

**Programme Handbook  
B.Des User Experience Design  
School of Design  
Sushant University**

**(\*Applicable to students admitted in the academic  
year 2023- 2024)**

# Programme Handbook - Bachelor of Design – UX Design (B.Des UX)

## PRELIMINARY DEFINITIONS AND NOMENCLATURE

In this document, unless the context otherwise requires:

1. **“Programme”** means Degree Programme, that is Bachelor of Design, Degree Programme (B.Des)
2. **“Discipline”** means specialization or branch of Bachelor of Design, Degree Programme (B.Des), like Interior Architecture, Interior Design, Product Design, etc.
3. **“Course”** means a theory or practical subject that is normally studied in a semester, like Principles of design.
4. **“Director, Academic Affairs”** means the authority of the University who is responsible for all academic activities of the Academic Programmes for implementation of relevant rules of this Regulations pertaining to the Academic Programmes.
5. **“Dean/Director”** means head of the School concerned.
6. **“PD”** means Programme Director of the respective programme of the School concerned.
7. **“Controller of Examinations (COE)”** means the authority of the University who is responsible for all activities of the University Examinations.
8. **“SU/ University”** means Sushant University (Erstwhile Ansal University)
9. **“MSE”**- Mid-Semester Evaluation, **“ESE”**- End Semester Examination, **“SGPA”**- Semester Grade Point Average, **“CGPA”**- Cumulative Grade Point Average, **“TDCC”**- Trans Disciplinary Certificate Course

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## **1. ADMISSION**

**1.1. Candidates seeking admission to the first semester** of the eight semester B.Des Degree Programme: Should have passed (with 50% marks) the Higher Secondary Examinations of (10+2) Curriculum (any academic stream) prescribed by the State/Central Examination Boards or any examination of any other recognized body.

### **1.2. Lateral entry admission** (School of Design)

The candidates who possess the Diploma in Design awarded by the State Board of Technical Education, or its equivalent are eligible to apply for Lateral entry admission to the third semester of B.Des.

**1.3.** Migration/Transfer of candidates pursuing B.Des from another University approved by UGC shall be granted as per the approval of the School level lateral admissions and Migration Committee (LAMC) in the appropriate semester as per credit mapping with appropriate remedial courses undertaken.

**1.4.** All Migration/Transfers are subject to the approval of the Vice Chancellor of SU.

## **2. STRUCTURE OF PROGRAMME**

### **2.1. Credits requirement**

Minimum credit requirement is 200 credits for a student to be eligible to get an Undergraduate Degree in Design (any specialisation among ID, IA, PD, CD, FT, UX).

### **2.2. Categorization of Courses**

B.Des Programme will have a curriculum with syllabi consisting of theory and practical courses that shall be categorized as follows:

<b>Sl.no.</b>	<b>Category</b>	<b>Suggested breakup of Credits (Total 162)</b>
<b>1</b>	<b>Core Courses</b>	<b>126</b>
<b>2</b>	<b>Discipline Specific Electives (DSE)</b>	<b>30</b>
<b>3</b>	<b>Generic Electives I (GE I)</b>	<b>6</b>
<b>4</b>	<b>Generic Electives II (GE II)</b>	<b>4</b>
<b>5</b>	<b>Dissertation/Internship</b>	<b>25</b>
<b>6</b>	<b>Skill Enhancement Course (SEC)</b>	<b>3</b>
<b>7</b>	<b>Ability Enhancement Course (AEC)</b>	<b>4</b>
<b>8</b>	<b>Service Learning/Community Service Based Course</b>	<b>2</b>
	<b>Total</b>	<b>200</b>

## **2.3 Induction Programme**

**2.3.1.** An induction programme with two weeks duration will be conducted before the commencement of I semester class as per the school curriculum or preference. The following physical activities shall be completed during the induction programme-

### **I. Physical fitness and Health**

- Physical fitness Activities
- Sports/Games Related

### **II. Culture**

- Learning an art form
- Heritage
- Intangible Cultural Heritage

### **III. Literature & Media**

- Literature, Cinema and Media
- Group reading of classics

### **IV. Social Service**

- Social Awareness
- Social Service

### **V. Self-Development**

- Spiritual, Mindfulness & Meditation
- Religion and Inter-faith
- Human Values
- Behavioural and Interpersonal skills
- Lectures

### **VI. Nature**

- Nature Club
- Environment Protection (non-credit course)

### **VII. Innovation**

#### **2.3.2. Other Courses**

- Constitution of India
- Universal Human Values
- Indian Traditional Knowledge
- Learning an art form

## **2.4. Bridge/Capstone Courses**

A Capstone/Bridge Program with minimum two weeks duration will be conducted before the commencement of I semester class as per the school curriculum keeping in mind the background of majority of the inducted students. The courses offered under the Bridge Programme would be pertaining to basic skills, extra courses to understand existing skill-set in the current batch of students and also build a conversational bridge between the faculty team and new students. This is also seen as an excellent opportunity to encourage comradeship among the students who come from different education backgrounds, cities and work ethics. Some of the courses can be offered in tandem with selected immediate seniors or second year students who then become informal mentors to the new batch.

Following is a list of suggested subjects indicative of -

### **I. Learning From Art**

1. Art appreciation
2. World around us (in art)

### **II. Representation skills**

1. How Design is communicated
2. Understanding digital representation
3. Tools and techniques of expressing ideas
4. Mood-boards and other presentation methods

### **III. Personal Development**

1. Time management and School culture at SoD
2. Developing an attitude for Design
3. Physical Fitness

### **IV. Design Aptitude**

1. Critical Thinking and making
2. Social issues and the designer's role
3. Universal Human Values

## **2.5. Number of courses per Semester**

Each semester curriculum shall normally have a blend of core courses not exceeding 22 credits and Employability Enhancement Course(s) not exceeding 5 credits. Each Employability Enhancement (EE) Courses may have credits assigned as per curriculum. Throughout the course of the four years, the programme will have at least one professional internship not less than 25 credits in the VIIIth Semester.

## **2.6. Credit Assignment**

Each course is assigned certain number of credits based on the following:

<b>Contact period per week</b>	<b>Credits</b>
<b>1 Lecture period</b>	<b>1</b>
<b>1 tutorial Periods</b>	<b>1</b>
<b>2 Laboratory Periods (also for EE Courses like Seminar/project work/case study/etc.)</b>	<b>1</b>

## **2.7 Industrial Training / Internship**

**2.7.1.** The students are required to undergo Industrial training for a period (minimum 15 Weeks) as specified in the Curriculum during the VIIIth Semester. The semester-long internship must be undertaken continuously as per the requirements of the programme. Other summer or winter internships may be encouraged to keep students connected to the industry standards; however they may not be compulsory.

**2.7.2.** The students may undergo Internship at Research organization / University/Industry (after due approval from the Dean/Director) for the period prescribed in the curriculum during VIIIth Semester, in lieu of Industrial training. The students shall be permitted to carry out their internship during the eighth Semester. The report of which under the industry as well as faculty mentor to be submitted and presented at the end of eighth Semester.

## **2.8. Industrial Visit**

Every student is required to go for at least one Industrial Visit every semester starting from the first semester of the Programme. The Deans/Directors shall ensure that necessary arrangements are made in this regard. Industrial visits may be undertaken in groups with other disciplines, under the guidance of a faculty mentor or individually as per the requirements of the curriculum and the content of a particular subject.

## **2.9. Massive Open Online Courses**

Students may be permitted to credit one online course under Massive Open Online Course (which are provided with certificate) subject to a maximum of two credits. The approved list of online courses will be provided by the concerned department from portals like Swayam, NPTEL, edX, Udemy before the commencement of every semester. The credit attained through MOOC course must be transferred to the marksheet of their respective semester and will be a compulsory course to meet the programme requirements. In a scenario, where the complete assessment is not done by the MOOC platform the school may conduct its own exam for evaluation of the respective course. The details regarding online courses taken up by students should be sent to the Controller of Examinations one month before the commencement of End Semester Examination.

## **2.10. Medium of Instruction**

The medium of instruction is English for all courses, examinations, seminar presentations and project / thesis / dissertation reports.

# **3. ATTENDANCE REQUIREMENTS FOR COMPLETION OF THE SEMESTER**

**3.1.** A student who has fulfilled the following conditions shall be deemed to have satisfied the requirements for completion of a semester.

Every student is expected to attend all classes of all the courses and secure 100% attendance. However, in order to make provision for certain unavoidable reasons such as Medical / participation in sports, the student is expected to attend at least 75% of the classes.

Therefore, **he/she shall secure not less than 75%** (after rounding off to the nearest integer) of overall attendance.

**3.2.** However, a student who secures attendance between 65% and 74% in the current semester due to medical reasons (prolonged hospitalization / accident / specific illness) / participation in sports events may be permitted to appear for the current semester examinations subject to the condition that the student shall submit the medical certificate/ sports participation certificate attested by the Dean/Director. The same, after approval of the VC shall be forwarded to the Controller of Examinations for record purposes.

**3.3.** Except special circumstances as mentioned in clause 3.2, students who secure less than 75% attendance in all the courses of the semester and students who do not satisfy the other requirements as specified by their respective programme shall not be permitted to write the University examination at the end of the semester. They are required to repeat the incomplete semester in the summer exams, as per the norms prescribed and duly notified by the Controller of Examinations.

#### **4. FACULTY MENTOR**

To help the students in planning their courses of study and for general advice on the academic programme, the Dean/Director of the Department will attach a certain number of students to a teacher of the Department who shall function as Faculty mentor for those students throughout their period of study. The Faculty Mentor shall advise the students in registering and reappearing of courses, authorize the process, monitor their attendance and progress and counsel them periodically. If necessary, the Faculty Mentor may also discuss with or inform the parents about the progress / performance of the students concerned or address their concerns if any.

The responsibilities for the faculty mentor shall be:

- ☐ To act as the channel of communication between the Dean/Director and the students of the respective group.
- ☐ To collect and maintain various statistical details of students.
- ☐ To inform the students about the various facilities and activities available to enhance the student's curricular and co-curricular activities.
- ☐ To guide student enrolment and registration of the courses.
- ☐ To authorize the final registration of the courses at the beginning of each semester.

☐ To monitor the academic and general performance of the students including attendance and to counsel them accordingly.

## **5. PROGRAMME COMMITTEE**

**5.1.** Every Programme shall have a Programme Committee consisting of teachers of the programme concerned, student representatives and chaired by the Dean/Director. It is like a 'Quality Circle' (more commonly used in industries) with the overall goal of improving the teaching-learning process. The functions of the Programme committee include-

- Solving problems experienced by students in the classroom and in the laboratories.
- Informing the student representatives, the academic schedule including the dates of assessments and the syllabus coverage for each assessment.
- Informing the student representatives, the details of regulations regarding weightage used for each assessment. In the case of practical courses (laboratory/ project work / seminar etc.) the breakup of marks for each exercise / module of work, should be clearly discussed in the Programme committee meeting and informed to the students.
- Analysing the performance of the students of the respective Programme after each test and devising the ways and means of solving problems, if any.
- Identifying the weak students, if any, and requesting the teachers concerned to provide some additional help or guidance or coaching to such weak students.

