

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

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.

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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

[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	1	-	-	1	1	20	30	50
4	UBDFY104	Digital Tools 1	PCC	1	-	1	2	3	20	30	50
5	UBDFY105	Open Elective 1	OE	1	-	1	2	3	40	60	100
6	UBDFY106	Communication Skill	AEC	1	-	-	1	1	50	-	50
7	UBDFY107	Visualisation and Illustrations 1	SEC	2	-	1	3	4	40	60	100
8	UBDFY108	Practicing Meditation/Yoga	VAC	-	-	1	1	2	50		50
9	ACUHV101/ ACIKSBD101	Universal Human Values 1 : Professional Ethics / IKS (Indian Design History)	AC	-	-	-	-	2	50	-	50
10	MOOCFY101	Design Thinking 1	PCC	2	-	-	2	2	50	-	50
				Total			20	30	400	300	700

UBDFY105 - Open Elective I

UBDFY105A - Study of bamboo crafts and products

UBDFY105B - 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	1	-	-	1	1	20	30	50
4	UBDFY112	Digital Tools 2	PCC	1	-	1	2	3	20	30	50
5	UBDFY113	Open Elective 2	OE	1	-	1	2	3	40	60	100
6	UBDFY114	Creative Writing	AEC	1	-	-	1	1	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	50	-	50
10	MOOCFY102	Design Thinking 2	PCC	2	-	-	2	2	50	-	50
Total							20	30	400	300	700

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		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):				The Objective of Fundamentals 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.			

Fundamental of Design 1 (4 Credits, 90 Hours) PDS

Descriptors/Topics	CLO	Hours
UNIT I		
UNDERSTANDING ELEMENTS OF DESIGN Study: Observations, Lines, Shapes & Forms, Textures, Colours etc.)	CLO 1	6
UNIT II		
Dots: Understanding of dots and its visual properties. Study: Dot gradation (light, middle & dark tones/values), texture study. Lines: Types of lines, Expressive qualities of lines. Study: Gradation of lines, Harmony of lines, line weightage, different mediums & techniques	CLO 2	6
UNIT III		
Shapes: Types of shapes (geometric & organic) Understanding positive and negative spaces Study: Observations, collecting objects (manmade & nature objects) Forms: Understanding 2-Dimensional Form Transition Study: Development of forms, recognize the changing attributes, characteristics and visual properties of the form.	CLO 3	6
UNIT IV		
Textures and Gradation: Understanding of different surfaces. Material and process-based textures, construction based textures, pigmented textures. Gradation on flat Surface, Introduction of highlights and shadows. Understanding mediums and values.	CLO 4	6
UNIT V		
Color theory: Color emotions, color psychology, color relationships. Study: knowing principles of color theory and design. Understanding of color relationships, learn to identify, and analyse the principles and elements of design. Students will utilize these theories and principles in the creation of their own unique design project. This topic involves creative hands-on activities. Typography: is an important design element. Type plays an important role in communication process as much through the shapes and styling of letterforms. Objective: Familiarizing the students with fundamentals of typography and how it is relevant to the all disciplines of Design through creative experiments.	CLO 5	6
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Details	CLO	Hours
1	Photobook	hierarchy, transition, tension	CLO 1	12
2	Stippling	volume, surface, movement	CLO 2	12
3	Line	shape, form and structure	CLO 3	12
4	Shapes and Space	hierarchy, order; and spatial movement	CLO 4	12
5	Colors and Textures	Material exploration models	CLO 5	12
		Total		60

Course Contents/Syllabus

Fundamentals of Design 2 (4 Credits, 90 Hours) PDS

Description/Topics	CLO	Hours
UNIT I		
Introduction to Design Elements and Principles Introduction to fundamental elements of design: Line, shape, form, color, texture, and space. Understanding design principles: Balance, contrast, emphasis, rhythm, unity, and proportion. Importance of visual composition and the role of design elements in creating harmony and balance.	CLO 1	6
UNIT II		
Exploration of 2D Forms and Transitions Concept of form transition and simplification. Methods of form manipulation, simplification, and abstraction in design. Cross-sections and creation of new forms using 2D exercises.	CLO 2	6
UNIT III		
Personal Expression Through Design Personal expression in design and its significance. Understanding how to infuse meaning and personal narrative into design. Exploring how design elements can convey intangible attributes like stability, dynamism, and fluidity.	CLO 3	6
UNIT IV		
Form Integration and Radian Manipulation Advanced concepts in form integration and radian manipulation. Understanding how radian and form curvature affect visual perception and communication. Creating design harmony by manipulating forms.	CLO 4	6
UNIT V		
Critical Thinking and Problem-Solving in Design Evaluating design work: Criteria for assessing good design. Problem-solving in design: Approaching design challenges with creativity. Encouraging a design process that involves iterative testing, feedback, and refinement.	CLO 5	6
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	2D composition exercises, exploration of balance and symmetry	1,2,3	Basic 2D composition exercises using lines and shapes. Practical exploration of balance and symmetry in design compositions. Creating compositions using multiple elements while focusing on achieving harmony.	CLO 1	12
2	Simplifying complex forms into basic shapes, 2D forms Manipulation	4,5,6	Design exercises focused on simplifying complex forms into basic shapes. Creating and manipulating transitions between 2D forms. Cross-sectioning basic objects and creating new design forms through manipulation.	CLO 2	12
3	Design 2D compositions that express intangible concepts	7,8,9	Creation of personal design works that communicate personal stories or significant ideas. Using various visual elements to design 2D compositions that express intangible concepts. Experimentation with visual forms to achieve symbolic representation.	CLO 3	12
4	Form Transition & Radian Manipulation	10,11,12	Design projects focused on integrating	CLO 4	12

			multiple forms with varying radii. Manipulating form curves to achieve smooth transitions and harmony in design. Creating functional designs that communicate fluidity, tension, and stability through form.		
5	Comprehensive Project	13,14,15	Design and present a final project that combines skills learned across all units. The project will involve creating a 2D design that incorporates personal expression, form integration, and the application of key design principles.	CLO 5	12
			Total		60

