

JKLU

CURRICULUM STRUCTURE

B.Des and M.Des Programmes

Institute of Design





IQAC Documentation

Document Name: Curriculum Structure: B.Des and M.Des Programmes

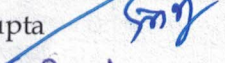

Document Creation Date: Jan 20, 2022

Document Description: This document is prepared by the Institute of Design, JKLU to serve as an objective information baseline for further planning as well as delivery. It collates the curriculum structure of all the ongoing programs for the ongoing batches at the Institute of Design, JKLU. The document includes the curriculum structures for all the BDes batches admitted from 2019 onwards and MDes batches admitted from 2021 onwards incorporating the curriculum-related recommendation of BoS (upto 4th meeting) and approval of the Academic Council (up to 20th meeting). It includes the semester-wise distribution of all the core, elective and additional courses and also the provision for various options. This document is supplemented by program-wise documents for each batch detailing the curriculum structure, syllabus and course descriptions.

Document Creation Team:

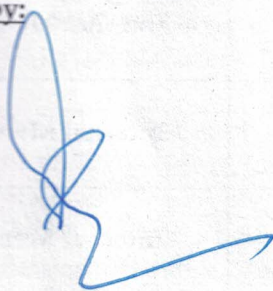
1. A Balasubramaniam 
2. Dhruv Saxena 
3. Devanuj K Balkrishan 
4. Punyavardhan Singh 

Quality Checked by:

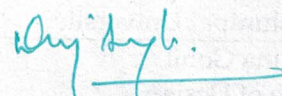
1. Dr. Umesh Gupta 
2. Dr. Sonal Jain 



Approved by:



DIRECTOR-IQAC
JK LAKSHMIPAT UNIVERSITY
JAIPUR



Vice Chancellor
JK LakshmiPat University
Jaipur-302026

JK Lakshmipat University, Jaipur
List of Members of the 4th Board of Studies, Institute of Design,
JK Lakshmipat University

S. No.	Name	Designation
1	Prof. A. Balasubramaniam Director, Institute of Design, JK Lakshmipat University, Jaipur	Chairperson
2	Mr Arvind Lodaya Entrepreneur and Academic in Product Design, UX/CX, UI, Branding, Innovation, Research, Education and Organisation Development	External Member
3	Mr Jay Dutta Sr Vice President of User Experience, MakeMyTrip Group	External Member
4	Mr Saurabh Deb Chief User Experience Designer Samsung Design	External Member
5	Mr Samarth Gupta, Technical Solutions and Industrial Design Specialist at AUTODESK	External Member
6	Ms Lakshmi Murthy Founder Member and Additional Director, Jatan Sansthan, Udaipur,	External Member
7	Mr. V Sundar Head - Innovation & Technology JK Fenner, Chennai	External Member
8	Dr. Toolika Gupta Director, Indian Institute of Craft and Design (IICD)	External Member
9	Mr. Promit Basu Institute of Design, JKLU	Internal Member
10	Amitanshu Srivastava Institute of Design, JKLU	Internal Member
11	Dr Devanuj Balkrishan Associate Professor, Institute of Design, JKLU	Internal Member
12	Mr. Dhruv Saxena Institute of Design, JK Lakshmipat University, Jaipur	Internal Member
13	Ms Vaibhavi Kowshik Institute of Design JK Lakshmipat University	Internal Member
14	Ms Aastha Gohil Institute of Design JK Lakshmipat University	Internal Member
15	Shrikant Ghode Institute of Design JK Lakshmipat University	Internal Member
16	Dr. Vipin Kumar Jain Controller of Examination	Non-Member Secretary

List of Members of the 20th Academic Council of JK Lakshmipat University, Jaipur

S. No.	Name	Designation
1.	Dr. Dheeraj Sanghi Vice Chancellor, JKLU	Chairperson
2.	Prof. I.K. Bhat Vice Chancellor Manav Rachana University, Faridabad	Member
3.	Prof. S.K. Koul Emeritus Professor Indian Institute of Technology Delhi	Member
4.	Prof. Asha Bhandarker Distinguished Professor, Dean-International Relations International Management Institute, New Delhi	Member
5.	Dr. Amit Bardhan Professor, Operational Research Faculty of Management Studies, University of Delhi	Member
6.	Prof. Sushil Sharma Associate Dean and Professor of Information Systems Miller College of Business Ball State University, USA	Member
7.	Mr. M.M. Singh Executive Advisor Maruti Suzuki India Ltd. Gurgaon	Member
8.	Mr. Bijay Sahoo Group President (HR) Reliance Industries Ltd., Mumbai	Member
9.	Mr. C. Vasudevan Sr. General Manager Investor Protection Fund Bombay Stock Exchange (BSE) Limited, Mumbai	Member
10.	Dr. D. Nagesh Kumar Professor, Dept. of Civil Engineering, Indian Institute of Science, Bangalore	Member
11.	Mr. Satendra Singh Head: Global Strategy and Business Development Nokia Solutions and Networks, Gurgaon	Member
12.	Dr. Shailendra Chouksey Whole Time Director JK Lakshmi Cement Ltd., New Delhi	Member
13.	Prof. Arun K Pujari Professor Emeritus (and Advisor), Mahindra University, Hyderabad	Member
14.	Professor Jatin Bhatt Retired - Pro Vice Chancellor Ambedkar University, Delhi (School of Design)	Member
15.	Mr. Prem Singh President - Corporate HR JK Organisation, Delhi	Member

S. No.	Name	Designation
16.	Prof. Sanjay Ranka Professor, Computer & Information Science & Engineering Herbert Wertheim college of Engineering Gainesville, Florida, USA	Member
17.	Mr. Asheesh Gupta Pro Vice-Chancellor, JK Lakshmipat University, Jaipur	Member
18.	Dr. Sanjay Goel Director, Institute of Engineering and Technology, JK Lakshmipat University, Jaipur	Member
19.	Prof. A. Balasubramaniam Director, Institute of Design, JK Lakshmipat University, Jaipur	Member
20.	Dr. Ashwini Sharma Assistant Director and Associate Professor, Institute of Management, JK Lakshmipat University, Jaipur	Member
21.	Dr. Jyoti Prakash CR Naidu Dean (R&D) and Professor, IET, JK Lakshmipat University, Jaipur	Member
22.	Prof. Gustavo Sanchez Professor, Institute of Engineering and Technology, JK Lakshmipat University, Jaipur	Member
23.	Dr. Umesh Gupta Controller of Examination	Acting Member Secretary

