



# Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

## Shri Vaishnav institute of Architecture

### Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

#### B.Des. Product Design

#### BDNP 501- DESIGN STUDIO 3

COURSE CODE	Course Typolog y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 501	STUDIO	DESIGN STUDIO 3	0	0	0	240	160	0	0	8	8

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**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

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#### 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**

**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**

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

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

#### 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
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#### B.Des. Product Design

#### BDNP 502- NATURE OF MATERIAL AND PROCESSES - II

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			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 502	STUDIO + THEORY	NATURE OF MATERIAL AND PROCESSES - II	60	20	20	0	100	2	1	1	4

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**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.

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**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**

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

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**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**

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

#### 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 McGrawHill, 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
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
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#### B.Des. Product Design

#### BDNP 503- DIGITAL STUDIO 3

COURSE CODE	Course Typolog y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 503	STUDIO	DIGITAL STUDIO 3	0	0	0	0	150	0	0	3	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

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

#### Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**CO 1-** Learning of Advance 3D surfacing software- 3Ds Max and Grasshopper; surfacing features and Rendering.

**CO 2-** To enable the student to understand the applications of the software and graphic system

**CO 3-** - Learning 3D surfacing software with various rendering techniques

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## Shri Vaishnav institute of Architecture

### Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

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			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 503	STUDIO	DIGITAL STUDIO 3	0	0	0	0	150	0	0	3	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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.

#### 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**

**UNIT –V** Start creating models on Grasshopper with the different types of rendering **9hrs**

#### References:

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

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### Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

#### B.Des. Product Design

#### **BDNP 504- PRODUCT BRAND AND IDENTITY**

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 504	THEORY	PRODUCT BRAND AND IDENTITY	60	20	20	0	0	1	1	0	2

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):**

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

#### **Course Outcomes (COs):**

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**CO 1-** - In this student will learn about the product branding and identity to set up in market.

**CO 2-** Understanding of why organizations invest in maintaining their identity.

**CO 3-** - Knowledge of Branding and Identity and how they implies in design process

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#### **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**

**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**

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#### REFERENCE

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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## Shri Vaishnav institute of Architecture

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#### BDNP 505- DESIGN MANAGEMENT - 2

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BDNP 505	THEORY	DESIGN MANAGEMENT – 2 IPR	60	20	20	0	0	1	1	0	2

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

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#### Course Educational Objectives (CEOs):

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):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**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

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#### Syllabus

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

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

**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**

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#### B.Des. Product Design

#### BDNP 505- DESIGN MANAGEMENT - 2

COURSE CODE	Course Typolog y	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 505	THEOR Y	DESIGN MANAGEMENT – 2 IPR	60	20	20	0	0	1	1	0	2

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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.

#### REFERENCE

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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## Shri Vaishnav institute of Architecture

### Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

#### B.Des. Product Design

#### BDNP 506- ELECTIVE III

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 506	STUDIO	ELECTIVE III	0	0	0	60	40	0	0	2	2

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

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):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**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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## Shri Vaishnav institute of Architecture

### Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

#### B.Des. Product Design

#### BDNP 507- CREATIVE WRITING

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME								
			THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP 507	STUDIO	CREATIVE WRITING	0	0	0	0	150	0	0	3	3

**Legends:** L - Lecture; T - Tutorial/Teacher Guided Student Activity; S – Studio ; 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):

Students will learn creative writing for their design

#### Course Outcomes (COs):

After completion of this course the students are expected to be able to demonstrate following knowledge, skills and attitudes.

**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.

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BDNP 507	STUDIO	CREATIVE WRITING	0	0	0	0	150	0	0	3	3

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

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#### Syllabus

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

**UNIT – II** Protagonist Characters and personas, examples of Don Quixote, Karna **6hrs**

**UNIT - III** Chain of Events. Plot and Scenarios **6hrs**

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

**UNIT –V** Closure Conflict, Action and Resolution **6hrs**

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BDNP 507	STUDIO	CREATIVE WRITING	0	0	0	0	150	0	0	3	3

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

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#### REFERENCE

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

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