PRESIDENCY UNIVERSITY

PROGRAMME REGULATIONS & CURRICULUM

2023-27

PRESIDENCY SCHOOL OF DESIGN

BACHELOR OF DESIGN

PRESIDENCY SCHOOL OF DESIGN

PROGRAM REGULATIONS AND CURRICULUM

2023-2027

PROGRAM: BACHELOR OF DESIGN

Based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE) (As amended up to the 24th Meeting of the Academic Council held on 3rd August 2024. This document supersedes all previous guidelines)

PU/AC 24.21/SOD10/DES/2024-28

Resolution No. 21 of the 24th Meeting of the Academic Council held on 3rd August 2024, and ratified by the Board of Management in its 25th Meeting held on 25th November 2024

August-2024

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PART A – PROGRAM REGULATIONS

1. **Vision & Mission of the University and the School / Department**

   1.1 Vision of the University

   To be a Value-driven Global University, excelling beyond peers and creating professionals of integrity and character, having concern and care for society.

   1.2 Mission of the University

   - Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.

   - Pursue Research and Development and its dissemination to the community, at large.

   - Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.

   - Provide knowledge-based technological support and services to the industry in its growth and development.

   - To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

   1.3 Vision of Presidency- School of Design

   To become a value-based, Innovation-driven School of Design, transforming students into visionary designers, who shape the world with creative and socially sustainable solutions.

   1.4 Mission of Presidency- School of Design

   - Inspire and train students to be creative Thinkers and Designers.

   - Empower students with design knowledge to address social, technical and economic challenges with innovative solutions.

   - Sensitize students to embrace lifelong learning in a technology-enabled environment.

   - Foster strategic alliances between Society and Academia for Research and its practical application.

   - Instill Entrepreneurial and Leadership Skills to address social, environmental and community - needs.

2. **Preamble to the Program Regulations and Curriculum**

   This is the subset of Academic Regulations and it is to be followed as a requirement for the award of **B.Des** degree.

   The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Social immersion, Project Based Learning, Studio Based Courses,Workshops, Field visits, Interdisiplinary Projects, International Immersion, Live Projects, Internship and Portfolio to enable the

students to become eligible and fully equipped for employment in industries, choose higher studies or entrepreneurship.

In exercise of the powers conferred by and in discharge of duties assigned under the relevant provision(s) of the Act, Statutes and Academic Regulations of the University, the Academic Council hereby makes the following Regulations.

3. **Short Title and Applicability**

    a. These Regulations shall be called the **Bachelor of Design** Degree Program Regulations and Curriculum 2024-2028.

    b. These Regulations are subject to, and pursuant to the Academic Regulations.

    c. These Regulations shall be applicable to the ongoing **Bachelor of Design** Degree Programs of the 2024-2028 batch, and to all other **Bachelor of Design** Degree Programs which may be introduced in future.

    d. These Regulations shall supersede all the earlier **Bachelor of Design** Degree Program Regulations and Curriculum, along with all the amendments thereto.

    e. These Regulations shall come into force from the Academic Year **2024-2025**.

4. **Definitions**

    In these Regulations, unless the context otherwise requires:

    a. "Academic Calendar" means the schedule of academic and miscellaneous events as approved by the Vice Chancellor;

    b. "Academic Council" means the Academic Council of the University;

    c. "Academic Regulations" means the Academic Regulations, of the University;

    d. "Academic Term" means a Semester or Summer Term;

    e. "Act" means the Presidency University Act, 2013;

    f. "AICTE" means All India Council for Technical Education;

    g. "Basket" means a group of courses bundled together based on the nature/type of the course;

    h. "BOE" means the Board of Examinations of the University;

    i. "BOG" means the Board of Governors of the University;

    j. "BOM" means the Board of Management of the University;

    k. "BOS" means the Board of Studies of a particular Department/Program of Study of the University;

    l. "CGPA" means Cumulative Grade Point Average as defined in the Academic Regulations;

    m. "Clause" means the duly numbered Clause, with Sub-Clauses included, if any, of these Regulations;

    n. "COE" means the Controller of Examinations of the University;

o. "Course In Charge" means the teacher/faculty member responsible for developing and organising the delivery of the Course;

p. "Course Instructor" means the teacher/faculty member responsible for teaching and evaluation of a Course;

q. "Course" means a specific subject usually identified by its Course-code and Course-title, with specified credits and syllabus/course-description, a set of references, taught by some teacher(s)/course-instructor(s) to a specific class (group of students) during a specific Academic Term;

r. "Curriculum Structure" means the Curriculum governing a specific Degree Program offered by the University, and, includes the set of Baskets of Courses along with minimum credit requirements to be earned under each basket for a degree/degree with specialization/minor/honours in addition to the relevant details of the Courses and Course catalogues (which describes the Course content and other important information about the Course). Any specific requirements for a particular program may be brought into the Curriculum structure of the specific program and relevant approvals should be taken from the BOS and Academic Council at that time.

s. "DAC" means the Departmental Academic Committee of a concerned Department/Program of Study of the University;

t. "Dean" means the Dean / Director of the concerned School;

u. "Degree Program" includes all Degree Programs;

v. "Department" means the Department offering the degree Program(s) / Course(s) / School offering the concerned Degree Programs / other Administrative Offices;

w. "Discipline" means specialization or branch of B.Tech. Degree Program;

x. "HOD" means the Head of the concerned Department;

y. "Specialization Incharge" means the person who is responsible for each specialization;

z. "L-T-P-C" means Lecture-Tutorial-Practical-Credit – refers to the teaching – learning periods and the credit associated;

aa. "MOOC" means Massive Open Online Courses;

bb. "MOU" means the Memorandum of Understanding;

cc. "NPTEL" means National Program on Technology Enhanced Learning;

dd. "Parent Department" means the department that offers the Degree Program that a student undergoes;

ee. "Program Head" means the administrative head of a particular Degree Program/s;

ff. "Program Regulations" means the Bachelor of Design Degree Program Regulations and Curriculum, 2024-2028;

gg. "Program" means the Bachelor of Design (B.Des.) Degree Program;

hh. "PSOD" means the Presidency School of Design;

ii. "Registrar" means the Registrar of the University;

jj. "School" means a constituent institution of the University established for monitoring, supervising and guiding, teaching, training and research activities in broadly related fields of studies;

kk. "Section" means the duly numbered Section, with Clauses included in that Section, of these Regulations;

ll. "SGPA" means the Semester Grade Point Average as defined in the Academic Regulations;

mm. "Statutes" means the Statutes of Presidency University;

nn. "Sub-Clause" means the duly numbered Sub-Clause of these Program Regulations;

oo. "Summer Term" means an additional Academic Term conducted during the summer break (typically in June-July) for a duration of about eight (08) calendar weeks, with a minimum of thirty (30) University teaching days;

pp. "SWAYAM" means Study Webs of Active Learning for Young Aspiring Minds.

qq. "UGC" means University Grant Commission;

rr. "University" means Presidency University, Bengaluru; and

ss. "Vice Chancellor" means the Vice Chancellor of the University.

5. Program Description

The **Bachelor of Design** Degree Program Regulations and Curriculum 2024-2028 are subject to, and, pursuant to the Academic Regulations. These Program Regulations shall be applicable to the following ongoing **Bachelor of Design (B.Des)** Degree Programs of 2024-2028 offered by the Presidency School of Design (PSOD) with the following Specialisation:

1. Fashion Design
2. Communication Design
3. Product Design
4. Space Design
5. Game Design

5.1 These Program Regulations shall be applicable to other similar Specialisations, which may be introduced in future.

5.2 These Regulations may evolve and get amended or modified or changed through appropriate approvals from the Academic Council, from time to time, and shall be binding on all concerned.

5.3 The effect of periodic amendments or changes in the Program Regulations, on the students admitted in earlier years, shall be dealt with appropriately and carefully, so as to ensure that those students are not subjected to any unfair situation whatsoever, although they are required to conform to these revised Program Regulations, without any undue favour or considerations.

6. Minimum and Maximum Duration

6.1 **Bachelor of Design** Degree Program is a Four-Year, Full-Time Semester based program. The minimum duration of the B.Des. Program is four (04) years and each year comprises of two academic Semesters (Odd and Even Semesters) and hence the duration of the **B.Des**. program is eight (08) Semesters.

6.2 A student who for whatever reason is not able to complete the Program within the normal period or the minimum duration (number of years) prescribed for the Program, may be allowed a period of two years beyond the normal period to complete the mandatory minimum credits requirement as prescribed by the concerned Program Regulations and Curriculum. In general, the permissible maximum duration (number of years) for completion of Program is 'N' + 2 years, where 'N' stands for the normal or minimum duration (number of years) for completion of the concerned Program as prescribed by the concerned Program Regulations and Curriculum.

6.3 The time taken by the student to improve Grades/CGPA, and in case of temporary withdrawal/re-joining (Refer to Clause **Error! Reference source not found.** of Academic Regulations), shall be counted in the permissible maximum duration for completion of a Program.

6.4 In exceptional circumstances, such as temporary withdrawal for medical exigencies where there is a prolonged hospitalization and/or treatment, as certified through hospital/medical records, women students requiring extended maternity break (certified by registered medical practitioner), and, outstanding sportspersons representing the University/State/India requiring extended time to participate in National/International sports events, a further extension of one (01) year may be granted on the approval of the Academic Council.

6.5 The enrolment of the student who fails to complete the mandatory requirements for the award of the concerned Degree (refer Section 19.**Error! Reference source not found.** of Academic Regulations) in the prescribed maximum duration (Clauses 18.1 and 18.2 of Academic Regulations 2025), shall stand terminated and no Degree shall be awarded.

7 Programme Educational Objectives (PEO)

After four years of successful completion of the program, the graduates shall be able to :

PEO 1 - Become a professional Designer in the area of Fashion design, Space design, Product design, Communication Design and Game Design .

PEO 2 - Engage in active research in the specialized domain of Design.

PEO 3 - Evolve as an Entrepreneur/Consultant/Design Practitioner.

8 Programme Outcomes (PO) and Programme Specific Outcomes (PSO)

8.1 Programme Outcomes (PO)

On successful completion of the Program, the students shall be able to:

PO 1 - Apply knowledge of fundamental principles of design.

PO 2 - Design and conduct experiments, as well as analyse and interpret design data.

PO 3 - Design a system, program, component or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manufacturability, and sustainability.

PO 4 - Operate on multidisciplinary teams.

PO 5 - Identify, formulate and solve design problems.

PO 6 - Demonstrate professional and ethical responsibility.

PO 7 - Interpret effectively.

PO 8 - Evaluate the impact of design solutions in a global, economic, environmental and societal context.

PO 9 - Recognize the need for and an ability to engage in lifelong design learning.

PO 10 - Identify contemporary design issues.

PO 11 - Apply the techniques, skills, and modern design tools necessary for design practice.

PO 12 - Apply the design principles and management principles to manage the project of multidisciplinary nature.

8.2 Program Specific Outcomes (PSOs):

On successful completion of the Program, the students shall be able to:

PSO 1 - Identify and examine raw materials and constituents required for design innovation and development

PSO 2 - Demonstrate skills in ideation, conceptualization and production of design solutions for manufacturing organizations and design houses

PSO 3 - Apply creative skills for the production of sustainable, social and environmental-friendly products and processes

9 Admission Criteria (as per the concerned Statutory Body)

The University admissions shall be open to all persons irrespective of caste, class, creed, gender or nation. All admissions shall be made on the basis of merit in the qualifying examinations; Provided that forty percent of the admissions in all Programs of the University shall be reserved for the students of Karnataka State and admissions shall be made through a Common Entrance Examination conducted by

the State Government or its agency and seats shall be allotted as per the merit and reservation policy of the State Government from time to time.

The admission criteria to the B.Des Program is listed in the following Sub-Clauses:

9.1 An applicant who has successfully completed a Pre-University course or Senior Secondary School course (+2) or equivalent such as (11+1), 'A' level in Senior School Leaving Certificate Course from a recognized University of India or outside or from Senior Secondary Board or equivalent, constituted or recognized by the Union or by the State Government of that Country for the purpose of issue of qualifying certificate on successful completion of the course, may apply for and be admitted into the course.

9.2 Provided further, the applicant can be from any discipline and must have completed and passed the Pre-University/Higher Secondary / (10+2) / (11+1) examination, and, the applicant must have obtained a minimum of 45% of the total marks (40% in case of candidates belonging to the Reserved Category as classified by the Government of Karnataka) in these subjects taken together.

9.3 The applicant must clear the Design Entrance Examinations of the University.

9.4 Reservation for the SC/ST and other backward classes shall be made in accordance with the directives issued by the Government of Karnataka from time to time.

9.5 Admissions are offered to Foreign Nationals and Indians living abroad in accordance with the rules applicable for such admission, issued from time to time, by the Government of India.

9.6 Candidates must fulfil the medical standards required for admission as prescribed by the University.

9.7 If, at any time after admission, it is found that a candidate had not in fact fulfilled all the requirements stipulated in the offer of admission, in any form whatsoever, including possible misinformation and any other falsification, the Registrar shall report the matter to the Board of Management (BOM), recommending revoking the admission of the candidate.

9.8 The decision of the BOM regarding the admissions is final and binding.

10 Lateral Entry / Transfer Students requirements

10.1.1 The University admits students directly to the second year (3rd Semester) of the B.Des Degree Program as per the provisions and/ or regulations of the Government of Karnataka pertaining to the "Lateral Entry" scheme announced by the Government from time to time. Further, the general conditions and rules governing the provision of Lateral Entry is listed in the following Sub-Clauses:

10.1.2 Admission to 2nd year (3rd Semester) of the B.Des Degree program shall be open to the candidates who are holders of a 3-year Diploma in their respective domains (or equivalent

qualification as recognized by the University), who have secured not less than forty-five percent (45%) marks in the final year examination (fifth and sixth semesters of the Diploma Program) in the appropriate degree related to the respective domains. In case of SC/ST and OBC candidates from Karnataka the minimum marks for eligibility shall be forty percent (40%).

10.1.3 Provided further that, candidates seeking Lateral Entry may be required to complete specified bridge courses as prescribed by the University. Such bridge courses, if any, shall not be included in the CGPA computations.

10.1.4 All the existing Regulations and Policies of the University shall be binding on all the students admitted to the Program through the provision of "Lateral Entry".

10.1.5 The Course requirements prescribed for the 1st Year of the B.Des Program shall be waived for the student(s) admitted through "Lateral Entry" and the duration of the B.Des Program for such students is three (03) years, commencing from the 3rd Semester (commencement of the 2nd Year) of the B.Des Program and culminating with the 8th Semester (end of the 4th Year) of the B.Des Program.

10.1.6 The existing Program Regulations of the concerned Program to which the student is admitted through the provision of "Lateral Entry" shall be binding on the student with effect from the 3rd Semester of the Program. i.e., the Program Structure and Curriculum from the 3rd to 8th Semesters of the Program concerned shall be binding on the student admitted through "Lateral Entry". Further, any revisions/ amendments made to the Program Regulations thereafter, shall be binding on all the students of the concerned Program.

10.1.7 All the Courses (and the corresponding number of Credits) prescribed for the 1st Year of the concerned B.Des Program shall be waived for the student(s) admitted to that B.Des Program through "Lateral Entry". Further, the Minimum Credit Requirements for the award of the B.Des Degree in the concerned Program shall be prescribed/ calculated as follows:

The Minimum Credit Requirements for the award of the Bachelor of Design (B.Des) Degree prescribed by the concerned Bachelor of Design Degree Program Regulations and Curriculum, 2024-2028, minus the number of Credits prescribed for the 1st Year (total number of Credits prescribed for the 1st and 2nd Semesters) of the B.Des Program.

For instance, if the Minimum Credit Requirements for the award of the Bachelor of Design (B.Des) Degree as prescribed by the Program Regulations for B.Des is "N" Credits, and, if the total credits prescribed in the 1st Year (total credits of the 1st and 2nd Semesters) of the Program concerned is "M" Credits, then the Minimum Credit Requirements for the award of the B.Des for a student who joins the Program through the provision of the Lateral Entry, shall be "N – M" Credits.

10.1.8 Further, no other waiver except the Courses prescribed for the 1st year of the B.Des Program of the University shall be permissible for students joining the B.Des Program through the provision of Lateral Entry.

10.2 Transfer of student(s) from another recognized University to the 2nd year (3rd Semester) of the B.Des. Program of the University

A student who has completed the 1st Year (i.e., passed in all the Courses/Subjects prescribed for the 1st Year) of the B.Des Four-Year Degree Program from another recognized University, may be permitted to transfer to the 2nd Year (3rd Semester) of the B.Des Program of the University as per the rules and guidelines prescribed in the following Sub-Clauses:

10.2.1   The concerned student fulfils the criteria specified in Sub-Clauses 10.1.1 , 10.1.2 and 10.1.3

10.2.2   The student shall submit the Application for Transfer along with a non-refundable Application Fee (as prescribed by the University from time to time) to the University no later than July of the concerned year for admission to the 2nd Year (3rd Semester) B.Des Program commencing on August on the year concerned.

10.2.3   The student shall submit copies of the respective Marks Cards/Grade Sheets/Certificates along with the Application for Transfer.

10.2.4   The transfer may be provided on the condition that the Courses and Credits completed by the concerned student in the 1st Year of the B.Des Four year Degree Program from the concerned University, are declared equivalent and acceptable by a Committee constituted by the Vice Chancellor for this purpose. Further, the Committee may also prescribe the Courses and Credits the concerned students shall have to mandatorily complete, if admitted to the 2nd Year of the B.Des Program of the University.

10.2.5   The Specialization allotted to the student concerned shall be the decision of the University and binding on the student.

11   Change of Specialization

A student admitted to a particular Specialization of the B.Des Program will normally continue studying in that Specialization till the completion of the program. However, the University reserves the right to provide the option for a change of Specialization, or not to provide the option for a change of Specialization, at the beginning of 3rd semester of the B.Des Program to eligible students in accordance with the following rules and guidelines: framed by the University from time to time.

11.1 Only those students, who have passed all the Courses prescribed in the 1st Year of the B.Des Program and had obtained a CGPA of not less than 6.50 at the end of the 2nd semester, shall be eligible for consideration for a change of Specialization.

11.2 A change in specialization, if permitted, will take effect from the beginning of the 3rd Semester of the B.Des program. Application for this change must be obtained within the first week after

announcement of results. After this period, no requests for a change in specialization will be considered under any circumstances.

11.3 The student(s) provided with the change of specialization shall fully adhere to and comply with the Program Regulations of the concerned specialization of the B.Des Program, the Fee Policy pertaining to that specialization of the B.Des Program, and, all other rules pertaining to the changed specialization existing at the time.

11.4 Change of specialization once made shall be final and binding on the student. No student shall be permitted, under any circumstances, to refuse the change of specialization offered.

11.5 The eligible student may be allowed a change in specialization, strictly in order of inter se merit, subject to the conditions given below:

11.5.1 The actual number of students in the third Semester in any particular specialization to which the transfer is to be made, should not exceed the intake fixed by the University for the concerned specialization; and,

11.5.2 The actual number of students in any specialization from which transfer is being sought does not fall below 75% of the total intake fixed by the University for the concerned specialization.

The process of change of specialization shall be completed within the first fifteen days of Registration for the 3rd Semester of the B.Des Program.

12 Specific Regulations regarding Assessment and Evaluation (including the Assessment Details of NTCC Courses, Weightages of Continuous Assessment and End Term Examination for various Course Categories)

12.1. The academic performance evaluation of a student in a Course shall be according to the University Letter Grading System based on the class performance distribution in the Course.

12.2. Academic performance evaluation of every registered student in every Course registered by the student is carried out through various components of Assessments spread across the Semester. The nature of components of Continuous Assessments and the weightage given to each component of Continuous Assessments (refer Clause **Error! Reference source not found.** of Academic regulation) shall be clearly defined in the Course Plan for every Course, and approved by the DAC.

12.3. Format of the End-Term examination shall be specified in the Course Plan.

12.4. Grading is the process of rewarding the students for their overall performance in each Course. The University follows the system of Relative Grading with statistical approach to classify the students based on the relative performance of the students registered in the concerned Course except in the following cases:

- Non-Teaching Credit Courses (NTCC)

- Courses with a class strength less than 30

Absolute grading method may be adopted, where necessary with prior approval of concerned DAC.

Grading shall be done at the end of the Academic Term by considering the aggregate performance of the student in all components of Assessments prescribed for the Course. Letter Grades (Clause **Error! Reference source not found.** of academic regulations) shall be awarded to a student based on her/his overall performance relative to the class performance distribution in the concerned Course. These Letter Grades not only indicate a qualitative assessment of the student's performance but also carry a quantitative (numeric) equivalent called the Grade Point.

The components of continuous assessments, weightage for each component and the method of evaluation shall be assigned considering the nature of the Courses in terms of the pedagogy and outcomes.

12.5 Assessment Components and Weightage

Table 1: Assessment Components and Weightage for different category of Courses		
Nature of Course and Structure	**Evaluation Component**	**Weightage**
Lecture-based Course L component in the L-T-P-C Structure is predominant (more than 1) (Examples 2-0-0-2, 3-0-0-3, etc.)	Continuous Assessments	50%
	End Term Examination	50%
Lab/Practice-based Course P component in the L-T-P-C Structure is predominant (Examples: 1-0-0-1, 2-0-4-4, 1-0-4-3, 2-0-2-3, 0-0-4-2 Etc.)	Continuous Assessments	100%
Skill based Courses like Internship, Dissertation / Social Engagement and such similar Non-Teaching Credit Courses, where the pedagogy does not lend itself to a typical L-T-P-C structure	Guidelines for the assessment components for the various types of Courses, with recommended weightages, shall be specified in the concerned Program Regulations and Curriculum / Course Plans, as applicable.	

The exact weightages of Evaluation Components shall be clearly specified in the concerned PRC and respective Course Plan.

Normally, for Practice/Skill based Courses, without a defined credit structure (L–T–P) [NTCC], but with assigned Credits (as defined in Clause **Error! Reference source not found.** of the Academic Regulations),

the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of evaluation/assessment, shall be as decided and indicated in the Course Plan/PRC. The same shall be approved by the respective DAC.

12.6 Minimum Performance Criteria:

12.6.1   Theory only Course and Lab/Practice Embedded Theory Course

A student shall satisfy the following minimum performance criteria to be eligible to earn the credits towards the concerned Course:

a. A student must obtain a minimum of 30% of the total marks/weightage assigned to the End Term Examinations in the concerned Course.

b. The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of the components of Continuous Assessments, Mid Term Examinations and End Term Examinations in the concerned Course.

12.6.2   Integrated/Lab/Practice/Project Based Courses

The student must obtain a minimum of 40% of the AGGREGATE of the marks/weightage of all assessment components in the concerned Course.

12.6.3   A student who fails to meet the minimum performance criteria listed above in a Course shall be declared as "Fail" and given "F" Grade in the concerned Course. For theory Courses, the student shall have to re-appear in the "Make-Up Examinations" as scheduled by the University in any subsequent semester, or, re-appear in the End Term Examinations of the same Course when it is scheduled at the end of the following Semester or Summer Term, if offered. The marks obtained in the Continuous Assessments (other than the End Term Examination) shall be carried forward and be included in computing the final grade, if the student secures the minimum requirements (as per Sub- Clauses 12.6.1, **Error! Reference source not found.** of Academic Regulations) in the "Make-Up Examinations" of the concerned Course. Further, the student has an option to re-register for the Course and clear the same in the summer term/ subsequent semester if he/she wishes to do so, provided the Course is offered.

12.7 Normally, for Practice/Skill based Courses, without a defined credit structure (L – T – P), but with assigned Credits, (as defined in Clause 5.2 of the Academic Regulations), the method of evaluation shall be based only on Continuous Assessments. The various components of Continuous Assessments, the distribution of weightage among such components, and the method of

evaluation/assessment shall be prescribed in the concerned Course Handout. There shall be no component of End Term Final Examinations for such Courses.

In case any exception is required for a particular course, where the methods of assessment prescribed in the specific regulations mentioned above in Sub-Clauses 12.5, 12.6 and 12.7 are not suitable/ relevant for assessing the performance in the concerned Course, the DAC shall recommend the appropriate method of assessment for the approval by the BOS.

13 Additional clarifications - Rules and Guidelines for Transfer of Credits from MOOC, etc. – Note: These are covered in Academic Regulations

The University allows students to acquire credits from other Indian or foreign institutions and/or Massive Open Online Course (MOOC) platforms, subject to prior approval. These credits may be transferred and counted toward fulfilling the minimum credit requirements for the award of a degree. The process of transfer of credits is governed by the following rules and guidelines:

13.1   The transfer of credits shall be examined and recommended by the Equivalence Committee (Refer **Error! Reference source not found.** of academic regulations) and approved by the Dean - Academics.

13.2   Students may earn credits from other Indian or foreign Universities/Institutions with which the University has an MOU, and that MOU shall have specific provisions, rules and guidelines for transfer of credits. These transferred credits shall be counted towards the minimum credit requirements for the award of the degree.

13.3   Students may earn credits by registering for Online Courses offered by Study Web of Active Learning by Young and Aspiring Minds (SWAYAM) and National Program on Technology Enhanced Learning (NPTEL), or other such recognized Bodies/ Universities/Institutions as approved by the concerned BOS and Academic Council from time to time. The concerned School/Parent Department shall publish/include the approved list of Courses and the rules and guidelines governing such transfer of credits of the concerned Program from time to time. The Rules and Guidelines for the transfer of credits specifically from the Online Courses conducted by SWAYAM/ NPTEL/ other approved MOOCs are as stated in the following Sub-Clauses:

13.3.1   A student may complete SWAYAM/NPTEL/other approved MOOCs as mentioned in Clause **Error! Reference source not found.** (as per academic regulations) and transfer equivalent credits to partially or fully complete the mandatory credit requirements of Discipline Elective Courses and/or the mandatory credit requirements of Open Elective Courses as prescribed in the concerned Curriculum Structure. However, it is the sole responsibility of the student to complete the mandatory credit requirements of the Discipline Elective Courses and the Open

Elective Courses as prescribed by the Curriculum Structure of the concerned Program.

13.3.2 SWAYAM/NPTEL/ other approved MOOCs as mentioned in Clause **Error! Reference source not found.** (as per academic regulations) shall be approved by the concerned Board of Studies and placed (as Annexures) in the concerned PRC.

13.3.3 Parent Departments may release a list of SWAYAM/NPTEL/other approved MOOCs for Pre-Registration as per schedule in the Academic Calendar or through University Notification to this effect.

13.3.4 Students may Pre-Register for the SWAYAM/NPTEL/other approved MOOCs in the respective Departments and register for the same Courses as per the schedule announced by respective Online Course Offering body/institute/ university.

13.3.5 A student shall request for transfer of credits only from such approved Courses as mentioned in Sub-Clause **Error! Reference source not found.** above.

13.3.6 SWAYAM/NPTEL/other approved MOOCs Courses are considered for transfer of credits only if the concerned student has successfully completed the SWAYAM/NPTEL/other approved MOOCs and obtained a certificate of successful/satisfactory completion.

13.3.7 A student who has successfully completed the approved SWAYAM/NPTEL/ other approved MOOCs and wants to avail the provision of transfer of equivalent credits, must submit the original Certificate of Completion, or such similar authorized documents to the HOD concerned, with a written request for the transfer of the equivalent credits. On verification of the Certificates/Documents and approval by the HOD concerned, the Course(s) and equivalent Credits shall forwarded to the COE for processing of results of the concerned Academic Term.

13.3.8 The credit equivalence of the SWAYAM/NPTEL/other approved MOOCs are based on Course durations and/or as recommended by the Course offering body/institute/university. The Credit Equivalence mapped to SWAYAM/ NPTEL approved Courses based on Course durations for transfer of credits is summarised in Table shown below. The Grade will be calculated from the marks received by the Absolute Grading Table **Error! Reference source not found.**. in the academic regulations.

Table 2: Durations and Credit Equivalence for Transfer of Credits from SWAYAM-NPTEL/ other approved MOOC Courses		
Sl. No.	Course Duration	Credit Equivalence

1	4 Weeks	1 Credit
2	8 Weeks	2 Credits
3	12 Weeks	3 Credits

13.3.9   The maximum permissible number of credits that a student may request for credit transfer from MOOCs shall not exceed 20% of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree.

13.3.10   The University shall not reimburse any fees/expense; a student may incur for the SWAYAM/NPTEL/other approved MOOCs.

13.4   The maximum number of credits that can be transferred by a student shall be limited to forty percent (40%) of the mandatory minimum credit requirements specified by the concerned Program Regulations and Curriculum for the award of the concerned Degree. However, the grades obtained in the Courses transferred from other Institutions/MOOCs, as mentioned in this Section (13.0), shall not be included in the calculation of the CGPA.

13.5

14.   Structure / Component with Credit Requirements Course Baskets & Minimum Basket wise Credit Requirements

The B.Des Program Structure (2024-2028) totalling 160 credits. Table 3 summarizes the type of baskets, number of courses under each basket and the associated credits that are mandatorily required for the completion of the Degree.

Table 3: B.Des 2024-2028: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
Sl. No.	**TYPE OF COURSES**	**CREDITS**
1	Humanities, Social Sciences & Management Sciences (HS)	5
2	Basic Design (BD)	17
3	Design Studies (DS)	15
4	Core (Professional) Course (CC)	45
5	Design Project (Professional Practice) Course (DPC)	8
6	Discipline (Professional) Elective (DE)	36
7	Open Elective (OE)	9

8	Professional Practice (PP) I and II	20
9	Personal and Professional Skills (PPS)	5
TOTAL		**160**
The mandatory minimum credits required for the award of the B.Des Degree is 160 Credits		

In the entire Program, the practical and skill based course component contribute to an extent of approximately 92% out of the total credits of 160 for B.Des program of four years' duration.

15. Minimum Total Credit Requirements of Award of Degree

As per the AICTE guidelines, a minimum of 160 credits is required for the award of a B.Des. degree.

16. Other Specific Requirements for Award of Degree, if any, as prescribed by the Statutory Bodies,

16.1   The award of the Degree shall be recommended by the Board of Examinations and approved by the Academic Council and Board of Management of the University**.**

16.2   A student shall be declared to be eligible for the award of the concerned Degree if she/he:

   a. Fulfilled the Minimum Credit Requirements and the Minimum Credits requirements under various baskets;

   b. Secure a minimum CGPA of 4.50 in the concerned Program at the end of the Semester/Academic Term in which she/he completes all the requirements for the award of the Degree as specified in Sub-Clause a of Academic Regulations **;**

   c. No dues to the University, Departments, Hostels, Library, and any other such Centers/ Departments of the University; and

   d. No disciplinary action is pending against her/him.

17. Curriculum Structure – Basket Wise Course List (not Semester Wise)
   List of Courses Tabled – aligned to the Program Structure

   (Course Code, Course Name, Credit Structure (LTPC), Contact Hours, Course Basket, Type of Skills etc., as applicable)

Table 3.1 : List of Humanities and Social Sciences courses including Management Courses (HSMC)

S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	ENG1002	Technical English	1	0	2	2	3
2	ENG2001	Advanced English	1	0	2	2	3
3	KAN1001/KAN 2001	Kali Kannada/Thili Kannada	1	0	0	1	1
4	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	2
Total No. of Credits						**5**	

Table 3.2 : List of Basic Design (BD)Courses							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES1007	Elements and Principles Of Design	2	0	4	4	6
2	DES1010	Observation and Ideation	1	0	2	2	3
3	DES1015	Basics Of Drawing Skills	2	0	2	3	4
4	DES1016	Observational Case Study	0	0	0	3	0
5	DES1127	Innovation Project for Designer	0	0	2	1	2
6	DES2082	Drawing for Designers	0	0	8	4	8
Total No. of Credits						**17**	

Table 3.3 : List of Design Studies (DS) Courses							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES1008	Materials, Media, Tools and Techniques	2	0	4	4	6
2	DES1129	Design appreciation	3	0	0	3	3
3	DES1131	Digital Tools for Designers	0	0	6	3	6
4	DES1018	Ideation Case Study	0	0	0	3	0
5	DES1128	Design History	1	0	2	2	3
Total No. of Credits						**15**	

Table 3.4 : List of Core (Professional) Courses							
Fashion Design							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES1019	Basics of Needle Craft	2	0	4	4	6
2	DES1136	History of Textiles and Costume Studies	1	0	2	2	3
3	DES2007	Elements of Fashion Illustration	1	0	4	3	5
4	DES2157	Basics of Draping and Pattern making	2	0	4	4	6
5	DES2112	Clothing Culture and Communication	1	0	4	3	5
6	DES1039	Fashion Accessory Design	1	0	4	3	5
7	DES2156	Market Research and Trims Sourcing	2	0	2	3	4
8	DES2006	Analytical Testing for Textile and Apparels	2	0	2	3	4
9	DES2008	Advanced Sewing Techniques	1	0	4	3	5
10	DES2009	Advanced Pattern Making	1	0	4	3	5
11	DES2128	Digital marketing in Fashion	2	0	2	3	4
12	DES1041	Sustainability in Fashion	2	0	2	3	4
13	DES2011	Art of Draping	1	0	4	3	5

14	DES1029	Supply Chain Management	2	0	0	2	2
15	DES1043	Garment Surface Ornamentation	1	0	4	3	5
Total No. of Credits						**45**	

Communication Design

1	DES 2030	Basics of Visual Design	1	0	4	3	5
2	DES3006	Introduction to Branding and Brand Identity	1	0	4	3	5
3	DES 2031	Basics of Communication	2	0	2	3	4
4	DES 2032	Typography	1	0	4	3	5
5	DES 2043	Storytelling and Narrative	1	0	2	2	3
6	DES3005	Applied Visual Design	1	0	4	3	5
7	DES1126	Basics of Photography	1	0	4	3	5
8	DES2135	Design Research	1	0	4	3	5
9	DES2034	Marketing and Advertising for Designers	1	0	2	2	3
10	DES3002	Ergonomics for Communication Design	1	0	4	3	5
11	DES2035	Digital Communication for Designers	1	0	4	3	5
12	DES2037	Content Development for Communication Designers	1	0	2	2	3
13	DES1071	Introduction to UX Design	1	0	4	3	5
14	DES2039	User Interface Design	1	0	4	3	5
15	DES3027	Packaging Design	1	0	4	3	5
16	DES2044	Entrepreneurship Management for Designers	1	0	4	3	5
Total No. of Credits						**45**	

Product Design							
1	DES2047	Technical Design Drawing and Concepts	1	0	4	**3**	5
2	DES1075	Materials, Tools and Techniques	1	0	4	**3**	5
3	DES2105	Human-centred Product Design	1	0	2	**2**	3
4	DES2092	Design Research Methodology	2	0	2	**3**	4
5	DES1076	Basic Prototyping Methods and Processes	1	0	4	**3**	5
6	DES1092	Basics of Ergonomics	1	0	4	**3**	5
7	DES2084	Product Rendering Techniques	1	0	4	**3**	5
8	DES2051	Simple Product Design	1	0	6	**4**	7
9	DES2063	Creative Modeling and Prototyping Process	1	0	4	**3**	5
10	DES2086	Product Representation Techniques	1	0	4	**3**	5
11	DES 3031	3D Surface Visualization	1	0	4	**3**	5
12	DES3033	Product Design Portfolio and Presentation	0	0	0	**6**	0
13	DES3034	Design and Development of Industrial Product	0	0	0	**6**	0
Total No. of Credits						**45**	

Space Design							
1	DES1019	Basics of Needle Craft	2	0	4	4	6
2	DES1136	History of Textiles and Costume Studies	1	0	2	2	3
3	DES2007	Elements of Fashion Illustration	1	0	4	3	5
4	DES2157	Basics of Draping and Pattern making	2	0	4	4	6
5	DES2112	Clothing Culture and Communication	1	0	4	3	5
6	DES1039	Fashion Accessory Design	1	0	4	3	5
7	DES2156	Market Research and Trims Sourcing	2	0	2	3	4
8	DES2006	Analytical Testing for Textile and Apparels	2	0	2	3	4
9	DES2008	Advanced Sewing Techniques	1	0	4	3	5
10	DES2009	Advanced Pattern Making	1	0	4	3	5
11	DES2128	Digital marketing in Fashion	2	0	2	3	4
12	DES1041	Sustainability in Fashion	2	0	2	3	4
13	DES2011	Art of Draping	1	0	4	3	5

14	DES1029	Supply Chain Management	2	0	0	2	2
15	DES1043	Garment Surface Ornamentation	1	0	4	3	5
Total No. of Credits						**45**	
Game Design							
1	DES2052	Elements of Play	1	0	4	3	5
2	DES2053	Story Telling and Storyboarding	1	0	4	3	5
3	DES2064	Basics of Animation	1	0	4	3	5
4	DES2155	Game Design Theory	3	0	0	3	3
5	DES2062	2D Game Design	1	0	4	3	5
6	DES2073	2D Game Art	1	0	2	2	3
7	DES2058	Advanced C# For Game Development	1	0	6	4	7
8	DES2065	Hyper-Casual Game Design	1	0	4	3	5
9	DES3024	Environment Design	1	0	6	4	7
10	DES2060	Digital Sculpting	1	0	6	4	7
11	DES3025	3D Game Design	1	0	4	3	5
12	DES2072	Combat Design	1	0	4	3	5
13	DES2056	Special Effects for Game	1	0	4	3	5
14	DES3023	3D Animation	1	0	6	4	7
Total No. of Credits						**45**	

Table 3.5 : List of Design Project (Professional Practice) Courses (DPC)							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES2088	Concept Development	0	0	0	4	0
2	DES1017	Manipulation and Restructuring Project	0	0	0	4	0
Total No. of Credits						**8**	

Table 3.6 : List of Discipline Elective Courses							
Fashion Design							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DESXXXX	Discipline Elective -I	0	0	0	3	0
2	DESXXXX	Discipline Elective -II	2	0	4	4	6
3	DESXXXX	Discipline Elective -III	2	0	4	4	6
4	DESXXXX	Discipline Elective -IV	2	0	4	4	6
5	DESXXXX	Discipline Elective -V	1	0	4	3	5
6	DESXXXX	Discipline Elective -VI	3	0	0	3	3
7	DESXXXX	Discipline Elective -VII	0	0	0	3	0
8	DESXXXX	Discipline Elective -VIII	1	0	4	3	5
9	DESXXXX	Discipline Elective -IX	1	0	2	2	3
10	DESXXXX	Discipline Elective -X	1	0	4	3	5
11	DESXXXX	Discipline Elective -XI	1	0	4	3	5
12	DESXXXX	Discipline Elective - XII	0	0	2	1	0
Total No. of Credits						**36**	
Communication Design							
1	DESXXXX	Discipline Elective -I	0	0	0	3	0
2	DESXXXX	Discipline Elective -II	1	0	4	3	5
3	DESXXXX	Discipline Elective -III	1	0	2	2	3

4	DESXXXX	Discipline Elective -IV	1	0	4	3	5
5	DESXXXX	Discipline Elective -V	1	0	4	3	5
6	DESXXXX	Discipline Elective -VI	1	0	4	3	5
7	DESXXXX	Discipline Elective -VII	0	0	0	3	0
8	DESXXXX	Discipline Elective -VIII	1	0	4	3	5
9	DESXXXX	Discipline Elective -IX	1	0	4	3	5
10	DESXXXX	Discipline Elective -X	1	0	4	3	5
11	DESXXXX	Discipline Elective -XI	2	0	4	4	6
12	DESXXXX	Discipline Elective - XII	3	0	0	3	3
		Total No. of Credits				**36**	

Product Design

1	DESXXXX	Discipline Elective -I	2	0	2	**3**	4
2	DESXXXX	Discipline Elective -II	1	0	2	**2**	3
3	DESXXXX	Discipline Elective -III	2	0	2	3	4
4	DESXXXX	Discipline Elective -IV	0	0	0	**3**	0
5	DESXXXX	Discipline Elective -V	2	0	2	**3**	4
6	DESXXXX	Discipline Elective -VI	2	0	4	**4**	6
7	DESXXXX	Discipline Elective -VII	2	0	2	**3**	4
8	DESXXXX	Discipline Elective -VIII	2	0	2	**3**	4
9	DESXXXX	Discipline Elective -IX	2	0	2	**3**	4
10	DESXXXX	Discipline Elective -X	1	0	4	**3**	5
11	DESXXXX	Discipline Elective -XI	2	0	2	**3**	4
12	DESXXXX	Discipline Elective - XII	2	0	2	**3**	4
		Total No. of Credits				**36**	

Space Design

1	DESXXXX	Discipline Elective -I	0	0	0	3	0
2	DESXXXX	Discipline Elective -II	2	0	4	4	6
3	DESXXXX	Discipline Elective -III	2	0	4	4	6
4	DESXXXX	Discipline Elective -IV	2	0	4	4	6
5	DESXXXX	Discipline Elective -V	1	0	4	3	5
6	DESXXXX	Discipline Elective -VI	3	0	0	3	3
7	DESXXXX	Discipline Elective -VII	0	0	0	3	0
8	DESXXXX	Discipline Elective -VIII	1	0	4	3	5
9	DESXXXX	Discipline Elective -IX	1	0	2	2	3
10	DESXXXX	Discipline Elective -X	1	0	4	3	5
11	DESXXXX	Discipline Elective -XI	1	0	4	3	5
12	DESXXXX	Discipline **Elective - XII**	0	0	0	**1**	0
		Total No. of Credits				**36**	

Game Design

1	DESXXXX	Discipline Elective I	0	0	0	3	0
2	DESXXXX	Discipline Elective II	1	0	4	3	5
3	DESXXXX	Discipline Elective III	1	0	4	3	5
4	DESXXXX	Discipline Elective IV	1	0	4	3	5
5	DESXXXX	Discipline Elective V	1	0	6	4	7
6	DESXXXX	Discipline Elective VI	1	0	4	3	5
7	DESXXXX	Discipline Elective VII	1	0	4	3	5
8	DESXXXX	Discipline Elective VIII	0	0	0	3	0
9	DESXXXX	Discipline Elective IX	1	0	6	4	7
10	DESXXXX	Discipline Elective X	1	0	6	4	7
11	DESXXXX	Discipline Elective XI	0	0	0	3	0

Total No. of Credits	36

Table 3.7 : List of Open Elective Courses							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	XXXXXXX	Open Elective - I	3	0	0	3	3
2	XXXXXXX	Open Elective - II	2	0	2	3	4
3	XXXXXXX	Open Elective - III	2	0	2	3	4
Total No. of Credits				9			

Table 3.8 : List of Professional Practice Courses							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES3001	Professional Practice - I	0	0	0	8	0
2	DES4001	Professional Practice - II	0	0	0	12	0
Total No. of Credits				20			

Table 3.9 : List of Personal and Professional Skills							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	PPS1012	Introduction to soft skills	0	0	2	1	2
2	PPS1004	Soft skills for Designer	0	0	2	1	2
3	PPS2001	Reasoning and Employment Skills	0	0	2	1	2
4	PPS4002	Introduction to Aptitude	0	0	2	1	2
5	PPS3017	Workplace Skills for Designers	0	0	2	1	2
Total No. of Credits				5			

Practical / Skill based Courses – Professional Practice Courses (Internships / Thesis / Dissertation / Capstone Project Work / Portfolio / Mini project)

Practical / Skill based Courses like internship, project work, capstone project, research project / dissertation, and such similar courses, where the pedagogy does not lend itself to a typical L-T-P-C Structure as defined in Clause 5.1 of the Academic Regulations, are simply assigned the number of Credits based on the quantum of work / effort required to fulfill the learning objectives and outcomes prescribed for the concerned Courses. Such courses are referred to as Non-Teaching Credit Courses (NTCC). These Courses are designed to provide students with hands-on experience and skills essential for their professional development. These courses aim to equip students with abilities in problem identification, root cause analysis, problem-solving, innovation, and design thinking through industry exposure and project-based learning. The expected outcomes are first level proficiency in problem solving and design thinking skills to better equip B.Des. graduates for their professional careers. The method of evaluation and grading for the Practical / Skill based Courses shall be prescribed and approved

by the concerned Departmental Academic Committee (refer Annexure A of the Academic Regulations, 2025). The same shall be prescribed in the Course Plan.

18.1 Internship/ Professional Practice

18.1.1. The Internship/Professional Practice   Program shall be in conducted in accordance with the Internship Policy prescribed by the University from time to time.

18.1.2 The selection criteria (minimum CGPA, pass in all Courses as on date, and any other qualifying criteria) as applicable/ stipulated by the concerned Industry/ Company for award of the Internship to a student.

18.1.3 The number of Internship/Professional Practice   available for the concerned Academic Term. Further, the available number of internships shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as applicable, specified by the Industry/ Company providing the Internship, as stated in Sub-Clause 18.1.2 above.

18.1.4. A student may opt for Internship/Professional Practice   in an Industry/Company of her/his choice, subject to the condition that the concerned student takes the responsibility to arrange the Internship on her/his own. Provided further, that the Industry/ Company offering such Internship confirms to the University that the Internship program shall be conducted in accordance with the Program Regulations and Internship Policy of the University.

18.1.5. A student selected for an Internship in an Industry/ Company shall adhere to all the rules and guidelines prescribed in the Internship Policy of the University.

18.1.6. Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

18.1.7. Professional Practice –I

Professional Practice -I is a 8 Credit Course. This first level practice-based course is conducted after the 6th Semester of the B.Des Program, during the summer break (usually June – July), in accordance with the guidelines mentioned above from 18.1.1 to 18.1.6.

A student may undergo an Internship Program for a period of **8 – 12** weeks Depending on Specilazation in an Industry/ Company,

18.1.8 Professional Practice – II

Professional Practice - II is an intensive practice based course with 12 Credits offered during the final (4th) year of the B.Des Program. Students may register for Professional Practice – II in the 8th Semester of the B.Des Program, in accordance with the guidelines mentioned below from 18.2 to 18.4. A student may undergo an Internship Program for a period of **12 – 16** weeks Depending on Specilazation in an Industry/ Company **.**

18.2 Project Work

18.2.1 A student may do an extensive Project Work in an Industry/ Company/ Research Laboratory or the University Department(s), subject to the following conditions:

18.2.2 The Project Work shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

18.2.3 The student may do the Project Work in an Industry/ Company/ Research Laboratory of her/his choice subject to the above-mentioned condition (Sub-Clause 18.2.1). Provided further, the Industry/ Company/ Research Laboratory offering such project work confirms to the University that the Project Work will be conducted in accordance with the Program Regulations and requirements of the University.

18.2.4 Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

18.3 Capstone Project/Portfolio

A student may undergo a Capstone Project/Portfolio for a period of 12 weeks in an industry / company or academic / research institution in the 8th Semester as applicable, subject to the following conditions:

18.3.1 The Capstone Project shall be in conducted in accordance with the Capstone Project/Portfolio Policy prescribed by the University from time to time.

18.3.2 The selection criteria (minimum CGPA, pass in all Courses as on date, and any other qualifying criteria) as applicable / stipulated by the concerned Industry / Company or academic / research institution for award of the Capstone Project/Portfolio to a student.

18.3.3 The number of Capstone Project/ Portfolio available for the concerned Academic Term. Further, the available number of Capstone Project / Portfolio shall be awarded to the students by the University on the basis of merit using the CGPA secured by the student. Provided further, the student fulfils the criteria, as applicable, specified by the Industry / Company or academic / research institution providing the Capstone Project/ Portfolio, as stated in Sub-Clause 18.3.2 above.

18.3.4 A student may opt for Capstone Project/Portfolio in an Industry / Company or academic / research institution of her / his choice, subject to the condition that the concerned student takes the responsibility to arrange the I Capstone Project on her / his own. Provided further, that the Industry / Company or academic / research institution offering such Capstone Project/porfolio confirms to the University that the Capstone Project shall be conducted in

accordance with the Program Regulations and Internship Policy of the University.

18.3.5 A student selected for a Capstone Project/ Portfolio in an industry / company or academic / research institution shall adhere to all the rules and guidelines prescribed in the Capstone Project Policy of the University.

18.3.6 Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

18.3 Research Project / Dissertation

A student may opt to do a Research Project / Dissertation for a period of 12 weeks in an Industry / Company or academic / research institution or the University Department(s) as an equivalence of Capstone Project, subject to the following conditions:

18.3.1 The Research Project / Dissertation shall be approved by the concerned HOD and be carried out under the guidance of a faculty member.

18.3.1 Students have to report their respective guide every week (online / offline mode depending on the geographical area of their ongoing research) mentioned by the department to update their progress on the concerned project.

The student may do the Research Project / Dissertation in an Industry / Company or academic / research institution of her / his choice subject to the above mentioned condition (Sub-Clause 18.4.1). Provided further, that the Industry / Company or academic / research institution offering such Research Project / Dissertation confirms to the University that the Research Project / Dissertation work will be conducted in accordance with the Program Regulations and requirements of the University.

18. List of Elective Courses under various Specialisations / Stream Basket

Sl.No.	Course Code	Course Name	L	T	P	C	Contact Hour
— Table 3.5 : Discipline Electives Courses/Specialization Tracks – Minimum of 36 credits to be earned.							
Fashion Design							
1	DES1020	Basics of Pattern Making	2	0	4	4	6
2	DES1021	Basic Sewing Techniques	2	0	4	4	6
3	DES1023	Analysis of Textile Materials	2	0	4	4	6
4	DES1025	Knitted and Non-woven Structures	2	0	0	2	2
5	DES1027	Apparel Management and Costing	2	0	0	2	2
6	DES1030	DBMS in Textile and Apparel Industries	2	0	0	2	2
7	DES1031	Trend Forecasting in Fashion	2	0	2	3	4
8	DES1032	Fashion Styling and Photography	1	0	2	2	3
9	DES1034	Fashion Event Management	3	0	0	3	3
10	DES1035	Textile Design Development	1	0	4	3	5

11	DES1036	Industrial and Technical Textiles	1	0	2	2	3
12	DES1037	Smart Textiles	1	0	2	2	3
13	DES1038	Haute Couture Fashion	1	0	4	3	5
14	DES1040	Cluster Study and Social Intervention	1	0	4	3	5
15	DES1041	Sustainability in Fashion	0	0	2	1	2
16	DES1042	Merchandising in Fashion and Apparels	3	0	0	3	3
17	DES2012	Indian Traditional Crafts and Textiles	2	0	6	5	8
18	DES2013	Production Planning and Control	3	0	0	3	3
19	DES2014	Fashion Retailing, Marketing and Merchandising	3	0	0	3	3
20	DES2112	Clothing Culture and Communication	1	0	4	3	5
21	DES1143	Study on Craft Cluster	0	0	0	3	0
22	DES2129	Elements of Fashion Portfolio	1	0	4	3	5
22	DES2154	Live Project	0	0	0	3	0
23	DES2111	Visual Merchandising in Fashion	1	0	4	3	5
24	DES2161	Fabric Processing and Prepration	1	0	4	3	5
Communication Design							
1	DES1143	Study on Craft Cluster	0	0	0	3	0
2	DES2079	Digital Design Tools	1	0	4	3	5
3	DES2134	Retail Store Branding	1	0	2	2	3
4	DES2067	Introduction to Interaction Design	1	0	4	3	5
5	DES3024	Advance Brand Identity Design for Marketing	1	0	4	3	5
6	DES2136	Printing and Publication Design	1	0	4	3	5
7	DES2154	Live Project	0	0	0	3	0
8	DES2038	Film Making for Communication Designers	1	0	4	3	5
9	DES1070	Motion Graphics	1	0	4	3	5
10	DES2137	Interdisciplinary Design Collaboration	1	0	4	3	5
11	DES3014	Basics of System Design	2	0	4	4	6
12	DES1069	Swayam Course	3	0	0	3	3
Product Design							
1	DES1074	Advance Representation Techniques	1	0	4	**3**	5
2	DES1081	Basics of Sustainability and Sustainable Design	2	0	2	**3**	4
3	DES1083	Basics of Manufacturing Process Design	2	0	2	**3**	4
4	DES1084	Basics Of UI and UX Design	2	0	2	**3**	4
5	DES2162	Sustainable Product Packaging	2	0	2	**3**	4
6	DES1130	Basic Computer Aided Industrial Design	3	0	2	**4**	5
7	DES2083	Digital Illustration	1	0	2	**2**	3
8	DES2093	Product Mechanism	2	0	4	**4**	6
9	DES2094	Creative Techniques for Product Design	2	0	2	**3**	4
10	DES2095	Product Model-making	1	0	4	**3**	5
11	DES2096	Basic Manufacturing Workshop	1	0	6	**4**	7
12	DES2097	Product Form Studies	1	0	4	**3**	5
13	DES2106	Automotive Design	2	0	2	**3**	4
14	DES2107	Furniture Design	1	0	2	**2**	3
15	DES2108	Lighting Design	1	0	2	**2**	3
16	DES2109	Advance Computer Aided Industrial Design	2	0	2	**3**	4
17	DES1083	Basics of Manufacturing Process Design	2	0	2	**3**	4
18	DES1143	Study on Craft Cluster	0	0	0	**3**	0

19	DES1081	Basics of Sustainability and Sustainable Design	2	0	2	3	4
		Space Design					
1	DES2102	Introduction to Technical Drawing	1	0	4	3	5
2	DES2122	Building Material Technology	1	0	4	3	5
3	DES2103	Basic Visual Design	2	0	2	3	4
4	DES1143	Study on craft cluster	0	0	0	3	0
5	DES2098	Illustration Techniques for Interiors	2	0	2	3	4
6	DES2120	History of Indian Art and Interior Design	3	0	0	3	3
7	DES2131	Landscape Design for Interiors	1	0	4	3	5
8	DESXXX	Industry Live Project	0	0	0	3	0
9	DES1057	Design for Retail Experience	1	0	4	3	5
10	DES2117	Interiors Services	1	0	4	3	5
11	DES3043	Ergonomics in Interiors	1	0	4	3	5
12	DES1053	Design Dissertation	0	0	0	3	0
13	DES1062	Metal Fabrication Technology	1	0	4	3	5
14	DES1064	Advanced retail lighting design	1	0	4	3	5
15	DES2017	Contextual Design Studio	2	0	4	4	6
16	DES2102	Introduction to Technical Drawing	1	0	4	3	5
17	DES1046	Basic Material Technology	3	0	0	3	3
18	DES2103	Basic visual design	2	0	2	3	4
19	DES2104	Portfolio Design for Interiors	1	0	6	4	7
20	DES2029	Introduction to Space Survey	1	0	0	1	1
		Game Design					
1	DES1143	Study on Craft Cluster	0	0	0	3	0
2	DES1107	Game Ideation	1	0	4	3	5
3	DES1106	Basic Visual Design and Tools	1	0	4	3	5
4	DES2074	Game Character Design	1	0	4	3	5
5	DES2075	3D Modelling	1	0	6	4	7
6	DES2055	C# Basics for Game Development	1	0	4	3	5
7	DES2063	Basic Level Design	1	0	4	3	5
8	DES2154	Live Project	0	0	0	3	0
9	DES3022	Advanced Level Design	1	0	6	4	7
10	DES2068	Immersive Game Technology	1	0	6	4	7
11	DES2132	Game Prototyping	0	0	0	3	0
12	DES1109	Narrative Design for Game	1	0	4	3	5
13	DES1102	Art and Aesthetics	1	0	4	3	5
14	DES1105	Matte Painting	1	0	2	2	3
15	DES2061	Basic Character Design	1	0	6	4	7
16	DES2066	Photography and Videography	1	0	4	3	5
17	DES2069	Rigging and Animation(2D)	1	0	4	3	5
18	DES2071	UI/UX for Game	1	0	4	3	5
19	DES2014	Fashion Retailing, Marketing and Merchandising	3	0	0	3	3
20	DES2112	Clothing Culture and Communication	1	0	4	3	5
21	DES2161	Fabric Processing and Preparation	1	0	4	3	5

19. Open Electives

Open Electives are the courses offered by any Department/School of the University. The primary objective of offering Open Electives is to provide interdisciplinary/ transdisciplinary learning experiences. The outcome is a graduate with a fair exposure to disciplines beyond the chosen Branch in the B.Des Program.

Open Electives offered by any Department/School of the University are listed in the Course Structure under the Open Elective category and offered to students of any Department including the parent Department/School.

The Course details and method of evaluation shall be clearly prescribed in the concerned Course Handout.