List of Meeting of Board of Studies, Institute of Design, JK Lakshmipat University, Jaipur

S. No.	Particulars	Day and Date
1.	1 st Meeting	Saturday, 18th May 2019
2.	2 nd Meeting	Saturday, 5th Oct 2019
3.	3 rd Meeting	Thursday, 28th Mar 2020
4.	4 th Meeting	Tuesday, 22nd Jun 2021

List of Meetings of Academic Council of JK Lakshmipat University, Jaipur

S. No.	Particulars	Day and Date
1.	15 th Meeting	Saturday, 25 th May 2019
2.	16 th Meeting	Saturday, 19 th Oct 2019
3.	17 th Meeting	Saturday, 06 th June 2020
4.	18 th Meeting	Saturday, 12 th Sep 2020
5.	19 th Meeting	Wednesday, 30 th June 2021
6.	20 th Meeting	Saturday, 20 th Nov 2021



Programme Education Objectives

Programme Outcomes

- ❖ Bachelor of Design in Interaction Design (Programme Code: 4101)

- ❖ Bachelor of Design in Interdisciplinary Design (Programme Code: 4102)

- ❖ Bachelor of Design in Product Design (Programme Code: 4103)

- ❖ Bachelor of Design in Integrated Communication Design (Programme Code: 4104)

Programme Education Objectives

The designers who graduate from Institute of Design at JKLU will be able to:

PEO1: Apply Design thinking, Systems thinking, research skills and human-centered techniques to provide creative and innovative solutions to problems in professional practice.

PEO2: Continue their intellectual development through critical thinking, self-study, apprenticeship, higher education, professional development courses, as well as participation in research groups and professional networks.

PEO3: Demonstrate cognitive and technical skills for a broader understanding of design in their respective disciplines.

PEO4: Serve as ambassadors for design and sustainability by exhibiting creativity and high professional standards with a deep sense of civic responsibility.

PEO5: Embrace the roles of team members and leaders in their careers.

Programme Outcomes

The graduates of B.Des. from the Institute of Design will have the following competencies:

PO 1: Innovative

Develop innovative design-based solutions in the field of technology, manufacturing, systems, services, marketing and operational pipelines.

PO 2. Global Outlook

Demonstrate ease of working in a multi-lingual and multi-cultural environment while maintaining a strong independent identity.

PO 3. Co-Creation

Experience peer to peer localised learning amongst team members from diverse departments. Engage in collaboration to facilitate co-creation across various disciplines, departments and organisations.

PO 4. Systems thinking

PO 4a. Use systems thinking, big picture thinking to break down complex tasks into simple steps.

PO 4b. Demonstrate ability to draw upon a range of multidisciplinary skillsets in order to resolve complex problems effectively.

PO 5. Sustainability

Implement sustainable strategies of effective resource allocation in social, economic, industrial and environmental segments to bring in positive impact.

PO 6. Growth Oriented

Demonstrate ability to bring acceleration in economic, industrial and social growth through design thinking.

PO 7. Adaptability

Demonstrate ability to work with the ever-changing market scenario, direct/indirect market requirements and display necessary attitude, skillset and technical knowledge to create value for an entire ecosystem.

PO 8. Vision

Demonstrate vision to identify opportunity areas by dynamically steering and realigning strategies of value generation through a mastery of the intangibles and the multifarious. Visualise scenarios to communicate the vision.

PO 9. Effective communication

Communicate complex concepts and ideas with ease and elan across multitudes of domain and people.

PO 10. Research centric

Follow a strong research-based methodology driven by critical-analytical thinking, user-centric and ethnographic data insights.

PO 11. Influence user behaviour

Influence user behaviour positively, resulting in change in habit and thereby creating self-sustaining solutions.

PO 12. Empathy, Cultural awareness

Understand user's needs through empathy and develop appropriate solutions that consider the cultural aspects, emotional response and usability issues of the user.



Program Specific Outcomes

- ❖ Bachelor of Design in Interaction Design (Program Code: 4101)

- ❖ Bachelor of Design in Interdisciplinary Design (Program Code: 4102)

- ❖ Bachelor of Design in Product Design (Program Code: 4103)

- ❖ Bachelor of Design in Integrated Communication Design (Program Code: 4104)

Bachelor of Design in Interaction Design

The Interaction Design graduates of JKLU will be able to:

1. Create analogue and digital experiences that reimagine the way people connect with products and services.
2. Apply cognitive ergonomics and visual perception to understand the way people think, feel and behave as the foundation for any product, environment or system.
3. Identify opportunities, innovate and employ emerging technologies and existing trans-media canvases to design effective interactions for diverse scenarios.

Bachelor of Design in Product Design

The Product Design graduates of JKLU will be able to:

1. Apply processes and methodologies of concept generation, ergonomics, machines and processes, material knowledge and research to conceptualize and generate contextual solutions in the domain of industrial design.
2. Develop and deliver user-centric solutions and systematically conduct quantitative research on human-centered, cultural and technological aspects in order to identify and develop appropriate design strategies.
3. Employ sustainable design practices while engaging with aspects of manufacturing, logistics, material, technological and human resource allocation in their design processes.

Bachelor of Design in Interdisciplinary Design

The Interdisciplinary Design graduates of JKLU will be able to:

1. Demonstrate holistic design aptitude with regards to requirements of the MSME industry and cater to diverse domains of design.
2. Utilise hands on skills, material-based learnings and strategies of integrated digital systems to effectively use them either separately or in combination with each other, in order to provide solutions in a given context.
3. Demonstrate ability to constantly discover and cater to opportunity areas in emerging design models as well as traditional design systems.

