



**PRESIDENCY
UNIVERSITY**



PRESIDENCY SCHOOL OF DESIGN

PROGRAM REGULATIONS AND CURRICULUM 2025-2029

PROGRAM: BACHELOR OF DESIGN

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

PU/AC*./SOD13/DES/2025-29

Resolution No. * of the *th Meeting of the Academic Council held on
25.08,2025, and ratified by the Board of Management in its * Meeting
held on _____

July -2025



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PART A – PROGRAM REGULATIONS

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

1.1 Vision of the University

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

1.2 Mission of the University

- Commit to be an innovative and inclusive institution by seeking excellence in teaching, research and knowledge-transfer.
- Pursue Research and Development and its dissemination to the community, at large.
- Create, sustain and apply learning in an interdisciplinary environment with consideration for ethical, ecological and economic aspects of nation building.
- Provide knowledge-based technological support and services to the industry in its growth and development.
- To impart globally-applicable skill-sets to students through flexible course offerings and support industry's requirement and inculcate a spirit of new-venture creation.

1.3 Vision of Presidency School of Design

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

1.4 Mission of Presidency School of Design

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



- Empower students with design knowledge to address social, technical and economic challenges with innovative solutions.
- Sensitize students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances between Society and Academia for Research and its practical application.
- Instill Entrepreneurial and Leadership Skills to address social, environmental and community - needs.

2. Preamble to the Program Regulations and Curriculum

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

The Curriculum is designed to take into the factors listed in the Choice Based Credit System (CBCS) with focus on Social immersion, Project Based Learning, Studio Based Courses, Workshops , Field visits, 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 be 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.

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.

Table 3: B.Des 2025-2029: Summary of Mandatory Courses and Minimum Credit Contribution from various Baskets				
Sl. No.		TYPE OF COURSES	Credits	Credits Basket wise
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
DES2279	History of 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	Buisness 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
DES2277	Introduction to Design Methodology	1	0	6	4	7
DES1193	Space, Form, Structure	1	0	4	3	5
DES2278	Advanced Material Exploration	2	0	4	4	6
DES2173	Design Drawing Skills	2	0	4	4	6
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	

Table 3.4 : List of Open Electives Courses (OE)

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 3.5 : List of Personal and Professional Skills Courses (PPS)

B.Des

Course Code	Course Name	L	T	P	C	Contact Hour
PPS3018	Preparedness for Interview	0	0	2	1	2
Total No. of Credits					1	

Table 3.6: List of Mandatory Courses (MAC)

B.Des

Course Code	Course Name	L	T	P	C	Contact Hour
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	

Table 3.7: List of Core Course (CC)

B.Des- Fashion Design

Course Code	Course Name	L	T	P	C	Contact Hour
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					1	8
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					1	8
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					1	8
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	1 8
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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 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 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 /

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:

**Table 3.8 : List of Track Courses (OE)**

Fashion Design						
GAIN MORE KNOWLEDGE REACH GREATER HEIGHTS						
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

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
3	CSE2004	Python Application Programming	2	0	2	3
4	CSE2005	Web design fundamentals	2	0	2	3
5	CSE3111	Artificial Intelligence : Search	3	0	0	3
		Methods For Problem Solving				
6	CSE3112	Privacy And Security In Online	3	0	0	3
		Social Media				
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	3	0	0	3
		Technology				
2	EEE1003	Basic Circuit Analysis	3	0	0	3
3	EEE1004	Fundamentals of Industrial	3	0	0	3
		Automation				
4	EEE1005	Electric Vehicles & Battery	3	0	0	3
		Technology				
5	EEE1006	Smart Sensors for Engineering	3	0	0	3
		Applications				
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	3	0	0	3
		Equipment				
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	2	0	0	2
		Tax				
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	3	0	0	3
		Applications				
Mechanical Basket (not to be offered for Mechanical Department students)						
1	MEC1001	Fundamentals of Automobile	3	0	0	3
		Engineering				
2	MEC1002	Introduction to Matlab and	3	0	0	3
		Simulink				
3	MEC1003	Engineering Drawing	1	0	4	3
4	MEC2001	Renewable Energy Systems	3	0	0	3
5	MEC2002	Operations Research &	3	0	0	3
		Management				
6	MEC2003	Supply Chain Management	3	0	0	3
7	MEC2004	Six Sigma for Professionals	3	0	0	3
8	MEC2005	Fundamentals of Aerospace	3	0	0	3



		Engineering				
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	3	0	0	3
		Appliances				
15	MEC3200	Sustainable Technologies and	3	0	0	3
		Practices				
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

Semester-wise Course Grid 2025-29 Batch - B.Des (Foundation Year)						
Course Code	Course Name	L	T	P	Cr e d i t s	Basket
Semester 1		32			23	
ENG1025	Narrative Design: The Fundamentals of Storytelling	1	0	2	2	Humanities (HSMC)
DES2169	Drawing and Visual Representation	2	0	4	4	Foundation Studies
DES1147	Design Psychology	2	0	2	3	Foundation Studies
DES2170	Material Exploration	2	0	4	4	Foundation Studies
DES1007	Elements and Principles Of Design	2	0	4	4	Foundation Studies
DES1148	Design Career Orientation	2	0	2	3	Humanities (HSMC)
FIN1037	Costing and Pricing for Designers	3	0	0	3	Humanities (HSMC)
CIV7601	Universal Human Values	0	0	0	0	MAC
Semester 2		29			20	
DES2277	Introduction to Design Methodology	1	0	6	4	Foundation Studies
DES1193	Space, Form, Structure	1	0	4	3	Foundation Studies
DES2279	History of Design	2	0	2	3	Humanities (HSMC)
DES2278	Advanced Material Exploration	2	0	4	4	Foundation Studies
DES2173	Design Drawing Skills	2	0	4	4	Foundation Studies
ENG2021	Design Ideation and Storytelling	1	0	2	2	Humanities (HSMC)



LAW7601	Indian Constitution	0	0	0	0	MAC
Semester-wise Course Grid 2025-29 Batch - B.Des (Fashion Design)						
Semester 3		32				2
						5
DES1186	Consumer Psychology	1	0	2	2	Humanities (HSMC)
DES1151	Clothing Construction Essentials	2	0	4	4	Core Course
DES2007	Elements of Fashion Illustration	1	0	4	3	Core Course
DES2176	Introduction to Needlecraft	1	0	2	2	Core Course
DES1023	Analysis of Textile Materials	2	0	4	4	Core Course
DES1035	Textile Design Development	1	0	4	3	Core Course
DES1152	Global History of Clothing	2	0	2	3	Core Course
Semester 4		30				2
						1
DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities (HSMC)
DES2177	Construction of Women's Wear	1	0	4	3	Core Course
DES2112	Clothing Culture and Communication	1	0	4	3	Core Course
DES2178	Fabric Analysis and Testing	2	0	4	4	Core Course
DES1043	Garment surface Ornamentation	1	0	4	3	Core Course
DES2013	Production Planning and Control	3	0	0	3	Core Course
XXXXXXX	Open Elective -I	3	0	0	3	Open Elective
CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5		32				2
						5
DES1155	Buisness of Design	2	0	2	3	Humanities (HSMC)
DES2179	Construction of Men's Wear	1	0	4	3	Core Course
DES2180	Textile Wet Processing	2	0	4	4	Core Course
DES2181	Indology In Fashion	2	0	2	3	Core Course
DES1143	Study on Craft Cluster	0	0	0	3	Core Course
DES2272 / DES2273	Luxury Accessories / Retail Experience and Services	1	0	4	3	Track
DES2274/ DES2275	Styling and Fashion Photography / Merchandising and Marketing	1	0	4	3	Track
DES1155 / DES1154	Fibre Fabric Compendium / High Fashion Directory	0	0	0	4	Track
XXXXXXX	Open Elective - II	3	0	0	3	Open Elective
Semester 6		23				1
						7
DES3044	Forms and Draping	2	0	4	4	Core Course
DES3045	Apparel Testing and Quality Management	3	0	0	3	Core Course
DES3046	Fashion Accessories	1	0	2	2	Core Course



DES2248 / DES2249	Customer Consultation / Prompt Engineering	1	0	2	2	Track
DES2182 / DES2276	Rendering and AI for Couture / Rendering and AI in Retail	1	0	2	2	Track
PPS3018	Preparedness for Interview	0	0	2	1	PPS
XXXXXXX	Open Elective -III	3	0	0	3	Open Elective
Semester 7		14			7	
DES7502	Professional Design Practice - I	0	0	0	8	Professional Practiice (PP)
DES2183	Fashion Forecasting	2	0	0	2	Core Course
DES3048 / DES3047	Couture Artistry and Techniques / Luxury Brand Management	0	0	8	4	Track
DES2184	Import and Export Documentation	2	0	2	3	Core Course
Semester 8		0			2	
DES7503	Professional Design Practice - II	0	0	0	1 2	Professional Practiice (PP)
Total Credits					160	
Semester-wise Course Grid 2025-29 Batch - B.Des (Communication Design)						
Semester 3					21	
DES1186	Consumer Psychology	1	0	2	2	Humanities (HSMC)
DES1143	Study on Craft Cluster	0	0	0	3	Core Course (CC)
DES2191	Visual Design	1	0	4	3	Core Course (CC)
DES1157	Communication Principles	1	0	2	2	Core Course (CC)
DES2192	Photography Foundations	1	0	4	3	Core Course (CC)
DES1158	2D Animation Studies	1	0	2	2	Core Course (CC)
XXX XXXX	Open Elective I	3	0	0	3	Open Elective (OE)
DES1159	Typography Essentials	1	0	4	3	Core Course (CC)
Semester 4					22	



DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities (HSMC)
DES1160	Narrative Craft	1	0	2	2	Core Course (CC)
DES1161	Advertising Design	1	0	2	2	Core Course (CC)
DES1162	Branding Fundamentals	1	0	2	2	Core Course (CC)
DES1163	Indian Heritage Artforms	1	0	2	2	Core Course (CC)
DES2193	Design Research	0	0	0	3	Core Course (CC)
DES1164	AI for Designers	1	0	4	3	Core Course (CC)
DES2194	Information Design	1	0	4	3	Core Course (CC)
DES2195	Print Design	1	0	4	3	Core Course (CC)
CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5						2 4
DES2196	Visual Ergonomics	1	0	2	2	Core Course (CC)
DES1155	Business of Design	2	0	2	3	Humanities (HSMC)
DES2197	Brand Identity Design	1	0	4	3	Core Course (CC)
XXXXXXX	Open Elective II	3	0	0	3	Open Elective (OE)
DES1189/ DES1190/ DES1191	Track 1 : Print Content Design / Track 2 : Interaction Fundamentals / Track 3 : Conceptual Motion Design	1	0	2	2	Tracks
DES7501	Design Project (NTCC)	0	0	0	4	Core Course (CC)
DES2250/ DES2251/ DES2252	Track 1 : Editorial Design and Layout Systems / Track 2 : UX Design / Track 3 : 3D Animation	1	0	6	4	Tracks
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						1 9

DES2198	System Design Foundation	1	0	4	3	Core Course (CC)
DES2253/ DES2254/ DES2255	Track 1 : Experimental Print Media / Track 2 : UI Design / Track 3 : Sound Design for Animation	1	0	4	3	Tracks
DES2199	Filmmaking Craft	1	0	4	3	Core Course (CC)
DES3023/DES2256 / DES2257	Track 1 : Packaging Design / Track 2 : Coding for Designers / Track 3 : Typography in Motion	1	0	4	3	Tracks
DES1166	Design Management	1	0	4	3	Core Course (CC)
PPS3018	Preparedness for Interview	0	0	2	1	PPS
XXXXXXX	Open Elective III	3	0	0	3	Open Elective (OE)
Semester 7					1	
					9	
DES7502	Professional Design Practice - I	0	0	0	8	Professional Practiice (PP)
DES2200	Digital Communication	1	0	4	3	Core Course (CC)
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
DES1167	Design Entrepreneurship	1	0	2	2	Core Course (CC)
DES3044	Portfolio Development	0	0	0	3	Core Course (CC)
Semester 8					1	
					2	
DES7503	Professional Design Practice - II	0	0	0	1	Professional Practiice (PP)
Semester-wise Course Grid 2025-29 Batch - B.Des (Product Design)						
Semester 3					31	2
					1	
DES1186	Consumer Psychology	1	0	2	2	Humanities(HS MC)
DES2217	Global Design	1	0	2	2	Core Course (CC)
DES1177	Sketching and Drawing	1	0	4	3	Core Course (CC)
DES1075/DES1192	Material, Tools & Techniques/ Elements of Service Design	1	0	4	3	Track



DES2259/ DES2260	Design & Lateral Thinking / Critical Thinking	2	0	4	4	Track
DES2218	Product Ergonomics and Anthropometry	1	0	2	2	Core Course (CC)
DES2219	Form Exploration	1	0	2	2	Core Course (CC)
XXX XXXX	Open Elective - I	3	0	0	3	Open Elective (OE)
Semester 4		31			2	
DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities(HS MC)
DES2220	Digital Illustration	2	0	2	3	Core Course (CC)
DES1179/DES1182	Elements of Product Design / Design in Services	1	0	4	3	Track
DES2084	Product Rendering Techniques	1	0	4	3	Core Course (CC)
DES2168	Product Mechanism	2	0	4	4	Core Course (CC)
DES2221	Manufacturing Processes	2	0	0	2	Core Course (CC)
DES2222	3D Modeling	1	0	2	2	Core Course (CC)
XXXXXXXX	Open Elective - II	3	0	0	3	Open Elective (OE)
CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5		31			1	
DES1155	Buisness of Design	2	0	2	3	Humanities(HS MC)
DES2223	Product Photography	1	0	4	3	Core Course (CC)
DES2107	Furniture Design	1	0	2	2	Core Course (CC)
DES2224	Design Research Methodology	1	0	2	2	Core Course (CC)
DES2225	Biomimetic Design	2	0	2	3	Core Course (CC)
DES3056	Product Packaging and Branding	1	0	4	3	Core Course (CC)
DES2163	Creative Modeling and Prototyping Processes	2	0	2	3	Core Course (CC)



XXXXXXX	Open Elective - III	3	0	0	3	Open Elective (OE)
Semester 6		32			2	3
DES3064	Tangible Interaction Design	2	0	2	3	Core Course (CC)
DES2226	Service Design	2	0	0	2	Core Course (CC)
DES2261 /DES2105	Sustainable Mterials and Eco Design /Human-centred Product Design	1	0	2	2	Track
DES3057	Product Design Protfolio Project	2	0	4	4	Core Course (CC)
DES2227	Product Life Cycle Management	1	0	2	2	Core Course (CC)
DES2228	AI Apllications in Design	2	0	2	3	Core Course (CC)
DES2262 / DES2263	Entrepreneurship and Design Management/Inclusive Design	2	0	2	3	Track
PPS 3018	Preparedness for Interview	0	0	2	1	Personal and Professional Skills (PPS)
DES2229	UI / UX for Product Designers	2	0	2	3	Core Course (CC)
Semester 7		15			1	8
DES7502	Professional Design Practice - I	0	0	0	8	Professional Practiice (PP)
DES3078/DES3079	Bespoke Design / Healthcare Design	2	0	2	3	Track
DES3058	Lifestyle Products Innovation	1	0	2	2	Core Course (CC)
DES3059	Design for Special Needs	2	0	4	4	Core Course (CC)
Semester 8		0			1	2
DES7503	Professional Design Practice - II	0	0	0	1	Professional Practiice (PP)
Semester-wise Course Grid 2025-29 Batch - B.Des (Space Design)						
Semester 3		33			2	4
DES1186	Consumer Psychology	1	0	2	2	Humanities (HSMC)
DES1133	Interior Design Fundamentals	1	0	4	3	Core Course



DES2101	Basic CAD for Interiors	2	0	2	3	Core Course
DES2102	Introduction to Technical Drawing	1	0	4	3	Core Course
DES2099	History of Interior Design	3	0	0	3	Core Course
DES2234	Spatial and Visual Design	2	0	4	4	Core Course
DES1046	Basic Material Technology	3	0	0	3	Core Course
XXXXXXX	Open Elective I	3	0	0	3	Open Elective
Semester 4		32			2	1
DES1187	Data Interpretation and Analysis	1	0	2	2	Humanities (HSMC)
DES2130/DES2264	Interior Design Studio - Commercial/Interior Design Studio - Hospitality	1	0	6	4	Track
DES2023	Building Construction and Detailing	1	0	4	3	Core Course
DES2265/DES2266	Building Services Corporate /Building Services Hospitality	1	0	4	3	Track
DES3062	Model Making	2	0	2	3	Core Course
DES2098	Illustration Techniques for Interiors	2	0	2	3	Core Course
XXXXXXX	Open Elective II	3	0	0	3	Open Elective
CHE7601	Environmental Studies	0	0	0	0	MAC
Semester 5		32			2	5
DES1155	Business of Design	2	0	2	3	Humanities (HSMC)
DES3041	Interior Design Studio - Corporate Interiors	1	0	6	4	Core Course
DES1143	Study on craft cluster	0	0	0	3	Core Course
DES1049	Working Drawing	1	0	4	3	Core Course
DES2235	Acoustical and Illumination Design	1	0	4	3	Core Course
DES2017	Contextual Design Studio	2	0	4	4	Core Course
DES2267 / DES2268	Project Management Skills Corporate /Project Management Skills Hospitality	1	0	2	2	Track
XXXXXXX	Open Elective III	2	0	2	3	Open Elective
Semester 6		33			2	1
DES3042	Interior Design Studio – Health Facilities	1	0	6	4	Core Course
DES2118	Estimation & Specifications	3	0	0	3	Core Course
DES2269 /DES2270	Eco Friendly Interior Design Corporate/Eco Friendly Interior Design Hospitality	1	0	4	3	Track
DES2271 / DES2244	Biophilic Design Corporate /Biophilic Design Hospitality	1	0	4	3	Track
DES1059	Modular Furniture Design	1	0	6	4	Core Course
DES1184 /DES1185	Furniture and Furnishing Corporate/Furniture and Furnishing Hospitality	1	0	4	3	Track
PPS3018	Preparedness for Interview	0	0	2	1	PPS



Semester 7		0			14	
DES7502	Professional Design Practice - I	0	0	0	8	Professional Practiice (PP)
DES3062	Dessertation Writing and Pre Thesis	0	0	0	6	Core Course
Semester 8		0			12	
DES7503	Professional Design Practice - II	0	0	0	12	Professional Practiice (PP)



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
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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
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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
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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) Topics relevant to **SKILL DEVELOPMENT** -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	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.					



	<p>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.</p> <p>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.</p>			
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	<p>On successful completion of the course the students shall be able to:</p> <p>Analyze and interpret human behavior, perception, cognition, and emotion through a psychological lens relevant to design challenges.</p> <p>Apply fundamental psychological principles to inform design decisions across various mediums and contexts.</p> <p>Evaluate the effectiveness of designs based on their understanding of user psychology and user experience principles.</p> <p>Practical Component: Critically assess the ethical implications of applying psychological principles in persuasive design and other contexts.</p>			
Course Content:				
Module 1	Foundations of Human Perception and Cognition in Design	Assignment Case study Documentation	Observations Illustrations Visual Journal	15 Hours
<p>Topics To introduce students to the core psychological concepts related to how humans perceive and process information.</p>				
Module 2	Understanding User Behaviour and Emotion in Design	Assignment Case Study Documentation	Observations Illustrations Visual Journal	15 Hours
<p>Topics: Exploring: motivation, emotion, usability principles, and the impact of design on user satisfaction and engagement.</p>				
Module 3	Applying Design Psychology Across Contexts.	Assignment Presentation Documentation	Group Activities Presentations Explorations	15 Hours
<p>Topics: Study Of applying the psychological principles learned in the previous modules to various design domains.</p>				
<p>Targeted Application & Tools that can be used: Understanding physical products that are user-friendly, meet user needs, and evoke positive emotional responses.</p>				



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 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	1
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	<p>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.</p> <p>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.</p> <p>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.</p>					



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	<p>On successful completion of the course the students shall be able to:</p> <p><u>Understand</u> the characteristics, features and behavior of soft materials.</p> <p><u>Identify</u> where most materials come from which processes are used to make a product. <u>Recognize</u> basic family of materials used in soft-goods including sustainable materials and manufacturing processes.</p> <p>Practical Component:</p> <p><u>Demonstrate</u> understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.</p>				
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/bmxlymtfXzQyOTg1NI9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB>
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4. <https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqiVLOwr0i4qLI4v8OkjPDx7lvf2fKB7eTnfluntEq2prBLt6i2PvHf4lWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetrkuvp7JJr6ukfu3o63nys%2bSN6uLyffbq&vid=57&sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis>
5. <https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqiVOLSws0y4qLA4v8OkjPDX7lvf2fKB7eTnflujr0yur7NJtK2uT6Tp53y>



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plzf3btZzJzfhruvtUixp69Mr6ezPuTI8IXf6rt%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-
bb6030f71782@redis.

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

Catalogue prepared by	Ms. 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	26 th 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	<p>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.</p> <p>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.</p> <p>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.</p>				
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.		
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Module 1	Introduction to Elements of Design.	Assignment Case study Documentation	Observations Illustrations Visual Journal	20 Classes
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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
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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
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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 15 th Feb 2023
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Course Code: V7601	Course Title: Universal Human Values and Ethics Type of Course: MAC course	-T-P-C	-	-	-	0
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Course Pre-requisites	NIL
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Co-requisites	-
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Course Description	<p>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.</p> <p>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.</p> <p>This course is designed to cater to Human Values and Professional Ethics.</p>
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Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'SELF LEARNING' techniques
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Course Outcomes	<p>On successful completion of this course the students shall be able to:</p> <p>CO.1 Explain the importance of Value Education through the process of self-exploration</p> <p>CO.2 Explain the human being as the co-existence of the self and the body in harmony.</p> <p>CO.3 Describe the role of foundational values in building harmonious relationships.</p> <p>CO.4 Summarize the importance of a holistic perspective in developing ethical professional behavior for a smooth transition towards a value-based life.</p> <p>CO.5 Explain the Dangers of Drug Abuse.</p> <p>CO.6 Describe the common signs and symptoms of Drug abuse.</p>
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Course Content:	
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Module 1	Introduction to Value Education	Online Assessment	MCQ Quiz	4 Sessions
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Topics:
 Right 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 Fulfill the Basic Human Aspirations.

Module 2	Harmony in the Human Being	Online Assessment	MCQ Quiz	4 Sessions
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Topics:
 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

Module 3	Harmony in the Family and	Online Assessment	MCQ Quiz	4 Sessions
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PRESIDENCY UNIVERSITY



Society

Topics:

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.

Module 4

Applications of the Holistic Understanding – A Look at Professional Ethics

Online Assessment

MCQ Quiz

4 Sessions

Topics:

Cultural 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

Module 5

Introduction to Dangers of Drug Abuse:

Online Assessment

MCQ Quiz

5 Sessions

Topics:

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

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

Module 6

Physical and Psychological Health Risks due to Drug Abuse

Online Assessment

MCQ Quiz

5 Sessions

Topics:

Classification 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.

Targeted Application & Tools that can be used:

Application areas are Personal life, Education and Career, Workplace, Society and Environmental Responsibility

Tools: Online Tools – NPTEL and Swayam.

Project work/Assignment:

Assessment Type

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

Online Link*:

- 1) UHV II - <https://www.youtube.com/watch?v=NhFBzn5qKIM&list=PLWDeKF97v9SO8vvjC1KyqteziTbTjN1So8pp=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

Other source links are available in below Resources link.

Text 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.

Reference Books

1. E.F. Schumacher, 1973, Small is Beautiful: a study of economics as if people mattered, Blond & Briggs, Britain.
2. Susan 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

Some topics related to Human values and Professional ethics:

Some topics are relevant to Human values and Professional ethics.

Catalog prepared by

Mrs. Divya Nair

Recommended by the Board of Studies on

10th BoS dated 06 June 2025

Date of Approval by the Academic Council

Academic 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	Visual documentation, assignments,		Classroom discussions and presentations	15 periods		



	Through the Ages	presentations-visual journal			
Topics: <ol style="list-style-type: none"> Medieval & Gothic Design: the rise of religious architecture (cathedrals, monasteries) and the use of light, color, and symbolism in medieval design. The Industrial Revolution and Design: Mass production, standardization, and the rise of consumer goods. Victorian Eclecticism: Mixing historical styles in architecture, interiors, and fashion. Factors influencing technological advancements- innovations in materials and processes. 					
Module 3	Global perspective & appreciation in design	Visual documentation, assignments, presentations-visual journal		Classroom discussions and presentations	30 periods
Topics: <ol style="list-style-type: none"> Indigenous and Traditional Designs: Exploration of Native American, African, and Oceanic design traditions. Cross-Cultural Influences: The blending of global aesthetics in modern design. How does the design reflect the time period and cultural values? Social and Political Impact: Does the design have a broader message or influence on society? 					
List of Projects: <ol style="list-style-type: none"> Visual document project on “specific design movements”. Visual document project on “the impact of design on society” Visual document project on “reinterpret historical design concepts for contemporary use”. 					
Targeted Applications & Tools that can be used: <ol style="list-style-type: none"> Research projects on specific design influential figures. Creative designing of contemporarised products. Design interpretation and documentation of historic collections. 					
Text Book <ol style="list-style-type: none"> The Story of Design" by Charlotte and Peter Fiell The Design of Everyday Things" by Don Norman. 					
References <ol style="list-style-type: none"> JSTOR, Artstor, 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 DEVELOPMENT**”: 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 instrument mentioned in course handout.					
Course Title: Intellectual Property Rights for Designers	Course Code: DES1149	Type of Course: School Core Integrated	L-T-P-C	2 0 2	3
Catalogue prepared by	Recommended by the Board of Studies on	Date of Approval by the Academic Council	Version No. 1.0 26 th AC - 25.08.2025		
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.				
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	<p>On successful completion of the course, the students shall be able to:</p> <p>Theory outcomes:</p> <p>Identify and recall basic terms, definitions, and global/local laws related to intellectual property rights relevant for designers.</p> <p>Practical outcomes:</p> <p>5) Understand Explain key intellectual property concepts, including copyright, trademark, patent, design patent, and trade secrets, and summarize their significance in the design profession.</p> <p>6) Analyze Examine and differentiate between types of intellectual property protection, and analyze landmark case studies or disputes in the design sector.</p>				
Course Content:					
Module 1	Introduction to intellect	Visual documentation, assignments, presentations-visual		Lectures, discussion of real-world design IPR scenarios, reflection	15 Periods



	ual Property and its Relevance in Design	journal,	on personal design ideas	
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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
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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
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<p>Topics:</p> <ul style="list-style-type: none"> 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 				
<p>Module 4</p>	<p>Contemporary Issues, Case Studies, and Portfolio Integration</p>	<p>Visual documentation, assignments, presentations-visual journal, sketches</p>	<p>Case study presentations, portfolio review with IPR focus, group research on current topics</p>	<p>15 periods</p>



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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 DEVELOPMENT**” - 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	26 th AC - 25.08.2025

Course Code Des 2172	Course Title: Material Media Appreciation		L-T-P-C	2	0	4	4
Version No.	1.0						
Course Pre-requisites	Material Exploration						
Anti-requisites	NIL						
Course Description	<p>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.</p> <p>Abilities to be Develop: Students are able to develop sensitivity to material behavior and learn how to make informed decisions in creative practice.</p> <p>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.</p>						
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	<p>On successful completion of the course the students shall be able to:</p> <p>Identify and classify various types of materials and media used in design and craft.</p> <p>Demonstrate hands-on proficiency with selected materials through explorative techniques.</p> <p>Evaluate materials based on sensory, functional, and sustainable parameters.</p>						
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, capacity, 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
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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 Material Thinking	Assignment Presentation Documentation	Group Activities Presentations Explorations	14 Hours
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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		L-T- P- C	2	0	4	4
Version No.	1.0						
Course pre-requisites	NA						
Anti-requisites	NA						
Course Description	<p>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.</p>						
Course Objective	<p>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.</p>						
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <p>Theory outcomes:</p> <p>Identify and describe basics of human anatomy, character design and illustration styles</p> <p>Practical outcomes:</p> <p>7) Interpret the importance of observational drawing in visual representation.</p> <p>8) Apply various drawing techniques to accurately depict illustration and composition.</p>						
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 “**SKILL DEVELOPMENT** -Principles of Composition- Balance, symmetry, and asymmetry, Mixed Media Drawing- Combining different drawing and painting materials through **Experiential Learning** techniques.

