School of Design

Bachelor of Design (Hons.)
OR
Bachelor of Design (Hons.) With Research

Based on NEP-2020

(Effective from academic session 2024-25)

School of Design
Bachelor of Design (4 Years)

Program Outcomes (POC)

Our undergraduate program is aimed at equipping students with skills to:

- Apply critical and analytical skills and methods to the identification, evaluation and resolution of problems
- Engage confidently in self-directed study and research
- Communicate ideas effectively in written, graphic and oral formats
- Operate effectively in multicultural and diverse environments
- Use appropriate technologies
- Recognize and understand the ethical responsibilities of individuals and organizations in society

Program Specific Outcome (PSOC)

Our curriculum across four years will help students gain:

- The ability to solve design problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.
- The ability to describe and respond to clients and contexts that design solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
- The ability to create and develop visual form in response to design problems, including understanding principles of visual organization/composition and application.
- An understanding of tools, technologies, and materials, including their roles in creating, producing, and using visual forms. This includes both traditional and digital media.
- Functional knowledge of design history, theory, and criticism, including understanding the similarities, differences, and relationships among the various design specializations.
- By applying a broad knowledge of design across a range of disciplines with in-depth knowledge in at least one area of study
- Through the application of project-based learning, incorporating critical, analytical and methodological skills relevant to the identification and resolution of problems in practical and creative ways
- By applying appropriate methods of research and investigation in addressing problems
- By demonstrating skills and use of technologies to enable the production of designed outcomes appropriate to the relevant discipline
- An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.
- Experiences that encourage familiarity with a broad variety of design work in various specializations and media.
- Understanding field realities by engaging with exposure and projects in the real world.

COURSE OUTCOMES

YEAR 1

Course Code:	DNC101	Course Title:	Design Sketching

Course Outcomes:

The student at the completion of the course will be able to:

- Fundamentals of sketching
- Understanding of freehand drawing techniques
- Basic understanding of sketching tools
- Understanding of one, two Point Perspective, Shading rendering
- Anatomy drawing

Course Code:	DNC102	Course Title:	Analytical Drawing

Course Outcomes:

The student at the completion of the course will be able to:

- Use of Tools- Straight Edge Ruler and set Square
- Understand 2D and 3D forms using freehand construction
- Principles of geometric construction
- Aim is to encourage students to observe and evolve geometric patterns and both micro and macro levels.

Course Code:	DNC103	Course Title:	Color & Composition

Course Outcomes:

The student at the completion of the course will be able to:

- Understand Elements & Principles of Design
- Understand Color Theory
- Understand Gestalt Theory
- Translation of the abstract into 2D Form

Course Code:	DNG101	Course Title:	Material & Workshop Skills

Course Outcomes:

The student at the completion of the course will be able to:

- Exploring the use of materials.
- Understand material properties.
- Materials explored will include Plaster of Paris, Wood, Metal Sheet and Polystyrene & Acrylic.
- Use of Hand tools.
- Transform material properties into function.

Course Code:	DNS101	Course Title:	Creative Thinking

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the role of creativity and innovation in your own work and in other disciplines.
- Understand the importance of diverse ideas, and to convey that understanding to others.

Course Code:	DNC154	Course Title:	Digital Sketching

Course Outcomes:

The student at the completion of the course will be able to:

- 1. Understanding of digital drawing tools
- 2. Basic and advanced Drawing skills
- 3. Understanding of layers and composition

Course Code:	DNC152	Course Title:	Design Concerns

Course Outcomes:

The student at the completion of the course will be able to:

- A broad overview of design & creative approaches to problem solving
- Ability to inter-relate concepts

Course Code:	DNC153	Course Title:	Geometry & Form in Space

Course Outcomes:

The student at the completion of the course will be able to:

- Change 2D into 3D forms
- introduced to the concept of geometric and organic volumes.
- Properties of basic solids like cube, cone, pyramid, cylinder and prism
- Platonic and Archimedean solids

Course Code:	DNG152	Course Title:	Digital Methods

Course Outcomes:

The student at the completion of the course will be able to:

1. Fundamentals of software, basic knowledge of software like Adobe Photoshop, Adobe InDesign,
   Adobe Illustrator.
2. Understand and use graphic software tools.
3. Understanding of layout and grid fundamentals.

Course Code:	DNS151	Course Title:	History of Design

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the history of design as a distinct discipline
- History of design in the West
- History of design in the Indian context

YEAR 2

Course Code:	DNC201	Course Title:	Introduction to Typography

Course Outcomes:

The student at the completion of the course will be able to:

- Fundamental of typographic principles
- Elements of typography like terminology & measurement, history and evolution of type, printing technologies.

Course Code:	DNG2012	Course Title:	Photography for Documentation

Course Outcomes:

The student at the completion of the course will be able to:

- Master Visual Storytelling Techniques
- Learn Ethical and Contextual Documentation
- Enhance Technical and Post-Processing Skills

Course Code:	DNS202	Course Title:	Display & Exhibition

Course Outcomes:

The student at the completion of the course will be able to:

- 1. Fundamentals of exhibition design, including spatial planning, storytelling, and creating engaging visitor experiences.
- 2. Generate innovative design concepts tailored to specific themes, audiences, and project briefs.
- 3. Design and prototype exhibition layouts, integrating key elements such as graphics, lighting, materials, and interactive features.

Course Code:	DNE201	**Course Title:**	Illustration

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the basic approach to drawing and composition as a means of story-telling or information giving.
- Effectively communicate an idea, explain a concept or tell a story through pictures .

Course Code:	DNE203	**Course Title:**	Publication Design & Printing

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the process of printing.
- Fundamentals of page layout
- Explore Prints and posters
- Development of skills and advanced knowledge of publishing software, with emphasis on the maintenance of visual continuity in documents for publication

Course Code:	DNE202	**Course Title:**	Form Derivation I

Course Outcomes:

The student at the completion of the course will be able to:

- Introduction to principles of form and aesthetics
- Principles of two dimensional form and three dimensional form
- Generating new form and application in product design

Course Code:	DNE204	**Course Title:**	Simple Product Design

Course Outcomes:

The student at the completion of the course will be able to:

- Understand form derivation, ergonomics and material studies in the context of tangible products
- Designing simple products that meets user needs.

Course Code:	DNC251	**Course Title:**	Digital 3D Modeling

Course Outcomes:

The student at the completion of the course will be able to:

- Understand 3D Software
- Learn 3D modeling, texturing, lighting, camera, rendering.
- Basic animation- keyframe animation & rendering

Course Code:	DNC252/DNG251	**Course Title:**	Interaction Design A/B

Course Outcomes:

The student at the completion of the course will be able to:

- Basic Concepts in Human Computer Interaction.
- Basic Knowledge about principles and method of Interaction design
- Aims at imparting knowledge and furthering research into the domain of designing interactive experiences in media, products and computer design applications.

Course Code:	DNS251	Course Title:	Field Study I

Course Outcomes:

The student at the completion of the course will be able to:

- Develop sensitivity to design in our environment
- Develop sensitivity to socio-cultural contexts of design
- Field learnings and experiences in design

Course Code:	DNE251	Course Title:	Moving Graphics & Storyboarding

Course Outcomes:

The student at the completion of the course will be able to:

- Understanding storyboarding and planning
- Basics of after Effects/Premiere keyframe concepts and principles.
- Understand Motion Graphics .

Course Code:	DNE252	Course Title:	Form Derivation II

Course Outcomes:

The student at the completion of the course will be able to:

- Introduction to advanced principles of form and aesthetics
- Principles of form families and house styles
- Generating new form refining existing forms

YEAR 3

Course Code:	DNC301	Course Title:	Digital Illustration

Course Outcomes : Reinforcing Illustration Skills in digital medium.

The student at the completion of the course will be able to:

1. Create illustrations in a digital environment and learn rendering skills.
2. Learn use of computers as a medium and as an additional tool for illustrators.
3. How to translate hand drawn items into digital products

Course Code:	DNC302/DNG301	Course Title:	Space Design A/B

Course Outcomes: efficient and economic space design understanding

The student at the completion of the course will be able to:

1. Understand physical spaces and the importance of designing them to fit human comfort and wellness.
2. Importance of space ergonomics and sustainability in space.
3. Understand layouts, materials and budgets while working with space.

Course Code:	DNP301	Course Title:	Field Study II

Course Outcomes :

The student at the completion of the course will be able to:

- Develop sensitivity to design in our environment
- Develop sensitivity to socio-cultural contexts of design
- Field learnings and experiences in design

Course Code:	DNE301	Course Title:	Design for Immersive Media

Course Outcomes

The student at the completion of the course will be able to: 1. Basic understanding of AR / VR and transmedia technologies 2. Understanding of hardware and software components of immersive media 3. Deliver basic designs for immersive environments

Course Code:	DNE302	**Course Title:**	Advanced Prototyping
Course Outcomes			
The student at the completion of the course will be able to: 1. Understand methods and ways of prototyping for creating products. 2. Understand materials and their usage in prototyping and deciding how best they can be used to simulate a real life product with them. 3. Create a prototype that either looks, feels or functions like the original product.			

