



Handbook  
of  
Curriculum Structure & Syllabus

**Bachelor of Design in Interdisciplinary Design**

(Programme Code : 4102)

Batch: 2019-23

**Institute of Design**



## **Vision**

To be one of India's most innovative higher education institutions.

## **Mission**

To realise its vision, the University will:

Practice teaching that inculcates critical thinking and problem solving,

Pursue research that leads to innovation and enhancement of real-life applications,

Offer experience that leads to all round development, and

Develop a culture that is strongly rooted in interdisciplinarity and learning by building, not just doing.

## **Values**

Caring for people.

Integrity including intellectual honesty, openness, fairness, and trust.

Commitment to excellence.

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**Bachelor of Design Program**  
**Institute of Design, JKLU**

**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. Visualize 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**

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.

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 VII245 (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
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## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Freehand Drawing**

Course Code: **FD1101**

**Credits:** 4.0

#### **Course Description & Content**

This course fosters an understanding of drawing and sketching as a tool for ideation and presentation. The contents of this course include an overview of drawing systems for ideation, rendering and presentation, Introduction to basic elements of visual design – line, texture, colour, size, proportion, etc., introduction to drawing objects, human forms and spaces, basic hand and body movements in drawing, using pencils of different grades, freehand plotting and layout, perspective study and drawing of basic solids (cubes/cones/spheres), sketching of natural and human figures, capturing the overall form through finer details of depth, light and shade and simple perspectives of spaces.

#### **Learning Outcomes**

- Students can observe and represent images, ideas and concepts.
- Students get to improve coordination of hands and eyes.
- Students get to explore pencils as a media.
- Students can understand drawing and sketching as a technique for ideation, rendering and presentation.

#### **Methodology**

- Lectures, Demonstrations and Presentations.
- Assignments.
- Analysis and feedback.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	<b>20%</b>
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>20%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	<b>10%</b>
8	Levels of thinking & Reflection	Nil
9	Overall output	<b>10%</b>
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Perspective, A new system for Designers, by Jay Doblin.

## Websites

Sketch A Day.com, [hedesignsketchbook.com](http://hedesignsketchbook.com) , [sketchaway.wordpress.com](http://sketchaway.wordpress.com)

<http://www.simkom.com/sketchsite/> . Skeren YouTube

<https://vimeo.com/idsketching>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Digital Drawing**

Course Code: **DD1102**

**Credits: 2.0**

#### Course Description & Content

This course fosters an understanding of using computers and relevant software to do drawing and sketching as a tool for ideation and presentation. The contents of the course include an overview of drawing software for ideation, rendering and presentation, introduction to drawing objects, human forms and spaces on screens, basic hand and body movements in drawing, using devices of different types, digital plotting and layout, drawing of basic solids (cubes/cones/spheres). Drawing a variety of solid forms derived from basic solids, getting comfortable with various software elements and tools, capturing the overall form through finer details of depth, light and shade, simple perspectives of spaces.

#### Learning Outcomes

- Students get to observe and represent images, ideas and concepts.
- Students can improve the coordination of hands and eyes.
- Students will explore inputting devices like trackpads, mouse and digital pencils as media.
- Students understand drawing and sketching as techniques for ideation, rendering and presentation.

#### Methodology

- Lectures, demonstrations and presentations.
- Lab working.
- Assignments.
- Discussions and feedback.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	<b>20%</b>
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>20%</b>

6	Attitude towards learning	Nil
7	Levels of improvement	<b>10%</b>
8	Levels of thinking & Reflection	Nil
9	Overall output	<b>10%</b>
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### Suggested Readings

1. Daniel Simons Books.
2. Product Sketching and Rendering by Koos Eisen.

### Websites

1. <http://www.simkom.com/sketchsite/> . Skeren YouTube, Car Design News,
2. <https://vimeo.com/idsketching>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

#### Course Title: Material Explorations

#### Course Code: MX1103

**Credits:** 3.0

#### Course Description & Content

This exploratory course helps students in understanding the properties of different materials that are used in products. It helps the students understand the basic nature of tools and material relationship, the contents of the course includes the study of wood, metal, plastic and bamboo as basic materials, Exploration of basic forms of materials, exploration of basic processes and form generation, a combination of materials.

#### Learning Outcomes

- Students will understand the different materials and their properties.
- Students get to explore the properties of materials through the use of various hand tools.
- Students get introduced to various hand tools and machinery used in the workshops.

#### Methodology

- Lectures, demonstrations and presentations.
- Hands-on experience in workshops and studios.
- Assignments.
- Discussions and feedback.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	20%
3	Process and management	10%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	10%
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	10%
10	Innovation & creativity	Nil

11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	<b>10%</b>
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### Suggested Reading

1. A Compendium of Chinese Bamboo.
2. Handmade in India, A Geographical Encyclopedia of Indian handcrafts (Sir MP Ranjan & Aditi Ranjan).
3. Bamboo in Japan, (Nancy Moore Bess with Bibi Wein).
4. Objects & Furniture Design Charles & Ray Eames (Ediciones Poligrafe).
5. Bamboo Craft Design (A.G. Rao & Madhavi Koli).
6. Dutch Design meets Bamboo (Pablo Van der Lugt).
7. Chinese Bamboo (Zhang Qisheng Chang Weishan).



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Geometry & Construction 2D**

Course Code: **GC1104**

**Credits:** 3.0

#### Course Description

This course helps the student to appreciate geometrical patterns in natural forms and understand geometrical relations. The contents of this course include geometry and its relevance to design, drawing instruments and their usage, methodology of geometric construction: perpendiculars, divisions, parallels, etc., straight and curved lines, squares and grids, construction of regular polygons and ellipse, the study of properties of geometric forms in nature through visual analysis, introduction to golden proportion, tessellations.

#### Learning Outcomes

- Students get to inculcate skills and precision in drawing with instruments.
- Students get to understand the basic geometrical patterns on two-dimensional surfaces.
- Students understand to stimulate imagination based on the fundamentals of geometric logic.

#### Methodology

- Lectures, Demonstrations and Presentations.
- Assignments.
- Analysis and feedback.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	<b>10%</b>
2	Skills	<b>10%</b>
3	Process and management	Nil
4	Application of concepts	<b>10%</b>
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	<b>10%</b>
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil

11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### Suggested Reading

1. Gail Greet Hannah, Elements of Design, Princeton Architectural Press 2002.
2. Lauer, David; Design Basics, Wadsworth Publishing, 1999.
3. W.Wong; Principles of Two Dimensional Design, John Wiley and Sons, 1972.
4. J.Bowers; Introduction to Two.
5. Dimensional Design: Understanding Form and Function, John Wiley & Sons 1999.
6. Proctor, R.M.; The Principles of pattern, Dover Publications, 1990.
7. Elam, Kimberly; Geometry of Design: Studies in Proportion and Composition, Princeton Architectural Press, 2001.





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Elements of Composition**

Course Code: **EC1105**

**Credits:** 3.0

#### Course Description & Content

This course is essential for students to understand the basic elements and principles of visual composition. This course content includes basic elements of composition, manipulation of elements in two dimensions to induce specific effects, concepts of harmony, rhythm, balance, contrast and movement, Gestalt theory. The course also takes into consideration new developments in social media content compositional strategies and looks into that as a specialized segment.

#### Learning Outcomes

- Students develop visual perception ability among students.
- Students can understand the visual dynamics that exist between elements.
- Students will create compositions using basic elements of point, line, plane, volume, etc. and use the same to communicate ideas.

#### Methodology

- Lectures, demonstrations and presentations.
- Assignments.
- Analysis and feedback.

#### Evaluation Criteria

S.No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	20%
3	Process and management	10%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	10%
8	Levels of thinking & Reflection	Nil
9	Overall output	10%

10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### Suggested Readings

1. Gail Greet Hannah, Elements of Design, Princeton Architectural Press, 2002.
2. Lauer, David; Design Basics, Wadsworth Publishing, 1999.
3. W. Wong; Principals of Two-Dimensional Design, John Wiley and Sons, 1972.
4. J. Bowers; Introduction Design: Understanding of form and function, John Wiley & Sons 1999.
5. L. Hotzschue; Understanding Colour, VNR, 1995.
6. Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications, 1997.
7. Proctor, R.M.; The Principles of Pattern, Dover Publications, 1990.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Culture Studies**

Course Code: **CU1107**

**Credits: 2.0**

#### Course Description & Content

This course introduces the students to the visual culture of India, the deep-rooted Indian traditions, values and cultural practices. This course contents are cultural traditions of India, designed as a reflection of culture, globalization and its effects on cultural traditions.

#### Methodology

- Lectures.
- Reading Assignments.
- Field Visits to craft clusters and museums.
- Group discussions and feedback.

#### Evaluation Criteria:

S. No	Components	Weightage
1	Communication/Presentation	20%
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	20%
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	40%
	<b>Total</b>	<b>100%</b>

### **Suggested Readings**

1. Village India by Stephen P. Huyler.
2. Daughters of India by Stephen Huyler.
3. Introducing Anthropology by (writer) Meryll Wyn Davies. Piero (Illustrator).
4. Mankind Behaving Human needs & Material Culture by James K. Feible.
5. Tribes of India The Struggle for Survival by Christopher Van Furer – Haimendorf).
6. Handmade in India A Geographic Encyclopedia of Indian handcrafts by Sir M.P Ranjan and Aditi Ranjan.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Personal Growth**

Course Code: **US1106**

**Credits: 2.0**

#### **Course Description & Content:**

Personal growth is something that we all want to achieve, whether we know it or not. It is about our journey towards continuous improvement and seeing life from a different perspective. Personal growth is guided by principles such as purpose, vision, belief, commitment and knowing oneself. Ultimately, personal growth is about understanding exactly how you think, why you do things the way you do, having clarity around your purpose and direction in life and taking steps towards continual learning and development to evolve and enhance yourself. It is not something that is achieved overnight, but rather something that every one of us strives towards in our journey of life, fostering a more satisfying, successful, happier and fulfilling life.

#### **Course Objectives:**

In line with the above backdrop, this course on 'Personal Growth' focuses on the development of self from a holistic perspective. It aims to enhance self-awareness, expand the capacity of self-management and self-development. The course is designed for students to learn more about themselves by taking them on a journey of self-discovery and self-reflection. It guides them on the strategies and skills that will make them shine and thrive in their personal as well as professional lives.

#### **Course Pedagogy:**

It will involve a mix of lectures, discussions, group assignments and reflective exercises.

#### **Course Learning Outcomes:**

Students will be able to explore, identify, understand, demonstrate, and relate to the following:

- Their core personal strengths and values.
- Their capacity for development.
- A positive mindset and a humanistic attitude to human actions.

**Course Content:**

- Overview of course
- Self-Understanding
- Personal Vision and Purpose
- Self-Discipline
- Positive Attitude
- Overcoming Fears
- Balance in Life
- Contribution to Others
- Achieving Success
- Achieving Happiness

**Evaluation Scheme:**

Components	Weightage
1. Continuous Evaluation (Exercises, Quizzes, Assignments, Group Work)	55%
2. Final Presentation	15%
3. Class Participation	10%
4. Term-End Exam	20%

**Recommended readings for students:**

1. Corey, G., & Corey, M. S. (2010). I Never Knew I Had a Choice: Explorations in Personal Growth. (9<sup>th</sup> ed) Thomson
2. Unless You're Oprah, "Be Yourself" Is Terrible Advice (Adam Grant, The New York Times, 2016
3. Dalai Lama & Desmond Tutu with Douglas Abram. The Book of Joy, Cornerstone Publishers, 2016
4. Dalai Lama & Howard C Cutler. The Art of Happiness at Work. Easton Press, 1998.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Fundamentals of Communication**

Course Code: **CC1101**

**Credits: 2.0**

#### **Course Description & Content**

This course provides an introduction to the importance of effective communication, the consequences of poor communication, and the different elements of verbal and non-verbal communication. Students learn about, and enhance, the components of communication: kinesics, paralanguage (voice) and language.

#### **Learning Outcomes**

The students will be able to:

- Identify different cultural differences and their impact on communication.
- Deliver effective oral presentations following appropriate kinesics and paralinguistic features.
- Apply appropriate communication skills across settings, purposes, and audiences.
- Compose grammatically correct sentences and paragraphs.