20.1 List of Open Electives to be offered by the School / Department (Separately for ODD and EVEN Semesters.

Sl. No.	Course Code	Course Name	L	T	P	C	Type of Skill/ Focus	Course Caters to
Chemistry Basket								
1	CHE1003	Fundamentals of Sensors	3	0	0	3	S	ES
2	CHE1004	Smart materials for IOT	3	0	0	3	S	ES
3	CHE1005	Computational Chemistry	2	0	0	2	S	ES
4	CHE1006	Introduction to Nano technology	3	0	0	3	S	ES
5	CHE1007	Biodegradable electronics	2	0	0	2	S	ES
6	CHE1008	Energy and Sustainability	2	0	0	2	S	ES
7	CHE1009	3D printing with Polymers	2	0	0	2	S	ES
8	CHE1010	Bioinformatics and Healthcare IT	2	0	0	2	S	ES
9	CHE1011	Chemical and Petrochemical catalysts	3	0	0	3	S	ES
10	CHE1012	Introduction to Composite materials	2	0	0	2	S	ES
11	CHE1013	Chemistry for Engineers	3	0	0	3	S	ES
12	CHE1014	Surface and Coatings technology	3	0	0	3	S	ES
13	CHE1015	Waste to Fuels	2	0	0	2	S	ES
14	CHE1016	Forensic Science	3	0	0	3	S	ES
Civil Engineering Basket								
1	CIV1001	Disaster mitigation and management	3	0	0	3	S	-
2	CIV1002	Environment Science and Disaster Management	3	0	0	3	FC	-
3	CIV2001	Sustainability Concepts in Engineering	3	0	0	3	S	-
4	CIV2002	Occupational Health and Safety	3	0	0	3	S	-
5	CIV2003	Sustainable Materials and Green Buildings	3	0	0	3	EM	-
6	CIV2004	Integrated Project Management	3	0	0	3	EN	-
7	CIV2005	Environmental Impact Assessment	3	0	0	3	EN	-
8	CIV2006	Infrastructure Systems for Smart Cities	3	0	0	3	EN	-

9	CIV2044	Geospatial Applications for Engineers	2	0	2	3	EM	-
10	CIV2045	Environmental Meteorology	3	0	0	3	S	-
11	CIV3046	Project Problem Based Learning	3	0	0	3	S	-
12	CIV3059	Sustainability for Professional Practice	3	0	0	3	EN	-
Commerce Basket								
1	COM2001	Introduction to Human Resource Management	2	0	0	2	F	HP/GS
2	COM2002	Finance for Non Finance	2	0	0	2	S	-
3	COM2003	Contemporary Management	2	0	0	2	F	-
4	COM2004	Introduction to Banking	2	0	0	2	F	-
5	COM2005	Introduction to Insurance	2	0	0	2	F	-
6	COM2006	Fundamentals of Management	2	0	0	2	F	-
7	COM2007	Basics of Accounting	3	0	0	3	F	-
9	BBA1026	Social Media Marketing	3	0	0	3		
Computer Science Basket								
1	CSE2002	Programming in Java	2	0	2	3	S/EM	-
2	CSE2003	Social Network Analytics	3	0	0	3	S	GS
3	CSE2004	Python Application Programming	2	0	2	3	S/ EM	-
4	CSE2005	Web design fundamentals	2	0	2	3	S/ EM/EN	-
5	CSE3111	Artificial Intelligence : Search Methods For Problem Solving	3	0	0	3	S/ EM/EN	-
6	CSE3112	Privacy And Security In Online Social Media	3	0	0	3	S/ EM/EN	-
7	CSE3113	Computational Complexity	3	0	0	3	S/ EM/EN	-
8	CSE3114	Deep Learning for Computer Vision	3	0	0	3	S/ EM/EN	-
9	CSE3115	Learning Analytics Tools	3	0	0	3	S/ EM/EN	-
Design Basket (not to be offered to B.Des Students)								
1	DES1001	Sketching and Painting	0	0	2	1	S.EM,EN	
2	DES1002	Innovation and Creativity	2	0	0	2	S.EM,EN	
3	DES1003	Serviceability of Fashion Products	1	0	2	2	S.EM,EN	
4	DES1004	Choices in Virtual Fashion	1	0	2	2	S.EM,EN	ES
5	DES1005	Fashion Lifestyle and Product Diversity	1	0	2	2	S.EM,EN	ES, GS, HP
6	DES1006	Colour in Everyday Life	1	0	2	2	S.EM,EN	ES, GS, HP
7	DES1121	Introduction to UX Design	1	0	2	2	S.EM,EN	ES
8	DES1122	Introduction to Jewellery Making	1	0	2	2	S.EM,EN	ES
9	DES1123	Packaging Design	1	0	2	2	S.EM,EN	ES
10	DES1124	Spatial Stories	1	0	2	2	S.EM,EN	ES
11	DES1125	Polymer Clay	1	0	2	2	S.EM,EN	ES
12	DES1135	Design Ethics and Sustainability	3	0	0	3	S.EM,EN	HP
13	DES1146	Introduction to Design Thinking	1	0	0	1	S.EM,EN	GS,ES,HP
14	DES2001	Design Thinking	3	0	0	3	S.EM,EN	GS,ES,HP
15	DES2080	Art of Design Language	3	0	0	3	S.EM,EN	GS,ES,HP
16	DES2081	Brand Building in Design	3	0	0	3	S.EM,EN	GS,ES,HP
17	DES2085	Web Design Techniques	3	0	0	3	S.EM,EN	GS,ES,HP
18	DES2089	3D for Designers	1	0	4	3	S.EM,EN	HP

19	DES2090	Creative Thinking for Professionals	3	0	0	3	S.EM,EN	GS,ES,HP
20	DES2091	Idea Formulation	3	0	0	3	S.EM,EN	GS,ES,HP
21	DES2124	Shaping Thematic Environments	3	0	0	3	S.EM,EN	GS,ES,HP
22	DES2125	Adaptive Reuse & Recycle	3	0	0	3	S.EM,EN	ES
23	DES2138	Service Design	3	0	0	3	S.EM,EN	GS,ES,HP
24	DES2139	AI for Design Innovation	3	0	0	3	S.EM,EN	GS,ES,HP
25	DES2140	Project Management Essentials for Designers	3	0	0	3	S.EM,EN	GS,ES,HP
26	DES2141	Digital Marketing Strategies for Designers	3	0	0	3	S.EM,EN	GS,ES,HP
27	DES2142	3D & UI Design Tools (Blender/Figma)	3	0	0	3	S.EM,EN	GS,ES,HP
28	DES2143	Design Communication Essentials	3	0	0	3	S.EM,EN	HP
29	DES2144	Material Sourcing for Designers	3	0	0	3	S.EM,EN	HP,ES
30	DES2145	Designing for Healthcare	3	0	0	3	S.EM,EN	GS,ES,HP
31	DES2146	Designing for XR (AR/VR)	3	0	0	3	S.EM,EN	GS,ES,HP
32	DES2147	Coding Fundamentals: Python for Designers	3	0	0	3	S.EM,EN	HP
33	DES2148	Design Forecasting	3	0	0	3	S.EM,EN	GS,ES,HP
34	DES2149	Design Journalism	3	0	0	3	S.EM,EN	GS,ES,HP
35	DES2150	Visual Presentations	2	0	2	3	S.EM,EN	GS,ES,HP
36	DES2151	Visual Perception in Everyday Life	2	0	2	3	S.EM,EN	GS,ES,HP
37	DES2152	Fashion Product Development	3	0	0	3	S.EM,EN	GS,ES,HP
38	DES2153	Jewellery Design Essentials	2	0	2	3	S.EM,EN	GS,ES,HP
39	DES2158	3D Aesthetics and Visualisation	1	0	4	3	S.EM,EN	HP
40	DES2159	Intellectual Property Rights	3	0	0	3	S.EM,EN	GS,ES,HP
41	DES2126	Introduction to Film Making	-	-	-	3	S.EM,EN	GS,ES,HP
		Electrical and Electronics Basket						
1	EEE1002	IoT based Smart Building Technology	3	0	0	3	S	-
2	EEE1003	Basic Circuit Analysis	3	0	0	3	S	-
3	EEE1004	Fundamentals of Industrial Automation	3	0	0	3	S	-
4	EEE1005	Electric Vehicles & Battery Technology	3	0	0	3	S	-
5	EEE1006	Smart Sensors for Engineering Applications	3	0	0	3	S	-
		Electronics and Communication Basket						
1	ECE1003	Fundamentals of Electronics	3	0	0	3	F	-
2	ECE1004	Microprocessor based systems	3	0	0	3	F	-
3	ECE3089	Artificial Neural Networks	3	0	0	3	S	-
4	ECE3097	Smart Electronics in Agriculture	3	0	0	3	F/EM	-
5	ECE3098	Environment Monitoring Systems	3	0	0	3	F/EM	-
6	ECE3102	Consumer Electronics	3	0	0	3	F/EM	-
7	ECE3103	Product Design of Electronic Equipment	3	0	0	3	S/F/ EM / EN	-
8	ECE3106	Introduction to Data Analytics	3	0	0	3	F/EM	-
9	ECE3107	Machine Vision for Robotics	3	0	0	3	F/EM	-
		English Basket						

#	Code	Title	L	T	P	C		Sem	Basket
1	ENG1008	Indian Literature	2	0	0	2		-	GS/ HP
2	ENG1009	Reading Advertisement	3	0	0	3		S	-
3	ENG1010	Verbal Aptitude for Placement	2	0	2	3		S	-
4	ENG1011	English for Career Development	3	0	0	3		S	-
5	ENG1012	Gender and Society in India	2	0	0	2		-	GS/ HP
6	ENG1013	Indian English Drama	3	0	0	3		-	-
7	ENG1014	Logic and Art of Negotiation	2	0	2	3		-	-
8	ENG1015	Professional Communication Skills for Engineers	1	0	0	1		-	-
		DSA Basket							
1	DSA2001	Spirituality for Health	2	0	0	2		F	HP
2	DSA2002	Yoga for Health	2	0	0	2		S	HP
3	DSA2003	Stress Management and Well Being	2	0	0	2		F	-
		Kannada Basket							
1	KAN1001	Kali Kannada	1	0	0	1		S	-
2	KAN1003	Kannada Kaipidi	3	0	0	3		S	-
3	KAN2001	Thili Kannada	1	0	0	1		S	-
4	KAN2003	Pradharshana Kale	1	0	2	2		S	-
5	KAN2004	Sahithya Vimarshe	2	0	0	2		S	-
6	KAN2005	Anuvadha Kala Sahithya	3	0	0	3		S	-
7	KAN2006	Vichara Manthana	3	0	0	3		S	-
8	KAN2007	Katha Sahithya Sampada	3	0	0	3		S	-
9	KAN2008	Ranga Pradarshana Kala	3	0	0	3		S	-
		Foreign Language Basket							
1	FRL1004	Introduction of French Language	2	0	0	2		S	S
2	FRL1005	Fundamentals of French	2	0	0	2		S	S
3	FRL1009	Mandarin Chinese for Beginners	3	0	0	3		S	S
		Law Basket							
1	LAW1001	Introduction to Sociology	2	0	0	0	2	F	
2	LAW2001	Indian Heritage and Culture	2	0	0	0	2	F	
3	LAW2002	Introdcution to Law of Succession	2	0	0	0	2	F	
4	LAW2003	Introduction to Company Law	2	0	0	0	2	F	
5	LAW2004	Introduction to Contracts	2	0	0	2		F	HP
6	LAW2005	Introduction to Copy Rights Law	2	0	0	2		F	HP
7	LAW2006	Introduction to Criminal Law	2	0	0	2		F	HP
8	LAW2007	Introduction to Insurance Law	2	0	0	2		F	HP
9	LAW2008	Introduction to Labour Law	2	0	0	2		F	HP
10	LAW2009	Introduction to Law of Marriages	2	0	0	2		F	HP/GS
11	LAW2010	Introduction to Patent Law	2	0	0	2		F	HP
12	LAW2011	Introduction to Personal Income Tax	2	0	0	2		F	HP
13	LAW2012	Introduction to Real Estate Law	2	0	0	2		F	HP
14	LAW2013	Introduction to Trademark Law	2	0	0	2		F	HP
15	LAW2014	Introduction to Competition Law	3	0	0	3		F	HP
16	LAW2015	Cyber Law	3	0	0	3		F	HP
17	LAW2016	Law on Sexual Harrassment	2	0	0	2		F	HP/GS
18	LAW2017	Media Laws and Ethics	2	0	0	2		F	HP/GS
		Mathematics Basket							

			L	T	P	C		
1	MAT2008	Mathematical Reasoning	3	0	0	3	S	-
2	MAT2014	Advanced Business Mathematics	3	0	0	3	S	-
3	MAT2041	Functions of Complex Variables	3	0	0	3	S	-
4	MAT2042	Probability and Random Processes	3	0	0	3	S	-
5	MAT2043	Elements of Number Theory	3	0	0	3	S	-
6	MAT2044	Mathematical Modelling and Applications	3	0	0	3	S	-
Mechanical Basket (not to be offered for Mechanical Department students)
1	MEC1001	Fundamentals of Automobile Engineering	3	0	0	3	F	-
2	MEC1002	Introduction to Matlab and Simulink	3	0	0	3	S/EM	-
3	MEC1003	Engineering Drawing	1	0	4	3	S	-
4	MEC2001	Renewable Energy Systems	3	0	0	3	F	ES
5	MEC2002	Operations Research & Management	3	0	0	3	F	-
6	MEC2003	Supply Chain Management	3	0	0	3	S/ EM/ EN	-
7	MEC2004	Six Sigma for Professionals	3	0	0	3	S/EM	-
8	MEC2005	Fundamentals of Aerospace Engineering	3	0	0	3	F	-
9	MEC2006	Safety Engineering	3	0	0	3	S/EM	ES
10	MEC2007	Additive Manufacturing	3	0	0	3	F/EM	-
11	MEC3069	Engineering Optimisation	3	0	0	3	S/EM	-
12	MEC3070	Electronics Waste Management	3	0	0	3	F/S	ES
13	MEC3071	Hybrid Electric Vehicle Design	3	0	0	3	S/EM	ES
14	MEC3072	Thermal Management of Electronic Appliances	3	0	0	3	S/EM	-
15	MEC3200	Sustainable Technologies and Practices	3	0	0	3	S/EM	-
16	MEC3201	Industry 4.0	3	0	0	3	S/EM	-
Petroleum Basket
1	PET1011	Energy Industry Dynamics	3	0	0	3	FC	ES
2	PET1012	Energy Sustainability Practices	3	0	0	3	FC	ES
1	PHY1003	Mechanics and Physics of Materials	3	0	0	3	FC / SD	
2	PHY1004	Astronomy	3	0	0	3	FC	
3	PHY1005	Game Physics	2	0	2	3	FC / SD	
4	PHY1006	Statistical Mechanics	2	0	0	2	FC	
5	PHY1007	Physics of Nanomaterials	3	0	0	3	FC	
6	PHY1008	Adventures in nanoworld	2	0	0	2	FC	
7	PHY2001	Medical Physics	2	0	0	2	FC	ES
8	PHY2002	Sensor Physics	1	0	2	2	FC / SD	
9	PHY2003	Computational Physics	1	0	2	2	FC	
10	PHY2004	Laser Physics	3	0	0	3	FC	ES
11	PHY2005	Science and Technology of Energy	3	0	0	3	FC	ES
12	PHY2009	Essentials of Physics	2	0	0	2	FC	
1	MGT2007	Digital Entrepreneurship	3	0	0	3	S/EM/EN	-
2	MGT2015	Engineering Economics	3	0	0	3	S	-
3	MGT2023	People Management	3	0	0	3	S/EM/ EN	HP
Management Basket- II

1	MGT1001	Introduction to Psychology	3	0	0	3	F	HP
2	MGT1002	Business Intelligence	3	0	0	3	EN	-
3	MGT1003	NGO Management	3	0	0	3	S	-
4	MGT1004	Essentials of Leadership	3	0	0	3	EM/ EN	GS/ HP
5	MGT1005	Cross Cultural Communication	3	0	0	3	S/EM/ EN	HP
6	MGT2001	Business Analytics	3	0	0	3	S/ EM/EN	-
7	MGT2002	Organizational Behaviour	3	0	0	3	F	HP
8	MGT2003	Competitive Intelligence	3	0	0	3	S	-
9	MGT2004	Development of Enterprises	3	0	0	3	S/EM/EN	-
10	MGT2005	Economics and Cost Estimation	3	0	0	3	S/EM	-
11	MGT2006	Decision Making Under Uncertainty	3	0	0	3	S	-
12	MGT2008	Econometrics for Managers	3	0	0	3	S	-
13	MGT2009	Management Consulting	3	0	0	3	S/EM/EN	-
14	MGT2010	Managing People and Performance	3	0	0	3	S/EM/EN	HP/GS
15	MGT2011	Personal Finance	3	0	0	3	F	-
16	MGT2012	E Business for Management	3	0	0	3	S/EM	-
17	MGT2013	Project Management	3	0	0	3	EN / EM	GS/HP/ES
18	MGT2014	Project Finance	3	0	0	3	EN / EM	HP
19	MGT2016	Business of Entertainment	3	0	0	3	EM/ EN	-
20	MGT2017	Principles of Management	3	0	0	3	S/EM/ EN	-
21	MGT2018	Professional and Business Ethics	3	0	0	3	S/EM/ EN	HP
22	MGT2019	Sales Techniques	3	0	0	3	S/EM/ EN	HP
23	MGT2020	Marketing for Engineers	3	0	0	3	S/EM/ EN	HP
24	MGT2021	Finance for Engineers	3	0	0	3	S/EM/ EN	HP
25	MGT2022	Customer Relationship Management	3	0	0	3	S/EM/ EN	HP
Media Studies Basket								
1	BAJ3050	Corporate Filmmaking and Film Business	0	0	4	2	EM	HP
2	BAJ3051	Digital Photography	2	0	2	3	EM	HP
3	BAJ3055	Introduction to News Anchoring and News Management	0	0	2	1	EM	-

20. List of MOOC (NPTEL) Courses

21.1 NPTEL - Discipline Elective Courses for B. DES.

Sl. No.	Course ID	Course Name	Duration
Fashion Design			
1	noc25-te02	Evaluation of Textiles Materials	12 Weeks
Communication Design			
1	noc25-de09	Augmenting Design Thinking with Human-Computer Interaction	8 Weeks
2	noc25-de01	Design, Technology and Innovation	8 Weeks
Product Design			
1	noc25-de10	Design Practices for Intelligent Product Design	8 Weeks
2	noc25-me68	Product Engineering and Design Thinking	8 Weeks
Space Design			
1	Noc25_de04	Strategies for sustainable design	12 Weeks

	Game Design		
1	ntr25_ed64	Web-Designing and Multimedia Technology	12 Weeks

21.2 NPTEL - Open Elective Courses for B. Des.

Sl. No.	Course ID	Course Name	Duration
1	noc25-de12	Introduction to Graphic Design	8 Weeks
2	noc25-mg15	Business Statistics	12 Weeks
3	noc25-mg06	AI in Marketing	12 Weeks
4	noc25-mg31	International Business	12 Weeks
5	noc25-mg62	Supply Chain Digitization	12 Weeks
6	noc25-me70	Robotics: Basics and Selected Advanced Concepts	12 Weeks

21. Recommended Semester Wise Course Structure / Flow including the Programme / Discipline Elective Paths / Options

SEMESTER-WISE COURSE BREAK-UP

Semester-wise Course Grid - 2023-27 Batch - B.Des							
Fashion Design							
Sl. No.	Course Code	Course Name	L	T	P	Credits	Basket
Semester 1						24	
1	DES1007	Elements and Principles Of Design	2	0	4	4	Basic Design
2	DES1010	Observation and Ideation	1	0	2	2	Basic Design
3	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design
4	DES1016	Observational Case Study	0	0	0	3	Basic Design
5	DES1008	Materials, Media, Tools and Techniques	2	0	4	4	Design Studies
6	DES2088	Concept Development	0	0	0	4	Design Project Course
7	DES1127	Innovation Project for Designer	0	0	2	1	Basic Design
8	PPS1001	Introduction to soft skills	0	0	2	1	PPS
9	ENG1002	Technical English	1	0	2	2	Humanities
Semester 2						23	
1	DES1129	Design appreciation	3	0	0	3	Design Studies
2	DES2082	Drawing for Designers	0	0	8	4	Basic Design
3	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project Course
4	ENG2001	Advanced English	1	0	2	2	Humanities
5	KAN1001/ KAN 2001	Kali Kannada/Thili Kannada	1	0	0	1	Humanities
6	DES1131	Digital Tools for Designers	0	0	6	3	Design Studies
7	DES1018	Ideation Case Study	0	0	0	3	Design Studies
8	PPS1012	Enhancing Persanality through Soft Skills	0	0	2	1	PPS
9	DES1128	Design History	1	0	2	2	Design Studies

Semester 3							24	
1	DESXXXX	Discipline Elective -I	0	0	0	3		Discipline Elective
2	DES1019	Basics of Needle Craft	2	0	4	4		Core Course
3	DES1136	History of Textiles and Costume Studies	1	0	2	2		Core Course
4	DESXXXX	Discipline Elective -II	2	0	4	4		Discipline Elective
5	DES2007	Elements of Fashion Illustration	1	0	4	3		Core Course
6	DES2157	Basics of Draping and Pattern making	2	0	4	4		Core Course
7	XXXXXXX	Open Elective - I	3	0	0	3		Open Elective
8	PPS2001	Reasoning and Employment Skills	0	0	2	1		PPS
Semester 4							23	
1	DESXXXX	Discipline Elective -III	2	0	4	4		Discipline Elective
2	DESXXXX	Discipline Elective -IV	2	0	4	4		Discipline Elective
3	DESXXXX	Discipline Elective -V	1	0	4	3		Discipline Elective
4	DES2112	Clothing Culture and Communication	1	0	4	3		Core Course
5	DES1039	Fashion Accessory Design	1	0	4	3		Core Course
7	XXXXXXX	Open Elective - II	2	0	2	3		Open Elective
6	DESXXXX	Discipline Elective -VI	3	0	0	3		Discipline Elective
7	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0		Humanities
Semester 5							25	
1	DESXXXX	Discipline Elective -VII	0	0	0	3		Discipline Elective
2	DES2156	Market Research and Trims Sourcing	2	0	2	3		Core Course
3	DES2006	Analytical Testing for Textile and Apparels	2	0	2	3		Core Course
4	DES2008	Advanced Sewing Techniques	1	0	4	3		Core Course
5	DES2009	Advanced Pattern Making	1	0	4	3		Core Course
6	DES2128	Digital marketing in Fashion	2	0	2	3		Core Course
7	XXXXXXX	Open Elective - III	2	0	2	3		Open Elective
8	PPS4002	Introduction to Aptitude	0	0	2	1		PPS
9	DES1041	Sustainability in Fashion	2	0	2	3		Core Course
Semester 6							17	
2	DES2011	Art of Draping	1	0	4	3		Core Course
3	DES1029	Supply Chain Management	2	0	0	2		Core Course
4	DESXXXX	Discipline Elective -VIII	1	0	4	3		Discipline Elective
5	DES1043	Garment Surface Ornamentation	1	0	4	3		Core Course
6	PPS3017	Workplace Skills for Designers	0	0	2	1		PPS
8	DESXXXX	Discipline Elective -IX	1	0	2	2		Discipline Elective
9	DESXXXX	Discipline Elective -X	1	0	4	3		Discipline Elective
Semester 7							12	
1	DES3001	Professional Practice - I	0	0	0	8		Professional Practice
2	DESXXXX	Discipline Elective -XI	1	0	4	3		Discipline Elective
3	DESXXXX	Discipline **Elective - XII**	0	0	2	**1**		Discipline Elective
Semester 8							12	
1	DES4001	Professional Practice - II	0	0	0	12		Professional Practice
Communication Design								

Sl. No.	Course Code	Course Name	L	T	P	Credits	Basket
Semester 1						24	
1	DES1007	Elements and Principles Of Design	2	0	4	4	Basic Design
2	DES1010	Observation and Ideation	1	0	2	2	Basic Design
3	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design
4	DES1016	Observational Case Study	0	0	0	3	Basic Design
5	DES1008	Materials, Media, Tools and Techniques	2	0	4	4	Design Studies
6	DES2088	Concept Development	0	0	0	4	Design Project Course
7	DES1127	Innovation Project for Designer	0	0	2	1	Basic Design
8	PPS1001	Introduction to soft skills	0	0	2	1	PPS
9	ENG1002	Technical English	1	0	2	2	Humanities
Semester 2						23	
1	DES1129	Design appreciation	3	0	0	3	Design Studies
2	DES2082	Drawing for Designers	0	0	8	4	Basic Design
3	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project Course
4	ENG2001	Advanced English	1	0	2	2	Humanities
5	KAN1001/ KAN 2001	Kali Kannada/Thili Kannada	1	0	0	1	Humanities
6	DES1131	Digital Tools for Designers	0	0	6	3	Design Studies
7	DES1018	Ideation Case Study	0	0	0	3	Design Studies
8	PPS1012	Enhancing Persanality through Soft Skills	0	0	2	1	PPS
9	DES1128	Design History	1	0	2	2	Design Studies
Semester 3						24	
1	DES1143	Study on Craft Cluster	0	0	0	3	Discipline Elective
2	DES 2030	Basics of Visual Design	1	0	4	3	Core Course
3	DES3006	Introduction to Branding and Brand Identity	1	0	4	3	Core Course
4	DES 2031	Basics of Communication	2	0	2	3	Core Course
5	DES 2032	Typography	1	0	4	3	Core Course
6	DES 2043	Storytelling and Narrative	1	0	2	2	Core Course
7	DES2079	Digital Design Tools	1	0	4	3	Discipline Elective
8	DES XXXX	Open Elective - I	3	0	0	3	Open Elective
9	PPS2001	Reasoning and Employment Skills	0	0	2	1	PPS
Semester 4						20	
1	DES3005	Applied Visual Design	1	0	4	3	Core Course
2	DES2134	Retail Store Branding	1	0	2	2	Discipline Elective
3	DES1126	Basics of Photography	1	0	4	3	Core Course
4	DES2135	Design Research	1	0	4	3	Core Course
5	DES2034	Marketing and Advertising for Designers	1	0	2	2	Core Course
6	DES2067	Introduction to Interaction Design	1	0	4	3	Discipline Elective
7	PPS4002	Introduction to Aptitude	0	0	2	1	PPS
8	DES XXXX	Open Elective - II	3	0	0	3	Open Elective
7	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	Humanities
Semester 5						23	
1	DES3002	Ergonomics for Communication Design	1	0	4	3	Core Course
2	DES3024	Advance Brand Identity Design for Marketing	1	0	4	3	Discipline Elective

3	DES2035	Digital Communication for Designers	1	0	4	3	Core Course
4	DES2037	Content Development for Communication Designers	1	0	2	2	Core Course
5	DES2136	Printing and Publication Design	1	0	4	3	Discipline Elective
6	DES1071	Introduction to UX Design	1	0	4	3	Core Course
7	DES XXXX	Open Elective III	0	0	0	3	Open Elective
8	DES2154	Live Project	0	0	0	3	Discipline Elective
Semester 6						**19**	
1	DES2039	User Interface Design	1	0	4	3	Core Course
2	DES2038	Film Making for Communication Designers	1	0	4	3	Discipline Elective
3	DES1070	Motion Graphics	1	0	4	3	Discipline Elective
4	DES3027	Packaging Design	1	0	4	3	Core Course
5	DES2137	Interdisciplinary Design Collaboration	1	0	4	3	Discipline Elective
6	PPS3018	Preparedness for Interview	0	0	2	1	PPS
7	DES2044	Entrepreneurship Management for Designers	1	0	4	3	Core Course
Semester 7						**15**	
1	DES3001	Professional Practice - I	0	0	0	8	Professional Practice
2	DES3014	Basics of System Design	2	0	4	4	Discipline Elective
3	DES1069	Swayam Course	3	0	0	3	Discipline Elective
Semester 8						**12**	
1	DES4001	Professional Practice - II	0	0	0	12	Professional Practice
Product Design							

Sl. No.	Course Code	Course Name	L	T	P	Credits	Basket
Semester 1						**24**	
1	DES1007	Elements and Principles Of Design	2	0	4	4	Basic Design
2	DES1010	Observation and Ideation	1	0	2	2	Basic Design
3	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design
4	DES1016	Observational Case Study	0	0	0	3	Basic Design
5	DES1008	Materials, Media, Tools and Techniques	2	0	4	4	Design Studies
6	DES2088	Concept Development	0	0	0	4	Design Project Course
7	DES1127	Innovation Project for Designer	0	0	2	1	Basic Design
8	PPS1001	Introduction to soft skills	0	0	2	1	PPS
9	ENG1002	Technical English	1	0	2	2	Humanities
Semester 2						**23**	
1	DES1129	Design appreciation	3	0	0	3	Design Studies
2	DES2082	Drawing for Designers	0	0	8	4	Basic Design
3	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project Course
4	ENG2001	Advanced English	1	0	2	2	Humanities
5	KAN1001/ KAN 2001	Kali Kannada/Thili Kannada	1	0	0	1	Humanities
6	DES1131	Digital Tools for Designers	0	0	6	3	Design Studies
7	DES1018	Ideation Case Study	0	0	0	3	Design Studies
8	PPS1012	Enhancing Persanality through Soft Skills	0	0	2	1	PPS
9	DES1128	Design History	1	0	2	2	Design Studies
Semester 3						**26**	
1	DES2047	Technical Design Drawing and Concepts	1	0	4	**3**	Core Course
2	DES1075	Materials, Tools and Techniques	1	0	4	**3**	Core Course

3	DES2090	Creative Thinking for Professionals	3	0	0	**3**	Open Elective
4	PPS2001	Reasoning and Employment Skills	0	0	2	**1**	PPS
5	DES2105	Human-centred Product Design	1	0	2	**2**	Core Course
6	DES2092	Design Research Methodology	2	0	2	**3**	Core Course
7	DES2083	Digital Illustration	2	0	2	**3**	Discipline Elective
8	DES2107	Furniture Design	1	0	2	**2**	Discipline Elective
9	DES1081	Basics of Sustainability and Sustainable Design	2	0	2	3	Discipline Elective
10	DES1143	Study on Craft Cluster	0	0	0	**3**	Discipline Elective
Semester 4						**16**	
1	DES1076	Basic Prototyping Methods and Processes	1	0	4	**3**	Core Course
2	DES1092	Basics of Ergonomics	1	0	4	**3**	Core Course
3	DES2084	Product Rendering Techniques	1	0	4	**3**	Core Course
4	DES2051	Simple Product Design	1	0	6	**4**	Core Course
5	DES1083	Basics of Manufacturing Process Design	2	0	2	**3**	Discipline Elective
6	CHE1020	Environmental Studies and Sustainable Development	2	0	0	**0**	Humanities
Semester 5						**23**	
1	DES2093	Product Mechanism	2	0	4	**4**	Discipline Elective
2	DES2094	Creative Techniques for Product Design	2	0	2	**3**	Discipline Elective
3	PPS4002	Introduction to Aptitude	0	0	2	**1**	PPS
4	XXXXXX	Open Elective II	3	0	0	**3**	Open Elective
5	DES2106	Automotive Design	2	0	2	**3**	Discipline Elective
6	DES2063	Creative Modeling and Prototyping Process	1	0	4	**3**	Core Course
7	XXXXXX	Open Elective III	3	0	0	**3**	Open Elective
8	DES2086	Product Representation Techniques	1	0	4	**3**	Core Course
Semester 6						**23**	
1	DES 3031	3D Surface Visualization	1	0	4	**3**	Core Course
2	DES1084	Basics Of UI and UX Design	2	0	2	**3**	Discipline Elective
3	DES1074	Advance Representation Techniques	1	0	4	**3**	Discipline Elective
4	PPS3017	Workplace skills for designers	0	0	2	**1**	PPS
5	DES1130	Basic Computer Aided Industrial Design	2	0	2	**3**	Discipline Elective
6	DES2162	Sustainable Product Packaging	2	0	2	**3**	Discipline Elective
7	DES3033	Product Design Portfolio and Presentation	0	0	0	**6**	Core Course
Semester 7						**14**	
1	DES3034	Design and Development of Industrial Product	0	0	0	**6**	Core Course
2	DES3001	Professional Practice - I	0	0	0	**8**	Professional Practice
Semester 8						**12**	
1	DES4001	Professional Practice - II	0	0		**12**	Professional Practice
Space Design							
Sl. No.	Course Code	Course Name	L	T	P	Cr ed its	Basket
Semester 1						**24**	
1	DES1007	Elements and Principles Of Design	2	0	4	4	Basic Design
2	DES1010	Observation and Ideation	1	0	2	2	Basic Design
3	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design
4	DES1016	Observational Case Study	0	0	0	3	Basic Design
5	DES1008	Materials, Media, Tools and Techniques	2	0	4	4	Design Studies
6	DES2088	Concept Development	0	0	0	4	Design Project Course

7	DES1127	Innovation Project for Designer	0	0	2	1	Basic Design
8	PPS1001	Introduction to soft skills	0	0	2	1	PPS
9	ENG1002	Technical English	1	0	2	2	Humanities
Semester 2						**23**	
1	DES1129	Design appreciation	3	0	0	3	Design Studies
2	DES2082	Drawing for Designers	0	0	8	4	Basic Design
3	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project Course
4	ENG2001	Advanced English	1	0	2	2	Humanities
5	KAN1001/ KAN 2001	Kali Kannada/Thili Kannada	1	0	0	1	Humanities
6	DES1131	Digital Tools for Designers	0	0	6	3	Design Studies
7	DES1018	Ideation Case Study	0	0	0	3	Design Studies
8	PPS1012	Enhancing Persanality through Soft Skills	0	0	2	1	PPS
9	DES1128	Design History	1	0	2	2	Design Studies
Semester 3						**24**	
1	DESXXXX	Discipline Elective -I	0	0	0	3	Discipline Elective
2	DES1019	Basics of Needle Craft	2	0	4	4	Core Course
3	DES1136	History of Textiles and Costume Studies	1	0	2	2	Core Course
4	DESXXXX	Discipline Elective -II	2	0	4	4	Discipline Elective
5	DES2007	Elements of Fashion Illustration	1	0	4	3	Core Course
6	DES2157	Basics of Draping and Pattern making	2	0	4	4	Core Course
7	XXXXXXX	Open Elective - I	3	0	0	3	Open Elective
8	PPS2001	Reasoning and Employment Skills	0	0	2	1	PPS
Semester 4						**23**	
1	DESXXXX	Discipline Elective -III	2	0	4	4	Discipline Elective
2	DESXXXX	Discipline Elective -IV	2	0	4	4	Discipline Elective
3	DESXXXX	Discipline Elective -V	1	0	4	3	Discipline Elective
4	DES2112	Clothing Culture and Communication	1	0	4	3	Core Course
5	DES1039	Fashion Accessory Design	1	0	4	3	Core Course
7	XXXXXXX	Open Elective - II	2	0	2	3	Open Elective
6	DESXXXX	Discipline Elective -VI	3	0	0	3	Discipline Elective
7	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	Humanities
Semester 5						**25**	
1	DESXXXX	Discipline Elective -VII	0	0	0	3	Discipline Elective
2	DES2156	Market Research and Trims Sourcing	2	0	2	3	Core Course
3	DES2006	Analytical Testing for Textile and Apparels	2	0	2	3	Core Course
4	DES2008	Advanced Sewing Techniques	1	0	4	3	Core Course
5	DES2009	Advanced Pattern Making	1	0	4	3	Core Course
6	DES2128	Digital marketing in Fashion	2	0	2	3	Core Course
7	XXXXXXX	Open Elective - III	2	0	2	3	Open Elective
8	PPS4002	Introduction to Aptitude	0	0	2	1	PPS
9	DES1041	Sustainability in Fashion	2	0	2	3	Core Course
Semester 6						**17**	
2	DES2011	Art of Draping	1	0	4	3	Core Course
3	DES1029	Supply Chain Management	2	0	0	2	Core Course
4	DESXXXX	Discipline Elective -VIII	1	0	4	3	Discipline Elective
5	DES1043	Garment Surface Ornamentation	1	0	4	3	Core Course

6	PPS3017	Workplace Skills for Designers	0	0	2	1	PPS
8	DESXXXX	Discipline Elective -IX	1	0	2	2	Discipline Elective
9	DESXXXX	Discipline Elective -X	1	0	4	3	Discipline Elective
Semester 7						**12**	
1	DES3001	Professional Practice - I	0	0	0	8	Professional Practice
2	DESXXXX	Discipline Elective -XI	1	0	4	3	Discipline Elective
3	DESXXXX	Discipline **Elective - XII**	0	0	0	**1**	Discipline Elective
Semester 8						**12**	
1	DES4001	Professional Practice - II	0	0	0	12	Professional Practice

Game Design

Sl. No.	Course Code	Course Name	L	T	P	Cred its	Basket
Semester 1						**24**	
1	DES1007	Elements and Principles Of Design	2	0	4	4	Basic Design
2	DES1010	Observation and Ideation	1	0	2	2	Basic Design
3	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design
4	DES1016	Observational Case Study	0	0	0	3	Basic Design
5	DES1008	Materials, Media, Tools and Techniques	2	0	4	4	Design Studies
6	DES2088	Concept Development	0	0	0	4	Design Project Course
7	DES1127	Innovation Project for Designer	0	0	2	1	Basic Design
8	PPS1001	Introduction to soft skills	0	0	2	1	PPS
9	ENG1002	Technical English	1	0	2	2	Humanities
Semester 2						**23**	
1	DES1129	Design appreciation	3	0	0	3	Design Studies
2	DES2082	Drawing for Designers	0	0	8	4	Basic Design
3	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project Course
4	ENG2001	Advanced English	1	0	2	2	Humanities
5	KAN1001/ KAN 2001	Kali Kannada/Thili Kannada	1	0	0	1	Humanities
6	DES1131	Digital Tools for Designers	0	0	6	3	Design Studies
7	DES1018	Ideation Case Study	0	0	0	3	Design Studies
8	PPS1012	Enhancing Persanality through Soft Skills	0	0	2	1	PPS
9	DES1128	Design History	1	0	2	2	Design Studies
Semester 3						**25**	
1	DESXXXX	Discipline Elective I	0	0	0	3	Discipline Elective
2	DES2052	Elements of Play	1	0	4	3	Core Course
3	DESXXXX	Discipline Elective II	1	0	4	3	Discipline Elective
4	DES2053	Story Telling and Storyboarding	1	0	4	3	Core Course
5	DES2064	Basics of Animation	1	0	4	3	Core Course
6	DESXXXX	Discipline Elective III	1	0	4	3	Discipline Elective
7	DES2155	Game Design Theory	3	0	0	3	Core Course
8	PPS2001	Reasoning and Employment Skills	0	0	2	1	PPS
9	XXX XXXX	Open Elective- I	3	0	0	3	Open Elective
Semester 4						**21**	
1	DESXXXX	Discipline Elective IV	1	0	4	3	Discipline Elective
2	DESXXXX	Discipline Elective V	1	0	6	4	Discipline Elective

3	DES2062	2D Game Design	1	0	4	3	Core Course
4	DES2073	2D Game Art	1	0	2	2	Core Course
5	DESXXXX	Discipline Elective VI	1	0	4	3	Discipline Elective
6	XXX XXXX	Open Elective- II	3	0	0	3	Open Elective
7	DESXXXX	Discipline Elective VII	1	0	4	3	Discipline Elective
7	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	Humanities
Semester 5						**22**	
1	DESXXXX	Discipline Elective VIII	0	0	0	3	Discipline Elective
2	DES2058	Advanced C# For Game Development	1	0	6	4	Core Course
	DES2065	Hyper-Casual Game Design	1	0	4	3	Core Course
3	DES3024	Environment Design	1	0	6	4	Core Course
5	DES2060	Digital Sculpting	1	0	6	4	Core Course
6	XXX XXXX	Open Elective- III	3	0	0	3	Open Elective
7	PPS4002	Introduction to Aptitude	0	0	2	1	PPS
Semester 6						**18**	
1	DES3025	3D Game Design	1	0	4	3	Core Course
2	DES2072	Combat Design	1	0	4	3	Core Course
3	DES2056	Special Effects for Game	1	0	4	3	Core Course
4	DESXXXX	Discipline Elective IX	1	0	6	4	Discipline Elective
5	DES3023	3D Animation	1	0	6	4	Core Course
6	PPS3017	Workplace Skills for Designers	0	0	2	1	PPS
Semester 7						**15**	
1	DES3001	Professional Practice - I	0	0	0	8	Professional Practice
2	DESXXXX	Discipline Elective X	1	0	6	4	Discipline Elective
3	DESXXXX	Discipline Elective XI	0	0	0	3	Discipline Elective
Semester 8						**12**	
1	DES4001	Professional Practice - II	0	0	0	12	Professional Practice

22. Course Catalogue

Course Catalogue of all Courses Listed including the Courses Offered by other School / Department and Discipline / Programme Electives – Course Code, Course Name, Prerequisite, Anti-requisite, Course Description, Course Outcome, Course Content (with Blooms Level, CO, No. of Contact Hours), Reference Resources.

Sample Catalogue is given below for reference:

Course Code DES1007	Course Title: Elements and Principles of Design Type of Course: 1] Program Core 2] Laboratory Integrated	L-T-P-C	2	0	4	4
Version No.	1.0					
Course Pre-requisites	Basic Drawing skills					
Anti-requisites	NIL					

Course Description	A firm understanding of design fundamentals are the foundation for good design. To be a successful designer the student must comprehend the Elements and Principles of design and apply techniques of imaging to communicate a message to their audience.
	Understanding of design fundamentals, principles and guidelines that students can learn and use to interpret their design solving ideas.
	Recognition, Study and analysis of Elements and Princples of Design.
	Develop skills to organize these elements and principles of design and apply into their design practice.
	Realization and application of the elements and principles of design.
	The conceptual and visual nature of the course enables the students to develop a concrete portfolio based on the understanding of Principles in design.
Course Objective	The objective of the course is familiarize the learners with the concepts Elements and Prinicples of Design and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students shall be able to:
	Define the basic terminology of Elements and Principles of design.
	Identify good compositional Principles.
	Classify the design principles to manage simple project of multidisciplinary nature.
	Illustrate skills such as simple drawing, painting and rendering skills to compose 2-dimensional designs.
	Demonstrate understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.
	Generate ideas by using elements and Principles of Design.
Course Content:	

Module 1	Introduction to Elements Of Design.	Assignment Case study Documentation	Observations Illustrations Visual Journal	6 Classes

Topics

Introduction and overview of Elements of Design.

Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application.

Observations and discussions on Good Compositions.

Module 2	Detailed Study of Lines,	Assignment	Illustrations	8 Classes

| | Shapes, Forms. | Documentation | Visual Journal | |

Topics:

Types of Lines- Vertical Lines, Horizontal Lines, Thick/Thin lines, Zig –zag lines, etc.

Use of Graphite Pencils, water proof ink and Pens.

Shading Techniques: Hatching, Cross hatching, Stippling, smudging by using pencils and pens.

Different types of Shapes and Forms: Geometrical, Natural, Abstract: Theoretical and Practical Application.

Understanding of Lights and Shadows: One light source, various light sources on different materials.

Module 3	Introduction To Principles of Design	Assignment Presentation Documentation	Group Activities Illustrations Visual Journal	6 Classes

Topics:

Introduction and overview of Principles of Design: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion.

Types of Balance: Symmetrical, Asymmetrical and Radial.

Unity: Proximity, Repetition, Alignment, Variety.

Study on good compositional design ideas by using Elements of Design.

Module 4	Color Theory and Color Schemes.	Assignment Case Study Documentation	Explorations Presentations Visual Journal	8 Classes

Topics:

Introduction to Colour and Properties of Colour: Hue, Value and Chroma/Intensity.

Colour Wheel: Primary, Secondary and Tertiary Colours. Cool colours and warm Colours.

Colour Schemes: Complementary, Monochromatic, Analogous, Neutrals, Pastels. Tints and shades.

Psychological effects of Colours.

Additive and subtractive colour theories/light and pigment theories – features and application

Module 5	Identification and Classification of Textures	Assignment Documentation	Explorations Visual Journal	8 Classes

Topics:
Study and Development of Various Textures: Tactile and Visual Textures.
Proportion: Scale, Study of Human Figures.
Rhythm: Movements, Illusions
Study of Metamorphosis in Design: Theoretical and Practical Application.

List of Practical Tasks:

Task 1: Depiction of elements and principles of design.

Level 1: Develop a composition by using various lines and depict Emphasis.

Level 2: Illustrate two different objects by using one light source and shadow effect.

Task 2: Illustration and Representation of geometrical and natural shapes.

 Level 1:   Cut paper Collage: By using geometrical shapes depict all 4 types of Balance.

 Level 2: Take Inspirations from the nature and illustrate a composition using alignment.

Task 3: Practice on color mediums and mixed media.

Level 1: Illustrate buildings and still objects using mixed media.

 Level 2: Develop a Colour wheel and depict primary, secondary and tertiary colours

Task 4: Representation of colors and textures.

Level 1: Color Schemes and Tints, Tones and shades by using Poster colors.

 Level 2: Creation of various textures by using natural and artificial materials.

Task 5: Depiction of Elements and Principles of Design

Level 1: Create a portrait using monochromatic scheme/Achromatic scheme using poster colors.

 Level 2: Develop a composition by using Proportion and scale.

Task 6: Idea generation

 Level 1: illusion composition by using polychromatic color scheme.

Level 2: Explore new ideas inspired by nature and various material objects transform into another object.

Targeted Application and Tools that can be used:

Abode Illustrator Draw: Practicing and Creation of digital drawings and composition.

Pencil Sketch App: Illustrating and rendering sketches and drawings.

Pics art App: Creation and Rendering of Composition and sketches.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

 Student shall be developing and create a theme board presentation by using elements and principles of design in their final project work.

Text Books

https://www.counter-print.co.uk/products/dot-line-shape-the-basic-elements-of-design-and-illustration.	
Illustrated Elements of Art and Principles of Design: Hands on Activities, Full-Color Reproductions, Descriptions of Each Concept Spiral-bound – January 7, 2011 by Consultant: Gerald F. Brommer (Author)	
References https://www.toptal.com. https://medialoot.com.	
Catalogue prepared by	Ms. Garima Agarwal Assistant Professor, Foundation Design
Recommended by the Board of Studies on	3rd BOS held on 24.03.2024
Date of Approval by the Academic Council	16th AC held on 23 October 2021

Course Code: DES1010	Course Title: Observation and Ideation Type of Course: 1] Program Core 2] Practical Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	To increase the Observation Skills of the Students and increase the logical thinking behind each observation This course will help students to develop keen observation skills in different levels of the given situation. Adaptation and conversion of those to ideas and documenting them for further research. This course is designed to be very observant not only the physical attributes but also the inner of the given object or situation and the idea behind its existence.					

Course Objective	The objective of the course is familiarize the learners with the concepts Elements and Prinicples of Design and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students shall be able to:
	Relate the given design structure with its initial idea.
	Recognize the need of the given design structure in the society and its usage to its full potential.
	Recognize the cultural background from where the design structure initially originated.
	Practical component:
	Identify the background the given design structure.
	Discuss the reason behind the design structure exist in the society
	Interpret the impact of the design structure within the society product.
Course Content:	

Module 1	Identification of Design	Observation report	Illustrations/ photographs Visual Journal	10 Hours

Topics:

Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.

Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.

Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming,

Module 2	Reproduction of Design and its features	Documentation	Info-graphical development Visual Journal	15 Hours

Topics:

Introduction to Design Thinking and Its Stages.

Introduction to Modes and Stages of Ideations

Conceptualising design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society

Module 3	Analysis of the Design Production	Assignment Documentation	Visual Journal Development of Documentation of the individual design	20 Hours

Topics:

Character required for the design Ideation

Using the technique of empathy mapping for Design Thinking

Hierarchy Needs and table of Design thinking and Design Creation

Development of ideation for a given Design structure

5List of Practical Tasks:

Project No. 1: Recognition and Observation

Level 1: Recognizing the Characters of the Design and Documenting the same through Phrases and Words and Photographs

Level 2: Identification of the Characteristics and copying through Sketching the same with Perspective

Level 3: Transcending the Design to other styles of Sketches, experimenting with different colour medium

Project No. 2:

Level 1: Exploring the stages in a given Design Structure

Level 2: Exploded View of the given Design or an object

Level 3: Improvisation on the design for personalization.

Project No. 3:

Level 1: Analyzing the design Structure through its character Study.

Level 2: Applying the Empathy mapping for the design where ever needed and improvising the idea.

Level 3:   Development of new Parameters to create Improvised designs and exploring the designs.

Targeted Application and Tools that can be used:

Exploration towards Design Thinking

Research work for any given Case Study

Laying the base for Portfolio Creation

Tools in the Subjects will be reading materials, Historic reviews, previous works and articles related to the Design.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules, co-relating the insights comprising of planning, strategy, creative inputs, contents by understanding the big picture and translate ideas and design concepts across all levels. Consequentially creating innovative and interactive platforms for using Design across multiple platforms, overseeing design thought process, strategy planning, research, consultation with given clients. The project shall be approved first by the course instructor before further processes are developed.

Text Books

Steal Like an Artist – Austin Kleon, February 2012.

The Birth and Death of Ideas Hardcover – Import, 11 May 2004

by Douglas Graham (Author), Thomas T. Bachmann (Author)

References

FIRE: How Fast, Inexpensive, Restrained, and Elegant Methods Ignite Innovation Hardcover – April 29, 2014.

https://www.youtube.com/watch?v=scvb05qEN0s Design Observations

Catalogue prepared by Naveen Kumar. A

Asst. Professor

Foundation Department, School Of Design

Recommended by the Board of Studies on	2nd BOS Held on 4th September 2020
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code: DES2082	Course Title: Drawing For Designers	L-T-P-C	0	0	8	4
	Type of Course: 1] School Core					
	2] Practical Integrated					
Version No.	1.2					

Course Pre-requisites	NIL

Anti-requisites	NIL

Course Description	Drawing for Designers is the systematic study of individual aspects of Design, tools and techniques. it's important to consider the different traditional skills like drawing, sketching and other practical tools, depending on the specific needs of the project to create an appealing approach in Design process. The subject will provide different understanding on design process and students are able to gain various manual tools and techniques based on different interactive and conceptual design projects.

Course Objective	The objective of the course is to familiarize the learners with the concepts of Ideation And Observation and attain Skill Development through Experiential Learning techniques.

Course Outcomes	On successful completion of the course the students shall be able to: Introduce the importance of Drawing for designers Demonstrate various methods of drawings and sketching Interpret the impact of the drawing based design structure within the society product. Discuss the final outcome and effectiveness of the work

Course Content:	Module 1: Drawing for Visual Thinking Module 2 Identification of Design in order to creating various drawings Module 3 Importance of drawing techniques in Reproduction of Design and its features.

Module 1	Drawing for Visual Thinking	Observation report	Illustrations/ photographs Visual Journal	30 Hours

Topics:

How do we see? - To discuss the basic process of seeing. Act of perception

Visual Queries: Understanding of Maps, Charts, Diagrams and other graphical designs. Discussions with suitable examples.

What We Can Easily See: To study the Visual pop up of shapes, forms, arrangements, colours and other visual elements in different contexts and backgrounds.

Module 2	Identification of Design in order to	Documentation	Info-graphical development	35 Hours

	creating various drawings		Visual Journal	

Topics:

Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.

Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.

Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming,

Module 3	Importance of drawing techniques in Reproduction of Design and its features.	Documentation	Info-graphical development Visual Journal	35 Hours

Topics:

Introduction to Basics sketching for Design Thinking

Drawings for Design Ideations

 Important of the drawing for Conceptualising design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society

5List of Practical Tasks:

Project No. 1: Recognition and Observation In Drawing for Designer

Level 1: Recognizing the Characters of the Design and Documenting the same through Phrases and Words and Photographs

Level 2: Identification of the Characteristics and copying through Sketching the same with Perspective

Level 3: Transcending the Design to other styles of Sketches, experimenting with different colour medium

Project No. 2:

Level 1: Exploring the stages in a given Design Structure

Level 2: Exploded View of the given Design or an object

Level 3: Improvisation on the design for personalization.

Project No. 3:

Level 1: Analyzing the design Structure through its character Study.

Level 2: Applying the Empathy mapping for the design where ever needed and improvising the idea.

Level 3:   Development of new Parameters to create Improvised designs and exploring the designs.

Targeted Application & Tools that can be used:
Manual tools of Sketching and drawings to explore the visual thinking
Laying the base for Portfolio Creation by using various drawing techniques.
Tools in the Subjects will be reading Drawings materials with technical approach.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules, co-relating the insights comprising of planning, strategy, creative inputs, contents by understanding the big picture and translate ideas and design concepts across all levels. Consequentially creating innovative and interactive platforms for using Design across multiple platforms, overseeing design thought process, strategy planning, research, consultation with given clients. The project shall be approved first by the course instructor before further processes are developed.

Text Books

References
FIRE: How Fast, Inexpensive, Restrained, and Elegant Methods Ignite Innovation Hardcover – April 29, 2014.
https://www.youtube.com/watch?v=scvb05 Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.
Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.
Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, qEN0s Design Observations

Topics relevant to SKILL DEVELOPMENTIntroduction to Basics sketching for Design Thinking ,Drawings for Design Ideations , Important of the drawing for Conceptualizing design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.
Topics relevant to "Human Values & Professional Ethics :

Catalogue prepared by   Pranjit Sarma
Asst. Professor
Foundation Department, School Of Design

Recommended by the Board of Studies on	7TH BOS 12 /01/2023

Date of Approval by the Academic Council	20TH AC Meet 15 /02/2023				

sCourse Code: DES 1129	Course Title: Design Appreciation Type of Course: Program Core- Integrated	L-T-P-C	3	0	0	3

Version No.	3.0
Course Prerequisites	Design Appreciation
Anti-requisites	NA
Course Description	For a designer, design appreciation entails developing and putting into practice fresh, creative concepts to handle certain problems or possibilities in a given design field. It aspires to push the limits of creativity and problem-solving, producing one-of-a-kind and significant design answers.
Course Objective	<mark>The objective of the course is to familiarize the learners with the concepts of Design Appreciation and attain Employability Skills through Experiential Learning techniques.</mark>
Course Outcomes	On successful completion of the course the students shall be able to: Define the importance of design appreciation and effectiveness in Society. Illustrate Different aspects of design appreciation. Apply Different role of Design appreciation in present society.

Course Content:

Design appreciation for designers is not limited to any specific industry or medium. They can encompass a wide range of design disciplines, from creating groundbreaking products to developing novel user experiences or designing sustainable and eco-friendly solutions. The goal of such projects is to contribute to the advancement of design and make a positive impact on people's lives.

Module 1	Identifying the need or opportunity in Design Innovation	Assignment& Documentation	Comparison, explanation & Visual Journal	08 Hrs

Topics:

Finding an issue, a need, or an opportunity for improvement within the designer's field of competence is the first step. This could be relevant to any design field, including product design, graphic design, interior design, user experience, fashion design etc.

Module 2	Research and Analysis	Assignment, case study& Documentation	Report writing, Group discussion & Visual Journal	10 Hrs

Topics:

Thorough research is done to understand the context, target audience, market trends, and current solutions after the issue or opportunity has been recognized. To guide their design process, the designer acquires information and insights.

Module 3	Concept Development	Assignment, Research & Documentation.	Visual Journal, Report writing & Illustrations.	12 Hrs

Topics:

The designer chooses the most promising concepts from the group of ideas and develops them further. This entails honing the concepts and evaluating their applicability, technical viability, and possible impact.

Topics relevant to "EMBLOYBILITY SKILLS": Finding an issue, a need, or an opportunity for improvement within the designer's field of competence is the first step. This could be relevant to any design field, including product design, graphic design, interior design, user experience of Identifying the need or Opportunity in Design Appreciation for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.

Text Books

References

https://www.sciencedirect.com/science/article/pii/0142694X9290250E

https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021&context=arch_fac

https://www.sciencedirect.com/science/article/pii/0142694X9290250E

https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021&context=arch_fac

https://www.simplilearn.com/design-thinking-and-innovation-article

https://www.nibusinessinfo.co.uk/content/importance-design-innovation

Catalogue prepared by	Name: Jyoti Sharma
	Designation: Asst. Professor
	Fashion Design, School of Design

Recommended by the Board of Studies on	4th BOS Held on 10th of August 2021
Date of Approval by the Academic Council	16 AC Held on 23. October 2021

| Course Code: DES1011 | Course Title: Contextual Understanding and Design History

Type of Course: 1] Program Core

　　　　　　　　2] Practical Integrated | L-T-P-C | 2 | 0 | 2 | 3 |
|---|---|---|---|---|---|---|
| Version No. | 1.0 | | | | | |
| Course Pre-requisites | NIL | | | | | |
| Anti-requisites | NIL | | | | | |
| Course Description | Begin an in-depth understanding of the history, evolution, and significance of design in order to appreciate the past, be inspired in the present, and anticipate the future. Analysis and cultivation of curiosity. Recognising that, design is one of the oldest human pursuits and is not the mere result of computer technology, Appreciation of the past, being inspired in the present, and anticipating the future. The course is both conceptual (study the origination of design, nature, and evolution) and visual (learn to see rather than simply look, preparing designs accordingly). They are introduced to the meaning of design, various stages of design processes, and evolution used in design development at the intermediate level and industrial level. | | | | | |
| Course Objective | The objective of the course is familiarize the learners with the concepts Contextual Understanding and Design History of Design and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques. | | | | | |

Course Outcomes	On successful completion of the course the students shall be able to:
	Recognise the evolution of design and its relationship to the environment and society.
	Discuss different philosophies in design.
	Describe historical timelines and evolutions.
	Practical component:
	Identify the background the given design structure.
	Discuss the reason behind the design structure exist in the society
	Describe historical timelines and evolutions.
Course Content:	

Module 1	Introduction to Design History and Its Implicational Significance	Assignment and Documentation	Comparison, explanation and Visual Journal	20 Hours

Topics:

Understanding past –Design evolution through history and its importance

The origins of design - pre and post-industrial revolution

Comparison of design evolution from the past to the [resent.

Module 2	Design methods and Design Theory	Assignment, case study and Documentation	Report writing, Group discussion and Visual Journal	20 Hours

Topics:

Introduction to design methods, philosophy and fundamentals of design methods.

Asian visual culture. - journal study (case study)

The history of design to the modern design theory.

Rethinking design history from an evolutionary perspective.

A critical review of design history: from the individual artist to the social agent.

Module 3	Design issues	Assignment, Research and Documentation.	Visual Journal, Report writing and Illustrations.	10 Hours

Topics:

Contemporary Design- An overview

Features and instances of the contemporary designs.

Understanding of the current and past scenario of craft and cottage industries of Uttar Pradesh or any other state of India.

Module 4	Introduction to Ethnography	Assignment, Research and Documentation,	Sketches and illustrations, Visual journal, mini portfolio making.	10 Hours

Topics:

An introduction to the meaning of "Ethnography".

Targeted Application and Tools that can be used:

Hands on sketching to render using mix media. Basic computer applications like MS word, Powerpoint etc.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work comprising of the artwork design creation (manual/digital method), visual journal and mini portfolio development using different boards (story, mood, color, inspiration board) method. The design shall be approved first by the course instructor before further processes are developed.

Text Books

100 years of colors- Katie Greenwood.

The Industrial design reader. – Carma Gorman.

History of Modern design. – David Raizman.

Design Studies – A reader. – Hazel Clark and David Brody.

The Design Process- Karl Aspelund.

References

https://www.sciencedirect.com/science/article/pii/0142694X9290250E

https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021and context=arch_fac

Catalogue prepared by	Naveen Kumar. A
	Asst. Professor

	Foundation Department, School Of Design
Recommended by the Board of Studies on	2nd BOS Held on 4th September 2020
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code: (DES1015)	Course Title: Basics of Drawing Skill Type of Course: 1] School Core (Only Foundation Subjects) 2] Integrated	L-T-P-C	2	0	4	4
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	Purpose: This course is to understand the techniques of Drawings through study and practice. Abilities to be developed: Understanding the Various shapes and form and the nature of various objects by observing and sketching. Ability to manipulate the basics shapes and forms in the context of various objects including their colors and textures. Nature of the course: The course is based on a natural study of various forms and shapes and object specific study of proportion and composition. This will also help in visualizing many traditional forms of art techniques throughout the world. The different materials and methods based, on experimentation on those shapes and forms of drawings will help the creative visualization to be revived in terms of the ideation process in design practice.					

Course Objective	The objective of the course is familiarize the learners with the Basics of Drawing and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students shall be able to: 1.identify different mediums and techniques of drawing 2 able to observe, visualize and visual experience through the basic elements of Drawing. 3 improve visual representation by using perspectives. 4 able to interact with the surroundings, materials and various physical qualities Practical component: Adaptation of traditional craft into Modern and Contemporary Designs and end use Products.

Course Content: Course sensitizes the student towards visual experience. It introduces of the fundamentals of drawing through line as primary element. The course introduces simple to complex process of drawing required to visualize the ideas. Course provides interactive and technical knowledge to resolve the design problems. Course helps to engage in various creative explorations using drawing as a medium.

Module 1	Introduction to the fundamentals of Drawing	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation and comparison Visual Journal	6 Hours

Topics:

Introduction and overview of elements and principles of drawing.

Definition and Content: Dot, Line, Shape, Form, Color, Texture. Theoretical and Practical Application.

Line, Shape and Form manipulation, Color wheel, Achromatic and Monochromatic colored Patterns.

Module 2	Pictorial Composition and visual outcome	Assignment Documentation	Info-graphics development Visual Journal Development of Samples for each	12 Hours

Topics:

1.Understanding about the Space, and Pictorial arrangement - Still-life Studies, Rule of third, Golden Ratio.

2. Use of Graphite Pencils, water proof ink and Pens. Shading Techniques: Hatching, Cross hatching, stippling, smudging by using pencils and pens, neutral Color, analogous color, complementary and split complementary color,

3. Different types of Shapes and Forms: Geometrical, Natural/ organic, abstract: Theoretical and Practical Application. Understanding of Lights and Shadows: One light source, various light sources on different materials

Module 3	Outdoor Study	Assignment Documentation Hands on Practice	Development of Samples for each Visual Journal	12 Hours

Topics:

1. Introduction and overview of Principles of Drawing: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion. Pictorial balance, visual narration, scattered object study, nature study understanding various textural grounds and their sustainability, watercolor Study, Color value- Tone, Tints and Shades

Module 4	Perspective	Assignment Documentation	Development of Paper Patterns for estimations.	6 Hours

Topics:

Introduction to- one point, two point and three-point perspective, Arial and linear perspective, Color- Theory: Hue, Intensity. Primary, Secondary and Tertiary Colors. Cool and warm colored composition

List of Practical Tasks:

Project No. 1 Create different tonal value sheets to reflect the understanding of pencils, color pencils, water color, poster color and variety of brushes.

Level 1:

Level 2:

Project No. 2. To draw the motifs for tessellation

Level 1: Draw the motifs for tessellation through hands on drawing techniques and develop basic tessellated surface using cad skill.

Level 2: Draw the motifs to depict a theme for tessellation through hands on drawing techniques and develop basic tessellated surface using cad skill.

Project No. 3:   To draw the isometric grids and its application

Level 1: To draw the isometric grid and practice 3D shapes creatively on the same using Pencils, graphite, Watercolors

Project No. 4:

Draw composition of 3D basic geometrical shapes in space using one-point perspective on paper and create rendered composition using Pencils and graphite.

Project No. 5:
Draw composition of 3D basic geometrical shapes in space using two point perspectives on paper and create rendered composition using pencils and graphite

Targeted Application and Tools that can be used:
Understanding the nature of drawing and its various application in design practice.
Tools used will be the Pencils, Graphite, Various eraser like Mono-Zero, Charcoal, Various drawing Paper like Canson, Fabriano, Ivory- 120GSM, 200GSM, 280 GSM, 300GSM etc, Watercolors and multi-colored pencil etc.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
A final project work integrating all the modules. Students have to create a final Product which includes all or most of the art work which was taught in the Modules.

Topics relevant to "Development of Skill": Study of various objects by using different Techniques of drawing and sketching.
Some Topics from the Modules has to be shown under outdoor based practice or different interactive based activities.

