PRESIDENCY UNIVERSITY

GAIN MORE KNOWLEDGE
REACH GREATER HEIGHTS

PROGRAMME REGULATIONS & CURRICULUM

2021-25

PRESIDENCY SCHOOL OF DESIGN

BACHELOR OF DESIGN

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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi

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PRESIDENCY SCHOOL OF DESIGN

PROGRAM REGULATIONS AND CURRICULUM

2021-2025

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/2021-25

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 2021-2025: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets				
Sl. No.	**TYPE OF COURSES**	**FD, GD,PD**	**SD**	**CD**
1	Humanities, Social Sciences & Management Sciences (HS)	5	5	5
2	Basic Design (BD)	16	16	16
3	Design Studies (DS)	17	17	17
4	Core (Professional) Course (CC)	25	26	30
5	Design Project (Professional Practice) Course (DPC)	7	7	7
6	Discipline (Professional) Elective (DE)	45	44	45
7	Open Elective (OE)	20	20	17
8	Professional Practice (PP) I and II	20	20	20
9	Personal and Professional Skills (PPS)	5	5	5
TOTAL		**160**	**160**	**162**
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	ENG1001/ENG1002	Foundation English/Technical English	1	0	2	2	3
2	ENG1002/ENG2001	Technical English/Advanced English	1	0	2	2	3
3	KAN1001/KAN2001	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	DES1011	Contextual Understanding and Design History	2	0	2	3	4
4	DES1015	Basics Of Drawing Skills	2	0	2	3	4
5	DES1014	Introduction to Design Ethnography	2	0	4	4	6
Total No. of Credits						**16**	

Table 3.3: List of Design Studies (DS) Courses							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES1013	Tinkering Workshop	0	0	4	2	4
2	DES1016	Observational Case Study	0	0	0	3	0
3	DES1018	Ideation Case Study	0	0	0	3	0
4	DES1008	Materials, Media, Tools & Techniques	2	0	4	4	6
5	DES1009	Approaches to Design Thinking	2	0	2	3	4
6	DES1012	Experiential Skill Shop	0	0	4	2	4
Total No. of Credits						**17**	

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	DES2004	Basics of Textile Science	2	0	4	4	6
3	DES2007	Elements of Fashion Illustration	1	0	4	3	5
4	DES2005	Textile and Apparel Wet Processing	2	0	2	3	4
5	DES2006	Analytical Testing for Textile and Apparels	2	0	2	3	4
6	DES2008	Advanced Sewing Techniques	1	0	4	3	5
7	DES2009	Advanced Pattern Making	1	0	4	3	5
8	DES1032	Fashion Styling and Photography	1	0	2	2	3
Total No. of Credits						**25**	

Game Design							
S.No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Contact Hour**
1	DES2052	Elements of Play	1	0	4	3	5
2	DES2053	Story Telling and Storyboarding	1	0	4	3	5
3	DES2054	Concept Art	1	0	4	3	5
4	DES3020	Advanced Character Design	1	0	6	4	7
5	DES2057	Level Design	1	0	4	3	5
6	DES2062	2D Game Design	1	0	4	3	5
7	DES3025	3D Game Design	1	0	4	3	5
8	DES2056	Special Effects for Game	1	0	4	3	5
Total No. of Credits						**25**	
Product Design							
S.No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Contact Hour**
1	DES2047	Technical Design Drawing and Concepts	1	0	4	3	5
2	DES1077	Basics Techniques of Form Studies	1	0	4	3	5
3	DES1075	Materials, Tools and Techniques	1	0	4	3	5
4	DES1076	Basics Prototyping Methods and Processes	1	0	4	3	5
5	DES2084	Product Rendering Techniques	1	0	4	3	5
6	DES2051	Simple Product Design	1	0	6	4	7
7	DES3031	3D Surface Visualization	1	0	4	3	5
8	DES3032	Advance Product Rendering	1	0	4	3	5
Total No. of Credits						**25**	
Space Design							
S.No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Contact Hour**
1	DES2016	Basic Design Studio	2	0	4	4	6
2	DES2022	Space Analysis	1	0	4	3	5
3	DES2015	Design Studio Foundation in Spatial language	1	0	6	4	7
4	DES2023	Building Construction and detailing	1	0	4	3	5
5	DES2020	Basic Furniture Design	1	0	4	3	5
6	DES2018	Advanced Design Studio	1	0	4	3	5
7	DES2021	Furniture and Furnishing	1	0	4	3	5
8	DES1049	Working Drawing	1	0	4	3	5
Total No. of Credits						**26**	
Communication Design							
S.No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Contact Hour**
1	DES2030	Basics of Visual Design	1	0	4	3	5
2	DES2031	Basics of Communication	1	0	4	3	5
3	DES2032	Typography	1	0	4	3	5
4	DES2043	Storytelling and Narrative	1	0	2	2	3
5	DES3005	Applied Visual Design	1	0	4	3	5
6	DES3006	Introduction to Branding and Brand Identity	1	0	4	3	5
7	DES1126	Basics of Photography	1	0	4	3	5
8	DES2041	Research Methodology	3	0	0	3	3
9	DES2034	Marketing and Advertising for Designers	2	0	2	3	4
10	DES3002	Ergonomics for Communication Design	1	0	2	2	3
11	DES2035	Digital Communication for Designers	1	0	2	2	3
Total No. of Credits						**30**	

Table 3.5: List of Design Project (Professional Practice) Courses (DPC)							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DES1017	Manipulation and Restructuring Project	0	0	0	4	0
2	DES2003	Restructuring and Installation Project	0	0	0	3	0
Total No. of Credits						**7**	

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	2	0	4	4	6
2	DESXXXX	Discipline Elective II	1	0	4	3	5
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	2	0	2	3	4
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	2	3	4
12	DESXXXX	Discipline Elective XII	1	0	4	3	5
13	DESXXXX	Discipline Elective XIV	2	0	2	3	4
14	DESXXXX	Discipline Elective XIII	1	0	4	3	5
Total No. of Credits						**45**	
Game Design							
S.No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Contact Hour**
1	DESXXXX	Discipline Elective I	1	0	4	3	5
2	DESXXXX	Discipline Elective II	1	0	4	3	5
3	DESXXXX	Discipline Elective III	1	0	6	4	7
4	DESXXXX	Discipline Elective IV	2	0	2	3	4
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	1	0	4	3	5
8	DESXXXX	Discipline Elective VIII	2	0	0	2	2
9	DESXXXX	Discipline Elective IX	1	0	4	3	5
10	DESXXXX	Discipline Elective X	1	0	6	4	7
11	DESXXXX	Discipline Elective XI	1	0	4	3	5
12	DESXXXX	Discipline Elective XII	1	0	6	4	7
13	DESXXXX	Discipline Elective XIII	1	0	6	4	7
14	DESXXXX	Discipline Elective XIV	1	0	4	3	5
Total No. of Credits						**45**	
Product Design							
S.No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Contact Hour**
1	DESXXXX	Discipline Elective I	1	0	2	2	3
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	2	0	2	3	4
7	DESXXXX	Discipline Elective VII	1	0	2	2	3
8	DESXXXX	Discipline Elective VIII	2	0	4	4	6
9	DESXXXX	Discipline Elective IX	1	0	4	3	5
10	DESXXXX	Discipline Elective X	2	0	2	3	4
11	DESXXXX	Discipline Elective XI	1	0	4	3	5
12	DESXXXX	Discipline Elective XII	2	0	2	3	4
13	DESXXXX	Discipline Elective XIII	2	0	2	3	4
14	DESXXXX	Discipline Elective XIV	2	0	2	3	4
15	DESXXXX	Discipline Elective XV	0	0	0	5	0
Total No. of Credits						**45**	

Communication Design

S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	DESXXXX	Discipline Elective I	1	0	4	3	5
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	4	3	5
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	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	1	0	4	3	5
12	DESXXXX	Discipline Elective XII	1	0	2	2	3
13	DESXXXX	Discipline Elective XIII	2	0	4	4	6
14	DESXXXX	Discipline Elective XIV	1	0	4	3	5
Total No. of Credits						**45**	

Space Design

S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
3	DESXXXX	Discipline elective - I	2	0	2	3	4
4	DESXXXX	Discipline elective - II	3	0	0	3	3
5	DESXXXX	Discipline elective - III	1	0	4	3	5
6	DESXXXX	Discipline elective - IV	2	0	2	3	4
7	DESXXXX	Discipline elective -V	2	0	2	3	4
3	DESXXXX	Discipline elective - VI	3	0	0	3	3
5	DESXXXX	Discipline elective - VII	3	0	0	3	3
6	DESXXXX	Discipline elective - VIII	1	0	6	4	7
3	DESXXXX	Discipline elective - IX	3	0	0	3	3
5	DESXXXX	Discipline elective -X	2	0	2	3	4
1	DESXXXX	Discipline elective - XI	1	0	6	4	7
2	DESXXXX	Discipline elective - XII	1	0	4	3	5
3	DESXXXX	Discipline elective - XIII	1	0	4	3	5
2	DESXXXX	Discipline elective - XIV	0	0	0	3	0
Total No. of Credits						**44**	