#### **Topics to be Covered**

1. Nature and importance of communication
2. Mehrabian's Communication Theory
3. Ethos, Pathos, Logos: The three pillars of persuasive communication
4. English as a Foreign Language
5. Consequences of poor communication
6. Writing Strategy
7. Basic of Effective Presentation
8. Influence of culture on communication
9. Common Errors in English

## Methodology

- Lectures, demonstrations and presentations.
- Assignments.
- Analysis and feedback.

## Assessment Plan

Components	Weightage
1. Continuous Evaluation	30%
2. Class Participation	20%
3. Quiz/Tests	20%
4. Written Exam	30%

## Suggested Readings

1. Technical Communication: Principles and Practice. Second Edition. New Delhi: Oxford University Press, by Sangeeta Sharma.

## Websites

Using rhetorical appeals to credibility, logic, and emotions to convince people, <https://link.springer.com>

<https://www.businessballs.com/communication-skills/mehrabians-communication-theory-verbal-non-verbal-body-language/>

<https://www.businessballs.com/communication-skills/presentation-skills-and-techniques/>





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - I

Course Title: **Film Appreciation (Elective – 1)**

Course Code: **FL1110**

**Credits: 2.0**

#### Course Description & Content

The first elective of the Foundation semester, the Film Appreciation course would deal with the history, theory, and practice concerning design. The elective course would look into film language, techniques and history from the perspective of design and introduce students to the fundamental concepts of application of design thinking in films.

#### Learning Outcomes

The students will be able to:

- Trace the trajectory of moving images and how they affected societies globally.
- Study regarding the various methodologies of filmmaking approaches.
- Distinguish between facts, assumptions and opinions.
- Have a holistic understanding of visual culture and the trajectory from still to moving images.

#### Methodology

- Lectures
- Assignments
- Analysis
- Discussions

#### Evaluation Criteria

S.No	Components	Weightage
1	Communication/Presentation	<b>10%</b>
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	<b>10%</b>
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil

8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	<b>20%</b>
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings**

1. Introducing Critical Theory by Stuart Sim.
2. Starting Point: 1979-1996 by Hayao Miyazaki.
3. Film Theory: An Introduction Through the Senses by Malte Hagener and Thomas Elsaesser.
4. How to Read a Film by James Monaco.



## **JK LAKSHMIPAT UNIVERSITY**

### **INSTITUTE OF DESIGN**

#### **B. Des (Interdisciplinary Design)**

#### **Semester - I**

#### **Course Title: Animation (Elective – 2)**

#### **Course Code: AN1109**

**Credits: 2.0**

#### **Course Description & Content**

The Animation elective offers an introduction to basic animation techniques. Amongst the various techniques available, Stop-Motion is the choice of medium. Stop Motion is a software free technique wherein one can manipulate objects and capture images to create an illusion of motion. After initial trials, the students will animate simple self-made stories.

#### **Learning Outcomes**

The students will be able to:

- Learn how the illusion of animation works
- Work with time-line and understand frames per second
- Communicate ideas through animation films
- Deconstruct animation techniques
- Gain skills to build sets and aid to assist in animation shots

#### **Methodology**

- Lectures
- Assignments
- Analysis

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	<b>10%</b>
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	<b>10%</b>
8	Levels of thinking & Reflection	Nil
9	Overall output	<b>10%</b>
10	Innovation & creativity	<b>20%</b>
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Animator's Survival Kit by Richard Williams
2. The Illusion of Life / Frank Thomas and Ollie Johnston
3. <https://www.renderforest.com/blog/35-motion-graphics-animation-blogs>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - II

#### Course Title: Colour

#### Course Code: CL1115

**Credits:** 3.0

#### Course Description & Content

This course helps in the perception of colour and the interaction of colour and form. This course content includes the theory of colour, interaction of colours, the relationship of colour and form, perception of light and colours, pigments, chromatic and achromatic colours.

#### Learning Outcomes

- Helps students to understand the science of colour as an element of design and its application.
- Students get to understand colour perception and its relationship with form.
- Students can develop visual sensitivity through the application of colour.

#### Methodology:

- Lectures, demonstrations and presentations.
- Experimentation with pigments.
- Discussions and feedback.

#### Evaluation Criteria:

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	<b>10%</b>
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>20%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	<b>10%</b>
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	Nil

11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>20%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings**

L. Hotzschue; Understanding Colour, VNR, 1995.

Itten, Johannes; The Art of Colour: The Subjective Experience and Objective Rationale of Color, Wiley Publications, 1997.



**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - II**

**Course Title: Visual Documentation**

**Course Code: VD1117**

**Credits: 4.0**

### **Course Description & Content**

This course introduces students to the fundamentals of typography in design and its application in effective product interface/communication, basics of photography and videography, ways of documenting design work and photo imaging/manipulation and illustration manipulation techniques in succession. The course looks at elements of visual documentation in parts as well as in succession and brings them together for a holistic understanding of visual culture and approaches in design.

### **Learning Outcomes**

- Students will understand the fundamentals of typography in communication.
- Students will understand the concept of graphic layouts, type hierarchy, white space.
- Students get to understand typography as an element of graphic design.
- Students will learn the basics of photography and cutting edge digital techniques.
- Students will learn the methodologies of documenting design works.
- Students will learn photo manipulation with regards to illustration and digital image processing.

### **Methodology:**

- Lectures, demonstrations and presentations.
- Experimentation with traditional and modern methods.
- Group discussions and feedback.

**Evaluation Criteria:**

<b>S. No</b>	<b>Components</b>	<b>Weightage</b>
1	Communication/Presentation	<b>20%</b>
2	Skills	Nil
3	Process and management	<b>10%</b>
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>10%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

**Suggested Readings**

1. The Elements of Typographic Styles by Robert Bringhurst.
2. TYPOGRAPHIE - A manual of Design, by Emil Ruder.
3. Cultural Connectives by Rana Abou Rjeily.
4. Thinking with TYPE by Ellen Lupton, Just My Type by Simon Garfield.
5. Ways of Seeing by John Berger.
6. Understanding Exposure by Bryan Peterson.
7. The Decisive Moment by Henri Cartier Bresson.
8. Dreams of India by Raghu Rai.
9. Photoshop: Photo Manipulation Techniques to Improve Your Pictures to World Class Quality by John Slavio.





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Course Title: Geometry & Construction 3D

#### Course Code: GC1114

**Credits:** 2.0

#### Course Description & Content

This course helps the student to understand the geometry of solids and their application in form generation. This course includes enhanced geometric construction: derivation of regular and semi-regular tessellations, geometry of solids, construction of regular polygons and ellipse, derivation of Archimedean solids, subdivision of regular polyhedron into symmetric components.

#### Learning Outcomes

- Students would have a good understanding of geometrical patterns in three-dimensional forms.
- Students would appreciate and articulate the language of form, pattern and structure.
- Students will be stimulated by the fundamentals of geometric logic.

#### Methodology:

- Lectures, Demonstrations and Presentations.
- Assignments.
- Analysis and feedback.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	20%
3	Process and management	10%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	10%
10	Innovation & creativity	Nil
11	Research & analysis	Nil

12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings**

1. Sacred Geometry by Stephen Skinner.
2. Islamic Ornamental Design by Humbert Claude.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - II

#### Course Title: Habitat Studies

#### Course Code: HS1112

**Credits: 2.0**

#### Course Description & Content

This course makes the students sensitive towards the social, cultural and physical environment and understands the relevance of design in that context. The course contents are Introduction to the socio-cultural structure of Indian society, Introduction to fieldwork; preparatory exercises to understand the methodology for studying an environment, field study in a chosen location and communication of its understanding through maps, sketches, illustrations and textual reports, observation and study of detailed aspects of the chosen environment.

#### Learning Outcomes

- This course broadens students' perception about Indian habitat; appreciate the interrelationships and interdependence of the physical components.
- It helps to develop the ability and desire to establish contact with people, share their experiences and learn from their living.
- This course can develop the ability to collect and analyze information from the grassroots level and present it in the form of a document.

#### Methodology:

- Lectures, field study and group discussions.
- Interviews and interactions with people.
- Sketching and illustrations.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	<b>10%</b>
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	<b>20%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>10%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Village India by Stephen. P. Huyler.
2. Mankind Behaving – Human Needs and Material Culture by James K Feible.
3. Daughters of India – Art & Identity by Stephen. P. Huyler.
4. Tribes of India – The Struggle for Survival by Christoph Van Furer, Haimendorf.
5. The Beautiful Tree – A Personal Journey into How the World's poorest people are educating themselves.



**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - II**

**Course Title: Design Process / Problem Solving**

**Course Code: DP1116**

**Credits: 4.0**

### **Course Description**

This course gives students an overview of the process of design. This overview is essential for them to appreciate the learning through various courses. The course content includes analysis and mapping of the design process, the morphology of the problem-solving process, role of creativity in design, methodologies and strategies related to the different stages of the design problem and case studies.

### **Learning Outcomes**

- Students will understand and demonstrate the different stages in the design process – from the perception of a problem to generating a solution to the problem through investigation, analysis and synthesis
- Students will understand the methodology of the problem-solving process.

### **Methodology:**

- Lectures
- Assignments.
- Individual Design Projects
- Discussions and feedback.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	10%
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	10%
11	Research & analysis	20%
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	40%
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. D. Norman; The Design of Everyday things, London, The MIT Press, 1998.
2. A Forty; Objects of Desire, Thems & Hudson, 1993.
3. Julier, G.; 20th Century Design, Thames & Hudson, 1993.
4. Potter, Norman; What is a Designer: Things, Places, Messages, Princeton Architectural Press 2002.
5. Victor Papanek, Design for The Real World.
6. Indian Design Edge – Strategic insights for success in the creative economy by Darlie Koshy.
7. Design the International Movement by H Kumar Vyas.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - II

#### Course Title: Craft Study

#### Course Code: CR1113

**Credits:** 2.0

#### Course Description & Content

The course looks at the craft history and hands-on study of diverse craft techniques from India and further looks into the application of the same in design. The course contents are an introduction to craft history, craft and society, craft and its cultural relevance, the study of traditional materials associated with craft and allied craft techniques and its application through design thinking.

#### Learning Outcomes

- This course broadens students' perception about Indian handicrafts, design culture with regards to geographical diversity and the roots of craft imagination.
- It helps to develop the ability to understand cultures and approach processes and techniques associated with them.
- This course aims at developing a holistic understanding of craft techniques with regards to the cultural, sociological and geographical aspects of the same.

#### Methodology:

- Lectures, field study and group discussions.
- Interviews and interactions with craft engineers and craft-based designers.
- Study of techniques and processes and documentation.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	<b>10%</b>
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	<b>10%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>20%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Handmade in India: Crafts of India by Aditi Ranjan, M P Ranjan.
2. Craft Atlas of India by Jaya Jaitley.
3. Handmade in India: A Geographical Encyclopedia of India Handicrafts by Aditi Ranjan, M P Ranjan.
4. Tribes of India – The Struggle for Survival by Christoph Van Furer, Haimendorf.
5. The Beautiful Tree – A Personal Journey into How the World's poorest people are educating themselves.





**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - II**

**Course Title: Coding 101 / HTML CSS**

**Course Code: CD1111**

**Credits: 2.0**

### **Course Description & Content**

The course looks at coding in the context of digital design and introduces coding languages, backend coding principles and interrelation between the digital design workflows and coding methods for the same with regards to interaction design.

### **Learning Outcomes**

- This course introduces students to fundamental principles of coding and its correlation with interaction design.
- It helps to develop a holistic knowledge of digital design processes, from workflow to coding and finally to being launched on the web platform.
- This course aims at developing systems thinking at the basic level through the study of interconnections between larger systems in web design processes.

### **Methodology:**

- Study of coding languages, applications and systems.
- Practicing variations and language-based probabilities and tracing their connection with design workflows.
- Study of the various developer platforms and DIY methods of digital design launching and publication.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	20%
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	10%
15	Jury	40%
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Code Complete by Steve McConnell.
2. Clean Code by Robert Cecil Martin.
3. Don't Make Me Think by Steve Krug.
4. Designing Mobile Interfaces: Patterns For Interaction Design by Eric Berkman and Steven Hooper.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B.Des (Interdisciplinary Design)

#### Semester - II

#### Course Title: History of Design

#### Course Code: HD1118

**Credits: 2.0**

#### Course Description & Content

The course looks at the history of design from a global context, taking into account how design imagination emerged out of it following separate social, economic and cultural paths. The course includes the study of the design history of India, Europe, Asia, America and Africa with respect to the histories and developments over years.