Suggested Readings: References

Design Basics – by David A. Lauer and Stephen Pentak

The Elements of Graphic Design – by Alex W. White

Principles of Form and Design – by Wucius Wong

Interaction of Color – by Josef Albers

Design and Form: The Basic Course at the Bauhaus – by Johannes Itten

The Design of Everyday Things – by Don Norman

Online Resources :

TutsPlus: Design & Illustration Tutorials

LinkedIn Learning: Foundations of Layout and Composition

[LinkedIn Learning: Layout and Composition](#)

CreativeLive: Design Surface Patterns from Scratches

MIT OpenCourseWare: Introduction to Design

Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Material Exploration 1		Course Code/ Course Type		UBDFY102/ 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):				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/Syllabus

Material Exploration 1 (4 Credits, 90 Hours) PDS

Description/Topics	CLO	Hours
UNIT I		
Introduction to Materials To provide a foundational understanding of the diverse types of materials used in design. Classification of materials by origin (natural vs. synthetic). Overview of material properties such as durability, elasticity, and conductivity. Introduction to the sustainability aspect of various materials.	CLO 1	6
UNIT II		
To explore the versatile world of polymers and their applications in design Explanation of polymer structure (thermoplastics, thermosets, elastomers). Study of properties like plasticity, resistance to chemicals, and heat. Discussion on uses in everyday products and advanced applications like in biomedical devices.	CLO 2	6
UNIT III		
To examine the properties of metals and their critical role in design and manufacturing Description of ferrous and non-ferrous metals. Properties such as malleability, ductility, and thermal conductivity. Case studies on the use of metals in structural applications and product design.	CLO 3	6
UNIT IV		
To delve into ceramics, focusing on their properties, processing, and design implications Advanced concepts in form integration and radii manipulation. Under Overview of traditional ceramics (clay products) and advanced ceramics (silicon nitride). Properties such as hardness, brittleness, and heat resistance. Application in products ranging from pottery to high-performance applications in aerospace.	CLO 4	6
UNIT V		
To understand composites and their engineered capabilities for specialized applications Composition and types (fiber-reinforced, matrix-based). Tailoring of properties to specific needs such as lightweight or high strength. Exploration of usage in automotive, aerospace, and sports equipment.	CLO 5	6
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Paper Mock-up Forms	1,2,3	Hands-on creation of various forms using paper. Techniques in fine finishing to understand surface treatment.	CLO 1	12
2	Plaster of Paris Moulding	4,5,6	Creation of detailed molds and sculptures. Emphasis on precision in casting and sculptural techniques for fine arts and functional objects	CLO 2	12
3	Ceramic Exploration	7,8,9	Techniques in hand-building, wheel-throwing, and slip casting. Experiments with glazing and firing processes to achieve desired finishes.	CLO 3	12
4	Composites	10,11,12	Fabrication of composite parts using various fibers and matrix materials.	CLO 4	12
5	Cement	13,14,15	Making molds for cement casting, casting various forms, and applying finishing techniques to achieve professional results	CLO 5	12
			Total		60

Suggested Readings:

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

- Mouldmaking and Casting – Nick Brooks
- Introduction to Composite Materials Design – Ever J. Barbero
- Materials for Design – Chris Lefteri
- Materials and Design: The Art and Science of Material Selection in Product Design – Michael F. Ashby and Kara Johnson

Online Resources/E-Learning Resources

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		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
1	-	0	1	1	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
UNIT I		
Arts and Crafts Traditions: Local and Transnational Perspectives	CLO 1	6
UNIT II		
Historical Methods : case reports, case series, cross-sectional studies, case-control studies, and cohort studies.	CLO 2	6
UNIT III		
Histories of Design: 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	CLO 3	6
UNIT IV		
Modern Design : The Home, Design for War and Peace	CLO 4	6
UNIT V		
Machine Age to Digital: Histories and Technologies.	CLO 5	6
Total		30

Learning resourcesText 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		2025		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/Syllabus

Digital Tools 1 (2 Credits, 45 Hours) PDS

Description/Topics	CLO	Hours
UNIT I		
Introduction to Digital Tools and Adobe Interface Introduction to the Adobe Creative Cloud Suite. Overview of digital design tools and their importance in design practices. To familiarize students with the digital design environment and the interfaces of Adobe Photoshop and Illustrator. Understanding file formats, resolution, and color modes (RGB vs. CMYK). Navigating the interfaces of Photoshop and Illustrator: tools, panels, and workspaces. Basic file management and workflow within Adobe software.	CLO 1	3
UNIT II		
Fundamentals of Raster Graphics using Photoshop : Working with Layers and Selections To develop a basic understanding and skills in raster graphics and image editing. Introduction to layers: creating, organizing, and using layer masks. Selection tools: marquee, lasso, and quick selection. Techniques for precise selections and editing	CLO 2	3
UNIT III		
Image Manipulation Techniques in Photoshop To explore various Photoshop techniques for sophisticated image manipulation and creative output. Selection techniques: Quick Selection, Magic Wand, and Refine Edge. Introduction to Smart Objects and non-destructive editing. Creating and applying custom brushes and textures. Compositing images: using masks, blending modes, and adjustment layers for seamless integration.	CLO 3	3
UNIT IV		
Creative Effects and Filters Use of blending modes for creative compositions. Introduction to Photoshop filters and effects. Applying gradients and patterns to enhance designs.	CLO 4	3
UNIT V		
Text Integration and Final Composition Adding and formatting text in Photoshop. Layer styles for text: shadows, glows, and strokes. Preparing files for print and digital formats.	CLO 5	3
Total		15