Language prepared by	Narrative Design: The Fundamentals of Storytelling	Vibhik Desai, V.G. Asst Professor, Foundation Studies.	T-					
Recommended by the		12 BOS- 08, June 2025	P-					
Version Studies on			C					
Course Pre-requisites		Basic English language skills						
Date of Approval by the Academic Council		26 th AC - 25.08.2025						
Academic Council		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.							



Course Outcomes	<p>On successful completion of this course, the students shall be able to:</p> <ol style="list-style-type: none"> 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.
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Course Content

Module 1	Introduction to storytelling			Classes
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<p>Broadening the conceptual understanding of stories and storytelling</p> <p>Topics:</p> <ul style="list-style-type: none"> • 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 <p>Texts:</p> <ul style="list-style-type: none"> • <i>The Storytelling Animal</i> – Jonathan Gottschall (Chapters 1 & 2) • “Why Stories Matter” – Chimamanda Ngozi Adichie (TED Talk: <i>The Danger of a Single Story</i>) • Excerpts from Walter Benjamin’s <i>The Storyteller</i> <p>Activity: Create a speculative design piece that critiques any current ideological norm.</p>				
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Module 2	Looking for encountered stories			Classes
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<p>Exploring narratives through cultural and personal memory – oral storytelling</p> <p>Topics:</p> <ul style="list-style-type: none"> • 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? <p>Texts:</p> <ul style="list-style-type: none"> • Short stories from Warli myths or Kurumba myths • <i>Decolonizing Methodologies</i> by L.T Smith (Chapter on indigenous storytelling) • Tumbbad (2018, India) – Based on Maharashtrian folk horror and oral legends. <p>Activity: Students engage in autoethnography to encounter their own community, personal histories and stories.</p>				
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Module 3	Textual and extra-textual		Classes
<p>Critically exploring how stories are constructed, interpreted, and mediated through textual and extra-textual elements.</p> <p>Topics:</p> <ul style="list-style-type: none"> 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. <p>Texts:</p> <ul style="list-style-type: none"> 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). <i>Front Cover: Great Book Jacket and Cover Design</i> "S." by J.J. Abrams and Doug Dorst / "House of Leaves" by Mark Z. Danielewski Crawford, T., & Thorp, E. (2019). <i>Data Feminism</i> (some excerpts) Alison Bechdel's "<i>Fun Home</i>" - 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). <i>Rethinking the Power of Maps</i>. Chapter on "Maps Tell Stories" <p>Activity:</p> <p>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</p>			

Module 4	Visual Storytelling and Image Narratives		Classes
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<p>Exploring how visual composition communicates narratives</p> <p>Topics:</p> <ul style="list-style-type: none"> Can a story be told without words? Examples from (silent) films, cartoon and art. Who is looking? Who is being looked at? How does <i>gaze</i> shape meaning? Iconography and its contribution to meaning-making for different communities. <p>Texts:</p> <ul style="list-style-type: none"> Berger, J. (1972). <i>Ways of Seeing</i>. Selected essays. Turner C. (2004) <i>Planet Simpson: How a Cartoon Masterpiece Documented An Era and Defined a Generation</i>. Random House Canada Art pieces: "Finding My Way" series by Venkat Raman Singh Shyam, "Constitution Series" by Malvika Raj 			
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- 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.

Module 5

Spatial 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

Targeted Application & Tools that can be used:

References

Topics Relevant to “employability”:

Topics Relevant to “Human Values and Professional Ethics”:



Catalogue prepared by	Anannya Mitra
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

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:	<ol style="list-style-type: none"> 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.

<p>Module 2</p>	<p>Understanding the Design Process</p>	<p>Presentations</p>	<p>Classroom discussions, demos and presentations</p>	<p>20 Periods</p>
<p>Topics</p> <ol style="list-style-type: none"> 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. 				
<p>Module 3</p>	<p>Advanced Job Search Strategies, Networking and Professional Relationships, Career Development Planning, Professional Skills and Workplace Readiness</p>	<p>Presentations</p>	<p>Classroom discussions, demos and presentations</p>	<p>20 Periods</p>
<p>Topics:</p> <ol style="list-style-type: none"> 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 				
<p>List of Projects:</p> <ol style="list-style-type: none"> 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 DEVELOPMENT": 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 12 BOS- 08, June 2025

Board of Studies on

Date of Approval by the 26th AC - 25.08.2025

Academic Council



Course Code:	Course Title: COSTING AND PRICING FOR DESIGNERS Type of Course: 1) Program Core Course (PCC) 2) Theory Course	L-T-P- C	3	0	0	3
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	<p>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.</p> <p>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.</p>					
Course Objectives	<p>Upon successful completion of this course, students will be able to:</p> <ol style="list-style-type: none"> 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	<ul style="list-style-type: none"> ❖ 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 design, the "starving artist" myth vs. thriving creative professional - Why Costing and Pricing Matter for Designers - Business Terminology for Creatives - Mindset Shift: From Creator to Creative Entrepreneur.

Module 2	UNDERSTANDING THE DESIGNING COSTS	CASE STUDY	12 Sessions
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Types of Costs in Design - Direct Costs - Directly attributable to a project (e.g., software licenses for a specific project, 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
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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 – Real-time 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
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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
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Recommended by the Board of Studies on	12 BOS- 08, June 2025
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Date of Approval by the Academic Council

26th AC - 25.08.2025

Course Code: DES1143	Course Title: Study on Craft Cluster		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	<ol style="list-style-type: none"> To investigate the history, techniques, and cultural context of a local craft cluster through direct engagement with artisans. To document craft processes and aesthetics using visual and written methods. To analyze socio-economic challenges faced by artisans and their implications for ethical design. To create design proposals inspired by the craft's visual and narrative elements. 						
Course Out Comes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> Remember key details about the craft cluster's history, techniques, and cultural significance based on fieldwork and secondary sources. Understand and Interpret the craft's aesthetics, processes, and cultural narratives, explaining their relevance to design. Analyze the socio-economic challenges faced by artisans and their implications for ethical and sustainable design practices. 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
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		Creative Development	
Topics: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Task 1: Craft Cluster Study<ol style="list-style-type: none">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<ol style="list-style-type: none">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: <ul style="list-style-type: none">• 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: <ul style="list-style-type: none">• Norman, D. A. (2013). <i>The Design of Everyday Things: Revised and Expanded Edition</i>. Basic Books. ISBN: 978-0465050659.• Lidwell, W., Holden, K., & Butler, J. (2010). <i>Universal Principles of Design: Revised and Updated</i>. Rockport Publishers. ISBN: 978-1592535873.• Heath, C., & Heath, D. (2007). <i>Made to Stick: Why Some Ideas Survive and Others Die</i>. Random House. ISBN: 978-140006428			



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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; understanding; lacks 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.
Creativity and Feasibility of Design Ideas (Create)	30%	Two highly creative, feasible design ideas strongly tied to craft aesthetics/narratives; supported by innovative sketches/mockups.	Two moderately creative ideas with some 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/or 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	<p>This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE 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.</p> <p>This course is designed to cater to Constitutional Studies.</p>					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	<p>On successful completion of this course the students shall be able to:</p> <ol style="list-style-type: none"> 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)					



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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

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**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.swyam2.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.swyam2.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>



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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.



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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	<p>This course is designed to improve the learners' SKILL DEVELOPMENT by using PARTICIPATIVE 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.</p> <p>This course is designed to cater to Environment and Sustainability</p>					
Course Objective	The objective of the course is 'SKILL DEVELOPMENT' of the student by using 'PARTICIPATIVE LEARNING' techniques					
Course Outcomes	<p>On successful completion of this course the students shall be able to:</p> <ol style="list-style-type: none"> 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					
<p>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.</p>						
Module 2	Ecosystems, Biodiversity, and Sustainable Practices					
<p>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.</p>						
Module 3	Environmental Pollution, Waste Management, and Sustainable Development					
<p>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.</p>						
Module 4	Social Issues, Legislation, and Practical Applications					



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**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) Lecture 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



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Recommended by the Board of Studies on

Date of Approval by the Academic Council



Course Code: XXXXXX	Course Title: AI- Powered Design Thinking						
	Type of Course: Practical Integrated Program Core		L-T-P-C	2	0	2	3
Version No.	1.0						
Course Pre-requisites	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> 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: <ul style="list-style-type: none"> 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
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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



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Date of Approval by the Academic Council	
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Approved by AICTE, New Delhi

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			



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**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
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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
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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 “EMPLOYABILITY 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 \(tandfonline.com\)](#)



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Catalogue prepared by	Name: Dr.D.Kamalraj Designation: Associate Professor Fashion Design, School of Design
Recommended by the Board of Studies on	BOS 10 th on 4/07/2024



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<p>Date of Approval by the Academic Council</p>	<p>24th AC on 03/08/2024</p>
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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
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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=JnNpdGU9ZWlvc3QtbGl2ZQ%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=JnNpdGU9ZWZWhvc3QtbGl2ZQ%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=JnNpdGU9ZWZWhvc3QtbGl2ZQ%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_segment_s=0%2FASYC-6168%2Ftest&refreqid=fastly-default%3Acb1be24976e25734cb5fc13a8af6fdb&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_segment_s=0%2FASYC-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%2FASYC-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	4 th July 2024.
Date of Approval by the Academic Council	3 rd 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: <ol style="list-style-type: none"> 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	Documentar y Theories	Film Diary/ Term paper/Assignment/ Case Study	Programming/Simulation/Data Collection/any other such associated activity	20 Hrs			
Topics: <ul style="list-style-type: none"> ● 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
<p>Topics:</p> <ul style="list-style-type: none"> ● 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
<p>Topics:</p> <ul style="list-style-type: none"> ● Selection of documentary script for final Film project ● Location Recce , Production planning ● Shooting ● Submission of VO & VO track laying ● Rough Cut ● Final Cut with BGM and Title credits 				
<p>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</p>				
<p>Targeted Application & Tools that can be used:</p> <ul style="list-style-type: none"> ● Application areas are documentary / non-scripted film making, non scripted film editing ● Adobe Premiere Pro ● Camera & sound recording devices 				
<p>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.</p>				



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:	<p>The students shall be able to develop:</p> <ol style="list-style-type: none"> 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	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 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
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Module 1	Introduction to Comics and Visual Storytelling	Lectures, Demonstration, Assignment	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	20 Sessions
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Topics:				
<ul style="list-style-type: none"> 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
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Topics:				
<ul style="list-style-type: none"> 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
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Topics:				
<ul style="list-style-type: none"> 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

- 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

- 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:
 - Clip Studio Paint: For professional comic illustration, panel layout, inking, and coloring.
 - 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=fXYckRgsdjl>
3. [Making Comics – A Course by Nate Powell \(Pulitzer Finalist Cartoonist\)](#)
4. https://www.youtube.com/playlist?list=PL7BPcZxA3e3dQeg5XnXy1l_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: XX th BoS held on DD/MM/YYYY
Date of Approval by the Academic Council	XX th 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			

	<p>Topics:</p> <ol style="list-style-type: none"> 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
	<p>Topics:</p> <ol style="list-style-type: none"> 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
	<p>Topics:</p> <ol style="list-style-type: none"> 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
	<p>Topics:</p>			



	<ol style="list-style-type: none"> 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.
	<p>List of Projects:</p> <ol style="list-style-type: none"> 1. Visual document project on “Concept Development”. 2. Visual document project on “Translating ideas into a cohesive visual plan”.
	<p>Targeted Applications & Tools that can be used:</p> <ol style="list-style-type: none"> 1. Research projects on Concept board. 2. Research projects on Grid Overlay Tools
	<p>Text Book</p> <ol style="list-style-type: none"> 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
	<p>References</p> <ol style="list-style-type: none"> 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.
<ol style="list-style-type: none"> 1. 	<ol style="list-style-type: none"> 2. Topics relevant to “SKILL DEVELOPMENT -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.
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Recommended by the Board of Studies on		
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Date of Approval by the Academic Council		
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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				

<p>Course Description</p>		<p>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.</p> <p>Understanding of design fundamentals, principles and guidelines that students can learn & use to interpret their design solving ideas.</p> <p>Recognition, Study and analysis of Elements and Principles of Design.</p> <p>Develop skills to organize these elements and principles of design and apply into their design practice.</p>			
		<p>Realization & application of the elements and principles of design.</p> <p>The conceptual and visual nature of the course enables the students to develop a concrete portfolio based on the understanding of Principles in design.</p>			
<p>Course Objective</p>		<p>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.</p>			
<p>Course Outcomes</p>		<p>On successful completion of the course the students shall be able to:</p> <p>Define the basic terminology of Elements and Principles of design.</p> <p>Classify the design principles to manage simple project of multidisciplinary nature.</p> <p>Generate ideas by using elements and Principles of Design.</p>			
<p>Course Content:</p>		<p>Module1: Introduction to Elements Of Design.</p> <p>Module2: Introduction To Principles of Design</p> <p>Module3: Color Theory and Color Schemes.</p>			
<p>Module 1</p>	<p>Introduction to Elements Of Design.</p>	<p>Assignment</p> <p>Case study</p> <p>Documentation</p>		<p>Observations</p> <p>Illustrations</p> <p>Visual Journal</p>	<p>20 Classes</p>

Topics					
<p>Introduction and overview of Elements of Design.</p> <p>Definition and Content: Dot, Line, Shape, Form, Colour, Texture. Theoretical and Practical Application.</p> <p>Observations and discussions on Good Compositions.</p>					
Module 2	Introduction To Principles of Design	Assignment Presentation Documentation		Illustrations Visual Journal	20 Classes
Topics:					
<p>Introduction and overview of Principles of Design: Emphasis, Balance, Unity, Hierarchy, Rhythm, Proportion.</p> <p>Types of Balance: Symmetrical, Asymmetrical and Radial.</p> <p>Unity: Proximity, Repetition, Alignment, Variety.</p> <p>Study on good compositional design ideas by using Elements of Design.</p>					
Module 3	Color Theory and Color Schemes.	Assignment Case Study Documentation		Explorations Presentations Visual Journal	20 Classes
Topics:					
<p>Introduction to Colour and Properties of Colour: Hue, Value and Chroma/Intensity.</p> <p>Colour Wheel: Primary, Secondary and Tertiary Colours. Cool colours and warm Colours.</p> <p>Colour Schemes: Complementary, Monochromatic, Analogous, Neutrals, Pastels. Tints and shades.</p> <p>Psychological effects of Colours.</p> <p>Additive and subtractive colour theories/light and pigment theories – features and application</p>					

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		
<ol style="list-style-type: none"> 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		
<ol style="list-style-type: none"> 1. https://www.toptal.com. 2. https://medialoot.com. 		
<p>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.</p> <p>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,</p>		
Catalogue prepared by		Mr. Naveen Kumar. A Assistant Professor, Foundation Design, School of Design.
Recommended by the Board of Studies on		BoS No: 3 rd , held on 24th March 2021
Date of Approval by the Academic Council		20th Academic Council Meeting held on 15 th 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	<p style="text-align: center;">Purpose:</p> <p>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.</p> <p style="text-align: center;">Abilities to be Develop:</p> <p>Students are able to develop an understanding of different materials and their properties.</p> <p>Students will be encouraged to develop design research by an expanded knowledge of materials.</p> <p style="text-align: center;">Nature of the Course:</p> <p>The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials.</p>					
Course Objective	<p>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.</p>					



Course Outcomes		<p>On successful completion of the course the students shall be able to:</p> <p><u>Understand</u> the characteristics, features and behavior of soft materials.</p> <p><u>Identify</u> where most materials come from which processes are used to make a product. <u>Recognize</u> basic family of materials used in soft-goods including sustainable materials and manufacturing processes.</p> <p style="text-align: center;">Practical Component:</p>
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		<u>Demonstrate</u> 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
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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
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Topics: Basic sculpture techniques: carving, modeling, assemblage, Materials: clay, plaster, wire, wood, found objects, Principles of form, space, and volume					
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Module 3	Mixed Media and Experimentation	Assignment Presentation Documentation		Group Activities Presentations Explorations	14 Hours
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Topics: Combining different materials and techniques, Exploring unconventional approaches to art-making, Developing a personal artistic style					
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Module 4	Study On Traditional material Designs	Assignment Case Study Documentation		Explorations Presentations Visual Journal	16 Classes
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	<p style="text-align: center;">Topics:</p> <p>Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials, crafts</p>
	<p style="text-align: center;">List of Practical Tasks:</p> <p style="text-align: center;">Task 1: Creation of various 3D forms through Paper techniques.</p> <p>Level 1: Develop a form by using various Paper Manipulation Techniques.</p> <p>Level 2: Construct two different objects by using Paper Manipulation Techniques.</p> <p style="text-align: center;">Task 2: Illustration and Representation of Abstract/Organic Shapes through Clay Techniques.</p>
	<p>Level 1: Take Inspirations from Nature /Abstract shapes and create products.</p> <p>Level 2: Take Inspirations from Nature and Abstract shapes and create products.</p> <p style="text-align: center;">Task 3: Practice on any soft material using mixed media technique.</p> <p>Level 1: Illustrate and Design an object using any kind of soft material with mixed media.</p> <p>Level 2: Develop a designed object using mixed media techniques.</p> <p style="text-align: center;">Task 4: Representation of manipulated soft material using different methods.</p> <p>Level 1: Prepare presentations on hard material techniques & methods.</p> <p style="text-align: center;">Task 5: Idea generation</p> <p>Level 1: Explore new idea inspired by sustainable/Eco Friendly Material.</p> <p>Level 2: Develop a problem solving product using any kind of Sustainable Material.</p>
	<p style="text-align: center;">Targeted Application & Tools that can be used:</p> <p>Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.</p> <p style="text-align: center;">Soft Materials Tools and Equipment.</p>
	<p style="text-align: center;">Topics relevant to “Development of Skill”: Mixed Media and Experimentation</p>
	<p style="text-align: center;">Text Books</p> <ol style="list-style-type: none"> 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/bmxlYmtfXzQyOTg1NI9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB>

3. <https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzQyOTg1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB>

4. <https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwr0i4qLI4v8OkjPDX7lvf2fKB7eTnfLuntEq2prBLt6i2PvHf4IWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2>

[bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetrkuvp7JJr6ukfu3o63nys%2bSN6uLyffbq&vid=57&sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis](https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLSws0y4qLA4v8OkjPDX7lvf2fKB7eTnfLujr0yur7NJtK2uT6Tp53y7p7VP4Nuzed%2bjs0mz16tMtdqyRd%2fx432r2OBOOrqmufRWntVCwtvB94t%2fxPurX7H%2b72%2bw%2b4ti7gefeplzf3btZzJzfhruvtUixp69Mr6ezPuTI8lXf6t%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-bb6030f71782@redis)

5. <https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLSws0y4qLA4v8OkjPDX7lvf2fKB7eTnfLujr0yur7NJtK2uT6Tp53y7p7VP4Nuzed%2bjs0mz16tMtdqyRd%2fx432r2OBOOrqmufRWntVCwtvB94t%2fxPurX7H%2b72%2bw%2b4ti7gefeplzf3btZzJzfhruvtUixp69Mr6ezPuTI8lXf6t%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-bb6030f71782@redis>

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

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

Catalogue prepared by		Ms. 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 2] Integrated	L-T-P-C C	2	0	4	4
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	<p style="text-align: center;">Purpose:</p> <p>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.</p> <p style="text-align: center;">Abilities to be Develop:</p> <p>Students are able to develop an understanding of different materials and their properties.</p> <p>Students will be encouraged to develop design research by an expanded knowledge of materials.</p> <p style="text-align: center;">Nature of the Course:</p> <p>The conceptual and empirical nature of the course enables the students to develop products based on the understanding of various Materials.</p>					
Course Objective	<p>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.</p>					

Course Outcomes		<p>On successful completion of the course the students shall be able to:</p> <p><u>Understand</u> the characteristics, features and behavior of soft materials.</p> <p><u>Identify</u> where most materials come from which processes are used to make a product. <u>Recognize</u> basic family of materials used in soft-goods including sustainable materials and manufacturing processes.</p> <p style="text-align: center;">Practical Component:</p> <p><u>Demonstrate</u> understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.</p>
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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

	<p style="text-align: center;">Topics:</p> <p style="text-align: center;">Study and Development Of various sustainable concepts, artefacts and Eco Friendly materials, crafts</p>
	<p style="text-align: center;">List of Practical Tasks:</p> <p style="text-align: center;">Task 1: Creation of various 3D forms through Paper techniques.</p> <p style="text-align: center;">Level 1: Develop a form by using various Paper Manipulation Techniques.</p> <p style="text-align: center;">Level 2: Construct two different objects by using Paper Manipulation Techniques.</p> <p style="text-align: center;">Task 2: Illustration and Representation of Abstract/Organic Shapes through Clay Techniques.</p> <p style="text-align: center;">Level 1: Take Inspirations from Nature /Abstract shapes and create products.</p> <p style="text-align: center;">Level 2: Take Inspirations from Nature and Abstract shapes and create products.</p>
	<p style="text-align: center;">Task 3: Practice on any soft material using mixed media technique.</p> <p style="text-align: center;">Level 1: Illustrate and Design an object using any kind of soft material with mixed media.</p> <p style="text-align: center;">Level 2: Develop a designed object using mixed media techniques.</p> <p style="text-align: center;">Task 4: Representation of manipulated soft material using different methods.</p> <p style="text-align: center;">Level 1: Prepare presentations on hard material techniques & methods.</p> <p style="text-align: center;">Task 5: Idea generation</p> <p style="text-align: center;">Level 1: Explore new idea inspired by sustainable/Eco Friendly Material.</p> <p style="text-align: center;">Level 2: Develop a problem solving product using any kind of Sustainable Material.</p>
	<p style="text-align: center;">Targeted Application & Tools that can be used:</p> <p style="text-align: center;">Understanding of contemporary design issues through exploration of synthesis of content, problem solving and creativity.</p> <p style="text-align: center;">Soft Materials Tools and Equipment.</p>
	<p style="text-align: center;">Topics relevant to “Development of Skill”: Mixed Media and Experimentation</p>
	<p style="text-align: center;">Text Books</p> <ol style="list-style-type: none"> 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/bmxlYmtfXzQyOTg1NI9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB>
3. <https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/1NV9fQU41?sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis&vid=46&format=EB>
4. <https://puniversity.informaticsglobal.com:2284/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLOwrOi4qLI4v8OkjPDX7lvf2fKB7eTnfLuntEq2prBLt6i2PvHf4IWx2bBJ46%2b2e6uss3zho7JRsaerea7br0Xf2K97tKbjT66p336%2b6ON85%2bmkhN%2fk5VXj5KR84LPngeac8nnls79mpNfsVbetruv7JJr6ukfu3o63nys%2bSN6uLyffbq&vid=57&sid=3c21e98c-65dc-4931-a0e1-ab1c60e703af@redis>
5. <https://puniversity.informaticsglobal.com:2282/ehost/viewarticle/render?data=dGJyMPPp44rp2%2fdV0%2bnjjsfk>

5le45PFKs6yzSrOk63nn5Kx95uXxjL6nsEexpq1KrqivOLSws0y4qLA4v8OkjPDX7lvf2fKB7eTnfLujr0yur7NJtK2uT6Tp53y7p7VP4Nuzed%2bjs0mz16tMtdqyRd%2fX432r2OBOrqmufRWntVCwtvB94t%2fxPurX7H%2b72%2bw%2b4ti7gefeplzf3btZzJzfhruvtUixp69Mr6ezPuTI8lXf6rt%2b8%2bLqjOPu8gAA&vid=2&sid=177be5aa-515a-47d4-aaee-bb6030f71782@redis.

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

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

Catalogue prepared by

Ms. 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	<p style="text-align: center;">Purpose:</p> <p>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.</p> <p style="text-align: center;">Abilities to be Develop:</p> <p>Students are able to develop an understanding of psychology of visual perception, cognition, attention, memory, and the influence of cognitive biases on user behavior.</p> <p style="text-align: center;">Nature of the Course:</p> <p>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.</p>					
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	<p>On successful completion of the course the students shall be able to:</p> <p>Analyze and interpret human behavior, perception, cognition, and emotion through a psychological lens relevant to design challenges._</p> <p>Apply fundamental psychological principles to inform design decisions across various mediums and contexts._</p> <p>Evaluate the effectiveness of designs based on their understanding of user psychology and user experience principles.</p> <p style="text-align: center;">Practical Component:</p>					



	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
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	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		L- P- C	2	2	3
	Type of Course: School Core- Integrated					
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	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 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
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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
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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

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 DEVELOPMENT": 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	

Course Code: DES1193	Course Title: Space, Form and Structure Type of Course: Integrated	L-T- P- C	1	0	4	3
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces students to the fundamental principles of visual perception, spatial cognition, and structural thinking in design. Students explore geometric volumes, spatial relationships, contextual meaning, transformation, and basic structural logic. Hands-on exercises, including sketching, diagramming, model-making, spatial analysis, and an integrated studio project, enable learners to synthesize form, space, and structure into coherent design expressions, building foundational skills essential for architectural and spatial design disciplines.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Space, Form and Structure and attain Employability of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Identify the fundamental elements, principles, and perceptual processes that shape form, space, and structure. 2. Explain spatial relationships, contextual influences, and transformation principles through visual and verbal communication. 3. Produce basic spatial compositions, sketches, and models that integrate concepts of form–space–structure. 					
Course Content:						
Module 1	Elements, Principles & Basic Visual Structure	Assignment	Practical exercises, sketches, observational studies, and basic visual studies.		20 Periods	
Topics: Introduction to perception and visual cognition . Spatial awareness and visual orientation. Foundations of visual thinking. Visual analysis of form and structure. Perceptual sketching exercises. Spatial mapping and diagramming. Visual perception experiments						
Module 2	Volume, Spatial	Assignment	Practical exercises,		20 periods	



	Relationships & 3D Awareness		sketches, observational studies, and basic visual studies.	
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Topics:
Study of geometric solids and primitives. Mass, volume, void, enclosure, openness. Spatial relationships: overlap, depth, proximity, layering, enclosure. Introduction to structural balance. Analytical form and space deconstruction. Sketching of 3D volumes from multiple viewpoints. Composite forms: combining solids to create complex masses. Model-making using paper, card, clay, wire, foam

Module 3	Transformation, Context & Structural Logic	Assignment	Practical exercises, sketches, observational studies, and basic visual studies.	20 periods
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Topics:
Form transformation: morphing, iteration, distortion, modular growth. Space-time relationships: sequence, transition, narrative. Contextual meaning: cultural, environmental and symbolic context. Fundamentals of structural logic. Spatial composition studies exploring voids, negative/positive interplay. Sequential transformation drawings (2D à 3D evolution studies). Placing forms in varied contexts (collage, montage, digital or analog)

Module 4	Integrated Studio – Space, Form & Structure Synthesis	Assignment	Practical exercises, sketches, observational studies, and basic visual studies.	15 periods
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Topic:-
Form transformation: morphing, iteration, distortion, modular growth. Space-time relationships: sequence, transition, narrative. Contextual meaning: cultural, environmental and symbolic context. Fundamentals of structural logic. Modular structure explorations (repetition, rotation, scaling). Balance and structural experimentation using simple joining methods (paper/card joinery, wire tension models). Studio Project: “Form–Space–Structure Exploration”

List of Projects:
CA 1: Module 1 – Perception, visual thinking, and observation
Mid-Term: Module 2 – Spatial analysis and 3D understanding
CA 2: Module 3 – Transformation, context, and conceptual development
End-Term: Module 4 – Integrated design synthesis and presentation

Reference Books

- Ching F. D. K., . (2023). Architecture. New Jersey: John Wiley & Sons.
http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=53039&query_desc=kw%2Cwrdl%3A%20Architecture.%20New%20Jersey%3A
- Scully P., . (2015). Creative sketching workshop. Ohio, US: North Light Books.
http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=52644&query_desc=kw%2Cwrdl%3A%20sketching
- Space Form and Structure
<https://indranil.work/space-form-and-structure>

Online Resources :
 L1- https://youtu.be/bKZLjWjN08?si=703cnXw9S_7_I-PO



L2- <https://pin.it/3FUU224dw>

L3- <https://pin.it/4P1lfGtsN>

L4- <https://www.scribd.com/document/946351562/FORM-SPACE>

Topics relevant to EMPLOYABILITY:

Understanding perception and visual cognition for effective spatial thinking; spatial awareness, visual orientation, and visual analysis of form and structure; perceptual sketching, spatial mapping, and diagramming as professional visualization skills; exploration of geometric solids, mass–void relationships, and spatial balance; analytical deconstruction of form and space; 3D visualization through multi-view sketching and model-making using basic materials; form transformation, modular growth, and contextual design thinking; application of structural logic, balance, and construction principles; iterative studio-based exploration, process documentation, and presentation of design outcomes through drawings, models, and visual narratives, culminating in a comprehensive Form–Space–Structure studio project.

