

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

Decrement Description: This document is prepared by the Institute of Design, JKLU to serve as an objective intermation baseline for further planning as well as delivery. It collates the curriculum structure of all the organized 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 2019 onwards and MDes batches admitted from 2010 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.

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DIRECTOR-IQAC JK LAKSHMIPAT UNIVERSITY JAIPUR

Vice Chancellor JK Lakshmipat University Jaipur-302026

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	UI, Branding, Innovation, Research, Education and Organisation Development	External Wentber
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3	Sr Vice President of User Experience, MakeMyTrip Group	External Member
	Mr Saurabh Deb	
4	Chief User Experience Designer	External Member
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	Ms Lakshmi Murthy	
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	Institute of Design, JKLU	Internal Member
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	Controller of Examination	

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S. No.	Name	Designation
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	Vice Chancellor, JKLU	1
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	Vice Chancellor	
	Manav Rachana University, Faridabad	
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	Emeritus Professor	
	Indian Institute of Technology Delhi	
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	Distinguished Professor, Dean-International Relations	
	International Management Institute, New Delhi	
5.	Dr. Amit Bardhan	Member
	Professor, Operational Research	
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	Executive Advisor	
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	Group President (HR)	
	Reliance Industries Ltd., Mumbai	
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	Sr. General Manager	
	Investor Protection Fund	
	Bombay Stock Exchange (BSE) Limited, Mumbai	
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	Professor, Dept. of Civil Engineering,	
	Indian Institute of Science, Bangalore	
11.	Mr. Satendra Singh	Member
	Head: Global Strategy and Business Development	
	Nokia Solutions and Networks, Gurgaon	
12.	Dr. Shailendra Chouksey	Member
	Whole Time Director	
	JK Lakshmi Cement Ltd., New Delhi	
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	Professor Emeritus (and Advisor),	memoer
	Mahindra University, Hyderabad	
14.	Professor Jatin Bhatt	Member
	Retired - Pro Vice Chancellor	
	Ambedkar University, Delhi (School of Design)	
15.	Mr. Prem Singh	Member
	President – Corporate HR JK Organisation, Delhi	
	LIK ()waanaation Dollar	1

