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 – 601 – DESIGN STUDIO - 4

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 601	STUDIO	DESIGN STUDIO - 4	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. Develop a range of products.

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 designed range of products by following the design processes.

CO 3- Understanding on how range is created of product having same category

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore
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Choice Based Credit System (CBCS) Scheme in the light of NEP-2020
B.Des. Product Design

BDNP – 601 – DESIGN STUDIO - 4

COURSE CODE	Course Typology	COURSE NAME	THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 601	STUDIO	**DESIGN STUDIO - 4**	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.

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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B.Des. Product Design

BDNP – 601 – DESIGN STUDIO - 4

COURSE CODE	Course Typology	COURSE NAME	THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 601	STUDIO	DESIGN STUDIO - 4	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

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. Dopress Books – Product Sketchbook
3. S.Balaram – Thinking Design
4. Don Norman- The design of Everyday things
5. Roozenburg, N. F., & Eekels, J. (1995). Product design
6. Lidwell, W., Holden, K., & Butler, J.(2010). Universal principles of design, revised and updated
7. Paul Zelanski and Mary Pat Fisher – Design principles

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

B.Des. Product Design

BDNP – 602 CRAFT BASED DESIGN PROJECT AND PROTOTYPING

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 602	STUDIO	CRAFT BASED DESIGN PROJECT AND PROTOTYPING	0	0	0	140	60	0	0	4	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):

Indigenous crafts offer a phenomenal base for drawing inspiration and developing culturally relevant designs in a contemporary context.

Course Outcomes (COs):

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

CO 1- To establish an understanding of our rich culture, heritage and traditions

CO 2- This course aims to develop an understanding and appreciation for India's rich cultural heritage and vast repertoire of craft traditions to a designer who may choose to function as a design professional in the craft sector.

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B.Des. Product Design

BDNP – 602 CRAFT BASED DESIGN PROJECT AND PROTOTYPING

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 602	STUDIO	CRAFT BASED DESIGN PROJECT AND PROTOTYPING	0	0	0	140	60	0	0	4	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.

CO 3- Analyze the socio-cultural economic influences on the craft, traditional methods of designing and production, use of indigenous materials and use of local technology, market linkages, external influences, etc.

Syllabus
UNIT – I To establish an appreciation and understanding of our rich culture, heritage and vast vocabulary of craft techniques. To expose the students to the gamut of contextually responsive space design of a community, craft activity and the role of design there of.   **12HRS**

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B.Des. Product Design

BDNP – 602 CRAFT BASED DESIGN PROJECT AND PROTOTYPING

COURSE CODE	Course Typology	COURSE NAME	THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 602	STUDIO	CRAFT BASED DESIGN PROJECT AND PROTOTYPING	0	0	0	140	60	0	0	4	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.

UNIT – II To evaluate the possibility of extending the traditional material, construction techniques and craft techniques to contemporary application. To equip the students to undertake field research using suitable research tools wherein they directly interact with communities, artisans and skilled craftsman to collect analyze and record data   **12HRS**

UNIT - III The course primarily focuses on an in-depth study, research and documentation of a particular context, craft community and craft : keeping in view various aspects such as the evolution of the craft, communities engaged in practicing the craft, socio-cultural economic influences on the craft, traditional methods of designing and production, use of indigenous materials and use of local technology, market linkages, external influences, etc   **12HRS**

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BDNP – 602 CRAFT BASED DESIGN PROJECT AND PROTOTYPING

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 - 602	STUDIO	CRAFT BASED DESIGN PROJECT AND PROTOTYPING	0	0	0	140	60	0	0	4	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.

UNIT – IV The students are required to spend a part of their project time on field interacting directly with practitioners of the selected craft. They collect and analyze the data using multiple tools in written and visual form. This is recorded by the students in form of a document wherein the students are also encouraged to present their individual insights, findings, and suggestions   **12HRS**

UNIT –V Prototyping   **12HRS**

References: *No references as this is region based project

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

B.Des. Product Design

BDNP – 603 – FORMS IN FOUR DIMENSIONS

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 603	STUDIO	FORMS IN FOUR DIMENSIONS	0	0	0	140	60	0	0	4	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):

To explore and understand the various principles of design and their transformation of 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- Ability to control surfaces of objects created from imagination.

CO 2- Understanding of evolution of shapes and forms .

CO 3- Function oriented look at product aesthetics Applying Logic and mathematics to generate volumes

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 – 603 – FORMS IN FOUR DIMENSIONS

COURSE CODE	Course Typology	COURSE NAME	THEORY			STUDIO		L	T	S	CREDITS
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 603	STUDIO	FORMS IN FOUR DIMENSIONS	0	0	0	140	60	0	0	4	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.

Syllabus

UNIT – I Projection and Transition Movement of Light around a Form, Movement in time and space. Movement of Space around a Form   **12HRS**

UNIT – II Kinematic Structures, Mechanisms, spontaneous, automatic and reactive dynamic forms   **12HRS**

UNIT - III Transformation Fluid Forms, Semi Fluid Forms, Semi Solid Forms
                    12HRS

UNIT – IV Evolution Feature based evolution; Content based evolution; Environment Based Evolution   **12HRS**

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

B.Des. Product Design

BDNP – 603 – FORMS IN FOUR DIMENSIONS

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 603	STUDIO	FORMS IN FOUR DIMENSIONS	0	0	0	140	60	0	0	4	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.

