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

Curriculum Structure
Bachelor of Design
Pune Design School

Effective from Academic Year 2025-26

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.

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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	**34**	**86**	**53.75**
2	Minor Stream/Vocational/Programme Specific	**5**	**10**	**6.25**
3	Multidisciplinary / Open Electives	**3**	**6**	**3.75**
4	Ability Enhancement Courses	**6**	**6**	**3.75**
5	Skill Enhancement Courses	**6**	**16**	**10**
6	Value Added Courses	**4**	**5**	**3.125**
7	Internship	**1**	**4**	**2.5**
8	Project	**1**	**11**	**7.5**
	Total	**8**	**16**	**6.875**

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	5	5	5	5	3	34
2	Minor Stream/Vocational/Programme Specific	0	0	0	1	1	1	1	1	5
3	Open Electives	1	1	1	0	0	0	0	0	3
4	Ability Enhancement Courses	1	1	1	1	1	1	0	0	6
5	Skill Enhancement Courses	1	1	1	1	1	1	0	0	6
6	Value Added Courses	1	1	0	0	1	1	0	0	4
7	Internship	0	0	0	0	0	0	1	0	1
8	Project	0	0	0	0	0	0	0	1	1
9	MOOC	1	1	1	1	1	1	1	1	1
Total										**68**

Course Structure for B. Des (Interior and Space Design)

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
				Semester III							
1	UBDISD201	Nature and Form	**PCC**	2	–	2	4	6	40	60	100
2	UBDISD202	Design Research	**PCC**	–	–	1	1	2	20	30	50
3	UBDISD203	Interior Design Basics	**PCC**	2	–	2	4	6	40	60	100
4	UBDISD204	Color Fundamentals	**PCC**	1	–	2	3	5	40	60	100
5	UBDISD205	Open Elective 3	**OE**	1	–	1	2	3	40	60	100
6	UBDISD206	Presentation Techniques	**AEC**	1	–	–	1	1	50	–	50
7	UBDISD207	Interior Digital Drawing 2D	**SEC**	1	–	2	3	5	40	60	100
8	ACUHV201/ ACCOI202	Universal Human Values II : Understanding Harmony / Constitution of India	**AC**	–	–	–	–	2	50	–	50
9	UFL201	Foreign Language I	**AEC**	–	–	–	–	2	50	0	50
10	MOOCISD201	Innovative Design Thinking	**MOOC**	2	–	–	2	2	20	30	50
						Total	20	34	390	360	750

UFL201 - Foreign Language I
UFL201A - Foreign Language I German
UFL201B - Foreign Language I Japanese

UBDISD205 - Open Elective 3
UBDISD205A – Product Photography
UBDISD205B – Design for Social Media

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme	Assessment Scheme
				Semester IV	

					Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDISD208	Design Studio 1	**PCC**		1	–	3	4	7	40	60	100
2	UBDISD209	Retail and Exhibition Space Design	**PCC**		1	–	1	2	3	20	30	50
3	UBDISD210	Spatial Ergonomics	**PCC**		1	–	1	2	3	20	30	50
4	UBDISD211	Advanced Photography	**PCC**		1	–	1	2	3	20	30	50
5	UBDISD212	Mini Project 1	**PCC**		1	–	1	2	3	40	60	100
6	UBDISD213	Portfolio 1	**AEC**		1	–	–	1	1	50	–	50
7	UBDISD214	Interior Digital Drawing 3D	**SEC**		1	–	2	3	5	20	30	50
8	ACCOI202 / ACUHV201	Constitution of India / Universal Human Values II : Understanding Harmony	**AC**		–	–	–	–	1	50	–	50
9		**Minor 1**	**MIN**		2	–	–	2	2	40	60	100
10	UFL202	Foreign Language II	**AEC**		–	–	–	–	2	50	–	50
11	MOOCISD202	Integrated Approach to Architecture	**MOOC**		2	–	–	2	2	20	30	50
				Total				20	32	370	330	700

UFL202 - Foreign Language II
UFL202A - Foreign Language II German
UFL202B - Foreign Language II Japanese