Catalogue prepared by	Mr. Sanskar Verma
Recommended by the Board of Studies on	5 th January 2026
Date of Approval by the Academic Council	

Course Code: DES2277	Course Title: Introduction to Design Methodology Type of Course: School Core – Theory embedded	L-T-P-C	1	0	6	4
Version No.	1.0					
Course pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces students to the fundamental stages, methods, and tools of the human-centered design process. Through a structured exploration of research, synthesis, ideation, prototyping, and user testing, learners engage in hands-on and iterative design activities that develop their ability to identify problems, generate creative solutions, and translate ideas into tangible prototypes. The course emphasizes contextual inquiry, visual thinking, experimentation with materials, iterative development, and reflective practices.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Design Methodology and attain Employability of student by using Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Identify the fundamental principles, stages, and terminology of human-centered design processes. 2. Explain research methods, synthesis approaches, and problem-definition frameworks used in design projects 3. Develop creative ideas and concept directions using structured ideation and visualization techniques. 4. Produce prototypes and test design concepts through iterative refinement and user-centered evaluation. 					
Course Content:						



Module 1	Foundations of Human-Centered Design	Assignment	Practical exercises, observational studies and documentation	20 Periods
Introduction to design process models, Principles of human-centered design, Divergent vs. convergent thinking. Ethical considerations and inclusive design, Observational studies and contextual inquiry, User interviews, Empathy mapping exercises, User journey mapping exercises				
Module 2	Research Synthesis and Problem Definition	Assignment	Practical exercises, observational studies and documentation	20 Periods
Methods for qualitative data synthesis, Patterns, insights, and opportunity identification, Concept of personas and scenario development, Structuring design briefs and problem statements, Affinity diagramming and data clustering, Persona creation, Scenario and journey documentation, Collaborative brief development				
Module 3	Ideation and Concept Development	Assignment	Practical exercises, observational studies and documentation	25 Periods
Divergent thinking techniques, Convergent thinking and idea evaluation frameworks, Concept visualization and storytelling methods, Individual and group ideation exercises, Concept selection exercises, Storyboarding and user-flow sketches, Initial visual representations of selected concepts				
Module 4	Prototyping and Materialization	Assignment	Practical exercises, observational studies and documentation	20 Periods
Levels of fidelity in prototyping, Material behavior, ergonomics, and fabrication principles, Physical prototypes: paper, cardboard, clay, foam, Simple digital mock-ups, Iterative refinement based on feedback, Material and fabrication exploration exercises				
Module 5	Testing, Delivery, and Presentation	Assignment	Practical exercises, observational studies and documentation	20 Periods
Principles of user testing and evaluation, Methods for presenting design solutions effectively, Material and fabrication exploration exercises, Conducting usability tests, Iterative refinement of prototypes, Process documentation, Preparing professional presentation boards, portfolios, and pitches				
<p>List of Projects:</p> <ol style="list-style-type: none"> CA 1: Observe, interact with, and document users and their contexts to understand needs, behaviors, and challenges. Mid-Term: Analyze and organize research findings to identify insights and define a focused design problem. CA 2: Explore multiple ideas through sketching and concept development to respond creatively to the defined problem. End-Term: Develop and present a design solution by translating concepts into prototypes and communicating the design process. 				



Reference Books

1. Muratovski G., Friedman, Heller & Norman. (2022). Research for designers. London: Sage Publications Ltd.

http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=33918&query_desc=kw%2Cwrdl%3A%20design%20methodology

2. Birkhofer H., . (2020). Future of design methodology. London: Springer.

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3. Aspelund K., . (2022). Design process. New York: Fairchild Books.

http://182.72.188.195/cgi-bin/koha/opac-detail.pl?biblionumber=53106&query_desc=kw%2Cwrdl%3A%20design%20methodology

Topics relevant to “EMPLOYABILITY”: Principles of user testing and evaluation, Methods for presenting design solutions effectively, Material and fabrication exploration exercises, Conducting usability tests, Iterative refinement of prototypes, Process documentation, Preparing professional presentation boards, portfolios, and pitches for Employability 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 Des 2278	Course Title: Advanced Material Exploration 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	<p>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.</p> <p>Students can develop sensitivity to material behaviour and learn how to make informed decisions in creative practice.</p> <p>The course being conceptual and experiential in nature, integrates theoretical understanding with hands-on engagement, encouraging students to explore, analyse, and respond to materials through sensory experiences, craft-based practices, and reflective thinking.</p>					



Course Objective		The objective of the course is to familiarize the learners with the concepts of Advanced Material Media 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 MEDIA & 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	MATERIAL CULTURES, TRADITIONS & FUTURES	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 MATERIAL THINKING	Assignment Presentation Documentation		Group Activities Presentations Explorations	30 Hours
	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:

Observation Walk – “Material Around Me” (Collect 10 everyday materials) ,
 Material Swatch Sensory Analysis & Description
 Material Lifecycle Documentation + Material Story Infographic + Journal Entry ,
 Traditional Craft Material Exploration Board ,
 Indigenous Technique Hands-On Making ,
 Exploring Modern Industrial or Synthetic Material Behaviour
 Hybrid Craft Object (Traditional + Contemporary Media)
 Analysis of 5 Materials Using 4 Lenses; Observation Journal ,

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

- <https://architizer.com/blog/inspiration/collections/masterclass-materiality-architectural-design/>
- <https://portfolio.cept.ac.in/2021/M/fd/exploration-of-design-material-in-focus-ir2024-monsoor-2021>



	<ul style="list-style-type: none"> https://designthinkmakebreakrepeat.com/toolkit/material-exploration/
	<p>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.</p> <p>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.</p>
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: DES2279	Course Title: History of Design Type of Course: School Core- Integrated	L- P- C	2	2	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 of translating 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 students by using Experiential Learning techniques.				
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <p>Theory outcomes: Identify and describe basic drawing tools, materials, and techniques.</p> <p>Practical outcomes:</p> <ol style="list-style-type: none"> Interpret historical design techniques and materials. Demonstrate strategies for design development effectively. 				
Course Content:					
Module 1	Introduction to Foundations of Design	Visual documentation, assignments, presentations-visual journal	Classroom discussions and presentations	15 Periods	



Topics:

1. Understanding the meaning of Design- from its functional aspects to its artistic and cultural significance
2. Understanding the scope and significance of design history.
3. 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
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Topics:

1. Medieval & Gothic Design: the rise of religious architecture (cathedrals, monasteries) and the use of light, color, and symbolism in medieval design.
2. The Industrial Revolution and Design: Mass production, standardization, and the rise of consumer goods.
3. Victorian Eclecticism: Mixing historical styles in architecture, interiors, and fashion.
4. Factors influencing technological advancements- innovations in materials and processes.

Module 3	Global perspective & appreciation in design	Visual documentation, assignments, presentations-visual journal	Classroom discussions and presentations	15 periods
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Topics:

1. Indigenous and Traditional Designs: Exploration of Native American, African, and Oceanic design traditions.
2. Cross-Cultural Influences: The blending of global aesthetics in modern design.
3. How does the design reflect the time period and cultural values?
4. Social and Political Impact: Does the design have a broader message or influence on society?

List of Projects:

1. Visual document project on "specific design movements".
2. Visual document project on "the impact of design on society"
3. Visual document project on "reinterpret historical design concepts for contemporary use".

Targeted Applications & Tools that can be used:

1. Research projects on specific design influential figures.
2. Creative design of contemporarised products.
3. Design interpretation and documentation of historic collections.

Text Book

1. The Story of Design" by Charlotte and Peter Fiell
2. The Design of Everyday Things" by Don Norman.

References



1. JSTOR, Artstor, and the Design Museum Collection for academic articles and visual references.
2. Virtual museum tours and online archives for global design heritage.

Topics relevant to “SKILL DEVELOPMENT”: the scope and significance of design history, Mixing historical styles in architecture, interiors, and fashion for Employability through Experiential Learning techniques. This is attained through assessment component mentioned in course handout.

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

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: DES2007	Course Title: Elements of Fashion Illustration				
	Type of Course: 1] Program Core Integrated	L-P-C	1	4	3

Version No. 3.0

Course Pre-requisites NA

Anti-requisites NIL

Course Description The course is not just illustrating body forms or garments, but more of structured design learning. It enables the student to learn the basics of fashion illustration - drawing technique of the human figure and different mediums such as using pencil, markers, water colours, paint, digital interfaces, etc. The course prepares the student to realize the importance of an effective research for a project, its interpretation and the needs of a client while also keeping their style intact, creating, a concept or a mood through their artistic vision. The course also helps the students to develop their individual style and prepares them to structure their design portfolios.

Course Objective The objective of the course is to familiarize the learners with the concepts of Elements of Fashion Illustration skill to analysis and attain **SKILL DEVELOPMENT** through **EXPERIENTIAL LEARNING** techniques

- Course Outcomes** Upon successful completion of the course the students shall be able to:
1. Illustrate the basic body forms and proportions
 2. Identify the head theory and postures – static and dynamic
 3. Sketch the basic body poses and perspectives
 4. Relate the human body in proportions relevant to fashion illustration
 5. Select mediums to sketch and render life forms

Course Content: Fashion figures, Application of art mediums , Fabric representation & rendering, Portfolio development



Module 1	Fashion figures: balance & movement	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	18 Hours
Topics: <ul style="list-style-type: none"> • Introduction to head-theory, croquis, balance lines, postures, proportions • Stick-figure drawings, block sketches, poses and balance illustrations. • Sketching of 8 and 10 head croquis, different poses of croquis. • Face analysis and features – sketching with face block. • Sketching of hands and legs using block sketches • Drawing from photographs/magazines/live study – with croquis and costumes 				
Module 2	Application of art mediums	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	19Hours
Topics: <ul style="list-style-type: none"> • Fleshing and rendering techniques – skin and materials • Rendering techniques using water colours • Rendering techniques using Staedtler pencils, charcoal, Marker pen, oil pastel , water colour and chalk 				
Module 3	Fabric representation & rendering	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	19 Hours
Topics: <ul style="list-style-type: none"> • Textural rendering of garments and fabrics • Clothing figure – swimwear and lingerie, trouser and skirts. • Clothing figure – jackets, coats and fall layering • Traditional and contemporary outfits for men and women 				
Module 4	Portfolio development	Assignment Demonstration and Participative learning. Documentation	Examples/ Demo/Assignments	19 Hours



Topics:

- Study of artists and fashion illustrators of national and international repute
- Study of seasonal trends and fashion week collection and illustration
- Development of different types of boards – mood, colour, swatch, texture and inspiration
- Development of look book and style books

List of Practical Tasks:

Assignment 1: Development of VJ and Record work with Design process from stick figure to Fabric rendering swatch and croque representation using color mediums, Texture, pattern , repeats.

Assignment 2: Portfolio presentation based on the theme selection and representation through presentation and final illustration. (5 theme to selected and work on the any 2).

Targeted Application & Tools that can be used:

1. Understanding the basics of visual design and elements in fashion illustration.
2. In general, they will be learning about the shapes forms, and colors.
3. Combined to create a design with fabric rendering and flats
4. Tools used in fashion illustration and color media.

Topics relevant to “Skill Development”:

Study of Understanding elements of fashion illustration to skill in illustration and attain **Skill Development** through **Experiential learning** techniques. This is attained through assessment component mentioned in course handout.

Text Books

1. Fashion Sketchbook (6th Edition) by Bina Abling
2. 9 Heads – A Guide to Drawing Fashion (3rd Edition) by Nancy Reigelman
3. Fashion Design Essentials – 100 Principles of Fashion Design by Jay Calderin

References

1. <https://puniversity.informaticsglobal.com:2282/ehost/detail/detail?vid=0&sid=a0821022-205d-4eac-bd6e-45c9335ddcd5%40redis&bdata=JnNpdGU9ZWhvc3QtGIZZQ%3d%3d#AN=2823635&db=nlebk>
2. <https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI5M19fQUJ41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=7&format=EB&rid=1>
3. <https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzE1ODYxNDhfX0F00?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=2&format=EK&rid=1>
4. <https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4NI9fQUJ41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1>
5. <https://puniversity.informaticsglobal.com:2284/ehost/ebookviewer/ebook/bmxlYmtfXzM4MzI4NF9fQUJ41?sid=fa5f1ec1-955f-48b4-aa1f-f9bc3ac13648%40redis&vid=12&format=EB&rid=1>



Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	8 TH BOS held on 7 th July 2024
Date of Approval by the Academic Council	21 AC held on 6 th September 2023

Course Code: DES1023	Course Title: Analysis of textile materials Type of Course: Discipline Elective - Integrated	L- P - C	1	4	3
Version No.	2.0				
Course pre-requisites	Understanding of weave structures and compositions Basic knowledge about different types of fibers, yarns and fabrics				
Anti-requisites	NA				
Course Description	The objective of the course is to introduce the students to various textile fibers, yarns and fabrics. It also helps the students analyze the essential and desirable properties of these materials. The course highlights various physical and chemical tests to identify different types of fibers – natural and man-made. Further, the course enables the students to understand yarn compositions, their manufacturing processes and end uses.				
Course Objective	This course is designed to familiarize the learners with the concepts of Analysis of textile materials and attain Employability by using Experiential Learning techniques				
Course Outcomes	On successful completion of the course the students will be able to, <ol style="list-style-type: none"> 1. Develop an ability to identify different textile fibres, yarns and fabrics 2. Distinguish between the fibre families and yarn categories based on intrinsic and extrinsic factors 3. Analyze the compositions and study the features of fibres, yarns and fabrics and apply the knowledge to various end uses/applications 4. Outline the manufacturing methods of fibers, yarns and fabrics through industrial learning 				
Course Content:	Study of textile fibres , Study of textile yarns, Introduction to fabric technology, Classification of fabrics				
Module 1	Study of textile fibres	Visual journal, observation book	Context-relevant Assignments, presentations.	14 hours	
Topics: Introduction to textile fibres – definition, sources, classification and properties of textile fibres. Cellulose fibres – cotton, flax, kapok, hemp, ramie – properties and end uses, protein fibres – silk, wool, properties and end uses. Regenerated cellulose fibres – viscose rayon, acetate rayon, Tencel, Modal, Bamboo, Lyocel – production, source, properties and end uses. Synthetic fibers – nylon, polyester, acrylic and mod-acrylic – properties and end uses, polyethylene, polypropylene, olefin, elastomeric fibres (spandex and lycra) – end uses					
Module 2	Study of textile yarns	Visual journal, observation book	Context-relevant Assignments, presentations.	12 hours	



Topics:

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

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

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

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

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

List of Projects:

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

TEXT BOOK:

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

REFERENCE MATERIALS:

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

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

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

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

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

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



the Academic Council				
Course Code: DES1035	Course Title: Textile Design Development	L-P-C	2	4
Version No.	1.0			
Course Pre-requisites	NIL			
Anti-requisites	NIL			
Course Description	The course provides hands-on experience to the students in digital and non-digital medium to develop interesting compositions and designs using colour theory as the fundamental concept. This course further narrows down to understand the application of Motifs in textile based on their end-uses and also replicate them using the said medium through varied levels of explorations.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Textile Design Development and attain <u>EMPLOYABILITY</u> of student by using <u>EXPERIENTIAL LEARNING</u> Techniques.			
Course Outcomes	<p>On successful completion of the course the students will be able to:</p> <ol style="list-style-type: none"> 1. Identify different Motifs and its source 2. Produce compositions with Motif repeat schemes based on end-applications. 3. Relate elements and principles of design through outline drawing and Arrangement of designs. <p>Practical component:</p> <ol style="list-style-type: none"> 1. Develop traditional craft into Modern and Contemporary Designs and end use Products. 			
Course Content: Introduction to Motifs and Patterns , Historical Perspective of Designs and Motifs , Converting Motifs into Patterns Grids and Patterns, Case Studies of Different Cultures Traditions and Regional Impressions				
Module 1	Introduction to Motifs and Patterns	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	10 Hours
Topics: <ol style="list-style-type: none"> 1. Introduction to Motifs and their Types, Classifications 2. History and Importance of Motifs in ancient cultures 3. Significance of the motifs in local cultures and Global understanding 				
Module 2	Historical Perspective of Designs and Motifs	Assignment Documentation	Info-graphics development Visual Journal Development of Samples for each	20 Hours
Topics: <ol style="list-style-type: none"> 1. Gaining Knowledge about the Traditional Contemporary Motifs and their Story 				



2. Cross cultural Motif Symbolism, Global Design Representation through Symbols, Motifs and Logos				
Module 3	Converting Motifs into Patterns Grids and Patterns	Assignment Documentation Hands on Practice	Development of Samples for each Visual Journal	25 Hours
Topics: <ol style="list-style-type: none"> 1. Exploration of Different Techniques using different Medium of Traditional and Contemporary methods of Creating motifs 2. Motif Development and motif Grid techniques increase and decrease in Sizes of Motifs according to end uses of the product 				
Module 4	Case Studies of Different Cultures Traditions and Regional Impressions	Assignment Documentation	Development of Paper Patterns for estimations.	5 Hours
Topics: <ol style="list-style-type: none"> 1. Case study on the Designers and Their Designs who have Experimented on the same. 				
List of Practical Tasks: Project No. 1: Motif Development Project No. 2: Basic motif development in different styles of Traditional Contemporary Geometric Stylized and Abstract with the colour representation. Project No. 3: 10 Basic motif development in different styles of Traditional Contemporary Geometric Stylized and Abstract with the colour representation Project No. 4: Developing the Sized Scale of the Motifs chosen in Manual version and producing the same on fabric Project No. 5: Developing the Sized Scale of the Motifs chosen in Digital version and producing the same on fabric Project No. 6: Creating the Repeat patterns on the grid and without grid with the given Set of Motifs Project No. 7: Study of Pattern Grids in the Given Design and Documentation Project No. 8: History and Importance of Motifs in ancient cultures Project No. 9: Gaining Knowledge about the Traditional Contemporary Motifs and their Story Project No.10: Exploration of Different Techniques using different Medium of Traditional and Contemporary methods of Creating motifs Exploration of Different Techniques using different Medium of Traditional and Contemporary methods of Creating motifs				
Targeted Application & Tools that can be used: <ol style="list-style-type: none"> 1. Understanding the Heritage of the Old Civilizations which have seeped down to modern times with these crafts. 2. Tools used will be the Hand Needle, threads, authentic Tools used for Crafts used by the artisans will be used. 				
Text Books <ol style="list-style-type: none"> 1. Handmade in India (Crafts Of India)– MP Ranjan 				
References <ol style="list-style-type: none"> 1. Title: Elements of design, Author: Hannah, Gail Greet, Publisher: Princeton Architectural Press, New York, 2002, ISBN: 9781568983295, Accession No.: 35742, Call No.: 745.4071 HAN 2. Title: Fifty key texts in art history, Author: Newall, Diana; Poole, Grant, Publisher: Routledge, London, 2012, ISBN: 9780415497701, Accession No.: 35844, Call No.: 709 NEW 				



3. Title: Interaction of color, Author: Albers, Josef, Publisher: Yale University Press, New Haven, 2013, ISBN: 9780300179354, Accession No.: 35846, Call No.: 701.85 ALB
4. Magazine: Colourage
5. <https://www.pantone.com/hk/en/>
6. <https://www.adobe.com/express/feature/design/color-palette>
7. <https://www.jstor.org/stable/3818968?seq=1>
8. <https://www.alamy.com/ethnic-tribal-elements-pack-with-african-borders-and-motifs-collection-of-folk-art-and-national-seamless-patterns-from-africa-isolated-repeat-background-image432269703.html>
9. <https://www.proquest.com/openview/45f0018c5ed68dea05e08922a6857cc3/1?cbl=18750&diss=y&pg-origsite=gscholar&parentSessionId=S7pPkSLfkAW24AWYPS%2BQScwnQ2TnyqmMOst%2FHi68u%2Bc%3D>
10. [African Folk Art Archived](#) May 16, 2007, at the [Wayback Machine](#), Museum of International Folk Art.
11. [Jesse, Friederike \(2010\). "Early Pottery in Northern Africa - An Overview". *Journal of African Archaeology*. 8 \(2\): 219–238. doi:10.3213/1612-1651-10171. JSTOR 43135518.](#)
12. [African folk art illustrates the traditions, political systems and spirituality of tribal villages, All-About-African-Art.com.](#)
13. [Museum of International Folk Art, Santa Fe](#), New Mexico, US.
14. [African Folk Art Archived](#) May 16, 2007, at the [Wayback Machine](#), Museum of International Folk Art.
15. [Recycled Re-Seen Archived](#) March 1, 2007, at the [Wayback Machine](#), Museum of International Folk Art.

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

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

Course Code: DES1136	Course Title: Global History of Clothing Type of Course: Integrated	L-T-P-C	2	0	2	3
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					

Course Description	This course is to provide an overview of the history of textile design, encompassing India and global perspectives. Students will explore design development, manufacturing techniques, and prominent artists in textile art. The course aims to foster an appreciation for textile art history and inspire creative reinterpretation of historical designs.			
Course Objective	The objective of the course is familiarize the learners with the concepts of : Historic Garments and Fashion Trends of and attain Skill Development of student by using Experiential Learning techniques.			
Course Outcomes	Upon successful completion of the course, students will be able to: <ol style="list-style-type: none"> Analyze historical garments and fashion trends to understand their evolution and significance. Evaluate the influence of historical fashion on contemporary styles and design practices. Create designs that integrate historical elements with modern aesthetics, showcasing a deep appreciation for fashion history. 			
Course Content	Analysis of Textile Art & Design, Art Movement in Textiles, Art Movement in Textiles			
Module 1	Analysis of Textile Art & Design	Visual Journal, Assignments	Class discussions, photo documentation and case studies	30 Periods
Topics: <ol style="list-style-type: none"> Origin of Textile Art & Design Study of aesthetic properties in textiles, historical evidences and works Textiles and art in the Indian context – woven, printed, embroidered designs and materials History of textiles in Ancient Egypt, Persia, China, Greece, Rome History of textiles in England, Indonesia, Africa, Mexico and Middle East 				
Module 2	Art Movement in Textiles	Visual Journal, Assignments	Class discussions, photo documentation and case studies	30 Periods
Topics: <ol style="list-style-type: none"> Textiles and Romanticism – fabrics and styles Study of ancient artists and their contribution to textile design and development Study of contemporary artists and their contribution to textile design and development 				
Targeted applications & tools that can be used: Textile history research & documentation, textile design development, trend forecasting and analysis				
Text Books <ol style="list-style-type: none"> FASHION - THE DEFINITIVE HISTORY OF COSTUME AND STYLE, First American Edition, 2012, Published in the United States by DK Publishing 				
References <ol style="list-style-type: none"> Historical Fashion in Detail, the 17th & 18th centuries, Avril Hart and Susan North, V & A Publications, 1998 				



2. DECORATIVE ARTS – Style and Design from Classical to Contemporary, Judith Miller and Dorling Kindersley Limited 2006, A Penguin Company

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

Catalogue prepared by Madhusudana M, Assistant Professor, School of Design

Recommended by the Board of Studies on ___BOS held on ___2024

Date of Approval by the Academic Council

Course Code: DES1151	Course Title: Clothing Construction Essentials	L-T-P-C	2	0	4	4
	Type of Course: Program Core, Theory & Integrated					
Version No.	1.0					
Course Pre-requisites	NIL					
Anti-requisites	NIL					
Course Description	This course focuses on developing professional garment construction competencies aligned with industrial production standards. It emphasizes precision stitching, seam engineering, fullness development, fit validation, and structured garment assembly. The course integrates experiential studio practice, technical documentation, and quality control measures to prepare learners for apparel sampling units, production houses, boutique practice, and entrepreneurial ventures.					
Course Objective	The objective of the course is familiarizing the learners with the concepts of Basics of Sewing Techniques and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.					
Course Out Comes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> Operate and calibrate sewing machinery adhering to industrial standards and safety norms. (Apply) Analyze stitch and seam performance based on fabric characteristics and garment functionality. (Analyze) Execute structured garment components with precision and quality benchmarks. (Apply) Evaluate fit, finishing quality, and construction efficiency in developed garments. (Evaluate) Develop complete garments integrating fullness, detailing, and engineered construction techniques. (Create) 					
Course Content:	Sewing terminologies, parts and functions, Stitches & sewing techniques, Stitches & Seams – construction and classification, Fullness: study and development. stitching of Body blocks					
Module 1	Industrial Sewing Systems & Technical	Construction Documentation	Observations Illustrations	15 Classes		

	Foundations	Presentation	Visual Journal	
Topics: <ul style="list-style-type: none"> History of sewing and sewing machine Introduction to sewing machine: Domestic sewing machine, Industrial sewing machine Difference between Domestic & Industrial sewing machine, parts of a sewing machine Varieties of industrial sewing machines- Single needle machine, double needle machine-lock stitch & chain stitch machines Over-lock machine, sewing machine needles types, parts & functions, care and maintenance of sewing machine Care and maintenance of sewing machine Measuring Tools, Drafting Tools, Cutting Tools Sewing Tools, Finishing Tools 				
Module 2	Stitches & Sewing techniques	Designing, Construction Documentation	Explorations Illustrations Visual Journal	13 Classes
Topics: <ul style="list-style-type: none"> Seam classes: Classification, types – class1, 2, 3, 4, 5 & 6 Stitch types : Classification, types – class 100, 200, 300, 400, 500 & 600 Hand needles – types, parts of hand needle, characteristics Sewing Needle – Types, parts of sewing machine needle, Sewing threads- function, performance, characteristics & Types Fabric Fundamentals - Types of Fabrics, Selection of Needle and thread according to fabric types Fabric Preparation for cutting, Grain, Selvedge, Shrinkage. 				
Module 3	Garment Component Development	Construction, Presentation Documentation	Illustrations Observation Visual Journal	12 Classes
Topics : <ul style="list-style-type: none"> Pleats, tucks, gathers, shirring Ruffles, frills, flares, godets Sleeve – basic, puff sleeve, cap sleeve, circular, petal sleeve, leg-o-muttonsleeve, Plackets – tailored placket, continuous bound placket, shirt placket Pocket – patch pocket, side seam pocket, welt pocket Collar – Flat collar, stand collar, roll collar & Shawl & Revere Collars 				
Module 4	Fullness: study and development	Construction, Documentation, Assignment	Illustrations Observation Visual Journal	14 Classes
Topics :				

- Dart Manipulation – Single dart series and 2 two dart series
- Introduction to fullness types – dart to pleats, fullness, gathers, parallel dart, tucks
- Skirt types – circular, gored skirt, pleated, gathered skirt, godet skirt.

