



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 – 401 N DESIGN STUDIO - III

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|---------------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 401 N | STUDIO | DESIGN STUDIO - III | 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):

| | |
|--------------|--|
| CEO 1 | Develop innovative product design solutions that meet user needs and market demands. Apply design thinking principles and methodologies to complex design problems |
|--------------|--|

Course Outcomes (COs):

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

| | |
|--------------|---|
| CO- 1 | Design innovative single-component products that demonstrate creativity, functionality, and usability |
| CO- 2 | Apply design principles, such as aesthetics, ergonomics, and sustainability, to product design |
| CO- 3 | Develop and present design concepts, prototypes, and specifications to stakeholders. |

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| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 401 N | STUDIO | DESIGN STUDIO - III | 0 | 0 | 0 | 240 | 160 | 0 | 0 | 8 | 8 |

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

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Syllabus

| UNIT 1 | DESIGN THINKING AND PROBLEM DEFINATION | 24 HRS |
|--------|---|--------|
| | <ul style="list-style-type: none"> - Introduction to design thinking and problem definition - Understanding user needs and market demands - Defining design problems and opportunities | |
| UNIT 2 | IDEATION AND CONCEPT DEVELOPMENT | 24 HRS |
| | <ul style="list-style-type: none"> - Introduction to ideation techniques and concept development - Generating and evaluating design concepts - Developing design briefs and specifications | |
| UNIT 3 | ERGONOMICS AND AESTHETICS | 24 HRS |
| | <ul style="list-style-type: none"> - Understanding how to combine ergonomics and aesthetics to create user-centered and visually appealing designs - Applying ergo-aesthetic principles to product design | |

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| | | | END SEM University Exam | Two Term Exam | Teachers Assessment* | END SEM University Exam | Teachers Assessment* | | | | |
| BDNP – 401 N | STUDIO | DESIGN STUDIO - III | 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 4 | FORM DEVELOPMENT | 24 HRS |
| | <ul style="list-style-type: none"> - Applying innovative single component design principles to a product design project - Creating a design concept and prototype - Presenting design concept and prototype | |
| UNIT 5 | DESIGN COMMUNICATION | 24 HRS |
| | <ul style="list-style-type: none"> - Introduction to design communication - Understanding design presentation techniques - Creating effective design presentations | |

REFERENCES:

- "Design Thinking" by Nigel Cross
- "The Design of Everyday Things" by Don Norman
- "Product Design" by Jonathan Feinberg
- "Designing for Emotion" by Aarron Walter
- "Sustainable Design: A Critical Guide" by Stuart Walker

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

B.Des. Product Design

BDNP – 402 N MATERIAL & PROCESSES - III

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|------------------|----------------------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 402 N | STUDIO + THERO Y | MATERIAL & PROCESSES - III | 60 | 20 | 20 | 0 | 50 | 2 | 0 | 2 | 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):

| | |
|--------------|--|
| CEO 1 | Identify and describe the properties of tensile materials. Explain the applications of tensile materials in product design. Assess the suitability of materials and processes for product design considering factors such as sustainability, manufacturability, and user experience. |
|--------------|--|

Course Outcomes (COs):

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

| | |
|--------------|---|
| CO- 1 | Identify and Describe the Properties of Materials |
| CO- 2 | Explain the Principles of Material Selection for Product Design |
| CO- 3 | Compare and Contrast Different Manufacturing Processes for Product Design |

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| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|------------------|----------------------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 402 N | STUDIO + THERO Y | MATERIAL & PROCESSES - III | 60 | 20 | 20 | 0 | 50 | 2 | 0 | 2 | 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 1 | INTRODUCTION | 12HRS |
| | - Overview of materials and processes in product design. - Properties and applications of tensile materials | |
| UNIT 2 | METALS AND ALLOYS | 12 HRS |
| | - Properties and applications of metals (e.g., strength, ductility, corrosion resistance) - Introduction to metal alloys and their applications. | |
| UNIT 3 | POLYMERS AND COMPOSITES | 12 HRS |
| | - Properties and applications of polymers (e.g., plastics, elastomers) - Introduction to composite materials and their applications | |

