



JK LAKSHMIPAT UNIVERSITY
Institute of Design

HANDBOOK

B. DES IN INTERDISCIPLINARY DESIGN

BATCH: 2019-2023 (4 YEARS)

COURSE STRUCTURE AND DETAILED SYLLABUS

JK LakshmiPat University, Jaipur
Institute of Design
B. Des in Interdisciplinary Design (Batch 2019-2023)
Course Structure of Foundation (Semester I and II)

Semester	Courses						
I	Freehand Drawing	Digital Drawing	Material Explorations	Geometry & Construction 2D	Elements of Composition		25 Credits
	FD1101 (4 credits)	DD1102 (2 credits)	MX1103 (3 credits)	GC1104 (3 credits)	EC1105 (3 Credits)		
	Culture Studies	Personal Growth	Fundamentals of Communication	Elective – I Film Appreciation	Elective – I Animation		
	CU1107 (2 Credits)	US1106 (2 credits)	CC1101 (2 credits)	FL1110 (2 Credit)	AN1109 (2 Credit)		
II	Colour	Visual Documentation	Geometry & Construction 3D	Habitat Studies	Design process/ Problem Solving		25 Credits
	CL1115 (3 credits)	VD1117 (4 credits)	GC1114 (2 credits)	HS1112 (2 credits)	DE1116 (4 credits)		
	Craft Study	Coding 101/HTML CSS	History of Design	Elective – II Semiotics	Elective - II Biomimicry	Critical Thinking and Storytelling	
	CR1113 (2 credits)	CD1111 (2 credits)	HD1118 (2 credits)	SE1119 (2 credits)	BM1120 (2 credits)	CC1102 (2 credits)	
						Total Credits	50

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JK LakshmiPat University, Jaipur
Institute of Design
B. Des in Interdisciplinary (Batch 2019-2023)
Course Structure Semester III-VIII

Semester	Courses									Credits
III	Elements of Form	Ergonomics	Workshop Skill Project 1	Representation Techniques	Materials and processes: Metals	DP 1: Simple Product Design	Presentations on Skills	Perspectives on Contemporary Issues	Elective – III	25
	EM1221 (3 credits)	EG1222 (2 credits)	WS1223 (3 credits)	RT1224 (3 credits)	MP1225 (2 credits)	DE1126 (6 credits)	PE1228 (2 credits)	CC1103 (2 credits)	2 credits	
IV	Typography Advanced	Signage Design	CAD	Basic Graphic Design: Logo Design	DP 2: Publication	Proposal Writing	DP 3: Exhibit Design	Communication and Identity	Elective – IV	27
	TY1229 (3 credits)	SI1130 (3 credits)	ML1231 (6 credits)	LO1232 (3 credits)	DE1235 (3 credits)	PW1237 (2 credits)	DE1236 (3 credits)	CC1104 (2 credits)	2 credits	
V	User Research	Packaging Design	Workshop Skills: Prototyping	Hardware Prototyping	IoT	DP 4: Internet Of Things IoT Product	Entrepreneurship	Understanding and Managing Conflict	Elective – V	24
	UR1238 (2 credits)	PK1239 (3 credits)	WS1240 (3 credits)	AO1141 (2 credits)	OT1142 (2 credits)	DE1243 (6 credits)	ES1144 (2 credits)	CC1105 (2 credits)	2 credits	
VI	Portfolio Preparation	Videography Editing/ Documentation Video	Elective		Entrepreneurship 2	Elective – VI				21
	PP1244 (2 credits)	VI1245 (9 credits)	ET1146 (6 credits)		EN1247 (2 credits)	2 credits				
VII	Industrial Internship II12119 (4 to 6 Weeks Duration) - 8 Credits									
	Strategic Design Management	Colloquium Paper	Project Management	DP 5: Systems Design/ Social Design	Leadership	Elective – VII		21		
SD1248 (2 credits)	CP1149 (2 credits)	PG1150 (3 credits)	DE1251 (10 credits)	LI1252 (2 credits)	2 credits					
VIII	Graduation Project GP1153 (18 credits)									18
Total Credits (Semester III-VIII)										144

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JK LAKSHMIPAT UNIVERSITY
Institute of Design