Bachelor of Design in Integrated Communication Design

The Integrated Communication Design graduates of JKLU will be able to:

1. Work on communication projects with leading Graphic Design firms, Tech firms, Film studios, Streaming or Sports Platforms and Broadcast media, News and E-Publications, Start-ups, and more, having acquired the competencies to find placements with a broad variety of industries and niches
2. Proficient in hand- skills as well as digital skills to demonstrate visual literacy and communicating with the written content using their verbal literacy.
3. Work in the area of branding, publication, communication design, data visualisation and design for digital medium.
4. Communicate concepts to a variety of audiences through graphics, moving images and video.
5. Find opportunities in the social sectors, NGOs and the government projects or could also start their own design enterprise and can be an entrepreneur.
6. Demonstrate ability to constantly discover and cater to opportunity areas in emerging design models as well as traditional design systems.
7. Evolve digital strategies of integrated digital systems to effectively use them either separately or in combination with each other, in order to provide solutions in a given context.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Interdisciplinary Design (Batch 2019-2023)

Semester	Courses						Credits
I	Freehand Drawing FD1101 (4 credits)	Digital Drawing DD1102 (2 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)		23
	Culture Studies CU1107 (2 Credits)	Personal Growth US1106 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)			
II	Colour CL1115 (3 credits)	Visual Documentation VD1117 (4 credits)	Geometry & Construction 3D GC1114 (2 credits)	Habitat Studies HS1112 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits)		25
	Craft Study CR1113 (2 credits)	Coding 101/HTML CSS CD1111 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 Credit)		
III	Element of Form 1 EF1184 (4 credits)	Ergonomics EG1185 (3 credits)	Presentation Skills PS1190 (2 credits)	Design Project 1: Simple Product Design DP1189 (6 credits)			23
	CAD – Modelling, Rendering and Printing MD1193 (3 credits)		Representation Techniques RT1187 (3 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)			
IV	Typography Advanced TY1229 (3 credits)	Basic Graphic Design: Logo Design LO1232 (3 credits)	Design Project 2: Publication & Exhibition Design DP1127 (6 credits)		Workshop Creative Computation WS1133 (2 Credits)		23
	Workshop Skill Project 1 WS1223 (3 credits)	Proposal Writing PW1237 (2 credits)	Communication and Identity CC1104 (2 credits)	Elective-III (2 credits)			
V	User Research UR1238 (2 credits)	Packaging Design PK1239 (3 credits)	Workshop: Data Visualisation WS1240 (3 credits)	Usability Fundamentals and Evaluation UF1168 (3 credits)			28
	Electronics Platform EP1141 (3 credits)	Design Project 3: Design for IoT DP1272 (8 credits)	Entrepreneurship ES1144 (2 credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-IV (2 credits)		
VI	Portfolio Preparation PP1244 (2 credits)	Videography Editing/ Documentation Video VI1245 (4 credits)	Design Project 4 DP1146 (6 credits)	Micro-Interaction & Motion Graphics MI1174 (3 Credits)			21
	Design for AR, VR and Creating Immersive Experiences IE1176 (2 Credits)		Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-V (2 credits)		
Internship (II1219) (4 to 6 Weeks Duration)							8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PM1150 (3 credits)	Design Project 5: Systems Design/Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	Elective-VI (2 credits)	23
VIII	Graduation Project (GP1283)						18
Total Credits							192

List of Electives	
Elective-I	
Code	Name of the Elective
FL1110	Film Appreciation
AN1109	Animation
Elective-II	
SE1119	Semiotics
BM1120	Biomimicry
Elective-III	
VZ1178	360 Visualization
AU1182	Automata - Simple Kinetic Machines
DN1186	Design and Narrative
ST1188	Design for Strategy
EE1194	Eutopic Entrepreneur
XD1195	Experiential Decision Making (Game Design)
GP1198	Generative Programming for Multi-Sensory Experiences
Elective-IV	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Interdisciplinary Design (Batch 2020-2024)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	22
	Colour CL1115 (3 credits)	Habitat Studies HS1112 (2 credits)	Fundamentals of Communication CC1101 (2 credits)			
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Geometry & Construction 3D GC1114 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits)	Personal Growth US1106 (2 credits)	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-I (2 credits)	
III	Element of Form 1 EF1184 (4 credits)	Ergonomics EG1185 (3 credits)	Workshop Skill Project 1 WS1223 (3 credits)	Representation Techniques RT1187 (3 credits)	Materials and Processes- Metals MP1225 (2 credits)	27
	Design Project 1: Simple Product Design DP1189 (6 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)	Elective-II (2 credits)		
IV	Typography Advanced TY1229 (3 credits)	Workshop Skill Project 2 WS1224 (2 Credits)	CAD – Modelling, Rendering and Printing MD1193 (3 credits)	Basic Graphic Design: Logo Design LO1232 (3 credits)	Design Project 2: Publication Design DP1235 (3 credits)	25
	Design Project 2: Exhibition Design DP1236 (3 credits)	Proposal Writing PW1237 (2 credits)	Workshop Creative Computation WS1133 (2 Credits)	Communication and Identity CC1104 (2 credits)	Elective-III (2 credits)	
V	User Research UR1238 (2 credits)	Packaging Design PK1239 (3 credits)	Workshop: Data Visualisation WS1240 (3 credits)	Electronics Platform EP1141 (3 credits)	Design Project 3: Design for IoT DP1272 (8 credits)	28
	Usability Fundamentals and Evaluation UF1168 (3 Credits)	Entrepreneurship ES1144 (2 credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-IV (2 credits)		
VI	Portfolio Preparation PP1244 (2 credits)	Videography Editing/ Documentation Video VI1245 (4 credits)	Design Project 4 DP1146 (6 credits)	Micro-Interaction & Motion Graphics MI1174 (3 credits)		21
	Design for AR, VR and Creating Immersive Experiences IE1176 (2 Credits)		Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-V (2 credits)	
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PG1150 (3 credits)	Design Project 5: Systems Design/ Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
	Elective-VI (2 credits)					
VIII	Graduation Project (GP1283)					18
					Total Credits	196