**5.2.** The Programme committee shall be constituted within the first week of each semester by the Dean/Director.

**5.3.** At least 4 student representatives (usually 2 boys and 2 girls) shall be included in the Programme committee depending upon the strength of the programme. In case any of the designated student representatives are unavailable for the meeting due to unavoidable reasons, they may depute any of their classmates to represent them.

**5.4.** The Chairperson of the programme committee (Programme Director) shall invite the Faculty mentor(s) to the programme committee meetings. In case any faculty member is unable to attend, they may have access to the recording and minutes of the proceedings and their issues may be addressed in absentia.

**5.5.** The Programme Director is required to prepare the minutes of every meeting, submit the same to the Dean/Director within two days of the meeting and arrange to circulate it among the students and faculty members concerned.

**5.6.** The first meeting of the Programme committee shall be held within two weeks from the date of commencement of the semester, in order to inform the students about the nature and weightage of assessments within the framework of the regulations. Two or three subsequent meetings shall be held in a semester at suitable intervals. The Programme Committee shall put on the Notice Board the cumulative attendance particulars of each student at the end of every such meeting to enable the students to know their attendance details. During these meetings the student members representing the respective class, shall meaningfully interact and express the opinions and suggestions of the other students of the class in order to improve the effectiveness of the teaching-learning process.

**5.7** The recorded minutes of the meeting shall be made available to all members of the committee and the students in the class.

## **6. COURSE COMMITTEE FOR COMMON COURSES**

Each common theory course offered to more than one discipline or group, shall have a “Course Committee” comprising all the teachers teaching the common course with one of them nominated as Course Coordinator. The nomination of the Course Coordinator shall be made by the Dean/ Director depending upon whether all the teachers teaching the common course belong to a single department or to several departments. The ‘Course committee’ shall meet in order to arrive at a common scheme of evaluation for the test and shall ensure a uniform evaluation of the tests. Wherever feasible, the course committee may also prepare a common question paper for the internal assessment test(s).

## **7. EXAMINATION SYSTEM**

**7.1.** The academic performance of students is adjudged by the aggregate of continuous mid Semester Evaluation (MSE) and the End Semester Examination (ESE).

**7.2.** Each course, both theory and practical (including project work & viva voce Examinations) shall be evaluated for a maximum of 100 marks.

☐ The weightage of End Semester Examination (ESE) to Mid Semester Evaluation (MSE) of all courses except TDL & Soft-Skills courses is 60% to 40%.

☐ The weightage of End Semester Jury (ESE) to Mid Semester Evaluation (MSE) of TDL/TDC and Soft-Skills courses is 40% to 60%.

**7.3.** Industrial training shall be part of the course concerned.

**7.4.** The University examination (theory and practical) of 2 hours duration shall ordinarily be conducted twice in December and May for Odd and Even semester respectively.

End Semester Examination question paper pattern is given below:

A question paper for theory examinations of a course unit of any programme will be of 2 hours' duration with maximum marks 60/50 (weightage 60%) and will have three parts: Part A, Part-B and Part-C. (The duration of practical examinations will be as required, and the value addition courses will have different format).

Part-A: 28 Marks (students are advised to devote approximately 50 minutes to 60 minutes out of total 2 hours on this part)

In this section, a student is required to answer 4 out of 5 given questions. Each question will be of 7 marks. These questions may include short numerical problems or theory questions to assess students' understanding of concepts and frameworks.

If needed in this part, a question might be designed to have maximum two sub-parts (a) and (b) with weightage of 3 and 4 or 4 and 3 marks respectively to enable testing on more concepts and frameworks.

Part-B: 20 Marks (students are advised to devote approximately 30 minutes to 40 minutes out of total 2 hours on this part)

In this part, a student is required to answer any 2 out of 3 given questions. Each question will have a weightage of 10 marks and may include long theory questions or numerical problems requiring students to apply the concepts to a given situation or in a given context and analyse a situation.

If a faculty feels that a question in this section needs to have sub-parts, there may be maximum two sub- parts provided that sub-part (a) involves understanding of a concept through a numerical or a theory question and sub- part (b) is application/ analysis of the concept used in sub-part (a).

Part-C: 12 Marks (students are advised to devote approximately 20 to 30 minutes out of total 2 hours on this part)

This part will be compulsory without any choice and will have a weightage of 12 marks. This may be a case study, a hypothetical problem or a situation seeking a possible solution(s), students' response to a situation based on general awareness of the broad discipline of study etc. The objective is not only to judge the skills of students to apply the concept to a particular situation or context but also to assess his/her analytical ability and how a student make realistic assumptions and can ascribe meaning to data (given in the question paper or to be assumed). The students will also be tested on integrative and evaluative skills by making them apply more than one concept together in a given situation or the context.

End Semester jury is given below:

A jury for studio and practical for examinations of a course unit of any programme will be of 1 hours' duration with maximum marks 60 (weightage 60%). (The duration of practical examinations will be as required, and the value addition courses will have different format).

**7.5.** The University examination for project work/dissertation shall consist of evaluation of the final report submitted by the student or students of the project group (of not exceeding X students) by an external examiner and an internal examiner, followed by a viva-voce examination conducted separately for each student by a committee consisting of the external examiner, the supervisor of the project group and an internal examiner.

**7.6.** For the University examination in both theory and practical courses including project work/Dissertation the internal and external examiners shall be appointed by the Dean/Director in consultation with the Controller of Examinations.

## 8. PROCEDURE FOR AWARDING MARKS FOR INTERNAL ASSESSMENT

### 8.1. Internal Assessment

For all theory and practical courses, the distribution of marks for various **components for the Internal Assessment** is shown below in the table:

#### 8.1.1 For a course of 100 marks containing only Theory Component

Mid-Semester Examination	Assignment(1)	Assignment(2)	Attendance	Total
15	15	5	5	40

#### 8.1.2. For a course of 100 marks containing only Lab Component

Mid-Semester Examination	Lab/ practical performed & Lab report	Assignment(s)/ Quiz (s)	Attendance	Total
15	10	5	5	40

**8.1.3.** For a course of 100 marks containing both theory and Lab Component:

**MID SEMESTER EVALUATION (40) – Theory (25 Marks) + Lab (15 Marks)**

Theory (25)			
Mid-Semester Examination	Quiz(s)/ Presentation (s)/Assignment	Attendance	<b>Total</b>
10	10	5	<b>25</b>
Lab (15)			
Mid-Semester Examination	Lab/ practical performed & Lab report	<b>Total</b>	
As 10	5	<b>15</b>	

<b>END SEMESTER EXAMINATION (60)</b>	
Theory (35)	Lab (25)

## **8.2. TDCC Courses**

For Inter disciplinary/trans disciplinary certificate courses the External Assessment Marks will be 40 and Internal Assessment will be 60.

## **8.3. Internship/Project Work**

**8.3.1.** Here the Internal Assessment based on project prepared and submitted will be 40 and the External Assessment based on Viva-voce/presentation will be 60 or vice-versa.

**8.3.2.** If a student fails to submit the project report on or before the specified deadline, he/ she is deemed to have failed in the Project Work and shall re-register for the same in a subsequent semester.

## **8.4. Seminar Papers – Not Applicable**

The seminar / Case study is to be considered as purely INTERNAL (with 100% internal marks only). Every student is expected to present a minimum of 2 seminars

per semester before the evaluation committee and for each seminar, marks can be

equally apportioned. The three-member committee appointed by the Dean /Director

will evaluate the seminar and at the end of the semester the marks can be consolidated and taken as the final mark. The evaluation shall be based on the seminar paper (40%), presentation (40%) and response to the questions asked during presentation (20%). (As per School's preference).

## **8.5. Attendance and Assessment Record**

Every teacher is required to upload on ERP the 'ATTENDANCE AND ASSESSMENT RECORD' which consists of attendance marked in each lecture or practical or project work class, the test marks and the record of class work (topic covered), separately for each course. The teacher is also expected to safely keep excel of the attendance and the assessments. The University or any inspection team appointed by the University may verify the records of attendance and assessment of both current and previous semesters.

## 9. EXAM REGULATIONS

### 9.1. Requirements for appearing for End Semester Examinations-

A student shall normally be permitted to appear for the End Semester Examinations for all the courses registered in the current semester (vide clause 9.10) if he/she has satisfied the semester completion requirements.

9.2.-The students-will be graded under absolute 10-point **Grading Scheme** as given below:

Grade	Range	Grade Point Attached
O	$\geq 95$	10
A+	$\geq 85$	9
A	$\geq 75$	8
B+	$\geq 70$	7
B	$\geq 60$	6
C	$\geq 50$	5
D	$\geq 40$	4
F	$< 40$	0
AB	---	0

### **9.3. Passing Criterion**

A student has to fulfil the following conditions to pass any B.Des academic programme of the University:

- ☐ A student should earn minimum “D” grade in all courses separately. However, he/she can improve his/her grade (“D” grade onwards) by re-appearing.
- ☐ To pass a course, student must obtain 40% marks in the aggregate of Mid Semester Evaluation (MSE) & End Semester Examination (ESE). In order to pass a particular course, student must appear in the Final examination irrespective of the marks obtained in the Mid Semester Evaluation.
- ☐ For successful completion of a programme, the student should secure a minimum Cumulative Grade Point Average (CGPA) of 4.0 at the end of final year of the Programme.

### **9.4. Promotion to Next Year**

Promotion rules are applicable only for under-graduate programs across the university.

The promotion rules for B.Des will be as under:

1. The students will not be debarred from going to the 2nd year, irrespective of their result of the 1st year.
2. They will be promoted to 3rd year only if at least 60% of the courses prescribed in the 1st year (excluding TDL & Soft Skills) are clear.
3. Similarly, the conditions for promotion to 4th year will be clearing a minimum of 60% courses in 2nd year.
4. Finally, the students will become eligible to earn the degree only if they fulfil the passing criterion.

### **9.5. Exam Duration**

All End Semester Examinations (ESE) would be of two hours duration unless specified otherwise

### 9.6. Re-Appearing

There is a provision for re-appearing in the examination (without attending the course-work again) for a course. Re-appearing in examination will be in following cases:

1. A student who fails to meet passing criteria in a course shall be eligible to re-appear in the examination of such course as and when scheduled, with a view to improve the performance.
2. A student who fails to appear in the examination shall be eligible to subsequently re-appear in the examination when scheduled for the next batch of students.
3. The latest result obtained by the student in re-appear courses is considered final and the same will be considered for calculating his/her SGPA and CGPA.
4. There is no provision of re-appear in the Mid Semester Evaluation (MSE). **Students who have not passed a course need to take the re-appear of the End Semester Examination (ESE). The previous internal marks shall be carried forward.**
5. A student who has to re-appear in ESE in terms of provisions made above shall be examined as per the syllabus in the scheme of teaching applicable at the time of his/her joining the concerned programme. However, in cases where only some minor modifications have been made in the syllabus of the course(s) and the Dean/Director of the concerned Department certifies the same, the examination may be held in accordance with the revised syllabus.

