or technology based rehabilitation are valued. Also valued are prior experience of the candidate with field studies and with setting up and executing user tests.

Appointment and Salary
The appointment is for 4 years. As an employee of the university you will receive a competitive salary as well as excellent employment conditions (including excellent sport facilities and child care). The research in this project must be concluded with writing a PhD thesis. A salary is offered starting at EUR 2,042 per month (gross) in the first year and increasing up to EUR 2,612 per month (gross) in the last year. Moreover 8% bonus share (holiday supplement) and 8.3% bonus share (end-of-the- year allowance) are provided annually. Assistance for

finding accommodation can be given.

Information
Further information about the project, including a full project description, can be obtained from Dr. Panos Markopoulos, Dept of Industrial Design, phone +31 (0)40 247 5247,please mail: P (dot) Markopoulos (at) tue (dot) nl

General information about the organization and the hiring process can be requested from Ms. Julma Braat, personnel department, Dept of Industrial Design, phone +31 (0)40 247 5883, e-mail: <u>j.a.c.l.braat@ tue.nl</u>

Application
Applications are due by 1 September 2009. Please send a written application or e-mail, including a letter explaining your specific interest in the project and extensive curriculum vitae, to the following address:

Technische Universiteit Eindhoven
Department of Industrial Design
Attn. Ms. JA.C.L. Braat, room HG 3.93
P.O. Box 513
5600 MB Eindhoven
The Netherlands

Or by e-mail to: <u>j.a.c.l.braat@ tue.nl</u>

Please include vacancy code V51.073

You can apply for this job before 01-09-2009

7.

Needed: Photoshop Fanatics. Colour Junkies. Font Collectors.

To put it simply, we seek Visualisers who, in turn, seek a challenging work place with psychotic clients, madhatter colleagues, crazy work hours and frequent learning opportunities.

We prefer:

- **People with at least one consuming passion besides what they churn out at work**
- **An interest in all media, new trends, changes in the macro and micro environment**
- **A hunger for information**
- **Foodies**
- **Ability to decode briefs, take meetings, and present creatives, once in a while**

You can expect:

- **Well-respected brands**
- **Portfolio-friendly work**
- **Generally chilled out seniors (who can still whup your ass if you get too cocky, mister)**
- **Good looking colleages**
- **Free samosas, maggi and assorted junkfood in the evenings**
- **Late nights only once in a while (We prefer to leave office by 8 PM, unless someone is dying or intends to kill if we do)**

So if you think you are 'The One' ready to pop the red pill, prepared to find out how deep the rabbit-hole goes, do get in touch. All you need is an experience of 2-3 years and a passion for good designs.

To know about the requirement, go here:
http://www.itsaugus t.com/careers. php
8.
About SAS
SAS is the leader in business analytics software and services, and the largest independent vendor in the business intelligence market. Through innovative solutions delivered within an integrated framework, SAS helps customers at more than 45,000 sites improve performance and deliver value by making better decisions faster. Since 1976 SAS has been giving customers around the world THE POWER TO KNOW®. Across the enterprise, across industries and across the globe, SAS® gives our customers the power to make the right decisions.

SAS R&D India
SAS R&D India (Pvt.) Ltd., a wholly owned subsidiary of SAS Inc., USA, located in Pune, India, has been established as a key Development Center for research and development of products and solutions of SAS. The R&D center employs over 280 personnel with technical and business expertise to support and augment the initiatives undertaken by SAS.

Job Scope- UI Manager
• Provides direction to usability group employees using established policies and procedures. Work is reviewed for soundness of judgment and overall quality and efficiency. Assignments are received in task-oriented terms. Erroneous decisions or recommendations, or failure to achieve results might cause delays in schedules. Accomplishes results through employees at various levels.
• Provides product usability, evaluation and support to development teams for assigned products / solutions. Creates, evaluates and modifies prototypes to support evolving software application development. Develops user profiles, with emphasis on human error control, display issues, visual interaction, and task and objective analyses. Develops and applies software design/usability processes in the investigation of technical problems. Produces specifications describing the appearance and behavior of the user interface for a product in development.
Primary Responsibilities for the role
At Usability Group level

