

# CURRICULUM

## Bachelor of Design (B.Des – Product Design)

### CHOICE BASED CREDIT SYSTEM

### STUDENTS LEARNING OUTCOMES

The curriculum and syllabi of Bachelor of Design program (2018-19) conform to Outcome Based Education (OBE) for a flexible and structured Choice Based Credit System (CBCS). In general, **ELEVEN STUDENT OUTCOMES** (a-k) have been identified and the curriculum and syllabus have been chosen in such a way that each of the modules meets one or more of these outcomes. Student outcomes describe what students are expected to know and be able to do by the time of graduation. These relate to the skills, knowledge, and behaviors that students acquire as they progress through the program. Further, each module in the program spells out clear instructional objectives which are mapped to the student outcomes.

#### The Student Outcomes are:

- (a) Ability to apply Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity.
- (b) Ability to develop an understanding of various Trend Analysis & Product Conceptualization.
- (c) Ability to apply critical and contextual solutions on variety of Visual design and Product design strategies.
- (d) Ability to develop logical and creative thinking for the solutions of Product Design.
- (e) Ability to apply, explain, and recognize basic engineering, mechanical, and technical principles.
- (f) Ability to apply creative process techniques in synthesizing information, problem-solving and critical thinking.
- (g) Ability to understand, study, analyze and solve various kinds of existing problems in the field of product design.
- (h) Ability to apply deep knowledge of Product Design, material & Technology in the industries.
- (i) An understanding of professional and ethical values.
- (j) Ability to communicate effectively in diverse groups and exhibit leadership skills.
- (k) To develop an understanding of global environment and its protection.

## Bachelor of Design (Specialization in Product Design)

### SUMMARY OF PROGRAM CURRICULUM

	Category	Sub-Category	Total Number of Credits (B.Des)	Min Required Credits (B.Des)	Percentage of Total credits
<b>G</b>	General		<b>12</b>	<b>10</b>	6%
<b>D</b>	Design	Program Core (PC)	119	119	
		Program Elective (PE)	12	8	
		Generic Elective (GE)	8	4	
		Project (PD)	20	20	
<b>Total : Design</b>			<b>159</b>	<b>151</b>	83%
<b>M</b>	Management		<b>7</b>	<b>7</b>	4%
<b>P</b>	Professional Enrichment	Ability enhancement (AE)	8	7	
		Skill enhancement (SE)	4	4	
		Creativity & Innovation (CI)	1	0	
		Co-Curricular Activity (CA)	1	0	
<b>Total : Professional Enrichment</b>			<b>14</b>	<b>11</b>	7%
<b>Overall Total</b>			<b>192</b>	<b>179</b>	100%

**Note:**

Students are to earn at least 179 credits out of 192 credits to become eligible for the award of Bachelor of Design degree.

# PROGRAM SCHEME

## SEMESTER - I

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
ENGL0101	G		ENGLISH	3	0	0	3	25	75	100
FDES1101	PC		DESIGN – I	4	0	0	4	50	100	150
FART1102	PC		DRAWING – I	0	0	6	3	25	75	100
FDES1102	PC		INTRODUCTION TO MATERIALS	1	0	0	1	25	25	50
FDES1103	PC		MATERIALS LAB	0	0	4	2	25	50	75
FDES1104	PC		GRAPHICS – I	2	0	0	2	25	50	75
FDES1105	PC		PRINT MAKING	0	0	2	1	25	25	50
FART1101	PC		HISTORY OF INDIAN ART – I	3	0	0	3	25	75	100
FDES1106	PC		FREEHAND DRAWING – I	1	0	0	1	25	25	50
FDES1107	PC		TYPOGRAPHY	0	0	4	2	25	50	75
	G		FOREIGN LANGUAGE PART-I #	2	0	0	2	25	50	75
<b>TOTAL</b>				<b>16</b>	<b>0</b>	<b>16</b>	<b>24</b>	<b>300</b>	<b>600</b>	<b>900</b>

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**# FOREIGN LANGUAGE**

**One foreign language out of the following**

French	LANF0101
German	LANG0102
Spanish	LANS0103

## SEMESTER - II

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total
COAP0101	G		INTRODUCTION TO COMPUTER APPLICATIONS	2	0	0	2	25	50	75
COAP0102	G		INTRODUCTION TO COMPUTER APPLICATIONS LAB	0	0	2	1	25	25	50
FDES1108	PC		DESIGN – II	0	0	6	3	25	75	100
FART1110	PC		DRAWING – II	0	0	6	3	25	75	100
FDES1109	PC		GRAPHICS – II	2	0	0	2	25	50	75
FDES1110	PC		INTRODUCTION TO SCULPTURE	0	0	2	1	25	25	50
FART1106	PC		HISTORY OF INDIAN ART – II	3	0	0	3	25	75	100
FDES1111	PC		FREEHAND DRAWING – II	1	0	0	1	25	25	50
FDES1112	PC		PERSPECTIVE & GEOMETRIC DRAWING	0	0	4	2	25	50	75
VALU1019	G		VALUE EDUCATION	2	0	0	2	25	50	75
	G		FOREIGN LANGUAGE PART- II #	2	0	0	2	25	50	75
<b>TOTAL</b>				<b>12</b>	<b>0</b>	<b>20</b>	<b>22</b>	<b>275</b>	<b>550</b>	<b>825</b>