### 9.7. Improvement of Score

☐ If a student has poor performance in a number of courses in a particular term, he may at his option, take only one academic break for one year, and re-register for both the semesters of that academic year in the next academic year on payment of prescribed fee. Such a student may have the option of repeating any or all the courses in the semester(s) and retain the credits already earned by him in other course(s).

☐ A student shall be allowed to improve his SGPA and CGPA by re-appearing in the Examination(s) in the Courses of his choice when these examinations are held in normal schedule in which case his Mid Semester Evaluation (MSE) shall be carried forward. However, permission will not be granted to improve internal assessment. The best of the marks obtained in that subject(s) shall be taken into consideration for calculating the SGPA and CGPA and eligibility for award of a degree.

☐ A student, who has failed to meet the passing criteria (required CGPA), have the option to re-appear in the Final Examination (End Semester Examination) of those courses in which he/she desires to improve his/her performance in order to secure the minimum CGPA, when these examinations are scheduled for next batch of students. **Improvement is only possible in courses which have a written theory exam component in the ESE (VIVA, Jury and submission-based ESE cannot be taken for improvement).**

☐ Improvement in the score of courses completed by a student prior to his lateral entry in the University shall not be allowed.

### **9.8. Methods for Redressal of Grievances in Evaluation**

#### Rechecking/Re-Evaluation of Answer Books of ESE:

1. Students are entitled to ask for re-checking or re-evaluation of any of his/her paper(s) on the payment of prescribed fee within the stipulated time as notified by the Controller of Examinations.
2. If the re-evaluated/ re-checked marks are less than the earlier obtained marks, the same less marks will be treated as final.

### **9.9. Disciplinary Control of Students in Examinations**

1. The student shall maintain proper discipline and orderly conduct during the examinations. They shall not make use of any unfair or dishonest means or indulge in disorderly conduct in the examinations.
2. No student will be allowed to appear in the Examination unless he/she is carrying his/her **ID Card and Admit Card during End Semester Examination**. All the students reappearing in End Term Examination will be allowed with the valid admit card.
3. If a student is found in possession of written/printed matter related to the subject of examination on anything (such as mobile phone, piece of paper or cloth, scribbling pad etc.), other than the answer book, any other response sheet specifically provided by the University to the students, it will be treated as act of unfair means and such cases will be forwarded to Unfair Means Committee.

### 9.10. Duration of the Programme

The minimum period required for completion of a programme shall be as specified in the Scheme of Teaching and Examination and Syllabi for concerned programme approved by the Academic Council on the recommendations of the Board of Studies.

The maximum number of years within which a student must pass the credit requirements for award of a degree is as follows:

- i. For 3 years & 4 Years Programs = n+2 years

The maximum permissible period includes academic break, if availed by the student.

### 9.11. Grade sheet

After results are declared, Grade Sheets will be issued to each student which will contain the following details:

- ☐ The list of courses registered during the semester and the grade scored.
- ☐ The Grade Point Average (GPA) for the semester.

The Cumulative Grade Point Average (CGPA) of all courses enrolled from first semester onwards would be shown on the final semester grade sheet.

The Semester performance of a student is indicated as “Semester Grade Point Average (SGPA)”. The SGPA is weighted average of Grade Points of all letter grades awarded to a student for all the Courses in the semester. The formula for Computing SGPA is given below:

$$\text{SGPA} = \frac{\text{Grade points secured in the Semester}}{\text{Associated Credits in the Semester}}$$

The overall performance of a student in all the previous Semester(s) including the current Semester is indicated as “Cumulative Grade Point — Average (CGPA)”. The Cumulative Grade Point Average (CGPA) is the weighted average of grade points of all letter grades awarded to a student

for all the courses in the previous Semester(s) including the current Semester. The formula for computing CGPA is given below:

$$\text{CGPA} = \frac{\text{Cumulative Grade points secured in all the previous Semester(s) including the Current Semester}}{\text{Associated Credits in the previous Semester(s) including the current Semester}}$$

CGPA to Percentage Conversion Formula is given below:

$$\text{Percentage (\%)} = \text{CGPA (X) } 10$$

### 9.12. Eligibility for the Award of the Degree

A student shall be declared to be eligible for the award of the Bachelor of Design, Degree Programme (B.Des) Degree provided that the student has

1. Successfully gained the required number of total credits as specified in the curriculum corresponding to the student's programme within the stipulated time.
2. Successfully passed all the Courses as per curriculum.
3. Successfully completed the Programme requirements, appeared for the End-Semester examinations and passed all the subjects prescribed.
4. The award of Degree must be approved by the Academic Council of SU.

### 9.13. Declaration of Result

The university shall strive to declare the results of every examination conducted by it within a period of thirty days from the last date of the examination for that particular programme/course and shall in any case declare the results latest within a period of forty-five days from such date

### 9.14. Convocation

Convocation of the university shall be held every academic year for conferring degrees, diplomas, certificates and shall be conducted as specified in the Act/Statutes. The dates for the convocation (normally within six months) shall be notified well in advance to all the students.

## **10. PROVISION FOR AUTHORISED BREAK OF STUDY**

**10.1.** Students who apply for Academic Break and the case is recommended by the Deans/Directors for justifiable reasons to be recorded, can be granted academic break of one year to the students, if approved by the Vice Chancellor, under the following circumstances:

- a. The student has been continuously ill.
- b. Career advancement
- c. Justified personal reasons.

**10.2.** The student who is granted academic break shall not be required to pay the academic fee for that year. However, on re-joining, he/she will pay the fee applicable to the batch he/she joins.

## **11. DISCIPLINE**

Every student is required to observe discipline and decorous behaviour both inside and outside the University and not to indulge in any activity which will tend to bring down the prestige of SU. The disciplinary committee of the University enquires into acts of gross indiscipline and notify the University about the disciplinary action taken against the student.

## **12. REVISION OF REGULATIONS, CURRICULUM AND SYLLABI**

School of Design, SU may from time-to-time revise, amend or change the Regulations, Curriculum, Syllabus and scheme of examinations as proposed by the BOS and approved by the Academic Council.

## **13. EXTRA/ CO-CURRICULAR ACTIVITIES OF THE SCHOOL**

The Schools may have activities like Physical Activities (Sports), Cultural, literature and Media, Social Service Scheme (NSS), Self-Development such as Yoga and Human Values, Nature Club, Yoga, etc. focusing on the holistic development of its students.

## Clubs At SoD (2021)

- The **Dance Club** at SoD takes immense pride in being able to express their emotions and spirits through the art of choreography. Teamwork and individual performances bring out the best values in the students.
- The **Theatre Club** at SoD carries a dynamism in its existence. It is a platform to highlight the values of the society through a participatory approach.
- The **Photography Club** of SoD aims at encouraging the budding cohorts of photographers to develop an eye for detail. The students showcase their work on social media and exhibitions.
- The **Music Club** at SoD displays a wide range of musical genres such as jazz, rock, pop, grunge, rap etc. that are pursued passionately by the students.
- The **Art Club** of SoD is a platform to actively create marvelous art pieces outside the classroom both for internal events as well as exhibitions.
- The **Literature Club** at SoD is the place for writers to unleash their passion for writing. There is a diversity in the form of expression: poems, prose, research writing and so on.
- The **Sports Club** of SoD aims to achieve excellence in sports. Participation in different sports fosters leadership, teamwork, discipline, and confidence in the students.

#### 14. PROGRAMME STRUCTURE OF B.DES UX DESIGN

<b><i>Courses with relevance to Employability Entrepreneurship &amp; Skill Development</i></b>			
<b><i>S.No</i></b>	<b><i>Nature</i></b>	<b><i>Color Code</i></b>	
1	<i>Courses with focus towards promoting Employability</i>		<b><i>FOR ALL SCHOOLS</i></b>
2	<i>Courses with focus towards promoting Entrepreneurship</i>		
3	<i>Courses with focus towards promoting Skill Development</i>		
8	<i>Courses with focus towards promoting Employability, Entrepreneurship &amp; Skill Development</i>		

### SEMESTER-I (BDES.UX Programme)

Course Code	Course Title	Employability/Skill Development/Entrepreneurship	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours/ Week	Total Credits	Actual Percentage of Courses out of total Courses
Core Courses							
23BCF-1P06	History of Art & Design- I*	Skill Development	1	1	2	3	80 %
23BCF-1P03	Visualization & Representation*	Employability/Skill Development/Entrepreneurship	1	2	2	4	
23BUX-1P02	Introduction to Visual Design	Employability/Skill Development/Entrepreneurship	2	1	0	3	
23BUX-1P03	Introduction to UX Design	Employability/Skill Development/Entrepreneurship	2	2	0	4	
23BUX-1P04	Visual Strategy	Entrepreneurship	1	1	0	2	
	Skill Enhancement Course (SEC)						
23BUX-1P05	Empathy and Understanding problems	Employability/Skill Development/Entrepreneurship.	1	1	0	2	10 %
	Ability Enhancement Course (AEC)						
21ENG12	English Communication/Modern Indian Language*	Skill Development-	1	0	2	2	10 %
	TOTAL		9	7	4	20	

**Note:- ( \* represents the subjects common among all B.Des foundation programmes.)**

**SEMESTER-II (BDES.UX Programme)**

Course Code	Course Title	Employability/Skill Development/Entrepreneurship	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours/ Week	Total Credits	Actual Percentage of Courses out of total Courses
Core Courses							
23BCF-2P03	Image Making & Representation*	Employability/Skill Development/Entrepreneurship	1	2	2	4	80 %
23BCF-2P06	History of Art and Design II*	Skill Development	2	1	0	3	
23BUX-2P02	UX Design Advance	Employability/Skill Development/Entrepreneurship	2	2	0	4	
23BUX-2P04	Integrated studio for UX	Employability/Skill Development/Entrepreneurship	1	2	0	3	
23BUX-2P05	Technology in Experience Design	Employability	1	1	0	2	
	Skill Enhancement Course (SEC)						
23BUX-2P01	Basics of UI Development	Employability/Skill Development/Entrepreneurship.	1	1	0	2	10 %
	Ability Enhancement Course (AEC)						
EVS2112	Environmental Science*	Skill Development-	1	0	2	2	10 %
	TOTAL		9	9	4	20	

**Note:-** ( \* represents the subjects common among all B.Des foundation programmes.)

**SEMESTER-III (BDES.UX Programme)**

Course Code	Course Title	Employability/Skill Development/Entrepreneurship	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours/Week	Total Credits	Actual Percentage of Courses out of total Courses
Core Courses							
23BUX-3P01	Introduction To Ui Design	Skill Development	1	1	0	2	63.64 %
23BUX-3P02	Ethnography & People Design	Employability/Skill Development/Entrepreneurship	1	2	2	4	
23BUX-3P03	Introduction To User Research	Employability/Skill Development/Entrepreneurship	1	1	2	3	
23BUX-3P04	Design Thinking	Employability/Skill Development/Entrepreneurship	1	1	0	2	
23BUX-3P05	Service Design & Task Flows	Entrepreneurship	1	2	0	3	
Skill Enhancement Course (SEC)							
23BDS-3P05	Foreign Language/MOOC	Skill Development	1	1	0	2	9.09 %
Ability Enhancement Course (AEC)							
23DEL-3P01 23DEL-3P02 23DEL-3P03	Discipline Specific Elective I*	Employability	1	1	0	2	18.18 %