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Interface Exploration and File Setup	1,2	Create a new document in Photoshop and Illustrator, set up the workspace, and explore the different tools and panels	CLO 1	6
2	Create a new document in Photoshop, set up the workspace, and explore the different tools and panels	3,4	Create a new document in Photoshop and Illustrator, set up the workspace, and explore the different tools and panels	CLO 2	6
3	Photoshop Retouching	5,6,7	Use Photoshop to retouch a given image by adjusting its brightness, contrast, and color balance, and applying layer masks.	CLO 3	6
4	Creative Image Compositing	8, 9, 10,11	City collage & Typography Experiment with Double Exposure: Combine two or more images using blending modes to create a layered, ethereal effect. Experiment with different blending modes and opacity settings to achieve various outcomes.	CLO 4	6
5	Photo Manipulation and Typography	12, 13, 14 ,15	Combine multiple images to create a surreal or fantasy scene. Use masks, blending modes, and adjustment layers to	CLO 5	6

			seamlessly integrate the elements and achieve a cohesive composition.		
			Total		30

Suggested Readings: References

Elements and Principles of Design – Zena O'Connor

Principles of Design Through Photography – Deepak Mathew

Universal Principles of Design – William Lidwell, Kritina Holden, Jill Butler

<https://www.youtube.com/watch?v=9EPTM9ITBDU>

<https://www.youtube.com/watch?v=MshxnTQW4qU>

<https://www.youtube.com/watch?v=YqQx75OPRa0>

<https://www.youtube.com/watch?v=65WjYDEzi88>

Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Communication Skill		Course Code/ Course Type		UBDFY107/ AEC	
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
1	-	-	1	1	50	0	0
Pre-Requisite:							
Course Objectives (CO):				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			
Course Learning Outcomes (CLO):				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
UNIT I		
Introduction To Design : 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	CLO 1	3
UNIT II		
Five must – have skills for every fresher : Teamwork. Communication. Work Ethic. Growth Mind-set. Openness to feedback	CLO 2	3
UNIT III		
Soft skill for Career growth : Problem Solving Ability. Be responsible. Ability to adapt. Time management. Conflict management. Leadership	CLO 3	3
UNIT IV		
Business Etiquettes . 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,	CLO 4	3
UNIT V		
Standard Operating procedure, SOP : 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	CLO 5	3
Total		15

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.boooktolearn.com/ebooks2/art/artrelated/9780415317856_the_routledge_creative_writing_coursebook_61cl.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		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	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/Syllabus

Visualisation and Illustration 1 (3 Credits, 60 Hours) PDS

Description/Topics	CLO	Hours
UNIT I		
Introduction to Drawing and Observation Introduction to the concept of drawing as a fundamental tool for design. Understanding the importance of observation in visual communication. Basic principles of drawing: line, shape, form, and space. Overview of different drawing tools and materials.	CLO 1	6
UNIT II		
Principles of Perspective and Proportion In-depth study of perspective: one-point, two-point, and three-point perspective. Understanding proportion and scale in drawing. Introduction to the golden ratio and its application in design. Analysing historical and contemporary examples of perspective in art and design.	CLO 2	6
UNIT III		
Shading and Rendering Techniques Introduction to light and shadow: understanding value and contrast. Techniques for shading and rendering to create depth and volume. Study of different materials and textures in drawing. Overview of hatching, cross-hatching, stippling, and blending techniques.	CLO 3	6
UNIT IV		
Conceptual Visualization and Creative Thinking Exploring the relationship between imagination, observation, and visual storytelling. Techniques for brainstorming and conceptual visualization. Introduction to visual metaphors, symbolism, and abstraction. Case studies of conceptual illustration in design and art.	CLO 4	6
UNIT V		
Human-Centered Design and Ergonomics in Illustration Introduction to human-centered design principles. Understanding the role of ergonomics in visual design. Study of anthropometry and its application in illustration. Exploring case studies of ergonomic design in products and interfaces.	CLO 5	6
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Observational Drawing	1,2,3	Students will practice drawing simple objects from their immediate environment, focusing on line quality, proportion, and perspective.	CLO 1	6
2	Perspective Drawing Urban Landscapes	4,5,6	Students will create drawings that explore different types of perspective, focusing on urban landscapes or architectural structures.	CLO 2	6
3	Rendering Realism - Textures and Materials	7,8,9	Practice rendering different textures (wood, metal, fabric, etc.) to create realistic drawings with attention to light, shadow, and material quality	CLO 3	6
4	Conceptual Illustrations	10,11,12	Develop illustrations that communicate abstract concepts or narratives using visual metaphors and creative thinking	CLO 4	6
5	Designing for People - Ergonomic Illustrations	13,14,15	Create illustrations that consider human factors and ergonomics, focusing on designing for user comfort, accessibility, and functionality	CLO 5	6
			Total		30