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|--------------|------------------|----------------------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 402 N | STUDIO + THERO Y | MATERIAL & PROCESSES - III | 60 | 20 | 20 | 0 | 50 | 2 | 0 | 2 | 4 |

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

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| | | |
|---------------|---|---------------|
| UNIT 4 | MANUFACTURING PROCESSES | 12 HRS |
| | <ul style="list-style-type: none"> - Principles of different manufacturing processes (e.g. machining, 3D printing) - Comparison of advantages and disadvantages of different manufacturing processes | |
| UNIT 5 | DETAILING OF DESIGN | 12 HRS |
| | <ul style="list-style-type: none"> - Factors influencing material selection for product design (e.g., sustainability, manufacturability, user experience) - Case studies of material selection for product design | |

References:

- "Materials: Engineering, Science, Processing and Design" by Michael Ashby and David Jones
- "Product Design and Development" by Karl T. Ulrich and Steven D. Eppinger
- "Materials Selection in Mechanical Design" by Michael F. Ashby

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BDNP – 403 N DIGITAL STUDIO - III

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|----------------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 403 N | LAB | DIGITAL STUDIO - III | 0 | 0 | 0 | 60 | 40 | 0 | 2 | 2 | 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):

| | |
|-------|---|
| CEO 1 | Understand the fundamentals of digital design tools and techniques, with a focus on Grasshopper/Rhino. Students will learn to create complex shapes and forms, and develop skills in parametric design, scripting, and visualization. |
|-------|---|

Course Outcomes (COs):

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

| | |
|-------|--|
| CO- 1 | Understand the Basics of Grasshopper/Rhino |
| CO- 2 | Apply Parametric Design Techniques to Product Design |
| CO- 3 | Develop Skills in Visualization and Rendering |

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| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 403 N | LAB | DIGITAL STUDIO - III | 0 | 0 | 0 | 60 | 40 | 0 | 2 | 2 | 4 |

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

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Syllabus

| | | |
|---------------|---|--------------|
| UNIT 1 | INTRODUCTION TO GRASSHOPPER/ RHINO | 6 HRS |
| | - Overview of Grasshopper/Rhino and their application in product design - Basic tools and interface of Grasshopper/Rhino | |
| UNIT 2 | PARAMETRIC DESIGN PRINCIPLES | 6 HRS |
| | - Understanding parametric design and its application in product design - Creating complex shapes and forms using parametric design techniques | |
| UNIT 3 | SCRIPTING AND VISUALIZATION TECHNIQUES | 6 HRS |
| | - Applying scripting and visualization techniques to enhance design output - Developing skills in creating digital prototypes of products | |
| UNIT 4 | DIGITAL PROTOTYPING AND VISUALIZATION | 6 HRS |
| | - Creating digital prototypes of products using Grasshopper/Rhino - Applying materials, textures, and lighting to enhance visualization | |

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| BDNP – 403 N | LAB | DIGITAL STUDIO - III | 0 | 0 | 0 | 60 | 40 | 0 | 2 | 2 | 4 |

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

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| UNIT 5 | RENDERING AND ANIMATION TECHNIQUES | 6 HRS |
|--------|--|-------|
| | - Developing skills in rendering and animation for design communication - Creating high-quality images and animations for design presentation | |

References:

- "Grasshopper Primer" by Andrew Payne
- "Rhino 6 for Windows and Mac" by Robert McNeel & Associates
- "Parametric Design with Grasshopper" by Arthur Mamou-Mani
- "Digital Design and Manufacturing" by David Rosen
- "Product Design and Development" by Karl T. Ulrich and Steven D. Eppinger