Table 3.7: List of Open Elective Courses							
Fashion, Product, Space, Game Design							
S.No.	Course Code	Course Name	L	T	P	C	Contact Hour
1	XXXXXXX	Open Elective- I	2	0	0	2	2
2	XXXXXXX	Open Elective- II	3	0	0	3	3
3	XXXXXXX	Open Elective III	3	0	0	3	3
4	XXXXXXX	Open Elective- IV	0	0	0	3	0
5	XXXXXXX	Open Elective- IV	1	0	4	3	5
6	XXXXXXX	Open Elective- VI	3	0	0	3	3
7	XXXXXXX	Open Elective- VII	2	0	2	3	4
Total No. of Credits						**20**	
Communication Design							
8	XXXXXXX	Open Elective- I	2	0	0	2	2
7	XXXXXXX	Open Elective- II	3	0	0	3	3
8	XXXXXXX	Open Elective III	3	0	0	3	3
9	XXXXXXX	Open Elective- IV	3	0	0	3	3
7	XXXXXXX	Open Elective- IV	3	0	0	3	3
6	XXXXXXX	Open Elective- VI	3	0	0	3	3
Total No. of Credits						**17**	

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	PPS1001	Introduction to Soft Skills	0	0	2	1	2
2	PPS3017	Workplace Skills for Designers	0	0	2	1	2
3	PPS4002	Problem Solving through Aptitude	0	0	2	1	2
4	PPS2001	Reasoning and Employment Skills	0	0	2	1	2
5	PPS2002	Being Corporate Ready	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

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
2	DES1021	Basic Sewing Techniques	2	0	4	4
3	DES1023	Analysis of Textile Materials	2	0	4	4
4	DES1025	Knitted and Non-woven Structures	2	0	0	2
5	DES1027	Apparel Management and Costing	2	0	0	2
6	DES1030	DBMS in Textile and Apparel Industries	2	0	0	2
7	DES1031	Trend Forecasting in Fashion	2	0	2	3
8	DES1032	Fashion Styling and Photography	1	0	2	2
9	DES1034	Fashion Event Management	3	0	0	3
10	DES1035	Textile Design Development	1	0	4	3
11	DES1036	Industrial and Technical Textiles	1	0	2	2
12	DES1037	Smart Textiles	1	0	2	2
13	DES1038	Haute Couture Fashion	1	0	4	3
14	DES1040	Cluster Study and Social Intervention	1	0	4	3
15	DES1041	Sustainability in Fashion	0	0	2	1
16	DES1042	Merchandising in Fashion and Apparels	3	0	0	3
17	DES2012	Indian Traditional Crafts and Textiles	2	0	6	5
18	DES2013	Production Planning and Control	3	0	0	3
19	DES2014	Fashion Retailing, Marketing and Merchandising	3	0	0	3
20	DES2112	Clothing Culture and Communication	1	0	4	3
21	DES1039	Fashion Accessory Design	1	0	4	3
22	DES2128	Digital Marketing in Fashion	2	0	2	3
21	DES2161	Fabric Processing and Preparation	1	0	4	3
Game Design						
Sr. No.	Course Code	Course Name	L	T	P	Credits
1	DES1102	Art and Aesthetics	2	0	2	3
2	DES1103	Architectural Visualisation	1	0	4	3
3	DES1104	Game Ethics	2	0	0	2
4	DES1105	Matte Painting	1	0	2	2
5	DES1106	Basic Visual Design and Tools	1	0	4	3
6	DES1107	Game Ideation	1	0	4	3
7	DES1108	Sound for Game Design	1	0	2	2
8	DES1109	Narrative Design for Game	1	0	4	3
9	DES2055	C# Basics for Game Development	1	0	4	3
10	DES2058	Advanced C# for Game Development	1	0	6	4
11	DES2059	System and Economy Design	1	0	4	3
12	DES2060	Digital Sculpting	1	0	6	4
13	DES2061	Basic Character Design	1	0	6	4
14	DES2063	Basic Level Design	1	0	4	3
15	DES2064	Basics of Animation	1	0	4	3
16	DES2065	Hyper-Casual Game Design	1	0	4	3
17	DES2066	Photography and Videography	1	0	4	3
18	DES2068	Immersive Game Technology	1	0	6	4
19	DES2069	Rigging and Animation (2D)	1	0	4	3
20	DES2070	Testing and Automation	1	0	4	3
21	DES2071	UI/UX for Game	1	0	4	3
22	DES2072	Combat Design	1	0	4	3
23	DES2073	2D Game Art	1	0	2	2
24	DES2074	Game Character Design	1	0	4	3
25	DES2075	3D Modelling	1	0	6	4
26	DES3021	Advanced Texturing and Rendering	1	0	6	4
27	DES3022	Advanced Level Design	1	0	6	4
28	DES3023	3D Animation	1	0	6	4

29	DES3024	Environment Design	1	0	6	4
Communication Design						
Sr. No.	Course Code	Course Name	L	T	P	Credits
1	DES2030	Basics of Visual Design	1	0	4	3
2	DES 2076	Contemporary Art for Communication (DE-I)	3	0	0	3
3	DES2031	Basics of Communication	1	0	4	3
4	DES2032	Typography	1	0	4	3
5	DES2043	Storytelling and Narrative	1	0	2	2
6	DES 2033	Visual Merchandising and Store Branding (DE-II)	1	0	4	3
7	DES 2079	Digital Design Tools	1	0	4	3
8	DES3005	Applied Visual Design	1	0	4	3
9	DES3006	Introduction to Branding and Brand Identity	1	0	4	3
10	DES1126	Basics of Photography	1	0	4	3
11	DES2041	Research Methodology	3	0	0	3
12	DES2034	Marketing and Advertising for Designers	2	0	2	3
13	DES2067	Introduction to Interaction Design (DE-III)	1	0	4	3
14	DES3002	Ergonomics for Communication Design	1	0	2	2
15	DES3024	Advance Brand Identity Design for Marketing (DE-IV)	1	0	4	3
16	DES2035	Digital Communication for Designers	1	0	2	2
17	DES2037	Content Development for Communication Designers(DE-V)	1	0	4	3
18	DES1067	Audiography(DE-VI)	1	0	4	3
19	DES1071	Introduction to UX Design (DE-VII)	1	0	4	3
20	DES2039	User Interface Design(DEVIII)	1	0	4	3
21	DES2038	Film Making for Communication Designers(DE-IX)	1	0	4	3
22	DES1070	Motion Graphics(DE-X)	1	0	4	3
23	DES 3023	Packaging Design(DE-XI)	1	0	4	3
24	DES1069	Design Project Management (DE-XIII)	1	0	2	2
25	DES3001	Professional Practice - I	0	0	0	8
26	DES3014	Basics of System Design (DE-XIV)	2	0	4	4
27	DES2044	Entrepreneurship Management for Designers (DE-XV)	1	0	4	3
Product Design						
Sr. No.	Course Code	Course Name	L	T	P	Credits
1	DES1074	Advance Representation Techniques	1	0	4	3
2	DES 1081	Basics of Sustainability and Sustainable Design	2	0	2	3
3	DES1083	Basics of Manufacturing Process Design	2	0	2	3
4	DES1084	Basics Of UI and UX Design	2	0	2	3
5	DES2162	Sustainable Product Packaging	2	0	2	3
6	DES1130	Basic Computer Aided Industrial Design	3	0	2	4
7	DES2083	Digital Illustration	1	0	2	2
8	DES 2093	Product Mechanism	2	0	4	4
9	DES 2094	Creative Techniques for Product Design	2	0	2	3
10	DES 2095	Product Model-making	1	0	4	3
11	DES2096	Basic Manufacturing Workshop	1	0	6	4
12	DES2097	Product Form Studies	1	0	4	3
13	DES2106	Automotive Design	2	0	2	3
14	DES2107	Furniture Design	1	0	2	2
15	DES2108	Lighting Design	1	0	2	2
16	DES2109	Advance Computer Aided Industrial Design	2	0	2	3
17	DES1074	Advance Representation Techniques	1	0	4	3
18	DES1072	Ancient history of western art and craft	1	0	2	2
19	DES1096	Mastery on Origamy	1	0	4	3
20	DES1094	Art and Sculpture	1	0	2	2
21	DES1092	Basics of Ergonomics	1	0	4	3
22	DES2086	Product Representation Techniques	2	0	2	3