• **Provides leadership as appropriate for projects; trains and guides activities of team members**
• **Determines resource needs and makes requests for personnel, equipment, and other resources**
• **Administers and executes policies and procedures that typically affect team members.**
• **Sets performance standards and performs ongoing performance feedback to employees;.**
• **Defines & implements Learning & Development plans for team members**
• **Focuses usability activities on cross-product design issues. Reviews usability work and gives feedback to usability analysts**
• **Works directly on projects as needs dictate and time permits in order to achieve assigned goals**
• **Liaison on internal basis with team members and development managers. Liaison normally involves specific phases of a project. External contact usually involves software demonstrations or paper presentations.**
• **Communicates group activities to management regularly. Represents the group's interest at meetings**
• **Involves management in major decisions**
• **Regularly contributes to corporate-wide usability initiatives by actively participating in usability community meetings and presentations**
• **Works with marketing and development to put functional requirements into context via use cases.**
• **Works in cross functional teams to translate functional requirements into system design.**
• **Designs, develops, and documents high level and detailed storyboards, mockups and/or prototypes to effectively communicate designs.**
• **Runs designs reviews, usage walkthroughs, and usability tests with key stakeholders and representative users to validate designs.**
• **Works on multiple products and/or technologies supporting multiple products with expanded scope of influence.**
• **Defines task flow for complex problems and for interaction across multiple products.**
• **Gains deep understanding of users, and familiarity with technology.**
• **Integrates user data from various sources, such as sales and marketing, into design work.**
• **Influences product or business goals based on usability research and broad domain and/or technical knowledge. Adjusts usability strategy during development to match changing needs, resources, opportunities, and business goals. Reviews work of usability team members. Collaborates with UI and development management on staffing levels for product area.**
• **Gains a broad knowledge of usability methods and their costs and benefits. Integrates usability conclusions with other information (market research, technology) to influence product direction.**
• **Develops deep expertise in a usability method, tool, or application domain. Makes a conference presentation. Chairs internal discussion group for cross-product usability topic.**
Competencies

A. Technical

• **Demonstrated application of psychological and physiological principles of human behavior to the design and development of software; User research expertise: Task analysis, participatory design, field studies;**

• **Proficient in experimental and quasi-experimental design for the purposes of usability evaluation and design comparisons; Proficient in quantitative and qualitative data analysis; Proficient in developing usability test scenarios; Experience with standard usability evaluation questionnaires;**

• **Proficient in questionnaire development; Proficient in interview techniques; Creates screen designs using advanced image processing tools, e.g., Photoshop, Illustrator, … Develops low fidelity and high-fidelity functional prototypes using VB, HTML, JSP, Java, Flash, XML, CSS; Familiar with UI guidelines for relevant development platforms: Windows, Apple, Swing, Eclipse;**

• **Familiar with common UI design patterns; Identifies emerging interaction patterns within internal and external software;**

• **Develops new interaction patterns to support common task flows; Must be able to work on several projects concurrently;**

• **Ability to make strategic and tactical design recommendations based on usability findings and standard design practices;**

• **Must be able to communicate and work productively in a multidisciplinary environment; Active in UI community – publishes papers in relevant publications/ books, presents papers and/or posters at conferences/ seminars.**

• **Having wide-ranging experience, uses professional concepts and company objectives to resolve complex issues in creative and effective ways.**

B. Management

• **Good oral and written communication, organizational, and leadership skills**

• **Knowledge and experience in Project Planning, Project Tracking, Risk Management, Time Management, Schedule Management, People Management, Issue Management and Budget Management.**

• **Ability to readily solve problems and deal with many demands simultaneously. Ability to develop creative solutions to complex problems;**

• **Self-motivated individual with initiative and ability to learn and explore**

• **Strong decision-making ability;**

Education & Experience

• **Have a educational background in Interaction Design or related field. Optional for highly experienced candidate who can demonstrate great and evolved sense of design.**

• **Need to demonstrate a portfolio of work that showcases creative problem solving, innovative and exciting user interaction solutions that are rooted to real world needs.**

• **Minimum eight years of related experience, with minimum 2-3 years in management role.**

Contact

Talk to Talent Acquisition team @ 020 3041 8700

Apply online at http://www.sas. com/offices/ asiapacific/ india/jobs/ index.htm
Mail to: Priya.Iyer at sas.com
9.

Clarice has emerged as a leading company in the space of User-Centered Design & UI Development. In this short span, Clarice has grown to more than 25 member team of UCD designers/UI developers. We have executed multiple assignments for start-up product companies as well as large multinational enterprises. We primarily work with product companies who consider User Experience as their core competitive strategy and provide creative solutions from HCI & technology domain.