Text Books

References
1. Advanced Animation and Rendering Techniques by Alan Watt and Mark watt
2] https://www.youtube.com/watch?v=Kn-Qdd9MkYgand list=PLuZoR4tfpRXfGkP50HF3eeNhORbMtuHRGand index=3
3] https://www.youtube.com/watch?v=flVR6FqTYKc
4] https://www.youtube.com/watch?v=0WR5pKhJU0Q
5] https://www.youtube.com/watch?v=0ibAhP28vY4
6) Drawing Made Easy- By E.G LUTZ
7) Hand Book of Drawing- By William Walker
8) Art of Basic Drawing- By Walther Foster
Video Links-
https://www.youtube.com/watch?v=6T_-DiAzYBcand t=9sand ab_channel=Proko 6 Steps to Draw Anything
https://www.youtube.com/watch?v=sOlwDL8HtT0and t=1096sand ab_channel=TheDrawingDatabase THE BASICS: Sketchbook Techniques-Basic Form Sketching of Solids in Spatial Direction
https://www.youtube.com/watch?v=_SCfT8NUudcand ab_channel=PaintWithCaleb How to Draw Anything Using Basic Shapes

Catalogue prepared by	Name: Pranjit Sarma
	Designation: Assistant Professor
	SCHOOL OD DESIGN
Recommended by the Board of Studies on	2nd BOS Held on 4th September 2020
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code: DES1009	Course Title: Approaches to Design Thinking Type of Course: School Core (Laboratory integrated)	L- T-P- C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	The course aims to introduce concepts of Design thinking and orient the students towards importance of design thinking and communication, its definition and applications which re-orient the students/practitioners where focus which is otherwise directed inward toward the profession would incline it outwards toward the rest of society and the world.					
Course Objective	The objective of the course is familiarize the learners with the Approaches to Design Thinking and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Define and describe design thinking essentials Indicate grey areas in designs Interpret designs with possible solutions					
Course Content:						
Module 1	Introduction to Design Thinking	Visual journal, book of essays, context-specific assignment/project	Visual output generation, storyboarding and narrative development, case study reports	12 hours		

Topics:

Definition and introduction to Design Thinking

Conceptual and contextual meaning of Design Thinking

Steps in Design Thinking Indian Design Policy				
Module 2	Design flaws: how not to design	Visual journal, book of essays, context-specific assignment/project	Visual output generation, storyboarding and narrative development, case study reports	12 hours

Topics:

Definition of design flaw and its identification

Observational studies on design flaws in various areas of application

Intentional designs

Discussion and dissection of design loopholes as a universal concept

Module 3	Ancient Design Thinking	Visual journal, book of essays, context-specific assignment/project	Visual output generation, storyboarding and narrative development, case study reports	12 hours

Topics:

Cultural heritage and its inclusion in design

Discussion of heritage and repetitive sameness

Demystifying designs with metaphors

Ancient India's design thinking

Module 4	Design Evaluation	Visual journal, book of essays, context-specific assignment/project	Visual output generation, storyboarding and narrative development, case study reports	12 hours

Topics:

Necessity of design evaluation

Design evaluation methods and processes involved

Universal Design Principles

Collaboration in design – multidisciplinary approach

List of Projects:

Identify design flaw in at least two cases and suggest possible solutions (logical/physical)

Identify purposeful design flaws in at least two cases and develop logical interpretations.

Develop visual narratives to at least three Universal Design Principles with two cases in each.

Identify at least two yesteryear designs and compare with their contemporary counterparts through design thinking process.

Develop a visual interpretation for any one example of collaborative design.

Targeted Application and Tools that can be used:

Design ideation and concept development for innovative projects
Research and prototype design and development based applications
Application in the field of innovative education and teaching-learning resource material design
Entrepreneurial, start-up based and management-oriented programs and projects
Revival and archival activities of ancient design literature and research therein

Focus Areas:

The topics focusing on 'Foundation' and 'Skill Development' are, Steps in Design Thinking, Observational studies on design flaws in various areas of application and Necessity of design evaluation

The topics focusing on 'Environment and Sustainability' are, Intentional designs, Discussion and dissection of design loopholes as a universal concept, Universal Design Principles and Necessity of design evaluation

Text Book

Thinking Design by S Balaram. New Delhi [India]: Sage Publications Pvt. Ltd. 2010. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=6and sid=18ab1f43-1f92-4d02-ae2e-a9c06dc06d8c%40redisand bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=354920and db=nlebk

References

Design Thinking by Clarke, Rachel Ivy. Series: Library Futures, Vol. 4. Chicago: ALA Neal-Schuman. 2020. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=4and sid=c80a7d79-eda4-4b7e-a0d6-afafe437962b%40redisand bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=2433506and db=nlebk

The Pocket Universal Methods of Design: 100 Ways to Research Complex Problems, Develop Innovative Ideas, and Design Effective Solutions by Bruce Hanington; Bella Martin. Minneapolis: Rockport Publishers. 2017. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=11and sid=f086b8c2-260e-4caa-8c48-d732c21a7724%40redisand bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1638693and db=nlebk

What Is Design Thinking and Why Is It Important? By Rim Razzouk and Valerie Shute - Review of Educational Research, Vol. 82, No. 3 (September 2012), pp. 330-348 (19 pages), Published by: American Educational Research Association

https://puniversity.informaticsglobal.com:2054/stable/23260048?Search=yesand resultItemClick=trueand searchText=design+thinkingand searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Ddesign%2Bthinking%26so%3Drel and ab_segments=0%2FSYC-6168%2Ftestand refreqid=fastly-default%3Acb1be24976e25734cb5fc13a8af6fdfband seq=1#metadata_info_tab_contents

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Designerly Ways of Knowing: Design Discipline versus Design Science by Nigel Cross, Design
Issues, Vol. 17, No. 3 (Summer, 2001), pp. 49-55 (7 pages), Published by: The MIT Press

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Catalogue prepared by	Dr. Ashok A Itagi and Mr. Madhusudana M
Recommended by the Board of Studies on	3rd BOS Held on 24.March 2021
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code DES1012	Course Title: Experiential Skill Shop Type of Course: 1] Program Core 2] Practical Experience Integrated	L-T-P-C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	Ability to Manipulate Materials					
Anti-requisites	NIL					
Course Description	This course is an approach to learning through experimental activities. Exploration, investigation and hands-on exercise are the fundamental concerns of 'Experiential Skill Shop'. This course, in its true nature is seemingly devoid of a framework but in this course everyday use objects and materials are (Meddled, tweaked) with a sense of iterating and reflecting towards a hypothetical goal. This activity encourages each student to dissect, deconstruct and reflect on each activity.					
Course Objective	The objective of the course is familiarize the learners with Experiential Skill Shop and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.					

Course Outcomes	On successful completion of the course the students shall be able to: REMEMBER/UNDERSTAND: Describe the materials/objects as productive experimentation' leading them to be more creative. APPLY: Classify the practical project to suite the hypothetical goal. Leading them to be reflective learners. ANALYSE: Examine the process, involvement, approach, iterate. Leading them to be self-creative visualizer. EVALUATE: Prioritize outcomes as a definite functional reflector with an aesthetical summary. Leading them to be effective participators. CREATE: Transform and deconstruct the material. Leading them to be optimistic investigator. Ultimately the process of experiencing different ideations, materials, objects and process will be the deliverables.			
Course Content:	Introduction to various materials and their experimentation and assemble to crate outdoor and indoor based project, scale variation of objects, Importance of execution skill.			
Module 1	Idea generation, identification of various materials, discarding and perfecting. available materials	Hands on-Documentation. Experimental sample Installation.	Reflective notes Illustrations Visual Journal	12 Classes

Content :

Exploratory sessions with idea generation and visual narration with a hypothetical goal and identifying materials/objects/processes of interest. Exploring different organic and urban materials including a hypothetical goal.---- W/S available materials.

Module 2	Idea generation, testing, Visual analysis and identificati	Hands-on Documentation. Experimental Sample	Reflective notes, Illustrations Visual Journal	12 Classes

	on of organic and urban materials and their integral connection.	Collection.		

Content: Experimenting with collective materials, objects, equipment or processes of special interest to individual student for deconstructing, constructing/ formulating process, making and study of the delivered object. With lessons learnt.

Module 3	Development of collective ideas, group discussion, discarding and perfecting. --- surrounded available materials.	Assignment Presentation. Sample Presentation	Reflective notes, Illustrations Visual Journal	06 Classes

Content: Collection of prompts at tinkering at home using everyday materials and accessible tools to explore and create.

Module 4	Collaborative experimentation and final installation, Collaborative visual context, using the Experiential skill Pedagogy.	Case Study- Assignment Final collective video and visual documentation.	Reflective notes. Group Installations and Presentations. Visual Journal.	06 Classes

Content: Students are encouraged to form groups and initiate 'Group tinkering' in the W/S or Tinkering activity jointly taken-up with any outside agency/party.

List of Practical Tasks:

Task 1: Understanding Materials/objects at Workshop.

Level 1: List features and Properties of the material chosen before and after the experimentation. (Dissecting)

Level 2: Demonstrate the advantages of modifying the chosen material/object for experimentation.

Task 2: Use of recyclable   organic and Urban materials/ Component

 Level 1: Use simple available material to create object of everyday use.

 Level 2: Use of unconventional materials to create an object and component.

Task 3: Use available ready to use (but nonfunctional for intended use) objects/component for experimentation.

Level 1: Use the product to re visit the functionality aspects by exploring and experimenting.

 Level 2: Develop an alternative functional feature of an object/component.

Task 4: Experiment with non-compatible hybrid material/object formulation

Task 5: Comparative analysis on the collaborative final work, a group activity in an identified material/product experimentation process and present it as an Installation.

Level   1: Create an experimented object/component within a group and site specific installation

 Level 2: Install and Create an object or component by using both organic and urban materials done in collaboration with any outside agency/group.

Targeted Application and Tools that can be used:

Application of tinkering range from flaw modification to suite local use/customer specific use.

The student mind becomes more explorative in action. All regular tools for material manipulation are to be used.

Tinkering process can lead to alternative use of product/materials thus paving way for sustainability.

Tinkering – If cultivated as way of life would enhance individual productivity and explorations (Old product-new use, New product old use, New product new use – philosophy)

Simple digital tools like Adobe, 'Turtle Art' (free software), Simple Electronic circuitry/materials, Simple material kinetics as motion objects. Products/components can be for personal or propriety applications.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

 Student hands-on creations, Student group Installations.

Text Books

1.Philosophical Frameworks and Design Processes- Estelle Berger

	2.IDE+A, Design Process- Wim Roelman and David Keyson				
	3.				

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Catalogue prepared by	Mr. Pranjit Sarma Assistant Professor, (Foundation Design) School of Design Presidency University, Bangalore.
Recommended by the Board of Studies on	2nd BOS Held on 4th September 2020
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code: DES1014	Course Title: Introduction to Design Ethnography Type of Course:1] Program Core 2] Laboratory only	L- T- P- C	0	0	8	4
Version No.	1.0					
Course Pre-requisites	Contextual Understanding and Design History (DES1011)					
Anti-requisites	NIL					
Course Description	Ethnography is the systematic study of individual culture, people and exploring the cultural phenomena from the point of view of subject of the study. A common mistake made by novice design researchers is to ask users what they want from new product or service. Although this feels like the correct way to do user research, in most cases users don't know, don't care or can't articulate what they need. It is the design team's job to establish the underlying problem, identify the best solution and then validate that their solution works. Design ethnography is the first step on that journey.					

Course Objective	The objective of the course is familiarize the learners with Introduction to Design Ethnography and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.
Course Out Comes	On successful completion of the course the students shall be able to:

Identify the culture and ethic in the given design structure.

Discuss the reason behind the design structure exist in the society

Interpret the impact of the design structure within the society. |

Course Content:	Task 01: Case study of Design Ethnography
	Level 1: Object study: Present object study in the form of report to depict the understanding of material from colour function of the object. With help of illustration, photograph, video and text.
	Level 2: By deconstructing the object and its form various perspective.
	Level 3: Reconstruct object by changing its preconception and association giving various example to use it unconventional.
	Task 02: Study of Object in environment: (Group activity)
	Level 1: Submit report on a system around the object. Through help of illustration, photograph, video and text.
	Level 2: Present model infographic to show the insides of level 1
	Task 03: Case on craft (Group activity)
	Level 1: Study a craft and submit detail report to understanding of stake holder, product, and material and environment(eco system). Through help of illustration, photograph, video and text.
	Level 2: Submit the detail report on your observation to improve craft or artisans life.
	Level 3: Design tools, process or product to help the artisan.
	Task 04: Study of different human in behaviour in different space.
	Level 1: Submit report on a human behaviour in various situation/space/time through help of illustration, photograph, video and text.
	Level 2: Present model infographic to show the insides of level 3
	Task 05: Study of different human in context.
	Level 1: Submit detail research report on a individual culture, people and exploring the cultural phenomena from the point of view of subject of the study. through help of illustration, photograph, video and text.
	Level 2: Present model infographic to show the insides of level 4
	Level 3: Present the critical views in the forms of report to improve the eco-system and the relevance e of the object in relevance.

Targeted Application and Tools that can be used:

In the early stages of a user-centred design project. Ethnography focuses on developing an understanding of the design problem.

Ethnographic methods (such as participant observation) could also be used to evaluate an existing design – but their true value comes from developing an early understanding of the relevant domain, audience(s), processes, goals and context(s) of use.

Tools: Camera for image and video documentation, Voice recorder.

Text Book

Space and Society in Central Brazil: A Panará Ethnography by Elizabeth Ewart

White Bound: Nationalists, Antiracists, and the Shared Meanings of Race by Matthew W. Hughey

City, Street and Citizen: the Measure of the Ordinary by Suzanne Hall

The Remembered Village, Second Edition, by M.N. Srinivas

Ghetto at the Center of the World: Chungking Mansions, Hong Kong by Gordon Mathews

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Atkinson, P. and M. Hammersley (2007). Research design: Problems, cases and examples,
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Catalogue prepared by	Mr. Naveen Kumar. A Assistant professor
Recommended by the Board of Studies on	2nd BOS Held on 4th September 2020
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code	Course Title: Materials, Media, Tools and Techniques					
DES 1008						
	Type of Course: 1] Program Core	L-T-P-C	2	0	4	4
	2] Laboratory Integrated					
Version No.	1.0					
Course Pre-requisites	DES 1007 Elements and Principles Of Design					
Anti-requisites	NIL					
Course Description	This course introduces various materials through hands-on activities, relevant demonstrations and engaging lectures. Students are able to develop an understanding of different materials and their properties. An introduction to manufacturing processes, and the ability to manipulate materials to visually communicate ideas. Students will be encouraged to develop design research by an expanded knowledge of materials. Recognition, Study and analysis of various materials. Realization and Application of the Soft materials and Hard materials. The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials.					
Course Objective	The objective of the course is familiarize the learners with Materials, Media, Tools and Techniques and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Understand the characteristics, features and behavior of soft materials and hard materials. Identify where most materials come from which processes are used to make a product. Apply, Explain, and Recognize basic family of materials used in soft-goods and hard- goods, including sustainable materials and manufacturing processes. Demonstrate understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.					
Course Content:						

Module 1	Introduction to Soft Materials	Assignment Case study Documentation	Observations Illustrations Visual Journal	14 Hours

Topics

 Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay.

Module 2	Introduction to Hard Materials	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours

Topics:

Application and Manipulation : Behaviour, methods and usage of hard materials: Plastic, Metal, Stone, Wood.

Module 3	Methods and Design Research	Assignment Presentation Documentation	Group Activities Presentations Explorations	14 Hours

Topics:

Identification and Analysis: Design practice along with methods of material and design research.

Module 4	Study On Circular Designs	Assignment Case Study Documentation	Explorations Presentations Visual Journal	16 Classes

Topics:

Study and Development Of Various sustainable concepts, artefacts and Eco Friendly materials.

List of Practical Tasks:

Task 1: Creation of various 3D forms through Paper techniques.

Level 1: Develop a form by using various Paper Manipulation Techniques.

Level 2: Construct two different objects by using Paper Manipulation Techniques.

Task 2: Illustration and Representation of Abstract/Organic Shapes through Clay Techniques.

 Level 1: Take Inspirations from Nature /Abstract shapes and create products.

 Level 2: Take Inspirations from Nature and Abstract shapes and create products.

Task 3: Practice on any soft material using mixed media technique.

Level 1: Illustrate and Design an object using any kind of soft material with mixed media.

Level 2: Develop a designed object using mixed media techniques.

Task 4: Representation of manipulated hard material using different methods.

Level 1: Prepare presentations on hard material techniques and methods.

Task 5: Idea generation

Level 1: Explore new idea inspired by sustainable/Eco Friendly Material.

 Level 2: Develop a problem solving product using any kind of Sustainable Material.

Targeted Application and Tools that can be used:

Abode Illustrator Draw: Practicing and Creation of digital drawings and composition.

Hard/Soft Materials Tools and Equipment.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Student shall be developing and create products using various materials in their final project work.

This course develops skills that students can apply in their design Practice.

Text Books

Exploring Materials: Creative Design for Everyday Objects -by Inna Alesina (Author), Ellen Lupton (Author)

"Materials Selection and Design (Springer Briefs in Materials)" by Md Abdul Maleque and Mohd. Sapuan Salit.

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bb6030f71782@redis.

Catalogue prepared by	Ms. Garima Agarwal Assistant Professor, Foundation Design
Recommended by the Board of Studies on	2nd BOS Held on 4th September 2020
Date of Approval by the Academic Council	16th AC Held on 23 Oct 2021

Course Code: DES1131	Course Title: Digital Tools for Designer Type of Course: 1] School Core 2] Practical Integrated	L-T-P-C	0	0	6	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	The use of digital tools in design has become essential, as they enhance creativity, efficiency, and teamwork. Depending on their unique requirements and the nature of the work, designers and Practitioner frequently combine various tools. Because technology and design are always interconnected, new tools are constantly being introduced, therefore it's important for students and professionals to produce more appealing works by using various digital tools.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Design Appreciation and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Define the importance of various digital tools and effectiveness in digital production. Illustrate different digital tools and techniques for executing design concept. Demonstrate different ideas to create various digital composition.					
Course Content:						
Module 1	Introduction to digital tools and techniques	Assignment& Documentation	Report writing, Practical illustration & Visual Journal			35 Hours

	Topics: Basics of Photoshop tools and techniques, Digital Sketching and Drawing, image editing, vector graphics, and Basics of layout design.				
Module 2	Application of digital color scheme	Assignment, case study& Documentation	Practical illustration, & Visual Journal		35 Hours
	Topics: Adjusting and manipulating the colors of an image to achieve a desired look, Opacity, Adjustment Layers, Hue/Saturation, Gradient Map, Replace Color, Color Lookup, Brush Tool and Blending Modes,				
Module 3	Digital Pictorial Composition	Assignment & Documentation.		Practical illustration, & Visual Journal	30 Hours
	Topics: Important to Create digital Elements, Arrange Layers, Blend and Mask, Adjustments and Filters, Effects and Styles, Create digital composition				
	Targeted Application & Tools that can be used: Hands on sketching to render using mix media. Basic digital application like Photoshop applications, MS word, Power point etc.				
	Text Books				
	References https://www.sciencedirect.com/science/article/pii/0142694X9290250E https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021&context=arch_fac https://www.sciencedirect.com/science/article/pii/0142694X9290250E https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021&context=arch_fac https://www.simplilearn.com/design-thinking-and-innovation-article https://www.nibusinessinfo.co.uk/content/importance-design-innovation				
	Topics relevant to SKILL DEVELOPMENT Important to Create Digital Elements, Arrange Layers, Blend and Mask, Adjustments and Filters, Effects and Styles, Create digital composition. This could be relevant to any design field, including product design, graphic design, interior design, user experience of Identifying the need or Opportunity in applying digital tool's for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.				

		Topics relevant to "Human Values & Professional Ethics :					
Catalogue prepared by		Pranjit Sarma Asst. Professor Foundation Department, School Of Design					
Recommended by the Board of Studies on		3rd BOS Held on 24. March 2021					
Date of Approval by the Academic Council		16th AC Held on 23. October 2021					

ENG2001	Advanced English		L- T-P- C	1	0	2	2
Version No.	1.0						
Course Pre-requisites	ENG1002 Technical English						
Anti-requisites	NIL						

Course Description	The course emphasizes on technical communication at advanced level. The purpose of the course is to enable learners to review literature in any form or any technical article and write technical reports. Extensive activities in practical sessions equip to express themselves in various forms of technical communications. Technical report writing and presentations focus on learners' area of interests and enhance their English language writing skills to communicate effectively.
Course Objective	The objective of the course is familiarize the learners with Advanced English and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.
Course Out Come	On successful completion of the course the students shall be able to: Develop a critical and informed response reflectively, analytically, discursively, and creatively to their reading. Communicate effectively, creatively, accurately and appropriately in their writing. Write technical report writing by pursuing individual technical-related interests Deliver technical presentations

Course Content: Theory

Module 1	Critical Reasoning	Journal Article	Critical Reading	4 Classes

Topics:

Strong and Weak arguments, Argument Questions, Inferences Vs. Conclusion and Statements and Conclusion.

Module 2	Writing Reviews	Product Reviews	Review Writing	4 Classes

Topics:

Stimulate effective writing: content and style

Product and article reviews

Module 3	Technical Presentation	Prezi	Oral Skills	3 Classes

Topics:

Build smart presentation skills and strategies

Activity: Technical presentations using PPT and Web tools

Module 4	Technical Report Writing	Online Writing Lab	Writing Skills	4 Classes

Topics:

Activity Reports and Analytical Reports

Course Content: Lab Tasks

Module 1	Critical Reasoning		8 Classes

3-2-1

In 3-2-1, students write about 3 things they learned in the lecture, 2 things they found particularly interesting from the lecture, and 1 question they still have about the lecture content.

Advance Organizers

An Advance Organizer (AO) is a template that professors can share with students prior to a lecture to help them structure the information they're about to learn.

Digital Story

Students use computer-based tools, such as video, audio, graphics, and Web publishing, to tell personal or academic stories about life experiences relevant to course themes.

Practice worksheets

Module 2	Writing Reviews	Classes

Guided Notes

In Guided Notes, the instructor provides a set of partial notes that students complete during the lecture, focusing their attention on key points.

Sentence Stem Predictions

In Sentence Stem Predictions (SSP), the professor presents a partial sentence that is structured to prompt students to predict select aspects of the upcoming lecture.

Active Reading Documents

Active Reading Documents (ARD) are carefully prepared forms that guide students through the process of critical and careful reading.

Practice Worksheets

Module 3	Technical Presentation	Classes

Fishbowl

In Fishbowl, students form concentric circles with a small group inside and a larger group outside. Students in the inner circle engage in an in-depth discussion, while students in the outer circle listen and critique content, logic, and group interaction.

Individual Readiness Assurance Tests

Individual Readiness Assurance Tests (IRATs) are closed-book quizzes that students complete after an out-of-class reading, video, or other homework assignment.

Quick Write

Quick Write is a learning assessment technique where learners respond to an open-ended prompt.

Practice Worksheets

Module 4	Technical Report Writing	Classes

IRAs

When using IRAs, students complete a written response to a content-rich assignment that includes three components: Insight, Resource, and Application.

Quick Write

Quick Write is a learning assessment technique where learners respond to an open-ended prompt.

Individual Readiness Assurance Tests

Individual Readiness Assurance Tests (IRATs) are closed-book quizzes that students complete after an out-of-class reading, video, or other homework assignment.

Targeted Application and Tools that can be used: Writing reports, Review writing, Group Discussion, Dyadic interviews, Grammarly.com

Project work/Assignment:

Contemporary Issues Journal – Assignment

In Contemporary Issues Journal (CIJ), students look for recent events or developments in the real world that are related to their coursework, then analyze these current affairs to identify the connections to course material in entries that they write in a journal.

References

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Topics Relevant to "employability": Negotiation, Review, Proposal and Report Writing

Topics Relevant to "Human Values and Professional Ethics": Transcultural Communication

Catalogue prepared by	Dr. Shibily Nuaman VZ
Recommended by the Board of Studies on	6th BoS 4th December 2021
Date of Approval by the Academic Council	16th AC 11th December 2021

Course Code	Course Title: Design History						
DES1128	Type of Course: Integrated Course		L-T-P-C	1	0	2	2
Version No.	3						
Course Pre-requisites	NIL						
Anti-requisites	NIL						
Course Description	Purpose: This course is to understand an in-depth understanding of the history, evolution, and significance of design in order to appreciate the past, be inspired in the present, and anticipate the future. Abilities to be Develop: Analysis and cultivation of curiosity. Recognizing that, design is one of the oldest human pursuits and is not the mere result of computer technology, Appreciation of the past, being inspired in the present, and anticipating the future. Nature of the Course: The course is both conceptual (study the origination of design, nature, and evolution) and visual (learn to see rather than simply look, preparing designs accordingly). They are introduced to the meaning of design, various stages of design processes, and evolution used in design development at the intermediate level and industrial level.						
Course Objective	The objective of the course is familiarize the learners with the concepts Basics of Design History and attain Skill Dvolopment of student by using EXPERIENTIAL LEARNING Techniques.						
Course Outcomes	On successful completion of the course the students shall be able to: Define different philosophies in design. Identify historical timelines and evolutions. Apply the evolution of design with contemporary designs and views. Practical Component: Research on the reason behind the design structure exist in the society						
Course Content:							
Module 1	Introduction to design history & its impact on human civilization	Assignment& Documentation	Comparison, explanation & Visual Journal		20 Hours		

Topics: Understanding Design evolution through history and civilization and its importance.				
Module 2	Patterns in Indian folk art and craft tradition	Assignment, case study& Documentation	Report writing, Group discussion & Visual Journal	12 Hours

Topics: Introduction to various Patterns in Indian folk art- Madhubani Art, Kalamkari Art, Warli Art, and Indian crafts- Like pottery and Bamboo craft based in various regions.

Module 3	Fundamentals of visual culture in design practice	Assignment, Research & Documentation.	Visual Journal, Report writing & Illustrations.	13 Hours

Topics: Introduction to design methods, Philosophy & fundamentals of design methods, Tile Perry (case study).

List of Practical Tasks:

Task 1: Development of Basic Motifs.

Task 2: Representation of historical eras with a visual journal.

Task 3: Practice on any traditional motifs by contemporarising it.

Task 4: Development of research journal with designs.

Task 6: End Project

Targeted Application & Tools that can be used:

Students to develop the Hands on sketching to render using mix media. Basic computer applications like MS word, PowerPoint

Topics relevant to " SKILL DEVELOPMENT ": Motif creation of Basic traditional/ folk art for beginners in regards to Skill Development through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

References

Johnson, Richard. Technical Communication Today. Pearson, 2015

Hart, Steve. Written English: A Guide for English and Electronic Students and Engineering. Taylor and Francis Group, 2016.

https://www.hitbullseye.com/Strong-and-Weak-Arguments.php Accessed on 10 Dec 2021

https://www.inc.com/guides/how-to-improve-your-presentation-skills.html

Catalogue prepared by	Ms. Nivrity Sinha Assistant Professor, Foundation/ Design
Recommended by the Board of Studies on	4th BOS held on 10 August 2021
Date of Approval by the Academic Council	16th AC held on 23rd October 2021

Course Code: DES1143	Course Title: Study on Craft Cluster Type of Course: Discipline Elective (NTCC)	L-T-P-C	0	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Cluster Study and Social Intervention explores community dynamics and applies design thinking to address social issues. Students engage in hands-on projects to create impactful, sustainable solutions for real-world challenges.					
Course Objective	The objective of the course is to familiarize the learners with the Study of Crafts cluster and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course the students shall be able to: ☐ Develop the ability to analyse and understand community dynamics. ☐ Gain practical experience in applying design thinking to social issues. ☐ Create sustainable, impactful solutions for real-world challenges. ☐ Enhance skills in collaborative problem-solving and teamwork. ☐ Cultivate a deep understanding of ethical considerations in social interventions.					
Catalogue prepared by	Name: Dr Bhagyashree Nadig Y S Designation: Assistant Professor School of Design					

Recommended by the Board of Studies on	9th BOS 14th January 2024
Date of Approval by the Academic Council	23rd AC held on 27th March 2024

Course Code DES1019	Course Title: Basics of Needle Craft Type of Course: Program core Subject Integrated	L-T-P-C				
			2	0	4	4
Version No.	2.0					
Course Pre-requisites	DES1008 Materials, Media, And Techniques.					
Anti-requisites	NIL					
Course Description	Purpose: The course provides fundamental insights into the process of Hand sewing and embroidery. Understanding of equipment's and the techniques used to develop basic and advanced hand stitching and sewing processes. Abilities to be Develop: The students get well equipped with the knowledge of developing stitches with a thorough understanding of the materials and substrates used in making the sewing threads and needles. Nature of the Course: It also helps the students to develop the creative skills along with technical inputs to develop different types of surface developments using stitching and sewing techniques.					
Course Objective	The objective of the course is familiarize the learners with the concepts Basics of Needle Craft and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Define the terminologies used in Hand sewing and embroidery. Identify different types of garment hand stitches and finishes. Apply various hand embroideries and stitches for surface embellishment. Research on various hand stitching techniques and methods for surface embellishment.					

Course Content:	Hand Stitches & Sewing techniques, Construction and Manipulation, Fabric Fundamentals,			
Module 1	Hand Stitches & Sewing techniques	Practice Case study Documentation	Observations Illustrations Visual Journal	14 Hours
Topics: Introduction to Hand stitches & embroidery application of temporary and permanent stitches.				
Module 2	Construction and Manipulation	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours
Topics: Advanced Hand embroidery and smocking technique, Applique work and Mirror work.				
Module 3	Fabric Fundamentals	Assignment Presentation Documentation	Group Activities Presentations Explorations	14 Hours
Topics: Types of Fabrics, Selection of Needle and thread according to fabric types. Fabric Preparation for cutting, Grain, Selvedge, Shrinkage, Straightening the fabric grains.				

List of Practical Tasks:

Task 1: Development of Basic hand stitches & seams.

Task 2: Develop of 5 basic line stitches through hand embroidery.

Task 3: Construct 10 basic line stitches through hand embroidery.

Task 4: Representation of Loop stitches using hand embroidery.

Task 5: Construct 5 samples of different loop stitches inspired by boho style.

Task 7 : Construct 10 samples of different loop stitches inspired by boho style.

Task 8: Practice on any traditional surface embellishment techniques.

Task 9 : Design and develop an object using any kind of traditional surface embellishment method.

Task 10:   Design and develop an 2 object using any kind of traditional surface embellishment method.

Task 11: Development of samples of hem finishing techniques.

Task 12: Development of samples of hem finishing techniques.

Task 13:   Sample development of Applique and patch work.

Task 14 : finishing of the Project

	Targeted Application & Tools that can be used:
	Students to develop the creative skills along with technical inputs to develop different types of surface developments using stitching and sewing techniques.
	Hand sewing and embroidery tools and equipment.

Topics relevant to " Skill Development ": Motif creation of Basic Hand Sewing and tools and handling accessories for beginners for Skill Development through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

A Complete guide of Sewing: Reader's Digest.

The Sewing Book by Alison Smith.

References

Hand Embroidery Stitches for Everyone, 2nd Edition: A step-by-step pictorial guide to 300 Embroidery and Cross Stitches with printable patterns, tips, by Juby Aleyas Koll (Author),

150 creative sewing techniques – by Ruth Singer.

Magazines: Needle & Thread, The Apparel Times, Apparel, Vogue, Apparel Online

1.https://www.jstor.org/stable/3822378

The Eye of the Needle in Pre dynastic Egypt Author(s): John Nunn and John Rowling Source: The Journal of Egyptian Archaeology , 2001, Vol. 87 (2001), pp. 171-172 Published by: Sage Publications, Ltd. Stable URL: https://www.jstor.org/stable/3822378.

   2.The Sewing-Machine in Colonial-Era Photographs: A record from Dutch Indonesia Author(s): JEAN

   GELMAN TAYLOR Source: Modern Asian Studies, JANUARY 2012, Vol. 46, No. 1, Everyday

   Technology in South and Southeast Asia (JANUARY 2012), pp. 71-95 Published by: Cambridge

   University Press Stable URL: https://www.jstor.org/stable/41330654.

Catalogue prepared by	Ms. Garima Agarwal Assistant Professor, Foundation Design
Recommended by the Board of Studies on	6th BOS held on 26TH JULY 2022
Date of Approval by the Academic Council	18 AC held on 03RD AUG 2022

Course Code: DES1136	Course Title: History of Textiles and Costume Studies Type of Course: Program Core –Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course is to provide an overview of the history of textile design, encompassing India and global perspectives. Students will explore design development, manufacturing techniques, and prominent artists in textile art. The course aims to foster an appreciation for textile art history and inspire creative reinterpretation of historical designs.					
Course Objective	The objective of the course is familiarize the learners with the concepts of : Historic Garments and Fashion Trends of and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	Upon successful completion of the course, students will be able to: Analyze historical garments and fashion trends to understand their evolution and significance. Evaluate the influence of historical fashion on contemporary styles and design practices. Create designs that integrate historical elements with modern aesthetics, showcasing a deep appreciation for fashion history.					
Course Content	Analysis of Textile Art & Design, Art Movement in Textiles, Art Movement in Textiles					

Module 1	Analysis of Textile Art & Design	Visual Journal, Assignments	Class discussions, photo documentation and case studies	24 Periods

Topics:

Origin of Textile Art & Design

Study of aesthetic properties in textiles, historical evidences and works

Textiles and art in the Indian context – woven, printed, embroidered designs and materials

History of textiles in Ancient Egypt, Persia, China, Greece, Rome

History of textiles in England, Indonesia, Africa, Mexico and Middle East

Module 2	Art Movement in Textiles	Visual Journal, Assignments	Class discussions, photo documentation and case studies	18 Periods

Topics:

Textiles and Romanticism – fabrics and styles

Study of ancient artists and their contribution to textile design and development

Study of contemporary artists and their contribution to textile design and development

Targeted applications & tools that can be used:
Textile history research & documentation, textile design development, trend forecasting and analysis

Text Books
FASHION - THE DEFINITIVE HISTORY OF COSTUME AND STYLE, First American Edition, 2012, Published in the United States by DK Publishing

References
Historical Fashion in Detail, the 17th & 18th centuries, Avril Hart and Susan North, V & A Publications, 1998
DECORATIVE ARTS – Style and Design from Classical to Contemporary, Judith Miller and Dorling Kindersley Limited 2006, A Penguin Company

Topics relevant to "SKILL DEVELOPMENT": Study of ancient artists and their contribution to textile design and development, Study of contemporary artists and their contribution to textile design and development for Skill Development through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr Bhagya Nadig, Assistant Professor, School of Design
Recommended by the Board of Studies on	9th BOS 14th January 2024
Date of Approval by the Academic Council	23rd AC held on 27th March 2024

Course Code: DES1023	Course Title: Analysis of textile materials Type of Course: Discipline Elective - Integrated	L- T-P - C	1	0	4	3
Version No.	2.0					
Course pre- requisites	Understanding of weave structures and compositions Basic knowledge about different types of fibers, yarns and fabrics					
Anti-requisites	NA					
Course Description	The objective of the course is to introduce the students to various textile fibers, yarns and fabrics. It also helps the students analyze the essential and desirable properties of these materials. The course highlights various physical and chemical tests to identify different types of fibers – natural and man-made. Further, the course enables the students to understand yarn compositions, their manufacturing processes and end uses.					
Course Objective	This course is designed to familiarize the learners with the concepts of Analysis of textile materials and attain Employability by using Experiential Learning techniques					
Course Outcomes	On successful completion of the course the students will be able to, Develop an ability to identify different textile fibres, yarns and fabrics Distinguish between the fibre families and yarn categories based on intrinsic and extrinsic factors Analyze the compositions and study the features of fibres, yarns and fabrics and apply the knowledge to various end uses/applications Outline the manufacturing methods of fibers, yarns and fabrics through industrial learning					
Course Content:	Study of textile fibres , Study of textile yarns, Introduction to fabric technology, Classification of fabrics					
Module 1	Study of textile fibres	Visual journal, observation book	Context-relevant Assignments, presentations.		14 hours	
Topics:						

Introduction to textile fibres – definition, sources, classification and properties of textile fibres. Cellulose fibres – cotton, flax, kapok, hemp, ramie – properties and end uses, protein fibres – silk, wool, properties and end uses. Regenerated cellulose fibres – viscose rayon, acetate rayon, Tencel, Modal, Bamboo, Lyocel – production, source, properties and end uses. Synthetic fibers – nylon, polyester, acrylic and mod-acrylic – properties and end uses, polyethylene, polypropylene, olefin, elastomeric fibres (spandex and lycra) – end uses

Module 2	Study of textile yarns	Visual journal, observation book	Context-relevant Assignments, presentations.	12 hours

Topics:

Yarn manufacturing process for short staple fibres, spinning process – ring and open end yarn spinning, flowchart for manufacturing carded, combed yarn and folded yarn, difference between rotor, ring spinning and air jet spinning. Polymers – polymerization, degree of polymerization, different types of polymers – addition and condensation, orientation and crystallinity, characteristics of fibre forming polymers, general physical and chemical properties of fibres. Texturization – types (simplex and complex yarns) and uses, blends – types, uses of blended yarns.

Module 3	Introduction to fabric technology	Visual journal, observation book	Context-relevant Assignments, presentations.	10 hours

Topics:

General Characteristics of woven fabrics and their importance– count of yarn, fabric grain, Thread density, Fabric width, Fabric weight and selvedges. Introduction on different methods of fabric formation – woven, knitted and non-woven fabrics, properties and end uses. Woven fabric formation – weaving preparatory, objectives and brief study of processes – winding, warping, sizing, drawing and denting, weft winding, introduction to Khadi, and handloom and power loom fabrics. Classification of looms, passage of material through looms, study of primary and secondary motions, principles of shuttle less looms, multiple gripper, rapier, air jet and water looms, advantages of unconventional over conventional looms.

Module 4	Classification of fabrics	Visual journal, observation book	Context-relevant Assignments, presentations.	09 hours

Topics:

Introduction to knitting, classification, difference between warp and weft knitting, basics of weft knitting, loop diagram and properties of basic weft knitted structures, modification of weft knitted structures. Introduction and salient features of Crepe fabrics like georgette, chiffons, Extra threads, Warp and weft pile and Brocade and damask, Terry pile structures.

List of Projects:

Reports on important fabric manufacturing clusters in India and their salient features – Kanchipuram, Arni, Kumbhakonam, Chanderi, Maheshwari, Salem and Karoor, Bangalore, Mysore, Ilkal, Guledgudda, Kota, Banaras, Suhalkuchi, Santhipur, Behrampur of Orissa, Pochampalli and Panipat

TEXT BOOK:

T1 – Fabric Structure and Design by N. Gokarneshan, New Age International (P) Ltd. Publishers, 2004

 REFERENCE MATERIALS:

Handbook of Natural Fibres: Volume 1: Types, Properties and Factors Affecting Breeding and Cultivation by: Ryszard M. Kozlowski. Series: Woodhead Publishing Series in Textiles, no. 118,v. 1. Oxford: Woodhead Publishing. 2012. eBook., Database: eBook Collection (EBSCOhost) LINK 1:

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=12&sid=bd207448-bf5f-42c5-a906-38ed892001e0%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=680491&db=nlebk

Handbook of Natural Fibres: Volume 2: Processing and Applications by: Ryszard M. Kozlowski. Series: Handbook of Natural Fibres, Volume 2, Processing and applications. Cambridge, UK: Woodhead Publishing. 2012. eBook., Database: eBook Collection (EBSCOhost) LINK 2:

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=13&sid=bd207448-bf5f-42c5-a906-38ed892001e0%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=683163&db=nlebk

Topics relevant to "Employability": Identification of textile fibres, properties, end uses , yarns and different methods of fabric formation for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Sandeep K.N, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	5th BOS, 22.03.2022
Date of Approval by the Academic Council	18th Academic Council held on 03.08.2022

| Course Code: DES2007 | Course Title: Elements of Fashion Illustration

Type of Course: 1] Program Core
                       2] Integrated | L-T-P-C | 1 | 0 | 4 | 3 |
|---|---|---|---|---|---|---|
| Version No. | 3.0 | | | | | |
| Course Pre-requisites | NA | | | | | |
| Anti-requisites | NIL | | | | | |

Course Description	Purpose:
	This course is to understand Fashion illustration and Designing process.
	Abilities to be developed:
	The course is not just illustrating body forms or garments, but more of structured design learning. It enables the student to learn the basics of fashion illustration - drawing technique of the human figure and different mediums such as using pencil, markers, water colours, paint, digital interfaces, etc.
	Nature of the course:
	The course prepares the student to realize the importance of an effective research for a project, its interpretation and the needs of a client while also keeping their style intact, creating, a concept or a mood through their artistic vision. The course also helps the students to develop their individual style and prepares them to structure their design portfolios
Course Objective	The objective of the course is to familiarize the learners with the concepts of Elements of Fashion Illustration skill to analysis and attain ==SKILL DEVELOPMENT== through ==EXPERIENTIAL LEARNING== techniques
Course Outcomes	Upon successful completion of the course the students shall be able to:
	Illustrate the basic body forms and proportions
	Identify the head theory and postures – static and dynamic
	Sketch the basic body poses and perspectives
	Relate the human body in proportions relevant to fashion illustration
	Select mediums to sketch and render life forms

Course Content:

Module 1	Fashion figures: balance & movement	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	18 Hours

Topics:

Introduction to head-theory, croquis, balance lines, postures, proportions

Stick-figure drawings, block sketches, poses and balance illustrations.

Sketching of 8 and 10 head croquis, different poses of croquis.

Face analysis and features – sketching with face block.

Sketching of hands and legs using block sketches

Drawing from photographs/magazines/live study – with croquis and costumes

Module 2	Application of art mediums	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	19Hours

Topics:

Fleshing and rendering techniques – skin and materials

Rendering techniques using water colours

Rendering techniques using Staedtler pencils, charcoal, Marker pen, oil pastel , water colour and chalk

Module 3	Fabric representation & rendering	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	19 Hours

Topics:

Textural rendering of garments and fabrics

Clothing figure – swimwear and lingerie, trouser and skirts.

Clothing figure – jackets, coats and fall layering

Traditional and contemporary outfits for men and women

Module 4	Portfolio development	Assignment Demonstration and Participative learning. Documentatio n	Examples/ Demo/Assignments	19 Hours

Topics:

Study of artists and fashion illustrators of national and international repute

Study of seasonal trends and fashion week collection and illustration

Development of different types of boards – mood, colour, swatch, texture and inspiration

Development of look book and style books

List of Practical Tasks:

Project No. 1: Illustrate the basic body forms and proportions.

Project No. 2: Illustrate the basic body forms and proportions with block and line.

Project No. 3: Illustrate the basic body with flesh figure and rendering.

Project No. 4: Illustrate the basic body forms and proportions with different poses and style

Project No. 5: Identify the head theory and postures – static and dynamic with feature drawings phase 1

Project No. 6: Identify the head theory and postures – static and dynamic with feature drawings phase 2

Project No. 7: Identify the head theory and postures – static and dynamic with feature drawings phase 3

Project No. 8: Identify the head theory and postures – static and dynamic with feature drawings phase 4

Project No. 9: Identify the head theory and postures – static and dynamic with feature drawings with color media.

Project No. 10: Identify the head theory and postures – static and dynamic and color theory

Project No. 11: Select mediums to sketch and render life forms (Water color)

Project No. 12: Select mediums to sketch and render life forms (oil pastel)

Project No. 13: Select mediums to sketch and render life forms (dry pastel)

Project No. 14: Select mediums to sketch and render life forms (staedtler)

Project No. 15: Select mediums to sketch and render life forms (Ink)

Project No. 16: Select mediums to sketch and render life forms (acrylic colour)

Project No. 17: Select mediums to sketch and render life forms and exploring in different medium of colors

Project No. 18: Select mediums to sketch and render life forms and exploring in different medium of colors

Project No. 19: Select mediums to sketch and render life forms and exploring in different medium of colors

Project No. 20: Design 5 different types of illustration based on a selective theme and explore through fashion illustration

Project No. 21: Design 5 different types of illustration based on a selective theme and explore through fashion illustration and develop record work based on the theme selected as per the ideas.

Project No. 22: Develop inspiration mood and concept board digital

Project No. 23: Develop inspiration mood and concept board digital with pontoon shades and updates

Project No. 24: Develop inspiration mood and concept board digital with pontoon shades and updates

Project No. 25: Develop inspiration mood and concept board digital with pontoon shades and updates

Project No. 26: Design 10- 5 different types of illustration based on a selective theme and explore through fashion illustration based on the theme selection.

Project No. 27: Design 10- 5 different types of illustration based on a selective theme and explore through fashion illustration based on the theme selection.

Project No. 28: Accessories rendering based on the theme selected a s add on to the illustration rendering.

Project No. 29: Accessories rendering based on the theme selected a s add on to the illustration rendering.

Project No. 30: Presentation and team work as a group or individual work on as a final garment or tangible product to be developed.

Targeted Application & Tools that can be used:

Understanding the basics of visual design and elements in fashion illustration.

In general, they will be learning about the shapes forms, and colors.

Combined to create a design with fabric rendering and flats

Tools used in fashion illustration and color media.

Topics relevant to "Skill Development":

Study of Understanding fashion illustration and techniques and list of practical tasks for Skill Development through Experiential learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

Fashion Sketchbook (6th Edition) by Bina Abling

9 Heads – A Guide to Drawing Fashion (3rd Edition) by Nancy Reigelman

Fashion Design Essentials – 100 Principles of Fashion Design by Jay Calderin

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References

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=0&sid=a0821022-205d-4eac-bd6e-45c9335ddcd5%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=2823635&db=nlebk

https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI5M19fQU41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=7&format=EB&rid=1

https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzE1ODYxNDhfX0FO0?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=2&format=EK&rid=1

https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4Nl9fQU41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1

Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recomme nded by the Board of Studies on	7TH BOS 12 /01/2023
Date of Approval by the Academic Council	20TH AC held on 15 /02/2023

Course Code: DES2157	Course Title: Basics of Draping and Pattern Making Type of Course: 1] Program core 2) Integrated	L-T-P-C	2	0	4	4
Version No.	2.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Purpose: This course is to understand fundamentals of Draping and its importance in fashion trends Abilities to be developed: The objective of the course is to provide an understanding of the basics of visual design and the tools to the student. The course equips them to be able to analyze various types of forms, spaces, and semantics, and explore meta and complex patterns. Nature of the course: The students will be able to develop an interwind the research and development of more effective visual communication designs which in the long run will translate into their applications in the design industry.					

Course Objective	The objective of the course is to familiarize the learners with the concepts of Draping and garment construction to skill analysis and attain ==SKILL DEVELOPMENT== through ==EXPERIENTIAL LEARNING== techniques
Course Outcomes	Upon successful completion of the course the students shall be able to: Identify the basic skills and techniques in positioning and pinning fabric on a dress form to develop Apply structure of a garment/accessory design -- to support and expand the fashion design process. Identify and recognize the patterning and fitting problems and solutions with draping techniques. Apply and manipulate draping Techniques. Interpret their creative design ideas through various draping techniques.

Course Content:

Module 1	Introduction and Basic terminology of Draping:	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12Hours

Topics:

Introduction to draping.

Study of Equipment's.

Study of Grain.

Study of Dress forms.

Preparation of dress forms for draping.

Preparation of muslin for Draping-Tearing, blocking, pressing.

Module 2	Identification & Application	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12 Hours

Topics:					
Marking, Trueing, Method of draping of Front body, Method of draping of Back body.					

Module 3	Manipulation Techniques	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics:

Dart manipulation—Bustling dart, Neck line dart, Insertion of pleats in bodice, Insertion of tucks in bodice, Insertion of cowl in bodice.

Module 4	Basic Garment Components & Fitting	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics:

Skirts, Pants, Collars, Sleeves and Tailored Garments.

List of Practical Tasks:

Project No. 1: Development of Basic Bodice: Front using Muslin fabric.

Project No. 2: Development of Basic Bodice: Back Bodice using Muslin fabric.

Project No. 3: Development of Basic Bodice: Front And Back bodice using special fabric.

Project No. 4: Development of Basic Bodice: Front And Back bodice using special fabric with faster.

Project No. 5: Construction of Basic Skirt

Project No. 6: Construction of Basic Skirt with special fabric.

Project No. 7: Construction of Basic Skirt with style variation.

Project No. 8: Construction of Dart variation (Buster)

Project No. 9: Construction of Dart variation (French)

Project No. 10: Construction of Dart variation (Mid Armhole)

Project No. 11: Construction of Dart variation (shoulder)

Project No. 12: Construction of Dart variation (Neck with style line)

Project No. 13: Construction of sleeve with dart component.

Project No. 14: Construction of puff sleeve with draping.

Project No. 15: Construction of yokes and variations.

Project No. 16: Construction of yokes with gathers.

Project No. 17: Construction of yokes buster / back.

Project No. 18: Construction of collars.

Project No. 19: Construction of mandarin collar.

Project No. 20: Construction of collard along with bodies.

Project No. 21: Selection of theme based on draping techniques and develop 5 set of garment through draping techniques only.

Project No. 22: selection of theme.

Project No. 23: Creation of mood board , inspiration

Project No. 24: Creation of idea, fabric. And muslin fit.

Project No. 25: Pattern development as per the design ideas.

Project No. 26: Mockup of through draping skill.

Project No. 27: Presentation skills and board creation.

Project No. 28: Presentation and photo skills Fit.

Project No. 29: Presentation and shoot, Editing.

Project No. 30: Presentation and presenting of two complete range of garments and accessories using advanced draping technique

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Targeted Application & Tools that can be used:

Understand basic skills and techniques in positioning and pinning fabric on a dress form to develop structure of a garment/accessory design -- to support and expand the fashion design process.

Development and implementation of draping skill in designing of garments.

Generating mockups before the final design process to understand the design in 3D.

Design finalization and Presentation for the jury and evaluation.

Topics relevant to "Skill Development":

Study of Understanding of Draping and list of practical tasks for Skill Development through Experiential learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

Jaffe, Hilde. Draping for fashion design. Pearson Education India, 2000.

Kiisel, Karolyn. Draping. Hachette UK, 2020.

References

Helen Joseph Armstrong, Draping for ApparelDesign (3rd edition). New York: Fairchild Books,2013.

Helen Joseph Armstrong, Patternmaking forFashion Design (5th edition). Upper SaddleRiver, New Jersey: Pearson Prentice Hall, 2009.

Michele Wesen Bryant, Fashion Drawing:Illustration Techniques for Fashion Designers.

London: Laurence King Publishing/UpperSaddle River, New Jersey: Pearson PrenticeHall, 2011.

Michele Wesen Bryant and Diane DeMers,The Specs Manual (2nd edition). New York:Fairchild Books, 2004.

Kathryn Hagen, Fashion Illustration forDesigners (2nd edition). Upper Saddle River,New Jersey: Prentice Hall, 2010

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Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	7TH BOS 12 /01/2023
Date of Approval by the Academic Council	20TH AC held on 15 /02/2023

Course Code: DES1020	Course Title: Basics of Pattern Making Type of Course: Program Core - Integrated	L-T-P-C	2	o	4	4
Version No.	3.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	Pattern making also known as pattern drafting helps the students to create, develop patterns that are then cut on the fabric and finally sewn into garments. The knowledge of machines, tools and equipment used in pattern drafting and processing are an essential part of this course. Different techniques imparted in pattern drafting, cutting and sewing and their importance in apparel garment construction develops both technical knowledge and creativity amongst the students. The course also highlights the understanding of different components of an apparel garment and their importance as a whole forms the Gestalt principle of developing any apparel garment.					

Course Objective	The objective of the course is familiarize the learners with the concepts of Basics of Pattern Making and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.			
Course Outcomes	On successful completion of the course the students shall be able to: Define basic terminologies and parts of pattern drafting Practical component: Operate and discover the basic functions of sewing machines Operate basic tools and equipment of pattern making Prepare styles of different components of a garment			
Course Content:	Introduction to Patterns , Introduction to components of Garments, Dart Manipulation Techniques, Creation of Body blocks.			
Module 1	Introduction to Patterns	Assignment Comparative report Documentation	Illustrations Calculations & comparison Visual Journal	20 Hours

Topics:

Market for Patterns/Size ratios and identify the Target users for Particular Pattern.

present Patterns/Size ratios and competition between Different Brands using similar Size and Patterns. Use research to assess the Target Users and their demands for certain pattern in the market.

Analyse the similar Patterns in different brands to give inputs to create the value Addition to a Pattern and to achieve better fit and comfort for a group of clients.

Module 2	Introduction to components of Garments	Assignment Documentation	Info-graphics development Visual Journal	10 Hours

Topics:

  Neckline Patterns and Seam allowance for cutting

  Sleeve Patterns and Adaptation of Sleeve Pattern

  Cuffs, Collars, plackets, Pockets and Yoke patterns and Adaptations

Module 3	Dart Manipulation Techniques	Assignment Documentation	Info-graphics development Visual Journal	10 Hours

Topics:

Definition of Dart, Types of Darts, Importance of Dart Manipulations and Placements.

Slash and Spread Method Pivot Method

Single dart Double Dart and Triple Dart Series				
Module 4	Creation of Body blocks	Assignment Documentation	Development of Paper Patterns for estimations.	15 Hours

Topics:

women body block Armstrong method

unisexual pant body method.

pant women

basic skirt block

Introduction kids block

List of Practical Tasks:

Project No. 1: Creation of New patterns

Project No. 2Taking Measurements according to retail sizes and Couture Measurements.

Project No. 3Creation of Basic Block for upper body for men, women and Kids. (Front Back and Sleeves)

Project No. 4: Creation of Pant block

Project No. 5Creation of Basic block for Pants – Unisexual (Casual), Men, Women

Project No. 6: Pattern Correction and Manipulation.

Project No. 7Using of Slash and Spread Method.

Project No. 8 :Manipulation of Single dart to double and Triple dart Series.

Project No. 9 :Definition of Dart, Types of Darts, Importance of Dart Manipulations and Placements.

Project No. 10 :Neckline Patterns and Seam allowance for cutting

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Targeted Application & Tools that can be used:

Exposure to a wide range of patterns and their improvisation by way of case studies, client study.

Prototyping of projects in collaboration with other streams who will be acting as a client base.

Understanding the values of scales-up and scaling down project sizes without compromising on the output.

Topics relevant to " EMPLOYABILITY' : MEASURMENTS OF different body types Pattern making and Adaptation Method for Employabilty through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

Pattern making for fashion Design – Helen Joseph Armstrong,1987.

Metric Pattern Cutting –Winifred Aldrich,1976.

References:

Pattern Making - Dennic chuman Lo,2011

https://www.youtube.com/watch?v=Ve-6w7qhOCg Metric Pattern Body Block

Dress Pattern Designing –Natalie Brey,1961.

https://www.youtube.com/watch?v=oF-bx_S1dZo Dart Manipulation

https://www.youtube.com/watch?v=rWYHT6qrGAM Slash and Spread Method

https://www.youtube.com/watch?v=XWb-8FCB9qo Pivot Method

Basic Pattern Skills for Fashion Design by Bernard Zamkoff

Art of Fashion Draping by Connie Amaden-Crawford.

Catalogue prepared by	Ms.Bhagyashree Nadig Y S Asst. Professor School Of Design
Recommended by the Board of Studies on	7th BOS held on 12 January 2023
Date of Approval by the Academic Council	20th AC held on 15th February 2023

Course Code: DES1021	Course Title: Basics Sewing Techniques Type of Course:1] Program Core 2] Integrated	L- T- P- C	2	0	4	4
Version No.	3.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	The course aims to emphasizes on imparting knowledge on design parameters so that students can develop new design ideas to garments and products.					
Course Objective	The objective of the course is familiarize the learners with the concepts of Basics of Sewing Techniques and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: Define the terminologies used in sewing Explain the types and functions of sewing machines Operate the sewing machine and produce basic stitches					

	Identify of different types of stitches, seams, seam finishes & fullness.			

Course Content: Sewing terminologies, parts and functions, Stitches & sewing techniques, Stitches & Seams – construction and classification, Fullness: study and development. stitching of Body blocks

Module 1	Sewing terminologies, parts and functions	Construction Documentation Presentation	Observations Illustrations Visual Journal	10 Classes

History of sewing and sewing machine

Introduction to sewing machine: Domestic sewing machine, Industrial sewing machine

Difference between Domestic & Industrial sewing machine, parts of a sewing machine

Varieties of industrial sewing machines- Single needle machine, double needle machine-lock stitch & chain stitch machines

Over-lock machine, sewing machine needles types, parts & functions, care and maintenance of sewing machine

care and maintenance of sewing machine

Measuring Tools, Drafting Tools, Cutting Tools Sewing Tools, Finishing Tools

Module 2	Stitches & sewing techniques	Designing, Construction Documentation	Explorations Illustrations Visual Journal	12 Classes

Hand needles – Size & types - Sewing Thread – Types (documentation work)

Sewing threads- function, performance, characteristics

Applications of hand stitches – Hems - Types – Uses, Corner Makings - Types and Uses, Casing - Introduction – use, Edge Finishing

Fabric Fundamentals - Types of Fabrics, Selection of Needle and thread according to fabric types

Fabric Preparation for cutting, Grain, Selvedge, Shrinkage, Straightening the fabric Grains

Module 3	Stitches & Seams – construction and classification	Construction, Presentation Documentation	Illustrations Observation Visual Journal	12 Classes

Stitch properties, stitch classes, stitch types – practice & documentation

Seam classes, super imposed, Lapped, bound, Flat – practice & documentation

Module 4	Fullness: study and development	Construction, Documentation, Assignment	Observation Illustrations Visual Journal	14 Classes

Topics: Set –In Sleeve, Sleeve Cuffs, Dart less Sleeve, Sleeve Design variations. Plackets. Pocket classification

Introduction to fullness, types and uses (illustrations)

Study, analysis and development of Darts , pleats and tucks

Study, analysis and development of gathering, shirring, gores and godets

Study, analysis and development of Ruffles, Frills & Flares

Module 5	stitching of Body blocks	Designing, Construction Documentation.	Explorations Illustrations Visual Journal	12 Classes

women body block, Men body block, pant stitching, Skirt stitching, Basic Garment Finishes, Use and Adaptations of Necklines, Sleeves and seam Lines in real time Garments and Basic Stitching for men womwn and Kids

List of Laboratory Tasks:

Experiment N0 1: Development of Basic Bodice with Dart Manipulation.

Level 1: Front and Back Bodice using one dart manipulation

Level 2: Front and Back Bodice using two dart manipulation.

Experiment No. 2: Construction of an upper garment with Yoke/Flanges.

Experiment No. 3. Development of collars and pockets.

Experiment No. 4. Sleeves Variations

Level 1. Develop any one sleeve variations using printed fabric.

Level 2. Develop any two sleeve variations using checks fabric.

Experiment No.5. Insertion and construction of Pleats/gathers in Skirt.

Level 1. Insertion and Construction of Pleats in Skirt.

Level 2. Insertion and Construction of Pleats & gathers in Skirts.

Experiment No.6. Construction of Dress without waistline Seams.

Experiment No. 7. Development of one complete garment with one variation.

Experiment No. 8. Experimentation on different garment construction Techniques.
Level 1. Construction of two complete outfits with sleeve, neckline variations and accessories.
Level 2. Creation of one complete range of garments and accessories using advanced garment Construction Techniques.

Targeted Application & Tools that can be used:
Student shall be able to experiment in garment construction with different fabric materials and develop understanding of Industry standard.

Topics relevant to " EMPLOYABILITY : MEASURMENTS OF different body types Basic Sewing Techniques AND Basic stitches familiarization of Sewing machine and Adaptation Method for EMPLOYABILITY through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Text Book
Pattern Making for Fashion Design - Helen Joseph Armstrong.
The New Complete Guide to Sewing: Step-by-Step Techniquest for Making Clothes and Home Accessories Updated Edition with All-New Projects and Simplicity Patterns (Reader's Digest) Hardcover – 11 November 2010 by Editors of Reader's Digest (Author).

References
• The Sewing Book: Over 300 Step-by-Step Techniques Hardcover – Import, 6 March 2018
by Alison Smith (Author)
•   Comdex fashion design- Dr. Navneet Kaur.
•   Magazines: Needle & Thread, The Apparel Times, Apparel, Vogue, Apparel Online.

Catalogue prepared by	Dr.Bhagyashree Nadig Y S , Assistant Professor Fashion Design.
Recommended by the Board of Studies on	7th BOS Held On 12.January 2023
Date of Approval by the Academic Council	20th AC held on 15th February 2023

Course Code: DES1035	Course Title: Textile Design Development	L-T-P-C	2	0	4	4
	Type of Course: Discipline Elective - Integrated					
Version No.	1.0					

Course Pre-requisites	NIL
Anti-requisites	NIL
Course Description	The course provides hands-on experience to the students in digital and non-digital medium to develop interesting compositions and designs using colour theory as the fundamental concept. This course further narrows down to understand the application of Motifs in textile based on their end-uses and also replicate them using the said medium through varied levels of explorations.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Textile Design Development and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students will be able to: Identify different Motifs and its source Produce compositions with Motif repeat schemes based on end-applications. Relate elements and principles of design through outline drawing and Arrangement of designs. Practical component: Develop traditional craft into Modern and Contemporary Designs and end use Products.

