PRESIDENCY SCHOOL OF DESIGN

PROGRAM: BACHELOR OF DESIGN
Based on Choice Based Credit System (CBCS) and Outcome Based Education (OBE)

Regulation Number: PU/AC 26.26/SOD10/B.DES/2025-29

Resolution No 26.26 of the 26th Meeting of the Academic Council held on 25th July 2025, and ratified by the Board of Management in its 27th Meeting held on 28th July, 2025.

July-2025

Table of Contents

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, Interdisciplinary 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 2025-2029.
   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 2025-2029 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 **2025-2026**.

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.Des. Degree Program;

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

y. "Specialization In charge" 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, 2025-2029;

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 2025-2029 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 2025-2029 offered by the Presidency School of Design (PSOD) with the following Specialization:

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 Specializations, 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 favor 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 - Focus on Holistic Design Practice & Societal Relevance: Graduates will excel as ethical and human-centered design practitioners across diverse specializations (Fashion, Space, Product, Communication, and Game Design), creating inclusive and sustainable solutions that address societal challenges.

PEO 2 - Emphasis upon Research, Innovation in the Global Context: Graduates will engage in rigorous, culturally informed design research and innovation, contributing to the development of evidence-based solutions relevant to socio-cultural landscape and aligned with global standards.

PEO 3 - Highlight Leadership, Entrepreneurship, and Lifelong Learning: Graduates will evolve as adaptable leaders, demonstrating entrepreneurial thinking and a commitment to lifelong learning, enabling them to initiate impactful design ventures and contribute to interdisciplinary collaborations.

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 01 - To develop the ability to apply human-centered design principles, integrating empathy, user research, and cultural contexts to create inclusive solutions addressing societal challenges.

PO 02 - To equip graduates with the skills to conduct rigorous design research using qualitative and quantitative methods, leveraging Global socio-cultural diversity to drive innovative, evidence-based design solutions

PO 03 - To enable graduates to design sustainable products, systems, or services that address societal challenges and needs.

PO 04 - To inculcate the ability to lead interdisciplinary teams, integrating traditional Indian crafts with modern technology to collaboratively address societal challenges.

PO 05 - To cultivate the ability to champion ethical, inclusive design practices and apply entrepreneurial thinking to develop scalable solutions.

PO 06 - To develop proficiency in engaging stakeholders through strategic presentation of design solutions.

PO 07 - To enable graduates to master emerging design technologies, and demonstrate adaptive leadership through lifelong.

8.2 Program Specific Outcomes (PSOs):

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

PSO 1 - Focus on Sustainable and Ethical Material Innovation: Graduates will be able to critically analyze and responsibly select raw materials and processes, prioritizing sustainability, ethical sourcing, and

their impact on social and environmental well-being for design innovation and development.

PSO 2 -   **Emphasize User-Centric Ideation and Scalable Solutions:** Graduates will demonstrate advanced skills in user-centered ideation, conceptualization, and the production of innovative and scalable design solutions for manufacturing organizations, design houses, and entrepreneurial ventures.

PSO 3 -   **Highlight Creative Problem-Solving for Societal Needs:** Graduates will apply their creative and critical thinking skills to develop sustainable, inclusive, and culturally relevant products, systems, and processes that effectively address identified societal needs and challenges, aligning with human-centered design principles and global sustainability goals

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, 2025-2029, 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 **Error! Reference source not found., **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   **Mandatory Non-Credit Course Completion Requirements:** All mandatory non-credit courses shall be satisfactorily completed by the student as part of the degree requirements. These courses will be evaluated and awarded letter grades based on the following criteria:

- **S (Satisfactorily Completed):** Awarded when the student successfully completes all prescribed course requirements.

- **NC (Not Completed):** Awarded when the student fails to meet the prescribed course requirements.

A student receiving an **NC** grade must reappear for and complete the course in accordance with the guidelines prescribed by the University.

In the case of non-taught and non-credited mandatory courses—where students are advised to undertake learning through MOOC platforms—there shall be a clearly defined **Course Catalogue** and a corresponding **Course Plan**. The Course Plan shall outline the assessment components, which will form the basis for evaluation.

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

The B.Des Program Structure (2025-2029) totaling 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.

Sl. No.		TYPE OF COURSES	Credits	Credits Basket wise
		Table 3: B.Des 2025-2029: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets		
1	Common Basket	Humanities, Social Sciences & Management Sciences Courses (HSMC)	20	80
2		Foundation Studies (FS)	30	
3		Professional Practice (PP)	20	
4		Open Elective (OE)	9	
5		Personal and Professional Skills (PPS)	1	
6		Mandatory Courses (MAC)	0	
7	Specialisation Basket	Core Course (CC)	62	80
8		Track	18	
The mandatory minimum credits required for the award of the B.Des Degree is 160 Credits			**160**	**160**

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.

   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)					
B.Des					
Course Code	**Course Name**	**L**	**T**	**P**	**C**	Contact Hour
ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	3
DES1148	Design Career Orientation	2	0	2	3	4
FIN1037	Costing and Pricing for Designers	3	0	0	3	3
DES2171	Circular Design	2	0	2	3	4
ENG2021	Design Ideation and Storytelling	1	0	2	2	3
DES1186	Consumer Psychology	1	0	2	2	3
DES1187	Data Interpretation and Analysis	1	0	2	2	3
DES1155	Business of Design	2	0	2	3	4
Total No. of Credits					**20**	

Table 3.2 : List of Foundation Studies Courses (FS)					
B.Des					
Course Code	**Course Name**	**L**	**T**	**P**	**C**	Contact Hour
DES2169	Drawing and Visual Representation	2	0	4	4	6
DES1147	Design Psychology	2	0	2	3	4
DES2170	Material Exploration	2	0	4	4	6
DES1007	Elements and Principles Of Design	2	0	4	4	6
DES2172	Material Media Appreciation	2	0	4	4	6
DES2173	Design Drawing Skills	2	0	4	4	6
DES2174	Design History and Appreciation	2	0	4	4	6
DES1149	Intellectual Property Rights for Designers	2	0	2	3	4
Total No. of Credits					**30**	

Table 3.3 : List of Professional Practice Courses (PP)					
B.Des					
Course Code	**Course Name**	**L**	**T**	**P**	**C**	Contact Hour
DES7502	Professional Design Practice - I	0	0	0	8	0
DES7503	Professional Design Practice - II	0	0	0	12	0
Total No. of Credits					**20**	

Course Code	Course Name	L	T	P	C	Contact Hour
Table 3.4 : List of Open Electives Courses (OE)						
B.Des						
DES2169	Drawing and Visual Representation	2	0	4	4	6
DES1147	Design Psychology	2	0	2	3	4
DES2170	Material Exploration	2	0	4	4	6
DES1007	Elements and Principles Of Design	2	0	4	4	6
DES2172	Material Media Appreciation	2	0	4	4	6
DES2173	Design Drawing Skills	2	0	4	4	6
DES2174	Design History and Appreciation	2	0	4	4	6
DES1149	Intellectual Property Rights for Designers	2	0	2	3	4
Total No. of Credits					**30**	

Course Code	Course Name	L	T	P	C	Contact Hour
Table 3.5 : List of Personal and Professional Skills Courses (PPS)						
B.Des						
PPS3018	Preparedness for Interview	0	0	2	1	2
Total No. of Credits					**1**	

Course Code	Course Name	L	T	P	C	Contact Hour
Table 3.6: List of Mandatory Courses (MAC)						
B.Des						
CIV7601	Universal Human Values	0	0	0	0	0
LAW7601	Indian Constitution	0	0	0	0	0
CHE7601	Environmental Studies	0	0	0	0	0
Total No. of Credits					**0**	

Course Code	Course Name	L	T	P	C	Contact Hour
Table 3.7: List of Core Course (CC)						
B.Des- Fashion Design						
DES1151	Clothing Construction Essentials	2	0	4	4	6
DES2007	Elements of Fashion Illustration	1	0	4	3	5
DES2176	Introduction to Needlecraft	1	0	2	2	3
DES1023	Analysis of Textile Materials	2	0	4	4	6
DES1035	Textile Design Development	1	0	4	3	5
DES1152	Global History of Clothing	2	0	2	3	4
DES2177	Construction of Women's Wear	1	0	4	3	5

DES2112	Clothing Culture and Communication	1	0	4	3	5
DES2178	Fabric Analysis and Testing	2	0	4	4	6
DES1043	Garment surface Ornamentation	1	0	4	3	5
DES2013	Production Planning and Control	3	0	0	3	3
DES2179	Construction of Men's Wear	1	0	4	3	5
DES2180	Textile Wet Processing	2	0	4	4	6
DES2181	Indology In Fashion	2	0	2	3	4
DES1143	Study on Craft Cluster	0	0	0	3	0
DES3044	Forms and Draping	2	0	4	4	6
DES3045	Apparel Testing and Quality Management	3	0	0	3	3
DES3046	Fashion Accessories	1	0	2	2	3
DES2183	Fashion Forecasting	2	0	0	2	2
DES2184	Import and Export Documentation	2	0	2	3	4
Total No. of Credits					**62**	
B.Des- Communication Design						
DES1143	Study on Craft Cluster	0	0	0	3	0
DES2191	Visual Design	1	0	4	3	5
DES1157	Communication Principles	1	0	2	2	3
DES2192	Photography Foundations	1	0	4	3	5
DES1158	2D Animation Studies	1	0	2	2	3
DES1159	Typography Essentials	1	0	4	3	5
DES1160	Narrative Craft	1	0	2	2	3
DES1161	Advertising Design	1	0	2	2	3
DES1162	Branding Fundamentals	1	0	2	2	3
DES1163	Indian Heritage Art forms	1	0	2	2	3
DES2193	Design Research	0	0	0	3	0
DES1164	AI for Designers	1	0	4	3	5
DES2194	Information Design	1	0	4	3	5
DES2195	Print Design	1	0	4	3	5
DES2196	Visual Ergonomics	1	0	2	2	3
DES2197	Brand Identity Design	1	0	4	3	5
DES7501	Design Project	0	0	0	4	0
DES2198	System Design Foundation	1	0	4	3	5
DES2199	Filmmaking Craft	1	0	4	3	5
DES1166	Design Management	1	0	4	3	5
DES2200	Digital Communication	1	0	4	3	5
DES1167	Design Entrepreneurship	1	0	2	2	3
DES3044	Portfolio Development	0	0	0	3	0
Total No. of Credits					**62**	
B.Des- Game Design						
DES1171	Fundamentals of Game Design	1	0	4	3	5

DES1172	Fundamentals of Visual Art for Games	1	0	4	3	5
DES2207	Basic Game Programming	1	0	6	4	7
DES1173	Game UI/UX	1	0	4	3	5
DES1174	Introduction to Game Production & Pipeline	1	0	4	3	5
DES2208	Game Mechanics & Systems	1	0	4	3	5
DES2062	2D Game Design	1	0	4	3	5
DES2209	VR/AR Design (Art/Design Applications)	1	0	6	4	7
DES2210	Advanced Game Programming	1	0	6	4	7
DES2053	Storytelling and Storyboarding	1	0	4	3	5
DES2211	3D Modelling & Texturing Fundamentals	1	0	6	4	7
DES2212	3D Game Engine Fundamentals	1	0	4	3	5
DES1175	Sound Design for Games	0	0	4	2	4
DES1176	Game Animation Principles	1	0	6	4	7
DES2213	Game Level Design	1	0	6	4	7
DES2214	UI/UX & Player Psychology	1	0	4	3	5
DES2215	Serious Games and Gamification	1	0	4	3	5
DES3044	Portfolio Development	0	0	0	3	0
DES2216	Playtesting and Game Balancing	1	0	4	3	5
Total No. of Credits					**62**	
B.Des- Product Design						
DES2217	Global Design	1	0	2	2	3
DES1177	Sketching and Drawing	1	0	4	3	5
DES2218	Product Ergonomics and Anthropometry	1	0	2	2	3
DES2219	Form Exploration	1	0	2	2	3
DES2220	Digital Illustration	2	0	2	3	4
DES2084	Product Rendering Techniques	1	0	4	3	5
DES2168	Product Mechanism	2	0	4	4	6
DES2221	Manufacturing Processes	2	0	0	2	2
DES2222	3D Modeling	1	0	2	2	3
DES2223	Product Photography	1	0	4	3	5
DES2107	Furniture Design	1	0	2	2	3
DES2224	Design Research Methodology	1	0	2	2	3
DES2225	Biomimetic Design	2	0	2	3	4
DES3056	Product Packaging and Branding	1	0	4	3	5
DES2163	Creative Modeling and Prototyping Processes	2	0	2	3	4
DES3064	Tangible Interaction Design	2	0	2	3	4
DES2226	Service Design	2	0	0	2	2
DES3057	Product Design Portfolio Project	2	0	4	4	6
DES2227	Product Life Cycle Management	1	0	2	2	3
DES2228	AI Applications in Design	2	0	2	3	4
DES2229	UI / UX for Product Designers	2	0	2	3	4
DES3058	Lifestyle Products Innovation	1	0	2	2	3

DES3059	Design for Special Needs	2	0	4	4	6
	Total No. of Credits				**62**	
B.Des- Space Design						
DES1133	Interior Design Fundamentals	1	0	4	3	5
DES2101	Basic CAD for Interiors	2	0	2	3	4
DES2102	Introduction to Technical Drawing	1	0	4	3	5
DES2099	History of Interior Design	3	0	0	3	3
DES2234	Spatial and Visual Design	2	0	4	4	6
DES1046	Basic Material Technology	3	0	0	3	3
DES2023	Building Construction and Detailing	1	0	4	3	5
DES3062	Model Making	2	0	2	3	4
DES2098	Illustration Techniques for Interiors	2	0	2	3	4
DES3041	Interior Design Studio - Corporate Interiors	1	0	6	4	7
DES1143	Study on craft cluster	0	0	0	3	0
DES1049	Working Drawing	1	0	4	3	5
DES2235	Acoustical and Illumination Design	1	0	4	3	5
DES2017	Contextual Design Studio	2	0	4	4	6
DES3042	Interior Design Studio – Health Facilities	1	0	6	4	7
DES2118	Estimation & Specifications	3	0	0	3	3
DES1059	Modular Furniture Design	1	0	6	4	7
DES3062	Dissertation Writing and Pre Thesis	0	0	0	6	0
	Total No. of Credits				**62**	

Table 3.8 : List of Track Courses (OE)						
Fashion Design						
DESXXXX/ DESXXXX	Couture Track / Retail Track	0	0	0	4	0
DESXXXX/ DESXXXX	Couture Track / Retail Track	1	0	4	3	5
DESXXXX/ DESXXXX	Couture Track / Retail Track	1	0	4	3	5
DESXXXX/ DESXXXX	Couture Track / Retail Track	1	0	2	2	3
DESXXXX/ DESXXXX	Couture Track / Retail Track	1	0	2	2	3
DESXXXX/ DESXXXX	Couture Track / Retail Track	0	0	8	4	8
	Total No. of Credits				**18**	
Communication Design						
DESXXXX/ DESXXXX /DESXXXX	Publications and Print System Track / Interactive Systems Track / Animated Systems Track	1	0	2	2	3
DESXXXX/ DESXXXX /DESXXXX	Publications and Print System Track / Interactive Systems Track / Animated Systems Track	1	0	6	4	7
DESXXXX/ DESXXXX /DESXXXX	Publications and Print System Track / Interactive Systems Track / Animated Systems Track	1	0	4	3	5
DESXXXX/ DESXXXX /DESXXXX	Publications and Print System Track / Interactive Systems Track / Animated Systems Track	1	0	4	3	5

DESXXXX/ DESXXXX /DESXXXX	Publications and Print System Track / Interactive Systems Track / Animated Systems Track	1	0	4	3	5
DESXXXX/ DESXXXX /DESXXXX	Publications and Print System Track / Interactive Systems Track / Animated Systems Track	0	0	0	3	0
Total No. of Credits					**18**	
Game Design						
DESXXXX/ DESXXXX	Game Design Track / Game Art Track	1	0	4	3	5
DESXXXX/ DESXXXX	Game Design Track / Game Art Track	1	0	4	3	5
DESXXXX/ DESXXXX	Game Design Track / Game Art Track	1	0	4	3	5
DESXXXX/ DESXXXX	Game Design Track / Game Art Track	1	0	4	3	5
DESXXXX/ DESXXXX	Game Design Track / Game Art Track	1	0	4	3	5
DESXXXX/ DESXXXX	Game Design Track / Game Art Track	1	0	4	3	5
Total No. of Credits					**18**	
Product Design						
DESXXXX/ DESXXXX	Sustainable Technology Products Track / Target Specific Product Track	1	0	4	3	5
DESXXXX/ DESXXXX	Sustainable Technology Products Track / Target Specific Product Track	2	0	4	4	6
DESXXXX/ DESXXXX	Sustainable Technology Products Track / Target Specific Product Track	1	0	4	3	5
DESXXXX/ DESXXXX	Sustainable Technology Products Track / Target Specific Product Track	1	0	2	2	3
DESXXXX/ DESXXXX	Sustainable Technology Products Track / Target Specific Product Track	2	0	2	3	4
DESXXXX/ DESXXXX	Sustainable Technology Products Track / Target Specific Product Track	2	0	2	3	4
Total No. of Credits					**18**	
Space Design						
DESXXXX/ DESXXXX	Corporate Interior Design Track / Hospitality interior Design Track	1	0	6	4	7
DESXXXX/ DESXXXX	Corporate Interior Design Track / Hospitality interior Design Track	1	0	4	3	5
DESXXXX/ DESXXXX	Corporate Interior Design Track / Hospitality interior Design Track	1	0	2	2	3
DESXXXX/ DESXXXX	Corporate Interior Design Track / Hospitality interior Design Track	1	0	4	3	5
DESXXXX/ DESXXXX	Corporate Interior Design Track / Hospitality interior Design Track	1	0	4	3	5
DESXXXX/ DESXXXX	Corporate Interior Design Track / Hospitality interior Design Track	1	0	4	3	5
Total No. of Credits					**18**	

18. Practical / Skill based Courses – Internships / Thesis / Dissertation / Capstone Project Work / Portfolio

/ Mini project / Tracks

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 Design Practice –I

Professional Design 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 Specialization in an Industry/ Company, or a University, School or Industry endorsed project (in reference to the Clause 18.3 below) for the duration as mentioned above.

Professional Design Practice – II

Professional Design 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 Specialization in an Industry/ Company, or a University, School or Industry endorsed project (in reference to the Clause 18.3 below) for the duration as mentioned above.

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/portfolio 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 /

	Table 3.8 : List of Track Courses (OE)						
Fashion Design							
	Track 1 : Couture Track						
DES1155	Fiber Fabric Compendium	0	0	0	4	0
DES2272	Luxury Accessories	1	0	4	3	5
DES2274	Styling and Fashion Photography	1	0	4	3	5
DES2248	Customer Consultation	1	0	2	2	3
DES2182	Rendering and AI for Couture	1	0	2	2	3
DES3048	Couture Artistry and Techniques	0	0	8	4	8
	Track 2 : Retail Track						
DES1154	High Fashion Directory	0	0	0	4	0
DES2273	Retail Experience and Services	1	0	4	3	5
DES2275	Merchandising and Marketing	1	0	4	3	5
DES2249	Prompt Engineering	1	0	2	2	3
DES2276	Rendering and AI in Retail	1	0	2	2	3
DES3047	Luxury Brand Management	0	0	8	4	8
Communication Design							
	Track 1 : Publication and Print Systems						
DES1189	Print Content Design	1	0	2	2	3
DES2250	Editorial Design and Layout Systems	1	0	6	4	7
DES3063	Word and Image Creation	1	0	4	3	5
DES2253	Experimental Print Media	1	0	4	3	5
DES3023	Packaging Design	1	0	4	3	5
DES3065	Publication and Print Portfolio Development	0	0	0	3	0
	Track 2 : Interactive Systems						
DES1190	Interaction Fundamentals	1	0	2	2	3
DES2251	UX Design	1	0	6	4	7
DES3064	Tangible Interaction Design	1	0	4	3	5
DES2254	UI Design	1	0	4	3	5
DES2256	Coding for Designers	1	0	4	3	5
DES3066	Interactive System Portfolio Development	0	0	0	3	0
	Track 3 : Animated Systems						
DES1191	Conceptual Motion Design	1	0	2	2	3
DES2252	3D Animation	1	0	6	4	7
DES1070	Motion Graphics	1	0	4	3	5
DES2255	Sound Design for Animation	1	0	4	3	5
DES2257	Typography in Motion	1	0	4	3	5
DES3067	Animated System Portfolio Development	0	0	0	3	0
Game Design							
	Track 1 : Game Design						
DES3068	Advanced 3D Character Modelling	1	0	4	3	5
DES2258	Creature Design	1	0	4	3	5
DES3070	Game Sculpting	1	0	4	3	5
DES3072	Motion Graphics for Games	1	0	4	3	5

DES3074	FX and Particle Effects	1	0	4	3	5
DES3076	Game Cinematics	1	0	4	3	5
Track 2: Game Art						
DES3069	Casual and Hyper-Casual Game Design	1	0	4	3	5
DES2059	System and Economy Design	1	0	4	3	5
DES3071	Narrative Design and Interactive Fiction	1	0	4	3	5
DES3073	Alternate Controller Game Design	1	0	4	3	5
DES3075	Puzzle and Strategy Game Design	1	0	4	3	5
DES3077	Mobile Game Design	1	0	4	3	5
Product Design						
Track 1 -Sustainable Technology Products						
DES1075	Material, Tools & Techniques/	1	0	4	3	5
DES2259	Design & Lateral Thinking	2	0	4	4	6
DES1179	Elements of Product Design	1	0	4	3	5
DES2261	Sustainable Materials and Eco Design	1	0	2	2	3
DES2262	Entrepreneurship and Design Management	2	0	2	3	4
DES3078	Bespoke Design	2	0	2	3	4
Track 2 - Target Specific Products						
DES1192	Elements of Service Design	1	0	4	3	5
DES2260	Critical Thinking	2	0	4	4	6
DES1182	Design in Services	1	0	4	3	5
DES2105	Human-centered Product Design	1	0	2	2	3
DES2263	Inclusive Design	2	0	2	3	4
DES3079	Healthcare Design	2	0	2	3	4
Space Design						
Track 1 - Corporate Interior Design						
DES2130	Interior Design Studio - Commercial	1	0	6	4	7
DES2265	Building Services Corporate	1	0	4	3	5
DES2267	Project Management Skills Corporate	1	0	2	2	3
DES2269	Eco Friendly Interior Design Corporate	1	0	4	3	5
DES2271	Biophilic Design Corporate	1	0	4	3	5
DES1184	Furniture and Furnishing Corporate	1	0	4	3	5
Track 2 -Hospitality Interior Design						
DES2264	Interior Design Studio - Hospitality	1	0	6	4	7
DES2266	Building Services Hospitality	1	0	4	3	5
DES2268	Project Management Skills Hospitality	1	0	2	2	3
DES2270	Eco Friendly Interior Design Hospitality	1	0	4	3	5
DES2244	Biophilic Design Hospitality	1	0	4	3	5
DES1185	Furniture and Furnishing Hospitality	1	0	4	3	5

18.3.6   research institution shall adhere to all the rules and guidelines prescribed in the Capstone

Project Policy of the University.