Module 5	Block Construction	Designing, Construction Documentation.	Illustrations Observation Visual Journal	36 Classes
<ul style="list-style-type: none"> • Basic Bodice block – Women stitching • Kids bodice block • Trouser Block • Skirt • Above garments to be finished, with different style of necklines Necklines, Sleeves and seam lines in real time Garments and Basic Stitching for men, women and Kids. 				

List of Laboratory Tasks:

Experiment No 1: Development of Basic Bodice with Dart Manipulation.

Level 1: Front and Back Bodice using one dart manipulation

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

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

Experiment No. 3. Development of collars and pockets.

Experiment No. 4. Sleeves Variations

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

Experiment No.5. Construction of Pleats/gathers in Skirt.

Experiment No.6. Construction of Trouser.

Experiment No. 7. Development Of Samples: Machine Balance, Seams, Placket, Neckline Finishes, Plates, Gathers, Shirring, Tucks & Types, Zipper.

Targeted Application & Tools that can be used:

- Student shall be able to experiment in garment construction with different fabric materials and develop understanding of Industry standard.

Text Book:

- Armstrong, Helen Joseph – Pattern Making for Fashion Design
- Cooklin, Gerry – Garment Technology for Fashion Designers
- Aldrich, Winifred – Metric Pattern Cutting

References:

- Pattern Making for Fashion Design - Helen Joseph Armstrong.



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

Catalogue prepared by	Mr. Babu.D Asst. Professor School Of Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code DES2176	Course Title: Introduction to Needle Craft	L-P-C	1	2	2
Version No.	2.0				
Course Pre-requisites	DES1008 Materials, Media, And Techniques.				
Anti-requisites	NIL				
Course Description	Purpose: The course provides fundamental insights into the process of Hand sewing and embroidery. Understanding of equipment's and the techniques used to develop basic and advanced hand stitching and sewing processes. The students get well equipped with the knowledge of developing stitches with a thorough understanding of the materials and substrates used in making the sewing threads and needles. It also helps the students to develop the creative skills along with technical inputs to develop different types of surface developments using stitching and sewing techniques.				
Course Objective	The objective of the course is to familiarize the learners with the concepts of Elements of Fashion Illustration skill to analysis and attain SKILL DEVELOPMENT through EXPERIENTIAL LEARNING techniques				
Course Outcomes	On successful completion of the course the students shall be able to: <ol style="list-style-type: none"> 1. Identify the terminologies used in Hand sewing and embroidery. 2. Identify different types of hand stitches and finishes and History. 3. Apply various hand embroideries and stitches for surface embellishment. 4. Identify the various hand stitching techniques and methods for surface embellishment 5. Apply various hand stitches in the garments and product development. 				
Course Content:	Introduction to Needle Craft, Hand Stitches & surface embellishment, Construction and Manipulation, Crochet and Knitting.				
Module 1	Introduction to Needle Craft	Practice Case study	Observations Illustrations	14 Hours	



		Documentation	Visual Journal	
Topics: Introduction to Needle Craft, tools and materials used in needle craft, Types of Fabrics, Selection of Needle and thread according to fabric types. Fabric Preparation for cutting, Grain, Selvedge, Shrinkage, Straightening the fabric grains.				
Module 2	Basic Hand Stitches & surface embellishment	Assignment Case Study Documentation	Observations Illustrations Visual Journal	16 Hours
Topics: Introduction, tools and materials used in surface embellishment. Basic embroidery stitches, classification, s and implementation of basic embroidery stitch. <ul style="list-style-type: none"> • straight stitch ,stem, back, fly stitch, flat stitch - satin, cross, loop stitch - herring bone, feather stitch, knotted stitch - French knot, bullion knot. 				
Module 3	Construction and Manipulation	Assignment Presentation Documentation	Group Activities Presentations Explorations	15 Hours
Topics: Special techniques-Introduction, Methods, Types & Application of Braiding, Hooking, Smocking, Macrame Knitting				
List of Practical Tasks: Assignment 1: Development of VJ and Record work with Design process from basic of hand embroidery types and with selection of theme to develop 10 x 10 cm swatch. Assignment 2: Development of VJ and Record work with design process of knitting, crochet (5 x 5 cm Sample) and special techniques or fabric manipulation (Developing a product of your choice).				
Targeted Application & Tools that can be used: <ol style="list-style-type: none"> 1. Understanding the basics of hand embroidery and different types with theme selection. 2. In general, they will be learning about thread and color combination in surface development. 3. Combined to create a design with fabric manipulation techniques. 4. Tools used in knitting and crochet and pattern development/ techniques. 5. Product development using fabric embellishment techniques in contemporized style. 				
Topics relevant to "Skill Development": Study of Understanding basic of Needle Craft to skill in hand Embroidery and surface manipulation and attain Skill Development through Experiential learning techniques. This is attained through assessment component mentioned in course handout.				
Text Books <ol style="list-style-type: none"> 1. Ganderton, Lucinda. <i>Embroidery Stitches Step-by-Step</i>. Dorling Kindersley Ltd, 2015. ISBN-978-0-2412-0139- https://books.google.co.in/books?hl=en&lr=&id=486pDwAAQBAJ&oi=fnd&pg=PA23&dq=hand+embroidery+books&ots=r0ISt_Gxmm&sig=GMjxHnchiQDeq2jPEZR3zAvX-II&redir_esc=y#v=onepage&q&f=false 2. The Sewing Book by Alison Smith. 				
References				



1. Hand Embroidery Stitches for Everyone, 2nd Edition: A step-by-step pictorial guide to 300 Embroidery and Cross Stitches with printable patterns, tips, by Juby Aleyas Koll (Author),
2. 150 creative sewing techniques – by Ruth Singer.
3. Magazines: Needle & Thread, The Apparel Times, Apparel, Vogue, Apparel Online
4. Anne Mathew, "Vogue Dictionary of Crochet Stitches", David & Charles, London, 1989.
5. Readers Digest, "Complete Guide to Needle Work", APH Corp, New Delhi, 1996.
6. Satheesan, Innova, "Indian Ethnic Designs", Honesty Publishers and Distributors, Mumbai, 2009.
7. "Embroidered Textile", Thames & Hudson Ltd., 1990.

Catalogue prepared by	Name: Mr. Shahul Hameed M Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	8 TH BOS held on 7 th July 2024
Date of Approval by the Academic Council	PUC****/SOD**/BDF/2024-28

Course Code: DES1043	Course Title: Garment Surface Ornamentation		1	4	3
	Type of Course: 1] Program Core 2] Practical Integrated	L-P-C			
Version No.	1.0				
Course Pre-requisites	Basics of Needle Craft				
Anti-requisites	NIL				
Course Description	<p>Purpose: This course is to understand the techniques of Fabric manipulation through study and Practice</p> <p>Abilities to be developed: Understanding the Fabrics and the process of manipulation through Surface Ornamentation folding techniques, Knitting, crochet, Knotting, Braiding, Macramé and many innovative techniques.</p> <p>Nature of the course: The course is based on Industrial Study of pattern as well as Individual study of a client's needs. This will also help in revisiting many Traditional art techniques throughout the world which are in the verge of diminishing. The revisiting, experimentation on those arts and commercializing will help the art to be revives and also revive the authentic artisans.</p>				
Course Objectives	The objective of the course is to enhance <u>Employability</u> / for students by using <u>EXPERIENTIAL LEARNING</u> Techniques.				

Course Outcomes	<p>On successful completion of the course the students shall be able to:</p> <ol style="list-style-type: none"> 1. Understand different art work and their Origins. 2. Identify different hand Stitches and Styles of Surface Ornamentation. 3. Apply traditional techniques to Develop products and Accessories. <p>Practical component:</p> <ol style="list-style-type: none"> 1. Adaptation of traditional craft into Modern and Contemporary Designs and end use Products. 			
Course Content:				
Module 1	Analysis of fabrics and Embellishment materials.	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	10 Hours
Topics:				
<ol style="list-style-type: none"> 1. Revisiting the Basic Stitches and Advance Stitches 2. Understanding the Saurastrian Embroideries. (Lambani, Banjara, Pipali, Kaudi, Kutch, Kaathewaar, Rabari and Sindhi Embroidery) 3. Iterations of the Basic Stitches and usage of beads, sequences 4. Analysing the Fabrics for subsequent ornamentation to be done. 				
Module 2	Traditional Craft and Embellishment Techniques	Assignment Documentation	Info-graphics development Visual Journal Development of Samples for each	20 Hours
Topics:				
<ol style="list-style-type: none"> 1. Gaining Knowledge about the Traditional Surface Ornamentation Techniques in India. 2. Kasida, Zalakdoshi, Suzni(Kashmir),Tila, Chikankari, Chambarumal, Phulkari, Kanta, Kasuti, Gotapatti, Muqaish, Parsi Gara, Sujini(Bihar), Toda, Zardosi, 3. Learning about the Origins, Colour Pallet, material, yarns and Embellishments used in the craft. 				
Module 3	Non Woven Ornamentation	Assignment Documentation Hands on Practice	Development of Samples for each Visual Journal	15 Hours
Topics:				
<ol style="list-style-type: none"> 1. Gaining Knowledge about the Traditional Surface Ornamentation Techniques outside India <p>Study on Macramé, Knitting, Crochet, drawn thread Bargello Italian Lace Making Work etc.</p> <ol style="list-style-type: none"> 2. Creating Fabrics through Knitting and Crochet work Etc. 				
Module 4	Fabric Layering Techniques and Creative Textiles	Assignment Documentation	Development of Paper Patterns for estimations.	15 Hours
Topics:				



1. Study of fabric Layering Techniques like Applique work, Patch Work etc.
2. Preparation Techniques of Fabrics using Creative Textile Techniques like Drawn Thread Work
3. Case study on the Designers and Their Designs who have Experimented on the same.

List of Practical Tasks:

Project No. 1

Explore Saurastrian Embroideries, Applique and Patch Work As one Product. Using used old fabric new Fabric to convert them into products and ensembles.

Project No. 2:

Intensive Study on 6 traditional textiles of the craft of India and Creating Products out of the same.

Project No. 3:

Completing a Group project on Bargello.

Targeted Application & Tools that can be used:

1. Understanding the Heritage of the Old Civilizations which have seeped down to modern times with these crafts.
2. Tools used will be the Hand Needle, threads, authentic Tools used for Crafts used by the artisans will be used.

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

A final project work integrating all the modules. Students have to create a final Products Practical list wise which includes all or most of the art work which was taught in the Modules.

Text Books

1. Handmade in India (Crafts Of India)– MP Ranjan

References

1. 150 creative sewing techniques – by Ruth Singer.
2. The Art of Manipulation Fabric – by Colette wolf
3. <https://www.youtube.com/watch?v=zW3qBiQgP2g> Traditional embroideries of India
4. <https://www.youtube.com/watch?v=2ATJuHN-C9A> basic embroideries

Catalogue prepared by	Ms .Bhagyashree Nadig Y S Asst. Professor School Of Design
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Recommended by the Board of Studies on	
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Date of Approval by the Academic Council	
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Course Code: DES2013	Course Title: Production Planning and Control Type of Course: Theory	L-T- P- C	3	0	0	3
Version No.	1.0					



Course pre-requisites	NA			
Anti-requisites	NA			
Course Description	The importance of understanding production concepts in apparel and fashion industry, later transforms into merchandising, branding and retailing activities of the products and accessories. This course develops knowledge about apparel industries and fashion sector, their structures, process lines and manufacturing systems and quality standards. Also, this course helps the students to understand basic ideas about merchandising and retail markets, which will later translate into visual merchandising and fashion retailing ideas and concept development projects.			
Course Outcomes	On successful completion of the course the students shall be able to, Identify and define various departments and activities of apparel industry Explain skills required in apparel production in industrial set-up Define various marketing and merchandising terminologies			
Course Content:				
Module 1	Introduction to apparel industry processes	Visual journal, Presentations, Assignments	Discussions and brainstorming	15 periods
Introduction to Apparel production, Structures of apparel business, structure of the apparel industry, global apparel manufacturing, Apparel Manufacturing set-ups as per the Product specification. Sourcing- Introduction to fabric and accessory, sourcing and its types. Sampling department- importance of sampling department, objectives, types of samples- prototype, fit sample, pp sample, size set, production sample, shipment sample. Technical design reading, Tech pack analysis & objective, creating tech pack.				
Module 2	Pre-production processes in apparel manufacture	Visual journal, Presentations, Assignments	Discussions and brainstorming	15 periods
Cutting department: Machineries, fabric spreading, pattern laying, marker preparation, sorting, numbering & bundling, fusing department- methods of fusing, fusing machines. Production department: selection of production system- progressive bundle system, unit production system, modular manufacturing, piece work. Production planning, Linear manufacturing process. Finishing & pressing department, trimming department, packing department.				
Module 3	Apparel accessories, Inspection, Packing and Dispatch	Visual journal, Presentations, Assignments	Discussions and brainstorming	15 periods
Apparel accessories & components - fasteners, labels, support materials, decorative trims, tapes & packing materials. In process quality inspection, objectives methods, advantages, inspection methodology, final inspection, random inspection, general inspection method for shirts, trouser and kids garments. Introduction to export documentation, objectives, terminologies, principal documents, auxiliary documents, risk cover, insurance, quality control and pre-shipment inspection, export credit, short, medium, long-term credit, packing credit, negotiation of bills, payment procedures in export trade.				
Targeted Application & Tools that can be used: Production planning, scheduling and shipment activities Merchandising, export documentation and sourcing Domestic and global exports, buying and negotiations				
Focus Areas: Technical design reading, Tech pack analysis & objective, creating tech pack – Participative learning, focusing on skill development and employability Finishing & pressing department, trimming department, packing department – experiential learning (industrial visits)				



focusing on skill development

Text Book

Apparel Manufacturing Technology - <https://www.pdfdrive.com/apparel-manufacturing-technology-e182266316.html>

References

Apparel Merchandising - <https://www.pdfdrive.com/apparel-merchandising-e187712750.html>

Garment Manufacturing Technology - <https://www.pdfdrive.com/garment-manufacturing-technology-e184523697.html>

New Product Development in Textiles Innovation and Production - <https://www.pdfdrive.com/new-product-development-in-textiles-innovation-and-production-woodhead-publishing-series-in-textiles-e158032127.html>

Catalogue prepared by	Sandeep K N , Asst. Professor, Fashion Design
Recommended by the Board of Studies on	7th BOS, 12.01.2023
Date of Approval by the Academic Council	20th Academic Council held on 15.02.2023

Course Code: DES2112	Course Title: Clothing Culture and Communication Type of Course: Program core - Integrated	L- P- C	1	4	3
Version No.	2.0				
Course pre-requisites	NA				
Anti-requisites	NA				
Course Description	The course emphasizes on clothing as a cultural and social identity that translates into an individual's identity. It elaborates the characteristics of clothing as a personality that manifests in the form of traditional and distinctive clothing. It helps the student develop this form of open communication through design intervention where the individual can express their ideas and opinions through their appearance.				
Course Objective	This course is designed to familiarize the learners with the concepts of Clothing Culture and Communication and attain Skill Development by using Participative Learning techniques.				
Course Outcomes	On successful completion of the course the students shall be able to: 1. <u>Identify</u> user groups based on role and clothing status 2. <u>Define</u> fashion concepts, differences and cycles of styles and fashion 3. <u>Discuss</u> timelines, costumes, RTW and mass marketing of fashion 4. <u>Review</u> social, cultural and economic aspects of evolution of costumes 5. <u>Illustrate</u> costumes based on timelines, genders and social status				
Course Content:	Introduction to clothing culture, Clothing and communication, Introduction to fashion concepts, History and timeline of clothing, Illustrative studies				
Module 1	Introduction to clothing culture	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation		10 hours
Topics:					



<ol style="list-style-type: none"> 1. Understanding clothing and clothing culture 2. Purpose of clothing protection, modesty, attraction and communication 3. Individual & dress, personal communication, personal expression 4. Image building, psychology and sociology influence on clothing 				
Module 2	Clothing and communication	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	10 hours
<p>Topics:</p> <ol style="list-style-type: none"> 1. Clothing culture and communication, men and women clothing groups 2. Role and status of clothing 3. Clothing culture and communication based on conservative 4. Labour, liberal, social, democrat, customs and marital status 				
Module 3	Introduction to fashion concepts	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	15 hours
<p>Topics:</p> <ol style="list-style-type: none"> 1. Individual and dress, personal communication, personal expression 2. Image building, Psychological and sociological influence on clothing 3. Fashion, fashion concepts, differences of fashion and non-fashion 4. Recurring cycles of fashion, styles and fashion 				
Module 4	History and timeline of clothing	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	20 hours
<p>Topics:</p> <ol style="list-style-type: none"> 1. Victorian women, their dress and social position 2. Corset culture, fashion in 20th century 3. Women at war, between war and post war 4. Equality between men and women, sexual revolution 5. Marriage and family, education and employment 6. Evolution of different types of costumes 				
Module 5	Illustrative studies	Visual journal, sketch book, photo documentation	Sketches, illustrations, collages, digital artworks, visual documentation	20 hours
<p>Topics:</p> <ol style="list-style-type: none"> 1. Minis, maxis, unisex, fit woman, glamorous woman 2. Casual and formal clothing 				



3. Fashion for all ready to wear fashion, mass marketing of fashion
4. Youth style and fashion, teddy boy, skins, mods, hippies, punks
5. Taste of youth and their lifestyle

Targeted Application & Tools that can be used:

1. Fashion communication and design history studies
2. Illustration and styling for fashion communicators
3. Storyboarding and concept board development for design collections
4. Theme development for window displays and fashion events
5. Application of Illustrator, Photoshop, InDesign, or other visual design tools

Text Book

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

<https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=3&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1848357&db=nlebk>

References

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

<https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=5&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=907747&db=nlebk>

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

<https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=6&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=2226885&db=nlebk>

Gender, Sex, and Sexuality Among Contemporary Youth: Generation Sex By: Patricia Neff Claster; Sampson Lee Blair. Series: Sociological Studies of Children and Youth, vol. 23. Bingley: Emerald Publishing Limited. 2017. eBook., Database: eBook Collection (EBSCOhost)

<https://puniversity.informaticsglobal.com:2284/ehost/detail/detail?vid=7&sid=2f136e07-d49b-4f4e-9fbb-6accf3c0e3a8%40redis&bdata=JnNpdGU9ZWZWhvc3QtbGl2ZQ%3d%3d#AN=1570345&db=nlebk>

	Topics relevant to "Skill Development": concepts of clothing culture, communication, fashion concepts, history, Illustration for Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course handout.
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Catalogue prepared by	Bhagyashree Nadig , Asst. Professor, Fashion Design
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Recommended by the Board of Studies on	
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Date of Approval by the Academic Council	
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Course Code: DES2177	Course Title: Construction of Women's Wear	L-T-P-C	1	0	4	3
	Type of Course: Program Core, Theory & Integrated					
Version No.	1.0					

Course Pre-requisites	NIL			
Anti-requisites	NIL			
Course Description	This course focuses on the structured construction of women's wear across Western and Indian apparel categories, strengthening garment execution skills through silhouette development, fit engineering, surface detailing integration, and professional finishing standards. Students explore the relationship between garment structure, body anatomy, fabric behavior, and end-use applications through Western women's wear (tops, skirts, and dresses), Indian ethnic wear (kurta, churidar, salwar, blouse, and basic saree blouse), and contemporary Indo-Western garments. The course further integrates industrial workflow, boutique production methods, and quality evaluation practices aligned with sampling and ready-to-wear production standards.			
Course Objective	The objective of the course is familiarizing the learners with the concepts of Basics of Sewing Techniques and attain EMPLOYABILITY of student by using EXPERIENTIAL LEARNING Techniques.			
Course Out Comes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Execute women's wear garments following structured construction sequencing. (Apply) 2. Analyze garment fit issues and implement corrective measures.(Analyze) 3. Evaluate seam finishes and detailing for quality compliance. (Evaluate) 4. Integrate design variations into technically accurate garment development. (Create) 5. Develop complete women's wear ensembles with professional finishing standards. (Create) 			
Course Content:	Sewing terminologies, parts and functions, Stitches & sewing techniques, Stitches & Seams – construction and classification, Fullness: study and development. stitching of Body blocks			
Module 1	Fundamentals of Women's Wear Construction	Construction Documentation Presentation	Observations Illustrations Visual Journal	10 Classes
Topics: <ul style="list-style-type: none"> • Construction workflow in women's apparel • Fabric behaviour in structured and flowing garments • Fit checkpoints in women's wear • Seam and finishing selection based on silhouette • Industrial vs Boutique construction standards 				
Module 2	Western Women's Wear Construction	Designing, Construction Documentation	Explorations Illustrations Visual Journal	20 Classes
Topics: <ul style="list-style-type: none"> • Blouse & Top Construction - Dart manipulation, Princess seam, Peplum variation, Sleeve integration 				

- Skirt Construction- A-line skirt, Pencil skirt with slit, Pleated skirt Waistband and zipper insertion
- Dress Construction - Shift dress, Princess seam dress, Panelled dress

Module 3	Indian Women's Garment Construction	Construction, Presentation Documentation	Illustrations Observation Visual Journal	20 Classes
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Topics :

- Kurti Construction - Straight cut kurti, Princess panel kurti, Over laping kurti
- Salwar & Churidar - Basic salwar construction, Churidar drafting adaptation, Patiala
- Saree Blouse Construction – basic blouse, Princess Blouse, with sleeve and lining integration
- Indian Silhouette Fit Study - Armhole fitting, Neck and shoulder

Module 4	Western Bias dress	Construction, Documentation, Assignment	Illustrations Observation Visual Journal	14 Classes
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Topics :

- Bias Slip Dresses.
- Helter neck top
- Cowl top

Module 5	Integrated Garment Project	Case Study Construction Documentation Final Presentation	Illustrations Observation Visual Journal	36 Classes
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Topics :

This module focuses on the integrated development of complete women's wear garments by applying structured construction techniques acquired throughout the course. Students will execute one Western garment and one Indian ethnic garment, incorporating professional finishing standards, fit evaluation, and quality inspection processes.

List of Laboratory Tasks:

Project 1: Construction of Western Top with Sleeve Variation – 1

Project 2: Construction of Skirt with Structured Waistband & Zipper

Project 3: Kurti with Side Slit & Placket

Project 4: Salwar/Churidar/Patiala Construction

Project 5: Basic Saree Blouse Construction

Project 6: Bias dress or top

Project 7: Development of a one complete women's fusion wear – based on a theme / concept.

Targeted Application & Tools that can be used:

- Student shall be able to experiment in garment construction with different fabric materials and develop understanding of Industry standard.

Text Book:



- [Details for: Comdex fashion design : ensembles for your body type - Vol. 2 › Koha online catalog](#)
- [Details for: Patternmaking for fashion design › Koha online catalog](#)
- [Details for: Guide to basic garment assembly for the fashion › Koha online catalog](#)

References:

- Armstrong, Helen Joseph – Pattern Making for Fashion Design
- Cooklin, Gerry – Garment Technology for Fashion Designers
- Aldrich, Winifred – Metric Pattern Cutting

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

Catalogue prepared by	Mr. Babu.D Asst. Professor School Of Design
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: DES2178	Course Title: Fabric analysis and Testing Type of Course: Program Core - Theory	L- T-P- C	2	0	4	4
Version No.	2.0					
Course pre-requisites	Basic understanding of fiber, yarn and fabric properties and end uses					
Anti-requisites	NA					
Course Description	The course is contextual in nature in terms of providing essential knowledge about quality parameters and their applications in apparel and fashion industries. The course enables the students to understand the importance of quality and its relation with customer satisfaction, quality standards met in the industries for identification and standardization of defect levels. The course also provides the students, an understanding about apparel products and their relation to quality assurance practices.					
Course Objective	This course is designed to familiarize the learners with the concepts of Apparel Testing & Quality Management and attain Skill Development by using Participative Learning techniques					



Course Outcomes	On successful completion of the course the students shall be able to, Define quality, dimensions and its importance Recognize principles of quality and their applications in apparel industries Discuss different types of quality management, control and assurance systems			
Course Content:	Quality and its importance, Quality standards and industrial practices, Defect measurement standards, Quality system and quality circle			
Module 1	Quality and its importance	Visual journal, Presentations, Assignments	Discussions and brainstorming	20 periods
<p>Quality definitions Dimensions of quality Planning of quality Quality and its importance TQM principles Customer satisfaction in terms of quality Customer perception of quality Intrinsic and extrinsic quality Intrinsic and extrinsic quality Service quality Customer retention Continuous process improvement Continuous process improvement Juran trilogy Juran trilogy PDSA cycle PDSA cycle 5S in quality management Kaizen management 6 Sigma in quality management</p>				
Module 2	Quality standards and industrial practices	Visual journal, Presentations, Assignments	Discussions and brainstorming	20 periods
<p>Traditional v/s Modern quality management Quality control – objectives and inspection Quality assurance and system Quality control and its importance in apparel industry Fabric inspection Defect identification for woven fabrics and processed fabrics 4 point defect system 10 point defect system IPQC, AQL standards</p>				
Module 3	Defect measurement standards	Visual journal, Presentations, Assignments	Discussions and brainstorming	25 periods
<p>Apparel products and inspection points – men’s shirts and trousers Apparel products and inspection points – men’s shirts and trousers Apparel products and inspection points – ladies’ tops, trousers and skirts Apparel products and inspection points – ladies’ tops, trousers and skirts Apparel products and inspection points – kids’ garments Introduction to care labels International care labeling system</p>				



Care labeling systems – Japan, Canada, British
 Care labeling systems – Japan, Canada, British
 Eco labels

Module 4	Quality system and quality circle	Visual journal, Presentations, Assignments	Discussions and brainstorming	25 Periods
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ISO 9000 and major elements of ISO 9001-2000
 Quality internal auditing
 Environmental management system
 ISO 14000 series standards
 Environmental management programme
 Quality management standards of apparel industry
 AATCC, ASTM standards
 Significance and importance of AATCC & ASTM standards
 Zero defects concept
 JIT and Kaizen
 Poka-yoke
 Quality circle

Targeted Application & Tools that can be used:
 Fashion design and styling
 Fashion accessories sourcing, product design and development
 Historical research and contemporary analysis of fashion merchandising
 Theme-based design and styling of fashion accessories

Text Book
 Apparel manufacturing Sewn Product Analysis, By Ruth Glock, Grace Kunz.
 Magazines: Needle & Thread, The Apparel Times, Apparel, Colourage, Vogue, Apparel Online
 References:
 Apparel manufacturing Sewn Product Analysis, By Ruth Glock, Grace Kunz.
 Apparel Sizing and Fit, Textile Progress, Vol 32 NO 2/3, Textile Institute

Topics relevant to "Skill Development": Customer perception of quality, Intrinsic and extrinsic quality, Intrinsic and extrinsic quality for Skill Development through Participative Learning techniques. This is attained through assessment component mentioned in course handout.