Course Content: Introduction to Motifs and Patterns , Historical Perspective of Designs and Motifs , Converting Motifs into Patterns Grids and Patterns, Case Studies of Different Cultures Traditions and Regional Impressions

Module 1	Introduction to Motifs and Patterns	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	10 Hours

Topics:

Introduction to Motifs and their Types, Classifications

History and Importance of Motifs in ancient cultures

Significance of the motifs in local cultures and Global understanding

Module 2	Historical Perspective of Designs and Motifs	Assignment Documentation	Info-graphics development Visual Journal Development of Samples for each	20 Hours

Topics:

Gaining Knowledge about the Traditional Contemporary Motifs and their Story

Cross cultural Motif Symbolism, Global Design Representation through Symbols, Motifs and Logos

Module 3	Converting Motifs into Patterns Grids and Patterns	Assignment Documentation Hands on Practice	Development of Samples for each Visual Journal	25 Hours

Topics:

Exploration of Different Techniques using different Medium of Traditional and Contemporary methods of Creating motifs

Motif Development and motif Grid techniques increase and decrease in Sizes of Motifs according to endues of the product

Module 4	Case Studies of Different Cultures Traditions and Regional Impressions	Assignment Documentation	Development of Paper Patterns for estimations.	5 Hours

Topics:

  Case study on the Designers and Their Designs who have Experimented on the same.

List of Practical Tasks:

Project No. 1: Motif Development

Project No. 2: Basic motif development in different styles of Traditional Contemporary Geometric Stylized and Abstract with the colour representation.

Project No. 3: 10 Basic motif development in different styles of Traditional Contemporary Geometric Stylized and Abstract with the colour representation

Project No. 4: Developing the Sized Scale of the Motifs chosen in Manual version and producing the same on fabric

Project No. 5: Developing the Sized Scale of the Motifs chosen in Digital version and producing the same on fabric

Project No. 6: Creating the Repeat patterns on the grid and without grid with the given Set of Motifs

Project No. 7: Study of Pattern Grids in the Given Design and Documentation

Project No. 8: History and Importance of Motifs in ancient cultures

Project No. 9: Gaining Knowledge about the Traditional Contemporary Motifs and their Story

Project No.10: Exploration of Different Techniques using different Medium of Traditional and Contemporary methods of Creating motifs

Exploration of Different Techniques using different Medium of Traditional and Contemporary methods of Creating motifs

Targeted Application & Tools that can be used:

Understanding the Heritage of the Old Civilizations which have seeped down to modern times with these crafts.

Tools used will be the Hand Needle, threads, authentic Tools used for Crafts used by the artisans will be used.

Text Books

Handmade in India (Crafts Of India)– MP Ranjan

References

Title: Elements of design, Author: Hannah, Gail Greet, Publisher: Princeton Architectural Press, New York, 2002, ISBN: 9781568983295, Accession No.: 35742, Call No.: 745.4071 HAN

Title: Fifty key texts in art history, Author: Newall, Diana; Pooke, Grant, Publisher: Routledge, London, 2012, ISBN: 9780415497701, Accession No.: 35844, Call No.: 709 NEW

Title: Interaction of color, Author: Albers, Josef, Publisher: Yale University Press, New Haven, 2013, ISBN: 9780300179354, Accession No.: 35846, Call No.: 701.85 ALB

Magazine: Colourage

https://www.pantone.com/hk/en/

https://www.adobe.com/express/feature/design/color-palette

https://www.jstor.org/stable/3818968?seq=1

https://www.alamy.com/ethnic-tribal-elements-pack-with-african-borders-and-motifs-collection-of-folk-and-national-seamless-patterns-from-africa-isolated-repeat-background-image432269703.html

https://www.proquest.com/openview/45f0018c5ed68dea05e08922a6857cc3/1?cbl=18750&diss=y&pq-origsite=gscholar&parentSessionId=S7pPkSLfkAW24AWYPS%2BQScwnQ2TnyqmMOst%2FHi68u%2Bc%3D

 African Folk Art Archived May 16, 2007, at the Wayback Machine, Museum of International Folk Art.

^ Jesse, Friederike (2010). "Early Pottery in Northern Africa - An Overview". Journal of African Archaeology. 8 (2): 219–238. doi:10.3213/1612-1651-10171. JSTOR 43135518.

^ African folk art illustrates the traditions, political systems and spirituality of tribal villages, All-About-African-Art.com.

^ Museum of International Folk Art, Santa Fe, New Mexico, US.

^ African Folk Art Archived May 16, 2007, at the Wayback Machine, Museum of International Folk Art.

^ Recycled Re-Seen Archived March 1, 2007, at the Wayback Machine, Museum of International Folk Art.

Topics relevant to " EMPLOYABILITY ": Motif creation with various shapes using variations of texture effects, Understanding of design styles, Natural, Abstract, Traditional and Folk with motif arrangements for ==Employability== through ==Experiential Learning== techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Name: Dr. Bhagyashree Nadig Y S Designation: Asst Prof SCHOOL OF DESIGN
Recommended by the Board of Studies on	5th BOS held on 22.March 2022
Date of Approval by the Academic Council	18 AC held on 3 August 2022

Course Code: DES2112	Course Title: Clothing Culture and Communication Type of Course: Program core - Theory	L- T-P-C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The course emphasizes on clothing as a cultural and social identity that translates into an individual's identity. It elaborates the characteristics of clothing as a personality that manifests in the form of traditional and distinctive clothing. It helps the student develop this form of open communication through design intervention where the individual can express their ideas and opinions through their appearance.					
Course Objective	This course is designed to familiarize the learners with the concepts of Clothing Culture and Communication and attain Skill Development by using Participative Learning techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Identify user groups based on role and clothing status Define fashion concepts, differences and cycles of styles and fashion Discuss timelines, costumes, RTW and mass marketing of fashion Review social, cultural and economic aspects of evolution of costumes Illustrate costumes based on timelines, genders and social status					
Course Content:	Introduction to clothing culture, Clothing and communication, Introduction to fashion concepts, History and timeline of clothing, Illustrative studies					

Module 1	Introduction to clothing culture	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	10 hours

Topics:

Understanding clothing and clothing culture

Purpose of clothing protection, modesty, attraction and communication

Individual & dress, personal communication, personal expression

Image building, psychology and sociology influence on clothing

Module 2	Clothing and communication	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	10 hours

Topics:

Clothing culture and communication, men and women clothing groups

Role and status of clothing Clothing culture and communication based on conservative Labour, liberal, social, democrat, customs and marital status				
Module 3	Introduction to fashion concepts	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	10 hours
Topics: Individual and dress, personal communication, personal expression Image building, Psychological and sociological influence on clothing Fashion, fashion concepts, differences of fashion and non-fashion Recurring cycles of fashion, styles and fashion				
Module 4	History and timeline of clothing	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	15 hours
Topics: Victorian women, their dress and social position Corset culture, fashion in 20th century Women at war, between war and post war Equality between men and women, sexual revolution Marriage and family, education and employment Evolution of different types of costumes				
Module 5	Illustrative studies	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	15 hours
Topics: Minis, maxis, unisex, fit woman, glamorous woman Casual and formal clothing Fashion for all ready to wear fashion, mass marketing of fashion Youth style and fashion, teddy boy, skins, mods, hippies, punks Taste of youth and their lifestyle				
Targeted Application & Tools that can be used: Fashion communication and design history studies Illustration and styling for fashion communicators Storyboarding and concept board development for design collections Theme development for window displays and fashion events Application of Illustrator, Photoshop, InDesign, or other visual design tools				

Text Book
Fashion Through History: Costumes, Symbols, Communication By: Motta, Giovanna; Biagini, Antonello. Series: Fashion Through History, Volume I. Newcastle upon Tyne: Cambridge Scholars Publishing. 2017. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=3&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1848357&db=nlebk |

References
Fashionable Encounters: Perspectives and Trends in Textile and Dress in the Early Modern Nordic World by: Engelhardt Mathiassen, Tove. Series: Ancient Textiles Series, v. 14. Oxford: Oxbow Books. 2014. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=5&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=907747&db=nlebk

Global Textile Encounters by: Nosch, Marie-Louise; Zhao, Feng; Varadarajan, Lotika. Series: Ancient Textiles Series, VOL. 20. Philadelphia: Oxbow Books. 2015. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=6&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=2226885&db=nlebk

Gender, Sex, and Sexuality Among Contemporary Youth: Generation Sex By: Patricia Neff Claster; Sampson Lee Blair. Series: Sociological Studies of Children and Youth, vol. 23. Bingley: Emerald Publishing Limited. 2017. eBook., Database: eBook Collection (EBSCOhost)

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=7&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=1570345&db=nlebk |

	Topics relevant to "Skill Development": concepts of clothing culture, communication, fashion concepts, history, Illustration for Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course handout.
Catalogue prepared by	SANDEEP K N, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	6th BOS, 26.07.2022
Date of Approval by the Academic Council	18th Academic Council held on 03.08.2022

Course Code: DES1039	Course Title: Fashion Accessory Design Type of Course: Discipline Elective - Intigrated	L- T- P- C	1	0	4	3
Version No.	1.0					

Course pre-requisites	Understanding of fashion concepts
	Basic knowledge about garments and accessories.
	Elements and principles of design, including colour theory.
Anti-requisites	NA
Course Description	The importance of understanding fashion accessories concepts in apparel and fashion industry later transforms into design development and production. This course develops knowledge about fashion trends and marketing of accessories.
Course Objective	This course is designed to familiarize the learners with the concepts of Fashion Accessory Design and attain employability by using Participative Learning techniques
Course Outcomes	After the completion of the course, the student shall be able:
	To identify and define different fashion accessories
	To discuss the applications of fashion accessories based on the end-uses
	To illustrate different types of fashion accessories based on themes and ideas
Course Content:	Introduction to fashion accessories, Material, Process, Design development & production, Jewelry design and production

Module 1	Introduction to fashion accessories	Visual journal, Presentations, Assignments	Discussions and brainstorming	18 periods

Fashion accessories- Introduction, definition. History, Classification. Accessory types- Head gears, Hand wears- Watches, umbrella, parasols, Foot wear, Bows, ties and belts, Hand bags, Gloves, Scarfs, Stoles, Shawls. Sketching and rendering of headgear, hand wear, foot wear and hand bags (3 each). Construction of anyone. Sketching and rendering of belts, gloves and construction of anyone.

Module 2	Material, Process, Design development & production.	Visual journal, Presentations, Assignments	Discussions and brainstorming	18 periods

Materials and processes-leather, straw, wood. Materials required. Material sourcing. Design development & production. Trends and Marketing- Fashion trends and marketing of accessories. Study of any 2 accessory designers. Sketching of Indian jewelry - Mughal jewelry, Thewa, Kundan jewelry, Temple jewelry Sketching of accessories on women and men's croqui (2 each)

Module 3	Jewellery design and production	Visual journal, Presentations, Assignments	Discussions and brainstorming	09 periods

Jewellery- Jewellery Design and production, Types of jeweler, Traditional Indian jewellery. Gemology- Introduction to gems, Basic qualities of gems. Jewellery designing based on theme. (with Concept Board)

Targeted Application & Tools that can be used:	
Accessory design and styling	
Fashion accessories sourcing, product design and development	
Historical research and contemporary analysis of fashion accessories	
Theme-based design and styling of fashion accessories	

Text Book	
Drawing fashion accessories - https://www.pdfdrive.com/drawing-fashion-accessories-e157987117.html	

References	
Shoes, Hats and Fashion Accessories: A Pictorial Archive, 1850-1940 - https://www.pdfdrive.com/shoes-hats-and-fashion-accessories-a-pictorial-archive-1850-1940-e187051187.html\	
Fashion: The Definitive History of Costume and Style - https://www.pdfdrive.com/fashion-the-definitive-history-of-costume-and-style-e180935014.html	

Topics relevant to "Employability" The identification of fashion accessories, jewelry design, material process and design development for developing Skills through Participative Learning techniques. This is attained through assessment component mentioned in course handout.	

Catalogue prepared by	Sandeep K N , Asst. Professor, Fashion Design
Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code: DES2013	Course Title: Production Planning and Control Type of Course: Theory	L-T- P- C	3	0	0	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The importance of understanding production concepts in apparel and fashion industry later transforms into merchandising, branding and retailing activities of the products and accessories. This course develops knowledge about apparel industries and fashion sector, their structures, process lines and manufacturing systems and quality standards. Also, this course helps the students to understand basic ideas about merchandising and retail markets, which will later translate into visual merchandising and fashion retailing ideas and concept development projects.					

Course Outcomes	On successful completion of the course the students shall be able to, Identify and define various departments and activities of apparel industry Explain skills required in apparel production in industrial set-up Define various marketing and merchandising terminologies			
Course Content:				
Module 1	Introduction to apparel industry processes	Visual journal, Presentations, Assignments	Discussions and brainstorming	15 periods
Introduction to Apparel production, Structures of apparel business, structure of the apparel industry, global apparel manufacturing, Apparel Manufacturing set-ups as per the Product specification. Sourcing-Introduction to fabric and accessory, sourcing and its types. Sampling department- importance of sampling department, objectives, types of samples- prototype, fit sample, pp sample, size set, production sample, shipment sample. Technical design reading, Tech pack analysis & objective, creating tech pack.				
Module 2	Pre-production processes in apparel manufacture	Visual journal, Presentations, Assignments	Discussions and brainstorming	15 periods
Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting, numbering & bundling, fusing department- methods of fusing, fusing machines. Production department: selection of production system- progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process. Finishing & pressing department, trimming department, packing department.				
Module 3	Apparel accessories, Inspection, Packing and Dispatch	Visual journal, Presentations, Assignments	Discussions and brainstorming	15 periods
Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials. In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids garments. Introduction to export documentation, objectives, terminologies, principal documents, auxiliary documents, risk cover, insurance, quality control and pre-shipment inspection, export credit, short, medium, long-term credit, packing credit, negotiation of bills, payment procedures in export trade.				
Targeted Application & Tools that can be used: Production planning, scheduling and shipment activities Merchandising, export documentation and sourcing Domestic and global exports, buying and negotiations				
Focus Areas: Technical design reading, Tech pack analysis & objective, creating tech pack – Participative learning, focusing on skill development and employability Finishing & pressing department, trimming department, packing department – experiential learning (industrial visits) focusing on skill development				

Text Book	
Apparel Manufacturing Technology - https://www.pdfdrive.com/apparel-manufacturing-technology-e182266316.html	
References	
Apparel Merchandising - https://www.pdfdrive.com/apparel-merchandising-e187712750.html	
Garment Manufacturing Technology - https://www.pdfdrive.com/garment-manufacturing-technology-e184523697.html	
New Product Development in Textiles Innovation and Production - https://www.pdfdrive.com/new-product-development-in-textiles-innovation-and-production-woodhead-publishing-series-in-textiles-e158032127.html	
Catalogue prepared by	Sandeep K N , Asst. Professor, Fashion Design
Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code: DES2156	Course Title: Market Research and Trim Sourcing	L-T-P-C	2	0	2	3
	Type of Course: 1] Program core 2) Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course explores the principles and practices of sourcing materials and trims in the fashion industry, covering sourcing strategies, supplier evaluation, sustainable practices, and the impact of material choices on design and production.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Market Research and Trim Sourcing and attain SKILL DEVELOPMENT through EXPERIENTIAL LEARNING techniques					

Course Outcomes	Upon successful completion of the course, the students shall be able to:
	Analyze community dynamics and identify specific needs and challenges in material and trim sourcing (Analyze).
	Design sustainable and effective sourcing strategies considering cost, quality, and ethical practices (Create).
	Evaluate the impact of material choices on design, production, and market trends, and make informed sourcing decisions (Evaluate).

Course Content:				
Module 1	Fundamentals of Material and Trim Sourcing	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12Hours

☐ Importance in the fashion industry

☐ Types of materials (natural, synthetic, specialty)

☐ Types of trims (basic, decorative, functional, sustainable)

☐ Sourcing strategies: Local vs. global, cost considerations, lead times

Module 2	Supplier Evaluation and Sustainable Practices	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12 Hours

☐ Criteria for evaluating suppliers

☐ Quality control and standards

☐ Negotiation techniques and risk management

☐ Sustainable sourcing: Eco-friendly materials, ethical practices, environmental impact

Module 3	Impact of Material Choices	Assignment Demonstration and Participati	Examples/ Demo/Assignments	14 Hours

		ve learning. Documentation		

☐ Influence on design and aesthetics

☐ Cost and production implications

☐ Consumer perceptions and market trends

☐ Technological advancements and future trends

Assessment:

Participation and attendance

Assignments and projects

Midterm exam

Final project presentation

Targeted Application & Tools that can be used:

Supplier Management Platforms: Utilize tools like SAP Ariba and Tradogram for sourcing and supplier evaluation, enabling efficient management of supplier relationships and procurement processes.

Sustainability Assessment Tools: Employ platforms such as Higg Index and EcoChain to evaluate the environmental impact of materials and trims, ensuring sustainable sourcing practices.

Design and Collaboration Software: Use applications like Adobe Illustrator and CLO 3D for designing and visualizing materials and trims within fashion collections, facilitating collaboration and decision-making in the sourcing process

Topics relevant to "Skill Development":

Study of Understanding of Market Research and Trim Sourcing for Skill Development through Experiential learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

"The Fashion Designer's Textile Directory" by Gail Baugh

References

"Fabric for Fashion: The Complete Guide" by Clive Hallett and Amanda Johnston

"Sustainable Fashion and Textiles: Design Journeys" by Kate Fletcher

 Various industry publications and articles

Catalogue prepared by	Name: Dr. Bhagyashree nadig Y S Designation: Assistant Professor School of Design

Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code: DES2006	Course Title: Analytical Testing for Textile and Apparels Type of Course: Program Core - Theory	L- T- P- C	2	0	2	3
Version No.	2.0					
Course pre-requisites	Basic understanding of fiber, yarn and fabric properties and end uses					
Anti-requisites	NA					
Course Description	The course is contextual in nature in terms of providing essential knowledge about quality parameters and their applications in apparel and fashion industries. The course enables the students to understand the importance of quality and its relation with customer satisfaction, quality standards met in the industries for identification and standardization of defect levels. The course also provides the students, an understanding about apparel products and their relation to quality assurance practices.					
Course Objective	This course is designed to familiarize the learners with the concepts of Apparel Testing & Quality Management and attain ==Skill Development== by using ==Participative Learning== techniques					
Course Outcomes	On successful completion of the course the students shall be able to, Define quality, dimensions and its importance Recognize principles of quality and their applications in apparel industries Discuss different types of quality management, control and assurance systems					
Course Content:	Quality and its importance, Quality standards and industrial practices, Defect measurement standards, Quality system and quality circle					
Module 1	Quality and its importance	Visual journal, Presentations, Assignments	Discussions and brainstorming	20 periods		

Quality definitions

Dimensions of quality

Planning of quality

Quality and its importance

TQM principles

Customer satisfaction in terms of quality

Customer perception of quality

Intrinsic and extrinsic quality

Intrinsic and extrinsic quality

Service quality

Customer retention

Continuous process improvement

Continuous process improvement

Juran trilogy

Juran trilogy

PDSA cycle

PDSA cycle

5S in quality management

Kaizen management

6 Sigma in quality management

Module 2	Quality standards and industrial practices	Visual journal, Presentations, Assignments	Discussions and brainstorming	09 periods

Traditional v/s Modern quality management

Quality control – objectives and inspection

Quality assurance and system

Quality control and its importance in apparel industry

Fabric inspection

Defect identification for woven fabrics and processed fabrics

4 point defect system

10 point defect system

IPQC, AQL standards

Module 3	Defect measurement standards	Visual journal, Presentations, Assignments	Discussions and brainstorming	10 periods

Apparel products and inspection points – men's shirts and trousers

Apparel products and inspection points – men's shirts and trousers

Apparel products and inspection points – ladies' tops, trousers and skirts

Apparel products and inspection points – ladies' tops, trousers and skirts

Apparel products and inspection points – kids' garments

Introduction to care labels

International care labeling system

Care labeling systems – Japan, Canada, British

Care labeling systems – Japan, Canada, British

Eco labels

Module 4	Quality system and quality circle	Visual journal, Presentations, Assignments	Discussions and brainstorming	12 Periods

ISO 9000 and major elements of ISO 9001-2000

Quality internal auditing

Environmental management system

ISO 14000 series standards

Environmental management programme

Quality management standards of apparel industry

AATCC, ASTM standards

Significance and importance of AATCC & ASTM standards

Zero defects concept

JIT and Kaizen

Poka-yoke

Quality circle

Targeted Application & Tools that can be used:

Fashion design and styling

Fashion accessories sourcing, product design and development

Historical research and contemporary analysis of fashion merchandising

Theme-based design and styling of fashion accessories

Text Book

Apparel manufacturing Sewn Product Analysis, By Ruth Glock, Grace Kunz.

Magazines: Needle & Thread, The Apparel Times, Apparel, Colourage, Vogue, Apparel Online

References:

Apparel manufacturing Sewn Product Analysis, By Ruth Glock, Grace Kunz.

Apparel Sizing and Fit, Textile Progress, Vol 32 NO 2/3, Textile Institute

Topics relevant to "Skill Development": Customer perception of quality, Intrinsic and extrinsic quality, Intrinsic and extrinsic quality for Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Sandeep K N, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	6th Board of Studies on 26/07/2022
Date of Approval by the Academic Council	18th Academic Council on 03/08/2022

Course Code: DES2008	Course Title: Advanced Sewing Techniques Type of Course:1] Program Core - Integrated	L-T P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	Basics of sewing					
Anti-requisites	NIL					
Course Description	The course aims to emphasizes on imparting knowledge on design parameters so that students can develop new design ideas to garments and products.					
Course Objective	The objective of the course is familiarize the learners with the concepts of Advanced Sewing Techniques and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: Define the terminologies used in sewing Explain the types and functions of sewing machines Identify of different types of stitches, seams, seam finishes & fullness. Operate the sewing machine and produce basic stitches					
Course Content: Sewing terminologies, parts and functions, Stitches & sewing techniques, Stitches & Seams – construction and classification, Fullness: study and development						
Module 1	Sewing terminologies, parts and functions	Construction Documentation Presentation				

Fabric Fundamentals - Types of Fabrics, Selection of Needle and thread according to fabric types. Fabric Preparation for cutting, Grain, Selvedge, Shrinkage, Straightening the fabric Grains.		

Module 2	Stitches & sewing techniques	Designing, Construction Documentation

Trims, Fasteners and Fullness: study and development – Introduction to fullness, types and uses, Study, analysis and development of collars, yokes, pockets, analysis and development of gathering		

Module 3	Stitches & Seams – construction and classification	Construction, Presentation Documentation

Construction of Upper Torso: Upper Torso construction with variations, One-piece dress using fullness and surface embellishment techniques. Construction of Lower Torso: Construction of Basic pant and skirt, Variation of skirts and pants.		

Module 4	Fullness: study and development	Construction, Documentation, Assignment

Construction of full length Dress with Adaptation, Working pattern and Production Patterns, with Complete Muslin Fit.		

List of Laboratory Tasks:

Experiment N0 1: Development of Basic Bodice with Dart Manipulation.

Level 1: Front and Back Bodice using one dart manipulation

Level 2: Front and Back Bodice using two dart manipulation.

Experiment No. 2: Construction of an upper garment with Yoke/Flanges.

Experiment No. 3. Development of collars and pockets.

Experiment No. 4. Sleeves Variations

Level 1. Develop any one sleeve variations using printed fabric.

Level 2. Develop any two sleeve variations using checks fabric.

Experiment No.5. Insertion and construction of Pleats/gathers in Skirt.

Level 1. Insertion and Construction of Pleats in Skirt.

Level 2. Insertion and Construction of Pleats & gathers in Skirts.

Experiment No.6. Construction of Dress without waistline Seams.

Experiment No. 7. Development of one complete garment with one variation.

Experiment No. 8. Experimentation on different garment construction Techniques.

Level 1. Construction of two complete outfits with sleeve, neckline variations and accessories.

Level 2. Creation of one complete range of garments and accessories using advanced garment Construction Techniques.						

Targeted Application & Tools that can be used:

Student shall be able to experiment in garment construction with different fabric materials and develop understanding of Industry standard.

Text Book

Pattern Making for Fashion Design - Helen Joseph Armstrong.

The New Complete Guide to Sewing: Step-by-Step Techniquest for Making Clothes and Home Accessories Updated Edition with All-New Projects and Simplicity Patterns (Reader's Digest) Hardcover – 11 November 2010 by Editors of Reader's Digest (Author).

References

• The Sewing Book: Over 300 Step-by-Step Techniques Hardcover – Import, 6 March 2018

by Alison Smith (Author)

•   Comdex fashion design- Dr. Navneet Kaur.

•   Magazines: Needle & Thread, The Apparel Times, Apparel, Vogue, Apparel Online.

Topics relevant to " EMPLOYABILITY: MEASURMENTS OF different body types Pattern making and Adaptation Method through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Ms. Garima Agarwal , Assistant Professor Fashion Design.
Recommended by the Board of Studies on	6th BOS held on 26 July 2022
Date of Approval by the Academic Council	18th BOS held on 3 August 2022

Course Code: DES2009	Course Title: Advanced Pattern Making Type of Course: 1] Program Core - Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	Basics Of Pattern Making					

Anti-requisites	NIL
Course Description	Purpose: Expanding the knowledge about Body Anatomy and Create Near to Perfect patterns according to the Client's Needs, by understanding their comfort level. To Understand the work method of the Garment Industry. Study the co-relation between the various levels of Garment Industry in Local, National and International Standards for a better planning and development of Patterns. The application of different techniques in Advanced Pattern methods of Grading in Formula Method used in Industries and Measurement Method and comparing them. These techniques will be used for better understanding of the Behavior of Garments on the Body. Understanding the Behavior of Different fabric and Its end use. Abilities to be developed: Understanding consumer psychology and adapting strategies for Creating effective body Pattern to the Individual or mass Clients. In the case of Mass production this will achieved through a single Method of Pattern Making or even combining Techniques to achieve the most effective and Comfortable fit. Nature of the course: The course is based on Industrial Study of pattern as well as Individual study of a client's body. Clients will be allotted to the Students from whom the students will be taking on body measurement and comparing the measurement and Industry Standard Measurement. The students will be exposed to Different fabrics on which they will have to work on to understand the cutting methods of Pattern according to thickness of the Fabric.
Course Objective	The objective of the course is familiarize the learners with the concepts of Advanced Pattern Making and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students shall be able to: Recognize Measurement method for personal body Measurement. Interpret the construction and Draft the patterns for Men's Wear and kids wear Using Standard and personal Measurement Calculate the Fabric consumptions in Different Fabrics provided with Different surface embellishments and Patterns

Course Content: Analysis of Patterns , General properties of fabrics & their importance in Pattern Making, Geometry of fabrics & calculations, Application of Analysis on the Blocks With Estimation

Module 1	Analysis of Patterns	Assignment Comparative report Documentation	Illustrations Calculations & comparison Visual Journal	6 Hours

Topics:

present Patterns/Size ratios and competition between Different Brands using similar Size and Patterns. Use research to assess the Target Users and their demands for certain pattern in the market.

Analyse the similar Patterns in different brands to give inputs to create the value Addition to a Pattern and to achieve better fit and comfort for a group of clients. Market for Patterns/Size ratios and identify the Target users for Particular Pattern.

Module 2	General properties of fabrics & their importance in Pattern Making	Assignment Documentation	Info-graphics development Visual Journal	9 Hours

Topics:

Physical properties of fabrics – substrates, types, width, thickness, colour used for the different Patterns and Different Garment.

Internal & external factors affecting fabric behaviour and performance and using them for different purpose in certain area of the Pattern while designing the garments.

Module 3	Geometry of fabrics & calculations	Assignment Documentation	Fabric Estimation Calculation process and Size down Estimation Development of standard and Personalized measurement	10 Hours

Topics:

Understanding the reason behind Fabric Estimation during Pattern making. Recognising and reviewing the characteristics of fabric before estimation.

Planning and Demonstration of different fabric for layering in a garment and estimating the usage of each fabric in a complete pattern belonging to and individual Costume.

Estimating and Analysing the fabric Requirement for Mass Production Patterns and Couture Patterns. Working on Different Methods of Fabric Estimation.

Module 4	Application of Analysis on the Blocks With Estimation	Assignment Documentation	Development of Paper Patterns for estimations.	10 Hours

Topics:

Combining of Pattern grading with Fabric to Obtain the real time fabric estimation for the given Block Pattern.

Combining of Pattern grading with Fabric to Obtain the real time fabric estimation for the Adapted Design Pattern.

Comparison of Fabric Estimation with and without grading for Single Size Production and Multiple Size Production.

Module 5	Assessment of Different Patterns and Crisis Management	Case Studies Assessment and	Case Studies	10 Hours

		Documentation		

Topics:

Estimation of Fabrics for Different Patterns Such Men's Wear Women's Wear and assessing it with the actual Sample Garment.

Evaluating the Differential Measurement of fabric Estimation in calculation and actual usage of fabric which provides the Fabric Wastage estimation. This would help in recalculation and Interpretation of pattern Arrangement During Estimation and leading towards Minimal wastage of the fabric.

List of Practical Tasks:

Project No. 1: Creation of New patterns

Level 1: Creation of new pattern through Drafting and Adaptation Method

Level 2: Experimentation of Adaptation to Acquire new patterns

Level 3: Compare the Different Patterns such as upper torso patterns and lower torso Patterns to acquire different criteria for estimation.

Project No. 2: Grading of Patterns

Level 1: Preparing the Patterns for Grading using Slopers.

Level 2: Grading the given pattern Scale up and Scale Down for a given pattern.

Level 3: Elaboration of grading into nesting with either grading up of grading down.

Project No. 3: Estimation of fabrics

Level 1: Selection and formulation of a block and its adaptation for single size and Multiple size estimation

Level 2: Cutting, composing and Spreading of Patterns for estimation of Fabric.

Level 3:   Comparison of fabric usage in Block patterns and Adaptation Patterns for waste Estimation.

Targeted Application & Tools that can be used:

Exposure to a wide range of patterns and their improvisation by way of case studies, client study.

Prototyping of projects in collaboration with other streams who will be acting as a client base.

Understanding the values of scales-up and scaling down project sizes without compromising on the output.

Text Books

Metric Pattern Cutting –Winifred Aldrich,1976,

Pattern making for fashion Design – Helen Joseph Armstrong,1987.

Dress Pattern Designing –Natalie Brey,1961.

References

Pattern Making - Dennic chuman Lo,2011

https://www.youtube.com/watch?v=Ve-6w7qhOCg Metric Pattern Body Block

Dress Pattern Designing –Natalie Brey,1961.

https://www.youtube.com/watch?v=oF-bx_S1dZo Dart Manipulation

https://www.youtube.com/watch?v=rWYHT6qrGAM Slash and Spread Method

https://www.youtube.com/watch?v=XWb-8FCB9qo Pivot Method

Basic Pattern Skills for Fashion Design by Bernard Zamkoff

Art of Fashion Draping by Connie Amaden-Crawford.

Topics relevant to " EMPLOYABILITY : MEASURMENTS OF different body types Pattern making and Adaptation Method through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Dr.Bhagyashree Nadig Y S
	Asst. Professor
	School Of Design
Recommended by the Board of Studies on	6th BOS held on 26 July 2022
Date of Approval by the Academic Council	18th BOS held on 3 August 2022

Course Code: DES2128	Course Title: Digital Marketing in Fashion					
	Type of Course: Discipline Elective - Integrated	L- T-P- C	2	0	2	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The course aims to provide a comprehensive understanding of digital marketing fundamentals and their application, particularly within the context of the fashion industry. Students will explore key concepts such as digital marketing channels, trends, and consumer behavior in digital media. They will learn strategies for Search Engine Optimization (SEO), Search Engine Marketing (SEM), social media marketing, content marketing, email marketing, influencer marketing, and affiliate marketing.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Digital Marketing in Fashion and attain Employability of student by using Experiential Learning techniques.					

	On successful completion of the course, the students shall be able to:
	Theory outcomes:
	Explain key components of digital marketing, specifically tailored to the fashion industry context
	Practical outcomes:
	Produce marketing campaigns using various channels tailored for fashion brands
Course Outcomes	Apply strategies to enhance user experience, traffic, and drive conversions through optimized e-commerce platforms
	Interpret legal and ethical issues related to digital marketing practices

Course Content:				
Module 1	Understanding Digital Marketing Fundamentals	Visual document project	Case studies, classroom discussions and presentations	15 Periods

Topics:

Introduction to Digital Marketing

Overview of digital marketing channels, trends, and strategies

Consumer interaction with digital media and purchasing decisions

Search Engine Optimization and Search Engine Marketing

Social media marketing

Content marketing

Email marketing

Influencer marketing

Affiliate marketing

Measuring the effectiveness of digital marketing campaigns

Module 2	Advancements in Digital Marketing for Fashion	Visual document project	Case studies, classroom discussions and presentations	15 periods

Topics:

Data-Driven Marketing Strategies

Mobile Marketing and App Development

Emerging Technologies in Fashion Marketing

International Digital Marketing

Legal and Ethical Issues in Digital Marketing

Module 3	Implementing Digital Marketing Strategies	Visual document project	Case studies, classroom discussions and presentations	15 periods

Topics:

Social Media Marketing for Fashion

Content Marketing in Fashion

Email Marketing and Automation

E-commerce Optimization

Influencer Marketing and Brand Partnerships

List of Projects:

Visual document project on 'Exploring Consumer Interaction with Digital Media and Purchasing Decisions in Fashion'

Visual document project on 'Exploring Emerging Technologies in Fashion Marketing'

Visual document project on 'Exploring Content Marketing in Fashion'

Targeted Applications & Tools that can be used:

Channel Development for Marketing – Google Analytics, Instagram Insights, LinkedIn Ads

Measurement of Campaign Effectiveness - Tableau, Google Data Studio

E-Commerce Optimization – A/B Testing Tools

Legal and Ethical Considerations – GDPR Compliance Tools, FTC Compliance Guides

Text Book

1)   eMarketing: The Essential Guide to Marketing in a Digital World - 6th Edition, Rob Stokes, 2013
https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=TEXTB OOK_LIBRARY01_06082022_406

References

1)   Fundamentals of Digital Marketing, Bhatia, Puneet Singh, Pearson, 2029

http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=38098&query_desc=kw%2Cwrdl%3A%20digital%20marketing

2)   Social Media Marketing, Tuten, Tracy L, Sage Publications India Pvt. Ltd., 2015
http://182.72.188.195/cgi-bin/koha/opac-

detail.pl?biblionumber=12056&query_desc=kw%2Cwrdl%3A%20digital%20marketing

Topics relevant to "EMPLOYABILITY": Measuring the effectiveness of digital marketing campaigns, Legal and Ethical Issues in Digital Marketing, Influencer Marketing and Brand Partnerships for Employability through Experiential

Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Mr. Madhusudana M, Asst. Professor [Fashion Design]
Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code: DES1041	Course Title: Sustainability in Fashion Type of Course: 1] Program core 2) Integrated	L-T-P-C	2	0	2	3
Version No.	2.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Purpose: This course is to understand and development sustainability aspects in fashion and its industry. Abilities to be developed: The objective of the course is to provide an understanding of the basics of visual design and the tools to the student. The course equips them to be able to analyze various types of forms, spaces, and semantics, and explore meta and complex patterns. Nature of the course: The students will be able to develop an interwind the research and development of more effective visual communication designs which in the long run will translate into their applications in the design industry.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of sustainability in fashion is to skill analysis and attain SKILL DEVELOPMENT through EXPERIENTIAL LEARNING techniques					

Course Outcomes	Upon successful completion of the course the students shall be able to: Identify to articulate the environmental impacts of the fashion industry, including resource consumption, pollution, and waste generation. Understand and evaluate sustainable materials, understanding their benefits and limitations in the context of fashion design and production. Identify the principles of sustainable design, such as zero-waste pattern making, life cycle thinking, and circular fashion concepts, to create environmentally friendly garments. Understand the innovative technologies and practices, such as upcycling, recycling, and the use of digital design tools, to address sustainability challenges in fashion. practical skills in garment repair and maintenance, learning techniques to extend the life of clothing and reduce textile waste.			

Course Content:

Module 1	Introduction to Sustainability in Fashion	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12Hours

Topics: Overview and expectations, Definition and scope of sustainability in fashion, Historical context and evolution of sustainable fashion.

Module 2	Environmental Impacts of Fashion	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12 Hours

Topics: Environmental impacts of textile production and garment manufacturing, Water usage, pollution, and waste in the fashion industry

Module 3	Sustainable Materials and	Assignment Demonstration and Participati	Examples/ Demo/Assignments	14 Hours

	Design Principles	ve learning. Documentation			

Topics: Natural vs. synthetic fibers, Innovations in sustainable textiles (organic, recycled, biodegradable), Certifications and standards (e.g., GOTS, OEKO-TEX)

Module 4	Innovations in Sustainable Fashion and Future of Sustainable Fashion	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics: Design strategies for sustainability, Life cycle assessment (LCA) in fashion, Zero-waste and circular design concepts and Project planning and development

List of Practical Tasks:

Life Cycle Assessment (LCA) Project

Conduct a life cycle assessment on a chosen garment to evaluate its environmental impact from production to disposal. Present findings and suggest improvements for reducing the garment's environmental footprint.

Sustainable Material Research

Research and present on different sustainable materials (e.g., organic cotton, bamboo, Tencel, recycled polyester). Compare their environmental impacts and suitability for various fashion applications.

Designing a Zero-Waste Collection

Develop a mini-collection of garments using zero-waste pattern-making techniques. Create prototypes and present the design process, highlighting how waste was minimized.

Sustainable Fashion Photography

Create a photo series that highlights sustainable fashion items, emphasizing their environmental and social benefits. Use the photos to create promotional materials or a look book for a sustainable fashion campaign.

Targeted Application & Tools that can be used:

Understand the environmental and social impacts of the fashion industry.

Learn about sustainable materials and ethical sourcing.

Explore innovative practices and technologies in sustainable fashion.

Develop skills in sustainable design and production methods.

Analyse case studies of brands and designers leading in sustainability..

Text Books

1.Fashion and Sustainability: Design for Change" by Kate Fletcher and Lynda Grose

2."Sustainable Fashion and Textiles: Design Journeys" by Kate Fletcher

References

"What Does 'Sustainable Fashion' Actually Mean?". British Vogue. April 19, 2021. Retrieved October 24, 2023.

^ "Destination Zero: seven years of Detoxing the clothing industry" (PDF). Greenpeace. Retrieved September 30, 2020.

^ "Greenpeace Calls Out Nike, Adidas and Puma for Toxic Clothing". Reuters. August 9, 2011. Retrieved September 30, 2020.

^ Niu, Baozhuang; Chen, Lei; Zhang, Jie (November 2017). "Punishing or subsidizing? Regulation analysis of sustainable fashion procurement strategies". Transportation Research Part E: Logistics and Transportation Review. 107: 81–96. doi:10.1016/j.tre.2017.09.010

Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code: DES2011	Course Title: Art of Draping Type of Course: 1] Program core 2) Integrated	L-T-P-C	1	0	4	3

Version No.	2.0
Course Pre-requisites	NA
Anti-requisites	NIL
Course Description	Purpose: This course is to understand fundamentals of Draping and its importance in fashion trends Abilities to be developed: The objective of the course is to provide an understanding of the basics of visual design and the tools to the student. The course equips them to be able to analyze various types of forms, spaces, and semantics, and explore meta and complex patterns. Nature of the course: The students will be able to develop an interwind the research and development of more effective visual communication designs which in the long run will translate into their applications in the design industry.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Draping and garment construction to skill analysis and attain SKILL DEVELOPMENT through EXPERIENTIAL LEARNING techniques
Course Outcomes	Upon successful completion of the course the students shall be able to: Identify the basic skills and techniques in positioning and pinning fabric on a dress form to develop Apply structure of a garment/accessory design -- to support and expand the fashion design process. Identify and recognize the patterning and fitting problems and solutions with draping techniques. Apply and manipulate draping Techniques. Interpret their creative design ideas through various draping techniques.
Course Content:	

Module 1	Introduction and Basic terminology of Draping:	Assignment Demonstration and Participative learning.	Examples/ Demo/Assignments	12Hours

		Document ation		

Topics:

Introduction to draping.

Study of Equipment's.

Study of Grain.

Study of Dress forms.

Preparation of dress forms for draping.

Preparation of muslin for Draping-Tearing, blocking, pressing.

Module 2	Identification & Application	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12 Hours

Topics:

Marking, Trueing, Method of draping of Front body, Method of draping of Back body.

Module 3	Manipulation Techniques	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics:

Dart manipulation—Bustling dart, Neck line dart, Insertion of pleats in bodice, Insertion of tucks in bodice, Insertion of cowl in bodice.

Module 4	Advanced Draping Methods:	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics:

Skirts, Pants, Collars, Sleeves and Tailored Garments.

List of Practical Tasks:

Project No. 1: Development of Basic Bodice: Front using Muslin fabric.

Project No. 2: Development of Basic Bodice: Back Bodice using Muslin fabric.

Project No. 3: Development of Basic Bodice: Front And Back bodice using special fabric.

Project No. 4: Development of Basic Bodice: Front And Back bodice using special fabric with faster.

Project No. 5: Construction of Basic Skirt

Project No. 6: Construction of Basic Skirt with special fabric.

Project No. 7: Construction of Basic Skirt with style variation.

Project No. 8: Construction of Dart variation (Buster)

Project No. 9: Construction of Dart variation (French)

Project No. 10: Construction of Dart variation (Mid Armhole)

Project No. 11: Construction of Dart variation (shoulder)

Project No. 12: Construction of Dart variation (Neck with style line)

Project No. 13: Construction of sleeve with dart component.

Project No. 14: Construction of puff sleeve with draping.

Project No. 15: Construction of yokes and variations.

Project No. 16: Construction of yokes with gathers.

Project No. 17: Construction of yokes buster / back.

Project No. 18: Construction of collars.

Project No. 19: Construction of mandarin collar.

Project No. 20: Construction of collard along with bodies.

Project No. 21: Selection of theme based on draping techniques and develop 5 set of garment through draping techniques only.

Project No. 22: selection of theme.

Project No. 23: Creation of mood board , inspiration

Project No. 24: Creation of idea, fabric. And muslin fit.

Project No. 25: Pattern development as per the design ideas.

Project No. 26: Mockup of through draping skill.

Project No. 27: Presentation skills and board creation.

Project No. 28: Presentation and photo skills Fit.

Project No. 29: Presentation and shoot, Editing.

Project No. 30: Presentation and presenting of two complete range of garments and accessories using advanced draping technique

Targeted Application & Tools that can be used: Understand basic skills and techniques in positioning and pinning fabric on a dress form to develop structure of a garment/accessory design -- to support and expand the fashion design process. Development and implementation of draping skill in designing of garments. Generating mockups before the final design process to understand the design in 3D. Design finalization and Presentation for the jury and evaluation.	

<mark>Topics relevant to "Skill Development":</mark> <mark>Study of Understanding of Draping and list of practical tasks for Skill Development through Experiential learning techniques. This is attained through assessment component mentioned in course handout.</mark>	

Text Books Jaffe, Hilde. Draping for fashion design. Pearson Education India, 2000. Kiisel, Karolyn. Draping. Hachette UK, 2020.	

References Helen Joseph Armstrong, Draping for ApparelDesign (3rd edition). New York: Fairchild Books,2013. Helen Joseph Armstrong, Patternmaking forFashion Design (5th edition). Upper SaddleRiver, New Jersey: Pearson Prentice Hall, 2009. Michele Wesen Bryant, Fashion Drawing:Illustration Techniques for Fashion Designers. London: Laurence King Publishing/UpperSaddle River, New Jersey: Pearson PrenticeHall, 2011. Michele Wesen Bryant and Diane DeMers,The Specs Manual (2nd edition). New York:Fairchild Books, 2004. Kathryn Hagen, Fashion Illustration forDesigners (2nd edition). Upper Saddle River,New Jersey: Prentice Hall, 2010 https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4NI9 fQU41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1 https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4NF 9fQU41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1	

Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	7TH BOS 12 /01/2023

Date of Approval by the Academic Council	20TH AC held on 15 /02/2023

Course Code: DES1029	Course Title: Supply Chain Management Type of Course: Program Core - Theory	L- T-P- C	3	0	0	3
Version No.	2.0					
Course pre-requisites	Understanding of fashion concepts Basic knowledge about garments and accessories. Elements and principles of design, including colour theory.					
Anti-requisites	NA					
Course Description	The importance of understanding production concepts in apparel and fashion industry later transforms into merchandising, branding and retailing activities of the products and accessories. This course develops knowledge about apparel industries and fashion sector, their structures, process lines and manufacturing systems and quality standards. Also, this course helps the students to understand basic ideas about merchandising and retail markets, which will later translate into visual merchandising and fashion retailing ideas and concept development projects.					
Course Objective	This course is designed to familiarize the learners with the concepts of Fashion Merchandising and attain ==Employability== by using ==Participative Learning== techniques					
Course Outcomes	On successful completion of the course the students shall be able to, Identify and define various departments and activities of apparel industry Explain skills required in apparel production in industrial set-up Define various marketing and merchandising terminologies					
Course Content:	Introduction to apparel industry processes, Pre-production processes in apparel manufacture, Inspection, Packing and Dispatch, Introduction to marketing and merchandising.					
Module 1	Introduction to apparel industry processes	Visual journal, Presentations, Assignments	Discussions and brainstorming		11 periods	

Introduction to Apparel production, Structures of apparel business, structure of the apparel industry, global apparel manufacturing, Apparel Manufacturing set-ups as per the Product specification. Sourcing- Introduction to fabric and accessory, sourcing and its types. Sampling department-importance of sampling department, objectives, types of samples- prototype, fit sample, pp sample, size set, production sample, shipment sample. Technical design reading, Tech pack analysis & objective, creating tech pack.

Module 2	Pre-production processes in apparel manufacture	Visual journal, Presentations, Assignments	Discussions and brainstorming	12 periods

Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting, numbering & bundling, fusing department- methods of fusing, fusing machines. Production department: selection of production system- progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process. Finishing & pressing department, trimming department, packing department.

Module 3	Inspection, Packing and Dispatch	Visual journal, Presentations, Assignments	Discussions and brainstorming	12 periods

Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials. In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids garments. Introduction to export documentation, objectives, terminologies, principal documents, auxiliary documents, risk cover, insurance, ECGC, quality control and pre-shipment inspection, export credit, short, medium, long-term credit, packing credit, negotiation of bills, payment procedures in export trade.

Module 4	Introduction to marketing and merchandising	Visual journal, Presentations, Assignments	Discussions and brainstorming	10 Periods

Introduction to Retail, Marketing, Management and Merchandising, terminologies. Fashion retailing- History, Scope, Importance, Types (Domestic and International), techniques, channel of distribution. Marketing – types, four P's, fashion promotion advantages, trade shows, exhibitions, fashion shows, market survey and research. Types of merchandising, concepts, merchandise planning, sampling- Importance, counter sample.

Targeted Application & Tools that can be used:

Fashion design and styling

Fashion accessories sourcing, product design and development

Historical research and contemporary analysis of fashion merchandising

Theme-based design and styling of fashion accessories

Text Book

Apparel manufacturing Sewn Product Analysis, By Ruth Glock, Grace Kunz.

References

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/TQM-06-2020-0140/full/html

https://www.cambridge.org/core/books/abs/american-workplace/modular-production-improving-performance-in-the-apparel-industry/973DBC9396C39FAB5D9D019C7779201D

https://www.cambridge.org/core/books/abs/global-value-chains-and-development/international-trade-and-industrial-upgrading-in-the-apparel-commodity-chain/740EF738AA03A2FFD6C00DBAC1D14938

Topics relevant to "==Employability=="": Study on apparel industry process, apparel manufacturing, marketing and merchandising for ==Employability== through ==Participative Learning== techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Sandeep K N, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	6th BOS held on 26.07.2022
Date of Approval by the Academic Council	18th Academic Council held on 03.08.2022

Course Code: DES2129	Course Title: Elements of Fashion Portfolio Type of Course: 1] Program core 2) Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Purpose: This course is to understand and development of portfolio design collection. Abilities to be developed: The objective of the course is to provide an understanding of the basics of visual design and the tools to the student. The course equips them to be able to analyze various types of forms, spaces, and semantics, and explore meta and complex patterns. Nature of the course: The students will be able to develop an interwind the research and development of more effective visual communication designs which in the long run will translate into their applications in the design industry.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of elements of portfolio to skill analysis and attain SKILL DEVELOPMENT through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course the students shall be able to: Identify the knowledge of the fundamental components of a professional fashion portfolio. Understand the importance of a well-organized and visually appealing portfolio. Apply structure of a garment/accessory design -- to support and expand the fashion design process. Identify the display design concepts through sketches, illustrations, and technical drawings.					

		Apply and incorporate thorough research and trend analysis into design projects.		

Course Content:				
Module 1	Understanding Portfolio Essentials	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12Hours

Topics:

Introduction to draping.

Study of Equipment's.

Study of Grain.

Study of Dress forms.

Preparation of dress forms for draping.

Preparation of muslin for Draping-Tearing, blocking, pressing.

Module 2	Showcasing Design Skills	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	12 Hours

Topics:

 Marking, Trueing, Method of draping of Front body, Method of draping of Back body.

Module 3	Developing Technical Proficiency	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics:
Dart manipulation—Bustling dart, Neck line dart, Insertion of pleats in bodice, Insertion of tucks in bodice, Insertion of cowl in bodice.

Module 4	Incorporating Research and Inspiration and Presentation Skills	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours

Topics:
Design collection (Digital concept will all the design boards and display)

List of Practical Tasks:

1. Concept Development & Sketching and Illustration

Create mood boards and inspiration boards.

Conduct trend analysis and market research.

Produce hand-drawn fashion sketches.

Create digital fashion illustrations using software like Adobe Illustrator.

2.Technical Flats and Spec Sheets & Fabric and Textile Exploration

Draw technical flats of garments.

Develop spec sheets with detailed garment measurements and construction notes.

Create fabric swatches and texture boards.

Develop original textile designs or prints.

3. Color Story and Palette Creation & Collection Development

Develop a cohesive color palette for a collection.

Create color story boards to communicate the theme and mood of the collection.

Design a mini collection of 6-10 pieces.

Create lookbooks to present the collection.

4.Garment Construction Samples (Digital)

Produce sample garments or prototypes.

Document the construction process with photographs and notes

Targeted Application & Tools that can be used:

Identify the knowledge of the fundamental components of a professional fashion portfolio.

Understand the importance of a well-organized and visually appealing portfolio.

Apply structure of a garment/accessory design -- to support and expand the fashion design process.

Identify the display design concepts through sketches, illustrations, and technical drawings.
Apply and incorporate thorough research and trend analysis into design projects.

Text Books

Portfolio Presentation for Fashion Designers" by Linda Tain.

The Fashion Designer's Sketchbook: Inspiration, Design Development and Presentation" by Sharon Rothman.

"Fashion Design Workshop: Remix: Illustrating Fashion with Marker and Watercolor" by Stephanie Corfee.

Fashion Flats and Technical Drawing" by Bina Abling.

References

 McKay, Dawn Rosenberg. "What Does a Fashion Designer Do?". the balance careers.

^ Sterlacci, Francesca. "What Is a Fashion Designer?". Love to Know.

^ "fashion industry | Design, Fashion Shows, Marketing, & Facts". Encyclopedia Britannica. Retrieved 2020-10-14.

^ "What is Haute Couture?". Haute Couture Hot. HauteCoutureNews.com. Archived from the original on 12 June 2018. Retrieved 13 May 2012.

^ Pauline Weston Thomas. "Haute Couture Fashion History" (Article). Fashion-Era.com. Retrieved 13 May 2012.

^ "Haute couture: Making a loss is the height of fashion". telegraph.co.uk.

Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code	Course Title: Garment Surface Ornamentation			1	0	4	3
DES1043		L-T-P-C					
	Type of Course: Program core Subject Integrated						
Version No.	1.0						
Course Pre-requisites	Basics of Needle Craft						
Anti-requisites	NIL						
Course Description	Purpose:

The course provides fundamental insights into the process of Hand sewing and embroidery. Understanding of equipment's and the techniques used to develop basic and advanced hand stitching and sewing processes.

Abilities to be Develop:

The students get well equipped with the knowledge of developing stitches with a thorough understanding of the materials and substrates used in making the sewing threads and needles.

Nature of the Course:

It also helps the students to develop the creative skills along with technical inputs to develop different types of surface developments using stitching and sewing techniques. | | | | | | |
| Course Objective | The objective of the course is familiarize the learners with the concepts Basics of Needle Craft and attain Skill Development of student by using EXPERIENTIAL LEARNING Techniques. | | | | | | |
| Course Outcomes | On successful completion of the course the students shall be able to:

Define the terminologies used in Hand sewing and embroidery.

Identify different types of garment hand stitches and finishes.

Apply various hand embroideries and stitches for surface embellishment.

Research on various hand stitching techniques and methods for surface embellishment. | | | | | | |
| Course Content: | Hand Stitches & Sewing techniques, Construction and Manipulation, Fabric Fundamentals, | | | | | | |

| Module 1 | Embroidery Stitches with basics Stitches | Practice

Case study

Documentation | Observations

Illustrations

Visual Journal | 14 Hours |
|---|---|---|---|---|

Topics: Introduction to Hand stitches & embroidery application of temporary and permanent stitches. Embroidery of Running Stitches Like Kantha, kashida, Chambarumal, kasuti

Module 2	Construction and Manipulation of Stitches with Accessories	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours

Topics: Advanced Hand embroidery and smocking technique, Applique work and Mirror work. Phulkari Surastrian Embroideries like Labani, Kutch Kaathewar Sindhi

Module 3	Fabric Fundamentals and Appliques	Assignment Presentation Documentation	Group Activities Presentations Explorations	14 Hours

Topics: Types of Fabrics, Selection of Needle and thread according to fabric types. Fabric Preparation for cutting, Grain, Selvedge, Shrinkage, Straightening the fabric grains.

Applique works and their Catagories, Koudi making, Patch work, Drawn Thread work

List of Practical Tasks:

Project No. 1

Level 1: Explore 10 different Stitches with Iterations

Level 2: Explore 20 different Stitches with Iterations

Project No. 2:

Level 1: Study on 5 traditional textiles of the craft of India and Research on 2 Traditional craft.

Level 2: Study on 10 traditional textiles of the craft of India and Research on 4 Traditional craft.

Project No. 3:

Level 1: Development of 5- 6 Samples of Macramé, Knitting, Crochet, Drawn thread Work etc.

Project No. 4:

Using used old fabric and clothing to convert them into products and ensembles.

Targeted Application & Tools that can be used:

Students to develop the creative skills along with technical inputs to develop different types of surface developments using stitching and sewing techniques.

Hand sewing and embroidery tools and equipment.

Topics relevant to " Skill Development ": Motif creation of Basic Hand Sewing and tools and handling accessories for beginners for Skill Development through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

A Complete guide of Sewing: Reader's Digest.

The Sewing Book by Alison Smith.

References

Hand Embroidery Stitches for Everyone, 2nd Edition: A step-by-step pictorial guide to 300 Embroidery and Cross Stitches with printable patterns, tips, by Juby Aleyas Koll (Author),

150 creative sewing techniques – by Ruth Singer.

Magazines: Needle & Thread, The Apparel Times, Apparel, Vogue, Apparel Online

1.https://www.jstor.org/stable/3822378

The Eye of the Needle in Pre dynastic Egypt Author(s): John Nunn and John Rowling Source: The Journal of Egyptian Archaeology , 2001, Vol. 87 (2001), pp. 171-172 Published by: Sage Publications, Ltd. Stable URL: https://www.jstor.org/stable/3822378.

2.The Sewing-Machine in Colonial-Era Photographs: A record from Dutch Indonesia Author(s): JEAN

GELMAN TAYLOR Source: Modern Asian Studies, JANUARY 2012, Vol. 46, No. 1, Everyday

Technology in South and Southeast Asia (JANUARY 2012), pp. 71-95 Published by: Cambridge

University Press Stable URL: https://www.jstor.org/stable/41330654.

Catalogue prepared by	Dr.Bhagya Nadig
	Assistant Professor, Fashion Design
Recommended by the Board of Studies on	6th BOS held on 26TH JULY 2022
Date of Approval by the Academic Council	18 AC held on 03RD AUG 2022

Course Code DES1032	Course Title: Fashion Styling and Photography Type of Course: Practical	L-T-P-C	0	0	4	2
Version No.	1.0					
Course Pre-requisites	Nil					
Anti-requisites	NIL					
Course Description	Purpose: The course provides fundamental insights into the process of fashion styling and communication. Understanding specific aspects of fashion styling techniques, design services combine of modeling, photography. The students get well					

		equipped with the knowledge of developing series of styling based on the theme and print media. It also helps the students to develop the creative skills along with technical inputs to develop handbooks on fashion styling or designer look book.
Course Objective		The objective of the course is to familiarize the learners with the concepts of Fashion styling and communication to skill in styling to analysis and attain SKILL DEVELOPMENT through EXPERIENTIAL LEARNING techniques
Course Outcomes		On successful completion of the course the students shall be able to: Identify the role and profile of a fashion stylist Apply the principles of styling and the formats of presentation Familiarize with usage of camera, its settings and photo composition and Editing Identify the differences between editorial and personal styling and Apply the aesthetic sensibility, personal taste and visual culture for creating an image through styling.
Course Content:		Introduction on fashion styling,

Module 1	Introduction on fashion styling	Practice Case study Documentation	Observations Illustrations Visual Journal	14 Hours
Topics: Introduction on fashion styling, Role of a Fashion Stylist In-depth study of the stylist's role in print and interactive media in fashion markets, with an emphasis on fashion and accessories. Stylist and stylist, from shopping, propping, prepping, and working with models and photo, professionals and layouts.					

Module 2	Principles of styling	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours
Topics: Preference of fashion shopping and the market, work with designers and how to select the right model or actor, and observe the professionalism necessary for a specific assignment while participating in a photo shoot.					

Module 3	Makeover	Assignment Presentation Documentation	Group Activities Presentations Explorations	14 Hours
Topics:					

Makeover - Introduction to makeup, types of makeup based on skin type, shape of the face, eyes, nose, lips. Choice of colours based on skin colour, makeup for corporate, outing, swimming, beach, special occasions - wedding, party, award ceremony.

Module 4	Thematic photo styling	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	16 Hours

Topics:

Illustrate the inspiration, research and trends behind a collection; accessorize and package a collection by emphasizing its emotional value; create all the materials needed to present a collection to stakeholders.

List of Practical Tasks:

Assignment 1: Create an editorial styling board with 05 visual boards detailing out the layouts, inspiration and research. Creating a character and character research a photo-shoot or a live model presentation of the look through and make up, hair style & costume. Students may work on a set as a makeup artist or assist on set.

Assignment 2: Illustrate a look book with 03 looks using any retail brand's latest collection with thematic representation. Use make-up and hair styling along with suitable accessories and props for thematic photo-shoot ideation. Or Styling creative photo essay suitable for print and digital publication for a celebrity/artist.

Targeted Application & Tools that can be used:

Identify and research, interpret and develop styling concepts and work with composition.

Analysis the style relevant to current and future trends in style and visual look.

Identify and manage all elements, resources and processes behind the creation of a styled image.

Identify to develop creative imagery required for briefs based on fashion styling for editorial shoot.

Research on international and national designer.

Topics relevant to "Skill Development":

Study of Understanding Fashion styling and communication to skill in styling, editing and attain Skill Development through Experiential learning techniques. This is attained through assessment component mentioned in course handout.

Text Books

Gillian Armour, "Fashion Stylist - A how to guide", Create Space, 2012.

2. Jo Dingemans, "Mastering Fashion Styling", Palgrave, 1999.

3. Kathleen Fifield, "Instyle Instant style - your season by season guide for work and weekends", Style books, 2006.

References

Dingemans, Jo, 1999, Mastering Fashion Styling, Palgrave Macmilan, London

Mc Assey, Jaqueline & Buckley, Clare, 2011, Styling-Creating Style, Fashion or Image,Bloomsbury Publishing, New York

Mclean, Luanne, 2012, Contemporary Fashion Stylists, Vivay Publishing Ltd.,China

Thomas, Bobbie, the Power of Style, edn. First, Harper Collins, New York

Flaherty, Somer, 2012, The Book of Styling: An Insider's Guide to Creating Your OwnLook; Zest Books:New York.

Sanders, Annika, 2011; Junky Styling: Wardrobe Surgery; A & C Black Publishers Ltd.London

Morrison, Sasha, 2011; Secrets of Stylists: An Insider's Guide to Styling the Stars;Chronicle Books: San Francisco.