Clarice is looking for top-notch Information Architects/Interact ion Designers for web-based products (including social networking applications) , mobile apps (iPhone, Andrioid platforms) & desktop products (for enterprise class applications) .

By virtue of being the center poles of an emerging and growing organization, you would be counted on taking up significant responsibilities and Clarice assures you of exciting career growth path in the usability value chain.

We are looking at two profiles for specific opportunities:

Design Lead for Mobile Internet Device (MID) applications on Android platform

Responsibilities:

• Information architecture and interaction design for MID applications

• Define design goals, propose design concepts & communicate them with various stakeholders.

• Communicate design thinking through wireframes/prototyp es/UI mockups

Job Qualifications:

• 4 – 8 years of working on interaction design of software applications on web & mobile platforms

• Formal degree from a reputed design institute

Interaction Designer for Social Networking Portal

Responsibilities:

• Design of viral apps for niche social networking site

• **Understand responsible community behavior and propose apps/interactions**

• **Communicate design thinking through wireframes/prototyp es/UI mockups**

• **Collate & analyze user feedback by deploying various online usability test methods**

Job Qualifications:

• **2+ years of working on interaction design of web products**

• **Formal degree/diploma in design from a reputed institute**

Please send your resume & relevant portfolio to Indrayani.

Clarice Technologies

Tel. +91.98900 30513

www.claricetechnologies.com

10.

1) Company Brief:

Magick Woods, head quartered in Toronto, Canada are designers and builders of finest quality bathroom and kitchen furniture.

We have our design centre in Toronto with manufacturing and sourcing centers at Toronto, Shanghai and Chennai, India comprising of five factories in Canada, one in India and two in China. This unique winning combination has made our products popular and well accepted all over North America and as a testimony we are one of the preferred vendors for many a large US retailers such as Home Depot, Menards etc.

Our designing methods of blending current trends with timeless classics coupled with our quest for perfection in manufacturing technology keeps us abreast of competition. Quantum sales growth in last 3 years in a row is essentially the befitting accolade for unmatched quality in design, workmanship and delivery. Today we are the fastest growing company in this segment in the North American market.

Please visit our website **http://www.magickwoods.com** to see some of the finest vanities currently sold in the North American market.

Our Indian subsidiary has a state of the art manufacturing facility at Chennai producing and exporting some of the best selling vanities in the entry level and mid-end ranges to the US market.

Today Magick Woods has evolved to a kitchen and bath solutions company that offers the entire gamut of products including accessories in these segments.

2) Vacancy details:

Position: 1

Title: Junior Designer
Exp: 1-3 Yrs
No of vacancy: 1
Employment Type: Full time
Job Description & pre-requisites:

- Good skills in idea generation and concept design
- Responsible for development of new products for local as well as International market.
- In charge of translating requirements given by Marketing and Sales department for new products into specific projects and delegating it to the team.
- Should have good interpersonal skills, communication skills and team coordination.
- Should have good sketching abilities to convey ideas both at concept and development levels.
- Clarification of quality and other standards pertaining to final products in case of any confusion.
- Exp. from furniture industry would be an added advantage.
- Should have hands-on knowledge of 2D and 3D software relevant in industry.

Position: 2
Title: Senior Designer
Exp: 5-15 Yrs
No of vacancy: 1
Employment Type: Full time
Job Description & pre-requisites:

- Should be a professional designer/architect from NID, IIT's or equivalent Design institutes.
- Should have relevant experience from kitchen or furniture industry.
- Designing modular kitchens and cupboards
- Guiding R&D and involvement in prototype development
- Coordinating with clients & production for new products and standard product customization
- Highlighting and proposing various aspects of the design and layouts/ visuals using relevant design software.
- Good team player and team builder.
- Good communication and presentation skills.
Position: 3
Title: Design Trainee
Exp: 0-1yr
No of vacancy: 1
Employment Type: 3-6 months (temporary)
Job Description & pre-requisites:

- Should be a student of Industrial/ Product Design or Architecture from reputed design/architecture institutes.
- Understanding Product Brief and Design Inputs
- Idea generation & conceptualization of new products by sketches, 2D drawing or 3D modeling software.
- Designing & Developing of new products till prototype stage.
- Should be a fast learner of our products and manufacturing systems.