18.3.7 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.

18.4 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:

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

18.4.2 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.

19. List of Track Electives specialization wise:

20. 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
		Chemistry Basket				
1	CHE1003	Fundamentals of Sensors	3	0	0	3
2	CHE1004	Smart materials for IOT	3	0	0	3
3	CHE1005	Computational Chemistry	2	0	0	2
4	CHE1006	Introduction to Nano technology	3	0	0	3
5	CHE1007	Biodegradable electronics	2	0	0	2
6	CHE1008	Energy and Sustainability	2	0	0	2
7	CHE1009	3D printing with Polymers	2	0	0	2
8	CHE1010	Bioinformatics and Healthcare IT	2	0	0	2
9	CHE1011	Chemical and Petrochemical catalysts	3	0	0	3
10	CHE1012	Introduction to Composite materials	2	0	0	2
11	CHE1013	Chemistry for Engineers	3	0	0	3
12	CHE1014	Surface and Coatings technology	3	0	0	3
13	CHE1015	Waste to Fuels	2	0	0	2
14	CHE1016	Forensic Science	3	0	0	3

		Civil Engineering Basket				
1	CIV1001	Disaster mitigation and management	3	0	0	3
2	CIV1002	Environment Science and Disaster Management	3	0	0	3
3	CIV2001	Sustainability Concepts in Engineering	3	0	0	3
4	CIV2002	Occupational Health and Safety	3	0	0	3
5	CIV2003	Sustainable Materials and Green Buildings	3	0	0	3
6	CIV2004	Integrated Project Management	3	0	0	3
7	CIV2005	Environmental Impact Assessment	3	0	0	3
8	CIV2006	Infrastructure Systems for Smart Cities	3	0	0	3
9	CIV2044	Geospatial Applications for Engineers	2	0	2	3
10	CIV2045	Environmental Meteorology	3	0	0	3
11	CIV3046	Project Problem Based Learning	3	0	0	3
12	CIV3059	Sustainability for Professional Practice	3	0	0	3
		Commerce Basket				
1	COM2001	Introduction to Human Resource Management	2	0	0	2
2	COM2002	Finance for Non Finance	2	0	0	2
3	COM2003	Contemporary Management	2	0	0	2
4	COM2004	Introduction to Banking	2	0	0	2
5	COM2005	Introduction to Insurance	2	0	0	2
6	COM2006	Fundamentals of Management	2	0	0	2
7	COM2007	Basics of Accounting	3	0	0	3
9	BBA1026	Social Media Marketing	3	0	0	3
		Computer Science Basket				
1	CSE2002	Programming in Java	2	0	2	3
2	CSE2003	Social Network Analytics	3	0	0	3

			L	T	P	C
3	CSE2004	Python Application Programming	2	0	2	3
4	CSE2005	Web design fundamentals	2	0	2	3
5	CSE3111	Artificial Intelligence : Search Methods For Problem Solving	3	0	0	3
6	CSE3112	Privacy And Security In Online Social Media	3	0	0	3
7	CSE3113	Computational Complexity	3	0	0	3
8	CSE3114	Deep Learning for Computer Vision	3	0	0	3
9	CSE3115	Learning Analytics Tools	3	0	0	3
Design Basket (not to be offered to B.Des Students)						
1	DES2164	Comic Design	2	0	2	3
2	DES2165	AI Powered Designing Thinking	2	0	2	3
3	DES2166	Digital Branding and Advertising	2	0	2	3
4	DES2167	Documentary Film Making	2	0	2	3
5	DES1135	Design Ethics and Sustainability	3	0	0	3
6	DES2001	Design Thinking	3	0	0	3
7	DES2080	Art of Design Language	3	0	0	3
8	DES2081	Brand Building in Design	3	0	0	3
9	DES2085	Web Design Techniques	3	0	0	3
10	DES2090	Creative Thinking for Professionals	3	0	0	3
11	DES2091	Idea Formulation	3	0	0	3
12	DES2124	Shaping Thematic Environments	3	0	0	3
13	DES2125	Adaptive Reuse & Recycle	3	0	0	3
14	DES2138	Service Design	3	0	0	3
15	DES2139	AI for Design Innovation	3	0	0	3
16	DES2140	Project Management Essentials for Designers	3	0	0	3
17	DES2141	Digital Marketing Strategies for Designers	3	0	0	3
18	DES2142	3D & UI Design Tools (Blender/Figma)	3	0	0	3
19	DES2143	Design Communication Essentials	3	0	0	3
20	DES2144	Material Sourcing for Designers	3	0	0	3
21	DES2145	Designing for Healthcare	3	0	0	3
22	DES2146	Designing for XR (AR/VR)	3	0	0	3

23	DES2148	Design Forecasting	3	0	0	3
24	DES2149	Design Journalism	3	0	0	3
25	DES2152	Fashion Product Development	3	0	0	3
26	DES2159	Intellectual Property Rights	3	0	0	3
Electrical and Electronics Basket						
1	EEE1002	IoT based Smart Building Technology	3	0	0	3
2	EEE1003	Basic Circuit Analysis	3	0	0	3
3	EEE1004	Fundamentals of Industrial Automation	3	0	0	3
4	EEE1005	Electric Vehicles & Battery Technology	3	0	0	3
5	EEE1006	Smart Sensors for Engineering Applications	3	0	0	3
Electronics and Communication Basket						
1	ECE1003	Fundamentals of Electronics	3	0	0	3
2	ECE1004	Microprocessor based systems	3	0	0	3
3	ECE3089	Artificial Neural Networks	3	0	0	3
4	ECE3097	Smart Electronics in Agriculture	3	0	0	3
5	ECE3098	Environment Monitoring Systems	3	0	0	3
6	ECE3102	Consumer Electronics	3	0	0	3
7	ECE3103	Product Design of Electronic Equipment	3	0	0	3
8	ECE3106	Introduction to Data Analytics	3	0	0	3
9	ECE3107	Machine Vision for Robotics	3	0	0	3
English Basket						
1	ENG1008	Indian Literature	2	0	0	2
2	ENG1009	Reading Advertisement	3	0	0	3
3	ENG1010	Verbal Aptitude for Placement	2	0	2	3
4	ENG1011	English for Career Development	3	0	0	3
5	ENG1012	Gender and Society in India	2	0	0	2
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
	ENG2021	Design Ideation and Storytelling				
DSA Basket						
1	DSA2001	Spirituality for Health	2	0	0	2
2	DSA2002	Yoga for Health	2	0	0	2
3	DSA2003	Stress Management and Well Being	2	0	0	2
Kannada Basket						
1	KAN1001	Kali Kannada	1	0	0	1
2	KAN1003	Kannada Kaipidi	3	0	0	3
3	KAN2001	Thili Kannada	1	0	0	1
4	KAN2003	Pradharshana Kale	1	0	2	2
5	KAN2004	Sahithya Vimarshe	2	0	0	2
6	KAN2005	Anuvadha Kala Sahithya	3	0	0	3
7	KAN2006	Vichara Manthana	3	0	0	3
8	KAN2007	Katha Sahithya Sampada	3	0	0	3
9	KAN2008	Ranga Pradarshana Kala	3	0	0	3
Foreign Language Basket						
1	FRL1004	Introduction of French Language	2	0	0	2
2	FRL1005	Fundamentals of French	2	0	0	2
3	FRL1009	Mandarin Chinese for Beginners	3	0	0	3
Law Basket						
1	LAW1001	Introduction to Sociology	2	0	0	0
2	LAW2001	Indian Heritage and Culture	2	0	0	0
3	LAW2002	Introdcution to Law of Succession	2	0	0	0
4	LAW2003	Introduction to Company Law	2	0	0	0
5	LAW2004	Introduction to Contracts	2	0	0	2
6	LAW2005	Introduction to Copy Rights Law	2	0	0	2
7	LAW2006	Introduction to Criminal Law	2	0	0	2
8	LAW2007	Introduction to Insurance Law	2	0	0	2

9	LAW2008	Introduction to Labour Law	2	0	0	2
10	LAW2009	Introduction to Law of Marriages	2	0	0	2
11	LAW2010	Introduction to Patent Law	2	0	0	2
12	LAW2011	Introduction to Personal Income Tax	2	0	0	2
13	LAW2012	Introduction to Real Estate Law	2	0	0	2
14	LAW2013	Introduction to Trademark Law	2	0	0	2
15	LAW2014	Introduction to Competition Law	3	0	0	3
16	LAW2015	Cyber Law	3	0	0	3
17	LAW2016	Law on Sexual Harassment	2	0	0	2
18	LAW2017	Media Laws and Ethics	2	0	0	2
Mathematics Basket						
1	MAT2008	Mathematical Reasoning	3	0	0	3
2	MAT2014	Advanced Business Mathematics	3	0	0	3
3	MAT2041	Functions of Complex Variables	3	0	0	3
4	MAT2042	Probability and Random Processes	3	0	0	3
5	MAT2043	Elements of Number Theory	3	0	0	3
6	MAT2044	Mathematical Modelling and Applications	3	0	0	3
Mechanical Basket (not to be offered for Mechanical Department students)						
1	MEC1001	Fundamentals of Automobile Engineering	3	0	0	3
2	MEC1002	Introduction to Matlab and Simulink	3	0	0	3
3	MEC1003	Engineering Drawing	1	0	4	3
4	MEC2001	Renewable Energy Systems	3	0	0	3
5	MEC2002	Operations Research & Management	3	0	0	3
6	MEC2003	Supply Chain Management	3	0	0	3
7	MEC2004	Six Sigma for Professionals	3	0	0	3
8	MEC2005	Fundamentals of Aerospace Engineering	3	0	0	3

9	MEC2006	Safety Engineering	3	0	0	3
10	MEC2007	Additive Manufacturing	3	0	0	3
11	MEC3069	Engineering Optimisation	3	0	0	3
12	MEC3070	Electronics Waste Management	3	0	0	3
13	MEC3071	Hybrid Electric Vehicle Design	3	0	0	3
14	MEC3072	Thermal Management of Electronic Appliances	3	0	0	3
15	MEC3200	Sustainable Technologies and Practices	3	0	0	3
16	MEC3201	Industry 4.0	3	0	0	3
		Petroleum Basket				
1	PET1011	Energy Industry Dynamics	3	0	0	3
2	PET1012	Energy Sustainability Practices	3	0	0	3
1	PHY1003	Mechanics and Physics of Materials	3	0	0	3
2	PHY1004	Astronomy	3	0	0	3
3	PHY1005	Game Physics	2	0	2	3
4	PHY1006	Statistical Mechanics	2	0	0	2
5	PHY1007	Physics of Nanomaterials	3	0	0	3
6	PHY1008	Adventures in nanoworld	2	0	0	2
7	PHY2001	Medical Physics	2	0	0	2
8	PHY2002	Sensor Physics	1	0	2	2
9	PHY2003	Computational Physics	1	0	2	2
10	PHY2004	Laser Physics	3	0	0	3
11	PHY2005	Science and Technology of Energy	3	0	0	3
12	PHY2009	Essentials of Physics	2	0	0	2
1	MGT2007	Digital Entrepreneurship	3	0	0	3
2	MGT2015	Engineering Economics	3	0	0	3
3	MGT2023	People Management	3	0	0	3
		Management Basket- II				
1	MGT1001	Introduction to Psychology	3	0	0	3
2	MGT1002	Business Intelligence	3	0	0	3
3	MGT1003	NGO Management	3	0	0	3

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

21. 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

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

22.1. Regulations Governing Specialized Tracks in the Bachelor of Design Program

The Bachelor of Design program at Presidency School of Design is designed to provide advanced, industry-aligned training through a track-based system in the later semesters. Each of the three specialized tracks,

Integrating business and academic perspectives, comprises 18 credits of coursework. To ensure academic excellence, resource efficiency, and programmatic sustainability, the following regulations govern the offering, enrollment, and administration of these tracks.

22.1.1 Minimum Enrollment Requirement

To support a dynamic and collaborative learning environment, each track requires a minimum enrollment of ten (10) students to be offered in any given semester for a particular discipline. This threshold is established based on the following principles:

- Academic Engagement: A cohort of at least ten students ensures diverse perspectives, robust peer critiques, and effective collaboration, which are essential for project-based learning in Bachelor of Design program in a particular discipline.

- Resource Optimization: The minimum enrollment allows for efficient use of faculty expertise, studio facilities, and technological resources, such as design software and lab equipment.

- Discipline Sustainability: A cohort of ten students supports the discipline's ability to deliver specialized coursework while maintaining operational viability.

22.1.2 Majority Track Selection for Insufficient Enrollment

Should any track fail to meet the minimum enrollment requirement of ten (10) students, the following procedure will be implemented to ensure continuity and quality of education:

- All students in the Bachelor of Design program for a particular discipline will be enrolled in the track with the highest number of registered students, as determined at the close of the track selection period.

- The majority track will be identified based on enrollment data collected during the designated registration window, aligned with the School's academic calendar.

- This approach consolidates resources, cultivates cohort cohesion, and ensures that students receive a high-quality, focused curriculum within a viable track.

22.1.3 Tiebreaker Provision for Equal Enrollment

In the event that two or more tracks have an equal number of enrolled students, resulting in a tie that precludes a clear majority, the school administration will determine which track to offer. The decision will be guided by, but not limited to, the following considerations:

- Resource Availability: Assessment of faculty expertise, studio space, software licenses, and other track-specific requirements.

- Discipline Alignment: Prioritization of tracks that align with the strategic objectives of the Bachelor of Design discipline requirements, such as addressing emerging industry trends or institutional strengths.

- Student and Industry Relevance: Evaluation of the track's alignment with market demand for skills and its potential to enhance students' career outcomes. The school will communicate the decision to students in a timely manner through official channels, ensuring transparency while maintaining full authority over the outcome.

- Students in the Bachelor of Design program are required to select one track from the available tracks offered for a particular specialization. This single-track commitment ensures focused skill development and cohesive cohort learning. Students must indicate their track preference during the designated selection period, as outlined in the academic calendar, and are not permitted to enroll in multiple tracks simultaneously or choose subjects from a different tracks. In no case the subjects from multiple tracks can be clubbed to accrue a total credit of 18 credits under the track system. These 18 credits have to be accrued from the subjects of a single track only offered by the specialization in B.Des. Program.

22.1.4. Authority of the School Administration

The school administration holds complete discretion over all aspects of the track system, including but not limited to:

- Determining whether a track meets the minimum enrollment requirement.

- Reassigning students to a majority or alternative track in accordance with these regulations.

- Modifying the structure, content, or credit requirements of tracks to reflect academic, operational,

or industry needs.

- Adjusting these regulations to ensure the program's alignment with institutional goals and resource availability. Decisions made by the administration are final and are implemented to uphold the academic integrity and operational efficiency of the Communication Design program. The school may enact changes to track offerings or regulations at its discretion, with or without prior notice, to adapt to enrollment patterns, resource constraints, or programmatic priorities.

22.1.5. Implementation and Communication

Track offerings and related decisions will be communicated to students through official institutional channels, including the learning management system, email, or academic advising sessions, prior to the start of the semester. Students are responsible for staying informed about these communications and adhering to the track selection and enrollment processes outlined by the program. The school is committed to providing clear and timely information to support students' academic planning.

22.1.6. Flexibility for Program Evolution

To ensure the Bachelor of Design program remains responsive to technological advancements, industry trends, and student needs, the school reserves the right to amend these regulations as necessary. Any modifications will be documented in the Program Regulation and Curriculum document and communicated to students promptly. This flexibility enables the program to maintain its commitment to delivering a relevant, high-quality education.

22.1.7. Student Participation and Program Expectations

By enrolling in the Bachelor of Design program, students agree to abide by these regulations and acknowledge the school's authority to manage the track system in a manner that ensures academic quality and institutional sustainability. Participation in the program reflects a commitment to engaging in the selected track's curriculum and contributing to a collaborative learning environment.

These regulations are crafted to balance academic rigor, operational efficiency, and student success while providing the institution with the flexibility to manage the track system effectively.

SEMESTER-WISE COURSE BREAK-UP

Sl. no	Course Code	Course Name	L	T	P	Credits	Basket
**Semester-wise Course Grid 2025-29 Batch - B.Des (Fashion Design)**
\multicolumn{4}{l}{**Semester 1**}	**32**		**23**	
1	ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	Humanities (HSMC)
2	DES2169	Drawing and Visual Representation	2	0	4	4	Foundation Studies
3	DES1147	Design Psychology	2	0	2	3	Foundation Studies
4	DES2170	Material Exploration	2	0	4	4	Foundation Studies
5	DES1007	Elements and Principles Of Design	2	0	4	4	Foundation Studies
6	DES1148	Design Career Orientation	2	0	2	3	Humanities (HSMC)
7	FIN1037	Costing and Pricing for Designers	3	0	0	3	Humanities (HSMC)
8	CIV7601	Universal Human Values	0	0	0	0	MAC
\multicolumn{4}{l}{**Semester 2**}	**29**		**20**	
1	DES2171	Circular Design	2	0	2	3	Humanities (HSMC)
2	ENG2021	Design Ideation and Storytelling	1	0	2	2	Humanities (HSMC)
3	DES2172	Material Media Appreciation	2	0	4	4	Foundation Studies
4	DES2173	Design Drawing Skills	2	0	4	4	Foundation Studies
5	DES2174	Design History and Appreciation	2	0	4	4	Foundation Studies
6	DES1149	Intellectual Property Rights for Designers	2	0	2	3	Foundation Studies
7	LAW7601	Indian Constitution	0	0	0	0	MAC
\multicolumn{4}{l}{**Semester 3**}	**32**		**25**	
1	DES1186	Consumer Psychology	1	0	2	2	Humanities (HSMC)
2	DES1151	Clothing Construction Essentials	2	0	4	4	Core Course
3	DES2007	Elements of Fashion Illustration	1	0	4	3	Core Course
4	DES2176	Introduction to Needlecraft	1	0	2	2	Core Course
5	DES1023	Analysis of Textile Materials	2	0	4	4	Core Course
6	DES1035	Textile Design Development	1	0	4	3	Core Course

7	DES1152	Global History of Clothing	2	0	2	3	Core Course
8	DES1155 / DES1154	Fibre Fabric Compendium / High Fashion Directory	0	0	0	4	Track
Semester 4				**30**		**21**	
1	DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities (HSMC)
2	DES2177	Construction of Women's Wear	1	0	4	3	Core Course
3	DES2112	Clothing Culture and Communication	1	0	4	3	Core Course
4	DES2178	Fabric Analysis and Testing	2	0	4	4	Core Course
6	DES1043	Garment surface Ornamentation	1	0	4	3	Core Course
8	DES2013	Production Planning and Control	3	0	0	3	Core Course
9	XXXXXXX	Open Elective -I	3	0	0	3	Open Elective
10	CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5				**32**		**25**	
1	DES1155	Business of Design	2	0	2	3	Humanities (HSMC)
2	DES2179	Construction of Men's Wear	1	0	4	3	Core Course
3	DES2180	Textile Wet Processing	2	0	4	4	Core Course
4	DES2181	Indology In Fashion	2	0	2	3	Core Course
5	DES1143	Study on Craft Cluster	0	0	0	3	Core Course
6	DES2272 / DES2273	Luxury Accessories / Retail Experience and Services	1	0	4	3	Track
7	DES2274/ DES2275	Styling and Fashion Photography / Merchandising and Marketing	1	0	4	3	Track
8	XXXXXXX	Open Elective - II	3	0	0	3	Open Elective
Semester 6				**23**		**17**	
1	DES3044	Forms and Draping	2	0	4	4	Core Course
2	DES3045	Apparel Testing and Quality Management	3	0	0	3	Core Course
3	DES3046	Fashion Accessories	1	0	2	2	Core Course
4	DES2248 / DES2249	Customer Consultation / Prompt Engineering	1	0	2	2	Track
5	DES2182 / DES2276	Rendering and AI for Couture / Rendering and AI in Retail	1	0	2	2	Track
6	PPS3018	Preparedness for Interview	0	0	2	1	PPS
7	XXXXXXX	Open Elective -III	3	0	0	3	Open Elective
Semester 7				**14**		**17**	
1	DES7502	Professional Design Practice - I	0	0	0	8	Professional Practice (PP)
2	DES2183	Fashion Forecasting	2	0	0	2	Core Course
3	DES3048 / DES3047	Couture Artistry and Techniques / Luxury Brand Management	0	0	8	4	Track

4	DES2184	Import and Export Documentation	2	0	2	3	Core Course
Semester 8					**0**	**12**	
1	DES7503	Professional Design Practice - II	0	0	0	12	Professional Practice (PP)
Total Credits						**160**	
Semester-wise Course Grid 2025-29 Batch - B.Des (Communication Design)							
Sl. no	**Course Code**	**Course Name**	**L**	**T**	**P**	**Cre dits**	**Basket**
Semester 1					**32**	**23**	
1	ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	Humanities (HSMC)
2	DES2169	Drawing and Visual Representation	2	0	4	4	Foundation Studies
3	DES1147	Design Psychology	2	0	2	3	Foundation Studies
4	DES2170	Material Exploration	2	0	4	4	Foundation Studies
5	DES1007	Elements and Principles Of Design	2	0	4	4	Foundation Studies
6	DES1148	Design Career Orientation	2	0	2	3	Humanities (HSMC)
7	FIN1037	Costing and Pricing for Designers	3	0	0	3	Humanities (HSMC)
8	CIV7601	Universal Human Values	0	0	0	0	MAC
Semester 2					**29**	**20**	
1	DES2171	Circular Design	2	0	2	3	Humanities (HSMC)
2	ENG2021	Design Ideation and Storytelling	1	0	2	2	Humanities (HSMC)
3	DES2172	Material Media Appreciation	2	0	4	4	Foundation Studies
4	DES2173	Design Drawing Skills	2	0	4	4	Foundation Studies
5	DES2174	Design History and Appreciation	2	0	4	4	Foundation Studies
6	DES1149	Intellectual Property Rights for Designers	2	0	2	3	Foundation Studies
7	LAW7601	Indian Constitution	0	0	0	0	MAC
Semester 3					**27**	**21**	
1	DES1186	Consumer Psychology	1	0	2	2	Humanities (HSMC)
2	DES1143	Study on Craft Cluster	0	0	0	3	Core Course (CC)