Catalogue prepared by Sandeep K N, Asst. Professor, Fashion Design

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: DES1157	Course Title: Communication Principles Type of Course: Core Courses, Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	Visual Thinking & Drawing, Elements of Design					
Anti-requisites	NA					
Course Description	This course examines the fundamental frameworks that govern the exchange of information and meaning. It transitions students from "making" to "communicating" by introducing the classical and contemporary models of communication, semiotics, and rhetoric. By deconstructing how audiences perceive and interpret signs, symbols, and messages, students learn to design with intentionality. The curriculum emphasizes the cognitive and social impact of design, ensuring that graduates can navigate the complexities of multi-					



	channel communication—from print to immersive digital ecosystems—with a focus on clarity, ethics, and persuasive logic.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Communication Principles and attain Skill Development through Experiential Learning techniques.			
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Deconstruct visual messages using semiotic frameworks to identify the relationship between the signifier, the signified, and the cultural context. 2. Apply established communication models (e.g., Shannon-Weaver, Berlo) to identify and mitigate "noise" and barriers in design-led information delivery. 3. Construct a comprehensive communication strategy that utilizes rhetorical appeals (Ethos, Pathos, Logos) to influence specific target audience behaviors. 			
Course Content:	Systems of Meaning & Models, Rhetoric, Audience & Ethics			
Module 1	Systems of Meaning & Models	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	23 Sessions
<p>Topics:</p> <p>Theory (7 Hours)</p> <ul style="list-style-type: none"> • Evolution of Communication: Linear, Interactional, and Transactional models. • Semiotics: Sign Systems, Denotation vs. Connotation, and Symbolic Coding. • Cognitive Load Theory: How the human brain processes information hierarchy. <p>Practical (16 Hours)</p> <ul style="list-style-type: none"> • Manual Mode Calibration: Mastering the internal light meter. • Aperture Studies: Controlling Depth of Field (Deep vs. Shallow). • Shutter Studies: Freezing motion vs. intentional motion blur. 				
Module 2	Rhetoric, Audience & Ethics	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	22 Sessions
<p>Theory (5 Hours)</p> <ul style="list-style-type: none"> • Gestalt in Photography: Closure, proximity, and continuation in framing. • Compositional Frameworks: Rule of Thirds, Golden Ratio, Leading Lines, and Symmetry. • Visual Hierarchy: Using focus and contrast to guide the viewer’s eye. 				



Practical (20 Hours)

- Perspective Exercises: Bird’s-eye, Worm’s-eye, and eye-level storytelling.
- Framing within the Frame: Creating depth through foreground elements.
- Architectural and Product Geometry: Balancing lines and volumes in a static frame.

List of Laboratory Tasks:

1. The Signifier/Signified Audit: Select 5 common objects and map their denotative vs. connotative meanings across three different cultures.
2. The Noise Reduction Exercise: Take a cluttered information graphic and redesign it using the Shannon-Weaver model to eliminate physical and semantic noise.
3. The Rhetorical Pitch: Create three versions of the same advertisement—one focusing on Ethos, one on Pathos, and one on Logos.
4. Persona-Based Narrative: Design a public service announcement (PSA) specifically tailored to two conflicting user personas.
5. The Ethical Redesign: Identify a "Dark Pattern" in a current app/website and redesign the interaction to be transparent and user-centric.

Course Code: DES1158	Course Title: 2D Animation Studies Type of Course: Core Courses, Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	Design Drawing / Life Drawing, Elements & Principles of Design, Visual Narratives / Storytelling:					
Anti-requisites	NA					
Course Description	<p>2D Animation Studies course introduces students to the foundational language of motion, time, and visual storytelling through the lens of two-dimensional animation. The course is designed to cultivate a deep understanding of how movement communicates meaning — an ability that remains indispensable across media, platforms, and technologies.</p> <p>Students will explore the historical evolution of animation, internalize the classical principles that govern believable and expressive motion, and apply them through progressive studio practice. Rather than being anchored to any single software or tool, this course roots itself in the principles of motion, perception, and visual narrative — competencies that will remain relevant long after any particular technology has evolved or become obsolete.</p> <p>By the end of this course, students will be equipped to plan and execute 2D animated sequences that demonstrate both technical understanding and communicative intent, forming a strong perceptual and practical foundation for advanced animation and motion design in subsequent semesters.</p>					
Course Objective	The objective of the course is to familiarize the learners with the concepts of 2D Animation Studies and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Apply the 12 principles of animation to create believable physical motion, demonstrating mastery over weight, timing, and squash-and-stretch. 					



	<ol style="list-style-type: none"> Deconstruct human and organic movement patterns to create expressive locomotion (walk/run cycles) that conveys specific personality traits. Synthesize motion, design, and sound into a short-form animated sequence that effectively communicates a narrative or functional message.
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Course Content:	The Grammar of Motion, Performance & Locomotion
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Module 1	The Grammar of Motion	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	23 Sessions
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Topics:

Theory (7 Hours)

- The Persistence of Vision: Frame rates (24fps vs 12fps) and the psychology of the "moving image."
- The 12 Principles (Part 1): Focus on Timing, Spacing, Squash & Stretch, and Anticipation.
- The Arc & The Path: Why organic movement never travels in straight lines.
- Weight & Inertia: Analyzing how different masses react to gravity.

Practical (16 Hours)

- The Bouncing Ball Series: Exploring different materials (Rubber vs. Steel).
- The Pendulum & The Wave: Mastering ease-in/ease-out and overlapping action.
- The Flour Sack: Giving "life" and "volume" to a simple, non-humanoid shape.

Module 2	Performance & Locomotion	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	22 Sessions
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Theory (6 Hours)

- The Line of Action: Creating strong, readable silhouettes and poses.
- Mechanics of the Walk: Analyzing the four key poses of a walk cycle (Contact, Down, Passing, Up).
- Secondary Action: How hair, clothing, or tails add realism to a primary movement.
- Sound Integration: The relationship between beats, rhythm, and visual keyframes.

Practical (16 Hours)

- The Character Walk: Designing a "standard" walk vs. a "personality" walk (e.g., tired, hurried).
- The Anticipated Action: A character performing a "jump" or a "take" (reaction).
- Final Synthesis: A 5-10 second loop or sequence that combines motion with a basic soundscape.

List of Laboratory Tasks:

- Gravity Test: Three balls of different weights bouncing and coming to a stop.**



2. **Overlapping Action:** Animate a simple object (like a swinging tail or a flag) attached to a moving base.
3. **Volume & Emotion:** The "Flour Sack" jump—focusing on maintaining volume while expressing effort.
4. **The Looping Walk:** A 24-frame (1 second) seamless walk cycle.
5. **The "Reaction" Piece:** A character seeing something off-screen and reacting (Anticipation -> Action -> Settle).

Course Code: DES1159	Course Title: Typography Essentials			L-T-P-C	1	0	4	3
	Type of Course: Program Core, Integrated							
Version No.	1.0							
Course Pre-requisites	NA							
Anti-requisites	NA							
Course Description	This course develops applied typographic competency for visual communication. Students construct structured type systems, hierarchy models, and readable layout compositions for print and digital platforms. The focus is on legibility, alignment, spacing logic, and expressive typography in branding and editorial contexts. The course builds the foundational discipline required for professional communication design practice.							
Course Objective	The objective of the course is to familiarize the learners with the concepts of Typography Essentials and attain Skill Development through Experiential Learning techniques.							
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Apply typographic principles to construct readable and structured layouts. 2. Analyze typographic compositions to evaluate hierarchy, spacing, and legibility systems. 3. Create cohesive typographic design solutions for print and digital communication. 							
Course Content:	Applied Typography Foundations, Typographic Analysis & Structure, Expressive & Applied Typography Project							
Module 1	Applied Typography Foundations	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes				

Topics:

Theory

- Anatomy of Type
- Typeface Classification
- Typographic Hierarchy
- Alignment and Spacing Systems

Practical



- Baseline grid construction
- Paragraph formatting exercises
- Hierarchy restructuring tasks
- Poster with controlled type contrast

Module 2	Typographic Analysis & Structure	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Theory

- Readability vs Legibility
- Kerning, Tracking, Leading Systems
- Typographic Tone & Voice
- Print vs Digital Typography

Practical

- Editorial spread analysis
- Typographic error correction task
- Comparative type study
- Layout refinement exercise

Module 3	Expressive & Applied Typography Project	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- Type in Branding
- Experimental Typography
- Production and Output Standards

Practical

- Typographic poster series
- Brand type system design
- Digital typography adaptation
- Final typographic portfolio submission

List of Laboratory Tasks:

Experiment 1 – Hierarchy Construction

Level 1: All students design a typographic poster applying structured hierarchy, alignment, and spacing systems.

Level 2: Exceptional students design a modular typographic system adaptable across multiple formats.



Experiment 2 – Typographic Evaluation & Refinement

Level 1: All students analyze and correct a poorly designed typographic layout to improve readability and structure.

Level 2: Exceptional students redesign the layout for two distinct audience contexts while preserving content.

Experiment 3 – Applied Typography System

Level 1: All students create a structured typographic identity for a small brand including font pairing and usage guidelines.

Level 2: Exceptional students develop a responsive typography system adaptable for print, web, and mobile interfaces.

Course Code: DES2191	Course Title: Visual Design			L-T-P-C	1	0	4	3
	Type of Course: Program Core, Integrated							
Version No.	1.0							
Course Pre-requisites	NA							
Anti-requisites	NA							
Course Description	This course develops applied visual design competency for communication media. Students construct structured layouts, visual systems, and typographic hierarchies for print and digital platforms. Emphasis is placed on clarity, message control, and visual impact through composition and design thinking. The course builds the foundational capability required for branding, editorial, and digital communication practice.							
Course Objective	The objective of the course is to familiarize the learners with the concepts of Visual Design and attain Skill Development through Experiential Learning techniques.							
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply visual design principles to construct structured communication layouts. 2. Analyze visual communication artifacts to interpret hierarchy, composition, and message clarity. 3. Create cohesive visual design solutions for print and digital media contexts. 							
Course Content:	Applied Visual Principles in Communication, Visual Analysis & Communication Strategy, Integrated Visual Communication Project							
Module 1	Applied Visual Principles in Communication	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes				

Topics:

Theory

- Design Elements and Principles in Communication
- Visual Hierarchy Systems
- Grid Structures
- Typography Fundamentals

Practical

- Poster layout construction



- Grid-based magazine spread
- Typographic hierarchy exercises
- Visual contrast and alignment practice

Module 2	Visual Analysis & Communication Strategy	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Theory

- Semiotics in Design
- Branding Visual Systems
- Information Design Structures
- Audience-Centred Design

Practical

- Case study breakdown of brand identity
- Editorial layout analysis
- Information graphic critique
- Redesign exercise for clarity improvement

Module 3	Integrated Visual Communication Project	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- Visual Identity Systems
- Print vs Digital Adaptation
- Production Standards

Practical

- Brand identity mini project
- Social media visual kit
- Multi-format poster adaptation
- Final portfolio presentation

List of Laboratory Tasks:

Experiment 1 – Structured Layout Development

Level 1: All students design a grid-based poster applying hierarchy, typography, and alignment principles.

Level 2: Exceptional students develop a multi-layout campaign system, maintaining visual consistency across formats.

Experiment 2 – Visual System Analysis

Level 1: All students analyze an existing brand identity system and document its visual hierarchy and design structure.



Level 2: Exceptional students redesign the identity system to address the audience repositioning strategy.

Experiment 3 – Integrated Communication Project

Level 1: All students create a cohesive visual identity kit, including logo, typography system, and application mockups.

Level 2: Exceptional students produce adaptive visual systems for both print and responsive digital platforms.

Course Code: DES2192	Course Title: Photography Foundations Type of Course: Core Courses, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	Design Drawing / Life Drawing, Elements & Principles of Design, Color Theory					
Anti-requisites	NA					
Course Description	<p>Photography Foundations introduces students to the art and discipline of seeing — the fundamental skill that underpins all visual communication. This course moves beyond the mechanics of a camera to explore how light, composition, perspective, and intent work together to construct meaning in a single frame.</p> <p>Rooted in principles of visual perception, design thinking, and narrative logic, the course equips students with a way of looking at the world that is medium-independent and enduring. Whether working with a professional DSLR, a mirrorless system, or a mobile device, students learn that the photograph is first conceived in the mind and the eye — and only then captured by the hand.</p>					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Photography Foundations and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> Apply the principles of the "Exposure Triangle" (ISO, Aperture, Shutter Speed) to achieve precise technical and creative control over depth of field, motion, and light sensitivity. Deconstruct complex lighting environments to manipulate shadows, highlights, and color temperature for specific emotional and narrative outcomes in visual communication. Synthesize technical proficiency with design semiotics to produce a professional-grade photographic portfolio that demonstrates a unique visual voice and clear conceptual intent. 					
Course Content:	The Physics of the Image, Geometry and Visual Language, Light as a Medium					
Module 1	The Grammar of Motion	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions		

Topics:
Theory (5 Hours)



- History of Light Capture: From Camera Obscura to CMOS sensors.
- The Exposure Triangle: Interdependence of Aperture (f-stops), Shutter Speed, and ISO.
- Optics and Focal Length: How lens choice (Wide, Normal, Telephoto) affects spatial compression and distortion.

Practical (20 Hours)

- Manual Mode Calibration: Mastering the internal light meter.
- Aperture Studies: Controlling Depth of Field (Deep vs. Shallow).
- Shutter Studies: Freezing motion vs. intentional motion blur.

Module 2	Geometry and Visual Language	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions
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Theory (5 Hours)

- Gestalt in Photography: Closure, proximity, and continuation in framing.
- Compositional Frameworks: Rule of Thirds, Golden Ratio, Leading Lines, and Symmetry.
- Visual Hierarchy: Using focus and contrast to guide the viewer's eye.

Practical (20 Hours)

- Perspective Exercises: Bird's-eye, Worm's-eye, and eye-level storytelling.
- Framing within the Frame: Creating depth through foreground elements.
- Architectural and Product Geometry: Balancing lines and volumes in a static frame.

Module 3	Light as a Medium	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions
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Theory (5 Hours)

- The Kelvin Scale: Understanding Color Temperature and White Balance.
- Qualities of Light: Hard vs. Soft light, and the Inverse Square Law.
- The Digital Darkroom: Logic of RAW data processing and non-destructive editing.

Practical (20 Hours)

- Studio Lighting: Executing the Three-Point Lighting system (Key, Fill, Back).
- High-Key and Low-Key setups: Communicating mood through contrast ratios.
- Post-Production Workflow: Color grading and tonal correction in Adobe Lightroom.

List of Laboratory Tasks:

1. The Manual Bracket: Shoot a high-contrast scene in full manual mode to find the "perfect" exposure without auto-assist.



2. Depth of Field Story: Photograph a single object using three different apertures to change the narrative focus.
3. The Motion Narrative: Capture a moving subject using "Panning" vs. "High Shutter Speed" to compare energy.
4. Three-Point Portrait: Establish a professional studio portrait using three distinct light sources to define form.
5. The Final Portfolio Piece: A thematic photo essay (5-7 images) demonstrating a consistent visual language.

Course Code: DES1160	Course Title: Narrative Craft Type of Course: Core Courses, Integrated		L-T-P-C	1	0	2	2
Version No.	1.0						
Course Pre-requisites	Communication Principles, Visual Thinking and Photography Foundations						
Anti-requisites	NA						
Course Description	Narrative Craft is a specialized inquiry into the structural and psychological frameworks that underpin human storytelling. It moves beyond linear plot-telling to explore how designers construct "Storyworlds" that maintain coherence across diverse media touchpoints. Students will deconstruct universal narrative arcs—from Campbell's Monomyth to non-linear branching—to apply these logics to brand strategy, user journeys, and social advocacy. By focusing on the cognitive mechanics of tension, resolution, and character archetypes, the course empowers designers to create intentional, ethically responsible narratives that foster deep audience empathy and long-term engagement in a post-information economy.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of Narrative Craft and attain Skill Development through Experiential Learning techniques.						
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Deconstruct successful cross-media narratives using structural frameworks like Freytag's Pyramid and the Hero's Journey to identify key emotional and logical touchpoints. 2. Apply Jungian archetypes and world-building principles to develop a consistent and persuasive brand or social persona across multiple communication channels. 3. Synthesize narrative structure, visual hierarchy, and pacing to construct an original non-linear story sequence that addresses a complex communication brief. 						
Course Content:	Structural Foundations & World-Building, The Human Element: Archetypes & Ethics						
Module 1	Structural Foundations & World-Building	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	23 Sessions			



Topics:

Theory (7 Hours)

- The Monomyth and Narrative Geometry: Deconstructing the Hero's Journey and Freytag's Pyramid in modern design.
- World-Building Mechanics: Establishing "Truths," "Physics," and "Aesthetics" of a fictional or brand environment.
- Visual Pacing and Rhythm: How the eye "reads" time through static and sequential imagery.

Practical (16 Hours)

- The Atmospheric Narrative: Creating a story-world through a "Mood Bible" (Color, Texture, Typography).
- Micro-Arcs: Crafting high-impact 15-second narrative "hooks" for digital consumption.

Module 2	The Human Element: Archetypes & Ethics	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	22 Sessions
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Theory (5 Hours)

- Archetypes in Design: Utilizing the 12 Jungian Archetypes to build immediate audience recognition.
- Interactive & Non-Linear Logic: Branching paths, transmedia storytelling, and the "User-as-Hero."
- Narrative Ethics: Identifying and subverting bias, stereotypes, and manipulative "Dark Narratives."

Practical (16 Hours)

- Character/Persona Fabrication: Building a 360-degree character profile for a brand or social cause.
- The Transmedia Matrix: Adapting a single narrative core for three distinct media (e.g., Print, Digital, and Spatial).

List of Laboratory Tasks:

1. The Arc Deconstruction: Take a successful 60-second commercial and map its emotional beats against the Hero's Journey framework.
2. The Silent Storyboard: Create a 12-panel sequence that communicates "Conflict and Resolution" with zero text or dialogue.
3. Archetypal Re-skinning: Redesign the identity of a "Safety-based" brand (e.g., Volvo) using a contrasting archetype (e.g., "The Explorer") without changing the product.
4. The Branching User Story: Design a simple interactive "Choose Your Own Adventure" flow for a user onboarding experience.
5. The Ethics Audit: Re-write a famous narrative from the perspective of the "Antagonist" to understand subjective truth and bias.

Course Code: DES1161	Course Title: Advertising Design Type of Course: Core Courses, Integrated	L-T-P-C	1	0	2	2
Version No.	1.0					



Course Pre-requisites	Communication Principles, Narrative Craft, Typography & Layout		
Anti-requisites	NA		
Course Description	This course explores the intersection of design, psychology, and commerce to create persuasive visual communication. Students will move beyond technical execution to master the "Creative Strategy"—the bridge between a business problem and a design solution. The curriculum covers the anatomy of a campaign, from the "Big Idea" to multi-platform execution, emphasizing consumer behavior, brand positioning, and the ethics of persuasion. By deconstructing the mechanics of attention in a high-noise digital economy, graduates will learn to design campaigns that are not only visually arresting but also strategically sound and socially accountable.		
Course Objective	The objective of the course is to familiarize the learners with the concepts of Advertising Design and attain Skill Development through Experiential Learning techniques.		
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> Deconstruct contemporary advertising campaigns to identify the underlying creative strategy, target psychographics, and "Big Idea." Apply psychological triggers and rhetorical appeals to develop a comprehensive "Creative Brief" that addresses a specific market challenge. Synthesize art direction, copywriting, and media strategy to produce an integrated, multi-channel advertising campaign for a social or commercial brand. 		
Course Content:	Strategy & The "Big Idea", Art Direction & Campaign Integration		
Module 1	Strategy & The "Big Idea"	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice 23 Sessions
Topics: Theory (7 Hours) <ul style="list-style-type: none"> Anatomy of a Brief: Understanding the Client, the Competition, and the Consumer Insight. Concept Generation: Techniques for finding the "Big Idea" (Metaphors, Analogies, and Subversion). The Creative Hook: The psychology of attention—stopping power and retention. Practical (16 Hours) <ul style="list-style-type: none"> The "One-Show" Challenge: Designing a single, high-impact print/static ad that communicates a complex message without body copy. Strategic Mood-Boarding: Translating a verbal "Brief" into a visual "Vibe." 			
Module 2	Art Direction & Campaign Integration	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice 22 Sessions
Theory (6 Hours)			



- Art Direction vs. Graphic Design: Mastering the "look and feel" to evoke specific emotional responses.
- Integrated Marketing Communication (IMC): Adapting narratives for Outdoor (OOH), Digital, and Guerilla media.
- Advertising Ethics: Navigating "Greenwashing," stereotyping, and manipulative data-driven ads.

Practical (16 Hours)

- Cross-Platform Adaptation: Scaling a campaign concept from a billboard to a 6-second vertical video.
- The Guerilla Intervention: Designing a non-traditional "Ambient" ad that interacts with the physical environment.

List of Laboratory Tasks:

1. The Insight Hunt: Deconstruct a famous "failed" ad campaign and redesign the strategy based on a more accurate consumer insight.
2. The Visual Metaphor: Create a series of three posters for a "boring" product (e.g., insurance or a paperclip) using only visual metaphors and no headline.
3. The 360-Degree Rollout: Develop a "Big Idea" and show its execution across three distinct touchpoints: a physical touchpoint, a digital interface, and a social experience.
4. The Copy-Driven Ad: Design a campaign where the typography and copywriting carry the entire persuasive weight, with zero imagery.
5. The Ethical Re-Brand: Take a "harmful" product category (e.g., fast fashion) and design a campaign that uses "Honest Advertising" to build transparency and trust.

Course Code: DES1162	Course Title: Branding Fundamentals	L-T-P-C	1	0	2	2
	Type of Course: Core Course, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course builds foundational competency in brand construction, identity systems, and strategic visual positioning. Students develop structured brand frameworks by aligning audience insights, visual language, and communication tone. Emphasis is placed on translating brand strategy into cohesive identity assets across touchpoints. The course prepares learners to build scalable brand systems grounded in research and design logic.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Branding Fundamentals and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply brand strategy principles to construct structured visual identity systems. 2. Create a cohesive brand identity solution aligned with positioning and audience strategy. 					



Course Content:	Brand Strategy & Identity Construction, Integrated Brand Identity System			
Module 1	Brand Strategy & Identity Construction	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	22 Classes
Topics: Theory <ul style="list-style-type: none"> • Brand Fundamentals & Positioning • Target Audience Profiling • Brand Archetypes & Personality Systems • Brand Architecture Models • Visual Identity Components Practical <ul style="list-style-type: none"> • Brand audit exercise • Audience persona development • Brand positioning statement drafting • Logo concept ideation • Mood board and visual language development 				
Module 2	Integrated Brand Identity System	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	23 Classes
Theory <ul style="list-style-type: none"> • Identity Consistency & Application • Brand Guidelines Structure • Brand Touchpoints & Adaptation • Digital vs Print Brand Systems Practical <ul style="list-style-type: none"> • Logo refinement and grid construction • Typography and color system finalization • Brand stationery kit design • Social media brand template system • Mini brand guideline document preparation 				
List of Laboratory Tasks: Experiment 1 – Brand Strategy Development Level 1: All students construct a brand positioning document, including target audience, value proposition, and visual tone direction.				



Level 2: Exceptional students develop a competitive brand mapping matrix and refine positioning based on market differentiation strategy.

Experiment 2 – Integrated Brand Identity System

Level 1: All students create a cohesive brand identity kit including logo, color palette, typography system, and basic applications.

Level 2: Exceptional students design an extended brand system including packaging mockups and digital interface adaptation.

Course Code: DES 2137	Course Title: Indian Heritage Artforms					
	Type of Course: Integrated (Discipline Elective)	L-T-P-C	1	0	2	2
Version No.	2.0					
Course Pre-requisites	Design Research Mindset: A thorough understanding of design research methods within one’s own discipline along with a mindset to deeply immerse oneself into understanding a context, generating authentic insights and sharing the study in a visually rich and appropriate manner.					
Anti-requisites	NIL					
Course Description	This course uses the lens of folk artforms to equip students to understand the concepts of culture, heritage and identity. Through field trips, hands-on projects and interactions with experts, the students will be: <ul style="list-style-type: none"> exposed to selected artforms from the diverse folk traditions in India, gain a deeper understanding of folk practices and the role they played historically and their relevance now in the contemporary society develop a more nuanced understanding of how communication design practice can benefit from such folk practices. 					
Course Objective	The objective of the course is to familiarize the learners with the Indian heritage art forms and attain Skill Development through Experiential Learning techniques.					

Course Code: DES1164	Course Title: AI for Designers					
	Type of Course: Core Course, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course explores the transformative role of Artificial Intelligence in communication design. Students will learn to leverage Generative AI tools for ideation, visual asset creation, copywriting, and layout design. The curriculum emphasizes the symbiotic relationship between human creativity and AI, focusing on prompt engineering, workflow integration, and the ethical implications of using AI in professional design practice.					



Course Objective	The objective of the course is to equip Communication Designers with the skills to effectively collaborate with AI tools, enhancing creativity, productivity, and visual output while maintaining design integrity. and attain Skill Development through Experiential Learning techniques.			
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Master prompt engineering techniques for text-to-text and text-to-image models. 2. Generate high-quality visual assets (illustrations, photos, icons) using AI. 3. Integrate AI tools into existing design workflows (Adobe Creative Suite). 4. Critically evaluate AI-generated content for bias, copyright, and aesthetic quality. 			
Course Content:	Generative AI Fundamentals, Visual Asset Creation, AI in Design Workflows			
Module 1	Fundamentals of Generative AI	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Introduction to LLMs (Large Language Models) and Diffusion Models • The Art of Prompt Engineering: Context, Style, Parameters • Ethics of AI: Copyright, Bias, and Deepfakes Practical <ul style="list-style-type: none"> • Using ChatGPT/Claude for brainstorming, copywriting, and design briefs • Basic Image Generation: Exploring Midjourney and Stable Diffusion • Style transfer and image variations 				
Module 2	AI-Enhanced Visual Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • AI for Branding and Identity Design • Generative features in Adobe Photoshop (Generative Fill) and Illustrator (Text to Vector) • Consistency and Control in AI Art Practical <ul style="list-style-type: none"> • Generating mood boards and concept art rapidly • Creating custom vector icons and patterns using AI • Editing and expanding images using Generative Fill 				
Module 3	Advanced Workflows & Moving Media	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • AI for Typography and Layout • Introduction to AI Video and Motion (Runway, Pika) • Future trends: Personalized content and Dynamic Design Practical <ul style="list-style-type: none"> • Animating static AI images into motion graphics • Creating a cohesive campaign visual system using AI assets • Final portfolio project integration 				



List of Laboratory Tasks:

Experiment 1 – Prompt Portfolio

Develop a 'Prompt Dictionary' showcasing 10 distinct visual styles (e.g., Cyberpunk, Art Nouveau, Minimalist) generated across different AI tools, documenting the exact prompts used.

Experiment 2 – Re-imagining Classics

Select a classic advertising campaign or book cover and reimagine it using AI tools. Use Generative Fill to expand the canvas and text-to-image for new elements.

Experiment 3 – The AI Campaign

Create a fictional brand identity. Generate the logo concept, packaging visuals, social media copy, and a short promotional video (using AI video tools) to launch the brand.