### # FOREIGN LANGUAGE

MODULE CODE	MODULE NAME
LANF0104	FRENCH
LANG0105	GERMAN
LANS0106	SPANISH

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## SEMESTER – III

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
FDES2101	PC		INDUSTRIAL DESIGN IDEA VISUALIZATION	4	0	0	4	50	100	150
FDES2102	PC		DESIGN METHODOLOGY	0	0	8	4	50	100	150
FDES2103	PC		GRAPHICS III	4	0	0	4	50	100	150
FDES2104	PC		INTRODUCTION TO INDUSTRIAL DESIGN	3	0	0	3	25	75	100
	D	PE	ELECTIVE-I	0	0	4	2	25	50	75
	D	PE	ELECTIVE-II	0	0	4	2	25	50	75
MGMT0101	M		MANAGEMENT & PROFESSIONAL LEADERSHIP	3	0	0	3	25	75	100
VALU0119	P	AE	APTITUDE I	2	0	0	2	25	50	75
VALU0123	P	SE	PROFESSIONAL COMMUNICATION-I	2	0	0	2	25	50	75
ENGL0109	P	AE	ACADEMIC WRITING	0	0	2	1	25	25	50
	P	AE	YOGA/ MEDITATION/ NSS	0	0	2	1	50	0	50
<b>TOTAL</b>				<b>18</b>	<b>0</b>	<b>20</b>	<b>28</b>	<b>375</b>	<b>675</b>	<b>1050</b>

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MODULE CODE	MODULE
VALU0118	YOGA
VALU0121	MEDITATION
VALU0122	NSS

### ELECTIVE II

#### ELECTIVE I

MODULE CODE	MODULE
FDES2205	USER EXPERIENCE DESIGN
FDES2206	TRANSPORTATION DESIGN

MODULE CODE	MODULE
FDES2207	USER INTERFACE DESIGN
FDES2208	SERVICE DESIGN

## SEMESTER - IV

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
FDES2109	PC		PRODUCT DESIGN STUDIO I	4	0	0	4	50	100	150
FDES2110	PC		PRODUCT DESIGN STUDIO I LAB	0	0	8	4	50	100	150
FDES2111	PC		HUMAN FACTORS IN INDUSTRIAL DESIGN	3	1	0	3.5	50	100	150
FDES2112	PC		MANUFACTURING AND ASSEMBLY TECHNOLOGY	3	1	0	3.5	50	100	150
FDES2113	PC		MODEL MAKING & PROTOTYPING	1	0	0	1	25	25	50
FDES2114	PC		MODEL MAKING & PROTOTYPING LAB	0	0	4	2	25	50	75
FDES2115	PC		DESIGN PROCESS	2	0	0	2	25	50	75
FDES2116	PC		DESIGN PROCESS LAB	0	0	2	1	25	25	50
FDES2117	PC		COMPUTER AIDED DESIGN-I	1	0	0	1	25	25	50
FDES2118	PC		COMPUTER AIDED DESIGN-I LAB	0	0	2	1	25	25	50
	D	PE	ELECTIVE- III	0	0	4	2	25	50	75
	D	PE	ELECTIVE-IV	0	0	4	2	25	50	75
<b>TOTAL</b>				<b>14</b>	<b>2</b>	<b>24</b>	<b>27</b>	<b>400</b>	<b>700</b>	<b>1100</b>

