



PCET's  
Pimpri  
Chinchwad  
University, Pune

Learn | Grow | Achieve

Pimpri Chinchwad Education Trust's  
**Pimpri Chinchwad University**

**SCHOOL OF DESIGN**

(Established under Maharashtra Act No V of 2023)  
Sate, Pune - 412 106. Maharashtra, India

**BACHELOR OF DESIGN  
(2024 PATTERN)**



**EFFECTIVE FROM 2024-25 ACADEMIC YEAR**

Pimpri Chinchwad Education Trust's  
**Pimpri Chinchwad University**  
Sate, Pune - 412106

**Curriculum Structure**  
**Bachelor of Design**  
Pune Design School



**Effective from Academic Year 2024-25**

## Program Structure

### **Preamble:**

India has a long history of welcoming visitors with open arms, making it recognised as a typically hospitable nation. Hospitality is known to be the very essence of India. The hospitality sector offers a wide range of professional options at different levels and requires a variety of talents, and it makes a considerable contribution to the economies of India and many other nations.

The goal of Pimpri Chinchwad University's Bachelor of Design is to provide students with a solid intellectual foundation. Their ability to develop strategic business insight, make moral decisions, and adopt a sustainable worldview is empowered by the curriculum. In essence, the programme aims to create leaders who can proactively implement business strategies that pursue the economic well-being of all stakeholders while considering the welfare of the people and impact on the planet. The foundational information and abilities offered in this undergraduate degree programme are crucial for students to succeed in creative roles and be responsible citizens in the future. A key component of the curriculum is the student's holistic development. The B.Des program is Ideal for students who wish to start a career in Design, management, or entrepreneurship soon after graduation.

### **Vision and Mission of Programme:**

#### **Vision**

The vision of the Pune Design School is to be recognized for leadership in the discipline and the profession by advancing design excellence in an evolving global ecosystem, promoting human values and well being, and inculcating responsibility to society, the environment, and the profession.

#### **Mission**

- To offer future leaders with academic and research excellence to succeed in today's dynamic Design Environment as successful managers and entrepreneurs.
- To Improve and Enhance the Educational Experience.
- To Cultivate a Culture of Research, Scholarship and Creative Activities
- To Grow a Comprehensive and Balanced Student community and Faculty
- To Advance Industry, Professional, Community and University Partners

**Programme Educational Objectives:**

1. Develop research methodologies to investigate and identify design focused interventions.
2. Develop critical thinking and ability to create innovative solutions.
3. Exhibit proficiency in practices that employ media, materials & emerging technologies.
4. Ability to demonstrate digital & analogue competence to present ideas.
5. Develop entrepreneurial approach to create strategic design solutions.





**Programme Outcomes (POs):**

The Graduates will be able to:

1. **Research Mindset:** Evolving a research-oriented mindset as an approach to undertake design solutions.
2. **Critical & Design Thinking:** Capacity to apply and effectively problem-solve in an unstructured, unfamiliar and complex context.
3. **Material Sensibility:** Demonstrate advanced sensibilities to analyse attributes and applicability of materials.
4. **Emerging Technology Practice:** Demonstrate curiosity and intention of practice in the domain of emerging technologies that engender innovation in the industry.
5. **Analog & Digital Competency:** Demonstrate competency in a range of analog and digital skills for creativity and communication.
6. **Strategic Design Disposition:** Illustrate critical understanding of impact of design interventions on micro & macro environments.
7. **Entrepreneurial Attitude:** Display of professionalism, enterprise, teamwork and collaboration as an approach and attitude towards entrepreneurship.

**Programme Specific Outcomes (PSOs):**

1. Using a structured thought process and design development process, ability to design Products that create business value, serve individual and societal needs while considering environmental impact
2. Ability to create innovative solutions which are desirable to the user, technically feasible and commercially viable.
3. Ability to develop concepts through cycles of research and concept progression while integrating all relevant issues in a given context through several stages of design development and form building.
4. Develop an understanding of the human- centered focus of design and knowledge of functionality based on human factors and ergonomics.
5. Ability to identify consumer needs through understanding of values, cultures, behavioral norms, social patterns, demographics, trends and future scenarios.
6. Ability to develop a personal learning style, observe and evaluate own learning, diagnose own learning needs to serve the purpose of self and life-long learning.
7. Ability to work in a professional manner with the knowledge of design management in a collaborative, team environment, honoring timelines and ethical considerations.

## INDEX

Sr. No.	Content	Pg. No.
1.	Curriculum Framework	1
2.	List of Electives. Open Electives, Life Skill	7
3.	Course Code Nomenclature (Temporary)	8





### Curriculum Framework for B. Des ( 4 years )

Sr. No.	Type of course	Abbreviations
1	Major	PCC
2	Elective (Minor Stream/Vocational/Programme Specific)	MIN
3	Multidisciplinary / Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Value Added Courses	VAC
7	Summer Internship	INTR
8	Internship	INTR
9	Project	PROJ

Sr. No.	Type of course	No. of Courses	Total Credits	
			No	%
1	Programme Core Credit	38	102	63.75
2	Minor Stream/Vocational/Programme Specific	5	10	6.25
3	Multidisciplinary / Open Electives	3	9	5.62
4	Ability Enhancement Courses	10	5	3.12
5	Skill Enhancement Courses	6	14	8.75
6	Value Added Courses	4	4	2.5
7	Internship	1	4	2.5
8	Project	1	12	7.5
	Total	68	160	100.0



### COURSE DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Courses/Semester								Total
		1	2	3	4	5	6	7	8	
1	Programme Core Credit	4	4	4	6	6	6	4	3	38
2	Minor Stream/Vocational/Programme Specific	0	0	0	1	1	1	1	1	5
3	Open Electives	1	1	1						3
4	Ability Enhancement Courses	1	1	2	2	2	2			10
5	Skill Enhancement Courses	1	1	1	1	1	1			6
6	Value Added Courses	1	1	0	0	1	1			4
7	Internship							1		1
8	Project								1	1
Total										68





# MINOR COURSES

## ***Minor Course Curriculum***

### **Preamble:**

The Minor Courses offered at Pimpri Chinchwad University are designed to equip students with practical skills and diverse perspectives to thrive in the modern world. Through minors focused on data analysis, environmental sustainability, digital media, and cyber-security, students gain experience and interdisciplinary knowledge. These minors encourage versatility, adaptability, and the ability to leverage technology to solve complex problems. Students explore subjects outside their primary focus, develop complementary abilities, and gain a deeper appreciation for diverse cultures and perspectives.

### ***Vision:***

To be a leading university inspiring academic and personal growth and transforming lives

### ***Mission:***

- To foster academic excellence, innovation and social responsibility by providing a holistic and inclusive learning ecosystem.
- To prepare students to be responsible ethical global citizens and leaders through industry-relevant curriculum, international exposure and skill development.
- To imbibe research and entrepreneurship aptitude among students
- To help and facilitate the students Learn, Grow, and achieve their full potential.

### **Program Outcomes**

#### **Programme Outcomes (POs):**

**PO 1:** Engineering knowledge: Apply the knowledge of mathematics, science, engineering fundamentals, and an engineering specialization to the solution of complex engineering problems.

**PO2:** Problem analysis: Identify, formulate, review research literature, and analyze complex engineering problems reaching substantiated conclusions using first principles of mathematics, natural sciences, and engineering sciences.

**PO3:** Design/development of solutions: Design solutions for complex engineering problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

**PO4:** Conduct investigations of complex problems: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

**PO5:** Modern tool usage: Create, select, and apply appropriate techniques, resources, and modern engineering and IT tools including prediction and modelling to complex engineering activities with an understanding of the limitations.

**PO6:** The engineer and society: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional engineering practice.

**PO7:** Environment and sustainability: Understand the impact of the professional engineering solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

**PO8:** Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the engineering practice.

**PO9:** Individual and team work: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

**PO10:** Communication: Communicate effectively on complex engineering activities with the engineering community and with society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, and give and receive clear instructions.

**PO11:** Project management and finance: Demonstrate knowledge and understanding of the engineering and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

**PO12:** Life-long learning: Recognize the need for, and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

## Course Structure

### List of Minor Courses

#### Web Development (WD)

Offering School: School of Engineering & Technology (ET)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETWD101	WD Minor1: Introduction of HTML	# II/ *IV	2	2	20	30
UETWD102	WD Minor2: Getting started with JavaScript	# III/ *V	2	2	20	30
UETWD103	WD Minor3: Server-side Programming with Node.js	# IV/*VI	2	2	20	30
UETWD104	WD Minor4: Front-end Development with React & Type Script	# V/*VII	2	2	20	30
UETWD105	WD Minor5: back-end frameworks - Django, Ruby on Rails,	# VI/*VIII	2	2	20	30

#### Robotics Process Automation (RP)

Offering School: School of Engineering & Technology (ET)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETRP101	RP Minor1: Basics of Robotics Process Automation	# II/ *IV	2	2	20	30
UETRP102	RP Minor2: Fundamentals of RPA Business Analysis	# III/ *V	2	2	20	30
UETRP103	RP Minor3: Automation Techniques in RPA	# IV/*VI	2	2	20	30
UETRP104	RP Minor4: Future of RPA with Business Automation	# V/*VII	2	2	20	30
UETRP105	RP Minor5: RPA Tool	# VI/*VIII	2	2	20	30

#### Artificial intelligence & Machine Learning (ML)

Offering School: School of Engineering & Technology (ET)