<b>23DEL-3P04, 23DEL-3P05, 23DEL-3P06</b>	Discipline Specific Elective II*	Employability	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	
<b><u>Generic Electives I (GE I)</u></b>							
<b>TDCC</b>	TRANS DISCIPLINARY CERTIFICATE COURSE*		<b>1</b>	<b>0</b>	<b>2</b>	<b>2</b>	<b>9.09%</b>
	<b>TOTAL</b>		<b>9</b>	<b>10</b>	<b>3</b>	<b>22</b>	

**Note:-** ( \* represents the subjects common among all B.Des programmes.)

#### **SEMESTER-IV (BDES.UX Programme)**

<b>Course Code</b>	<b>Course Title</b>	<b>Employability/Skill Development/Entrepreneurship</b>	<b>Lectures (L) Hours/ Week</b>	<b>Tutorial (T) Hours/ Week</b>	<b>Practical (P) Hours/ Week</b>	<b>Total Credits</b>	<b>Actual Percentage of Courses out of total Courses</b>
<b><u>Core Courses</u></b>							
<b>23BUX-4P02</b>	Design Thinking Application	<b>Employability/Skill Development/Entrepreneurship</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	<b>63.64 %</b>
<b>23BUX-4P03</b>	Application of 6d	Employability	<b>1</b>	<b>2</b>	<b>2</b>	<b>4</b>	
<b>23BUX-4P04</b>	User Research Application	<b>Employability/Skill Development/Entrepreneurship</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>3</b>	
<b>23BUX-4P05</b>	Data Analytics	Skill Development	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	
<b>23BUX-4P06</b>	Service Design & Task Flows Advance	<b>Entrepreneurship</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>2</b>	



<b>23BUX-5P01</b>	Visual Design Tools Advance	<b>Skill Development</b>	0	2	2	3	<b>81.81 %</b>
<b>23BUX-5P02</b>	Technology In Experience Design Advance	Employability	1	1	2	3	
<b>23BUX-5P03</b>	Innovation Management	<b>Employability/Skill Development/Entrepreneurship</b>	1	2	0	3	
<b>23BUX-5P04</b>	Ux in Digital Medium	Skill Development	1	2	2	4	
<b>23BUX-5P05</b>	Omnichannel Experience Design	<b>Entrepreneurship</b>	1	2	0	3	
<b>23BDS-5P06</b>	Internship Evaluation*	Skill Development-	0	2	0	2	
<b>23DEL-5P01 23DEL-5P02 23DEL-5P03</b>	Discipline Elective IV*	Skill Development-	1	1	0	2	<b>9.09 %</b>
<b><u>Generic Electives I (GE I)</u></b>							
<b>TDCC</b>	TRANS DISCIPLINARY CERTIFICATE COURSE*		1	0	2	2	<b>9.09%</b>
	<b>TOTAL</b>		<b>6</b>	<b>12</b>	<b>4</b>	<b>22</b>	

**Note:-** ( \* represents the subjects common among all B.Des programmes.)

### SEMESTER-VI (BDES.UX Programme)

Course Code	Course Title	Employability/Skill Development/Entrepreneurship	Lectures (L) Hours/ Week	Tutorial (T) Hours/ Week	Practical (P) Hours/ Week	Total Credits	Actual Percentage of Courses out of total Courses
<b><u>Core Courses</u></b>							
<b>23 BUX -6P01</b>	UI Development Advance	<b>Employability</b>	0	1	2	3	<b>81.81 %</b>
<b>23 BUX -6P02</b>	Ux Design For Futuristic Technologies	<b>Employability</b>	1	2	0	3	
<b>23 BUX -6P03</b>	Ux Design For Rural India	<b>Employability/Skill Development/Entrepreneurship</b>	1	0	2	3	
<b>23DEL-6P01 23DEL-6P02 23DEL-6P03</b>	Discipline Elective V*	<b>Employability/Skill Development/Entrepreneurship</b>	1	1	2	3	
<b>23BDS-6P03</b>	Certification Course*	<b>Employability/Skill Development/Entrepreneurship</b>	1	1	4	4	
<b>23 BUX -6P04</b>	Industry Specific Ux Design	<b>Employability/Skill Development/Entrepreneurship</b>	0	1	2	2	
<b>23 BUX -6P05</b>	Interaction Design Advance	<b>Employability/Skill Development/Entrepreneurship</b>	1	1	0	2	

<u>Generic Electives I (GE I)</u>							
<b>TDCC</b>	TRANS DISCIPLINARY CERTIFICATE COURSE*	<b>Employability/Skill Development/Entrepreneurship</b>	1	0	2	2	<b>9.09%</b>
	<b>TOTAL</b>		<b>6</b>	<b>12</b>	<b>7</b>	<b>22</b>	

**Note:-** ( \* represents the subjects common among all B.Des programmes.)

**SEMESTER-VII (BDES.UX Programme)**

<b>Course Code</b>	<b>Course Title</b>	<b>Employability/Skill I Development/Entrepreneurship</b>	<b>Lectures (L) Hours/ Week</b>	<b>Tutorial (T) Hours/ Week</b>	<b>Practical (P) Hours/ Week</b>	<b>Total Credits</b>	<b>Actual Percentage of Courses out of total Courses</b>
<u>Core Courses</u>							
<b>23BUX-7P01</b>	Thesis- UX Design	<b>Employability/Skill I Development/Entrepreneurship</b>	3	4	10	12	<b>81.81 %</b>
<b>23BUX--7P02</b>	Human machine interface	<b>Employability/Skill I Development/Entrepreneurship</b>	2	1	0	3	
<b>23 BUX -7P03</b>	Portfolio Development	<b>Employability</b>	0	2	2	3	
<b>23BUX--7P04</b>	Gamification & ux	<b>Employability/Skill I Development/Entrepreneurship</b>	1	1	0	2	

<b>23BUX--7P05</b>	Business, ux & design management	<b>Employability/Skil I Development/Ent repre neurship</b>	1	1	0	2	
<b><u>Generic Electives I (GE I)</u></b>							
<b>TDCC</b>	TRANS DISCIPLINARY CERTIFICATE COURSE*	<b>Employability/Skil I Development/Ent repre neurship</b>	1	0	2	2	<b>9.09%</b>
	<b>TOTAL</b>					<b>24</b>	

**Note:-** ( \* represents the subjects common among all B.Des programmes.)

**SEMESTER-VIII (BDES.UX Programme)**

Course Code	Course Title	Employability/Skill Development/Entrepreneurship	Lectures (L) Hours/Week	Tutorial (T) Hours/Week	Practical (P) Hours/Week	Total Credits	Actual Percentage of Courses out of total Courses
<u><b>Core Courses</b></u>							
<b>23BUX-8P01</b>	Internship (12 weeks)*	Employability/Skill Development/Entrepreneurship	0	0	12 weeks	20	<b>81.81 %</b>
	<b>TOTAL</b>					<b>20</b>	

**Note:-** ( \* represents the subjects common among all B.Des programmes.)

## ***APPENDIX A***

### ***COURSE DESCRIPTION***

#### ***Programme Handbook***

#### ***Bachelor of Design, UX Design [B.Des.]***

***School of Design  
Sushant University***

***(\*Applicable to students admitted in the academic year 2023- 2024)***

## **15. COURSE DESCRIPTION**

### **15.1. About the Program- B.Des UX Design**

The User Experience Design programme at School of Design is delivered through an industry-leading collaboration with ImaginXP, the pioneering ed-tech company in the area of UX education in India. The collaboration enables cutting edge practices in UX design to be included in the curriculum, with the advantage of faculty from industry as well as academia contributing to the learning process. The programme will help students get the best inputs in UI and UX with a natural progression for internships and placements in the UX industry. While ImaginXP's vast network of professionals help the student learn from the best in the industry, Sushant University provides the academic environment where students get to interact with other disciplines, thereby enhancing their learning capacity in a holistic manner.

### **15.4. Program Outcomes (POs)**

#### **1. PO1 - Knowledge & Expertise of Design field**

Developing a professional attitude through interaction with academia and industry experts. Acquire knowledge of design thinking, practice of robust design process involving critical thinking and team-work. And develop sensitivity to moral and ethical code of conduct as a professional equipped to perform equally well as an employee or an entrepreneur.

#### **2. PO2 - Research**

Develop knowledge of conceptual frameworks that motivate interdisciplinary research and design in

human-centered design, and inform interior design process with the same. Knowledgeable regarding contemporary developments, smart materials, cutting edge technology, state of the art advancements, etc. to develop an intuitive and innovative approach towards the field of design.

#### **3. PO3 - Information and digital literacy**

Develop an aptitude for problem solving and opportunity inquiry with a thorough research process.

Developing knowledge of design process, research as a method of creative problem solving and inducing innovation. Developing intellectual property through original research, publishing articles in high impact factor journals, conference proceedings, patents

#### **4. PO4 - Problem Solving**

Evaluate and understand human needs as a basis for designing. Adopt a systems approach to design, develop, innovate and implement integrated systems that include people, technology, information, energy and resources taking into account global, environmental, human, social and economic contexts.

#### **5. PO5 - Communication and presentation skills**

Inculcating the habits of constructive criticism, self-evaluation and lifelong learning through cross-collaboration, design studio culture, hands-on working. Identify the need for and continue to develop skills and knowledge to embrace changes or disruptions in society and the design profession.

#### **6. PO6 - Behavioural skills, Teamwork and leadership**

Imbibing appreciation of versatility of history, culture, tradition, crafts, arts, technology, artists. Communicate effectively in oral, written, and visual forms, while scaling communications to audience needs and socio-technical contexts.

#### **7. PO7 - Globalization**

Imbibing appreciation of versatility of history, culture, tradition, crafts, arts, technology, artists. Communicate effectively in oral, written, and visual forms, while scaling communications to audience needs and socio-technical contexts.

#### **8. PO8 - Ethical, Social and professional understanding**

The ten work ethic traits: appearance, attendance, attitude, character, communication, cooperation, organizational skills, productivity, respect and teamwork are defined as essential for student success and are listed below.

#### **9. PO9 - Employability, Entrepreneurship**

Developing skills that fulfil the industry requirements and are at par with market demand. Imbibing

entrepreneurship skills as well that enable to set up and run own establishment and take it further.

#### **10. PO10- Lifelong learning**

The list of beneficial lifelong learning skills one can have is broad and diverse, and it pays to develop them constantly. Such skills transform our future for the better because they come from what is best in us. Mastering beneficial lifelong learning skills helps us work, learn, and live better.

#### **11. PO11- Organizational behaviour**

At its core, organizational behaviour analyses the effect of social and environmental factors that affect the way employees or teams work. The way people interact, communicate, and collaborate is key to an organization's success.