Catalogue prepared by	Name: Mr. Shahul Hameed M
	Designation: Assistant Professor
	School of Design
Recommended by the Board of Studies on	6th BOS held on 26TH JULY 2022
Date of Approval by the Academic Council	18 AC held on 03RD AUG 2022

Course Code: DES1038	Course Title: Haute Couture Fashion Type of Course: Discipline Elective - Integrated	L- T-P-C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The course enables the students to study the processes involved in producing Haute Couture and Luxury Pret-a-Porter collections that are sure to be successful worldwide. Along with developing a deep understanding of the spending patterns and lives of elites across all eras, students will also learn how to navigate between styles and cultural traditions.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Haute Couture Fashion and attain Employability of student by using Experiential Learning techniques.					

Course Outcomes	On successful completion of the course, the students shall be able to:
	Theory outcomes:
	Discuss the different development phases of Fashion Collections
	Practical outcomes:
	Interpret the creative process of an idea from its inception to its realization
	Demonstrate the creative process into project development in line with trends in the Global Fashion Industry
	Employ research methodology in design development for couture fashion

Course Content:				
Module 1	Introduction to Haute Couture – Designers	Visual documentation	Practical design explorations, group discussions	5 Periods

Topics:

Introduction to Haute Couture fashion

Designer study 1 – Gianni Versace

Designer study 2 – Iris Van Harpen

Designer study 3 – Coco Chanel

Designer study 4 – Christian Dior

Module 2	History and Timeline	Visual documentation	Practical design explorations, store visits	10 periods

Topics:

History and timeline of Haute Couture

Design works study of various designers

18th century Haute Couture

19th century Haute Couture

Modern Haute Couture

Regulating bodies, selection criteria and characteristics

Module 3	Atelier	Visual documentation	Practical design explorations, store visits	15 periods

Topics:

Dressmaking – introduction and salient features

Design works study of various designers

Tailoring – introduction and salient features

Design works study of various designers

Module 4	Techniques in Haute Couture	Visual documentation	Practical design explorations, store visits	15 periods

Topics:

Embroidery – techniques

Design works study of various designers

Lace and Tulle – techniques

Design works study of various designers

Featherwork - techniques

Design works study of various designers

List of Projects:

Design development and documentation – ideation, sketching, prototypes, and final works based on the designers' study for Haute Couture fashion as an individual garment(s) from student groups.

Targeted Applications & Tools that can be used:

Design development of luxury products through customization

Research and innovation in haute couture fashion for exclusive brands

Creative designing and production of couture wear

Design interpretation and documentation of designer wears in couture collection

Text Book

Haute Couture by Richard Martin and Harold Koda, The Metropolitan Museum of Art, New York, 1995

References

Jolly Fellows: Marketing Haute Couture, 1919-1939, Stott, Richard Briggs, ISBN - 9780801897955

https://presiuniv.knimbus.com/user#/viewDetail?searchResultType=ECATALOGUE_BASED&unique_id=PROJECT_MUSE_OPEN_2_06082022_122

Popularizing Haute Couture. Acceptance and Resistance to the New Look in the post-1945 United States, July 2008. Sylwia Kuźma-Markowska, University of Warsaw

https://www.researchgate.net/publication/326416098_Popularizing_Haute_Couture_Acceptance_and_Resistance_to_the_New_Look_in_the_post-1945_United_States

From early draping to haute couture models: 20 years of research, September 2005The Visual Computer 21(8-10):506-519, DOI:10.1007/s00371-005-0347-6, Nadia Magnenat Thalmann, University of Geneva

https://www.researchgate.net/publication/220067824_From_early_draping_to_haute_couture_models_20_years_of_research

Videos:

Inside the Haute Couture Ateliers | https://www.youtube.com/watch?v=ukZuPHIFUH0

Iris van Herpen | Editor's Choice | https://www.youtube.com/watch?v=qOtJzOhupaU

Les trésors de la Haute Couture | https://www.youtube.com/watch?v=c6D8JrAgiHo

WOW! CHANEL: JOURNAL OF A COLLECTION! By Loic Prigent | https://www.youtube.com/watch?v=_waWz5gVa4s

The Manish Malhotra Mijwan Couture Fashion Show 2022 | https://www.youtube.com/watch?v=Yt7z0kMGeug

Topics relevant to "EMPLOYABILITY": Embroidery – techniques, lace and Tulle – techniques, and featherwork - techniques for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Madhusudana M, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	9th BOS 14th th January 2024
Date of Approval by the Academic Council	23 AC Held on 27 March 2024

Course Code: DES2111	Course Title: Visual Merchandising in Fashion Type of Course: Discipline Elective - Integrated	L- T-P-C	1	0	4	3
Version No.	3.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The course aims to provide the students with comprehensive knowledge about visual merchandising, store design, and window display. The course also helps them to understand and practice elements of visual merchandising which includes store management and branding.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Visual Merchandising in Fashion and attain Employability of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: Theory outcomes: Define the design concepts applied to visual merchandising Discuss the processes involved in creating effective theme-based displays Practical outcomes:					

	Review the meaning-making process to display themes through visual mediums			
	Apply effective planning strategies to maximize consumer interest and sales			
Course Content:				
Module 1	Store Design	Visual documentation	Practical design explorations, store visits	9 periods

Topics:

Creating a store image

Store exteriors and interiors

Store layout design

Space planning and planograms

Store study – Kurt Geiger

| Module 2 | Windows | Visual documentation | Practical design explorations, store visits | 12 periods |

Topics:

Display planning

Themes, schemes and props

Display designing

Colour blocking

Window prepping and installation

Lighting, signage and graphics

Stores study – Printemps, Louis Vuitton, and Fortnum & Mason

| Module 3 | In-store Visual Merchandising | Visual documentation | Practical design explorations, store visits | 12 periods |

Topics:

Product adjacencies

Floor layouts

Fixtures and product handling

In-store displays and trend areas

PoP and add-on sales

Signage and tagging

Lighting and ambience

Virtual visual merchandising

Store study – Topshop, Matthew Williamson, and Flight 001

Module 4	Visual Merchandising – Presentation	Visual documentation	Practical design explorations, store visits	12 periods

Topics:

Communication tool

Merchandise presentation techniques

Store fixtures

Store atmospherics

Visual communication

List of Projects:

Development of planograms for different stores

Design and development of signage and colour blocking

Design and development of lighting and graphics

Design and development of in-store displays and trend areas

Designing virtual visual merchandising

Planning and development of store fixtures

Planning and development of store atmospherics

Targeted Applications & Tools that can be used:

Development and implementation of visual merchandising strategy

Generating visual display sketches for the store's visual design requirements

Design finalization and detailed floor plan creation for display areas

Installing and setting up of window displays, walkways, counters, and in-store displays

Cost monitoring and working under budget constraints

Text Book

Visual Merchandising – Window and in-store displays for retail (Third edition), Tony Morgan, Laurence King Publishing Ltd., 2016

References

The Relevance of Visual Merchandising for Online Retailers by Michelle Bonera, October 2014, International Journal of Applied Behavioral Economics 3(4):1-16, DOI:10.4018/ijabe.2014100101

https://www.researchgate.net/publication/273612850_The_Relevance_of_Visual_Merchandising_for_Online_Retailers

Online Visual Merchandising. How to Use Visual Merchandising in eCommerce?

https://virtocommerce.com/blog/visual-merchandising-online

Visual Merchandising Displays Effect On Consumers: A Valuable Asset or An Unnecessary Burden For Apparel Retailers by Yolande Hefer and Michael Colin Cant, September 2013,

International Business & Economics Research Journal (IBER) 12(10):1217, DOI:10.19030/iber.v12i10.8132

https://www.researchgate.net/publication/297897720_Visual_Merchandising_Displays_Effect_On_Consumers_A_Valuable_Asset_Or_An_Unnecessary_Burden_For_Apparel_Retailers

Videos:

Retail Management – Visual Merchandising | https://www.youtube.com/watch?v=em7dqAHhgRY

Visual Merchandising & Store Trends | https://www.youtube.com/watch?v=9Peuc2ImSks

Retail Planogram Basics & How to Influence Your Product Sales Velocity for Entrepreneur | https://www.youtube.com/watch?v=z_QN35QefQE

Silent selling: the art and science of visual merchandising | https://www.youtube.com/watch?v=ICViBwGb--4

Topics relevant to "EMPLOYABILITY": Display planning, display designing and window prepping and installation, for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Madhusudana M, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	9th BOS 14th th January 2024
Date of Approval by the Academic Council	23 AC Held on 27 March 2024

Course Code: DES3001	Course Title: Professional Practice -I Type of Course: NTCC	L- T-P- C	0	0	0	8
Version No.	1.0					
Course Pre-requisites	Knowledge and Skills related to all the courses studied in previous semesters.					
Anti-requisites	NIL					
Course Description	During their 60-day internship, the student should maximize learning and contribution by immersing themselves fully in the company's culture and projects. They should begin with a thorough orientation to understand the organization's goals and values. Setting clear objectives with their supervisor and aligning them with personal development goals is crucial. Active participation in team activities, meetings, and training sessions helps them grasp the company's workflow and expectations. Early on, the student should focus on observation and learning from experienced colleagues. Asking questions, seeking feedback, and taking initiative in small tasks demonstrate their skills. As they gain confidence, they					

	should engage more deeply in project work, ensuring to meet deadlines and exceed quality standards. Regularly reviewing progress with supervisors and adjusting goals as needed maximizes their impact. Networking with colleagues across departments and seeking mentorship opportunities broadens their understanding of the industry and career paths. Documenting achievements and lessons learned to update their portfolio is essential. Finally, reflecting on the internship experience helps them identify strengths and areas for growth. By embracing challenges with enthusiasm and professionalism, they not only contribute effectively but also lay a solid foundation for future career endeavors.
Course Objectives	The objective of this course is to familiarize the learners with the concepts of Tasks based learning through internship in companies and attain Employability Skills through Experiential Learning techniques.
Course Outcomes	On successful completion of this course the students shall be able to: ☐ Remembering: The student recalls and describes the company's goals, values, and workflow from their orientation and ongoing activities. ☐ Understanding: They demonstrate understanding by explaining how their internship tasks contribute to the company's objectives and adapting to its culture. ☐ Applying: Through active participation and project work, they apply their knowledge and skills in design, software tools, and teamwork to real-world challenges. ☐ Analyzing: They analyze feedback from supervisors and colleagues to improve their work quality and efficiency, adjusting their approach as needed. ☐ Evaluating: The student evaluates their own performance and contributions, reflecting on achievements, challenges, and areas for growth during the internship. ☐ Creating: By documenting their achievements and updating their portfolio, they create a comprehensive record of their internship experience and design accomplishments.
Catalogue prepared by	Dr Bhagyashree Nadig Y S Asst Professor School of Design

Recommended by the Board of Studies on	9th BOS 14th th January 2024
Date of Approval by the Academic Council	23 AC Held on 27 March 2024

Course Code: DES4001	Course Title: Professional Practice -II Type of Course: NTCC	L- T-P- C	0	0	0	12
Version No.	1.0					
Course Pre-requisites	Knowledge and Skills related to all the courses studied in previous semesters.					
Anti-requisites	NIL					
Course Description	For their graduation project in Design, students should choose a topic that aligns with their interests and career goals. Begin with a well-defined proposal and timeline, ensuring the project is feasible within the given resources and timeframe. Conduct thorough research, including a literature review and market/user analysis, to ground the project in current trends and needs. Develop concepts, create prototypes, and iterate based on feedback from mentors and peers. Schedule regular check-ins with mentors for guidance and engage in peer reviews for diverse perspectives. Compile the project into a professional portfolio, documenting the process and final outcomes. Write a detailed thesis report and prepare a compelling final presentation to showcase your work. Reflect on the learning experience, assessing strengths and areas for improvement, and consider future developments or opportunities for further research or publication. This structured approach ensures a comprehensive and impactful graduation project.					
Course Objectives	The objective of this course is to familiarize the learners with the concepts of Tasks based learning through portfolio making and attain ==Employability Skills== through ==Experiential Learning== techniques.					
Course Outcomes	On successful completion of this course the students shall be able to: ☐ Remembering: The student recalls and describes the company's goals, values, and workflow from their orientation and ongoing activities. ☐ Understanding: They demonstrate understanding by explaining how their internship tasks contribute to the company's objectives and adapting to its culture.					

□ Applying:	
Through active participation and project work, they apply their knowledge and skills in design, software tools, and teamwork to real-world challenges.	
□ Analyzing:	
They analyze feedback from supervisors and colleagues to improve their work quality and efficiency, adjusting their approach as needed.	
□ Evaluating:	
The student evaluates their own performance and contributions, reflecting on achievements, challenges, and areas for growth during the internship.	
□ Creating:	
By documenting their achievements and updating their portfolio, they create a comprehensive record of their internship experience and design accomplishments.	

Catalogue prepared by	Dr Bhagyashree Nadig Y S Asst Professor School of Design
Recommended by the Board of Studies on	9th BOS 14th th January 2024
Date of Approval by the Academic Council	23 AC Held on 27 March 2024

END2021	Course Title: Fabric Processing and Preparation Type of Course: Integrated – Discipline Elective	L-T-P- C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course develops knowledge about dyeing and printing techniques in apparel and fashion industry. Also, this course focuses on the practical application of various wet processing techniques such as dyeing and printing using various natural and artificial dyestuffs and pigments. The latter part of the course also highlights the various finishing treatments given to yarns and fabrics to enhance their properties, and also value-add to their performances.					

Course Outcomes	On successful completion of the course the students shall be able to: Recognize different types of dyes and pigments Demonstrate different methods of dyeing and printing on fabrics Discuss different types of finishing methods			
Course Content:				
Module 1	Introduction to Wet processing	Visual journal, Presentations, Assignments	Classroom discussion, student work exploration, and presentations	25 periods
Introduction to wet processing, sequence of wet processing operations for cotton, silk and wool, Brief discussion on Equipment and machineries used for wet processing. Different methods and process parameters used for singeing, Desizing, scouring, bleaching and mercerization, Silk Yarn and Fabrics - Degumming, Bleaching, Scouring				
Module 2	Methods and materials in wet processing	Visual journal, Presentations, Assignments	Classroom discussion, student work exploration, and presentations	25 periods
Dyeing- Introduction, classification, Methods of dyeing, application of direct, acid, vat, reactive dyes for cotton, silk and wool yarn. Printing methods – Block and screen, after-treatments for dyed and printed goods - washing, steaming and drying. Tie and dye of cotton or silk fabric using reactive colors. Batik printing of cotton and silk fabric				
Module 3	Finishing in wet processing	Visual journal, Presentations, Assignments	Classroom discussion, student work exploration, and presentations	25 periods
Finishes- definition, types- Temporary and permanent Finishes, Basic/routine—Stentering, Decatising, sanforising, calendaring, Functional/ special-waterproof and water repellent, Wrinkle free, antimicrobial, Flame retardant and other special finishes. Garment processing and finishing: Importance of garment dyeing and finishing, Special finishes used for denims. Care of fabrics – Principles of laundering, stain removal, various solvents used and different methods of washing, soaps and detergents used during washing				
List of Projects: 1) CA 1: Visual document and presentation related to Module 1 2) CA 2: Visual document and presentation related to Module 3 3) Mid-Term: Visual document and presentation related to Module 1 & 2				
Targeted Application & Tools that can be used: 1. Wet processing, dyeing and printing activities. 2. Machineries & equipment's used for wet processing 3. Temporary & permanent finishes, various solvents used for different methods.				

Topics relevant to "EMPLOYABILITY": Methods of dyeing, Tie and dye of cotton or silk fabric using reactive colors. Batik printing of cotton and silk fabric for <mark>Employability</mark> through <mark>Experiential Learning</mark> techniques. This is attained through assessment component mentioned in course handout.						

Text Book
https://www.pdfdrive.com/textile-wet-processing-e48456409.html

Reference Books
https://www.pdfdrive.com/handbook-of-textile-and-industrial-dyeing-volume-1-principles-processes-and-types-of-dyes-woodhead-publishing-series-in-textiles-e161793962.html
https://www.pdfdrive.com/handbook-of-textile-and-industrial-dyeing-volume-2-applications-of-dyes-woodhead-publishing-series-in-textiles-e157179366.html
https://www.pdfdrive.com/page-1-technology-of-textile-processing-volume-v-chemistry-of-textile-e40348023.html

Catalogue prepared by	Sandeep K N, Asst. Professor, Fashion Design
Recommended by the Board of Studies on	11th BOS Held on 17th January 2025
Date of Approval by the Academic Council	AC Dates to be updated.

Semester-1

Course Code DES1007	Course Title: Elements and Principles of Design Type of Course: 1] Program Core 2] Laboratory Integrated	L-T-P-C	2	0	4	4
Version No.	2.0					
Course Pre-requisites	Basic Drawing skills					
Anti-requisites	NIL					
Course Description	A firm understanding of design fundamentals are the foundation for good design. To be a successful designer the student must comprehend the Elements and Principles of design and apply techniques of imaging to communicate a message to their audience. Understanding of design fundamentals, principles and guidelines that students can learn & use to interpret their design solving ideas.					

		Recognition, Study and analysis of Elements and Principles of Design.			
		Develop skills to organize these elements and principles of design and apply into their design practice.			
		Realization & application of the elements and principles of design.			
		The conceptual and visual nature of the course enables the students to develop a concrete portfolio based on the understanding of Principles in design.			
Course Objective		The objective of the course is to familiarize the learners with the concepts of Elements and Principles of Design and attain Skill Development through Experiential Learning techniques.			
Course Outcomes		On successful completion of the course the students shall be able to: Define the basic terminology of Elements and Principles of design. Classify the design principles to manage simple project of multidisciplinary nature. Generate ideas by using elements and Principles of Design.			
Course Content:		Module1: Introduction to Elements Of Design. Module2: Introduction To Principles of Design Module3: Color Theory and Color Schemes.			
Module 1	Introduction to Elements Of Design.	Assignment Case study Documentation		Observations Illustrations Visual Journal	20 Classes
	Topics Introduction and overview of Elements of Design. Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application. Observations and discussions on Good Compositions.				
Module 2	Introduction To Principles of Design	Assignment Presentation Documentation		Illustrations Visual Journal	20 Classes

	Topics:				
	Introduction and overview of Principles of Design: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion.				
	Types of Balance: Symmetrical, Asymmetrical and Radial.				
	Unity: Proximity, Repetition, Alignment, Variety.				
	Study on good compositional design ideas by using Elements of Design.				

Module 3	Color Theory and Color Schemes.	Assignment Case Study Documentation		Explorations Presentations Visual Journal	20 Classes

	Topics:
	Introduction to Colour and Properties of Colour: Hue, Value and Chroma/Intensity.
	Colour Wheel: Primary, Secondary and Tertiary Colours. Cool colours and warm Colours.
	Colour Schemes: Complementary, Monochromatic, Analogous, Neutrals, Pastels. Tints and shades.
	Psychological effects of Colours.
	Additive and subtractive colour theories/light and pigment theories – features and application

	List of Practical Tasks:
	Task 1: Depiction of elements and principles of design.
	Level 1: Develop a composition by using various lines and depict Emphasis.
	Level 2: Illustrate two different objects by using one light source and shadow effect.
	Task 2: Illustration and Representation of geometrical and natural shapes.
	Level 1: Cut paper Collage: By using geometrical shapes depict all 4 types of Balance.
	Level 2: Take Inspirations from the nature and illustrate a composition using alignment.
	Task 3: Practice on color mediums and mixed media.
	Level 1: Illustrate buildings and still objects using mixed media.
	Level 2: Develop a Colour wheel and depict primary, secondary and tertiary colours
	Task 4: Representation of colors and textures.
	Level 1: Color Schemes and Tints, Tones and shades by using Poster colors.
	Level 2: Creation of various textures by using natural and artificial materials.
	Task 5: Depiction of Elements and Principles of Design
	Level 1: Create a portrait using monochromatic scheme/Achromatic scheme using poster colors.
	Level 2: Develop a composition by using Proportion and scale.

	Task 6: Idea generation
	Level 1: illusion composition by using polychromatic color scheme.
	Level 2: Explore new ideas inspired by nature and various material objects transform into another object.
	Targeted Application & Tools that can be used: Abode Illustrator Draw: Practicing and Creation of digital drawings and composition. Pencil Sketch App: Illustrating and rendering sketches and drawings. Pics art App: Creation and Rendering of Composition and sketches.
	Text Books https://www.counter-print.co.uk/products/dot-line-shape-the-basic-elements-of-design-and-illustration. Illustrated Elements of Art and Principles of Design: Hands on Activities, Full-Color Reproductions, Descriptions of Each Concept Spiral-bound – January 7, 2011 by Consultant: Gerald F. Brommer (Author)
	References https://www.toptal.com. https://medialoot.com.
	Topics relevant to SKILL DEVELOPMENT: Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Color, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions, of Introduction to Elements Of Design for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout. Topics relevant to "Human Values & Professional Ethics": Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions,
Catalogue prepared by	Mr. Naveen Kumar. A Assistant Professor, Foundation Design, School of Design.
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES2088	Course Title: Concept Development Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	4
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course introduces students to the foundational principles of concept development in design. Students will learn how to generate, refine, and communicate design ideas effectively. Emphasizing creative thinking and problem-solving, the course covers techniques for brainstorming, sketching, and creating mood boards. Students will explore various methods for researching and analyzing design trends, user needs, and market demands. By the end of the course, students will be equipped with the skills to develop cohesive and innovative design concepts, ready for further refinement and implementation in advanced design projects.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Concept Development and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course, students will be able to: Generate and brainstorm innovative design ideas using various creative thinking techniques. Refine design concepts through iterative processes, including sketching and creating mood boards. Communicate design ideas effectively using visual and verbal presentation skills. Research and analyze design trends, user needs, and market demands to inform concept development. Develop cohesive and innovative design concepts ready for further refinement and implementation in advanced projects.					
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	___TH BOS _____/2024					

Date of Approval by the Academic Council	

Course Code: DES1137	Course Title: Drawing and visual representation Type of Course: School Core- Integrated	L- T- P- C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: Theory outcomes: Identify and describe basic drawing tools, materials, and techniques. Practical outcomes: Interpret the importance of observational drawing in visual representation. Apply various drawing techniques to accurately depict objects, spaces, and textures.					
Course Content:						
Module 1	Introduction to Drawing and Materials	Visual documentation, assignments, presentations-	Classroom discussions and presentations, visual sketches presentation.		15 Periods

		visual journal, sketches		

Topics:

Overview of Drawing as a Discipline- History and evolution of drawing, importance of drawing in various fields.

Understanding one-point, two-point, and three-point perspective for creating spatial illusion.

Module 2	Observational Drawing	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

The role of observation in drawing accuracy.

Techniques to enhance observational skills.

Methods for measuring and scaling objects.

Understanding relationships between parts and whole.

Module 3	Composition and Design	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

Principles of Composition- Balance, symmetry, and asymmetry.

Rule of thirds, golden ratio, and other compositional guides.

Techniques for overlapping, scaling, and layering.

Module 4	Experimenting with Media and Styles	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

Mixed Media Drawing- Combining different drawing and painting materials.

Studying various art movements and their drawing styles.

Exploring textures and effects through mixed media.

List of Projects: Visual document project on "Concept Development". Visual document project on "Translating ideas into a cohesive visual plan".	

Targeted Applications & Tools that can be used: Research projects on Conceptboard. Research projects on Grid Overlay Tools	

Text Book "Drawing on the Right Side of the Brain" by Betty Edwards "Keys to Drawing" by Bert Dodson "The Natural Way to Draw" by Kimon Nicolaides	

References Unsplash- A source of high-resolution images and photos that can be used for drawing references. ArtStation- A portfolio website for professional artists, featuring a wide range of digital artwork and concept designs.	

Topics relevant to "SKILL DEVELOMENT -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through Experiential Learning techniques.	

Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: DES1138	Course Title: Innovation and ideation Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	5
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course focuses on fostering creativity through innovation and ideation techniques. Students will learn to generate, refine, and implement groundbreaking ideas using brainstorming, design thinking, and prototyping methods. Emphasis is placed on problem-solving, collaborative creativity, and developing concepts that drive innovation across various design fields. By the end, students will be equipped to tackle complex design challenges innovatively.					
Course Objective	The objective of the course is to familiarize the learners with the concepts ofinnovation and Ideation and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the Level 1 courses, students will be able to: Remember: Identify and recall basic design principles and elements. Understand: Explain fundamental concepts and techniques in creative problem-solving and ideation. Apply: Utilize basic tools and software relevant to their field in practical projects. Analyze: Conduct research and analyze user needs, market trends, and historical influences to inform design decisions.					
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	___TH BOS _____/2024					
Date of Approval by the Academic Council						

Course Code: (DES1015)	Course Title: Basics of Drawing Skill		2	2	3
	Type of Course: 1] School Core (Only Foundation Subjects) /Program Core/Discipline Elective / Open Elective	L-P-C			
	2] Practical/ Integrated/Theory				
Version No.	1.0				
Course Pre-requisites	NIL				
Anti-requisites	NIL				
Course Description	Purpose: This course is to understand the techniques of Drawings through study and practice. Abilities to be developed: Understanding the Various shapes and form and the nature of various objects by observing and sketching. Ability to manipulate the basics shapes and forms in the context of various objects including their colors and textures. Nature of the course: The course is based on a natural study of various forms and shapes and object specific study of proportion and composition. This will also help in visualizing many traditional forms of art techniques throughout the world. The different materials and methods based, on experimentation on those shapes and forms of drawings will help the creative visualization to be revived in terms of the ideation process in design practice.				
Course Objective	The objective of the course is SKILL DEVELOPMENT of student by using PARTICIPATIVE LEARNING Techniques.				

Course Outcomes	On successful completion of the course the students shall be able to:
	
	  1.identify different mediums and techniques of drawing
	
	  2 able to observe, visualize and visual experience through the basic elements of Drawing.
	
	  3 improve visual representation by using perspectives.				

| | | 4 able to interact with the surroundings, materials and various physical qualities

Practical component:

Adaptation of traditional craft into Modern and Contemporary Designs and end use Products. | | | |

Course Content: Course sensitizes the student towards visual experience. It introduces of the fundamentals of drawing through line as primary element. The course introduces simple to complex process of drawing required to visualize the ideas. Course provides interactive and technical knowledge to resolve the design problems. Course helps to engage in various creative explorations using drawing as a medium.

Module 1	Introduction to the fundamentals of Drawing	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	6 Hours

Topics:

Introduction and overview of elements and principles of drawing.

Definition and Content: Dot, Line, Shape, Form, Color, Texture. Theoretical and Practical Application.

Line, Shape and Form manipulation, Color wheel, Achromatic and Monochromatic colored Patterns.

Module 2	Pictorial Composition and visual outcome	Assignment Documentation	Info-graphics development Visual Journal Development of Samples for each	12 Hours

Topics:

1.Understanding about the Space, and Pictorial arrangement - Still-life Studies, Rule of third, Golden Ratio.

2. Use of Graphite Pencils, water proof ink and Pens. Shading Techniques: Hatching, Cross hatching, stippling, smudging by using pencils and pens, neutral Color, analogous color, complementary and split complementary color,

3. Different types of Shapes and Forms: Geometrical, Natural/ organic, abstract: Theoretical and Practical Application. Understanding of Lights and Shadows: One light source, various light sources on different materials

Module 3	Outdoor Study	Assignment Documentation Hands on Practice	Development of Samples for each Visual Journal	12 Hours

Topics:
1. Introduction and overview of Principles of Drawing: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion. Pictorial balance, visual narration, scattered object study, nature study understanding various textural grounds and their sustainability, watercolor Study, Color value- Tone, Tints and Shades

Module 4	Perspective	Assignment Documentation	Development of Paper Patterns for estimations.	6 Hours

Topics:
Introduction to- one point, two point and three-point perspective, Arial and linear perspective, Color- Theory: Hue, Intensity. Primary, Secondary and Tertiary Colors. Cool and warm colored composition

List of Practical Tasks:

Project No. 1 Create different tonal value sheets to reflect the understanding of pencils, color pencils, water color, poster color and variety of brushes.

Level 1:

Level 2:

Project No. 2: Draw the 2D shapes using construction techniques to learn about the Basic tools and medium used in technical drawing.

Level 1: Create interesting objects based on the construction of basic 2D shapes and their properties using various materials.

 Project No. 3:

Level 1: To draw the isometric grid and practice 3D shapes creatively on the same using Pencils, graphite, Watercolors

 Project No. 4:

Draw composition of 3D basic geometrical shapes in space using one-point perspective on paper and create rendered composition using Pencils and graphite.

Project No. 5:

Draw composition of 3D basic geometrical shapes in space using two point perspectives on paper and create rendered composition using pencils and graphite

Targeted Application & Tools that can be used:

Understanding the nature of drawing and its various application in design practice.

Tools used will be the Pencils, Graphite, Various eraser like Mono-Zero, Charcoal, Various drawing Paper like Canson, Fabriano, Ivory- 120GSM, 200GSM, 280 GSM, 300GSM etc, Watercolors and multi-colored pencil etc.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
A final project work integrating all the modules. Students have to create a final Product which includes all or most of the art work which was taught in the Modules.
Topics relevant to "Development of Skill": Study of various objects by using different Techniques of drawing and sketching. Some Topics from the Modules has to be shown under outdoor based practice or different interactive based activities.
Text Books
References   Drawing Made Easy- By E.G LUTZ Hand Book of Drawing- By William Walker Art of Basic Drawing- By Walther Foster Video Links- https://www.youtube.com/watch?v=6T_-DiAzYBc&t=9s&ab_channel=Proko 6 Steps to Draw Anything https://www.youtube.com/watch?v=sOlwDL8HtT0&t=1096s&ab_channel=TheDrawingDatabase THE BASICS: Sketchbook Techniques-Basic Form Sketching of Solids in Spatial Direction https://www.youtube.com/watch?v=_SCfT8NUudc&ab_channel=PaintWithCaleb How to Draw Anything Using Basic Shapes https://www.youtube.com/watch?v=TntR8sb-UMc&t=116s&ab_channel=Drawing%26Painting-TheVirtualInstructor Drawing 101 - Simplify Your Drawings. https://www.youtube.com/watch?v=DKLWwd7ZysI&ab_channel=RTIFEX DRAWING FOR BEGINNERS Part 4: How to Draw What You See

Catalogue prepared by	Name: Pranjit Sarma Designation: Assistant Professor SCHOOL OD DESIGN
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code	Course Title: Materials, Media, Tools & Techniques	L-T-P-C	2	0		

DES 1008	Type of Course: 1] Program Core 2] Integrated					4	4

Version No.	1.0

Course Pre-requisites	NIL

Anti-requisites	NIL

Course Description	Purpose: This course introduces various materials through hands-on activities, relevant demonstrations and engaging lectures. An introduction to manufacturing processes, and the ability to manipulate materials to visually communicate ideas. Abilities to be Develop: Students are able to develop an understanding of different materials and their properties. Students will be encouraged to develop design research by an expanded knowledge of materials. Nature of the Course: The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials.

Course Objective	The objective of the course is to familiarize the learners with the concepts of Materials, Media Tools and Techniques and attain Skill Development through Experiential Learning techniques.

Course Outcomes	On successful completion of the course the students shall be able to: Understand the characteristics, features and behavior of soft materials. Identify where most materials come from which processes are used to make a product. Recognize basic family of materials used in soft-goods including sustainable materials and manufacturing processes. Practical Component: Demonstrate understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.

Course Content:	

Module 1	Introduction to Soft Materials	Assignment Case study	Observations Illustrations	14 Hours

		Documentation	Visual Journal	

Topics				
Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay.				

Module 2	Behavior and Methods	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours
Topics:				
Application and Manipulation : Behaviour, methods and usage of soft materials: Paper,Yarn,Fabric,Leather and clay				

Module 3	Methods & Design Research	Assignment Presentation Documentation	Group Activities Presentations Explorations	14 Hours
Topics:				
Identification and Analysis: Design practice along with methods of material and design research.				

Module 4	Study On Circular Designs	Assignment Case Study Documentation	Explorations Presentations Visual Journal	16 Classes
Topics:				
Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials.				

List of Practical Tasks:

Task 1: Creation of various 3D forms through Paper techniques.

Level 1: Develop a form by using various Paper Manipulation Techniques.

Level 2: Construct two different objects by using Paper Manipulation Techniques.

Task 2: Illustration and Representation of Abstract/Organic Shapes through Clay Techniques.

 Level 1: Take Inspirations from Nature /Abstract shapes and create products.

 Level 2: Take Inspirations from Nature and Abstract shapes and create products.

Task 3: Practice on any soft material using mixed media technique.

Level 1: Illustrate and Design an object using any kind of soft material with mixed media.

Level 2: Develop a designed object using mixed media techniques.

Task 4: Representation of manipulated soft material using different methods.

Level 1: Prepare presentations on hard material techniques & methods.

Task 5: Idea generation

Level 1: Explore new idea inspired by sustainable/Eco Friendly Material.

 Level 2: Develop a problem solving product using any kind of Sustainable Material.

Targeted Application & Tools that can be used:

Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.

Soft Materials Tools and Equipment.

Topics relevant to "Development of Skill": Application and Manipulation: Behavior, methods and usage of soft materials.

Text Books

Exploring Materials: Creative Design for Everyday Objects -by Inna Alesina (Author), Ellen Lupton (Author)

"Materials Selection and Design (Springer Briefs in Materials)" by Md Abdul Maleque and Mohd. Sapuan Salit.

References

1. https://www.behance.net

2.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzQyOTg1Nl9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB

3.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzQyOTg1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB

4.https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=

dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwr0i4qLI4v8OkjP

DX7Ivf2fKB7eTnfLuntEq2prBLt6i2PvHf4IWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2

bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetrkuvp7JJr6ukfu3o63nys%2bSN6uLyffbq&vid=57&sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis

5.https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjisfk

5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLSws0y4qLA4v8OkjPDX7Ivf2fKB7eTnfLujr0yur7NJtK2uT6Tp53y

7p7VP4Nuzed%2bjs0mz16tMtdqyRd%2fX432r2OBOrqmufrWntVCwtvB94t%2fxPurX7H%2b72%2bw%2b4ti7gefe

pIzf3btZzJzfhruvtUixp69Mr6ezPuTl8IXf6rt%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-bb6030f71782@redis.

Topics relevant to SKILL DEVELOPMENT: Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay of Introduction to Soft Materials for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics : Knowledge and classification: properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay

Catalogue prepared by	Ms. Garima Agarwal Assistant Professor, Foundation Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES1138	Course Title: Innovation and ideation Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	5
Version No.	1.0					
Course Pre-requisites	NA					

Anti-requisites	NIL
Course Description	This course focuses on fostering creativity through innovation and ideation techniques. Students will learn to generate, refine, and implement groundbreaking ideas using brainstorming, design thinking, and prototyping methods. Emphasis is placed on problem-solving, collaborative creativity, and developing concepts that drive innovation across various design fields. By the end, students will be equipped to tackle complex design challenges innovatively.
Course Objective	The objective of the course is to familiarize the learners with the concepts ofinnovation and Ideation and attain Employability through EXPERIENTIAL LEARNING techniques
Course Outcomes	Upon successful completion of the Level 1 courses, students will be able to: Remember: Identify and recall basic design principles and elements. Understand: Explain fundamental concepts and techniques in creative problem-solving and ideation. Apply: Utilize basic tools and software relevant to their field in practical projects. Analyze: Conduct research and analyze user needs, market trends, and historical influences to inform design decisions.
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

SEMESTER 2

Course Code: DES 1144	Course Title: Digital Design Aids	L-T-P-C		0		
	Type of Course: 1] School Core		0		8	4

| | | 2] Practical | | | | | |
| Integrated | | | | | | | |

Version No.		1.0
Course Pre-requisites		NIL
Anti-requisites		NIL
Course Description		The use of digital tools in design has become essential, as they enhance creativity, efficiency, and teamwork. Depending on their unique requirements and the nature of the work, designers and Practitioner frequently combine various tools. Because technology and design are always interconnected, new tools are constantly being introduced, therefore it's important for students and professionals to produce more appealing works by using various digital tools.
Course Objective		The objective of the course is to familiarize the learners with the concepts of Design Appreciation and attain Skill Development through Experiential Learning techniques.
Course Outcomes		On successful completion of the course the students shall be able to: Define the importance of various digital tools and effectiveness in digital production. Illustrate different digital tools and techniques for executing design concept. Demonstrate different ideas to create various digital composition.
Course Content:		

Module 1	Introduction to digital tools and techniques	Assignment & Documentation		Report writing, Practical illustration & Visual Journal	35 Hours

	Topics:
	Basics of Photoshop tools and techniques, Digital Sketching and Drawing, image editing, vector graphics, and Basics of layout design.

Module 2	Application of digital color scheme	Assignment, case study & Documentation		Practical illustration, & Visual Journal	35 Hours

	Topics:
	Adjusting and manipulating the colors of an image to achieve a desired look, Opacity, Adjustment Layers, Hue/Saturation, Gradient Map, Replace Color, Color Lookup, Brush Tool and Blending Modes,

Module 3	Digital Pictorial Composition	Assignment & Documentation.		Practical illustration, & Visual Journal	30 Hours

	Topics:
	Important to Create digital Elements, Arrange Layers, Blend and Mask, Adjustments and Filters, Effects and Styles, Create digital composition
	Targeted Application & Tools that can be used:
	Hands on sketching to render using mix media. Basic digital application like Photoshop applications, MS word, Powerpoint etc.
	Text Books

	References
	https://www.sciencedirect.com/science/article/pii/0142694X9290250E
	https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021&context=arch_fac
	https://www.sciencedirect.com/science/article/pii/0142694X9290250E
	https://digitalcommons.calpoly.edu/cgi/viewcontent.cgi?article=1021&context=arch_fac
	https://www.simplilearn.com/design-thinking-and-innovation-article
	https://www.nibusinessinfo.co.uk/content/importance-design-innovation

	Topics relevant to SKILL DEVELOPMENT Important to Create Digital Elements, Arrange Layers, Blend and Mask, Adjustments and Filters, Effects and Styles, Create digital composition. This could be relevant to any design field, including product design, graphic design, interior design, user experience of Identifying the need or Opportunity in applying digital tool's for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout. Topics relevant to "Human Values & Professional Ethics :

Catalogue prepared by		Pranjit Sarma Asst. Professor Foundation Department, School Of Design
Recommended by the Board of Studies on		BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council		20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES2088	Course Title: Concept Development Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	4
Version No.	1.0					
Course Pre-requisites	NA					

Anti-requisites	NIL
Course Description	This course introduces students to the foundational principles of concept development in design. Students will learn how to generate, refine, and communicate design ideas effectively. Emphasizing creative thinking and problem-solving, the course covers techniques for brainstorming, sketching, and creating mood boards. Students will explore various methods for researching and analyzing design trends, user needs, and market demands. By the end of the course, students will be equipped with the skills to develop cohesive and innovative design concepts, ready for further refinement and implementation in advanced design projects.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Concept Development and attain Employability through EXPERIENTIAL LEARNING techniques
Course Outcomes	Upon successful completion of the course, students will be able to: Generate and brainstorm innovative design ideas using various creative thinking techniques. Refine design concepts through iterative processes, including sketching and creating mood boards. Communicate design ideas effectively using visual and verbal presentation skills. Research and analyze design trends, user needs, and market demands to inform concept development. Develop cohesive and innovative design concepts ready for further refinement and implementation in advanced projects.
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES1140	Course Title: Material Form Studies	L-T-P-C	0	0	0	4

	Type of Course: School Core (NTCC)					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course explores the intrinsic properties and creative potential of materials in shaping forms. This course delves into the relationship between material characteristics and their applications in design and art.					
Course Objective	The objective of the course is to familiarize the learners with the foundational knowledge of the physical, chemical, and aesthetic properties of various materials including metals, polymers, ceramics, composites, and natural materials and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course, students will be able to: Understand the properties and potentials of various materials. . Apply: material knowledge to create functional and aesthetically pleasing forms. Evaluate: material choices for sustainability and ethical implications.					
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021					
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023					

Course Code: DES1141	Course Title: Career orientation Type of Course: School Core- Theory	L- T -P- C	1	0	0	1
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					

Course Description	The objective of this course is to provide students with an in-depth knowledge and skills necessary to make informed decisions about their future careers. By exploring the importance of maintaining a healthy work-life balance and adapting to the ever-evolving job market, the course aims to equip students with valuable insights and practical strategies.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of self-awareness of interests, values, and skills and attain Skill Development of student by using Experiential Learning techniques.			
Course Outcomes	On successful completion of the course, the students shall be able to: Understand their strengths, interests, values and career goals. Develop professional and technical skills that enhance employability and career readiness. Develop effective resumes, cover letters, and job search strategies.			
Course Content:				
Module 1	Introduction to Career Orientation, Self-Assessment and Personal Development, Skill Development for Career Success, Professional Networking, Career Advancement and Development, Exploring design disciplines, Building a design skillset	Presentations	Classroom discussions, demos and presentations	15 Periods

Topics:

Overview and Importance of Career Planning.

Personality and Career Assessments

Values and Interests

Professional Skills

Technical Skills

Soft Skills
Building a Network
Networking Events and Strategies
Leveraging Social Media
Career Progression
Continuing Education and Certifications
Faculty talk (of different streams) and student query clarification.
Identifying essential skills for each design discipline
Resources for skill development(workshops, online courses, software training)

List of Projects:

Visual presentation project on "three potential career paths of interest, detailing job roles, required skills, salary expectations, and future outlook".

Visual presentation project on "a plan to build and expand your professional network, including attending events, reaching out to contacts, and leveraging social media".

Targeted Applications & Tools that can be used:

Self-Assessment and Personal Development

Career Exploration

Skill Development

Text Book

Design Careers: How to Get Your Foot in the Door" by Debbie Millman (Provides an overview of design professions and offers practical advice for landing your first design job).

"Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Everyone Else Who Loves Language" by Ellen Lupton (Explores the fundamental principles of typography, applicable to various design disciplines).

"This Is Design Thinking: How to Use Design Thinking to Solve Problems" by Hasso Plattner, Karl Ulrich Zeithaml, and Patrick Heidrich (Introduces the design thinking methodology, a valuable tool for tackling complex design challenges).

Discipline-specific books: Consider including introductory books relevant to the B.Des. disciplines covered in the course (e.g., "Graphic Design School" by David Dabner for graphic design).

References

LinkedIn: https://www.linkedin.com/ (Connect with design professionals, explore job postings, and join industry groups).

Behance: https://www.behance.net/ (Showcase your design work and discover portfolios of other designers).

Creative Bloq: https://www.creativebloq.com/ (News and inspiration for the creative industries).

Topics relevant to "SKILL DEVELOMENT": Personality and Career Assessments, Building a Network for Employability through Experiential Learning techniques.	
Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES1018	Course Title: Ideation Case Study Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course explores ideation through case studies, focusing on real-world examples to understand the creative process. Students will analyze successful design projects, examining how ideas were generated, developed, and implemented. Emphasis is placed on critical thinking and problem-solving, equipping students with practical insights and strategies for their own innovative design work.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Ideation Case Study and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course, students will be able to: Remember: Identify key elements and processes in successful design case studies. Understand: Explain the methodologies and strategies used in the ideation process of various design projects. Apply: Utilize insights from case studies to inform their own design ideation processes. Analyze: Deconstruct case studies to understand the development and implementation of design ideas.					

	Evaluate: Critically assess the effectiveness and impact of different ideation strategies in real-world scenarios.
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES1137	Course Title: Drawing and visual representation Type of Course: School Core- Integrated	L- T- P-C	2	0	4	4
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: Theory outcomes: Identify and describe basic drawing tools, materials, and techniques.					

		Practical outcomes:		
		Interpret the importance of observational drawing in visual representation.		
		Apply various drawing techniques to accurately depict objects, spaces, and textures.		
Course Content:				
Module 1	Introduction to Drawing and Materials	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 Periods

Topics:

Overview of Drawing as a Discipline- History and evolution of drawing, importance of drawing in various fields.

Understanding one-point, two-point, and three-point perspective for creating spatial illusion.

Module 2	Observational Drawing	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

The role of observation in drawing accuracy.

Techniques to enhance observational skills.

Methods for measuring and scaling objects.

Understanding relationships between parts and whole.

Module 3	Composition and Design	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

Principles of Composition- Balance, symmetry, and asymmetry.

Rule of thirds, golden ratio, and other compositional guides.

Techniques for overlapping, scaling, and layering.

Module 4	Experimenting with Media and Styles	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

Mixed Media Drawing- Combining different drawing and painting materials.

Studying various art movements and their drawing styles.

Exploring textures and effects through mixed media.

List of Projects:

Visual document project on "Concept Development".

Visual document project on "Translating ideas into a cohesive visual plan".

Targeted Applications & Tools that can be used:

Research projects on Concept board.

Research projects on Grid Overlay Tools

Text Book

"Drawing on the Right Side of the Brain" by Betty Edwards

"Keys to Drawing" by Bert Dodson

"The Natural Way to Draw" by Kimon Nicolaides

References

Unsplash- A source of high-resolution images and photos that can be used for drawing references.

ArtStation- A portfolio website for professional artists, featuring a wide range of digital artwork and concept designs.

Topics relevant to "SKILL DEVELOMENT -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through Experiential Learning techniques.

Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommende	BoS No: 3rd , held on 24th March 2021

d by the Board of Studies on							
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023						

	Course Title: Drawing For Designers						
Course Code: DES2082	Type of Course: 1] School Core 2] Practical Integrated	L-T-P-C	0	0	8	4
Version No.	1.2					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	Drawing for Designers is the systematic study of individual aspects of Design, tools and techniques. it's important to consider the different traditional skills like drawing, sketching and other practical tools, depending on the specific needs of the project to create an appealing approach in Design process. The subject will provide different understanding on design process and students are able to gain various manual tools and techniques based on different interactive and conceptual design projects.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Ideation And Observation and attain Skill Development through Experiential Learning techniques.					

Course Outcomes	On successful completion of the course the students shall be able to:
	Introduce the importance of Drawing for designers
	Demonstrate various methods of drawings and sketching
	Interpret the impact of the drawing based design structure within the society product.
	Discuss the final outcome and effectiveness of the work

Course Content:	Module 1: Drawing for Visual Thinking
	Module 2 Identification of Design in order to creating various drawings
	Module 3 Importance of drawing techniques in Reproduction of Design and its features.

Module 1	Drawing for Visual Thinking	Observation report	Illustrations/ photographs Visual Journal	30 Hours

Topics:

How do we see? - To discuss the basic process of seeing. Act of perception

Visual Queries: Understanding of Maps, Charts, Diagrams and other graphical designs. Discussions with suitable examples.

What We Can Easily See: To study the Visual pop up of shapes, forms, arrangements, colours and other visual elements in different contexts and backgrounds.

Module 2	Identification of Design in order to creating various drawings	Documentation	Info-graphical development Visual Journal	35 Hours

Topics:

Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.

Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.

Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming,

Module 3	Importance of drawing techniques in Reproduction of Design and its features.	Documentation	Info-graphical development Visual Journal	35 Hours

Topics:

Introduction to Basics sketching for Design Thinking

Drawings for Design Ideations

Important of the drawing for Conceptualising design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society

5List of Practical Tasks:

Project No. 1: Recognition and Observation In Drawing for Designer

Level 1: Recognizing the Characters of the Design and Documenting the same through Phrases and Words and Photographs

Level 2: Identification of the Characteristics and copying through Sketching the same with Perspective

Level 3: Transcending the Design to other styles of Sketches, experimenting with different colour medium

Project No. 2:

Level 1: Exploring the stages in a given Design Structure

Level 2: Exploded View of the given Design or an object

Level 3: Improvisation on the design for personalization.

Project No. 3:

Level 1: Analyzing the design Structure through its character Study.

Level 2: Applying the Empathy mapping for the design where ever needed and improvising the idea.

Level 3: Development of new Parameters to create Improvised designs and exploring the designs.

Targeted Application & Tools that can be used:

Manual tools of Sketching and drawings to explore the visual thinking

Laying the base for Portfolio Creation by using various drawing techniques.

Tools in the Subjects will be reading Drawings materials with technical approach.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules, co-relating the insights comprising of planning, strategy, creative inputs, contents by understanding the big picture and translate ideas and design concepts across all levels. Consequentially creating innovative and interactive platforms for using Design across multiple platforms, overseeing design thought process, strategy planning, research, consultation with given clients. The project shall be approved first by the course instructor before further processes are developed.

Text Books	
References

FIRE: How Fast, Inexpensive, Restrained, and Elegant Methods Ignite Innovation Hardcover – April 29, 2014.

https://www.youtube.com/watch?v=scvb05 Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.

Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.

Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, qEN0s Design Observations | |
| Topics relevant to SKILL DEVELOPMENTIntroduction to Basics sketching for Design Thinking ,Drawings for Design Ideations , Important of the drawing for Conceptualizing design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.

 Topics relevant to "Human Values & Professional Ethics : | |
| Catalogue prepared by   Vibin VG

Asst. Professor

Foundation Department, School Of Design | |
| Recommended by the Board of Studies on | BoS No: 3rd , held on 24th March 2021 |
| Date of Approval by the Academic Council | 20th Academic Council Meeting held on 15th Feb 2023 |

| Course Code:

DES1139 | Course Title: Design History and Appreciation

Type of Course: School Core-Integrated | L- T- P-C | 2 | 0 | 4 | 4 |
|---|---|---|---|---|---|---|

Version No.	1.0
Course pre-requisites	NA
Anti-requisites	NA
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.
Course Outcomes	On successful completion of the course, the students shall be able to: Theory outcomes: Identify and describe basic drawing tools, materials, and techniques. Practical outcomes: Interpret historical design techniques and materials. Demonstrate strategies for design development effectively.
Course Content:	

Module 1	Introduction to Foundations of Design	Visual documentation, assignments, presentations- visual journal	Classroom discussions and presentations	15 Periods

Topics:

Understanding the meaning of Design- from its functional aspects to its artistic and cultural significance.

 Understanding the scope and significance of design history.

Prehistoric and marvel creativity- cave paintings, design innovations in Greece and Rome.

Module 2	The Evolution of Design Through the Ages	Visual documentation, assignments, presentations- visual journal	Classroom discussions and presentations	15 periods

Topics:

Medieval & Gothic Design: the rise of religious architecture (cathedrals, monasteries) and the use of light, color, and symbolism in medieval design.

The Industrial Revolution and Design: Mass production, standardization, and the rise of consumer goods.

Victorian Eclecticism: Mixing historical styles in architecture, interiors, and fashion.

Factors influencing technological advancements- innovations in materials and processes.

Module 3	Global perspective & appreciation in design	Visual documentation, assignments, presentations- visual journal	Classroom discussions and presentations	15 periods

Topics:

Indigenous and Traditional Designs: Exploration of Native American, African, and Oceanic design traditions.

Cross-Cultural Influences: The blending of global aesthetics in modern design.

How does the design reflect the time period and cultural values?

Social and Political Impact: Does the design have a broader message or influence on society?

List of Projects:

Visual document project on "specific design movements".

Visual document project on "the impact of design on society"

Visual document project on "reinterpret historical design concepts for contemporary use".

Targeted Applications & Tools that can be used:

Research projects on specific design influential figures.

Creative designing of contemporarised products.

Design interpretation and documentation of historic collections.

Text Book

The Story of Design" by Charlotte and Peter Fiell

The Design of Everyday Things" by Don Norman.

References

JSTOR, Artstor, and the Design Museum Collection for academic articles and visual references.

Virtual museum tours and online archives for global design heritage.

Topics relevant to "SKILL DEVELOMENT": the scope and significance of design history, Mixing historical styles in architecture, interiors, and fashion for Employability through

Experiential Learning techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

SEMESTER-3

Course Code: DES1143	Course Title: Study on Craft Cluster Type of Course: Decipline Elective (NTCC)	L-T-P-C	0	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Cluster Study and Social Intervention explores community dynamics and applies design thinking to address social issues. Students engage in hands-on projects to create impactful, sustainable solutions for real-world challenges.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Draping and garment construction to skill analysis and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course the students shall be able to: · Develop the ability to analyze and understand community dynamics. · Gain practical experience in applying design thinking to social issues. · Create sustainable, impactful solutions for real-world challenges.					

	· Enhance skills in collaborative problem-solving and teamwork. · Cultivate a deep understanding of ethical considerations in social interventions.
Catalogue prepared by	Name: Dr Bhagyashree Nadig Y S Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES 2030	Course Title: Basics of Visual Design Type of Course: Program Core-Integrated	L-T-P-C	1	0	4	3
Version No.	3.0					
Course Prerequisites	Basics of Visual Design					
Anti-requisites	NA					
Course Description	Purpose: This course is to understand the basics of Visual designs through study and Practice. Abilities to be developed: The course equips them to be able to analyze various types of forms, spaces, semantics, and explore meta and complex patterns. Nature of the course:					

		The students will be able to develop an interest towards the research and development of ore effective visual communication designs which in the long run will translate into their applications in the design industry. .
Course Objective		The objective of the course is to familiarize the learners with the concepts of BASICS OF VISUAL DESIGN and attain Skill Development through Experiential Learning techniques.
Course Outcomes		On successful completion of the course the students shall be able to: Identify and define various terminologies associated with visual design. Compare and examine the different approaches towards visual design elements. Practical component: Design various complex and meta patterns. Understanding the design principles and implementation in the project work.

Course Content:

 Module 1: Fundamental of Design (10 Hours): Knowledge, Comprehension & Application

Module 2: Elements of Visual Design Principles (15 Hours): Comprehension & Application

Module 3: Understanding of Visual Language (10 Hours): Knowledge, Comprehension & Application

Module 4: Analysis of Visual Design Concepts (10 Hours): Knowledge, Comprehension & Application

Module 1	Fundamental of Design	Assignment Demonstration and Participative learning. Documentation	Hands on exercise, Observation & discussion & Visual Journal	5 Hours

Topics:

Introduction of Visual Design basics

Terminologies used in Visual Design

Visual Elements with understanding the aesthetics

Module 2	Elements of Visual	Assignment	Working on design principles,	10 Hours

	Design Principles	Documentation	Visual Journal Development of exercises	

Topics:

Analysis of Aesthetics, gaining knowledge about the composition with design principle.

Exploration of Meta-patterns with hands on exercises

Module 3	Understanding of Visual Language	Assignment Documentation Hands on Practice	Working on design principles, Visual Journal Development of exercises	15 Hours

Topics:

Exploration of Different Techniques of design work as Visual Language.

Case study of the Designers and Their Designs who have Experimented on the same.

Module 4	Analysis of Visual Design Concepts	Assignment Documentation Hands on Practice	Working on design principles, Visual Journal Development of exercises	15 Hours

Topics:

 Visual Principles exercises with hands on exercise.

Analysis of Visual Concepts of Creating the concept development assignment work Etc.

Tessellations and their variations in visual design.

List of Practical Tasks:

Project No. 1

 Explore the design principles from nature with taking photograph.

Project No. 2

 Explore the design principles from nature with taking photograph.

Project No. 3

Explore the design principles from nature with taking photograph.

Project No. 4

Explore and experimentation of different design principles.

Project No. 5

Explore and experimentation of different design principles.

Project No. 6

Explore and experimentation of different design principles.

Project No. 7

Explore and experimentation of different design principles.

Project No. 8

Study on 10 different stylization of work and create the exercise with similar way using one of the design principle.

Project No. 9

Study on 10 different stylization of work and create the exercise with similar way using one of the design principle.

Project No. 10

Study on 10 different stylization of work and create the exercise with similar way using one of the design principle.

Project No. 11

Study on 10 different stylizations of work and create the exercise in a similar way using one of the design principles.

Project No. 12

Development of 5- 6 Samples of different type design projects using design principles.

Project No. 13

Development of 5- 6 Samples of different type design projects using design principles.

Project No. 14

Development of 5- 6 Samples of different type design projects using design principles.

Project No. 15

Development of 5- 6 Samples of different type design projects using design principles.

Project No. 16

Understanding of Visual Language with creating the different types of assignments using design principles.

Project No. 17

Understanding of Visual Language with creating the different types of assignments using design principles.

Project No. 18

Understanding of Visual Language with creating the different types of assignments using design principles.

Project No. 19

Understanding of Visual Language with creating the different types of assignments using design principles.

Project No. 20
Analysis of Visual Design Concepts and implementation of exercises.
Project No. 21
Analysis of Visual Design Concepts and implementation of exercises.
Project No. 22
Using design principles, students have to make one final portfolio for the submission.
Project No. 23
Using design principles, students have to make one final portfolio for the submission.
Project No. 24
Using design principles, students has to make one final portfolio for the submission.

Targeted Application & Tools that can be used:
Understanding the use of principle of design in the project work which should be acceptable by the industry professionals.
Tools will be used, different software like: Photoshop and Adobe Illustrator to get the final output and paper, color and brushes to be used to make the sample works.

Topics relevant to "Skill Development": Study of Understanding of Visual Language and list of practical tasks for Skill Development through Experiential learning techniques. This is attained through the Studio project task component mentioned in the course handout.

Text Books
Principles of Two-Dimensional Design by Wucius Wong
Principles of Form and Design by Wucius Wong
Design as Art by Bruno Munari

References
How to draw a 2D Composition using Geometric Shapes | 5 Tips to make a Good Composition - YouTube
Importance of Studying Light & Shadow to Understand Form & Values - Tutorial to Improve Your Drawing - YouTube
Principles of Design - Balance, Rhythm,Emphasis, Proportion & Scale, Contrast, Movement & Unity - YouTube

Catalogue prepared by	Name: Priyaranjan Behera
	Designation: Asst. Professor
	Communication Design, School of Design
Recomm ended by the Board of	BoS No: 3rd , held on 24th March 2021

Studies on					
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023				

Course Code. DES 3006	Course Title: Introduction to Branding and Brand Identity Type of Course: Program Core	L- T- P- C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Type of Skill	Skill Development, Employability, Entrepreneurship					
Course Description	This course introduces students to the basics of branding and it's architecture with a specific focus on brand identity. It also highlights some of the key branding concepts to create a successful brand identity. The course also helps the student to visualize and create a brand system in alignment with the overall marketing and management outlay.					
Course Objective	The objective of the course is SKILL DEVELOPMENT of student by using EXPERIENTIAL LEARNING Techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: Interpret and associate with the different concepts of Branding. Identify various branding strategies. Apply learnings to create brand identities. Create Brand Logos					

Course Content:	Module 1 – Brand Essentials			
	Module 2 – Visual Branding Language			
Module 1	Branding and Brand Essentials	Case Study	Nil	25 Hours

Topics:

Introduction to Branding , Branding Concepts , Branding Models , Brand Positioning , Brand Extension , Brand Architecture , Online branding , Online Reputation from Design Perspective

Module 2	Visual Branding Language	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	20 Hours

Topics:

Rebranding , Co-Branding and Brand Equity , Brand Identity , Visual Brand Language , Brand Identity Design.

List of Laboratory Tasks:

Visualize and sketech a Brand Logo

Render a Brand Logo

Targeted Application & Tools that can be used:

Application Areas:

Brand Identity Design

Tools:

Adobe Illustrator, Adobe Photoshop, LightBox

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Create 5 logos each for 3 different scenarios

Render the shortlisted logo as a sketch and on digital medium

Text Book

NIL

References	
Designing Brand Identity: An Essential Guide for the Whole Branding Team - Alina Wheeler Creating a Brand Identity: A Guide for Designers - Catharine Slade Branding in Five and a Half Steps - Michael Johnson	
Catalogue prepared by	Mr. Shaik Ahamed Basha
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 2032	Course Title: TYPOGRAPHY Type of Course: Program Core	L-T- P-C	1	0		
					4	3
Version No.	3.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Purpose: This course explores contemporary typography, focusing on its role in digital and print media to meet current market demands. Abilities to be Developed: Students will master type selection, layout design, and typographic hierarchy to create visually compelling and effective communication.					

Course Objective	The objective of the course is the SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students shall be able to: Identify and define the influence of typography on visual perception. Practical component: Analyze the techniques of different types of stylizations in Typography design with hands-on exercise. Apply the various type forms and their derivatives and reconstruct them. Review variations in grid structures to create various type forms through explorative research work.

Course Content: Typography - Basics and applications,Grid Structure and Type Form Design,3D Features of type forms,Anatomy of Grid.

Module 1	Typography - Basics and applications	Assignment Demonstration and Participative learning. Documentation	Observation & discussion & Visual Journal	15 Hours

Topics:

Understanding the fundamentals of letterform.

Principle of communicating with letterform and the stylization.

Module 2	Grid Structure and Type Form Design	Assignment Documentation	Observation & discussion & Visual Journal	20 Hours

Topics:

Different types of features in Type forms.