Suggested Readings: Learning resources

Text Book /Reference Books:

Creative Illustration – by Andrew Loomis

DESIGN DRAWING, 3RD EDITION Paperback 2019 – Francis D. K. Ching

Perspective Made Easy – by Ernest R. Norling

Figure Drawing for All It's Worth – by Andrew Loomis

Keys to Drawing – by Bert Dodson

The Art of Urban Sketching – by Gabriel Campanario

Rendering in Pen and Ink – by Arthur L. Guphill

Sketching – Paperback 2019– Koos Eissen, Roselien Steur

Online Resources/E-Learning Resources

<https://www.youtube.com/user/ProkoTV>

<https://www.youtube.com/watch?v=MtWtkNOovnk>

<https://www.youtube.com/watch?v=aovyWGBj-nc>

<https://illustrationage.com/>

Name of the Program:		B.Des		Semester : 1		Level: UG	
Course Name		Study of bamboo crafts and products		Course Code/ Course Type		UBDFY105A/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/Oral
1	1	-	2	3	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
UNIT I		
BAMBOO AS RESOURCE : 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	CLO 1	3
UNIT II		
PROPERTIES AND UTILIZATION OF BAMBOO : Properties, Anatomical structure, Chemical properties, Physical properties and Mechanical Properties.	CLO 2	3
UNIT III		
BAMBOO PROTECTION AND PRESERVATION : Good Harvest Practice, The principles and precaution adopted during harvesting, Post harvest protection: Protection during transportation and storage; Natural durability of bamboo.	CLO 3	3
UNIT IV		
Bamboo Machineries: Description of hand tools, specification of tools and types of tools. Maintenance of all tools and machineries.	CLO 4	3
UNIT V		
BAMBOO HOUSING : Architecture, Engineering and Social Housing aspects- their relevance Market opportunities and development, identification and linkages	CLO 5	3
Total		15

Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Bamboo Picking and Preparation	1,2,3	Observation, Preservation, Plantation visit	CLO 2	10
2	Sizing and Splitting	4, 5, 6	Tools, Techniques, Execution	CLO 3	10
3	Weaving and Joinery	7,8,9	Tools, Techniques, Execution	CLO5	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		UBDFY105B/OE	
Course Pattern		202		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	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
UNIT I		
CLAY AS RESOURCE : 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	CLO 1	3
UNIT II		
PROPERTIES AND UTILIZATION OF TERRACOTA : Properties, Anatomical structure, Chemical properties, Physical properties and Mechanical Properties.	CLO 2	3
UNIT III		
CLAY PROTECTION AND PRESERVATION : Good Practice, The principles and precaution adopted, protection: Protection during transportation and storage; Natural durability of terracota	CLO 3	3
UNIT IV		
CLAY Machineries: Description of hand tools, specification of tools and types of tools. Maintenance of all tools and machineries.	CLO 4	3
UNIT V		
CLAY HOUSING AND PRODUCTS : Architecture, Engineering and Social Housing aspects- their relevance Market opportunities and development, identification and linkages	CLO 5	3
Total		15

Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Preparation	1,2,3	Observation, Preservation, Plantation visit	CLO 2	10
2	Sizing and storage	4, 5, 6	Tools, Techniques, Execution	CLO 3	10
3	Products and systems	7,8,9	Tools, Techniques, Execution	CLO5	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.dsource.in/resource/terracotta-craft/tools-and-raw-materials>
- [https://nopr.niscpr.res.in/bitstream/123456789/583/1/IJK%207\(1\)%20\(2008\)%20116-124.pdf](https://nopr.niscpr.res.in/bitstream/123456789/583/1/IJK%207(1)%20(2008)%20116-124.pdf)

Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Fundamental of Design 2		Course Code/ Course Type		UBDFY109/ 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	-	4	6	40	60	0
Pre-Requisite: Fundamentals of Design 1							
Course Objectives (CO):				The Objective of Fundamental of Design 2 is <ol style="list-style-type: none">3D Forms Observation, Imagination, Ideation, Representation, Communication and Documentation.To strengthen an understanding of form, space and structure by exploring the sculptural qualities of three dimensional form.Enhance understanding of 3-dimensional visual perception.Creating and analysing 3-D form and understanding the volumetric inter-relationship between form and underlying structure.Enhance understanding of visual design as seen and experienced in Nature and manmade objects.			
Course Learning Outcomes (CLO):				Students who successfully complete this course will be able to: <ol style="list-style-type: none">Identify the relevance of 2D to 3D translation of formsExplain the planar transformationApply knowledge of form study into objectsAnalyze the stages of form transitionEvaluate the keywords and explore into surfaces and solids related to those keywords			