#### Learning Outcomes

- The course introduces students to historical and sociological transformations and their implications on world design.
- It helps to develop a deeper understanding of design proper, the signification of its diversity and ramifications.
- The course also develops contextual understanding of design in its myriad forms across the globe.

#### Methodology:

- Study of history and cultures in context of design.
- Study of political and social scenarios with respect to design.
- Study of influences of diverse cultures in design disciplines.

## Evaluation Criteria

S.No	Components	Weightage
1	Communication/Presentation	<b>10%</b>
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>20%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	<b>20%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Thinking Design by S Balaram.
2. White by Kenya Hara.
3. Designing Design by Kenya Hara.
4. Graphic Design: A Concise History by Richard Hollis.
5. On Beauty by Umberto Eco.
6. On Ugliness by Umberto Eco.
7. Sagmeister and Walsh: Beauty by Stefen Sagmeister and Jessica Walsh.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - II

#### Course Title: Critical Thinking & Story Telling

#### Course Code: CC1102

**Credits: 2.0**

#### Course Description & Content

The modern world offers confounding opinions and choices that need to be navigated judiciously. This course explores frameworks and processes to critically examine narratives, reconstruct them, and craft well-reasoned stories that can be told using impactful communication.

#### Learning Outcomes

The students will be able to:

- Formulate intelligent questions to investigate.
- Evaluate information and argument for correctness, consistency, relevance and validity.
- Compose well-structured and well-reasoned arguments.
- Articulate and evaluate the impact of narratives.
- Distinguish between facts, assumptions and opinion.

Prerequisites		N/A
Hours per Week		L-T-P: 2-1-0
Credits		2
Sr. No	Specifications	Weightage
01	Attendance	Nil
02	Assignment	20
03	Class Participation	20
04	Quiz	Nil
05	Theory Exam	Nil
06	Theory Exam	Nil
07	Theory Exam	40
08	Report-1	20
09	Report-2	Nil
10	Report-3	Nil
11	Project -1	Nil
12	Project -2	Nil

13	Project -3	Nil
14	Lab Evaluation	Nil
15	Lab Evaluation	Nil
16	Course portfolio	Nil
	<b>Total (100)</b>	<b>100</b>

#### Evaluation scheme for re-test

7	Theory Exam	40
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### Syllabus of Critical Thinking and Storytelling

- I. **Introduction to Critical Thinking-** Definitions of Critical Thinking, its applications and the methods to think critically. Paul & Elder model will be used.
- II. **Importance of questioning-**The key to critical thinking is the ability to formulate intelligent questions. Students will be able to create, improve and prioritize their questions. They will be able to use different types of question by using Bloom's taxonomy to understand the root of any situation, problem or subject.
- III. **Examine data Critically-**Students will be able to filter information, separate fact from opinion, identify cognitive biases and become aware of the ladder of inference. They will also be taught to conduct responsible research and basics of bibliography and citation.
- IV. **Construct and reconstruct argument-** Students will be taught to construct arguments with sound reasoning. They will be able to support their claims and opinions with compelling data and facts, and present well-informed arguments. Evaluate argument using logical fallacies.
- V. **Building a compelling Narrative-** Stories that we create and narrate influence how we see ourselves and our association with others. The students will be able to observe, think, create and narrate their stories in an effective manner.

### Text Books and Reference Books

#### **Critical thinking: an introduction**

Alec Fisher - Cambridge University Press - 2011

#### **Critical thinking its definition and assessment**

Alec Fisher-Michael Scriven - Centre for Research in Critical Thinking - 1997

#### **Art of thinking clearly**

Rolf Dobelli - Harper Collins USA – 2014

#### **Critical thinking skills: developing effective analysis and argument**

Stella Cottrell - Palgrave Macmillan – 2017

#### **Thinking, fast and slow**

Daniel Kahneman - Farrar, Straus and Giroux - 2015



**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - II**

**Course Title: Semiotics (Elective - II)**

**Course Code: SE1119**

**Credits: 2.0**

### **Course Description & Content**

The third elective of Foundation semester, Semiotics would deal with studying of the basis of meaning making through signs and symbols. Semiotics will introduce the culture of studying visual signs and their historical, psychological and unconscious connect with the human mind and how that has seen applications in design proper. The elective course would look at study of visual signs, semiotic theory along with fundamentals of visual semiotics in the digital domain.

### **Learning Outcomes**

- Learning fundamentals of semiotic theory and its application in design thinking.
- Understanding of elements of semiotics and visual semiotics.
- Understanding of visual semiotic theory and practice with regards to visual communication and industrial design.

### **Methodology:**

- Study of Saussurian and Piercean theory of semiotics.
- Study of analytical psychology models and their application in design.
- Study of cognition, signification, representation and meaning making through semiotics.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	10%
9	Overall output	Nil
10	Innovation & creativity	20%
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	40%
	<b>Total</b>	<b>100%</b>

## Suggested Readings

1. Course in General Linguistics by Ferdinand de Saussure.
2. A Theory of Semiotics by Umberto Eco.
3. The Essential Pierce by Nathan Houser and Christian Kloesel.
4. On Norms and ideals by Charles Saunders Pierce
5. Archetypes and the Collective Unconscious by Carl Jung.
6. Logos: The Development of Visual Symbols by Steven Skaggs.
7. Type, Sign, Symbol by Adrian Frutiger.
8. Man and His Symbols – Carl Jung.





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - II

#### Course Title: Biomimicry (Elective - II)

#### Course Code: BM1120

**Credits: 2.0**

#### Course Description & Content

The fourth elective of Foundation semester comprises Biomimicry course. Biomimicry would deal with studying the fundamental approaches in emulating nature's strategies in design. The elective course would look into strategies in biomimicry design, fundamentals of fractal-based design and levels of biomimicry and their applications in design.

#### Learning Outcomes

- The course looks at introducing nature's grand design theory and developing design thinking in keeping with the same.
- Designing through biomimetics: approaches, strategies and case studies.
- Study of existing biomimicry-based design models and their nature of functioning.

#### Methodology:

- Study of nature's grand design theory and biomimicry levels
- Study of material innovation through biomimicry.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	10%
9	Overall output	Nil

10	Innovation & creativity	<b>20%</b>
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings**

1. Biomimicry by Janine Benyus.
2. Biomimetics for Designer by Veronica Kapsali.
3. Bulletproof Feathers: How Science Uses Nature's Secrets to Design Cutting-Edge Technology – Ed. Robert Allen
4. Biomimicry Resource Handbook: A Seed Bank of Best Practices by Danya Baumeister and Sherry Ritter.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - III

#### Course Title: Element of Form 1

#### Course Code: EF1184

**Credits:** 4.0

#### Course Description & Content

The course Element of Form1 introduces students to the basics of Forms and shapes with regards to their two fundamental subdivisions: geometric and organic. The course will introduce the ways in which perception of geometric forms and organic forms creates sensory experiences and meaning. Through study of wide range of diversified forms, students will study the very nature of geometric forms commonly seen in human world as well as organic forms, which are most commonly seen in nature. They will learn to emphasize on the functional, emotional and experiential side of forms and their application in diverse areas.

#### Learning Outcomes

- Understanding of the similarities and distinctions between natural and human-generated forms.
- Learning to observe and study the emotional aspect of forms.
- Learning to combine and decode the possibilities of meaning and function from diverse forms.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	15%
3	Process and management	Nil
4	Application of concepts	15%
5	Understanding & clarity of concepts	15%
6	Attitude towards learning	Nil
7	Levels of improvement	15%
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	40%
	<b>Total</b>	<b>100%</b>

## References and Readings:

1. Design and Form: Johannes Itten
2. PORTER ALBERT (1974) Elements of Design SHAPE AND FORM. Davis Publications, INC. Worcester, Massachusetts, U.S.A.
3. CHING FRANCIS (2007) ARCHITECTURE Form, Space, and Order, Third Edition, Published by John Wiley & Sons, Inc., Hoboken, New Jersey, U. S. A.
4. Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, John Wiley & Sons; 1 edition (December 1997)
5. Hannah, Gail Greet; Elements of Design, Princeton Architectural Press, 1, July 2002
6. Byers, Mel; The Design Encyclopedia, Publisher: John Wiley & Sons Publications, (8 August 1994)
7. Livio, Mario; The Golden Ration: The Story of PHL, the World's Most Astonishing Number, Publisher: Broadway, 2003.



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - III

#### Course Title: Ergonomics

#### Course Code: EG1185

**Credits:** 3.0

#### Course Description & Content:

Ergonomics<sup>1</sup> focuses on the study of people and their occupation, the equipment they use, the environment where they work and the working systems as a unified whole. Students will learn to understand and apply theory, principles, data and methods to design in order to optimize human well-being and overall micro and macro-level system performance. The study will focus on products, systems, tools and equipment for exploring the abovementioned areas.

#### Learning Outcome:

- Observation with regards to materials, processes and interactions in a system
- Study and observation of object in order to find the modes of human interaction with product or service(tangible/intangible)
- To identify how sensory experience is influenced by product/service in a given context.
- How users interact and behave with object/objects in a contextual environment.
- To design successful interactions in opportunity areas as well as potential areas.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	12%
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	12%
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	12%
9	Overall output	Nil
10	Innovation & creativity	Nil

11	Research & analysis	<b>12%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>12%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings:**

1. Handbook of Human Factors and Ergonomics – Ed. Gavriel Salvendy
2. The Design of Everyday Things – Don Norman
3. The Measure of Man and Woman: Human Factors in Design – Alvin Tilley



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - III

#### Course Title: CAD - Modelling, Rendering and Printing

#### Course Code: MD1193

**Credits: 3.0**

#### Course Description & Content

The course introduces students to basics of computer-aided drawing. Over the last decade, computer aided drawing and technical tools have become increasingly prevalent in design industry. Basic design fundamentals and essentials including drafting, illustration, technical drawing, production and exhibition drawings are majorly conducted on CAD Programmes. Students will be introduced to essential Programmes and encouraged to explore and learn to utilize them in drawing, drafting and further apply in digital based visual work as per requirement. 3d modelling will deal with understanding of the digital 3-dimensional space and creation of digital “assets/objects” in this paradigm. The course integrates the geometric understanding of the physical environment or “reality” to the nuances of an ever growing and generative virtual 3-dimensional digital space through modelling tools and specific software. The modules take the learner through a variety of tools that can help visualize a digitally modelled “object” with a particular and intentional environment. It makes the learner capable of understanding and manipulating triggers like surface finish, texture, camera logics, lighting etc. within the 3d digital space enabled by specific software tools.

#### Learning Outcomes

- Students will learn the foundations of hardware-software interface in CAD drawing.
- Students will be introduced to the standard processes and techniques of CAD.
- Students will learn to work within a combination of Programmes and thereby learn to use them effectively.
- Enables application of software rendering skills for contextual design description.
- Ability to generate visuals for design applications and presentations digitally.
- Enables application of different tools (imaging and rapid virtual prototyping) for ideation and communication.
- understanding of modern digital 3d photographic and lighting techniques
- Enables hands-on learning of digital 3 dimensional tools
- Understanding of logics and validity of forms in a digital 3d space.
- Introductory understanding of digital visualization and building techniques and strategies.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	<b>15%</b>
3	Process and management	Nil
4	Application of concepts	<b>15%</b>
5	Understanding & clarity of concepts	<b>15%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	<b>15%</b>
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

## References and Readings:

1. Fusion 360 for Makers: Design Your Own Digital Models for 3D Printing and CNC Fabrication by Lydia Sloan Cline
2. AutoCAD 2020 For Beginners: by CAD Folks
3. Inside Rhinoceros 5 by Ron K.C. Cheng
4. Digital Lighting & Rendering by Jeremy Birn
5. 3D Photorealistic Rendering: Interiors & Exteriors with V-Ray and 3ds Max by Jamie Cardoso
6. Key shot 3D Rendering by Jei Lee Jo





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### Semester - III

#### B. Des (Interdisciplinary Design)

#### Course Title: Representation Techniques

#### Course Code: RT1187

**Credits:** 3.0

#### Course Description & Content:

Representation Techniques will introduce students to develop skills and techniques in ideation and communicational representation that spans across diverse design disciplines. From initial conceptual sketches and quick sketches to more sophisticated visual representations, the course will introduce students to different skill sets including drawing, sketching, and image creation tools and media. The course will introduce students to effective articulations and represent ideas through traditional tools, digital tools and photography.

