

**Office of Research, Innovation & Commercialization
Institute of Space Technology, Islamabad
Offers a Workshop in collaboration with
Automotive Design and Crashworthiness Research (ADCR)**

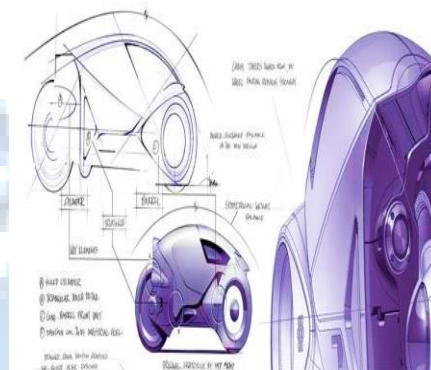
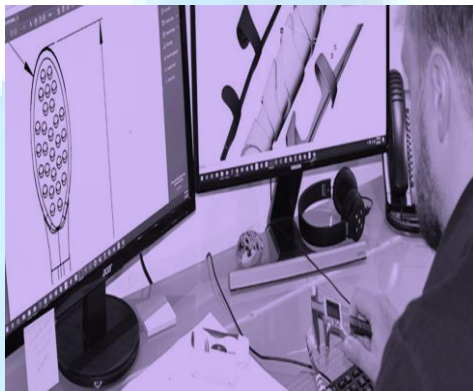


Aesthetics in **Design** for Engineers

March 11-12, 2019(0900-1700hrs)-Video Conference Room, IST

Overview: The course aims to equip design engineers with the basic knowledge of design aesthetics as an essential part of engineering design. The course will enable the participants to understand the usage of aesthetics and ergonomics in design which contribute to success delivery of the product.

The course will cover - Principles and Elements of Design, ideation and Design Definition, Ideation and Mind Mapping, Color Theory, Basic Concept Sketching and Design analysis for Engineers



Principal Speaker and resource person:

1 **Ms. Afreen Siddiqui** is a theater practitioner, visual communication designer and an educator teaching Visual Communication Design at National College of Arts, Rawalpindi Campus. She is also the Secretary of International Association of Printing Museums (IAPM) based in South Korea. She is the only women board member and that to the only women from sub-continent

2 **Dr. Omer Masood Qureshi** is a PhD. in automotive crash safety and design from the University of Modena, with prior crashworthiness work experience in Ferrari MillieChilie Lab Italy. He also teaches and specializes in product design. Apart from engineering, He is affiliated with numerous forms of art including painting, music, and poetry and is a member of the Band "Sarkash"

Who can attend: The course is ideally suited to engineers and managers involved in R&D, equipment/instrument design, engineers building products and services and startup founders

Registration: Rs. 15,000 per person. **10 % discount** for more than three participants from same organization.

Name: _____ Contact #: _____ Email: _____

Sponsoring organization/Address: _____

Registration fee: _____ Payment mode: Cross Cheque/Cash/ Bank A/C: _____

Contact person: Ahmed Hafeez, Course Coordinator Department of A&A, Institute of Space Technology, 1, Islamabad Highway, Islamabad,

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