Course Code:	DNC351	**Course Title:**	Packaging Design
Course Outcomes			
The student at the completion of the course will be able to: 1. Understanding of what goes in packaging design. 2. Understand the importance of packaging innovation on the lines of creating environmentally friendly and sustainable packaging. 3. Ability to create packaging prototypes along with the visual component utilizing graphic design inputs.			

Course Code:	DNP351	**Course Title:**	Portfolio Building
Course Outcomes			
The student at the completion of the course will be able to: 1. Learn to present their work effectively and efficiently to prospective clients and employers. 2. Learn to organize and present their work, brand themselves and present their work across media. 3. Create their own portfolio.			

Course Code:	DNC352/DNG351	**Course Title:**	Identity Design A/B
Course Outcomes			
The student at the completion of the course will be able to: 1. Develop understanding of Brands & Brand Identity Design. 2. Understand how to approach and develop branding and collaterals.			

Course Code:	DNE351	**Course Title:**	Introduction to Film & Script Writing
Course Outcomes			
The student at the completion of the course will be able to: 1. Understanding Of Scriptwriting And Video. 2. Creating A Screenplay. 3. Write a screenplay for and create and edit a short film.			

Course Code:	DNE352	**Course Title:**	Complex Product Design
Course Outcomes			
The student at the completion of the course will be able to: 1. Design technically complex products with sound demonstration of design skills as well as dealing with technical complexity 2. Integrate knowledge of manufacturing systems into product design 3. Understand market and customer requirements and translate them into a comprehensive design brief			

YEAR 4

Course Code:	DNP401	Course Title:	Internship

Course Outcomes

The student at the completion of the course will be able to:

1. Learn about the industry and its culture.
2. Understand teamwork and working with different units of an institution.
3. Real time exposure to working in a design studio.

Course Code:	DNC402/DNG401	Course Title:	Social Design A/B

Course Outcomes

The student at the completion of the course will be able to:

1. Understand the importance of participation of each stakeholder in design.
2. Create a project based on in-depth analysis via participation of local populace in a rural community.

Course Code:	DNC401	Course Title:	Design Management & Entrepreneurship

Course Outcomes

The student at the completion of the course will be able to:

1. Understand aspects of the business of design.
2. Gauge what makes a design profitable. Understand strategies of production and scaling.
3. Recognize types of intellectual property and its application and importance in design.

Course Code:	DNE401	Course Title:	Copy Writing

Course Outcomes

The student at the completion of the course will be able to:

1. Understand the importance of copy in executing good design communication
2. Support design work with the use of effective copy

Course Code:	DNE402	Course Title:	Electricals & Electronics

Course Outcomes

The student at the completion of the course will be able to:

1. To Make Students Understand Critical Non-Ideal Effects In Electronic Devices and Systems And How To Address Such Effects
2. Enabling Them To Design And Construct Physical electronic Circuits That Operate As Desired.

Course Code:	DNP451	Course Title:	Design Dissertation

Course Outcomes

The student at the completion of the course will be able to:

- Plan and execute a design project that deals with systems
- Plan and design modular solutions that can be customized

Course Code:	DNC451	Course Title:	Colloquium

Course Outcomes

The student at the completion of the course will be able to:

- Present their Project in a professional manner as is expected in the industry
- Should be able to communicate the salient points of their design process

COURSE ABSTRACTS

FIRST SEMESTER

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	First	**Semester:**	First
Subject: Design					
Course Code:	DNC101	**Course Title:**	Design Sketching		
Course Outcomes:					
The student at the completion of the course will be able to: ● Fundamentals of sketching ● Understanding of freehand drawing techniques ● Basic understanding of sketching tools ● Understanding of one, two Point Perspective, Shading rendering ● Anatomy drawing					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-3		

Unit	Topics	No. of Lectures
I	Design Sketching Type of pencils and its use, line weight and variation, construction lines, hand movement exercise, grading exercise. Freehand straight lines, smooth curves, ellipses, ellipses in minor axis.	5
II	Freehand straight lines, smooth curves, ellipses, ellipses in minor axis,	5
III	Perspective sketching- Ground line, station point etc, Above eye level and below eye level, One point perspective and two point perspective Indoor and outdoor perspective drawing, Texture and Pattern, Figure in motion, detailed objects ,observing and drawing details of natural and manmade objects, Thumbnail sketches and quick studies.	15
IV	Drawing of objects outdoors. Exercises for improving observation and visual memory. Detailed drawing/Object drawing	15
V	Human Anatomy- Muscle structure, 7.5 head figure, hand, feet, ear, nose	20

Suggested Readings:

1. Design Drawing by Francis D.K Ching & Steven P. Juroszek, wiley
2. Rendering with pen & Ink by Robert W. Gill, W. Norton & co inc
3. Sketching : The basics by Roselien Steur
4. Anatomy & Drawing by Victor Perard
5. How to Draw: Drawing and Sketching objects and Environments your imagination by Scott Robertson

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations

Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	First	**Semester:**	First
Subject: Design					
Course Code:	DNC102	**Course Title:**	Analytical Drawing		

Course Outcomes:

The student at the completion of the course will be able to:

- Use of Tools- Straight Edge Ruler and set Square
- Understand 2D and 3D forms using freehand construction
- Principles of geometric construction
- Aim is to encourage students to observe and evolve geometric patterns and both micro and macro levels.

Credits:	4	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-3

Unit	Topics	No. of Lectures
I	Use of tools Straight Edge Ruler and set Square , T Squares, Compasses, pencils etc . Construction will include lines, angles, polygons, derivations, curvilinear shapes.includes use of to aid geometric drawing	15
II	Drawing various kinds of straight lines, including those that connect random points. Further assignments involve the analysis of forms and objects into basic construction principles in one's mind and then using that to create an accurate representation on paper.	15
III	Depictions of 2D and 3D forms using freehand construction techniques while encouraging them to look at forms in a critical, deconstructive manner.	15
IV	Use of isometric grids and architectonic explorations will help students strengthen their analytical drawing skills further. Introduced to the concept of the Fibonacci series, the golden ratio, divine proportions etc Exploring straight lines with variations in weight. Connecting points in space. Making cubes, ellipses, cylinders & spheres freehand, using analytical methods. Making revolved forms based on a defined side profile (bottles, vessels). Representing thickness and flanges; Adding details like handles, spouts. Isometric grids and architectonic forms. Proportional transformation of form based on grids.	15

	Analyzing complex forms into basic geometry and then 'constructing' them freehand . Additive and subtractive forms in drawing analytically.	

Suggested Readings:

1. Design Drawing by Francis D. K. Ching and Steven P. Juroszek, Wiley
2. Freehand Drawing For Architects and Interior Designers by Magali Delgado Yanes
3. Perspective and Sketching for Designers by Jessica Newman
4. Geometry of Design: Studies in Proportion and Composition by Kimberly Elam
5. Shell foundations: geometry, analysis, design and construction by N. P. Kurian
6 .Geometry of construction by T.B. Nichols and Norman Keep

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	First	**Semester:**	First
Subject: Design					
Course Code:	DNC103	**Course Title:**	Color & Composition		

Course Outcomes:

The student at the completion of the course will be able to:

- Understand Elements & Principles of Design
- Understand Color Theory
- Understand Gestalt Theory
- Translation of the abstract into 2D Form

Credits:	4	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-4

Unit	Topics	No. of Lectures
I	Basic dot, transforming to a line, shapes and other two dimensional manifestations like patterns and texture. The emphasis will be on two dimensional (2D) exploration. Form exploration will include geometric and organic forms though the two will be differentiated and taught to explore and express abstract concepts with the use of basic forms.	15
II	Creating patterns & textures using basic forms will also be explored. It will be important to build sensitivity to use of elements in terms of shape, number, size, proportion etc. White space as a design tool will be explored and employed to achieve visual equilibrium. Movement in 2D	20

	form is also to be studied through a single representation and through multiple panels.	
III	Color theory (value, shade, hue etc), creation of color variation (additive, subtractive etc), various color wheels and their derivatives (complimentary, triads etc) color scales, color interaction etc.	20
IV	Gestalt theory and its principles-Principle of proximity. Principle of closure, Principle of similarity, Principle of continuity.Principles of perception,Principle of organization, Principle of symmetry, its use in visual communication.	20
V	Composition Principles- Balance, contrast, Emphasis, movement, pattern, rhythm, unity/variety. Rule of third, golden section, golden triangle, golden spiral.	15

Suggested Readings:

1. Design Basics by David A. Lauer and Stephen Pentak
2. Design Element : Understanding the rules and knowing when to break them by Timothy Samara
3. Elements of Design: Form & Color by HK Vyas
4. Color, Form and Shape by Birren
5. Goethe's Theory of Colors by Johann Wolfgang von Goethe
6. Color Interaction with a Three Dimensional Form by HK Vyas
7. Color: A Workshop for Artists and Designers by David Hornung

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	First	**Semester:**	First
Subject: Design					
Course Code:	DNG101	**Course Title:**	Materials & Workshop Skills		

Course Outcomes:

The student at the completion of the course will be able to:

- Exploring the use of materials.
- Understand material properties.
- Materials explored will include Plaster of Paris, Wood, Metal Sheet and Polystyrene & Acrylic.
- Use of Hand tools.
- Transform material properties into function.