#### Learning Outcome:

- Application of drawing skills for contextual design description.
- Prepare visuals for design applications and presentations.
- Application of different tools (imaging and rapid visual prototyping) for ideation and communication.
- Utilization of modern photographic techniques

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	10%
3	Process and management	10%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	10%
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	10%

10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	<b>10%</b>
13	Teamwork	<b>10%</b>
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings:**

- I. Sketching, product design presentation by Koos Eissen and Roselien Steur



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - III

#### Course Title: Design Project: 1 Simple Product Design

#### Course Code: DP1189

**Credits:** 6.0

#### Course Description & Content:

Design Project1 is the first major project-based course for students of Inter-Disciplinary design. The course necessitates the students to take up an individual project in the area of Simple product Design (SPD) or Simple Furniture Design (SFD). The project requires the student to research, define, speculate, plan and execute individual projects within the precincts of a well-defined context. The project would also draw significantly from a collective learning of previously introduced courses.

#### Learning Outcome:

- Learning to plan a project with regards to context, possibilities and design thinking.
- Exploring a plan of action/actions that lead to a direction in which a product/furniture would be ideal.
- Research, analysis and ideation/iteration with regards to a specific core area/opportunity area
- Presentation and documentation of the entire process/individual process for further learning and referencing
- Recording individual analysis of the project and discussion among peers

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	Nil
7	Levels of improvement	10%
8	Levels of thinking & Reflection	10%

9	Overall output	<b>10%</b>
10	Innovation & creativity	<b>10%</b>
11	Research & analysis	<b>10%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings:**

1. Materials and Design: The Art and Science of Material Selection in Product Design by Michael F. Ashby and Kara Johnson
2. Materials for Design by Chris Lefteri
3. Materials for Design by Victoria Ballard Bell



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - III

#### Course Title: Presentation Skills

#### Course Code: PS1190

**Credits:** 2.0

#### Course Description & Content:

Presentation Skills deals with the strategies, tools, approaches and intent of presenting a topic, context, product, service or reflection/understanding in the light of design. The course would orient and develop students to the concepts of effective presentation while introducing them to various tools that exist for the same purpose.

#### Learning Outcome:

1. Students would be introduced to basic planning for a presentation.
2. Students would learn about effective presentation through creation of narrative flows.
3. Students would learn to codify complex data and present them simply for clarity of understanding and internalization.
4. Students would be introduced to digital and online tools, which would aid a design presentation process.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	10%
8	Levels of thinking & Reflection	Nil

9	Overall output	Nil
10	Innovation & creativity	<b>20%</b>
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - III

#### Course Title: Perspective on Contemporary Issues

#### Course Code: CC1103

**Credit:** 2.0

#### Course Description

In an era of globalization, there is an increasing need for the youth to be able to empathize with others, value diverse perspectives and cultures and understand how events around the world are intertwined. Global issues revolve around social, economic and environmental factors which ultimately add to the interconnectedness of countries. In this course, students will employ key critical thinking concepts to analyze contemporary issues from multiple perspectives. They will explore the impact at micro and macro levels.

#### Course Outcomes

The students will be able to:

- Identify different perspectives objectively.
- Explain interconnectedness of the issues and their impact at micro and macro levels.
- Recognize their own beliefs, biases, claims and assumptions.
- Evaluate sources, argue and defend effectively.

#### Methodology

This course will be an amalgamation of brief lectures and activity based learning i.e. films, group discussions, debates, and case studies. The objective behind utilizing activity based learning is for the learners to have a more hands on experience. This will encourage and ensure active participation and longer retention. The idea is for learners to feel engaged and also express their views in a conducive environment. The takeaway from this course will not only be awareness about certain issues but equipping learners with skills of decision making and reasoning in alignment with certain global contexts.

Evaluation Scheme		
Prerequisites		N/A
Hours per Week		L-T-P: 2-0-1
Credits		2
Sr. No	Specifications	Weightage
01	Attendance	Nil
02	Assignment	20
03	Class Participation	20
04	Quiz	20
05	Theory Exam	Nil
06	Theory Exam	Nil
07	Theory Exam	20
08	Report-1	20
09	Report-2	Nil
10	Report-3	Nil
11	Project -1	Nil
12	Project -2	Nil
13	Project -3	Nil
14	Lab Evaluation	Nil
15	Lab Evaluation	Nil
16	Course portfolio	Nil
	Total (100)	100

Course Content	
Introduction to contemporary perspective	Introduction to the course, skills and the topics. Revision of critical thinking.
Research, analysis & evaluation of a topic from local, national and global perspectives	<b><u>Climate Change and Sustainability</u></b> Understanding the magnitude of the issue, its impact and future challenges. How we can meet our current needs without diminishing the quality of the environment or reducing the capacity of future generations to meet their own needs.
	<b><u>Globalization</u></b> With increasing development throughout the world, the focus of this theme will be on the impact of globalization in India.
	<b><u>Nationalist Movement</u></b> There is a sense that excesses of globalization have created an identity crisis across the world, facilitating the rise of nationalist movements. Rising nationalism is seen everywhere, from the election of Donald Trump to Brexit, the success of far-right parties in Italian, German and Austrian elections in 2017 and 2018, nationalism appears to be on rise globally. We will look at its reasons and implication.
	<b><u>Technology</u></b> Impact of unprecedented technological growth, challenges and opportunities.



## **Readings:**

1. Harari, Y. N. (2019). 21 Lessons for the 21st century. Toronto: CELA.
2. GUHA, R. (2019). India After Gandhi: the history of the world's largest democracy. NEW YORK: ECCO.
3. Rosling, H., Rosling, O., & Rönnlund Anna Rosling. (2019). Factfulness: ten reasons were wrong about the world - and why things are better than you think. London: Sceptre.
4. Kolbert, E.(2015). The Sixth Extinction: An unnatural History. Bloomsbury

### **Articles**

<https://www.theguardian.com/environment/2015/mar/08/how-water-shortages-lead-food-crises-conflicts>

#### **The Cultural Challenges of Meeting Climate Change Goals: Montreal Weighs an Emissions Ban on Iconic Wood-Fire Bagel Shops**

Andrew Hoffman

Pub Date: Apr 11, 2019

Source: WDI Publishing at the University of Michigan

#### **Prototyping a Scalable Smart Village to Simultaneously Create Sustainable Development and Enterprise Growth Opportunities**

Solomon Darwin; Henry W. Chesbrough

Pub Date: Jan 1, 2017

Source: UC Berkeley - Haas School of Business

#### **bKash: Financial Technology Innovation for Emerging Markets**

Ishtiaq Mahmood; Marleen Dieleman; Narmin Tartila

Pub Date: Jun 28, 2017

Source: Ivey Publishing

#### **The Panic of 2008 and Brexit: Regional Integration versus Nationalism**

Robert F. Bruner; Kevin Hare

Pub Date: Oct 9, 2017

Source: University of Virginia Darden School Foundation

#### **Biblio Credit Union: Social Inequality and the Living Wage**

Kent Walker; Curtis Labutte

Pub Date: Jan 30, 2017

Source: Ivey Publishing



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Typography Advanced

#### Course Code: TY1229

**Credits:** 3.0

#### Course Description & Content

The Typography advanced course build on the foundation of typography module and explores typography from a structuralist as well as functionalist aspects. Students are introduced to variations in form and meaning out of diverse font families and urged to apply this learning in larger contexts where typography serves as a primary tool of communication. Students learn to design a typeface from scratch, learn about interactions between signage systems and typography, learn to use typography in identity and logo designs and learn about the interactions between movable type in visual design, in retail as well as digital media.

#### Learning Outcomes

- Students will learn to understand the connection between, form space and fonts in the context of print, web and motion based media.
- Students will be introduced to type design.
- Students will learn to explore the relationship of interactions between a typographic system and another existing system with regards to specific requirements.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	<b>25%</b>
3	Process and management	Nil
4	Application of concepts	<b>5%</b>
5	Understanding & clarity of concepts	<b>10%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	<b>5%</b>
8	Levels of thinking & Reflection	Nil
9	Overall output	<b>5%</b>

10	Innovation & creativity	<b>10%</b>
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **References and Readings:**

Thinking with Type – Ellen Lupton

Grid Systems in Graphic Design - Josef Muller Brochmann

Type on Screen: A Critical Guide for Designers, Writers, Developers, and Students – Ellen Lupton

Type, Sign, Symbol – Adrian Frutiger



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Basic Graphic Design: Logo Design

#### Course Code: LO1232

**Credits:** 3.0

#### Course Description & Content

The course introduces students to basics of Logo Design involving use of Typography in addition to forms and shapes. It explores the ways in which the word meaning achieves a meaningful uplift through use of expressive letterforms and a certain typestyle, the balance of letterforms with respect to colours and use of white space etc. For a visual designer, the word's visual identity becomes visible in the form of symbolic representations and is further solidified in terms of logos. Students will learn to utilize different fonts, customized letter styles and other formal graphic treatments in order to create distinct visual identities (type based/iconic/combination of both) in logos.

#### Learning Outcomes

- Students will learn the foundations of logo design, processes, skills and observational tools for the same.
- Students will be introduced to the research methodology associated with logo design with respect to the context where the logo serves a purpose.
- Students will learn to work with various tools for creation of visuals and manipulation of letterforms for the same (digital/hands-on).
- Students would be required to study existing brand refresh and brand hygiene exercises conducted by brands across the planet with respect to logo design as the primary marker.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	10%
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil

8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	Nil
10	Innovation & creativity	<b>10%</b>
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>10%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Logo Modernism by Jens Muller and R. Roger Remington
2. Logo Design Love: A Guide to Creating Iconic Brand Identities by David Airey
3. The Logo Design Idea Book: Logo Beginners Guide, Logo Design by Gail Anderson and Steven Heller
4. Bruno Munari: Square Circle Triangle by Bruno Munari
5. Design, form, and chaos by Paul Rand
6. The Elements of Logo Design: Design Thinking, Branding, Making Marks by Alex White



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Design Project 2: Publication & Exhibition Design

#### Course Code: DP1127

**Credits:** 3.0

#### Course Description & Content

The course introduces students to publication design, processes, approaches, strategies and tools. Students are taught to understand how to design a publication in keeping with specific requirements, massive circulation models as well as targeted markets. Students learn to make use of digital tools and are given insights to print and production process with regards to different segments of publication industries. The course includes field visits to printing presses, introduction to printing machines, paper types, paper classification, printing materials, bases and inks along with cutting, binding and book making techniques.

#### Learning Outcomes

- Knowledge of print production processes and how publication interacts with it.
- Knowledge of standard practices in diverse publication industries, their histories, approaches and ways of operation.
- Knowledge of distribution systems (analog/digital) of publication.
- Knowledge of desktop publishing, e-publishing and digital book markets and how they influence publication design decisions.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	5%
9	Overall output	5%
10	Innovation & creativity	Nil

11	Research & analysis	<b>10%</b>
12	Class participation	Nil
13	Teamwork	<b>10%</b>
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Grid Systems in Graphic Design by Josef Müller-Brockmann
2. The Graphic Design Idea Book: A fantastic introduction to the key elements of good design by Steven Heller and Gail Anderson
3. A designer's Art by Paul Rand



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Proposal Writing

#### Course Code: PW1237

**Credits:** 2.0

#### Course Description & Content

The course deals with strategies of writing a proposal/pitch for a design project. The course introduces a student to the formats, approaches and information that become part of a successful proposal. Students are introduced to and expected to explore the ways in which budget, promise, workflow and task management can become part of a proposal.

#### Learning Outcomes

- Knowledge of using targeted words, phrases, linguistic cues to showcase promise and garner trust in a proposal.
- Idea of the segments/sections that would traditionally be expected of a good proposal.
- Scenario building and opportunity mapping.
- A display of core understanding of how a pitch can be realistically realized and how to demonstrate responsibility.