3	DES2191	Visual Design	1	0	4	3	Core Course (CC)
4	DES1157	Communication Principles	1	0	2	2	Core Course (CC)
5	DES2192	Photography Foundations	1	0	4	3	Core Course (CC)
6	DES1158	2D Animation Studies	1	0	2	2	Core Course (CC)
7	XXX XXXX	Open Elective I	3	0	0	3	Open Elective (OE)
8	DES1159	Typography Essentials	1	0	4	3	Core Course (CC)
Semester 4				**30**		**22**	
1	DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities (HSMC)
2	DES1160	Narrative Craft	1	0	2	2	Core Course (CC)
3	DES1161	Advertising Design	1	0	2	2	Core Course (CC)
4	DES1162	Branding Fundamentals	1	0	2	2	Core Course (CC)
5	DES1163	Indian Heritage Art forms	1	0	2	2	Core Course (CC)
6	DES2193	Design Research	0	0	0	3	Core Course (CC)
7	DES1164	AI for Designers	1	0	4	3	Core Course (CC)
8	DES2194	Information Design	1	0	4	3	Core Course (CC)
9	DES2195	Print Design	1	0	4	3	Core Course (CC)
10	CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5				**30**		**24**	
1	DES2196	Visual Ergonomics	1	0	2	2	Core Course (CC)
2	DES1155	Business of Design	2	0	2	3	Humanities (HSMC)
3	DES2197	Brand Identity Design	1	0	4	3	Core Course (CC)
4	XXXXXXX	Open Elective II	3	0	0	3	Open Elective (OE)
5	DES1189/ DES1190/ DES1191	Track 1 : Print Content Design / Track 2 : Interaction Fundamentals / Track 3 : Conceptual Motion Design	1	0	2	2	Tracks

Sl. no	Course Code	Course Name	L	T	P	Credits	Basket
6	DES7501	Design Project (NTCC)	0	0	0	4	Core Course (CC)
7	DES2250/ DES2251/ DES2252	Track 1 : Editorial Design and Layout Systems / Track 2 : UX Design / Track 3 : 3D Animation	1	0	6	4	Tracks
8	DES3063 / DES3064 /DES1070	Track 1 : Word and Image Creation / Track 2 : Tangible Interaction Design / Track 3 : Motion Graphics	1	0	4	3	Tracks
Semester 6				**30**		**19**	
1	DES2198	System Design Foundation	1	0	4	3	Core Course (CC)
2	DES2253/ DES2254/ DES2255	Track 1 : Experimental Print Media / Track 2 : UI Design / Track 3 : Sound Design for Animation	1	0	4	3	Tracks
3	DES2199	Filmmaking Craft	1	0	4	3	Core Course (CC)
4	DES3023/DES2256 / DES2257	Track 1 : Packaging Design / Track 2 : Coding for Designers / Track 3 : Typography in Motion	1	0	4	3	Tracks
5	DES1166	Design Management	1	0	4	3	Core Course (CC)
6	PPS3018	Preparedness for Interview	0	0	2	1	Personal and Professional Skills (PPS)
7	XXXXXXX	Open Elective III	3	0	0	3	Open Elective (OE)
Semester 7				**13**		**19**	
1	DES7502	Professional Design Practice - I	0	0	0	8	Professional Practice (PP)
2	DES2200	Digital Communication	1	0	4	3	Core Course (CC)
3	DES3065 / DES3066 / DES3067	Track 1 : Publication and Print Portfolio Development / Track 2 : Interactive System Portfolio Development / Track 3 : Animated System Portfolio Development	0	0	0	3	Tracks
4	DES1167	Design Entrepreneurship	1	0	2	2	Core Course (CC)
5	DES3044	Portfolio Development	0	0	0	3	Core Course (CC)
Semester 8				**0**		**12**	
1	DES7503	Professional Design Practice - II	0	0	0	12	Professional Practice (PP)
Total Credits						**160**	
Semester-wise Course Grid 2025-29 Batch - B.Des (Game Design)							
Sl. no	**Course Code**	**Course Name**	**L**	**T**	**P**	**Credits**	**Basket**

Semester 1				**32**		**23**	
1	ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	Humanities (HSMC)
2	DES2169	Drawing and Visual Representation	2	0	4	4	Foundation Studies
3	DES1147	Design Psychology	2	0	2	3	Foundation Studies
4	DES2170	Material Exploration	2	0	4	4	Foundation Studies
5	DES1007	Elements and Principles Of Design	2	0	4	4	Foundation Studies
6	DES1148	Design Career Orientation	2	0	2	3	Humanities (HSMC)
7	FIN1037	Costing and Pricing for Designers	3	0	0	3	Humanities (HSMC)
8	CIV7601	Universal Human Values	0	0	0	0	MAC
Semester 2				**29**		**20**	
1	DES2171	Circular Design	2	0	2	3	Humanities (HSMC)
2	ENG2021	Design Ideation and Storytelling	1	0	2	2	Humanities (HSMC)
3	DES2172	Material Media Appreciation	2	0	4	4	Foundation Studies
4	DES2173	Design Drawing Skills	2	0	4	4	Foundation Studies
5	DES2174	Design History and Appreciation	2	0	4	4	Foundation Studies
6	DES1149	Intellectual Property Rights for Designers	2	0	2	3	Foundation Studies
7	LAW7601	Indian Constitution	0	0	0	0	MAC
Semester 3				**30**		**18**	
1	DES1186	Consumer Psychology	1	0	2	2	Humanities (HSMC)
2	DES1171	Fundamentals of Game Design	1	0	4	3	Core Course
3	DES1172	Fundamentals of Visual Art for Games	1	0	4	3	Core Course
4	DES2207	Basic Game Programming	1	0	6	4	Core Course
5	DES1173	Game UI/UX	1	0	4	3	Core Course
6	DES1174	Introduction to Game Production & Pipeline	1	0	4	3	Core Course
Semester 4				**30**		**19**	
1	DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities (HSMC)
2	DES2208	Game Mechanics & Systems	1	0	4	3	Core Course
3	DES2062	2D Game Design	1	0	4	3	Core Course

4	DES2209	VR/AR Design (Art/Design Applications)	1	0	6	4	Core Course
5	DES2210	Advanced Game Programming	1	0	6	4	Core Course
6	XXXXXXX	Open Elective -I	3	0	0	3	Open Elective
7	CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5				**33**		**21**	
1	DES1155	Business of Design	2	0	2	3	Humanities (HSMC)
2	DES2053	Storytelling and Story boarding	1	0	4	3	Core Course
3	DES2211	3D Modelling & Texturing Fundamentals	1	0	6	4	Core Course
4	DES2212	3D Game Engine Fundamentals	1	0	4	3	Core Course
5	DES1175	Sound Design for Games	0	0	4	2	Core Course
6	DES3068 / DES3069	Track 1: Advanced 3D Character Modelling Track 2: Casual and Hyper-Casual Game Design	1	0	4	3	Track
7	XXXXXXX	Open Elective -II	3	0	0	3	Open Elective
Semester 6				**34**		**21**	
1	DES1176	Game Animation Principles	1	0	6	4	Core Course
2	DES2213	Game Level Design	1	0	6	4	Core Course
3	DES2214	UI/UX & Player Psychology	1	0	4	3	Core Course
4	DES2215	Serious Games and Gamification	1	0	4	3	Core Course
5	DES2258/ DES2059	Track 1: Creature Design Track 2: System and Economy Design	1	0	4	3	Track
6	PPS3018	Preparedness for Interview	0	0	2	1	PPS
7	XXXXXXX	Open Elective -III	3	0	0	3	Open Elective
Semester 7				**25**		**26**	
1	DES7502	Professional Design Practice - I	0	0	0	8	Professional Practice (PP)
2	DES3044	Portfolio Development	0	0	0	3	Core Course
3	DES2216	Playtesting and Game Balancing	1	0	4	3	Core Course
4	DES3070/ DES3071	Track 1: Game Sculpting Track 2: Narrative Design and Interactive Fiction	1	0	4	3	Track
5	DES3072/ DES3073	Track 1: Motion Graphics for Games Track 2: Alternate Controller Game Design	1	0	4	3	Track
6	DES3074/ DES3075	Track 1: FX and Particle Effects Track 2: Puzzle and Strategy Game Design	1	0	4	3	Track
7	DES3076/ DES3077	Track 1: Game Cinematics Track 2: Mobile Game Design	1	0	4	3	Track
Semester 8				**0**		**12**	
1	DES7503	Professional Design Practice - II	0	0	0	12	Professional Practice (PP)
Total Credits						**160**	
Semester-wise Course Grid 2025-29 Batch - B.Des. Product Design							

Sl. no	Course Code	Course Name	L	T	P	Cre dits	Basket
Semester 1				32		23	
1	ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	Humanities (HSMC)
2	DES2169	Drawing and Visual Representation	2	0	4	4	Foundation Studies
3	DES1147	Design Psychology	2	0	2	3	Foundation Studies
4	DES2170	Material Exploration	2	0	4	4	Foundation Studies
5	DES1007	Elements and Principles Of Design	2	0	4	4	Foundation Studies
6	DES1148	Design Career Orientation	2	0	2	3	Humanities (HSMC)
7	FIN1037	Costing and Pricing for Designers	3	0	0	3	Humanities (HSMC)
8	CIV7601	Universal Human Values	0	0	0	0	MAC
Semester 2				29		20	
1	DES2171	Circular Design	2	0	2	3	Humanities (HSMC)
2	ENG2021	Design Ideation and Storytelling	1	0	2	2	Humanities (HSMC)
3	DES2172	Material Media Appreciation	2	0	4	4	Foundation Studies
4	DES2173	Design Drawing Skills	2	0	4	4	Foundation Studies
5	DES2174	Design History and Appreciation	2	0	4	4	Foundation Studies
6	DES1149	Intellectual Property Rights for Designers	2	0	2	3	Foundation Studies
7	LAW7601	Indian Constitution	0	0	0	0	MAC
Semester 3				31		21	
1	DES1186	Consumer Psychology	1	0	2	2	Humanities(HS MC)
2	DES2217	Global Design	1	0	2	2	Core Course (CC)
3	DES1177	Sketching and Drawing	1	0	4	3	Core Course (CC)
4	DES1075/DES11 92	Material, Tools & Techniques/ Elements of Service Design	1	0	4	3	Track
5	DES2259/ DES2260	Design & Lateral Thinking / Critical Thinking	2	0	4	4	Track
6	DES2218	Product Ergonomics and Anthropometry	1	0	2	2	Core Course (CC)

7	DES2219	Form Exploration	1	0	2	2	Core Course (CC)
8	XXX XXXX	Open Elective - I	3	0	0	3	Open Elective (OE)
Semester 4				**31**		**22**	
1	DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities(HSMC)
2	DES2220	Digital Illustration	2	0	2	3	Core Course (CC)
3	DES1179/DES1182	Elements of Product Design / Design in Services	1	0	4	3	Track
4	DES2084	Product Rendering Techniques	1	0	4	3	Core Course (CC)
5	DES2168	Product Mechanism	2	0	4	4	Core Course (CC)
6	DES2221	Manufacturing Processes	2	0	0	2	Core Course (CC)
7	DES2222	3D Modeling	1	0	2	2	Core Course (CC)
8	XXXXXXX	Open Elective - II	3	0	0	3	Open Elective (OE)
9	CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5				**31**		**21**	
1	DES1155	Business of Design	2	0	2	3	Humanities(HSMC)
2	DES2223	Product Photography	1	0	4	3	Core Course (CC)
3	DES2107	Furniture Design	1	0	2	2	Core Course (CC)
4	DES2224	Design Research Methodology	1	0	2	2	Core Course (CC)
5	DES2225	Biomimetic Design	2	0	2	3	Core Course (CC)
6	DES3056	Product Packaging and Branding	1	0	4	3	Core Course (CC)
7	DES2163	Creative Modeling and Prototyping Processes	2	0	2	3	Core Course (CC)
8	XXXXXXX	Open Elective - III	3	0	0	3	Open Elective (OE)
Semester 6				**32**		**23**	
1	DES3064	Tangible Interaction Design	2	0	2	3	Core Course (CC)
2	DES2226	Service Design	2	0	0	2	Core Course (CC)

Sl. no	Course Code	Course Name	L	T	P	Credits	Basket
3	DES2261 /DES2105	Sustainable Materials and Eco Design /Human-centered Product Design	1	0	2	2	Track
4	DES3057	Product Design Portfolio Project	2	0	4	4	Core Course (CC)
5	DES2227	Product Life Cycle Management	1	0	2	2	Core Course (CC)
6	DES2228	AI Applications in Design	2	0	2	3	Core Course (CC)
7	DES2262 / DES2263	Entrepreneurship and Design Management/Inclusive Design	2	0	2	3	Track
8	PPS 3018	Preparedness for Interview	0	0	2	1	Personal and Professional Skills (PPS)
9	DES2229	UI / UX for Product Designers	2	0	2	3	Core Course (CC)
Semester 7				**15**		**18**	
1	DES7502	Professional Design Practice - I	0	0	0	8	Professional Practice (PP)
2	DES3078/DES3079	Bespoke Design / Healthcare Design	2	0	2	3	Track
3	DES3058	Lifestyle Products Innovation	1	0	2	2	Core Course (CC)
4	DES3059	Design for Special Needs	2	0	4	4	Core Course (CC)
Semester 8				**0**		**12**	
1	DES7503	Professional Design Practice - II	0	0	0	12	Professional Practice (PP)
Total Credits						**160**	

Semester-wise Course Grid - 2025-29 Batch - B.Des (Space Design)							
Sl. no	Course Code	Course Name	L	T	P	Credits	Basket
Semester 1				**32**		**23**	
1	ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	Humanities (HSMC)
2	DES2169	Drawing and Visual Representation	2	0	4	4	Foundation Studies
3	DES1147	Design Psychology	2	0	2	3	Foundation Studies
4	DES2170	Material Exploration	2	0	4	4	Foundation Studies
5	DES1007	Elements and Principles Of Design	2	0	4	4	Foundation Studies
6	DES1148	Design Career Orientation	2	0	2	3	Humanities (HSMC)

7	FIN1037	Costing and Pricing for Designers	3	0	0	3	Humanities (HSMC)
8	CIV7601	Universal Human Values	0	0	0	0	MAC
Semester 2				**29**		**20**	
1	DES2171	Circular Design	2	0	2	3	Humanities (HSMC)
2	ENG2021	Design Ideation and Storytelling	1	0	2	2	Humanities (HSMC)
3	DES2172	Material Media Appreciation	2	0	4	4	Foundation Studies
4	DES2173	Design Drawing Skills	2	0	4	4	Foundation Studies
5	DES2174	Design History and Appreciation	2	0	4	4	Foundation Studies
6	DES1149	Intellectual Property Rights for Designers	2	0	2	3	Foundation Studies
7	LAW7601	Indian Constitution	0	0	0	0	MAC
Semester 3				**33**		**24**	
1	DES1186	Consumer Psychology	1	0	2	2	Humanities(HSMC)
2	DES1133	Interior Design Fundamentals	1	0	4	3	Core Course
3	DES2101	Basic CAD for Interiors	2	0	2	3	Core Course
4	DES2102	Introduction to Technical Drawing	1	0	4	3	Core Course
5	DES2099	History of Interior Design	3	0	0	3	Core Course
6	DES2234	Spatial and Visual Design	2	0	4	4	Core Course
7	DES1046	Basic Material Technology	3	0	0	3	Core Course
8	XXXXXXX	Open Elective I	3	0	0	3	Open Elective
Semester 4				**32**		**21**	
1	DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities(HSMC)
2	DES2130/DES2264	Interior Design Studio - Commercial/Interior Design Studio - Hospitality	1	0	6	4	Track
3	DES2023	Building Construction and Detailing	1	0	4	3	Core Course
4	DES2265/ DES2266	Building Services Corporate /Building Services Hospitality	1	0	4	3	Track
5	DES3062	Model Making	2	0	2	3	Core Course
6	DES2098	Illustration Techniques for Interiors	2	0	2	3	Core Course
7	XXXXXXX	Open Elective II	3	0	0	3	Open Elective
8	CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5				**32**		**25**	
1	DES1155	Business of Design	2	0	2	3	Humanities(HSMC)

2	DES3041	Interior Design Studio - Corporate Interiors	1	0	6	4	Core Course
3	DES1143	Study on craft cluster	0	0	0	3	Core Course
4	DES1049	Working Drawing	1	0	4	3	Core Course
5	DES2235	Acoustical and Illumination Design	1	0	4	3	Core Course
6	DES2017	Contextual Design Studio	2	0	4	4	Core Course
7	DES2267 / DES2268	Project Management Skills Corporate /Project Management Skills Hospitality	1	0	2	2	Track
8	XXXXXXX	Open Elective III	2	0	2	3	Open Elective
Semester 6				**33**		**21**	
1	DES3042	Interior Design Studio – Health Facilities	1	0	6	4	Core Course
2	DES2118	Estimation & Specifications	3	0	0	3	Core Course
3	DES2269 /DES2270	Eco Friendly Interior Design Corporate/Eco Friendly Interior Design Hospitality	1	0	4	3	Track
4	DES2271 / DES2244	Biophilic Design Corporate /Biophilic Design Hospitality	1	0	4	3	Track
5	DES1059	Modular Furniture Design	1	0	6	4	Core Course
6	DES1184 /DES1185	Furniture and Furnishing Corporate/Furniture and Furnishing Hospitality	1	0	4	3	Track
7	PPS3018	Preparedness for Interview	0	0	2	1	PPS
Semester 7				**0**		**14**	
1	DES7502	Professional Design Practice - I	0	0	0	8	Professional Practice (PP)
2	DES3062	Dissertation Writing and Pre Thesis	0	0	0	6	Core Course
Semester 8				**0**		**12**	
1	DES7503	Professional Design Practice - II	0	0	0	12	Professional Practice (PP)
Total Credits						**160**	

23.   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: DES2169	Course Title: Drawing and visual representation Type of Course: School Core- Integrated	L-T- P- C	2	0	4	4
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: **Theory outcomes:** Identify and describe basic drawing tools, materials, and techniques. **Practical outcomes:** 1) **Interpret** the importance of observational drawing in visual representation. 2) **Apply** various drawing techniques to accurately depict objects, spaces, and textures.					
Course Content:						
Module 1	Introduction to Drawing and Materials	Visual documentation, assignments, presentations-visual journal, sketches		Classroom discussions and presentations, visual sketches presentation.	**15 Periods**	

Topics:

1) Overview of Drawing as a Discipline- History and evolution of drawing, importance of drawing in various fields.
2) Understanding one-point, two-point, and three-point perspective for creating spatial illusion.

Module 2	Observational Drawing	Visual documentation, assignments, presentations-visual journal, sketches		Classroom discussions and presentations, visual sketches presentation.	**15 periods**

Topics:

1) The role of observation in drawing accuracy.

2) Techniques to enhance observational skills.

3) Methods for measuring and scaling objects.

4) Understanding relationships between parts and whole.

Module 3	Composition and Design	Visual documentation, assignments, presentations-visual journal, sketches		Classroom discussions and presentations, visual sketches presentation.	**15 periods**

Topics:

1) Principles of Composition- Balance, symmetry, and asymmetry.

2) Rule of thirds, golden ratio, and other compositional guides.

3) Techniques for overlapping, scaling, and layering.

Module 4	Experimenting with Media and Styles	Visual documentation, assignments, presentations-visual journal, sketches		Classroom discussions and presentations, visual sketches presentation.	**15 periods**

Topics:

1) Mixed Media Drawing- Combining different drawing and painting materials.

2) Studying various art movements and their drawing styles.

3) Exploring textures and effects through mixed media.

List of Projects:

1) Visual document project on "Concept Development".

2) Visual document project on "Translating ideas into a cohesive visual plan".

Text Book

1. "Drawing on the Right Side of the Brain" by Betty Edwards

2. "Keys to Drawing" by Bert Dodson

3. "The Natural Way to Draw" by Kimon Nicolaides

References

1. Unsplash- A source of high-resolution images and photos that can be used for drawing references.

2. ArtStation- A portfolio website for professional artists, featuring a wide range of digital artwork and concept designs.

1) Topics relevant to "SKILL DEVELOMENT -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through Experiential Learning techniques.

Catalogue prepared by	Nivrity Sinha, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - 25.08.2025

Course Code DES1147	Course Title: **Design Psychology**				
	Type of Course: 1] Program Core 2] Integrated	**L-T-P-C**	2	0	2
Version No.	1.0				
Course Pre-requisites	NIL				
Anti-requisites	**NIL**				
Course Description	**Purpose**: This course aims to equip students with a foundational understanding of psychological principles an practical application within the diverse field of design. By exploring how humans perceive, think, fe behave, students will learn to create more effective, user-centered, and impactful designs across disciplines. **Abilities to be Develop:** Students are able to develop an understanding of psychology of visual perception, cognition, att memory, and the influence of cognitive biases on user behavior. **Nature of the Course:**				

	The conceptual and empirical nature of the course enables the students to develop Understand[...] Human Experience, is an interdisciplinary exploration that bridges the principles of psychology w[...] practical application of design across various fields. It adopts a human-centered approach, emphasi[...] critical role of understanding human behavior, cognition, and emotion in creating effective and mea[...] designs.
Course Objective	The objective of the course is to familiarize the learners with the concepts of Design Psychology an[...] **Skill Development** through **Experiential Learning** techniques.
Course Outcomes	On successful completion of the course the students shall be able to: **Analyze** and **interpret** human behavior, perception, cognition, and emotion through a psychologi[...] relevant to design challenges. **Apply** fundamental psychological principles to inform design decisions across various mediums and c[...] **Evaluate** the effectiveness of designs based on their understanding of user psychology and user exp[...] principles. **Practical Component:** **Critically assess** the ethical implications of applying psychological principles in persuasive design an[...] contexts.
Course Content:	

Module 1	Foundations of Human Perception and Cognition in Design	Assignment Case study Documentation	Observations Illustrations Visual Journal	**15 Hours**

Topics
To introduce students to the core psychological concepts related to how humans perceive and process information.

Module 2	**Understanding User Behaviour and Emotion in Design**	Assignment Case Study Documentation	Observations Illustrations Visual Journal	**15 Hours**

Topics: Exploring: motivation, emotion, usability principles, and the impact of design on user satisfaction and engagement.

Module 3	Applying Design Psychology Across Contexts.	Assignment Presentation Documentation		Group Activities Presentations Explorations

Topics:

Study Of applying the psychological principles learned in the previous modules to various design domains.

Targeted Application & Tools that can be used:

Understanding physical products that are user-friendly, meet user needs, and evoke positive emotional responses.

Topics relevant to "Development of Skill": Applying Design Psychology Across Contexts.

Text Books

1. Sensation and Perception" by E. Bruce Goldstein.

2. "Cognitive Psychology: Connecting Mind, Research and Everyday Experience" by E. Bruce Goldstein

3. "Motivation: Theory, Research, and Applications" by Johnmarshall Reeve.

4. "Human-Computer Interaction" by Alan Dix et al.

References

1. https://www.interactiondesign.org/

2. https://growth. design/

3. https://lawsofux.com/

Topics relevant to SKILL DEVELOPMENT: core psychological concepts related to how humans perceive and process information, exp motivation, emotion, usability principles, and the impact of design on user satisfaction and engagement for ==Skill Development t Experiential Learning Methodologies== This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics: applying the psychological principles learned in the previous modules to design domains.