List of Electives	
Elective-I	
VZ1178	360 Visualization
AU1182	Automata - Simple Kinetic Machines
DN1186	Design and Narrative
ST1188	Design for Strategy
EE1194	Eutopic Entrepreneur
XD1195	Experiential Decision Making (Game Design)
GP1198	Generative Programming for Multi-Sensory Experiences
Elective-II	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Interdisciplinary Design (Batch 2021-2025)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	24
	Colour CL1115 (3 credits)	Geometry & Construction 3D GC1114 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)		
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Design Process/ Problem Solving DP1116 (4 credits)	Personal Growth US1106 (2 credits)	Habitat Studies HS1112 2 credits	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 credits)	
III	Element of Form 1 EF1184 (4 credits)	Ergonomics EG1185 (3 credits)	Workshop Skill Project 1 WS1223 (3 credits)	Representation Techniques RT1187 (3 credits)	Materials and Processes- Metals MP1225 (2 credits)	27
	Design Project 1: Simple Product Design DP1189 (6 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)	Elective-III (2 credits)		
IV	Typography Advanced TY1229 (3 credits)	Workshop Skill Project 2 WS1224 (2 Credits)	CAD – Modelling, Rendering and Printing MD1193 (3 credits)	Basic Graphic Design: Logo Design LO1232 (3 credits)	Design Project 2: Publication Design DP1235 (3 credits)	25
	Design Project 2: Exhibition Design DP1236 (3 credits)	Proposal Writing PW1237 (2 credits)	Workshop Creative Computation WS1133 (2 Credits)	Communication and Identity CC1104 (2 credits)	Elective-IV (2 credits)	
V	User Research UR1238 (2 credits)	Packaging Design PK1239 (3 credits)	Workshop: Data Visualisation WS1240 (3 credits)	Electronics Platform EP1141 (3 credits)	Design Project 3: Design for IoT DP1272 (8 credits)	28
	Usability Fundamentals and Evaluation UF1168 (3 Credits)	Entrepreneurship ES1144 (2 credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-V (2 credits)		
VI	Portfolio Preparation PP1244 (2 credits)	Videography Editing/ Documentation Video VI1245 (4 credits)	Design Project 4 DP1146 (6 credits)	Design for AR, VR and Creating Immersive Experiences IE1176 (2 Credits)		21
	Micro-Interaction & Motion Graphics MI1174 (3 credits)	Critical Thinking for Decision at Workplace CC1106 (2 Credits)	Elective-VI (2 credits)			
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PG1150 (3 credits)	Design Project 5: Systems Design/ Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
	Elective-VII (2 credits)					
VIII	Graduation Project (GP1283)					18
Total Credits						198

List of Electives	
Elective-I	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Interaction Design (Batch 2019-2023)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Digital Drawing DD1102 (2 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	23
	Culture Studies CU1107 (2 Credits)	Personal Growth US1106 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)		
II	Colour CL1115 (3 credits)	Visual Documentation VD1117 (4 credits)	Geometry & Construction 3D GC1114 (2 credits)	Habitat Studies HS1112 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits)	25
	Craft Study CR1113 (2 credits)	Coding 101/HTML CSS CD1111 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 Credit)	
III	Introduction to Interaction Design ID1154 (2 credits)	User Studies US1157 (3 credits)	Introduction to UI wireframing WF1155 (3 credits)	Visual Design Basics and Tools VD1156 (4 credits)	Introduction to Programming PS1160 (2 credits)	25
	Design Project 1: Web based project DE1159 (7 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)			
IV	Typography Advanced TY1229 (3 credits)	Rapid Prototyping and Testing PT1162 (3 credits)	Cognitive Ergonomics and Human Factors CE1163 (3 credits)	Technology in UXD TN1264 (3 credits)	Design Project 2: Design of an app-based product DP1265 (6 credits)	24
	Proposal Writing PW1237 (2 credits)	Communication and Identity CC1104 (2 credits)	Elective-III (2 credits)			
V	Information Architecture IA1167 (3 credits)	Usability Fundamentals and Evaluation UF1168 (3 credits)	Accessibility and Inclusive Design AS1170 (3 credits)	Electronics Platform EP1141 (3 credits)	Interaction Design and Artificial Intelligence AI1171 (2 credits)	28
	Design Project 3: Design for IoT DP1272 (8 credits)	Entrepreneurship ES1144 (2 Credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-IV (2 credits)		
VI	Interactive Data Visualization and Information Design DV1173 (3 credits)	Micro-Interaction & Motion Graphics MI1174 (3 credits)	Ethnography Research ER1175 (3 credits)	Design for AR, VR and Creating Immersive Experiences IE1176 (2 credits)	Design Project 4: Human Machine Interface Design MI1277 (6 Credits)	23
	Portfolio Preparation PP1244 (2 Credits)	Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-V (2 Credits)		
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Imaging IM1179 (3 credits)	Data Analytics and UX DA1180 (4 credits)	Design Project 5: Systems Design/Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	Elective-VI (2 credits)	23
VIII	Graduation Project (GP1283)					18
Total Credits						197