Sr.no	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETML101	ML Minor1: Artificial Intelligence	# II/ *IV	2	2	20	30
UETML102	ML Minor2: Machine Learning	# III/ *V	2	2	20	30
UETML103	ML Minor3: Natural Language Processing	# IV/*VI	2	2	20	30
UETML104	ML Minor4: Optimization Techniques	# V/*VII	2	2	20	30



**Data Science (DS)**  
Offering School: School of Engineering & Technology (ET)

Sr.no	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETDS101	DS Minor1: Applied Data Science With Python	# II/ *IV	2	2	20	30
UETDS102	DS Minor2: Data Visualization With Tableau	# III/ *V	2	2	20	30
UETDS103	DS Minor3: Business Analytics	# IV/*VI	2	2	20	30
UETDS104	DS Minor4: Data Analytics	# V/*VII	2	2	20	30
UETDS105	DS Minor5: Generative AI	# VI/*VIII	2	2	20	30

**Media Communications**  
Offering School: School of media and communications studies

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UMSMM101	MM Minor1: Literary Study	# II/ *IV	2	2	20	30
UMSMM102	MM Minor2: Digital Media Production	# III/ *V	2	2	20	30
UMSMM103	MM Minor3: Photography	# IV/*VI	2	2	20	30
UMSMM104	MM Minor4: Performing Arts - Theater	# V/*VII	2	2	20	30
UMSMM105	MM Minor5: Film Studies	# VI/*VIII	2	2	20	30

**Psychology (PSY)**  
Offering School: School of science

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USCPSY101	PSY Minor1: Introductory Psychology	# II/ *IV	2	2	20	30
USCPSY102	PSY Minor2: Foundations of Social Psychology	# III/ *V	2	2	20	30
USCPSY103	PSY Minor3: Theories of Personality Development	# IV/*VI	2	2	20	30
USCPSY104	PSY Minor4: Industrial Psychology	# V/*VII	2	2	20	30
USCPSY105	PSY Minor5: Mindfulness and Mental Health	# VI/*VIII	2	2	20	30

**Nutrition (NUT)**  
Offering School: School of science

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USCNUT101	NUT Minor1: Human Nutrition	# II/ *IV	2	2	20	30
USCNUT102	NUT Minor2: Lifestyle Management	# III/ *V	2	2	20	30
USCNUT103	NUT Minor3: Introduction to Weight Management	# IV/*VI	2	2	20	30
USCNUT104	NUT Minor4: Food Quality and Management	# V/*VII	2	2	20	30
USCNUT105	NUT Minor5: Novel Foods and Application	# VI/*VIII	2	2	20	30

**Design Thinking and Methodologies (DM)**  
Offering School: Pune Design School (SD)



Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USDDM101	DM Minor1: Design Thinking	# II/ *IV	2	2	20	30
USDDM102	DM Minor2: Brand Identity Design	# III/ *V	2	2	20	30
USDDM103	DM Minor3: Digital tools for 2D design	# IV/*VI	2	2	20	30
USDDM104	DM Minor4: Physical model making/ Prototyping	# V/*VII	2	2	20	30
USDDM105	DM Minor5: Digital Tools for 3D design	# VI/*VIII	2	2	20	30
<b>Economics &amp; Finance (FE)</b> Offering School: School of Management (SM)						
Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USMFE101	FE Minor1: Micro-economics	# II/ *IV	2	2	20	30
USMFE102	FE Minor2: Fundamentals of Accounting	# III/ *V	2	2	20	30
USMFE103	FE Minor3: Principles of Finance	# IV/*VI	2	2	20	30
USMFE104	FE Minor4: Cost and Management Accounting	# V/*VII	2	2	20	30
USMFE105	FE Minor5: Macro economics	# VI/*VIII	2	2	20	30
<b>Entrepreneurship and Innovations (EI)</b> Offering School: School of Management (SM)						
Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USMEI101	EI Minor1: Entrepreneurship-New venture Development	# II/ *IV	2	2	20	30
USMEI102	EI Minor2: Rural Entrepreneurship	# III/ *V	2	2	20	30
USMEI103	EI Minor3: Design Thinking	# IV/*VI	2	2	20	30
USMEI104	EI Minor4: Institutional and Legal framework for Startups and small Businesses	# V/*VII	2	2	20	30
USMEI105	EI Minor5: Managing creativity and learning organizations	# VI/*VIII	2	2	20	30
<b>Drugs &amp; Healthcare (DH)</b> Offering School: School of Pharmacy (SP)						
Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USPDH101	DH Minor1: Health and hygiene	# II/ *IV	2	2	20	30
USPDH102	DH Minor2: Know your drugs	# III/ *V	2	2	20	30
USPDH103	DH Minor3: Complementary and alternative medicine	# IV/*VI	2	2	20	30
USPDH104	DH Minor4: Drug Discovery	# V/*VII	2	2	20	30
USPDH105	DH Minor5: Forensic Science	# VI/*VIII	2	2	20	30
<b>Software Application Design and Development (AD)</b> Offering School: School of Engineering and Technology (Computer Applications)						

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETAD101	AD Minor1: System Analysis and Design	# II/ *IV	2	2	20	30
UETAD102	AD Minor2: User Experience and Design	# III/ *V	2	2	20	30
UETAD103	AD Minor3: Introduction to GitHub.	# IV/*VI	2	2	20	30
UETAD104	AD Minor4: Introduction to Gaming Applications.	# V/*VII	2	2	20	30
UETAD105	AD Minor5: Mobile Application Development	# VI/*VIII	2	2	20	30

#### Cyber Security (CS)

Offering School: School of Engineering and Technology (Computer Applications)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
UETCS101	CS Minor1: Cyber Ethics, Cyber Law and Cyber Policy	# II/ *IV	2	2	20	30
UETCS102	CS Minor2: Introduction to Cryptography	# III/ *V	2	2	20	30
UETCS103	CS Minor3: Social Media Security.	# IV/*VI	2	2	20	30
UETCS104	CS Minor4: Introduction to Block Chain.	# V/*VII	2	2	20	30
UETCS105	CS Minor5: Data Security & Privacy.	# VI/*VIII	2	2	20	30

#### English Literature (E)

Offering School: School of Liberal Arts (SL)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USLAE101	E Minor1: English for Competitive Examinations-I	# II/ *IV	2	2	20	30
USLAE102	E Minor2: English for Competitive Examinations-II	# III/ *V	2	2	20	30
USLAE103	E Minor3: English for Competitive Examinations-III	# IV/*VI	2	2	20	30
USLAE104	E Minor4: English for Competitive Examinations-IV	# V/*VII	2	2	20	30
USLAE105	E Minor5: English for Competitive Examinations-V	# VI/*VIII	2	2	20	30

#### English (E)

Offering School: School of Liberal Arts (SL)

Course Code	Name of Course	Teaching Scheme			Evaluation Scheme	
		Sem	Credits	Hours	CIA	ESA
USLAM101	Learning English With Shakespeare-Romeo and Juliet (Minor-I)	# II/ *IV	2	2	40	30
USLAM102	Learning English With Shakespeare-Hamlet (Minor-II)	# III/ *V	2	2	40	30

**\* : Courses offered for B Tech, B Design**

**#: Courses offered for B Sc, BBA, Media, and Management & Liberal Arts**

**Course Nomenclature**

Course Title	Course Code	Name of Course
Web Development (WD)	UETWD101	WD Minor1: Introduction of HTML
	UETWD102	WD Minor2: Getting started with JavaScript
Robotics Process Automation (RP)	UETRP101	RP Minor1: Basics of Robotics Process Automation
	UETRP102	RP Minor2: Fundamentals of RPA Business Analysis
Artificial Intelligence & Machine Learning (AIML)	UETML101	ML Minor1: Artificial Intelligence
	UETML102	ML Minor2: Machine Learning
Data Science (DS)	UETDS101	DS Minor1: Applied Data Science With Python
	UETDS102	DS Minor2: Data Visualization With Tableau
Media Communications (MM)	UMSMM101	MM Minor1: Literary Study
	UMSMM102	MM Minor2: Digital Media Production
Psychology (PSY)	USCPSY101	PSY Minor1: Introductory Psychology
	USCPSY102	PSY Minor2: Foundations of Social Psychology
Nutrition (NUT)	USCNUT101	NUT Minor1: Human Nutrition
	USCNUT102	NUT Minor2: Lifestyle Management
Design Thinking Methodologies (DM)	USDDM101	DM Minor1: Design Thinking
	USDDM102	DM Minor2: Brand Identity Design
Economics and Finance (FE)	USMFE101	FE Minor1: Micro-economics
	USMFE102	FE Minor2: Fundamentals of Accounting
Entrepreneurship and Innovations (EI)	USMEI101	EI Minor1: Entrepreneurship-New venture Development
	USMEI102	EI Minor2: Rural Entrepreneurship
Drugs and Healthcare (DH)	USPDH101	DH Minor1: Health and hygiene
	USPDH102	DH Minor2: Know your drugs
Software Application Design and Development (AD)	UETAD101	AD Minor1: System Analysis and Design
	UETAD102	AD Minor2: User Experience and Design
Cyber Security (CS)	UETCS101	CS Minor1: Cyber Ethics, Cyber Law and Cyber Policy
	UETCS102	CS Minor2: Introduction to Cryptography
English Literature (EL )	USLAE101	E Minor1: English for Competitive Examinations-I
	USLAE102	E Minor2: English for Competitive Examinations-II
English (E)	USLAM101	E Minor 1: Learning English With Shakespeare-Romeo and Juliet
	USLAM102	E Minor2 Learning English With Shakespeare-Hamlet (Minor-II)





[B. Des.]: 2024-2025 ( Foundation )