Catalogue prepared by	Ms. Nivrity Sinha Assistant Professor, Foundation Design	
Recommended by the Board of Studies on	12 BOS- 08, June 2025	
Date of Approval by the Academic Council	26th AC - 25.08.2025	

Course Code Des 2170	Course Title: **Material Exploration** Type of Course: 1] Program Core 2] Integrated	L-T-P-C	2	0	4
Version No.	1.0				
Course Pre-requisites	NIL				
Anti-requisites	**NIL**				
Course Description	**Purpose**: This course introduces various materials through hands-on activities, relevant demonstrations and e lectures. An introduction to manufacturing processes, and the ability to manipulate materials to communicate ideas. **Abilities to be Develop:** Students are able to develop an understanding of different materials and their properties. Students will be encouraged to develop design research by an expanded knowledge of materials. **Nature of the Course:** The conceptual and empirical nature of the course enables the students to develop products based understanding of various Materials.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Materials, Media To Techniques and attain **Skill Development** through **Experiential Learning** techniques.				

Course Outcomes	On successful completion of the course the students shall be able to:				
	Understand the characteristics, features and behavior of soft materials.				
	Identify where most materials come from which processes are used to make a product. Recognize basic				
	materials used in soft-goods including sustainable materials and manufacturing processes.				
	Practical Component:				
	Demonstrate understanding of contemporary design issues through exploration of synthesis of content,				
	solving and creativity.				
Course Content:					
Module 1	Introduction to Media Tools and Techniques	Assignment Case study Documentation		Observations Illustrations Visual Journal	**Hou**
Topics					
To introduce students to the fundamental materials and media used in design, including their properties and applications.					
Module 2	Introduction to Three-Dimensional Forms	Assignment Case Study Documentation		Observations Illustrations Visual Journal	**16**
Topics: Basic sculpture techniques: carving, modeling, assemblage, Materials: clay, plaster, wire, wood, found objects, Princ					
form, space, and volume					
Module 3	Mixed Media and Experimentation	Assignment Presentation Documentation		Group Activities Presentations Explorations	**14**
Topics: Combining different materials and techniques, Exploring unconventional approaches to art-making, Developing a persona					
style					
Module 4	Study On Traditional material Designs	Assignment Case Study Documentation		Explorations Presentations Visual Journal	**16**
Topics:					
Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials, crafts					

List of Practical Tasks:

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

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

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

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

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

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

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

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

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

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

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

Task 5: Idea generation

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

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

Targeted Application & Tools that can be used:

Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.

Soft Materials Tools and Equipment.

Topics relevant to "Development of Skill": Mixed Media and Experimentation

Text Books
1. Exploring Materials: Creative Design for Everyday Objects -by Inna Alesina (Author), Ellen Lupton (Author)
2. "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-65
a0e1-ab1c60e703af@redis&vid=46&format=EB

3.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/   bmxlYmtfXzQyOTg1NV9fQU41?sid=3c21e98c-65
a0e1-ab1c60e703af@redis&vid=46&format=EB

4.https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=
dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwr0i4qLI4v8OkjP
DX7Ivf2fKB7eTnfLuntEq2prBLt6i2PvHf4lWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2
bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetrkuvp7JJr6ukfu3o63nys%2bSN6uLyffbq&vid=57&sid=3c21e98c-65dc-4931-a0e1-
ab1c60e703af@redis

5.https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjisfk
5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLSws0y4qLA4v8OkjPDX7Ivf2fKB7eTnfLujr0yur7NJtK2uT6Tp53y
7p7VP4Nuzed%2bis0mz16tMtdqvRd%2fX432r2OBOrqmufrWntVCwtvB94t%2fxPurX7H%2b72%2bw%2b4ti7gefe

pIzf3btZzJzfhruvtUixp69Mr6ezPuTl8IXf6rt%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-bb6030f71782@redis.

Topics relevant to SKILL DEVELOPMENT: Knowledge and Classification: Properties, various techniques and usage of soft materials: Pap
Fabric, Leather, Clay of Introduction to Soft Materials for **Skill Development** through **Experiential Learning Methodologies** This is
through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics : Knowledge and classification: properties, various techniques and usag
materials: Paper, Yarn, Fabric, Leather, Clay

Catalogue prepared by	Ms. Nivrity Sinha Assistant Professor, Foundation Design
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - **25.08.2025**

Course Code DES1007	**Course Title: Elements and Principles of Design** **Type of Course: 1] Program Core** **2] Laboratory Integrated**	**L-P-C**	2	4	4
Version No.	2.0				
Course Pre-requisites	Basic Drawing skills				
Anti-requisites	**NIL**				
Course Description	A firm understanding of design fundamentals are the foundation for good design. To be a successful designer the student must comprehend the Elements and Principles of design and apply techniques of imaging to communicate a message to their audience. Understanding of design fundamentals, principles and guidelines that students can learn & use to interpret their design solving ideas**.** Recognition, Study and analysis of Elements and Principles of Design. Develop skills to **organize** these elements and principles of design and apply into their design practice. **Realization** & application of the elements and principles of design. The conceptual and visual nature of the course enables the students to develop a concrete portfolio based on the understanding of Principles in design.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Elements and Principles of Design and attain **Skill Development** through **Experiential Learning** techniques.				
Course Outcomes	7				
Course Content:	Module1: Introduction to Elements Of Design. Module2: Introduction To Principles of Design Module3: Color Theory and Color Schemes.				

Module 1	Introduction to Elements of Design.	Assignment Case study Documentation	Observations Illustrations Visual Journal	20 Classes

Topics
Introduction and overview of Elements of Design.
Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application.
Observations and discussions on Good Compositions.

Module 2	Introduction To Principles of Design	Assignment Presentation Documentation	Illustrations Visual Journal	20 Classes

Topics:

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

Types of Balance: Symmetrical, Asymmetrical and Radial.

Unity: Proximity, Repetition, Alignment, Variety.

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

Module 3	Color Theory and Color Schemes.	Assignment Case Study Documentation	Explorations Presentations Visual Journal	20 Classes

Topics:

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

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

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

Psychological effects of Colours.

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

List of Practical Tasks:

Task 1: Depiction of elements and principles of design.

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

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

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

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

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

Task 3: Practice on color mediums and mixed media.

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

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

Task 4: Representation of colors and textures.

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

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

Task 5: Depiction of Elements and Principles of Design

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

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

Task 6: Idea generation

Level 1: illusion composition by using polychromatic color scheme**.**

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

Targeted Application & Tools that can be used:

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

Pencil Sketch App: Illustrating and rendering sketches and drawings.

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

Text Books
1. https://www.counter-print.co.uk/products/dot-line-shape-the-basic-elements-of-design-and-illustration.
2. 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
1. https://www.toptal.com.
2. https://medialoot.com.

Topics relevant to SKILL DEVELOPMENT: Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Color, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions, of Introduction to Elements Of Design for ==Skill Development== **through** ==Experiential Learning Methodologies== This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics": Introduction and overview of Elements of Design,

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

and discussions on Good Compositions,

Catalogue prepared by	Mr. Naveen Kumar. A Assistant Professor, Foundation Design, School of Design.
Recommended by the Board of Studies on	BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council	20th Academic Council Meeting held on 15th Feb 2023

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urse Code: V7601	urse Title: Universal Human Values and Ethics pe of Course: MAC course	-T-P-C	-	-	-	0

urse Pre-requisites	NIL			
ti-requisites	L			
urse Description	The purpose of the course is to develop a holistic perspective in students' life. The course adopts a self-reflective methodology of teaching and is designed to equip the students to explore their role in all aspects of living as a part of the society. It presents a universal approach to value education by developing the right understanding of reality through the process of self-exploration. This self-exploration develops more confidence and commitment in students enabling them to critically evaluate their pre-conditioning and present beliefs. As an outcome of the holistic approach, the students will be able to practice the ethical conduct in the social and professional life. In addition to the holistic and self-reflective understanding in students, the course also aims to foster an in-depth understanding of drug abuse, exploring its causes, effects, and preventive strategies. The prime focus throughout the course is toward affecting a qualitative transformation in the life of the student rather than just a transfer of information. This course is designed to cater to Human Values and Professional Ethics.			
urse ojective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'SELF LEARNING' techniques			
urse Outcomes	On successful completion of this course the students shall be able to: CO.1 Explain the importance of Value Education through the process of self-exploration CO.2 Explain the human being as the co-existence of the self and the body in harmony. CO.3 Describe the role of foundational values in building harmonious relationships. CO.4 Summarize the importance of a holistic perspective in developing ethical professional behavior for a smooth transition towards a value-based life. CO.5 Explain the Dangers of Drug Abuse. CO.6 Describe the common signs and symptoms of Drug abuse.			
urse Content:				
dule 1	troduction to Value Education	Online Assessment	MCQ Quiz	4 Sessions
pics: ght Understanding, Relationship and Physical Facility (Holistic Development and the Role of Education), Understanding Value Education, Self-exploration as the Process for Value Education, Continuous Happiness and Prosperity – the Basic Human Aspirations, Happiness and Prosperity – Current Scenario, Method to Fulfil the Basic Human Aspirations.				
dule 2	rmony in the Human Being	Online Assessment	MCQ Quiz	4 Sessions
pics: Understanding Human being as the Co-existence of the Self and the Body, Distinguishing between the Needs of the Self and the Body, The Body as an Instrument of the Self, Understanding Harmony in the Self, Harmony of the Self with the Body, Programme to ensure self-regulation and Health				
dule 3	rmony in the Family and Society	Online Assessment	MCQ Quiz	4 Sessions
pics: Harmony in the Family – the Basic Unit of Human Interaction, 'Trust' – the Foundational Value in Relationship, 'Respect' – as the Right Evaluation, Other Feelings, Justice in Human-to-Human Relationship Understanding Harmony in the Society, Vision for the Universal Human Order.				
dule 4	plications of the Holistic Understanding – A Look at Professional Ethics	line Assessment	CQ Quiz	4 Sessions
pics: tural Acceptance of Human Values, Definitiveness of (Ethical) Human Conduct, A Basis for Humanistic Education, Humanistic Constitution and Universal Human Order, Competence in Professional Ethics, Holistic Technologies,				

	Strategies for Transition towards Value-based Life and Profession				
odule 5	roduction to Dangers of Drug Abuse:	line Assessment	CQ Quiz	Sessions	

pics:

rminologies in context of Drug Abuse: Stimulants, Hallucinogens, Depressants, Poly-drug abuse, Tranquilizers and Withdrawal.

assification of Drugs: Therapeutic Drugs and types, Psychoactive Drugs and types. Screening and Confirmatory tests.

odule 6	ysical and Psychological Health Risks due to Drug Abuse	line Assessment	CQ Quiz	Sessions	

pics:

assification of Drugs of Abuse: Categories and Sub- categories, Recognizing the Signs and Symptoms of Drug Abuse, Associated Risks, Addiction of the drugs, Physical dependence, Tolerance and Withdrawal.

rgeted Application & Tools that can be used:

plication areas are Personal life, Education and Career, Workplace , Society and Environmental Responsibility ols: Online Tools – NPTEL and Swayam.

oject work/Assignment:

ssessment Type

- Online exams (MCQs) will be conducted by the Department of Civil Engineering through Linways.

line Link*:
1) UHV II -
   https://www.youtube.com/watch?v=NhFBzn5qKIM&list=PLWDeKF97v9SO8vvjC1KyqteziTbTjN1So&pp=0gcJCWMEOCosWNin
2) Lecture by Dr. Kumar Sambhav, NPTEL course: Universal Human Values,
   https://onlinecourses.swayam2.ac.in/aic22_ge23/preview
3) Lecture by Dr. Padmavati, Dr Narendran Thiruthy, NPTEL Course: Biodiversity Protection, Farmers and Breeders Rights, https://nptel.ac.in/courses/129105008, 2024.
4) Drug Abuse - https://ugcmoocs.inflibnet.ac.in/index.php/courses/view_pg/696

xt Book
1. A Foundation Course in Human Values and Professional Ethics, R R Gaur, R Asthana, G P Bagaria, 2nd Revised Edition, Excel Books, New Delhi, 2019. ISBN 978-93-87034-47-1
2. Human Values, A.N. Tripathi, New Age Intl. Publishers, New Delhi, 2019.
3. Professional Ethics and Human Values, Premvir Kapoor, Khanna Book Publishing, New Delhi, 2022.
4. Drugs and Society, Glen R. Hanson, Peter J. Venturelli, Peter Platteborze, Jones & Bartlett Learning, December 2020.

ference Books
1. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
2. Sussan George, 1976, How the Other Half Dies, Penguin Press. Reprinted 1986.
3. Donella H. Meadows, Dennis L. Meadows, Jorgen Randers, William W. Behrens III, 1972, Limits to Growth – Club of Rome's report, Universe Books.
4. A Nagraj, 1998, Jeevan Vidya Ek Parichay, Divya Path Sansthan, Amarkantak.
5. P L Dhar, RR Gaur, 1990, Science and Humanism, Commonwealth Publishers.
6. A N Tripathy, 2003, Human Values, New Age International Publishers.
7. E G Seebauer& Robert L. Berry, 2000, Fundamentals of Ethics for Scientists & Engineers, Oxford University Press
8. M Govindrajran, S Natrajan& V.S. Senthil Kumar, Engineering Ethics (including Human Values), Eastern Economy Edition, Prentice Hall of India Ltd.
9. B P Banerjee, 2005, Foundations of Ethics and Management, Excel Books.
10. William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.

Resources:
1. https://onlinecourses.swayam2.ac.in/imb25_mg195/preview
2. https://onlinecourses.nptel.ac.in/noc25_mg141/preview
3. https://onlinecourses.swayam2.ac.in/ini25_hs52/preview
4. https://onlinecourses.nptel.ac.in/noc25_hs219/preview
5. https://onlinecourses.swayam2.ac.in/cec25_mg14/preview

6. https://onlinecourses.swayam2.ac.in/imb25_mg195/preview
7. https://onlinecourses.swayam2.ac.in/imb25_mg196/preview
8. Drugs and Society:
   https://books.google.co.ck/books?id=gGkWEQAAQBAJ&printsec=frontcover&source=gbs_vpt_read#v=onepage&q&f=false

Topics relevant to Skill Development:
1. An attitude of enquiry.
2. Write reports

e topics related to Human values and Professional ethics:
topics in are relevant to Human values and Professional ethics.

Catalog prepared by	Mrs. Divya Nair
Recommended by the Board of Studies on	0th BoS dated 06 June 2025
Date of Approval by the Academic Council	ademic Council no. 26 dated __ June 2025

Course Code: DES1139	Course Title: Design History and Appreciation Type of Course: School Core- Integrated	L- T-P- C	2	0	4	4
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: **Theory outcomes:** Identify and describe basic drawing tools, materials, and techniques. **Practical outcomes:** 3) **Interpret** historical design techniques and materials. 4) **Demonstrate** strategies for design development effectively.					
Course Content:						
Module 1	Introduction to Foundations of Design	Visual documentation, assignments, presentations-visual journal		Classroom discussions and presentations		15 Periods

Topics:

3) Understanding the meaning of Design- from its functional aspects to its artistic and cultural significance.

4) Understanding the scope and significance of design history.

5) Prehistoric and marvel creativity- cave paintings, design innovations in Greece and Rome.

Module 2	The Evolution of Design Through the Ages	Visual documentation, assignments, presentations-visual journal		Classroom discussions and presentations	15 periods

Topics:

5) **Medieval & Gothic Design:** the rise of religious architecture (cathedrals, monasteries) and the use of light, color, and symbolism in medieval design.

6) **The Industrial Revolution and Design**: Mass production, standardization, and the rise of consumer goods.

7) **Victorian Eclecticism:** Mixing historical styles in architecture, interiors, and fashion.

8) Factors influencing technological advancements- innovations in materials and processes.

Module 3	Global perspective & appreciation in design	Visual documentation, assignments, presentations-visual journal		Classroom discussions and presentations	30 periods

Topics:

4) **Indigenous and Traditional Designs**: Exploration of Native American, African, and Oceanic design traditions.

5) Cross-Cultural Influences: The blending of global aesthetics in modern design.

6) How does the design reflect the time period and cultural values?

7) **Social and Political Impact:** Does the design have a broader message or influence on society?

List of Projects:

3) Visual document project on "specific design movements".

4) Visual document project on "the impact of design on society"

5) Visual document project on "reinterpret historical design concepts for contemporary use".

Targeted Applications & Tools that can be used:

3) Research projects on specific design influential figures.

4) Creative designing of contemporarised products.

5) Design interpretation and documentation of historic collections.

Course Code: DES1149	Course Title: Intellectual property rights for designers	L-T- P- C	2	0	2	3
	Type of Course: School Core-Integrated					

Text Books

4. The Story of Design" by Charlotte and Peter Fiell
5. The Design of Everyday Things" by Don Norman.

References

3. JSTOR, AHAstor, and the Design Museum Collection for academic articles and visual references.

4. Virtual museum tours and online archives for global design heritage.

Topics relevant to "SKILL DEVELOMENT": the scope and significance of design history, Mixing historical styles in architecture, interiors, and fashion for Employability through Experiential Learning techniques.

This is attained through assessment component mentioned in course handout.

Version No.	1.0
Course pre-requisites	NA
Anti-requisites	NA
Course Description	This course introduces undergraduate design students to the essential concepts of intellectual property rights (IPR), emphasizing their relevance within creative and design contexts. Students will explore the types, laws, and ethical dimensions of IPR, understand strategies for protecting creative work, and analyze real-world issues and landmark case studies. Through practical projects and critical inquiry, learners will develop the ability to identify, protect, and ethically manage intellectual property as emerging design professionals.
Catalogue prepared by	Ms. Nivrity Sinha Assistant Professor, Foundation Design
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - 25.08.2025
Course Objective	The objective of the course is to familiarize the learners with the concepts of the Intellectual property rights and tools and attain Skill Development of student by using Experiential Learning techniques.

Course Outcomes

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

Theory outcomes:

Identify and recall basic terms, definitions, and global/local laws related to intellectual property rights relevant for designers.

Practical outcomes:

5) **Understand** Explain key intellectual property concepts, including copyright, trademark, patent, design patent, and trade secrets, and summarize their significance in the design profession.

6) **Analyze** Examine and differentiate between types of intellectual property protection, and analyze landmark case studies or disputes in the design sector.

Course Content:

Module 1	Introduction to Intellectual Property and its Relevance in Design	Visual documentation, assignments, presentations-visual journal,		Lectures, discussion of real-world design IPR scenarios, reflection on personal design ideas	15 Periods

Topics:

6) Definition and philosophy of intellectual property (IP)
7) Evolution and significance of IP in creative fields
8) The role of IP in fostering innovation and growth
9) Overview of IPR in India and globally
10) Why IPR matters for designers and design students

Module 2	**Types of Intellectual Property Rights and Fundamentals**	Visual documentation, assignments, presentations-visual journal.	Case studies (e.g., famous logos, product designs), identify and discuss examples from student work	**15 periods**

Topics:

9) Copyright: basics, scope, and importance for design
10) Trademarks and branding in design
11) Patents and design patents: what can be patented?
12) Trade secrets in creative industries
13) Key protection mechanisms: registration, documentation, open licensing

Module 3	**IPR Management, Ethics, and Practical Strategies**	Visual documentation, assignments, presentations-visual journal.	Hands-on exercises: drafting IP applications, role-play negotiation/classroom hearings, guest talks from design/IP professionals	**15 periods**

Topics:

8) The process of protecting original work: IP search, application, and registration
9) Understanding licensing, open source, Creative Commons, and fair use in design
10) Ethical and legal responsibilities of designers

11) Infringement: what it is, how to avoid it, and dispute resolution

12) Collaborating and sharing IP in group design projects

Module 4	Contemporary Issues, Case Studies, and Portfolio Integration	Visual documentation, assignments, presentations- visual journal, sketches	Case study presentations, portfolio review with IPR focus, group research on current topics	15 periods

Topics:

4) Landmark cases and current debates in design-related IPR

5) Socio-economic, cultural, and global perspectives

6) IPR and digital design: copyright in the age of the internet and AI

7) Portfolio best practices: documenting and presenting original design work with IPR considerations

8) Final project: Analysis of a real or hypothetical IPR scenario, documentation for a student portfolio				

List of Projects:

6) Visual document project on "Intellectual property rights".

7) Visual document project on "IPR process"

Targeted Applications & Tools that can be used:

6) Research projects on IPR.

7) Research projects on IPR process

Text Book

6. Ching, F. D. K. (2019). *Design Drawing* (3rd ed.). Wiley.

7. Michelson Institute for Intellectual Property: Open-access IP lessons and materials.

8. European Patent Office, *IP Course Design Manual*.

9. JNU. (n.d). *Course Title: Intellectual Property Rights: A Foundation Course*.

References

University library guides and platforms like Purdue OWL, Academic Marker, or institutional resources provide quick links, templates, and tutorials for all major styles.

Topics relevant to "SKILL DEVELOMENT - the essential concepts of intellectual property rights (IPR), emphasizing their relevance within creative and design contexts through Experiential Learning techniques.

Catalogue prepared by	Vibinkumar V G, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - 25.08.2025

Course Code Des 2172	Course Title: **Material Media Appreciation** Type of Course: **1] Program Core** **2] Integrated**	L-T-P-C	2	0	4	4
Version No.	1.0					

Course Pre-requisites	Material Exploration				
Anti-requisites	**NIL**				
Course Description	**Purpose**: The aim of this course is to introduce students with the diverse world of materials and media used in design and craft. It emphasizes understanding the tactile, visual, and functional qualities of various materials, and cultivates an appreciation for their historical, cultural, and sustainable contexts. **Abilities to be Develop:** Students are able to develop sensitivity to material behavior and learn how to make informed decisions in creative practice. **Nature of the Course:** **conceptual and experiential** in nature. It integrates **theoretical understanding** with **hands-on engagement**, encouraging students to explore, analyze, and respond to materials through sensory experiences, craft-based practices, and reflective thinking.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Materials, Media Appreciation and attain **Skill Development** through **Experiential Learning** techniques.				
Course Outcomes	On successful completion of the course the students shall be able to: Identify and classify various types of materials and media used in design and craft. Demonstrate hands-on proficiency with selected materials through explorative techniques. Evaluate materials based on sensory, functional, and sustainable parameters.				
Course Content:					
Module 1	Material Exploration & Sensory Experience	Assignment Case study Documentation		Observations Illustrations Visual Journal	**30 Hours**

Topics

Introduction to material appreciation, Sensory engagement: touch, sight, smell, sound, Physical properties: texture, opacity, flexibility, density, Hands-on experimentation with basic natural and synthetic materials, Material storytelling and sensory journals

Module 2	Traditional and Contemporary Media in Craft	Assignment Case Study Documentation		Observations Illustrations Visual Journal	**30 Hours**

Topics: Overview of traditional Indian craft materials: clay, wood, metal, textiles, paper, Introduction to regional and indigenous techniques, Contemporary media: plastics, resins, composites, digital fabrication materials, Field visit or case studies on craft clusters, Comparative study: traditional vs. modern media

Module 3	Critical and Sustainable	Assignment Presentation		Group Activities Presentations	**14 Hours**

		Material Thinking	Documentation		Explorations	

Topics: Material ethics and sustainability: lifecycle, sourcing, disposal, Innovations in sustainable and bio-based materials, Emotional durability and material attachment, Material in context: cultural identity and symbolism, Final project: design a material artifact with reflective documentation

List of Practical Tasks:

- **Upcycling Project** – Create a functional or aesthetic object using discarded materials.