23	DES2110	Human Factors and Ergonomics	2	0	2	3
24	DES3035	Mentored Project –Product Design	0	0	0	5
25	DES1093	Product and Packaging	2	0	2	3
26	DES3036	Portfolio Design	2	0	2	3
27	DES1083	Basics of Manufacturing Process Design	2	0	2	3
Space Design						
Sr. No.	Course Code	Course Name	L	T	P	Credits
1	DES2102	Introduction to Technical Drawing	1	0	4	**3**
2	DES2122	Building Material Technology	1	0	4	**3**
3	DES2103	Basic Visual Design	2	0	2	**3**
4	DES1143	Study on craft cluster	0	0	0	**3**
5	DES2098	Illustration Techniques for Interiors	2	0	2	**3**
6	DES2120	History of Indian Art and Interior Design	3	0	0	**3**
7	DES2131	Landscape Design for Interiors	1	0	4	**3**
8	DESXXX	Industry Live Project	0	0	0	**3**
9	DES1057	Design for Retail Experience	1	0	4	**3**
10	DES2117	Interiors Services	1	0	4	**3**
11	DES3043	Ergonomics in Interiors	1	0	4	**3**
12	DES1053	Design Dissertation	0	0	0	**3**
13	DES1062	Metal Fabrication Technology	1	0	4	**3**
14	DES1064	Advanced retail lighting design	1	0	4	**3**
15	DES2017	Contextual Design Studio	2	0	4	**4**
16	DES2102	Introduction to Technical Drawing	1	0	4	**3**
17	DES1046	Basic Material Technology	3	0	0	**3**
18	DES2103	Basic visual design	2	0	2	**3**
19	DES2104	Portfolio Design for Interiors	1	0	6	**4**
20	DES2029	Introduction to Space Survey	1	0	0	**1**

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								
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								
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-de12	Introduction to Graphic Design	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 - 2021-24 Batch - B.Des (Fashion Design)							
Sl. No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Basket**
Semester 1					**22**		
1	ENG1001/ENG1002	Foundation English/Technical English	1	0	2	2	HSMC
2	DES1007	Elements and Principles of Design	2	0	4	4	Basic Design (BD)
3	DES1010	Observation and Ideation	1	0	2	2	Basic Design (BD)
4	DES1011	Contextual Understanding and Design History	2	0	2	3	Basic Design (BD)
5	DES1013	Tinkering Workshop	0	0	4	2	Design Studies (DS)
6	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design (BD)
7	DES1016	Observational Case Study	0	0	0	3	Design Studies (DS)
8	DES1018	Ideation Case Study	0	0	0	3	Design Studies (DS)
Semester 2					**21**		
1	ENG1002/ENG2001	Technical English/Advanced English	1	0	2	2	HSMC
2	KAN1001/KAN2001	Kali Kannada/Thili Kannada	1	0	0	1	HSMC
3	PPS1001	Introduction to Soft Skills	0	0	2	1	Personal and Professional Skills
4	DES1008	Materials, Media, Tools & Techniques	2	0	4	4	Design Studies (DS)
5	DES1009	Approaches to Design Thinking	2	0	2	3	Design Studies (DS)
6	DES1012	Experiential Skill Shop	0	0	4	2	Design Studies (DS)
7	DES1014	Introduction to Design Ethnography	2	0	4	4	Basic Design (BD)
8	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project (DPC)
Semester 3					**17**		
1	DES1019	Basics of Needle Craft	2	0	4	4	Core Course
2	DESXXXX	Discipline Elective I	2	0	4	4	Discipline Elective
3	DESXXXX	Discipline Elective II	1	0	4	3	Discipline Elective
4	DES2004	Basics of Textile Science	2	0	4	4	Core Course
5	XXXXXXX	Open Elective I	2	0	0	2	Open Elective

Semester 4					**24**		
1	DESXXXX	Discipline Elective III	2	0	4	4	Discipline Elective
2	DESXXXX	Discipline Elective IV	2	0	4	4	Discipline Elective
3	DES2007	Elements of Fashion Illustration	1	0	4	3	Core Course
4	DESXXXX	Discipline Elective V	1	0	4	3	Discipline Elective
5	DESXXXX	Discipline Elective VI	3	0	0	3	Discipline Elective
6	XXXXXXX	Open Elective II	3	0	0	3	Open Elective
7	XXXXXXX	Open Elective III	3	0	0	3	Open Elective
8	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	HSMC
9	PPS3017	Workplace Skills for Designers	0	0	2	1	Personal and Professional Skills
Semester 5					**22**		
1	DES2005	Textile and Apparel Wet Processing	2	0	2	3	Core Course
2	DES2006	Analytical Testing for Textile and Apparels	2	0	2	3	Core Course
3	DES2008	Advanced Sewing Techniques	1	0	4	3	Core Course
4	DES2009	Advanced Pattern Making	1	0	4	3	Core Course
5	DESXXXX	Discipline Elective VII	2	0	2	3	Discipline Elective
6	XXXXXXX	Open Elective IV	3	0	0	3	Open Elective
7	XXXXXXX	Open Elective V	3	0	0	3	Open Elective
8	PPS4002	Introduction to Aptitude	0	0	2	1	Personal and Professional Skills
Semester 6					**18**		
1	DESXXXX	Discipline Elective VIII	1	0	4	3	Discipline Elective
2	DES1032	Fashion Styling and Photography	1	0	2	2	Core Course
3	DESXXXX	Discipline Elective IX	1	0	4	3	Discipline Elective
4	DESXXXX	Discipline Elective X	1	0	4	3	Discipline Elective
5	DESXXXX	Discipline Elective XI	2	0	2	3	Discipline Elective
6	DESXXXX	Discipline Elective XII	1	0	4	3	Discipline Elective
7	PPS2001	Reasoning and Employment Skills	0	0	2	1	Personal and Professional Skills
Semester 7					**18**		
1	DES3001	Professional Practice - I	0	0	0	8	Professional Practice
2	PPS2002	Being Corporate Ready	0	0	2	1	Personal and Professional Skills
3	XXXXXXX	Open Elective - VI	3	0	0	3	Open Elective
4	XXXXXXX	Open Elective - VII	2	0	2	3	Open Elective
5	DESXXXX	Discipline Elective XIV	2	0	2	3	Discipline Elective
Semester 8					**18**		

1	DESXXXX	Discipline Elective XIII	1	0	4	3	Discipline Elective
2	DES4001	Professional Practice - II	0	0	0	12	Professional Practice
3	DES2003	Restructuring and Installation Project	0	0	0	3	Design Project (DPC)
Semester-wise Course Grid - 2021-24 Batch - B.Des (Game Design)							
Sl. No.	**Course Code**	**Course Name**	**L**	**T**	**P**	**C**	**Basket**
Semester 1					**22**		
1	ENG1001/ENG1002	Foundation English/Technical English	1	0	2	2	HSMC
2	DES1007	Elements and Principles of Design	2	0	4	4	Basic Design (BD)
3	DES1010	Observation and Ideation	1	0	2	2	Basic Design (BD)
4	DES1011	Contextual Understanding and Design History	2	0	2	3	Basic Design (BD)
5	DES1013	Tinkering Workshop	0	0	4	2	Design Studies (DS)
6	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design (BD)
7	DES1016	Observational Case Study	0	0	0	3	Design Studies (DS)
8	DES1018	Ideation Case Study	0	0	0	3	Design Studies (DS)
Semester 2					**21**		
1	ENG1002/ENG2001	Technical English/Advanced English	1	0	2	2	HSMC
2	KAN1001/KAN2001	Kali Kannada/Thili Kannada	1	0	0	1	HSMC
3	PPS1001	Introduction to Soft Skills	0	0	2	1	Personal and Professional Skills
4	DES1008	Materials, Media, Tools & Techniques	2	0	4	4	Design Studies (DS)
5	DES1009	Approaches to Design Thinking	2	0	2	3	Design Studies (DS)
6	DES1012	Experiential Skill Shop	0	0	4	2	Design Studies (DS)
7	DES1014	Introduction to Design Ethnography	2	0	4	4	Basic Design (BD)
8	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project (DPC)
Semester 3					**21**		
1	DESXXXX	Discipline Elective I	1	0	4	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	DESXXXX	Discipline Elective III	1	0	6	4	Discipline Elective
6	DESXXXX	Discipline Elective IV	2	0	2	3	Discipline Elective
7	XXXXXXX	Open Elective- I	2	0	0	2	Open Elective
Semester 4					**20**		
1	DESXXXX	Discipline Elective V	1	0	4	3	Discipline Elective