Using Typography in different context – Books, Posters/Signage

Module 3	3D Features of type forms	Assignments & presentation	Observation & discussion & Visual Journal	20 Hours

Topics:

			Typography in different context -Motion Graphics Anatomy of Grid with letterform.	
Module 4	Anatomy of Grid	Assignments & presentation	Observation & discussion & Visual Journal	20 Hours

Topics:

Understanding Types of Grids

Experimentation of Font Designing

List of Practical Tasks:

Project No. 1

Typography - Basics and applications (Presentation)

Letterform and the stylization in typography design (Presentation)

Project No. 2:

Different types of features in Type forms. (Presentation)

Using Typography in different context – Book cover, Posters/Signage design with hands on exercise. (Presentation)

Project No. 3:

Use of Typography in different context -Motion Graphics (Presentation)

Anatomy of Grid with letterform with hands on exercise.

Project No. 4:

The different Types of Grids with hands on exercise.

Experimentation of Font Designing with hands on exercise.

Targeted Application & Tools that can be used:

Adobe InDesign: Best for designing print layouts, editorial content, and sophisticated text compositions.

Type kit (Adobe Fonts): Provides access to a vast library of fonts that can be integrated into design projects.

Glyphs or Font Forge: Tools for creating custom fonts and modifying existing typefaces.

Google Fonts: A free resource for web-friendly fonts that can be used across various digital platforms.

Topics relevant to "Development of Skill": Study of Typography for Skill Development through Experiential learning techniques. This is attained through the Studio Project tasks mentioned in the course handout.

Text Books

	Thinking with Type by Ellen Lupton
	The Elements of Typographic Styles by Robert Bringhurst
	Designing Type by Karen Cheng
	Typography Workbook: A Real-World Guide to Using Type in Graphic Design" by Timothy Samara
	References
	The history of typography: retracing letter forms from hieroglyphs to Helvetica - 99designs
	Layout Design: Types of Grids for Creating Professional-Looking Designs (visme.co)
	Tutorial: Creating 3D typography with Adobe Dimension - DESK Magazine (vanschneider.com)
Catalogue prepared by	Name: Argamita Sen Sarmah Designation: Asst. Professor Communication Design, School of Design
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 2043	Course Title: Storytelling and narrative Type of Course: Program Core	L-T P-C	1	0		
					2	2
Version No.	1.0					
Course Pre-requisites	Storytelling and narrative					
Anti-requisites	NIL					
Course Description	Purpose: The objective of the course is to learn, appreciate and understand storytelling as part of the communication design. Abilities to be developed:					

	The course equips the students to understand storytelling and narrative techniques and associate the concepts to live cases. Nature of the course: It will enable the students to undertake story telling based approach as one of the options to create a cohesive communication strategy.
Course Objective	The objective of the course is the SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course the students shall be able to: Identify storytelling models. Associate narrative styles and theories to different type of communication medium. Use the storytelling technique for creating pragmatic communication approach alternatives. Practical component: Analyse and understand the different types of stylization in storyboard design in storytelling with hands on exercise.

Course Content:

Module 1	Fundamentals of Storytelling and Narrative	Assignment Demonstration and Participative learning. Documentation	Observation & discussion & Visual Journal	5 Hours

Topics:

Introduction to Storytelling and Narrative structure.

Fundamentals of Storytelling and Narratives structures.

Module 2	Linear and Non-Linear Storytelling	Assignment Documentation	Observation & discussion & Visual Journal	5 Hours

Topics:

Understanding of Linear and Non-Linear Storytelling.

Story boarding and Narrative approaches with different camera angles.

Module 3	Application of Narratives and Storytelling for	Assignments & presentation	Observation & discussion & Visual Journal	10 Hours

	Causes and Brands			

Topics:

Study of Storytelling and narratives approaches to different mediums.

Study of script and character behavior approaches to the story.

Module 4	Study of Storytelling and narratives approaches to different mediums	Assignments & presentation	Observation & discussion & Visual Journal	10 Hours

Topics:

Study of Storytelling and narratives approaches to different mediums for brands and causes.

List of Practical Tasks:

Project No. 1

Level 1:   Storytelling and Narrative with different camera angles (Presentation)

Level 2:   Storytelling and Narrative with the importance of character (Presentation)

Project No. 2:

Level 1:   Different types of features in linear and non-linear story (Presentation)

Level 2:   Using the design story of Book cover, Posters/Signage design etc. (Presentation)

Project No. 3:

Level 1:   Use of context and the narrative approach to the brands (Presentation)

Level 2:   Use of context and the narrative approach to the brands (Presentation)

Project No. 4:

Level 1:   Narratives approaches to different mediums for brands and its causes. (Presentation)

Level 2:   Comparative study of narrative approach to brand designing. (Presentation)

Targeted Application & Tools that can be used:

Understanding the chronology of Arts from a historical perspective

Tools will be used to sketch, draw and presentation to understand the Art & Design History

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules. Students have to create a final Product which includes all which was taught in the Modules for their submission.

Topics relevant to "Skill Development": Study of Typography for Skill Development through Experiential learning techniques. This is attained through the Studio Project tasks mentioned in the course handout.

Text Books

Case Studies, Documentaries and Videos, Presentations and Online Study Materials.	
Reference Textbook Content Strategy for the Web - Kristina Halvorson and Melissa Rach The Elements of Content Strategy - Erin Kissane Epic Content Marketing: How to Tell a Different Story, Break Through The Clutter, And Win More Customers By Marketing Less - Joe Pulizzi	
References The power of brand storytelling through design - 99designs Storytelling In Marketing and Branding: Build your Story! (designeverything.xyz) Brand Story Telling: A Modern Approach of Brand Story Telling Through Logo Designs - The Next Scoop	
Catalogue prepared by	Name: Arghamita Sen Sarmah Designation: Asst. Professor Communication Design, School of Design
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: (DES20 31)	Course Title: Basics of Communication Type of Course: Program Core	L-T-P-C	2	0	2	3
Version No.	3.0					
Course Pre-requisite s	NA					

Anti-requisites	NIL			
Course Description	This course is to understand the Basics of communication theory with a special focus on Visual Communication & Understanding core principles of communication, different channels of communication and composing messages for Visual communication is the prime focus of the course.			
Course Objective	The objective of the course is the SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.			
Course Outcomes	On successful completion of the course the students shall be able to: Identify communication processes across various communication mediums. Practical component: Apply the learnings in theory to evolve message design for effective communication. Demonstrate the dynamics of various communication mediums. Analyze various components of message design.			

Course Content:

Introduction To Communication Theory, Communication Process, Message Designing

Semantics and Message Structure

Module 1	Introduction To Communication Theory	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	5 Hours

Topics:

Introduction to Communication and Communication Process

Understanding Communication Process

Elements and Principles of Communications

Module 2	Communication Process	Assignment Documentation and poster	Poster Development Visual Journal Role Play Demonstration	10 Hours

			composition	

Topics:

Types of Communication, speech and mannerisms.

Importance of Speech.

Non-Verbal Communication and Body Language in Communication

Module 3	Message Designing	Assignment Documentation Hands on Practice	Development of Visual Guidance system Visual Journal	15 Hours

Topics:

Human Information Processing and message Design

Working Memory and Chunking Theory

Temporal Message Design

Semantics and Message Structure

Application of Communication to various mediums

List of Practical Tasks:

Project No. 1

Case study discussion pertaining to workplace communication (Visual, verbal and non-verbal)

Project No. 2:

Explore 5 iterations of poster design for a Movie – La Jetee . Different messaging techniques to be used to convey different aspects of the movie.

Project No. 3:

Use Chunking theory to design a set of communication artifact for the target audience.

Targeted Application & Tools that can be used:

Typical ideation and design research tool like brain storming, mental maps, etc.

Basic Photo and Text and graphics manipulation tools.

Topics relevant to " Skill Development": Study of Visual Communication for Skill Development through Experiential learning techniques. This is attained through the Studio Project task component mentioned in course handout.

Text Books

Design for everyday things – Don norman

References
Handbook of Visual Communication (Theory, Methods, and Media) - By Sheree Josephson, James Kelly, Ken Smith
Decoding Visual Communication: Semiotics – by Vidyasagar Kattula
Visual Communication Theory and Research: A Mass Communication Perspective - Shahira Fahmy, Mary Angela Bock, Wayne Wanta
Visual Language Theory – by Gubbio, Kim Marriott
Semiotics of Visual Language by Fernande Saint-Martin
The Graphic Communication Handbook – by Simon Downs
https://www.youtube.com/watch?v=Ew2X4OLviGI – Visual Communication Models
https://www.youtube.com/watch?v=0U4VVTKnZAI – Communication Theory
https://www.youtube.com/watch?v=4Z1BIeje_ko – Communication Cycle

Catalogue prepared by	Name: Abhinav Srivastava Designation: Assistant Professor SCHOOL OF DESIGN
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES2079	Course Title: Digital Design Tools Type of Course: Discipline Elective	L- T- P-C	1	0	4	3

Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course offers an essential introduction to Adobe Photoshop and Illustrator, focusing not only on mastering basic tools like the pen, brush, and blending options but also on fostering design creativity. Students will learn to create vector illustrations and explore various visual design aspects, ultimately enhancing their ability to conceptualize and implement innovative digital designs effectively.					
Course Objective	The objective of the course is EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: Understand essential tools in Adobe Photoshop and Illustrator, including the pen, brush, and blending options. Apply creative design skills, to various digital projects. Implement advanced visual design concepts.					
Course Content:	This course introduces Adobe Photoshop and Illustrator, focusing on essential tools, vector illustration, and creative design techniques.					

Module 1	Introduction to Digital Design Tools	Visual documentation	Case studies, classroom discussions and presentations	15 Periods

Topics:

Understanding the interface and basic functionalities of Photoshop and Illustrator.

Exploring essential tools such as the pen tool, brush tool, and blending options.

Hands-on practice sessions to familiarize students with basic tool operations.

Module 2	Advanced Techniques in Digital Design	Visual documentation	Case studies, classroom discussions and presentations	15 periods

Topics:

Advanced tools and features in Photoshop and Illustrator for more complex designs.

Techniques for creating and manipulating vector illustrations effectively.

Integration of typography, color theory, and composition in digital designs.

Module 3	Digital Design Projects and Applications	Visual documentation	Case studies, classroom discussions and presentations	15 periods

Topics:

Designing logos, posters, and digital illustrations using Photoshop and Illustrator.

Conceptualizing and executing digital design projects from start to finish.

Incorporating feedback and iterative design processes.

List of Projects:

Practical exercises: Create a simple digital artwork combining basic shapes and applying various tools.

Design project: Create a visually appealing digital poster or advertisement using advanced tools and techniques learned.

Portfolio review: Present a collection of digital designs demonstrating proficiency in using advanced features and concepts.

Discuss insights gained about professional practices and future career aspirations in digital design.

Targeted Applications & Tools that can be used:

Adobe Illustrator: For creating logos, icons, and vector graphics that form the core of visual brand identity.

Adobe Photoshop: Useful for editing and manipulating images, creating graphics, and refining visual elements of brand communication.

Canva: A user-friendly tool for designing social media graphics, presentations, and marketing materials, suitable for smaller-scale projects and beginners.

Text Book

"Adobe Photoshop Classroom in a Book" by Adobe Creative Team - This series provides comprehensive lessons and exercises for learning Photoshop from beginner to advanced levels.

"Adobe Illustrator Classroom in a Book" by Adobe Creative Team - Similar to the Photoshop version, this book offers structured lessons and projects to master Illustrator.

"The Adobe Illustrator WOW! Book" by Sharon Steuer - This book focuses on creative techniques and advanced tips for using Adobe Illustrator effectively.

"Photoshop for Dummies" by Barbara Obermeier and Ted Padova - A beginner-friendly guide covering essential tools and techniques in Photoshop.

"Vector Basic Training: A Systematic Creative Process for Building Precision Vector Artwork" by Von Glitschka - This book emphasizes creating vector illustrations and artwork using Illustrator.

"The Non-Designer's Design Book" by Robin Williams - While not specific to Adobe tools, this book provides foundational principles of design that apply to digital tools as well

References
Videos: Adobe Photoshop Tutorials - Photoshop Training Channel Channel Link: Photoshop Training Channel Adobe Illustrator Tutorials - Dansky Channel Link: Dansky Adobe Creative Cloud - Adobe Creative Cloud Channel Link: Adobe Creative Cloud Terry White - Terry White Channel Link: Terry White Piximperfect - Unmesh Dinda Channel Link: Piximperfect

Topics relevant to "EMPLOYABILITY": Embroidery – techniques, lace and Tulle – techniques, and featherwork - techniques for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Ms. Arghamita Sen Sarmah, Asst. Professor, Communication Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

SEMESTER-4

Course Code: DES 3005	Course Title: APPLIED VISUAL DESIGN Type of Course: Program Core	L- T-P- C	1	0		
					4	3
Version No.	3.0					
Course Prerequisites	NA					

Anti-requisites	NA			
Course Description	This course introduces students to the advanced techniques of visual design to enhance their skills as a visual communication expert. It also highlights some of the key concepts of visual design applied to data visualization and other Communication design mediums.			
Course Objective	The objective of the course is the SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: Students will be able to depict different visual elements and principles in a composition. PRACTICAL COMPONENT Recognize the elements and principles in artworks. Analyze the various types of visual design principles. Evaluate the impact of elements and principles in communication visual design.			
Course Content:	Introduction to Applied visual design, Brand & Brand strategy, Signs & Symbols.			
Module 1	Applied visual Design	Term paper/Assignment/Case Study	Introduction/ Learning Logo Design / what is Branding / any other such associated activity	15 Hours

Topics:

Elements and Principles of Visual Design

What is Branding

Discovery

Solving the creative problems that are involved in creating a logo

Comics, Graphic Novels and Visual Journalism

Verbal and Non-Verbal Codes and Cues - Semiotics

Abstraction as Design Approach

Different kinds of symbols and applications-Ideograms, ichnograms, Logograms

Module 2	MONOGRAMS	Term paper/Assignment/Case Study	Using a creative brief / Defining a client's expectations / Using mood boards/ any other such associated activity	15 Hours

Topics:

Abstraction and Typography- Typographic Poster

Book cover design				
Print products and packaging				
Data Visualization				
VD for Media Production				
VD for Interface				
Module 3	Sign & Symbols	Term paper/ Assignment /Case Study	Using a creative brief / Defining a client's expectations / Using mood boards/ any other such associated activity	15 Hours

Topics:

Abstraction and Typography- Typographic Poster

Book cover design

Print products and packaging

Data Visualization

VD for Media Production

VD for Interface

List of Practical Tasks:

Project 1. Create a Logo using adobe illustrator. Follow the process which was thought to you using timeline. (Discovery, Mood Boards, Typography, Deductive Ideations, Visual Associations / Shape Association / Storytelling / Color Association / Conceptual Patterns / Historical References / Thesaurus, Thumbnail Sketching, Type of Logo (Story of the logo), Test your logo if it fits the given exercises, Tagline / Slogan)

Project 2. (CREATE 3NOS OF MONOGRAMS), Discovery - Using mood boards (collage format, consisting of gathered images, texts, and sample objects based on a specific topic or theme, potential styles,) BLACK&WHITE, Ideation - Different styles Thumbnail Sketching (Include detailed notes) Illustrate vector file, Test your symbol if it fits the given exercises

Project 3. Create a SYMBOL Total 2 nos / 2-3 IDEATIONS)

Describe why you chose this symbol, Discovery - Using mood boards, Ideation - Different styles Thumbnail Sketching, Illustrate vector file, Test your symbol if it fits the given exercises, Tagline / Slogan

Targeted Application & Tools that can be used: Use Adobe Illustrator and Adobe photoshop for creating vector and raster graphics.

Text Book: Design for Everyday Things Don Norman

References:
1. Principles of Two-Dimensional Design by Wucius Wong (ISBN-10: 0471289604)
2. Principles of Color Design: Designing with Electronic Color by Wucius Wong (ISBN-10: 9780471287087)

Topics relevant to "SKILL DEVELOPMENT": Principle of design, nomenclature for developing SKILL DEVELOPMENT Skills through Experiential Learning techniques. This is attained through Studio project Tasks mentioned in the course handout.

Catalog prepared by	Mr. Shaik Ahamed Basha Asst. Professor, CD-SOD
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code:	Course Title: Retail Store Branding	L-T P-C		0		

(DES2134)	Type of Course: -Integrated			1		2	2
Version No.	2.0						
Course Prerequisites	NA						
Anti-requisites	NIL						
Course Description	This course is to explore communication in an offline and commercial environment with the user as the focus.Understanding core principles of communication in combination with design principles, different channels of communication and composing messages for the Visual communication in an offline environment is the prime focus of the course. It aims to develop the basics of communication modus operandi in the students.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of VISUAL MERCHANDISING & STORE BRANDING and attain Skill Development through Experiential Learning techniques.						
Course Outcomes	On successful completion of the course the students shall be able to: Identify the elements and principles of visual merchandising. Practical component: Apply the learnings in theory to evolve offline communication artifacts. Recognize different visual merchandising concepts. Evaluate VM concepts to suit different formats of businesses.						

Course Content:

Study of VM Concepts,Application of VM Concepts, Application of Brand Communication in Retail Environments,Communication at Decision Making Points

Module 1	Study of VM Concepts	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	15 Hours

Topics:

Difference and Similarities between Visual Display and Visual Merchandising

Design principles used in VM and Retail Displays Concepts of Merchandising Mix Concepts of Assortment Mix				
Module 2	Application of VM Concepts	Assignment Documentation	Visual Journal Presentation	15 Hours
Topics: Colour Scheme and Lighting Understanding Store displays Presentation Techniques Fixtures Planograms				
Module 3	Application of Brand Communication in Retail Environments	Assignment Documentation Hands on Practice	Development of Visual Communication for Retail Visual Journal	10 Hours
Topics: Importance of Colour and Typography in POS and POP communication. Introduction to Sketch Up Creating POP Communication				
Module 4	Communication at Decision Making Points	Assignment Documentation	Static Model of a Point of Purchase Communication	5 Hours
Topics : 1.Creating POS Displays 2.Case Study				
List of Practical Tasks: Project No. 1 Presentation on Retail store touchpoints Project No. 2: Create a Planogram using the principles of Design.				

Project No. 3:
Create Collaterals for Retail Communication

Targeted Application & Tools that can be used:
Typical ideation and design research tools like brainstorming, mental maps, etc.
Using 3d Tools like Sketch Up

Topics relevant to "Development of Skill": Study of Retail Store Branding for Skill Development through Experiential learning techniques. This is attained through the Studio Project Task mentioned in course handout.

Text Books
Principles of Form and Design by Wucius Wong

References
Store Design and Visual Merchandising, Second Edition - Book by Claus Ebster and Marion Garaus
Visual merchandising and Display - Book by Martin Pegler
The Aisles Have Eyes: How Retailers Track Your Shopping, Strip Your Privacy, and Define Your Power - Book by Joseph Turow
Communication For Retail Professionals - Book by Rizvi
https://www.youtube.com/watch?v=RcjLp2nWfs0 – The need for VM
https://www.youtube.com/watch?v=K30rL7EEyO8 – Visual display and Visual Merchandising
https://www.youtube.com/watch?v=rLEC4NlduLY – Planogram
https://www.youtube.com/watch?v=SKyez7WoEDE – Retail Displays
https://www.youtube.com/watch?v=kMHhJxFC9Mg – Retail POP Display
https://www.youtube.com/watch?v=qgt2s9RzvKM – Introduction to Sketch Up

Catalogue prepared by	Name: Abhinav Srivastava
	Designation: Assistant Professor
	SCHOOL OF DESIGN
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by	18th Academic Council Meeting held on 3rd Aug 2022

the Academic Council	

Course Code: DES 2135	Course Title: Design Research Type of Course: Integrated (Program Core)	L-T-P-C	1	0	4	3
Version No.	3.0					
Course Pre-requisites	Design Research Methods					
Anti-requisites	NIL					
Course Description	The objective of this course is Understand research in the context of design methods and thinking. Will provide opportunities in the product and service industries through application of user and trend research. Develop ability in taking informed design decisions through research. Design research will also help to gain insight and empathy of the stakeholders.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of DESIGN RESEARCH and attain Skill Development through Experiential Learning techniques.					

Course Outcomes	On successful completion of the course the students shall be able to: Grasp design research fundamentals: Understand the role of research in design practice, navigate design discourse, and analyze research methods used in design. Formulate research questions: Critically identify design problems and translate them into focused research questions. Apply research methods: Select and implement appropriate research methodologies (surveys, interviews, etc.) for design projects. Analyze and interpret data: Critically analyze research findings and draw insightful conclusions. Design research projects: Develop a well-defined design research project proposal using acquired knowledge and methods. Communicate research effectively: Document and present design research processes and findings in a clear and compelling way.			

Course Content:

Design research course delves into understanding user needs, research methods, and data analysis to inform design decisions.

Knowledge - Understanding the need of Design research as a specialized area of knowledge and application.

Skill - To be able to contextualize the design problem and employ the appropriate research tools.

Synthesis - To be able to decode and analyses information to produce useful insights for design.

Module 1	Definition of Research , Need for research Types of research , ROL	Assignment Documen tation	Observation & discussion Visual Journal , Lecture, seminars	18 Hours

Topics:

Objectives, Use, Purpose and importance, Perceptions of research

	Quantitative and Qualitative methods, types of research

Methods for literature search,

Literature mining and validation. Plagiarism, Referencing, Annotated Bibliograph

Module 2	Using research to add value and credibility to design.	Assignment Documentation	Observation & discussion & Visual Journal	18 Hours

Topics:

Need for design research

The factors which distinguish it from other areas of research

History and Development

Module 3	Different types of Design research	Assignments & presentation	Observation & discussion & Visual Journal	18 Hours

Topics:

Research in design

Research for design

Research through design

Module 4	Choosing research tools, Creating a research plan,	Assignments & presentation	Observation & discussion & Visual Journal	18 Hours

	Presentin g research			

Topics:

Case narratives

Journey maps

Contextual inquiry

Cultural probes

Using research to begin the design process

Using research to enhance/strengthen design process

Using research to validate design solutions

Abstract

Synopsis

Proposal

Research writing styles

Targeted Application & Tools that can be used:

Lectures, Seminars, Workshops and tutorials

Group discussions, team working

Self-directed study and work experience or simulations

Topics relevant to "Skill Development": Study of Design Research for Skill Development through Experiential learning techniques. This is attained through the assessment component mentioned in course handout.

Text Books

Amaresh Chakraborty, 2009, Design Research Methods- Blessing and Chakraborty

Brenda Laurel, 2003, Design Research.

Julian Malins, 2016, Visualizing Research

Doing Research in Design- Crouch

	International Journal of Design
	Design Issues
	Design Studies
References	
Catalogue prepared by	Name: Suvidha .P Designation: Asst. Professor Communication Design, School of Design
Recommended by the Board of Studies on	BoS No: 9th , held on 18th january 2023
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

	Course Title: Basics of Photography Type of Course: Program Core					
Course Code: DES1126		L- T- P- C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					

		This introductory photography course provides essential skills for beginners, covering camera basics, exposure fundamentals, composition techniques, and lighting principles. Students will learn to capture compelling images through hands-on practice and interactive lessons. Emphasis is placed on understanding camera functions, achieving proper exposure, and developing an eye for effective composition, preparing participants to confidently explore the art and technicalities of photography.		
Course Description				
Course Objective		The objective of the course is to SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.		
Course Outcomes		On successful completion of the course, the students shall be able to: Understand and operate camera settings effectively. Apply correct exposure in various lighting conditions. Implement light to enhance mood and clarity in photos.		
Course Content:		This course covers essential photography skills, including camera functions, exposure techniques, composition principles, and lighting fundamentals.		
Module 1	Camera Basics and Exposure Fundamentals	Visual documentation	Case studies, classroom discussions and presentations	15 Periods

Topics:

Camera types and functionalities.

Understanding exposure: aperture, shutter speed, and ISO.

Techniques for achieving proper exposure in different lighting conditions.

Practical exercises: Hands-on sessions to practice camera settings and exposure control.

Module 2	Composition Techniques and Visual Design	Visual documentation	Case studies, classroom discussions and presentations	15 periods

Topics:

Composition rules and guidelines: rule of thirds, leading lines, framing, etc.

Understanding visual balance and harmony in photography.

Creative approaches to framing and perspective.

Practical application: Hands-on exercises to apply composition techniques in photography projects.

Module 3	Lighting Principles and	Visual documentation	Case studies, classroom	15 periods

	Advanced Techniques		discussions and presentations	

Topics:

Types of natural and artificial light sources and their effects.

Techniques for using light modifiers and reflectors.

Strategies for indoor and outdoor lighting setups.

Advanced shooting techniques: low light photography, backlighting, etc.

List of Projects:

Capture a series of images demonstrating correct exposure techniques learned in class.

Present a collection of photographs demonstrating the effective use of composition techniques.

Design and execute a photo shoot focusing on controlled lighting techniques.

Create a thematic portfolio showcasing mastery of camera skills, composition, and lighting principles.

Targeted Applications & Tools that can be used:

Digital Single-Lens Reflex (DSLR) Cameras: Learn camera basics, exposure controls, and manual settings to capture high-quality images.

Smartphone Photography: Explore the capabilities of smartphone cameras for everyday photography, emphasizing composition and lighting techniques applicable to mobile devices.

Photo Editing Software: Introduce basic photo editing tools like Adobe Lightroom or Adobe Photoshop to enhance and refine captured images post-production.

Online Portfolios and Social Media Platforms: Utilize platforms like Instagram or Behance to share and receive feedback on photographic work, fostering community engagement and portfolio development.

Text Book

"Understanding Exposure" by Bryan Peterson - A comprehensive guide to mastering the concepts of exposure, essential for capturing well-exposed photographs.

"The Photographer's Eye: Composition and Design for Better Digital Photos" by Michael Freeman - Focuses on composition techniques and visual design principles to enhance photographic storytelling.

"Digital Photography Complete Course: Learn Everything You Need to Know in 20 Weeks" by David Taylor - A structured course covering all aspects of digital photography from camera basics to advanced techniques.

"Read This If You Want to Take Great Photographs" by Henry Carroll - Provides practical tips and insights into creating impactful photographs, suitable for beginners.

"The Art of Photography: An Approach to Personal Expression" by Bruce Barnbaum - Explores the artistic and creative aspects of photography, encouraging personal expression and style development.

References

Videos:

· Tony & Chelsea Northrup

Channel: Tony & Chelsea Northrup

Comprehensive tutorials, gear reviews, and photography tips suitable for all skill levels.

· Peter McKinnon

Channel: Peter McKinnon

Creative photography techniques, cinematic editing tutorials, and inspirational vlogs.

· Mango Street

Channel: Mango Street

Photography and filmmaking tips, creative editing tutorials, and behind-the-scenes videos.

· DigitalRev TV

Channel: DigitalRev TV

Camera gear reviews, photography challenges, and entertaining photography-related content.

· The Art of Photography (Ted Forbes)

Channel: The Art of Photography

Photography philosophy, historical insights, and in-depth discussions on photography as an art form.

Topics relevant to "SKILL DEVELOPMENT": Embroidery – techniques, lace and Tulle – techniques, and featherwork - techniques for SKILL DEVELOPMENT through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Ms. Arghamita Sen Sarmah, Asst. Professor, Communication Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES 2034	Course Title: MARKETING AND ADVERTISING FOR DESIGNERS Type of Course:Program Core		L- T -P- C	1	0		
						2	2

Version No.	1.0
Course Pre-requisites	NIL
Anti-requisites	[List the Anti -requisites of the course]
Course Description	This course introduces students to the basics of marketing and it's principles with a specific focus on integrated communications. It also highlights some of the key concepts of Advertising and the role of a communication designer in the field of the advertising
Course Objective	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.
Course Out Comes	On successful completion of the course the students shall be able to: Interpret and associate with the different principles of marketing and integrated marketing communication. Differentiate between different kind of Advertising appeals. Apply learnings to create different kind of advertising copy.
Course Content:	Introduction to Marketing Introduction to Advertising Advertising for Communication Designers Applied Advertising

Module 1	Introduction to Marketing	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	5

Topics:

The Concept of Marketing, 4 P's pf Marketing

Product and Promotion

Integrated Communication Mix and Promotion Vehicles

Module 2	Introduction to Advertising	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	10

Topics:

Understanding Advertising, Meaning and Framework of Advertising; Defining Advertising;

Advertising to Persuade the Buyer;

Importance of Advertising in Marketing;

Role of Advertising in Marketing Mix and Positioning;

Advertisers and Advertising Agencies.

Module 3	Applied Advertising	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15

Topics:

Project on marketing and advertisement.

Making use of digital /print advertisement.

Revision / Tutorial

List of Laboratory Tasks:

Experiment N0 1:

Level 1:

Level 2:

Experiment No. 2:

Level 1

Level 2

Targeted Application & Tools that can be used: [Mention here the application area of the contents of the Module and the name of any specialized professionally used tools (Like software, Hard ware, any other form of tool) relevant to the contents of the module.]

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

Text Book	
[Mention the primary Text Book (01/02) & its availability in the library. and other reference materials and other associated digital resources.]	
References: In references apart from the books and web links, mention a few standards & Hand books relevant to the Laboratory tasks used by the professionals.	
Catalogue prepared by	Mr. Abhinav Kumar
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 2067	Course Title: Introduction to Interaction Design Type of Course: Discipline Elective	L- T- P- C	1	0	4	3
Version No.	3.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces students to the basics of interaction design and associated cognitive psychology when dealing with human computer interaction. It also highlights some of the key concepts of interaction design. In turn the course paves the way for further subjects like UX and UI .					
Course Objective	The objective of the course is EMPLOYABILITY of students by using EXPERIENTIAL LEARNING Techniques.					

Course Out Comes	On successful completion of the course the students shall be able to: Identify the importance of user-centered design. PRACTICAL COMPONENT Analyze the sensory, cognitive and physical capabilities of users in the context of design of interactive products. Recognize the process of interaction design.			
Course Content:	Interaction Design Introduction,Basics of IXD			
Module 1	Interaction Design Introduction	Assignment , Case Study	Book Review	15 Hr
Topics: Introduction What is interaction design? , HCI - Communicating with inanimate , Brief History of IXD , Design as a Process , Understanding and Conceptualizing Interaction , Understanding Users.				
Module 2	Basics of IXD	Case Study	Book review	15 Hours
Topics: Designing for Collaboration and Communication. Understanding how Interfaces Affect Users,Setting Context for HCI and UX, UI/UX Case Study				
Module 3	Interaction design process	Case Study	Book review	15 Hours
Topics:Technology-enabled learning: research and Criteria/ characteristics of a Good Research of Interaction Design				
List of Projects: Project 1 : Make a presentation on good and bad user interaction with machine. Project 2: Create a Interaction Design Model for a product on one's choice Project 3 : Develop a Prototype in Figma or XD.				
Targeted Application & Tools that can be used:				

Figma	
Text Book	
	Design as Art by Bruno Munari
References	
	Interaction Design: Beyond Human-Computer Interaction - Helen Sharp, Jenny Preece, and Yvonne Rogers
	Designing Interactions - Bill Moggridge
	Designing for Interaction: Creating Innovative Applications and Devices - Dan Saffer
Topics relevant to " Employability ": Study of Typography for Employability through Experiential Learning techniques. This is attained through the Studio Project tasks mentioned in the course handout.	
Catalogue prepared by	Mr. Abhinav kumar

Designation: Asst. Professor

Communication Design, School of Design |
| Recommended by the Board of Studies on | |
| Date of Approval by the Academic Council | |

| Course Code:

DES2139 | Course Title: AI for Design Innovation

Type of Course: OE | L-T-P- C | 3 | 0 | | |
|---|---|---|---|---|---|---|
| | | | | | 0 | 3 |
| Version No. | 1.0 | | | | | |
| Course Prerequisites | NA | | | | | |
| Anti-requisites | NA | | | | | |
| Course Description | This course explores the intersection of Artificial Intelligence (AI) and design thinking, equipping students with the skills to leverage AI for innovative design solutions. Through a combination of theoretical understanding and practical | | | | | |

	application, students will gain insights into how AI can enhance creativity, user experience, and problem-solving in various design disciplines.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of AI through Entrepreneurship DEVELOPMENT of students by using Participative LEARNING Techniques.			
Course Out Comes	On successful completion of the course the students shall be able to: Understand the fundamentals of AI and its potential applications in design. Critically evaluate the ethical considerations of using AI in design. Apply AI tools and techniques to design research, ideation, and prototyping. Develop design solutions that leverage AI to address user needs and societal challenges relevant to the Indian context.			
Course Content:	Introduction to AI for Design, Design Thinking with AI			
Module 1	Introduction to AI for Design	Term paper/Assignment/Case Study	Applying AI to a specific design challenge	15 Hours

Topics:

Understanding AI: This module introduces core AI concepts (machine learning, deep learning, natural language processing) and their relevance to the design field.

AI in Design Landscape: Students explore existing applications of AI in various design disciplines (product design, graphic design, fashion design, etc.) with a focus on Indian design trends.

Guest Lecture: Invite a design professional who uses AI in their work to share their experience and insights.

Module 2	Design Thinking with AI	Term paper/Assignment/Case Study	Applying AI to a specific design challenge	15 Hours

Topics:

AI-powered User Research: This module explores how AI tools can be used for user research tasks such as data analysis, sentiment analysis, and user behavior prediction.

AI for Design Ideation: Students learn about AI-powered brainstorming techniques, generative design tools, and how to leverage AI to explore innovative design solutions.

Case Studies: Analyze successful design projects that have integrated AI in their process, focusing on Indian companies or startups.

Workshop: Hands-on session with an AI-powered design tool relevant to the students' specialization (e.g., AI-powered material suggestion for product design).

Module 3	Designing with AI	Term paper/Assignment/ Case Study	Developing an AI-powered design prototype	15 Hours

Topics:

AI for Prototyping and Testing: This module explores how AI can be used for rapid prototyping, user testing with AI simulations, and iterating on design solutions based on AI-generated feedback.

Ethical Considerations: Students discuss the ethical implications of using AI in design, such as bias, privacy, and transparency.

The Future of AI and Design: Explore emerging trends and potential future applications of AI in the design industry, particularly relevant to the Indian context.

Final Project Development: Students work on individual or team projects to develop an AI-powered design prototype that addresses a specific design challenge.

Presentations and Critique: Students present their final projects and receive feedback from peers and instructors.

Text Book: Artificial Intelligence for Designers" by John McCarthy and John Fitch

References:

1. AI for Design: Learning from Generative Design Tools" by Patrick Streich and Michael H. Lee Authors: P. Streich and M. H. Lee.Title: AI for Design: Learning from Generative Design Tools

2. Design and Artificial Intelligence: Interdisciplinary Perspectives and Methods" edited by Sabine Junginger and Jodi Forlizzi Authors: S. Junginger and J. Forlizzi (Eds.).Title: Design and Artificial Intelligence: Interdisciplinary Perspectives and Methods.

Topics relevant to "Entrepreneurship": Principle of design, nomenclature for developing Entrepreneurship Skills through Participative Learning techniques. This is attained through Studio project Tasks mentioned in the course handout.

Catalog prepared by	Mr. Abhinav Srivastava Asst. Professor, CD-SOD
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

SEMESTER- 5

Course Code: DES 2136	Course Title: Printing & Publication Design	L-T -P- C	1	0		
					4	3

	Type of Course: Integrated (Discipline Elective)					
Version No.	3.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	The objective of this course is to provide an overview of the world of creating effective and visually engaging designs for printed publications. The course also aims for the students to explore the foundational principles, industry practices, and software applications used to bring ideas to life on paper. This course offers students to: Gain a comprehensive understanding of design principles for print media, including layout, typography, and imagery. Master the technical aspects of print production, from selecting paper and printing processes to file preparation. Develop proficiency in industry-standard design software for creating print layouts. Hone critical thinking skills to analyze and critique design concepts and finished products. Learn effective strategies for planning, producing, and disseminating various printed publications.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of PRINTING & PUBLICATION DESIGN and attain Employability through Experiential Learning techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Design print-ready publications that are visually appealing, informative, and adhere to industry standards.					

Confidently navigate the print production process, making informed decisions about materials and techniques.

Apply design principles and software skills to create diverse printed materials like brochures, magazines, and book covers.

Communicate design concepts effectively, both verbally and visually.

Course Content:

Understanding the Fundamentals and Principles of Printing and Publication Design

Module 1	Foundations of Print Design	Assignment Demonstration and Participative learning. Documentation	Observation & discussion & Visual Journal	5 Hours

Topics:

Introduction to basic design principles, layout techniques, and typography fundamentals specifically for printed publications.

Module 2	Typography for Print	Assignment Documentation	Observation & discussion & Visual Journal	5 Hours

Topics:

Delve deeper into the world of type, learning about selecting fonts, creating hierarchies, and using typography for maximum impact in print.

Module 3	Design Software for Print	Assignments & presentation	Observation & discussion & Visual Journal	15 Hours

Topics:

Introduction to Design Soft-wares related to Print Design. hands-on training in industry-standard design software for creating print layouts.

Module 4	Print Production Workflow	Assignments & presentation	Observation & discussion & Visual Journal	20 Hours

Topics:

Explore the various stages of print production, from selecting paper and printing processes to prepress and final output.

Targeted Application & Tools that can be used:

To Create Print Designs using AdobeInDesign, QuarkXPress, Affinity Publisher, Scribus, Microsoft Publisher, Adobe Photoshop, Adobe Illustrator.

Topics relevant to "Employability": Study of Printing & Publication Design for Employability through Experiential learning techniques. This is attained through the assessment component mentioned in course handout.

Text Books

1.   Publication Design: A Guide for New Designers by Gavin Ambrose and Paul Harris

Layout Essentials: Graphic Design Principles for Print and Screen by Robbie Kellman Baxter

The Non-Designer's Design Book by Robin Williams

Graphic Design School: A Foundation Course for Graphic Designers with Adobe Photoshop, Illustrator, InDesign, After Effects, and Premiere Pro by David Dabner

References

    1. AIGA (American Institute of Graphic Arts): https://www.aiga.org/History of art - Wikipedia-European Art

2. Society for Publication Design (SPD): https://www.spd.org

Catalogue prepared by	Name: Suvidha .P
	Designation: Asst. Professor
	Communication Design, School of Design
Recommended	BoS No: 9th , held on 18th january 2023

by the Board of Studies on	
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 3024	Course Title: Advanced Branding Identity Design for Marketing Type of Course: Discipline Elective	L- T - P- C	1	0	4	3
Version No.	3.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course introduces students to the concept of brand houses and application branding concepts picked up in earlier Semester. With a specific focus on brand system creation, the course guides the students to create the entire brand story and basics of branding and it's architecture with a specific focus on brand identity. It also highlights some of the key branding concepts to create a successful brand identity.					
Course Objectives	The objective of the course is to familiarize the learners with the concepts of brand design and attain EMPLOYABILITY by using Experiential learning Technique.					
Course Out Comes	On successful completion of the course the students shall be able to: 1)Identify and associate with the different concepts of Branding. PRACTICAL COMPONENT 2) Analyze learnings to create brand identities. 3) Recognize brand manuals as per the brief					

Course Content:	Brand Marks and Visual Expressions,Branding Touchpoints and Assets,Branding System Design,Rebranding			
Module 1	Brand Marks and Visual Expressions	Visual journal, Assignments Group discussion and brainstorming	Group discussion and brainstorming	15 Hours

Topics:

Brand Marks and Visual Expressions

Elements of Brand Identity

Brand Positioning, Word Association, Sketching Concepts

Module 2	Branding Touchpoints and Assets	Visual journal, Assignments	Group discussion and brainstorming	15 Hours

Topics:

Branding Touchpoints and Assets

Digital Touchpoints

Physical Touch Points

Module 3	Branding System Design	Visual journal, Assignments	Group discussion and brainstorming	15 Hours

Topics:

 Branding System Design

Branding System

Branding System Case study

List of Practical task:

Rebrand any brand and develop a logo.

Make a brand Manual

Targeted Application & Tools that can be used: Adobe Illustrator, Figma, Adobe Photoshop

Text Book
Strategic Brand Management: Building, Measuring, and Managing Brand Equity by Kevin Lane Keller
Brand Thinking and Other Noble Pursuits by Debbie Millman
Hello, My Name Is Awesome: How to Create Brand Names That Stick by Alexandra Watkins
The Brand Gap: How to Bridge the Distance Between Business Strategy and Design by Marty Neumeier

References
Title: pen_spark
Developing a strong digital brand identity based on research Author(s): Smart Insights Team Link: https://www.smartinsights.com/
Title: Brand Identity Canvas: a Framework to Bring Clarity and Relevance to Brand
Title: Brand Identity Canvas: a Framework to Bring Clarity and Relevance to Brands
Author(s):AntonioPedroCruzAlves
Link:https://www.researchgate.net/publication/367545991_Brand_Identity_Canvas_a_Framework_to_Bring_Clarity_and_Relevance_to_Brands
Title:Five areas to advance branding theory and practice Author(s): E. Karaosmanoglu & T. Melewar
Link: https://www.sciencedirect.com/science/article/abs/pii/S0167811612000444
Title:The role of communication and visual identity in modern organisations Author(s): T. Melewar, K. Bassett & C. Simoes
Link:https://www.researchgate.net/publication/243973173_The_role_of_communication_and_visual_identity_in_modern_organisations

Catalogue prepared by	Ms.Arghamita Sen Sarmah Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 3002	Course Title: Ergonomics for Communication Design Type of Course: Program Core	L- T- P- C	2	0	2	3

Version No.	3.0

Course Pre- requisites	NIL

Anti-requisites	NIL

Course Description	This course introduces students to the concept of Ergonomics in Design and underlines the importance of ergonomics when creating visual artefacts. Visual ergonomics refers to multiple factors in our environment that impact our ability to see the details of a given task easily and accurately. Vision and lighting must be considered when designing environments to maximize efficiency and promote visual health. This course introduces students to the concept of Ergonomics in Design and underlines the importance of ergonomics when creating visual artifacts.

Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.

Course Out Comes	On successful completion of the course the students shall be able to: Define Ergonomics and it's application and overview Interpret issues of cognition, perception and performance, physical environment and their impact on human performance Apply of Visual Ergonomics principles to artefacts

Course Content:	[1] For Theory Component: Represent the course contents in the form of different modules each module having similar topics in the sequential pattern such that the topics are arranged from "KNOWN TO UNKNOWN, SIMPLE TO COMPLEX. Generally, a 2 Credit course must have 3 modules, 3 Credit course must have 5to 6modules and The content must have a component of programming/Coding exercise relevant to the appropriate topic in the content. Content must mention a few target applications the course] and the associated software/ hardware tools, Mention the assignment status in each of the module and also mention the nature of assignment [Coding/ simulation] 2] For Laboratory Component: Mention the List of tasks proposed to be conducted indicating at least 2 different levels of experiment for each of the task [Where ever possible]

Module 1	Title of the Module	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics: Cognitive Ergonomics for Designers

Course Integration , Definition, History and Scope of Human Factors/Ergonomics;   Human compatibility, comfort and adaptability;

Investigation of human physical characteristics and limitations with respect to the environment as related to visual communications of text and graphics.

Module 2	Title of the Module	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics: Visual Ergonomics

Visual ergonomic principles

Ergonomics in typography

Module 3	Title of the Module	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics: Human factors in ergonomics

Ergonomics in Information Design

Targeted Application & Tools that can be used: Topics relevant to "Development of Skill": Study of Cognition for Employability through Experiential learning techniques. This is attained through assessment component mentioned in course handout.

Text Book

[Mention the primary Text Book (01/02) & its availability in the library. and other reference materials and other associated digital resources.]

Shneiderman, B., & Plaisant, C. (2016). Designing for the User Experience: In Products and Services. Addison-Wesley Professional.

MacKenzie, M. C., & Hibbard, W. R. (2018). Handbook of Visual Display Ergonomics. MIT Press

References

Online study materials, e-books, study material handouts and related documentaries

Catalogue prepared by	Mr. Priyaranjan Behera Asst. Professor CD, SOD, PU

Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 2035	Course Title: Digital Communication for Designers Type of Course: Program Core	L- T- P- C	1	0	4	3
Version No.	2.0					
Course Prerequisites	NIL					
Anti- requisites	NIL					
Course Description	This course combines elements of a traditional Communication Studies (Social Media Marketing, Digital Journalism, Message Design) with a Digital Design (Video & Sound, Digital Imaging & Composition, Motion Graphics). These are the tools necessary to design and deliver messages to an interconnected world. They are complementary skills, and the combination of the two produces graduates that are productive, insightful, and highly employable. This course introduces students' to digital mediums used in communication design and various techniques to use them effectively.					
Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.					
Course Out Comes	On successful completion of the course the students shall be able to: 1.Identify digital communication medium PRACTICAL COMPONENT 2. Recognize the social media communication 3. Analyze various digital media narratives.					

Course Content:	Introduction to Digital platforms Diptych and Image Making Social Media audit and Basics of AR/VR			
Module 1	Understanding Digital Mediums	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics: Understanding Digital Mediums

Digital Media - Digitalization and Convergence

Designing for internet and communication devices, its limitations and possibilities, Pixel perfect design, use and importance of digital artifacts

Introduction to various digital technologies used in communication design,

Module 2	Image Making for Digital Mediums	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	10 Hours

Topics: Image Making for Digital Mediums

Understanding Tactile Textures

Replicating Tactile textures digitally

Role of Color in Digital Textures

Module 3	Designing for Social Media	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	10 Hours

Topics: Designing for Social Media

Social Media Design Contextualizing

Planning and executing a digital narrative

Module 4	Understanding AR/VR	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	10 Hours

Topics: Understanding AR/VR

Introduction to AR / VR

| | Topics relevant to "Development of Skill": Study of Digital Design for Skill Development through Experiential learning techniques. This is attained through Studio Project task component mentioned in the course handout. |

Text Book	
	Design Fundamentals for New Media (2 ED) - James Gordon Bennett
	Designing for the Digital Age by Goodwin Kim

References	
	Digital Marketing Strategy: An Integrated Approach to Online Marketing Book by Simon Kingsnorth

Catalogue prepared by	Abhinav Kumar Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 2037	Course Title: Content Development for Communication Designers Type of Course: Program Core	L- T - P- C	1	0	2	2
Version No.	2.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					

Course Description	This course equips the student with critical content creation and management skills. Students also learn how to establish an ongoing process to manage your content. This includes setting up a content calendar, managing and moderating your posts, analyzing data for insights and iteration, and how to increase content effectiveness. This course is intended for people who want to learn how to create and manage a business presence, including creating content, interacting and engaging with customers on social media and evaluating the results of different posts. This course equips students to create medium relevant content; optimized specifically for the medium.
Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.
Course Out Comes	On successful completion of the course the students shall be able to: 1. Describe what content development is as applied to Communication Design Interpret the methods of user information gathering Design optimized content as per the brief provided by the user.
Course Content:	Content Generation Content Development and Content Marketing, Confluence with Storytelling and Creative Writing Content Optimization Generating Content for Instruction Design and User Interaction Design

Module 1	Content Generation	Presentations and case study essays	Activity-based learning, group discussion and brainstorming	5 Hours

Topics: Content Generation

Introduction to Content generation

What is the importance of Content development?

Module 2	Content Development and Content Marketing, Confluence with	Presentations and case study essays	Activity-based learning, group discussion and brainstorming	10 Hours

	Storytelling and Creativ e Writing			

Topics: Content Development and Content Marketing, Confluence with Storytelling and Creative Writing

How to create content and it sources to find out

Modes of Content Delivery – Blog Posts to Infographics

Module 3	Content Optimizati on	Presentations and case study essays	Activity-based learning, group discussion and brainstorming	15 Hours

Topics: Content Optimization

The importance of Content Optimization,

What are the key factor to create content Optimization and use in social media.

Module 4	Genera ting Conten t for Instruct ion Design and User Interact ion Design	Presentations and case study essays	Activity-based learning, group discussion and brainstorming	15 Hours

Topics: Generating Content for Instruction Design and User Interaction Design

What is Instruction design and the relevance of content to instructional design. Content Publishing .

The major component of instructional design and it use in content development.

Targeted Application & Tools that can be used:
Developing Content for social media.
Develop content for Ads.

Text Book
[Mention the primary Text Book (01/02) & its availability in the library. and other reference materials and other associated digital resources.]

Design Fundamentals for New Media (2 ED) - James Gordon Bennett

Designing for the Digital Age by Goodwin Kim |

References
Online study materials, e-books, study material handouts and related documentaries

Topics relevant to "Development of Skill": Study of Content Design for Skill Development throughParticipative Learning techniques. This is attained through presentation component mentioned in the course handout.

| Catalogue prepared by | Abhinav Kumar

Asst. Professor

CD, SOD, PU |
|---|---|
| Recommended by the Board of Studies on | BoS No: 6th, held on 26th July 2022 |
| Date of Approval by the Academic Council | 18th Academic Council Meeting held on 3rd Aug 2022 |

| Course Code:

DES 1071 | Course Title: INTRODUCTION TO USER EXPERIENCE DESIGN

Type of Course: Program Core | L- T- P-C | 1 | 0 | | |
|---|---|---|---|---|---|---|
| | | | | | 4 | 3 |
| Version No. | 1.0 | | | | | |
| Course Prerequisites | NIL | | | | | |

Anti-requisites	NIL			

Course Description	Introduction to User interface design is an introductory course, in which students will learn about design of user interface using user centered design methodology. The goal of this course is to make students learn about layout, Composition, UI design process and UI design tools. Upon completing this course, user will have fluency with the user research, prototyping and evaluation techniques necessary for creating intuitive interfaces that facilitate good user experiences

Course Objective	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.

Course Out Comes	On successful completion of the course the students shall be able to: Understand UX design process Wire-framing and prototyping User research methods (Mood-board)

Course Content:	Introduction to UX design and the process User research methods, Wireframing, prototyping UI design tools

Module 1	Title of the Module	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics:	Introduction to UX design and the process

Layout and composition

UX Design Process

Module 2	Title of the Module	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics:	User research methods, Wireframing, prototyping

User persona, Mood board, Wire framing

Module 3	Title of the Module	Term paper/Assignment/Case Study	Programming/Simulation/Data Collection/any other such associated activity	15 Hours

Topics:	UI design tools UI design on Figma, Prototyping

Text Book
[Mention the primary Text Book (01/02) & its availability in the library. and other reference materials and other associated digital resources.]
Design Fundamentals for New Media (2 ED) - James Gordon Bennett
Designing for the Digital Age by Goodwin Kim

References
Online study materials, e-books, study material handouts and related documentaries

Topics relevant to "Skill Development": Study of UX/UI for Skill Development through Experiential learning techniques. This is attained through Studio Project task component mentioned in course handout.

Catalogue prepared by	Tanmay Awasthi Asst. Professor Communication Design, SOD, PU
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

SEMESTER- 6

Course Code: DES 2137	Course Title: Interdisciplinary Design Collaboration Type of Course: Integrated (Discipline Elective)	L-T-P-C	1	0	4	3
Version No.	3.0					
Course Pre-requisites	Interdisciplinary Design Collaboration					
Anti-requisites	NIL					
Course Description	This course equips students to navigate the dynamic world of interdisciplinary design collaboration. They will be able to explore how design professionals from diverse backgrounds can work together to tackle complex problems and develop groundbreaking solutions. Through hands-on projects, they will be able to gain the skills to: Bridge Disciplinary Gaps: Understand different design fields and leverage their unique strengths. Foster Effective Collaboration: Master communication, teamwork, and conflict resolution strategies. Design Thinking for All: Apply design thinking methodologies in collaborative settings. Craft Innovative Solutions: Harness the power of diverse perspectives to generate creative and impactful designs.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Interdisciplinary Design Collaboration and attain Employability through Experiential Learning techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Articulate the benefits and challenges of interdisciplinary design collaboration.					

Effectively communicate and collaborate with individuals from diverse design backgrounds.

Utilize design thinking frameworks in collaborative project settings.

Identify and leverage the strengths of different design disciplines to generate creative solutions.

Navigate conflict constructively and foster a positive collaborative environment.

Develop and present project that showcase the power of interdisciplinary design.

Course Content:

This course equips you to bridge design disciplines, fostering creative problem-solving through effective collaboration.

Module 1	Foundations of Interdisciplinary Collaboration	Assignment Demonstration and Participative learning. Documentation	Observation & discussion & Visual Journal	15 Hours

Topics:

Benefits and challenges of interdisciplinary design

Introduction to design thinking in a collaborative environment

Understanding diverse design disciplines and their languages

Case studies of successful interdisciplinary design projects

Module 2	Communication and Collaboration Strategies	Assignment Documentation	Observation & discussion & Visual Journal	20 Hours

Topics:

Effective communication for diverse teams

Active listening and empathy building

	Conflict resolution and negotiation tactics			
	Team dynamics and fostering a collaborative environment			
	Collaboration tools and technologies			
	.			

Module 3	Design Thinking in Action, Design Disciplines in Dialogue	Assignments & presentation	Observation & discussion & Visual Journal	20 Hours

Topics:

Defining design problems through a collaborative lens

User research methodologies for interdisciplinary teams

Ideation and brainstorming techniques for diverse perspectives

Prototyping and testing in a collaborative setting

Deep dives into specific design fields (e.g., graphic design, engineering, UX design)

Understanding the strengths and limitations of each discipline

Mapping connections and potential collaborations across disciplines

Guest lectures from industry professionals with interdisciplinary backgrounds

Module 4	Project Development and Implementation, Communication and Presentation	Assignments & presentation	Observation & discussion & Visual Journal	20 Hours

Topics:

Developing a collaborative design brief

Assigning roles and responsibilities within teams

Project management strategies for interdisciplinary teams

Iterative design process with continuous feedback loops Overcoming roadblocks and adapting to unforeseen challenges Documenting the design process for diverse audiences Crafting compelling presentations that showcase collaborative strengths Effective storytelling techniques for interdisciplinary projects Preparing for client presentations and pitches	

Targeted Application & Tools that can be used: Interdisciplinary design thrives with project management, communication, and discipline-specific tools fostering seamless collaboration.

Topics relevant to "Employability": Study of Interdisciplinary Design Collaboration for Employability through Experiential learning techniques. This is attained through the assessment component mentioned in course handout.

Text Books Design Integrations: Research and Collaboration by Sharon Poggenpohl and Keiichi Sato Interdisciplinary Applications of Electronic Collaboration Approaches and Technologies edited by Natalia Isakova

References   Working on it

Catalogue prepared by	Name: Suvidha .P Designation: Asst. Professor Communication Design, School of Design
Recommended by the Board of Studies on	BoS No: 9th , held on 18th january 2023
Date of Approval by the	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES 3027	Course Title: Packaging Design Type of Course: Program Core	L- T - P- C	1	0	4	3
Version No.	1.0					
Course Prerequisites	NIL					
Anti-requisites	NIL					
Course Description	This course delves into advanced packaging design techniques, emphasizing sustainability. Students enhance visual communication skills, applying principles to data visualization and other communication design mediums, ensuring designs are not only aesthetically appealing but also environmentally responsible.					
Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.					

Course Outcomes	On successful completion of this course the students shall be able to:			
	Identify advanced visual design principles to apply on the Packaging Design			
	Practical component:			
	Compose artworks from ideation to final prototype.			
	Analyze different visual elements and principles in a composition of Packaging Design			
	Evaluate the Simple packaging design			
Course Content:	Packaging Evolution			
	Principles of Packaging Design and their application			
	Alignment of Packaging to Branding			
	Packaging Design in Context of Global Supply Chain			
	Sustainability in Packaging Design			
Module 1	Packaging Evolution	Assignment / Case Study	Research	15 Hrs
Topics:				
Introduction to Packaging Design				
Elements of Packaging Design				
Module 2	Packaging Materials and Techniques	Assignment / Functional Sketches / Model Creation	Research /Prototype	15 Hrs
Topics:				
Material Selection for the Indian Market				
Packaging Techniques				
Case Studies				

Module 3	Sustainable Packaging Solutions	Assignment / Presentation / Model Creation	Prototype	15 Hrs

Topics:

The Importance of Sustainable Packaging

Sustainable Materials and Practices

Life Cycle Assessment (LCA)

Sustainable Packaging Design Project

List of Studio Practical task:

Assemble a visual journal compiling different elements and various packaging forms.

Sketch and model a package for a brand's product.

Explore, sketch and model an alternative and sustainable packaging medium for an already existing product.

Targeted Application & Tools that can be used:

Adobe Dimension, Adobe Illustrator, Sketch based Visualization, Labeling Machines, QR Code Printing Machine

Text Book

The Package Design Book, Pentawards and Julius Wiedemann

STRUCTURAL PACKAGING Paperback – 13 February 2012 by Paul Jackson (Author)

Reference Books

The Package Design Book, Pentawards and Julius Wiedemann

Structural Packaging: Design your own Boxes and 3D Forms(Paper engineering for designers and students) by Paul Jackson

Packaging Essentials: 100 Design principles for Creating Packages (Design Essentials) by Sarah Roncarelli and Candace Ellicott

Skill Sets

All topics in theory components are relevant to Environment and Sustainability.

Lab/Project Skill sets

An attitude of enquiry.

Ability to conduct research on their own

Ability to ideate and sketch shortlisted ideas

Ability to model ideated concepts

Ability to work as a leader and as a member of a team.

Ability to create sustainable concepts

Write reports and present

Develop understanding of the relationship between package design and other design sub-fields, such as branding, advertising and information graphics.

Topics relevant to "Skill Development": Principle of design, nomenclature for developing Skill Development through Experiential Learning techniques. This is attained through the studio project task component mentioned in the course handout.

Catalogue prepared by	Mr. Arghamita Sen Sarmah ,
	Assistant Professor ,
	Communication Design , School of Design , Presidency University

Recommended by the Board of Studies on	BoS No: 4th, held on 10th Aug 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23 Oct 2021

Course Code: DES 2038	Course Title: Film Making for Communication Designers Type of Course: Discipline Elective	L- T- P- C	1	0	4	3
Version No.		2.0				
Course Pre-requisites		NA				
Anti-requisites		NIL				
Course Description		This course introduces students to the basics of filmmaking, essential filmmaking theories, principles, lenses, lighting, cinematography, and techniques to better engage the audience on a subconscious level, and introduce basics of editing., color correction, green matte removal, match moving and typography with adobe premiere pro and after effects.				
Course Objective		The objective of the course is EMPLOYABILITY of students by using EXPERIENTIAL LEARNING Techniques.				
Course Out Comes		On successful completion of the course the students shall be able to: Define filmmaking process and indulge them into art filmmaking Practical outcomes :. Review excellence in visual storytelling through films.				

		Apply learnings to create communication collaterals.			
Course Content:		Film Theories,Basics of Film making,Basics of Film Editing and VFX			
Module 1	Film Theories	Term paper/Assignment/Case Study	Programming/Simulation/ Data Collection/any other such associated activity		20 Hrs

Topics:

History of films

Plot

Theme

Tone

Acting and characters

Direction

Cinematography

Music

Editing

Special effects

Module 2	Basics of Filmmaking	Term paper/Assignment/Case Study	Programming/Simulation/ Data Collection/any other such associated activity		20 Hrs

Topics:

Pre-Production: story, screenplay, storyboard

Production.

Post-Production- editing approach, proxy editing, dynamic linking, audio and video formats.

Module 3	Basics of Film Editing and VFX	Term paper/Assignment/Case Study	Programming/Simulation/ Data Collection/any other such associated activity		20 Hrs

	Topics: Adobe Premiere Pro. – UI overview, Project Management, import, tools, Transition effects, Audio syncing, Audio mixer basics. Proxy Editing, Project Export, Dynamic Linking After effect- Green Screen Removal, Rotoscope and Roto brush Basics, Wire removal, Match moving, Camera Tracking 2D and 3D object integration, Compositing, Color Correction, Export, Adobe Media Encoder
	List of Laboratory Tasks: Experiment N0 1: Create a Trailer for a movie with basic editing techniques Experiment No. 2: Create a Ad-film Experiment No. 3: Create a documentary
	Targeted Application & Tools that can be used: Application areas are film making (movies, ad-film etc.), video editing Adobe Premiere Pro Adobe after effects Adobe Media Encoder.
	Topics relevant to "EMPLOYABILITY":,Pre-Production: story, screenplay, storyboard Props and lighting for Skill Development through Experiential Learning techniques. This is attained through the Studio projects task mentioned in the course handout.
	Text Book Film, Theory, and Philosophy: The Key Thinkers Paris S. Adobe Premiere Pro CC. (EBSCOhost) Cairns G. Premiere Elements 2022. (EBSCOhost) https://puniversity.informaticsglobal.com:2229/login.aspx?direct=true&db=nlebk&AN=846521&site=ehost-live https://puniversity.informaticsglobal.com:2229/login.aspx?direct=true&db=iih&AN=155253792&site=ehost-live

References	
Mastering Adobe Premier Pro CS6 Hotshot : Take Your Video Editing Skills to New and Exciting Levels with Eight Fantastic Projects	
https://puniversity.informaticsglobal.com:2229/login.aspx?direct=true&db=nlebk&AN=548271&site=ehost-live	
Hands-On Motion Graphics with Adobe After Effects CC : Develop Your Skills As a Visual Effects and Motion Graphics Artist	
https://puniversity.informaticsglobal.com:2229/login.aspx?direct=true&db=nlebk&AN=2112646&site=ehost-live	

Catalogue prepared by	Mr. Abhinav Kumar Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 4th, held on 10th Aug 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23 Oct 2021

Course Code: DES1070	Course Title: Motion Graphis Type of Course: Discipline Elective	L- T- P-C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course delves into the world of motion graphics, teaching students to create dynamic visual content using animation and graphic design principles. Topics include keyframe animation, typography in motion, visual effects, and storytelling through motion. Students will gain hands-on experience with industry-standard software, enabling them to produce engaging motion graphics for various digital media platforms.					