Credits:	4	Core
Max. Marks:	100	Min. Passing Marks: 30

Total No. of Lectures-Tutorials-Practical (in hours per week):	L-T-P:	1-0-3

Unit	Topics	No. of Lectures
I	Use of hand tools. Material study like wood,plaster of paris, metal sheet, Cement, Polystyrene, Acrylic sheet etc.	15
II	Exploring the use of materials as per their innate properties and functions derived from them. Materials explored will include Plaster of Paris, Wood, Metal sheet, Polystyrene, Acrylic etc .	15
III	Theoretical aspects of these materials and explore practical aspects like physical properties, weathering, manipulation etc.	15
IV	Explore new form and functions using materials in combination and alone.	15

Suggested Readings:

1. Carpentry for Beginner- Charles Harold Hayward
2. Plaster of Paris: Techniques from scratch paperback by Reid Harvey
3. Understanding wood: A craftsman's guide to wood technology by R Bruce Hoadly
4. Exquisite modular origami by Meenakshi Mukerji
5. Ornamental origami: Exploring 3D geometric design

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	Year:	First	Semester:	First

Subject: Design

Course Code:	DNS101	Course Title:	Creative Thinking

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the role of creativity and innovation in your own work and in other disciplines.
- Understand the importance of diverse ideas, and to convey that understanding to others.

Credits:	2	Core
Max. Marks:	100	Min. Passing Marks: 30

Total No. of Lectures-Tutorials-Practical (in hours per week):	L-T-P:	2-0-0

Unit	Topics	No. of Lectures
I	Introduction to design thinking. The five stages of design thinking Stage 1: Empathize—Research Your Users' Needs.	10

	Stage 2: Define—State Your Users' Needs and Problems. Stage 3: Ideate—Challenge Assumptions and Create Ideas. Stage 4: Prototype—Start to Create Solutions. Stage 5: Test—Try Your Solutions Out.	
II	How to improve creative thinking. Random Input; Problem Reversal; Ask Questions; Applied Imagination - Question Summary; Lateral Thinking; Six Thinking Hats; The Discontinuity Principle; Checklists; Brainstorming; Forced Relationships/Analogy; Attribute Listing; Morphological Analysis; Imitation; Mindmapping; Storyboarding;Synectics; Metaphorical thinking; Lotus Blossom Technique.	15
III	Aids and barriers to creativity.	5

Suggested Readings:	
1. The Art of Creative Thinking : Rod Judkins 2. The 4 lenses of innovation; a power tool for creative thinking : Rowan Gibson 3. Techniques for Creative Thinking; Robert Harris 4. The Do It Yourself Lobotomy : Tom Monahan	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

SECOND SEMESTER

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	First	**Semester:**	Second
Subject: Design					
Course Code:	DNC 154	**Course**	Digital Sketching		
Course Outcomes					
The student at the completion of the course will be able to: 1. Understanding of digital drawing tools 2. Basic and advanced Drawing skills 3. Understanding of layers and composition					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-P-T:**	1-0-3		

Unit	**Topics**	**No. of Lectures**

I	Overview of digital sketching, Basic digital drawing tools and software, Digital drawing basics: ellipses, spheres, etc.; values and tone; colour theory.	15
II	One and two point perspectives, above eye level below eye level, ellipses, spheres, spiral forms, and random curves	15
III	Colour medium explore-pen, watercolour alcohol marker, soft pastel,ink drawing exercise, explore different types of papers.	15
IV	Basic proportion, volume construction, muscle, human anatomy, gesture drawing, line of action, stick figure, light and shade, foreshortening, drapery, rhythm and grace	15

Suggested Readings:

1. "The Art of Digital Illustration" by Michael Burns
2. "Digital Art Masters" by 3DTotal
3. "The Digital Sketchbook" by Steve Whitaker
4. "The Sketching Handbook" by Steven Heller- A foundational guide to sketching and drawing.
5. "The Art of Sketching" by Dan Gheno: A guide to sketching and drawing for artists and designers.

This course can be opted for as an elective by the students of the following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES, ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	2nd	**Semester:**	Second
Subject: Design					
Course Code:	DNG 152	**Course Title:**	Digital Methods		

Course Outcomes

The student at the completion of the course will be able to:

1. Fundamentals of software, basic knowledge of software like Adobe Photoshop, Adobe InDesign, Adobe Illustrator.
2. Understand and use graphic software tools.
3. Understanding of layout and grid fundamentals.

Credits:	4	Skill Enhancement Course
Max. Marks:	100	Min. Passing Marks: 30

Total No. of Lectures-Tutorials-Practical (in hours per week):	L-P-T:	1-0-3

Unit	Topics	No. of Lectures
I	Introduction to design software: Adobe Creative Cloud (InDesign, Illustrator, Photoshop), Basic design principles1. Introduction to Adobe InDesign, Creating a new document in InDesign, Understanding InDesign's workspace and tools, Basic text and image editing in InDesign, Saving and exporting files in InDesign	15
II	Types of grids: single-column, multi-column, modular, and hierarchical, Grid ratios and proportions, Creating and applying grid systems in design software, Best practices for using grids in design	15
III	Layout Principles: Visual hierarchy and organization, Balance and symmetry, Contrast and emphasis, Movement and direction, Applying layout principles in design software	15
IV	Typography in Layout: Typography fundamentals: font selection, sizing, and spacing, Typography in layout: headlines, body text, and captions, Creating and applying typography styles in design software, Best practices for using typography in design	15

Suggested Readings:	
1- Grid Systems in Graphic Design" by Josef Müller-Brockmann 2. The Grid Book" by Hannah Higgins 3-Layout: The Design of the Printed Page" by Richard Hollis 4- The Elements of Typographic Style" by Robert Bringhurst	
This course can be opted as an elective by the students of the following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES, ETC.	

Programme/ Class:	Bachelor of Design (4 years)	Year:	First	Semester:	Second
Subject: Design					
Course Code:	DNC153	**Course Title:**	Geometry & Form in Space		

Course Outcomes:

The student at the completion of the course will be able to:

- Change 2D into 3D forms
- introduced to the concept of geometric and organic volumes.
- Properties of basic solids like cube, cone, pyramid, cylinder and prism
- Platonic and Archimedean solids

Credits:	4	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-4

Unit	Topics	No. of Lectures
I	Introduced to the concept of geometric and organic volumes, how to generate them and further, how to evolve them into new and original 3D forms.	15
II	Solids will be broken into surfaces, edges and apexes to understand inter relations. Properties of basic solids like cube, cone, pyramid, cylinder and prism	15
III	Platonic and Archimedean solids.	15
IV	The concept of 'duals' and truncations will be introduced and analyzed with 3D paper models.	15
V	Categorizing all known and related terms into a structural tree of geometry. Drawing precise straight lines with varying weight. Parallel lines using set-squares. Parallel curved lines, tangential curves,developing patterns using compass. Bi-section of a line with compass, Bisection of angles with compass, Proportionate division of lines with parallel lines. Perpendicular to a straight line, Parallel lines at specified distances, tangent to a circle. Progressive Circles touching each other within angles. Triangle, Square Pentagon, Hexagon and Octagon withset square and T-square with protractor for exterior angle division.	30

Suggested Readings:

1. Design Basics by David A. Lauer and Stephen Pentak
2. Design Elements: Understanding the rules and knowing when to break them by Timothy Samara
3. Universal Principles of Design by William Lidwell, Kritina Holden and Jill Butler, Rockport Publishers
4. Elements of Design: Form & Color by HK Vyas
5. Color Influencing Form by Roy Osborne
6. Color, Form and Space by Birren

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	

SWAYAM OR NPTEL COURSE TITLE HERE + LINK
Further Suggestions:
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	First	**Semester:**	Second
Subject: Design					
Course Code:	DNC152	**Course Title:**	Design Concerns		
Course Outcomes:					
The student at the completion of the course will be able to: ● A broad overview of design & creative approaches to problem solving ● Ability to inter-relate concepts					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-6		