Semester I											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hours	CIA	ESA	Total
1	UBDFY101	Fundamentals of Design 1	PCC	2	-	2	4	6	40	60	100
2	UBDFY102	Material Exploration 1	PCC	2	-	2	4	6	40	60	100
3	UBDFY103	History of Design	PCC	2	-	-	2	2	20	30	50
4	UBDFY104	Digital Tools 1	PCC	1	-	1	2	3	20	30	50
5	UBDFY106	Open Elective 1	OE	2	-	1	3	4	40	60	100
6	UBDFY107	Communication Skill	AEC	1	-	-	1	2	50	-	50
7	UBDFY108	Visualisation and Illustrations 1	SEC	2	-	1	3	4	40	60	100
8	UBDFY109	Practicing Meditation/Yoga	VAC	-	-	1	1	2	50		50
9	ACUHV101/ ACIKSBD101	Universal Human Values 1 : Professional Ethics / IKS ( Indian Design History )	AC	2	-	-	-	2	50	-	-
Total							20	31	350	300	650

**UBDFY106 - Open Elective I**

UBDFY106A - Study of bamboo crafts and products

UBDFY106B - Study of Terracotta crafts and Products



Semester II											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credit Units	Hrs	CIA	ESA	Total
1	UBDFY109	Fundamentals of Design 2	PCC	2	-	2	4	6	40	60	100
2	UBDFY110	Material Exploration 2	PCC	2	-	2	4	6	40	60	100
3	UBDFY111	Design Critic and Appreciation	PCC	2	-	-	2	2	20	30	50
4	UBDFY112	Digital Tools 2	PCC	1	-	1	2	3	20	30	50
5	UBDFY113	Open Elective 2	OE	2	-	1	3	4	40	60	100
6	UBDFY114	Creative Writing	AEC	1	-	-	1	2	50	-	50
7	UBDFY115	Visualisation and Illustrations 2	SEC	2	-	1	3	4	40	60	100
8	UBDFY116	Sports Activity	VAC	-	-	1	1	2	50	-	50
9	ACIKSBD101 / ACUHV101	IKS (Indian Design History) / Universal Human Values I : Professional Ethics	AC	2	-	-	-	2	50	-	-
Total							20	31	350	300	650

#### UBDFY113 - Open Elective II

UBDFY113A - Event Communication Design

UBDFY113B - Event Installations Design





Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Fundamental of Design 1		Course Code/ Course Type		UBDFY101/ PCC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	2	0	4	6	40	60	0

**Pre-Requisite:**

Course Objectives (CO):

The Objective of Fundamental of Design 1 is -

1. To develop an interest on non-familiar materials.
2. To develop an understanding of various Elements of Design that plays a Vital Role.
3. The objective is to understand the fundamentals of Good design compositions and learn why a particular aspect of the design is good or not.
4. Use various visual elements to create good compositions in 2D with balance, harmony, a good sense of proportions, etc.
5. To be able to use radii manipulation, form integration, and harmony of forms to communicate intangible attributes

Course Learning Outcomes (CLO):

Upon Completion of this course, Students will be able to

1. Imagine, and create transitions of 2-D forms by Simplification, Manipulation, etc.
2. create, understand and express new forms/cross-sections using these basic fundamental exercises in Design.
3. Create personally significant works of design by applying basic design concepts and techniques.
4. Assess, evaluate, appreciate, and respect design work.
5. Develop creative solutions to design problems.



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction</b> : Basics of Design, Principles of Design	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Design &amp; Storytelling</b> : Elements, 2D Composition	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Design Culture</b> : Arts and Crafts, Global Design	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Human Centered Approach</b> : Themes & Design Rules – Visual Communication	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Design &amp; Critical Thinking</b> : 10 Rules for Good Design	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Form Composition	1,2,3	hierarchy, transition, tension	<b>CLO 1</b>	12
2	Textures and patterns	4,5,6	volume, surface, movement	<b>CLO 2</b>	12
3	Typography	7,8,9	shape, form and structure	<b>CLO 3</b>	12
4	2D composition	10,11,12	hierarchy, order; and spatial movement	<b>CLO 4</b>	12
5	Form Expression	13,14,15	Outputs	<b>CLO 5</b>	12
			<b>Total</b>		<b>60</b>

### Learning resources

#### Text Book / Reference Books:

1. Geometry of Design – 2005 by Kimberly Elam
2. Principles of Three Dimensional Design – 2006 by Stephen Luecking

#### Online Resources/E-Learning Resources

1. <https://paperform.co/blog/principles-of-design/>
2. <https://teaching.ellenmueller.com/3d-design/resources/elements-principles-of-design/>



<b>Name of the Program:</b>		<b>B.Des</b>		<b>Semester : 1</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Material Exploration 1</b>		<b>Course Code/ Course Type</b>		<b>UBDFY102/ PCC</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>
<b>2</b>	<b>2</b>	<b>0</b>	<b>4</b>	<b>6</b>	<b>40</b>	<b>60</b>	<b>0</b>
<b>Pre-Requisite:</b>							
Course Objectives (CO):				The Objective of Material Exploration 1 is - 1. To develop an interest on non-familiar materials. 2. To develop precision and accurate sense of measurement. 3. To be able to explore the non-familiarity side of a familiar material 4. To be able to think out-of-the-box even with both known and unknown materials 5. Understanding the level of precision and skills.			
Course Learning Outcomes (CLO):				Students who successfully complete this course will be able to have: 1. Familiarity of materials in the present market. 2. Skillset to Prepare drawings for manufacture 3. Contemplation of the materials unique property and characteristics. 4. Development of fully resolved prototypes of design intent 5 .Responsibility of use and application of materials in design			



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Materials :</b> Categories and types	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Polymers:</b> Categories, Properties, Applications and suggested processes	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Metals :</b> Categories, Properties, Applications and suggested processes	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Ceramics :</b> Categories, Properties, Applications and suggested processes	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Composites :</b> Categories, Properties, Applications and suggested processes	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Paper Mock up forms	1,2,3	Sculpting, Surfacing, Finishing	<b>CLO 1</b>	12
2	Plaster of paris Moulding	4,5,6	Casting, Sculpting, Mould making	<b>CLO 2</b>	12
3	Ceramic exploration	7,8,9	Development, Forming, Sculpting	<b>CLO 3</b>	12
4	Composites	10,11,12	Pattern making, Forming, Trimming	<b>CLO 4</b>	12
5	Cement	13,14,15	Mould making, casting, Finishing	<b>CLO 5</b>	12
			Total		60



### **Learning resources**

#### Text Book / Reference Books:

- Manufacturing Processes for Design Professionals - Rob Thompson
- Designing with Materials: A Hands-on Guide to Inventive Product Design - Ellen Lupton

#### Online Resources/E-Learning Resources

- [https://static1.squarespace.com/static/5a030adbb7411c03c7363f69/t/5da5a703585d552f6b2c605c/1571137293911/Material+explorations\\_inlaga\\_Spreads.pdf](https://static1.squarespace.com/static/5a030adbb7411c03c7363f69/t/5da5a703585d552f6b2c605c/1571137293911/Material+explorations_inlaga_Spreads.pdf)
- <https://www.designsociety.org/publication/33259/Using+Material+Exploration+and+Model-Making+as+an+Approach+for+the+Development+of+Concepts+in+Design+Project+Courses>







Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		History of Design		Course Code/ Course Type		UBDFY103/ PCC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	-	0	2	2	20	30	0

**Pre-Requisite:**

**Course Objectives (CO):**

The Objective of History of Design is -

1. Recognize key works of design and place them in the appropriate social and cultural climate.
2. Trace the formal sources of works of art and design and identify their impact, both historically and critically;
3. Consider the relationships between the design, fine art, and applied arts disciplines as mutually important partners in visual production.
4. Cultivate theoretical curiosity for the changing cultural functions of design, fine art, and applied arts in the industrial period.
5. Describe pieces perceptively and comment on them with critical discernment, attempting to evoke the expressive and/or ideological content of objects of design.

**Course Learning Outcomes (CLO):**

Upon completion of this course, the students will be able to

1. Contemplate the chronology and the changes that occurred throughout history to be able to understand the emotion and value that goes behind designing a product.
2. Gain Knowledge of various design and fashion trends in the past and the factors influencing the same.
3. Define and discuss the major stylistic periods in the history of design.
4. Recognize the work of the major designers; understand the influence of art, politics, history, philosophy, and technology on the evolution of these design movements.
5. Utilize terminology and interpretive approaches to synthesize all of this material.



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Arts and Crafts Traditions:</b> Local and Transnational Perspectives	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Historical Methods :</b> case reports, case series, cross-sectional studies, case-control studies, and cohort studies.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Histories of Design:</b> Pre Industrial Revolution, The Industrial Revolution (Late 1700s to Early 1800s), The Arts and Crafts Movement (1880-1910), Art Nouveau, Bauhaus (1919-1933), Art Deco (1925-1939), Post War Design, Late 20th Century Design, 21st Century Design and the Future	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Modern Design :</b> The Home, Design for War and Peace	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Machine Age to Digital:</b> Histories and Technologies.	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Learning resources

#### Text Book / Reference Books:

- Design History and the History of Design by John A Walker and Judy Attfield
- Meggs' History of Graphic Design by Philip B. Meggs; Alston W. Purvis

#### Online Resources/E-Learning Resources

- <https://www.yaaka.cc/unit/appreciation-of-art-and-design/>
- <https://www.interaction-design.org/literature/article/what-is-good-design>



Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Digital Tools 1		Course Code/ Course Type		UBDFY104/ PCC	
Course Pattern		2024		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
1	1	0	2	3	20	30	0
Pre-Requisite:							
Course Objectives (CO):				The Objective of Digital Tools 1 is - 1.To be able to identify and recognize the integration of digital media in multiple aspects of design. 2.Establish optimized workflows that involve the use of multiple digital tools. 3.To demonstrate skills in digital media in a range of 2D drawing, composing, recording, and rendering techniques. 4.To develop presentation skills, from visual and graphic presentation techniques to pitching and representing ideas. 5.To nurture confidence in the adoption of emerging digital tools which promote explorations and adoptions in any undertaking.			
Course Learning Outcomes (CLO):				Students who successfully complete this course will be able to: 1. Consciously take decisions while selecting an appropriate digital tool for any undertaking. 2. Acquire skills to inter-operate with multiple digital tools in a well-thought-out and standardized workflow. 3. Develop a common vocabulary, core skills, methods, and reference models to build a deeper understanding of these digital tools. 4. Apply different digital tools at a level that suffices to express and communicate creative concepts and ideas. 5. Effectively communicate design intentions by exhibiting technical skills across media.			