S. No.	Name	Designation
16.	Prof. Sanjay Ranka	Member
	Professor, Computer & Information Science & Engineering	
	Herbert Wertheim college of Engineering	
	Gainesville, Florida, USA	
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	Pro Vice-Chancellor,	
	JK Lakshmipat University, Jaipur	
18.	Dr. Sanjay Goel	Member
	Director,	
	Institute of Engineering and Technology,	
	JK Lakshmipat University, Jaipur	
19.	Prof. A. Balasubramaniam	Member
	Director, Institute of Design,	
	JK Lakshmipat University, Jaipur	
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	Assistant Director and Associate Professor,	
	Institute of Management,	
	JK Lakshmipat University, Jaipur	
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	JK Lakshmipat University, Jaipur	
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	Professor, Institute of Engineering and Technology,	
	JK Lakshmipat University, Jaipur	
23.	Dr. Umesh Gupta	Acting
	Controller of Examination	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.	15th 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.	18th Meeting	Saturday, 12 th Sep 2020
5.	19th Meeting	Wednesday, 30 th June 2021
6.	20 th Meeting	Saturday, 20th 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 humancentered, 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 La	kshmipat University				
			Institute of Design				
			Curriculum Structu		3)		
Come or dom		Bachelor of Design in	A 4	esign (Batch 2019-202	3)		Cradita
Semester	F 1 1	D' '(1	Courses		1		Credits
	Freehand Drawing	Digital Drawing	Material Explorations	Geometry & Construction 2D		Composition	
	FD1101	DD1102	MX1103	GC1104		1105	
т	(4 credits)	(2 credits)	(3 credits)	(3 credits)	(3 Cı	redits)	23
Ι			Fundamentals of	(0 110210)			
	Culture Studies	Personal Growth	Communication	Elective-I			
	CU1107	US1106	CC1101	(2 Credit)			
	(2 Credits)	(2 credits)	(2 credits)				
	Colour	Visual	Geometry &	Habitat		Process/	
	CL1115	Documentation	Construction 3D	Studies		n Solving	
	(3 credits)	VD1117	GC1114	HS1112		1116	
		(4 credits)	(2 credits)	(2 credits)	(4 cr	edits)	
	Craft	Coding 101/HTML	History of	Critical Thinking and		·	25
Π	Study	CSS	Design	Storytelling		tive-II	
	CR1113	CD1111	HD1118	CC1102	(2 C	redit)	
	(2 credits)	(2 credits)	(2 credits)	(2 credits)			
	Element of Form 1	Ergonomics	Presentation Skills	Design Project 1:		t Design	
	EF1184	EG1185	PS1190		DP1189		
	(4 credits)	(3 credits)	(2 credits)		credits)	_	23
	CAD – Modelling, R	endering and Printing		sentation		ctives on	-0
III		1193		nniques		orary Issues	
	(3 ci	edits)		[1187		1103	
	T1	Desis Carabia		Predits)		redits)	
	Typography Advanced	Basic Graphic Design: Logo Design		Project 2: Exhibition Design		p Creative utation	
	TY1229	LO1232		P1127		1133	
	(3 credits)	(3 credits)		predits)		redits)	23
** 7	Workshop	, , , , , , , , , , , , , , , , , , ,	Communication and		(2 0)	(calls)	_
IV	Skill Project 1	Proposal Writing	Identity	Elective-III			
	WS1223	PW1237	CC1104	(2 credits)			
	(3 credits)	(2 credits)	(2 credits)				
	User Research	Packaging Design	Workshop: Data	Usability Funda	montols and Eve	Justion	
	UR1238	PK1239	Visualisation		JF1168	iluation	
	(2 credits)	(3 credits)	WS1240		credits)		
	(2 creatis)		(3 credits)	-			4.
V	Electronics Platform	Design Project 3:	Entrepreneurship	Understanding and			28
-	EP1141	Design for IoT	ES1144	Managing Conflict		ive-IV	
	(3 credits)	DP1272	(2 credits)	CC1105	(2 cr	edits)	
	. ,	(8 credits)	. ,	(2 credits)			
	Portfolio Preparation	Videography Editing/ Documentation Video	Design Project 4	Micro-Interaction & Motion Graphics			
T 7 T	Preparation PP1244	VI1245	DP1146	Millin Graphics MI1174			
VI	(2 credits)	(4 credits)	(6 credits)	(3 Credits)			21
		nd Creating Immersive					1
		riences		Decision at Workplace	Elect	tive-V	
		1176		21106		redits)	
		redits)	(2 C	Credits)	(201	· · · · · · · · · · · · · · · · · · ·	
			ip (II1219) (4 to 6 W	eeks Duration)	·		8
	Strategic Design		Project	Design Project 5:			
	Management	Colloquium Paper	Management	Systems	Leadership	Elective-VI	
VII	SD1248	CP1149	PM1150	Design/Social Design	LD1252	(2 credits)	
	(2 credits)	(2 credits)	(3 credits)	DP1251	(2 credits)	(2 cicuits)	23
1 /111	(2 creans)			(12 credits)	1	l	10
VIII		G	raduation Project (0	GP1283)			18
					То	tal 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					