#### **12. PO12- Finance and marketing**

Imbibing financial aspects such as analytical thinking. It refers to looking at and understanding a situation to interpret it and deriving an intelligent and thoughtful response. Also integrating marketing skills to promote the work and business better.

#### **Examination Scheme for all theory papers**

<b>Components</b>	<b>Mid-term Examination</b>	<b>Final Internal Assessment</b>	<b>End-Term Exam</b>	<b>Total</b>
<b>Weightage</b>	<b>15</b>	<b>25</b>	<b>60</b>	<b>100</b>

## SEMESTER-I

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BCF-1P06</b>	<b>LTP: 2-1-0</b>	<b>B.Des CF</b>
<b>History of Art &amp; Design I</b>		<b>Version: 2023</b>

### **Objective:**

This module explores the relationship between Design and global art from the late eighteenth to the early-twentieth century. The intent of inculcating familiarity and sensitivity towards Modernism, its influences and impact is to rouse their curiosity in contemporary art and design. How did modern art emerge as a response to new political structures and historical and regional traditions? In studying key modernist movements across the Americas, Europe, Africa, and Asia, students will be posed with larger questions of visual culture and its relationship to mass consumption; materiality and culture; continuity of tradition and evolution of human race. Studying key historical movements of the last century and the influence of new materials and technology on art will help them gain an insight into the current debates in the subject.

### **Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO 1</b>	Evaluate key historiographical and theoretical debates in Modernism.	PO2, PO3, PO6, PO7, PO10

<b>CO 2</b>	Demonstrate an understanding of the social history of art and design in the eighteenth to twentieth century.	PO2, PO3, PO6, PO7, PO10
<b>CO 3</b>	Demonstrate appropriate visual analysis and interpretation skills.	PO2, PO3, PO6, PO7, PO10
<b>CO 4</b>	Develop cross-cultural communication	PO2, PO3, PO6, PO7, PO10

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO Keywords												
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1		H	L			L	M			H		
CO 2		H	L			L	M			H		
CO 3		H	L			L	M			H		
CO 4		H	L			L	M			H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

**Scheme:** This course is comprised of about 45 contact hours divided into 30 lectures and 15 tutorials hours spread over 15 weeks of semester.

### **Course Contents:**

**Module 1:** Colonial World and Art and Design

**Module 2:** Industrial Revolution & The Aesthetic Movements (Art and Crafts, Art Nouveau)

**Module 3:** Early Modernism (and Art Deco) & Modernism (Impressionism, Impressionism, Expressionism, Cubism, Surrealism, Abstract Art)


**Module 4:** Socio Political Change in post colonial World, Late Modernism and its Decline & After Modernism (late 20<sup>th</sup> century)

### **Pedagogy:**

The teaching with an emphasis on history and theory of objects as a tool for critical thinking and critical making, the course prepares a base for the students to gain an understanding of historical facts and events that has designed our present; through research and analysis of objects, methods and practices of art and design. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- Craven, R. C. (2006). *Indian art: A concise history*. London: Thames and Hudson.
- Gombrich, E. H. (1998). *The Story of Art*. London: Phaidon Press. [Available from: <https://ia801601.us.archive.org/1/items/in.ernet.dli.2015.29158/2015.29158.The-Story-Of-Art.pdf>]
- In Bayer, H., Gropius, W., Gropius, I., & Newhall, B. (1975). *Bauhaus, 1919-1928*. New York: Museum of Modern Art. [Available from: [https://monoskop.org/images/8/80/Bayer\\_Herbert\\_Gropius\\_Walter\\_Gropius\\_Ise\\_e\\_ds\\_Bauhaus\\_1919-1928.pdf](https://monoskop.org/images/8/80/Bayer_Herbert_Gropius_Walter_Gropius_Ise_e_ds_Bauhaus_1919-1928.pdf)]
- Mitter, Partha. *The Triumph of Modernism: India's Artists and the Avant-Garde, 1922-1947*. London: Reaktion, 2007.

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-1P02</b>	<b>LTP: 2-1-0</b>	<b>B.Des UX</b>
<b>Introduction to Visual Design</b>		<b>Version: 2023</b>

### Objective:

The capacity of communicating through images and expressing the relevant aspects of a project, from the idea to the final proposal, is a fundamental aspect of design. The course aims to introduce to the students and to practice the basic tools of visual design: Typography, Iconography, Color, Hierarchy and Composition. It will discuss visual design as an essential element of communication across social, cultural and functional boundaries. This course is aimed at providing students with the understanding of the fundamentals of Visual Design, representation concepts and techniques that are broadly applied in design fields. One of the easiest ways to achieve an organized design is to apply a grid system. The grid system was first used to arrange handwriting on paper and then in publishing to organize the layout of printed pages. With introduction to Grids & Layouts, the students will acquire familiarity with the intelligent sizing and positioning of content in the available space. Based on exercises, talks and tutorials, the course embraces the ability of students to define and show their ideas by learning about the functions and features that Adobe Photoshop offers as a powerful suite specifically conceived for design professionals. It contributes to a basic understanding of aesthetic importance in design and vital tools practiced for visual compositions, Typographic Posters, Event Posters / Banners, Icons etc.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Understand what is visual design and acquire familiarity with visual compositions	PO1, PO2
<b>CO2</b>	Comprehend the application of elements and tools of visual design	PO1, PO3, PO5

<b>CO3</b>	Apply basic tools of visual design and create design visuals for concept communication & representation	PO6, PO10
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>PO Keywords</b>	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organisational Behavior	Finance & Marketing
<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO 1</b>	H	H	L	M	M	L				M		
<b>CO 2</b>	H	M	H	M	H	L	L			M		
<b>CO 3</b>	M	M	L	L	L	H		L		H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

**Scheme:**

This course is comprised of about 45 contact hours divided into 30 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.

**Course Contents:**

**Module 1: Basic elements of visual design**

Exploration Introduction to basic elements of visual design – detailed study of color, color wheel, visual hierarchy, legibility and readability, grid, layout

**Module 2: Typography**

What is typography, Typeface's history and study, Types of fonts - serif and non-serif, Font anatomy, Importance of Typography in modern age UI design, Usage of type for print vs digital, and Latest Trends in Typography

### **Module 3: Iconography**

What is iconography, visualization of icons, industry standards and specifications for iconography, designing for various form factors, trends in iconography, User perception about iconography

### **Module 4: Introduction to Visual Tools**

Introduction to visual design tools including lab session on elements of visual design and tools

### **Module 5: Project work**


Project work in tools & elements of visual design

### **Pedagogy:**

The course is a series of form exploration exercises focusing on understanding and exploring materials through self-explorations and self-directed learning. Though at few stages demonstrations will be given by the faculty or workshop assistant especially if using any power tools and heavy equipment, it must be done under the guidance of either of them. Personal research on the behaviour and characteristics of the materials is also very important, followed by group discussions and interactions with the course facilitator on the issues of sustainability and environmental issues. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- Graphic Design The New Basics - Ellen Lupton and Jennifer Cole Phillips
- The Visual Miscellaneum - David McCandless

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BCF-1P03</b>	<b>LTP: 1-2-2</b>	<b>B.Des CF</b>
<b>Visualisation &amp; Representation</b>		<b>Version: 2023</b>

### Objective:

The objective of the course is to develop the basic fundamentals of drawing based on direct observation and more of free hand sketching; the students will develop hand, eye and mind coordination, to make drawings more accurate. They are trained to 'see' rather than simply 'look', in order to develop their observation skills. Students will be able to Organize and Visualize collected information.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Students to gain understanding of Hand, Eye & Mind Coordination.	PO1, PO3, PO5, PO10
CO2	The students develop their visualization and observation through techniques. Demonstrate their imagination through various techniques like frottage and illustrations etc.	PO1, PO3, PO5, PO10
CO3	Enhances the ability of looking an object deeply and portray that in their own. Understanding the importance of drawing through direct observation, by rendering landscape, objects etc. in the same	PO1, PO3, PO5, PO10

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>PO Keywords</b>	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organisational Behavior	Finance & Marketing
<b>Course Outcomes</b>	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO 1</b>	H		L		L					H		
<b>CO 2</b>	H		L		M					H		
<b>CO 3</b>	H		L		M					H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

#### **Scheme:**

This course is comprised of about 60 contact hours divided into 15 lectures, 30 tutorials and 30 practical hours spread over 15 weeks of semester.

#### **Course Contents:**

##### **Module 1: Free-Hand Basic Sketching**

Sketching of lines, shapes and relative keeping hand, eye & mind coordination as priority. Analyze meanings of vertical, horizontal, diagonal lines.

##### **Module 2: Shape and Form**

Introduction to pencil shading, understanding the role of light and dark through various rendering techniques and exploring mediums.

### **Module 3: Nature Drawing**

Visualizing shapes and forms in nature and portraying the same in terms of flat sketches during various mediums.

### **Module 4: Perspective by Direct Observation**

Understanding the methodology & importance of one-point & two-point perspective drawings using appropriate tools and measurements taking objects and views as consideration.

#### **Pedagogy:**


All sessions are self-exploratory with a few demonstrations wherever required. The students are encouraged to observe and not work only in their classrooms. A lot of work is done as part of outdoor studies, immediate surroundings and with visualizing and freehand sketching the same.

#### **Text & References:**

- Hope, A., & Walch, M. (1990). The color compendium. New York: Van Nostrand Reinhold.
- Daniel M. Mendelowitz and Duane A. Wakeham, A Guide To Drawing, Thompson Wadsworth
- Betty Edwards The New Drawing on the Right Side of the Brain, Putnam Publishing Group
- Mona Brookes., Drawing for Older Children & Teens, Jeremy P. Tarcher
- Bert Dodson., Keys to Drawing, North Light Books
- Mona Brookes., Drawing with Children, Jeremy P. Tarcher
- J. D. Hillberry., Drawing Realistic Textures in Pencil, North Light Books
- Claire Watson Garcia., Drawing for the Absolute and Utter Beginner, Watson-Guption Pubns
- Kimon Nicolaides, The Natural Way to Draw : A Working Plan for Art Study, Mariner Books
- Peter Stanier, Terry Rosenberg., A Foundation Course in Drawing Watson, Guption Pubns

#### **Reference websites:**

- <http://drawsketch.about.com/od/learntodraw/ig/Learn-to-Draw-Beginner/How-to-Hold-a-Pencil.htm>
- <http://drawsketch.about.com/cs/drawinglessons/a/firstdrawing.htm>
- <http://42explore.com/draw.htm>
- <http://campaignfordrawing.org/home/index.aspx>
- <http://www.linesandcolors.com/>

	<b>SCHOOL OF DESIGN</b>  <b>Syllabus</b>
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<b>23BUX-1P03</b>	<b>LTP: 2-2-0</b>	<b>B.Des UX</b>
<b>Introduction to UX Design</b>		<b>Version: 2023</b>

### **Objective:**

This course aims to investigate the historicity of the gradual development of UX design right from the beginning. This course will make students understand the evolution of UX design as an industry practice and will allow them to know about different UX industry domains, roles and expert responsibility, this will enable them to identify problems and Design solutions around us. The course is about deep understanding of UX which is a broad umbrella term under which many fields like interface design, information design, interaction design etc will be covered at the later stage. This offers the students to observe the environment around them and understand the good design, bad design, good experience, bad experience, real life problems and opportunities to solve them and finally it will offer to recognize the importance of UX in digitalization and its application in different types of industries.