Course Code: DES1187	Course Title: Data Interpretation and Analysis		L-T-P-C	1	0	2	2
Version No.	1.0						
Course Pre-requisites	NA						
Anti-requisites	NA						
Course Description	This course introduces students to the fundamentals of data literacy, interpretation, and analysis. Learners will acquire skills in data collection, cleaning, and visualization using standard spreadsheet software. The course emphasizes extracting meaningful insights from raw data, identifying trends, and presenting findings through effective visual storytelling.						
Course Objective	The objective of the course is to enable learners to analyze datasets, interpret statistical findings, and communicate data-driven insights effectively and attain Skill Development through Experiential Learning techniques.						
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Collect, clean, and organize data for analysis. 2. Apply descriptive statistics to summarize datasets. 3. Create and interpret various data visualizations (charts, graphs). 4. Synthesize data analysis into clear, actionable reports. 						
Course Content:	Data Fundamentals, Visualization Techniques, Analysis & Reporting						
Module 1	Data Fundamentals & Descriptive Statistics	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice			15 Classes	
Topics:	<p>Theory</p> <ul style="list-style-type: none"> • Data Types: Qualitative vs. Quantitative, Discrete vs. Continuous • Data Collection Methods and Ethics • Measures of Central Tendency: Mean, Median, Mode • Measures of Dispersion: Range, Variance, Standard Deviation <p>Practical</p> <ul style="list-style-type: none"> • Data Entry and Cleaning in Excel/Google Sheets • Using formulas for statistical calculations 						



<ul style="list-style-type: none"> • Formatting datasets for analysis 				
Module 2	Data Visualization & Interpretation	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes
Topics: Theory <ul style="list-style-type: none"> • Principles of Effective Data Visualization • Chart Types and Usage: Bar, Line, Pie, Histogram, Scatter Plot • Identifying Trends, Patterns, and Outliers Practical <ul style="list-style-type: none"> • Creating basic charts in Spreadsheets • Customizing chart elements for readability • Interpreting complex graphs from case studies 				
Module 3	Inferential Analysis & Reporting	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes
Topics: Theory <ul style="list-style-type: none"> • Correlation vs. Causation • Introduction to Hypothesis Testing concepts • Data Storytelling: Structure of an analytical report Practical <ul style="list-style-type: none"> • Performing correlation analysis • Building a Pivot Table for multi-dimensional analysis • Creating a final data dashboard or report 				
List of Laboratory Tasks: Experiment 1 – Data Cleaning & Stats Import a raw dataset, clean errors/missing values, and calculate key descriptive statistics. Experiment 2 – Visualization Portfolio Create a set of 5 distinct visualizations (Bar, Line, Scatter, etc.) to represent a given dataset's story. Experiment 3 – Final Analysis Report Analyze a real-world dataset (e.g., sales data, survey results), find 3 key insights, and present them in a dashboard format.				

Course Code: DES2194	Course Title: Information Design	L-T-P-C	1	0	4	3
	Type of Course: Core Course, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course develops the ability to structure, visualize, and communicate complex information clearly and efficiently. Students transform raw data into structured visual systems using hierarchy, grids, and data visualization principles. The emphasis is on clarity, usability, and audience-centered communication across print and digital media. The course builds competency required for editorial, corporate, public information, and digital interface contexts.					



Course Objective	The objective of the course is to familiarize the learners with the concepts of Information Design and attain Skill Development through Experiential Learning techniques.			
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply information design principles to structure and visualize data effectively. 2. Analyze data sets and visual systems to identify clarity gaps and communication breakdowns 3. Create comprehensive information design solutions for print and digital platforms. 			
Course Content:	Applied Foundations of Information Structuring, Analytical Data Visualization Systems, Integrated Information Design Project			
Module 1	Applied Foundations of Information Structuring	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Principles of Information Design • Visual Hierarchy in Data • Grid Systems for Information Layout • Data Simplification Strategies Practical <ul style="list-style-type: none"> • Converting raw data into structured tables • Layout of fact sheets • Timeline design exercise • Information hierarchy reconstruction 				
Module 2	Analytical Data Visualization Systems	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Theory <ul style="list-style-type: none"> • Data Categorization • Chart Selection Logic • Infographic Structures • Cognitive Load in Data Visualization Practical <ul style="list-style-type: none"> • Comparative visualization study • Redesigning misleading charts • Analytical report on infographic effectiveness 				



- Data interpretation exercise

Module 3	Integrated Information Design Project	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- Interactive Information Systems
- Multi-platform Adaptation
- Production & Output Standards

Practical

- Infographic series design
- Public information poster system
- Interactive digital infographic prototype
- Final presentation portfolio

List of Laboratory Tasks:

Experiment 1 – Structured Data Translation

Level 1: All students convert a raw dataset into a structured infographic using hierarchy and grid systems.

Level 2: Exceptional students design multiple visualization approaches for the same dataset and justify the communication effectiveness.

Experiment 2 – Visualization Analysis & Redesign

Level 1: All students analyze an existing infographic and identify design flaws related to clarity and structure.

Level 2: Exceptional students redesign the infographic, incorporating improved data grouping and visual balance.

Experiment 3 – Integrated Information System

Level 1: All students design a multi-page information booklet or poster series addressing a social or corporate issue.

Level 2: Exceptional students create an interactive digital information system adapting the same content for web or mobile.

Course Code: DES2195	Course Title: Print Design	L-T-P-C	1	0	4	3
	Type of Course: Core Course, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course develops applied competency in designing for print media across editorial, branding, and promotional contexts. Students construct layout systems, print-ready artwork, and production files aligned with industry standards. Emphasis is placed on typography control, image integration, color accuracy, and pre-press preparation. The course prepares learners to execute professional print communication outputs with technical precision.					



Course Objective	The objective of the course is to familiarize the learners with the concepts of Print Design and attain Skill Development through Experiential Learning techniques.			
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Apply print design principles to construct structured layouts for communication media. 2. Analyze print production workflows and layout systems to ensure technical and visual accuracy 3. Create print-ready communication artifacts aligned with professional production standards. 			
Course Content:	Applied Foundations of Information Structuring, Print Production & Workflow Analysis, Integrated Print Communication Project			
Module 1	Applied Print Layout Systems	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Print Media Formats • Grid Systems for Print • Typography in Print Layout • Image Placement & Visual Balance Practical <ul style="list-style-type: none"> • Brochure layout construction • Magazine spread design • Poster layout for offset print • Multi-page document structuring 				
Module 2	Print Production & Workflow Analysis	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Theory <ul style="list-style-type: none"> • Color Modes (CMYK vs RGB) • Bleed, Margin & Trim Systems • Paper Types & Finishing Techniques • Pre-Press Workflow Practical <ul style="list-style-type: none"> • File preparation for print 				



- Color correction for CMYK
- Print proof analysis
- Production checklist development

Module 3	Integrated Print Communication Project	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- Brand Print Collateral Systems
- Packaging Layout Fundamentals
- Print Adaptation Strategy

Practical

- Corporate stationery design
- Packaging label mockup
- Event promotional print kit
- Final print-ready portfolio submission

List of Laboratory Tasks:

Experiment 1 – Structured Print Layout Development

Level 1: All students design a multi-page brochure applying grid systems, typography control, and print alignment standards.

Level 2: Exceptional students develop a complete print campaign including brochure, poster, and flyer maintaining visual consistency.

Experiment 2 – Production Workflow Evaluation

Level 1: All students prepare a print-ready file including bleed, crop marks, and CMYK conversion.

Level 2: Exceptional students simulate print proof corrections and adjust layouts based on production feedback.

Experiment 3 – Integrated Print Communication System

Level 1: All students create a corporate stationery kit, including letterhead, business card, and envelope layout.

Level 2: Exceptional students design packaging mockups incorporating dielines and finishing specifications.

Course Code: DES1075	Course Title: Material, Tools & Techniques						
	Type of Course: 1] Program Core 2] Theory Integrated	L-P-C	2	0	2	3	
Version No.	1.0						
Course Pre-requisites	<ul style="list-style-type: none"> • Basic understanding of form and function • Curiosity about physical prototyping and material behavior 						



Anti-requisites	NIL
Course Description	This course introduces students to the fundamental properties of materials and their relationship to form, process, and function. Through hands-on exploration and workshop-based activities, students gain practical experience using basic materials (wood, metal, clay, foam, plastic) and fabrication tools. The course builds foundational skills in handling tools and techniques for cutting, joining, forming, and finishing, with an emphasis on safety, precision, and material behavior.
Course Objective	To develop material awareness, hand skills, and technical knowledge necessary for prototyping and product form development through experiential learning.
Course Outcomes	On successful Completion of this course students shall able to <ol style="list-style-type: none"> 1. Identify key properties and characteristics of common materials used in product design 2. Safely operate tools and workshop equipment for material processing 3. Apply appropriate techniques for cutting, joining, and finishing various materials

Course Content: Introduction to Materials and Workshop Tools, Form Exploration with Materials and Manual Techniques, Application in Product Prototypes and Mockups

Module 1	Introduction to Materials and Workshop Tools	Assignment Documentation	20 Hours
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Topics:

- Classification of materials: natural, synthetic, composites
- Overview of material properties: strength, elasticity, hardness, workability
- Introduction to tools for measuring, cutting, shaping
- Safety guidelines in the workshop
- Material swatch board and handling exercises

Module 2	Form Exploration with Materials and Manual Techniques	Assignment Documentation	20 Hours
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Topics:

- Working with paper, foam, thermocol, clay, wire, and MDF
- Techniques: scoring, folding, sanding, shaping, carving, thermosetting
- Joinery basics: adhesives, screws, dovetails, pins, and lap joints



- Tool-based form experimentation
- Surface finish tests (sanding, varnishing, polishing)

Module 3	Application in Product Prototypes and Mockups	Assignment Documentation	20 Hours
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Topics:

- Developing scaled or partial product mockups
- Using appropriate materials for function/form simulation
- Combining materials for hybrid prototyping
- Assembly techniques and testing structural integrity
- Documentation of the making process

List of Practical Tasks:

Project

- **Material Identification and Property Testing**
Goal: Create a swatch board and test samples for visual/tactile reference
- **Tool Use and Safety Practice Task**
Goal: Learn basic workshop tool operations and document processes
- **Form Studies in Foam and Wire**
Goal: Explore form-making through bending, carving, and assembling
- **Material Joinery Prototypes**
Goal: Practice methods of connection and reinforcement
- **Final Product Mock-up (e.g., Desk Organizer, Table Lamp)**
Goal: Apply material and tool skills in a design-led outcome

Project work/Assignment:

A final mock-up or scaled prototype demonstrating application of material knowledge and fabrication techniques to a functional design concept.

Targeted Application & Tools that can be used:

- **Materials:** Foam board, MDF, wood, plastic sheets, clay, cardboard
- **Tools:** Cutter, saw, drill, glue gun, files, clamps, soldering iron (if applicable)
- **Safety Gear:** Goggles, gloves, aprons

Text Books



1. Ashby, M. & Johnson, K. (2020). *Materials and Design*. Butterworth-Heinemann
2. Lefteri, C. (2014). *Making It: Manufacturing Techniques for Product Design*
3. Dormer, P. (1997). *The Culture of Craft*
4. Fiell, C. (2013). *Industrial Design A-Z*

References

1. MIT Materials Lab – <https://materialsdatabase.mit.edu>
2. YouTube: Make Magazine, Applied Science Workshop
3. Core77 and Instructables – DIY prototyping
4. Material District: www.materialdistrict.com

Topics relevant to Skill Development

This course emphasizes experiential learning and prototyping as foundational methods in design development. Students gain practical knowledge in material manipulation, tool safety, and hands-on construction, forming a bridge between ideation and realization.

Catalogue prepared by	Aman Ansari Adjunct Faculty (SOD)
Recommended by the Board of Studies on	
Date of Approval by the Academic Council	

Course Code: DES1177	Course Title: Sketching and Drawing	L-T-P-C	1	0	4	3
	Type of Course: Program Core, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces the fundamental skills of industrial design sketching and visual communication. Students will develop proficiency in freehand drawing, perspective construction, and rapid visualization techniques. The curriculum progresses from basic line quality and geometry to complex form generation, shading, and material rendering, enabling students to effectively communicate design intent.					
Course Objective	The objective of the course is to equip learners with the ability to think and communicate in 3D through 2D sketching, serving as a core tool for ideation and product development.					



Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ul style="list-style-type: none"> • Demonstrate confidence in line quality, speed, and accuracy. • Construct complex forms using 1, 2, and 3-point perspective. • Render forms to communicate light, shadow, and materiality. • Create explanatory sketches (exploded views, storyboards) for design presentations. 	
Course Content:	Sketching Fundamentals, Perspective & Form, Light & Materiality, Visual Communication	
Module 1	Fundamentals of Sketching	25 Classes
Topics:		
Theory	<ul style="list-style-type: none"> • The role of sketching in the Design Process (Ideation vs. Presentation) • Ergonomics of drawing: Shoulder vs. Wrist movement • Line weight and hierarchy 	
Practical	<ul style="list-style-type: none"> • Warm-up exercises: Straight lines, curves, circles • Mastering Ellipses: Major/Minor axes, degrees • Orthographic Projections (Top, Front, Side views) 	
Module 2	Perspective & Construction	25 Classes
Topics:		
Theory	<ul style="list-style-type: none"> • Principles of Perspective: Horizon Line, Vanishing Points • Constructive Geometry: Cube, Cylinder, Sphere, Cone • Subtractive and Additive construction methods 	
Practical	<ul style="list-style-type: none"> • 1-Point, 2-Point, and 3-Point perspective sketching • Rotating objects in space • Rounding corners and filleting edges 	
Module 3	Light, Shadow & Rendering	25 Classes
Topics:		
Theory	<ul style="list-style-type: none"> • Exploded Views and Assembly drawings • Arrows and Action lines for indication of movement • Page Layout and Composition for presentation 	
Practical	<ul style="list-style-type: none"> • Sketching a product disassembly (Exploded view) • Storyboarding a user interaction scenario • Final presentation board layout 	
<p>List of Laboratory Tasks:</p> <p>Experiment 1 – Geometric Primitives Fill a sketchbook page with cubes, cylinders, and spheres in varying perspectives and orientations. Apply basic line weight hierarchy.</p> <p>Experiment 2 – Household Object Analysis Select a complex household object (e.g., Drill, Hairdryer). Deconstruct it into basic geometric forms and sketch it in 3-point perspective.</p> <p>Experiment 3 – Material Rendering Sketch and render three objects with distinct materials (Chrome, Plastic, Soft Touch) using markers and</p>		



pencils.

Course Code: DES2217	Course Title: Global Design	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces global perspectives in product design, focusing on how culture, context, economy, and sustainability shape design decisions across regions. Students learn to conduct cross-cultural research, identify contextual constraints, and design responsibly for diverse users and environments. The course emphasizes systems thinking, ethics, inclusivity, and designing for impact aligned with global challenges and SDGs.					
Course Objective	The objective of the course is to equip learners with frameworks and methods to design products and services that respond to global contexts, cultural differences, and sustainability requirements while ensuring inclusive and ethical outcomes.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ul style="list-style-type: none"> Analyze global contexts using cultural, economic, and environmental lenses. Conduct cross-cultural user research and translate insights into design requirements. Apply sustainability and circular design principles to product concepts. Develop and communicate design proposals sensitive to inclusivity, ethics, and local constraints. 					
Course Content:	Global Contexts & Culture, Cross-Cultural Research, Sustainability & Circularity					
Module 1	Global Contexts, Culture & Design Ethics				25 Classes	
Topics:	<p>Theory</p> <ul style="list-style-type: none"> Globalization and design: opportunities and risks Culture and behavior: norms, rituals, and meaning-making Ethics and responsibility: bias, equity, and unintended harm Introduction to SDGs and design for impact <p>Practical</p> <ul style="list-style-type: none"> Cultural artifact analysis and meaning mapping Comparative study of one product across two regions Defining a global design challenge statement 					
Module 2	Cross-Cultural Research & Contextual Design				25 Classes	
Topics:	<p>Theory</p> <ul style="list-style-type: none"> Research methods for global contexts: remote interviews, diaries, secondary research Context mapping: infrastructure, climate, affordability, supply chains Inclusive design for diverse ability and literacy levels <p>Practical</p> <ul style="list-style-type: none"> Creating personas and scenarios for a selected region Opportunity framing: jobs-to-be-done and constraints 					



	<ul style="list-style-type: none"> Low-fi prototyping of region-specific touchpoints 	
Module 3	Sustainability, Circularity & Local Fit	25 Classes
Topics: Theory <ul style="list-style-type: none"> Life cycle thinking: materials, energy, and end-of-life Circular strategies: repair, reuse, remanufacture, recycle Designing for affordability and maintainability Measuring impact: basic metrics and trade-offs Practical <ul style="list-style-type: none"> Life cycle quick audit of a common consumer product Designing a circular improvement (repairability, modularity) Final concept proposal with context-specific rationale 		
List of Laboratory Tasks: Experiment 1 – Global Product Comparison Select a product used globally (e.g., water bottle, cooker, phone) and compare design differences across two regions. Experiment 2 – Contextual Redesign Redesign a chosen product for a specific region considering climate, infrastructure, affordability, and user behavior. Experiment 3 – Sustainability Upgrade Propose a circular design improvement and present a basic impact rationale (repairability, material reduction, reuse).		

Course Code: (DES2218)	Course Title: Product Ergonomics and Anthropometry	L-T-P-C	1	0	2	2
	Type of Course: Program Core, Theory & Integrated					
Version No.	2.0					
Course Pre-requisites						
Anti-requisites	NA					
Course Description	This course helps the students to get familiar with various terminologies of ergonomics, such as physical ergonomics, cognitive ergonomics and organizational ergonomics. It also aims to develop various techniques of finding better solutions to make tasks easy with less human effort. The course includes a study of various anthropological system models, body type/sizes and anatomy in various parts of the world. The study also involves interpretation and practical exercises to understand the subject matter through experiences.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of learning ergonomics are to understand to reduce the risk of injury and discomfort, and to improve productivity and performance. Ergonomics is the study of how people interact with their work environment, and how to design systems to optimize human well and attain Skill Development through Experiential Learning techniques.					
Course Out Comes	On successful completion of this course the students shall be able to: 1. Process of Identify the significance of ergonomics in the product design 2. Interpret the historical evolution of forms and materials used in products on the basis of ergonomics. Describe different theories and the concepts behind the various types/ sizes of the products and their components available in the market.					



	3. Develop new forms for better solutions to save human efforts.			
Course Content:	Introduction to Ergonomics Physical Ergonomics Cognitive Ergonomics Organizational Ergonomics			
Module 1	Introduction to Ergonomics	Lecture / Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions
Theory Topics: <ol style="list-style-type: none"> 1. Definition and Importance of Ergonomics 2. History and Evolution of Ergonomics 3. Human-Centered Design Principles 4. Anthropometry: Understanding Human Measurements 5. Ergonomic Standards and Guidelines 6. Case Studies: Successful Ergonomic Products Practical Sessions: <ol style="list-style-type: none"> 1. Anthropometric Measurements: Conducting and analyzing body measurements for various user demographics. 2. Posture Analysis: Using tools and techniques to evaluate and improve user postures in product interaction. 3. Workstation Design: Designing an ergonomic workstation based on anthropometric data. 				
Module 2	Human Factors and Cognitive Ergonomics	Lecture / Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions
Theory Topics: <ol style="list-style-type: none"> 1. Human Factors in Design 2. Cognitive Ergonomics: Understanding Mental Workload 3. Sensory Perception and Product Interaction 4. Ergonomic Risk Factors: Repetitive Strain, Fatigue, and Stress 5. Universal Design Principles 6. Case Studies: Addressing Cognitive Ergonomics in Product Design Practical Sessions: <ol style="list-style-type: none"> 1. User Interaction Mapping: Observing and documenting user interaction with products. 				



2. **Cognitive Load Analysis:** Evaluating cognitive demands of existing products.
3. **Redesign Exercise:** Redesigning a product with cognitive ergonomics in mind

Module 3	Application of Ergonomics in Product Design	Lecture / Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Sessions
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Theory Topics:

- Ergonomics in Everyday Products
- Designing for Special Populations: Children, Elderly, and Differently Abled
- Ergonomics in Tools and Machinery
- Sustainability and Ergonomics
- Integration of Ergonomics in the Design Process
- Case Studies: Ergonomics in Specialized Industries (e.g., healthcare, automotive)

Practical Sessions:

- **Field Research:** Identifying ergonomic challenges in real-world scenarios.
- **Prototyping:** Creating prototypes of ergonomic product solutions.
- **User Testing:** Testing and iterating designs based on user feedback.

List of Practical Tasks:

Module 1: Case study to understand basic ergonomics (Ex. Door handles)
 Module 2: Observation and case study presentation to depict understanding of cognitive ergonomics
 Module 3: Case study of work station and understanding of the ergonomics involved in setup.

Targeted Application & Tools that can be used:

This course is designed to enable students to work with projects that focus on Human machine interface (HMI), user-centric products, or system design.

Text Book:

- Berlin, C., & Adams, C. (2017). *Production Ergonomics: Designing Work Systems to Support Optimal Human Performance*. Ubiquity Press. <http://www.jstor.org/stable/j.ctv3t5qtf>

References:

- Bainbridge, L. (1991). THE "COGNITIVE" IN COGNITIVE ERGONOMICS. *Le Travail Humain*, 54(4), 337–343. <http://www.jstor.org/stable/40657607>
- Livy, B. L. (1974). ERGONOMICS AND THE WORKING ENVIRONMENT. *Built Environment (1972-1975)*, 3(2), 89–91. <http://www.jstor.org/stable/44397855>

Topics relevant to "Skill Development":

Analysis of Ergonomics, Effective use of Ergonomic design, Product design, Developing of new forms. and Key Performance Indicators for developing **Skill Development** through **Experiential Learning Techniques**. This is attained through assessment component mentioned in course handout.



Catalogue prepared by	Prof. Niveditha AS Assistant Professor
Recommended by the Board of Studies on	10 th BOS held on 17 th Jan 2025
Date of Approval by the Academic Council	

Course Code: DES2219	Course Title: Form Exploration	L-T-P-C	1	0	4	3
Version No.	Type of Course: Program Core, Integrated					
Course Pre-requisites	1.0					
Anti-requisites	NA					
Course Description	This course investigates the aesthetics, semantics, and physical properties of 3D form in product design. Through hands-on experimentation with various materials (foam, clay, wood), students will explore how geometry, proportion, and surface transitions influence the perception and function of an object. The curriculum emphasizes developing a sensitive eye for detail and the ability to manipulate form to evoke specific emotional responses.					
Course Objective	The objective of the course is to develop the student's ability to conceive, refine, and communicate complex 3D forms, understanding the relationship between aesthetics, function, and manufacturing constraints.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ul style="list-style-type: none"> Analyze and apply Gestalt principles to 3D form generation. <ul style="list-style-type: none"> Create sophisticated surface transitions (fillets, chamfers, blends). Execute physical models using subtractive (foam) and additive (clay) techniques. Design product forms that communicate specific semantic attributes (e.g., speed, stability, friendliness). 					
Course Content:	Form Fundamentals, Surface Topology, Product Semantics, Styling & Refinement					
Module 1	Fundamentals of Form & Proportion					25 Classes
Topics:	<p>Theory</p> <ul style="list-style-type: none"> Elements of Design: Line, Plane, Volume Gestalt Principles in 3D (Closure, Proximity, Continuity) The Golden Ratio and Visual Balance <p>Practical</p> <ul style="list-style-type: none"> Abstract form generation using paper folding Foam carving exercises: Basic geometric primitives Analysis of iconic product forms (e.g., Apple mouse, Coke bottle) 					
Module 2	Surface Topology & Transitions					25 Classes
Topics:	Theory					



<p>Practical</p>	<ul style="list-style-type: none"> • Surface Continuity: G0 (Positional), G1 (Tangential), G2 (Curvature) • Edge manipulation: Hard edges vs. Soft blends • Light reflection on surfaces (Zebra striping concept) <ul style="list-style-type: none"> • Creating controlled transitions in PU Foam (Yellow foam) • Modeling complex intersections (e.g., cylinder meeting a sphere) • Finishing techniques: Sanding, priming, and painting
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Module 3	Product Semantics & Metaphor	25 Classes
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<p>Topics: Theory</p>	<ul style="list-style-type: none"> • Brand Design Language (BDL) and signature elements • CMF (Color, Material, Finish) impact on form perception • Designing families of products
<p>Practical</p>	<ul style="list-style-type: none"> • Creating a 'Product Family' (e.g., a speaker and a remote that belong together) • Final presentation model with high-quality finish • Photo-documentation of the form

List of Laboratory Tasks:

Experiment 1 – The Perfect Cube
Hand-sand a perfect 10cm cube from high-density foam, then modify it to introduce a specific transition (chamfer/fillet) on all edges.

Experiment 2 – Dominant/Subdominant
Create a composite form joining two distinct volumes where one is clearly dominant. Focus on the transition zone.

Experiment 3 – Handheld Ergonomics
Model a generic handheld device handle using clay. Iterate the form based on grip comfort and tactile feedback.

Course Code: DES2259	Course Title: Design & Lateral Thinking	L-T-P-C	2	0	4	4
	Type of Course: Program Core, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course explores creative problem-solving methodologies through the lens of Design Thinking and Lateral Thinking. Students will learn to challenge assumptions, break cognitive patterns, and generate innovative product solutions. The curriculum combines the structured user-centric approach of Design Thinking with the provocative, non-linear techniques of Lateral Thinking to foster radical innovation in product design.					
Course Objective	The objective of the course is to cultivate a mindset of innovation, enabling learners to reframe problems, generate diverse ideas, and validate solutions through iterative prototyping.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ul style="list-style-type: none"> • Apply the Design Thinking process (Empathize, Define, Ideate, Prototype, Test). 					



	<ul style="list-style-type: none"> Utilize Lateral Thinking techniques (Six Thinking Hats, Random Entry) to break creative blocks. Reframe complex problems into actionable design opportunities. Prototype and test innovative product concepts with users.
Course Content:	Design Thinking Framework, Lateral Thinking Tools, Ideation & Synthesis, Prototyping & Validation
Module 1	The Design Thinking Framework 25 Classes
Topics:	
Theory	<ul style="list-style-type: none"> Introduction to Human-Centered Design (HCD) The Double Diamond Model (Discover, Define, Develop, Deliver) Empathy methods: Interviews, Observations, Shadowing
Practical	<ul style="list-style-type: none"> Conducting user interviews for a specific problem statement Creating Empathy Maps and Personas Defining the 'Point of View' (POV) statement
Module 2	Lateral Thinking & Pattern Breaking 25 Classes
Topics:	
Theory	<ul style="list-style-type: none"> Vertical vs. Lateral Thinking (Edward de Bono) Cognitive Biases and Mental Blocks Techniques: Random Entry, Provocation and Movement (Po), Challenge
Practical	<ul style="list-style-type: none"> 'Bad Idea' brainstorming session Using Random Stimulus to generate product concepts Reversing assumptions exercise
Module 3	Advanced Ideation & Synthesis 25 Classes
Topics:	
Theory	<ul style="list-style-type: none"> The purpose of prototyping: 'Thinking with your hands' Fidelity levels: Low-fi (Paper/Cardboard) to High-fi User Testing protocols: Think Aloud, A/B Testing
Practical	<ul style="list-style-type: none"> Rapid prototyping with cardboard and foam Conducting a usability test session Iterating the design based on feedback
List of Laboratory Tasks:	
Experiment 1 – The Wallet Project Pair up and redesign the partner's wallet experience using the full Design Thinking cycle in 90 minutes.	
Experiment 2 – 50 Ideas in 50 Minutes Use Lateral Thinking prompts to generate 50 distinct concepts for a 'Chair' without judging quality.	
Experiment 3 – The Impossible Product Design a product that solves a contradiction (e.g., 'An umbrella that doesn't block the sky'). Build a functional low-fi prototype.	