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### ELECTIVE III

MODULE CODE	MODULE
FDES2219	MEDICAL PRODUCT DESIGN
FDES2220	SUSTAINABLE PRODUCT DESIGN

### ELECTIVE IV

MODULE CODE	MODULE
FDES2221	SMART PRODUCT DESIGN
FDES2222	DESIGN WORKSHOP

## SEMESTER - V

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
FDES3101	PC		PRODUCT DESIGN STUDIO II	4	0	0	4	50	100	150
FDES3102	PC		PRODUCT DESIGN STUDIO II LAB	0	0	8	4	50	100	150
FDES3103	PC		INDUSTRIAL DESIGN IN THE MARKETPLACE	3	0	0	3	25	75	100
FDES3104	PC		SENSORY AWARENESS	3	0	0	3	25	75	100
FDES3105	PC		DESIGN SEMANTICS	3	0	0	3	25	75	100
FDES3106	PC		COMPUTER AIDED VISUALIZATION	1	0	0	1	25	25	50
FDES3107	PC		COMPUTER AIDED VISUALIZATION LAB	0	0	4	2	25	50	75
FDES3108	D	PD	INDUSTRIAL TRAINING I (TRAINING TO BE UNDERGONE AFTER IV SEMESTER)	0	0	1	1	25	25	50
FDES3109	D	PD	SPECIALIZED MINOR PROJECT (GROUP)	0	0	4	2	25	50	75
VALU0136	P	AE	APTITUDE II	2	0	0	2	25	50	75
VALU0140	P	SE	PROFESSIONAL COMMUNICATION-II	2	0	0	2	25	50	75
<b>TOTAL</b>				<b>18</b>	<b>0</b>	<b>17</b>	<b>27</b>	<b>325</b>	<b>675</b>	<b>1000</b>

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## SEMESTER - VI

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
FDES3110	PC		PRODUCT DESIGN STUDIO III	4	0	0	4	50	100	150
FDES3111	PC		PRODUCT DESIGN STUDIO III LAB	0	0	8	4	50	100	150
FDES3112	PC		PRODUCT BRAND AND IDENTITY	3	0	0	3	25	75	100
FDES3113	PC		COMPUTER AIDED DESIGN-II	2	0	0	2	25	50	75
FDES3114	PC		COMPUTER AIDED DESIGN-II LAB	0	0	2	1	25	25	50
FDES3115	PC		PORTFOLIO - I	0	0	4	2	25	50	75
FDES3116	D	PD	SPECIALIZED MINOR PROJECT (INDIVIDUAL)	0	0	8	4	100	100	200
	D	PE	ELECTIVE-V	0	0	4	2	25	50	75
	D	GE	ELECTIVE-A	4	0	0	4	50	100	150
FDES3117	P	CI	CREATIVITY AND INNOVATION	0	0	2	1	0	50	50
<b>TOTAL</b>				<b>13</b>	<b>0</b>	<b>28</b>	<b>27</b>	<b>375</b>	<b>700</b>	<b>1075</b>

### ELECTIVES V

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MODULE CODE	MODULE
FDES3218	PRODUCT DETAILING
FDES3219	DESIGN COMMUNICATION
FDES3220	NEW TECHNOLOGIES FOR DESIGN

#### GENERIC ELECTIVE - A<sub>ψ</sub>

MODULE CODE	MODULE
SAPM0321	SAP-MM
SAPS0322	SAP-SD
	ONE/TWO MOOCS MODULES (Consisting 4 credits in total)

ψ Additional fee, if any, shall be borne by the student.



## SEMESTER – VII

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
FDES4101	PC		INDUSTRIAL DESIGN INNOVATION	3	0	0	3	25	75	100
FDES4102	PC		PRODUCT ESTIMATION & COSTING	3	0	0	3	25	75	100
FDES4103	PC		RETAIL MANAGEMENT	3	0	0	3	25	75	100
FDES4104	PC		PORTFOLIO - II	0	0	4	2	25	50	75
FDES4105	D	PD	SPECIALIZED MAJOR PROJECT (GROUP) #	0	0	8	4	50	100	150
FDES4106			INDUSTRIAL TRAINING II (to be undergone after VI semester)	0	0	0	1	50	0	50
	D	PE	ELECTIVE-VI	2	0	0	2	25	50	75
	D	GE	ELECTIVE-B **	4	0	0	4	50	100	150
CLUB0101	P	CA	CO-CURRICULAR ACTIVITY	0	0	0	1	25	25	50
<b>TOTAL</b>				<b>15</b>	<b>0</b>	<b>12</b>	<b>23</b>	<b>300</b>	<b>550</b>	<b>850</b>

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### ELECTIVE-VIII

MODULE CODE	MODULE
FDES4207	INTEGRATED DESIGN RESEARCH
FDES4208	CRAFT, CREATIVITY AND POST-MODERNISM
FDES4209	DESIGN STRATEGY AND INNOVATION

\*\* To be chosen from Generic Electives offered by departments other than the parent Department.

# Only advisory support shall be provided by the faculty.

## SEMESTER – VIII

MODULE CODE	CATEGORY	SUB-CATEGORY	MODULE	L	T	P	C	Internal Marks	External Marks	Total Marks
FDES4210	D	PD	SPECIALIZED MAJOR PROJECT (INDIVIDUAL)##	0	0	16	8	200	200	400
ENVS0101	P	AE	ENVIRONMENTAL SCIENCES	2	0	0	2	25	50	75
MGMT0103	M		ENTREPRENEURSHIP	4	0	0	4	50	100	150
<b>TOTAL</b>				<b>6</b>	<b>0</b>	<b>16</b>	<b>14</b>	<b>275</b>	<b>350</b>	<b>625</b>

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**C = Credit**

**## Only advisory support shall be provided by the faculty.**