Course Objective	The objective of the course is EMPLOYABILITY of students by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of the course, the students shall be able to: Identify text effectively to enhance visual storytelling. Understand visual effects to add depth and interest to motion graphics. Apply engaging stories through motion graphics that captivate and inform audiences.
Course Content:	This course covers the fundamentals of motion graphics, including keyframe animation, typography in motion, visual effects, and storytelling techniques using industry-standard software.

Module 1	Fundamentals of Motion Graphics and Keyframe Animation	Visual documentation	Classroom discussions, Demo and presentations	15 Periods

Topics:

Overview of motion graphics and its applications in digital media.

Introduction to keyframe animation principles.

Basic animation techniques: easing, timing, and spacing.

Hands-on practice with industry-standard software (e.g., Adobe After Effects).

Module 2	Typography in Motion and Visual Effects	Visual documentation	Classroom discussions, Demo and presentations	15 periods

Topics:

Principles of typography in motion graphics.

Techniques for animating text and incorporating it into visual narratives.

Introduction to visual effects: masking, compositing, and particle effects.

Practical exercises with software tools to create typographic animations and effects.

Module 3	Storytelling and Advanced Motion Graphics Techniques	Visual documentation	Classroom discussions, Demo and presentations	15 periods

Topics:

Storyboarding and planning motion graphics projects.

Advanced animation techniques: character animation, 3D motion graphics, and camera movements.

Integrating audio and visual elements to enhance storytelling.

Final project: Design and produce a complete motion graphics piece from concept to execution.

List of Projects:

Assess understanding of keyframe animation principles and basic techniques.

Create a short animation using keyframe techniques, demonstrating smooth motion and proper timing.

 Develop an animated typographic sequence that effectively communicates a message.

Apply visual effects to a motion graphics piece, demonstrating creativity and technical proficiency.

Create and present a storyboard for a motion graphics project, outlining the narrative and key animation sequences.

Develop a comprehensive motion graphics video, incorporating advanced techniques and storytelling elements, and present it to the class for critique.

Targeted Applications & Tools that can be used:

Adobe After Effects: Industry-standard software for creating motion graphics and visual effects, essential for keyframe animation and advanced animation techniques.

Adobe Premiere Pro: Used for editing video and integrating motion graphics with other media elements to create cohesive projects.

Adobe Illustrator: For creating vector graphics and assets that can be animated in After Effects.

Adobe Photoshop: For designing and editing raster graphics and images that can be animated in motion graphics projects.

· Storyboarder or Storyboard That: Storyboarding tools to plan and visualize motion graphics projects before animating.

Text Book

"Design for Motion: Fundamentals and Techniques of Motion Design" by Austin Shaw

"After Effects Apprentice: Real-World Skills for the Aspiring Motion Graphics Artist" by Chris and Trish Meyer

"Creating Motion Graphics with After Effects: Essential and Advanced Techniques" by Chris and Trish Meyer

"The Art of Motion Graphics: Creative Composition and Design for Motion Media" by Ian Crook and Peter Beare

"Motion Graphics Design: Applied History and Aesthetics" by Jon Krasner

References

Videos:

School of Motion: Comprehensive tutorials and courses on motion graphics and animation.

Ben Marriott : Tutorials on motion design and After Effects techniques.

Evan Abrams: Detailed tutorials on Adobe After Effects and practical motion graphics projects.
Mt. Mograph: Creative tutorials and tools for motion designers and animators.
Motion Design School: Professional tutorials and tips on various aspects of motion graphics and animation.

Topics relevant to "EMPLOYABILITY": Embroidery – techniques, lace and Tulle – techniques, and featherwork - techniques for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Ms. Arghamita Sen Sarmah, Asst. Professor, Communication Design
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

Course Code: DES2044	Course Title: Entrepreneurship Management for Designers Type of Course: Program Core	L- T- P- C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course is to understand the skills of entrepreneurship and understand the characteristics of an entrepreneur, qualities and skill set required for the generation of idea, identification, and selection of opportunity in Communication Design as well as creating an effective business model.					
Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.					

Course Out Comes	On successful completion of the course the students shall be able to:
	Identify the different types of enterprise.
	PRACTICAL COMPONENT :
	Describe the filtering feasible business ideas.
	Evaluate a sustainable Business Model.

Course Content:	Basics of Entrepreneurship , Idea Generation and Idea Feasibility, Development of Sustainable Business Models

Module 1	Basics of Entrepreneurship	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours

Topics: Basics of Entrepreneurship

Meaning and definitions of Entrepreneurship,

Importance of Entrepreneurship in general

Module 2	Idea Generation and Idea Feasibility	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours

Topics: Idea Generation and Idea Feasibility

Brainstorming, Focus groups, Internet search,

Different exercises on generation of opportunity related to retail like Brain storming, news - paper exercises, Problem inventory analysis,

Product/ Service Feasibility (Technical), Industry feasibility(Analysis of competition)

Module 3	Development of Sustainable Business Models	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours

Topics : Development of Sustainable Business Models

Business model and its importance & Components of Effective business model, Business Model Canvas

Govt. Schemes / Policies–General like Prime Minister Employment Generation Programme (PMEGP), Credit linked capital subsidy scheme, general and related to apparel, textile and accessories

Targeted Application & Tools that can be used:

1.   Business model and its importance & Components of Effective business model, Business Model Canvas

2.   Brainstorming, Focus groups, Internet search,

3.   Importance of Entrepreneurship in general

Text Book

[Mention the primary Text Book (01/02) & its availability in the library. and other reference materials and other associated digital resources.]

Heller, S. (2008). The Design Entrepreneur: Turning Graphic Design Into Goods That Sell (Design Field Guide). Design Field Books.

Welsh, L. M. (2011). Start Your Own Graphic Design Business: Your Step-By-Step Guide to Success (Entrepreneur's Startup). Entrepreneur Press.

References

Online study materials, e-books, study material handouts and related documentaries

Topics relevant to "SKILL DEVELOPMENT": Principle of design, Skill Development Skills through Experiential Learning techniques. This is attained through Studio project Tasks mentioned in the course handout.

Catalogue prepared by	Abhinav Srivastava Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 4th, held on 10th Aug 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23 Oct 2021

SEMESTER- 7

Course Code: DES3014	Course Title: Basics of System Design		0		
	Type of Course: Discipline Elective	L- T- P- C	2	4	4

Version No.	1.0
Course Pre-requisites	NA
Anti-requisites	NIL
Course Description	The objective of the course is to provide an understanding of the basics of visual design to the student. The course equips them to be able to analyze various types of forms, spaces, semantics, and explore meta and complex patterns. The students will learn and understand the Visual Design principles including visual hierarchy. The students will be able to develop an interest towards the research and development of more effective visual communication designs which in the long run will translate into their applications in the design industry.
Course Objectives	The objective of the course is to familiarize the learners with the concepts of Landscape design and attain EMPLOYABILITY by using Experiential learning Technique.
Course Out Comes	On successful completion of the course the students shall be able to: Identify and define various terminologies associated with System design. PRACTICAL COMPONENT Recognize the different approaches towards system thinking. Review various complex Systems. Apply system thinking and design thinking approach.
Course Content:	Understanding of System,System Thinking,Case Study of a System,Apply system thinking and Design Thinking to analyze problems in a system

Module 1	Understanding of System	Visual journal, Assignments	Group discussion and brainstorming	22 Hours

Topics: Understanding of System

System Design Basics

Terminologies used in System Design

Understanding Sub- System

Understanding of Communication in System Design

Module 2	System Thinking	Visual journal, Assignments	Group discussion and brainstorming	22 Hours

Topics: System Thinking

Basics of System thinking

Difference between System thinking and Design Thinking

Implementing System Thinking

Module 3	Case Study of a System	Visual journal, Assignments	Group discussion and brainstorming		22 Hours

Topic: Case Study in System Design

Case study on system and subsystem Design.

Identify the wicked problem.

Analyze the problem and process of the system design

Module 4	Apply system thinking and Design Thinking to analyze problems in a system	Visual journal, Assignments	Group discussion and brainstorming		22 Hours

Topic: Apply system thinking and Design Thinking to analyze problems in a system

Problem Identification in System

Communication Barriers in the System

Topics relevant to "EMPLOYABILITY": Study of Systems for EMLOYABILTIY through Experiential learning techniques. This is attained through Studio projects task mentioned in the course handout.

List of Projects :

Project 1 : Do a case studyon any systems.

Project 2 : Identify the gap in the System and Make a Prototype solution.

Project 3 :Apply the system thinking and design thinking approach to analyze and solve the problem.

Text Book
[Mention the primary Text Book (01/02) & its availability in the library. and other reference materials and other associated digital resources.]
Design Thinking Model- A Primer by Ranjan MP
Thinking in Systems by Donella H. Meadows

References
https://learningforsustainability.net/systemic-design/

Catalogue prepared by	Mr. Abhinav Kumar Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code : DES 1069	Course Title: Design Project Management Type of Course: Discipline Elective	L- T- P- C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course is to understand the techniques of project management to prepare the students to understand the tools and techniques involved in a project. Moreover, enable them to execute a project to achieve specific goals that will benefit the organizations and society.					

Course Objectives	The objective of the course is EMPLOYABILITY of students by using EXPERIENTIAL LEARNING Techniques.
Course Out Comes	On successful completion of the course the students shall be able to: Define the need for project management. Discuss different techniques of activity planning and employ a Work Breakdown structure Interpret different project management approaches relevant to Design.
Course Content:	Introduction to Project Management, Project Planning And Implementation,Project Monitoring and Control.

Module 1	Introduction to Project Management	Assignment/ Case Study	Group discussion and brainstorming	10 Hours

Topics: Introduction to Project Management

Objectives of Project Management- Importance of Project Management

CPM and PERT method

Module 2	Project Planning And Implementation	Visual journal, Assignments	Group discussion and brainstorming	10 Hours

Topics: Project Planning And Implementation

Work break Down Structure

RASCI Matrix

Understanding MIS Tools for PM

Modu le 3	Project Monitoring and Control	Visual journal, Assignments	Group discussion and brainstorming	10 Hours

Topics : Project Monitoring and Control

Indices to monitor

Stages of team Formation

Work with difficult clients

Effective Listening

Targeted Application & Tools that can be used:

Developing and executing marketing initiatives to improve the product positioning.

Engage in market research, trend analysis, customer retention tactics, and networking initiatives

Text Book

Design Fundamentals for New Media (2 ED) - James Gordon Bennett

Designing for the Digital Age by Goodwin Kim

References

1.   Complexity analysis of Internet of Things RFID in the management of fast fashion apparel enterprises

https://ieeexplore.ieee.org/document/9626606

2.   Category management: a new approach for fashion marketing? by Belinda Dewsnap, Cathy Hart, European Journal of Marketing, ISSN: 0309-0566

https://www-emerald-com-presiuniv.knimbus.com/insight/content/doi/10.1108/03090560410539267/full/html

Topics relevant to "Skill Development": Consumer Groups – demographic trends & psychographic trends, Consumer spending – personal income, disposable income, discretionary income for developing Skill Development through Participative Learning techniques. This is attained through the assessment component mentioned in course handout.

Catalogue prepared by	Abhinav Srivastava Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 4th, held on 10th Aug 2021
Date of Approval by the Academic Council	16th Academic Council Meeting held on 23 Oct 2021

DES3001	Professional Practice I Type of Course: Program Core	L- T-P- C	0	0	0	8
Version No.	1.0					
Course Pre- requisites	Knowledge and Skills related to all the courses studied in previous semesters.					
Anti-requisites	NIL					

Course Description	Students observe art, craft, technics and Culture in action, develop an awareness of the method of design explorations, and often get an opportunity to see, study, manipulate and apply design principles in value additions. Students learn about the implementation of the principles of design they have learnt in class, when they observe multidisciplinary teams of experts from different streams of design, economics, and management deal with techno-economic problems at the micro and macro levels. Finally, it enables them to develop and refine their language, communication and inter-personal skills, both by its very nature, and by the various evaluation components, such as seminar, group discussion, project report preparation, etc. The broad-based core education, strong in design principles rich in heuristics, experiential learning and design thinking tools provide the foundation necessary for the student to understand appropriately the nature of real-life problems. The students have options to pursue this course as either Project Work and Dissertation at the university, or Project Work in an Industry/ Company/ Research Laboratory, or Internship Program in an Industry/Company.
Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.
Course Outcomes	On successful completion of this course the students shall be able to: Identify the design problems related to local, regional, national or global needs. Apply appropriate techniques or modern design tools for solving the potential problem Design the tasks as per the standards and specifications. Interpret the events and results for meaningful conclusions. Appraise project findings and communicate effectively through scholarly publications.

Catalogue prepared by	Dr Ashok Itagi
Recommended by the Board of Studies on	BoS No: 1 , held on 30/05/2019
Date of Approval by the Academic Council	11th Academic Council Meeting held on 11/06/2019

SEMESTER-8

DES4001	Professional Practice II COURSE TYPE : Program Core	L- T-P- C	0	0	0	12
Version No.	1.0					
Course Pre- requisites	Knowledge and Skills related to all the courses studied in previous semesters.					
Anti-requisites	NIL					
Course Description	Students observe art, craft, technics and Culture in action, develop an awareness of the method of design explorations, and often get an opportunity to see, study, manipulate and apply design principles in value additions. Students learn about the implementation of the principles of design they have learnt in class, when they observe multidisciplinary teams of experts from different streams of design, economics, and management deal with techno-economic problems at the micro and macro levels. Finally, it enables them to develop and refine their language, communication and inter-personal skills, both by its very nature, and by the various evaluation components, such as seminar, group discussion, project report preparation, etc. The broad-based core education, strong in design principles rich in heuristics, experiential learning and design thinking tools provide the foundation necessary for the student to understand appropriately the nature of real-life problems. The students have options to pursue this course as either Project Work and Dissertation at the university, or Project Work in an Industry/ Company/ Research Laboratory, or Internship Program in an Industry/Company.					
Course Objectives	The objective of the course is SKILL DEVELOPMENT of students by using EXPERIENTIAL LEARNING Techniques.					
Course Outcomes	On successful completion of this course the students shall be able to: Identify the design problems related to local, regional, national or global needs. Apply appropriate techniques or modern design tools for solving the potential problem Design the tasks as per the standards and specifications. Interpret the events and results for meaningful conclusions. Appraise project findings and communicate effectively through scholarly publications.					
Catalogue prepared by	Dr Ashok Itagi					

Recommended by the Board of Studies on	BoS No: 1 , held on 30/05/2019
Date of Approval by the Academic Council	11th Academic Council Meeting held on 11/06/2019

Sample Catalogue is given below for reference:

SEMESTER 1

Course Code DES1007	Course Title: Elements and Principles of Design Type of Course: 1] Program Core 2] Laboratory Integrated	L-T-P-C	2	0	4	4
Version No.	2.0					
Course Pre-requisites	Basic Drawing skills					
Anti-requisites	NIL					
Course Description	A firm understanding of design fundamentals are the foundation for good design. To be a successful designer the student must comprehend the Elements and Principles of design and apply techniques of imaging to communicate a message to their audience. Understanding of design fundamentals, principles and guidelines that students can learn & use to interpret their design solving ideas. Recognition, Study and analysis of Elements and Principles of Design. Develop skills to organize these elements and principles of design and apply into their design practice. Realization & application of the elements and principles of design. The conceptual and visual nature of the course enables the students to develop a concrete portfolio based on the understanding of Principles in design.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Elements and Principles of Design and attain Skill Development through Experiential Learning techniques.					

Course Outcomes	On successful completion of the course the students shall be able to:
	Define the basic terminology of Elements and Principles of design.
	Classify the design principles to manage simple project of multidisciplinary nature.
	Generate ideas by using elements and Principles of Design.

Course Content:	Module1: Introduction to Elements of Design.
	Module2: Introduction To Principles of Design
	Module3: Color Theory and Color Schemes.

| Module 1 | Introduction to Elements Of Design. | Assignment
Case study
Documentation | Observations
Illustrations
Visual Journal | 20 Classes |

Topics

Introduction and overview of Elements of Design.

Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application.

Observations and discussions on Good Compositions.

| Module 2 | Introduction To Principles of Design | Assignment
Presentation
Documentation | Illustrations
Visual Journal | 20 Classes |

Topics:

Introduction and overview of Principles of Design: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion.

Types of Balance: Symmetrical, Asymmetrical and Radial.

Unity: Proximity, Repetition, Alignment, Variety.

Study on good compositional design ideas by using Elements of Design.

| Module 3 | Color Theory and Color Schemes. | Assignment
Case Study
Documentation | Explorations
Presentations
Visual Journal | 20 Classes |

Topics:
Introduction to Colour and Properties of Colour: Hue, Value and Chroma/Intensity.
Colour Wheel: Primary, Secondary and Tertiary Colours. Cool colours and warm Colours.
Colour Schemes: Complementary, Monochromatic, Analogous, Neutrals, Pastels. Tints and shades.
Psychological effects of Colours.
Additive and subtractive colour theories/light and pigment theories – features and application

List of Practical Tasks:
Task 1: Depiction of elements and principles of design.
Level 1: Develop a composition by using various lines and depict Emphasis.
Level 2: Illustrate two different objects by using one light source and shadow effect.
Task 2: Illustration and Representation of geometrical and natural shapes.
Level 1: Cut paper Collage: By using geometrical shapes depict all 4 types of Balance.
Level 2: Take Inspirations from the nature and illustrate a composition using alignment.
Task 3: Practice on color mediums and mixed media.
Level 1: Illustrate buildings and still objects using mixed media.
Level 2: Develop a Colour wheel and depict primary, secondary and tertiary colours
Task 4: Representation of colors and textures.
Level 1: Color Schemes and Tints, Tones and shades by using Poster colors.
Level 2: Creation of various textures by using natural and artificial materials.
Task 5: Depiction of Elements and Principles of Design
Level 1: Create a portrait using monochromatic scheme/Achromatic scheme using poster colors.
Level 2: Develop a composition by using Proportion and scale.
Task 6: Idea generation
Level 1: illusion composition by using polychromatic color scheme.
Level 2: Explore new ideas inspired by nature and various material objects transform into another object.

Targeted Application & Tools that can be used:
Abode Illustrator Draw: Practicing and Creation of digital drawings and composition.
Pencil Sketch App: Illustrating and rendering sketches and drawings.
Pics art App: Creation and Rendering of Composition and sketches.

Text Books

https://www.counter-print.co.uk/products/dot-line-shape-the-basic-elements-of-design-and-illustration.

Illustrated Elements of Art and Principles of Design: Hands on Activities, Full-Color Reproductions, Descriptions of Each Concept Spiral-bound – January 7, 2011 by Consultant: Gerald F. Brommer (Author)

References

https://www.toptal.com.

https://medialoot.com.

Topics relevant to SKILL DEVELOPMENT: Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Color, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions, of Introduction to Elements Of Design for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics": Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions,

Catalogue prepared by	Mr. Naveen Kumar. A Assistant Professor, Foundation Design, School of Design.
Recommended by the Board of Studies on	3rd BoS held on 24/03/2021
Date of Approval by the Academic Council	16th AC meeting held on 23/10/2021

Course Code: DES2088	Course Title: Concept Development	L-T-P-C	0	0	0	4
	Type of Course: School Core (NTCC)					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course introduces students to the foundational principles of concept development in design. Students will learn how to generate, refine, and communicate design ideas effectively. Emphasizing creative thinking and problem-solving, the course covers techniques for brainstorming, sketching, and creating mood boards. Students will explore various methods for researching and analyzing design trends, user needs, and market demands. By the end of the course, students will be equipped with the skills to develop cohesive and innovative design concepts, ready for further refinement and implementation in advanced design projects.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Concept Development and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course, students will be able to: Generate and brainstorm innovative design ideas using various creative thinking techniques. Refine design concepts through iterative processes, including sketching and creating mood boards. Communicate design ideas effectively using visual and verbal presentation skills. Research and analyze design trends, user needs, and market demands to inform concept development. Develop cohesive and innovative design concepts ready for further refinement and implementation in advanced projects.					
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	3rd BoS held on 24/03/2021					
Date of Approval by the Academic Council	16th AC meeting held on 23/10/2021					

Course Code: DES1137	Course Title: Drawing and Visual Representation		L- T-P-C	2	0	4	4
	Type of Course: School Core- Integrated						
Version No.	1.0						
Course pre-requisites	NA						
Anti-requisites	NA						
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.						
Course Outcomes	On successful completion of the course, the students shall be able to: Theory outcomes: Identify and describe basic drawing tools, materials, and techniques. Practical outcomes: Interpret the importance of observational drawing in visual representation. Apply various drawing techniques to accurately depict objects, spaces, and textures.						
Course Content:							
Module 1	Introduction to Drawing and Materials	Visual documentation, assignments, presentations-	Classroom discussions and presentations, visual sketches presentation.			15 Periods	

		visual journal, sketches		

Topics:

Overview of Drawing as a Discipline- History and evolution of drawing, importance of drawing in various fields.

Understanding one-point, two-point, and three-point perspective for creating spatial illusion.

Module 2	Observational Drawing	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

The role of observation in drawing accuracy.

Techniques to enhance observational skills.

Methods for measuring and scaling objects.

Understanding relationships between parts and whole.

Module 3	Composition and Design	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

Principles of Composition- Balance, symmetry, and asymmetry.

Rule of thirds, golden ratio, and other compositional guides.

Techniques for overlapping, scaling, and layering.

Module 4	Experimenting with Media and Styles	Visual documentation, assignments, presentations- visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	15 periods

Topics:

Mixed Media Drawing- Combining different drawing and painting materials.

Studying various art movements and their drawing styles.

Exploring textures and effects through mixed media.

List of Projects:

Visual document project on "Concept Development".

Visual document project on "Translating ideas into a cohesive visual plan".	
Targeted Applications & Tools that can be used: Research projects on Concept board. Research projects on Grid Overlay Tools	
Text Book "Drawing on the Right Side of the Brain" by Betty Edwards "Keys to Drawing" by Bert Dodson "The Natural Way to Draw" by Kimon Nicolaides	
References Unsplash- A source of high-resolution images and photos that can be used for drawing references. ArtStation- A portfolio website for professional artists, featuring a wide range of digital artwork and concept designs.	
Topics relevant to "SKILL DEVELOMENT -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through Experiential Learning techniques.	
Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	10th BoS held on 04/07/2024
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024

Course Code DES 1008	Course Title: Materials, Media, Tools & Techniques Type of Course: 1] Program Core 2] Integrated	L-T-P-C	2	0	4	4
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					

| Course Description | Purpose:

This course introduces various materials through hands-on activities, relevant demonstrations and engaging lectures. An introduction to manufacturing processes, and the ability to manipulate materials to visually communicate ideas.

Abilities to be Develop:

Students are able to develop an understanding of different materials and their properties.

Students will be encouraged to develop design research by an expanded knowledge of materials.

Nature of the Course:

The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials. |
|---|---|
| Course Objective | The objective of the course is to familiarize the learners with the concepts of Materials, Media Tools and Techniques and attain Skill Development through Experiential Learning techniques. |
| Course Outcomes | On successful completion of the course the students shall be able to:

Understand the characteristics, features and behavior of soft materials.

Identify where most materials come from which processes are used to make a product. Recognize basic family of materials used in soft-goods including sustainable materials and manufacturing processes.

Practical Component:

Demonstrate understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity. |
| Course Content: | |

Module 1	Introduction to Soft Materials	Assignment Case study Documentation	Observations Illustrations Visual Journal	14 Hours

Topics

 Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay.

Module 2	Behavior and Methods	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours

Topics:

Application and Manipulation : Behaviour, methods and usage of soft materials: Paper,Yarn,Fabric,Leather and clay				
Module 3	Methods & Design Research	Assignment Presentation Documentati on	Group Activities Presentations Explorations	14 Hours

Topics:

 Identification and Analysis: Design practice along with methods of material and design research.

Module 4	Study On Circular Designs	Assignment Case Study Documentati on	Explorations Presentations Visual Journal	16 Classes

Topics:

 Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials.

List of Practical Tasks:

Task 1: Creation of various 3D forms through Paper techniques.

Level 1: Develop a form by using various Paper Manipulation Techniques.

Level 2: Construct two different objects by using Paper Manipulation Techniques.

Task 2: Illustration and Representation of Abstract/Organic Shapes through Clay Techniques.

 Level 1: Take Inspirations from Nature /Abstract shapes and create products.

 Level 2: Take Inspirations from Nature and Abstract shapes and create products.

Task 3: Practice on any soft material using mixed media technique.

Level 1: Illustrate and Design an object using any kind of soft material with mixed media.

Level 2: Develop a designed object using mixed media techniques.

Task 4: Representation of manipulated soft material using different methods.

Level 1: Prepare presentations on hard material techniques & methods.

Task 5: Idea generation

Level 1: Explore new idea inspired by sustainable/Eco Friendly Material.

 Level 2: Develop a problem solving product using any kind of Sustainable Material.

Targeted Application & Tools that can be used:

Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.

Soft Materials Tools and Equipment.

Topics relevant to "Development of Skill": Application and Manipulation: Behavior, methods and usage of soft materials.
Text Books Exploring Materials: Creative Design for Everyday Objects -by Inna Alesina (Author), Ellen Lupton (Author) "Materials Selection and Design (Springer Briefs in Materials)" by Md Abdul Maleque and Mohd. Sapuan Salit.
References 1. https://www.behance.net 2.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/ bmxlYmtfXzQyOTg1Nl9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB 3.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/ bmxlYmtfXzQyOTg1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB 4.https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data= dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwr0i4qLI4v8OkjP DX7Ivf2fKB7eTnfLuntEq2prBLt6i2PvHf4IWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2 bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetrkuvp7JJr6ukfu3o63nys%2bSN6uLyffbq&vid=57&sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis 5.https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjisfk 5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLSws0y4qLA4v8OkjPDX7Ivf2fKB7eTnfLujr0yur7NJtK2uT6Tp53y 7p7VP4Nuzed%2bjs0mz16tMtdqyRd%2fX432r2OBOrqmufrWntVCwtvB94t%2fxPurX7H%2b72%2bw%2b4ti7gefe pIzf3btZzJzfhruvtUixp69Mr6ezPuTl8IXf6rt%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-bb6030f71782@redis.
Topics relevant to SKILL DEVELOPMENT: Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay of Introduction to Soft Materials for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout. Topics relevant to "Human Values & Professional Ethics : Knowledge and classification: properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay
Catalogue prepared by	Ms. Garima Agarwal Assistant Professor, Foundation Design

Recommended by the Board of Studies on	3rd BoS held on 24/03/2021
Date of Approval by the Academic Council	16th AC meeting held on 23/10/2021

Course Code: DES1138	Course Title: Innovation and Ideation Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	5
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course focuses on fostering creativity through innovation and ideation techniques. Students will learn to generate, refine, and implement groundbreaking ideas using brainstorming, design thinking, and prototyping methods. Emphasis is placed on problem-solving, collaborative creativity, and developing concepts that drive innovation across various design fields. By the end, students will be equipped to tackle complex design challenges innovatively.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of innovation and Ideation and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the Level 1 courses, students will be able to: Remember: Identify and recall basic design principles and elements. Understand: Explain fundamental concepts and techniques in creative problem-solving and ideation. Apply: Utilize basic tools and software relevant to their field in practical projects. Analyze: Conduct research and analyze user needs, market trends, and historical influences to inform design decisions.					
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	10th BoS held on 04/07/2024					
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024					

SEMESTER 2

Course Code: DES1139	Course Title: Design History and Appreciation Type of Course: School Core- Integrated	L- T-P-C	2	0	4	4
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: Theory outcomes: 1) Identify and describe basic drawing tools, materials, and techniques. Practical outcomes: Interpret historical design techniques and materials. Demonstrate strategies for design development effectively.					
Course Content:						
Module 1	Introduction to Foundations of Design	Visual documentation, assignments,	Classroom discussions and presentations	15 Periods		

		<mark>presentations-visual journal</mark>		

Topics:

Understanding the meaning of Design- from its functional aspects to its artistic and cultural significance.

 Understanding the scope and significance of design history.

Prehistoric and marvel creativity- cave paintings, design innovations in Greece and Rome.

Module 2	The Evolution of Design Through the Ages	Visual documentation, assignments, presentations-visual journal	Classroom discussions and presentations	15 periods

Topics:

Medieval & Gothic Design: the rise of religious architecture (cathedrals, monasteries) and the use of light, color, and symbolism in medieval design.

The Industrial Revolution and Design: Mass production, standardization, and the rise of consumer goods.

Victorian Eclecticism: Mixing historical styles in architecture, interiors, and fashion.

Factors influencing technological advancements- innovations in materials and processes.

Module 3	Global perspective & appreciation in design	Visual documentation, assignments, presentations-visual journal	Classroom discussions and presentations	15 periods

Topics:

Indigenous and Traditional Designs: Exploration of Native American, African, and Oceanic design traditions.

Cross-Cultural Influences: The blending of global aesthetics in modern design.

How does the design reflect the time period and cultural values?

Social and Political Impact: Does the design have a broader message or influence on society?

List of Projects:

Visual document project on "specific design movements".

Visual document project on "the impact of design on society"

Visual document project on "reinterpret historical design concepts for contemporary use".

Targeted Applications & Tools that can be used:

Research projects on specific design influential figures.

Creative designing of contemporarised products.
Design interpretation and documentation of historic collections.

Text Book
The Story of Design" by Charlotte and Peter Fiell
The Design of Everyday Things" by Don Norman.

References
JSTOR, Artstor, and the Design Museum Collection for academic articles and visual references.
Virtual museum tours and online archives for global design heritage.

Topics relevant to "SKILL DEVELOMENT": the scope and significance of design history, Mixing historical styles in architecture, interiors, and fashion for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	10th BoS held on 04/07/2024
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024

Course Code: DES2082	Course Title: Drawing For Designers Type of Course: 1] School Core 2] Practical Integrated	L-T-P-C	0	0	8	4
Version No.	1.2					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	Drawing for Designers is the systematic study of individual aspects of Design, tools and techniques. it's important to consider the different traditional skills like drawing, sketching and other practical tools, depending on the specific needs of the project to create an appealing approach in Design process. The subject will provide different understanding on design process and students are able to gain various manual tools and techniques based on different interactive and conceptual design projects.					

Course Objective	The objective of the course is to familiarize the learners with the concepts of Ideation And Observation and attain Skill Development through Experiential Learning techniques.
Course Outcomes	On successful completion of the course the students shall be able to: Introduce the importance of Drawing for designers Demonstrate various methods of drawings and sketching Interpret the impact of the drawing-based design structure within the society product. Discuss the final outcome and effectiveness of the work
Course Content:	Module 1: Drawing for Visual Thinking Module 2 Identification of Design in order to creating various drawings Module 3 Importance of drawing techniques in Reproduction of Design and its features.

Module 1	Drawing for Visual Thinking	Observation report	Illustrations/ photographs Visual Journal	30 Hours

Topics:

How do we see? - To discuss the basic process of seeing. Act of perception

Visual Queries: Understanding of Maps, Charts, Diagrams and other graphical designs. Discussions with suitable examples.

What We Can Easily See: To study the Visual pop up of shapes, forms, arrangements, colours and other visual elements in different contexts and backgrounds.

Module 2	Identification of Design in order to creating various drawings	Documentation	Info-graphical development Visual Journal	35 Hours

Topics:

Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.

Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society.

Generating ideas and solutions through sessions such
as Sketching, Prototyping, Brainstorming,

Module 3	Importance of drawing techniques in Reproduction of Design and its features.	Documentation	Info-graphical development Visual Journal	35 Hours

Topics:

Introduction to Basics sketching for Design Thinking

Drawings for Design Ideations

Important of the drawing for Conceptualising design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society

5List of Practical Tasks:

Project No. 1: Recognition and Observation In Drawing for Designer

Level 1: Recognizing the Characters of the Design and Documenting the same through Phrases and Words and Photographs

Level 2: Identification of the Characteristics and copying through Sketching the same with Perspective

Level 3: Transcending the Design to other styles of Sketches, experimenting with different colour medium

Project No. 2:

Level 1: Exploring the stages in a given Design Structure

Level 2: Exploded View of the given Design or an object

Level 3: Improvisation on the design for personalization.

Project No. 3:

Level 1: Analyzing the design Structure through its character Study.

Level 2: Applying the Empathy mapping for the design where ever needed and improvising the idea.

Level 3: Development of new Parameters to create Improvised designs and exploring the designs.

Targeted Application & Tools that can be used:

Manual tools of Sketching and drawings to explore the visual thinking

Laying the base for Portfolio Creation by using various drawing techniques.

Tools in the Subjects will be reading Drawings materials with technical approach.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules, co-relating the insights comprising of planning, strategy, creative inputs, contents by understanding the big picture and translate ideas and design concepts across all levels. Consequentially creating innovative and interactive platforms for using Design across multiple platforms, overseeing design thought process, strategy planning, research, consultation with given clients. The project shall be approved first by the course instructor before further processes are developed.	

Text Books

References
FIRE: How Fast, Inexpensive, Restrained, and Elegant Methods Ignite Innovation Hardcover – April 29, 2014. https://www.youtube.com/watch?v=scvb05 Recognition of basic designs around us natural or manmade. Identification of texture colour size and other physical attributes of the design.
Recognition of social importance of the given Design Structure. Review the impact of the physical design structure in the society. Generating ideas and solutions through sessions such as Sketching, Prototyping, Brainstorming, qEN0s Design Observations

Topics relevant to SKILL DEVELOPMENT Introduction to Basics sketching for Design Thinking ,Drawings for Design Ideations , Important of the drawing for Conceptualizing design starting from Worst Possible Ideas and Improving to the State to acceptance in the Society for Skill Development through Experiential Learning Methodologies This is attained through assessment component mentioned in course handout.
Topics relevant to "Human Values & Professional Ethics :

Catalogue prepared by	Vibin VG
	Asst. Professor
	Foundation Department, School of Design
Recommended by the Board of Studies on	5th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/03/2022

Course Code: DES1140	Course Title: Material Form Studies Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	4
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course explores the intrinsic properties and creative potential of materials in shaping forms. This course delves into the relationship between material characteristics and their applications in design and art.					
Course Objective	The objective of the course is to familiarize the learners with the foundational knowledge of the physical, chemical, and aesthetic properties of various materials including metals, polymers, ceramics, composites, and natural materials and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course, students will be able to: Understand the properties and potentials of various materials. . Apply: material knowledge to create functional and aesthetically pleasing forms. Evaluate: material choices for sustainability and ethical implications.					
Catalogue prepared by	Name: Nivrity Sinha Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	10th BoS held on 04/07/2024					
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024					

Course Code: DES1141	Course Title: Career Orientation II Type of Course: School Core- Theory	L- T-P- C	1	0	0	1
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth knowledge and skills necessary to make informed decisions about their future careers. By exploring the importance of maintaining a healthy work-life balance and adapting to the ever-evolving job market, the course aims to equip students with valuable insights and practical strategies.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of self-awareness of interests, values, and skills and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: Understand their strengths, interests, values and career goals. Develop professional and technical skills that enhance employability and career readiness. Develop effective resumes, cover letters, and job search strategies.					
Course Content:						
Module 1	Introduction to Career Orientation, Self-Assessment and Personal Development, Skill Development for Career Success, Professional Networking, Career Advancement and Development, exploring design disciplines, Building a design skillset	Presentations	Classroom discussions, demos and presentations		15 Periods	
Topics: Overview and Importance of Career Planning. Personality and Career Assessments						

Values and Interests
Professional Skills
Technical Skills
Soft Skills
Building a Network
Networking Events and Strategies
Leveraging Social Media
Career Progression
Continuing Education and Certifications
Faculty talk (of different streams) and student query clarification.
Identifying essential skills for each design discipline
Resources for skill development (workshops, online courses, software training)

List of Projects:
Visual presentation project on "three potential career paths of interest, detailing job roles, required skills, salary expectations, and future outlook".
Visual presentation project on "a plan to build and expand your professional network, including attending events, reaching out to contacts, and leveraging social media".

Targeted Applications & Tools that can be used:
Self-Assessment and Personal Development
Career Exploration
Skill Development

Text Book
Design Careers: How to Get Your Foot in the Door" by Debbie Millman (Provides an overview of design professions and offers practical advice for landing your first design job).
"Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Everyone Else Who Loves Language" by Ellen Lupton (Explores the fundamental principles of typography, applicable to various design disciplines).
"This Is Design Thinking: How to Use Design Thinking to Solve Problems" by Hasso Plattner, Karl Ulrich Zeithaml, and Patrick Heidrich (Introduces the design thinking methodology, a valuable tool for tackling complex design challenges).
Discipline-specific books: Consider including introductory books relevant to the B. Des. disciplines covered in the course (e.g., "Graphic Design School" by David Dabner for graphic design).

References
LinkedIn: https://www.linkedin.com/ (Connect with design professionals, explore job postings, and join industry groups).

Behance: https://www.behance.net/ (Showcase your design work and discover portfolios of other designers).
Creative Blog: https://www.creativebloq.com/ (News and inspiration for the creative industries).
Topics relevant to "SKILL DEVELOMENT":   Personality and Career Assessments, Building a Network for Employability through Experiential Learning techniques.

Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	10th BoS held on 04/07/2024
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024

Course Code: DES1018	Course Title: Ideation Case Study Type of Course: School Core (NTCC)	L-T-P-C	0	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course explores ideation through case studies, focusing on real-world examples to understand the creative process. Students will analyze successful design projects, examining how ideas were generated, developed, and implemented. Emphasis is placed on critical thinking and problem-solving, equipping students with practical insights and strategies for their own innovative design work.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Ideation Case Study and attain Employability through EXPERIENTIAL LEARNING techniques					
Course Outcomes	Upon successful completion of the course, students will be able to: Remember: Identify key elements and processes in successful design case studies. Understand: Explain the methodologies and strategies used in the ideation process of various design projects. Apply: Utilize insights from case studies to inform their own design ideation processes.					

	Analyze: Deconstruct case studies to understand the development and implementation of design ideas.
	Evaluate: Critically assess the effectiveness and impact of different ideation strategies in real-world scenarios.
Catalogue prepared by	Name: Nivrity Sinha

Designation: Assistant Professor

School of Design |
| Recommended by the Board of Studies on | 3th BoS held on 24/03/2021 |
| Date of Approval by the Academic Council | 16th AC meeting held on 23/10/2021 |

Semester 3

| Course Code:

DES1143 | Course Title: Study on Craft Cluster

Type of Course: Discipline Elective (NTCC) | L-T-P-C | 0 | 0 | 0 | 3 |
|---|---|---|---|---|---|---|
| Version No. | 1.0 | | | | | |
| Course Pre-requisites | NA | | | | | |
| Anti-requisites | NIL | | | | | |
| Course Description | Cluster Study and Social Intervention explores community dynamics and applies design thinking to address social issues. Students engage in hands-on projects to create impactful, sustainable solutions for real-world challenges. | | | | | |
| Course Objective | The objective of the course is to familiarize the learners with the concepts of Draping and garment construction to skill analysis and attain Employability through EXPERIENTIAL LEARNING techniques | | | | | |
| Course Outcomes | Upon successful completion of the course the students shall be able to:

☐ Develop the ability to analyse and understand community dynamics.

☐ Gain practical experience in applying design thinking to social issues.

☐ Create sustainable, impactful solutions for real-world challenges.

☐ Enhance skills in collaborative problem-solving and teamwork.

☐ Cultivate a deep understanding of ethical considerations in social interventions. | | | | | |

Catalogue prepared by	Name: Dr Bhagyashree Nadig Y S Designation: Assistant Professor School of Design					
Recommended by the Board of Studies on	10th BoS held on 04/07/2024					
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024					

Course Code: DES 2052	Course Title: Elements of Play Type of Course: Program Core, Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Elements of Play is a subject that involves a basic understanding of design, games and play. This subject focus on to game design process, idea generation, conceptualization, visual design, and prototyping. The subject comprises understanding gameplay, game mechanics, and the game component which helps students understand the basics of board games. The main objective of the course is to familiarize the students with the basic game design process, terminal, and, concept generation so that they can generate and prototype new game concepts.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Elements of Play and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	Upon successful completion of the course, the students shall be able to: Define the board games in terms of gameplay, game mechanics, and game components. Practical Component Generalize the game design process to generate new concepts. Produce simple board games.					
Course Content						
Module 1	Overview of Game Design	Assignment Demonstration and	Examples/ Demo/Assignments	15 Hours		

		Participative Learning. Documentation		

Topics:
Design Process
Game Play
Game Mechanics
Components

Module 2	Simple Board Game Design	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:
Prototyping
Testing
Principle and
Logics

Module 3	Final Product	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:
Visual Design
Packaging
Communication

List of Practical Tasks:
Project No. 1
Level 1: Play 5 different board games and write about them.
Level 2: Play 10 different board games and write about them.
Project No. 2:

Level 1: Prototype 2 different board games.
Level 2: Prototype 4 different board games.
Project No. 3:
Level 1: Create 1 final board game design
Level 2: Create 2 final board game design

Targeted Applications & Tools that can be used:
Understanding how a board game is designed. In general, they will be learning about the design process, how the gameplay, and the game mechanism.
Tools used are Raster and Vector software.

Topics are relevant to "Skill Development": Study of visual design and techniques like shapes, patterns, and colours and work with all that to create a design for ==Skill Development== through ==Experiential Learning== techniques. This is attained through the assessment component mentioned in the course handout.

References

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=0&sid=5fcf4712-8104-4dff-8d56-79c13ae29d49%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=155898578&db=iih

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=0&sid=12bfb70a-bd9e-4a9d-87d9-2d2ac8a17ab4%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=156187074&db=iih

https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=0&sid=82c5f551-1b3c-41b6-abd4-2f125c4af69a%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=128284293&db=iih

Catalogue prepared by	Name: Mr. Karthik Manokaran Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	2nd BoS held on 4/09/2020
Date of Approval by the Academic Council	13th AC meeting held on 13/11/2020

Course Code: DES 1107	Course Title: Game Ideation Type of Course: Discipline Elective, Integrated	L-T-P-C	1	0	4	3

Version No.	1.0
Course Pre-requisites	NA
Anti-requisites	NA
Course Description	Purpose: This course is to understand the fundamentals of Game Design. Abilities to be developed: Understanding the basic mechanics, core gameplay loops balance and ideation process of video games Nature of the course: This course looks into various stages of the game ideation process. Game design being a highly creative endeavor, the course provides insights into various elements that comprise the pre-ideation stage. It also covers how to explore various ideas regarding the design of a game including inspiration sources. The course delves deep into how to widen some ideas for game design using multiple techniques. Basic fundamental concepts of Game Design are also explored in this course. Finally, the course ends with how various ideas can be reduced to some viable options.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Game Ideation and attain Employability through Experiential Learning techniques.
Course Out Comes	On successful completion of the course, the students shall be able to: Identify the fundamentals of Game Design. Practical Component: Understand various methods for generating video game ideas. Apply techniques to create proper documentation (GDD) outlining the game idea, after properly validating them.
Course Content:	Introduction to Game Design, Game Design Fundamentals, Idea Generation, and Documentation.

Module 1	Introduction to Game Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion	10 Class

Topics:

What is a Game?

What is Game Design?

The Game Production Pipeline.

Essential Skills for a Game Designer.

		Assignment	Observation/ Demo/	
Module 2	Game Design Fundamentals	Case Study	Videos/ Interaction/	15 Classes
		Documentation	Discussion/Practice	

Topics:

Basic Game Mechanics.

The Core Gameplay Loops.

Other Gameplay Loops.

Gameplay Loops: Case Studies.

Assignment: Deconstruct Gameplay Loops from Popular Games.

Balance.

Adding the Juice.

		Demonstration	Observation/ Demo/	
Module 3	Idea Generation	Case Study	Videos/ Interaction/	10 Classes
		Documentation	Discussion	

Topics:

Elements of a Game.

Theme and its Importance.

Demographics.

Player Motivation.

5 Ideation Techniques.

5 Ideation Techniques: Case Studies.

Assignment: Generate 5 different ideas using various ideation techniques.

Brainstorming Ideas.

Game Genres

Game Genres: Case Studies.

Validating Ideas.

Assignment: Select 1 out of all ideas after properly validating it.

		Assignment	Observation/ Demo/	
Module 4	Documentation	Case Study	Videos/ Interaction/	10 Class
		Documentation	Discussion/Practice	

Topics:

Types of Game Documents.

The Game Design Document.

Types of GDDs.

Popular GDDs: Case Studies.

GDD Template.

Project: GDD Creation.

List of Laboratory Tasks:

Experiment N0 1: Gameplay Loops.

Level 1: Students must break down popular games and identify their core and supporting loops and make the appropriate diagram representing the loops.

Experiment N0 2: Generate 5 different ideas using various ideation techniques.

Level 1: Students will create 5 different ideas using various ideation techniques, like Inspiration, Memory, Previous Games, Daily Life, and Passion.

Experiment N0 3: Validating Ideas.

Level 1: Students must select 1 out of all ideas after properly validating it.

Experiment N0 4: Game Design Documentation.

Level 1: Students will be designing a GDD document that lists all the topics covered in this course, for a particular game idea after it has been properly validated.

Targeted Application & Tools that can be used: Video game ideation is a critical step when developing video games, as it helps develop a clear vision for the game and lay the foundation for its design and development. Ideation can also help teams identify key elements that will make the game unique and engaging. By brainstorming ideas and discussing them, developers can identify potential issues early on and make changes before they become costly.

Word Documentation.

Digital Image Manipulation Application.

Text Book:

Practical Game Design: Learn the art of game design through applicable skills and cutting-edge insights. (ISBN-10 1787121798)

A Playful Production Process: For Game Designers (and Everyone). (ISBN 0262045516)

Games, Design and Play: A Detailed Approach to Iterative Game Design (ISBN-10 0134392078)

The Art of Game Design. (ISBN-10 9781466598645)

References:

Ideation: The Game Making Process: https://youtu.be/LAKy595YLFI

Ideation Techniques: https://youtu.be/Ka5x0ApaIHU

Board of Innovation: https://cutt.ly/C1yDoP7

5 Ideation techniques: https://www.mural.co/blog/remote-ideation-techniques

Topics relevant to "EMPLOYABILITY SKILLS": Types of Game Documents, The Game Design Document, Types of GDDs, Popular GDDs, Case Studies, GDD Template, Project: GDD Creation for developing Employability Skills through Experiential Learning Techniques. This is attained through assessment components mentioned in the course handout.

Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	4th BoS held on 10/08/2021
Date of Approval by the Academic Council	16th AC meeting held on 23/10/2021

Course Code: DES 2053	Course Title: Storytelling & Storyboarding Type of Course: Program Core, Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Purpose: This course is to understand Storytelling and its Storyboarding for Animation. Abilities to be developed: Describe the plot and scene in the storyboard, different types of camera angles, and their importance in storytelling. Illustrate the different views of character position in the storyboard Nature of the course: A storyboard is a visual plotter for a storyline. The linear direction of the cells in a storyboard makes it an effective tool for narrating a tale, outlining a process, and illustrating the sense of movement. Storyboards are essentially a series of sequential illustrations that tell a tale.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Storytelling and Storyboarding and attain Skill Development through Experiential Learning techniques.					

		Assignment		
Module 1	Introduction to Storytelling & Storyboarding	Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Brainstorming

Collecting Images

Creative Research

		Assignment		
Module 2	Shots and Scenes	Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Script

Creating a collaborative storyboard

Fundamentals of shots

Story Flow

		Assignment		
Module 3	Composition and Lightings	Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Perspective

Structure of Animation

Rule of Continuity

Camera angles	
List of Practical Tasks: Project No. 1 Level 1: Create a story for a game developer. Level 2: Create 2 stories for a game developer. Project No. 2: Level 1: Write down the scripts for the story you developed. Level 2: Write down the scripts with all the techniques involved in storytelling. Project No. 3: Level 1: Create a Storyboard for a better understanding of the story. Level 2: Create a Storyboard with all the techniques involved in storyboarding.	
Targeted Applications & Tools that can be used: Creating the storyboard for the story created for the game developer. Tools used adobe suite, toon boom.	
Topics are relevant to "Skill Development": Creating a story for a game and creating a storyboard for the same for Skill Development through Experiential Learning techniques. This is attained through the studio project component mentioned in the course handout.	
References https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=5&sid=a962a2ba-0aa4-4537-bd42-11611de97ac4%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=910069&db=nlebk https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=7&sid=a962a2ba-0aa4-4537-bd42-11611de97ac4%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=862370&db=nlebk https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=9&sid=a962a2ba-0aa4-4537-bd42-11611de97ac4%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=309461&db=nlebk	
Catalogue prepared by	Name: Mr. Priyaranjan Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	2nd BoS held on 4/09/2020
Date of Approval by the Academic Council	13th AC meeting held on 13/11/2020

| Course Code:

DES 2064 | Course Title: Basics of Animation

Type of Course: Discipline Elective, Integrated | L-T-P-C | 1 | 0 | 4 | 3 |
|---|---|---|---|---|---|---|
| Version No. | 2.0 | | | | | |
| Course Pre-requisites | NA | | | | | |
| Anti-requisites | NIL | | | | | |
| Course Description | Purpose:

This course is to understand animation principles and different types.

Abilities to be developed:

Basics of Animation is a foundation course in animation. This course covers 12 animation principles, which will serve as a foundation for animation education. In this course, the focus is on 2d classical animation, flip-book animation, stop motion, and 2d animation using different techniques to impart fundamentals of movement in the animation.

Nature of the course:

This course will also give an overview of different animation techniques in various software like Adobe after effects, adobe animate and etc. This is a lab-oriented course, in which students are asked to do several types of animation exercises, which will finally be part of the evaluation process for the student also. | | | | | |
| Course Objective | The objective of the course is to familiarize the learners with the concepts of Basics of Animation and Tools and attain Employability through Experiential Learning techniques. | | | | | |
| Course Outcomes | Upon successful completion of the course, the students shall be able to:

Identify different types of Animation

Practical Component

Practice different types of Animation.

Explain the different types of Animation. | | | | | |
| Course Content: | | | | | | |
| Module 1 | Introduction to Animation | Assignment

Demonstration and Participative Learning.

Documentation | Examples/ Demo/Assignments | | 10 Hours | |
| Topics: 12 Principles of Animation | | | | | | |

Module 2	Study of Animation	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Study of Zoetrope

Stop Motion Animation

Flipbook Animation

Logics

Module 3	Introduction to Software	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Introduction to 2D Animation

Walk Cycle

Run Cycle

Jump Cycle

Module 4	Sound flow in Animation	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	10 Hours

Topics:

Study of Lip Sync, Background Animation, Story Animation

List of Practical Tasks:

Project No. 1

Level 1: Create an animation for each principle of animation.

Level 2: Create an animation for each principle of animation using the key frame animation technique.

Project No. 2:

Level 1: Understand the classical way of animation and create a zoetrope card in 2d animation.

Level 2: Create a video clip of an animal walk with the technique mentioned above.

Project No. 3:

Level 1: Understand the walk cycle.
Level 2:   Create a video clip of human walking.

Project No. 4:

Level 1: Create a video clip to understand lip-sync in 2d animation

Level 2:   Create a video clip with an animal from the learning of Level 1

Targeted Applications & Tools that can be used:

Create a video clip with an animal from the learning of level 1

Tools used Adobe photoshop, 2d Animation Software

Topics are relevant to "EMPLOYABILITY SKILLS": Flip book animation Assignment on 12 principles of animation 2d animation on software tools for Employability Skills through Experiential Learning techniques. This is attained through the studio project component mentioned in the course handout.

References

https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=5&sid=a962a2ba-0aa4-4537-bd42-11611de97ac4%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=910069&db=nlebk

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https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=9&sid=a962a2ba-0aa4-4537-bd42-11611de97ac4%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=309461&db=nlebk

Textbook

The animator's survival kit by Richards Williams, ISBN 0-5712-0228-4

• Cartoon Animation by Preston Blair, ISBN-10: 1560100842

• Frank Thomas and Odie Johnson, The Illusion of Life: Disney Animation, Disney Editions; Rev Sub edition, 2014, ISBN-10 0786860707

Catalogue prepared by	Name: Mr. Karthik Manokaran Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	2nd BoS held on 4/09/2020
Date of Approval by the Academic Council	13th AC meeting held on 13/11/2020

Course Code: DES 1106	Course Title: Basic Visual Design and Tools Type of Course: Discipline Elective, Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Purpose: This course is to understand Visual Design and Designing Tools. Abilities to be developed: The course's objective is to provide the student with an understanding of the basics of visual design and tools. The course equips them to analyze various forms, spaces, and semantics, and explore meta and complex patterns. Nature of the course: The students will be able to develop and interwind the research and development of made effective visual communication designs which in the long run will translate into their applications in the design industry.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Basic Visual Design and Tools and attain Employability through Experiential Learning techniques.					
Course Outcomes	Upon successful completion of the course, the students shall be able to: Identify and define various terminologies associated with visual design. Practical Component: Compare and examine the different approaches toward visual design elements. Demonstrate various complex and meta patterns in software.					
Course Content:						
Module 1	Visual Design Basics	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours		

Topics:

Visual Design Principle and Elements

Basic Shapes

Shadows and Lights

Introduction to Colors

Color Wheel

Introduction to Typography

Introduction to Perspective

Module 2	Introduction to Raster Software	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Basic tools and techniques

Editing and Manipulation

Module 3	Introduction to Vector Software	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	15 Hours

Topics:

Basic tools and techniques

Shapes, patterns & symbols.

List of Practical Tasks:

Project No. 1

Level 1: Design 5 basic shapes and shade them

Level 2: Design 10 basic shapes and shade them

Project No. 2:

Level 1: Design creatively 5 designs using all colour schemes

Level 2: Design creatively 10 designs using all colour schemes

Project No. 3:

Level 1: Design 5 collage works and uses all the methods learned

Level 2: Design 5 collage works and uses all the methods learned

Project No. 4:

Level 1: Design 5 shapes and patterns and use all the methods learned

Level 2: Design 10 shapes and patterns work and use all the methods learned

Targeted Applications & Tools that can be used:
Understanding the basics of visual design. In general, they will learn about shapes, forms, and colours. How all this can be combined to create a design.
Tools used are Raster and Vector software.

Topics are relevant to "Employability": Study of visual design and techniques like shapes, patterns, and colours and work with all that to create a design for developing Employability Skills through Experiential Learning techniques. This is attained through the assessment component mentioned in the course handout.

References
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Catalogue prepared by	Name: Mr. Karthik Manokaran Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	2nd BoS held on 4/09/2020
Date of Approval by the Academic Council	13th AC meeting held on 13/11/2020

Course Code: DES 2155	Course Title: Game Design Theory Type of Course: Discipline Elective, Theory	L-T-P-C	3	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					

Anti-requisites	NA
Course Description	This course provides an in-depth exploration of the theoretical foundations of video game design. Students will learn about the core principles, mechanics, and narrative structures that contribute to engaging and innovative video games. Emphasis will be placed on understanding the psychological and cultural impacts of games, design methodologies, and the future of game design.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Game Design Theory and attain ==Employability== through ==Participative Learning== techniques.
Course Outcomes	On successful completion of the course, the students shall be able to: Identify different genres of video games and their impact on gameplay. Describe game mechanics and gameplay loops. Describe different psychological ways designers can impact a player's behaviour.
Course Content:	Foundations of Game Design, Narrative and Character Development, Game Psychology

Module 1	Foundations of Game Design	Demonstration and Participative Learning. Documentation	Illustrations/ Observation / Interaction/ Discussion	10 Classes

Topics:

Video Game History

Video Game Genres

Game Mechanics

Gameplay Loops

Module 2	Narrative and Character Development	Demonstration and Participative learning. Documentation	Illustrations/ Observation / Interaction/ Discussion	10 Classes

Topics:

Game Narratives

Plot Theory

Worldbuilding

Branching Narratives

Dialogue

Interactive Storytelling				
Module 3	Game Psychology	Demonstration and Participative learning. Documentation	Illustrations/ Observation / Interaction/ Discussion	Classes

Topics:

Player Motivation

Game Balance and Pacing

Game Ethics

List of Practical Tasks:

NIL

Targeted Applications & Tools that can be used:

NIL

Textbooks:

M. Sicart, The Ethics of Computer Games. Cambridge, MA: MIT Press, 2009.

M. Sicart, Ethics of Computer Gaming: A Groundwork. Cham, Switzerland: Springer, 2020. ISBN: 978-3662643969.

M. Sicart, Video Games, Violence, and the Ethics of Fantasy: Killing Time. London: Bloomsbury Academic, 2020. ISBN: 978-1350202702.

K. Salen and E. Zimmerman, Rules of Play: Game Design Fundamentals. Cambridge, MA: MIT Press, 2003.

J. Schell, The Art of Game Design: A Book of Lenses. Boca Raton, FL: CRC Press, 2019.

E. Adams and J. Dormans, Game Mechanics: Advanced Game Design. Indianapolis, IN: New Riders, 2012.

B. Brathwaite and I. Schreiber, Challenges for Game Designers. Boston, MA: Course Technology PTR, 2008.

R. Koster, A Theory of Fun for Game Design. Scottsdale, AZ: Paraglyph Press, 2005.

References

Best uses of a morality/karma system in gaming? : patientgamers (reddit.com)

What are loops in game design? - Loops - Game Design Theory by Game Design with Michael

Basic Principles of Game Design by Brackeys

The Four Types of Video Game Designers - Game Design Specializations - Extra Credits by Extra History

The Two Types of Random in Game Design by Game Maker's Toolkit

Topics relevant to Employability: Game Mechanics, Gameplay Loops, Worldbuilding, Branching Narratives for Employability through Participative Learning Techniques. This is attained through the assessment component mentioned in the course handout.

Topics relevant to "Human Values & Professional Ethics": Game Ethics.	
Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	10th BoS held on 04/07/2024
Date of Approval by the Academic Council	24th AC meeting held on 03/08/2024

SEMESTER 4

Course Code: DES2074	Course Title: Game Character Design Type of Course: Discipline Elective, Integrated	L-P-C	1	4	3
Version No.	1.0				
Course Pre-requisites	NA				
Anti-requisites	NA				
Course Description	Explore character creation in our Game Character Design course, focusing on anatomy, personality, and animation for immersive gaming. Shape digital personas through practical projects and industry techniques, crafting impactful gaming experiences.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Game Character Design and attain <mark>Skill Development</mark> through <mark>Experiential Learning</mark> techniques.				
Course Out Comes	On successful completion of the course, the students shall be able to: Understand different forms and shapes. Identify different artwork and their Origins. Practical Component: Apply techniques to develop characters for games.				
Course Content:	Shape and Form Study, Character Design, Character Bible.				
Module 1	Shape and Form Study	Demonstration Case Study	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice		15 Classes

		Documentation		

Topics:

Primitive shape study.

Characters with an everyday object.

Heads.

Proportions.

Module 2	Character Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Elements of Character Design - personality, attitude, role, function.

Biography of character –

Visualizing the Character –

Creating Characters from life study.

Story and the role of characters.

The role, symbolism, and significance of all sorts of characters in animated films – human, imaginary – fantasy.

Module 3	Character Bible	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Character Bible and model sheets, Stereotypes.

Design of Anthropomorphic Animals and Objects

Anthropomorphic and alien characters, animals, birds, objects.

List of Practical Tasks:

Project No. 1

Level 1: Creating characters with everyday objects.

Level 2:   Study games characters.

Project No. 2:

Level 1:   Simplifying the characters with shapes.

Level 2:   Development of backstory for characters.

Project No. 3:
Level 1: Developing Anthropomorphic characters for games.
Project No. 4: Creating Character turnaround sheet for games.

Targeted Application & Tools that can be used: Targeted Application & Tools that can be used:
Understanding the requirements of the game industry and moving with the trend.
Tools used will be pencil, sketchbook and colors, and digital painting tools.