UNIT –V Union and Separation Merger, Conformity, Subtraction, Division Union and Separation Merger, Conformity, Subtraction, Division. Union and Separation Merger, Conformity, Subtraction, Division   **12HRS**

References:
1. 1.Ellen Lupton, Jennifer Tobias, Alicia Imperiale, Grace Jeffers and Randi Mates, Skin: Surface, Substance, and Design
2. Princeton Architectural Press, 2002
3. Li: Dynamic Form in Nature, Wooden Books, 2007
4. Lung-Wen Tsai, Mechanism Design: Enumeration of Kinematic Structures According to Function, CRC Press, 2001

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

B.Des. Product Design

BDNP – 604 – PACKAGING DESIGN

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 604	STUDIO	PACKAGING DESIGN	60	20	20	0	100	1	0	3	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):

To introduce students to the field of packaging design and make them understand design process, structural possibilities and material used in packaging through hands on assignments

Course Outcomes (COs):

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

CO 1- To understand that packaging has a crucial role to attract consumer, force them to choose the product and act as a brand communication vehicle.

CO 2- It will also help students to understand the effect on consumer's perception about products and brands through structural packaging.

Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore

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

B.Des. Product Design

BDNP – 604 – PACKAGING DESIGN

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 604	STUDIO	PACKAGING DESIGN	60	20	20	0	100	1	0	3	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.

CO 3- Understanding on different types of Material used in packaging through hands on assignments

Syllabus

UNIT – I Introduction to different kinds of packaging material; Studying about requirements of different products; Exposure of products, services and packaging in stores and similar environments   **12HRS**

UNIT – II CASE STUDIES- Studying a variety of packaging case studies for different brands, materials used; studying the sustainability aspect; understanding the feasibility; Deconstructing and studying packaging of different brands (2-5 brands can be taken in consideration); Elaborating the study on any of the selected brands.   **12HRS**

<table>
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<tr><td>Boards of Studies</td><td>Faculties of Studies</td><td></td><td></td><td></td></tr>
<tr><td>Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore</td><td>Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore</td><td>Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore</td><td>Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore</td><td>Shri Vaishnav Vidyapeeth Vishwavidyalaya, Indore</td></tr>
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Choice Based Credit System (CBCS) Scheme in the light of NEP-2020

B.Des. Product Design

BDNP – 604 – PACKAGING DESIGN

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 604	STUDIO	PACKAGING DESIGN	60	20	20	0	100	1	0	3	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.

UNIT - III PROJECT SELECTION- Selection of product for packaging development; Researching about the current packaging available; constraints and positive aspects; understanding, target audience, budget, branding   **12HRS**

UNIT – IV PROJECT DEVELOPMENT- Developing a packaging for the selected product; incorporating improvements that can be worked upon after the research work
                                                                                                    12HRS

UNIT –V FINAL PACKAGING AND ITS BRANDING- Working on the branding aspect of the packaging that has been developed   **12HRS**

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B.Des. Product Design

BDNP – 604 – PACKAGING DESIGN

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 604	STUDIO	PACKAGING DESIGN	60	20	20	0	100	1	0	3	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.

References:

1. 1.Marianne R. Klimchuk, Sandra A. Krasovec, Packaging Essentials: 100 Design Principles for Creating Packages (Design Essentials), Rockport Publishers; 1 edition, June 1, 2010
2. Paul Jackson, Structural Packaging: Design your own Boxes and 3D Forms (Paper engineering for designers and students), Laurence King Publishing, 2012 Faculty of Architecture and Planning, Integral University, Lucknow
3. Giles Calver, What Is Packaging Design? (Essential Design Handbooks), Rotovision, 2007
4. Peng Chong (Editor), Interactive Packaging Design, Design Media Publishing Ltd, 2018
5. Pentawards (Editor), The Package Design Book 2 (VARIA), TASCHEN; Mul edition, 2013
6. Tony Ibbotson, Peng Chong, Eco Packaging Now , Images Publishing Dist Ac, 2016

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B.Des. Product Design

BDNP – 605 – DISSERTATION

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 605	STUDIO	DISSERTATION	0	0	0	40	60	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):

The dissertation provides a forum for discussion of issues relating to design concerns, design philosophy, design need or any other design related areas.

Course Outcomes (COs):

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

CO 1- To strengthen the students' ability to undertake self-initiated research or acquire particular competence.

CO 2- To explore and reflect the students' perception and understanding of the chosen area through facts, case study, field research.

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B.Des. Product Design

BDNP – 605 – DISSERTATION

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 605	STUDIO	DISSERTATION	0	0	0	40	60	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.

CO 3- Understanding on methodology of research , nature of research , various Stages of research, design and research methodology Techniques of data collection in different stages ,research reporting techniques, structure of a report , Writing skills, presentation skills. Standards for Use of primary and secondary references, bibliography, notation, cross references etc Nature of an undergraduate thesis, its structure and other requirements.

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B.Des. Product Design

BDNP – 606 – INDUSTRIAL SITE VISIT

COURSE CODE	Course Typology	COURSE NAME	TEACHING & EVALUATION SCHEME					L	T	S	CREDITS
			THEORY			STUDIO					
			END SEM University Exam	Two Term Exam	Teachers Assessment*	END SEM University Exam	Teachers Assessment*				
BDNP - 606	STUDIO	INDUSTRIAL SITE VISIT	0	0	0	0	100	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):

Industrial visit will be conducted for students, to have in-depth knowledge on how industry works.

GUIDELINES

• A tour report of A-3 size sheets with proper sketches, photographs, and theory documentation of the topic.
• Videos or any other supporting documentation can also be a part of submission as per the requirement.

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