List of Electives	
Elective-I	
Code	Name of the Elective
FL1110	Film Appreciation
AN1109	Animation
Elective-II	
SE1119	Semiotics
BM1120	Biomimicry
Elective-III	
VZ1178	360 Visualization
AU1182	Automata - Simple Kinetic Machines
DN1186	Design and Narrative
ST1188	Design for Strategy
EE1194	Eutopic Entrepreneur
XD1195	Experiential Decision Making (Game Design)
GP1198	Generative Programming for Multi-Sensory Experiences
Elective-IV	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Interaction Design (Batch 2020-2024)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	22
	Colour CL1115 (3 credits)	Habitat Studies HS1112 (2 credits)	Fundamentals of Communication CC1101 (2 credits)			
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Geometry & Construction 3D GC1114 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits)	Personal Growth US1106 (2 credits)	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-I (2 credits)	
III	Introduction to Interaction Design ID1154 (2 credits)	User Studies US1157 (3 credits)	Introduction to UI wireframing WF1155 (3 credits)	Visual Design Basics and Tools VD1156 (4 credits)	Introduction to Programming PS1160 (2 credits)	27
	Design Project 1: Web based project DE1159 (7 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)	Elective-II (2 credits)		
IV	Typography Advanced TY1229 (3 credits)	Voice User Interface Design VU1162 (3 credits)	Cognitive Ergonomics and Human Factors CE1163 (3 credits)	Technology in UXD TN1264 (3 credits)	Design Project 2: Design of an app-based product DP1265 (6 credits)	26
	Proposal Writing PW1237 (2 credits)	Workshop Creative Computation WS1133 (2 Credits)	Communication and Identity CC1104 (2 credits)	Elective-III (2 credits)		
V	Information Architecture IA1167 (3 credits)	Usability Fundamentals and Evaluation UF1168 (3 credits)	Accessibility and Inclusive Design AS1170 (3 credits)	Electronics Platform EP1141 (3 credits)	Interaction Design and Artificial Intelligence AI1171 (2 credits)	28
	Design Project 3: Design for IoT DP1272 (8 credits)	Entrepreneurship ES1144 (2 Credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-IV (2 credits)		
VI	Interactive Data Visualization and Information Design DV1173 (3 credits)	Micro-Interaction & Motion Graphics MI1174 (3 credits)	Ethnography Research ER1175 (3 credits)	Design Project 4: Human Machine Interface Design MI1277 (6 Credits)		21
	Design for AR, VR, and Creating Immersive Experiences IE1176 (2 credits)		Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-V (2 Credits)	
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Imaging IM1179 (3 credits)	Data Analytics and UX DA1180 (4 credits)	Design Project 5: Systems Design /Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	Elective-VI (2 credits)	23
VIII	Graduation Project (GP1283)					18
Total Credits						197

List of Electives	
Elective-I	
VZ1178	360 Visualization
AU1182	Automata - Simple Kinetic Machines
DN1186	Design and Narrative
ST1188	Design for Strategy
EE1194	Eutopic Entrepreneur
XD1195	Experiential Decision Making (Game Design)
GP1198	Generative Programming for Multi-Sensory Experiences
Elective-II	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK Lakshmipat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Interaction Design (Batch 2021-2025)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	24
	Colour CL1115 (3 credits)	Geometry & Construction 3D GC1114 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)		
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Design Process/ Problem Solving DP1116 (4 credits)	Personal Growth US1106 (2 credits)	Habitat Studies HS1112 2 credits	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 credits)	
III	Introduction to Interaction Design ID1154 (2 credits)	User Studies US1157 (3 credits)	Introduction to UI wireframing WF1155 (3 credits)	Visual Design Basics and Tools VD1156 (4 credits)	Introduction to Programming PS1160 (2 credits)	27
	Design Project 1: Web based project DE1159 (7 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)	Elective-III (2 credits)		
IV	Typography Advanced TY1229 (3 credits)	Voice User Interface Design VU1162 (3 credits)	Cognitive Ergonomics and Human Factors CE1163 (3 credits)	Technology in UXD TN1264 (3 credits)	Design Project 2: Design of an app-based product DP1265 (6 credits)	26
	Proposal Writing PW1237 (2 credits)	Workshop Creative Computation WS1133 (2 Credits)	Communication and Identity CC1104 (2 credits)	Elective-IV (2 credits)		
V	Information Architecture IA1167 (3 credits)	Usability Fundamentals and Evaluation UF1168 (3 credits)	Accessibility and Inclusive Design AS1170 (3 credits)	Electronics Platform EP1141 (3 credits)	Interaction Design and Artificial Intelligence AI1171 (2 credits)	28
	Design Project 3: Design for IoT DP1272 (8 credits)	Entrepreneurship ES1144 (2 Credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-V (2 credits)		
VI	Interactive Data Visualization and Information Design DV1173 (3 credits)	Micro-Interaction & Motion Graphics MI1174 (3 credits)	Ethnography Research ER1175 (3 credits)	Design for AR, VR, and Creating Immersive Experiences IE1176 (2 credits)		21
	Design Project 4: Human Machine Interface Design MI1277 (6 Credits)		Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-VI (2 Credits)	
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Imaging IM1179 (3 credits)	Data Analytics and UX DA1180 (4 credits)	Design Project 5: Systems Design /Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	Elective-VII (2 credits)	23
VIII	Graduation Project (GP1283)					18
Total Credits					199	

List of Electives	
Elective-I	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Product Design (Batch 2019-2023)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Digital Drawing DD1102 (2 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	23
	Culture Studies CU1107 (2 Credits)	Personal Growth US1106 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)		
II	Colour CL1115 (3 credits)	Visual Documentation VD1117 (4 credits)	Geometry & Construction 3D GC1114 (2 credits)	Habitat Studies HS1112 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits)	25
	Craft Study CR1113 (2 credits)	Coding 101/HTML CSS CD1111 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 Credit)	
III	Element of Form 1 EF1184 (4 credits)	Ergonomics EG1185 (3 credits)	CAD – Modelling, Rendering and Printing MD1193 (3 credits)	Representation Techniques RT1187 (3 credits)	Presentation Skills PS1190 (2 credits)	23
	Design Project 1: Simple Product Design DP1189 (6 credits)		Perspectives on Contemporary Issues CC1103 (2 credits)			
IV	Elements of Form 2 EF1291 (3 credits)	Ergonomics 2 EG1292 (3 credits)	Workshop Skill project 1 WS1186 (3 credits)	Design Project 2: Digital Product/Interface DP1197 (5 credits)	Proposal Writing PW1237 (2 credits)	22
	Materials and Processes-Metals MP1225 (2 credits)	Communication and Identity CC1104 (2 credits)	Elective-III (2 credits)			
V	Nature and form NF1199 (3 credits)	Packaging Design PK1239 (3 credits)	Workshop Skills: Prototyping PR1210 (3 credits)	Electronics Platform EP1141 (3 credits)	User Research UR1238 (2 credits)	28
	Design Project 3: Design for IoT DP1272 (8 credits)	Entrepreneurship ES1144 (2 credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-IV 2 credits		
VI	Portfolio Preparation PP1244 (2 credits)	Product Photography PP1117 (2 credits)	Techno Aesthetic Detailing TD1218 (4 credits)	Design Project 4: Technically Complex Product DP1219 (10 credits)		22
	Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-V (2 credits)			
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PM1150 (3 credits)	Design Project 5: Systems Design/Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
	Elective-VI (2 credits)					
VIII	Graduation Project (GP1283)					18
					Total Credits	192