Unit	Topics	No. of Lectures
I	A broad overview of design & creative approaches to problem solving	15
II	Study of the rationale behind design which introduces a systematic design process, an overview of the practice of design, the societal impact of design, critical issues and the relationship of design to its socio-cultural environment.	15
III	The aim will be to try and break the hold of conventional educational models and structures and encourage a more left-brain oriented approach to problem solving.	15
IV	Practice empathy in applying a human-centered approach to design techniques, such as user research, user experience, prototyping, and journey mapping	15
V	Project on solving a basic design problem from students' immediate environment, using all steps of the design process	30

Suggested Readings:
1- 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar 2- Change by Design by Tim Brown 3- Design Thinking: Process and Methods Manual by Robert Curedale 4- Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka 5- The Art Of Innovation: Success Through Innovation the IDEO Way by Tom Kelley 6- The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson &Erik Stolterman 7- The Ten Faces of Innovation by Tom Kelley

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations

Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	First	**Semester:**	Second
Subject: Design					
Course Code:	DNS151	**Course Title:**	History of Design		

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the history of design as a distinct discipline
- History of design in the West
- History of design in the Indian context

Credits:	2	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-0

Unit	Topics	No. of Lectures
I	Western Context: The chronology of design movements, from Arts & Crafts movement to postmodern design. Focus on the origins of formal design education in BauHaus. Study of design history through artifact analysis and analysis of services, interactions, policies, institutions and legal and technical systems as well as physical objects and spaces.	15
II	Exploring the design tradition in India and its uniqueness. Advent of design and design education in India. Links with handicrafts and artisans. Celebrated Indian designers.	15

Suggested Readings:

1. The India Report by Charles & Ray Eames
2. Elizabeth Cumming and Wendy Kaplan, The Arts and Crafts Movement, London: Thames and Hudson, 1991
3. Alastair Duncan, Art Nouveau, London: Thames and Hudson, 1994
4. Alastair Duncan, Art Deco, London: Thames and Hudson, 1988
5. Peter Dormer, Design Since 1945, London: Thames and Hudson, 1993
6. Richard Hollis, Graphic Design. A Concise History, London: Thames and Hudson, 1994

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

THIRD SEMESTER

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Third
Subject: Design					
Course Code:	DNC201	**Course Title:**	Introduction to Typography		
Course Outcomes:					
The student at the completion of the course will be able to: ● Fundamental of typographic principles ● Elements of typography like terminology & measurement, history and evolution of type, printing technologies.					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-3		

Unit	Topics	No. of Lectures
I	Typeface choice :- Kerning, Paragraph indication, Type size, Weight, Type on image/screen, X-height H. Capitalization, Display initials, Line length, Stance, Word emphasis M. Leading, Alignment, Text wraps, Mixing typeface, Hierarchy, Reverse text, Letter/word space, Type distortion.	15
II	Study of Typography, History, Classification, Anatomy and usage of various letterforms. Theoretical and applicable principles of communicating with letterforms. Multilingual Typography. Expressive Typography. Compositions with type.Exploration of three dimensional features of letter forms. Typography in different contexts like Books, Mailers, New media, Posters, Signages, Motion graphics etc. Study of grids and layouts.	15
III	Serifs and Sans-Serifs Types of Serifs . Type designers & Lettering artists.	15
IV	Grids in page layout and composition, Grids for lettering, One letter composition.	15

Suggested Readings:

1. Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students, Ellen Lupton
2. The Elements of Typographic Style, Robert Bringhurst
3. The Complete Manual of Typography, James Felici
4. Stop Stealing Sheep & Find Out How Type Works, Erik Spiekermann
5. Typography: Macro + Micro Aesthetics (Fundamentals of typographic design) Willi Kunz, Niggli

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations

Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Third
Subject: Design					
Course Code:	DNG 202	**Course Title:**	Photography for Documentation		
Course Outcomes:					
The student at the completion of the course will be able to: ● Master Visual Storytelling Techniques ● Learn Ethical and Contextual Documentation ● Enhance Technical and Post-Processing Skills					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-P-T:**	1-0-3		

Unit	Topics	No. of Lectures
I	Picture framing, camera angles, Tripods and their importance, types of lenses and suitability for subjects, Vantage points. Concept of bokeh and how it may be captured; Effects of light in macro photography, Magnification & reproduction ratios, True Macro Vs Close-Up, Macro Photography with regular lenses, Depth of field and shutter speed experiments, Directional light.	15
II	The importance of foreground interest and how background imagery influences photos, recommended gear and Camera techniques, Lighting and lighting equipment for indoors and outdoors.	15
III	Studio Photography: In a studio setting, considerations, tricks and light study, capturing identity and personality of objects and people.	15
IV	Photography for Narration & Documentation Purposes	10
V	Post Processing: Digital corrections in photography, Digital Dark Room Workflow.	5
Suggested Readings:		

1. Advance Photography by M. Langford 2. Applied Depth of Field by Blaker 3. Photomacrography: An introduction by W. White 4. Visual Aids and Photography in Education by Langford 5. Doing Visual Ethnography by Sarah Pink	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK Basic of Photography by Dr. Narayan Patidar | Devi Vishwavidyalaya, Indoor https://onlinecourses.swayam2.ac.in/cec19_ge02/preview	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	2nd	**Semester:**	Third
Subject: Design					
Course Code:	DNS 202	**Course Title:**	Display and Exhibition		
Course Outcomes					
The student at the completion of the course will be able to: 1. Fundamentals of exhibition design, including spatial planning, storytelling, and creating engaging visitor experiences. 2. Generate innovative design concepts tailored to specific themes, audiences, and project briefs. 3. Design and prototype exhibition layouts, integrating key elements such as graphics, lighting, materials, and interactive features.					
Credits:	2	Skill Enhancement Course			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-P-T:**	1-0-1		

Unit	Topics	No. of Lectures
I	The Design Process: Briefing, Ideation, Research, Concept Development: Narrative and theme building, zoning and layout planning, Storyboarding and Mood Boards, Prototyping Techniques: Digital and Manual	5
II	Designing Visual Elements: Graphics, Signage, Typography, Lighting Design: Functional and Aesthetic Applications, Material Selection: Properties, Sustainability, and Cost, Spatial Planning: Focal Points, Pathways, Accessibility Incorporating Technology: AR/VR, Interactive	5

	Installations	
III	Building Mockups and 3D Models, Sustainable Design Practices: Eco-Friendly Materials, Reusable Structures, Budgeting and Resource Management in Exhibition Design, Collaboration with Stakeholders: Designers, Fabricators, Clients, Troubleshooting Common Challenges in Exhibition Projects	10
IV	Creating Presentation Boards: Layouts, Graphics, Storytelling Effective Verbal and Visual Presentation Techniques, Evaluation Criteria: Aesthetics, Functionality, Visitor Experience, Feedback, and Iteration: Improving Based on Critique	10

Suggested Readings:	
1. "Exhibition Design" by David Dernie 2. "Designing Exhibitions" by Giles Velarde 3. “Exhibit Design: High Impact Solutions" by Jimmy Jiao and Chen Ling 4. "Exhibition in Museums" by Bettina Messias Carbonell 5. "The Manual of Museum Exhibitions," edited by Barry Lord and Maria Piacente	
This course can be opted for as an elective by the students of the following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES, ETC.	

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Third
Subject: Design					
Course Code:	DNE201	**Course Title:**	Illustration I		
Course Outcomes:					
The student at the completion of the course will be able to: ● Understand the basic approach to drawing and composition as a means of story-telling or information giving. ● Effectively communicate an idea, explain a concept or tell a story through pictures .					
Credits:	4	Elective			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-3		
Unit	**Topics**				**No. of Lectures**

I	Introduction to traditional Illustration, Introduction to various techniques of illustration.	15
II	Mediums Exploration like Watercolor. Charcoal, pen, Ink, oil pastels, dry Pastels, poster colors etc . Different techniques- wet on wet, underpainting, Gradients and Color Blending, Layering Watercolors, Dry Brush, Lifting Color, Watercolor Blooms etc.	15
III	Live sketching - Environmental Studies, Plants, Our Surroundings , animals, vehicles etc	15
IV	Book illustration, editorial, sequential art, concept art, character development.	15

Suggested Readings:

1. Creative illustration by Andrew loomis
2. The artist's guide to illustration
3. The Illustrators : The British art of illustration 1837-2011
4. 100 Great Children's Picture Books by Martin Salisbury
5. 4th Auction- Original Comic Art and Illustration
6. Illustration Studio- Urban Design Associates
7. Illustration: A Theoretical & Contextual Perspective by Alan Male

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Third
Subject: Design					
Course Code:	DNE203	**Course Title:**	Publication Design & Printing		

Course Outcomes:

The student at the completion of the course will be able to:

- Understand the process of printing.
- Fundamentals of page layout
- Explore Prints and posters
- Development of skills and advanced knowledge of publishing software, with emphasis on the maintenance of visual continuity in documents for publication