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Explore Illustrator:</b> Introduction to Digital Tools ethics	<b>CLO 1</b>	<b>3</b>
<b>UNIT II</b>		
<b>Introduction to Digital Tools :</b> Computer hardware, ERP, Internet	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		
<b>Introduction to adobe suite :</b> Adobe Acrobat, Adobe Photoshop, Adobe Lightroom, Adobe Illustrator, Adobe InDesign, Adobe XD, Adobe Premiere Pro, Adobe After Effects	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
<b>Digital Tools Practice :</b> Photoshop Tutorials, Illustrator Tutorials	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>Making - Digital &amp; Print</b> Mini project - Presentation	<b>CLO 5</b>	<b>3</b>
<b>Total</b>		<b>15</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Photoshop and Illustrator	1,2,3	Types of Layout, Corporate identity, poster designs	<b>CLO 1</b>	10
2	Booklet	4,5,6	page design, layout of text and images	<b>CLO 2</b>	10
3	Mini Project	7,8,9	writing, drawing, illustrations, collage, and typography and images	<b>CLO 3</b>	10
			<b>Total</b>		<b>30</b>

### Learning resources

#### Text Book / Reference Books:

- The Accelerated Graphic Designer: A Proven Shortcut for Learning Graphic Design Once and For All - Ruben Ramirez
- Graphic Design School: The Principles and Practice of Graphic Design - D. Dabner, S. Stewart, and A. Vickress

#### Online Resources/E-Learning Resources

- <https://rockcontent.com/blog/what-is-digital-graphic-design-engage-more-with-visuals/>
- <https://www.skillshare.com/en/blog/embrace-the-essential-elements-of-graphic-design/>



<b>Name of the Program:</b>		<b>B.Des</b>		<b>Semester : 1</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Communication Skill</b>		<b>Course Code/ Course Type</b>		<b>UBDFY107/ AEC</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>
<b>1</b>	<b>-</b>	<b>-</b>	<b>1</b>	<b>1</b>	<b>50</b>	<b>0</b>	<b>0</b>
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>				The Objective of Communication Skill is - 1.Enable the students to open up and start articulating their thoughts and ideas 2.Develop their soft skills and equip them to communicate more effectively. 3.Help them develop a design vocabulary to equip them to understand, relate and articulate their design learnings. 4.Develop their comprehension skills, basic reading, writing, and speaking skills. 5.Develop their logical reasoning and their argumentative skills			
<b>Course Learning Outcomes (CLO):</b>				Students who successfully complete this course will be able to: 1. Gain confidence to undertake effective research, Learning documentation skills 2. Be sensitized to important issues like ethical practices in research 3. Develop focused reading, writing skills further. 4. Justify reasoning and argumentative skill furthers 5. Inculcate articulation and presentation skills			





### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction To Design</b> : Overview of course and course outcome. What is Design?. Career opportunity in Design Industry. How do I choose the right Career path. What is Goal Setting – smart Goal	<b>CLO 1</b>	<b>3</b>
<b>UNIT II</b>		
<b>Five must – have skills for every fresher</b> : Teamwork. Communication. Work Ethic. Growth Mind-set. Openness to feedback	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		
<b>Soft skill for Career growth</b> : Problem Solving Ability. Be responsible. Ability to adapt. Time management. Conflict management. Leadership	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
<b>Business Etiquettes</b> . Initiating and receiving handshake in the corporate industry. Giving and Receiving a business card Introducing and being introduce in the office. Etiquettes training, behaviour in the cubical, Break-out area,	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>Standard Operating procedure, SOP</b> : What is SOP and its purpose. Importance of implementing SOP and its advantage. How to prepare and SOP document, sample preparation and write the SOP	<b>CLO 5</b>	<b>3</b>
<b>Total</b>		<b>15</b>

### Learning resources

#### Text Book / Reference Books:

- The Cambridge Introduction to Creative Writing by David Morley. London: CUP, 2012. Print
- The Routledge Creative Writing Coursebook. By Paul Mills. London: Routledge Publishers, 2006. Print

#### Online Resources/E-Learning Resources

- [http://dl.booktolearn.com/ebooks2/art/artrelated/9780415317856\\_the\\_routledge\\_creative\\_writing\\_coursebook\\_61c1.pdf](http://dl.booktolearn.com/ebooks2/art/artrelated/9780415317856_the_routledge_creative_writing_coursebook_61c1.pdf)
- Earnshaw, Stephen. The Handbook of Creative Writing
- <http://citeseerx.ist.psu.edu/viewdoc/download;jsessionid=B32648495166B603260852F832B36E6E?doi=10.1.1.690.7395&rep=rep1&type=pdf>
- <https://www.youtube.com/watch?v=lwhOd65gGoY>



Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Visualisation and Illustrations 1		Course Code/ Course Type		UBDFY108 SEC	
Course Pattern		2024		Version		1.0	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	1	0	3	4	40	60	0

**Pre-Requisite:**

**Course Objectives (CO):**

The Objective of Visualisation and Illustrations 1 is -

- 1.Developing a working concept of what it means to draw.
- 2.Reinforcing the principles of traditional drawing skills.
- 3.Developing new ways of thinking, seeing, and creating.
- 4.Tapping into imagination, intuition, and powers of observation by exploring various ways of seeing, both perceptually and conceptually.
- 5.Building confidence through an exercise that helps you explore different types of techniques.

**Course Learning Outcomes (CLO):**

Students who successfully complete this course will be able to:

1. Skill fully apply the principle techniques, tools, materials, and media employed in manual freehand drawing and illustration.
2. Observe and accurately translate observed subjects or scenes into two dimensional representations on paper using a variety of drawing techniques such as perspectives and projections.
3. Demonstrate skills in accurately drawing and illustrating a variety of subjects, at a range of scales: at the scale of a portable object, at the scale of furniture, and at the scale of architecture.
4. Implement the fine motor skills and precision in penmanship required for manual freehand drawings and illustrations.
5. Recognize and discriminate between the various techniques of manual freehand drawing and illustrations.



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to tools, instruments, and media :</b> Quick exercises introduce the themes of the course	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Typography :</b> roman typeface, gothic typeface Typographical page composition	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Introduction :</b> orthographic freehand drawing Perspective drawing	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>The human figure :</b> static and in motion Analytical drawing	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Photorealistic :</b> drawing in graphite pencil	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Lines and control	1,2,3	Hands, Face, Body	<b>CLO 1</b>	6
2	Basic Shapes	4,5,6	Isometric composition, Union, Intersection	<b>CLO 2</b>	6
3	Typefaces	7,8,9	Product Architecture, Illustrations, Rendering	<b>CLO 3</b>	6
4	Lights and shadows	10,11,12	Geometry, Lights and shadows, Textures	<b>CLO 4</b>	6
5	Human and Photorealistic	13,14,15	Illustration of use, Rendering, Conceptual Drawing	<b>CLO 5</b>	6
			<b>Total</b>		<b>30</b>

### Learning resources

#### Text Book / Reference Books:

- DESIGN DRAWING, 3RD EDITION Paperback 2019 - Francis D. K. Ching
- Sketching - Paperback 2019- Koos Eissen, Roselien Steur

#### Online Resources/E-Learning Resources

- <https://www.youtube.com/watch?v=iVy0qGqmKFU>
- <https://www.youtube.com/watch?v=MiwtkNOovnk>



Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Study of bamboo crafts and products		Course Code/ Course Type		UBDFY106A/OE	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	1	-	3	4	40	60	-

**Pre-Requisite:**

Course Objectives (CO):

The objective of this Study of bamboo crafts and products is

1. Critical thinking and problem solving skills, Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
2. Interdisciplinary learning by means of involvement of different subjects and their application in Bamboo Technology.
3. Develop scientific temper and undertake scientific projects.
4. Comprehend the impact of the bamboo diversity in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
5. Familiarity of crafts of India

Course Learning Outcomes (CLO):

After completion of this course, the student will be able to

1. Contemplate different branches of biology such as systematics, evolution, ecology, physiology, biochemistry, plant interactions with microbes and insects, morphology, anatomy, reproduction.
2. become competent enough in various technical skills related to bamboo crafting.
3. Identify the different types of bamboo along with their application in different forms.
4. Carryout various bamboo based research projects using various tools and techniques and develop scientific temperament and research attitude.
5. Design different types of bamboo crafts





### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>BAMBOO AS RESOURCE</b> : General introduction, An overview, Description, growth and development, Commercial bamboos, Distribution of species in different localities, their common and vernacular names, uses; detailed description and field identification characteristics	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>PROPERTIES AND UTILIZATION OF BAMBOO</b> : Properties, Anatomical structure, Chemical properties, Physical properties and Mechanical Properties.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>BAMBOO PROTECTION AND PRESERVATION</b> : Good Harvest Practice, The principles and precaution adopted during harvesting, Post harvest protection: Protection during transportation and storage; Natural durability of bamboo.	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Bamboo Machineries</b> : Description of hand tools, specification of tools and types of tools. Maintenance of all tools and machineries.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>BAMBOO HOUSING</b> : Architecture, Engineering and Social Housing aspects- their relevance Market opportunities and development, identification and linkages	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Bamboo Picking and Preparation	1,2,3	Observation, Preservation, Plantation visit	<b>CLO 2</b>	10
2	Sizing and Splitting	4, 5, 6	Tools, Techniques, Execution	<b>CLO 3</b>	10
3	Weaving and Joinery	7,8,9	Tools, Techniques, Execution	<b>CLO5</b>	10
			Total		30



### **Learning resources**

#### **Textbooks / Reference Books:**

- Prosea Series Vol. 7, Plant Resources Of South-East Asia: Bamboos Edited By S. Dranfield And E. A. Widjaja, Originally published in Bogor, Indonesia in 1995.
- Bamboo: Gift Of The Gods By Oscar Hidalgo-Lopez, Originally published in Bogotá, Colombia in 2003.