3) Location: Chennai

4) Contact Details

1) Contact Person: P. Kanagaraj (Asst Manager-HR)
E-Mail: kanagarajp@magickwoods.com
Contact Number: 044- 47402900
2) Contact Person: Vincent Albert (Sr. Manager-Design)
E-Mail: VincentA@magickwoods.com
Contact Number: 044-47402900

11.

We are hiring a Sr. Web developer with sound knowledge of UX concepts, XHTML, JS, CSS, W3c Standards, Photoshop, Basics of flash animation. Interested candidates please look into thumbimpression. com and post your resumes.
This is for Bangalore and for one of the world's best companies to work.

12.

looking for a freelance design consultant who can support us in one of our projects related to indic computing.
If you are passionate about indic computing and have prior experience with indlinux/dtp softwares please get in touch with us.
aurobinda@gmail.com

13.

WE are an interdisciplinary Architectural design in North Bangalore firm looking for architects/designer s/draftsmen.

Our work ranges from architectural, landscape master planning, interior, furniture, exhibition design.

We are looking for committed and enthused individuals willing to explore and gain from involving at varied levels in a firm that is small but intensely into design.

Those interested , pl contact Meeta (09844259076) at, meetajn@gmail. com with your CV, samples of work and your queries

14

Honeywell Technology Solutions - Design Innovation Team, Madurai, is looking for an experienced
Interaction Designer who will be responsible for the Interaction Design for various products.

About Honeywell
Honeywell International is a diversified technology and manufacturing leader, serving customers worldwide

with aerospace products and services; control technologies for buildings, homes and industry; automotive
products; turbochargers; and specialty materials.

Whether you're flying on a plane, driving a car, heating or cooling a home, furnishing an apartment, taking
medication or playing a sport, Honeywell products touch most peoples' lives everyday. We are building a
world that's safer and more secure ... more comfortable and energy efficient ... more innovative and
productive

http://www.honeywell.com

About the Design Innovation Team
Our Vision is to take ownership of all human facing attributes such as usability, aesthetics, cognition etc to
create a complete and satisfying user experience for Honeywell's customers. This team works in domains
like Home and Building Solutions, Access Control & Security Video Surveillance Systems, Aerospace,
Process Solutions etc. The Design Innovation team also conceptualizes new products and solutions which
address human-system interface needs and achieve required effectiveness of human performance during
system operation and maintenance

About the Position
Positions: Interaction Designer

Location: Madurai (preferred if the candidate is from in and around Madurai or willing to settle down
in Madurai)

Experience: 2 to 4 years, preferably in a software product based environment

Education: Formal education in Human-Computer Interaction Design, Visual Communication,
New Media Design

Core Skills & Responsibility:

1. Must have demonstrated skills in User Research, Scenario Building, Focus Groups, Concept Generation,
Prototyping, Heuristic Analysis, etc

2. Create task flow diagrams; define navigation and interaction pattern, create Low/High fidelity prototypes,
storyboards and guidelines for UI development

3. Manage the user experience and interface design effort, including the visual design

4. Developing User experience strategy for larger development projects/programs

5. Inclination to understand and solve complex technical issues pertaining to human computer interaction.

6. Obtain stakeholder buy-in for the proposed designs and mentoring of internal teams on interaction design

7. Conduct quality evaluations to ensure the user experience vision, design and standards are being fulfilled in the applications

8. Work on multiple projects within the Software Development Life Cycle (SDLC) in a faced paced environment.

9. Conduct Usability Training to Developments teams.

Other skills:

1. Creative and Proactive

2. Excellent visualization skills

3. Good understanding of prototyping tools

4. Strong communication, analytical and interpersonal skills working within cross-functional teams a must.

Interested candidates should forward their resume to "Murali.Raghavan@Honeywell.com "
15
Upcoming outsourcing solutions company is coming up in Thane. We have a wide range of capacities from Industrial Design to Mass production capacities. We are looking forward to developing a strong base of designers and manufacturers to meet the requirements of the industry.