Credits:	4	Elective	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7

Unit	**Topics**	**No. of Lectures**

I	Publishing History, the act or process of producing (a printed work) and selling it to the public, printed work (as a book or magazine) made for sale or distribution.	15
II	Combining Type and Images, Grids, Guides, and Aligning Objects	15
III	Define advanced publishing concepts; design and produce a project; create and maintain visual continuity in a document; and demonstrate advanced levels of skill in layout, design, and production using industry standards.	15
IV	Users: Identify the user groups that your product will target. User Survey: You are free to use internet resources for user survey and field work but it is essential to speak to at least a few real users for the purpose of this project.	15
V	All aspects of its design, including the layout, format, selection of fonts, colors etc. should be incorporated into the final prototype	60

Suggested Readings:

1. Design Research: Methods and Perspectives by Brenda Laurel and Peter Lunenfeld.
2. Book Design By Andre Haslam
3. On Book Design by Richard Hendel
4. Bookmaking: Editing, Design, Production by Marshall Lee

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Third
Subject: Design					
Course Code:	DNE202	**Course Title:**	Form Derivation I		

Course Outcomes:

The student at the completion of the course will be able to:

- Introduction to principles of form and aesthetics
- Principles of two dimensional form and three dimensional form
- Generating new form and application in product design

Credits:	4	Elective	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7

Unit	Topics	No. of Lectures
I	How form can be morphed and manipulated using various criteria and methodological tools like radii manipulation, formal transition, edge	15

	treatment etc	
II	Explore how new forms can be generated, existing forms can be modified, and explore the transition phases between two distinct forms. Attributes and metaphors that can be given to forms, both in 2D and 3D.	15
III	Sketching to express ideas is essential for this module. And the sketches will be translated to models for some of the assignments.	15
IV	Material Exploration and model making will include Thermocol, MDF, polystyrene and metal wire. The use of color will be explored in the 2D models for this course.	75

Suggested Readings:	
1. Hannah, Gail Greet; Elements of Design, Princeton Architectural Press 2. Byers, Mel; The Design Encyclopedia, Publisher: John Wiley & Sons Publications 3. Lidwell, W., Holden, K., and Butler, J., Universal Principles of Design 4. Evans, P., and Thomas, M., Exploring the Elements of Design	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Third
Subject: Design					
Course Code:	DNE204	**Course Title:**	Simple Product Design		
Course Outcomes:					
The student at the completion of the course will be able to: ● Understand form derivation, ergonomics and material studies in the context of tangible products ● Designing simple products that meets user needs.					
Credits:	4	Elective			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7		

Unit	Topics	No. of Lectures
I	Users: Identify the user groups that your product will target. Study of ergonomics and human factors. User Survey: You are free to use internet resources for user survey and field work but it is essential to speak to at least a few real users for the purpose of this project.	15
II	Market Survey: What products are available in the niche that you have selected in India and abroad?	15

III	Materials: You are free to use/specify any material for your design, keeping the user in mind Processes: You are free to choose the hand-made or machine-made process, keeping the manufacturing numbers in mind.	15
IV	Model: A finished model is essential for this project. It may be a working prototype if time and workshop permit otherwise a 1:1 block model is to be made.	60
V	User Testing: It is important to try out your concept model with actual target users and document the process through relevant photographs.	15

Suggested Readings:

1. Design Research: Methods and Perspectives by Brenda Laurel and Peter Lunenfeld.
2. Research Design: Qualitative, Quantitative and Mixed Methods Approaches by CRESWELL.
3. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar.

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

FOURTH SEMESTER

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Fourth
Subject: Design					
Course Code:	DNC251	**Course Title:**	Digital 3D Modeling		
Course Outcomes:					
The student at the completion of the course will be able to: • Understand 3D Software • Learn 3D modeling, texturing, lighting, camera, rendering. • Basic animation- keyframe animation & rendering					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7		

Unit	Topics	No. of Lectures
I	Introduction to software,Modeling with Polygons, using the graphite, working with XRefs, Building simple scenes, Building complex scenes with XRefs, using assets tracking, deforming surfaces & using the mesh modifiers, modeling with patches & NURBS	15
II	3D modeling Product modeling, Object Modeling, Interior etc.	15
III	Lighting & Camera -Configuring & Aiming Cameras, camera motion blur, camera depth of field, camera tracking, using basic lights & lighting Techniques, working with advanced lighting, Light Tracing, Radiosity, video post, mental ray lighting etc.	30
IV	Animation - Creating Keyframes, Auto Keyframes, Move & Scale Keyframe on the timeline, Animating with constraints & simple controllers, animation Modifiers & complex controllers, function curves in the track view, motion mixer	30
V	Rendering with V-Ray V-ray light setup, V-ray rendering settings, HDRI Illumination, Fine-tuning shadows, Final render setting etc.	30

Suggested Readings:	
1. The animator's Survival Kit by Richard Willams 2. The Animation Book: A Complete Guide to Animated by Kit Laybourne 3. Design for 3D Printing: Scanning, Creating, Editing, Remixing, and Making in Three Dimensions by Bertier Luyt, Samuel N. Bernier, and Tatiana Reinhard	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK 1- Animations by Dr. Abhishek Kumar, Banaras Hindu University(BHU), Varanasi https://onlinecourses.swayam2.ac.in/cec20_cs08/preview 2-Graphics & Animation Development by Er. Shano Solanki, National Institute of Technical Teacher Training &	

Research, Chandigarh. https://onlinecourses.swayam2.ac.in/ntr22_ed11/preview
Further Suggestions:
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Fourth
Subject: Design					
Course Code:	DNC252/DNG251	**Course Title:**	Interaction Design A/B		
Course Outcomes:					
The student at the completion of the course will be able to: ● Basic Concepts in Human Computer Interaction. ● Basic Knowledge about principles and method of Interaction design ● Aims at imparting knowledge and furthering research into the domain of designing interactive experiences in media, products and computer design applications.					
Credits:	4/4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7		

Unit	Topics	No. of Lectures
I	Design Fundamentals This course provides an introduction to visual communication principles and design processes. User Centered Design Students will explore topics and processes of interaction design through the lens of human physiology and behavior. Projects will be developed to allow students to strengthen collaborative and design skills while integrating people's needs into the design process.Interactions, Media, Senses 1.Designing interactions for the physical, cognitive and social environments of the user. 2. Medias and co-evolution of technology Understanding design in the context of digital, time based products with data storage, connectivity, sensors, actuators and multi-modal displays. 3. Study of how people perceive, understand, use and experience interactive objects and spaces.	30
II	Design methodology for complex products, services and events: Design of integrated systems, products for future use, products to be used in groups, devices used in public places, design of multi-modal interfaces, expressive interfaces, products that enrich user experience	30
III	The course takes an interdisciplinary approach drawing upon product design, visual communication, information architecture, cognitive psychology and computer science. The focus is on working collaboratively in groups to solve design problems.	30

IV	Interaction Medias 1. Introduction to time media, video, audio, games 2. Storytelling in an interactive medium 3. Design of multi-modal, sound and conversational interfaces 4. Building interactive installations and exhibition spaces	30

Suggested Readings:

1.Beebe, James; Rapid Assessment Process; Rowman & Littlefield (2001)
2. Beyer, Hugh; Holtzblatt, Karen; Contextual Design: Defining Customer Centered Systems; Morgan Kaufmann (1997)
3.Hackos, JoAnn T.; Redish, Janice C.; User and Task Analysis for Interface Design; Wiley (1998)
4. Handwerker, W. Penn; Quick Ethnography; Altamira Press (2002)
5. Cooper, Alan; Reimann, Robert; About Face 2.0 the Essentials of Interaction Design; Wiley (2003)

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Second	**Semester:**	Second

Subject: Design

Course Code:	DNS251	**Course Title:**	Field Study I

Course Outcomes : To help students look at folk art or an informal economic activity in a holistic context and understand how representation is an important mirror of society and culture.

The student at the completion of the course will be able to:
1. Successfully work upon and build a research methodology.
2. Understand cultural, social, economic and material aspects of art forms and informal income generating activities.
3. Understand documentation and build a cohesive document on completion of the study.

Credits:	2	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	0-0-2

Unit	Topics	No. of Lectures
I	This project comprises a documentation of a subject pertaining to design, craft, culture, and related themes. The course aims to present any design research topic within a comprehensive framework, elucidating its pivotal role as a reflective lens on society and culture. The investigation is expected to encompass the cultural, social, economic, and material dimensions inherent in the chosen topic. The course additionally emphasizes the structuring of research endeavors and their articulation in a cohesive	

	manner. The ultimate deliverable is envisaged in the form of a tangible report, booklet, brochure, or equivalent format.	