BATCH: 2019-2023 (4 YEAR)

B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

FOUNDATION SEMESTER - I



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B. Des in Interdisciplinary Design Programme

Course Title: **Freehand Drawing**

Course Code: **FD1101**

Credits: 4.0

Course Description & Content

This course fosters understanding of drawing and sketching as a tool for ideation and presentation. The contents of this course includes, 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 pencil as a media.
- Students can understand drawing and sketching as 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	20%
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	20%
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	40%
	Total	100%

Suggested Readings

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

Websites

Sketch A Day.com, hedesignsketchbook.com , sketchaway.wordpress.com

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

<https://vimeo.com/idsketching>



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INSTITUTE OF DESIGN

B. Des in Interdisciplinary Design Programme

Course Title: **Digital Drawing**

Course Code: **DD1102**

Credits: 2.0

Course Description & Content

This course fosters 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 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 coordination of hands and eyes.
- Students will explore inputting devices like trackpads, mouse and digital pencils as media.
- Students understand drawing and sketching as technique 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	20%
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	20%

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	40%
	Total	100%

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>



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B. Des in Interdisciplinary Design Programme

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 student understand the basic nature of tools and material relationship, the contents of the course includes study of wood, metal, plastic and bamboo as basic materials, Exploration of basic forms of materials, exploration of basic processes and form generation, 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	10%
14	Observation and perception	Nil
15	Jury	40%
	Total	100%

Suggested Reading

1. A Compendium of Chinese Bamboo.
2. Handmade in India, A Geographical Encyclopedia of Indian hand crafts (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).



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B. Des in Interdisciplinary Design Programme

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 includes 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, 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	10%
2	Skills	10%
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	10%

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%
	Total	100%

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.



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B. Des in Interdisciplinary Design Programme

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 exists 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	40%
	Total	100%

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.



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B. Des in Interdisciplinary Design Programme

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, design 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%
	Total	100%

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 hand crafts by Sir M.P Ranjan and Aditi Ranjan.



JK LAKSHMIPAT UNIVERSITY

INSTITUTE OF DESIGN

B. Des in Interdisciplinary Design Programme

Course Title: Personal Growth

Course Code: US1106

Course Title: Personal Growth

Course Instructor: R.L. Raina

Credits: 2.0

Number of hours: 20 Hrs.

Duration of the course: Aug-Oct 2019

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 each and every one of us strive 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 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 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 of development.
- A positive mind set 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. (9th 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 in Interdisciplinary Design Programme

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/>



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B. Des in Interdisciplinary Design Programme

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

Course Code: **FL1110**

Credits: 2.0

Course Description & Content

The first elective of Foundation semester, Film Appreciation course would deal with the history, theory, and practice with respect to 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 it 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	10%
2	Skills	Nil
3	Process and management	Nil
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	Nil
11	Research & analysis	Nil
12	Class participation	Nil
13	Teamwork	20%
14	Observation and perception	Nil
15	Jury	40%
	Total	100%

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.



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Course Title: Animation (Elective – 2)

Course Code: AN1109

Credits: 2.0

Course Description & Content

The Animation elective offers an introduction to the 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	10%
3	Process and management	Nil
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	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. 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>



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BATCH: 2019-2023 (4 YEAR)

B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

FOUNDATION SEMESTER - II



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Institute of Design

B. Des in Interdisciplinary Design Programme

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 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	10%
3	Process and management	Nil
4	Application of concepts	Nil
5	Understanding & clarity of concepts	20%
6	Attitude towards learning	Nil
7	Levels of improvement	10%
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	20%
15	Jury	40%
	Total	100%

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.



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B. Des in Interdisciplinary Design Programme

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 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:

S. No	Components	Weightage
1	Communication/Presentation	20%
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	10%
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%
	Total	100%

Suggested Readings

1. The Elements of Typographic Styles by Robert Bringhurst.
2. TYPOGRPHIE - 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 in Interdisciplinary Design Programme

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 its 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	40%
	Total	100%

Suggested Readings

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



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

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 field work; 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	10%
2	Skills	Nil
3	Process and management	Nil
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	10%
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	20%
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	10%
15	Jury	40%
	Total	100%

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 in Interdisciplinary Design Programme

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

Course Code: **DE1116**

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 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%
	Total	100%

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 in Interdisciplinary Design Programme

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 application of the same in design. The course contents are introduction to craft history, craft and society, craft and its cultural relevance, 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 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	10%
2	Skills	Nil
3	Process and management	Nil
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	10%
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	10%
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	20%
15	Jury	40%
	Total	100%

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 in Interdisciplinary Design Programme

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

Course Code: **CD1111**

Credits: 2.0

Course Description & Content

The course looks at coding in 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 study of interconnections between larger systems in web design processes.