Course Contents/Syllabus

Fundamentals of Design 2 (4 Credits, 90 Hours) PDS

Description/Topics	CLO	Hours
UNIT I		
Introduction to Design Elements and Principles Introduction to fundamental elements of design: Line, shape, form, color, texture, and space. Understanding design principles: Balance, contrast, emphasis, rhythm, unity, and proportion. Importance of visual composition and the role of design elements in creating harmony and balance.	CLO 1	6
UNIT II		
Exploration of 2D Forms and Transitions Concept of form transition and simplification. Methods of form manipulation, simplification, and abstraction in design. Cross-sections and creation of new forms using 2D exercises.	CLO 2	6
UNIT III		
Personal Expression Through Design Personal expression in design and its significance. Understanding how to infuse meaning and personal narrative into design. Exploring how design elements can convey intangible attributes like stability, dynamism, and fluidity.	CLO 3	6
UNIT IV		
Form Integration and Radii Manipulation Advanced concepts in form integration and radii manipulation. Understanding how radii and form curvature affect visual perception and communication. Creating design harmony by manipulating forms.	CLO 4	6
UNIT V		
Critical Thinking and Problem-Solving in Design Evaluating design work: Criteria for assessing good design. Problem-solving in design: Approaching design challenges with creativity. Encouraging a design process that involves iterative testing, feedback, and refinement.	CLO 5	6
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	2D composition exercises, exploration of balance and symmetry	1,2,3	Basic 2D composition exercises using lines and shapes. Practical exploration of balance and symmetry in design compositions. Creating compositions using multiple elements while focusing on achieving harmony.	CLO 1	12
2	Simplifying complex forms into basic shapes, 2D forms Manipulation	4,5,6	Design exercises focused on simplifying complex forms into basic shapes. Creating and manipulating transitions between 2D forms. Cross-sectioning basic objects and creating new design forms through manipulation.	CLO 2	12
3	Design 2D compositions that express intangible concepts	7,8,9	Creation of personal design works that communicate personal stories or significant ideas. Using various visual elements to design 2D compositions that express intangible concepts. Experimentation with visual forms to achieve symbolic representation.	CLO 3	12
4	Form Transition & Radian Manipulation	10,11,12	Design projects focused on integrating	CLO 4	12

			multiple forms with varying radii. Manipulating form curves to achieve smooth transitions and harmony in design. Creating functional designs that communicate fluidity, tension, and stability through form.		
5	Comprehensive Project	13,14,15	Design and present a final project that combines skills learned across all units. The project will involve creating a 2D design that incorporates personal expression, form integration, and the application of key design principles.	CLO 5	12
			Total		60

References

Books:

Design Principles & Visual Thinking

1. Design Basics – David A. Lauer & Stephen Pentak

A foundational book covering the elements and principles of 2D design with practical applications.

2. Visual Grammar – Christian Leborg

Clear and concise explanation of visual elements (shapes, lines, color, texture, form) and their relationships.

3. Graphic Design: The New Basics – Ellen Lupton & Jennifer Cole Phillips

Excellent for understanding modern design principles including layering, hierarchy, grids, and image-text interaction.

4. Interaction of Color – Josef Albers

Seminal book on color theory and perception; useful for exercises in color relationships.

5. Elements of Design: Rowena Reed Kostellow and the Structure of Visual Relationships – Gail Greet Hannah

A strong guide for 3D form relationships, balance, and sculptural composition—especially if Fundamentals of Design 2 includes 3D explorations.

Video Resources / YouTube Channels

The Futur

<https://www.youtube.com/c/TheFuturAcademy>

Covers design thinking, layout, visual hierarchy, critique process, and more.

Kadenze – Visual Elements of Design (by CalArts)

<https://www.kadenze.com>

A highly recommended online course on design language, form, and meaning.

Adobe Creative Cloud YouTube Channel

Great for tips on layout, typography, and composition with tools like Illustrator and Photoshop.

Terry White / Adobe Live

Design demos with live feedback and real-world application of design principles.

Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Material Exploration 2		Course Code/ Course Type		UBDFY110/ 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	-	4	6	40	60	0
Pre-Requisite: Material Exploration 1							
Course Objectives (CO):				The Objective of Material Exploration 2 is 1 .To demonstrate a knowledge of traditional and sustainable materials and their criteria for use in products. 1. To identify the properties and characteristics of a wide range of materials and finishes; and their fabrication, installation and maintenance. 2. To illustrate the ability to specify interior materials in writing and in drawings using professional conventions. 3. 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. 4. 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.			
Course Learning Outcomes (CLO):				Students who successfully complete this course will be able to: 5. Identify suitable materials and manufacturing processes to inform project direction 6. Prepare drawings for manufacture 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 8. Develop fully resolved prototypes of design intent 5 .Evaluate project outcomes in relation to the specified user group, the environmental impact, and the sustainability of the project			

Course Contents/Syllabus

Description/Topics	CLO	Hours
UNIT I		
Advanced Polymers. <ul style="list-style-type: none"> Types of polymers: thermoplastics, thermosetting plastics, and elastomers. Properties: strength, flexibility, thermal resistance, and optical clarity. Applications: packaging, medical devices, automotive, and consumer goods. Processes: injection molding, extrusion, and thermoforming. 	CLO 1	6
UNIT II		
Advanced Metals <ul style="list-style-type: none"> Types of metals: ferrous, non-ferrous, and alloys. Properties: tensile strength, ductility, corrosion resistance, and conductivity. Forming techniques: casting, forging, and machining. Joining and finishing: welding, brazing, polishing, and anodizing. 		6
UNIT III		
Sustainable Materials <ul style="list-style-type: none"> Introduction to bio-materials: biodegradable polymers and natural fibers. Recycling processes: plastic, metal, and composite recycling. Life cycle analysis and sustainability in material selection. 	CLO 3	6
UNIT IV		
Composites and Mixed Media <ul style="list-style-type: none"> Types of composites: fiber-reinforced plastics, concrete composites, and laminated materials. Properties: high strength-to-weight ratio, durability, and thermal resistance. Integration of mixed media for functional and aesthetic designs. 	CLO 4	6
UNIT V		
Form Development	CLO 5	6

<ul style="list-style-type: none"> Techniques for developing forms and shapes in materials. Prototyping tools and technologies: 3D printing, CNC machining, and hand tools. Presentation methods: visual storytelling, rendering, and physical models. 		
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Details	CLO	Hours
1	Advanced Polymer Moulding	Sculpting, Surfacing, Finishing	CLO 1	12
2	Metal Fabrication	Casting, Sculpting, Mould making	CLO 2	12
3	Sustainable Material Exploration	Development, Forming, Sculpting	CLO 3	12
4	Composite Forming	Pattern making, Forming, Trimming	CLO 4	12
5	Prototype Presentation	Mould making, casting, Finishing	CLO 5	12
		Total		60

References

1. "Materials and Design" by Michael F. Ashby and Kara Johnson.