### **Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Understand the concept of UX design and how it has evolved and how UX industry work	<b>PO1, PO2, PO4</b>

<b>CO2</b>	Able to understand UX design process and methodology	<b>PO1, PO3, PO4, P10</b>
<b>CO3</b>	Understand the importance of UX in digitalization and different types of industries Know the job, roles and responsibilities in UX industry	<b>PO11, PO6,</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>PO Keywords</b>	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
CO 1	H	H	M	H	M			L		M		L
CO 2	H	M	H	H	M	L				H		
CO 3	M	M			L	H	L	M	M	M	H	

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

**Scheme:**

This course is comprised of about 60 contact hours divided into 30 lectures, 30 tutorials and 0 practical hours spread over 15 weeks of semester.

### **Course Contents:**

#### **Module 1: Evolution of UX Design**

- Understand the evolution of UX design as an industry practice and learning about UX industry experts
- Design around us
- Job roles and responsibilities in the UX industry

#### **Module 2: Processes and Methodologies**

- Understanding UX design processes and methodologies – user centered design
- 5S model

#### **Module 3: Tools and Technology in UX Design**

- Tools, prototype
- Industry standards
- Technology, NFC, Chatbot, Siri

#### **Module 4: Multiple Domains and Trends in UX Design**

- UX industry trends

#### **Module 5: Project**


- Project on UX design process and industry trends

### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- Designing for Digital Age: How to create human-centered products and services - Kim Goodwin.
- Sketching the User experiences - Bill Buxton
- The design of everyday things - Don Norman
- The elements of user experience

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-1P04</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Visual Strategy</b>		<b>Version: 2023</b>

### **Objective:**

This course will equip the students with understanding of communication by using design laws. Visualization is an important personal development tool for design students to be able to express their ideas in a better manner & tool used for creating visual Identity for your brand/ product etc. Whenever we have an idea or notion to do something we visualize it first. It is the use of the imagination through pictures or mental imagery to create visions of what we want in our lives and how to make them happen. Along with focus and emotion, it becomes a powerful, creative tool that helps us achieve what we want in life. Using visualization as a technique invariably results in much better performance and outcome. This also holds true in business, or in life, such as in delivering a speech, asking for a raise, or any other situation that requires preparedness and forethought. Design this constitutes the importance of visualization and adaption of visual elements in communication design. The course encourages communicating the ideas to make visual identity and use the design laws effectively to construct impactful design solutions.

### **Course Outcomes:**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Understand different visualization techniques Interpret and effectively communicate the design ideas creatively	PO1, PO3, PO4, PO5, PO10
<b>CO2</b>	Demonstrate new ideas generation techniques	PO1, PO3, PO5, PO9, PO10
<b>CO3</b>	Apply the methods of presenting complex information visually construct visual identity design by using Design communication and visualizing techniques	PO3, PO5, PO10

#### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO Keywords	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO 1</b>	H	M	H	H	H	L				H		
<b>CO 2</b>	H	M	H	M	H	L			H	H		

<b>CO 3</b>	M	M	H	M	H	L			M	H		
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L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

#### **Scheme:**

This course is comprised of about 30 contact hours divided into 15 lectures, 15 tutorials hours and 0 practical hours spread over 15 weeks of semester.

#### **Course Contents:**

##### **Module 1: Visualization techniques**

Learning visualization techniques through - visual identity design, metamorphism visualization techniques

##### **Module 2: Ideation Methods**

Brainstorming and mind mapping

##### **Module 3: Information Visualization**

Information visualization through info graphics and designing brand communication

##### **Module 4: Communicating Design Ideas**

Documenting and communicating design ideas through presentations, role play and group activities

##### **Module 5: Project**


Project in design communication and visualization

#### **Pedagogy:**

The course is a series of exploration exercises focusing on understanding and exploring visual strategy studies through self-explorations and self-directed learning. Though at few stages demonstrations will be given by the faculty or workshop assistant especially if using any tools. Personal research on the behaviour and characteristics of the subject is also very important, followed by group discussions and interactions with the course facilitator. All assignments will be application-based keeping user-centric approach.

#### **Text & References:**

- Cool Infographics: Effective Communication with Data Visualization and Design – Randy Krum
- Information Visualization: Perception for Design - Colin Ware

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-1P05</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Empathy &amp; Understanding Problems</b>		<b>Version: 2023</b>

### Objective:

Empathy is defined as “the ability to sense other people’s emotions, coupled with the ability to imagine what someone else might be thinking or feeling”. The students are made familiar with the differences in the concept of Empathy and Sympathy. The course constitutes the importance and relevance of empathic skills required for Human Centered Design for Design processes. When integrating thoughtful questioning inside the classroom, professors help lay the foundation of a student’s critical-thinking ability. Empathy can be a fundamental force in problem solving because, once employed, it enables individuals to better see and at least appreciate all sides of an issue. Students are guided to approach a “problem” like a detective or scientist might do- by first thoroughly collecting and dissecting all of the elements of an issue, such as the timing, location, motivation, actions, and the individuals involved. This more thoughtful “step back” in addition to various empathy tools and techniques empowers students to become more versed and reach a better, more stable position to ask thoughtful questions that may then lead to the generation of an actionable and successful solution.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Understand the concept of empathy and empathizing with users effectively	PO1, PO2, PO4
<b>CO2</b>	Discern the facts after dully analysing the information received from the user Grasp various empathy techniques and tools	PO1, PO2, PO3, PO4, PO5

<b>CO3</b>	Learn how to define the problem on the basis of facts and Practice various tools to comprehend root cause of the problem leading to correct definition	PO2, PO4, P11, P12
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keywords	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO 1</b>	H	H	M	H	M	L			M	M		
<b>CO 2</b>	M	H	H	H	H	L				M	L	
<b>CO 3</b>	M	H	M	H	M					M	L	

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

**Scheme:**

This course is comprised of about 30 contact hours divided into 15 lectures and 15 tutorials spread over 15 weeks of semester.

**Course Contents:**

**Module 1: Introduction to Empathy**

What is Empathy, Learn how to understand users & their problems, techniques to empathize with users and identify key user problems Understanding, characters and settings, intentions and motivations.

### **Module 2: Analyzing facts from Empathy to Dig Deeper**

Learn how to gain insights from empathy and define problems statements

### **Module 3: Empathy Tools and Techniques**

Empathy tools – techniques for getting empathy insights through interviews

### **Module 4: Application of Empathy in design**

Empathy maps, emotional mapping, observation, field study with actual users


### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and put his or her abilities forward. A few presentations and videos would also be shared in order to get a broader perspective of use of visualization tools. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- Empathy: Why it matters, how to get it - Roman Kizanie
- The Art of Empathy: A complete Guide to life's most essential skill - Karla McLaren

## **SEMESTER- II**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-2P01</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Basics of UI Development</b>		<b>Version: 2023</b>

**Objective:**

This constitutes practice of primitive coding skills to help students in comprehending the development phase of Digital Design. This Course will allow students to understand the basic structure of the web page and execute the basic concepts of HTML and CSS This will also encourage discussion of CSS' role in creating user interfaces for mobiles and websites. DOM (document object model) understanding and CSS interaction with it will be an integral part of this course which will enable learners to develop what they imagined.

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>Understand the basic structure of the web page</b>	<b>P01, P03, P05, P08, P09, P010</b>
<b>CO2</b>	<b>Learn the basic concepts of HTML and CS</b>	<b>P01, P03, P05, P08, P09, P010</b>
<b>CO3</b>	<b>Learn CSS' role in creating user interfaces for mobiles and websites Deeper understanding of the DOM (document object model) and how CSS interacts with it.</b>	<b>P01, P03, P05, P09, P010</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keywords	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
Course Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
CO 1	H		H		L			L	L	M		
CO 2	H		H		M			L	M	M		
CO 3	H		H		M				M	M		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

This course is comprised of about 30 contact hours divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.

**Course Contents:**

## **Module 1: Basic Development**

Learning front-end development technologies – HTML, Css, JavaScript, JQuery

## **Module 2: HTML Pages**

Structure of HTML Page, Mandatory tags in html page (html, head, body)

## **Module 3: CSS**

What is CSS, Different ways of applying CSS for elements, and priority chain of CSS

## **Module 4: Attributes**

Heading tags (H1...H6), Tags and attributes (Class, Id, style etc.). Inline and block level elements

## **Module 5: Project**


Project and lab in front-end-development

### **Pedagogy:**

All sessions are practical and tutorial based with few lectures wherever required. Each student is required to do a hands on practice during the sessions. A few presentations and videos would also be shared in order to get a broader perspective. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- **Responsive web design with HTML 5 and CSS 3 - Ben Frain**
- **CSS mastery: Advance web standards Solutions - Andy Budd**
- **HTML and CSS: Design and Build Websites - Jon Duckett**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BCF-2P06</b>	<b>LTP: 2-1-0</b>	<b>B.Des CF</b>
<b>History of Art &amp; Design II</b>		<b>Version: 2023</b>

### **Objective:**

The Course objective is to introduce students to global histories through objects. The objects chosen (from the project of the British Museum) all tell a story about how their local area has interacted with the wider world. It aims to encourage people to discover the power of objects. Object lives and global histories can reveal how the traces of contact, exchange and movement of objects, cross cultural, social and political influences, mould the form and life of an object. The students will be encouraged to explore world history through objects in the classroom and visit local museums.

### **Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>

<b>CO 1</b>	<b>Evaluate key historiographical and theoretical debates in the period before Modernism.</b>	<b>PO1, PO2, PO3, PO4, PO7, PO8, PO10</b>
<b>CO 2</b>	<b>Demonstrate an understanding of the social history of art and design in the tenth to twentieth century.</b>	<b>PO1, PO2, PO3, PO4, PO7, PO8,</b>
<b>CO 3</b>	<b>Demonstrate appropriate visual analysis and interpretation skills</b>	<b>PO1, PO2, PO3, PO4, PO7, PO8, PO10</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keywo rds												
Cours e Outco mes	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	P O 7	PO 8	PO 9	PO 10	PO 11	PO 12
CO 1	L	M	L	L			M	M		H		
CO 2	M	M	H	L			L	L		L		

CO 3	L	H	L	M			L	L		H		
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**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours divided into 30 lectures and 15 tutorials spread over 15 weeks of semester.**

**Course Contents:**

**Module 1: The Silk Route (400-700 AD)**

**Module 2: Raiders and Traders (900-1300 AD)**

**Module 3: Religion and symbols of God (1200 - 1400 AD)**

**Module 4: An introduction to some early status symbols (1200-1400 AD)**

**Module 5: The World of Exploration, Exploitation and Enlightenment**

**Module 6: The Threshold of the Modern World (1375 1550 AD)**


**Pedagogy:**

**The teaching with an emphasis on history and theory of objects as a tool for critical thinking and critical making, the course prepares a base for the students**

to gain an understanding of historical facts and events that has designed our present; through research and analysis of objects, methods and practices of art and design. All assignments will be application-based keeping user-centric approach.