#### **Online Resources/E-Learning Resources**

- <https://www.cemca.org/ckfinder/userfiles/files/Module-I-Bamboo-Tools-and-Processes.pdf>
- <http://www.agrao.in/images/BooksManualsReports/BambooCraftDesign.pdf>



Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Study of Terracotta crafts and Products		Course Code/ Course Type		UBDFY106B/OE	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	1	-	3	4	40	60	-

**Pre-Requisite:**

**Course Objectives (CO):**

The objective of this Study of Terracota crafts and products is

1. Critical thinking and problem solving skills, Understand and solve problems of relevance to society to meet the specified needs using the knowledge, skills and attitudes acquired.
2. Interdisciplinary learning by means of involvement of different subjects and their application in Ceramic Technology.
3. Develop scientific temper and undertake scientific projects.
4. Comprehend the impact of the Terracota diversity in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.
5. Familiarity of crafts of India

**Course Learning Outcomes (CLO):**

After completion of this course, the student will be able to

1. Contemplate different types of clay and crafts
2. become competent enough in various technical skills related to bamboo crafting.
3. Identify the different types of Terracota along with their application in different forms.
4. Carryout various Terracota based research projects using various tools and techniques and develop scientific temperament and research attitude.
5. Design different types of Terracota crafts



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>CLAY AS RESOURCE</b> : General introduction, An overview, Description and development, Commercial CLAY, Distribution of grades in different localities, their common and vernacular names, uses; detailed description and field identification characteristics	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>PROPERTIES AND UTILIZATION OF TERRACOTA</b> : Properties, Anatomical structure, Chemical properties, Physical properties and Mechanical Properties.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>CLAY PROTECTION AND PRESERVATION</b> : Good Practice, The principles and precaution adopted, protection: Protection during transportation and storage; Natural durability of terracota	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>CLAY Machineries</b> : Description of hand tools, specification of tools and types of tools. Maintenance of all tools and machineries.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>CLAY HOUSING AND PRODUCTS</b> : Architecture, Engineering and Social Housing aspects- their relevance Market opportunities and development, identification and linkages	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Preparation	1,2,3	Observation, Preservation, Plantation visit	<b>CLO 2</b>	10
2	Sizing and storage	4, 5, 6	Tools, Techniques, Execution	<b>CLO 3</b>	10
3	Products and systems	7,8,9	Tools, Techniques, Execution	<b>CLO5</b>	10





### **Learning resources**

#### **Textbooks / Reference Books:**

- Terracotta Art In Northern India Hardcover – 1 January 1996 by S.K. Srivastava
- Terracotta Arts of Ancient Vidarbha- 2024, by MOHAN SHANKARRAOJI PARDHI

#### **Online Resources/E-Learning Resources**

- <https://www.dsourc.in/resource/terracotta-craft/tools-and-raw-materials>
- [https://nopr.niscpr.res.in/bitstream/123456789/583/1/IJTK%207\(1\)%20\(2008\)%20116-124.pdf](https://nopr.niscpr.res.in/bitstream/123456789/583/1/IJTK%207(1)%20(2008)%20116-124.pdf)



<b>Name of the Program:</b>		<b>B.Des</b>		<b>Semester : 2</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Fundamental of Design 2</b>		<b>Course Code/ Course Type</b>		<b>UBDFY109/ PCC</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/Oral</b>
<b>2</b>	<b>2</b>	<b>-</b>	<b>4</b>	<b>6</b>	<b>40</b>	<b>60</b>	<b>0</b>
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>				<b>The Objective of Fundamental of Design 2 is</b> <ol style="list-style-type: none"><li>3D Forms Observation, Imagination, Ideation, Representation, Communication and Documentation.</li><li>To strengthen an understanding of form, space and structure by exploring the sculptural qualities of three dimensional form.</li><li>Enhance understanding of 3-dimensional visual perception.</li><li>Creating and analysing 3-D form and understanding the volumetric inter-relationship between form and underlying structure.</li><li>Enhance understanding of visual design as seen and experienced in Nature and manmade objects.</li></ol>			
<b>Course Learning Outcomes (CLO):</b>				<b>Students who successfully complete this course will be able to:</b> <ol style="list-style-type: none"><li>Identify the relevance of 2D to 3D translation of forms</li><li>Explain the planar transformation</li><li>Apply knowledge of form study into objects</li><li>Analyze the stages of form transition</li><li>Evaluate the keywords and explore into surfaces and solids related to those keywords</li></ol>			



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Linear Form</b> : Observations, Linear forms, sketching, material selection etc. Consider proportion, volume, hierarchy, transition, tension, beginnings and endings.	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Planar Forms</b> : Communicate the Planes, volume, surface, movement of the manmade 3D object.	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Volumetric Forms</b> : Understanding the volumetric inter-relationship between shape, form and structure by exploring POP material	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>FORM AND EXPRESSION – NATURE FORM</b> : To understand the personality of the Nature Form - their hierarchy, order; and spatial movement.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Form Expression</b> : Material exploration, understanding abstraction, Get a better grasp on the balance between simplifying and detailing.	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Linear Forms	1,2,3	hierarchy, transition, tension	<b>CLO 1</b>	12
2	Planar Forms	4,5,6	volume, surface, movement	<b>CLO 2</b>	12
3	Volumetric Forms	7,8,9	shape, form and structure	<b>CLO 3</b>	12
4	Nature form	10,11,12	hierarchy, order; and spatial movement	<b>CLO 4</b>	12
5	Form Expression	13,14,15	Material exploration models	<b>CLO 5</b>	12
			<b>Total</b>		<b>60</b>



Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Material Exploration 2		Course Code/ Course Type		UBDFY110/ PCC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/O ral
2	2	-	4	6	40	60	0
Pre-Requisite:							

### Learning resources

#### Text Book / Reference Books:

- Geometry of Design – 2005 by Kimberly Elam
- Principles of Three Dimensional Design – 2006 by Stephen Luecking

#### Online Resources/E-Learning Resources

- <https://paperform.co/blog/principles-of-design/>
- <https://principles.design/>
- <https://teaching.ellenmueller.com/3d-design/resources/elements-principles-of-design/>





Course Objectives (CO):	<p>The Objective of <b>Material Exploration 2</b> is</p> <ol style="list-style-type: none"><li>1 .To demonstrate a knowledge of traditional and sustainable materials and their criteria for use in products.</li><li>3. To identify the properties and characteristics of a wide range of materials and finishes; and their fabrication, installation and maintenance.</li><li>4. To illustrate the ability to specify interior materials in writing and in drawings using professional conventions.</li><li>5. To comprehend and apply introductory knowledge of design, indoor air quality, and human health and welfare within the context of interior material and finish selections.</li><li>6. To recognize and apply standards (fire, durability, etc.) and codes that apply to the use of materials and finishes in both commercial and industrial products.</li></ol>
Course Learning Outcomes (CLO):	<p>Students who successfully complete this course will be able to:</p> <ol style="list-style-type: none"><li>5. Identify suitable materials and manufacturing processes to inform project direction</li><li>6. Prepare drawings for manufacture</li><li>7. Analyse the suitability of different materials for the project according to specific manufacturing processes and their application within a given conceptual and theoretical framework</li><li>8. Develop fully resolved prototypes of design intent</li><li>5 .Evaluate project outcomes in relation to the specified user group, the environmental impact, and the sustainability of the project</li></ol>



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Rotational moulding</b> : Types, Examples, Process study, and Applications	<b>CLO2</b>	<b>6</b>
<b>Thermoforming</b> : Types, Examples, Process study, and Applications		
<b>UNIT II</b>		
<b>Sheet metal finishing and joining</b> : Types, Examples, Process study, and Applications	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Properties of metals and mechanical properties</b>	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Sand casting</b> : Types, Examples, Process study, and Applications	<b>CLO 3</b>	<b>6</b>
<b>Investment casting</b> : Types, Examples, Process study, and Applications		
<b>Pressure die casting</b> : Types, Examples, Process study, and Applications		
<b>UNIT V</b>		
<b>Sheet metal forming and fabrication</b> : Types, Examples, Process study, and Applications	<b>CLO 3</b>	<b>6</b>
<b>Sheet metal finishing and joining</b> : Types, Examples, Process study, and Applications		
<b>Total</b>		<b>30</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	EPS Mock up forms	1,2,3	Casting, Surfacing, Finishing	<b>CLO 1</b>	12
2	Plaster of paris Moulding	4,5,6	Casting, Sculpting, Mould making	<b>CLO 2</b>	12
3	Sheet metal exploration	7,8,9	Development, Forming, Joinery	<b>CLO 3</b>	12
4	Vacuum Forming	10,11,12	Pattern making, Forming, Trimming	<b>CLO 4</b>	12
5	Resin Casting	13,14,15	Mould making, casting, Finishing	<b>CLO 5</b>	12
			<b>Total</b>		<b>60</b>