Suggested Readings:

1. Crafting Indian Scripts by Jaya Jaitly and Subrata Bhowmick
2. Handmade In India By Aditi Ranjan And M.P. Ranjan
3. The Artistry of Handwork by Jaya Jaitly

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

Folk And Minor Art In India By Prof. Shatarupa Thakurta Roy, IIT Kanpur
https://onlinecourses.nptel.ac.in/noc19_hs61/preview

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Fourth
Subject: Design					
Course Code:	DNE251	**Course Title:**	Moving Graphics & Storyboarding		

Course Outcomes:

The student at the completion of the course will be able to:

- Understanding storyboarding and planning
- Basics of after Effects/Premiere keyframe concepts and principles.
- Understand Motion Graphics .

Credits:	4	Elective	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-5

Unit	Topics	No. of Lectures
I	Introduction to storyboarding as an essential tool for planning motion graphics and animation forms a part of the course. Students need to be introduced to basic components of storyboards, Rule of Thirds, Foreground, Middle Ground and Background, Developing Drawing Skills, Shot Angles etc need to be explored.	30
II	Introduction of Adobe Aftereffect, Interface like tools, file, etc	30
III	Fundamental Principles of motion graphics	30

Suggested Readings:

1. After Effects apprentice: Real world skills for the Aspiring Motion Graphics artist (Apprentice Series); Chris & Trish Meyer
2. Animated Storytelling: Simple Steps For Creating Animation Motion Graphics: Liz Blazer
3. Type in Motion: Innovations in Digital Graphics by Jeff Bellantoni & Matt Woolman .

1. 4. The Art of the Storyboard: Storyboarding for Film, TV, and Animation; John Hart 5. Professional Storyboarding: Rules of Thumb; Sergio Paez and Anson Jew	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 years)	**Year:**	Second	**Semester:**	Fourth
Subject: Design					
Course Code:	DNE252	**Course Title:**	Form Derivation II		
Course Outcomes:					
The student at the completion of the course will be able to: ● Introduction to advanced principles of form and aesthetics ● Principles of form families and house styles ● Generating new form refining existing forms					
Credits:	4	Elective			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-5		

Unit	Topics	No. of Lectures
I	Form as sculpture, to incorporate intangible attributes; Form as emotion	15
II	Understanding of house styles and key form characteristics; Form as branding	15
III	Form families and house styles	30
IV	Use of advance modeling materials and skills to generate high fidelity form models	30

Suggested Readings:

1. Gail Greet Hannah, Elements of Design, Princeton Architectural Press
2. Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, PrincetonArchitectural Press
3. Hall, Edward Twitchell; The Hidden Dimension, Publisher: Anchor Bachelard, Gaston; Jolas, Maria (Translator); The Poetics of Space, Publisher: BeaconPress; Reprint edition, 1994

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations

Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

FIFTH SEMESTER

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	First
Subject: Design					
Course Code:	DNC301	**Course Title:**	Digital Illustration		
Course Outcomes : Reinforcing Illustration Skills in digital medium.					
The student at the completion of the course will be able to: 1. Create illustrations in a digital environment and learn rendering skills. 2. Learn use of computers as a medium and as an additional tool for illustrators. 3. How to translate hand drawn items into digital products					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	0-0-6		

Unit	Topics	No. of Lectures
I	Introduction to Illustration tools, their interface, Creating a document, adjusting format, area. Understanding the basics concepts of digital illustration vis a vis manual illustration.	
II	Digital Geometry, introduction to and usage of tools to create and transform shapes. Creating Vectors : linear and curved, editing vectors, pattern creation,	
III	Using colours and text to optimize illustrations. Creating colour palettes, working with CMYK and RGB modes	
IV	Types of illustration styles, Flat illustrations, illustrations with gradients, adding volume, tracing elements, working with layers.	

Suggested Readings:

1. Digital Illustration Fundamentals: Vector, Raster, Waveform, Newmedia With Dicf, Daef And Asnmf ; Wallace Jackson; Apress
2. Digital Illustration: A Masterclass In Digital Image-Making; Lawrence Zeegen; RotoVIsion
3. Perspective Sketching: Freehand And Digital Drawing Techniques For Artists & Designers; Jorge Paricio; Rockport Publishers; Ill Edition

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	

Further Suggestions:
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	First
Subject: Design					
Course Code:	DNC302/DNG301	**Course Title:**	Space Design A/B		
Course Outcomes: efficient and economic space design understanding					
The student at the completion of the course will be able to: 1. Understand physical spaces and the importance of designing them to fit human comfort and wellness. 2. Importance of space ergonomics and sustainability in space. 3. Understand layouts, materials and budgets while working with space.					
Credits:	4/4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7		

Unit	Topics	No. of Lectures
I	Introduction to space, functions of space, defining the style of space, knowing and understanding the space and rising. Analyzing the physical and visual space and its previous conditions and influences. Understanding budgeting.	2
II	What is a functional space? Understanding layouts, making space flexible, space distribution, understanding users and objects in space. Creating moodboards, ideas and elevations. Understanding use of materials, finishes and specifications	4
III	Concept of materiality and colours, Direct and indirect light and energy saving, sustainability of space, understanding the ergonomic aspects and designing of healthy spaces for wellness and comfort.	4
IV	Planning and equipping the space, visibility and communication, temporary and permanent spaces within the space, economic valuation of space	3
V	Object selection, furniture selection and styling, Designing graphics for architectural spaces; signs, information, messages in relation with space	2

Suggested Readings:
1. Towards A New Architecture, Le Corbusier 2. Sketchup For Interior Design: 3d VIsualizing, Designing, And Space Planning, Lydia Cline 3. Space Planning Basics, Mark Karlen

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:
https://onlinecourses.nptel.ac.in/noc22_ar01/preview
Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	First
Subject: Design					
Course Code:	DNP304	**Course Title:**	Field Study II		
Course Outcomes : help students look at folk art or an informal economic activity in a holistic context and understand how representation is an important mirror of society and culture.					
The student at the completion of the course will be able to: 1. Successfully work upon and build a research methodology. 2. Understand cultural, social, economic and material aspects of art forms and informal income generating activities. 3. Understand documentation and build a cohesive document on completion of the study.					
Credits:	6	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	0-0-4		

Unit	**Topics**	**No. of Lectures**
I	This project is a documentation of a design, craft, culture etc. related topic. This will help you to look at any design research topic in a holistic context and understand how it is an important mirror of society and culture. The study should include cultural, social, economic and material aspects of the selected topic. The course is also about structuring research and putting it across in a coherent manner. The final output should be in the form of a tangible report, booklet, brochure etc.	

Suggested Readings:
1. Crafting Indian Scripts by Jaya Jaitly and Subrata Bhowmick 2. Handmade In India By Aditi Ranjan And M.P. Ranjan 3. The Artistry of Handwork by Jaya Jaitly

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:
Folk And Minor Art In India By Prof. Shatarupa Thakurta Roy, IIT Kanpur https://onlinecourses.nptel.ac.in/noc19_hs61/preview
Further Suggestions:
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	First
Subject: Design					

Course Code:	DNE301	Course Title:	Design for Immersive Media

Course Outcomes

The student at the completion of the course will be able to:

1. Basic understanding of AR / VR and transmedia technologies
2. Understanding of hardware and software components of immersive media
3. Deliver basic designs for immersive environments

Credits:	4	Elective	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		L-T-P:	1-0-5

Unit	Topics	No. of Lectures
I	History & Development of Immersive Media. Multimedia narratives. Social Media and online reading revival, On demand TV and binge watching revolution. Audio immersions, revival of radios and podcast. Content marketing and immersive transmedia storytelling.	5
II	Understanding AR / VR /MR , stereoscopic displays, motion tracking hardware, input devices and computing platforms, VR applications, VR hardware, Case study Oculus Rift and google cardboard. Web VR. Case studies.	5
III	Scope of usage of immersive media in industries like automotive, healthcare, tourism and real estate.	5
IV	Design Project for immersive media	75

Suggested Readings:

1. Immersive Longform Storytelling: Media, Technology, Audience By David Dowling
2. Cases On Immersive VIrtual Reality Techniques (Advances In Multimedia And Interactive Technologies) By Kenneth C C Yang
3. Learning Virtual Reality; Tony Parisi; O'Reilly Media, Inc 2015

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

Media Content Production on Multiple Platforms By Krishna Sankar Kusuma, Jamia Millia Islamia
https://onlinecourses.swayam2.ac.in/cec20_ge32/preview

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	Year:	Third	Semester:	First

Subject: Design

Course Code:	DNE302	Course Title:	Advanced Prototyping

Course Outcomes

The student at the completion of the course will be able to:

1. Understand methods and ways of prototyping for creating products.
2. Understand materials and their usage in prototyping and deciding how best they can be used to simulate a real life product with them.
3. Create a prototype that either looks, feels or functions like the original product.

