

DESIGN AND MARKETING: INTERACTIVE STRATEGIES

A Design sensitization course for marketing and management students conducted at National Institute of Fashion Technology.

COURSE OBJECTIVE:

The course is designed to provide participants with a better understanding of the **Mechanics of Design** and how, in effect, many similar criteria form the basis for Design concepts and also for Marketing Strategies.

This information and understanding is intended to facilitate strategic interactions between two 'apparently' deviant professional disciplines, for greater profitability in the market place - **Design and Marketing:**

Interactive Strategies.

The curriculum includes:

1. UNDERSTANDING DESIGN

- An introduction to the basic idea of design.
- What design is and does.
- Creating awareness of the potential of design.

2. DESIGN - A MIRROR OF SOCIAL ATTITUDES

- Creating awareness of the process involved in conceptualization and ideation in creating, pre-empting and providing for social needs, wants and desires.
- Defining similar criteria that pertain to design and marketing according to perceived social needs, wants and desires.
- Understanding how these needs are defined.
- Advertising: designing brands - the emotional & psychological character of brands.

3. AESTHETICS AND ECONOMICS - THE VALUE OF DESIGN

- Exploring the crucial role of value addition by design.
- Design in Product development cycles - Why, When and How.
- Processing concepts/ ideas, keeping in mind market production limitations as well as price factors.

4. THE CULTURE SPECIFICS OF DESIGN

- Looking at Indian Society - historical perspectives and social attitudes through:

*Art
Fashion
Literature*

Religion
Politics
Life-styles
Current Affairs
Gender Issues

- All that constitutes the psyche of this society.

5. THE AESTHETICS OF DESIGN

- Function versus Style.
- Cultural influences.
- Social values and ethics.

6. DESIGN AS A TOOL FOR COMMUNICATION

- Understanding the language and dimensions of design.
- Elements of Design - Colour, Form and Texture.
- Using Colour to Sell.

7. CREATIVE THINKING

- How to collect information.
- How to use information - information and imagination.
- How to construct concepts/ reconstruct concepts.
- . How to change attitudes of perception.
- How to speak visually.

MECHANICS :

1. SLIDES LECTURES AND DISCUSSIONS

2. CLASSROOM ASSIGNMENTS/ EXERCISES IN

• **Creative thinking**

- Redefining concepts/ attitudes.
- Enhancing communication skills.

• **Colour and Design**

- converting analytical data into colour, form and texture.

• **Collage work**

- Communicating visually.

- Learning to understand the nuances of a visual language.
- Learning to think differently, beyond the hard logic of analysis.

3. ASSESSMENT/ CRITIQUE

- Self - assessment by participants/ discussion