Methodology:

- Study of coding languages, application 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%
	Total	100%

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 in Interdisciplinary Design Programme

Course Title: **History of Design**

Course Code: **HD1118**

Credits: 2.0

Course Description & Content

The course looks at history of design from a global context, taking into account the ways in which design imagination emerged out of it following separate social, economic and cultural paths. The course includes study of 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	10%
2	Skills	Nil
3	Process and management	Nil
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	20%
9	Overall output	Nil
10	Innovation & creativity	Nil
11	Research & analysis	20%
12	Class participation	Nil
13	Teamwork	Nil
14	Observation and perception	Nil
15	Jury	40%
	Total	100%

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 in Interdisciplinary Design Programme

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 Peircean 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.



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Institute of Design

B. Des in Interdisciplinary Design Programme

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	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. 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 in Interdisciplinary Design Programme

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
	Total (100)	100

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.

Textbooks 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

BATCH: 2019-2023 (4 YEAR)

**B. DES INTER-DISCIPLINARY DESIGN
(2ND, 3RD AND 4TH YEAR)**



JK LAKSHMIPAT UNIVERSITY
Institute of Design

BATCH: 2019-2023 (4 YEAR)

B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

SEMESTER - III



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: **Elements of Form**

Course Code: **EM1221**

Credits: 3.0

Course Description & Content

The course Elements 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.

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 in Interdisciplinary Design Programme

Course Title: **Ergonomics**

Course Code: **EG1222**

Credits: 2.0

Course Description & Content:

Ergonomics¹ 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.

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 in Interdisciplinary Design Programme

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.

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 in Interdisciplinary Design Programme

Course Title: **Representative Techniques**

Course Code: **RT1224**

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

Suggested Readings:

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



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: **Materials and Processes-Metals**

Course Code: **MP1225**

Credits: 2.0

Course Description & Content:

Materials and Processes-Metals focus on the intended understanding of various aspects of materials, including its properties, techniques, structural possibilities, application and functional expressions. Students are introduced to a variety of metals and encouraged to explore and understand their core properties which can be utilized in design thinking, product development, exhibition planning and experiential expositions.

Learning Outcome:

- Introduction to different forms of material vis a vis rod, pipe, sheet, wire, etc.
- Exploring structures and basic form generation in metals.
- Performing basic manipulations like bending, cutting, shearing, heating, and fusing (welding and soldering).
- Exposure to various form languages in metals to understand how the material lends to the design's and the designer's personality
- Recording individual analysis of the material and discussion amongst peers

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 in Interdisciplinary Design Programme

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

Course Code: **DE1126**

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

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 in Interdisciplinary Design Programme

Course Title: **Presentation Skills**

Course Code: **PE1228**

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.



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Intedisciplinary Design Programme

Course Title: **Perspective on Contemporary Issues**

Course Code: **CC1103**

Credit: 3.0

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	<p>Climate Change and Sustainability 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.</p>
	<p>Globalization With increasing development throughout the world, the focus of this theme will be on the impact of globalization in India.</p>
	<p>Nationalist Movement 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.</p>
	<p>Technology Impact of unprecedented technological growth, challenges and opportunities.</p>