About Us
At SAP, we have over 15 years experience in the manufacturing engineering business helping all sizes of company deal with all the issues that global sourcing will throw at them.
At SAP we specialize in sourcing engineered products from India and China, both machined and raw products, forgings, castings, fabrication, plastics and whole portfolio of Industrial and Domestic products.
9890457326
saketbhore@gmail.com, saketbhore@yahoo.co.in
16.
A female industrial designer is required for a leading electronics consumer durable company.
Location: Gurgaon
Job Functions: Industrial Design, Product Development, Design

Research.
Candidates will need to be with a degree in industrial design or equivalent.
Work experience required: *minimum 2 yrs*
Please mail your latest portfolio and resume at:
kritygera@gmail. com
satyakam.sharma@gmail.com
17.
We are a consumer electronics based company and are looking for an external vendor to produce realistic product mock-ups.
We are looking for a vendor who can:
1. Take IGES/STEP surface data files and produce a mock-up using CNC machinery to maintain a high level of accuracy.
2. Deliver final mock-ups that look like a completed production product with final paint finishes and print details.
3. Provide a reliable service.
4. Maintain NDA.
Please contact me if you are a vendor or if know anybody who can deliver the above requirements.
Senior Industrial Designer
*Pace India***
*Bringing Technology Home***
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Telephone: - +91 80 4340 2447 *Fax: - *+91 80 4340 2900
*Mobile**: -* +91 9901328891
18.
Ms Jindal stainless is looking for freelance graphic designer based in Delhi for their corporate work. pl get in touch directly sagareiika
sen on "Sagareiika Sen" <sagareiika.sen@ jindalsteel. com>,
19.
Kyocera wireless India is looking for talented
visual designers.
Interested people may send there resume and portfolio
at deepaks@kyocera- wireless. com
Please take a look at the profile below....

Design Manager
Kyocera Wireless India
Job Title: Visual Designer
Introduction
Kyocera-Wireless
India is one of the few organizations in India that is involved in end-to-end design and development of cell phones. At KWI all aspects of cell phone design and development (ID, UX, ME, UI Spec, Hardware, Software, Systems Engineering, Product test etc) are under one roof making it a unique set-up in the country with one of the most advanced design set-ups.

Kyocera Design Centre (KDC) is the Design and R&D wing of the organization with designers from various design domains like Industrial design, User Experience design, Visual design and CAD

design. It boasts of a highly creative environment, a talented team and one of the best infrastructures in the country. KDC is looking for expanding its team and looking for a talented and passionate Visual designer.

Summary

The role of a Visual designer is highly creative in nature. Visual designer will be responsible for conceptualizing, illustrating, presenting and implementing themes, graphics, icons etc for mobile phone interfaces.

Visual designer will also work very closely with the User Experience designers (and Industrial designers) for prototyping and presentation of the user experience design concepts. He/She must be perseverate, hardworking and flexible to adapt to the business needs and opportunities.

Requirements

* Maters/Bachelors degree/diploma in Design, Commercial/Fine Arts or other related design disciplines.
* Excellent conceptualization ability.
* Mastery in Photoshop, Flash, After Effects, Illustrator, Soundbooth and related software.
* Excellent ability to absorb and translate the design intent [from UX designers] into animations, Flash prototypes and presentations.
* Experience and exposure in the field of User Experience design, Commercial arts, Web Design, Advertisement, Print Media or Industrial design is a huge plus.
* Exposure to 3DS max/Maya/Rhino is a plus.
* Excellent verbal and visual communication skills.
* Attention to detail and thoroughness of approach.
* Ability to execute within tight schedule and business constraints.
* Ability to adapt to the business dynamics.
* Team playing.

Responsibilities

* Generate world class themes/ graphics/icons for mobile phone interface.
* Work closely with the User Experience designer and create world class animations, Flash prototypes and presentations.
* Create and maintain the production graphics.
* Perform other duties as assigned.

20.

Microsoft India Development Center

Microsoft India Development Center (MSIDC) is a key part of Microsoft's future strategic direction. Located in a sprawling 50-acre state-of-the- art campus at Gachibowli, Hyderabad, its designed to mirror Redmond quality standards, our 1400-plus employees get to work in a lively and fun-filled environment which combines the best of technology with great recreational amenities and helps them achieve the desired work-life balance.

At MSIDC the designers and user researchers are part of a Central User Experience Team, where they work on diverse range of products from incubation projects, to simple or complex consumer and enterprise applications on web, mobile, desktop environment. The design team has their own usability lab fitted with latest equipments. Designers

work as a integral part of the team that have end-to-end responsibility for every product, feature or technology they develop. Designers own the UX strategy, are responsible for gathering customer requirements, conceptualizing, designing the UX, testing it and seeing it through implementation and release of the product to the market. The designers at India Development Center are integral part of more than 800 designers that Microsoft globally has, which enables them to constantly learn from and leverage the internal knowledge and design inspiration sources.