- **Eco-Material Kit** – Curate and present a collection of biodegradable, natural, or alternative materials.
- **Clay Forming Exercise** – Create basic forms by hand using pinch, coil, and slab methods.
- **Mini Wood Joinery Demo** – Learn simple interlocking or slotting techniques with balsa or soft wood.
- **Craft-Inspired Surface Treatment** – Try traditional techniques like block printing, tie-dye, embossing, etc.
- **Material Sensory Journal** – Document tactile, visual, and auditory qualities of 10+ materials.
- **Blindfolded Texture Mapping** – Explore and sketch textures by touch only.
- **Material Mood Board** – Curate a board using found or collected materials based on a concept (e.g., warmth, contrast, fragility).
- **Material Swatch Book** – Create a flipbook of samples showing different properties (soft, rough, shiny, porous).

Targeted Application & Tools that can be used:

Product Prototyping: Understanding material behavior for form and function.

Craft Documentation & Revival: Appreciating and preserving traditional material knowledge.

Topics relevant to "Development of Skill": Material ethics and sustainability: lifecycle, sourcing, disposal, Innovations in sustainable and bio-based materials, Emotional durability and material attachment, Material in context: cultural identity and symbolism, Final project: design a material artifact with reflective documentation

Text Books
Ashby, M. & Johnson, K. (2014).
Materials and Design: The Art and Science of Material Selection in Product Design (3rd ed.)
– Butterworth-Heinemann
A foundational book on material properties, selection, and application in design.
Benyus, J. M. (2002).
Biomimicry: Innovation Inspired by Nature
– Harper Perennial
Inspires sustainable design thinking by learning from nature's material strategies.
Manzini, E. & Vezzoli, C. (2002).
Product-Service Systems and Sustainability: Opportunities for Sustainable Solutions
– UNEP

Useful for understanding sustainable material application in systems thinking.

References

1 Moor, C. (1997).
Designing with the Mind in Mind
– Morgan Kaufmann
Helps connect material appreciation with cognitive and emotional responses.
2. Ranjan, M. P. & Ranjan, A. (2009).
Handmade in India: A Geographic Encyclopedia of Indian Handicrafts
– COHANDS / Mapin Publishing
Excellent documentation of materials and processes in Indian crafts.
3. Narayan, R. (2007).
Crafts Atlas of India
– NBT India
Rich visual reference of traditional material practices across India.

Topics relevant to SKILL DEVELOPMENT: Material in context: cultural identity and symbolism, Final project: design a material artifact with reflective documentation for **Skill Development** through **Experiential Learning Methodologies** This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics : Material ethics and sustainability: lifecycle, sourcing, disposal, Innovations in sustainable and bio-based materials, Emotional durability and material attachment.

Catalogue prepared by	Ms. Nivrity Sinha Assistant Professor, Foundation Design
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - 25.08.2025

Course Code: DES2173	Course Title: Design Drawing Skills Type of Course: School Core-Integrated	L-T- P- C	2	0	4	4
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The purpose of this course is to equip students with foundational and advanced illustration techniques essential for design disciplines. Covering human anatomy, proportion, and gesture, the course develops the ability to accurately render full figures, portraits, and action poses. Students explore character creation and visual storytelling, delve into the basics of fashion illustration, and learn to compose engaging story illustrations. Through hands-on assignments in both traditional and digital media,					

	learners experiment with varied illustration styles and techniques while building a cohesive portfolio. Emphasis is placed on critical observation, creative interpretation, and professional presentation, preparing students to communicate concepts effectively through drawing and illustration.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.			
Course Outcomes	On successful completion of the course, the students shall be able to: **Theory outcomes:** Identify and describe basics of human anatomy, character design and illustration styles **Practical outcomes:** 7) **Interpret** the importance of observational drawing in visual representation. 8) **Apply** various drawing techniques to accurately depict illustration and composition.			
Course Content:				
Module 1	**Human Anatomy & Proportion**	Visual documentation, assignments, presentations- visual journal, sketches	Anatomy worksheets, live drawing exercises, gesture sketching, quick studies	**30 Periods**

Topics:

Full body structure and proportions
Skeletal and muscular anatomy (with emphasis on surface features)
Head study: facial features, structure, and expressions
Portrait drawing: capturing likeness and emotion
Gesture drawing and action poses

Module 2	Character Illustration	Visual documentation, assignments, presentations- visual journal, sketches	Original character sketches, fashion figure drawing exercises, fabric rendering practices	**30 periods**

Topics:

Introduction to character design: silhouette, personality, and uniqueness
Visual storytelling through posture, costume, and gesture
Basics of fashion illustration: fashion figure, stylization, and proportion
Drawing garments, fabric textures, and accessories
Color palettes and rendering for fashion

Module 3	Story Illustration & Visual Composition	Visual documentation, assignments, presentations- visual journal, sketches		Storyboard exercises, comic panel layouts, sequential visual narratives	30 periods

Topics:

Principles of visual composition: framing, perspective, and focus
Elements of storytelling in illustration
Developing a sequence: basics of storyboarding and comic panels
Building a visual narrative
Creating engaging story illustrations

Topics:

9) Exploration of illustrative styles (realistic, stylized, abstract)

10) Introduction to traditional (pencil, ink, watercolor) and digital media

11) Hybrid and mixed-media approaches

12) Developing a cohesive personal style

13) Portfolio compilation and project presentation

List of Projects:

8) Visual document project on "Concept Development".

9) Visual document project on "Translating ideas into a cohesive visual plan".

Targeted Applications & Tools that can be used:

8) Research projects on Concept board.

9) Research projects on Illustration Styles

Text Book

10. " Ching, F. D. K. (2019). *Design drawing* (3rd ed.). Wiley.

11. Hampton, M. (2010). *Figure drawing: Design and invention*. Michael Hampton.

12. Bradley, B. (2003). *Drawing people: How to portray the clothed figure*. Watson-Guptill.

13. Kiper, A. (2011). *Fashion illustration: Inspiration and technique*. Rockport Publishers.

References

5. Unsplash- A source of high-resolution images and photos that can be used for drawing references.

6.	ArtStation- A portfolio website for professional artists, featuring a wide range of digital artwork and concept designs.					

2)	Topics relevant to "<mark>SKILL DEVELOMENT</mark> -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through <mark>Experiential Learning</mark> techniques.	
Catalogue prepared by	Vibinkumar V G, Asst. Professor, Foundation Studies.	
Recommended by the Board of Studies on	12 BOS- 08, June 2025	
Date of Approval by the Academic Council	26th AC - 25.08.2025	

ENG	**Narrative Design: The Fundamentals of Storytelling**	**T-P-C**				
Version No.	)					
Course Pre-requisites	sic English language skills					
Anti-requisites	L					
Course Description	This course introduces design students to the fundamental principles and practices of storytelling as a design methodology. Students will explore storytelling across cultures, media, and time periods to understand how narratives shape human experience and can be leveraged as powerful design tools. Through analysis of oral traditions, written texts, visual narratives, and spatial storytelling, students will develop critical thinking skills while learning to craft compelling narratives that communicate ideas, evoke emotions, and challenge perspectives. The course emphasizes the intersection of design and storytelling as vehicles for ideology, identity formation, and cultural critique, providing students with essential narrative competencies applicable across design disciplines.					
urse Outcomes	On successful completion of this course, the students shall be able to:					
	1. Understand storytelling as a critical and flexible tool which can be used across disciplines to construct different discourses.					

	2. Analyze and identify the impact of different objects (memory, space, text, visuals, etc.) on narrative construction. 3. Apply storytelling techniques to design processes in order to communicate concepts, evoke emotional responses, and engage diverse audiences. 4. Develop an ability to create meaningful narratives using different objects and mediums.	

Course Content

dule 1	Introduction to storytelling			Classes	

Broadening the conceptual understanding of stories and storytelling
Topics:
- Communication through storytelling (Connecting the dots/components- storyteller, story-context-resource and audience- confluence of design and storytelling - and finally how it serves as a vehicle of ideology-enhancing communication through speaking skills).
- Study of storytelling across cultures and time periods (also concretizing it with examples like Apple's "1984" commercial, Nike's social justice campaigns).
- Critical reading of Design Movements & Subversion in Storytelling

Texts:
- *The Storytelling Animal* – Jonathan Gottschall (Chapters 1 & 2)
- "Why Stories Matter" – Chimamanda Ngozi Adichie (TED Talk: *The Danger of a Single Story)*
- Excerpts from Walter Benjamin's *The Storyteller*

Activity: Create a speculative design piece that critiques any current ideological norm.

dule 2	oking for encountered stories			Classes	

Exploring narratives through cultural and personal memory – oral storytelling

Topics:

- Oral communication - the idea of intangible stories and how they are shaped and narrated through memory, sometimes memory of a particular community.
- The object that we will focus on here is memory – remembering and retelling of events, sometimes how personal histories formulate this kind of storytelling.
- How does oral storytelling get remediated in popular culture- meaning-making?

Texts:
- Short stories from Warli myths or Kurumba myths
- *Decolonizing Methodologies* by L.T Smith (Chapter on indigenous storytelling)
- Tumbbad (2018, India) – Based on Maharashtrian folk horror and oral legends.

Activity: Students engage in autoethnography to encounter their own community, personal histories and stories.

dule 3	xtual and extra-textual			Classes	

Critically exploring how stories are constructed, interpreted, and mediated through textual

and extra-textual elements.
Topics:

- Analysing written stories – reading the lines – between the lines - and beyond the lines
- Elements of textual and extra-textual – do we need narrative structures?
- Textual and extra-textual(jacket covers, layout) shaping different discourses of identity, power and gender
- How can one view certain objects as resources in constructing stories? Understanding objects like archives, data, journal, maps around us and how they have been used in storytelling.

Texts:
- Bal, Mieke. "Narratology: Introduction to the Theory of Narrative" (2017)
- Genette, Gérard. Excerpts from "Paratexts: Thresholds of Interpretation" (1997) - On how peripheral/extra-textual elements shape reading
- Powers, A. (2011). *Front Cover: Great Book Jacket and Cover Design*
- "S." by J.J. Abrams and Doug Dorst / "House of Leaves" by Mark Z. Danielewski
- Crawford, T., & Thorp, E. (2019). *Data Feminism* (some excerpts)
- Alison Bechdel's *"Fun Home"* - Graphic memoir using archives and literary references /Safdar Ahmed's "Still Alive: Notes from Australia's Immigration Detention System" - Documentary comics using archival material
- Wood, D. (2010). *Rethinking the Power of Maps*. Chapter on "Maps Tell Stories"

Activity:
Creating narrative journeys through archival materials,
Narrative mapping: Create a map-based narrative that explores a personal journey or cultural story
Data storytelling: Transforming a dataset into a compelling visual narrative

odule 4	sual Storytelling and Image Narratives			Classes	

Exploring how visual composition communicates narratives
Topics:
- Can a story be told without words? Examples from (silent) films, cartoon and art.
- Who is looking? Who is being looked at? How does *gaze* shape meaning?
- Iconography and its contribution to meaning-making for different communities.

Texts:
- Berger, J. (1972). *Ways of Seeing*. Selected essays.
- Turner C. (2004) *Planet Simpson: How a Cartoon Masterpiece Documented An Era and Defined a Generation. Random House Canada*
- Art pieces: "Finding My Way" series by Venkat Raman Singh Shyam, "Constitution Series" by Malvika Raj
- Films and web series which focus on visual story telling (*Wall E, Ship of Theseus, The Act of Killing, Inception, Njan*)

Activity: Students can pick a cultural symbol and create a short video essay(2 minute) curating a

narrative around it.				

odule 5	atial Narratives			

Exploring how space and place can become a storytelling medium

Topics:

- How spaces contain stories? (for example urban places and certain landmarks holding certain histories and narratives)
- Can stories be woven around space and place? (here the objects are space and place- looking at the distinction between the concepts of space and place-transformation from neutral space to meaningful place through narrative- architecture and curated environments telling stories)
- Is there a change in the role of the audience/reader in such stories? – looking into linear vs spatial storytelling

Texts:

- "Narrative Space" by Marie-Laure Ryan (an essay)
- "Storyworlds Across Media" by Marie-Laure Ryan and Jan-Noël Thon (introduction)
- "The Role of Place in Literature" by Yi-Fu Tuan / "Textual Geographies: The Real-and-Imagined Spaces of Literature, Film, and Theater" by Robert T. Tally Jr. (excerpts from these essays)
- *The Third and Final Continent* by Jhumpa Lahiri/ *The Yellow Wallpaper* by Charlotte P Gilman (short stories)
- *Walking in Memphis*(music) by Marc Cohn/ *Budapest*(music) by George Ezra
- *Akira* (manga/film) - Neo-Tokyo's urban design as character and plot device
- *Journey/ Firewatch* (video games which deal with spatial storytelling)

Activity:

Students engage in countermapping through gaming – map an alternative spatial narrative of their favourite video games

rgeted Application & Tools that can be used:	
ferences	

Topics Relevant to "employability":	
Topics Relevant to "Human Values and Professional Ethics":	
Catalogue prepared by	Anannya Mitra
Recommended by the Board of Studies on	

Course Code: DES1148	Course Title: Design Career Orientation Type of Course: School Core- Integrated	L- P- C	2	2	3

Version No.	1.0
Course pre-requisites	
Anti-requisites	NA
Course Description	The objective of this course is to provide students with an in-depth knowledge of advanced strategies and tools to navigate and succeed in their career paths. By exploring the practical exercises, guest speakers from various industries, and interactive sessions to enhance students' readiness for career challenges and opportunities, the course aims to equip students with valuable insights and practical strategies.
Course Objective	The objective of the course is to familiarize the learners with the concepts of industry trends, honing professional skills, and developing a proactive approach to career planning and development 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: 9) **Recognize** their strengths, interests, values and career goals. 10) **Explain** a comprehensive career plan that aligns with their skills, interests, and market opportunities. 11) **Choose** and refine a professional brand, including a resume, LinkedIn profile, and personal pitch.
Course Content:	

Module 1	Introduction to Design Careers	Presentations	Classroom discussions, demos and presentations	20 Periods

Topics:

1. Introduction to the World of Design.
2. Design Thinking and Its Role in Careers.
3. Emerging Trends in the Design Industry.
4. Design for Impact.
5. Understanding Your Strengths and Interests.
6. Career Values and Motivation.
7. Building a Personal Career Map.

8. Career paths in various design fields.
9. Industry Expectations and Work Culture.

Module 2	Understanding the Design Process	Presentations	Classroom discussions, demos and presentations	**20 Periods**

Topics
1. Design Process and the types of problems.
2. Observation & Empathy Mapping.
3. Defining a Problem Statement.
4. Brainstorming Rules & Tools.
5. Lateral Thinking, Creative Triggers, group ideation and Co-creation.
6. Prototyping and testing.
7. Project execution and reflection.

Module 3	Advanced Job Search Strategies, Networking and Professional Relationships, Career Development Planning, Professional Skills and Workplace Readiness	Presentations	Classroom discussions, demos and presentations	**20 Periods**

Topics:
1. Utilizing job boards, company websites, and social media, advanced search techniques and filters.
2. Strategies for networking in person and online, Building relationships with mentors, peers, and industry professionals.
3. Enhancing verbal and written communication skills,
4. Effective teamwork and collaboration in diverse environments.
5. Behance development

List of Projects:

1. Process Journal

2. Group project report

3. Visual presentation project on "Networking Practice and Reflection".

4. Visual presentation project on "Career Plan and Portfolio Development".

5. Resume and Portfolio making.

Targeted Applications & Tools that can be used:

10) Self-Assessment and Personal Development

11) Career Exploration

12) Skill Development

Text Book

1. "Design of Everyday Things" by Don Norman
2. "Thinking with Type" by Ellen Lupton
3. "Design Thinking" by Nigel Cross
4. "The Elements of Design" by Gail Greet Hannah
5. "Creative Confidence" by Tom Kelley and David Kelley
6. "Becoming a Designer in a Digital Age" by Steven Heller and David Womack
7. "The Graphic Design Portfolio: Planning, Creating and Presenting Your Work" by Somerset House Publishing
8. "Speculative Everything: Design, Fiction, and Social Dreaming" by Anthony Dunne and Fiona Raby
9. "Design is Storytelling" by Ellen Lupton
10. "The India Report" by Charles and Ray Eames

References

1. **LinkedIn:** https://www.linkedin.com/ (Connect with design professionals, explore job postings, and join industry groups).
2. Baron, C. L. (2010). *Designing a digital portfolio* (2nd ed.). New Riders.
3. Cross, N. (2011). *Design thinking: Understanding how designers think and work*. Berg Publishers.
4. Hannah, G. G. (2002). *Elements of design: Rowena Reed Kostellow and the structure of visual relationships*. Princeton Architectural Press.
5. Kelley, T., & Kelley, D. (2013). *Creative confidence: Unleashing the creative potential within us all*. Crown Business.
6. Ranjan, A., & Ranjan, M. P. (2009). *Handmade in India: A geographic encyclopedia of Indian handicrafts*. Council of Handicraft Development Corporations / Abbeville Press.
7. The India Report. (1958). *Prepared for the Government of India by Charles Eames and Ray Eames*. Government of India / National Institute of Design.
   [Available online: https://www.nid.edu/sites/default/files/2021-01/The-India-Report.pdf]
8. Shaughnessy, A. (2005). *How to be a graphic designer without losing your soul*. Princeton Architectural Press.
9. Brown, T. (2009). *Change by design: How design thinking creates new alternatives for business and society*. Harvard Business Press.
10. Lidwell, W., Holden, K., & Butler, J. (2010). *Universal principles of design* (2nd ed.). Rockport Publishers.

Topics relevant to "SKILL DEVELOMENT":   Enhancing verbal and written communication skills for Employability through Experiential Learning techniques.

Catalogue prepared by	Jyoti Kaushik Sharma, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - 25.08.2025

Course Code:	Course Title: COSTING AND PRICING FOR DESIGNERS	L-T-P- C	3	0	0	3
	Type of Course:					

	1) Program Core Course (PCC) 2) Theory Course					
Version No.	**1.0**					
Course Pre-requisites	None, beyond a foundational understanding of their specific design discipline. Basic familiarity with spreadsheet software (e.g., Excel, Google Sheets) is beneficial but not required.					
Anti-requisites	Nil					
Course Description	This course combines the essential concepts of costing and pricing, specifically tailored for students studying design. The course structured from the perspective of design students, addressing the unique challenges and requirements they face in valuing their creative work. The aim is to equip students with practical knowledge and tools to understand project costs, develop pricing strategies, and make informed financial decisions—whether they choose to freelance, join a design studio, or start their own practice.					
Course Objectives	Upon successful completion of this course, students will be able to: 1. Understand the fundamental principles of costing and pricing within the context of Designing services. 2. Identify various direct and indirect costs associated with design projects. 3. Calculate overheads, hourly rates, and project-based costs accurately. 4. Explore and apply different pricing models (e.g., hourly, project-based, value-based, retainer) suited for design work. 5. Develop effective pricing strategies that reflect the value of their creative work, market conditions, and client budgets. 6. Understand the legal and ethical considerations in design business, including intellectual property and licensing. 7. Make informed financial decisions to ensure the profitability and sustainability of their design practice.					
Course Out - Comes	❖ CO1: Understanding the economic impact of good design (Cognitive Level: Understand – Level 2) ❖ CO2: Applying direct, indirect, fixed, and variable costs associated with design projects and business operations (Cognitive Levels: Apply – Level 3) ❖ CO3: Analysing various pricing models which suits for different design scenarios (Cognitive Levels: Analyze – Level 4) ❖ CO4: Evaluating market trends, competitor pricing, and client financial data to refine pricing strategies and legal compliances (Cognitive Levels: Evaluate – Level 5)					
	COURSE CONTENT:					
Module 1	**INTRODUCTION TO COSTING & PRICING FOR DESIGNERS**	**ASSIGNMENT**	**09 Sessions**			
	Meaning of Costing and Pricing - The Value of Design - Design as a business asset, Understanding the economic impact of good design, the "starving artist" myth vs. thriving creative professional - Why Costing and Pricing Matter for Designers - Basic Business Terminology for Creatives - Mindset Shift: From Creator to Creative Entrepreneur.					
Module 2	**UNDERSTANDING THE DESIGNING COSTS**	**CASE STUDY**	**12 Sessions**			

Types of Costs in Design - Direct Costs - Directly attributable to a project (e.g., software licenses for a specific project, stock assets, specialized printing) - Indirect Costs (Overheads) - Necessary for running the business but not project specific (e.g. rent, utilities, general software subscriptions, insurance, marketing, professional development) - Fixed vs. Variable Costs - Understanding how costs behave with production volume – Calculation of Overheads - Software, Tools & Resources Costing - Subscription models vs. one-time purchases, Hardware depreciation and upgrades, Stock photos, fonts, mock-ups and their licensing costs.

Module 3	PRICING STRATEGIES FOR DESIGN WORK	CASE STUDY	12 Sessions

Overview of Pricing Models - Hourly Rate Pricing: Pros and cons, when to use it - Project-Based (Flat Fee) Pricing: Estimating time and complexity, setting fixed fees - Value-Based Pricing: Pricing based on the perceived value or ROI for the client – Retainer Pricing Models - Tiered Pricing/Packages - Royalty/Licensing Fees - Factors Influencing Pricing - The Art of Price Estimation - Discounting & Negotiation (When and How).

Module 4	LEGAL, ETHICAL, AND FUTURE CONSIDERATIONS	REAL-TIME PROJECT	12 Sessions

Intellectual Property & Copyright for Designers: Understanding copyright ownership, Licensing and usage rights (exclusive vs. non-exclusive), Protecting your work, avoiding plagiarism and infringement - Taxes and Basic Financial Management for Designers: Understanding basic income tax obligations (country-specific overview) - The Future of Design & Pricing: Impact of AI and automation on design workflows and pricing, Emerging pricing models and design service structures, Continuous learning and adapting to market changes.

Targeted Application & Tools that can be used: Excel for calculating risk and returns of Currency.

Project work/Assignment:
1. **Quizzes/Short Assignments (20%):** Testing understanding of key concepts of costing and pricing.
2. **Costing & Pricing Exercises (30%):** Practical application of costing methods and pricing model selection for various design scenarios.
3. **Project Proposal & Pricing Strategy Development (30%):** A comprehensive assignment where students create a detailed project proposal, cost breakdown, and pricing strategy.
4. **Final Presentation/Portfolio Review (20%):** Presenting their understanding of business aspects related to design, potentially integrating legal and ethical considerations.