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
<p>https://www.theguardian.com/environment/2015/mar/08/how-water-shortages-lead-food-crises-conflicts</p>
<p><u>The Cultural Challenges of Meeting Climate Change Goals: Montreal Weighs an Emissions Ban on Iconic Wood-Fire Bagel Shops</u> Andrew Hoffman Pub Date: Apr 11, 2019 Source: WDI Publishing at the University of Michigan</p>
<p><u>Prototyping a Scalable Smart Village to Simultaneously Create Sustainable Development and Enterprise Growth Opportunities</u> Solomon Darwin; Henry W. Chesbrough Pub Date: Jan 1, 2017 Source: UC Berkeley - Haas School of Business</p>
<p><u>bKash: Financial Technology Innovation for Emerging Markets</u> Ishtiaq Mahmood; Marleen Dieleman; Narmin Tartila Pub Date: Jun 28, 2017 Source: Ivey Publishing</p>
<p><u>The Panic of 2008 and Brexit: Regional Integration versus Nationalism</u> Robert F. Bruner; Kevin Hare Pub Date: Oct 9, 2017 Source: University of Virginia Darden School Foundation</p>
<p><u>Biblio Credit Union: Social Inequality and the Living Wage</u> Kent Walker; Curtis Labutte Pub Date: Jan 30, 2017 Source: Ivey Publishing</p>



JK LAKSHMIPAT UNIVERSITY
Institute of Design

BATCH: 2019-2023 (4 YEAR)

B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

SEMESTER - IV



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: **Typography Advance**

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.

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 in Interdisciplinary Design Programme

Course Title: Signage Design

Course Code: SI1130

Credits: 3.0

Course Description & Content

The course on signage Design introduces students to the processes, approaches and design methodology along with examples of case studies, associated with signage system development in a variety of contexts. Iconic, indexical and symbolic ways of finding representations for public facilities including hospitals, public buildings, railways, roadways, airport and city locations are introduced and design perspective on how such communication can be made more effective is taught. Signage design as a holistic system in corporate identities as well as public documents is also explored.

Learning Outcomes

- Students will learn the steps of general design process for signage design.
- Students will be introduced to see studies on the same along with innovation areas in which they can work.
- Students will be introduced to material specifications of signage usage in different environmental conditions, i.e.: proper treatment of materials like MS, Aluminum, FRP, Vinyl's, Plastics, Polymers, GI Sheets among others.
- Students will orient themselves with existing signage systems across different environments, i.e.: Public transport, Child safety, medical devices among others in order to find signage-based design solutions wherever whenever required.

References and Readings:

1. Symbol Sourcebook: An Authoritative Guide to International Graphic Symbols by Henry Dreyfuss
2. Safety Symbols Art By Nora Olgay, IDSA
3. Process Visual: Development of a Corporate Identity by Wolfgang Schmittel
4. Handbook of Pictorial Symbols (Dover Pictorial Archive Series)
by Rudolf Modley, William R. Myers, Diana G. Comer
5. The International Pictograms Standard by Todd Pierce
6. The Icon Book: Visual Symbols for Computer Systems and Documentation by William Horton
7. Signs: Lettering in the Environment: Lettering in the Environment by Phil Baines, Catherine Dixon



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: **Basic Graphic Design: Logo Design**

Course Code: **L01232**

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.

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 in Interdisciplinary Design Programme

Course Title: CAD - Modelling, Rendering and Printing

Course Code: ML1231

Credits: 6.0

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.

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

B. Des in Interdisciplinary Design Programme

Course Title: Design Project 2: Publication

Course Code: DE1235

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.

References and Readings:

1. Grid Systems in Graphic Design by Josef Mülller-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 in Interdisciplinary Design Programme

Course Title: **Design Project 3: Exhibit Design**

Course Code: **DE1236**

Credits: 3.0

Course Description & Content

The course deals with strategies of designing exhibits starting from a concept through prototype creations and eventually creating a 3D full-scale exhibition design. The process requires students to explore space, architecture, stability of structures, tensile structures, strength building models, lighting technology, materials and processes, digital tools and projection mapping technology in the light of exhibition design. Students would also be introduced to the larger markets and be encouraged to sensitize with the existing languages in exhibition design in local as well as global context.

Learning Outcomes

- Knowledge of architecture and space design strategies and understanding of psychological implications of space on people's minds.
- Knowledge of tensile and stable structures along with the history of such practices across the planet.
- Knowledge of lighting, sensory experience building in keeping with specific themes or segments of exhibitions.
- Knowledge of technology, standard industry practices and learning to use them effectively in context of exhibition design.