Course Code: DES2260	Course Title: Critical Thinking			L-T-P-C	2	0	4	4
	Type of Course: Program Core, Integrated							
Version No.	1.0							
Course Pre-requisites	NA							
Anti-requisites	NA							
Course Description	This course challenges students to move beyond surface-level problem solving to deep, analytical inquiry. Focused on the context of Product Design, students will learn to deconstruct arguments, identify cognitive biases, and evaluate the ethical, social, and environmental implications of design decisions. The curriculum bridges logic, systems thinking, and speculative design to foster responsible and impactful design leadership.							
Course Objective	The objective of the course is to develop the capacity for rigorous analysis and reasoned judgment, enabling learners to critique, justify, and navigate complex design challenges.							
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ul style="list-style-type: none"> Identify and counter logical fallacies and cognitive biases in design processes. Analyze the cultural, ethical, and systemic impact of products. Construct well-reasoned arguments to justify design decisions. Apply speculative design methods to critique future technological trends. 							
Course Content:	Logic & Argumentation, Design Ethics & Semiotics, Systems Thinking, Speculative Design							
Module 1	Logic, Argumentation & Bias							25 Classes
Topics:	<p>Theory</p> <ul style="list-style-type: none"> Structure of an Argument: Premises, Inferences, Conclusions Logical Fallacies in Design (e.g., Bandwagon effect, Sunk Cost fallacy) Cognitive Biases affecting User Experience (Confirmation Bias, Anchoring) <p>Practical</p> <ul style="list-style-type: none"> Deconstructing a design manifesto or critique 'Bias Hunt': Identifying dark patterns in existing products Debate session: Arguing for and against a controversial design trend 							
Module 2	Context, Culture & Ethics							25 Classes
Topics:	<p>Theory</p> <ul style="list-style-type: none"> Semiotics: How objects communicate meaning (Signifier vs. Signified) Design Ethics: Persuasive Tech vs. Manipulation Cultural appropriation vs. appreciation in Product Design Inclusive Design and Accessibility critiques <p>Practical</p> <ul style="list-style-type: none"> Semiotic analysis of a consumer product Ethical audit of a digital service 							



<ul style="list-style-type: none"> Redesigning a product to remove exclusionary features 			
Module 3	Systems Thinking & Wicked Problems		25 Classes
<p>Topics:</p> <p>Theory</p> <ul style="list-style-type: none"> Speculative Design: Designing for 'What if?' Design Fiction and Diegetic Prototypes Utopias, Dystopias, and Protopias <p>Practical</p> <ul style="list-style-type: none"> Creating a 'Future Artifact' from 2050 Writing a design fiction scenario Critical Design exhibition planning 			
<p>List of Laboratory Tasks:</p> <p>Experiment 1 – The Critical Breakdown Select a popular product (e.g., Smartphone, Electric Car) and write a critical essay analyzing its logical function, cultural impact, and hidden costs.</p> <p>Experiment 2 – The Ethical Dilemma Roleplay a design team deciding on a feature that increases profit but reduces user privacy. Document the arguments used.</p> <p>Experiment 3 – Artifact from the Future Design and prototype a physical object that exists in a future scenario (e.g., a device for a world without water). Use it to critique current behavior.</p>			

Course Code: (DES2084)	Course Title: Product Rendering Techniques		1	4	3
	Type of Course: Practical Integrated	L-P-C			
Version No.	1.0				
Course Pre-requisites	<ul style="list-style-type: none"> Knowledge about basic sketching Understanding about the materials finishings visualization and basic coloring skills. 				
Anti-requisites	NIL				
Course Description	<p>Purpose: This course introduces students to professional-grade product rendering techniques used in the modern industrial design workflow. It focuses on hand-rendering as a foundational skill while integrating contemporary visualization approaches such as marker rendering, digital shading logic, surface reflectivity, textures, and material storytelling.</p> <p>Students learn to communicate design intent clearly through accurate construction lines, perspective correctness, surface definition, material representation, and visual hierarchy. The course strengthens the designer’s ability to translate ideas into compelling product visuals, essential for concept pitches, portfolio development, and industry presentations.</p>				



Course Objective	The objective of the course is to <u>EMPLOYABILITY</u> for students by using <u>PARTICIPATIVE LEARNING</u> techniques.
Course Outcomes	<p>Understand the fundamentals of product rendering, line hierarchy, surface logic, and visual communication.</p> <p>Apply rendering and material representation techniques to convey form, texture, lighting, and finish accurately.</p> <p>Analyze and render complex product forms by integrating advanced material finishes, reflections, highlights, and exploded visuals.</p>

Course Content: Rendering Technics, Material Finish, Product Rendering

Module 1	Fundamentals of Rendering & Line Hierarchy	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	20 Period
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Topics:

1. Line weight principles for product sketching
2. Perspective construction, ellipses, foreshortening
3. Surface logic: convex, concave, blends, fillets
4. Form exploration & shading direction
5. Rendering workflows & visual hierarchy in concept sketches

Module 2	Material Rendering & Surface Behaviour	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	15 Period
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Topics:

1. Rendering chrome, glass, plastic, matte, brushed metal
2. Light behaviour: highlights, core shadows, cast shadows
3. Knurling, texture detailing, reflections
4. Colour material finish (CMF) basics
5. Indoor vs. outdoor lighting environments

Module 3	Advanced Product Rendering & Visual Communication	Assignment Demonstration and Participative learning. Documentation	Illustrations Observation & comparison Visual Journal	10 Period
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Topics:

1. Detailed rendering with material finish
2. Transparency, translucency & reflective surfaces
3. Rendering complex products from reference
4. Exploded view rendering & component shading
5. Portfolio-level product sheets

List of Practical Tasks:**Project 1: Line Weight & Basic Form Rendering**

Line hierarchies, contour lines, shadow strokes, shading confidence.

Project 2: Form Exploration Through Product Sketching

Drawing 3D form variations: cylinders, cubes, blends, ellipses, intersecting volumes.

Project 3: Material Rendering Panels

Rendering chrome, matte plastic, rubber, brushed metal, leather, frosted glass etc.

Project 4: Texture & Detail Rendering

Knurling, perforations, wood grain, stitching, complex surface textures.

Project 5: Full Product Rendering

- Final project integrating:
- Material finish
- Lighting logic
- Shadows & highlights
- Exploded view (optional)

Targeted Application & Tools that can be used:**Traditional Tools:**

1. Pencils (HB, 2B, 4B), pens, fine-liners
2. Markers (warm grey/cool grey sets)
3. Carbon pencils, pastels
4. French curves, templates

Digital Support (Recommended for B.Des Curriculum):

(Not mandatory but industry relevant)

5. Procreate
6. Adobe Photoshop
7. Sketchbook Pro
8. Krita (Free)

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



A final project work integrating all the modules.

Text Books

1. [Koos Eissen](#) & [Roselien Steur](#): Sketching: Drawing Techniques for Product Designers
2. Kevin Henry: Drawing for Product Designers
3. [Olofsson Erik Sjolen Klara](#): Design Sketching Paperback
4. **Scott Robertson – *How to Draw & How to Render* (Highly recommended in design studios)**

References

1. ID Sketching community resources
2. Industrial Design Sketching Fundamentals (YouTube)
3. Procreate rendering tutorials for designers

Catalogue prepared by	Name: Niveditha A S Designation: Assistant Professor SCHOOL OF DESIGN
Recommended by the Board of Studies on	26.07.2022 held on 6 th BOS
Date of Approval by the Academic Council	BOS Dec 2025

Course Code: DES2168	Course Title: Product Mechanism	L-T-P-C	2	0	4	4
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces the students to the principles and applications of mechanisms in product design. Students will explore fundamental mechanical concepts, including forces, motion, friction, and material properties, and learn to represent mechanisms. The course covers a wide range of mechanism types, such as linkages, cams, gears, springs, clutches, brakes, and ratchets, emphasizing their functional characteristics and practical applications. Through hands-on practical sessions, students will learn and design. The course also introduces kinematic and dynamic analysis techniques. Culminating in a design project, students will apply their acquired knowledge and skills to create a functional mechanism for a specific product application, fostering a systematic approach to problem-solving and an appreciation for precision in design and manufacturing.					
Course Objective	: To equip design students with a comprehensive understanding of mechanism principles and their application in product design, enabling them to analyze functional mechanisms and attain Skill Development through Experiential Learning techniques.					

<p>Course Out Comes</p>	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Identify the different types of mechanisms and their common applications in everyday products. 2. Understand basic kinematic principles to analyze the motion of simple mechanisms. 3. Examine basic kinematic principles to analyze the motion of various mechanisms
<p>Course Content:</p>	<p>Fundamentals of Mechanisms</p> <ul style="list-style-type: none"> • Introduction to Mechanisms, Basic Mechanical Elements & Motion • Basic Mechanical Principles • Kinematic Diagrams • Material Properties for Mechanisms (Strength, Stiffness, Elasticity) • Degrees of Freedom and Constraints in Mechanisms • Introduction to Linkages, Four-Bar Linkages • Grashof's Law and its Implications • Variations of Four-Bar Linkages (Crank-Rocker, Double-Rocker) <p>Cams, Gears, and Other Mechanisms</p> <ul style="list-style-type: none"> • Introduction to Cams, Types of Cams • Types of Followers, Cam Profile Design Basics • Detailed Cam Profile Design, Motion Characteristics • Applications of Cams in Products • Introduction to Gears, Types of Gears • Gear Ratios and Speed/Torque Transformations • Bevel and Worm Gears, other Gear Types • Gear Train Design and Analysis • Types of Springs, Spring Characteristics • Applications of Springs in Mechanisms • Clutches and Brakes, Types and Applications • Ratchet and Pawl Mechanisms <p>Mechanism Design and Analysis</p>



	<ul style="list-style-type: none"> • Mechanism Design Process: Problem Definition, Conceptual Design • Mechanism Selection and Detailed Design • Kinematic Analysis: Displacement, Velocity Analysis • Kinematic Analysis: Acceleration Analysis • Project: Problem definition, brainstorming, and sketching initial concepts. • Applying graphical methods to analyze the motion of project mechanisms.
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Module 1	Fundamentals of Mechanisms	Lectures, Demonstration	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	24 Sessions
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Topics: <ul style="list-style-type: none"> • Introduction to Mechanisms, Basic Mechanical Elements & Motion • Basic Mechanical Principles • Kinematic Diagrams • Material Properties for Mechanisms (Strength, Stiffness, Elasticity) • Degrees of Freedom and Constraints in Mechanisms • Introduction to Linkages, Four-Bar Linkages • Grashof's Law and its Implications • Variations of Four-Bar Linkages (Crank-Rocker, Double-Rocker) 				
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Module 2	Cams, Gears, and Other Mechanisms	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	36 Sessions
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Topics: <ul style="list-style-type: none"> • Introduction to Cams, Types of Cams • Types of Followers, Cam Profile Design Basics • Detailed Cam Profile Design, Motion Characteristics • Applications of Cams in Products • Introduction to Gears, Types of Gears • Gear Ratios and Speed/Torque Transformations • Bevel and Worm Gears, other Gear Types • Gear Train Design and Analysis • Types of Springs, Spring Characteristics 				
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- Applications of Springs in Mechanisms
- Clutches and Brakes, Types and Applications
- Ratchet and Pawl Mechanisms

Module 3	Mechanism Design and Analysis	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	30 Sessions
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Topics:

- Mechanism Design Process: Problem Definition, Conceptual Design
- Mechanism Selection and Detailed Design
- Kinematic Analysis: Displacement, Velocity Analysis
- Kinematic Analysis: Acceleration Analysis
- Project: Problem definition, brainstorming, and sketching initial concepts.
- Applying graphical methods to analyze the motion of project mechanisms.

List of Laboratory Tasks:

- Experiment 1 Hands-on exploration of basic mechanical elements
- Experiment 2 Experiments on friction and simple force measurements
- Experiment 3 Drawing basic mechanisms (orthographic projections, sections)
- Experiment 4 Exploring different types of four-bar linkages
- Experiment 5 Analysing motion of four-bar linkages (measuring displacement, velocity)
- Experiment 6 Building linkage models to demonstrate Grashof's law
- Experiment 7 Designing linkages for specific motion requirements
- Experiment 8 Constructing simple cam-follower mechanisms
- Experiment 9 Observing and recording follower motion for different cam profiles
- Experiment 10 Understanding simple cam profiles
- Experiment 11 Measuring and analyzing follower displacement, velocity, and acceleration
- Experiment 12 Understanding gear trains
- Experiment 13 Working with bevel and worm gear sets
- Experiment 14 Testing spring characteristics (spring constant, deflection)
- Experiment 15 Designing simple mechanisms incorporating springs
- Experiment 16 Examining and disassembling different types of clutches and brakes , ratchet and pawl mechanisms
- Experiment 17 Starting the project: Problem definition, brainstorming, sketching concepts
- Experiment 18 Applying graphical methods to analyze motion of project mechanisms
- Experiment 19 Applying force analysis to project mechanisms
- Experiment 20 Basic introduction to CAD software interface and 2D drawing
- Experiment 21 Modelling project mechanisms and performing simulations
- Experiment 22 Finalizing project documentation and preparing for presentations

Targeted Application & Tools that can be used:



- Linkage software
- CAD Software
- Hand Tools (Saws, Files, Drills, etc.): Essential for assembling and modifying physical prototypes.
- Fasteners (Screws, Bolts, Nuts, etc.): For assembling mechanism components.
- Construction Kits (LEGO, Meccano, etc.): Useful for initial exploration of basic mechanisms and for quick prototyping.
- Presentation Software (PowerPoint, Google Slides): For creating engaging presentations of mechanism designs and analysis results.

Text Book:

- Norton, R. L. Design of Machinery: An Introduction to the Synthesis and Analysis of Mechanisms and Machines. 5th ed., McGraw-Hill Education, 2012.
- Shigley, J. E., and Uicker, J. J. Theory of Machines and Mechanisms. 4th ed., McGraw-Hill, 2011.
- Erdman, A. G., and Sandor, G. N. Mechanism Design: Analysis and Synthesis. Vol. 1, 4th ed., Pearson Education, 2001.
- Hartenberg, R. S., and Denavit, J. Kinematic Synthesis of Linkages. McGraw-Hill, 1964. (A classic, more theoretical text)
- Chiang, C. H. Mechanisms and Machines: Kinematics, Dynamics, and Synthesis. John Wiley & Sons, 2007.
- Myszka, D. H. Machines and Mechanisms: Applied Kinematic Analysis. 4th ed., Pearson Education, 2012
-

References:

- <https://www.youtube.com/watch?v=D8rkqPqI0Fc>
- <https://youtu.be/GYVBIZJ2AMI>
- [A 100% 3D Printed Linear Snap Action Mechanism.](#)
- https://youtu.be/_x1mlUxyuVw
- [Household Product Design | Batch 2021 IDNU](#)
- <https://youtu.be/adRv9KpIHhE>
- https://www.youtube.com/watch?v=HN9GtL21rb4&list=PLSGws_74K018yZOnbSaqWJZ837QyBB7vu
- <https://www.youtube.com/watch?v=CElhXtymstQ>



Course Objective	To develop digital fluency and visual storytelling skills through illustration techniques that enhance ideation, material rendering, and design communication for products.		
Course Outcomes	<p>On successful Completion of this course students shall able to</p> <ol style="list-style-type: none"> 1. Understand and apply key tools, layers, and rendering settings in digital illustration software. 2. Use CorelDRAW, Adobe Illustrator, and Adobe Photoshop to visualize product ideas with appropriate form and material detailing. 3. Develop creative narratives and storyboards using illustration for product design communication. 		
Course Content: Introduction to Digital Drawing Tools and Sketching Techniques, Material Rendering and Surface Detailing, Product Concept Visualization and Storyboarding			
Module 1	Introduction to Digital Drawing Tools and Sketching Techniques	Assignment Documentation	15 Hours
Topics: <ul style="list-style-type: none"> • Introduction to CorelDRAW, Adobe Illustrator, and Photoshop, • Understanding raster vs vector workflows • Digital sketching tools: brushes, layers, selection tools • Sketching everyday objects and silhouettes • Line quality, weight, and stylization 			
Module 2	Material Rendering and Surface Detailing	Assignment Documentation	15 Hours
Topics: <ul style="list-style-type: none"> • Light, shadow, and form • Rendering materials: metal, plastic, glass, fabric, wood • Texture creation using brush and mask tools • Using blending modes and opacity in Photoshop • Creating lighting effects and realistic surface details 			
Module 3	Product Concept Visualization and Storyboarding	Assignment Documentation	15 Hours
Topics:			

- Developing a workflow using **Illustrator**, **CorelDRAW**, and **Photoshop**
- Storyboarding product usage and scenarios
- Creating presentation-ready illustrations
- Integration of typography and background
- Portfolio development using digital illustrations

List of Practical Tasks:

Project

- **Basic Object Rendering (e.g., Bottles, Cups)**
Goal: Understanding volume, shading, and lighting using CorelDRAW or Illustrator
- **Material Rendering Study (e.g., Texture Swatches)**
Goal: Practicing realistic surface rendering using Photoshop
- **Concept Sketching (e.g., Redesign of a Common Product)**
Goal: Creating an illustrated design concept using vector + raster tools
- **Storyboard for Product Use Case**
Goal: Visual storytelling using CorelDRAW/Illustrator + Photoshop
- **Final Digital Concept Illustration**
Goal: Full-page rendering of a product in context with annotations

Project work/Assignment:

A final digital illustration project integrating ideation, rendering, and visual communication using CorelDRAW, Illustrator, and Photoshop.

Targeted Application & Tools that can be used:

- **CorelDRAW** (vector illustration)
- **Adobe Illustrator** (vector design and concept sketching)
- **Adobe Photoshop** (raster rendering and post-processing)
- Drawing Tablets (e.g., Wacom/iPad)

Text Books

1. Zeegen, L. (2012). The Fundamentals of Illustration. AVA Publishing
2. Henry, K. (2012). Drawing for Product Designers. Laurence King
3. Caplin, S. (2021). How to Cheat in Photoshop
4. "Digital Rendering for Designers" by Steve Caplin
5. Official manuals of Adobe Illustrator, Photoshop & CorelDRAW



References

1. Adobe Creative Cloud & Corel tutorials
2. Behance & Dribbble portfolios of digital illustrators
3. YouTube: "Illustration for Product Designers" by Sketch-A-Day

Topics relevant to Skill Development: Digital illustration enhances experiential learning, creative expression, and technical communication in product design. This course fosters hands-on competence with industry-standard software, promoting design readiness for studio and client-facing scenarios.

Catalogue prepared by Aman Ansari
Adjunct Faculty, (SOD)

Recommended by the Board of Studies on

Date of Approval by the Academic Council

Course Code: DES2221	Course Title: Manufacturing Processes	L	T	P	C
	Type of Course: Discipline Elective	2	0	0	2
Version No.	1.0				
Course Pre-requisites	NIL				
Anti-requisites	NIL				
Course Description	This course introduces students to the fundamentals of manufacturing processes and their relevance to product design. It covers essential process families—casting, forming, machining, joining and additive manufacturing—while emphasizing how materials, geometry, tolerances and production volume influence manufacturability. Students learn basic design-for-manufacturing principles and gain hands-on experience through structured workshop tasks. By the end of the course, learners understand how design choices affect fabrication feasibility, cost, sustainability and product performance.				
Course Objective	On successful completion of the course the students will be able to: <ul style="list-style-type: none"> • Provide foundational understanding of primary manufacturing processes and tools. • Help students relate material behaviour and process constraints to product design. • Introduce essential DFM principles for simplifying and improving design feasibility. • Build fundamental practical skills in workshop fabrication and digital prototyping. 				

	<ul style="list-style-type: none"> Enable students to analyse manufacturing choices from performance and sustainability perspectives. 			
Course Outcomes	<p>Upon successful completion of the course the students shall be able to:</p> <ul style="list-style-type: none"> Describe major manufacturing process families, their process stages, and key design constraints. (Understand) Compare and select manufacturing processes for specific material, geometry and production-volume requirements. (Apply) Apply DFM and DFA principles to simplify parts and assemblies, and estimate cost drivers. (Apply / Analyse) 			
Course Content	Fundamentals of Manufacturing Processes, Design for Manufacturability & Assembly (DFM/DFA), Practical Applications, Prototyping & Sustainable Process Design			
Module 1	Fundamentals of Manufacturing Processes	Lecture, Assignment and Participative learning. Documentation	Observation & comparison Visual Journal	20 Periods
<p>Topics and learning points:</p> <ul style="list-style-type: none"> Introduction to manufacturing in product design Material properties affecting manufacturing: metals, polymers, composites Casting processes: sand, die, resin casting — allowances, defects, applications Forming processes: bending, deep drawing, extrusion basics Machining processes: turning, milling, drilling — tolerances and finish Joining methods: welding, soldering, adhesives, mechanical fastening Additive manufacturing fundamentals: FDM, SLA, selection considerations Surface finish basics: roughness, secondary operations Measurement: vernier, micrometre, gauges How process constraints shape design geometry Process–material–volume matching Case studies comparing processes for specific products 				
Module 2	Design for Manufacturability & Assembly	Lecture, Assignment and Participative learning. Documentation	Observation & comparison Visual Journal	20 Period
<p>Topics and learning points:</p> <ul style="list-style-type: none"> Principles of DFM: part simplification, standardization Avoiding undercuts, thin walls, complex tooling requirements Basic design rules for casting, machining, forming and 3D printing 				



- Assembly considerations: fastening, alignment, tolerances
- Cost factors: tooling, cycle time, finishing effort
- Common design flaws and manufacturability issues
- Process selection using decision matrices
- Evaluating manufacturability during early design stages

Module 3	Practical Applications, Prototyping & Sustainable Process Design	Assignment Demonstration and Participative learning. Documentation	Observation & comparison Visual Journal	20 Period
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Topics and learning points:

- Basic workshop workflow: planning, layout, marking
- 3D printing workflow: slicing, orientation, supports
- Hands-on prototyping strategies: quick vs functional prototypes
- Practical tolerance handling and simple fits
- Basic surface finishing and inspection
- Selection of fasteners, joints and simple mechanisms
- Environmental considerations in manufacturing
- Material efficiency and waste minimization
- Selecting sustainable processes for low-volume production
- Real-world examples of efficient and inefficient manufacturing

List of Practical Tasks:

- Safety, PPE and workshop introduction
- Casting task: simple mould, pouring, finishing
- Sheet metal task: marking, bending, joining
- Wood/foam model making (if applicable)
- Lathe operation: facing and simple turning
- Drilling and hand-tool practice
- 3D printing: slicing, setup, printing, post-processing
- Assembly task: fasteners and alignment
- Surface finishing: filing, sanding, basic polishing
- Tolerance and dimension check



- DFM redesign task (lab)
- Mini-project fabrication and improvement sessions
- Material waste tracking and sustainability observation
- Prototype evaluation and feedback sessions
- Final mini-project submission (prototype + process explanation)

Tools that can be used:

- Lathe, drill press, bending tools
- Hand tools: hacksaw, files, snips, clamps
- 3D printers (FDM preferred)
- Measuring tools: vernier, micrometer
- Safety equipment: PPE, machine guards
- Basic finishing tools

Text Books

1. Groover, M. P. *Fundamentals of Modern Manufacturing: Materials, Processes, and Systems*.
2. Kalpakjian, S., & Schmid, S. R. *Manufacturing Processes for Engineering Materials*.
3. Boothroyd, G., Dewhurst, P., & Knight, W. *Product Design for Manufacture and Assembly*.

References

- Gibson, I., Rosen, D. W., & Stucker, B. *Additive Manufacturing Technologies: Rapid Prototyping to Direct Digital Manufacturing*.
- Ashby, M. F. *Materials Selection in Mechanical Design — for material-process matching and sustainability considerations*.
- Relevant NPTEL / maker tutorials on CAM, 3D printing and DFM case studies.

Topics relevant to SKILL DEVELOPMENT: Fundamentals of Manufacturing Processes, Design for Manufacturability (DFM), Practical Applications in Manufacturing Design for **Skill Development** through **Experiential Learning techniques**. This is attained through assessment component mentioned in course handout.

Catalogue prepared by	Name: Dr. Krishnakant Bhole Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	10 th BOS held on 17 th Jan 2025
Date of Approval by the Academic Council	

Course Code: DES2222	Course Title: 3D Modeling	L	T	P	C
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	Type of Course: Discipline Elective (Practical Integrated)			1	0	2	2
Version No.	1.0						
Course Pre-requisites	NIL						
Anti-requisites	NIL						
Course Description	<p>This course introduces computer-aided product design tools and workflows used in contemporary product design practice. Emphasis is placed on hands-on application of CAD techniques for product form development, surface and solid modelling, form refinement, and digital visualisation.</p> <p>The course integrates theory with studio-based practice to help students translate design intent into accurate digital models suitable for visualisation, prototyping, and downstream manufacturing processes.</p>						
Course Objective	<p>The objectives of this course are to:</p> <ul style="list-style-type: none"> • Provide students with an understanding of CAD environments and modelling logic used in product design. • Enable students to apply solid and surface modeling techniques for digital product development. • Develop the ability to analyze CAD models for form quality, continuity, manufacturability, and visual accuracy. • Encourage disciplined digital workflows aligned with professional product design practices. 						
Course Outcomes	<p>Upon successful completion of the course the students shall be able to:</p> <ul style="list-style-type: none"> • Explain CAD concepts, modelling environments, and digital workflows used in computer-aided product design. (Understand) • Apply 3D modelling techniques to create surfaces, solids, and assemblies for product form development. • Analyse digital models for design intent, surface quality, manufacturability, and visual output accuracy. 						
Course Content	CAD foundations & modelling basics Industrial design form development Rendering, visualization & design communication						
Module 1	CAD foundations & modelling basics	Lecture, Assignment and Participative learning. Documentation	Observation & comparison Visual Journal	20 Periods			
Topics and learning points:							
<ul style="list-style-type: none"> • Introduction to computer-aided product design • CAD environments and navigation • Sketching principles, constraints, and design intent • Solid modelling techniques (extrude, revolve, sweep, loft) 							

- Construction geometry and reference features
- Introduction to surface modelling
- Assemblies and basic workflow organisation

Module 2	Industrial design form development	Lecture, Assignment and Participative learning. Documentation	Observation & comparison Visual Journal	20 Period
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Topics and learning points:

- Form language and aesthetic considerations
- Curve networks and spline control
- Surface modelling techniques
- Surface continuity (G0, G1, G2)
- Hybrid solid–surface modelling workflows
- Ergonomic form development
- Fillet strategies for industrial design
- Surface evaluation and troubleshooting

Module 3	Rendering, visualization & design communication	Assignment Demonstration and Participative learning. Documentation	Observation & comparison Visual Journal	20 Period
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Topics and learning points:

- Fundamentals of rendering in product design
- Materials, textures, and finishes
- Lighting and camera setup
- Rendering workflows
- Basic animation techniques (turntable, exploded view)
- Post-processing and visual refinement
- Documentation, layout, and portfolio presentation

List of Practical Tasks:

- CAD interface navigation and setup
- Sketching and constraint application
- Solid modelling of basic and complex forms
- Surface creation and refinement
- Hybrid solid–surface modelling



- Assembly creation and alignment
- Curve continuity and surface quality analysis
- Ergonomic form modelling
- Preparing CAD models for rendering
- Material and lighting application
- Product rendering and animation
- Post-processing and layout preparation
- Final digital product modelling and presentation

Tools that can be used:

- **Fusion 360 or SolidWorks** (primary CAD tool)
- **KeyShot** (rendering)
- **Blender** (advanced visualization)

Text Books

1. *SolidWorks 2021/2022 Basics & Beyond* – Matt Lombard
2. *Fusion 360 for Makers* – Lydia Sloan Cline
3. *Digital Modeling* – William Vaughan

References

4. **Blender and KeyShot Official Documentation**
5. **Autodesk Learning & NPTEL CAD resources**

Topics relevant to SKILL DEVELOPMENT:

- Computer-aided product modelling
- Digital form development
- Surface continuity and quality evaluation
- Digital visualisation and communication
- Professional CAD workflow discipline

Catalogue prepared by	Name: Dr. Krishnakant Bhole Designation: Assistant Professor School of Design
Recommended by the Board of Studies on	13th BOS held on 23rd Dec 2025
Date of Approval by the Academic Council	



Course Code: DES1179	Course Title: Elements of Product Design Type of Course: Program Core, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces the foundational elements and principles that shape product design. Students learn to analyze form, proportion, ergonomics, materials, and user needs to create functional and meaningful products. Through sketching, basic modeling, and iterative critique, learners build visual sensitivity and structured decision-making skills required to develop coherent product concepts.					
Course Objective	The objective of the course is to enable learners to understand and apply the core elements of product design, linking user requirements, aesthetics, ergonomics, and manufacturability to create well-resolved design outcomes.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ul style="list-style-type: none"> Identify and apply key elements and principles of product design to concept development. Analyze user needs, context, and ergonomic factors to inform design decisions. Select appropriate materials and processes based on function and basic manufacturability. Communicate product ideas through sketches, models, and structured design rationale. 					
Course Content:	Form & Visual Principles, User & Ergonomics, Materials & Manufacturing Basics, Design Process & Prototyping					
Module 1	Form, Proportion & Visual Principles				25 Classes	
Topics:	<p>Theory</p> <ul style="list-style-type: none"> Elements of design: line, plane, volume, rhythm, balance Proportion, scale, and visual hierarchy in products Form language and product semantics (soft vs. hard, friendly vs. aggressive) <p>Practical</p> <ul style="list-style-type: none"> Quick form sketching exercises using primitives Form transformation studies (add/subtract/merge) Comparative analysis of iconic product forms 					
Module 2	User, Context & Ergonomics				25 Classes	
Topics:	<p>Theory</p> <ul style="list-style-type: none"> User needs, scenarios, and context mapping Human factors: anthropometry, reach, grip, comfort Affordances and constraints in product interaction <p>Practical</p> <ul style="list-style-type: none"> Basic anthropometry measurement and application Ergonomic handle studies (foam/clay) User-task analysis for a small everyday product 					



Module 3	Materials & Manufacturing Basics	25 Classes
<p>Topics:</p> <p>Theory</p> <ul style="list-style-type: none"> Design process: problem framing, ideation, iteration, evaluation Prototyping fidelity: low-fi to mid-fi prototypes Design communication: sketches, exploded views, presentation structure <p>Practical</p> <ul style="list-style-type: none"> Ideation sprint with concept selection criteria Building a low-fi functional mock-up Final concept presentation with rationale and user scenario 		
<p>List of Laboratory Tasks:</p> <p>Experiment 1 – Form Studies Portfolio Create 12 form variations of a simple product archetype (e.g., mug, speaker) exploring proportion and visual language.</p> <p>Experiment 2 – Ergonomic Prototype Develop an ergonomic handle or grip for a handheld product. Validate dimensions using basic anthropometry references.</p> <p>Experiment 3 – Mini Product Concept Design a small everyday product for a defined user scenario. Deliver sketches, a low-fi prototype, and a short presentation board.</p>		

Course Code: DES1171	Course Title: Fundamentals of Game Design	L-T-P-C	1	0	4	3
	Type of Course: Core Course, Integrated					
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course develops applied competency in game design principles, systems thinking, and gameplay construction. Students structure mechanics using formal design frameworks and transform ideas into playable prototypes. Emphasis is placed on iterative development, analytical breakdown of games, and structured playtesting. The course builds the foundational design discipline required for advanced production.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Game Design and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> Apply game design frameworks to structure functional gameplay systems. Analyze mechanics, dynamics, and player systems in existing games. Create a playable game prototype using iterative design processes. 					
Course Content:	Applied Game Design Foundations, Systems Analysis & Balancing, Prototype Development & Iteration					
Module 1	Applied Game Design Foundations	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes		

Topics:

Theory

- MDA Framework
- Core Loop Design
- Rules & Constraints
- Player Motivation Models

Practical

- Core loop documentation
- Paper prototype creation
- Mechanics structuring exercise
- Design validation tests

Module 2	Systems Analysis & Balancing	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Theory

- System Interdependency
- Feedback Loops
- Game Economy Basics
- Difficulty Scaling

Practical

- Game breakdown case study
- Balancing spreadsheet
- Loop stress testing
- Analytical report submission

Module 3	Prototype Development & Iteration	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- Iterative Design Models
- Playtesting Metrics
- Refinement Cycles

Practical



- Digital prototype in Unity
- Structured playtesting
- Iteration sprint
- Final playable demo

List of Laboratory Tasks:

Experiment 1: Core Loop Construction

Level 1: All students construct a structured core gameplay loop using paper prototyping and rule documentation.