#### Evaluation Criteria

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



13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff
2. The Art of the Pitch: Persuasion and Presentation Skills That Win Business by Peter Coughter
3. To Sell is Human: The Surprising Truth about Moving Others by Daniel H. Pink
4. Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath and Dan Heath



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Workshop Creative Computation

#### Course Code: WS1133

**Credits:** 2.0

#### Course Description & Content

The sessions will open out the basics of computational thinking and creative coding through the p5js framework. Using the well-known format of "Recreating the Past" (@zach.lieberman and @sfpc\_nyc) we will explore and recreate artworks from South Asia all through code. Focussing on works from the region we will understand a bit about our feminist history through works of women artists and map our understanding on to digital computational works. We will get our hands dirty with quick prototypes on p5js! As a creative practitioner this value added course is not about becoming a computational artist but to incorporate computational mindsets and tools into your practice in Interdisciplinary Design

#### Course Requirements

No knowledge of coding is required for this course. Modern Browsers (chrome preferred) and the internet are essential. If any students are on ipad/phones/tablets they may not be able to complete some of the exercises without a computer.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	40%
4	Application of concepts	Nil
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	Nil
7	Levels of improvement	20%
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	40%
11	Research & analysis	Nil

12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	Nil
	<b>Total</b>	<b>100%</b>

### References and Readings:

<https://youtu.be/CLLM6APw2uY>

<https://youtu.be/YsUUQYgQYOc>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Workshop Skill Project 1

#### Course Code: WS1223

**Credits:** 3.0

#### Course Description & Content:

The Workshop Skill Project 1 is a lab course that introduces students to the ways in which a designer would operate inside a workshop setup. The course would help a student to understanding workshop safety, know-hows on operation of workshop machines and hands on operation of diverse tools. Various paints, finishes, prototyping materials, prototyping techniques and processes are also introduced in context of strategies of prototyping for design projects.

#### Learning Outcome:

- Hands-on knowledge of workshop machines and hand tools.
- Thorough knowledge of safety precautions and smooth operational processes inside workshop setup.
- Introduction to prototyping techniques and strategies.

#### Evaluation Criteria

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	
	<b>Total</b>	<b>100%</b>

### **Suggested Readings:**

1. Handbook of Human Factors and Ergonomics – Ed. Gavriel Salvendy
2. The Design of Everyday Things – Don Norman
3. The Measure of Man and Woman: Human Factors in Design – Alvin Tilley



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Course Title: Communication and Identity

#### Course Code: CC1104

**Credit: 2.0**

#### Course Description

This course enables students to explore their personal and professional identities, to create their distinctive presence. It intends to help them gain an understanding of the basic purpose, benefits, and responsibilities of self-presence, and to begin the process of defining their values, strengths, and goals

#### Learning Outcomes

The students will be able to:

- Analyze their personal identities, both private and social
- Identify their different values, strengths and areas of professional interest
- Articulate their personal statement and use it to craft an influential pitch
- Express themselves through various communication formats, on different platforms

#### Topics to be Covered

1. Self and Social identity
2. Labelling Theory
3. External and internal locus of Identity
4. Personal Statement
5. Steps to build Personal Brand
6. Online presence
7. Elevator Pitch, Cover Letter
8. Presence in Personal Interviews



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Elective

#### Course Title: 360 Visualization

#### Course Code: VZ1178

**Credits:** 2.0

#### Course Description & Content

This elective explores a new way of visually showcasing your ideas and projects in the virtual space that we are slowly and steadily adapting to in this post-covid present. We will use concepts of elements of composition in 3D space that is accessed via open source and simple to use apps and websites to explore quick and easy results.

#### Key Learnings

- Use of google cardboard to view virtual exhibitions.
- Visualization skills specific to virtual scenarios.
- Communication skills.
- Introduction to offline software for 360 image creations.

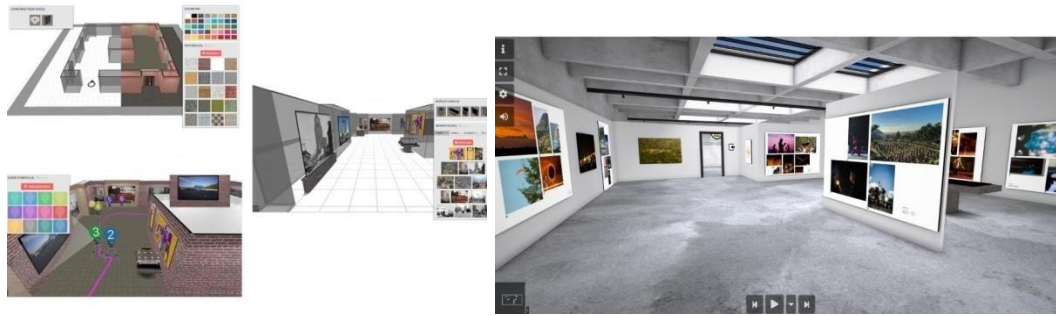
#### Learning Outcomes

- Each student regardless of the academic background will be able to create short and sweet 360 galleries of their work.
- All students will be sent links for software's that they would need to download and have access to before joining the sessions.

#### Pre-requisites:

- A working laptop and stable internet connection.
- A project you would like to showcase in the virtual 360 environments. This can have content ranging from image, text, audio and videos.

## Examples:



## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	20%
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	20%
11	Research & analysis	Nil
12	Class participation	20%
13	Teamwork	Nil
14	Observation and perception	20%
15	Jury	Nil
	<b>Total</b>	<b>100%</b>

## Suggested Readings:

1. Writing Winning Business Proposals by Richard Freed.
2. One Perfect Pitch: How to Sell Your Idea, Your Product, Your Business--or Yourself March 24, 2016, by Marie Perruchet
3. Pitch Anything: An Innovative Method for Presenting, Persuading, and Winning the Deal by Oren Klaff





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Elective

**Course Title: Automata - Simple Kinetic Machines**

**Course Code: AU1182**

**Credits: 2.0**

#### Course Description & Content

This elective explores the fundamentals of simple machines, material intelligence and prototyping to create moving kinetic mini-sculptures and toys. The elective uses basic engineering concepts and explores the joy of its creative application.

#### Key Learnings

- Use of simple machines, levers and gears.
- Material hands-on skills
- Material Skills
- Prototyping and Making Skills.
- Toymaking and crafting

#### Learning Outcomes

- Each student regardless of the academic background will be able to craft small miniature automata toys/machines.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	30%
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	20%

7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	<b>30%</b>
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	Nil
	<b>Total</b>	<b>100%</b>

**The material used:**

1. Old corrugated cartons – 1 to 2 nos.
2. Wooden kebab skewers 10 nos. or normal pencils (we need cylindrical pencils not hexagonal): 6 nos
3. Glue Gun with glue sticks
4. PVA or White Craft Glue (Fevicol)
5. Normal Copier Paper – 20 sheets
6. M Seal – 2 small packs
7. U-Paper Clip – 10-20 nos.
8. Nose Plier for wire – 1 no.
9. Clothes Pin (to dry clothes) – 2-3 nos.
10. Sketch pens or any pen to sketch

**Suggested Readings:**

1. <https://en.wikipedia.org/wiki/Automaton>
2. <https://www.instructables.com/Design-of-Automata/>
3. <https://www.instructables.com/Automata-1/>
4. <https://www.mechanical-toys.com/cams.htm>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Elective

#### Course Title: Design and Narrative

#### Course Code: DN1186

**Credits:** 2.0

#### Course Description & Content

The course introduces the students to the core concepts of narrative in design as a tool for building connections and creating meaning with regards to design imagination, concept or action. Students will learn to work with imagination, universal narratives, existing classical structures and their utilization in commercial models. The course progression is as follows:

- **Narratives and their atoms:** Basics of narrative structures, their formations and associations with cultural meaning-making over time.
- **The Originals:** How existing frameworks affect history over time.
- **Cooking with language:** Storytelling methods and how their design sees applications in businesses.
- **The Design Process:** Learning to design engaging narratives for actionable meaning-making.

#### Learning Outcomes

- An understanding of narrative theories.
- Knowledge of history, implementation and exclusions in narrative design.
- Ability to connect narratives with the tangible.
- Ability to apply the learning to develop contextual narrative designs for businesses.

#### Methodology

- Introductions, demonstrations and presentations.
- Thought experiments.
- Assignments.
- Discussions and feedback.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	<b>20</b>
5	Understanding & clarity of concepts	<b>20</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>10</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	<b>30</b>
14	Observation and perception	<b>10</b>
15	Jury	<b>10</b>
	<b>Total</b>	<b>100%</b>

## Suggested Readings

- Booth, Wayne, C. (1983). *The Rhetoric of Fiction*. University of Chicago Press
- Abbott, Porter, H. (2002). *The Cambridge Introduction to Narrative*. Cambridge University Press
- Wood, James. (2009). *How Fiction Works*. Picador USA



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Elective

#### Course Title: Design for Strategy

#### Course Code: ST1188

**Credits:** 2.0

#### Course Description & Content

This subject helps the students to use a Design-based approach to solve business-problems from a strategic perspective.

#### Learning Outcomes

- Ability to frame business problems from a User-Centered Perspective
- Cognition & acceptance of the ambiguity and complexity inherent in business problems.
- Application of Design Methods to solve interconnected, complex and system-level problems.
- Understanding of the state of the present world and ability to predict the near future in terms of socio-cultural, political, economic and technological shifts.

#### Methodology

- Lectures
- Case-Studies
- Group-Discussions
- Write-ups and presentations by the students
- Research (Primary & Secondary)
- Design Activity (including Design Explorations and Evaluation of Designs)
- Documentation

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	<b>25%</b>
5	Understanding & clarity of concepts	<b>15%</b>
6	Attitude towards learning	<b>5%</b>
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>15%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	<b>25%</b>
12	Class participation	Nil
13	Teamwork	<b>5%</b>
14	Observation and perception	<b>5%</b>
15	Jury	<b>5%</b>
	<b>Total</b>	<b>100%</b>



**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - IV**

**Elective**

**Course Title: Eutopic Entrepreneur**

**Course Code: EE1194**

**Credits: 2.0**

### **Course Description & Content**

We all want to create positive changes with the impact of ideas, now let's find out how to create one. A Eutopic entrepreneur is a person, who has a dream of positive impact through its idea and creation. In this course, we will learn a hybrid of design thinking, personal narrative, economic analysis and speculative design to create a pitch for positive futuristic ideas.

### **Learning Outcomes**

- Understanding about product design and humanism
- Students will learn ethical mapping
- Students will be able to build relationships between design and engineering and business
- Students will be able to draw an idea map for a business pitch
- Students will be able to present the pitch of a dream project

### **Methodology**

- Lectures, demonstrations and presentations.
- Research & Design Activity
- Assignments
- Discussions and feedback.
- Pitch presentation

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	10%
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	10%
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	20%
12	Class participation	Nil
13	Teamwork	20%
14	Observation and perception	10%
15	Jury	10%
	<b>Total</b>	<b>100%</b>

## Suggested Readings

Book by Anthony Dunne and Fiona Raby

Speculative Everything: Design, Fiction, and Social Dreaming





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Elective

**Course Title: Experiential Decision Making (Game Design)**

**Course Code: XD1195**

**Credits: 2.0**

#### Course Description & Content

We all have played games in our life now let's see what goes into a game design. This elective is about designing a game, or I would like to put it as an experience of decision making. This course will give u an inside into game design and its various aspects, We will give you a set of tools and lenses, which will help you in developing your game.

#### Learning Outcomes

- To understand how to generate experience for game design.
- Students will learn how to generate Victory conditions.
- Understanding game Mechanics and how to create new ones.

#### Methodology

Lectures, demonstrations and presentations.  
Research & Design Activity  
Assignments  
Discussions and feedback.  
Model making

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	15%
5	Understanding & clarity of concepts	20%

6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>20%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	<b>20%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>10%</b>
15	Jury	<b>15%</b>
	<b>Total</b>	<b>100%</b>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - IV

#### Elective

**Course Title: Generative Programming for Multi-Sensory Experiences**

**Course Code: GP1198**

**Credits: 2.0**

#### Course Description & Content

Visual programming is a key skill that is needed to utilize and exploit the intersections of art, design, and technology. The advent of tools like p5js and hydra has been well received in the art community and there is a tech-enabled identity of designers and artists on the rise.

Students and learners who incline “building” with code/node-based programming can be sensitized towards aesthetics and thus enabling their creative spheres. Applications for such tools can be - developing immersive experiences, building cross-platform interactions, data visualization, immersion, etc.