2	DES2054	Concept Art	1	0	4	3	Core Course
3	DES3020	Advanced Character Design	1	0	6	4	Core Course
4	DESXXXX	Discipline Elective VI	1	0	4	3	Discipline Elective
5	DESXXXX	Discipline Elective VII	1	0	4	3	Discipline Elective
6	XXXXXXX	Open Elective- II	3	0	0	3	Open Elective
7	PPS3017	Workplace Skills for Designers	0	0	2	1	Personal and Professional Skills
8	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	HSMC
Semester 5					**19**		
1	DESXXXX	Discipline Elective VIII	2	0	0	2	Discipline Elective
2	DESXXXX	Discipline Elective IX	1	0	4	3	Discipline Elective
3	DES2057	Level Design	1	0	4	3	Core Course
4	DES2062	2D Game Design	1	0	4	3	Core Course
5	DESXXXX	Discipline Elective X	1	0	6	4	Discipline Elective
6	PPS4002	Problem Solving through Aptitude	0	0	2	1	Personal and Professional Skills
7	XXXXXXX	Open Elective III	3	0	0	3	Open Elective
Semester 6					**18**		
1	DESXXXX	Discipline Elective XI	1	0	4	3	Discipline Elective
2	DESXXXX	Discipline Elective XII	1	0	6	4	Discipline Elective
3	DESXXXX	Discipline Elective XIII	1	0	6	4	Discipline Elective
4	XXXXXXX	Open Elective- IV	0	0	0	3	Open Elective
5	XXXXXXX	Open Elective- IV	1	0	4	3	Open Elective
6	PPS2001	Reasoning and Employment Skills	0	0	2	1	Personal and Professional Skills
Semester 7					**24**		
1	DES3001	Professional Practice I	0	0	0	8	Professional Practice
2	DES3025	3D Game Design	1	0	4	3	Core Course
3	DESXXXX	Discipline Elective XIV	1	0	4	3	Discipline Elective
4	PPS2002	Being Corporate Ready	0	0	2	1	Personal and Professional Skills
5	DES2056	Special Effects for Game	1	0	4	3	Core Course
6	XXXXXXX	Open Elective- VI	3	0	0	3	Open Elective
7	XXXXXXX	Open Elective- VII	3	0	0	3	Open Elective
Semester 8					**15**		
1	DES4001	Professional Practice II	0	0	0	12	Professional Practice
2	DES2003	Restructuring and Installation Project	0	0	0	3	Design Project (DPC)
Semester-wise Course Grid - 2021-24 Batch - B.Des (Product Design)							

Sl. No.	Course Code	Course Name	L	T	P	C	Basket
Semester 1					**22**		
1	ENG1001/ENG1002	Foundation English/Technical English	1	0	2	2	HSMC
2	DES1007	Elements and Principles of Design	2	0	4	4	Basic Design (BD)
3	DES1010	Observation and Ideation	1	0	2	2	Basic Design (BD)
4	DES1011	Contextual Understanding and Design History	2	0	2	3	Basic Design (BD)
5	DES1013	Tinkering Workshop	0	0	4	2	Design Studies (DS)
6	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design (BD)
7	DES1016	Observational Case Study	0	0	0	3	Design Studies (DS)
8	DES1018	Ideation Case Study	0	0	0	3	Design Studies (DS)
Semester 2					**21**		
1	ENG1002/ENG2001	Technical English/Advanced English	1	0	2	2	HSMC
2	KAN1001/KAN2001	Kali Kannada/Thili Kannada	1	0	0	1	HSMC
3	PPS1001	Introduction to Soft Skills	0	0	2	1	Personal and Professional Skills
4	DES1008	Materials, Media, Tools & Techniques	2	0	4	4	Design Studies (DS)
5	DES1009	Approaches to Design Thinking	2	0	2	3	Design Studies (DS)
6	DES1012	Experiential Skill Shop	0	0	4	2	Design Studies (DS)
7	DES1014	Introduction to Design Ethnography	2	0	4	4	Basic Design (BD)
8	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project (DPC)
Semester 3						**21**	
1	DES2047	Technical Design Drawing and Concepts	1	0	4	3	Core Course
2	DES1077	Basics Techniques of Form Studies	1	0	4	3	Core Course
3	DES1075	Materials, Tools and Techniques	1	0	4	3	Core Course
4	DESXXXX	Discipline Elective I	1	0	2	2	Discipline Elective
5	DESXXXX	Discipline Elective II	1	0	4	3	Discipline Elective
6	DESXXXX	Discipline Elective III	1	0	2	2	Discipline Elective
7	DESXXXX	Discipline Elective IV	1	0	4	3	Discipline Elective
	XXXXXXX	Open Elective I	2	0	0	2	Open Elective
Semester 4						**19**	
1	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	Personal and Professional Skills
2	PPS3017	Workplace Skills for Designers	0	0	2	1	Personal and Professional Skills
3	DES1076	Basics Prototyping Methods and Processes	1	0	4	3	Core Course
4	DES2084	Product Rendering Techniques	1	0	4	3	Core Course

5	DES2051	Simple Product Design	1	0	6	4	Core Course
6	DESXXXX	Discipline Elective V	1	0	4	3	Discipline Elective
7	DESXXXX	Discipline Elective VI	2	0	2	3	Discipline Elective
8	DESXXXX	Discipline Elective VII	1	0	2	2	Discipline Elective
Semester 5						**23**	
1	PPS4002	Introduction to Aptitude	0	0	2	1	Personal and Professional Skills
2	DES 3031	3D Surface Visualization	1	0	4	3	Core Course
3	DES 3032	Advance Product Rendering	1	0	4	3	Core Course
4	DESXXXX	Discipline Elective VIII	2	0	4	4	Discipline Elective
5	DESXXXX	Discipline Elective IX	1	0	4	3	Discipline Elective
6	DESXXXX	Discipline Elective X	2	0	2	3	Discipline Elective
7	XXXXXXX	Open Elective II	3	0	0	3	Open Elective
8	XXXXXXX	Open Elective III	3	0	0	3	Open Elective
Semester 6						**27**	
1	PPS 2001	Reasoning and Employment Skills	0	0	2	1	Personal and Professional Skills
2	DESXXXX	Discipline Elective XI	1	0	4	3	Discipline Elective
3	DESXXXX	Discipline Elective XII	2	0	2	3	Discipline Elective
4	DESXXXX	Discipline Elective XIII	2	0	2	3	Discipline Elective
5	DESXXXX	Discipline Elective XIV	2	0	2	3	Discipline Elective
6	DESXXXX	Discipline Elective XV	0	0	0	5	Discipline Elective
7	XXXXXXX	Open Elective IV	3	0	0	3	Open Elective
8	XXXXXXX	Open Elective V	0	0	0	3	Open Elective
9	XXXXXXX	Open Elective VI	2	0	2	3	Open Elective
Semester 7						**12**	
1	PPS2002	Being Corporate Ready	0	0	2	1	Personal and Professional Skills
2	DES3001	Professional Practice - I	-	0	-	8	Professional Practice
3	XXXXXXX	Open Elective VII	3	0	0	3	Open Elective
Semester 8						**15**	
1	DES2003	Restructuring and Installation project	0	0	0	3	Design Project (DPC)
2	DES4001	Professional Practice - II	0	0	0	12	Professional Practice

Semester-wise Course Grid - 2021-24 Batch - B.Des (Space Design)

Sl. No.	Course Code	Course Name	L	T	P	C	Basket
Semester 1						**22**	

1	ENG1001/ENG1002	Foundation English/Technical English	1	0	2	2	HSMC
2	DES1007	Elements and Principles of Design	2	0	4	4	Basic Design (BD)
3	DES1010	Observation and Ideation	1	0	2	2	Basic Design (BD)
4	DES1011	Contextual Understanding and Design History	2	0	2	3	Basic Design (BD)
5	DES1013	Tinkering Workshop	0	0	4	2	Design Studies (DS)
6	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design (BD)
7	DES1016	Observational Case Study	0	0	0	3	Design Studies (DS)
8	DES1018	Ideation Case Study	0	0	0	3	Design Studies (DS)
Semester 2						**21**	
1	ENG1002/ENG2001	Technical English/Advanced English	1	0	2	2	HSMC
2	KAN1001/KAN2001	Kali Kannada/Thili Kannada	1	0	0	1	HSMC
3	PPS1001	Introduction to Soft Skills	0	0	2	1	Personal and Professional Skills
4	DES1008	Materials, Media, Tools & Techniques	2	0	4	4	Design Studies (DS)
5	DES1009	Approaches to Design Thinking	2	0	2	3	Design Studies (DS)
6	DES1012	Experiential Skill Shop	0	0	4	2	Design Studies (DS)
7	DES1014	Introduction to Design Ethnography	2	0	4	4	Basic Design (BD)
8	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project (DPC)
Semester 3						**24**	
1	DES2016	Basic Design Studio	2	0	4	4	Core Course
2	DES2022	Space Analysis	1	0	4	3	Core Course
3	DESXXXX	Discipline Elective I	2	0	2	3	Discipline Elective
4	DESXXXX	Discipline Elective II	3	0	0	3	Discipline Elective
5	DESXXXX	Discipline Elective III	1	0	4	3	Discipline Elective
6	DESXXXX	Discipline Elective IV	2	0	2	3	Discipline Elective
7	DESXXXX	Discipline Elective V	2	0	2	3	Discipline Elective
8	XXXXXXX	Open Elective I	2	0	0	2	Open Elective
Semester 4						**24**	
1	DES2015	Design Studio Foundation in Spatial language	1	0	6	4	Core Course
2	DES2023	Building Construction and detailing	1	0	4	3	Core Course
3	DESXXXX	Discipline Elective VI	3	0	0	3	Discipline Elective
4	DES2020	Basic Furniture Design	1	0	4	3	Core Course
5	DESXXXX	Discipline Elective VII	3	0	0	3	Discipline Elective
6	DESXXXX	Discipline Elective VIII	1	0	6	4	Discipline Elective
7	CHE1020	Environmental Studies and Sustainable Development	2	0	0	0	HSMC