What you will be working on
The UX team at Microsoft India Development Center is looking for a few self motivated, dynamic and extremely passionate individuals to help deliver world-class Office Mobile and CRM solutions.

Office mobile
The product team at MSIDC owns the charter of `Mobile Office' and is currently working on defining the next generation of Microsoft Office Mobile release. As a UX Designer, you will be involved with defining and driving the next generation of Microsoft Office Mobile and other products to help Mobile Information Worker be more productive.

CRM
The product team at MSIDC owns a significant part of the Microsoft CRM strategy and is currently working on defining the next generation of Microsoft CRM. As a UX designer, you will be involved in designing experiences for document collaboration, provide data auditing, implement new and exciting data visualization modules and drive forward Contact Center business application features opening new markets for Microsoft.

The ideal candidate*s* are the ones who have a good blend of design sensitivity, user empathy and technical skills, affinity for new technology and innovation and demonstrated expertise in understanding and solving complex problems. (S)he should be a thought leader who can develop compelling user experiences and can create/sell a strong user experience vision and roadmap. So if you love challenges of working in cross group, cross cultural environment, have a passion for new technology and gadgets, this position is just right for you.
 Responsibilities:
-      In this position, you will be a part of the product development team to define the feature and scope of these products.
-      Be responsible for driving the process around gathering user data. Whether its collaborating with UX Researchers to drive usability testing or leading cross disciplinary team to do contextual enquiries at customer premises.
-      Use data gathered to identify, create or extend existing persona.
-      Be very strong in ideating and brainstorming to come out with multiple ideas around complex workflows.
-      Be very creative in synthesizing the user data into simple, exciting and very compelling designs.

\-   Collaborate very closely with Program Management, Development and Test teams in seeing the designs through right from planning to implementation stage.

\-   Coordinate and build relationship with peer design teams in Microsoft for knowledge transfers, cross group collaborations.

 Qualifications:

\-   Passion for design.

\-   Excellent Communication, Analytical and Technical skills.

\-   Have a educational background in Interaction Design or related field. Optional for highly experienced candidate who can demonstrate great and evolved sense of design.

\-   Have design experience in a product development environment.

\-   Need to demonstrate a portfolio of work that showcases creative problem solving, innovative and exciting user interaction solutions that are rooted to real world needs.

Please contact Geeta Gudavarthi: v-geetgu@microsoft. com with your most upto date resume and portfolio.

21.

Cisco WebEx Bangalore, is looking for a passionate "User Experience Designer", to design On-Demand, SaaS based Web 2.0 & Mobile applications, in the "Online Collaboration" domain.

Requirements:

Formal education in Visual Communication/ New Media Design is highly desirable 5 – 8 years experience in designing web applications Strong visual design skills in color, typography and layout Expertise in Visio, Photoshop & Dreamweaver Strong lateral-thinking & analytical skills Good communication & interpersonal skills Exposure to web 2.0 & mobile applications Familiarity with Ajax, JavaScript, xCode, Interface Builder Ability to quickly learn and master new front-end technologies

Responsibilities:

Review and translate PRDs into user models and wireframes Create Visual Design that address user and business goals Present design rationale and obtain stakeholder buy-ins Generate cross browser compatible XHTML/CSS Work closely with cross functional teams Conduct UI assurance

To apply, email your resume and portfolio urls to Muthukumar Rajamani at murajama(at) cisco(dot) com

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About eMids (www.emids.com www.emids.in)

eMids is an industry leader in the "convergence" of IT and consulting for the health care industry, and provides diversified Information Technology (IT) and Business Process Outsourcing (BPO) services.

eMids offers a complete range of services by leveraging our health care domain expertise, strong global delivery methodology and partnerships with leading technology providers. Our mission is to provide high quality and cost optimized services to the health care universe by leveraging the eMids Global Engagement Model.

UI Developer job description (2-5 yrs):
eMids technologies (Bangalore) is looking for a UI developer with passion towards developing cutting edge health care application User Interfaces. Please review the job description below and revert back with the following required details at the earliest. Send your resume and details to prakash.mandal@ emids.com and ravi.shyam@emids. com

Current Employer:
Current CTC:
Expected CTC:
Willing to relocate: Yes/No

*Freshers with matching skills and a passion towards User Interface Development can also apply

Mandatory Skills:

- **2-5 yrs of experience in developing UI for web based applications**
- **Wire framing and Prototyping**
- **Photoshop, HTML, Flash with Actionscript 2.0/3.0, Advanced Javascript and Javascript Libraries (ex: Dojo, JQuery etc.,) XML, CSS, ASP.NET or JSP**
- **Good communication skills**
- **Understanding of UCD process**

Desirable: Flex and or Silverlight, Axure and or IRise

Job Location: Bangalore

23.