#### Learning Outcomes

- Deep and intuitive understanding of the nature of code/node-based programming
- Awareness about the alternative and creative uses of code for art, design, visualization, and interaction
- Creative confidence using tools that are cross-platform for purposes that are
- multi-disciplinary

#### Methodology

- participatory freewheeling discussions about programming, aesthetics, building, and
- what it means to be cross-platform.
- Introduction to tools of the trade ie TD, hydra, p5js, etc.
- Activity-based, goal-oriented tutorial driven sessions with encouragement to discover individually
- Final group building of a participatory experience

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	<b>30%</b>
4	Application of concepts	<b>30%</b>
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>40%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	Nil
	<b>Total</b>	<b>100%</b>

## References

Touchdesigner (i) <https://derivative.ca/> Maeda, John, The Creative Code

[http://maedastudio.com/2004/creativecode/index.php?this=creative\\_code](http://maedastudio.com/2004/creativecode/index.php?this=creative_code)



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: User Research

#### Course Code: UR1238

**Credits:** 2.0

#### Course Description & Content

The course deals with fundamentals of user research, data collection, scenario mapping, and analysis leading to deeper insights into a design research project. Students are introduced to the diverse research tools: qualitative, quantitative and metaphorical leading to a generic design research framework. Existing models including Metaphor Elicitation Method, human-centred Design Research methodology, Stanford D School methodology and Chicago School of Design research methodology will be introduced and case studies of design research done in India will be provided in order to get deeper insights into design research, its possible ramifications and how it affects decision-making in the context of a design project.

#### Learning Outcomes

- Knowledge of existing design methodology in the context of micro/macro scenarios
- Deep knowledge of the design research schema and online/offline tools.
- Ability to connect design research history with context and lead towards solution-based outcomes.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	5%
2	Skills	
3	Process and management	20%
4	Application of concepts	
5	Understanding & clarity of concepts	
6	Attitude towards learning	
7	Levels of improvement	
8	Levels of thinking & Reflection	15%
9	Overall output	
10	Innovation & creativity	

11	Research & analysis	<b>20%</b>
12	Class participation	
13	Teamwork	
14	Observation and perception	
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

- Observing the User Experience, Second Edition: A Practitioner's Guide to User Research" by Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed
- Quantifying the User Experience: Practical Statistics for User Research by Jeff Sauro and James R. Lewis
- Interviewing Users: How to Uncover Compelling Insights" by Steve Portigal



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Packaging Design

#### Course Code: PK1239

**Credits:** 3.0

#### Course Description & Content

The course deals with concepts of packaging and how to effectively deliver a packaging solution of a particular product. The learners shall learn about various materials and associated techniques that are employed in the design and execution of a successful packaging design. Concepts of brand identity, storage, logistics etc. would also be introduced.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	10%
2	Skills	
3	Process and management	
4	Application of concepts	
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	
7	Levels of improvement	
8	Levels of thinking & Reflection	20%
9	Overall output	10%
10	Innovation & creativity	
11	Research & analysis	
12	Class participation	
13	Teamwork	
14	Observation and perception	
15	Jury	40%
	<b>Total</b>	<b>100%</b>

## **Learning Outcomes**

- Enables advanced understanding packaging design
- Exploration and research supported understanding of materials and techniques employed in the packaging industry
- Understanding of the concept of sustainability in the domain of packaging industry.
- Understanding geometry in context of dielines and flat packing systems.

## **References and Readings:**

1. Structural Packaging: Design your own Boxes and 3D Forms (Paper engineering for designers and students) by Paul Jackson
2. Package Design Workbook: The Art and Science of Successful Packaging by Steven DuPuis and John Silva
3. Material Innovation: Packaging Design by Andrew H Dent and Leslie Sherr
4. Packaging Structure & Die-cutting Design by sun cheng





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Workshop: Data Visualisation

#### Course Code: WS1240

**Credits:** 3.0

#### Course Description & Content

The course entails workshop-based learning that enables effective prototyping of a design solution concept. The module shall take the learners through various techniques and processes associated with different materials. The module shall also develop understanding into material allocation, resource management and effective compartmentalization of prototyping process into substages.

#### Learning Outcomes

- Enables advanced understanding materials in terms of their features and associated utility
- Exploration supported understanding of various techniques and processes associated with material use.
- Enables hands-on learning of workshop machines and hand tools.
- Understanding of safety precautions and smooth operational processes inside workshop setup.
- Advanced understanding of prototyping techniques and strategies.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	
2	Skills	
3	Process and management	
4	Application of concepts	
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	10%
7	Levels of improvement	
8	Levels of thinking & Reflection	
9	Overall output	20%
10	Innovation & creativity	
11	Research & analysis	10%

12	Class participation	
13	Teamwork	
14	Observation and perception	
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Basic Lathework for Home Machinists (Fox Chapel Publishing) Essential Handbook to the Lathe by Stan Bray
2. Metalsmithing Made Easy: A Practical Guide to Cold Connections, Simple Soldering, Stone Setting, and More by Kate Richbourg
3. The Complete Manual of Woodworking: A Detailed Guide to Design, Techniques, and Tools for the Beginner and Expert by Albert Jackson



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Usability Fundamentals and Evaluation

#### Course Code: UF1168

**Credits:** 3.0

#### Course Description & Content

This course is designed to enquire what it means for an interface to be usable, why usability matters, and what the key user interface design principles and usability considerations are. Students will learn to spot usability problems, how to test the usability of design through usability evaluations and cognitive walkthroughs, best practices for conducting user testing.

#### Learning Outcomes

- To practically apply principles of usability into the design practice.
- To evaluate the usability of a product with respect to learnability, efficiency, memorability, human errors, and satisfaction.
- Students will learn how to improve usability and when to work on usability.
- Students will learn to measure and track usability, post-task questionnaire, targeting the right participant for the study, setting up of the usability labs, record usability sessions, write tasks (scenarios) to avoid bias and get the needed feedback, running sessions, analyze and use the insights of the findings
- Students will learn to plan, conduct, and analyze their own usability testing frameworks studies, using in-person, remote, or online methods

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	5%
2	Skills	
3	Process and management	10%
4	Application of concepts	15%
5	Understanding & clarity of concepts	
6	Attitude towards learning	
7	Levels of improvement	
8	Levels of thinking & Reflection	
9	Overall output	

10	Innovation & creativity	<b>5%</b>
11	Research & analysis	<b>15%</b>
12	Class participation	<b>5%</b>
13	Teamwork	<b>5%</b>
14	Observation and perception	
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### Suggested Readings

1. <http://temza.com/e-books/introduction-to-good-usability.pdf>
2. [Mobile Usability](#) by [Jakob Nielsen](#) and [Raluca Budi](#), 2012
3. [Living With Complexity](#) [Don Norman](#), 2011 by Don Norman
4. [Homepage Usability: 50 Websites Deconstructed](#) by [Jakob Nielsen](#)
5. [Designing Web Usability: The Practice of Simplicity](#) by [Jakob Nielsen](#).
4. UX Storytellers - Connecting the Dots by Jan Jursa, Stephen Köver and Jutta Grünwald



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Electronics Platform

#### Course Code: EP1141

**Credits: 3.0**

#### Course Description & Content

The course will deal with electronics and programming, starting from the very basics and building up to mastery of the Arduino platform. Learners will understand how to use sensors to detect external events, such as light or sound, and how to perform an action linked to these events. The course also provides a natural introduction to the world of FabLabs, an international network of over a thousand spaces where people can access digital manufacturing machines and practice using Arduino alongside other makers.

#### Learning Outcomes

- Enables introductory understanding of Arduinos in terms of their features, capabilities and associated stimuli receptors.
- Exploration supported understanding of various components of physical Arduino system and its associated virtual programming
- Advanced understanding of digital prototyping techniques and strategies for dynamic products.

#### Evaluation Criteria

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

12	Class participation	<b>5%</b>
13	Teamwork	<b>5%</b>
14	Observation and perception	
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Arduino: The Complete Beginner's Guide - Step By Step Instructions (The Black Book) by Byron Francis
2. Make: Getting Started with Arduino - The Open Source Electronics Prototyping Platform by Massimo Banzi and Michael Shiloh
3. Make: Electronics: Learning Through Discovery by Charles Platt



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Design Project 3: Design for IoT

#### Course Code: DP1272

**Credits:** 8.0

#### Course Description & Content:

Design Project 3 entails the understanding of the individual modules of the semester towards a conclusive project that demands the learners to undertake the task of providing design solutions within the domain of an IoT product. This project will help bridge the understandings of physicality of form and user interaction and hence, deliver a holistic understanding of an object and its behavior with users. It would make the learners understand the nuances of IoT systems in terms of its physical touchpoints and its digital neural network(s).

#### Learning Outcome:

- Learning to plan a project with regards to context, possibilities and design thinking.
- Exploration based understanding of the subject of product design and user behavior and its application through IoT products.
- Understanding research, analysis and ideation/iteration based methodologies with regards to IoT in context of products such as appliances, home assistants etc.
- Ability to present and document the entire process/individual process for further learning and referencing
- Analysis and peer discussion based understanding of the concepts of IoT.

#### Evaluation Criteria

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	<b>20%</b>
10	Innovation & creativity	<b>10%</b>
11	Research & analysis	<b>10%</b>
12	Class participation	<b>10%</b>
13	Teamwork	<b>10%</b>
14	Observation and perception	
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### **Suggested Readings:**

1. Speculative Everything: Design, Fiction, and Social Dreaming (The MIT Press) by Anthony Dunne and Fiona Raby
2. Discursive Design: Critical, Speculative, and Alternative Things (Design Thinking, Design Theory) by Bruce M. Tharp and Stephanie M. Tharp
3. Internet of Things for Architects: Architecting IoT solutions by implementing sensors, communication infrastructure, edge computing, analytics, and security by Perry Lea





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Entrepreneurship

#### Course Code: ES1144

**Credits: 2.0**

#### Course Description & Content

The course entrepreneurship teaches a student to build an independent design-led business model from scratch. Students will learn to understand, plan and execute an innovative idea and support it with design thinking, strategy and resource development approaches. Entrepreneurship is an integral part of design learning, where for major innovations/ unique ideas and opportunity areas, a designer is encouraged to set up a circular model that generates value. The course will concentrate on traditional areas of target along with opportunity area mapping, operational models to ensure growth, calculated risk management models and mind to market strategy formulation.

#### Learning Outcomes

- Conceptualization of entrepreneurship as a model of innovation to be practiced in reality, within a specific market/opportunity area.
- Introductory understanding of diverse factors, which relate to an entrepreneurship model
- The risk factors as well as the unique opportunity quotients.
- Sequential understanding of an entrepreneurship model, the necessary actions and the fundamentals.
- Understanding how innovation and demand can be bridged via an entrepreneurship based model in a particular context.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	20%
2	Skills	
3	Process and management	
4	Application of concepts	
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	

7	Levels of improvement	<b>10%</b>
8	Levels of thinking & Reflection	
9	Overall output	
10	Innovation & creativity	
11	Research & analysis	
12	Class participation	<b>10%</b>
13	Teamwork	
14	Observation and perception	<b>10%</b>
15	Jury	<b>40%</b>
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. This Is Service Design Doing: Applying Service Design Thinking in the Real World by Marc Stickdorn, Markus Edgar Hormess
2. Business Model Generation: A Handbook for Visionaries, Game Changers, and Challengers by Alexander Osterwalder and Yves Pigneur
3. Value Proposition Design: How to Create Products and Services Customers Want (Strategyzer) by Alexander Osterwalder, Yves Pigneur



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Understanding and Managing Conflict

#### Course Code: CC1105

**Credit: 2.0**

#### Course Description

In today's increasingly complex and fragmented world, it is important to be able to resolve conflicts and build healthy relationships. Interpersonal and Group Dynamics is a course designed to prepare students to identify conflicts, manage emotions, analyze the situation and characters, and practice different frameworks to deal with conflicts.

#### Course Outcomes

The students will be able to:

- Define a group and explain the stages of group development
- Describe conflict and explain types and causes of conflict
- Use inquiry and advocacy to engage with groups
- Give and receive feedback effectively
- Identify sources of conflict and manage them using difference conflict handling styles

#### Topics to be Covered

1. Introduction to the stages of group development
2. Introduction to Personality, Perception and Learning as source of differences in individual and groups
3. Nature, Types and sources of Conflict
4. Conflict Resolution Strategies
5. Emotional Intelligence
6. Empathy and Feedback

Inquiry & Advocacy – Concept of silence (Masking, Avoiding, Withdrawing) and violence (Controlling, Labeling, Attacking)

## Evaluation Criteria

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	<b>40%</b>
	<b>Total</b>	<b>100%</b>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Elective

#### Course Title: Game Design

#### Course Code: GD1114

**Credits:** 2.0

#### Course Description & Content

We all have played games in our life now let's see what goes into a game design. This elective is about designing a game, or I would like to put it as an experience of decision making. This course will give u an inside into game design and its various aspects, We will give you a set of tools and lenses, which will help you in developing your game.

