

DEPARTMENT OF DESIGN (INDUSTRIAL DESIGN)

CHALLENGE – 2030

Design Brief – Redesign an existing available product with more aesthetic appeal and innovative thinking that shows the existence and future of the product in year 2030.



Task – The challenge will be for individual and team (maximum 2 members) where the above mentioned task has to be performed in 2 hours of time.

Benchmark for competition:-

1. Participant with the most weird and logical thinking will be appreciated for the design process.
2. Communication of ideas and final product to be done with sketching skills.
3. Participants should be able to show and explain the initial inspiration board and mood board.
4. Participants with the maximum iterations of the ideas and alternative concepts will be appreciated.

Rules for competition:-

1. The concepts should be unique and should have no resemblance with the given concepts on internet.
2. The concept should follow the three basic process of the use i.e. ergonomics, material selection and finish, packaging.
3. The desired product which has to be redesigned will be given on the spot and participants will have two hours of completion time.
(Reference of the chosen product will be provided by the organizing team in form of printed stuff to cross check the benchmarks on basis of dimensions, ergonomics and other factors.)

Provision at competition site:-

1. Participants will be provided with the basic stationery items such as like chart papers, pencils, erasers, display boards, markers and highlighters.
2. The participants will be given high speed internet service throughout the competition time.

Note – Participants are advised to carry their personnel and desired stationery, laptops, devices along with them to avoid any hurdle in work.

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