

Designing a product
can only be achieved
by



Designing has fascinated me since an early age. It

has always been my centre of pondering. My fondness towards art and design has constituted the basis for me pursuing architecture at my bachelor's level. Throughout my undergraduate studies, I have been an above average student scoring impressive grades in various subjects.

During my bachelor's studies, the design has been my core subject. It was then when I first comprehended my inclination towards Design. I plan to pursue my masters in Industrial Design. Form and technology both play a vital role in designing, irrespective of the product or service being designed.

A product is primarily so designed it fulfils its function and has an exemplary form too. If we consider an example of headphones, which are primarily small loudspeakers with an ideal shape to fit over the human head, shows an ideal balance between form and technology. The form of the product should be highly appealing with an exceptional technology used to manoeuvre it. Dynamic products are created with an ideal combination of form and technology. The form of a product is extremely important as it is responsible for delivering the elements and factors in design. The tangible form of product often secures the comprehensive elements and makes the product useful for its intended purpose. The form does not only associate with the aesthetics of the product but the product experience as well.

Form corresponds with ergonomics to create an ideal shape suitable for its purpose. It carries out and communicates essential practical and aesthetic functions. Technology is a significant aspect of designing. The form of a function is always challenged by the manufacturing process and technique

used to develop it. A precise form of a product can only be achieved by a suitable manufacturing process involved in creating the product. Considering a stark example of butchers knife, where a sharp blade is required, a formal technological process can sharpen the blade. A blunt blade with an aesthetically appealing handle is practically of no use. Technology is also associated with the quality product experience.

Due to the current environmental circumstances, sustainability has emerged as a key factor in designing a product. Designing processes right from conceptualization stage to the final manufactured product should employ right materials which are sustainable, efficient forms and effective technology. Designing demonstrates unparalleled opportunities for developing distinguished products along with respecting natural resources through innovation.

Products designed should be governed by the consumer's aspect of usage rather than designer's set of design principles. Consumers tend to develop a certain kind of emotional attachment to such products. These products are frequently used and less replaced, lessening the burden on the environment.

Products thus fabricated should meet man's needs and regards nature as well. While gaining industrial experience, I gathered that Industrial Design is far more than just styling. It brings together the best of each discipline involved in product development, from design to manufacturing to marketing, into a combination that best meets the product need. An efficient use of superior technology and effective form can develop durable, feasible,

economical and sustainable products. Industrial designing is not just about designing a product but designing an experience.

The master's program at Lund University is just an apt program to attain firsthand knowledge about industrial design through its extensive workshops, projects and theoretical course. The program can help to get a grasp of my skills and develop an individualistic style. Studying Industrial Design can enhance and upgrade my capabilities and enable me to come up with functionally efficient and aesthetically pleasing designs which would cater to mass for social betterment. I would consider it an honour if I could study at Lund University and assure you that I will put in my utmost effort into this domain. Lastly, I am ascertained and determined to take the advantages and benefits of this master's programme.

I will make my stay at Lund University enriching and brimful with contemporary ideas and techniques which would deliver dynamic products having the perfect amalgamation of form and technology.