8	PPS3017	Workplace skills for designers	0	0	2	1	Personal and Professional Skills
9	XXXXXXX	Open Elective II	3	0	0	3	Open Elective
Semester 5						**22**	
1	DES2018	Advanced Design Studio	1	0	4	3	Core Course
2	DES2021	Furniture and Furnishing	1	0	4	3	Core Course
3	DESXXXX	Discipline Elective IX	3	0	0	3	Discipline Elective
4	DES1049	Working Drawing	1	0	4	3	Core Course
5	DESXXXX	Discipline Elective X	2	0	2	3	Discipline Elective
6	PPS4002	Introduction to Aptitude	0	0	2	1	Personal and Professional Skills
7	XXXXXXX	Open Elective III	3	0	0	3	Open Elective
8	XXXXXXX	Open Elective IV	3	0	0	3	Open Elective
Semester 6						**17**	
1	DESXXXX	Discipline Elective XI	1	0	6	4	Discipline Elective
2	DESXXXX	Discipline Elective XII	1	0	4	3	Discipline Elective
3	DESXXXX	Discipline Elective XIII	1	0	4	3	Discipline Elective
4	PPS2001	Reasoning and Employment	0	0	2	1	Personal and Professional Skills
5	XXXXXXX	Open Elective V	3	0	0	3	Open Elective
6	XXXXXXX	Open Elective VI	3	0	0	3	Open Elective
Semester 7						**12**	
1	DES3001	Professional Practice I	0	0	0	8	Professional Practice
2	DESXXXX	Discipline Elective XIV	0	0	0	3	Discipline Elective
3	PPS 2002	Being Corporate Ready	0	0	2	1	Personal and Professional Skills
Semester 8						**18**	
1	DES4001	Professional Practice II	0	0	0	12	Professional Practice
2	DES2003	Restructuring and Installation Project	0	0	0	3	Design Project (DPC)
3	XXXXXXX	Open Elective VII	0	0	0	3	Open Elective

Semester-wise Course Grid - 2021-24 Batch - B.Des (Communication Design)

Sl. No.	Course Code	Course Name	L	T	P	C	Basket
Semester 1					**22**		
1	ENG1001/ENG1002	Foundation English/Technical English	1	0	2	2	HSMC
2	DES1007	Elements and Principles of Design	2	0	4	4	Basic Design (BD)
3	DES1010	Observation and Ideation	1	0	2	2	Basic Design (BD)
4	DES1011	Contextual Understanding and Design History	2	0	2	3	Basic Design (BD)

5	DES1013	Tinkering Workshop	0	0	4	2	Design Studies (DS)
6	DES1015	Basics Of Drawing Skills	2	0	2	3	Basic Design (BD)
7	DES1016	Observational Case Study	0	0	0	3	Design Studies (DS)
8	DES1018	Ideation Case Study	0	0	0	3	Design Studies (DS)
Semester 2					**21**		
1	ENG1002/ENG2001	Technical English/Advanced English	1	0	2	2	HSMC
2	KAN1001/KAN2001	Kali Kannada/Thili Kannada	1	0	0	1	HSMC
3	PPS1001	Introduction to Soft Skills	0	0	2	1	Personal and Professional Skills
4	DES1008	Materials, Media, Tools & Techniques	2	0	4	4	Design Studies (DS)
5	DES1009	Approaches to Design Thinking	2	0	2	3	Design Studies (DS)
6	DES1012	Experiential Skill Shop	0	0	4	2	Design Studies (DS)
7	DES1014	Introduction to Design Ethnography	2	0	4	4	Basic Design (BD)
8	DES1017	Manipulation and Restructuring Project	0	0	0	4	Design Project (DPC)
Semester 3						**22**	
1	DES2030	Basics of Visual Design	1	0	4	3	Core Course
2	DESXXXX	Discipline Elective I	3	0	0	3	Discipline Elective
3	DES2031	Basics of Communication	1	0	4	3	Core Course
4	DES2032	Typography	1	0	4	3	Core Course
5	DES2043	Storytelling and Narrative	1	0	2	2	Core Course
6	DESXXXX	Discipline Elective II	1	0	4	3	Discipline Elective
7	DESXXXX	Discipline Elective III	1	0	4	3	Discipline Elective
8	XXXXXXX	Open Elective I	2	0	0	2	Open Elective
Semester 4						**22**	
1	DES3005	Applied Visual Design	1	0	4	3	Core Course
2	DES3006	Introduction to Branding and Brand Identity	1	0	4	3	Core Course
3	DES1126	Basics of Photography	1	0	4	3	Core Course
4	DES2041	Research Methodology	3	0	0	3	Core Course
5	DES2034	Marketing and Advertising for Designers	2	0	2	3	Core Course
6	DESXXXX	Discipline Elective IV	1	0	4	3	Discipline Elective
7	XXXXXXX	Open Elective II	3	0	0	3	Open Elective
8	PPS3017	Workplace skills for Designers	1	0	0	1	Personal and Professional Skills
Semester 5						**23**	
1	DES3002	Ergonomics for Communication Design	1	0	2	2	Core Course
2	DESXXXX	Discipline Elective V	1	0	4	3	Discipline Elective
3	DES2035	Digital Communication for Designers	1	0	2	2	Core Course

4	DESXXXX	Discipline Elective VI	1	0	4	3	Discipline Elective
5	DESXXXX	Discipline Elective VII	1	0	4	3	Discipline Elective
6	DESXXXX	Discipline Elective VIII	1	0	4	3	Discipline Elective
7	PPS4002	Introduction to Aptitude	0	0	2	1	Personal and Professional Skills
8	XXXXXXX	Open Elective III	3	0	0	3	Open Elective
9	XXXXXXX	Open Elective IV	3	0	0	3	Open Elective
Semester 6						**19**	
1	DESXXXX	Discipline Elective IX	1	0	4	3	Discipline Elective
2	DESXXXX	Discipline Elective X	1	0	4	3	Discipline Elective
3	DESXXXX	Discipline Elective XI	1	0	4	3	Discipline Elective
4	DESXXXX	Discipline Elective XII	1	0	4	3	Discipline Elective
5	DES2003	Restructuring & Installation Project	0	0	0	3	Design Project (DPC)
6	PPS2001	Reasoning and Employment Skills	0	0	2	1	Personal and Professional Skills
7	XXXXXXX	Open Elective V	3	0	0	3	Open Elective
Semester 7						**21**	
1	DESXXXX	Discipline Elective XIII	1	0	2	2	Discipline Elective
2	DES3001	Professional Practice - I	0	0	0	8	Professional Practice
3	DESXXXX	Discipline Elective XIV	2	0	4	4	Discipline Elective
4	DESXXXX	Discipline Elective XV	1	0	4	3	Discipline Elective
5	PPS2002	Being Corporate Ready	0	0	2	1	Personal and Professional Skills
6	XXXXXXX	Open Elective VI	3	0	0	3	Open 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 Principles 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	Observations Illustrations			6 Classes

		Documentation	Visual Journal	
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, Shapes, Forms.	Assignment Documentation	Illustrations Visual Journal	8 Classes
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 24.03.2021
Date of Approval by the Academic Council	16th AC held on 23 October 2021

Course Code: **ENG2021**	**Course Title: Design Ideation and Storytelling Across Media** **Type of Course: School Core: Theory and Practical**		**L- T-P- C**	1	0	2	3
Version No.		1.0					
Course Pre-requisites		Creative thinking and basic communication skills					
Anti-requisites		**NIL**					
Course Description		This course is designed to help design students to attain awareness of art and design through ages . It will enable design students to communicate design stories effectively and through sound communication strategies. The skills will enhance their communication with their colleagues, clients and stakeholders. The modules of the course will focus on ancient Greek and Roman art, architecture through theatre and mythological narratives. The students will be enriched on artistic movements through different eras and literary texts that capture art and artists. The students will be exposed to graphic story telling formats and will be equipped with story telling and designing through digital storytelling platforms .					