#### Learning Outcomes

- To understand how to generate experience for game design.
- Students will learn how to generate Victory conditions.
- Understanding game Mechanics and how to create new ones.

#### Methodology

Lectures, demonstrations and presentations.  
Research & Design Activity  
Assignments  
Discussions and feedback.  
Model making

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	15%

5	Understanding & clarity of concepts	<b>20%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>20%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	<b>20%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>10%</b>
15	Jury	<b>15%</b>
	<b>Total</b>	<b>100%</b>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Elective

**Course Title: Generative Programming for Multi-Sensory Experiences**

**Course Code: GP1198**

**Credits: 2.0**

#### Course Description & Content

Visual programming is a key skill that is needed to utilize and exploit the intersections of art, design, and technology. The advent of tools like p5js and hydra has been well received in the art community and there is a tech-enabled identity of designers and artists on the rise.

Students and learners who incline “building” with code/node-based programming can be sensitized towards aesthetics and thus enabling their creative spheres. Applications for such tools can be - developing immersive experiences, building cross-platform interactions, data visualization, immersion, etc.

#### Learning Outcomes

- Deep and intuitive understanding of the nature of code/node-based programming
- Awareness about the alternative and creative uses of code for art, design, visualization, and interaction
- Creative confidence using tools that are cross-platform for purposes that are
- multi-disciplinary

#### Methodology

- participatory freewheeling discussions about programming, aesthetics, building, and
- what it means to be cross-platform.
- Introduction to tools of the trade ie TD, hydra, p5js, etc.
- Activity-based, goal-oriented tutorial driven sessions with encouragement to discover individually
- Final group building of a participatory experience

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	<b>30%</b>
4	Application of concepts	<b>30%</b>
5	Understanding & clarity of concepts	Nil
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>40%</b>
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	Nil
	<b>Total</b>	<b>100%</b>

## References

Touchdesigner (i) <https://derivative.ca/> Maeda, John, The Creative Code

[http://maedastudio.com/2004/creativecode/index.php?this=creative\\_code](http://maedastudio.com/2004/creativecode/index.php?this=creative_code)





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Elective

#### Course Title: Non-Fungible Token

#### Course Code: NT1111

**Credits:** 2.0

#### Course Description & Content

Let's discuss NFTs - a non-fungible token. We'll be looking at the front and back end of this new digital world that may be opening up to create a better future for all creatives. NFTs can be anything digital (such as drawings, music and your brain downloaded and turned into an AI), but a lot of the current excitement is around using the tech to sell digital art.

As designers, we must look into this new world order and analyse it from all perspectives - creative, economics, environmental, philosophical and all else. We will use this elective to understand the legal compliances as per Indian Laws, learning about the commercialisation and the road ahead. We'll get into the understanding blockchain, the different concepts related to it, the modern evolution of arts & design and working towards creating NFTs that can be launched on the blockchain.

#### Learning Outcomes

1. Development of the ability to interpret, evaluate and construct "arguments".
2. Development of the skill sets needed for building coherent, interesting, and meaningful digital artworks for NFT.
3. Produce a coherent report on a chosen topic.
4. Reflection on "Empathy".
5. Appreciate Design Life Cycle: Discovery, Problem-Framing, Ideation & Evaluation

#### Methodology:

Lectures, Discussions, Presentations

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>20%</b>
6	Attitude towards learning	<b>20%</b>
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>20%</b>
9	Overall output	Nil
10	Innovation & creativity	<b>20%</b>
11	Research & analysis	Nil
12	Class participation	<b>20%</b>
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	Nil
	Total	100%

## Suggested Readings

<https://www.thehindu.com/entertainment/art/nft-art-expanding-the-definition-of-artist/article35362277.ece>

<https://www.thehindu.com/entertainment/art/nft-artists-on-strategy-buyer-knowledge-marketplace-trends/article34422181.ece>

<https://ijpiel.com/index.php/2021/08/24/the-future-of-non-fungible-tokens-in-india/#:~:text=The%20fundamental%20aim%20of%20NFT,the%20original%20asset%20is%20secured.>

<https://www.financialexpress.com/money/a-peek-into-indias-landscape-of-nfts-nfts-can-be-the-future-of-digital-ownership-including-real-estate/2344167/>



**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - V**

**Course Title: Introduction to Semiotics**

**Course Code: SE1110**

**Elective**

**Credits: 2.0**

### **Course Description & Content**

The third elective of the Foundation semester, Semiotics would deal with studying the basis of meaning-making through signs and symbols. Semiotics will introduce the culture of studying visual signs and their historical, psychological and unconscious connect with the human mind and how that has seen applications in design proper. The elective course would look at the study of visual signs, semiotic theory along with fundamentals of visual semiotics in the digital domain.

### **Learning Outcomes**

- Learning fundamentals of semiotic theory and its application in design thinking.
- Understanding of elements of semiotics and visual semiotics.
- Understanding visual semiotic theory and practice with regards to visual communication and industrial design.

### **Methodology:**

- Study of Saussurian and Piercean theory of semiotics.
- Study of analytical psychology models and their application in design.
- Study of cognition, signification, representation and meaning-making through semiotics.

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	10%
4	Application of concepts	10%
5	Understanding & clarity of concepts	10%
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	10%
9	Overall output	Nil
10	Innovation & creativity	20%
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	40%
	Total	100%

## Suggested Readings

1. Course in General Linguistics by Ferdinand de Saussure.
2. A Theory of Semiotics by Umberto Eco.
3. The Essential Pierce by Nathan Houser and Christian Kloesel.
4. On Norms and ideals by Charles Saunders Pierce
5. Archetypes and the Collective Unconscious by Carl Jung.
6. Logos: The Development of Visual Symbols by Steven Skaggs.
7. Type, Sign, Symbol by Adrian Frutiger.
8. Man and His Symbols – Carl Jung.



**JK LAKSHMIPAT UNIVERSITY**

**INSTITUTE OF DESIGN**

**B. Des (Interdisciplinary Design)**

**Semester - V**

**Course Title: The Exquisite Corpse says Hi!**

**Course Code: EH1112**

**Elective**

**Credits: 2.0**

### **Course Description & Content**

This is a collaborative drawing game, where a group of people each draw a head, torso, and legs of any character out of their imagination, not knowing what the other person has drawn. It is similar to the old parlour game 'consequences' – in which players write in turn on a sheet of paper, fold to conceal what they have written, and pass it on to the next player – but adapted so that parts of the body are drawn instead.

This approach was first used by surrealist artists to create bizarre and intuitive drawings. The most important addition made to this fun and collaborative exercise will be transferring these characters from paper to puppets, which will finally come to life and say "Hi!" on camera through stop-motion animation.

Students will not only understand in-depth the inner workings of unique stop-motion puppets made from scratch, but they will also be doing so for characters made out of collaboration...which will later come to life on screen!

### **Learning Outcomes:**

- Students can understand drawing and sketching as techniques for ideation and collaboration.
- Students can observe and represent images as tactile movable objects.
- Students get to explore various properties of materials through the construction of an idea from 2D to 3D.
- Students can develop visual sensitivity through form and function.

## Methodology

- Lectures, demonstrations and presentations.
- Team building assignments.
- Hands-on experience of using different materials and tools to create stop-motion puppets.
- Discussions and feedback

## Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	Nil
2	Skills	Nil
3	Process and management	<b>20%</b>
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>20%</b>
6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	Nil
9	Overall output	<b>20%</b>
10	Innovation & creativity	<b>20%</b>
11	Research & analysis	Nil
12	Class participation	<b>20%</b>
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	Nil
	Total	<b>100%</b>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - V

#### Course Title: Through the Lens

#### Course Code: TL1113

#### Elective

**Credits: 2.0**

#### Course Description & Content

This course fosters an understanding of photography as a tool for Visual representation of Narratives, Storylines, ideas and concepts. This course helps to reflect the thoughts and understanding of the Human mind in Visual format. Also, it connects to the emotions and feelings of the subject through this medium. The idea is not to just take photographs but raises the various social & cultural issues and even document the local heritage.

#### Learning Outcomes

- Students can translate their ideas and thoughts through Visual Representation: Photography
- Students get a chance to explore photography as a medium.
- Students learn to create a narrative and storyline based on any topic which fascinates them.

#### Methodology

- Practical\Onsite visits
- Assignments.
- Analysis and feedback.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	<b>10%</b>
2	Skills	<b>10%</b>
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	<b>10%</b>

6	Attitude towards learning	Nil
7	Levels of improvement	Nil
8	Levels of thinking & Reflection	<b>10%</b>
9	Overall output	<b>10%</b>
10	Innovation & creativity	<b>10%</b>
11	Research & analysis	<b>10%</b>
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	<b>20%</b>
15	Jury	<b>10%</b>
	Total	<b>100%</b>

### **Suggested Readings**

Photography as a tool: Life Library of Photography, by Ogden Tanner, Diana Hirsh, Martin Mann.

### **Websites**

1. <https://www.nationalgeographic.com/photography>
2. <http://www.visual-arts-cork.com/photography/documentary.htm>





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - VI

#### Course Title: Portfolio Preparation

#### Course Code: PP1244

**Credits:** 2.0

#### Course Description & Content

The course introduces students to the process of creating a design portfolio. A primary communication tool for any designer, the course will introduce students to ways in which their respective design projects/concepts/innovations can be presented to a potential client. Areas including project presentation, ideation, exploration, representation, visualization and understanding are introduced as a part of a successful portfolio making process. Students will learn to understand the context in which portfolios operate, strategies of standing out in terms of a targeted portfolio presentation, fast-viewing formats and industry standard tools for creation of the same.

#### Learning Outcomes

- Ability to codify information/projects/innovations in an understandable and desirable manner.
- Ability to create engagement in presentation and clarity in representational methodology.
- Familiarity with existing tools for portfolio building and knowledge of fast iteration for case-specific requirements.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD

11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Pioneering Portfolio Management by David E Swensen
2. The Intelligent Asset Allocator by William Bernstein
3. Thinking Fast and Slow by Daniel Kahneman



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - VI

#### Course Title: Videography Editing/Documentation Video

#### Course Code: VI1245

**Credits:** 4.0

#### Course Description & Content

The course builds on the learning of the videography module in the foundation and introduces students further to details of video editing and techniques of documentation via video medium. Students are introduced to the creation of a detailed video script and editing techniques and tools to document a design project. Students are introduced to the world of video documentary for diverse contexts, scripting techniques, editing strategies, explainer formats. Detailed analysis of video representation and how it affects certain design purposes within a given context is explored through exposure to design documentaries and reference materials. Students are encouraged to demonstrate knowledge in approaching a project in video documentation, explaining how a product/service/system is supposed to function/operate and how ethnographic data can be represented in terms of video-based documentation.

#### Learning Outcomes

- Ability to sensitize with a design context and record it in the language of a video documentary.
- Ability to master techniques and methodologies associated with documentation video.
- Ability to work in a systematic manner with a team in order to manage diverse functions associated with video documentation.
- Knowledge of industry-standard tools and their proper application in the context of the video documentation process.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD

7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Film Directing Shot by Shot by Steven D. Katz
2. Rebel Without a Crew by Robert Roriguez
3. The Technique of Film & Video Editing by Ken Dancyger
4. How to Read a Film by James Monaco



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - VI

#### Course Title: Design Project 4

#### Course Code: DP1146

**Credits:** 6.0

#### Course Description & Content

The Design Project 4 course offers students the opportunity to choose a topic of interest out of the ones offered in the course and work objectively on it in terms of design application/ design innovation/ problem solving through design/ opportunity area mapping through design. The topics offered would range from diverse disciplines including Product Design, Visual Design, and Interaction Design among others. Students will be required to take into consideration, the global as well as local perspectives for the projects they take up under guidance of a faculty.