2. "Designing with Materials" by Zoe Laughlin.
3. Case studies and industry examples on advanced materials.
4. Sustainable material design resources and guides.
5. Manufacturing Processes for Design Professionals – Rob Thompson
6. 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://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		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	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/Syllabus

Description/Topics	CLO	Hours
UNIT I Introduction to Design Criticism		
<ul style="list-style-type: none">• Definition and purpose of design criticism.• The role of critique in design development.• Fundamentals of design evaluation: Aesthetics, Functionality, and Usability.	CLO 1	3
UNIT II Principles of Design Appreciation		
<ul style="list-style-type: none">• Elements and principles of design: Line, Form, Space, Color, Texture, Balance, and Proportion.• Emotional and psychological impact of design.	CLO 2	3
UNIT III Historical and Contemporary Movements		
<ul style="list-style-type: none">• Overview of key design movements: Bauhaus, Modernism, Postmodernism, and Minimalism.• Influences of cultural and technological advancements on design.	CLO 3	3
UNIT IV Critical Thinking and Evaluation Frameworks		
<ul style="list-style-type: none">• Frameworks for critique: SWOT analysis, SCAMPER, and Design Thinking.• Ethics and sustainability in product design.	CLO 4	3
UNIT V Collaborative Critique and Presentation		
<ul style="list-style-type: none">• Techniques for constructive feedback.• Presentation skills for articulating design critiques.	CLO 5	3
Total		15

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Details	CLO
1	Introduction to Design Criticism	Object analysis exercise	CLO 1
2	Principles of Design Appreciation	Identifying design principles in real products	CLO 2
3	Historical and Contemporary Movements	Timeline creation with product examples	CLO 3
4	Critical Thinking and Frameworks	Case study critiques using SWOT and SCAMPER	CLO 4
5	Collaborative Critique	Group critiques and final presentations	CLO 5
		Total	

References

1. "Design as Art" by Bruno Munari.
2. "The Design of Everyday Things" by Don Norman.
3. "Design Thinking: A Quick Overview" by Jeanne Liedtka and Tim Ogilvie.
4. Online resources and articles on design critique and appreciation.
5. Case studies of iconic product designs.
6. Design Appreciation: How Design Shapes Our Quality of Life and Our Ability to Live Sustainably - Gregory H. Tew
7. 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		2025		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/Syllabus

Digital Tools 2 (2 Credits, 15 Hours & 30 Hours) PDS – Adobe Illustrator

Description/Topics	CLO	Hours
UNIT I		
Introduction to Adobe Illustrator Overview of vector graphics and its applications. Illustrator interface, tools, and workspaces. Differences between raster and vector graphics. File management, artboards, and exporting designs.	CLO 1	3
UNIT II		
Working with Shapes and Paths Shape creation tools (Rectangle, Ellipse, Polygon). Path tools: Pen tool, Anchor points, and Curvature tool. Combining and editing shapes using Pathfinder and Shape Builder.	CLO 2	3
UNIT III		
Typography in Illustrator Working with text: Text tools, Type on a Path, and Area Text. Advanced typography techniques: Kerning, Tracking, and Leading. Designing typographic layouts for branding and print.	CLO 3	3
UNIT IV		
Design and Illustration Techniques Gradients, Patterns, and Color Blending : Create smooth color transitions, custom patterns, and seamless blends using blending modes. Brushes and Effects : Explore custom brushes, dynamic settings, and effects like shadows and glows to enhance designs. Layer-Based Compositions : Master layer organization, blending modes, masks, and compositing for intricate, multi-layered designs.	CLO 4	3
UNIT V		
Preparing for Output Exporting Files: Export print files (CMYK, high-res), web files (RGB, optimized), and branding assets (scalable formats). Proofing and Checks: Proof for color, fonts, resolution; final checks for file integrity and compatibility. Case Studies: Illustrator in print, web design, and branding projects	CLO 5	3
Total		15

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Details	CLO	Hours
1	Interface Exploration and Basic Shapes	Explore Adobe Illustrator's interface and basic tools. Create simple vector shapes and compositions to understand fundamental design techniques..	CLO 1	6
2	Path Tools and Creative Illustrations	Use path tools to create intricate vector illustrations. Experiment with editing and modifying shapes to develop creative designs.	CLO 2	6
3	Typographic Poster Design	Design a poster centered around typography, using advanced text tools, font selection, and layout techniques to convey a visual message.	CLO 3	6
4	Illustrated Composition with Gradients and Brushes	Create a detailed illustration using gradients, custom brushes, and layers to build a cohesive visual composition with a specific theme.	CLO 4	6
5	Logo Design Final Project	Develop a logo and supporting materials like business cards and brochures	CLO 5	6
		Total		30