### **Learning resources**

#### Text Book / Reference Books:

- Manufacturing Processes for Design Professionals - Rob Thompson
- Designing with Materials: A Hands-on Guide to Inventive Product Design - Ellen Lupton

#### Online Resources/E-Learning Resources

- [https://static1.squarespace.com/static/5a030adbb7411c03c7363f69/t/5da5a703585d552f6b2c605c/1571137293911/Material+explorations\\_inlaga\\_Spreads.pdf](https://static1.squarespace.com/static/5a030adbb7411c03c7363f69/t/5da5a703585d552f6b2c605c/1571137293911/Material+explorations_inlaga_Spreads.pdf)
- <https://www.designsociety.org/publication/33259/Using+Material+Exploration+and+Model-Making+as+an+Approach+for+the+Development+of+Concepts+in+Design+Project+Courses>



Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Design Critic and Appreciation		Course Code/ Course Type		UBDFY111/ PCC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	-	-	2	2	20	30	0

**Pre-Requisite:**

Course Objectives (CO):

- The objective of **Design Critic and Appreciation** is
1. Description: A work of art from an objective point of view – its physical attributes and formal construction.
  2. Analysis: A detailed look at a work of art that combines physical attributes with subjective statements based on the viewer's reaction to the work.
  3. Context: Historical, religious, or environmental information that surrounds a particular work of art and which helps to understand the work's meaning.
  4. Meaning: A statement of the work's content. A message or narrative to express the subject matter.
  5. Judgment: A critical point of view about a work of art concerning its aesthetic or cultural value.

Course Learning Outcomes (CLO):

- Upon successful completion of this course, student will be able to:
1. Identify and describe the elements and principles of art;
  2. compare and contrast different methods, mediums, and materials artists use to create two- and three-dimensional works of visual art;
  3. Interpret and analyse examples of visual art;
  4. Identify the processes and materials involved in art and architectural production;
  5. Explain the roles and effects of the visual arts through history and in different societies and cultures





### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Defining Design</b> : Design Culture study, Online study of European, American and Asian Design	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Who Makes Design</b> : Process and Training, Designers and their Work, Case Study	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>How Visual Language Speaks</b> : Finding Meaning, Design houses, Case study and presentation	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>How Art Works</b> : The Principles of Visual Language, Finding Meaning, Design houses, Case study and presentation	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Design Media and Architecture</b> : Finding Meaning, Design houses, Case study and presentation	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Learning resources

#### Text Book / Reference Books:

- Design Appreciation: How Design Shapes Our Quality of Life and Our Ability to Live Sustainably - Gregory H. Tew
- Design Approach to Crafts: A Philosophy of Appreciation - Harriet Elizabeth Knapp

#### Online Resources/E-Learning Resources

- <https://www.yaaka.cc/unit/appreciation-of-art-and-design/>
- <https://www.interaction-design.org/literature/article/what-is-good-design>

Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Digital Tools 2		Course Code/ Course Type		UBDFY112/ PCC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
1	1	-	2	3	20	30	0

**Pre-Requisite:**

Course Objectives (CO):

The objective of **Digital Tools 2** is

1. Create effective print and digital communications, and user experiences through the application of theories, tools, and best practices in the field.
2. Exhibit a thoughtful application of the elements and principles of visual design, colour theory, information hierarchy, and typography to successfully communicate narratives, concepts, emotions, and/or identities across a variety of media.
3. Demonstrate critical thinking and problem-solving skills for project planning, design, and creation.
4. Communicate clearly in visual, verbal, and written forms using techniques appropriate for the intended audience.
5. Participate as a team member to make collaborative decisions toward shared objectives with civility, interpersonal skills, and professionalism.

Course Learning Outcomes (CLO):

Students who successfully complete this course will be able to:

1. Conceptualize and develop digital design solutions using principles of design to create visual communications that meet the needs of the project.
2. Employ the design process to create design solutions that meet the project objectives and the needs of the client and/or user.
3. Plan, create and use photography, illustration and typography in design layouts to meet the requirements of the creative brief.
4. Design, develop and create a variety of media products using relevant, current and/or emerging technologies.
5. Communicate ideas, design concepts and opinions clearly and persuasively to others.

### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Explore Illustrator</b> : Adobe Illustrator's basic tools and techniques with the Get Started series, workspace and how to create and save your work.	<b>CLO 1</b>	<b>3</b>
<b>UNIT II</b>		
<b>Explore Photoshop</b> : Introduction to some core functionality of Photoshop, Image Editing, basic tools.	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		
<b>Digital Tools &amp; Graphic Design</b> : various approaches, theory and practice, Digital Typography, Types of Layout, Corporate identity, poster designs, Introduction to AI in digital Design.	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
<b>Digital Tools</b> : Mini Project – Effective grid design for the booklet, typography, margins in page design, layout of text and images. Consistency in design: Creating style guides, presentation skills and printing instructions.	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>PDS Zine Making – Digital &amp; Print</b> : A zine (pronounced zeen) is a short, self-created and self-published booklet filled with a combination of writing, drawing, illustrations, collage, and typography and images that create a message.	<b>CLO 5</b>	<b>3</b>
<b>Total</b>		<b>15</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Digital Typography	1,2,3	Types of Layout, Corporate identity, poster designs	<b>CLO 1</b>	10
2	Typography Booklet	4,5,6	page design, layout of text and images	<b>CLO 1, CLO 2</b>	10
3	A zine	7,8,9	writing, drawing, illustrations, collage, and typography and images	<b>CLO 3</b>	10
			<b>Total</b>		<b>30</b>



### **Learning resources**

#### **Text Book / Reference Books:**

- The Accelerated Graphic Designer: A Proven Shortcut for Learning Graphic Design Once and For All - Ruben Ramirez
- Graphic Design School: The Principles and Practice of Graphic Design - D. Dabner, S. Stewart, and A. Vickress
- Designing Brand Identity - Aleena Wheeler

#### **Online Resources/E-Learning Resources**

- <https://rockcontent.com/blog/what-is-digital-graphic-design-engage-more-with-visuals/>
- <https://www.coursera.org/articles/how-to-learn-graphic-design>
- <https://www.skillshare.com/en/blog/embrace-the-essential-elements-of-graphic-design/>





Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Creative Writing		Course Code/ Course Type		UBDFY114/ AEC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/O ral
1	-	-	1	1	50	0	0

**Pre-Requisite:**

Course Objectives (CO):

The objective of **Creative Writing** is

1. Students can use creative writing courses to develop their writing skills and creativity.
2. This courses also help them expand on these skills and teach them how to format their works to include plot lines, structure, character development and a narrative.
3. Students will write with clarity and purpose, producing short story scenes that include use of imagery, characterization, and elements of plot development.
4. Students will communicate through speaking, listening, and writing for different audiences and purposes.
5. Students will use information from a variety of resources to extend their knowledge and skills for different purposes.

Course Learning Outcomes (CLO):

Students who successfully complete this course will be able to:

1. Develop the creative and technical skills necessary to conceive, execute, and revise original literary work in a student's chosen genre (fiction or poetry).
2. Demonstrate sensitivity to language and style on both the artistic and technical levels.
3. Display the critical, analytical, and editing skills necessary to evaluate literary works in progress, both in the student's own work-in-progress, and in that of the student's peers.
4. Employ the ability to read literary works not only for their social, historical, intellectual, formal, and interpretive value, but for their capacity to inspire and generate new work, and to see in a finished work the process of its being made.
5. Develop through study and practice the pedagogical skills necessary to promote creative writing learning and training



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction to Creative Writing</b> : What is Creative Writing? – Refining Vocabulary, Developing Hints, Reading Comprehension, Situational Imagination, Expression of Imagination in Language, Creation of Word Pictures, Creation of Ambience	<b>CLO 1</b>	<b>3</b>
<b>UNIT II</b>		
<b>Essays</b> : Narrative Essays, Descriptive Essays, Expository Essays, Persuasive Essays, Argumentative Essays, Critical Essays, Cause & Effect Essays, Compare & Contrast Essays	<b>CLO 2</b>	<b>3</b>
<b>UNIT III</b>		
<b>Writing Poetry</b> : The art of Poesis , Poetic Devices, Metaphor, Simile, Sound Devices, Sound and Sense, Symbols, Imagery, Poetical, Sonnets, Odes, Limericks, Haikus	<b>CLO 3</b>	<b>3</b>
<b>UNIT IV</b>		
<b>Writing Narrative Fiction</b> : Elements of Narration, Story and Plot, Characterization, Choice of Medium of Narration, Point of View, Short Stories, Novellas, Extended Narratives	<b>CLO 4</b>	<b>3</b>
<b>UNIT V</b>		
<b>Writing for Stage and Screen</b> : Basics of Script Writing for Stage and Screen, Plot, Characters, Dialogues Characterization on Stage – Dialects and characterization through dialogue - Stage devices and ambience creation	<b>CLO 5</b>	<b>3</b>
<b>Total</b>		<b>15</b>