Text Book:
Force - Character Design from Life Drawing by Michael D Mattesi
http://puniversity.informaticsglobal.com:2232/cgi-bin/koha/opac-detail.pl?biblionumber=9564
https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=0&sid=d1434f77-95fb-4bd4-a841-5fca423b19da%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=353470&db=nlebk

References:
Ideas for the Animated Short by Karen Sullivan and Gary Schumer
Animation Techniques by Roger Noake
Cartooning: The Ultimate Character Design Book by Christopher Hart (Author)
Creating Characters with Personality: For Film, TV, Animation, Video Games, and Graphic Novels by Tom Bancroft (Author), Glen Keane (Introduction)

Topics relevant to "Skill Development": Biography of character – Visualizing the Character – Creating Characters from life study. -Story and the role of characters for developing Skill Development through Experimental Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Arghamita Sen Sarmah Asst. Prof. Communication Design
Recommended by the Board of Studies on	6th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

Course Code: DES 2075	Course Title: 3D Modelling Type of Course: Discipline, Integrated		L-T-P-C	1	0	6	4
Version No.	1.0						
Course Pre-requisites	NA						
Anti-requisites	NIL						
Course Description	This dynamic and hands-on course is designed to provide students with a comprehensive foundation in the art of creating digital three-dimensional models. Whether the students an aspiring game designers, animators, architects, or simply fascinated by the world of 3D graphics. In this course, students will delve into the fundamental concepts and techniques of 3D modeling using industry-standard software.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of 3D Modelling and attain ==Employability== through ==Experiential Learning== techniques.						
Course Outcomes	Upon successful completion of the course, the students shall be able to: Explain key terminology related to 3D modelling, such as vertices, polygons, textures, and rendering. Practical Component Describe the distinctions between organic and hard-surface 3D models. Use 3D modelling software to construct objects with increasing complexity. Analyze how various materials and textures contribute to the visual quality and authenticity of models.						
Course Content							
Module 1	Introduction to 3D Modelling in Maya	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments			20 Hours	
Topics: Overview of 3D Modelling 3D Modelling Fundamentals Polygonal Modelling Basic Modelling							
Module 2	Hard Surface and	Assignment	Examples/ Demo/Assignments			20 Hours	

	Architectural 3D Modelling in Maya	Demonstration and Participative Learning. Documentation		

Topics:

Introduction to Hard Surface Modelling

Polygon Modelling for Hard Surfaces

Vehicle Modelling

Architectural Modelling

		Assignment		
Module 3	Lighting, Texturing and Rendering	Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	20 Hours

Topics:

Understanding Lightings

Applying Lightings

Unwrapping UVs

Painting textures using Photoshop

Applying textures

Rendering

List of Practical Tasks:

Project No. 1

Level 1: Create 5 Prop Modelling

Level 2:   Create 10 Prop Modelling

Project No. 2:

Level 1: Create 1 Vehicle Modelling

Level 2: Create 2 Vehicle Modelling

Project No. 3:

Level 1: Create 1 Interior and Exterior Modelling

Level 2:   Create 2 Interior and Exterior Modelling

Targeted Applications & Tools that can be used:

3D Modelling can be used in the Entertainment Industry, Product Design, Medical and Education Training.

	Tools used Autodesk Maya.
	Topics are relevant to "Employability": 3D Polygonal Modelling, Hard surface Modelling, Lighting, Texturing and Rendering for <mark>Employability</mark> through <mark>Experiential Learning</mark> techniques. This is attained through the assessment component mentioned in the course handout.
	Textbooks: Introducing Autodesk Maya 202x: 3D for Beginners by Dariush Derakhshani Polygonal Modelling: Basic and Advanced Techniques by Mario Russo Digital Modelling by William Vaughan 3D Game Art Essentials by Conor Boyland and Ryan Henson Creighton
	Reference Links: Grant Abbitt Channel Hard Surface Modelling Maya for Beginners Maya Texturing
Catalogue prepared by	Name: Mr. Karthik Manokaran Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	5th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

Course Code: DES2062	Course Title: 2D Game Design Type of Course: 1] Program Core 2] Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course introduces students to the fundamental concepts and techniques of 2D game design using the Unity game engine. Through a combination of lectures, hands-on projects, and collaborative activities, students will learn the key principles of game design, asset creation, scripting, and optimization to create					

		engaging 2D games. By the end of this course, students will have a working prototype of a 2D Game.

Course Objective	The objective of the course is to familiarize the learners with the concepts of 2D Game Design and attain <mark>Skill Development</mark> through <mark>Experiential Learning</mark> techniques.

Course Outcomes	On successful completion of the course the students shall be able to: Understand concepts of 2D game design Practical component: Produce a concept for a 2D game. Develop a 2D game using game engine.

Course Content:

2D Game Fundamentals, 2D Animation, Integration in Game Engine.

Module 1	Game Engine Fundamentals	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	20 Classes

Topics:

Understanding the game development process

Introduction to Unity's interface and basic navigation

Creating a new 2D project in Unity

Importing and organizing assets

Exploring the Scene and Game views

Introduction to 2D game components in Unity

Module 2	2D Animation	Assignment Demonstration and Participative learning. Documentation	Info-graphics development Visual Journal Development of Samples for each	15 Classes

Topics:

Working with sprites and textures

Creating 2D animations using Unity's Animation System

Designing levels using tilemaps

Camera setup for 2D games

Designing game animation using: jumping, running, smearing, etc.

Creating interactive game juice

Module 3	Integration in Game Engine	Assignment Demonstration and Participative learning. Documentation	Development of Samples for each Visual Journal	10 Classes

Topics:

Improving game visuals through particle systems and lighting

Performance optimization techniques for 2D games

Finalizing and packaging the game for distribution

List of Practical Tasks:

Project No. 1

Level 1: Create a sprite sheet

Level 2: Create a level using tileset.

Project No. 2:

Level 1: Create a animation for character.

Level 2: Create a animation with smearing effect.

Project No. 3:

Level 1: Create a text adventure game.

Targeted Application & Tools that can be used:

Understanding 2D game design process.

Tools used will be unity, photoshop and spine.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules. Students have to design and develop a 2D game

Text Books

"Unity in Action: Multiplatform Game Development in C#" by Joe Hocking

ISBN-13: 978-1617294969

"Level Up! The Guide to Great Video Game Design" by Scott Rogers

ISBN-13: 978-1118877166

"Mastering Unity 2D Game Development" by Simon Jackson

ISBN-13: 978-1786463456

References	
Learning C# 7 By Developing Games with Unity 2017 : Learn C# Programming by Building Fun and Interactive Games with Unity -Micael DaGraça, Predrag Končar, Predrag Koncar	
Topics relevant to SKILL DEVELOPMENT: Exploring the Scene and Game views - Introduction to 2D game components in Unity - Working with sprites and textures Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Name: Aadhithyan K A Designation: Assistant Professor, Game Design SCHOOL OF DESIGN
Recommended by the Board of Studies on	6th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

Course Code: DES2073	Course Title: 2D Game Art Type of Course: Program Core, Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course will introduce students to concepts of tilemaps, 2D game character design and 2D game asset creation. Through hands-on projects, students will elevate skills in crafting visually stunning elements that enhance gaming experiences. By the end of this course, students will unleash their artistic vision and create captivating 2D worlds that captivate players.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of 2D Game Art and attain Skill Development through Experiential Learning techniques.					
Course Out Comes	On successful completion of the course, the students shall be able to: Explain the process of 2D Game Art Creation. Practical Component: Produce tilemaps, game characters and game assets for 2D games.					
Course Content:	Basics of 2D Game Art, 2D Game Asset Creation.					

Module 1	Basics of 2D Game Art	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Introduction to 2D Game Art.

Understanding Tilemaps.

Advanced Tilemap Techniques.

Principles of Character Design.

Character Animation Basics.

Module 2	3D Game Asset Creation	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Game Character Animations.

Overview of Game Asset Creation.

Advanced Techniques in Asset Creation.

Integrating Assets into Game Environments.

List of Laboratory Tasks:

Experiment NO 1: Tilemap Creation.

Level 1: Create a 2D tilemap for your project. Include all cases of tiles with variations to make the game levels feel more organic and realistic.

Experiment NO 2: Game Character Design.

Level 1: Create animation states for the main Player Character of your game.

Experiment NO 3: Game Asset Creation.

Level 1: Create Game Assets for the project you are working on.

Targeted Application & Tools that can be used: Through hands-on projects, students will elevate skills in crafting visually stunning elements that enhance gaming experiences.

Digital Drawing Application,

Image Editing Software,

Game Engine,

Animation Software	
Text Book: The Art of the Box (ISBN-10: 1838458581(Game Art: Art from 40 Video Games and Interviews with Their Creators (ISBN-10: 1593276656) Make Your Own Pixel Art (ISBN-10: 1593278861(The Animator's Survival Kit (ISBN-10: 086547897X) Character Design for Mobile Devices (ISBN-10: 0240808088)	
References: Pixel Logic, Level editing made easy with Automapping, Tilemaps in Unity, 6 INDIE Game Character Designs & What We Learn From Them, How Do You Design a Cast of Enemies?	
Topics relevant to "Skill Development": Advanced Tilemap Techniques, Game Character Animations, Game Asset Creation for developing Skill Development through Experimental Learning techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	6th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

Course Code: DES 2055	Course Title: C# Basics for game development Type of Course: 1] Program Core 　　　　　　　　2] Integrated	L-T-P-C	1	0	4	3
Version No.	2.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					

Course Description	The course is based on the core requirement for any game designer to efficiently communicate with game developers. Programming is an essential part of the game. Through experimentation and conceptualization, the designer can develop their own independent games.
Course Objective	The objective of the course is to familiarize the learners with the concepts of C# Basics for Game Development and Tools and attain <mark>Skill Development</mark> through <mark>Experiential Learning</mark> techniques.
Course Outcomes	On successful completion of the course the students shall be able to: Define basic OOPS programming concepts Practical component: Describe different approaches to solve game logics. Produce games with C# and game engine.

Course Content:

Introduction to programming

Sustainable Design Practice

Introduction to OOPS concepts and Game Programming

Module 1	Introduction to programming	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	20 Hours

C# Introduction

C# Syntax

Methods

Output and Comments

Variables, Constants, and Display

Data Types

Type Casting

User Input and Operators

Mathematical Operations

Condition Statements (if, switch, while, for, break/continue)

Arrays

Module 2	Beyond the Basics	Assignment Documentation	Info-graphics development Visual Journal	25 Hours

			Development of Samples for each	

Collections (List, Dictionary, HashSet, etc.)
Delegates and Events
Exception Handling
File I/O
LINQ (Language Integrated Query)
Generics
Reflection

Module 3	Game Development Fundamentals	Assignment Documentation Hands on Practice	Development of Samples for each Visual Journal	30 Hours

Topics:

Topics:

Introduction to Game Development

Game Loop and Update Functions

Sprites and Graphics

Input Handling

Collision Detection

Game Physics

Sound and Music

Game UI and Menus

Game State Management

Building and Deploying Games

List of Practical Tasks:

Project No. 1

Level 1: Create a basic console application that shows Arithmetic operation.

Level 2: Create a basic console application that shows Comparison Operators

Project No. 2:

Level 1: Creating a dialogue tree using conditional statements.

Level 2: Create a text adventure game with player dealing damage random between (5,10) damage to enemy's health

Project No. 3:
Level 1: Create a text adventure game.

Targeted Application & Tools that can be used:
Understanding game development process using C# and game engine
Tools used will be Visual Studio community edition and Visual Studio Code.

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
A final project work integrating all the modules. Students have to develop a game (2D or 3D)

Text Books
Mastering Unity 2017 Game Development with C# - Thorn, Alan
Learning C# 7 By Developing Games with Unity 2017 : Learn C# Programming by Building Fun and Interactive Games with Unity -Micael DaGraça, Predrag Končar, Predrag Koncar

Topics relevant to SKILL DEVELOPMENT: Interface, Multiple Interfaces-Enums, Files, Exceptions-Game Project Skill Development through Experiential Learning Techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Name: Aadhithyan K A Designation: Assistant Professor, Game Design SCHOOL OF DESIGN
Recommended by the Board of Studies on	5th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

Course Code: DES2063	Course Title: Basic Level Design Type of Course: Program Core, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course will introduce students to principles of level design such as pacing, difficulty, flow, player guidance and aesthetics. They will also learn how to design levels for mobile and hyper-casual games, considering their simple mechanics, short play sessions, and puzzle elements. Throughout the course, students will be given opportunities to create and test their own levels using level design tools in-					

		built in Game Engines. At the end of the course, students will understand the entire process of creating a level for diverse types of game.			

Course Objective	The objective of the course is to familiarize the learners with the concepts of Basic Level Design and attain Skill Development through Experiential Learning techniques.				

Course Out Comes	On successful completion of the course, the students shall be able to: Explain the process of basic game level creation. Practical Component: Produce game levels for 2D games. Produce game levels for puzzle games.				

Course Content:	Fundamentals of Level Design, Fundamentals of Puzzle Design, Level Design Tools.				

Module 1	Fundamentals of Level Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Level Design Introduction.

Fundamentals of Level Design.

Level Design: The Process.

Level Design Fundamentals: Case Studies.

Module 2	Fundamentals of Puzzle Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Puzzle Design Principles.

Player Guidance.

Puzzle Design Exercise: Level Creation.

Hyper-Casual Design Principles.

Hyper-Casual Exercise: Level Creation.

Module 3	Level Design Tools	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:
2D Level Creation Tools.
Basic Tilemaps.
Advanced Tilemaps.
Assets and Enemy Placements.
Exercise: 2D Level Creation.

List of Laboratory Tasks:

Experiment NO 1: Breaking down a game-level.

Level 1: Student will learn to breakdown levels from existing games and understand how the levels were designed.

Experiment NO 2: Designing the Critical Path.

Level 1: Student will learn to design the critical path for a level and create a Level Map using software.

Experiment NO 3: Puzzle Design Creation.

Level 1: Students will create levels for an existing puzzle game.

Targeted Application & Tools that can be used: Level Design is used to design various kinds of levels in a game. It also helps to understand the concept of the game and the game flow. Level Design is used to guide the player to points of interest and make sure the player is never lost within the game-world.

Game Engine
Video Game Applications

Text Book: Level Up! The Guide to Great Video Game Design (ISBN-10 1118877160)

Architectural Approach to Level Design (ISBN-10 081536136X)

The Art of Game Design (ISBN- 10: 9781466598645)

References:

Level Design for Games: Creating Compelling Game Experiences (New Riders Games) (ISBN-10: 0321375971), Invisible Intuition: Block mesh and Lighting Tips to Guide Players, Super Mario 3D World's 4 Step Level Design, The Structure of Fun: Learning from Super Mario 3D Land's Director

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Topics relevant to "Skill Development": 2D Level Creation Tools, Puzzle Design Principles, Level Creation for developing Skill Development through Experimental Learning techniques. This is attained through assessment component mentioned in course handout.

| Catalogue prepared by | Rasika Chandle |
| | Asst. Prof. Game Design |

Recommended by the Board of Studies on	6th BoS held on 22/03/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

SEMESTER 5

Course Code: DES2058	Course Title: Advanced C# for Game Development Type of Course: Program Core, Theory & Integrated	L-T-P-C	1	0	6	4
Version No.	1.0					
Course Pre-requisites	DES2055 C# Basics for Game Development					
Anti-requisites	NIL					
Course Description	This course will dive into advanced concepts and techniques in C# programming, with a focus on their practical application in game development. Topics covered will include data structures, algorithms, memory management, advanced scripting techniques, and optimization strategies. Students will also learn how to use Unity's built-in features to create advanced gameplay mechanics and will work on several hands-on projects to apply the concepts learned. By the end of this course, students will have a deeper understanding of the C# language and its capabilities and will have developed the skills to create complex and optimized games using Unity.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Advanced C# for Game Development and attain ==Skill Development== through ==Experiential Learning== techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Recognize different programming concepts. Differentiate the use of various types of algorithms in C#. Produce a concept for a game. Demonstrate a game using C# game development framework.					

Course Content:

Fundamentals of C# for Game Development, Advanced C# Techniques, Game Prototyping and Mechanics, Advanced Game Integration

Module 1	Fundamentals of C# for Game Development	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	24 Sessions

Topics:

C# Syntax, Variables, and Data Types

Object-Oriented Programming in C#

Introduction to Unity and C# Scripting

Game Loops and Event Handling

Basic Game Classes and Objects Creation

Module 2	Advanced C# Techniques	Assignment Documentation	Examples/ Demo/Assignments	24 Sessions

Topics:

Data Structures: Lists, Dictionaries, and Queues

Interfaces and Abstract Classes in Game Design

Exception Handling and Debugging in C#

Implementing Finite State Machines (FSM)

Algorithm Optimization and Recursion

Module 3	Game Prototyping and Mechanics	Assignment Documentation	Examples/ Demo/Assignments	29 Sessions

Topics:

Rapid Prototyping Methodologies

Designing and Implementing Game Mechanics

Unity UI Design and Interaction

Prototyping Game Levels and Worlds

Iterative Development and Playtesting

Mod4le 4	Advanced Game Integration	Assignment Documentation	Examples/ Demo/Assignments	28 Sessions

Topics:

Particle Systems and Visual Effects

Advanced Lighting and Rendering Techniques

Cinemachine for Camera Control

Audio Integration and Sound Design

Game Performance Optimization and Profiling

List of Practical Tasks:

Project No. 1: Core C# Game Development

Level 1: Task: Develop a basic game application that demonstrates object-oriented programming by creating a player character with simple attributes (e.g., health, score).

Level 2: Task: Extend the application to include an inventory system that allows adding, removing, and viewing items, with dynamic updates based on player actions.

Project No. 2:   Advanced Algorithm Application

Level 1: Task: Implement a Finite State Machine (FSM) for an NPC with basic states like idle, move, and attack.

Level 2: Task: Enhance the FSM to include complex states such as patrol, flee, and interact, with optimized transitions based on real-time game conditions.

Project No. 3: Prototyping Game Mechanics

Level 1: Task: Create a basic 2D game prototype featuring core mechanics such as movement, simple physics interactions, and a scoring system.

Level 2: Task: Expand the prototype to include advanced mechanics like power-ups, enemy AI behaviors, and multiple level designs with progressive difficulty.

Project No. 4: Full Game Integration

Level 1: Task: Develop a game integrating core Unity features like basic particle effects, lighting setup, and simple sound effects.

Level 2: Task: Implement advanced integration, including dynamic lighting effects, complex particle systems, Cinemachine for advanced camera control, and adaptive audio that reacts to gameplay changes.

Targeted Application & Tools that can be used: Understanding the requirements of the game industry and moving with the trend

Tools Used:

Unity Profiler

Blender/Maya (Optional for Art Assets)

Adobe Photoshop/GIMP

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course

A final project work integrating all the modules. Students have to create a final product that includes all or most of the artwork which was taught in the Modules.

Text Books

Mongeon, B., Mongeon, B. (2017). 3D Technology in Fine Art and Craft: Exploring 3D Printing, Scanning, Sculpting and Milling. United Kingdom: Taylor & Francis Group.

Legaspi, C., Lewis, M., Legaspi, C., Lewis, M. (2015). Anatomy for 3D Artists: The Essential Guide for CG Professionals. United Kingdom: 3DTotal Publishing.

Keller, E., Keller, E. (2012). Introducing Z-Brush 3rd Edition. Germany: Wiley.

Spencer, S., Spencer, S. (2010). Z-Brush Digital Sculpting Human Anatomy. United Kingdom: Wiley.

Mongeon, B., de la Flor, M., Mongeon, B., de la Flor, M. (2017). Digital Sculpting with Mudbox: Essential Tools and Techniques for Artists. United Kingdom: Taylor & Francis Group.

James, L., James, L. (2021). Digital Sculpting: Everything You Need to Know About Digital Sculpting.: Independently Published.

References:

C# Tutorial for Beginners: https://youtu.be/gfkTfcpWqAY

Game Programming with C# Complete Course: https://youtu.be/XLW3Biw-a68

C# Advanced Unity Playlist:
https://youtube.com/playlist?list=PLadYLGMfR6Lp0UkcG6DJWD_Qaqzm4t--w

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Topics relevant to SKILL DEVELOPMENT: Rapid Prototyping, Data Structures and FSM for ==Skill Development== through ==Experiential Learning Techniques==. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	
Recommended by the Board of Studies on	6th BoS held on 26/07/2022
Date of Approval by the Academic Council	18th AC meeting held on 03/08/2022

Course Code: DES2065	Course Title: Hyper-Casual Game Design Type of Course: Program Core, Theory & Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	DES3025: 3D Game Design, DES2063: Basic Level Design, DES2062: 2D Game Design					
Anti-requisites	NA					
Course Description	With this course, we aim to equip students with knowledge so that they start designing hyper-casual games. An important part of any hyper-casual game is its economy. As such, we will be studying different economic models and different monetization techniques used in the industry. A video game's UI is					

		very important to inform the player of all relevant information. Such as player stats, enemy stats, health and damage points and much more. This course goes into the entire workflow of creating UI/UX for video games. By the end of this course, students will also understand the importance of game metrics and analytics by launching a game and tracking its performance live.
Course Objective		The objective of the course is to familiarize the learners with the concepts of Hyper-Casual Game Design and attain ==Skill Development== through ==Experiential Learning== techniques.
Course Out Comes		On successful completion of the course, the students shall be able to: Explain the process of creating hyper-casual games. Produce a Hyper-Casual Game with an emphasis on Economy Design. Apply UI/UX design techniques and create a working prototype.
Course Content:		Fundamentals of Hyper-Casual Game Design, Economy Design and Monetization in Hyper-Casual Games, UI/UX Design for Hyper-Casual Games.

Module 1	Fundamentals of Hyper-Casual Game Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions

Topics:

Introduction to Hyper-Casual Games

The MDA Framework (Mechanics, Dynamics, Aesthetics)

Differences Between Hyper-Casual and Traditional Game Design

Basic Game Mechanics Breakdown

Game Deconstruction and Analysis (e.g., Stack, Helix Jump, Dunk Shot)

Module 2	Economy Design and Monetization in Hyper-Casual Games	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions

Topics:

Understanding Game Economy and Monetization Models

Freemium Models: Components and Strategies

Types of In-Game Currencies (Soft, Hard, Energy, etc.)

Effective Use of Ads (Banner, Interstitial, Rewarded Ads)

Growth, Retention, and Key Performance Indicators (KPIs)

Module 3	UI/UX Design for Hyper-Casual Games	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions

Topics:
Basics of UI/UX and Their Importance in Games
Minimalist Design for Accessibility
Wireframing and Prototyping (Low-Fi to Hi-Fi)
Visual Feedback and Game Aesthetics
Case Studies of Minimal UI (e.g., Pick-up-and-Play, Instant Play)

List of Laboratory Tasks:

Experiment No 1: Deconstructing Popular Games.

Level 1: Take a popular hyper-casual game and deconstruct it. Understand the different elements and mechanics that make up the game. Create a proper document of your findings along with the gameplay loops.

Level 2:

Experiment No 2: Game Monetization.

Level 1: Decide the entire Monetization Model for your hyper-casual game. What are soft currencies? What are hard currencies?

Level 2: Develop a detailed monetization plan for the chosen hyper-casual game that incorporates multiple revenue streams.

Experiment No 2: Types of UI.

Level 1: Give examples for each of the four types of UI from popular games.

Level 2: Deep dive into key UI design principles such as usability, accessibility, aesthetics, and consistency.

Targeted Application & Tools that can be used: An important part of any hyper-casual game is its economy. As such, we will be studying about different economy models used in the industry and the different monetization techniques to make sure the games being designed turn a profit.

Digital Drawing Application,

Image Editing Software,

Game Engine,

Analytics Software,

Word Documentation.

UI/UX wireframing and prototyping software.

Text Book:

"The Art of Game Design: A Book of Lenses" by Jesse Schell – A comprehensive guide to game design principles and practices.

"Game Design Workshop" by Tracy Fullerton – A hands-on guide to prototyping and playtesting games.

"Hooked: How to Build Habit-Forming Products" by Nir Eyal – Insights into creating engaging and habit-forming user experiences, relevant for game design.

Developing hyper-casual games: from idea to launch (ASIN: B08KWNV7QZ),

Crushing Hyper Casual Games by Trey Smith,

What Are Hyper-Casual Games & How Do They Work? By Anuj Nawal,

Game Mechanics: Advanced Game Design (ISBN: 9780321820273)

Virtual Economies: Design and Analysis (ISBN: 9780262535069)

References:
How Video Game Economies are Designed
It's About Time: System Design for Mobile Free-to-Play
Basics of F2P Game Economy Design | Saturday School #2
A Course About Game Balance
UX and Cognitive Science in Game Design by Celia Hodent
(Dis)Assembling Experience,
Games UX: Past, Present and Future

Topics relevant to "Skill Development": The MDA Framework, Game Deconstruction and Analysis, Effective Use of Ads, Growth, Retention, and Key Performance Indicators for developing ==Skill Development== through ==Experiential Learning Techniques==. This is attained through assessment component mentioned in course plan.

Catalogue prepared by	Mr. Karthik Assistant Professor
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES2060	Course Title: Digital Sculpting Type of Course: Program Core, Theory & Integrated	L-T-P-C	1	0	6	4

Version No.	1.0
Course Pre-requisites	DES2075- 3D Modelling
Anti-requisites	NIL
Course Description	This course focuses on creating detailed 3D models for game design using digital sculpting tools like ZBrush or Blender. Students will learn to sculpt realistic and stylized characters, creatures, and environments, with an emphasis on anatomy, texturing, and surface detailing. The course also covers retopology and optimization techniques for integrating models into game engines. By the end, students will have a portfolio of high-quality digital sculptures ready for use in games and digital media.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Digital Sculpting and attain Employability through Experiential Learning techniques.
Course Outcomes	Upon successful completion of the course, the students shall be able to: Recognize the basic functions and tools of digital sculpting software used for creating 3D models. Explain the fundamental principles of anatomy and proportions in digital sculpting for both organic and hard surface models. Use digital sculpting techniques to create detailed 3D models, including characters and environments, for use in game design. Apply retopology and optimization methods to prepare digital sculptures for integration into game engines.

Course Content: Introduction to Digital Sculpting Tools, Understanding Anatomy and Proportions in Digital Sculpting, Advanced Sculpting Techniques and Detailing, Retopology, Optimization, and Game Engine Integration

Module 1	Introduction to Digital Sculpting Tools	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	24 Session

Topics:

Overview of Digital Sculpting Software (ZBrush, Blender)

Basic Navigation and Interface

Basic Sculpting Tools and Brushes

Digital Workspace Setup and Customization

Introductory Sculpting: Basic Shapes and Forms

Module 2	Understanding Anatomy and	Assignment Documentation	Examples/ Demo/Assignments	24 Session

	Proportions in Digital Sculpting			

Topics:

Principles of Human and Creature Anatomy

Proportions in Digital Sculpting

Sculpting the Human Body

Facial Anatomy and Expression

Applying Anatomy and Proportions in Digital Models

Module 3	Advanced Sculpting Techniques and Detailing	Assignment Documentation Hands-on Practice	Examples/ Demo/Assignments	29 Session

Topics:

Advanced Sculpting Brushes and Tools

Sculpting Organic Models

Surface Detailing and Texturing

Hard Surface Sculpting

Refining and Polishing Models

Module 4	Retopology, Optimization, and Game Engine Integration	Assignment Documentation	Examples/ Demo/Assignments	28 Session

Topics:

Introduction to Retopology

Retopology Techniques

UV Unwrapping and Texturing

Optimizing Models for Performance

Integrating Models into Game Engines

List of Practical Tasks:

Project No. 1: Basic Sculpting Techniques

Level 1: Create a simple 3D object (e.g., a stylized tree, basic character or creature) using fundamental sculpting tools in ZBrush or Blender.

Level 2: Design a more complex base mesh for a character or creature using advanced sculpting tools and ZSpheres.

Project No. 2: Anatomy and Proportions in Sculpting

Level 1: Sculpt a simple human or creature bust, paying attention to basic anatomical landmarks and proportions.

Level 2: Sculpt a full human body or creature with attention to detailed anatomical features such as muscles, joints, and realistic facial structures.

Project No. 3: Advanced Surface Detailing and Texturing

Level 1: Add basic surface details such as wrinkles, pores, and scars to a sculpted character or creature using alphas and custom brushes.

Level 2: Create a hyper-realistic character or creature, detailing skin textures, pores, wrinkles, and adding unique surface features (e.g., scales, fur).

Project No. 4: Retopology and Game Engine Integration

Level 1: Retopologize a simple sculpted model for game use, ensuring that it is low-poly and optimized for performance.

Level 2: Complete the retopology of a detailed character or creature, perform UV unwrapping, and prepare the model for texturing and export into a game engine.

Targeted Application & Tools that can be used:

Focus on creating high-quality, optimized 3D models for games, animation, VR, and 3D printing. Models must meet industry standards for performance, resolution, and integration with game engines.

Tools:

Traditional Sculpting Tools (pencil, sketchbook, colors)

Digital Sculpting Tools (ZBrush, Blender, Mudbox, Substance Painter, Unity/Unreal Engine)

Text Books:

Mongeon, B., Mongeon, B. (2017). 3D Technology in Fine Art and Craft: Exploring 3D Printing, Scanning, Sculpting and Milling. United Kingdom: Taylor & Francis Group.

Legaspi, C., Lewis, M., Legaspi, C., Lewis, M. (2015). Anatomy for 3D Artists: The Essential Guide for CG Professionals. United Kingdom: 3DTotal Publishing.

Keller, E., Keller, E. (2012). Introducing Z-Brush 3rd Edition. Germany: Wiley.

Spencer, S., Spencer, S. (2010). Z-Brush Digital Sculpting Human Anatomy. United Kingdom: Wiley.

Mongeon, B., de la Flor, M., Mongeon, B., de la Flor, M. (2017). Digital Sculpting with Mudbox: Essential Tools and Techniques for Artists. United Kingdom: Taylor & Francis Group.

6. James, L., James, L. (2021). Digital Sculpting: Everything You Need to Know About Digital Sculpting.: Independently Published.

E-Resources

Sculpting with Blender for Beginners: https://youtu.be/VYuUlQO-kYE

Blender Basics 23: Digital Sculpting in Blender: https://youtu.be/hkLOIJumVbk

Sculpting with Digital Sculpting – Z-Brush: https://youtu.be/yAakAidmkrg

Intro to Digital sculpting II: https://youtu.be/pOYzLWjqG1w

Artheros: https://artheroes.co/130-resources-for-3d-artists
Sculpteo: https://bit.ly/3aV82bx
Cadcrowd: https://bit.ly/3tJiOZ3
Advanced Digital Sculpting: https://issuhub.com/view/index/23983
Z-Brush Digital Sculpting Human Anatomy: https://bit.ly/3b13qAJ
Digital Sculpting with Mud box: https://bit.ly/39z8sEk

Topics relevant to "EMPLOYABILITY SKILLS": Sculpting the Human Body, Facial Anatomy and Expression, Sculpting Organic Models, Surface Detailing and Texturing for developing Employability skills through Experiential Learning Techniques. This is attained through assessment components mentioned in course plan.

Catalogue prepared by	
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

SEMESTER 6

Course Code: DES3025	Course Title: 3D Game Design	L-T-P-C	1	0	4	3
	Type of Course: Program Core, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course provides comprehensive training in 3D game design using Unreal Engine. Students will start with the basics and progress to advanced techniques, ultimately developing a complete 3D game. The course covers importing assets, animations, constructing game mechanics, and level design within Unreal Engine.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of 3D Game Design and attain Skill Development through Experiential Learning techniques.					
Course Out Comes	On successful completion of the course, the students shall be able to: Describe the process of game creation using Game Engine.					

	Practical Component: Produce game levels for 3D Games. Produce a working 3D prototype for a game.			
Course Content:	Fundamentals of 3D Design, Game Mechanics Integration, Advanced 3D Game Development			
Module 1	Fundamentals of 3D Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	10 Classes

Topics:

Introduction to 3D Game Design

Unreal Engine Interface

Integrating 3D Models to Engine

Integrating Animation

Introduction to Blueprint

Module 2	Game Mechanics Integration	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	20 Classes

Topics:

Game Mechanics

Systems Design

Level Design and Worldbuilding

User Interface and Experience (UI/UX)

Module 3	Advanced 3D Game Development	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Lighting and Post Processing

Advanced Blueprint Scripting

Particle Effects

Camera and Cinematics

Debugging

Building and Exporting Games

List of Laboratory Tasks:

Experiment NO 1: Designing a level using Game Engine.
Level 1: Student will learn to design a level, with player guidance and proper lighting and the critical path using game engine.
Experiment NO 2: Design a short Cinematic.
Level 1: Student will learn to design a short cinematic using game engine. By importing animations and understanding how the in-engine camera works.
Experiment NO 3: 3D Game Prototype.
Level 1: Students will create a working prototype for a 3D Game.

Targeted Application & Tools that can be used: This curriculum ensures that students gain a solid foundation in Unreal Engine, progressing from basic skills to the creation of a full 3D game by the end of the semester. Game Engine Video Game Engines

Text Book: D. Nixon, Unreal Engine 4 for Beginners: A Comprehensive Guide to 3D Game Development. Birmingham, UK: Packt Publishing, 2016. W. Sherif, Unreal Engine 4 Scripting with C++ Cookbook. Birmingham, UK: Packt Publishing, 2019. B. Sewell, Blueprints Visual Scripting for Unreal Engine. Birmingham, UK: Packt Publishing, 2015. R. A. Parrish, Mastering Unreal Technology, Volume I: Introduction to Level Design with Unreal Engine 3. Indianapolis, IN: Sams Publishing, 2009. A. Wysocki, Unreal Engine Game Development Cookbook. Birmingham, UK: Packt Publishing, 2015. A. Doran, Unreal Engine 4 Game Development in 24 Hours. Indianapolis, IN: Sams Publishing, 2016. A. Shukla, Learning Unreal Engine Game Development. Birmingham, UK: Packt Publishing, 2015. A. Wysocki, Unreal Engine Physics Essentials. Birmingham, UK: Packt Publishing, 2015.

References: Unreal Engine Learning: https://www.unrealengine.com/marketplace/en-US/content-cat/assets/onlinelearning Unreal Engine Documentation: https://dev.epicgames.com/documentation/en-us/unreal-engine/unreal-engine-5-4-documentation

Topics relevant to "Skill Development": Unreal Engine Interface, Level Design and Worldbuilding, Blueprint for developing Skill Development through Experimental Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Rasika Chandle
	Asst. Prof. Game Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES2072	Course Title: Combat Design	L-T-P-C	1	0	4	3
	Type of Course: Program Core, Integrated					

Version No.	1.0
Course Pre-requisites	NA
Anti-requisites	NA
Course Description	This course provides a comprehensive introduction to the principles and practices of combat design in video games. The course will cover both melee and ranged combat design, AI behavior in combat, and the integration of combat systems into game narratives and environments.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Combat Design and attain ==Skill Development== through ==Experiential Learning== techniques.
Course Out Comes	On successful completion of the course, the students shall be able to: Describe the process of creating immersive combat interactions. Practical Component: Create combat encounters for different enemy classes in games. Create a well-balanced and immersive boss fight for a game.
Course Content:	Fundamentals of Combat Design, Enemy Design and Encounter Balancing, Integrating Combat Systems

Module 1	Fundamentals of Combat Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	10 Classes

Topics:

Introduction to Combat Design

Core Mechanics of Combat Systems

Player Controls and Feedback

Designing Melee Combat

Designing Ranged Combat

Module 2	Enemy Design and Encounter Balancing	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	20 Classes

Topics:

Advanced Combat Mechanics

Balancing Combat Systems

Enemy Classes

Synergy between Enemy Classes

AI Behavior in Combat

Creating Engaging Enemy Types

Module 3	Integrating Combat Systems	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Integrating Combat Systems into Game Narratives

Environmental Design for Combat Scenarios

Playtesting and Iterating Combat Systems

User Experience and Feedback in Combat Design

List of Laboratory Tasks:

Experiment NO 1: Analyze the combat system of an existing game and identify its core mechanics.

Level 1: Student will learn to how contemporary games' combat systems work.

Experiment NO 2: Design and balance a combat system for multiple enemy classes.

Level 1: Student will learn to design and balance combat system for different enemy classes and understand how synergy between them can lead to interesting and engaging encounters.

Experiment NO 3: Create a boss fight for a game.

Level 1: Students will design the different systems and balance a boss encounter for a game.

Targeted Application & Tools that can be used: This curriculum ensures that students gain a thorough understanding of combat design for video game applications, from foundational

principles to advanced techniques and project development, enabling them to create engaging and balanced combat systems by the end of the semester.

Game Engine
Video Game Engines

Text Book:

S. Rogers, Level Up! The Guide to Great Video Game Design. Indianapolis, IN: Wiley Publishing, 2010.

K. Salen and E. Zimmerman, Rules of Play: Game Design Fundamentals. Cambridge, MA: MIT Press, 2003.

J. Schell, The Art of Game Design: A Book of Lenses. Boca Raton, FL: CRC Press, 2019.

E. Adams and J. Dormans, Game Mechanics: Advanced Game Design. Indianapolis, IN: New Riders, 2012.

A. Rollings and E. Adams, Andrew Rollings and Ernest Adams on Game Design. Indianapolis, IN: New Riders, 2003.

R. Koster, A Theory of Fun for Game Design. Scottsdale, AZ: Paraglyph Press, 2005.

D. E. Perry and R. J. Wolf, Serious Game Design and Development: Technologies for Training and Learning. Hershey, PA: Information Science Reference, 2010.

J. L. Chen, Combat Systems in Video Games. New York, NY: Springer, 2021.

B. Brathwaite and I. Schreiber, Challenges for Game Designers. Boston, MA: Course Technology PTR, 2008.

References:

What Makes Good AI?

Engineering The Perfect Enemy

What Makes a Good Combat System?

Evolving Combat in 'God of War' for a New Perspective

Topics relevant to "Skill Development": Core Mechanics of Combat Systems, Designing Melee Combat, Designing Ranged Combat, AI Behaviour in Combat for developing Skill Development through Experimental Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES2056	Course Title: Special Effects for Game Type of Course: Program Core, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course provides an in-depth exploration of special effects (VFX) in game design, covering the fundamentals of visual effects creation and implementation. Students will learn techniques for creating particle systems, shaders, and real-time visual effects.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Special Effects for Game and attain ==Skill Development== through ==Experiential Learning== techniques.					
Course Out Comes	On successful completion of the course, the students shall be able to: Describe the process of game FX creation using Game Engine. Practical Component: Apply post-processing effects to enhance visuals and create specific moods. Produce dynamic and immersive visual effects for a game.					
Course Content:	Fundamentals of Game VFX, Intermediate Techniques in VFX Creation, Advanced VFX Techniques					

Module 1	Fundamentals of Game VFX	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Introduction to Visual Effects in Games

Basics of Particle Systems

Introduction to Shaders and Materials

Creating Basic VFX Elements

Introduction to VFX Software

Module 2	Intermediate Techniques in VFX Creation	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Advanced Particle System Techniques

Complex Shader Development				
Real-Time VFX and Optimization				
Simulating Natural Phenomena (e.g., water, smoke, fire)				
Integrating VFX into Game Engines				
Module 3	Advanced VFX Techniques	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Dynamic and Interactive VFX

Lighting and Rendering for VFX

Procedural Effects and Simulations

Optimizing VFX for Performance

List of Laboratory Tasks:

Experiment NO 1: Produce a basic visual effect (e.g., explosion, fire) using particle systems and shaders.

Level 1: Students will learn to how particle systems work in game engines and be able to create FX.

Experiment NO 2: Simulate a natural phenomenon (e.g., flowing water, dynamic smoke) and integrate it into a game engine.

Level 1: Student will be equipped with practical skills in particle system creation, shader development, and VFX production..

Experiment NO 3: Develop procedural effects and simulations for complex VFX.

Level 1: Students will create a working prototype for a 3D Game.

Targeted Application & Tools that can be used: This curriculum ensures that students gain a comprehensive understanding of special effects creation for games, from foundational techniques to advanced project development, enabling them to produce professional-quality VFX by the end of the semester.

Game Engine
Video Game Engines

Text Book:

J. P. Doran and A. Zucconi, Unity 2021 Shaders and Effects Cookbook. Birmingham, UK: Packt Publishing, 2021.

W. Faucher, Unreal Engine 4 VFX for Games: Beginner's Guide. Birmingham, UK: Packt Publishing, 2019.

M. Müller, Particle Systems for Games. Morrisville, NC: Lulu Press, 2019.
E. Reinhard, Real-Time Shaders for Next-Gen Games. Wellesley, MA: A K Peters/CRC Press, 2008.
A. O. Evans, T. DiGiovanni, and S. Polino, Creating Visual Effects in Maya: Fire, Water, Debris, and Destruction. New York, NY: Focal Press, 2013.
C. R. Fischer, 3D Game Textures: Create Professional Game Art Using Photoshop. New York, NY: Focal Press, 2013.
J. X. Wang, Real-Time Rendering: Techniques and Applications in Game Design. Burlington, MA: Morgan Kaufmann, 2011.
M. Watt and F. Policarpo, GPU Pro: Advanced Rendering Techniques. Wellesley, MA: A K Peters/CRC Press, 2010.
M. Eissele, Mastering Unreal Technology: The Art of Level Design. Indianapolis, IN: Sams Publishing, 2009.

References:

VFX Game Portfolio (Unity) | Jan 2023 by Caleb W. Davidson

So You Wanna Make Games?? | Episode 7: Game VFX by Riot Games

Special Effects #nba by Music Child

How This Woman Creates God of War's Sound Effects | Obsessed | WIRED by WIRED

Famous Movies Without Special Effects… by Trend Central

Topics relevant to "Skill Development": Basics of Particle Systems, Real-Time VFX and Optimization, Dynamic and Interactive VFX for developing Skill Development through Experimental Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES3022	Course Title: Advanced Level Design Type of Course: 1] Program Core, Integrated	L-T-P-C	1	0	6	4
Version No.	1.0					
Course Pre-requisites	DES2063 – Basic Level Design					

Anti-requisites	NA
Course Description	This course will introduce students to advanced principles of level design such as pacing, difficulty, flow, player guidance and aesthetics. They will also learn how to design levels for mobile and hyper-casual games, considering their simple mechanics, short play sessions, and puzzle elements. Throughout the course, students will be given opportunities to create and test their own levels using level design tools in-built in Game Engines. At the end of the course, students will understand the entire process of creating a level for diverse types of game.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Advanced Level Design and attain <mark>Skill Development</mark> through <mark>Experiential Learning</mark> techniques.
Course Out Comes	On successful completion of the course, the students shall be able to: Identify the process of game-level creation. Practical Component: Understand level design principles for puzzle design and environment design. Apply level design techniques and create levels for a hyper-casual game. Identify the critical path in a 3D level and construct the game level using the principles taught.
Course Content:	Level Design Introduction, Level Design Principles, 2D Level Design, 3D Level Design.

Module 1	Level Design Introduction	Assignment Case Study Documentation	Observation/ Videos/ Interaction/ Discussion	10 Class

Topics:

Level Design Introduction.

Fundamentals of Level Design.

Level Design: The Process.

Level Design Fundamentals: Case Studies.

Level Deconstruction: Finding The Critical Path.

Assignment: Level Map Creation: Creating the Critical Path.

Module 2	Level Design Principles	Assignment Case Study Documentation	Observation/ Tutorials/ Videos/ Interaction/ Discussion	10 Class

Topics:

Fundamentals of Puzzle Design.

Hyper casual Level Design.

Puzzle Design: Case Studies.

Fundamentals of Environment Design.

Level Flow Design.

Player Guidance.

Environment Design: Case Studies.

Module 3	2D Level Creation	Assignment Case Study Demonstration & Participative Learning	Observation/ Tutorials/ Videos/ Interaction/ Discussion/Practice	20 Class

Topics:

2D Level Creation Tools.

Basics of UI.

Creating Levels for a Hyper Casual Game.

Minor Project: Create levels for a Hyper Casual Game.

Module 4	3D Level Creation	Assignment Case Study Demonstration & Participative Learning	Observation/ Tutorials/ Videos/ Interaction/ Discussion/Practice	20 Class

Topics:

Outdoor Level Design.

Unity Terrain Tools.

Blockout Level.

Asset Collection.

Level Creation.

Lighting.

Major Project: Create a 3D level using the map you created as a reference.

List of Laboratory Tasks:

Experiment N0 1: Breaking down a game-level.

Level 1: Student will learn to breakdown levels from existing games and understand how the levels were designed.

Experiment N0 2: Designing the Critical Path.

Level 1: Student will learn to design the critical path for a level and create a Level Map using software.

Experiment No. 3: Puzzle Design Creation.

Level 1: Students will create levels for a small hyper casual game, using a Game Engine.

Experiment N0 4: Environment Design.

Level 1: Students will learn to design the environment of a level, using a Game Engine.

Targeted Application & Tools that can be used: Level Design is used to design various kinds of levels in a game. It also helps to understand the concept of the game and the game flow. Level Design is used to guide to player to points of interest and make sure the player is never lost within the game-world. Digital Drawing Application, Game Engine.	

Text Book: Level Up! The Guide to Great Video Game Design (ISBN-10 1118877160)

Architectural Approach to Level Design (ISBN-10 081536136X)

The Art of Game Design (ISBN- 10: 9781466598645)

References:

Level Design for Games: Creating Compelling Game Experiences (New Riders Games) (ISBN-10: 0321375971), Invisible Intuition: Block mesh and Lighting Tips to Guide Players, Super Mario 3D World's 4 Step Level Design, The Structure of Fun: Learning from Super Mario 3D Land's Director

Topics relevant to SKILL DEVELOPMENT: 2D Level Creation Tools. Basics of UI. Creating Levels for a Hyper Casual Game. Minor Project: Create levels for a Hyper Casual Game for Skill Development through Experiential Learning Techniques. This is attained through the assessment component mentioned in the course handout.

Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES3024	Course Title: 3D Animation Type of Course: 1] Program Core 2] Integrated	L-T-P-C	1	0	6	4
Version No.	1.0					

Course Pre-requisites	DES2075
Anti-requisites	NIL
Course Description	This course builds upon students' existing knowledge of 3D modeling, texturing, and basic animation principles to focus specifically on creating high-quality animations for game environments. Students will delve into advanced animation techniques, rigging, optimization for real-time engines, and game-specific animation workflows. Through a combination of theoretical lectures and practical exercises, students will gain the skills necessary to bring characters, objects, and environments to life in a game setting.
Course Objective	The objective of the course is to familiarize the learners with the concepts of 3D Animation and attain ==Skill Development== through ==Experiential Learning== techniques.
Course Outcomes	On successful completion of the course the students shall be able to: Theory Components: Define core principles of advanced animation techniques, rigging for animation, and game animation workflows Practical component: Explain the importance of optimization techniques for real-time performance in game animation. Apply advanced animation techniques to create high-quality animation cycles for characters and objects in a game environment. Apply rigging principles to create functional rigs for characters and objects, ensuring proper weight distribution and deformation.

Course Content:

Module 1	Introduction to Game Animation	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	26 Hours

Topics: Theory (5 hours):

Game animation pipeline

Character design for animation

Animation principles in game development

Game animation tools (e.g., industry-standard software overview)

Practical (21 hours):

Introduction to game animation workflow

Basic rig exploration and understanding

Animating simple game mechanics (jumping, running, etc.)

Creating basic idle and walk cycles

Module 2	Advanced Modeling for Games	Assignment Documentation	Examples/ Demo/Assignments	26 Hours

Topics: Theory (3 hours):

Low poly vs. high poly modeling for games

Optimization techniques for game assets

retopology for game animation

Practical (23 hours):

Creating game-ready character models (low poly)

UV unwrapping for efficient texturing

Basic retopology techniques for animation

Module 3	Character Animation for Games	Assignment Documentation	Examples/ Demo/Assignments	26 hours

Topics: Theory (2 hours):

Advanced animation principles for game characters

Forward Kinematics vs. Inverse Kinematics (FK vs. IK)

Acting for game animation

Practical (24 hours):

Advanced character rigging for animation

Applying IK and FK for different scenarios

Creating complex character animations (attacks, special moves)

Introduction to motion capture for games (optional)

Mod4le 4	Game Environment Animation and Integration	Assignment Documentation	Examples/ Demo/Assignments	26 hours

Topics: Theory (3 hours):

Animating game environments (props, objects)

Creating cinematics for games (cutscenes)

Integrating animation into game engines (e.g., Unity, Unreal)

Practical (23 hours):

Animating game props and objects

Creating basic cinematics using animation tools
Exporting and importing animations into a game engine (using a chosen engine)
Basic optimization for in-game animation playback

List of Practical Tasks:
Project No. 1
Level 1: Character Animation Basics
Level 2: Rig Exploration.
Level 3: Interactive Game Mechanic Animation.
Project No. 2:
Level 1: Low-Poly Character Creation.
Level 2: UV Unwrapping Practice.
Level 3: Game-Ready Asset Creation.
Project No. 3:
Level 1: Advanced Character Rigging.
Level 2: Complex Character Animation.
Level 3: Introduction to Motion Capture Integration (Optional)
Project No. 4:
Level 1: Game Environment Prop Animation.
Level2: Basic Cinematic Creation.
Level3: Game Engine Integration.

Targeted Application & Tools that can be used:
Understanding the requirements of the game industry and moving with the trend
Tools used will be 3D Software and game engine(Unity/Unreal).

Project work/Assignment: Mention the Type of Project /Assignment proposed for this course
A final project work integrating all the modules. Students have to create a final product that includes all or most of the artwork which was taught in the Modules.

Text Books
[1] E. Darnell and T. Sito, *Fundamentals of 3D Animation for Game and Film*, 3rd ed. Boca Raton, FL: CRC Press, 2018.
[2] T. Akenine-Möller, E. Haines, and N. Hoffman, *Real-Time Rendering*, 3rd ed. Natick, MA: A K Peters/CRC Press, 2008.
[3] R. Nystrom, *Game Programming Patterns*, 1st ed. Sebastopol, CA: O'Reilly Media, 2014.

[4] D. G. Bradley, *3D Game Animation: A Practical Guide for Artists*, 2nd ed. Burlington, MA: Focal Press, 2013. [5] J. Schell, *Introduction to Game Design, Prototyping, and Development*, 1st ed. Boca Raton, FL: CRC Press, 2014.

E-Resources

 Video Lectures

 ☐ How To Become a Game Animator by New Frame Plus

 ☐ Pro Game Animation Is EASY Now (Try This!) by Smeaf

 ☐ How AAA Games Animate EVERYTHING (Blender VFX) by Smeaf

 ☐ Giving Personality to Procedural Animations using Math by t3ssel8r

 ☐ How Indie Games Texture EVERYTHING by Smeaf

Topics relevant to SKILL DEVELOPMENT: Character Animation for Games, Game Environment Animation and Integration for <mark>Skill Development</mark> through <mark>Experiential Learning Techniques</mark>. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	M. Karthik Assistant Professor, Game Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

SEMESTER 7

Course Code: DES3001	Course Title: Professional Practice -I Type of Course: NTCC	L- T-P- C	0	0	0	8
Version No.	1.0					
Course Pre-requisites	Knowledge and Skills related to all the courses studied in previous semesters.					
Anti-requisites	NIL					

	During their 60-day internship, the student should maximize learning and contribution by immersing themselves fully in the company's culture and projects. They should begin with a thorough orientation to understand the organization's goals and values. Setting clear objectives with their supervisor and aligning them with personal development goals is crucial. Active participation in team activities, meetings, and training sessions helps them grasp the company's workflow and expectations.
Course Description	Early on, the student should focus on observation and learning from experienced colleagues. Asking questions, seeking feedback, and taking initiative in small tasks demonstrate their skills. As they gain confidence, they should engage more deeply in project work, ensuring to meet deadlines and exceed quality standards. Regularly reviewing progress with supervisors and adjusting goals as needed maximizes their impact.
	Networking with colleagues across departments and seeking mentorship opportunities broadens their understanding of the industry and career paths. Documenting achievements and lessons learned to update their portfolio is essential. Finally, reflecting on the internship experience helps them identify strengths and areas for growth. By embracing challenges with enthusiasm and professionalism, they not only contribute effectively but also lay a solid foundation for future career endeavors.
Course Objectives	The objective of this course is to familiarize the learners with the concepts of Tasks based learning through internship in companies and attain ==Employability Skills== through Experiential ==Learning== techniques.
Course Outcomes	On successful completion of this course the students shall be able to:
	☐ Remembering:
	The student recalls and describes the company's goals, values, and workflow from their orientation and ongoing activities.
	☐ Understanding:
	They demonstrate understanding by explaining how their internship tasks contribute to the company's objectives and adapting to its culture.
	☐ Applying:
	Through active participation and project work, they apply their knowledge and skills in design, software tools, and teamwork to real-world challenges.
	☐ Analyzing:
	They analyze feedback from supervisors and colleagues to improve their work quality and efficiency, adjusting their approach as needed.
	☐ Evaluating:
	The student evaluates their own performance and contributions, reflecting on achievements, challenges, and areas for growth during the internship.
	☐ Creating:

	By documenting their achievements and updating their portfolio, they create a comprehensive record of their internship experience and design accomplishments.
Catalogue prepared by	Dr Bhagyashree Nadig Y S Asst Professor School of Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES2068	Course Title: Immersive Game Technology Type of Course: Discipline Elective, Integrated	L-T-P-C	1	0	6	4
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces the principles and practices of augmented reality (AR) and virtual reality (VR) development for video game applications. Students will explore the foundational technologies, tools, and design principles of AR and VR, and will apply these skills to create immersive game experiences.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Immersive Game Technology and attain Skill Development through Experiential Learning techniques.					
Course Out Comes	On successful completion of the course, the students shall be able to: Describe the principles and technologies behind AR and VR. Practical Component: Create basic 3D programming concepts for AR/VR applications. Produce immersive and user-friendly AR/VR games.					
Course Content:	Introduction to Immersive Technologies, AR and VR Design Principles, AR and VR Game Development, Advanced AR and VR Techniques					
Module 1	Introduction to Immersive Technologies	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes	

		Topics:			

Overview of AR and VR Technologies

History and Evolution of AR and VR in Gaming

AR and VR Hardware: Headsets, Controllers, Sensors

Software and Development Environments (Unity, Unreal Engine)

Concepts of Immersion and Presence

Module 2	AR and VR Design Principles	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Designing for Immersion: Principles and Best Practices

User Experience (UX) in AR and VR

Interaction Design: Controllers, Gestures, and Natural User Interfaces

Spatial Audio and Haptics in Immersive Environments

Ethical Considerations in AR and VR Design

Module 3	AR and VR Game Development	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

3D Modeling and Environment Creation for AR and VR

Implementing AR Features (e.g., Image Recognition, Plane Detection)

Implementing VR Features (e.g., Room-Scale VR, Teleportation)

Optimizing Performance for AR and VR Applications

Integrating AR and VR with Game Engines (Unity, Unreal Engine)

Module 4	Advanced AR and VR Techniques	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes

Topics:

Advanced Techniques in AR and VR Development

Creating Immersive Storytelling Experiences

Integrating AR and VR with AI and IoT

Testing, Iteration, and User Feedback in AR and VR

List of Laboratory Tasks:

Experiment NO 1: Research and present on the history and evolution of AR and VR in gaming.

Level 1: Student will learn the evolution of AR and VR in gaming.

Experiment NO 2: Design a user experience flow for an AR or VR application.

Level 1: Student will learn to design a short experience flow for their project. This can be done in Figma or game engine directly.

Experiment NO 3: Create a 3D environment for an AR or VR game.

Level 1: Students will use assets from their previous projects or create new ones and create an immersive 3D environment for their final XR project.

Experiment NO 4: Design, develop, and present a complete AR or VR game prototype.

Level 1: Students will create a working prototype for an XR game.

Targeted Application & Tools that can be used: This curriculum ensures that students gain a thorough understanding of AR and VR development for video game applications, from foundational principles to advanced project development, enabling them to create immersive game experiences by the end of the semester.

Figma.
Video Game Engines

Text Book:

E. Pangilinan, S. Lukas, and V. Mohan, Creating Augmented and Virtual Realities: Theory and Practice for Next-Generation Spatial Computing. Sebastopol, CA: O'Reilly Media, 2019.

J. Linowes, Unity Virtual Reality Projects. Birmingham, UK: Packt Publishing, 2015.

M. McCaffrey, Unreal Engine VR Cookbook: Developing Virtual Reality with UE4. Indianapolis, IN: Addison-Wesley Professional, 2017.

J. Jerald, The VR Book: Human-Centered Design for Virtual Reality. New York, NY: Morgan & Claypool Publishers, 2016.

T. Anthes, AR and VR Using the WebXR API: Immersive 3D Scenes on the Web. New York, NY: Apress, 2021.

A. Craig, Understanding Augmented Reality: Concepts and Applications. Waltham, MA: Morgan Kaufmann, 2013.

A. van Krevelen and R. Poelman, A Survey of Augmented Reality Technologies, Applications, and Limitations. New York, NY: Springer, 2014.

B. Furht, Handbook of Augmented Reality. New York, NY: Springer, 2011.

T. Milgram, Designing Virtual Worlds. New Riders, 2003.

References:

130" Immersive Gaming With The Air 2 Pro & Legion Go 😊 by Gamespace | Midas

How immersive technologies (AR/VR) will shape our future | Dinesh Punni | TEDxTUBerlinSalon by TEDx Talks
The Impact Will Be Real by Meta
IllumiRoom Projects Images Beyond Your TV for an Immersive Gaming Experience by Microsoft Research
How to Create a More Immersive Game Experience by Play&Screen

Topics relevant to "Skill Development": AR and VR Hardware, Designing for Immersion: Principles and Best Practices, User Experience (UX) in AR and VR, Interaction Design for developing ==Skill Development== through ==Experimental Learning== techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Rasika Chandle Asst. Prof. Game Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
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SEMESTER 8

Course Code: DES2132	Course Title: Game Prototyping Type of Course: Discipline Elective (NTCC)	L-T-P-C	0	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	Game prototyping is a crucial phase within the game design department that involves creating early versions or mock-ups of a video game to test and refine its core mechanics, gameplay elements, and overall concept. It serves as a preliminary step to validate ideas and explore potential directions for the final game. During prototyping, designers, developers, and artists collaborate to quickly produce a basic representation of the game, often using simplified graphics and mechanics. This allows the team to identify what works and what doesn't, addressing any design flaws or issues before investing significant time and resources into full development.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Game Prototyping and attain Employability through ==EXPERIENTIAL LEARNING== techniques.					

Course Outcomes	Upon successful completion of the course the students shall be able to:
	List the core elements that make up a game's mechanics
	Explain the concept of iterative design and its role in the game prototyping process
	Use a prototyping tool to create a basic playable representation of your game concept
Catalogue prepared by	Name: Karthik M.
	Designation: Assistant Professor
	School of Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

Course Code: DES4001	Course Title: Professional Practice -II	L- T-P- C	0	0	0	12
	Type of Course: NTCC					
Version No.	1.0					
Course Pre-requisites	Knowledge and Skills related to all the courses studied in previous semesters.					
Anti-requisites	NIL					
Course Description	For their graduation project in Design, students should choose a topic that aligns with their interests and career goals. Begin with a well-defined proposal and timeline, ensuring the project is feasible within the given resources and time frame.					
	Conduct thorough research, including a literature review and market/user analysis, to ground the project in current trends and needs. Develop concepts, create prototypes, and iterate based on feedback from mentors and peers. Schedule regular check-ins with mentors for guidance and engage in peer reviews for diverse perspectives. Compile the project into a professional portfolio, documenting the process and final outcomes. Write a detailed thesis report and prepare a compelling final presentation to showcase your work. Reflect on the learning experience, assessing strengths and areas for improvement, and consider future developments or opportunities for further research or publication. This structured approach ensures a comprehensive and impactful graduation project.					
Course Objectives	The objective of this course is to familiarize the learners with the concepts of Tasks based learning through portfolio making and attain Employability Skills through Experiential Learning techniques.					

Course Outcomes	On successful completion of this course the students shall be able to: ☐ Remembering: The student recalls and describes the company's goals, values, and workflow from their orientation and ongoing activities. ☐ Understanding: They demonstrate understanding by explaining how their internship tasks contribute to the company's objectives and adapting to its culture. ☐ Applying: Through active participation and project work, they apply their knowledge and skills in design, software tools, and teamwork to real-world challenges. ☐ Analyzing: They analyze feedback from supervisors and colleagues to improve their work quality and efficiency, adjusting their approach as needed. ☐ Evaluating: The student evaluates their own performance and contributions, reflecting on achievements, challenges, and areas for growth during the internship. ☐ Creating: By documenting their achievements and updating their portfolio, they create a comprehensive record of their internship experience and design accomplishments.
Catalogue prepared by	Dr Bhagyashree Nadig Y S Asst Professor School of Design
Recommended by the Board of Studies on	9th BoS held on 14/01/2024
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024