Course Objective		This course is designed to improve the design students creative and communication skills through exposure to diverse literary, art and design related content. It also prepares them to effectively communicate their design content through presentations. The course will enhance the ' EMPLOYABILITY SKILLS of the design students in, studios, textile and fashion and design industry in the corporate, media, entertainment, advertising and start-ups. by using scenario-based and project-based assignments modeled on industry related needs.		
Course Outcomes		1. Relate the main features and characteristics of ancient Greek and Roman theatre with modern design 2. Review Victorian and Modern art, design and movements 3. Compose graphic novels / Storyboards 4. Apply the knowledge and skills of story writing/telling in digital story writing platform		
Module 1	**Connecting Ancient Greek and Roman literary narratives with contemporary world**	Visual Display/AV/Flipped classroom	Ancient art, architecture,mythology , design and the contemporary world	**4L +8P** **12 Classes**
	1.1. Brief Introduction to ancient Greek theatre - Tragedy, Comedy, Amphitheatre (The design and the layout) 1.2 Selected Greek and Roman Mythological characters and their relevance in the contemporary world of art and design 1.3 The Ancient Greek Maze and its impact on the digital maze games			
Module 2	**Victorian and Modernist Art and Design**	Visual Displays/ Videos/Fashion shows/ Text Analysis	Victorian art, literary works, design, costumes and decor /Modernist art movements	**4 L and 8 P** **12 classes**
	2.1. Victorian Age - Industrial Revolution, Angel in the House- Representation of women through art and painting., Costumes and interior decors Reading text - Robert Browning - *My Last Duches*s, Excerpts from Dickens' *Hard Times* 2.2.. Modern era - Modernist art movements Avant-garde movement- Impressionism, Expressionism, Cubism and Surrealism' Reading text - Excerpt from Joseph Conrad's *Heart of Darkness (*Impressionism)			
Module 3	**Graphic Novels and Storyboards**	Graphic Novel Reading and analysis of the texts and visuals , AV, Flipped classrooms	Graphic novel analysis and doing storyboards	**3 L and 6 P** **9 classes**
	Topics: 3.1. Graphic novels- Definitions. Features, Evolution, Panels and Bubbles			

	3.2. Anime and Manga - Cultural and social contexts 3.4. Storyboard - Concept, Ideation and creation- Canva , Pixton, Storybird			
Module 4	**Presentation skills for Design**	Exposition, Demonstration, Story telling, Presentation skills	Presentation on design content	**4 L and 8 P 12 classes**
	Topics 4.1. General Presentation skills - Advanced Techniques 4.2. Presentation through story telling 4.3. Presentation Skills - Presentation of original design content			
	Web Resources: 1. *Greek amphitheatres*. (n.d.). History of Greek Theatre. 2. *Architecture of Elizabethan theatres*. (n.d.). https://www.elizabethan-a.org.uk/architecture-of-elizabethan-theatres.htm 3. *Modern art: history, characteristics, movements*. (n.d.). http://www.visual-arts-ork.com/modern-art.htm 4. wikiHow. (2024, June 28). *Manga vs. Anime: Key Differences & Similarities*. ikiHow. https://www.wikihow.com/Manga-vs-Anime 5. Nkjwo. (n.d.). *Romanticism and nature |*. https://www.eh-sources.org/romanticism-and-nature/ 6. DeGuzman, K. (2024, April 10). *What is a Graphic Novel — The Art of Pictorial orytelling*. StudioBinder. https://www.studiobinder.com/blog/what-is-a-graphic-novel-efinition/ 7. *An introduction to digital storytelling platforms*. (n.d.). tps://shorthand.com/the-craft/an-introduction-to-digital-storytelling-atforms/index.html 8. Edwards, L. (2023, August 17). *What is Storybird and How Does It Work?* TechLearningMagazine. https://www.techlearning.com/how-to/what-is-storybird-for-education-best-tips-and-tricks 9. *What is Canva and what are its main features?* (n.d.). https://www.tutorialspoint.com/what-is-canva-and-what-are-its-main-features 10. *5 tips for presenting your design work to clients*. (2020, July 23). Dribbble. https://dribbble.com/stories/2020/07/23/presenting-design-work-to-clients			
	Project work/Assignment:			
	1. Creating a thematic brochure using Greek and Roman mythological names (Module1) 2. A creative mind map map on the various art movements (module 2) 3. Creating a graphic novel based on short story/novel/play (module 3) 4. Story writing in Digital platforms (integration with capstone project) (Module 4) 5. Presentation of original Design work			
	Suggested Texts T1: John Keats - Ode on a Grecian Urn T2: Robert Browning - My Last Duchess			

	T3: Charles Dickens- Hard Times (Excerpt) T4: Joseph Conrad's - Heart of Darkness (Excerpt) T5: Panchatantra (Extended reading) T6: Amar Chitra Katha (Extended reading) T7: Anime and Manga series (Extended reading) T8 : Marjane Satrapi - Persepolis((Extended reading) T9: Joe Sacco - Palestine (Extended reading)	
	References: R1. McDonald, M., & Walton, M. (2007). *The Cambridge companion to Greek and Roman theatre*. Cambridge University Press. R2. Miles, M. M. (2020). *A companion to Greek architecture*. John Wiley & Sons. R3. Couch, M. (1997). *Greek & Roman mythology*. In the Hands of a Child. R4. Hattaway, M. (2008). *A companion to English renaissance literature and culture*. John Wiley & Sons. R5. Chambers, E. K. (1951). *The Elizabethan Stage*. Oxford Clarendon P. R6. Casaliggi, C., & Fermanis, P. (2016). *Romanticism: A Literary and Cultural History*. Routledge. R7. Tucker, H. F. (2014). *A New Companion to Victorian Literature and Culture*. John Wiley & Sons. R8. Copplestone, T. (1962). *Modern Art Movements*. R9. MacWilliams, M. W. (2014). *Japanese Visual culture: Explorations in the World of Manga and Anime*. Routledge. R10. Chatterji, R. (2019). *Graphic narratives and the mythological imagination in India*. Taylor & Francis. R11. Simon, M. (2012b). *Storyboards: Motion in art*. Taylor & Francis. R12. Miller, C. H. (2014). *Digital storytelling: A creator's guide to interactive entertainment*. CRC Press. R13. Paulsen, K. (2021). *Integrated storytelling by design: Concepts, Principles and Methods for New Narrative Dimensions*. Routledge. R14. Abela, A. (2013). *Advanced presentations by design: Creating Communication that Drives Action*. John Wiley & Sons.	
	Topics relevant to development of 'EMPLOYABILITY SKILLS': Digital Story telling and Designing **Topics relevant to development of 'HUMAN VALUES & PROFESSIONAL ETHICS'**: The social, moral ethos and human ethics as represented through artistic and literary narratives through eras.	
Catalogue prepared by		Dr. Pritha Sanyal Assistant Professor- Senior Scale Department of Languages Presidency University Bangalore
Recommended by the Board of Studies on		12th BOS dated 08.01.2025
Date of Approval by the Academic Council		AC date need to be updated.

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 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.					

<table>
<tr><td>Course Outcomes</td><td colspan="4">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</td></tr>
<tr><td>Course Content:</td><td colspan="4">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.</td></tr>
<tr><td>Module 1</td><td>Drawing for Visual Thinking</td><td>Observation report</td><td>Illustrations/ photographs
Visual Journal</td><td>30 Hours</td></tr>
<tr><td colspan="5">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.</td></tr>
<tr><td>Module 2</td><td>Identification of Design in order to creating various drawings</td><td>Documentation</td><td>Info-graphical development
Visual Journal</td><td>35 Hours</td></tr>
<tr><td colspan="5">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,</td></tr>
<tr><td>Module 3</td><td>Importance of drawing techniques in Reproduction of Design and its features.</td><td>Documentation</td><td>Info-graphical development
Visual Journal</td><td>35 Hours</td></tr>
</table>

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

Course 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	The objective of the course is to familiarize the learners with the concepts of Design Appreciation and attain Employability Skills through Experiential Learning techniques.			
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	Assignmentand 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 studyand 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)

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References

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

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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)

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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

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Abductive Thinking and Sensemaking: The Drivers of Design Synthesis by John Kolko, Design Issues, Vol. 26, No. 1 (Winter, 2010), pp. 15-28 (14 pages), Published by: The MIT Press

https://puniversity.informaticsglobal.com:2054/stable/20627839?Search=yesand resultItemClick=trueand searchText=design+thinkingand searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Ddesign%2Bthinking%26so%3Dreland ab_segments=0%2FSYC-6168%2Ftestand refreqid=fastly-default%3A0b89336ea274d63c010536b01316d7bband seq=1#metadata_info_tab_contents

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

https://puniversity.informaticsglobal.com:2054/stable/1511801?Search=yesand resultItemClick=trueand searchText=design+thinkingand searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Ddesign%2Bthinking%26so%3Dreland ab_segments=0%2FSYC-6168%2Ftestand refreqid=fastly-default%3A0d5b607b163f60876ca973ed90e22b1cand seq=1#metadata_info_tab_contents

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.					

<table>
<tr><td>Course Outcomes</td><td colspan="4">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.</td></tr>
<tr><td>Course Content:</td><td colspan="4">Introduction to various materials and their experimentation and assemble to crate outdoor and indoor based project, scale variation of objects, Importance of execution skill.</td></tr>
<tr><td>Module 1</td><td>Idea generation, identification of various materials,

discarding and perfecting. available materials</td><td>Hands on-Documentation.