List of Electives	
Elective-I	
Code	Name of the Elective
FL1110	Film Appreciation
AN1109	Animation
Elective-II	
SE1119	Semiotics
BM1120	Biomimicry
Elective-III	
VZ1178	360 Visualization
AU1182	Automata - Simple Kinetic Machines
DN1186	Design and Narrative
ST1188	Design for Strategy
EE1194	Eutopic Entrepreneur
XD1195	Experiential Decision Making (Game Design)
GP1198	Generative Programming for Multi-Sensory Experiences
Elective-IV	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Product Design (Batch 2020-2024)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	22
	Colour CL1115 (3 credits)	Habitat Studies HS1112 (2 credits)	Fundamentals of Communication CC1101 (2 credits)			
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Geometry & Construction 3D GC1114 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits)	Personal Growth US1106 (2 credits)	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-I (2 credits)	
III	Element of Form 1 EF1184 (4 credits)	Ergonomics EG1185 (3 credits)	Workshop Skill Project 1 WS1223 (3 credits)	Representation Techniques RT1187 (3 credits)	Materials and Processes-Metals MP1225 (2 credits)	27
	Design Project 1: Simple Product Design DP1189 (6 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)	Elective-II (2 credits)		
IV	Elements of Form 2 EF1291 (3 credits)	Ergonomics 2 EG1292 (3 credits)	CAD – Modelling, Rendering and Printing MD1193 (3 credits)	Workshop Creative Computation WS1133 (2 credits)	Design Project 2: Digital Product/ Interface DP1197 (5 credits)	24
	Workshop Skill Project 2 WS1224 (2 Credits)	Proposal Writing PW1237 (2 credits)	Communication and Identity CC1104 (2 credits)	Elective-III (2 credits)		
V	Nature and form NF1199 (3 credits)	Packaging Design PK1239 (3 credits)	Workshop Skills: Prototyping PR1210 (3 credits)	Electronics Platform EP1141 (3 credits)	Design Project 3: Design for IoT DP1272 (8 credits)	28
	User Research UR1238 (2 credits)	Entrepreneurship ES1144 (2 credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-IV (2 credits)		
VI	Portfolio Preparation PP1244 (2 credits)	Product Photography PP1117 (2 credits)	Techno-aesthetic Detailing TD1218 (4 credits)	Design Project 4: Technically Complex Product DP12109 (10 credits)		22
	Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-V (2 credits)			
Internship (II1219) (4 to 6 Weeks Duration)						8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PM1150 (3 credits)	Design Project 5: Systems Design/ Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
	Elective-VI (2 Credits)					
VIII	Graduation Project (GP1283)					18
Total Credits					196	

List of Electives	
Elective-I	
VZ1178	360 Visualization
AU1182	Automata - Simple Kinetic Machines
DN1186	Design and Narrative
ST1188	Design for Strategy
EE1194	Eutopic Entrepreneur
XD1195	Experiential Decision Making (Game Design)
GP1198	Generative Programming for Multi-Sensory Experiences
Elective-II	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Product Design (Batch 2021-2025)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	24
	Colour CL1115 (3 credits)	Geometry & Construction 3D GC1114 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)		
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Design Process/ Problem Solving DP1116 (4 credits)	Personal Growth US1106 (2 credits)	Habitat Studies HS1112 2 credits	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 credits)	
III	Element of Form 1 EF1184 (4 credits)	Ergonomics EG1185 (3 credits)	Workshop Skill Project 1 WS1223 (3 credits)	Representation Techniques RT1187 (3 credits)	Materials and Processes-Metals MP1225 (2 credits)	27
	Design Project 1: Simple Product Design DP1189 (6 credits)	Presentation Skills PS1190 (2 credits)	Perspectives on Contemporary Issues CC1103 (2 credits)	Elective-III (2 credits)		
IV	Elements of Form 2 EF1291 (3 credits)	Ergonomics 2 EG1292 (3 credits)	CAD – Modelling, Rendering and Printing MD1193 (3 credits)	Workshop Creative Computation WS1133 (2 credits)	Design Project 2: Digital Product/ Interface DP1197 (5 credits)	24
	Workshop Skill Project 2 WS1224 (2 Credits)	Proposal Writing PW1237 (2 credits)	Communication and Identity CC1104 (2 credits)	Elective-IV (2 credits)		
V	Nature and form NF1199 (3 credits)	Packaging Design PK1239 (3 credits)	Workshop Skills: Prototyping PR1210 (3 credits)	Electronics Platform EP1141 (3 credits)	Design Project 3: Design for IoT DP1272 (8 credits)	28
	User Research UR1238 (2 credits)	Entrepreneurship ES1144 (2 credits)	Understanding and Managing Conflict CC1105 (2 credits)	Elective-V (2 credits)		
VI	Portfolio Preparation PP1244 (2 credits)	Product Photography PP1117 (2 credits)	Techno-aesthetic Detailing TD1218 (4 credits)	Design Project 4: Technically Complex Product DP12109 (10 credits)		22
	Critical Thinking for Decision at Workplace CC1106 (2 Credits)		Elective-VI (2 credits)			
	Internship (II1219) (4 to 6 Weeks Duration)					8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PM1150 (3 credits)	Design Project 5: Systems Design/ Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
	Elective-VII (2 Credits)					
VIII	Graduation Project (GP1283)					18
	Total Credits					198

List of Electives	
Elective-I	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.