				Semester V								
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme						Assessment	Scheme	
				Th	Tut	Pr / Self study	Credits	Hrs		CIA	ESA	Total
1	UBDISD301	Design Studio 2	**PCC**	1	–	3	4	7		40	60	100
2	UBDISD302	Space Transformation	**PCC**	1	–	1	2	3		20	30	50

Sr. No.	Course Code	Course Title	Course Type	Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
3	UBDISD303	Event Design	**PCC**	1	–	–	1	1	50	–	50
4	UBDISD304	Interior Services 1	**PCC**	1	–	1	2	3	20	30	50
5	UBDISD305	Mini Project 2	**PCC**	1	–	1	2	3	40	60	100
6	UBDISD306	Project Documentation	**AEC**	1	–	–	1	1	50	–	50
7	UBDISD307	Visual Merchandising	**SEC**	1	–	1	2	3	20	30	50
8	UBDISD308	Short Movie Making	**VAC**	–	–	2	2	4	20	30	50
9	ACALR301 / ACEVS301	Aptitude and Logical Reasoning / Environmental Studies	**AC**	2	–	–	–	2	50	–	50
10		**Minor 2**	**MIN**	2	–	–	2	2	40	60	100
11	UFL301	Foreign Language III	**AEC**	–	–	–	–	1	50	–	50
12	MOOCISD301	Interior and Space Design Essentials	**MOOC**	2	–	–	2	2	20	30	50
						Total	20	32	420	330	750

UFL301 - Foreign Language I
UFL301A - Foreign Language I German
UFL301B - Foreign Language I Japanese

				Semester VI							
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDISD309	Design Studio 3	**PCC**	1	–	3	4	7	40	60	100
2	UBDISD310	Construction Technology & Materials 1	**PCC**	1	–	2	3	5	40	60	100
3	UBDISD311	Interior Services 2	**PCC**	1	–	1	2	3	50	–	50
4	UBDISD312	Furniture Design	**PCC**	1	–	–	1	1	20	30	50
5	UBDISD313	Mini Project 3	**PCC**	1	–	1	2	3	40	60	100
6	UBDISD314	Portfolio 2	**AEC**	0	–	1	1	2	50	–	50
7	UBDISD315	Virtual Reality Tools	**SEC**	0	–	1	2	3	20	30	50
8	UBDISD316	Theatre Arts	**VAC**	0	–	1	1	2	50	–	–

Sr. No.	Course Code	Course Title	Course Type	Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
9	ACEVS301 / ACALR301	Environmental Studies / Aptitude and Logical Reasoning	AC	-		-	-	2	50	-	50
10		**Minor 3**	MIN	2	-	-	2	2	40	60	50
11	UFL302	Foreign Language IV	AEC	-	-	-	-	2	20	30	50
12	MOOCISD302	Smart Construction for Interior Spaces	MOOC	2	-	-	2	2	20	30	50
						Total	20	34	440	360	800

UFL302 - Foreign Language II
UFL302A - Foreign Language II German
UFL302B - Foreign Language II Japanese

Semester VII											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDISD401	Design Studio 4	PCC	2	-	2	4	6	40	60	100
2	UBDISD402	Design Studio 5	PCC	1	-	2	3	5	40	60	100
3	UBDISD403	Design Management	PCC	1	-	-	1	1	50	-	50
4	UBDISD404	Construction Technology & Materials 2	PCC	2	-	-	2	2	20	30	50
5	UBDISD405	Mini Project 4	PCC	1	-	1	2	3	40	60	100
6	UBDISD406	Internship :UBD	PCC	-	-	-	4	-	40	60	100
7		**Minor 4**	MIN	2	-	-	2	2	40	60	100
8	MOOCISD401	Material Intelligence and Project Execution	MOOC	2	-	-	2	2	20	30	50
						Total	20	19	290	360	650

Semester VIII											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total

1	UBDISD407	Design Studio 6	**PCC**	1	-	2	3	5	40	60	100
2	UBDISD408	Research Paper Writing : UBD	**PCC**	2	-	-	2	2	50	-	50
3	UBDISD409	Graduation Project : UBD	**PCC**	-	-	11	11	22	150	200	350
4		Minor 5	**MIN**	2	-	-	2	2	40	60	100
5	MOOCISD402	Construction Innovation and Material Application	**MOOC**	2	-	-	2	2	20	30	50
						Total	20	30	300	350	650

