



## Exposure to Communication Design for IT and Media Professionals

3 Day Workshop: 'Expo CD'  
18th, 19th and 20th October 2007  
from 9.30am - 5.30 pm

### at IDC, IIT Bombay

ExpoCD Workshop Coordinator,  
IDC, IIT, Powai,  
Mumbai. 400 076

Phone:022 2576 7801

## Introduction

The course Expo CD is a refresher course on the finer aspects of Communication Design specifically meant for IT and Media Professionals.

The course will inform the participants about the overall aspects of Communication Design for the Digital Media, a deeper understanding of Communication Graphics and Language, Methods for Structuring Information and Visualisation of Data as well as exposure to creative processes for solving communication design problems.

The subjects covered during the workshop include - Typography for Digital Media, Expressive Typography, Typography for the Web, Information Graphics, Information Visualisation, Communication Graphics, Icon Design, Design Process and Innovation, Design Methodology, Interactive Design, Identity Design, etc.

The course is scheduled to have lecture and discussion sessions in the morning followed by working on Communication Design related creative problem solving sessions in the afternoon.

## Design Project: - hands-on sessions

· Participants will form groups and work on a specific Communication Design project, with expert guidance from faculty members. On the last day of the workshop, these design solutions will be presented and discussed with faculty members from IDC.

## Registration:

The course fee for the workshop is Rs. 12,000. For participants from Educational Institutions, the fee is Rs. 6,000. This includes course material, lunch and refreshments for four days.

Participants can send a demand draft / cheque payable to "Registrar, IIT Bombay" along with the following details to

Prof. Ravi Poovaiah,  
ExpoCD Workshop Coordinator,  
IDC, IIT, Powai,  
Mumbai. 400 076  
Phone:022 2576 7801

Please send the following details along with the registration fees:

Name:

Designation:

Organisation:

Address:

Phone:

Fax:

E-mail:

Do you need accommodation?  
(Limited accommodation is available at the IIT guest house (Rs 300 per day on twin sharing) on a first come first serve basis.)

If you have any queries, please contact:  
seminar@idc.iitb.ac.in

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## Course Contents /Lectures:

The following are the list of topics and speakers during the workshop:

**Typography for Digital Design**  
Prof. G V Sreekumar

**Expressive Typography**  
Prof. G V Sreekumar

**Indian Language Typography**  
Sri Girish Dalvi

**Animation Methods and Techniques**  
Prof Shilpa Ranade

**Information Graphics**  
Prof. G V Sreekumar

**Information Visualisation and Design**  
Prof. Ravi Poovaiah

**Information Structuring and Architecture**  
Prof. Ravi Poovaiah

**Communication Graphics and Icon Design**  
Prof. Ravi Poovaiah

**Communication Design and Identity**  
Prof. Ravi Poovaiah

**Design of Physical, Cognitive and Social Interactions**  
Prof. Ravi Poovaiah

**Communication Theory**  
Prof. U A Athavankar

**Human Factors in Communication Design**  
Prof. N Sadhu

**Design Workshops**  
Prof. Ravi Poovaiah

## Who will benefit?

The workshop is meant for all professionals involved in the communication media and design industry, design consultancy services and marketing of products. This would include designers, engineers and others involved with Visual Design, Web Development, Software Products, Multimedia Products, Digital Media, Product Graphic design, Interface Design and New Media Design.

Organisations would particularly benefit from the workshop by sending in a team of professionals to learn collectively from lectures, case studies, new methods and techniques and the theoretical aspects of design principles.