References and Readings:

1. Exhibition Design: An Introduction by Philip Hughes
2. Exhibition Design by David Dernie
3. What is Exhibition Design? by Craig Berger, Jan Lorenc, and Lee Skolnick



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

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.

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 in Interdisciplinary Design Programme

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
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BATCH: 2019-2023 (4 YEAR)

B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

SEMESTER - V



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

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 in 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 Centered 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 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.

References and Readings:

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



JK LAKSHMIPAT UNIVERSITY

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B. Des in Interdisciplinary Design Programme

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.

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



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B. Des in Interdisciplinary Design Programme

Course Title: **Workshop Skills: Prototyping**

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.

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 in Interdisciplinary Design Programme

Course Title: **Hardware Prototyping**

Course Code: **A01141**

Credits: 2.0

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.

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



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Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: **Internet of Things**

Course Code: **OT1142**

Credits: 2.0

Course Description & Content

This course will be dealing with the basics of electronics and programming that will give learners the necessary triggers to start creating substantial devices capable of sensing, controlling physical signals, using Arduino and ESP boards. This module will provide basic concepts related to the Internet of Things, discuss statistics about IoT and describe IoT networks types.

Learning Outcomes

- Enables advanced understanding of the concept of IoT
- Exploration supported understanding of various types of IoT devices and touchpoints
- Understanding of the concepts of network, basic systems design, digital autonomous interactions etc.
- Understanding of various network and connection types and how they affect functionality of the IoT environment.

References and Readings:

1. SPEED no limits in the digital era by Aleksander Poniewierski
2. Digital Transformation: Survive and Thrive in an Era of Mass Extinction by Thomas M. Siebel and Audible Studios



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: Design Project 4: Internet of Things (IoT) product

Course Code: DE1243

Credits: 6.0

Course Description & Content:

Design Project 4 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.

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 in Interdisciplinary Design Programme

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.

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



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B. Des in Interdisciplinary Design Programme

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)



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BATCH: 2019-2023 (4 YEAR)

B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

SEMESTER - VI



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

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.

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



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Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: Videography Editing/Documentation Video

Course Code: VI1245

Credits: 9.0

Course Description & Content

The course builds on the learning of videography module in foundation and introduces students further to details of video editing and techniques of documentation via video medium. Students are introduced to 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 a video-based documentation.

Learning Outcomes

- Ability to sensitize with a design context and record it in the language of 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 context of video documentation process.

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



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Institute of Design

B. Des in Interdisciplinary Design Programme

Course Title: **Elective**

Course Code: **ET1446**

Credits: 6.0

Course Description & Content

The Elective 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.



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B. Des in Interdisciplinary Design Programme

Course Title: **Entrepreneurship 2**

Course Code: **EN1247**

Credits: 2.0

Course Description & Content

The course on 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

- Students will learn to conceptualize entrepreneurship as a model of innovation to be practiced in reality, within a specific market/opportunity area.
- Students will be introduced to diverse factors, which relate to an entrepreneurship model
- The risk factors as well as the unique opportunity quotients.
- Step by step journey in an entrepreneurship model, the necessary actions and the fundamentals.
- Knowledge of how innovation and demand can be balanced via an entrepreneurship based model in a particular context.

References and Readings:

1. The Execution Factor: The One Skill That Drives Success by Kim Perell
2. Purple Cow: Transform Your Business by Being Remarkable by Seth Godin
3. When: The Scientific Secrets of Perfect Timing by Daniel H. Pink
4. Principles: Life and Work by Ray Dalio



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B. DES IN INTERDISCIPLINARY DESIGN PROGRAMME

SEMESTER - VII



JK LAKSHMIPAT UNIVERSITY

Institute of Design

B. Des in Interdisciplinary Design Programme

Semester: 7

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.

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



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B. Des in Interdisciplinary Design Programme

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.

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 in Interdisciplinary Design Programme

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.

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



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B. Des in Interdisciplinary Design Programme

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

Course Code: **DE1251**

Credits: 10.0

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.

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



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B. Des in Interdisciplinary Design Programme

Course Title: **Leadership**

Course Code: **LI1252**

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.

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



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Institute of Design

B. Des in Interdisciplinary Design Programme

Semester: 8

Course Title: Graduation Project

Course Code: GP1153

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.