Name of the Program:	B.Des		Semester: III		Level: UG		
Course Name	Nature and Form		Course Code/ Course Type		UBDISD201/ PCC		
Course Pattern	2025		Version		2025.01		
Teaching Scheme (Turns)					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	2	-	4	6	40	60	0
Pre-Requisite:							
Course Objectives (CO):			The Objective of this course is - 1. To study the elements of design as seen in nature and forms the basis and the source of inspiration in the generation of man-made forms. 2. To explores approaches to the study of form and structure that have so optimally evolved in nature to meet specific functional requirements. 3. To understand Color as an element in nature can be examined for its attributes of balance and harmony; 4. To grasp the Concept of Figure and Ground can be examined for the concept of Camouflage. 5. Form studies of structure in nature helps understanding of aspects of form transition, form integration and form transformation for the students of Art, Design, and Architecture.				

Course Learning Outcomes (CLO):	Upon completion of this course Students will be able to 1. Become knowledgeable and enthusiastic about biomimicry. 2. Get outside and strengthen relationships with the local environment. 3. Learn to better recognize, observe, and think creatively about processes and systems in nature. 4. Shift to see nature not as something to exploit, but as a teacher and model. 5. Collaborate with nature to devise and apply practical solutions to current challenges.

Course Contents:

Descriptors/Topics	CLO	Hours
UNIT I		
Design and Nature: Introduction to Nature and Form, biomimicry and its relevance in product design, Study of natural forms, Exploration of the aesthetic principles	CLO 1	6
UNIT II		
Biomimicry and Design: Core principles and methodologies, Case Studies, practical approaches to incorporating natural principles	CLO 2	6
UNIT III		
Natural Systems and Processes: Study of ecosystems and their processes, Understanding the cycles of energy and materials in natural systems, Sustainability and Natural Processes	CLO 3	6
UNIT IV		
Form Development and Analysis: Methods for analyzing and understanding forms found in nature, Morphology and Evolution of Forms, Software and tools for analyzing+creating natural forms	CLO 4	6
UNIT V		
Application in Product Design: Field Trip for Observing Natural Forms, Detailed Sketching Techniques, Functional and Aesthetic Integration, Future Trends in Nature-inspired Design	CLO 5	6

Learning resources

Reference Books:
1. Biomimicry: Innovation Inspired by Nature - by Janine M. Benyus
2. Patterns in Nature: Why the Natural World Looks the Way It Does - by Philip Ball
3. Nature by Design: The Practice of Biophilic Design - by Stephen R. Kellert
4. The Nature of Design: Ecology, Culture, and Human Intention - by David W. Orr

Online Resources/E-Learning Resources
1. https://www.dsource.in/course/form/design-and-nature
2. https://biomimicry.net/
3. https://www.designboom.com/
4. https://www.netflix.com/in/title/80049832
5. https://www.youtube.com/watch?v=k_GFq12w5WU
https://www.youtube.com/watch?v=3QZp6smeSQA

Name of the Program:	B. Des			Semester: III		Level: UG	
Course Name	Design Research			Course Code/ Course Type		UBDISD202/PCC	
Course Pattern	2025			Version		2025.01	
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 Design Research is -
	1. Understand the Crucial Role of Research in Design: Grasp the fundamental importance of research in informing and guiding the design process. Recognize how research contributes to the development of innovative and user-centered design solutions. Explore the relationship between design research and other disciplines (e.g., sociology, anthropology, psychology). **2. Master a Diverse Range of Research Methodologies**: Gain a comprehensive understanding of various qualitative and quantitative research approaches. Learn how to select appropriate methods based on research objectives and context. Develop skills in conducting interviews, surveys, observations, experiments, and other research techniques. **3. Analyse Research Data for Design Solutions:** Acquire the ability to collect, organize, and analyse research data using relevant tools and techniques. Develop critical thinking and problem-solving skills to extract meaningful insights from research findings. Learn how to interpret and present research data in a clear and concise manner. **4. Formulate Research-Driven Design Briefs:** Understand the importance of creating well-defined design briefs based on research findings. Develop the ability to translate research insights into actionable design goals and objectives. Learn how to communicate research findings effectively to stakeholders. **5. Document Design Research Effectively:** Understand the significance of documenting research processes and findings. Develop skills in using various documentation tools and techniques. Learn how to organize and present research findings in a professional and visually appealing manner.