### Text & References:

- Craven, R. C. (2006). *Indian art: A concise history*. London: Thames and Hudson.
- Gombrich, E. H. (1998). *The Story of Art*. London: Phaidon Press. [Available from:  
<https://ia801601.us.archive.org/1/items/in.ernet.dli.2015.29158/2015.29158.The-Story-Of-Art.pdf>]
- MICHELL, G. (2000). *Hindu art and architecture*. London, Thames and Hudson.
- CRAVEN, R. C. (1976). *A concise history of Indian art*. New York, Oxford University

	<p style="text-align: center;"><b>SCHOOL OF DESIGN</b> <b>Syllabus</b></p>	
<p style="text-align: center;"><b>23BCF-2P03</b></p>	<p style="text-align: center;"><b>LTP: 1-2-2</b></p>	<p style="text-align: center;"><b>B.Des CF</b></p>
<p style="text-align: center;"><b>Image Making &amp; Representation</b></p>		<p style="text-align: center;"><b>Version: 2023</b></p>

### **Objective:**

The students should be able to visualize an image related to nature or any object and represent the same with their own creativity through different techniques. The objective is:

- To develop visualization skills – image building exercise
- To generate and transform ideas on paper.

- To represent designs realistically.
- Introduction to various ways to realistic representation.
- Use of various rendering and multi-media applications.

#### Course Outcomes:

Mapping between COs and Pos		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Understanding of Hand, Eye & Mind Coordination.	PO1, PO3, PO5, PO10
<b>CO2</b>	Develop visualization and observation through techniques. Enhances the ability of looking an object deeply and portray that in their own.	PO1, PO3, PO5, PO10
<b>CO3</b>	Demonstrate their imagination through various techniques like frottage and illustrations etc.	PO1, PO3, PO4, PO5, PO10

#### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO Keywords	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
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Course Outcomes	PO 1	PO 2			PO 5	PO 6				PO 10	PO 11	PO 12
CO 1	H				L					H		
CO 2	H				L					H		
CO 3	H				M					H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

#### **Scheme:**

This course is comprised of about 60 contact hours divided into 15 lectures, 30 tutorials and 30 practical hours spread over 15 weeks of semester.

#### **Course Contents:**

##### **Module 1: Data Visualization**

Visualizing the informative data in terms of visuals and info-graphics.

##### **Module 2: Still Life**

Observing and sketching still-life examples (complex & combination of objects) using appropriate wet & dry mediums.

##### **Module 3: Human Anatomy**

Drawing and understanding the basic human body proportions in 2d and 3d shapes.

##### **Module 4: Material & Textures**

Drawing and rendering for realistic depiction of materials and textures.

#### **Pedagogy:**


All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and put his or her abilities forward. A few presentations and videos would also be shared in order to get a broader perspective of use of visualization tools. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- Victoria Vebell, Victoria Bruck., Exploring The Basics Of Drawing ., Onword Press
- Mark Christopher Weber ., Brushwork Essentials: How to Render Expressive Form and Texture with Every Stroke., North Light Books
- Bert Dodson., Keys to Drawing with Imagination: Strategies and Exercises for Gaining Confidence and Enhancing Your Creativity ., North Light Books
- Susan Piedmont-Palladino., Tools of the imagination: drawing tools and technologies from the eighteenth century to the present ., Princeton Architectural Press
- Joseph Ungar., Rendering in mixed media ., Watson-Guptyl Publications
- Dick Powell ., Design rendering techniques: a guide to drawing and presenting design ideas., North Light

### **Reference websites:**

- <http://drawsketch.about.com/od/learntodraw/ig/Learn-to-Draw-Beginner/How-to-Hold-aPencil.htm>
- <http://drawsketch.about.com/cs/drawinglessons/a/firstdrawing.htm>
- <http://42explore.com/draw.htm>
- <http://campaignfordrawing.org/home/index.aspx>
- <http://www.linesandcolors.com/>

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-2P02</b>	<b>LTP: 2-2-0</b>	<b>B.Des UX</b>
<b>UX Design Advance</b>		<b>Version: 2023</b>

### Objective:

The objective of this course is to develop and extend construction skills, enabling learners to realize final outcomes to meet the standards of their specialized field of study. An experimental, ‘hands on’ approach will prove most useful to students; the skills needed to achieve these outcomes develop as a result of practice and trial and error. However, the tutors’ expertise and demonstrations in the subject, supported by handouts, videos and demonstrations will also be crucial.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	To understand how UX works in different sectors	P01, P02, P03, P07, P08, P09, P010
CO2	To relate to real scenario in digital industries and understand effectiveness of UX design	P01, P03, P08, P09, P010

<b>CO3</b>	Compare evaluation method and benefits in project to develop formidable solutions.	<b>P01, P08, P09, P010</b>
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keywords	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behavior	Finance & Marketing
Course Outcomes	P01	P02	P03	P04	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
<b>CO 1</b>	<b>H</b>	<b>L</b>	<b>M</b>				<b>L</b>		<b>M</b>	<b>M</b>		
<b>CO 2</b>	<b>H</b>							<b>L</b>	<b>M</b>	<b>M</b>		
<b>CO 3</b>	<b>H</b>								<b>H</b>	<b>H</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme: This course is comprised of about 60 contact hours divided into 30 lectures, 30 tutorials and 0 practical hours spread over 15 weeks of semester**

Course Contents:

**Module 1: UX methodologies**

Deep-dive in UX methodologies

**Module 2: Case Studies**

Case studies in UX design

**Module 3: Heuristic evaluation**

Heuristic evaluation

**Module 4: Product UX Lifecycle**

Understanding product UX lifecycle

**Module 5: Project**


Project on UX design

**Pedagogy:**

The teaching of Studio Materials is highly explorative in nature, unlike other subjects where planning and executing follows a specific structure and process, studio materials rather triggers spontaneity and experimentation with the material. However, since the subject also demands/enhance comprehensive technical aptitude, so demonstrations of tools and techniques will be given by the faculty/instructor wherever required. Other than the practical assignments, research assignment on material properties and the impact it leaves on environment is also of crucial importance. All assignments will be application-based keeping user-centric approach.

**Text & References:**

- 100 things every designer needs to know about people - Susan Weinschenk
- Don't make me think - Steve Krug
- The UX Book - Rex Hartson and Pardha Pyla

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-2P04</b>	<b>LTP: 1-2-0</b>	<b>B.Des UX</b>
<b>Integrated Studio for UX</b>		<b>Version: 2023</b>

### Objective:

A studio based subject which constitutes the execution of UX Project from scratch using the concepts and knowledge learned from previous subjects. It leads the students towards a cycle of discovery of different organization structures as well as industries and their practical problems. The course allows implementation of a set of designing tools and research techniques that can enable them to formulate feasible and rational solutions for the problem faced by the users in real time. The learners are exposed to the understanding of how to design and model interfaces based on the concepts learnt using a tactical strategy of UX design process. The course encourages the application of the UX design process right from discovering the problem and communicating the ideas to make design solutions and effective strategies for better experience.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understand different industries and organization structures	P01,P03, P07, P08, P09, P010, P011

<b>CO2</b>	Apply the concepts of UX design to the live problem of organization. Design and create solutions and strategies using UX design processes.	<b>P01,P03, P04, P07, P08, P09, P010</b>
<b>CO3</b>	To evaluate, criticize and develop design solutions iteratively.	<b>P01,P03, P04, P07, P08, P09, P010, P011</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keyword s	Kn owl ed ge & Ex per tise of De sig n Fie ld	R e s e a r ch	Inf or ma tio n & Di git al Lit er ac y	P ro bl e m S ol vi ng	Desi gn, Com muni cation & Pres entati on Skills	Beha vioral Skills , Tea mwo rk & Lead ershi p	Glob aliza tion	Ethi cal, Soc ial & Pro fes sio nal Un der sta ndi ng	Empl oyab ility, Entr epre neur ship	Lifelon g Learn ing	Organiz ational Behavior	Financ e & Marketi ng
Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO5	PO6	PO7	PO 8	PO9	PO10	PO11	PO12
<b>CO 1</b>	<b>H</b>		<b>L</b>				<b>M</b>	<b>M</b>	<b>M</b>	<b>M</b>	<b>L</b>	
<b>CO 2</b>	<b>H</b>		<b>M</b>	<b>L</b>			<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>		
<b>CO 3</b>	<b>H</b>		<b>M</b>	<b>M</b>			<b>M</b>	<b>M</b>	<b>H</b>	<b>H</b>	<b>M</b>	

**L= Weakly mapped**  
**M= Moderately mapped**  
**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours divided into 15 lectures and 15 tutorials spread over 15 weeks of semester.**

**Course Contents:**

### **Module 1: Project**


**Project on UX design implementation with industry relevant problem statement**

**Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and put his or her abilities forward. A few presentations and videos would also be shared in order to get a broader perspective of use of visualization tools. All assignments will be application-based keeping user-centric approach.

**Text & References:**

**Case Studies and videos as guided by mentors.**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-2P05</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Technology in Experience design</b>		<b>Version: 2023</b>

### Objective:

This constitutes the relevance of technology and its integration in the field of Design as a vital factor of User Experience. The course will allow students to understand immersive technologies such as augmented reality, virtual reality, mixed reality and 360 VR in their curriculum due to the potential pedagogical benefits. These teaching and learning tools when used properly and strategically can provide a platform for increased student engagement, immersion, interaction, enjoyment, and an all-round deeper experiential and guided reflective learning experience. However, it is only through having an understanding of this technology and its constraints and capabilities. The Course will distinguish between the various immersive technologies and available resources and will also encourage sharing experiences within class about immersive technologies. It will include evaluation of a use case and identification the important considerations when designing a learning experience using immersive technology. The final project will allow learners to incorporate the knowledge in the solution.

### Course Outcomes:

Mapping between COs and POs		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>

<b>CO1</b>	To gain knowledge of futuristic technologies and their implementation in design	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO2</b>	To identify technology constraints on design.	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO3</b>	To design technology for digital experience and product ecosystems	<b>P01, P02, P03, P05, P09, P010</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>Cours e Outco mes</b>	<b>PO 1</b>	<b>P O2</b>	<b>P O 3</b>	<b>PO 4</b>	<b>P O 5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO 1</b>	<b>H</b>	<b>M</b>	<b>M</b>						<b>M</b>	<b>M</b>		
<b>CO 2</b>	<b>H</b>	<b>L</b>	<b>H</b>						<b>L</b>	<b>M</b>		
<b>CO 3</b>	<b>H</b>	<b>L</b>	<b>M</b>		<b>L</b>				<b>L</b>	<b>M</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme: This course is comprised of about 30 contact hours divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.**

**Course Contents:**

### **Module 1: Technology for digital experience**

Understanding technology for digital experience and product ecosystems – form factors, operating systems, wifi, Bluetooth, sensors and other hardware components

### **Module 2: Technological feasibility and viability**

Understanding technological feasibility and viability. Technology constraints on design.

