



Student Start-up Support System (S4)

Ideation workshop based on design thinking

Venue-S4 Conference room, S4 Co-Creation space, GTU Ahmedabad Campus, LDCE Complex

Date-22nd July 2014

Time- 4.00 P.M to 6.00 P.M

GIC is arranging hands-on workshop on ideation process for 30 participants (1st cum 1st serve basis) to simulate the desired process and then to take such learning to the field and to help the students during the final year projects. Experts from i-Create will mentor this proposed ideation workshop. Participants like students and faculty members, closely working with final year projects or college level innovation activities, can participate in this workshop. Students and teachers from all streams and years can participate in this workshop.

For participation please register at:

https://docs.google.com/forms/d/19bZHqeRfxDZrsy_rlCXJiu0ugpC3KAQH8SR4M1oipXQ/viewform?edit_requested=true#

For any query, please mail at : s4@gtu.edu.in

BACKGROUND: GIC has adopted design thinking approach to help students do their final year project. (Ref- http://www.gtu.ac.in/circulars/14Jul/07072014_01.pdf). Every final year student needs to follow a systematic six step approach (Empathize, Define, Ideate, Prototype, Test and deploy) from defining a challenge till deploying it with impact. We are developing various endogenous and sometime contextually modified frameworks for each of the above steps so that students can properly harness their creative skills. While ideation has been believed to be a random tinkering process, this workshop will highlight various frameworks on how the strategic ideation process can create multiple heuristics for solving a challenge. As per the final year project guidelines, the students after scouting a challenge through Industrial Shodh Yatra (ISY) should go through a strategic ideation process via an ideation canvas in their class. During this strategic ideation process, each team is supposed to explore various heuristics to solve the challenges associated with the IDP/UDP.