Course Learning Outcomes (CLO):	Students who successfully complete this course will be able to:
	1. Appreciate the Value of Research in Design: Recognize the importance of research in informing design decisions and ensuring user-centered outcomes. Understand how research can help to identify design problems, generate innovative ideas, and evaluate design solutions. Appreciate the role of research in improving the overall quality and impact of design projects.
	2. Apply a Wide Range of Research Methodologies: Demonstrate knowledge of various qualitative and quantitative research methods. Select appropriate research methods based on research objectives and context. Conduct research effectively using a variety of techniques (e.g., interviews, surveys, observations).
	3. Analyze and Interpret Research Data: Collect, organize, and analyze research data using appropriate tools and techniques. Extract meaningful insights from research findings and identify patterns and trends. Communicate research findings clearly and effectively to stakeholders.
	4. Develop Research-Driven Design Briefs: Create well-defined design briefs based on research findings. Translate research insights into actionable design goals and objectives. Communicate design briefs effectively to stakeholders.
	5. Document Research Findings Effectively: Use appropriate documentation tools and techniques to record research processes and findings. Organize and present research findings in a clear, concise, and visually appealing manner. Communicate research findings effectively to a variety of audiences.

Course Contents/Syllabus

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Design Research: Importance of research in design practice, Understanding the role of research in developing effective design solutions, Overview of the research process in design, Types of research in design: qualitative vs. quantitative, Ethical considerations in design research, Contextual Application of Research,	CLO 1	3
UNIT II		
Qualitative & Quantitative Research Methods: Exploration of techniques such as interviews, focus groups, and observations, Understanding surveys, experiments, and statistical analysis, Mixed Methods Approach for comprehensive research	CLO 2	3
UNIT III		
Tools and Techniques for Data Collection: Brainstorming and Mind Mapping, Empathy Mapping and User Journey Mapping, Affinity Diagrams/Methods for categorizing and analysing data	CLO 3	3
UNIT IV		
Data Visualization and Representation: Introduction to Data Visualization, Visual Tools: Personas, Scenarios, and Empathy Maps, Visualization Techniques for creating comprehensive and impactful visual representations	CLO 4	3
UNIT V		
Analyzing Research Findings: Synthesis of Research Data, Techniques for Data Analysis, Creating a Research-Driven Design Brief, Translating Research into Design Concepts, Case Studies of Research-Led Design	CLO 5	3

Learning resources

Reference Books:
- Design Research: Methods and Perspectives (The MIT Press) Hardcover – 2003 by Brenda Laurel
- The Design Research Handbook: Building the Right Products and Services - by Jay Hasbrouck
- Interviewing Users: How to Uncover Compelling Insights" by Steve Portigal
- The Field Guide to Human-Centered Design - by IDEO.org

Online Resources/E-Learning Resources
- Journal of Design Research
- Medium
- Abstract: The Art of Design
- https://www.scribbr.com/methodology/research-design/
- https://bootcamp.uxdesign.cc/design-thinking-empathy-maps-journey-maps-and-how-they-are-interconnected-b145aafccdd1
- https://www.youtube.com/watch?v=jYMTzzosUIw

Name of the Program:	B. Des			Semester: III		Level: UG	
Course Name	Interior Design Basics			Course Code/ Course Type		UBDISD203/ PCC	
Course Pattern	2025			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):	1. Fundamentals **of Interior Design**: Understand the foundational concepts, practices, and frameworks of interior design, focusing on creating functional and aesthetic spaces. 2. Elements **& Principles of Design**: Apply core design elements like line, colour, shape, and texture, along with key design principles such as balance, harmony, and proportion to create well-organized and cohesive interiors. 3. Space **Planning & Ergonomics**: Develop skills in space planning to efficiently arrange spaces, while integrating ergonomic principles to ensure comfort, functionality, and user-centered design. 4. Material **& Finish Selection**: Learn to choose appropriate materials, textures, and finishes that enhance the visual appeal and practicality of interiors. 5. Design **Styles & Communication**: Gain familiarity with various design styles, from traditional to contemporary, and learn to effectively communicate design concepts through sketches, presentations, and visual tools.
Course Learning Outcomes (CLO):	1. Comprehensive **Understanding of Interior Design**: Gain a solid grasp of foundational interior design concepts, practices, and frameworks, enabling the creation of functional and aesthetically pleasing spaces. 2. Proficiency **in Design Elements &**

