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Shri Vaishnav Institute of Architecture

B. Des in Product Design

SEMESTER V
BDES PD 501 - DESIGN STUDIO - IV

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
				L	T	S		THEORY			PRACTICAL		
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
1	BDES PD 501	STUDIO	DESIGN STUDIO 4	0	0	8	8	0	0	0	200	200	400

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

Student will follow the process based product design. Ability to create innovative single component single feature solution. Exploration of the Industrial Product design like hardware's, electronics etc.

Course Outcomes (COs):

CO 1- Learning on design process along with the understanding on form and its functionality.
CO 2- Ability to create innovative feature solutions, by following the design processes.
CO 3- Exploration of the Industrial Product having single feature as a solution

Syllabus
UNIT – I
DESIGN THINKING- Consolidation of fundamentals of form based design & lateral thinking will be emphasized. Considerable research will be involved to recognize the virtue of design processes. The objectives are to encourage students to extend their viewpoint beyond conventional solutions, to create a deep sense of details and materials.   **24hrs**

UNIT – II
DESIGN RESEARCH -Qualitative and qualitative research methodology, Questionnaire design, validation, repeatability testing, psychophysical scales.
                                                    24hrs

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				L	T	S		THEORY			PRACTICAL		TOTAL
								End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
1	BDES PD 501	STUDIO	DESIGN STUDIO 4	0	0	8	8	0	0	0	200	200	400

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

*Teacher Assessment shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT - III
DESIGN PROCESS- Importance of Human factors in product design; Creative techniques and tools for Concept generation, concept evaluation; Product prototyping/ model making work flow, tools and techniques for model making and prototyping, introduction to prototype driven innovation.   **24hrs**

UNIT – IV
DESIGN TECHNOLOGY -Design technology related to product design.   **24hrs**

UNIT –V
Prototyping using design technology.   **24hrs**

Suggested Book References
1. Laurene Vaughan – Practice based design research

2. Gail Greet Hannah – Elements of Design

3. Dopress Books – Product Sketchbook

4. S.Balaram – Thinking Design

5. Don Norman- The design of Everyday things
6. Roozenburg, N. F., & Eekels, J. (1995). Product design: fundamentals and methods (Vol. 2). John Wiley & Sons Inc.

7. Lidwell, W., Holden, K., & Butler, J.(2010). Universal principles of design

8. Paul Zelanski and Mary Pat Fisher – Design principles and Problems 2 Edition

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BDES PD 502 - NATURE OF MATERIALS AND PROCESSES – II

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
2	BDES PD 502	THEORY+STUDIO	NATURE OF MATERIALS AND PROCESSES-III	2	1	1	4	50	20	30	0	100	200

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

Material and processes in design, unconventional manufacturing. Ability to design products which are seemingly impossible to manufacture using conventional processes

Course Outcomes (COs):

CO 1- Learning on Materials and unconventional manufacturing processes along with machinery involved in it.
CO 2- Learning on manufacturing techniques of various materials and hands on experience on them.
CO 3- Understand the advanced knowledge about manufacturing process and industrial processes from a design perspective.

Syllabus
UNIT – I
Material Deposition Processes Laser Deposition, Micro-Plasma Powder Deposition, Chemical vapor Deposition, Micro Welding, Powder Casting .Metal 3D Printing, Powder Deposition 3D printing;   **12HRS**

UNIT – II
Subtractive Processes Electrochemical machining, Electro-Discharge machining, Ultrasonic Machining, Laser Beam Machining, Water jet machining, Abrasive Jet Machining, Plasma Arc machining   **12HRS**

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								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
2	BDES PD 502	THEORY+STUDIO	NATURE OF MATERIALS AND PROCESSES-III	2	1	1	4	50	20	30	0	100	200

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT – III
Cutting and Removal Water Jet Cutting, Plasma Cutting, Laser Cutting, Electro-Discharge Wire Cutting; Abrasive Jet Cutting , Additive Extrusion Processes Extruded Filament 3D printing, Clay 3D printing, Stereo lithography   **12HRS**

UNIT –IV
Special Purpose Manufacturing processes Rot molding, Layer Compression, Sheet contouring, Friction Welding   **12HRS**

UNIT – V
Surface Treatment Processes Laser Etching, Acid/Base Etching, Electro Chemical Etching, Sand Blast Etching, Ultraviolet Etching, Photochemical Machining Electro Chemical Polishing   **12HRS**

