



**Uday Athavankar**  
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[. IDC Home](#)  
[. Faculty at IDC](#)

**Courses:**

ID 629 - Media Investigation and Comm. Techniques  
ID 634 - Visual Communication  
ID 641 - Product Planning and Marketing  
ID 669 - Designerly ways of thinking  
VC 654 - Semantics and communication Theory

**Areas of Study and Research:**

- Product Design,
- Metal Imagery and Visualisation,
- Communication Theory,
- Design Process and Methods,
- Product Planning,
- Product Semantics
- Design and Culture.

Short Bio-data... 

Publications... 

[Product Semantic Tools Demo - 1 \(PPT\)](#) and [Product Semantic Tools Demo - 1 \(PDF\)](#)

[Product Semantic Tools Demo - 2 \(PPT\)](#) and [Product Semantic Tools Demo - 2 \(PDF\)](#)