	Principles: Develop the ability to apply core design elements and principles to create cohesive, balanced, and visually harmonious interiors. 3. Expertise **in Space Planning & Ergonomics**: Master space planning techniques that optimize room layout and flow, while ensuring ergonomic comfort and user-centered design. 4. Skilful **Material & Finish Selection**: Become proficient in selecting appropriate materials, textures, and finishes that combine practicality with visual appeal. 5. Effective **Communication of Design Concepts**: Learn to convey design ideas clearly through sketches, presentations, and visual tools, while demonstrating a solid understanding of various design styles and trends.	

Course Contents/Syllabus

Descriptors/Topics	CLO	Hours
UNIT 1		
Introduction to Design. Learn the essential concepts, practices, and frameworks that form the foundation of interior design.	**CLO 1**	2
UNIT 2		
Scope of Interior Design. As a profession, design involves specialized education, creative problem-solving, technical skills, and working with clients to bring ideas to life within certain constraints.	**CLO 2**	2
UNIT 3		
Elements of Design & Principles of Design. Utilize key design elements like line, shape, colour, texture, and form to create balanced and functional interiors. Master core design principles such as balance, contrast, harmony, scale, and proportion to effectively organize spaces	**CLO 3**	5
UNIT 4		
Human Factors and theories of Design. Focus on designing spaces that prioritize user comfort, functionality, and health through ergonomic considerations.	**CLO 4**	3
UNIT 5		
Interior Design Style. Design can be categorized into various types, including interior, graphic, industrial, fashion, and architectural design, each serving different purposes.	**CLO 5**	3

Learning resources

"Interior Design Illustrated" *– Francis D.K. Ching*
A visual introduction to space planning, interior architecture, and basic design principles.

"The Fundamentals of Interior Architecture" *– John Coles & Naomi House*
explains the core elements of interior space and how they are designed and composed.

"Interior Design: A Practical Guide" *– Jenny Gibbs*
A well rounded introduction to design process, concepts, and real-world applications.

"The Interior Design Reference & Specification Book" *– Linda O'Shea, Chris Grimley & Mimi Love*
Covers materials, finishes, lighting, furniture, and key interior design standards.

"Residential Interior Design: A Guide to Planning Spaces" *– Maureen Mitton & Courtney Nystuen*
Focuses on spatial planning and design for residential interiors.

Name of the Program:	B.Des				Semester : III		Level: UG	
Course Name	Color Fundamentals				Course Code/ Course Type		UBDISD204/PCC	
Course Pattern	2025				Version		2025.01	
Teaching Scheme						Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessmen t)	Practical/Oral	
1	2	-	3	5	40	60	0	
Pre-Requisite:								
Course Objectives (CO):	The Objective of Color Fundamental is 1. To provide students with a comprehensive understanding of color theory, its applications, and its impact on visual perception and design. 2. Grasp essential color concepts, including color models (RGB, CMYK, HSL), color wheels, and color relationships 3. Analyse Color Interactions: Examine how colors interact with each other and how they are perceived by the human eye, including concepts like color harmony, contrast, and optical illusions. 4. Explore Cultural and Psychological Aspects of Color: Understand the psychological impact and cultural meanings of colors, and how these influence consumer behaviour, branding, and user experience. 5. Cultivate Color Sensitivity: Develop a keen eye for color selection, aesthetics, and practical application in design, fashion, interiors, branding, and more.							
Course Learning Outcomes (CLO):	Students who successfully complete this course will be able to: 1. **Demonstrate an understanding of color theory and its applications** in visual perception and design, explaining its impact on creative and professional practices. 2 **Apply knowledge of color models and relationships** (e.g., RGB, CMYK, HSL) to effectively analyze and create color schemes using tools like the color wheel. 3 Evaluate **color interactions** by examining harmony, contrast, and optical illusions, and							

apply these principles to enhance design and visual communication. 4 **Interpret the psychological and cultural significance of colors,** analyzing their influence on consumer behavior, branding strategies, and user experience design. 5 Exhibit **colour sensitivity** by selecting and applying appropriate color schemes to enhance aesthetics and functionality in fields such as fashion.		