Suggested Book References
1. Vijay K. Jain, Advanced Machining Processes. Allied Publishers, New Delhi, 2007

2. P. C. Pandey and H.S. Shan, Modern Machining Processes, Tata McGraw-Hill, New Delhi, 2007

3. G.F. Benedict, Nontraditional Manufacturing Processes, Marcel Dekker Inc., New York, 1987

4. McGeough, Advanced Methods of Machining, Chapman and Hall, London, 1998

5. Paul De Garmo, J.T. Black, and Ronald A. Kohser, Material and Processes in Manufacturing, Prentice Hall India, 2001

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BDES PD 503 - DIGITAL STUDIO - IV

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
3	BDES PD 503	STUDIO	DIGITAL STUDIO - IV 3D MODELLING	0	0	3	3	0	0	0	75	75	150

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- Introduction to the 3 dimensional transformations of design and rendering software of the product design.

Course Outcomes (COs):

CO1- Learning of Advance 3D surfacing software- 3Ds Max and Grasshopper; surfacing features and Rendering.
CO2- To enable the student to understand the applications of the software and graphic system.
CO3- Learning 3D surfacing software with various rendering techniques

Syllabus
UNIT – I
Introduction to 3Ds Max and its interface. Learn about its tools and Techniques
9HRS

UNIT – II
Create basic 3D model by using basic tools of the software **9HRS**

UNIT – III
Rendering in interface of 3Ds Max **9HRS**

UNIT – IV
Introduction to Grasshopper and its interface. Learn about its tools and Techniques
9HRS

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Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
3	BDES PD 503	STUDIO	DIGITAL STUDIO - IV 3D MODELLING	0	0	3	3	0	0	0	75	75	150

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT – V

Start creating models on Grasshopper with the different types of rendering **9HRS**

Suggested Book References

1. 1.Shunryū Suzuki, *Zen Mind, Beginners Mind*.
2. 2.Jef Raskin, *The Humane Interface*
3. Robert H. McKim, Experiences in Visual Thinking

BDES PD 504 - PRODUCT BRANDING AND IDENTITY

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
4	BDES PD 504	THEORY	PRODUCT BRANDING AND IDENTITY	1	1	0	2	50	20	30	0	0	100

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- Introduction to brand identity, brand value. About product identity and its importance many more aspects of branding and its elements

Course Outcomes (COs):

CO1- In this student will learn about the product branding and identity to set up in market.

CO2- Understanding of why organizations invest in maintaining their identity.

CO3- Knowledge of Branding and Identity and how they implies in design process

Syllabus
UNIT – I
What is brand identity, importance of it? Product identity   **9HRS**

UNIT – II
How to design brand identity and features of it   **9HRS**

UNIT – III
Aesthetic Experience Modes of Aesthetic Experience; Basics of Aesthetic values; Aesthetics of Thinking and Creativity;Taste and Aesthetes; Aesthetics of Symbols;
9HRS

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Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
4	BDES PD 504	THEORY	PRODUCT BRANDING AND IDENTITY	1	1	0	2	50	20	30	0	0	100

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

*__Teacher Assessment__ shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT – IV

Branding and Identity History of branding; structure of a Brand; Brand language; Logos; Copywriting; Typeface; Brand Placement; Brand Guidelines; Structure of Identity; Visual Abstraction; Metaphors; Communication; Representativeness; Evolution;   **9HRS**

UNIT – V

Case Study   **9HRS**

Suggested Book references-

1. Paul M., Visual Communication: Images with Messages, 2006

2. Ralf E. Wileman, Visual Communication

3. David Sless, Learning & Visual Communication

4. Friedrich O. Huck and Carl L. Fales, The Digital Evolution: Visual Communication in the electronic age

5. Zia-Ur-Rehman, Visual Communication an Information Theory Approach

6. Margaret Mark, Carol Pearson, the Hero and the Outlaw: Building Extraordinary Brands through the Power of Archetypes, McGraw Hill, 2001

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BDES PD 505 - DESIGN MANAGEMENT-2

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
5	BDES PD 505	THEORY	DESIGN MANAGEMENT 2- IPR	1	1	0	2	50	20	30	0	0	100

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- Insight into the context that businesses and organizations operate in, how they view and use design, and their relationship with designers. Examine the roles of design and innovation in achieving organizational objectives.