Credits:	4	Elective	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-5

Unit	Topics	No. of Lectures
I	Prototyping Basics; Understanding different kinds of models and their applications	3
II	Principles and choices for model making, workflow, space, tools. Understanding materials for prototyping such as paper, foam, polystyrene, thermoplastics, polyurethane, clay, wood	5
III	Modeling Concepts, Types Of Prototypes, Prototyping Cycles, Soft Prototypes, 3d Quick Models, Paper And Quick Mock Up Models, Principle Models	5
IV	Understanding realistic finishes in prototyping through the use of putty and fillers, coatings, plating, paints etc.	2

Suggested Readings:

1. Prototype To Product; Alan Cohen
2. Prototyping and Modelmaking for Product Design, Bjarki Hallgrimsson; Laurence King Publishing Ltd

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

Electronics equipment integration and Prototype building By Prof. N.V.Chalapathi Rao, IISc Bangalore
https://onlinecourses.nptel.ac.in/noc22_ee25/preview

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

SIXTH SEMESTER

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	Second
Subject: Design					
Course Code:	DNC351	**Course Title:**	Packaging Design		
Course Outcomes					

The student at the completion of the course will be able to:

1. Understanding of what goes in packaging design.
2. Understand the importance of packaging innovation on the lines of creating environmentally friendly and sustainable packaging.
3. Ability to create packaging prototypes along with the visual component utilizing graphic design inputs.

Credits:	4	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-5

Unit	Topics	No. of Lectures
I	What is packaging, packaging types, packaging dynamics, Brand manifestation & product differentiation,	2
II	Concept Creation, Structural Generation And VIsual Component Of Packaging, Packaging Study And Analysis, Structural Design, cartons, bottles, tubes, can, tubs & jars, blister packs, gift packs, innovative forms.	6
III	Typography & graphic selection, surface graphics, information layout and hierarchy, language, photography, illustrations and colours, finishes and effects	6
IV	Packaging sustainability, environmental considerations	1

Suggested Readings:

1. What is packaging design, Giles Calver, RotoVision SA, 2004
2. Packaging Design by Bill Stewart; Laurence King Publishing
3. Packaging Design Strategy by Bill Stewart; CRC Press

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	Second
Subject: Design					
Course Code:	DNP351	**Course Title:**	Portfolio Building		

Course Outcomes

The student at the completion of the course will be able to:

1. Learn to present their work effectively and efficiently to prospective clients and employers.
2. Learn to organize and present their work, brand themselves and present their work across media.
3. Create their own portfolio.

Credits:	6	Core
Max. Marks:	100	Min. Passing Marks: 30

Total No. of Lectures-Tutorials-Practical (in hours per week):	L-T-P:	0-0-4

Unit	Topics	No. of Lectures
I	Compilation of all work done so far that demonstrates student's skills and abilities comprehensively in an appropriate digital format, web based or otherwise. Course should include effective documentation of design projects, studio photography of final prototypes, effective copy, building a consistent visual and narrative style etc.	

Suggested Readings:

1. My Graphic DNA; Portfolio Design & Self- Promotion; by Wang Shaoqiang; Promopress
2. Drawing for Product Designers (Portfolio Skills: Product Design) by Kevin Henry; Laurence King Publishing

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	Year:	Third	Semester:	Second

Subject: Design

Course Code:	DNC352/DNG351	Course Title:	Identity Design A/B

Course Outcomes

The student at the completion of the course will be able to:

1. Develop understanding of Brands & Brand Identity Design.
2. Understand how to approach and develop branding and collaterals.

Credits:	4/4	Core
Max. Marks:	100	Min. Passing Marks: 30

Total No. of Lectures-Tutorials-Practical (in hours per week):	L-T-P:	1-0-7

Unit	Topics	No. of Lectures
I	What is Branding and why is it important?	2
II	Costing of Branding, Planning & Timescales	3
III	Immersion & Discovery, Brand Purpose, Understanding your audience, Brand Brief	4
IV	Design road map, Logo's role in identity, finding your type, brand colors, custom iconography	4

V	Business Stationery, Packaging Design & Print	2
Suggested Readings:		
1. Branding and Product Design; An Integrated Perspective; Monika Hestad 2. Designing Brand Identity: An Essential Guide for the Whole Branding Team by Alina Wheeler; John Wiley & Sons 3. Logo Design Love: A Guide to Creating Iconic Brand Identities; David Airey; New Riders; 2010		
This course can be opted as an elective by the students of following subjects:		Open for all
Suggested Continuous Evaluation Methods:		Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.		Open for all
Suggested equivalent online courses:		
Brand Management By Preeti Krishnan Lyndem, Indian Institute Of Management Bangalorehttps://onlinecourses.swayam2.ac.in/imb19_mg04/preview		
Further Suggestions:		
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.		

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	Second
Subject: Design					
Course Code:	DNE351	**Course Title:**	Introduction to Film & Script Writing		
Course Outcomes					
The student at the completion of the course will be able to: 1. Understanding Of Scriptwriting And Video. 2. Creating A Screenplay. 3. Write a screenplay for and create and edit a short film.					
Credits:	4	Elective			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-5		

Unit	Topics	No. of Lectures
I	Basic Storytelling, What makes a good story well told, division into three acts, The world of the story, Objective & subjective drama	3
II	Screenwriting tools, Protagonist and objective, conflict, obstacles, premise and opening, theme, unity, exposition, characterization, development of story, preparation and aftermath, plausibility, dialogue, visuals	3
III	Dramatic scenes, Rewriting, Dramatic Irony, Elements of the future and advertising, Stage Vs. Screen	3
IV	Planning the project, Previsualization & storyboarding, choosing videotape format, Choosing equipment & camera, Lighting and art direction, Production sound	3
V	Editing hardware, Sound editing and colour corrections, Titling and simple compositions, Rotoscoping and compositing	3

Suggested Readings:	
1. Digital Filmmaking By Mike Figgis; Faber & Faber 2. Screenplay: The Foundations Of Screenwriting By Syd Field; Rhus 3. The tools for screenwriting; David Howard & Edward Marbley; St. Martin's Press, 1993	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Third	**Semester:**	Second
Subject: Design					
Course Code:	DNE352	**Course Title:**	Complex Product Design		
Course Outcomes					
The student at the completion of the course will be able to: 1. Design technically complex products with sound demonstration of design skills as well as dealing with technical complexity 2. Integrate knowledge of manufacturing systems into product design 3. Understand market and customer requirements and translate them into a comprehensive design brief					
Credits:	4	Elective			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-5		

Unit	Topics	No. of Lectures
I	Introduction to Product Design and Development, Product Design Steps and Product Analysis, Profit Consideration, Value Engineering (History, Concept and Definitions), Value Engineering vs. Cost Cutting.	2
II	Creative Thinking, Problem Identification and VEJP, Types of Product Functions, Functional Analysis, Functional Analysis System Technique.	2
III	Function-Cost Relationship – I, Function-Cost Relationship - II, VE Applications in Product Design, VE Tools and Techniques – I, VE Tools and Techniques – II, Behavioral Roadblocks	3
IV	Industrial Design and Product Design, Types of products ID as per ICSID and WIPO, Product Conceptualisation, Physical simulation of a small system	4
V	Gumstix, Beagle, Raqsberrypi, Arduino, Kit application. Adaption for I/O, Application of CAD tools (dessault, Siemens. Autodesk, McNeil), specifics of Design for production scale-up, Connectors and wiring, Integration and Validation	4
Suggested Readings:		

1. Lawrence D. Miles; “Techniques of Value Analysis and Engineering”, 2nd Edition, McGraw-Hill Book Company, Inc. New York. 2. Larry W. Zimmerman, Glen D. Hart; “Value Engineering”, Reprint 1999, CBS Publishers and Distributors, New Delhi 3. A. K. Chitale and R. C. Gupta, “Product Design and Manufacturing”, 3rd Edition, Prentice-Hall of India.	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
Product Design Using Value Engineering By Prof.Inderdeep Singh, IIT Roorkee https://onlinecourses.nptel.ac.in/noc19_me51/preview	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

SEVENTH SEMESTER

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Fourth	**Semester:**	First
Subject: Design					
Course Code:	DNP401	**Course Title:**	Internship		
Course Outcomes					
The student at the completion of the course will be able to: 1. Learn about the industry and its culture. 2. Understand teamwork and working with different units of an institution. 3. Real time exposure to working in a design studio.					
Credits:	6	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	0-0-6		
Unit	**Topics**				**No. of Lectures**
I	During the internship students should learn the real world skills to be able to develop an individual career plan, create a resume and successfully interview for a job, demonstrate employability skills; including safely and competently working in a design department or design firm. Students will be required to maintain a work log and write a final report.				
Suggested Readings:					
This course can be opted as an elective by the students of following subjects:					Open for all

Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Fourth	**Semester:**	First
Subject: Design					
Course Code:	DNC402/DNG401	**Course Title:**	Social Design A/B		
Course Outcomes					
The student at the completion of the course will be able to: 1. Understand the importance of participation of each stakeholder in design. 2. Create a project based on in-depth analysis via participation of local populace in a rural community.					
Credits:	4/4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	1-0-7		

Unit	Topics	No. of Lectures
I	Participatory Rural Appraisal and Community Based Participatory Research, Introductions.	4
II	Tools for Participation, Transects, participatory mapping, mobility maps, resource maps, cultural maps, health maps, literacy maps, seasonal calendars, timelines	6
III	Creation and execution of participatory toolkits and other research tools; Data collection and analysis in participatory design	5
IV	Delivery of Design Project	

Suggested Readings:

1. Participatory Rural Appraisal: Principles, Methods and Application; N. Narayanasamy;
2. Community-Based Participatory Research for Health: From Process to Outcomes; Meredith Minkler and Nina Wallerstein; 2003
3. Participatory Design for Learning: Perspectives from Practice and Research; Betsy DiSalvo, Elizabeth Bonsignore, Carl DiSalvo, Jason Yip; 2017

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	

Development Research Methods By Prof. Rajshree Bedamatta, IIT Guwahati https://onlinecourses.nptel.ac.in/noc19_hs59/preview
Further Suggestions:
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Fourth	**Semester:**	First
Subject: Design					
Course Code:	DNC401	**Course Title:**	Design Management & Entrepreneurship		

Course Outcomes

The student at the completion of the course will be able to:

1. Understand aspects of the business of design.
2. Gauge what makes a design profitable. Understand strategies of production and scaling.
3. Recognize types of intellectual property and its application and importance in design.

Credits:	4	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-4

Unit	Topics	No. of Lectures
I	Introduction To Design Management. Design Thinking. What Is Design Thinking? How Design Thinking Is About More Than Style	5
II	Customer Profiling &; Value Mapping; Identifying Challenges &; Gathering Data; Making Sense Of Your Data.	8
III	Designing & Design Control – Prototyping; Understanding Customers & Making Choices; Finding The Right Business Model, Testing & Creating Alignment; Measuring & Monitoring; Reinventing.	8
IV	Customer Co Creation & Learning Launch; Leading Growth & Innovation In Your Organization	7
V	Intellectual Property, Definition; Copyright, Patent & Trademarks; Other Iprs (Geographical Indications, Plant Varieties, Designs, Trade Secrets, Traditional Knowledge & Traditional Cultural Expression)	2

Suggested Readings:

1. Design Management: Using Design To Build Brand Value And Corporate Innovation - Brigitte Borja De Mozota
2. The Fundamentals Of Design Management – Kathryn Best
3. Design Thinking: Integrating Innovation, Customer Experience, And Brand Value - Thomas Lockwood

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:
Further Suggestions:
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

Programme/ Class:	Bachelor of Design (4 Years)	Year:	Fourth	Semester:	First
Subject: Design					
Course Code:	DNE 401	**Course Title:**	Copy Writing		
Course Outcomes					
The student at the completion of the course will be able to: 1. Understand the importance of copy in executing good design communication 2. Support design work with the use of effective copy					
Credits:	4	Elective			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-0		

Unit	Topics	No. of Lectures
I	Elements Of Copywriting; Aim, Features, Strategy, Benefits, Audience, Reaction	6
II	Creating Marketing Communications Messages; Basics Of Strategy Development, Creative Thinking And Marketing Communications Tools	8
III	Understanding the process; understanding what works; Creation Of Advertising Messages For Both Print And Electronic Media	8
IV	Utilizing your copywriting skills, Creating your own copy	8

Suggested Readings:	
1. Writing And Script A Very Short Introduction And Andrew Robinson 2. The Copywriter's Handbook: A Step-By-Step Guide To Writing Copy That Sells By Robert W. Bly 3. The Adweek Copywriting Handbook; Joseph Sugarman; John Wiley & Sons, Inc.,2007	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 Years)	Year:	Fourth	Semester:	First
Subject: Design					
Course Code:	DNE402	**Course Title:**	Electricals & Electronics		
Course Outcomes					
The student at the completion of the course will be able to: 1. To Make Students Understand Critical Non-Ideal Effects In Electronic Devices and Systems And How To Address Such Effects 2. Enabling Them To Design And Construct Physical electronic Circuits That Operate As Desired.					

Credits:	4	Elective	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	2-0-2

Unit	Topics	No. of Lectures
I	Basic definitions of Charge, Voltage, Current, Power, Energy	4
II	Resistor(R), Ohm's Law, Ideal Sources, Internal Resistance Of Voltage And Current Sources, Energy transfer, resistor Dissipation	10
III	Circuit Laws, Series And Parallel Connections, Analysis Of Circuits, Utility and Power,	10
IV	Capacitors, Magnetic Fields, and Transformers, Capacitance in space, Magnetic field, Magnetic circuit, Transfer Action	6
V	Delivery of a design project using learnings from the course	

Suggested Readings:

1. THE FIELDS OF ELECTRONICS, Understanding Electronics Using Basic Physics; Ralph Morrison, JOHN WILEY & SONS, INC. 2002
2. Basic Electronics; Charles Taylor; Global Media; 2007

This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all

Suggested equivalent online courses:

SWAYAM OR NPTEL COURSE TITLE HERE + LINK

Further Suggestions:

ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.

EIGHTH SEMESTER

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Fourth	**Semester:**	First
Subject: Design					
Course Code:	DNP451	**Course Title:**	Design Dissertation		

Course Outcomes

The student at the completion of the course will be able to:

- Plan and execute a design project that deals with systems
- Plan and design modular solutions that can be customized

Credits:	18	Core	
Max. Marks:	100	Min. Passing Marks: 30	
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	0-0-22

Unit	Topics	No. of Lectures

I	The Design Thesis Project is meant to be a final execution of the Design Process under the guidance of academic & professional mentors. It is a demonstration of both, the understanding of inputs received during 7 semesters of education and also, the preparedness to independently execute design projects. **Procedure** ➔ Submission of Thesis Project Proposal to SOD Design Mentor ➔ Approval of Thesis Project Proposal by SOD ➔ Commencement of Thesis Project (Approximately 4 months) ➔ 1st Compulsory Guide Visit (Within 4-6 weeks of Project Start) ➔ Submission of 3 copies of Project Documentation to SOD ➔ Intimation of Colloquium Date by SOD ➔ Colloquium Jury	330

Suggested Readings:	
1. 101 Design Methods: A Structured Approach for Driving Innovation in Your Organization by Vijay Kumar 2. Design Thinking: Process and Methods Manual by Robert Curedale 3. Solving Problems with Design Thinking - Ten Stories of What Works by Jeanne Liedtka 4. The Design Way: Intentional Change in an Unpredictable World by Harold G. Nelson & Erik Stolterman	
This course can be opted as an elective by the students of following subjects:	Open for all
Suggested Continuous Evaluation Methods:	Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.	Open for all
Suggested equivalent online courses:	
SWAYAM OR NPTEL COURSE TITLE HERE + LINK	
Further Suggestions:	
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.	

Programme/ Class:	Bachelor of Design (4 Years)	**Year:**	Fourth	**Semester:**	Second
Subject: Design					
Course Code:	DNC451	**Course Title:**	Colloquium		
Course Outcomes					
The student at the completion of the course will be able to: ● Present their Project in a professional manner as is expected in the industry ● Should be able to communicate the salient points of their design process					
Credits:	4	Core			
Max. Marks:	100	Min. Passing Marks: 30			
Total No. of Lectures-Tutorials-Practical (in hours per week):		**L-T-P:**	0-0-4		

Unit	Topics	No. of Lectures
I	A formal presentation of the Thesis Project in the form of an exhibit: may be in the form of a series of panels, supported by a slide presentation and verbal presentation. Should be able to pick the salient points of the design process that are crucial in communicating the project to a panel, and represent them in the most effective way. Students will also answer	60

	questions in a Viva Voce.	
Suggested Readings:		
1. Anderson, Chris. TED Talks: The official TED guide to public speaking: Tips and tricks for giving unforgettable speeches and presentations. Hachette UK 2. Van Emden, Joan, and Lucinda Becker. Presentation skills for students. Macmillan International Higher Education 3. Mandel, Steve. Effective presentation skills. Crisp Publications		
This course can be opted as an elective by the students of following subjects:		Open for all
Suggested Continuous Evaluation Methods:		Assignment Submissions, Class Reviews & Presentations
Course prerequisites: To study this course, a student must have had this subject in class/12th/certificate/diploma.		Open for all
Suggested equivalent online courses:		
SWAYAM OR NPTEL COURSE TITLE HERE + LINK		
Further Suggestions:		
ANY COURSE SPECIFIC OBSERVATION IN TERMS OF OUTCOMES/SUBMISSION/REVIEW/CONNECTION TO OTHER COURSES ETC.		