JK LakshmiPat University, Jaipur
Institute of Design
Curriculum Structure
Bachelor of Design in Integrated Communication Design (Batch 2021-2025)

Semester	Courses					Credits
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits)	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	24
	Colour CL1115 (3 credits)	Geometry & Construction 3D GC1114 (2 credits)	Fundamentals of Communication CC1101 (2 credits)	Elective-I (2 Credit)		
II	Digital Drawing DD1102 (2 credits)	Visual Documentation VD1117 (4 credits)	Design process/ Problem Solving DE1116 (4 credits)	Personal Growth US1106 (2 credits)	Habitat Studies HS1112 2 credits	24
	Craft Study CR1113 (2 credits)	Coding 101 CD1108 (2 credits)	History of Design HD1118 (2 credits)	Critical Thinking and Storytelling CC1102 (2 credits)	Elective-II (2 credits)	
III	History of Communication Design CD1320 (1 credit)	Letter Design and Typography CD1300 (4.5 credits)	Creative Writing CD1301 (3 credits)	Design Project 1: Designing with Type CD1380 (5 credits)	Elective-III (2 credits)	29
	Illustration CD1302 (4.5 credits)	Images and Moving Images CD1360 (4 credits)	Film Appreciation CD1321 (1 credit)	Design Project 2: Visual Storytelling CD1381 (4 credits)		
IV	Identity and Branding CD1400 (4.5 credits)	Introduction to Interactive Media CD1440 (3 credits)	Craft of Writing CD1401 (1.5 credits)	Design Project 3: Integrated Brand Narratives CD1480 (5 credits)	Elective-IV (2 credits)	28
	Introduction to User Research CD1441 (2 credits)	Working with Data CD1420 (3 credits)	Publication Design CD1460 (2 credits)	Design Project 4: Data Led Publication CD1481 (5 credits)		
V	Introduction to Data Analytics CD1540 (3 credits)	Digital Communications & Campaigns CD1500 (4.5 credits)	Pitching and Project Management CD1520 (1 credit)	Design Project 5: Designing Digital Campaigns CD1580 (5 credits)	Elective-V (2 credits)	27.5
	Psychology and Behavioral Design CD1521 (2 credits)	Digital Anthropology CD1541 (1 credit)	Tech Eco Systems CD1501 (2 credits)	Design Project 6: Inter-Connected Design CD1581 (7 credits)		
VI	Film Theory CD1620 (1 credit)	Principles of film Editing CD1600 (3 credits)	Principles of light Design CD1601 (3 credits)	Design Project 7: Script to Screen (Fiction) CD1680 (7 credits)	Elective-VI (2 credits)	27.5
	Introduction to sound design lab CD1602 (1.5 credits)	Performance & Spatial expressions CD1660 (2 credits)	Multimedia Lab CD1603 (2 credits)	Design Project 8: Production Design CD1681 (6 credits)		
VII	Internship (II1219) (4 to 6 Weeks Duration)					8
	Ethics of Creating CD1720 (1 credit)	Storytelling with Data CD1700 (3 credits)	Advanced Sound Design Lab CD1760 (1 credit)	Design Project 9: Video Journals CD1781 (9 credits)	Elective-VII (2 credits)	30
	Systems Thinking CD1701 (3 credits)	Game Design CD1740 (3 credits)	Colloquium Writing CD1741 (2 credits)	Design Project 10: Systems Design CD1782 (6 credits)		
VIII	Portfolio Creation CD1860					2
	Graduation Project (GP1283)					18
Total Credits					218	

List of Electives	
Elective - I	
GD1114	Game Design
GP1198	Generative Programming for Multi-Sensory Experiences
NT1111	Non-Fungible Token
SE1110	Introduction to Semiotics
EH1112	The Exquisite Corpse says Hi!
TL1113	Through the Lens

Note:

- For every credit, in each course, every student is expected to put in a total work of 30 Hours including the lecture and studio time.



Programme Education Objectives

Programme Outcomes

- ❖ Master of Design in Interaction Design (Programme Code: 4201)
- ❖ Master of Design in Product Design (Programme Code: 4202)

Programme Education Objectives

The designers who qualify in M.Des from Institute of Design at JKLU will be able to:

PEO1: Apply Design thinking, Systems thinking, research skills and human-centered techniques to provide creative and innovative solutions to problems in professional practice.

PEO2: Continue their intellectual development through critical thinking, self-study, apprenticeship, teaching, professional development courses, as well as participation in research groups and professional networks.

PEO3: Demonstrate cognitive and technical skills for a broader understanding of design in their respective disciplines.

PEO4: Serve as ambassadors for design and sustainability by exhibiting creativity and high professional standards with a deep sense of civic responsibility.

PEO5: Embrace the roles of team members and leaders in their careers.

PEO6: Acquire an attitude to life-long learning. Be independent enough to probe the unknown and seek the truth in their profession.

Programme Outcomes

The graduates of M.Des. from the Institute of Design will have the following competencies:

PO 1: Innovative

Develop innovative design-based solutions in the field of technology, manufacturing, systems, services, marketing and operational pipelines.

PO 2. Global Outlook

Demonstrate ease of working in a multi-lingual and multi-cultural environment while maintaining a strong individual identity.

PO 3. Co-Creation

Experience peer to peer localised learning amongst team members from diverse departments. Engage in collaboration to facilitate co-creation across various disciplines, departments and organisations.

PO 4. Systems thinking

PO 4a. Use systems thinking, big picture thinking to break down complex tasks into simple steps and bring order and clarity to understand problems.

PO 4b. Demonstrate ability to draw upon a range of multidisciplinary skillsets in order to resolve complex problems effectively.

PO 5. Sustainability

Implement sustainable strategies of effective resource allocation in social, economic, industrial and environmental segments to bring in positive impact.

PO 6. Growth Oriented

Demonstrate ability to bring acceleration in economic, industrial and social growth through design thinking.

PO 7. Adaptability

Demonstrate ability to work with the ever-changing market scenario, direct/indirect market requirements and display necessary attitude, skillset and technical knowledge to create value for an entire ecosystem.

PO 8. Vision

Demonstrate vision to identify opportunity areas by dynamically steering and realigning strategies of value generation through a mastery of the intangibles and the multifarious. Visualise scenarios to communicate the vision.

PO 9. Effective communication

Communicate complex concepts and ideas with ease and elan across multitudes of domain and people.

PO 10. Research centric

Follow a strong research-based methodology driven by critical-analytical thinking, user-centric and ethnographic data insights.

PO 11. Influence user behaviour

Influence user behaviour positively, resulting in change in habit and thereby creating self-sustaining solutions.

PO 12. Empathy, Cultural awareness

Understand user's needs through empathy and develop appropriate solutions that consider the cultural aspects, emotional response and usability issues of the user.