Suggested Readings: Learning resources

Text Book /Reference Books:

"**Adobe Illustrator Classroom in a Book**" by Adobe Creative Team

"**Vector Basic Training**" by Von Glitschka

"**Illustration: A Visual History**" by Steven Heller

Online Resources/E-Learning Resources

<https://www.youtube.com/watch?v=Gn5Sv0XhVuQ>

<https://www.youtube.com/watch?v=IBouhf4seWQ&list=PLYfCBK8lpIO4X-jMIRp43wAIdpP2XNGwP>

https://www.youtube.com/watch?v=lwtUHG0_4ak

<https://www.youtube.com/watch?v=tslsqTcQj8s>

Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Creative Writing		Course Code/ Course Type		UBDFY114/ AEC	
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
1	-	-	1	1	50	0	0
Pre-Requisite:							
Course Objectives (CO):				The objective of Creative Writing is <ol style="list-style-type: none">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 or resources to extend their knowledge and skills for different purposes.			
Course Learning Outcomes (CLO):				Students who successfully complete this course will be able to: <ol style="list-style-type: none">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
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Course Contents:

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

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_61cl.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		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	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/Syllabus

Visualisation & Illustration 2 (3 Credits, 30 Hours & 30 Hours) PDS

Description/Topics	CLO	Hours
UNIT I		
Advanced Manual Sketching and Observation <ul style="list-style-type: none">Learn to observe and draw details from complex subjects like buildings or natural forms.Explore advanced perspectives (e.g., multi-point perspective).Dynamic Lighting Studies: Understand how light and shadow interact to create depth and realism in drawings.	CLO 1	6
UNIT II		
Composition and Storytelling in Illustration <ul style="list-style-type: none">Principles of Composition: Study visual hierarchy, balance, and focal points in illustrations.Storytelling Techniques: Learn to communicate emotions and narratives through visual elements.Scene Construction: Explore the role of framing, spatial arrangement, and implied motion in storytelling illustrations.	CLO 2	6
UNIT III		
Digital Illustration Tools and Techniques <ul style="list-style-type: none">Textures and Patterns: Study the creation of textures and patterns using manual and basic digital techniques.Color Theory: Explore advanced applications of color, such as harmonies, contrasts, and gradients.Material Rendering: Learn to depict different materials (e.g., metal, glass, wood) realistically.	CLO 3	6
UNIT IV		

Application of Illustration in Design Contexts <ul style="list-style-type: none"> • Branding Illustration: Study how illustrations enhance brand identity. • Learn about illustrations for print media such as books, posters, and magazines. • Explore how to create visually impactful posters through illustration. 	CLO 4	6
UNIT V		
Critique, Refinement, and Professional Techniques <ul style="list-style-type: none"> • Self-Critique and Feedback: Learn techniques for evaluating and improving your work. • Iteration Process: Understand the importance of refining illustrations through multiple drafts. • Portfolio Presentation: Explore strategies for presenting and curating a cohesive portfolio of illustrations. 	CLO 5	6
Total		30

Practical / Tasks / Activity Plan

Assignment Number	Assignment Title	Details	CLO	Hours
1	<p>Everyday Life Sketch</p> <p>Architectural Perspective Sketch</p>	<p>Illustrate a moment from daily life, such as a street scene or a market. Focus on capturing motion, depth, and the play of light and shadow.</p> <p>Draw an architectural structure (e.g., a building facade or staircase) using advanced multi-point perspective. Emphasize accuracy in proportions, depth, and spatial relationships.</p>	CLO 1	8
2	<p>Narrative Illustration</p> <p>Multi-Panel Storyboard</p>	<p>Create an illustration based on a short story or poem. Focus on conveying the mood and narrative through composition, focal points, and character placement.</p> <p>Develop a four-panel storyboard depicting a simple sequence of actions (e.g., making tea or opening a book). Use visual hierarchy and transitions to guide the viewer through the story.</p>	CLO 2 CLO 4	6
3	<p>Pattern Design Exercise</p> <p>Material Realism Illustration</p>	<p>Develop a repeatable pattern inspired by a natural element, such as flowers or leaves. Ensure the design works seamlessly in a tiling format.</p> <p>Illustrate an object that combines multiple materials (e.g., a glass lamp with a wooden base). Focus on rendering realistic textures and material contrasts.</p>	CLO 3	8

4	Contextual Illustrations in Design Book Cover Illustration	Event Poster Illustration: Design an illustrated poster for a fictional event (e.g., a music festival or art exhibition). Emphasize composition, typography integration, and color harmony. Design a book cover illustration for a classic or contemporary novel. Focus on capturing the essence of the story through visual elements.	CLO 4 CLO 5	8
		Total		30

Suggested Readings: Learning resources

Text Book /Reference Books:

"Creative Illustration" by Andrew Loomis

"Keys to Drawing" by Bert Dodson

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

"Framed Ink: Drawing and Composition for Visual Storytellers" by Marcos Mateu-Mestre

"The Art of Urban Sketching" by Gabriel Campanario

"Illustration That Works" by Greg Houston

Online Resources/E-Learning Resources

https://www.youtube.com/watch?v=6T_-DiAzYBc

<https://www.youtube.com/watch?v=8pr67Dfi-N0&list=PLhBKkQX9XSgeALUIhjOdRwMaq7ucc6t6c>

<https://www.youtube.com/watch?v=mQaKXbLgWyg&list=PLYfCBK8IplO6fARsDIMiMNLBqq7reV0Jc>