Text Books: The Business of Design: Balancing Creativity and Profitability" by Keith Granet

References:
1. "Pricing Creativity: A Guide to Profit Beyond the Hourly Rate" by Blair Enns
2. "Graphic Artists Guild Handbook: Pricing & Ethical Guidelines" (latest edition)
3. "Don't Get a Job, Make a Job: How to make it as a creative entrepreneur" by Gem Barton

Online learning resources:
https://presiuniv.knimbus.com/user#/searchresult?searchId=COSTING%20AND%20PRICING&_t=1750824704551

Catalogue prepared by	Mr. Chandrashekhar C Assistant Professor School of Commerce and Economics
Recommended by the Board of Studies on	12 BOS- 08, June 2025
Date of Approval by the Academic Council	26th AC - 25.08.2025

Course Code: DES1143	Course Title: Study on Craft Cluster Type of Course: NTCC	L-T-P-C	0	0	0	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti- requisites	NA					
Course Description	This non-teaching, self-directed course engages students in studying a local craft cluster in their hometown or nearby region in India during the summer break. Students explore the techniques, aesthetics, and cultural significance of traditional crafts (e.g., block printing, embroidery, Warli painting) through fieldwork and propose innovative applications in design, such as branding, campaigns, or visual storytelling. The course fosters cultural sensitivity, research skills, and the integration of traditional crafts into modern design contexts, aligning with the cognitive processes.					
Course Objective	1. To investigate the history, techniques, and cultural context of a local craft cluster through direct engagement with artisans. 2. To document craft processes and aesthetics using visual and written methods. 3. To analyze socio-economic challenges faced by artisans and their implications for ethical design. 4. To create design proposals inspired by the craft's visual and narrative elements.					
Course Out Comes	On successful completion of the course, the students shall be able to: 1. **Remember** key details about the craft cluster's history, techniques, and cultural significance based on fieldwork and secondary sources. 2. **Understand and** Interpret the craft's aesthetics, processes, and cultural narratives, explaining their relevance to design. 3. **Analyze** the socio-economic challenges faced by artisans and their implications for ethical and sustainable design practices. 4. **Create** innovative design solutions inspired by the craft, supported by sketches or mockups.					
Course Content:	Fieldwork and Documentation, Analysis and Design Application					

Module 1	Fieldwork and Documentation	Self-Directed Fieldwork, Observation, Interviews, Documentation	Research, Artisan Interaction, Visual Documentation, Secondary Research	NA

Topics:

- Craft Cluster Identification: Researching and selecting a local craft cluster (e.g., Bagh printing, Pattachitra, Kutch embroidery) using online resources and local contacts.
- Fieldwork Techniques: Conducting semi-structured interviews with artisans to gather insights on craft history, techniques, materials, and cultural significance; observing craft processes; obtaining permissions for photography.
- Cultural and Historical Context: Understanding the craft's role in community identity, traditions, and storytelling through artisan narratives and secondary sources.
- Visual Documentation: Capturing high-quality photographs (with permission) and sketches of craft processes, tools, and products; noting aesthetics like colors, patterns, and motifs.
- Ethical Engagement: Approaching artisans with empathy, addressing challenges like language barriers, time constraints, or hesitancy by explaining the academic purpose and offering to share the final report.

Module 2	Analysis and Design Application	Self-Directed Analysis, Reflection, and	Data Analysis, Reflective Writing, Design Proposal Creation	NA

		Creative Development		

Topics:

- Aesthetic Analysis: Examining craft elements (e.g., motifs, colors, typography-inspired patterns) for potential use in design outputs like branding or campaigns.
- Narrative Analysis: Exploring cultural stories, folklore, or rituals embedded in the craft for visual storytelling applications (e.g., motion graphics, social campaigns).
- Socio-Economic Challenges: Analyzing artisans' challenges (e.g., market access, resource scarcity) and their implications for ethical design practices.
- Design Integration: Creating two design proposals (e.g., a branding kit inspired by craft motifs, a social campaign based on craft narratives) with sketches or mockups.
- Report Structuring: Organizing findings into a comprehensive report with clear sections, visuals, and citations, reflecting on the craft's relevance to modern design.

List of Laboratory Tasks:

- **Task 1: Craft Cluster Study**

  1. Objective: To research and document a local craft cluster's history, techniques, and cultural context.
  2. Outcome: Detailed written and visual documentation (photos, sketches) based on fieldwork.

- **Task 2: Design Proposal Development**

  3. Objective: To create two design proposals inspired by the craft cluster.
  4. Outcome: Sketches or mockups of design solutions with descriptions.

Targeted Application & Tools that can be used:

- Research Tools: Online platforms like www.craftclustersofindia.in, www.handicrafts.nic.in for cluster identification; note-taking apps (e.g., Notion, Evernote) for organizing observations.

- Visual Documentation Tools: Cameras/smartphones for photography; sketching tools (e.g., Procreate, Adobe Fresco) for digital or hand-drawn visuals.

- Design Tools: Figma or Adobe Illustrator for creating mockups; Canva for quick design prototypes.

- Writing Tools: Microsoft Word or Google Docs for report drafting; Zotero or Mendeley for citation management.

Text Book:
- Norman, D. A. (2013). *The Design of Everyday Things: Revised and Expanded Edition*. Basic Books. ISBN: 978-0465050659.

- Lidwell, W., Holden, K., & Butler, J. (2010). *Universal Principles of Design: Revised and Updated*. Rockport Publishers. ISBN: 978-1592535873.

- Heath, C., & Heath, D. (2007). *Made to Stick: Why Some Ideas Survive and Others Die*. Random House. ISBN: 978-140006428

References:

- Books / Papers / Videos / Websites:
- Das, K. (2017). Craft Clusters and Work in Rural India (https://link.springer.com/chapter/10.1007/978-981-10-5628-4_6).
- NIFT Cluster Projects (https://nift.ac.in/cluster).
- Government of India (2011). Working Group Report on Handicrafts (https://handicrafts.nic.in/).
- TEDx Talks on storytelling (e.g., The Magical Science of Storytelling by David JP Phillips: https://www.youtube.com/watch?v=Nj-hdQMa3uA).
- Clarity in Communication: A Designer's Role (https://www.youtube.com/watch?v=iueVZJVEmEs).
- Craft Clusters of India: www.craftclustersofindia.in (cluster directory).

- Office of DC Handicrafts: www.handicrafts.nic.in (schemes and data).
- Cluster Observatory: www.clusterobservatory.in (reports and maps).
- Indian Trade Portal: www.indiantradeportal.in (cluster statistics).
- SFURTI: www.sfurti.msme.gov.in (supported clusters).

Final Deliverable and Assessment:

1. **Report (1500–2000 words, PDF format):**
   - Craft Description: Detail the craft's history, techniques, materials, and cultural context (Remember, Understand).
   - Visual Documentation: Include photographs (with permission), sketches, or diagrams of processes/products (Remember, Apply).
   - Challenges: Analyze artisans' socio-economic issues (Analyze).
   - Design Integration: Propose two creative ideas for applying the craft in design (e.g., posters, motion graphics), supported by sketches/mockups (Create).
2. **Submission:** Email the report by the first week of the new semester (date TBD). Late submissions incur penalties unless approved.

Assessment Rubrics (Aligned with Revised Bloom's Taxonomy):

Criteria	Weight	Excellent (8-10)	Good (5-7)	Needs Improvement (0-4)
Research Depth and Artisan Engagement (Remember, Understand)	30%	Thorough fieldwork with detailed recall and interpretation of craft history, techniques, and cultural context; empathetic approach evident.	Adequate fieldwork with some recall and interpretation of craft details; empathy shown but limited depth.	Superficial research; minimal recall or understanding; lacks empathy.
Quality of Documentation and Visuals (Remember, Apply)	30%	High-quality visuals with clear annotations; comprehensive documentation accurately capturing craft details.	Decent visuals with some annotations; documentation captures basic details but lacks depth.	Poor or missing visuals; incomplete or inaccurate documentation.
Creativity and Feasibility of Design Ideas (Create)	30%	Two highly creative, feasible design ideas strongly tied to craft aesthetics/narratives; supported by clear, innovative sketches/mockups.	Two moderately creative ideas with some craft connection; supported by partial or basic visuals.	Ideas lack creativity, feasibility, or craft relevance; minimal/no visuals.
Report Clarity Structure (Understand, Analyze)	10%	Well-structured, error-free report with clear headings, logical analysis, and proper citations.	Clear report with minor structural or analytical issues; citations present but incomplete.	Disorganized report and with significant errors or weak analysis; missing citations.

Topics relevant to "Skill Development": The course ==develops skills== in ethnographic research, visual documentation, cultural analysis, and creative design application through ==experiential learning==. Students enhance their readiness for roles in design by creating craft-inspired design solutions, fostering cultural sensitivity, and practicing ethical design, preparing them for diverse roles in branding, advertising, and visual storytelling.

Catalogue prepared by	Mr. Abhinav Srivastava Asst. Professor, School of Design 27.05.2025

Recommended by the Board of Studies on	<>
Date of Approval by the	<>

Course Code: LAW7601	Indian Constitution Type of Course: MOOC course	L- T- P- C	-	-	-	0
		Contact hours	-	-	-	-
Course Pre-requisites	NIL					
Anti-requisites	**NIL**					
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PATICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamentals of Indian Constitution concepts and their relevance to 75+ Years of Republic of India (https://constitution75.com/) as well as **#AzaadiKaAmrutMahotsav** / **Azadi Ka Amrit Mahotsav** (https://amritmahotsav.nic.in). It is designed to equip students with the knowledge about the Constitution of India. This course aims to introduce the constitutional law of India to students from all walks of life and help them understand the constitutional principles as applied and understood in everyday life. The objective of making the Constitution of India, familiar to all students, and not only to law students, this course aims and objectifies legal understanding in the simplest of forms. **This course is designed to cater to Constitutional Studies.**					
Course Objective	The objective of the course is **'SKILL DEVELOPMENT'** of the student by using **'PARTICIPATIVE LEARNING'** techniques					
Course Outcomes	On successful completion of this course the students shall be able to: 　1. Describe the basic understanding of the Indian Constitution and the concepts and issues relevant to day-to-day life of the nation and to equip the Citizen with the zeal of capacity building. Recognizing and identify the values of the Constitution of India. 　2. Enabling the Citizen-centric Awareness of Rights and Responsibilities of the State 　3. Explain the role of the State actors in building India. 　4. Understanding the Gandhian vision over the power of the LSG (Local Self-Governance)					
Course Content:						
Module 1	**Understanding the Making of the Constitution: The Constituent Assembly & The Constitution of India**				
Topics: Historical Context of Constituent Assembly - Compositions & Functions of Constituent Assembly What is a Constitution? – Why have a Constitution? – Constitutional Change - Features of Indian Constitution – Preamble of Indian Constitution					
Module 2	**Citizen's Fundamental Rights and State's Responsibilities (Directive Principles)**				

Topics:				
Introduction to Fundamental Rights - Right to Equality – Facets of Right to Equality - Right to Freedom - Constitutional Position of Some Democratic Rights - Right Against Exploitation - Right to Freedom of Religion - Right to Constitutional Remedies Directive Principles of the State Policy				
Module 3	**Organs Of the Government**			

Topics:

Executive: The President of India - Powers and Functions of President of India - Emergency Powers and the Position of the President

Legislature: Union Council of Ministers - Prime Minister - The Rajya Sabha - The Lok Sabha - Relation between the Lok Sabha & Rajya Sabha - Office of the Speaker – Important Parliamentary Committees

Judiciary: The Structure and Organization of the Judiciary & the High Court - The Supreme Court - Role of The Supreme Court - Judicial Activism in India - Basic Structure Doctrine & PIL

Module 4	Federalism & Decentralization			

Topics:

What is Federalism? - Centre-State Legislative Relations - Centre-State Administrative Relations - Centre-State Financial Relations

The 5th & 6th Schedules - Municipality- (History of Indian Municipality, Organization & Functions) – Panchayat 1 (Idea of Panchayat, Organization and Powers of Panchayats in India)

Targeted Application & Tools that can be used:

Application areas to familiarize students with fundamentals of Indian Constitutional concepts.

Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:

Assessment Type

- Online end term exam will be conducted as notified by the Presidency University.

Online Link*:

1) Prof. Amitabha Ray, SWAYAM Course: "Constitutional Government & Democracy in India" https://onlinecourses.swayam2.ac.in/cec19_hs13/preview

* Other source links are available in below Resources link.

Text Book

1. Durga Das Basu --- Introduction to the Constitution of India, 23rd Edition (Gurgaon; LexisNexis, 2018).
2. MP Jain's Constitutional Law of India, Lexis Nexis
3. V.N Shukla's Indian Constitutional Law, M.P Singh 13th Edition
4. MV Pylee's Constitution of India
5. J.C.Johari -- The Constitution of India: A Politico-Legal Study (Greater Noida: Sterling Publishers Pvt. Ltd. 2013).
6. Himangshu Roy and M.P.Singh – Indian Political System, 4th Edition (Bengaluru; Pearson Education, 2018)
7. Vidya Bhushan & Vishnoo Bhagwan--- Indian Administration (S. Chand, 2011)
8. S.R.Maheswari --- Indian Administration (Orient Blackswan, 2001)
9. Dr. A.Avasthi & A.P. Avasthi --- Indian Administration (L.N. Agarwal Educational Publishing, 2017).
10. B. L. Fadia --- Indian Government and Politics (Sahitya a. Bhawan, 13th Revised Edition, 2017).
11. P.M.Bakshi – The Constitution of India (Prayagraj, UP; a. Universal Law Publishing, January, 2018)

Reference Books

12. HM Seervai, Constitutional Law of India, 4th Ed. Vol I, II, & III
13. Uday Raj Rai, Constitutional Law-I
14. Democracy and Constitutionalism in India, Oxford University Press 2009

Resources:

1. https://onlinecourses.nptel.ac.in/noc20_lw03/course?&force_user=true
2. https://onlinecourses.swayam2.ac.in/cec19_hs13/course?&force_user=true
3. https://nptel.ac.in/courses/129106003
4. https://nptel.ac.in/courses/129106411
5. https://nptel.ac.in/courses/129105608
6. https://nptel.ac.in/courses/129106002

Topics relevant to Skill Development:
1. An attitude of inquiry.
2. Write reports

The topics related to Constitutional Studies and its application :
All topics in theory component are relevant to Indian Constitution.

Catalog prepared by	Faculty members of the Department of Law.	
Recommended by the Board of Studies on		
Date of Approval by the Academic Council		

| Course Code: CHE7601 | Environmental Studies
Type of Course: MOOC course | L- T- P- C | - | - | - | - |
| | | Contact hours | - | - | - | - |

Course Pre-requisites	NIL
Anti-requisites	**NIL**
Course Description	This course is designed to improve the learners' SKILL DEVELOPMENT by using PATICIPATIVE LEARNING techniques. This course aims to familiarize students with fundamental environmental concepts and their relevance to business operations, preparing them to address forthcoming sustainability challenges. It is designed to equip students with the knowledge and skills needed to make decisions that account for environmental consequences, fostering environmentally sensitive and responsible future managers. **This course is designed to cater to Environment and Sustainability**
Course Objective	The objective of the course is **'SKILL DEVELOPMENT'** of the student by using **'PARTICIPATIVE LEARNING'** techniques
Course Outcomes	On successful completion of this course the students shall be able to: 1. Describe the issues related to natural resources, ecosystems and biodiversity 2. Identify environmental hazards affecting air, water and soil quality 3. Recognize the importance of healthy environment and finding the sustainable methods to protect the environment 4. Convert skills to address immediate environmental concerns through changes in environmental processes, policies, and decisions
Course Content:	

Module 1	**Understanding Environment, Natural Resources, and Sustainability**			

Topics:
Classification of natural resources, issues related to Population growth and their overutilization, and strategies for their conservation. Water, air, soil, mineral, energy and food source. Effect of human activities on natural resources.
Concept of sustainability- Sustainable Development Goals (SDGs)- targets and indicators, challenges and strategies for SDGs; Sustainable practices in managing resources, including deforestation, water conservation, Desalination – types, energy security, and food security issues, Life Cycle thinking and Circular Economy.

Module 2	**Ecosystems, Biodiversity, and Sustainable Practices**			

Topics:
Ecosystems and ecosystem services: Various natural ecosystems, Major ecosystem types in India and their basic characteristics; forests, wetlands, grasslands, agriculture, coastal and marine; Ecosystem services- classification and their significance.
The importance of biodiversity, Types of biodiversity, Biodiversity and Climate Change, the threats it faces, hotspots, and the methods used for its conservation. Strategies for in situ and ex situ conservation, mega diverse nation.

Module 3	**Environmental Pollution, Waste Management, and Sustainable Development**			

Topics:
Types of pollution- Chemical, - Biological, Biomedical, noise, air, water, soil, thermal, radioactive and marine pollution, and their impacts on society. Urbanization and Urban environmental problems; effects, and mitigation.
Causes of pollution, such as global climate change, ozone layer depletion, the greenhouse effect, and acid rain, with a particular focus on pollution episodes in India. Importance of adopting cleaner technologies; Solid waste management;

Sustainable Materials and Technologies: Biodegradable and compostable materials, Recycled and reclaimed materials (E-waste management), Sustainable manufacturing processes.

Module 4	**Social Issues, Legislation, and Practical Applications**			

Topics:
Overview of key environmental legislation and the judiciary's role in environmental protection, including the Water (Prevention and Control of Pollution) Act of 1974, the Environment (Protection) Act of 1986, and the Air (Prevention and Control of Pollution) Act of 1981. Hazardous waste Rule 1989, Biomedical Waste handling 1998, Fly Ash Rule 1999,

Municipal Solid Waste Rule 2000, Battery Rules 2001, E- Waste Rules 2011, Plastic waste management Rules 2016, Construction Demolition waste Rules 2016   National Biodiversity Action Plan (NBAP)
Major International Environmental Agreements: Convention on Biological Diversity (CBD), The Biological Diversity (Amendment) Act, 2023, United Nations Framework Convention on Climate Change (UNFCCC); Kyoto Protocol; Paris Agreement.
Major International organisations and initiatives: United Nations Environment Programme (UNEP), United Nations Educational, Scientific and Cultural Organization (UNESCO), Intergovernmental Panel on Climate Change (IPCC).

Targeted Application & Tools that can be used:
Application areas are Energy, Environment and sustainability
Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:

Assessment Type
- Online exams (MCQs) will be conducted by the department of Chemistry

Online Link*:
1) Lecure by Dr. Samik Chowdhury, Dr. Sudha Goel, NPTEL course: Environmental Science, https://nptel.ac.in/courses/109105203, 2024.
2) Lecture by Dr. Padmavati, Dr Narendran Thiruthy, NPTEL Course: Biodiversity Protection, Farmers and Breeders Rights, https://nptel.ac.in/courses/129105008, 2024.

* Other source links are available in below Resources link.

Text Book
1. G. Tyler Miller and Scott Spoolman (2020), Living in the Environment, 20th Edition, Cengage Learning, USA
2. Poonia, M.P. Environmental Studies (3rd ed.), Khanna Book Publishing Co.
3. Bharucha, E. Textbook of Environmental Studies (3rd ed.) Orient Blackswan Private Ltd.
4. Dave, D., & Katewa, S. S. Text Book of Environmental Studies. Cengage Learning India Pvt Ltd.
5. Rajagopalan, R. Environmental studies: from crisis to cure (4th ed.). Oxford University Press.
6. Basu, M., & Xavier Savarimuthu, S. J. Fundamentals of environmental studies. Cambridge University Press.
7. Roy, M. G. Sustainable Development: Environment, Energy and Water Resources. Ane Books.
8. Pritwani, K. Sustainability of business in the context of environmental management. CRC Press.
9. Wright, R.T. & Boorse, D.F. Environmental Science: Toward A Sustainable Future (13th ed,). Pearson.

Reference Books
1. Varghese, Anita, Oommen, Meera Anna, Paul, Mridula Mary, Nath, Snehlata (Editors) (2022), Conservation through Sustainable Use: Lessons from India. Routledge.
2. William P. Cunningham and Mary Ann Cunningham (2020), Principles of Environmental Science: Inquiry & Applications, 9th Edition, McGraw-Hill Education, USA.
3. Richard A. Marcantonio, Marc Lame (2022). Environmental Management: Concepts and Practical Skills. Cambridge University Press.
4. Manahan, S.E. (2022). Environmental Chemistry (11th ed.). CRC Press. https://doi.org/10.1201/9781003096238
5. Theodore, M. K. and Theodore, Louis (2021) Introduction to Environmental Management, 2nd Edition. CRC Press

Resources:
1. https://nptel.ac.in/courses/109105203
2. https://archive.nptel.ac.in/courses/120/108/120108004/
3. https://nptel.ac.in/courses/127105018
4. https://onlinecourses.nptel.ac.in/noc23_lw06/preview
5. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
6. https://archive.nptel.ac.in/courses/120/108/120108002/
7. https://onlinecourses.swayam2.ac.in/ini25_bt02/preview
8. https://nptel.ac.in/courses/102104088
9. https://nptel.ac.in/courses/124107165
10. https://nptel.ac.in/courses/109106200
11. https://archive.nptel.ac.in/content/storage2/courses/120108004/module1/lecture1.pdf
12. https://onlinecourses.swayam2.ac.in/nou25_ge19/preview
13. https://onlinecourses.swayam2.ac.in/ini25_hs01/preview
14. http://kcl.digimat.in/nptel/courses/video/105105184/L32.html
15. https://nptel.ac.in/courses/105105169

Topics relevant to Skill Development:
1. An attitude of enquiry.
2. Write reports

The topics related to Environment and Sustainability :
All topics in theory component are relevant to Environment and Sustainability.