Level 2: Exceptional students redesign the loop, incorporating secondary mechanics and dynamic balancing variables.

Experiment 2: Mechanics & System Analysis

Level 1: All students analyze an existing commercial game and document mechanics–dynamics relationships.

Level 2: Exceptional students simulate system imbalance and redesign mechanics with corrective balancing logic.

Experiment 3: Prototype Development & Iteration

Level 1: All students develop a functional playable prototype implementing one complete gameplay loop.

Level 2: Exceptional students integrate progression scaling and adaptive difficulty into the prototype.

Course Code: DES1172	Course Title: Fundamentals of Visual Art for Games		L-T-P-C	1	0	4	3
	Type of Course: Core Course, Integrated						
Version No.	1.0						
Course Pre-requisites	NA						
Anti-requisites	NA						
Course Description	This course develops applied visual literacy for interactive media. Students construct production-ready game assets using composition systems, color strategy, and visual hierarchy. The focus is on transforming art principles into game-engine compatible assets. Industry pipeline standards are integrated throughout.						
Course Objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Visual Art for Game and attain Skill Development through Experiential Learning techniques.						
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply visual design principles in creating structured game assets. 2. Analyze visual styles and aesthetic systems across game genres. 3. Create cohesive game-ready visual asset sets and environments. 						
Course Content:	Applied Visual Principles, Visual Style Analysis & Art Direction, Game Asset Production						
Module 1	Applied Visual Principles	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes			

Topics:



Theory

- Composition Systems
- Color Strategy
- Perspective in Games
- Visual Hierarchy

Practical

- Character silhouette sheets
- Mood board development
- Environment sketches
- Composition exercises

Module 2	Visual Style Analysis & Art Direction	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Theory

- Art Direction in Games
- Genre Visual Language
- Asset Consistency

Practical

- Visual case study breakdown
- Style replication task
- Comparative analysis report
- Scene critique session

Module 3	Game Asset Production	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- Production Pipelines
- Optimization Basics
- Export Standards

Practical

- Sprite sheet production
- Environment asset pack
- Integrated 2D scene
- Engine-ready export



List of Laboratory Tasks:

Experiment 1: Visual Composition System

Level 1: All students produce character silhouettes and environment layouts applying hierarchy and composition.

Level 2: Exceptional students develop multiple art direction variations for the same game concept.

Experiment 2: Genre Style Replication

Level 1: All students recreate a scene in the visual style of a selected game genre.

Level 2: Exceptional students hybridize two genre styles into a cohesive visual system.

Experiment 3: Game Asset Production

Level 1: All students produce a sprite sheet and an integrated 2D environment scene ready for engine import.

Level 2: Exceptional students create modular asset packs optimized for tile-based systems.

Course Code: DES1173	Course Title: Game UI/UX			L-T-P-C	1	0	4	3
	Type of Course: Core Course, Integrated							
Version No.	1.0							
Course Pre-requisites	NA							
Anti-requisites	NA							
Course Description	This course equips students to engineer player-centered interfaces for digital games. It integrates usability principles, interaction flow modeling, and HUD systems into structured design processes. Students build and test interactive UI prototypes within game engines. The focus remains on applied usability and measurable user experience outcomes.							
Course Objective	The objective of the course is to familiarize the learners with the concepts of Fundamentals of Visual Art for Game and attain Skill Development through Experiential Learning techniques.							
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply UX principles to structure interactive game interface systems. 2. Analyze player interaction flows and usability performance metrics. 3. Create interactive and engine-integrated UI prototypes. 							
Course Content:	Interaction Architecture, Usability Evaluation & Testing, UI Implementation & Deployment							
Module 1	Interaction Architecture	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes				

Topics:

Theory

- UX in Games
- Player Flow Systems
- HUD Architecture
- Interface Hierarchy

Practical



- Wireframing
- Player journey mapping
- HUD layout structuring
- Prototype mockups

Module 2	Usability Evaluation & Testing	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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- Theory
- Heuristic Testing
 - Cognitive Load
 - Accessibility Standards
- Practical
- Conduct usability testing
 - Heatmap evaluation
 - UX audit documentation
 - Issue prioritization

Module 3	UI Implementation & Deployment	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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- Topics:**
- Theory
- UI Animation
 - Engine Integration
- Practical
- Interactive menu system
 - HUD integration in Unity
 - UI testing cycle
 - Final prototype submission

List of Laboratory Tasks:

Experiment 1: Interface Architecture Design
Level 1: All students design wireframes and structured HUD layouts for a defined game scenario.
Level 2: Exceptional students design adaptive UI systems for multiple screen sizes and device types.

Experiment 2: Usability Evaluation Study
Level 1: All students conduct heuristic evaluation and usability testing on a prototype UI.
Level 2: Exceptional students conduct A/B testing and produce comparative UX performance metrics.

Experiment 3: Engine Integrated UI Prototype
Level 1: All students implement a functional interactive menu and HUD in Unity.



Level 2: Exceptional students integrate animated transitions and feedback-based UI state systems.

Course Code: DES1174	Course Title: Introduction to Game Production & Pipeline			L-T-P-C	1	0	4	3
	Type of Course: Core Course, Integrated							
Version No.	1.0							
Course Pre-requisites	NA							
Anti-requisites	NA							
Course Description	This course builds operational clarity in game development workflows, production planning, and asset pipelines. Students structure project timelines, sprint cycles, and documentation aligned with industry practices. The focus is on applied production systems and structured execution management.							
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Game Production & Pipeline and attain Skill Development through Experiential Learning techniques.							
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply structured production workflows in game development projects. 2. Analyze development pipelines and task dependencies. 3. Create structured production documentation and milestone plans. 							
Course Content:	Game Production Frameworks, Pipeline Systems & Risk Mapping, Production Documentation & Planning							
Module 1	Game Production Frameworks	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice				25 Classes	
Topics: Theory <ul style="list-style-type: none"> • Development Lifecycle • Agile in Games • Role Allocation Practical <ul style="list-style-type: none"> • Sprint planning • Task breakdown structure • Milestone scheduling • Production workflow simulation 								
Module 2	Pipeline Systems & Risk Mapping	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice				25 Classes	
Theory <ul style="list-style-type: none"> • Asset Flow 								



- Version Control
- QA Systems

Practical

- Pipeline mapping
- Dependency charting
- Risk analysis matrix
- Workflow diagnostics

Module 3	Production Documentation & Planning	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- GDD Structure
- Budget Planning
- Delivery Strategy

Practical

- Mini GDD preparation
- Sprint roadmap
- Budget estimation sheet
- Final production dossier

List of Laboratory Tasks:

Experiment 1: Sprint & Milestone Planning

Level 1: All students prepare sprint breakdowns and milestone charts for a small-scale game project.

Level 2: Exceptional students simulate scope change and re-plan the sprint cycle with revised deliverables.

Experiment 2: Pipeline Mapping & Risk Matrix

Level 1: All students construct asset flow diagrams and identify task dependencies.

Level 2: Exceptional students conduct bottleneck analysis and redesign pipeline optimization strategies.

Experiment 3: Game Design Document & Production Dossier

Level 1: All students prepare a structured mini GDD and production roadmap.

Level 2: Exceptional students develop budget forecasts and resource allocation sheets aligned with milestone planning.

Course Code: DES1174	Course Title: Introduction to Game Production & Pipeline Type of Course: Core Course, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NA					



Anti-requisites	NA			
Course Description	This course builds operational clarity in game development workflows, production planning, and asset pipelines. Students structure project timelines, sprint cycles, and documentation aligned with industry practices. The focus is on applied production systems and structured execution management.			
Course Objective	The objective of the course is to familiarize the learners with the concepts of Introduction to Game Production & Pipeline and attain Skill Development through Experiential Learning techniques.			
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Apply structured production workflows in game development projects. 2. Analyze development pipelines and task dependencies. 3. Create structured production documentation and milestone plans. 			
Course Content:	Game Production Frameworks, Pipeline Systems & Risk Mapping, Production Documentation & Planning			
Module 1	Game Production Frameworks	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Development Lifecycle • Agile in Games • Role Allocation Practical <ul style="list-style-type: none"> • Sprint planning • Task breakdown structure • Milestone scheduling • Production workflow simulation 				
Module 2	Pipeline Systems & Risk Mapping	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Theory <ul style="list-style-type: none"> • Asset Flow • Version Control • QA Systems Practical <ul style="list-style-type: none"> • Pipeline mapping • Dependency charting 				



- Risk analysis matrix
- Workflow diagnostics

Module 3	Production Documentation & Planning	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics:

Theory

- GDD Structure
- Budget Planning
- Delivery Strategy

Practical

- Mini GDD preparation
- Sprint roadmap
- Budget estimation sheet
- Final production dossier

List of Laboratory Tasks:

Experiment 1: Sprint & Milestone Planning

Level 1: All students prepare sprint breakdowns and milestone charts for a small-scale game project.

Level 2: Exceptional students simulate scope change and re-plan the sprint cycle with revised deliverables.

Experiment 2: Pipeline Mapping & Risk Matrix

Level 1: All students construct asset flow diagrams and identify task dependencies.

Level 2: Exceptional students conduct bottleneck analysis and redesign pipeline optimization strategies.

Experiment 3: Game Design Document & Production Dossier

Level 1: All students prepare a structured mini GDD and production roadmap.

Level 2: Exceptional students develop budget forecasts and resource allocation sheets aligned with milestone planning.

Course Code: DES1187	Course Title: Data Interpretation and Analysis	L-T-P-C	1	0	2	2
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course introduces students to the fundamentals of data literacy, interpretation, and analysis. Learners will acquire skills in data collection, cleaning, and visualization using standard spreadsheet software. The course emphasizes extracting meaningful insights from raw data, identifying trends, and presenting findings through effective visual storytelling.					
Course Objective	The objective of the course is to enable learners to analyze datasets, interpret statistical findings, and communicate data-driven insights effectively and attain Skill Development through Experiential Learning techniques.					



Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Collect, clean, and organize data for analysis. 2. Apply descriptive statistics to summarize datasets. 3. Create and interpret various data visualizations (charts, graphs). 4. Synthesize data analysis into clear, actionable reports. 			
Course Content:	Data Fundamentals, Visualization Techniques, Analysis & Reporting			
Module 1	Data Fundamentals & Descriptive Statistics	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes
Topics: Theory <ul style="list-style-type: none"> • Data Types: Qualitative vs. Quantitative, Discrete vs. Continuous • Data Collection Methods and Ethics • Measures of Central Tendency: Mean, Median, Mode • Measures of Dispersion: Range, Variance, Standard Deviation Practical <ul style="list-style-type: none"> • Data Entry and Cleaning in Excel/Google Sheets • Using formulas for statistical calculations • Formatting datasets for analysis 				
Module 2	Data Visualization & Interpretation	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes
Topics: Theory <ul style="list-style-type: none"> • Principles of Effective Data Visualization • Chart Types and Usage: Bar, Line, Pie, Histogram, Scatter Plot • Identifying Trends, Patterns, and Outliers Practical <ul style="list-style-type: none"> • Creating basic charts in Spreadsheets • Customizing chart elements for readability • Interpreting complex graphs from case studies 				
Module 3	Inferential Analysis & Reporting	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	15 Classes
Topics: Theory <ul style="list-style-type: none"> • Correlation vs. Causation • Introduction to Hypothesis Testing concepts • Data Storytelling: Structure of an analytical report Practical <ul style="list-style-type: none"> • Performing correlation analysis • Building a Pivot Table for multi-dimensional analysis • Creating a final data dashboard or report 				
List of Laboratory Tasks: Experiment 1 – Data Cleaning & Stats Import a raw dataset, clean errors/missing values, and calculate key descriptive statistics.				



Experiment 2 – Visualization Portfolio

Create a set of 5 distinct visualizations (Bar, Line, Scatter, etc.) to represent a given dataset's story.

Experiment 3 – Final Analysis Report

Analyze a real-world dataset (e.g., sales data, survey results), find 3 key insights, and present them in a dashboard format.

Course Code: DES2062	Course Title: 2D Game Design Type of Course: Core Course, Integrated	L-T-P-C	1	0	4	3
Version No.	1.0					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course focuses on the principles and techniques of 2D game development. Students will master the 2D production pipeline, including sprite management, tile map design, 2D physics implementation, and user interface systems. The course emphasizes creating polished 2D experiences using industry-standard engines and tools.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of 2D Game Design and attain Skill Development through Experiential Learning techniques.					
Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Create and manage 2D assets including sprites, atlases, and tilemaps. 2. Implement 2D physics interactions using rigidbodies and colliders. 3. Design responsive user interfaces and HUDs for 2D games. 4. Develop a complete, polished 2D game prototype with animation and visual effects. 					
Course Content:	2D Art Pipeline, Physics & Mechanics, UI & Animation					
Module 1	2D Art Pipeline & World Building	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes		
Topics: Theory	<ul style="list-style-type: none"> • Sprite Architecture: Pivots, Pixels per Unit, Compression • Tilemap Systems: Grids, Brushes, and Layers • 2D Camera Systems: Orthographic Projection vs. Perspective 					
Practical	<ul style="list-style-type: none"> • Importing and slicing sprite sheets • Building levels using Tilemaps and Palette tools • Setting up Sorting Layers and Order in Layer • Implementing a camera follow script with bounds 					
Module 2	2D Physics & Core Mechanics	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes		
Topics: Theory						



- 2D Physics Engine: Rigidbodies and Forces
 - Collision Detection: Box, Circle, Polygon, and Composite Colliders
 - Raycasting and Layer Masks in 2D
- Practical
- Creating player movement (Platformer or Top-down)
 - Implementing jump physics and ground checks
 - Using Physics Materials for friction and bounciness
 - Creating triggers for collectibles and hazards

Module 3	Animation, UI & Polish	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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- Topics:
- Theory
- 2D Animation: Keyframes, Curves, and State Machines
 - User Interface Design: Canvas, Anchors, and Layouts
 - Visual Feedback: Particles and Screen Shake
- Practical
- Animating characters (Idle, Run, Jump states)
 - Building a main menu and HUD (Health, Score)
 - Implementing particle effects for impacts
 - Final game loop integration and build settings

List of Laboratory Tasks:

Experiment 1 – World Construction

Level 1: Construct a game level using Tilemaps with distinct foreground and background layers.

Level 2: Implement Parallax scrolling backgrounds for depth perception.

Experiment 2 – Physics & Movement

Level 1: Create a character controller with basic movement and collision response.

Level 2: Implement advanced mechanics like wall-jumping or dashing with visual trails.

Experiment 3 – Polish & UI

Level 1: Create a functional UI with score tracking and health bars.

Level 2: Implement a full animation state machine with transition blending and event triggers.

Course Code: DES2208	Course Title: Game Mechanics & Systems	L-T-P-C	1	0	4	3
Version No.	Type of Course: Core Course, Integrated					
Course Pre-requisites	NA					
Anti-requisites	NA					
Course Description	This course explores the design and implementation of engaging game mechanics and interacting systems. Students will learn to deconstruct, analyze, and build core gameplay loops, resource management systems, and progression mechanics. The course emphasizes balancing, prototyping, and iterating on game rules to create compelling player experiences.					
Course Objective	The objective of the course is to familiarize the learners with the concepts of Game Mechanics & Systems and attain Skill Development through Experiential Learning techniques.					



Course Outcomes	On successful completion of the course, the students shall be able to: <ol style="list-style-type: none"> 1. Deconstruct and analyze game mechanics from existing games. 2. Design and implement core gameplay loops and rules. 3. Create balanced resource management and progression systems. 4. Prototype and iterate on game mechanics using industry-standard tools. 			
Course Content:	Core Mechanics Analysis, Gameplay Loops & Rules, Economy & Progression Systems			
Module 1	Core Mechanics & Player Interaction	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Defining Game Mechanics: Rules, Avatars, and Actions • Input/Output Systems and Feedback Loops • Player Agency and Control Schemes Practical <ul style="list-style-type: none"> • Prototyping basic movement and interaction mechanics • Implementing feedback systems (visual/audio cues) • Testing different control schemes • Analyzing mechanics of a classic game 				
Module 2	Gameplay Loops & Rules	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Core Loops vs. Secondary Loops • Designing Rules and Constraints • Win/Loss Conditions and Challenge Balancing Practical <ul style="list-style-type: none"> • Building a complete gameplay loop (Start -> Action -> Reward -> End) • Implementing win/loss states • Adjusting variables to balance difficulty • Iterating on rule sets based on playtesting 				
Module 3	Systems, Economy & Progression	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
Topics: Theory <ul style="list-style-type: none"> • Game Economies: Resources, Sources, and Sinks • Progression Systems: Experience, Unlocks, and Upgrades • Emergent Gameplay and Systemic Design Practical <ul style="list-style-type: none"> • Creating a simple resource economy • Implementing a progression system • Simulating system interactions • Balancing economy spreadsheets 				
List of Laboratory Tasks:				



Experiment 1 – Mechanics Prototyping

Level 1: Implement a core mechanic (e.g., jumping, shooting) with distinct rules.

Level 2: Add modifiers to the mechanic (e.g., double jump, charge shot) and polish feedback.

Experiment 2 – Loop Construction

Level 1: Create a functional game loop with clear goals and failure states.

Level 2: Introduce a secondary loop (e.g., risk/reward mechanism) to enhance depth.

Experiment 3 – System Design

Level 1: Implement a basic economy (collect -> spend).

Level 2: Design a progression tree where spending resources unlocks new abilities.

Course Code: DES2209	Course Title: VR/AR Design (Art/Design Applications)		L-T-P-C	1	0	6	4
Version No.	1.0						
Course Pre-requisites	NA						
Anti-requisites	NA						
Course Description	This course explores the creative and technical aspects of Virtual Reality (VR) and Augmented Reality (AR) design. Students will learn to create immersive environments and interactive experiences using industry-standard engines. A unique component of this course is the integration of AI Agents to assist in programming, allowing designers with limited coding background to implement complex logic and interactions efficiently.						
Course Objective	The objective of the course is to enable learners to design and build functional XR experiences by combining spatial design principles with AI-assisted scripting workflows. and attain Skill Development through Experiential Learning techniques.						
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Design immersive 3D environments optimized for VR performance. 2. Create AR applications using image tracking and plane detection. 3. Utilize AI coding assistants to generate and debug C#/Blueprint logic. 4. Develop interactive art installations or design prototypes in XR. 						
Course Content:	XR Fundamentals, VR Environments, AR Prototyping, AI-Assisted Programming						
Module 1	Introduction to XR & Spatial Design	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes			
Topics:	<p>Theory</p> <ul style="list-style-type: none"> • The VR/AR Spectrum (Reality-Virtuality Continuum) • Spatial Design Principles: Scale, Ergonomics, and Comfort • User Interface (UI) in 3D Space (Diegetic vs. Non-diegetic) <p>Practical</p> <ul style="list-style-type: none"> • Setting up the XR Project in Unity/Unreal • Importing and optimizing 3D assets for mobile/VR • Configuring XR Rigs and Camera systems 						



Module 2	Virtual Reality Environments	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics: Theory <ul style="list-style-type: none"> • Locomotion Techniques (Teleportation, Smooth Movement) • Object Interaction (Grabbing, Throwing, Socketing) • Lighting and Baking for Performance Practical <ul style="list-style-type: none"> • Building an interactive VR Room • Implementing hand tracking and controller inputs • Creating interactive props using Physics 				
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Module 3	Augmented Reality Applications	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
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Topics: Theory <ul style="list-style-type: none"> • AR Technologies: Marker-based vs. Markerless (SLAM) • Image Tracking and Plane Detection • UX challenges in AR (Occlusion, Lighting estimation) Practical <ul style="list-style-type: none"> • Creating an Image Target AR app (e.g., interactive business card) • Placing virtual furniture on the floor (Plane Detection) • Face Filters and tracking 				
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Module 4	AI-Assisted Scripting & Interaction	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	30 Classes
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Topics: Theory <ul style="list-style-type: none"> • Prompt Engineering for Code Generation (Context, Constraints, Iteration) • Reading and Debugging AI-generated scripts • Logic Flow for Interactive Systems Practical <ul style="list-style-type: none"> • Using AI Agents (e.g., ChatGPT, Copilot) to write C# scripts for interaction • Generating complex logic (e.g., 'Open door when 3 keys are found') via prompts • Debugging and refining AI code for specific game engine APIs 				
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List of Laboratory Tasks: Experiment 1 – The Virtual Gallery Build a VR gallery showcasing 3D art. Use AI to generate a script that plays audio when the user approaches an artwork. Experiment 2 – AR Product Visualizer Create an AR app that spawns a product model on a table. Use AI to script a color-change interaction based on UI buttons. Experiment 3 – The Interactive Narrative Design a short XR experience with branching logic. Entirely script the interaction logic using an AI Agent workflow, documenting the prompts used.				
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Course Code: DES2210	Course Title: Advanced Game Programming	L-T-P-C	1	0	6	4
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	Type of Course: Core Course, Integrated								
Version No.	1.0								
Course Pre-requisites	NA								
Anti-requisites	NA								
Course Description	This course dives deep into advanced programming concepts and software architecture for game development. Students will explore design patterns, advanced data structures, artificial intelligence, and network programming. The curriculum focuses on writing scalable, optimized, and clean code for complex gameplay systems and multiplayer environments.								
Course Objective	The objective of the course is to equip learners with advanced coding skills, architectural patterns, and optimization techniques required for professional game development.								
Course Outcomes	<p>On successful completion of the course, the students shall be able to:</p> <ol style="list-style-type: none"> 1. Implement software design patterns (Singleton, Observer, Command, Factory) in games. 2. Develop complex AI systems using Pathfinding and Behavior Trees. 3. Optimize game performance through memory management and profiling. 4. Construct basic multiplayer systems and handle network replication. 								
Course Content:	Advanced Architecture & Patterns, AI & Complex Systems, Optimization & Networking Basics								
Module 1	Advanced Architecture & Design Patterns	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes					
Topics: Theory <ul style="list-style-type: none"> • SOLID Principles in Game Development • Design Patterns: Singleton, Observer, Object Pool, Factory, State • Delegates, Events, and Actions (C#) • ScriptableObjects and Data-Driven Design Practical <ul style="list-style-type: none"> • Refactoring legacy code using Design Patterns • Implementing an Event Bus for decoupled communication • Creating a modular weapon or ability system using ScriptableObjects 									
Module 2	Artificial Intelligence & Complex Systems	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes					
Topics: Theory <ul style="list-style-type: none"> • Pathfinding Algorithms (A*, NavMesh) • Advanced FSMs and Behavior Trees • Sensory Systems (Vision, Hearing) • Save/Load Systems (JSON, Binary Serialization) Practical <ul style="list-style-type: none"> • Implementing A* Pathfinding on a grid 									



<ul style="list-style-type: none"> • Building a stealth AI with vision cones • Creating a robust Save/Load manager 				
Module 3	Optimization & Networking Basics	Demonstration Case Study Documentation	Observation/ Demo/ Videos/ Interaction/ Discussion/ Practice	25 Classes
<p>Topics:</p> <p>Theory</p> <ul style="list-style-type: none"> • Memory Management: Garbage Collection, Boxing/Unboxing • Profiling Tools and Performance Analysis • Asset Bundles and Addressables • Networking Concepts: Server-Client, Latency, Replication <p>Practical</p> <ul style="list-style-type: none"> • Profiling a laggy scene and optimizing draw calls • Implementing Object Pooling for projectiles • Creating a basic lobby and character synchronization (Multiplayer) 				
<p>List of Laboratory Tasks:</p> <p>Experiment 1 – Pattern Implementation</p> <p>Level 1: Implement an Observer pattern for Achievement system.</p> <p>Level 2: Build a Command pattern based Replay system.</p> <p>Experiment 2 – AI Development</p> <p>Level 1: Create an NPC that patrols and chases the player (NavMesh).</p> <p>Level 2: Implement a Behavior Tree for a complex boss fight.</p> <p>Experiment 3 – Multiplayer & Optimization</p> <p>Level 1: Optimize a scene to run at 60fps on mobile constraints.</p> <p>Level 2: Create a simple 2-player networked game (e.g., Pong or Tag).</p>				