<https://www.youtube.com/watch?v=SIRilOnnSfg>

<https://www.youtube.com/watch?v=43fmB0r1lCQ>

<https://www.youtube.com/watch?v=wtl5UrrgU8c>

Name of the Program:		B.Des		Semester : 2		Level: UG	
Course Name		Event Communication Design		Course Code/ Course Type		UBDFY113A/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/ Oral
2	1	-	3	4	40	60	-
Pre-Requisite:							
Course Objectives (CO):				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			
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
UNIT I		
Introduction : Presentation, Influences	CLO 1	6
UNIT II		
Generating connections : Events and design, A successful poster, The opportunity to experiment, A strong visual identity	CLO 2	6
UNIT III		
Strategy : The brief, Map the concept, Mood board, Organization of information, Building identity	CLO 3	6
UNIT IV		
Building identity : How to define the system, Main poster and variations, Event scheduling	CLO 4	6
UNIT V		
Digital platforms : Digital adaptations, Thinking your event in virtual environments	CLO 5	6
Total		30

Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Planning	1,2,3	Observation, Research, Planning	CLO 2	10
2	Exploration	4, 5, 6	Design, Tools, Techniques, Execution	CLO 3	10
3	Execution	7,8,9	Tools, Techniques, Execution	CLO5	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		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	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
UNIT I		
Introduction : Presentation, Influences	CLO 1	6
UNIT II		
Generating connections : Events and design, A successful installation The opportunity to experiment, A strong form identity	CLO 2	6
UNIT III		
Strategy : The brief, Map the concept, Mood board, Organization of information, Building sculpture	CLO 3	6
UNIT IV		
Building form : How to define the system, Main sculpture and variations, Event scheduling	CLO 4	6
UNIT V		
Event placements : Digital adaptations of installations, Thinking your event in virtual environments	CLO 5	6
Total		30

Activity Plan

Assignment Number	Assignment Title	Week Number	Details	CLO	Hours
1	Planning	1,2,3	Observation, Research, Planning	CLO 2	10
2	Exploration	4, 5, 6	Design, Tools, Techniques, Execution	CLO 3	10
3	Execution	7,8,9	Tools, Techniques, Execution	CLO5	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 : I		Level: UG	
Course Name		Indian Design History		Course Code/ Course Type		ACIKSDE101/ AC	
Course Pattern		2025		Version		1.0	
Teaching Scheme					Assessment Scheme		
Theor y	Practical	Tutoria l	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practica l/Oral
2	-	-	-	2	50	-	-
Pre-Requisite:							
Course Objectives (CO):				The objectives of Indian Design History are: <div><div>1.</div><div>To develop an interest on non-familiar Indian Design Eras.</div><div>2.</div><div>To develop sensitivity towards progress and advancements</div><div>3.</div><div>To be able to explore new possibilities in design.</div><div>4.</div><div>To be able to think for contemporary and future design skills</div><div>5.</div><div>Understanding the progress of crafts and skills.</div></div>			
Course Learning Outcomes (CLO):				Students would be able to: <div><div>1.</div><div>Familiarity of crafts of India</div><div>2.</div><div>Understanding of the evolution of crafts and social influence.</div><div>3.</div><div>Understanding external influences</div><div>4.</div><div>Understanding of the contemporary design attributes.</div><div>5.</div><div>Sensitivity towards Indian user needs and cultural implications</div></div>			

Course Contents:

Descriptors/Topics	CLO	Hours
UNIT I		
Ancient Civilization: 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.	CLO 1	6
UNIT II		
Vedic Period: 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	CLO 2	6
UNIT III		
Maurya and Gupta Empires: 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	CLO 3	6
UNIT IV		
Islamic Influence: Islamic culture through invasions and subsequent rule. Mughal Era: The Mughal Empire (1526–1857), golden period for Indian design, particularly the reign of Akbar, Jahangir, and Shah Jahan.	CLO 4	6
UNIT V		
Colonial Influence: The arrival of European colonial powers, primarily the British, Western architectural styles started merging with traditional elements Independence and Modernism Contemporary Design	CLO 5	6
Total Hours		30

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

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.

Name of the Program:		B.Des		Semester: II		Level: UG	
Course Name		UHV-I: Professional Ethics		Course Code/ Course Type		ACUHV101/AC	
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	0	0	0	2	50	-	-
Pre-Requisite:							
Course Objectives (CO):				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			
Course Learning Outcomes (CLO):				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
UNIT I		
Individual and Professional Ethics: 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	CLO 1	6
UNIT II		
Business Ethics: Philosophical approaches to Business Ethics – ethical reasoning – ethical issues in business – Social Responsibility of Business- conflict of interest-cultural relativism-Ethical Leadership-Resisting unethical authority and domination-Global Business Ethics	CLO 2	6
UNIT III		
Psychological Approaches: Ethical Theories-Psychological and Philosophical Approaches-Myths about Morality-conflict of interest in psychological perspective – Courage-Integrity – ethical dilemma – Emotional Intelligence (Mahabharata- Iskcon Publications)	CLO 3	6
UNIT IV		
Workplace Ethics: 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	CLO 4	6
UNIT V		
Safety, Responsibilities and Rights: Ecology, and Economy-Risk benefit analysis and reducing risk SDGs-Corporate social responsibility and Corporate Sustainability – CSR in India – Sustainability Case Studies	CLO 5	6
Total Hours		30

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-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	ESA	
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 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 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
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 resourcesReference 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>