

Duration: Monday 15th Sep'25 to Friday 19th Sep'25**Timing: 10.30AM to 05.45PM, 5 Days Program.**

FROM PRE-DESIGN TO DESIGN

OBJECTIVES

VESCOA is organizing a 5-day Teacher Training Program on "FROM PRE-DESIGN TO DESIGN" by Ar: Naresh Shah, an expert and author of a recent book on the topic. The course will help the participants with the execution of an architectural design solution to the problem defined by pre-design document. Follow-up to the previously conducted TRC seminars on pre-design. The participants are expected to have familiarity with the 'pre-design' process by way of education, work experience, or by attending the TRC seminars on the subject. The course focuses on the methodologies for design, but also covers relevant background issues such as Design Myths, Architectural Design Elements and the Designer. It emphasizes preparatory work, ahead of the design itself, stressing the importance of the insights from the pre-design, case studies, and the design philosophy have in redefining the problem, making it unique to the designer. The design process covered in the course, titled 'Design Method', does not profess any design theory, philosophy, or style. It is a rather all-encompassing term that includes a variety of newly emerging creativity techniques, using intuition, imagination and rationality as resources. This is an attempt to expose the Architectural design community to this emerging methodology by presenting it briefly, under a broad umbrella, in palatable portions. Thus, Design Method.

**PROGRAM IS CURATED & CONDUCTED
BY SHRI. NARESH SHAH**

KEY TAKE-AWAY FOR PARTICIPANTS

Following are the key-takeaways for participants:

- Participants will get a clear and demystified picture of the design process and will gain confidence that with a passion for design and the willingness for hard work, they too can become 'Designers'
- The participants will understand that the process of creative design solution is based on the problems defined by rational pre-design.
- The participants will understand that the way they look at the problem will influence the design solution.
- The Participants will get a clearer picture of the intuition and imagination as driving forces of design along with rationality.
- The participants will also acquire new methods of educating pre-design concepts and incorporating them into architectural education programs. This initiative will improve their capacity to connect theory and practice, enhancing innovative design and problem-solving capabilities in teaching and professional work.

Registration Link: <https://forms.gle/CVSKgVSGaPaM7TRy9>**Link for nomination form under CTP:**https://drive.google.com/file/d/1zdB0tfMjTY3obEPgyeXo_4ZG4TGXKB44/view?usp=drive_link**Online Payment Link:**https://eazypay.icicibank.com/eazypayLink?P1=KOOKQYjNFB8LZHk_yuUDx6Q==**Registration Fees (Professional/ Teaching faculty):**

- Rs. 8,000/- without accommodation OR
- Rs. 12,000/- with shared accommodation OR
- Rs. 4000/- Plus Nomination under CTP 2024-2025 with shared accommodation.

Registration Deadline 11th September 2025**For any queries email at: vescoa.coatrc@ves.ac.in****Convener:**

Prof. Jayashree Deshpande
Director,
Council of Architecture -
Training and Research Centre,
Maharashtra

Program Coordinator:

Dr. Prof. Anand Achari
Principal (VESCOA)

VENUE: VESCOA, Campus 2, Hashu Advani Memorial
Complex, Collector's Colony, R.C. Marg, Chembur.

Coordinators:

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COUNCIL OF ARCHITECTURE, INDIA

COA-TRC IN CAMPUS TRAINING PROGRAM

on

"From Pre-design To Design"

in association with

Vivekanand Education Society's College of Architecture



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Ar. Naresh Shah
Emirates Professor
VESCOA, Mumbai



Ar. Prasad Anaokar
Architect
Mumbai



Ar. Uday Athavankar
Industrial Design Centre (IDC)
Mumbai



Dr. Prof. Anand Achari
Principal, VESCOA
Mumbai

SCHEDULE

SESSION	DAY 1-MON 15th Sep'25	DAY 2-TUES 16th Sep'25	DAY 3-WED 17th Sep'25	DAY 4-THURS 18th Sep'25	DAY 5-FRI 19th Sep'25
I 10:30 to 12:00 PM	Design Myths Can design be taught? (Ar. Naresh Shah)	Enter the Designer (Ar. Naresh Shah)	Preparation: Case Study (Ar. Prasad Anaokar)	Generate Design Ideas (Ar. Naresh Shah)	Design Alternatives (Ar. Naresh Shah)
TEA BREAK 15 MINUTES					
II 12:15 to 01:45 PM	Elements of Architectural Design (Ar. Naresh Shah)	Design Philosophy (Ar. Naresh Shah)	Preparation: Designers Criteria (Ar. Naresh Shah)	Generate Design Ideas (Ar. Naresh Shah)	The Design (Ar. Naresh Shah)
LUNCH BREAK 30 MINUTES					
III 2:30 to 4:00 PM	Architectural Design Dynamic (Ar. Naresh Shah)	Design Philosophy (Ar. Uday Athavankar)	Design Method (Ar. Naresh Shah)	Generate Design Ideas (Ar. Uday Athavankar)	Implementation Strategies Feedback & Overview Validatory (Dr. Prof. Anand Achari)
TEA BREAK 15 MINUTES					
IV 4:15 to 5:45 PM	Design Driven by Function, Form & Context (Ar. Naresh Shah)	Design Ability: Knowledge & Skill (Ar. Naresh Shah)	Design Method (Ar. Naresh Shah)	Select Ideas (Ar. Naresh Shah)	EoPT

EoPT is scheduled on Friday, 19th September 2025, from 4.15 pm to 5.15 pm.

Validatory shall be on 19th Sep, 2025 from 6.00 PM onwards followed by Book launch and dinner.

NOTES:

- Teachers/architects who wish to register for the training program either under Collaborative Training Program (CTP 2024-25) or as independent individuals may do so by filling up the Google form available on the given link.
- To confirm registration, kindly upload proof of payment towards the registration fees and/or nomination form on college letterhead before submitting the registration form.
- This program is not for students.
- Certificate of said training program shall be awarded, only after successful completion of the training program by participant i.e. attending all sessions and submitting all assignments, EOPT and feedback form of training program.

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