Course Outcomes (COs):

CO 1-Skills, knowledge and learning style evaluation, personal goal setting and professional development planning.

CO 2-To bring together the languages of design and business, it considers organizational objectives, how design and innovation deliver value and return on investment is evaluated.

CO 3-Understanding Intellectual Property Rights and its types

Syllabus

UNIT – I
Basics of Intellectual Property, Product differentiation and identity   **6HRS**

UNIT – II
Patent laws, Structure of a Patent Application   **6HRS**

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								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
5	BDES PD 505	THEORY	DESIGN MANAGEMENT 2- IPR	1	1	0	2	50	20	30	0	0	100

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;

*__Teacher Assessment__ shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT – III
Copyright—Is it right to copy, Design Rights   **6HRS**

UNIT – IV
Trademarks and India Design Act   **6HRS**

UNIT – V
Global and local frameworks of securing Intellectual Property Rights; indigenous intellectual property. IP for Business—A profit making asset class: Indian laws and International laws and their enforcement mechanism   **6HRS**

Suggested Book References-

1. Best, K. (2006). Design management: managing design strategy, process and implementation. AVA publishing Cooper, R., Junginger, S., & Lockwood, T. (Eds.). (2013).

2. The handbook of design management. A&C Black Martin, R. L. (2009). The design of business: Why design thinking is the next competitive advantage. Harvard Business Press.

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BDES PD 506 - ELECTIVE - III

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					TOTAL MARKS
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
6	BDES PD 506	LAB	ELECTIVE - III	0	0	2	2	0	0	0	50	50	100

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1- The students have to choose one elective in this semester to detail out.
A separate report to be submitted for the elective.

Course Outcomes (COs):

CO 1- At the end of the course, students will be able to overall nurturing of the student with issues in practice and field outside
CO 2- Understand better grooming than just books and theories.
CO 3- Analyze and research on the selected topics

1. **Frugal Innovation**
2. **Mobility and Vehicle Design**

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BDES PD 507 - CREATIVE NARRATION

Sr. No.	Course Code	Course Typology	Course Name	TEACHING SCHEME/WEEK			CREDITS	EXAMINATION SCHEME					MARKS TOTAL
								THEORY			PRACTICAL		
				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	
7	BDES PD 507	LAB	CREATIVE WRITING (ENGLISH)	0	0	3	3	0	0	0	75	75	150

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical;   **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

Course Educational Objectives (CEOs):

CEO 1-Students will learn creative writing for their design.

Course Outcomes (COs):

CO 1- Understanding on Story making, narration of concept. Incorporating them in a design processes
CO 2- Ability to comprehend and draft user stories.
CO 3- Ability to document user experience in a retainable form.

Syllabus

UNIT – I
Story -Story, narrative and meaning making, metaphors
Objective -Premise and problem statement, Context   **6HRS**

UNIT – ll
Protagonist
Characters and personas, examples of Don Quixote, Karna   **6HRS**

UNIT – III
Chain of Events. Plot and Scenarios   **6HRS**

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				L	T	S		End Sem University Exam (50% or 40%)	Two Term Exam (20%)	Teachers Assessment* (20%or 30%)	End Sem University Exam (50%)	Teachers Assessment* (50%)	TOTAL
7	BDES PD 507	LAB	CREATIVE WRITING (ENGLISH)	0	0	3	3	0	0	0	75	75	150

Legends: **L** - Lecture; **T** - Tutorial/Teacher Guided Student Activity; **P** – Practical; **C** - Credit;

***Teacher Assessment** shall be based following components: Quiz/Assignment/ Project/Participation in Class, given that no component shall exceed more than 10 marks.

UNIT – IV
Dynamics
Relationship between problems, need and conflict, rationalization of need, rationalization of conflict   **6HRS**

UNIT – V
Closure
Conflict, Action and Resolution

REFERENCES:

1. Mike Korolenko and Bruce Wolcott, Storytelling and Design: Media Literacy for the Digital Age, Pearson Learning Solutions, 2005

2. Marie-Laure Ryan (editor), Narrative across Media: The Languages of Storytelling, University of Nebraska Press, 2004

3. Kristin M. Langellier and Eric E. Peterson, Storytelling In Daily Life: Performing Narrative, Temple University Press, 2004

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