Indo-European Chamber of Commerce & Industry (IECCI), a registered non-profit and non-government organisation is engaged in business support services, capacity building, export market development, consultancy and related activities.

For its capacity development projects in the field of handicrafts it intends to empanel the designers in the below mentioned fields for various short and long term assignments from 1 month to 2 years:
1. Wood craft
2. Bamboo Craft

3. Bell Metal
4. Wrought Iron
5. Stone
6. Ceramic
7. Coconut, etc

It also immediately requires designers on short term basis for Chattisgarh and MP.

Interested candidates may please send their full resume and credentials at the earliest.
  Vice-President,
Indo-European Chamber of Commerce & Industry,
Email: info@iecci.com, vp@iecci.com, anuradhay2k@ yahoo.com
Web: www.iecci.com

24.

Looking for a freelance designer, who should be an expert in flash with hands on experience in either action script 2.0 or 3.0. Preferablly someone from Bangalore would be an advantage. This is purely for some freelance assignements and not a full time job. The JD to be very precise is someone who has worked on dynamic websites based on Flash- Actionscript and XML.
 Those interested, feel free to call me in person on my cell phone number below. Or mail me if you need more information or would like to discuss the opportunity.

  0 98456 74417

(More jobs are available in our website www.designforall.in)

New Product:

NIRMAL-2000-EV

YOUR PASSPORT TO A BETTER LIFESTYLE

NIRMAL is a unique battery powered mobile aid to enable transfer of persons with limited mobility from BED to TOILETS, WHEELCHAIRS, SOFA & CARS !

## SIMPLE 3 STEP TRANSFER PROCESS

STEP 1: PATIENT ON BED   STEP 2: ATTACHED TO SLING   STEP 3: TRANSFER TO TOILET

UNIQUE "PARALLEL LEGS" VARIABLE BASE

Designed Specifically for INDIAN HOMES, the Variable Base allows to pass through the NARROWEST of DOORS and then WIDENS UP to accommodate the biggest of SOFAs. Unlike IMPORTED HOISTS, the PARALLEL LEG BASE uses lesser space while opening up !
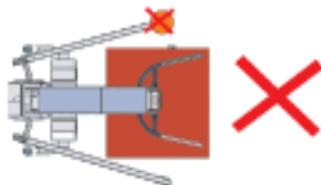
Imported Hoists with Rotating Base leg(blue)knock down items placed next to the seating surface(red)
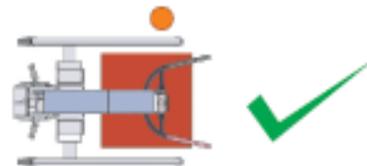
Uttejna's NIRMAL hoist with parallel leg movement requires least space around the seating surface(red) Hence works BETTER in tight spaces!

UNIQUE 'STABILIZING BAR' WITH RATCHET LOCK

The product has a unique STABILIZING BAR that keeps the patient position stable and steady. Further a UNIQUE Ratchet Lock allows to lock the person in a stable position while lowering on toilet/sofa and reduces stress to the helping hand. (See DEMO VIDEO at www.uttejna.com/products.htm for details)

SOFT START & STOP TO PREVENT JERKY MOTION

The product has a reliable PWM based motion control for all axes of movement. Hence the person under transfer never feels insecure

INTIUTIVE CONTROLS AND FEEDBACK FOR BATTERY CHARGING

The Handheld Control panel is Easy to Use and is connected through a COILED CORD so that you can access it from any position. The UNIT gives adequate warning before discharge and has an efficient CHARGE CYCLE to be up and ready.

A STATE OF THE ART product to make life easier & more participative for you and your loved ones !

* ALSO AVAILABLE IN ECONOMY VERSION WITH HYDRAULIC ACTUATOR

CONTACT US FOR MORE DETAILS:

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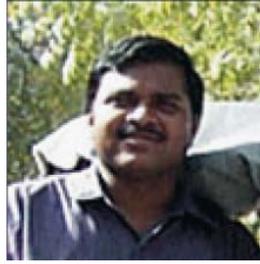
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