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

B.Des. Product Design

BDNP – 404 N USER PSYCHOLOGY

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|-----------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 404 N | THEORY | USER PSYCHOLOGY | 60 | 20 | 20 | 0 | 0 | 3 | 0 | 0 | 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):

| | |
|-------|---|
| CEO 1 | Analyze the Psychological Factors Influencing User Behavior and applying User-Centered Design Principles to 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 | Understand the Theories of Human Behavior and Motivation. |
| CO- 2 | Analyze the Role of Emotions in User Experience |
| CO- 3 | Understand the Principles of Human-Centered Design |

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BDNP – 404 N USER PSYCHOLOGY

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|--------------|-----------------|-----------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 404 N | THEOR Y | USER PSYCHOLOGY | 60 | 20 | 20 | 0 | 0 | 3 | 0 | 0 | 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 1 | INTRODUCTION TO USER PSYCHOLOGY AND PRODUCT DESIGN | 9 HRS |
| | - Overview of user psychology and its importance in product design - Introduction to the major theories of human behavior and motivation | |
| UNIT 2 | THEORIES OF HUMAN BEHAVIOUR | 9 HRS |
| | - In-depth analysis of the major theories of human behavior and motivation - Implications of these theories for product design. | |
| UNIT 3 | EMOTIONAL DESIGN AND USER EXPERIENCE | 9 HRS |
| | - The role of emotions in user experience and decision-making - Emotional design principles and their application in product design | |
| UNIT 4 | HUMAN-CENTERED DESIGN PRINCIPLES | 9 HRS |
| | - Principles of human-centered design and its application in product design - Case studies of successful human-centered design in product design | |

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|-----------------|--------------------|-----------------|-------------------------------|------------------|-----------------------------|-------------------------------|-----------------------------|---|---|---|-------------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 404 N | THEOR Y | USER PSYCHOLOGY | 60 | 20 | 20 | 0 | 0 | 3 | 0 | 0 | 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.

| UNIT 5 | USER-CENTERED DESIGN AND PRODUCT DEVELOPMENT | 9 HRS |
|--------|---|-------|
| | - The role of user-centered design in product development - Case studies of successful user-centered design in product development | |

References:

- "The Design of Everyday Things" by Don Norman
- "Emotional Design: Why We Love (or Hate) Everyday Things" by Don Norman
- "Human-Centered Design" by IDEO
- "The Psychology of Everyday Things" by Don Norman
- "User Experience (UX) Design" by Jesse James Garrett

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B.Des. Product Design

BDNP – 405 N BRAND IDENTITY

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|----------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 405 N | STUDIO | BRAND IDENTITY | 60 | 20 | 20 | 60 | 40 | 2 | 0 | 2 | 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):

| | |
|-------|--|
| CEO 1 | Understand the principles of brand identity and its importance in product design. Analyze successful brand identities and their application in product design. Create effective brand identities that communicate a product's values, personality, and unique selling proposition. |
|-------|--|

Course Outcomes (COs):

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

| | |
|-------|---|
| CO- 1 | Understand the Principles of Branding and Identity |
| CO- 2 | Analyze Visual Identity Systems |
| CO- 3 | Apply Brand Identity Principles to Packaging Design for innovation to solve problems. |

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B.Des. Product Design

BDNP – 405 N BRAND IDENTITY

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|----------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 405 N | STUDIO | BRAND IDENTITY | 60 | 20 | 20 | 60 | 40 | 2 | 0 | 2 | 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 1 | INTRODUCTION TO BRAND IDENTITY AND PRODUCT DESIGN | 24 HRS |
| | - Overview of brand identity and its importance in product design - Principles of branding and identity | |
| UNIT 2 | BRAND POSITIONING, PERSONALITY, AND MESSAGING | 24 HRS |
| | - Understanding brand positioning, personality, and messaging - Analyzing successful branding strategies | |
| UNIT 3 | VISUAL IDENTITY SYSTEMS | 24 HRS |
| | - Components of visual identity systems (e.g., logos, typography, color) - Analyzing successful visual identity systems | |
| UNIT 4 | APPLYING BRAND IDENTITY PRINCIPLES TO PACKAGING AND PRODUCT DESIGN | 24HRS |
| | - Applying brand identity principles to packaging and product design - Analyzing brand identity influences packaging and product design decisions | |