		JK La	akshmipat University, .	Jaipur		
			Institute of Design Curriculum Structure			
		Bachelor of Design in	n Interdisciplinary Desi			
Semester			Courses			Credits
	Freehand	Material	Geometry &	Elements of	Culture Studies	
	Drawing	Explorations	Construction 2D	Composition	CU1107	
	FD1101 (4 credits)	MX1103 (3 credits)	GC1104 (3 credits)	EC1105 (3 Credits)	(2 Credits)	
Ι		Habitat	Fundamentals of	(5 Credits)		22
	Colour CL1115	Studies	Communication			
	(3 credits)	HS1112	CC1101			
		(2 credits)	(2 credits)			
	Digital Drawing	Visual Documentation	Geometry & Construction 3D	Design Process/ Problem Solving	Personal Growth	
	DD1102	VD1117	GC1114	DP1116	US1106	
	(2 credits)	(4 credits)	(2 credits)	(4 credits)	(2 credits)	
	Craft	Coding 101	History of	Critical Thinking and		24
II	Study	CD1108	Design	Storytelling	Elective-I	
	CR1113 (2 credits)	(2 credits)	HD1118 (2 credits)	CC1102 (2 credits)	(2 credits)	
			Workshop	Representation	Materials and Processes-	
	Element of Form 1	Ergonomics	Skill Project 1	Techniques	Metals	
	EF1184 (4 credits)	EG1185 (3 credits)	WS1223	RT1187	MP1225	
			(3 credits)	(3 credits)	(2 credits)	
III	Design Project 1:	Presentation	Perspectives on			27
	Simple Product Design DP1189	Skills PS1190	Contemporary Issues CC1103	Elective-II (2 credits)		
	(6 credits)	(2 credits)	(2 credits)	(2 creatts)		
		Workshop Skill	CAD – Modelling,	Basic Graphic	Design Project 2:	
	Typography Advanced TY1229	Project 2	Rendering and Printing	Design: Logo Design	Publication Design	
	(3 credits)	WS1224	MD1193	LO1232	DP1235	
		(2 Credits)	(3 credits)	(3 credits)	(3 credits)	- 25
IV	Design Project 2: Exhibition Design	Proposal Writing	Workshop Creative Computation	Communication and Identity	Elective-III	25
	DP1236	PW1237	WS1133	CC1104	(2 credits)	
	(3 credits)	(2 credits)	(2 Credits)	(2 credits)		
	User Research	Packaging Design	Workshop: Data	Electronics Platform	Design Project 3:	
	UR1238	PK1239	Visualisation	EP1141	Design for IoT	
	(2 credits)	(3 credits)	WS1240 (3 credits)	(3 credits)	DP1272 (8 credits)	28
T 7	Usability Fundamentals		Understanding and		(o credits)	
V	and Evaluation	Entrepreneurship ES1144	Managing Conflict	Elective-IV		
	UF1168	(2 credits)	CC1105	(2 credits)		
	(3 Credits)		(2 credits)			
	Portfolio	Videography Editing/ Documentation	Design Project 4	Micro-Interactio	n & Motion Graphics	
	Preparation	Video	Design Project 4 DP1146		II a Motion Graphics	
VI	PP1244 (2 credits)	VI1245	(6 credits)		credits)	21
11		(4 credits)				_
	Design for AR, VR and		Critical Thinking for I	Decision at Workplace	Elective-V	
	Experie IE11		CC1		(2 credits)	
	(2 Cre		(2 Cr	edits)	(2 creatis)	
			p (II1219) (4 to 6 Week	s Duration)		8
	Strategic Design	Colloquium		Design Project 5:		
	Management	Paper	Project Management	Systems Design/	Leadership	
	SD1248	CP1149	PG1150	Social Design	LD1252	23
VII	(2 credits)	(2 credits)	(3 credits)	DP1251 (12 credits)	(2 credits)	23
	Elective-VI		1			-
	(2 credits)					
VIII		G	raduation Project (GP1	.283)		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					

			nipat University, Jaip stitute of Design	our		
		Cur	riculum Structure			
Semester	Bac	chelor of Design in Inte	erdisciplinary Design Courses	(Batch 2021-2025)		Credits
Semester	Freehand Drawing FD1101	Material Explorations MX1103	Geometry & Construction 2D GC1104	Elements of Composition EC1105	Culture Studies CU1107	Creuits
Ι	(4 credits) Colour CL1115 (3 credits)	(3 credits) Geometry & Construction 3D GC1114	(3 credits) Fundamentals of Communication CC1101	(3 Credits) Elective-I (2 Credit)	(2 Credits)	24
п	Digital Drawing DD1102 (2 credits) Craft Study CR1113	(2 credits) Visual Documentation VD1117 (4 credits) Coding 101 CD1108	(2 credits) Design Process/ Problem Solving DP1116 (4 credits) History of Design HD1118	Personal Growth US1106 (2 credits) Critical Thinking and Storytelling CC1102	Habitat Studies HS1112 2 credits Elective-II (2 credits)	24
III	(2 credits) Element of Form 1 EF1184 (4 credits)	(2 credits) Ergonomics EG1185 (3 credits)	(2 credits) Workshop Skill Project 1 WS1223 (3 credits)	(2 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)	
	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
V	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, V Immersive E IE11 (2 Crea	xperiences 76	21
	Micro-Interaction & Motion Graphics MI1174 (3 credits)	Critical Thinking for Decision at Workplace CC1106 (2 Credits)	Elective-VI (2 credits)			
		•	1219) (4 to 6 Weeks	Duration) Design Project 5:		8
VII	Strategic Design Management SD1248 (2 credits)	Colloquium Paper CP1149 (2 credits)	Project Management PG1150 (3 credits)	Systems Design/ Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
	Elective-VII (2 credits)					
VIII		Gradu	ation Project (GP128	3)		18
					Total Credits	198