### Learning resources

#### Text Book / Reference Books:

- The Cambridge Introduction to Creative Writing by David Morley. London: CUP, 2012. Print
- The Routledge Creative Writing Coursebook. By Paul Mills. London: Routledge Publishers, 2006. Print

#### Online Resources/E-Learning Resources

- [http://dl.booktolearn.com/ebooks2/art/artrelated/9780415317856\\_the\\_routledge\\_creative\\_writing\\_coursebook\\_61c1.pdf](http://dl.booktolearn.com/ebooks2/art/artrelated/9780415317856_the_routledge_creative_writing_coursebook_61c1.pdf)
- Earnshaw, Stephen. The Handbook of Creative Writing
- <http://citeseerx.ist.psu.edu/viewdoc/download;jsessionid=B32648495166B603260852F832B36E6E?doi=10.1.1.690.7395&rep=rep1&type=pdf>
- <https://www.youtube.com/watch?v=lwhOd65gGoY>



Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Visualisation and Illustrations 2		Course Code/ Course Type		UBDFY115/ SEC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	1	-	3	4	40	60	0

**Pre-Requisite:**

Course Objectives (CO):

The objective of **Visualisation and Illustrations 2** is

1. Produce drawings to required appropriate standards and/or other design criteria
2. Interpret 3D and 2D views of objects
3. Produce orthographic, auxiliary and section drawings
4. Create and edit drawings in a 3D environment
5. Sketch objects in one-, two-, and three-point perspective
6. Create a set of working drawings meant to be viewed by clients

Course Learning Outcomes (CLO):

Students who successfully complete this course will be able to:

1. Clearly and compellingly present concepts through visual means.
2. Showcase creativity in design, conceptualization, and artistic expression.
3. Enhance and perfect artistic abilities through consistent practice and application.
4. Choose the most suitable methods, tools, and technologies for concept expression.
5. Identify personal learning styles and areas of strength.



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Gesture Drawing</b> : Methods of Drawings basic Shapes Effectively	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Structural Drawing</b> : Drawing Structure based products	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Value Lighting and Shading</b> : The 4 shading techniques blending, hatching, stippling, scumbling, subcategories of each, including cross-hatching, contour hatching, pointillism.	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Composition in drawing and Logo design</b> : Drawing the Head and face fundamentals	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Product Sketching</b> : Product Design Perspective, Line and shadow, Volume, Forms, Texture and Realistic Render	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Gestures	1,2,3	Hands, Face, Body	<b>CLO 1</b>	6
2	Basic Shapes	4,5,6	Isometric composition, Union, Intersection	<b>CLO 2</b>	6
3	Industrial Design	7,8,9	Product Architecture, Illustrations, Rendering	<b>CLO 3</b>	6
4	Lights and shadows	10,11,12	Geometry, Lights and shadows, Textures	<b>CLO 4</b>	6
5	Illustration and rendering	13,14,15	Illustration of use, Rendering, Conceptual Drawing	<b>CLO 5</b>	6
			<b>Total</b>		<b>30</b>

### Learning resources

#### Text Book / Reference Books:

- DESIGN DRAWING, 3RD EDITION Paperback 2019 - Francis D. K. Ching
- Sketching - Paperback 2019- Koos Eissen, Roselien Steur

#### Online Resources/E-Learning Resources

- <https://www.youtube.com/watch?v=iVy0qGqmKFU>
- <https://www.youtube.com/watch?v=MiWtkNOovnk>
- <https://www.youtube.com/watch?v=bjEw-mulcjA>

<b>Name of the Program:</b>		<b>B.Des</b>		<b>Semester : 2</b>		<b>Level: UG</b>	
<b>Course Name</b>		<b>Event Communication Design</b>		<b>Course Code/ Course Type</b>		<b>UBDFY113A/OE</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>					<b>Assessment Scheme</b>		
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment )</b>	<b>Practical/O ral</b>
<b>2</b>	<b>1</b>	<b>-</b>	<b>3</b>	<b>4</b>	<b>40</b>	<b>60</b>	<b>-</b>
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>				The objective of this Study of Event Communication Design is  1. To understand basic concepts of Event Marketing.  2. To impart knowledge to learners about categories of Events.  3. To understand segmenting, targeting and positioning in the context of Event Marketing.  4. To familiarize learners with trends and challenges in Event Marketing.  5. Concept of Pricing and Promotion in Events			
<b>Course Learning Outcomes (CLO):</b>				After completion of this course, the student will be able to  1. Contemplate basic concepts of Event Marketing. 2. Have knowledge to learners about categories of Events. 3. Understand segmenting, targeting and positioning in the context of Event Marketing. 4. Familiarize learners with trends and challenges in Event Marketing 5. Segmenting, Targeting and Positioning of Events and Concept of Product in Events			



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction</b> : Presentation, Influences	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Generating connections</b> : Events and design, A successful poster, The opportunity to experiment, A strong visual identity	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Strategy</b> : The brief, Map the concept, Mood board, Organization of information, Building identity	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Building identity</b> : How to define the system, Main poster and variations, Event scheduling	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Digital platforms</b> : Digital adaptations, Thinking your event in virtual environments	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Planning	1,2,3	Observation, Research, Planning	<b>CLO 2</b>	10
2	Exploration	4, 5, 6	Design, Tools, Techniques, Execution	<b>CLO 3</b>	10
3	Execution	7,8,9	Tools, Techniques, Execution	<b>CLO5</b>	10
			Total		30





### **Learning resources**

#### **Textbooks / Reference Books:**

- Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands by Kerry Smith and Dan Hanover
- The Power of Moments: Why Certain Experiences Have Extraordinary Impact Hardcover by Chip and Dan Heath

#### **Online Resources/E-Learning Resources**

- <https://www.thinkorion.com/blog/event-branding>
- <https://www.mygreatlearning.com/academy/learn-for-free/courses/event-management>





Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Event Installation Design		Course Code/ Course Type		UBDFY113B/OE	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	1	-	3	4	40	60	-

**Pre-Requisite:**

Course Objectives (CO):

The objective of this Study of Event Installation Design is

6. To understand basic concepts of Event Marketing.
7. To impart knowledge to learners about categories of Events.
8. To understand segmenting, targeting and positioning in the context of Event Marketing.
9. To familiarize learners with trends and challenges in Event Marketing.
10. Concept of Pricing and installations in Events

Course Learning Outcomes (CLO):

After completion of this course, the student will be able to

1. Contemplate basic concepts of Event Marketing.
2. Have knowledge to learners about categories of Events.
3. Understand segmenting, targeting and positioning in the context of Event Marketing.
4. Familiarize learners with trends and challenges in Event Marketing
5. Segmenting, Targeting and Positioning of Events and Concept of Product in Events



### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Introduction</b> : Presentation, Influences	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Generating connections</b> : Events and design, A successful installation The opportunity to experiment, A strong form identity	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Strategy</b> : The brief, Map the concept, Mood board, Organization of information, Building sculpture	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Building form</b> : How to define the system, Main sculpture and variations, Event scheduling	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Event placements</b> : Digital adaptations of installations, Thinking your event in virtual environments	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Planning	1,2,3	Observation, Research, Planning	<b>CLO 2</b>	10
2	Exploration	4, 5, 6	Design, Tools, Techniques, Execution	<b>CLO 3</b>	10
3	Execution	7,8,9	Tools, Techniques, Execution	<b>CLO5</b>	10
			<b>Total</b>		<b>30</b>



### **Learning resources**

#### **Textbooks / Reference Books:**

- Experiential Marketing: Secrets, Strategies, and Success Stories from the World's Greatest Brands by Kerry Smith and Dan Hanover
- The Power of Moments: Why Certain Experiences Have Extraordinary Impact Hardcover by Chip and Dan Heath

#### **Online Resources/E-Learning Resources**

- <https://www.thinkorion.com/blog/event-branding>
- <https://www.mygreatlearning.com/academy/learn-for-free/courses/event-management>





Name of the Program:		B.Des		Semester : 1/2		Level: UG	
Course Name		Indian Design History		Course Code/ Course Type		ACIKSDE101/ AC	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/ Oral
2	-	-	-	2	50	-	-
Pre-Requisite:							
Course Objectives (CO):				The objectives of <b>Indian Design History</b> are: <ol style="list-style-type: none"><li>1. To develop an interest on non-familiar Indian Design Eras.</li><li>2. To develop sensitivity towards progress and advancements</li><li>3. To be able to explore new possibilities in design.</li><li>4. To be able to think for contemporary and future design skills</li><li>5. Understanding the progress of crafts and skills.</li></ol>			
Course Learning Outcomes (CLO):				Students would be able to: <ol style="list-style-type: none"><li>1. Familiarity of crafts of India</li><li>2. Understanding of the evolution of crafts and social influence.</li><li>3. Understanding external influences</li><li>4. Understanding of the contemporary design attributes.</li><li>5. Sensitivity towards Indian user needs and cultural implications</li></ol>			





### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Ancient Civilization:</b> The roots of Indian design can be traced back to the Indus Valley Civilization (c. 2600–1900 BCE). Excavations of cities like Harappa and Mohenjo-Daro have revealed intricate pottery, seals, and terracotta sculptures showcasing early craftsmanship.	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Vedic Period:</b> The Vedic period, the foundation for Indian art and design. Intricate carvings on temples, stupas, and pillars, The evolution of sacred art forms like mandalas, yantras, and rangoli	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Maurya and Gupta Empires:</b> The Maurya (c. 322–185 BCE) and Gupta (c. 320–550 CE) empires, The architecture of the time featured stately stupas and rock-cut caves like those at Ajanta and Ellora, adorned with detailed sculptures and frescoes. The Gupta period	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Islamic Influence:</b> Islamic culture through invasions and subsequent rule. <b>Mughal Era:</b> The Mughal Empire (1526–1857), golden period for Indian design, particularly the reign of Akbar, Jahangir, and Shah Jahan.	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Colonial Influence:</b> The arrival of European colonial powers, primarily the British, Western architectural styles started merging with traditional elements <b>Independence and Modernism</b> <b>Contemporary Design</b>	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>