Catalog prepared by	Faculty members of the Department of Chemistry

Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: XXXXXX	Course Title: AI- Powered Design Thinking		L-T-P-C	2	0	2	3
	Type of Course: Practical Integrated Program Core						

Version No.	1.0
Course Pre-requisites	• Understanding of basic design thinking principles • Interest in artificial intelligence and its creative applications
Anti-requisites	NIL
Course Description	This course introduces students to the convergence of artificial intelligence (AI) and design thinking. It focuses on how AI can augment each phase of the design thinking process—from empathy and ideation to prototyping and testing. Through a blend of theoretical frameworks and practical experimentation, students will explore emerging AI tools that assist in problem discovery, creative ideation, user-centered research, and visualization. The course nurtures a critical mindset on ethical implications and responsible innovation in AI-powered design.
Course Objective	To enable students to effectively incorporate artificial intelligence into the design thinking process, leading to smarter, user-centric, and scalable design solutions across industries.
Course Outcomes	• Describe and analyze the role of AI in enhancing the stages of design thinking. • Use AI tools for empathy mapping, ideation, and low-fidelity prototyping. • Apply AI-generated insights and visuals in creating user-centered design outcomes. • Reflect critically on ethical, inclusive, and sustainable design practices using AI.
Course Content:	Foundations of AI in Design Thinking

Module 1	Foundations of AI in Design Thinking	Assignment Demonstration and Participative Learning. Documentation	Observation & comparison Visual Journal	21 Period

Topics:
- Introduction to Design Thinking: Stages and Mindsets
- Overview of Artificial Intelligence in creative disciplines
- Key AI tools in design: ChatGPT, DALL·E, Midjourney, Runway ML
- Mapping opportunities for AI in the double diamond framework

Module 2	AI-Powered Ideation and Concept Generation	Assignment Demonstration and Participative Learning. Documentation	Observation & comparison Visual Journal	21 Period

Topics:
- AI for idea generation: Prompt engineering for brainstorming
- SCAMPER + AI, 5W1H + ChatGPT integration
- Image generation tools for mood boards and sketching
- Synthesizing AI outputs into creative concept directions

Module 3	Prototyping, Evaluation and Ethical Design with AI	Assignment Demonstration and Participative Learning. Documentation	Observation & comparison Visual Journal	22 Period

Topics:
- Rapid prototyping using Figma plugins and low-code AI
- AI-assisted testing and iteration: feedback loops using user sentiment analysis
- Ethical implications of AI in human-centered design
- Future directions: Inclusive AI, sustainable tech-driven design

List of Practical Tasks:

1. Build empathy maps using AI persona generation
2. Conduct a digital brainstorming session with ChatGPT and SCAMPER
3. Create a moodboard using Midjourney or DALL·E
4. Prototype a digital product using Figma and AI plugins
5. Use sentiment analysis on user feedback to refine ideas
6. Final project presentation integrating AI tools in a complete design cycle

Targeted Applications & Tools that can be used:

1. Text-based AI: ChatGPT, Claude, Gemini
2. Visual AI: DALL·E, Midjourney, Runway ML
3. Prototyping: Figma (with AI plugins), Uizard, Framer
4. User Research Tools: Otter.ai, MonkeyLearn, Lookback

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

Final team project demonstrating the full AI-powered design thinking process on a real-world problem. Includes documentation, user feedback, iterative changes, and presentation.

Text Books

1. Tim Brown – *Change by Design*
2. Gavin Munro – *Artificial Intelligence for Designers*
3. Jake Knapp – *Sprint*
4. Bernard Marr – *Artificial Intelligence in Practice*

References
- IDEO U Learning Hub
- OpenAI & Midjourney Documentation
- MIT Media Lab – Ethics in AI Design
- "AI x Design" Medium publication

Topics relevant to Skill Development:

This course builds design intelligence, digital fluency, and ethical responsibility through experiential learning with AI, preparing students to be future-ready designers.

Catalogue prepared by	Name: Prof .Niveditha A S Designation: Assistant Professor SCHOOL OF DESIGN
Recommended by the Board of Studies on	BoS held on
Date of Approval by the Academic Council	

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Approved by AICTE, New Delhi

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Itgalpur, Rajankunte, Yelahanka, Bengaluru – 560064

Course Code: DES 1135	Course Title: Design Ethics and sustainability Type of Course: Open Elective – Theory	L-P-C	3	0	3
Version No.	3.0				
Course Prerequisites	NA				
Anti-requisites	NA				
Course Description	This course explores the complex relationship between design, ethics, and sustainability. It delves into the environmental and social impacts of the fashion industry, examining both the challenges and opportunities for creating a more sustainable and ethical industry. Students will learn about key concepts such as sustainable design, ethical sourcing, and responsible consumption. The course also covers regulatory frameworks, industry standards, and the role of innovation in driving positive change.				
Course Objective	The objective of the course is TO ATTAIN ENTREPRENURSHIP DEVELOPMENT OF STUDENT WITH EXPERIENTIAL LEARNING TECHNIQUES.				
Course Outcomes	On successful completion of the course the students shall be able to: 1. Deliberate on what is Design ethics and sustainability 2. Comprehend sustainable practices 3. Appreciate the circular fashion				

Course Content:

A course on Design Ethics and Sustainability typically covers a range of topics designed to educate students about the ethical and environmental impacts of the fashion industry. Students will be learning about different topics such as ethical issues in fashion, environmental impact of fashion, sustainable fashion practices, consumer behaviour, policy and regulation.

Module 1	Deliberate on Fashion Ethics	Assignment& Documentation	Comparison, explanation & Visual Journal	15 Hrs

Topics:

Definitions and key concepts, Historical context of ethical and sustainable practices in fashion, Labor rights and working conditions, Fair trade and ethical sourcing, Resource consumption (water, energy), Pollution and waste management, Carbon footprint of the fashion industry, Sustainable design principles, Slow fashion vs. fast fashion.

Module 2	Comprehend Sustainable Practice and Consumer Behavior	Assignment, case study& Documentation	Report writing, Group discussion & Visual Journal	15 Hrs

Topics:

Strategies for corporate social responsibility in the fashion industry, Case studies of brands with sustainable practices, Certification and standards (e.g., Fair Trade, GOTS), Role of consumers in promoting sustainability, Ethical consumerism and buying habits, Impact of marketing and media on consumer choices, Government policies on environmental and labor standards, International agreements and collaborations, Role of NGOs and advocacy groups.

Module 3	Social implication of Fashion	Assignment, Research & Documentation.	Visual Journal, Report writing & Illustrations.	15 Hrs

Topics:

Technological advancements (e.g., sustainable textiles, new materials), Circular fashion (recycling, upcycling, zero-waste design), Predicting the future of the fashion industry, Emerging trends and technologies, designing a sustainable fashion collection, evaluating sustainability practices of existing brands, Developing a business plan for an ethical fashion brand.

Topics relevant to "EMPLOYBILITY SKILLS": Technological advancements, Circular fashion, zero-waste design, designing a sustainable fashion collection, developing a business plan for an ethical fashion brand, evaluating sustainability practices of existing brands.

Text Books

References:

Analysis of the sustainability aspects of fashion: A literature review - Virginija Daukantienė, 2023 (sagepub.com)
(PDF) Ethical foundations in sustainable fashion (researchgate.net)
Importance of Ethics and Sustainability in the Fashion Industry: An Abstract | SpringerLink Ethical Fashion: A Route to Social and Environmental Well-Being | SpringerLink
Full article: Can fashion be sustainable? Trajectories of change in organizational, products and processes, and socio-cultural contexts (tandfonline.com)

Catalogue prepared by	Name: Dr.D.Kamalraj Designation: Associate Professor Fashion Design, School of Design

Recommended by the Board of Studies on	BOS 10th on 4/07/2024

| Date of Approval by the Academic Council | 24th AC on 03/08/2024 |

Course Code: DESXXXX	Course Title: Digital Branding and Advertising Type of Course: Open Elective – Theory embedded	L-T-P-C	2	0	2	3

Version No.	1.0
Course pre-requisites	NA
Anti-requisites	NA
Course Description	This course introduces students to the principles and practices of digital branding and advertising in the modern marketing landscape. It explores the impact of digital transformation on brand communication, customer engagement, and advertising strategies across platforms such as social media, search engines, and content marketing. Emphasizing both strategic thinking and creative execution, the course empowers students to design compelling brand narratives, execute campaigns, and analyze performance using basic digital tools.
Course Objective	The objective of the course is to familiarize the learners with the concepts of **Digital Branding and Advertising** and attain Entrepreneurship of student by using Experiential Learning techniques.
Course Outcomes	On successful completion of the course, the students shall be able to: 1. Recall fundamental concepts and terminologies related to digital branding and advertising. 2. Explain the roles and functionalities of various digital channels, branding strategies, and advertising formats. 3. Develop basic digital branding campaigns using relevant tools and techniques for social media, content, and search engine advertising.
Course Content:	

Module 1	Fundamentals of Digital Branding and Advertising	Assignment	Visual document, presentations, group discussions	20 Periods

Introduction to Branding in the Digital Era, Key Concepts: Brand Identity, Equity, Positioning, Introduction to Digital Marketing and Advertising, Evolution of Digital Media Platforms, Branding Touchpoints in the Digital Environment, Digital Consumer Behavior and Journey Mapping, Introduction to Paid, Owned, and Earned Media, Advertising Objectives and Campaign Planning, Basics of Media Buying and Digital Budgets, Case Studies: Successful Digital Brand Campaigns, Analyzing Brand Identity through Website and Social Media, Creating a Digital Brand Persona, Mapping a Customer Journey (Touchpoints), SWOT Analysis for a Digital Brand, Competitor Benchmarking using Free Tools, Persona Building Workshop, Identifying Paid, Owned, and Earned Media Examples, Campaign Objective Setting Exercise, Brand Storytelling Techniques in Practice, Presentation of Assignment

Module 2	Digital Channels and Tools	Assignment	Visual document, presentations, group discussions	20 Periods

Overview of Digital Channels (Search, Display, Social, Email), Content Marketing and Blogging, Introduction to SEO and SEM, Social Media Advertising (Meta, Instagram, LinkedIn, Twitter), Video Advertising (YouTube and OTT platforms), Influencer and Affiliate Marketing, E-commerce Branding Strategies, Performance Metrics: CTR, CPA, CPC, ROI, Role of Analytics and Data in Branding, Case Studies: Brand Channel Strategy Comparison, Setting up a Google AdWords Mock Campaign, Creating SEO-Optimized Blog Content, Designing Social Media Ad Creatives, Managing a Brand Instagram Grid, Creating a Brand YouTube Channel and Uploading Content, Analyzing Traffic with Google Analytics, Mock Influencer Brief and Strategy, Practicing Email Campaign Design (Mailchimp/Benchmark), Evaluating Brand Campaigns through KPIs, Assignment Presentation and Peer Review

Module 3	Campaign Design, Execution, and Evaluation	Assignment	Visual document, presentations, group discussions	20 Periods

Integrated Campaign Planning, Budget Allocation and Media Planning, Creative Strategy Development, Brand Voice and Visual Language, Campaign Execution Checklist, Consumer Engagement and Community Management, Real-time Campaign Optimization, Crisis Management and Online Reputation, Ethics in Digital Branding and Privacy Laws (GDPR, CCPA), Trends in Digital Advertising (AI, AR, Personalization), Designing a Mini Digital Campaign, Copywriting and Visual Design, Role Play: Influencer-Brand Collaboration, Scheduling Posts Using Social Tools (Buffer/Hootsuite), Brand Voice Tone Exercise (Brandbook Creation), Digital PR Mock Drill, Handling a Brand Crisis Simulation, Evaluating Campaign Effectiveness, Presentation of Final Campaign with Peer Evaluation, Portfolio Compilation and Reflection

List of Projects:
1) **CA 1:** Evaluate a real-world brand's digital presence and branding strategy using theoretical frameworks and consumer journey mapping. 2) **Mid-Term:** Conceptualize and build a platform-specific digital strategy for a brand including SEO, social media, and content marketing 3) **CA 2:** Design a concise but complete digital campaign proposal for a product or social cause. 4) **End-Term:** design and simulate a full-fledged digital branding campaign including strategy, design, mock execution, and analysis.

Targeted Applications & Tools that can be used:
Google Ads, Canva, Mailchimp/Brevo, InVideo, Trello/Notion/ClickUp, Google Workspace (Docs, Slides, Sheets), Grammarly / Hemingway Editor, etc.

Text Book
1) Advertising and branding basics, SAGE Publications India Pvt. Ltd [Corporate Author], 2021, ISBN: 9789391138950 http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=33492&query_desc=kw%2Cwrdl%3A%20Branding%20and%20Advertising

Reference Books
1) Integrated advertising, promotion, and marketing communications, Clow, Kenneth E, Pearson India Education Services, 2021, ISBN: 9789332518377 http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=17499&query_desc=kw%2Cwrdl%3A%20Digital%20Advertising 2) New marketing : how to win in the digital age, Burgess, Cheryl, Sage Publications Ltd., 2020, ISBN: 9781526490100 http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=34126&query_desc=kw%2Cwrdl%3A%20Digital%20branding

Topics relevant to "ENTREPRENEURSHIP": Advertising Objectives and Campaign Planning, Analyzing Traffic with Google Analytics, E-commerce Branding Strategies, Ethics in Digital Branding and Privacy Laws (GDPR, CCPA), Designing a Mini Digital Campaign for Entrepreneurship through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.	
Catalogue prepared by	Mr. Madhusudana M, Asst. Professor, School of Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: DES2001	Course Title: Design Thinking Type of Course: Theory	L-T-P-C	3	0 0	3
Version No.	1.0				
Course Pre-requisites	NIL				
Anti-requisites	NIL				
Course Description	The course aims to introduce concepts of Design thinking and orient the students towards importance of design thinking, 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 promoting Entrepreneurship for students by using PARTICIPATIVE LEARNING Techniques.				
Course Outcomes	On successful completion of the course the students shall be able to: 1) Remembering the concept and importance of Design Thinking. 2) Understanding the problem-solving techniques, to create prototype and testing. 3) Applying the Design Thinking process in the real world.				
Course Content:	All assignments and projects must be developed using the reference materials available from the PU e-resource database – JSTOR, EBSCO, Library OPAC, NPTEL Videos, etc.				

Module 1	Introduction to Design Thinking	Visual journal, book of essays, context-specific assignment/project	Visual output generation, by Visual Journal and narrative development.	15 hours

Topic

    1) Define key terms and concepts related to design thinking.

    2) Explain the core principles of human-centered design and their application.

    3) Identify problems using design thinking framework.

Module 2	Ideation and Prototyping	Visual journal, book of essays, context-specific assignment/project	Visual output generation, by visual journal and narrative development.	18 hours

Topics:

    1) Analyse and break down complex problems into smaller, manageable components for design consideration.

    2) Create tangible prototypes to test and refine design ideas.

    3) Develop innovative design concepts that address identified user needs.

Module 3	Implementation and reflection	Visual journal, book of essays, context-specific assignment/project	Visual output generation, by visual journal and narrative development.	12 hours

Topics:

1) Understand the effectiveness and impact of design solutions based on specific criteria.
2) Analyze the design process and suggest improvements for future projects.

Targeted Application & Tools that can be used:
1) Design ideation tools like Miro , SCAMPER etc.
2) Research Tools for Human Centric Design using forecasting tools like WGSN
3) Feedback tools like Google Forms , etc.
4) Expert Lectures

Text Book
Thinking Design by S Balaram. New Delhi [India]: Sage Publications Pvt. Ltd. 2010. eBook., Database: eBook Collection (EBSCOhost)
https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=6&sid=18ab1f43-1f92-4d02-ae2e-a9c06dc06d8c%40redis&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=354920&db=nlebk

References

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

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

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

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

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

https://puniversity.informaticsglobal.com:2054/stable/23260048?Search=yes&resultItemClick=true&searchText=design+thinking&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Ddesign%2Bthinking%26so%3Drel&ab_segments=0%2FSYC-6168%2Ftest&refreqid=fastly-default%3Acb1be24976e25734cb5fc13a8af6fdfb&seq=1#metadata_info_tab_contents

4) 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=yes&resultItemClick=true&searchText=design+thinking&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Ddesign%2Bthinking%26so%3Drel&ab_segments=0%2FSYC-6168%2Ftest&refreqid=fastly-default%3A0b89336ea274d63c010536b01316d7bb&seq=1#metadata_info_tab_contents

5) 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=yes&resultItemClick=true&searchText=design+thinking&searchUri=%2Faction%2FdoBasicSearch%3FQuery%3Ddesign%2Bthinking%26so%3Drel&ab_segments=0%2FSYC-6168%2Ftest&refreqid=fastly-default%3A0d5b607b163f60876ca973ed90e22b1c&seq=1#metadata_info_tab_contents

Itgalpur, Rajanakunte, Yelahanka, Bengaluru – 560064

6) The design thinking process, its stages from

WGSN The Design Thinking Toolkit - WGSN

Insight

7) The Empathy Map from WGSN

Youth: Consumer Empathy Mapping - WGSN Insight

Catalogue prepared by	Dr. D. Kamalraj / Ms. A.S.Niveditha
Recommended by the Board of Studies on	4th July 2024.
Date of Approval by the Academic Council	3rd Aug 2024.

Course Code:	Course Title: Documentary Filmmaking		2	0	2	3
	Type of Course: Open Elective	L-T- P- C				
Version No.						
Course Pre-requisites	NA					
Anti-requisites	NIL					
Course Description	This course introduces students to the basics of modern documentary filmmaking, essential theories related to documentary film, story-telling in documentary, composition sense, principles, lenses, usage of available lighting, cinematography, and techniques to better engage the audience on a subconscious level, and introduce basics of editing., less or no usage of post production techniques other than voice over, BGM etc. with adobe premiere pro. This curriculum would follow the rules & regulations implemented by Prasar Bharati, Public Service Broadcasting, Government of India for funding documentary film production.					
Course Objective	The objective of the course is to familiarise the learners with the concepts of DOCUMENTARY FILM MAKING in current time and attain **Skill Development through Experiential learning techniques**					
Course Out Comes	On successful completion of the course the students shall be able to: 1) **Define** story telling in documentary filmmaking process 2) **Practical outcomes : Documentary film as a final project** 3) **Review** excellence in storytelling that deals with human psychology, socio-economic scenario etc. 4) **Apply** learnings to create communication collaterals.					
Course Content:	Legacy of documentary with Soviet, American & European pioneers, War & Documentary, Human documentary , News Reel & documentary , current time documentary , Television documentary & independent documentary, documentary festivals					

Module 1	Documentary Theories	Film Diary/ Term paper/Assignment/ Case Study	Programming/Simulation/Data Collection/any other such associated activity	20 Hrs

Topics:
- Legacy of documentary films
- News reel & documentary - understanding
- Docu-fiction on television
- Essential Production design for documentary - budgeting, distribution etc.

Module 2	Basics of Documentary-filmmaking	Term paper/Assignment/ Case Study	Programming/Simulation/Data Collection/any other such associated activity	20 Hrs

Topics:
- Storytelling technique in documentary
- Role of a director in documentary in scripting comparing fiction films
- Cinematography in documentary
- Techniques of live sound recording
- Documentary on edit table comparing fiction projects
- Voice over and application of pre- recorded Music in documentary

Module 3	Documentary Filmmaking	Final Documentary Film Project	Programming/Simulation/Data Collection/any other such associated activity	20 Hrs

Topi•cs: Selection of documentary script for final Film project
- Location Reece , Production planning
- Shooting
- Submission of VO & VO track laying
- Rough Cut
- Final Cut with BGM and Title credits

List of Laboratory Tasks:
Experiment N0 1:
Pitch the idea
Experiment No. 2:
Production planning with schedule, Create 'Voice of God'
Experiment No. 3:
Shoot the film and edit

Targeted Application
& Tools that can be used:
- Application areas are documentary / non-scripted film making, non scripted film editing
- Adobe Premiere Pro
- Camera & sound recording devices

Topics relevant to "SKILL DEVELOPMENT":,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
- https://deepblue.lib.umich.edu/bitstream/handle/2027.42/167617/Eastwards.pdf?sequence=1
- Kino-Eye Paperback – by Dziga Vertov (Author), Annette Michelson (Editor), Kevin O'Brien (Translator)
- Documentary Filmmakers Handbook by Ned Eckhardt
- Documentary Voice & Vision: A Creative Approach to Non-Fiction Media Production by Kelly Anderson

References:

https://cilect.org/documentary-outreach/
https://srfti.ac.in/post-graduate-programme-in-edm/
https://iffr.com/en/

Catalogue prepared by	Mr. Sudipta Das EICA, FIP (Gold), SRFTI Asst. Prof. SOD, Presidency University
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code:	Course Title: Comic Design
	Type of Course:
	    1) Open Elective
	    2) Theory & Laboratory Integrated
		L-T-P- C	2	0	2	3

Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	Comic Design introduces students to the art of visual storytelling through the medium of comics. This hands-on elective explores the fundamentals of sequential art, character creation, and narrative design. Students will learn to combine text and image effectively, developing original characters, settings, and stories. The course encourages experimentation across styles and genres, providing a platform for personal expression and critical engagement. Through lectures, studio sessions, and a final project, students will produce a complete short comic, gaining practical skills and a deeper understanding of comics as a versatile and culturally significant form of communication and creativity.					
Course Objective	To equip design students with a comprehensive understanding of comic design principles and integrated communication, and attain Skill Development through Experiential Learning techniques.					

Basic skill sets required for the laboratory:	The students shall be able to develop:
	    1) An attitude of enquiry and curiosity towards visual storytelling.
	    2) Confidence and ability to tackle new creative challenges and design problems.
	    3) Ability to interpret visual elements and narrative flow in comics.
	    4) Ability to collaborate effectively as both leader and team member during group projects.
	    5) Assess and correct errors in sketches, layouts, and story sequencing.
	    6) Observe and analyse details in characters, environments, and panel composition.
	    7) Write clear, concise reports or reflections on their creative process and outcomes.
	    8) Select suitable tools, materials, and digital software for comic creation.
	    9) Identify and troubleshoot issues in artwork and production workflows.
	    10) The ability to follow standard procedures for storyboarding and comic production.					

Course Out Comes	On successful completion of the course, the students shall be able to:
	    1. **Reproduce** and apply the fundamental principles of comic storytelling, character design, and sequential visual narration.
	    2. **Recognise** the cultural and social potential of comics as a medium for expression, critique, and innovation across disciplines.
	    3. **Produce** original comic strips or short comics by integrating text and imagery to communicate ideas effectively.					

Course Content:	Introduction to Comics & Sequential Art Visual Storytelling Techniques Character Design and Expression Environment and World-Building Storyboarding and Thumbnail Sketches Page Layout and Composition Integrating Text and Image (Speech Balloons, Captions) Inking and Colouring Techniques (Manual and Digital) Final Comic Project: Concept to Execution					

Module 1	Introduction to Comics and Visual Storytelling	Lectures, Demonstration Assignment	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	20 Sessions

Topics:

• Brief history of comics (international & Indian perspectives)
• Understanding the comic form: Panels, gutters, transitions, and timing
• Types of comics: Strips, webcomics, graphic novels, zines
• Basics of visual narrative and story structure

Module 2	Character and World Design	Lectures, Demonstration Assignment	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	20 Sessions

Topics:

• Design Principles: Typography, layout, color, imagery, visual hierarchy for digital platforms.
• Character design: Body language, facial expression, silhouettes
• Environment and setting design for storytelling
• Storyboarding and thumbnailing

Style exploration: Linework, mood, and genre

Module 3	Comic Studio Practice	Lectures, Demonstration Assignment	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	20 Sessions

Topics:

• Design Page layout and composition principles
• Dialogue writing and balloon placement
• Inking, colouring (manual/digital), and final touches
• Production of a short comic strip format
• Peer reviews and presentation

List of Laboratory Tasks:

Experiment 1: Visual Storytelling through Panel Design

  o Objective: To understand and apply the principles of panel layout, transitions, and visual flow in a short sequential narrative.

Experiment 2: Storyboarding and Comic Page Layout

  o Objective: To develop thumbnail sketches and full-page layouts with attention to pacing, balance, and narrative clarity.

Experiment 3: Final Comic Project

Objective: To integrate all components—story, characters, setting, dialogue, and layout—into a complete short comic.