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

		C	shmipat University, Ja Institute of Design urriculum Structure	-		
Semester		Bachelor of Design in	<u>n Interaction Design (</u> Courses	Batch 2019-2023)		Credits
I	Freehand Drawing FD1101 (4 credits)	Digital Drawing DD1102 (2 credits)	Material Explorations MX1103 (3 credits) Fundamentals of	Geometry & Construction 2D GC1104 (3 credits)	Elements of Composition EC1105 (3 Credits)	23
	Culture Studies CU1107 (2 Credits)	Personal Growth US1106 (2 credits)	Communication CC1101 (2 credits)	Elective-I (2 Credit)		
п	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)	
	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)	25
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
11	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)	CC1 (2 Cr	Decision at Workplace 1106 edits)	Elective-V (2 Credits)		
		Internship ()	II1219) (4 to 6 Week	ts 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		Gra	duation Project (GP12	283)		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				

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

			ırriculum Structure ı Interaction Design (E	Rotah 2020_2024)		
Semester		Dachelor of Design in	Courses	Jateli 2020-2024)		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)	
1	Colour CL1115 (3 credits)	Habitat Studies HS1112 (2 credits)	Fundamentals of Communication CC1101 (2 credits)			22
П	Digital Drawing DD1102 (2 credits) Craft Study CR1113 (2 credits)	Visual Documentation VD1117 (4 credits) Coding 101 CD1108 (2 credits)	Geometry & Construction 3D GC1114 (2 credits) History of Design HD1118 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits) Critical Thinking and Storytelling CC1102 (2 credits)	Personal Growth US1106 (2 credits) Elective-I (2 credits)	24
ш	Introduction to Interaction Design ID1154 (2 credits) Design Project 1: Web based project DE1159 (7 credits)	User Studies US1157 (3 credits) Presentation Skills PS1190 (2 credits)	Introduction to UI wireframing WF1155 (3 credits) Perspectives on Contemporary Issues CC1103 (2 credits)	Visual Design Basics and Tools VD1156 (4 credits) Elective-II (2 credits)	Introduction to Programming PS1160 (2 credits)	27
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
1.	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
v	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 Machine Interf MI12 (6 Crec	face Design 77	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)					
			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		Grad	uation Project (GP12	283)	•	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			

			shmipat University, Ja Institute of Design urriculum Structure	ipur			
Semester		Bachelor of Design in	n Interaction Design (l Courses	Batch 2021-2025)		Credits	
Semester	Freehand Drawing FD1101	Material Explorations MX1103	Geometry & Construction 2D GC1104	Elements of Composition EC1105	Culture Studies CU1107		
Ι	(4 credits) Colour CL1115 (3 credits)	(3 credits) Geometry & Construction 3D GC1114 (2 credits)	(3 credits) Fundamentals of Communication CC1101 (2 credits)	(3 Credits) Elective-I (2 Credit)	(2 Credits)	24	
п	Digital Drawing DD1102 (2 credits) Craft Study CR1113 (2 credits)	Visual Documentation VD1117 (4 credits) Coding 101 CD1108 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits) History of Design HD1118 (2 credits)	Personal Growth US1106 (2 credits) Critical Thinking and Storytelling CC1102 (2 credits)	Habitat Studies HS1112 2 credits Elective-II (2 credits)	24	
Ш	Introduction to Interaction Design ID1154 (2 credits) Design Project 1: Web based project DE1159	User Studies US1157 (3 credits) Presentation Skills PS1190	Introduction to UI wireframing WF1155 (3 credits) Perspectives on Contemporary Issues CC1103	Visual Design Basics and Tools VD1156 (4 credits) Elective-III (2 credits)	Introduction to Programming PS1160 (2 credits)	27	
	(7 credits) Typography Advanced TY1229 (3 credits)	(2 credits) Voice User Interface Design VU1162 (3 credits)	(2 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	
IV	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	
v	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 Experie IE11 ² (2 cred	nces 76	21	
VI.	Machine Internet MI	ect 4: Human erface Design 1277 redits)	CC	Decision at Workplace 1106 redits)	Elective-VI (2 Credits)		
		Internship (II1219) (4 to 6 Weeks	Duration)	1	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		Grac	luation Project (GP12	83)	·	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			