Course Contents/Syllabus

Description/Topics	CLO	Hours
UNIT I		
Theory and Psychology of Color ● Introduction to color: The physics of light and color perception ● Color models: RGB, CMYK, HSV, and traditional color wheel ● Color properties: Hue, saturation, and value ● Color psychology: Emotional and cultural associations of color ● Color and perception: How color influences our understanding of objects and space	CLO 1	3
UNIT II		
Color Harmonies and Relationships ● Color schemes: Monochromatic, analogous, complementary, split-complementary, triadic ● Color contrast: Simultaneous contrast, successive contrast, and color vibration ● Color balance and harmony: Achieving visual equilibrium in design ● Color and context: How color interacts with surrounding elements and influences meaning	CLO 2	3
UNIT III		
Color in Design ● Color and branding: Creating color palettes that reflect brand identity ● Color in user interface design: Using color to	CLO 3	3

guide user interactions and convey information		
● Color in illustration and graphic design: Applying color to express mood, atmosphere, and narrative		
● Color in photography and film: Using color to create visual impact and tell stories		
● Color trends and forecasting: Analyzing current and emerging color trends		
UNIT IV		
Cultural and Contextual Implications of Color ● Color symbolism: Exploring how colors hold different meanings across cultures and contexts ● Color and social psychology: Understanding how color influences behaviour and decision-making ● Color and accessibility: Designing with color for individuals with visual impairments ● Color and sustainability: Choosing eco-friendly color choices and printing processes	**CLO 4**	3
UNIT V		
Creating Color Schemes for Design Projects ● Color inspiration and research: Gathering color ideas from nature, art, and other sources ● Color palettes and mood boards: Developing and presenting color schemes ● Color testing and refinement: Evaluating color choices in different lighting conditions and contexts ● Color psychology and target audience: Choosing colors that resonate with the intended audience	**CLO 5**	3
Total		15

Name of the Program:	B. Des		Semester: III		Level: UG	
Course Name	Open Elective-III (Product Photography)		Course Code/ Course Type		UBDISD205 / OE	
Course Pattern	2025		Version		1.0	
Teaching Scheme					Assessment Scheme	
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical /Ora
1	1	0	2	3	40	60	0
Pre-Requisite:						

Course Objectives (CO):	Upon successful completion of this course, students wi to: 1. Understand the fundamental principles of photogr applied to product visualization. 2. Develop proficiency in using camera equipment an techniques for effective product photography. 3. Learn to compose and style products to highlight features and aesthetics. 4. Acquire skills in post-processing product images professional presentation. 5. Create compelling photographic content for produ and design portfolios.
Course Learning Outcomes (CLO):	1. Operate a digital camera effectively, understand settings (aperture, shutter speed, ISO) and thei product images. 2. Set up and manipulate various lighting scenarios (continuous, strobe, natural) to achieve desired reveal product details. 3. Compose and style products thoughtfully, conside backgrounds, and props to enhance visual appeal. 4. Utilize post-processing software to color correc and optimize product photographs for different p 5. Produce a portfolio of high-quality product phot suitable for professional design presentations a commerce.