Program Specific Outcomes

- ❖ Master of Design in Interaction Design (Program Code: 4201)
- ❖ Master of Design in Product Design (Program Code: 4202)

Master of Design in Interaction Design (Program Code: 4201)

The Interaction Design post-graduates of JKLU will be able to:

1. Create analogue and digital experiences that reimagine the way people connect with products and services.
2. Apply cognitive ergonomics and visual perception to understand the way people think, feel and behave as the foundation for developing any analogue or digital product, environment or system.
3. Identify opportunities, innovate and employ emerging technologies and existing trans-media canvases to design effective interactions for diverse scenarios.

Master of Design in Product Design (Program Code: 4202)

The Product Design graduates of JKLU will be able to:

1. Apply processes and methodologies of concept generation, ergonomics, machines and processes, material knowledge and research to conceptualize and generate contextual solutions in the domain of industrial design.
2. Develop and deliver user-centric solutions and systematically conduct quantitative research on human-centered, cultural and technological aspects in order to identify and develop appropriate design strategies.
3. Employ sustainable design practices while engaging with aspects of manufacturing, logistics, material, technological and human resource allocation in their design processes.

JK Lakshmipat University, Jaipur
Institute of Design
Master of Design in Product Design (Batch 2021-2023)
Course Structure/Curriculum of Semester I-IV

Semester	Courses					Credits
I	Visual Representation Techniques CD2100 (3 Credits)	Documentation and Presentation Methods CD2101 (3 Credits)	Design Research Methods ID2120 (3 Credits)	Crafts, Culture & Habitat Studies ID2141 (3 Credits)	Student Seminar 01 PD2140 (1 Credits)	22
	Systems Design Project PD2180 (9 Credits)					
Exit Option 01: Certificate in Design Thinking for Innovation						
II	Elements of Design CD2260 (3 Credits)	Form & Material Exploration PD2261 (3 Credits)	Computer-Aided Design PD2200 (3 Credits)	Product Analysis and Prototyping PD2201 (3 Credits)	Student Seminar 02 PD2240 (1 Credits)	22
	Product Design Project 01 PD2280 (9 Credits)					
Exit Option 02: PG Diploma in Product Design						
III	Product User Interface PD2320 (3 Credits)	Design for Manufacturing PD2300 (2 Credits)	Ergonomics for Product Design PD2321 (3 Credits)	Universal Design PD2322 (2 Credits)	Design Explorations with IoT and Electronics Platforms XD2360 (2 Credits)	22
	Student Seminar 03 PD2340 (1 Credits)	Product Design Project 02 PD2380 (9 Credits)				
IV	Elective* (1 Credits)	Entrepreneurship for Designers PD2420 (3 Credits)	Product Design Graduation Project PD2480 (21 Credits)			25
Total Credits						91

List of Electives	
ID2205	Branding
ID2206	Game Design
PD2207	Sustainability
PD2208	Circular Economy
PD2209	Speculative and Critical Design

Note:

For every credit, in each course, every student is expected to put in a total work of 45 Hours including the lecture and studio time

JK Lakshmipat University, Jaipur
Institute of Design
Master of Design in Interaction Design (Batch 2021-2023)
Course Structure/Curriculum of Semester I-IV

Semester	Courses					Credits
I	Visual Representation Techniques CD2100 (3 Credits)	Documentation and Presentation Methods CD2101 (3 Credits)	Design Research Methods ID2120 (3 Credits)	Crafts, Culture & Habitat Studies ID2141 (3 Credits)	Student Seminar 01 PD2140 (1 Credits)	22
	Systems Design Project PD2180 (9 Credits)					
Exit Option 01: Certificate in Design Thinking for Innovation						
II	Elements of Design CD2260 (3 Credits)	Form & Material Exploration PD2261 (3 Credits)	Wireframing, Prototyping and GUI Design XD2200 (3 Credits)	Usability Testing XD2201 (3 Credits)	Student Seminar 02 PD2240 (1 Credits)	22
	Interaction Design Project 01 XD2280 (9 Credits)					
Exit Option 02: PG Diploma in Product Design						
III	Information Architecture XD2320 (3 Credits)	Advanced Trends in Interaction Design XD2300 (2 Credits)	Ergonomics for Interaction Design XD2321 (3 Credits)	Design for Accessibility XD2322 (2 Credits)	Design Explorations with IoT and Electronics Platforms XD2360 (2 Credits)	22
	Student Seminar 03 PD2340 (1 Credits)	Interaction Design Project 02 XD2380 (9 Credits)				
IV	Elective* (1 Credits)	Entrepreneurship for Designers PD2420 (3 Credits)	Interaction Design Graduation Project XD2480 (21 Credits)			25
Total Credits						91

List of Electives	
ID2205	Branding
ID2206	Game Design
PD2207	Sustainability
PD2208	Circular Economy
PD2209	Speculative and Critical Design

Note:

For every credit, in each course, every student is expected to put in a total work of 45 Hours including the lecture and studio time

List of Evaluation Components:

S. No	Components	Weightage
1	Communication/Presentation	
2	Skills	
3	Process and management	
4	Application of concepts	
5	Understanding & clarity of concepts	
6	Attitude towards learning	
7	Levels of improvement	
8	Levels of thinking & Reflection	
9	Overall output	
10	Innovation & creativity	
11	Research & analysis	
12	Class participation	
13	Teamwork	
14	Observation and perception	
15	Jury	
	Total	100%

*As per the requirement of the course, faculty members have the option to choose any subset of evaluation components from the above list.

List of Handbooks of curriculum structure and syllabus:

1.	Bachelor of Design in Interdisciplinary Design (2019-23)
2.	Bachelor of Design in Interaction Design (2019-23)
3.	Bachelor of Design in Product Design (2019-23)
4.	Bachelor of Design in Interdisciplinary Design (2020-24)
5.	Bachelor of Design in Interaction Design (2020-24)
6.	Bachelor of Design in Product Design (2020-24)
7.	Bachelor of Design in Interdisciplinary Design (2021-25)
8.	Bachelor of Design in Interaction Design (2021-25)
9.	Bachelor of Design in Product Design (2021-25)
10.	Bachelor of Design in Integrated Communication Design) (2021-25)
11.	Master of Design in Product Design (2021-23)
12.	Master of Design in Interaction Design (2021-23)