		(shmipat University, Institute of Design Curriculum Structure			
<u> </u>		Bachelor of Design	×	(Batch 2019-2023)		<i>a</i> u
Semester	F 1 1	D' '(1	Courses			Credits
	Freehand Drawing	Digital Drawing	Material Explorations	Geometry & Construction 2D	Elements of Composition	
	FD1101	DD1102	MX1103	GC1104	EC1105	
Ι	(4 credits)	(2 credits)	(3 credits)	(3 credits)	(3 Credits)	23
1		Personal	Fundamentals of			
	Culture Studies CU1107	Growth	Communication	Elective-I		
	(2 Credits)	US1106	CC1101	(2 Credit)		
	(2 creans)	(2 credits)	(2 credits)			
	Colour	Visual	Geometry &	Habitat	Design Process/	
	CL1115	Documentation	Construction 3D	Studies	Problem Solving	
	(3 credits)	VD1117	GC1114 (2 credits)	HS1112	DP1116	
	Craft	(4 credits) Coding 101/HTML	History of	(2 credits) Critical Thinking and	(4 credits)	25
	Study	CSS	Design	Storytelling	Elective-II	25
II	CR1113	CD1111	HD1118	CC1102	(2 Credit)	
	(2 credits)	(2 credits)	(2 credits)	(2 credits)	()	
			CAD – Modelling,		Dragantation	
	Element of Form 1	Ergonomics	Rendering and	Representation Techniques	Presentation Skills	
	EF1184	EG1185	Printing	RT1187	PS1190	
	(4 credits)	(3 credits)	MD1193	(3 credits)	(2 credits)	23
III			(3 credits)		(2 0100113)	
		mple Product Design		Perspectives on Contemporary Issues		
	DP1189 CC1103					
	(6 cr	edits)		credits)		
	Elements of Form 2	Ergonomics 2	Workshop	Design Project 2:	Proposal Writing	
	EF1291	EG1292	Skill project 1 WS1186	Digital Product/Interface DP1197	PW1237	,
	(3 credits)	(3 credits)	(3 credits)	(5 credits)	(2 credits)	22
	Materials and	Communication and	(3 credits)	(5 creaits)		
IV	Processes-Metals	Identity	Elective-III			
	MP1225	CC1104	(2 credits)			
	(2 credits)	(2 credits)			-	
	Nature and form	Packaging Design	Workshop Skills:	Electronics Platform	User Research	
	NF1199	PK1239	Prototyping	EP1141	UR1238	
	(3 credits)	(3 credits)	PR1210	(3 credits)	(2 credits)	28
V	Design Project 3:	. ,	(3 credits) Understanding and		. ,	20
	Design for IoT	Entrepreneurship	Managing Conflict	Elective-IV		
	DP1272	ES1144	CC1105	2 credits		
	(8 credits)	(2 credits)	(2 credits)			
	Portfolio	Droduct Dhotograph	Techno Aesthetic	Design Project 4. Tech-i1	lu Comploy Drode -+	
	Preparation	Product Photography PP1117	Detailing	Design Project 4: Technical DP1219		
	PP1244	(2 credits)	TD1218	(10 credit		
VI	(2 credits)	. ,	(4 credits)		/	22
		Decision at Workplace	Elective	e-V		
		1106 edits)	(2 credi			
	(2 CI		[I1219) (4 to 6 Weel	ks Duration)		8
	Strategic Design	Colloquium	Project	Design Project 5: Systems		0
	Management	Paper	Management	Design/Social Design	Leadership	
VII	SD1248	CP1149	PM1150	DP1251	LD1252	
V 11	(2 credits)	(2 credits)	(3 credits)	(12 credits)	(2 credits)	23
	Elective-VI]
	(2 credits)					
VIII		Grad	uation Project (GP	1283)		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				