Course Contents/Syllabus

Descriptors/Topics	CLO	Hours
UNIT I		
Fundamentals of Photography for Products: Introduction to product photography: importance in design and marketing, Camera types (DSLR, Mirrorless) and essential components (sensor, lens), Understanding the exposure triangle: Aperture, Shutter Speed, ISO, Lens types for product photography: prime, macro, zoom, White balance and color temperature.	CLO 1	3
UNIT II		
Lighting Techniques for Product Photography: Introduction to lighting types: natural, continuous, strobe (flash), Understanding light quality: hard vs. soft light, Lighting modifiers: softboxes, umbrellas, reflectors, diffusers, Basic lighting setups: one-point, two-point, three-point lighting, Highlighting different material properties with light (glossy, matte, transparent).	CLO 2	3
UNIT III		
Composition and Styling in Product Photography: Principles of composition: Rule of Thirds, leading lines, negative space, Angles and perspectives for product shots (eye-level, high-angle, low-angle), Background selection and usage: seamless paper, textured surfaces, Introduction to props and styling for storytelling, Creating consistent visual themes and branding.	CLO 3	3
UNIT IV		
Specialized Product Photography Techniques: Techniques for reflective and transparent products (e.g., glassware, polished metal), Focus stacking for sharp images (brief overview), Capturing textures and fine details (macro photography principles), Working with scale and context shots, Basic setup for e-commerce product shots (white background).	CLO 4	3
UNIT V		
Post-Processing and Output: Introduction to image editing software: Adobe Photoshop, Lightroom, Basic adjustments: exposure, contrast, white balance, cropping, Retouching techniques: spot removal, cloning, dust removal, Color correction and grading for product accuracy, Exporting images for different platforms (web, print, portfolio).	CLO 5	3
Total (Hours)		**15**

Name of the Program:	B. Des			Semester: III		Level: UG	
Course Name	Presentation Techniques			Course Code/ Course Type		UBDISD206/ AEC	
Course Pattern	2025			Version		2025.01	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	-	1	2	50	0	0
Pre-Requisite:							

Course Objectives (CO):	The Objective of this course 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
Course Learning Outcomes (CLO):	Students who successfully complete this course will be able to: 1. Gaining confidence to undertake effective presentation, Learning documentation skills 2. Students will demonstrate enhanced interpersonal – Skills, including active listening, empathy, and teamwork. 3. Students will present their design projects clearly and persuasively to diverse audiences, including peers, instructors, and industry professionals. 4.Students will enhance their comprehension abilities, as well as their basic reading, writing, and speaking skills 5. Students will refine their logical reasoning and argumentative skills, enabling them to construct and present well-founded arguments and critiques in design-related discussions and presentations.

Course Contents/Syllabus :

Descriptors/Topics	CLO	Hours
UNIT I		
Introduction to Physical Modelling: Overview of physical modelling as a tool for design exploration and communication, Evolution and significance of physical modelling in design practice, Different types of models used in product design: conceptual models, functional prototypes, etc.	CLO 1	3
UNIT II		
Materials and Techniques: Considerations for choosing materials based on model purpose and fidelity, Techniques for Model Making, Enhancing model aesthetics	CLO 2	3
UNIT III		
Design Flexibility and Freedom: Using models to explore and iterate design concepts effectively, Observational modeling exercises to understand spatial relationships and context, Encouraging creative experimentation and risk-taking in design ideation	CLO 3	3
UNIT IV		
Perception and Interaction: Developing Perception in Design, Physical manipulation of mass and form to explore design compositions, Case Studies and Examples	CLO 4	3
UNIT V		
Integration and Feedback: Integrating Physical Models in Design Process, Peer Review and Feedback, Reflection and Iteration	CLO 5	3

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Learning resources

Reference Books:

●   Model-making: Materials and Methods Hardcover – 13 May 2008 by David Neat

●   Graphic Design School: The Principles and Practice of Graphic Design – D. Dabner, S. Stewart, and A. Vickress

●   Prototyping and Modelmaking for Product Design - by Bjarki Hallgrimsson

●   Model Making - by Megan Werner

●   Physical Models: Design and Craft - by Adi Reza Nugroho

Online Resources/E-Learning Resources

●   https://www.youtube.com/@scaleModelAddict

●   https://www.youtube.com/@ProtolabsMFG

●   https://www.core77.com/

Name of the Program:	B. Des			Semester: III		Level: UG	
Course Name	Interior Digital Drawing 2D			Course Code/ Course Type		UBDISD207/ SEC	
Course Pattern	2025			Version		2025.01	
Teaching Scheme				Assessment Scheme			
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	2	-	3	5	40	60	0
Pre-Requisite:							

Course Objectives (CO):	1. To introduce basic digital drafting tools and techniques used in interior design. 2. To develop skills in creating accurate 2D drawings such as plans, elevations, and sections using CAD software. 3. To in still an understanding of line weights, layers, dimensioning, and annotation standards. 4. To enable the application of drafting conventions in the development of interior working drawings. 5. To encourage the integration of technical drawing with conceptual thinking and presentation.
Course Learning Outcomes (CLO):	1. Operate and navigate industry-standard 2D drafting software (e.g., AutoCAD) for interior layouts. 2. Create precise floor plans, elevations, and sections adhering to design standards and scales. 3. Apply correct line types, layers, hatching, and dimensioning techniques in 2D digital drawings. 4. Generate working drawings and detail drawings for interior design execution. 5. Prepare professional drawing sheets suitable for client presentations and execution on site.