#### Learning Outcomes

- Ability to work passionately in an area of interest and investigate the possibilities of interaction between design and other paradigms in the process
- Research, newfangled imagination and new discoveries in the chosen area of interest.
- Ability to discover and explore the possibilities, ramifications and the levels to which the chosen area of interest interacts with other possible fields of study.
- Documentation and presentation techniques for projects concerning personal interest.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD
9	Overall output	TBD

10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - VI

**Course Title: Design for AR, VR and Creating Immersive Experiences**

**Course Code: IE1176**

**Course Credit: 2.0**

#### Course Description & Content

This course will teach students how to create amazing VR and AR experiences as Augmented reality (AR) and virtual reality (VR) are quickly becoming huge areas of technology. While AR and VR hardware and software are changing dramatically, UX principles and techniques for 3D interaction design will remain consistent. This course will give students the 3D UX skills to remain relevant in the next decade. Students will learn to create immersive experiences that tap into the novel opportunities that AR and VR generate. Through examples and case studies from spatial and holographic interface designers, students will master how to create immersive 3D content for AR and VR that provides rich user experiences.

#### Learning Outcomes:

- Students will learn the core concepts of designing for this new medium such as Storytelling, Imagineering, Improvisation, etc.
- Students will learn how to enhance immersion in order to improve your users' experience
- Students will learn how to create 3D personas to improve spatial navigation, layout, and content
- Students will learn how to incorporate the brain's responses to 3D interfaces by taking visual, auditory, and kinesthetic interactions into account
- Students will learn how to avoid known UX problems when designing for AR and VR

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD

8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### Suggested Readings:

1. Ways of Seeing by John Berger
2. The metaphysics of Virtual Reality by Michael Heim
3. The VR Book - Human-centered design for virtual reality by Jason Jerald
4. Learning Virtual Reality: Developing immersive experiences and applications for Desktop, Web, and Mobile by Tony Parisi
5. Storytelling for Virtual Reality: Methods and Principles for crafting immersive narratives by John Bucher





## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - VI

#### Course Title: Micro-Interaction & Motion Graphics

#### Course Code: MI1174

**Credits:** 3.0

#### Course Description & Content

In this course, the students will be taught to view products as experiences with emotional components and incorporate emotions as a key consideration when designing products or websites. This course will provide students with an understanding of emotional responses and how to create designs that encourage them and provide great user experiences. By the end of this course, students will have a better understanding of the relationship between people and the things they use in their everyday lives and, more importantly, how to design new products and websites which elicit certain emotional responses.

#### Learning Outcome:

- The relationship between emotion and design, and how to tap into it for more effective design solutions.
- How human factors affect the emotional responses to design, with real-life examples
- How to design for positive emotional experiences
- What the “Triune Brain” is, and how to apply it to your work
- The difference between visceral, behavioral and reflective design, and how to encourage positive visceral, behavioral and reflective processing.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD

12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

#### **Suggested Readings:**

1. Design of Everyday Things by Don A. Norman
2. Hooked: How to Build Habit-Forming Products by Nir Eyal
3. 100 Things Every Designer Needs to Know About People by Susan M. Weinschenk
4. Made to Stick: Why Some Ideas Survive and Others Die by Chip Heath, Dan Heath.
5. Emotional Design: Why We Love (or Hate) Everyday Things By Donald A. Norman
6. Brandjam: Humanizing Brands Through Emotional Design by Marc Gobe
7. Emotional Design Elements by Smashing Magazines
8. Design Psychology 3: Emotional Design by Nuo Man
9. Touchy Feely: An Exploration of Emotional Ergonomics to Help Foster Empathy for Human-Centered, Inclusive Design by Joey Zeledon



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester - VI

**Course Title: Critical Thinking for Decision at Workplace**

**Course Code: CC1106**

**Credits: 2.0**

#### Course Description

In today's world, the idea of right and wrong is being challenged by businesses, use of technology, economic conditions, and norms of societies. The relevance of a well-reasoned decision is crucial. This course intends to make students take better decisions keeping in mind purpose, context, and ethics.

#### Learning Outcomes

The students will be able to:

- Apply techniques of Critical Thinking to analyse organisational problems through positive inquiry
- Describe and analyse appropriate problem-solving and ethical decision-making processes
- Choose the most effective and logical decision among multiple alternatives
- Evaluate solutions and anticipate likely risks based on purpose, context and ethics

#### Topics to be Covered

1. Decision Making: Definition and Type
2. Steps of Decision Making
3. Ethics and Decisions
4. Importance of purpose and context
5. Problem analysis best practices
6. Decision Implementation Techniques
7. Barriers to Sound Reasoning
8. Comparing alternative solutions



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester VII

#### Course Title: Strategic Design Management

#### Course Code: SD1248

**Credits:** 2.0

#### Course Description & Content

The course on Strategic Design Management (SDM) orients the students to the interplay within design and business strategies, the various aspects of it and explores the tactile and tangible nature of requirement in modern businesses. The course deals with the design of business models in terms of strategic ideas that benefit businesses. In that way, the course is different from a generic management course; it does not aim for management of designers or design projects. Rather it redesigns management, leadership and business paradigms within a given context. The course takes a holistic view of diverse ecosystems - micro/macro, global/local and rural/urban contexts and thereby explores ways in which value and profit can be intertwined in deeper ways to create long lasting sustainable imprints in businesses.

#### Learning Outcomes

- Students will learn to explore the tactile, psychological and metaphorical aspects of businesses and learn to maximize on the value generations of it.
- Students will be introduced to live projects, live case studies in social and corporate sectors in order to learn from and analyze different approaches.
- Students will gain competence to analyze and map opportunities and design transformational strategies in diverse fields.
- Knowledge of behavioral economics and neuro-marketing which will lead to understanding of psychological values and triggers in respective businesses and approaches of making them function more efficiently.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD

5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. The Regenerative Business: Redesign Work, Cultivate Human Potential, Achieve Extraordinary Outcomes by Carol Sanford
2. Creative Strategy and the Business of Design by Douglas Davis
3. Iconic Advantage®: Don't Chase the New, Innovate the Old by Soon Yu and Dave Birs



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester VII

#### Course Title: Colloquium Paper

#### Course Code: CP1149

**Credits:** 2.0

#### Course Description & Content

The course on Colloquium paper prepares the student for design academic disciplines and helps them to research, plan and formulate ways of writing a colloquium paper on a chosen design topic. A colloquium deals with current concerns in the field or allied fields of design and is a major part of research interest for the student. It concerns itself with preparatory study, which is academic in nature and is common to researchers and students alike. The course develops the research acumen of the student by orienting them to the ways of presenting a research-based paper for a journal, seminar or conference.

#### Learning Outcomes

- Students will be introduced to the formats, approaches and considerations concerning preparation of a colloquium paper.
- Students will be introduced to design academic discourses, the ways in which academic research is presented in form of a paper or case study.
- Students will gain firsthand knowledge of writing and presenting papers on topics of their choice and learn to present it in a setting.
- Students will learn to follow different annotation styles, footnote and endnote styles and other technical know-hows associated with colloquium papers.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD

9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. The Faithful Imagination: Papers from the 2018 Frances White Ewbank Colloquium on C.S. Lewis & Friends by Joe Ricke and Ashley Chu
2. Garden History: Issues, Approaches, Methods (DUMBARTON OAKS COLLOQUIUM ON THE HISTORY OF LANDSCAPE ARCHITECTURE// PAPERS) by John Dixon Hunt
3. The Twilight of Byzantium: Aspects of Cultural and Religious History in the Late Byzantine Empire: Papers from the Colloquium Held at Princeton Univ. by Slobodan Curcic and Doula Mouriki



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester VII

#### Course Title: Project Management

#### Course Code: PG1150

**Credits:** 3.0

#### Course Description & Content

The course on Project Management introduces a student to the diverse aspects of managing a design project, the factors and considerations that go on to define the ways in which a project requires management guidance. Over the span of this course, students are introduced to the nature of design projects they would normally deal with, how they are structured and in which ways they require supervision and action to be taken forward. Management in the context of design project introduces the students to a holistic approach towards a project and what kind of decisions will help in taking it forward. The course also interacts with leanings of entrepreneurship and Strategic design management to clarify the role of a designer as a project manager in context of a design project.

#### Learning Outcomes

- Introduction to basics of project management in design.
- Case study of projects which saw successful management intervention in design.
- Live project-based learning in terms of successful decision-making processes with respect to a particular project.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD
8	Levels of thinking & Reflection	TBD
9	Overall output	TBD



10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

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### References and Readings:

1. Agile for Instructional Designers: Iterative Project Management to Achieve Results by Megan Torrance
2. Design Thinking for Program and Project Management by George Anderson, PhD, PMP, Rebecca Whitworth, et al.
3. Introduction to Social Entrepreneurship by Teresa Chahine



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester VII

#### Course Title: Design Project 5: Systems Design / Social Design

#### Course Code: DP1251

**Credits:**12.0

#### Course Description & Content

The Design project 5 offers Systems design and Social Design as options to students. Systems design deals with systems thinking that acts as a decisive tool to organize and maximize the qualitative and quantitative processes of large-scale systems. Social Design would look at ways in which empathy and innovation are used as tools to create a project that becomes beneficial to a targeted social group, community, or a larger demographics where traditional solution-based models have not been able to provide a justifiable solution.

#### Learning Outcomes

- Deep understanding of complex systems and structures, their tenets and how to take them into consideration in order to develop/understand a system better.
- Providing systems-based design solutions that work across multiple levels.
- Case studies of social design projects/ systems projects with regards to product and service design.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD

8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Critical Design in Context: History, Theory, and Practice by Matt Malpass
2. Critical Theory and Interaction Design (The MIT Press) by Jeffrey Bardzell
3. Can't Not Do: The Compelling Social Drive that Changes Our World by Paul Shoemaker
4. Giuseppe Pagano: Design for Social Change in Fascist Italy by Flavia Marcello



## JK LAKSHMIPAT UNIVERSITY

### INSTITUTE OF DESIGN

#### B. Des (Interdisciplinary Design)

#### Semester VII

#### Course Title: Leadership

#### Course Code: LD1252

**Credits:** 2.0

#### Course Description & Content

The course on Leadership concentrates on how to become a more effective leader through communication, management and strategy. The course introduces students to the various aspects of leadership and how it affects organizations and smaller startups. Ideas on what would constitute balanced leadership and how it can be designed better to maximize potential is also explored. Students are also introduced to the various thinking tools that can help a leader to operate and perform better in context of leadership driven businesses and organizations.

#### Learning Outcomes

- Design effective ideas that percolate down an organization creating harmonious work culture.
- Bring in positive change in environments where capital is not the primary requirement to compete against large organizations.
- Transforming the organization into more agile, responsive and creative mode of working.
- Explore better ways of working together and making every possible work opportunity proactive.

#### Evaluation Criteria

S. No	Components	Weightage
1	Communication/Presentation	TBD
2	Skills	TBD
3	Process and management	TBD
4	Application of concepts	TBD
5	Understanding & clarity of concepts	TBD
6	Attitude towards learning	TBD
7	Levels of improvement	TBD

8	Levels of thinking & Reflection	TBD
9	Overall output	TBD
10	Innovation & creativity	TBD
11	Research & analysis	TBD
12	Class participation	TBD
13	Teamwork	TBD
14	Observation and perception	TBD
15	Jury	TBD
	<b>Total</b>	<b>100%</b>

### References and Readings:

1. Design Leadership: How Top Design Leaders Build and Grow Successful Organizations by Richard Banfield
2. Steve Jobs: A Biography by Walter Isaacson
3. Less and More: The Design Ethos of Dieter Rams by Klaus Klemp and Keiko Ueki-Polet



## **JK LAKSHMIPAT UNIVERSITY**

### **INSTITUTE OF DESIGN**

#### **B. Des (Interdisciplinary Design)**

#### **Semester: VIII**

#### **Course Title: Graduation Project**

#### **Course Code: GP1283**

**Credits:18.0**

#### **Course Description & Content**

Graduation project is the final project, which a student takes up at the industry in conjunction with JKLU Institute of Design. This is the first long-term industry experience where a student works for 6 months at the industry in a specific area, product/service/research, or innovation. In the course of this project, students draw from their learning at the institute for 3 years and learn to apply them with respect to

requirement. On successful completion of the project, students are expected to document the project and make presentations on the process and journey at the university and appear before a jury panel to discuss experiences and learnings.

#### **Learning Outcomes**

- Application of theory and practice in a real-life environment.
- Work towards solving problems/ adding experience/ value in the respective projects wherever feasible.
- Provide design inputs to induce creative solutions.
- Demonstrate deep learning from scenarios and ability to communicate the same.