			akshmipat University, J Institute of Design Curriculum Structure	-		
Semester		Bachelor of Des	ign in Product Design () Courses	Batch 2020-2024)		Credits
	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)	
I	Colour CL1115 (3 credits)	Habitat Studies HS1112 (2 credits)	Fundamentals of Communication CC1101 (2 credits)			22
II	Digital Drawing DD1102 (2 credits) Craft Study CR1113 (2 credits)	Visual Documentation VD1117 (4 credits) Coding 101 CD1108 (2 credits)	Geometry & Construction 3D GC1114 (2 credits) History of Design HD1118 (2 credits)	Design Process/ Problem Solving DP1116 (4 credits) Critical Thinking and Storytelling CC1102 (2 credits)	Personal Growth US1106 (2 credits) Elective-I (2 credits)	24
ш	Element of Form 1 EF1184 (4 credits) Design Project 1: Simple Product Design DP1189 (6 credits)	Ergonomics EG1185 (3 credits) Presentation Skills PS1190 (2 credits)	Workshop Skill Project 1 WS1223 (3 credits) Perspectives on Contemporary Issues CC1103 (2 credits)	Representation Techniques RT1187 (3 credits) Elective-II (2 credits)	Materials and Processes-Metals MP1225 (2 credits)	27
IV	Elements of Form 2 EF1291 (3 credits) Workshop Skill Project 2 WS1224	Ergonomics 2 EG1292 (3 credits) Proposal Writing PW1237 (2 credits)	CAD – Modelling, Rendering and Printing MD1193 (3 credits) Communication and Identity CC1104	Workshop Creative Computation WS1133 (2 credits) Elective-III (2 credits)	Design Project 2: Digital Product/ Interface DP1197 (5 credits)	24
V	(2 Credits) Nature and form NF1199 (3 credits) User Research UR1238 (2 credits)	Packaging Design PK1239 (3 credits) Entrepreneurship ES1144 (2 credits)	(2 credits) Workshop Skills: Prototyping PR1210 (3 credits) Understanding and Managing Conflict CC1105 (2 credits)	Electronics Platform EP1141 (3 credits) Elective-IV (2 credits)	Design Project 3: Design for IoT DP1272 (8 credits)	28
VI	We C	Product Photography PP1117 (2 credits) king for Decision at orkplace CC1106 Credits)	Techno-aesthetic Detailing TD1218 (4 credits) Elective-V (2 credits)	Design P Technically Co DP12 (10 cr	mplex Product 2109	22
			hip (II1219) (4 to 6 Weeks	Duration) Design Project 5:	I	8
VII	Strategic Design Management SD1248 (2 credits) Elective-VI	Colloquium Paper CP1149 (2 credits)	Project Management PM1150 (3 credits)	Systems Design/ Social Design DP1251 (12 credits)	Leadership LD1252 (2 credits)	23
VIII	(2 Credits)		raduation Project (GP1	283)		18
, 111		6	rauuation rroject (GP1	.403)	Total Credits	

	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				

			kshmipat University, J Institute of Design Curriculum Structure n in Product Design (H	-		
Semester		Bachelor of Desig	<u>n in Product Design (f</u> Courses	Satch 2021-2025)		Credits
Schlott	Freehand	Material	Geometry &	Elements of		Citula
	Drawing	Explorations	Construction 2D	Composition	Culture Studies	
	FD1101	MX1103	GC1104	EC1105	CU1107	
Ι	(4 credits)	(3 credits)	(3 credits)	(3 Credits)	(2 Credits)	
1	Colour	Geometry &	Fundamentals of			24
	Colour CL1115	Construction 3D	Communication	Elective-I		
	(3 credits)	GC1114	CC1101	(2 Credit)		
	. ,	(2 credits)	(2 credits)			
	Digital	Visual	Design Process/	Personal	Habitat	
	Drawing	Documentation	Problem Solving	Growth	Studies	
	DD1102	VD1117	DP1116	US1106	HS1112	
II	(2 credits)	(4 credits)	(4 credits)	(2 credits)	2 credits	
	Craft	Coding 101	History of	Critical Thinking and	Election II	24
	Study	CD1108	Design HD1118	Storytelling CC1102	Elective-II	
	CR1113 (2 credits)	(2 credits)	(2 credits)	(2 credits)	(2 credits)	
			Workshop	Representation	Materials and	
	Element of Form 1	Ergonomics	Skill Project 1	Techniques	Processes-Metals	
	EF1184	EG1185	WS1223	RT1187	MP1225	
III	(4 credits)	(3 credits)	(3 credits)	(3 credits)	(2 credits)	
111	Design Project 1:	D				27
	Simple Product	Presentation	Perspectives on			21
	Design	Skills PS1190	Contemporary Issues CC1103	Elective-III (2 credits)		
	DP1189	(2 credits)	(2 credits)	(2 creans)		
	(6 credits)	(2 creaits)	(2 ciedits)			
	Elements of Form		CAD – Modelling,	Workshop Creative	Design Project 2:	
	2	Ergonomics 2	Rendering and Printing	Computation	Digital Product/	24
	EF1291	EG1292	MD1193	WS1133	Interface	
	(3 credits)	(3 credits)	(3 credits)	(2 credits)	DP1197 (5 credits)	
IV	Workshop Skill		Communication and		(5 creatis)	
	Project 2	Proposal Writing	Identity	Elective-IV		
	WS1224	PW1237	CC1104	(2 credits)		
	(2 Credits)	(2 credits)	(2 credits)			
	Nature and form	Declarding Decision	Workshop Skills:	Electronics	Design Project 3:	
	NF1199	Packaging Design PK1239	Prototyping	Platform	Design for IoT	
	(3 credits)	(3 credits)	PR1210	EP1141	DP1272	20
	(5 creatts)	(5 creatts)	(3 credits)	(3 credits)	(8 credits)	28
\mathbf{V}	User Research	Entrepreneurship	Understanding and			
	UR1238	ES1144	Managing Conflict	Elective-V		
	(2 credits)	(2 credits)	CC1105 (2 credits)	(2 credits)		
	D+£-1'		· · · · · · · · · · · · · · · · · · ·		l	
	Portfolio Preparation	Product Photography	Techno-aesthetic Detailing	Design Pr Technically Con		
	PP1244	PP1117	TD1218	DP12		
	(2 credits)	(2 credits)	(4 credits)	(10 cre		
VI		r Decision at Workplace		(10 010	a .(3)	22
V I		C1106	Elective-VI			
		Credits)	(2 credits)			
			o (II1219) (4 to 6 Weeks	Duration)		8
				Design Project 5:		
	Strategic Design	Colloquium	Project	Systems Design/	Leadership	
	Management	Paper	Management	Social Design	LD1252	
Х/ТТ	SD1248	CP1149	PM1150	DP1251	(2 credits)	23
VII	(2 credits)	(2 credits)	(3 credits)	(12 credits)		
	Elective-VII			· · · · · · · · · · · · · · · · · · ·		7
	(2 Credits)					
VIII		Gra	duation Project (GP12	283)		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		