Course Contents/Syllabus :

Descriptors/Topics	CLO	Hours
UNIT 1		
Introduction to Digital Drafting Overview of CAD software interface and tools. Setting up drawing limits, units, and scales. Drawing basic 2D geometric shapes (lines, circles, rectangles, etc.) Coordinate systems and navigation commands	**CLO 1**	2
UNIT 2		
Creating Interior Layouts Drawing floor plans with walls, doors, and windows Use of layers, line types, and line weights. Modifying commands: trim, extend, copy, offset, array, etc. Applying text, dimensions, and annotation styles. Room naming and area calculations.	**CLO 2**	2
UNIT 3		
Elevations and Sections Creating interior wall elevations from floor plans. Drawing vertical sections through spaces. Representing furniture and fixtures in elevations and sections. Hatching and materials representation in 2D. Detailing joinery and interior elements in section	**CLO 3**	5
UNIT 4		
Drafting Standards and Technical Detailing Title blocks and sheet setup. Symbols, legends, and notations in interior design. Working with scales and layout space (paper space/model space). Plotting drawings and preparing final drawing sets. Introduction to templates and plotting standards	**CLO 4**	3
UNIT 5		
Presentation and Documentation Preparing professional drawing sheets. Organizing a set of drawings for client or site use. Using blocks and reusable content. Exporting files to PDF and image formats. Best practices in digital drawing for industry standards	**CLO 5**	3

<u>**Learning resources**</u>

AutoCAD for Interior Design and Space Planning – Beverly L. Kirkpatrick & James M. Kirkpatrick

Architectural Drafting and Design – Alan Jefferis and David A. Madse

AutoCAD 2023 for Beginners – CADFolks

Interior Design Illustrated – Francis D.K. Ching

Design Drawing – Francis D.K. Ching and Steven P. Juroszek

Course Exit Policy

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

			Teaching Scheme						Assessment Scheme				
Second Year													
Course Code	Course Name	Course Type							Theory		OR/PR		
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total
UDIEXBD201	Research in Design./MOOCs	VSC	2	–		2	2		–	–	50		50
UDIEXBD202	Project/ Internship	VSC	–	8		4	8		–	–	50	50	100

   *Project- In house/ Sponsored/ Case Study/ Field work

3-year UG Degree in Design : Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG degree of B.Sc in Design, provided they must earn additional credits during the summer vacation of the third year

			Third Year									
Course Code	**Course Name**	**Course Type**	**Teaching Scheme**						**Assessment Scheme**			
									Theory		**OR/PR**	
			Th	**Pr**	**Tut**	**Credit**	**Hrs**		**CIA**	**ESA**	**CIA**	**ESA**	**Total**
UDEXBD301	Research in Design/MOOCs	VSC	**2**	–		**2**	**2**		–	–	50		**50**
UDEXBD302	Project/ Internship	VSC	**–**	8		**4**	**8**		–	–	50	50	**100**

*Project- In house/ Sponsored/ Case Study/ Field work

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:							

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 **Research in Design** 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 us 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
UNIT I		
Research process and scope : 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.).	CLO 1	6
UNIT II		
Tools of research : brainstorming, surveys, interviews, experiment design, etc.,	CLO 2	6
UNIT III		
Research analysis : 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	CLO 3	6
UNIT IV		
Preparing research proposals: Selection of the topic, Review of literature, Identifying Objectives of the Study, preparing Research Questions, Hypothesis formation	CLO 4	6
UNIT V		
Issues in Research : Research Ethics, Plagiarism, software to detect plagiarism	CLO 5	6
Total		30

Learning resources

Reference Books:
- Design Research: Methods and Perspectives (The MIT Press) Hardcover – 2003 by Brenda Laurel
- Design Research Now: Essays and Selected Projects (1st edition) 2007 – By Ralf Michel, Hochschule fur 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