Targeted Application & Tools that can be used:

• Comic Creation & Illustration Tools:

  o Clip Studio Paint: For professional comic illustration, panel layout, inking, and coloring.

  o Procreate: For digital drawing and sketching, especially on iPads.

       ○   Adobe Photoshop: For image editing, coloring, and finishing comic pages. Web Design Tools:

- Graphic Design Software:

       ○   Adobe Illustrator: For designing vector graphics and illustrations.

       ○   Krita: A free and open-source digital painting tool ideal for comic art.

- Storyboarding & Layout Tools:

       ○   Storyboarder: For planning comic sequences and visual storytelling.

       ○   Figma: For collaborative layout and page design mock-ups.

- Publishing & Distribution Platforms:

       ○   Webtoon / Tapas: For publishing and sharing webcomics online.

       ○   Canva: For creating presentations and promotional materials for comic projects.

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

1. Create a Short Comic Strip (2–4 pages): Develop an original comic concept featuring a protagonist, setting, and a complete mini-narrative using principles of sequential storytelling.
2. Comic Page Layout Exercise: Submit a storyboard and final inked page based on a given theme or prompt, focusing on layout, panel flow, and visual clarity.

Text Book
1. McCloud, S. (1993). Understanding Comics: The Invisible Art. William Morrow Paperbacks. ISBN: 978-0060976255
2. Eisner, W. (2008). Comics and Sequential Art: Principles and Practices from the Legendary Cartoonist. W. W. Norton & Company. ISBN: 978-0393331264
3. McCloud, S. (2006). Making Comics: Storytelling Secrets of Comics, Manga and Graphic Novels. William Morrow Paperbacks. ISBN: 978-0060780944

References
1. https://www.youtube.com/live/IGmPCutgl2o
2. https://www.youtube.com/live/IGmPCutgl2o
3. https://www.youtube.com/watch?v=locNJ4e_Fzl
4. Clarity In Communication: A Designer's Role
5. https://www.youtube.com/watch?v=iueVZJVEmEs

Online learning resources:
1. Understanding Comics by Scott McCloud (Animated Summary & Talks)
2. https://www.youtube.com/watch?v=fXYckRgsdjI
3. Making Comics – A Course by Nate Powell (Pulitzer Finalist Cartoonist)
4. https://www.youtube.com/playlist?list=PL7BPcZxA3e3dQeg5XnXy1I_pmlc5-PLK2
5. Graphic Novels and Comics (Coursera – University of Dundee)
6. https://www.coursera.org/learn/graphic-novels-comics
7. Domestika – Courses on Comic and Character Design
8. https://www.domestika.org/en/courses/area/47-comic

Topics relevant to "SKILL DEVELOPMENT": The fundamentals of visual storytelling, character design, sequential art, and comic layout—along with practical skills in drawing, scripting, and digital illustration—enhance students' readiness for creative roles in visual communication, publishing, and media industries. Skill Development through Experiential Learning Techniques is embedded through studio-based learning and iterative practice. This is attained through the creation of an original comic, character sheets, and visual narratives, culminating in a Portfolio, Presentation, and Display during the Experiential Week mentioned in the course assessment component.

Catalogue prepared by	Dr. Gaman Palem
Recommended by the Board of Studies on	BoS No: XXth BoS held on DD/MM/YYYY
Date of Approval by the Academic Council	XXth Academic Council Meeting held on DD/MM/YYYY

Course Code: DES1137	Course Title: Drawing and visual representation Type of Course: School Core-Integrated	L-T- P-C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	The objective of this course is to provide students with an in-depth exploration of the foundational skills and techniques necessary for effective visual communication through drawing. By exploring the observational drawing, composition, and the use of various drawing media, the course aims to equip students with a deeper sense to translate their observations and ideas into compelling drawings.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of the basic drawing techniques and tools and attain Skill Development of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: **Theory outcomes:** Identify and describe basic drawing tools, materials, and techniques. **Practical outcomes:** 1. **Interpret** the importance of observational drawing in visual representation. 2. **Apply** various drawing techniques to accurately depict objects, spaces, and textures.					
Course Content:						
Module 1	Introduction to Drawing and Materials	Visual documentation, assignments, presentations-visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.			15 Periods

Topics:

1. Overview of Drawing as a Discipline- History and evolution of drawing, importance of drawing in various fields.

2. Understanding one-point, two-point, and three-point perspective for creating spatial illusion.

Module 2	Observational Drawing	Visual documentation, assignments, presentations-visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	**15 periods**

Topics:

1. The role of observation in drawing accuracy.

2. Techniques to enhance observational skills.

3. Methods for measuring and scaling objects.

4. Understanding relationships between parts and whole.

Module 3	Composition and Design	Visual documentation, assignments, presentations-visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	**15 periods**

Topics:

1. Principles of Composition- Balance, symmetry, and asymmetry.

2. Rule of thirds, golden ratio, and other compositional guides.

3. Techniques for overlapping, scaling, and layering.

Module 4	Experimenting with Media and Styles	Visual documentation, assignments, presentations-visual journal, sketches	Classroom discussions and presentations, visual sketches presentation.	**15 periods**

Topics:

	1. Mixed Media Drawing- Combining different drawing and painting materials. 2. Studying various art movements and their drawing styles. 3. Exploring textures and effects through mixed media.
	List of Projects: 1. Visual document project on "Concept Development". 2. Visual document project on "Translating ideas into a cohesive visual plan".
	Targeted Applications & Tools that can be used: 1. Research projects on Concept board. 2. Research projects on Grid Overlay Tools
	Text Book 1. "Drawing on the Right Side of the Brain" by Betty Edwards 2. "Keys to Drawing" by Bert Dodson 3. "The Natural Way to Draw" by Kimon Nicolaides
	References 1. Unsplash- A source of high-resolution images and photos that can be used for drawing references. 2. ArtStation- A portfolio website for professional artists, featuring a wide range of digital artwork and concept designs.
1.	2. Topics relevant to "SKILL DEVELOMENT -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through Experiential Learning techniques.

Catalogue prepared by		Nivrity Sinha, Asst. Professor, Foundation Studies.

Recommended by the Board of Studies on		
Date of Approval by the Academic Council		

Course Code DES1007	Course Title: Elements and Principles of Design Type of Course: 1] Program Core 2] Laboratory Integrated	L-T-P-C	2	0	4	4
Version No.		2.0				
Course Pre-requisites		Basic Drawing skills				
Anti-requisites		NIL				
Course Description		A firm understanding of design fundamentals are the foundation for good design. To be a successful designer the student must comprehend the Elements and Principles of design and apply techniques of imaging to communicate a message to their audience. Understanding of design fundamentals, principles and guidelines that students can learn & use to interpret their design solving ideas. Recognition, Study and analysis of Elements and Principles of Design. Develop skills to **organize** these elements and principles of design and apply into their design practice.				

		Realization & application of the elements and principles of design. The conceptual and visual nature of the course enables the students to develop a concrete portfolio based on the understanding of Principles in design.
Course Objective		The objective of the course is to familiarize the learners with the concepts of Elements and Principles of Design and attain **Skill Development** through **Experiential Learning** techniques.
Course Outcomes		On successful completion of the course the students shall be able to: **Define** the basic terminology of Elements and Principles of design. **Classify** the design principles to manage simple project of multidisciplinary nature. **Generate** ideas by using elements and Principles of Design.
Course Content:		Module1: Introduction to Elements Of Design. Module2: Introduction To Principles of Design Module3: Color Theory and Color Schemes.

Module 1	Introduction to Elements Of Design.	Assignment Case study Documentation		Observations Illustrations Visual Journal	**20 Classes**
	Topics				
	Introduction and overview of Elements of Design. Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application. Observations and discussions on Good Compositions.				
Module 2	Introduction To Principles of Design	Assignment Presentation Documentation		Illustrations Visual Journal	**20 Classes**
	Topics:				
	Introduction and overview of Principles of Design: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion. Types of Balance: Symmetrical, Asymmetrical and Radial. Unity: Proximity, Repetition, Alignment, Variety. Study on good compositional design ideas by using Elements of Design.				

Module 3	Color Theory and Color Schemes.	Assignment Case Study Documentation		Explorations Presentations Visual Journal	20 Classes

<table>
<tr><td colspan="6" align="center">Topics:</td></tr>
<tr><td colspan="6" align="center">Introduction to Colour and Properties of Colour: Hue, Value and Chroma/Intensity.</td></tr>
<tr><td colspan="6" align="center">Colour Wheel: Primary, Secondary and Tertiary Colours. Cool colours and warm Colours.</td></tr>
<tr><td colspan="6" align="center">Colour Schemes: Complementary, Monochromatic, Analogous, Neutrals, Pastels. Tints and shades.</td></tr>
<tr><td colspan="6" align="center">Psychological effects of Colours.</td></tr>
<tr><td colspan="6" align="center">Additive and subtractive colour theories/light and pigment theories – features and application</td></tr>
</table>

List of Practical Tasks:

Task 1: Depiction of elements and principles of design.

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

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

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

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

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

Task 3: Practice on color mediums and mixed media.

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

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

Task 4: Representation of colors and textures.

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

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

Task 5: Depiction of Elements and Principles of Design

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

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

Task 6: Idea generation

Level 1: illusion composition by using polychromatic color scheme.

	Level 2: Explore new ideas inspired by nature and various material objects transform into another object.
	Targeted Application & Tools that can be used: Abode Illustrator Draw: Practicing and Creation of digital drawings and composition. Pencil Sketch App: Illustrating and rendering sketches and drawings. Pics art App: Creation and Rendering of Composition and sketches.
	Text Books 1. https://www.counter-print.co.uk/products/dot-line-shape-the-basic-elements-of-design-and-illustration. 2. 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 1. https://www.toptal.com. 2. https://medialoot.com.
	Topics relevant to SKILL DEVELOPMENT: Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Color, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions, of Introduction to Elements Of Design for **Skill Development through Experiential Learning Methodologies** This is attained through assessment component mentioned in course handout. **Topics relevant to "Human Values & Professional Ethics":** Introduction and overview of Elements of Design, Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application, Observations and discussions on Good Compositions,
Catalogue prepared by		Mr. Naveen Kumar. A Assistant Professor, Foundation Design, School of Design.
Recommended by the Board of Studies on		BoS No: 3rd , held on 24th March 2021
Date of Approval by the Academic Council		20th Academic Council Meeting held on 15th Feb 2023

Course Code DES 1008	Course Title: Materials, Media, Tools & Techniques Type of Course: 1] Program Core 2] Integrated	L-T-P-C	2	0	4	4
Version No.		1.0				
Course Pre-requisites		NIL				
Anti-requisites		**NIL**				
Course Description		**Purpose**: This course introduces various materials through hands-on activities, relevant demonstrations and engaging lectures. An introduction to manufacturing processes, and the ability to manipulate materials to visually communicate ideas. **Abilities to be Develop:** Students are able to develop an understanding of different materials and their properties. Students will be encouraged to develop design research by an expanded knowledge of materials. **Nature of the Course:** The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials.				
Course Objective		The objective of the course is to familiarize the learners with the concepts of Materials, Media Tools and Techniques and attain **Skill Development** through **Experiential Learning** techniques.				
Course Outcomes		On successful completion of the course the students shall be able to: Understand the characteristics, features and behavior of soft materials. Identify where most materials come from which processes are used to make a product. Recognize basic family of materials used in soft-goods including sustainable materials and manufacturing processes. **Practical Component:**				

		Demonstrate understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.			
Course Content:					
Module 1	Introduction to Media Tools and Techniques	Assignment Case study Documentation		Observations Illustrations Visual Journal	**14 Hours**
	Topics				
	To introduce students to the fundamental materials and media used in design, including their properties and applications.				
Module 2	Introduction to Three-Dimensional Forms	Assignment Case Study Documentation		Observations Illustrations Visual Journal	**16 Hours**
	Topics: Basic sculpture techniques: carving, modeling, assemblage, Materials: clay, plaster, wire, wood, found objects, Principles of form, space, and volume				
Module 3	Mixed Media and Experimentation	Assignment Presentation Documentation		Group Activities Presentations Explorations	**14 Hours**
	Topics: Combining different materials and techniques, Exploring unconventional approaches to art-making, Developing a personal artistic style				
Module 4	Study On Traditional material Designs	Assignment Case Study Documentation		Explorations Presentations Visual Journal	**16 Classes**
	Topics:				
	Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials, crafts				
	List of Practical Tasks: **Task 1: Creation of various 3D forms through Paper techniques.** **Level 1:** Develop a form by using various Paper Manipulation Techniques. **Level 2:** Construct two different objects by using Paper Manipulation Techniques. **Task 2: Illustration and Representation of Abstract/Organic Shapes through Clay Techniques.**				

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

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

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

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

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

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

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

Task 5: Idea generation

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

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

Targeted Application & Tools that can be used:

Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.

Soft Materials Tools and Equipment.

Topics relevant to "Development of Skill": Mixed Media and Experimentation

---

Text Books

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

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

References

1. https://www.behance.net

2.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/ bmxlYmtfXzQyOTg1Nl9fQU41?sid=3c21e98c-65dc-4931-a0e1- ab1c60e703af@redis&vid=46&format=EB

3.https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/   bmxlYmtfXzQyOTg 1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB

4.https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=

dGJyMPPp44rp2%2fdV0%2bnjisfk5Ie45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwr0i 4qLI4v8OkjP

DX7Ivf2fKB7eTnfLuntEq2prBLt6i2PvHf4IWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT 66p336%2b6ON85%2

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5.https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjisfk

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Topics relevant to SKILL DEVELOPMENT: Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay of Introduction to Soft Materials for **Skill Development through Experiential Learning Methodologies** This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics : Knowledge and classification: properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay

Catalogue prepared by		Ms. Nivrity Sinha Assistant Professor, Foundation Design
Recommended by the Board of Studies on		
Date of Approval by the Academic Council		

Course Code	Course Title: Material Exploration					
	Type of Course: 1] Program Core	L-T-P-C	2	0	4	4
	2] Integrated					
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	**NIL**					
Course Description	**Purpose**: This course introduces various materials through hands-on activities, relevant demonstrations and engaging lectures. An introduction to manufacturing processes, and the ability to manipulate materials to visually communicate ideas. **Abilities to be Develop:** Students are able to develop an understanding of different materials and their properties. Students will be encouraged to develop design research by an expanded knowledge of materials. **Nature of the Course:** The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Materials, Media Tools and Techniques and attain **Skill Development** through **Experiential Learning** techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: Understand the characteristics, features and behavior of soft materials. Identify where most materials come from which processes are used to make a product. Recognize basic family of materials used in soft-goods including sustainable materials and manufacturing processes. **Practical Component:** Demonstrate understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.					

Course Content:				
Module 1	Introduction to Media Tools and Techniques	Assignment Case study Documentation	Observations Illustrations Visual Journal	**14 Hours**

Topics
To introduce students to the fundamental materials and media used in design, including their properties and applications.

Module 2	Introduction to Three-Dimensional Forms	Assignment Case Study Documentation	Observations Illustrations Visual Journal	**16 Hours**

Topics: Basic sculpture techniques: carving, modeling, assemblage, Materials: clay, plaster, wire, wood, found objects, Principles of form, space, and volume

Module 3	Mixed Media and Experimentation	Assignment Presentation Documentation	Group Activities Presentations Explorations	**14 Hours**

Topics: Combining different materials and techniques, Exploring unconventional approaches to art-making, Developing a personal artistic style

Module 4	Study On Traditional material Designs	Assignment Case Study Documentation	Explorations Presentations Visual Journal	**16 Classes**

Topics:
Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials, crafts

List of Practical Tasks:

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

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

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

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

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

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

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

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

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

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

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

Task 5: Idea generation

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

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

Targeted Application & Tools that can be used:

Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.

Soft Materials Tools and Equipment.

Topics relevant to "Development of Skill": Mixed Media and Experimentation

Text Books

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

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

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3. https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/ bmxlYmtfXzQyOTg 1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB

4. https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=

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5. https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2 %2fdV0%2bnjisfk

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47d4-aaee-bb6030f71782@redis.

Topics relevant to SKILL DEVELOPMENT: Knowledge and Classification: Properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay of Introduction to Soft Materials for **Skill Development through Experiential Learning Methodologies** This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics : Knowledge and classification: properties, various techniques and usage of soft materials: Paper, Yarn, Fabric, Leather, Clay

Catalogue prepared by		Ms. Nivrity Sinha Assistant Professor, Foundation Design
Recommended by the Board of Studies on		
Date of Approval by the Academic Council		

Course Code	Course Title: Design Psychology					
	Type of Course: 1] Program Core 2] Integrated	L-T-P-C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	**NIL**					
Course Description	**Purpose**: This course aims to equip students with a foundational understanding of psychological principles and their practical application within the diverse field of design. By exploring how humans perceive, think, feel, and behave, students will learn to create more effective, user-centered, and impactful designs across various disciplines. **Abilities to be Develop:** Students are able to develop an understanding of psychology of visual perception, cognition, attention, memory, and the influence of cognitive biases on user behavior. **Nature of the Course:** The conceptual and empirical nature of the course enables the students to develop Understanding the Human Experience, is an interdisciplinary exploration that bridges the principles of psychology with the practical application of design across various fields. It adopts a human-centered approach, emphasizing the critical role of understanding human behavior, cognition, and emotion in creating effective and meaningful designs.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Design Psychology and attain **Skill Development** through **Experiential Learning** techniques.					
Course Outcomes	On successful completion of the course the students shall be able to: **Analyze** and **interpret** human behavior, perception, cognition, and emotion through a psychological lens relevant to design challenges. **Apply** fundamental psychological principles to inform design decisions across various mediums and contexts. **Evaluate** the effectiveness of designs based on their understanding of user psychology and user experience principles. **Practical Component:**					

	Critically assess the ethical implications of applying psychological principles in persuasive design and other contexts.			
Course Content:				
Module 1	Foundations of Human Perception and Cognition in Design	Assignment Case study Documentation	Observations Illustrations Visual Journal	**15 Hours**

<table>
<tr><td colspan="5" align="center">Topics</td></tr>
<tr><td colspan="5" align="center">To introduce students to the core psychological concepts related to how humans perceive and process information.</td></tr>
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Module 2	Understanding User Behaviour and Emotion in Design	Assignment Case Study Documentation	Observations Illustrations Visual Journal	15 Hours

Topics: Exploring: motivation, emotion, usability principles, and the impact of design on user satisfaction and engagement.

Module 3	Applying Design Psychology Across Contexts.	Assignment Presentation Documentation	Group Activities Presentations Explorations	15 Hours

Topics:

Study Of applying the psychological principles learned in the previous modules to various design domains.

Targeted Application & Tools that can be used:

Understanding physical products that are user-friendly, meet user needs, and evoke positive emotional responses.

Topics relevant to "Development of Skill": Applying Design Psychology Across Contexts.

Text Books

1. Sensation and Perception" by E. Bruce Goldstein.

2. "Cognitive Psychology: Connecting Mind, Research and Everyday Experience" by E. Bruce Goldstein

3. "Motivation: Theory, Research, and Applications" by Johnmarshall Reeve.

	4. "Human-Computer Interaction" by Alan Dix et al.
	References 1. https://www.interactiondesign.org/ 2. https://growth. design/ 3. https://lawsofux.com/

Topics relevant to SKILL DEVELOPMENT: core psychological concepts related to how humans perceive and process information, exploring: motivation, emotion, usability principles, and the impact of design on user satisfaction and engagement for **Skill Development through Experiential Learning Methodologies** This is attained through assessment component mentioned in course handout.

Topics relevant to "Human Values & Professional Ethics: applying the psychological principles learned in the previous modules to various design domains.

Catalogue prepared by	Ms. Nivrity Sinha Assistant Professor, Foundation Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code:	Course Title: Design Career Orientation Type of Course: School Core- Integrated	L- P- C	2	2	3
Version No.					
Course pre-requisites					
Anti-requisites	NA				
Course Description	The objective of this course is to provide students with an in-depth knowledge of advanced strategies and tools to navigate and succeed in their career paths. By exploring the practical exercises, guest speakers from various industries, and interactive sessions to enhance students' readiness for career challenges and opportunities, the course aims to equip students with valuable insights and practical strategies.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of industry trends, honing professional skills, and developing a proactive approach to career planning and development 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. **Understand** their strengths, interests, values and career goals. 2. **Develop** a comprehensive career plan that aligns with their skills, interests, and market opportunities. 3. **Create** and refine a professional brand, including a resume, LinkedIn profile, and personal pitch.				
Course Content:					

Module 1	Introduction to Design Careers	Presentations	Classroom discussions, demos and presentations	20 Periods

Topics:

1. Introduction to the World of Design.

2. Design Thinking and Its Role in Careers.

3. Emerging Trends in the Design Industry.

4. Design for Impact.

5. Understanding Your Strengths and Interests.

6. Career Values and Motivation.

7. Building a Personal Career Map.

8. Career paths in various design fields.

	9. Industry Expectations and Work Culture.			
Module 2	Understanding the Design Process	Presentations	Classroom discussions, demos and presentations	**20 Periods**

Topics

1. Design Process and the types of problems.

2. Observation & Empathy Mapping.

3. Defining a Problem Statement.

4. Brainstorming Rules & Tools.

5. Lateral Thinking, Creative Triggers, group ideation and Co-creation.

6. Prototyping and testing.

7. Project execution and reflection.

Module 3	Advanced Job Search Strategies, Networking and Professional Relationships, Career Development Planning, Professional Skills and Workplace Readiness	Presentations	Classroom discussions, demos and presentations	**20 Periods**

Topics:

1. Utilizing job boards, company websites, and social media, advanced search techniques and filters.

2. Strategies for networking in person and online, Building relationships with mentors, peers, and industry professionals.

3. Enhancing verbal and written communication skills,

4. Effective teamwork and collaboration in diverse environments.

5. Behance development

List of Projects:

1. Process Journal

2. Group project report

3. Visual presentation project on "Networking Practice and Reflection".
4. Visual presentation project on "Career Plan and Portfolio Development".
5. Resume and Portfolio making.

Targeted Applications & Tools that can be used:
1. Self-Assessment and Personal Development
2. Career Exploration
3. Skill Development

Text Book
1. "Design of Everyday Things" by Don Norman
2. "Thinking with Type" by Ellen Lupton
3. "Design Thinking" by Nigel Cross
4. "The Elements of Design" by Gail Greet Hannah
5. "Creative Confidence" by Tom Kelley and David Kelley
6. "Becoming a Designer in a Digital Age" by Steven Heller and David Womack
7. "The Graphic Design Portfolio: Planning, Creating and Presenting Your Work" by Somerset House Publishing
8. "Speculative Everything: Design, Fiction, and Social Dreaming" by Anthony Dunne and Fiona Raby
9. "Design is Storytelling" by Ellen Lupton
10. "The India Report" by Charles and Ray Eames

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Topics relevant to "SKILL DEVELOMENT":   Enhancing verbal and written communication skills for Employability through Experiential Learning techniques.

Catalogue prepared by	Jyoti Sharma, Asst. Professor, Foundation Studies.
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	