		Ins Curi	nipat University, Jaip stitute of Design riculum Structure				
Semester	Bachelor	of Design in Integrate	d Communication De Courses	sign (Batch 2021-2025)		Credits	
I	Freehand Drawing FD1101 (4 credits)	Material Explorations MX1103 (3 credits) Geometry &	Geometry & Construction 2D GC1104 (3 credits) Fundamentals of	Elements of Composition EC1105 (3 Credits)	Culture Studies CU1107 (2 Credits)	24	
•	Colour CL1115 (3 credits)	Construction 3D GC1114 (2 credits)	Communication CC1101 (2 credits)	Elective-I (2 Credit)		24	
п	Digital Drawing DD1102 (2 credits) Craft Study CR1113 (2 credits)	Visual Documentation VD1117 (4 credits) Coding 101 CD1108 (2 credits)	Design process/ Problem Solving DE1116 (4 credits) History of Design HD1118 (2 credits)	Personal Growth US1106 (2 credits) Critical Thinking and Storytelling CC1102 (2 credits)	Habitat Studies HS1112 2 credits Elective-II (2 credits)	24	
III	History of Communication Design CD1320 (1 credit)	Letter Design and Typography CD1300 (4.5 credits) Images and Moving	Creative Writing CD1301 (3 credits)	Design Project 1: Designing with Type CD1380 (5 credits) Design Project 2: Visual	Elective-III (2 credits)	29	
	Illustration CD1302 (4.5 credits)	Images CD1360 (4 credits)	Film Appreciation CD1321 (1 credit)	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)		21.0	
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)			
		Internship (II	1219) (4 to 6 Weeks Du			8	
VII	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	VIII Portfolio Creation CD1860			I	2		
		Gradua	ation Project (GP1283)			18	
				Tot	al Credits	218	

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



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 humancentered, 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 processe

			shmipat University, Institute of Design	-		
			in Product Design (I ure/Curriculum of S			
Semester		Course Struct	Courses	Semester 1-1 v		Credit
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: Cert	tificate in Design Thin	king 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 P	roduct 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
		<u> </u>		<u> </u>	Total Credits	91

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

			shmipat University, Institute of Design	-		
			Interaction Design ure/Curriculum of S			
Semester		Course Struct	Courses	Semester 1-1 v		Credit
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: Certif	icate in Design Th	inking for Innova	ition	
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 (2: PG Diploma in Pro	oduct Design		
ш	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
		1	l	1	Total Credits	91

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

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		
	Total100%		

*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)