Experimental sample Installation.</td><td>Reflective notes

Illustrations

Visual Journal</td><td>12 Classes</td></tr>
<tr><td colspan="5">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.</td></tr>
<tr><td>Module 2</td><td>Idea generation, testing, Visual analysis and identification of organic and urban materials and their integral connection.</td><td>Hands-on

Documentation. Experimental Sample

Collection.</td><td>Reflective notes, Illustrations

Visual Journal</td><td>12 Classes</td></tr>
</table>

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

References Tonkering with students, Free Speech Bey and The School house gate During “The Digital Age”,- Jeremy M.Rutgers. https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwsUm4prU4v8OkjPDX7Ivf2fKB7eTnfLujtVG0qrZJtKevPvHf4lWuq%2bFK4tuxTauo5Ejio7JKsqureeCtr0W317ZN4tzgTLDXt0i%2b6ON85%2bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbeps1C3q7BPpNztiuvX8lXk6%2bqE8tv2jAAAand vid=31and sid=05c2de35-2f0d-4245-ab71-9a85dfb42a90@redis	
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

Reference

How do user stories inspire Design? A study of cultural probes.
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Atkinson, P. and M. Hammersley (2007). Research design: Problems, cases and examples, in Ethnography: Principles in Practice. London: Routledge, pp. 20-40.

Hyndman, J. (2001). The field as here and now, not there and then. Geographical Review 91(1/2), 26–272.

Atkinson, P. and M. Hammersley (2007). Oral accounts and the role of interviewing, in Ethnography: Principles in Practice. London: Routledge, pp. 97-120.

Shah, A. (2017). Ethnography? Participant observation, a potentially revolutionary praxis. HAU: Journal of Ethnographic Theory, 7(1), 45-59.

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 DES 1008	Course Title: Materials, Media, Tools and Techniques Type of Course: 1] Program Core 2] Laboratory Integrated	L-T-P-C	2	0	4	4
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.
References 1. https://www.behance.net 2.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzQyOTg1Nl9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redisand vid=46and format=EB 3.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzQyOTg1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redisand vid=46and format=EB 4.https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data= dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwr0i4qLI4v8OkjP DX7Ivf2fKB7eTnfLuntEq2prBLt6i2PvHf4lWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2 bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetrkuvp7JJr6ukfu3o63nys%2bSN6uLyffbqand vid=57and 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%2bLqjOPu8gAAand vid=2and sid=177be5aa-515a-47d4-aaee-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

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 Accessed on 10 Dec 2021

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 DES1128	Course Title: Design History 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	Assignment& Documentation	Comparison, explanation & Visual Journal	20 Hours		

	human civilization			
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. Documentation	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

References

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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: 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.	Examples/ Demo/Assignments	14 Hours

		Documentation		
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

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
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 Type of Course: Discipline Elective - Integrated	L-T-P-C	2	0	4	4

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

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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 Type of Course: 1] Program core 2) Integrated	L-T-P-C	2	0	2	3

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	Assignment	Examples/ Demo/Assignments	12 Hours		

	Sustainable Practices	Demonstration and Participative learning. Documentation		
▯ 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 Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours
▯ 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	10 Hours

			Personalized measurement	
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 Documentation	Case Studies	10 Hours
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.					
Course Outcomes	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 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=TEXTBOOK_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	L-T-P-C	2	0	2	3

	Type of Course: 1] Program core 2) Integrated					
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 Design Principles	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	14 Hours
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..

Topics relevant to “Skill Development”:

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

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. 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	Examples/ Demo/Assignments	14 Hours

		Participative learning. Document ation		
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.

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 https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4Nl9fQU41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1 https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4NF9fQU41?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					

<table>
<tr><td>Course Outcomes</td><td colspan="4">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</td></tr>
<tr><td>Course Content:</td><td colspan="4">Introduction to apparel industry processes, Pre-production processes in apparel manufacture, Inspection, Packing and Dispatch, Introduction to marketing and merchandising.</td></tr>
<tr><td>Module 1</td><td>Introduction to apparel industry processes</td><td>Visual journal, Presentations, Assignments</td><td>Discussions and brainstorming</td><td>11 periods</td></tr>
<tr><td colspan="5">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.</td></tr>
<tr><td>Module 2</td><td>Pre-production processes in apparel manufacture</td><td>Visual journal, Presentations, Assignments</td><td>Discussions and brainstorming</td><td>12 periods</td></tr>
<tr><td colspan="5">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.</td></tr>
<tr><td>Module 3</td><td>Inspection, Packing and Dispatch</td><td>Visual journal, Presentations, Assignments</td><td>Discussions and brainstorming</td><td>12 periods</td></tr>
<tr><td colspan="5">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.</td></tr>
<tr><td>Module 4</td><td>Introduction to marketing and merchandising</td><td>Visual journal, Presentations, Assignments</td><td>Discussions and brainstorming</td><td>10 Periods</td></tr>
<tr><td colspan="5">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.</td></tr>
<tr><td colspan="5">Targeted Application & Tools that can be used:</td></tr>
</table>

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	Examples/ Demo/Assignments	12 Hours

		Participative learning. Documentation		
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.

Topics relevant to “Skill Development”:

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

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 DES1043	Course Title: Garment Surface Ornamentation Type of Course: Program core Subject Integrated	L-T-P-C	1	0	4	3
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

Course Code: DES2161	**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: 1) Recognize different types of dyes and pigments 2) Demonstrate different methods of dyeing and printing on fabrics 3) 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 Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.	
Text Book **T1.** https://www.pdfdrive.com/textile-wet-processing-e48456409.html	
Reference Books **R1.** 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 **R2.** https://www.pdfdrive.com/handbook-of-textile-and-industrial-dyeing-volume-2-applications-of-dyes-woodhead-publishing-series-in-textiles-e157179366.html **R3.** 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.

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 Design Principles	Assignment Documentation	Working on design principles, Visual Journal Development of exercises	10 Hours

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
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 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:	Course Title: TYPOGRAPHY	L-T- P-C				
DES 2032	Type of Course: Program Core		1	0	4	3

Version No.	3
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 Causes and Brands	Assignments & presentation	Observation & discussion & Visual Journal	10 Hours
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: (DES2031)	Course Title: Basics of Communication Type of Course: Program Core	L-T- P-C	2	0	2	3
Version No.	3.0					
Course Pre-requisites	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 composition	Poster Development Visual Journal Role Play Demonstration	10 Hours

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: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

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: 6th, held on 26th July 2022
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

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: (DES2134)	Course Title: Retail Store Branding Type of Course: -Integrated	L-T- P-C	1	0	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: 10th , held on 4th July 2024
Date of Approval by the Academic Council	21st Academic Council Meeting held on 3rd Aug 2024

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 Documentation	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, Presenting research	Assignments & presentation	Observation & discussion & Visual Journal	18 Hours

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: 10th , held on 4th July 2024
Date of Approval by the Academic Council	21st Academic Council Meeting held on 3rd Aug 2024

Course Code: DES1126	Course Title: Basics of Photography Type of Course: Program Core	L- T - P- C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	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 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 Advanced Techniques	Visual documentation	Case studies, classroom discussions and presentations	15 periods
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: 10th , held on 4th July 2024
Date of Approval by the Academic Council	21st Academic Council Meeting held on 3rd Aug 2024

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	BoS No: 10th , held on 4th July 2024
Date of Approval by the Academic Council	21st Academic Council Meeting held on 3rd Aug 2024

SEMESTER- 5

Course Code: DES 2136	Course Title: Printing & Publication Design Type of Course: Integrated (Discipline Elective)	L-T-P-C	1	0	4	3
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 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 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 Storytell	Presentations and case study essays	Activity-based learning, group discussion and brainstorming	10 Hours

	ing and Creative 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 Optimization	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	Generating Content for Instruction Design and User Interaction 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
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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	BoS No: 9th , held on 18th january 2023

of Studies on	
Date of Approval by the Academic Council	18th Academic Council Meeting held on 3rd Aug 2022

Course Code: DES2039	Course Title: INTRODUCTION TO USER INTERFACE DESIGN Type of Course: Program Core	L- T- P- C	1	0	4	3
Version No.	2.0					
Course Prerequisites	NA					
Anti-requisites	NA					
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: Define the UI design process PRACTICAL COMPONENT Describe the Wire-framing and prototyping Analyze User research methods (Mood-board)					

Course Content:	Overview of UI design and its process, UI trends, Principle of UI design, Visual design in Figma			
Module 1	Introduction to UI design and the process	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours
Topics: Introduction to UI design and the process Layout and composition UI Design Process				
Module 2	User research methods, Wireframing, prototyping	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours
Topics: Design system Development Style Gyde Color/Font Iconography Grids Buttons/Input Field				
Module 3	UI design tools	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours
Topics: UI design tools UI design on Figma, Prototyping				