## **Learning resources**

### **Reference Books:**

1. Design, the Indian context: Learning the historical rationale of the Indian design idiom - H. Kumar Vyas
2. SAR: THE ESSENCE OF INDIAN DESIGN - Swapnaa Tamhane

### **Online Resources/E-Learning Resources**

Itu's talk on the History of Design in India - [https://www.youtube.com/watch?v=\\_IDa6JdAr2E](https://www.youtube.com/watch?v=_IDa6JdAr2E)

Design: The India Story. (Mapping The Past to The Present) - <https://www.youtube.com/watch?v=TAZMILzRs9g>

### **CIA Guidelines**

**Online Quiz (Based on MCQ)- 20 marks**

**Activity (with short Report Submission) - 20 Marks**

**Academic Sincerity - 10 marks**

**Few of the suggested activities are Assignments, Debates, Poster presentations, Model making, Group presentation, Field visits and Group Discussions.**



<b>Name of the Program:</b>		<b>Bdes</b>		<b>Semester:</b> ½		<b>Level:</b> UG	
<b>Course Name</b>		<b>UHV-I: Professional Ethics</b>		<b>Course Code/ Course Type</b>		<b>ACUHV101/AC</b>	
<b>Course Pattern</b>		<b>2024</b>		<b>Version</b>		<b>1.0</b>	
<b>Teaching Scheme</b>				<b>Assessment Scheme</b>			
<b>Theory</b>	<b>Practical</b>	<b>Tutorial</b>	<b>Total Credits</b>	<b>Hours</b>	<b>CIA (Continuous Internal Assessment)</b>	<b>ESA (End Semester Assessment)</b>	<b>Practical/Oral</b>
2	0	0	0	2	50	-	-
<b>Pre-Requisite:</b>							
<b>Course Objectives (CO):</b>				The objectives of Universal Human Value I- Professional Ethics are: 1. To make the students understand the importance of ethical behavior 2. To expose the students to the ethical practices to be followed in profession 3. To sensitize the students to become responsible persons who will uphold ethics in profession when they pursue their career 4. To make students understand Psychological and Philosophical approaches 5. To make students understand social responsibility and corporate Sustainability			
<b>Course Learning Outcomes (CLO):</b>				Students would be able to: 1. Equip themselves with an understanding of moral, professional and personal values. 2. Understand the need of ethics in shaping their profession The learners will hone their decision-making skills. 3. Refine their business ethics based on psychological and philosophical perspective. 4. Assess the need for a balance between ecology, and economy. 5. Equip themselves with a better understanding of themselves and the society they live in and the responsibilities they shoulder in creating a sustainable world.			

### Course Contents/Syllabus:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Individual and Professional Ethics:</b> Introduction to Professional Ethics, Morals, Values and Ethics – Personal and Professional- Sense of Professional Ethics – Code of Ethics by NSPE-Making decisions with ethical dimensions–definition–roadmap to ethical decision making–common standards– internal obstacles – bias – empathy	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Business Ethics:</b> Philosophical approaches to Business Ethics – ethical reasoning – ethical issues in business - Social Responsibility of Business- conflict of interest–cultural relativism-Ethical Leadership-Resisting un-ethical authority and domination-Global Business Ethics	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Psychological Approaches:</b> Ethical Theories-Psychological and Philosophical Approaches-Myths about Morality-conflict of interest in psychological perspective - Courage-Integrity – ethical dilemma – Emotional Intelligence (Mahabharata- Iskcon Publications)	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Workplace Ethics:</b> Ethics in changing domains of Research–academic integrity–intellectual honesty-Role of Engineers and Managers-Ethical issues in Diverse workplace – competition – free will- Confidentiality – employee rights – Intellectual property rights – discrimination	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Safety, Responsibilities and Rights:</b> Ecology, and Economy-Risk benefit analysis and reducing risk SDGs–Corporate social responsibility and Corporate Sustainability - CSR in India - Sustainability Case Studies	<b>CLO 5</b>	<b>6</b>
<b>Total Hours</b>		<b>30</b>



### **Learning resources**

#### **Textbooks:**

1. Subramanian. R. *Professional Ethics*, Oxford Publication, 2013.
2. Nagarasan. R. S. *Professional Ethics and Human Values*. New Age International Publications, 2006.

#### **Reference Book:**

1. Mike W Martin and Roland Schinzinger, *Ethics in Engineering*, 4th edition, Tata McGraw Hill Publishing Company Pvt Ltd, New Delhi, 2014

#### **Online Resources/E-Learning Resources**

1. <https://www.nspe.org/resources/ethics/code-ethics>
1. <https://www.toolshero.com/tag/ethical-decision-making/>
2. <https://pagecentertraining.psu.edu/public-relations-ethics/introduction-to-public-relations-ethics/lesson-1/ethical-theories/>
3. <https://peer.asee.org/case-studies-in-engineering-ethics.pdf>

### **CIA Guidelines**

**Online Quiz (Based on MCQ)- 20 marks**

**Activity (with short Report Submission) - 20 Marks**

**Academic Sincerity - 10 marks**

Few of suggested topics related to **UHV1- Professional Ethics** are:

Debate Topics

- Ethical Approach versus Realistic Approach
- Individual and Social Approach
- Dilemma between heart and Mind

Activity

- ❖ Analyze the wastage (Electricity or any other) at work place? How you managed.

Assignment

- Analyze the code of ethics at work place
- If you fulfil the duties, rights will automatically fall in place. Justify the statement

References:

[https://www.aicte-](https://www.aicte-india.org/sites/default/files/Model_Curriculum/Minor%20Degree%20in%20Universal%20Human%20Values%20(UHV).pdf)

[india.org/sites/default/files/Model\\_Curriculum/Minor%20Degree%20in%20Universal%20Human%20Values%20\(UHV\).pdf](https://www.aicte-india.org/sites/default/files/Model_Curriculum/Minor%20Degree%20in%20Universal%20Human%20Values%20(UHV).pdf)

<https://uhv.org.in/>

<https://vvce.ac.in/wp-content/uploads/2021/04/Realising-Aspirations-of-NEP2020-UHV.pdf>



## Course Exit Policy

**UG Certificate in Design :** Students who opt to exit after completion of the first year and have scored required credits offered by the school in the program structure will be awarded a UG certificate in Design, provided they must earn additional credits during the summer vacation of the first year.

First Year													
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
									Theory		OR/PR		Total
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ES A	
UCEXBD101	Design Research /MOOCs	VSC	2	-		2	2		-	-	50		50
UCEXBD102	Project	VSC	-	4		2	4		-	-	50		50



Name of the Program:		B.Des		EXIT Course		Level: UG	
Course Name		Research in Design		Course Code/ Course Type		UCEXBD101	
Course Pattern		2024		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment )	Practical/Oral
2	-	-	2	2	50	0	0
Pre-Requisite:							
Course Objectives (CO):					The Objective of <b>Research in Design</b> is - 1. identify and discuss the role and importance of research in the social sciences. 2. identify and discuss the issues and concepts salient to the research process. 3. Discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. 4. Understand the concepts and procedures of sampling, data collection, analysis and reporting. 5. minimize the risk of bias and helps to control extraneous variables.		
Course Learning Outcomes (CLO):					Students who successfully complete this Course will be able to: 1. Understand why research is important for any kind of design intervention or design solution. 2. Understand and evaluate a wide range of qualitative and quantitative methodologies related to design research and practice 3. know which of these tools and methods be best suited in different context and circumstances during the research process. 4. Acquire data visualization skills and competently use visual representation tools such as Scenario and Personas building, Affinity diagram, Empathy mapping, Entities positioning map, ERAF System Diagram etc. in a range of situations. 5. Have the ability to translate research findings into design proposals.		

### Course Contents:

Descriptors/Topics	CLO	Hours
<b>UNIT I</b>		
<b>Research process and scope</b> : types (Primary & Secondary and Qualitative & Quantitative) of research, sampling methods, user profiling etc. as well as various research tools and methods (excluding observation, visual ethnography, observations etc.).	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Tools of research</b> : brainstorming, surveys, interviews, experiment design, etc.,	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Research analysis</b> : Analysis techniques of insights and patterns from the collected data and information, Validation of Data , Writing research report, Format of the report, Style of referencing, Bibliography	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Preparing research proposals</b> : Selection of the topic, Review of literature, Identifying Objectives of the Study, preparing Research Questions, Hypothesis formation	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Issues in Research</b> : Research Ethics, Plagiarism, software to detect plagiarism	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

### Learning resources

#### Reference Books:

- Design Research: Methods and Perspectives (The MIT Press) Hardcover – 2003 by Brenda Laurel
- Design Research Now: Essays and Selected Projects ( 1<sup>st</sup> edition ) 2007 - By Ralf Michel, Hochschule für Gestaltung und Kunst, Basel, Switzerland

#### Online Resources/E-Learning Resources

- <https://www.inderscienceonline.com/journal/jdr>
- 3 Kinds of Design Research: Research for / into / through Design -<https://www.youtube.com/watch?v=7niJ2a6HTBo>