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| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
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| BDNP – 405 N | STUDIO | BRAND IDENTITY | 60 | 20 | 20 | 60 | 40 | 2 | 0 | 2 | 4 |

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| UNIT 5 | BRAND IDENTITY STUDIO PROJECT | 24HRS |
|--------|---|-------|
| | - Creating a comprehensive brand identity system for a product or service - Applying brand identity principles to packaging and product design | |

References:

- "Designing Brands" by Sangallis
- "Brand Identity Essentials" by Kevin Budelmann
- "Logo Design Love" by David Airey
- "Packaging Design" by Gestalten
- "Product Design" by Jonathan Ive

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B.Des. Product Design

BDNP – 406 N ELECTIVES (PRODUCT PHOTOGRAPHY)

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|-------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 406 N | STUDIO | ELECTIVES | 0 | 0 | 0 | 0 | 50 | 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):

| | |
|-------|---|
| CEO 1 | This elective course focuses on the principles and techniques of product photography, emphasizing the importance of visual communication in product design. Students will learn to create high-quality product images that showcase a product's features, benefits, and brand identity. |
|-------|---|

Course Outcomes (COs):

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

| | |
|-------|---|
| CO- 1 | Understand the Importance of Visual Communication in Product Design |
| CO- 2 | Develop Skills in Studio Photography and Lighting |
| CO- 3 | Apply Post-Processing Techniques to Enhance Product Images |

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B.Des. Product Design

BDNP – 406 N ELECTIVES (PRODUCT DESIGN DOCUMENTATION)

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|-------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 406 N | STUDIO | ELECTIVES | 0 | 0 | 0 | 0 | 50 | 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):

| | |
|-------|--|
| CEO 1 | This elective course focuses on the principles and practices of creating effective design documentation. Students will learn to communicate design intent, specifications, and manufacturing requirements through clear and concise documentation. |
|-------|--|

Course Outcomes (COs):

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

| | |
|-------|--|
| CO- 1 | Understand the Importance of Documentation in Design |
| CO- 2 | Develop Skills in Creating Design Briefs and Concept Sketches |
| CO- 3 | Apply Documentation Best Practices for Design Portfolios and Presentations |

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B.Des. Product Design

BDNP – 406 N ELECTIVES (DESIGN AND STORYTELLING)

| COURSE CODE | Course Typology | COURSE NAME | TEACHING & EVALUATION SCHEME | | | | | | | | |
|--------------|-----------------|-------------|------------------------------|---------------|-----------------------|-------------------------|-----------------------|---|---|---|----------|
| | | | THEORY | | | STUDIO | | L | T | S | CREDIT S |
| | | | END SEM University Exam | Two Term Exam | Teachers Assessment * | END SEM University Exam | Teachers Assessment * | | | | |
| BDNP – 406 N | STUDIO | ELECTIVES | 0 | 0 | 0 | 0 | 50 | 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):

| | |
|--------------|--|
| CEO 1 | This elective course explores the intersection of design and storytelling, focusing on the ways in which designers can use narrative techniques to create compelling and meaningful products and experiences. Students will learn to craft stories that bring design concepts to life and communicate design intent to various stakeholders. |
|--------------|--|

Course Outcomes (COs):

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

| | |
|--------------|--|
| CO- 1 | Develop Storytelling Skills for Design Communication |
| CO- 2 | Apply Narrative Techniques to Design Projects |
| CO- 3 | Develop Skills in Visual Storytelling for Design |

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