Animated Interaction with Prototype.
Topics relevant to " Skill Development": Study of UX/UI for Skill Development through Experiential learning learning techniques. This is attained through the Studio Project task 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.] Design Fundamentals for New Media (2 ED) - James Gordon Bennett Designing for the Digital Age by Goodwin Kim

Catalogue prepared by	Abhinav Kumar Asst. Professor CD, SOD, PU
Recommended by the Board of Studies on	BoS No: 10th , held on 4th July 2024
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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: 10th , held on 4th July 2024
Date of Approval by the Academic Council	21st Academic Council Meeting held on 3rd Aug 2024

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

<table>
<tr><td>Course Code:
DES1070</td><td colspan="4">Course Title:
Motion Graphis
Type of Course:
Discipline Elective</td><td>L- T- P- C</td><td>1</td><td>0</td><td>4</td><td>3</td></tr>
<tr><td>Version No.</td><td colspan="9">1.0</td></tr>
<tr><td>Course pre-requisites</td><td colspan="9">NA</td></tr>
<tr><td>Anti-requisites</td><td colspan="9">NA</td></tr>
<tr><td>Course Description</td><td colspan="9">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.</td></tr>
<tr><td>Course Objective</td><td colspan="9">The objective of the course is EMPLOYABILITY of students by using EXPERIENTIAL LEARNING Techniques.</td></tr>
<tr><td>Course Outcomes</td><td colspan="9">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.</td></tr>
<tr><td>Course Content:</td><td colspan="9">This course covers the fundamentals of motion graphics, including keyframe animation, typography in motion, visual effects, and storytelling techniques using industry-standard software.</td></tr>
<tr><td>Module 1</td><td colspan="2">Fundamentals of Motion Graphics and Keyframe Animation</td><td colspan="2">Visual documentation</td><td colspan="2">Classroom discussions, Demo and presentations</td><td colspan="2">15 Periods</td></tr>
<tr><td colspan="10">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).</td></tr>
</table>

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: 10th , held on 4th July 2024
Date of Approval by the Academic Council	21st Academic Council Meeting held on 3rd Aug 2024

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	Assignment/Case Study	Data Collection/any other such associated activity	15 Hours		

	Idea Feasibility			

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 Type of Course: Discipline Elective	L- T- P- C	2	0	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: DES1069	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	Introduc	Assignment/Case Study	Group discussion and brainstorming	10 Hours

	tion to Project Management			
Topics: Introduction to Project Management Objectives of Project Management- Importance of Project Management CPM and PERT method				
Module 2	Project Planning And	Visual journal, Assignments	Group discussion and brainstorming	10 Hours

	mplementation			

Topics: Project Planning And Implementation

Work break Down Structure

RASCI Matrix

Understanding MIS Tools for PM

Module 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

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 Participative Learning. Documentation	Examples/ Demo/Assignments			15 Hours
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. The Designer's Goal.				
Module 2	Game Design Fundamentals	Assignment Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/Practice	15 Classes
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.				
Module 3	Idea Generation	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion	10 Classes
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.				
Module 4	Documentation	Assignment Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/Practice	10 Class
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.					
Course Outcomes	Upon successful completion of the course, the students shall be able to: Explain the importance of Storytelling and Storyboarding in relation to animation. Practical Component					

	Illustrate the elements of the character with the camera angle used in the storyboard. Demonstrate a complete output of the final Storyboard.			
Course Content:				
Module 1	Introduction to Storytelling & Storyboarding	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	15 Hours
Topics: Brainstorming Collecting Images Creative Research				
Module 2	Shots and Scenes	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	15 Hours
Topics: Script Creating a collaborative storyboard Fundamentals of shots Story Flow				
Module 3	Composition and Lightings	Assignment 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	L-T-P-C	1	0	4	3

	Type of Course: Discipline Elective, Integrated					
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	Examples/ Demo/Assignments	15 Hours		

		Demonstration and Participative Learning. Documentation		
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 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
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 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 https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4NF9fQU41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1

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	L-T-P-C	3	0	0	3

	Type of Course: Discipline Elective, Theory					
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 Skill Development through Experiential Learning 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 Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes
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 Architectural 3D Modelling in Maya	Assignment Demonstration and Participative Learning. Documentation	Examples/ Demo/Assignments	20 Hours
Topics: Introduction to Hard Surface Modelling Polygon Modelling for Hard Surfaces Vehicle Modelling Architectural Modelling				
Module 3	Lighting, Texturing and Rendering	Assignment 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 Employability through Experiential Learning 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 Skill Development through Experiential Learning 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	Illustrations	20 Classes		

		Demonstration and Participative learning. Documentation	Observation & comparison Visual Journal	
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 Skill Development through Experiential Learning 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.					

<table>
<tr><td colspan="5">Course Content:
Introduction to programming
Sustainable Design Practice
Introduction to OOPS concepts and Game Programming</td></tr>
<tr><td>Module 1</td><td>Introduction to programming</td><td>Assignment
Demonstration and Participative learning.
Documentation</td><td>Illustrations
Observation & comparison
Visual Journal</td><td>20 Hours</td></tr>
<tr><td colspan="5">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</td></tr>
<tr><td>Module 2</td><td>Beyond the Basics</td><td>Assignment
Documentation</td><td>Info-graphics development
Visual Journal
Development of Samples for each</td><td>25 Hours</td></tr>
<tr><td colspan="5">Collections (List, Dictionary, HashSet, etc.)
Delegates and Events
Exception Handling
File I/O
LINQ (Language Integrated Query)
Generics
Reflection</td></tr>
</table>

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
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	18th AC meeting held on 03/08/2022

the Academic Council	

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	Examples/ Demo/Assignments	24 Sessions		

		Demonstration and Participative learning. Documentation		
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
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	Examples/ Demo/Assignments	24 Session		

		Demonstration and Participative learning. Documentation		
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 Proportions in Digital Sculpting	Assignment Documentation	Examples/ Demo/Assignments	24 Session
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

<table>
<tr><td>Course Code:
DES3025</td><td colspan="3">Course Title: 3D Game Design
Type of Course: Program Core, Integrated</td><td>L-T-P-C</td><td>1</td><td>0</td><td>4</td><td>3</td></tr>
<tr><td>Version No.</td><td colspan="8">1.0</td></tr>
<tr><td>Course Pre-requisites</td><td colspan="8">NA</td></tr>
<tr><td>Anti-requisites</td><td colspan="8">NA</td></tr>
<tr><td>Course Description</td><td colspan="8">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.</td></tr>
<tr><td>Course Objective</td><td colspan="8">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.</td></tr>
<tr><td>Course Out Comes</td><td colspan="8">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.</td></tr>
<tr><td>Course Content:</td><td colspan="8">Fundamentals of 3D Design, Game Mechanics Integration, Advanced 3D Game Development</td></tr>
<tr><td>Module 1</td><td>Fundamentals of 3D Design</td><td>Demonstration
Case Study
Documentation</td><td colspan="4">Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice</td><td>10 Classes</td></tr>
<tr><td colspan="9">Topics:
Introduction to 3D Game Design
Unreal Engine Interface
Integrating 3D Models to Engine
Integrating Animation
Introduction to Blueprint</td></tr>
<tr><td>Module 2</td><td>Game Mechanics Integration</td><td>Demonstration
Case Study
Documentation</td><td colspan="4">Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice</td><td>20 Classes</td></tr>
<tr><td colspan="9">Topics:
Game Mechanics</td></tr>
</table>

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 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 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.					

<table>
<tr><td>Course Out Comes</td><td colspan="4">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.</td></tr>
<tr><td>Course Content:</td><td colspan="4">Fundamentals of Combat Design, Enemy Design and Encounter Balancing, Integrating Combat Systems</td></tr>
<tr><td>Module 1</td><td>Fundamentals of Combat Design</td><td>Demonstration
Case Study
Documentation</td><td>Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice</td><td>10 Classes</td></tr>
<tr><td colspan="5">Topics:
Introduction to Combat Design
Core Mechanics of Combat Systems
Player Controls and Feedback
Designing Melee Combat
Designing Ranged Combat</td></tr>
<tr><td>Module 2</td><td>Enemy Design and Encounter Balancing</td><td>Demonstration
Case Study
Documentation</td><td>Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice</td><td>20 Classes</td></tr>
<tr><td colspan="5">Topics:
Advanced Combat Mechanics
Balancing Combat Systems
Enemy Classes
Synergy between Enemy Classes
AI Behavior in Combat
Creating Engaging Enemy Types</td></tr>
<tr><td>Module 3</td><td>Integrating Combat Systems</td><td>Demonstration
Case Study
Documentation</td><td>Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice</td><td>15 Classes</td></tr>
<tr><td colspan="5">Topics:
Integrating Combat Systems into Game Narratives
Environmental Design for Combat Scenarios</td></tr>
</table>

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 Skill Development through Experiential Learning 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 Skill Development through Experiential Learning Techniques. 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					

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 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
Date of Approval by the Academic Council	23rd AC meeting held on 27/03/2024

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 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 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