### **Module 3: Futuristic Technologies**

Learning about futuristic technologies and their implementation in design, Wearable medical devices.

### **Module 4: Futuristic Technologies Continued**

Details of Internet of Things, Augmented reality and virtual reality, ATM, KIOSK

### **Module 5: Research Project**

Research project on upcoming technologies and defining product ecosystems and constraints of key technologies


### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- **Emotions, technology and design - Sharon Y. Tettegah**
- **Augmented Reality: Principles and Practice - Dieter Schmalstieg**
- **Augmented Reality: An emerging technologies guide - Gregory Kipper and Joseph Rampolla**

### **SEMESTER- III**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-3P01</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Introduction To UI Design</b>		<b>Version: 2023</b>

#### **Objective:**

The course should enable the student to make UI design through Digital tools.

- Learning UI design guidelines for different platforms and operating systems
- Understanding the principles and fundamentals of UI Design.
- To be able to learn and get hands on Iconography & typography for interface design.
- To fundamentals of screen design based on design guidelines and Cross platform screen design.
- To master with the practical training in UI design for digital screens

#### **Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>

<b>CO1</b>	<b>Learning UI design guidelines for different platforms and operating systems</b>	<b>PO1, PO3, PO5, PO9, PO10</b>
<b>CO2</b>	<b>Understanding the principles and fundamentals of UI Design.</b>	<b>PO1, PO3, PO5, PO9, PO10</b>
<b>CO3</b>	<b>Applying the principles and fundamentals of UI Design. To be able to learn and get hands on Iconography &amp; typography for interface design.</b>	<b>PO1, PO3, PO5, PO9, PO10</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>PO Keyw ords</b>	<b>K no w l e d g &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n, C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp; L e a d e r s h i p</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l , S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y , E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
<b>Cours e Outco mes</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>P O 5</b>	<b>P O 6</b>	<b>P O 7</b>	<b>P O 8</b>	<b>P O 9</b>	<b>P O 10</b>	<b>P O 11</b>	<b>P O 12</b>
<b>CO 1</b>	<b>H</b>		<b>H</b>		<b>H</b>				<b>H</b>	<b>H</b>		

CO 2	H		H		H				H	H		
CO 3	H		H		H				H	H		

**L= Weakly mapped**  
**M= Moderately mapped**  
**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 30 contact hours (2 credits) divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.**

**Course Contents:**

#### **Module 1: Complex service design case studies**

**Follow through on various Case studies and success stories.**

#### **Module 2: Deep dive into task flows**

**Learning to build complex task flows, Implementing into complex problems.**

#### **Module 3: Methodology of service design**

**Learning analytical tools and systems engineering**

#### **Module 4: System Design for private sector**

**Learning through projects of MNC's, Hospitals, private roadway services etc..**


**Pedagogy:**

All sessions are focused on understanding the basics of service design and practical application of the system. . Each student is required to do research and put his or her abilities forward. A few presentations and videos would also be shared in order to get a broader perspective. All assignments will be application-based keeping user-centric approach.

**Text & References:**

1. Graphic Design The New Basics - Ellen Lupton and Jennifer Cole Phillips
2. The Visual Miscellaneous - David Mc Candless

**Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-3P02</b>	<b>LTP: 1-2-2</b>	<b>B.Des UX</b>
<b>Ethnography &amp; People Design</b>		<b>Version: 2023</b>

**Objective:**

The course should enable the student to understand different classes of users and design for humans.

- To understand the users
- To understand the user's interaction with the environment, people and culture
- To take part in different UX domains and societies

- Creating ethnography mood boards, user scenarios, storyboards
- Understanding research problems, data gathering techniques
- Perform field study to understand people design.

**Course Outcomes:**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	To understand ethnography research and the user's interaction with the environment, people and culture.	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10
<b>CO2</b>	Understanding research problems, data gathering techniques	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10
<b>CO3</b>	Creating ethnography mood boards, user scenarios, storyboards	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10
<b>CO4</b>	To take part in different UX domains and societies Perform field study to understand people design.	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keyw ords	Knowledg e & Expertise of Design Field	Res ear ch	Informat ion & Digital Literacy	Proble m Solvin g	Design, Comm unicati on & Presen tation Skills	Beha vioral Skills, Team work & Lead ership	Globaliz ation	Ethical , Social & Profes sional Under standi ng	Emp loya bility, Entr epre neur ship	Lifel ong Lear ning	Org ani zati ona l Be hav ior	Finan ce & Mark eting
<b>Cours e</b>	<b>PO1</b>	<b>PO 2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO1 0</b>	<b>PO 11</b>	<b>PO1 2</b>

Outcomes												
CO 1	H	H		H	H	H		H	H	H		
CO 2	H	H		H	H	H		H	H	H		
CO 3	H	H		H	H	H		H	H	H		
CO 4	H	H		H	H	H		H	H	H		

**L= Weakly mapped**  
**M= Moderately mapped**  
**H= Strongly mapped**

**Scheme:**

This course is comprised of about 60 contact hours (4 credits) divided into 15 lectures, 30 tutorials and 15 practical hours spread over 15 weeks of semester.

**Course Contents:**

### **Module 1: Introduction to Ethnography and its Importance in UX**

History and Origin of Ethnography, How people think and feel, what motivates them, People are social, form and features of Ethnographic anthropology of India research, Theory and ethnography in modern.

### **Module 2: Ethnography as method**

Conducting ethnographic research, Understanding cognitive and organizational psychology, evaluating ethnographic research data.

### **Module 3: Introduction to semiotics**

History and meaning of semiotics, Basics of semiotics, Understanding Symbol, sign and Icon, difference between symbol, icon and sign, Signifier, signified and signification. Applications in real time world in the form of storytelling.

#### **Module 4: Elective- Ethnography study on Globalization**

Plutchiks wheel of emotion, K-pop culture effect on design, Bollywood globalization, Study on how colonization changed the ethnography of regions, Nation branding around the world.


#### **Module 5: Representation of Ethnographic data**

Pictorial representation of the study in the form of painting, installation, product, etc.

#### **Pedagogy:**

All sessions are self-exploratory with few demonstrations wherever required. The students are encouraged to observe and not work only in their classrooms. A lot of work is done as extensive studio-based assignment and research based. Each student is required to do research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.

#### **Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-3P03</b>	<b>LTP: 1-1-2</b>	<b>B.Des UX</b>
<b>Introduction To User Research</b>		<b>Version: 2023</b>

#### **Objective:**

**The course should enable the student to understand user and design accordingly**

- **Be able to understand the importance of User research**
- **Understanding the different user research methodologies**
- **Able to grasp hands-on experience of tools for user research**
- **Understanding cognitive psychology and user behavior.**
- **Performing a user research with users on a chosen problem**

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>Be able to understand the importance of User research Understanding cognitive psychology and user behavior.</b>	<b>PO1, PO2, PO4, PO5, PO6,PO8, PO9, PO10</b>
<b>CO2</b>	<b>Understanding the different user research methodologies</b>	<b>PO1, PO2, PO4, PO5, PO6,PO8, PO9, PO10</b>
<b>CO3</b>	<b>Able to grasp hands-on experience of tools for user research. Performing a user research with users on a chosen problem</b>	<b>PO1, PO2, PO4, PO5, PO6,PO8, PO9, PO10</b>

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>P O K e y w o r d s</b>	Kn ow led ge & Ex per tis e of De sig n Fie ld	R es e ar ch	Inf or ma tio n & Di git al Lit era cy	P r o bl e m S ol vi ng	Desi gn, Com muni cation & Pres entat ion Skill s	Be ha vio ral Ski lls, Te am wo rk & Le ad ers hip	Glo baliz atio n	Ethi cal, Soc ial & Pro fess ion al Und ers tan din g	Empl oyabi lity, Entre prene urshi p	Lifelo ng Learni ng	Organiza tional Behavior	Financ e & Market ing
<b>Co ur se Ou tco me s</b>	<b>P O1</b>	<b>P O2</b>	<b>P O3</b>	<b>P O4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours (3 credits) divided into 30 lectures, 0 tutorials and 15 practical hours spread over 15 weeks of semester.**

## **Course Contents:**

### **Module 1: Introduction to User Research**

**Introduction to User Research and its Importance, Understanding User interactions**

### **Module 2: User Research methodologies**

**Planning for a User Research User Segment, defining persona for research & recruiting users, preparing a Questionnaire for user research, Focus group discussion - do and don'ts, Online surveys - tools, do and don'ts, Analysis Interview Tips & Techniques**

### **Module 3: Field study**

**Hands on practice of methodologies Preparing and Conducting Stakeholder workshop, Preparing questionnaire for Interviews, and Online surveys.**

### **Module 4: Tools of Empathy and analysis**

**Tools of empathy like Persona, Empathy Map and User Journey Map, Documenting Qualitative Research, Documenting Quantitative Research.**

### **Module 4: Project Work**

**Project work on User research**


## **Pedagogy:**

**All sessions are self-exploratory with few demonstrations wherever required. The students are encouraged to observe and not work only in their classrooms. A lot of work is done as extensive studio-based assignment and research based. Each student is required to do research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.**

### **Text & References:**

- 1. Observing the User Experience, Second Edition: A Practitioner's Guide to User Research - Elizabeth Goodman, Mike Kuniavsky, and Andrea Moed.**
- 2. Interviewing Users - Steve Portigal**
- 3. Validating Product Ideas - Timer Sharon**

### **Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>21BUX-3P04</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Design Thinking</b>		<b>Version: 2023</b>

### **Objective:**

**The course should enable the student to understand wicked problems and using design to solve them.**

- Get to know what design thinking and wicked problem is.**
- To learn to generate new ideas.**
- To grasp the methods of the design thinking 5d process.**
- To comprehend and effectively use the tools and techniques to solve wicked problems.**
- To apprehend the application of design thinking with case studies.**

**Course Outcomes:**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Get to know what design thinking and wicked problem is.	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10
CO2	To learn to generate new ideas. To comprehend and effectively use the tools and techniques to solve wicked problems.	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10
CO3	To grasp the methods of the design thinking 5d process.	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Key words	K n o w l e d g e & E x p e r t i s	R e s e a r c h	I n f o r m a t i o n & D i g i t a l L	P r o b l e m S o l v i n g	D e s i g n, C o m m u n i c a t i o n & P r e s e n t a t	B e h a v i o r a l S k i l l	G l o b a l i z a t i o n	E t h i c a l , S o c i a l & P r o f e s s i o n a l U n d	E m p l o y a b i l i t y , E n t r e p r e n e u r s h i p	L i f e l o n g L e a r n i n g	O r g a n i z a t i o n a l B	F i n a n c e & M a r k e t i n g
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	e o f D e s i g n F i e l d		it e r a c y		io n S k i l l s	s , T e a m w o r k & L e a d e r s h i p		er sta nd in g		n g	e h a v i o r	n g
Course Outcom es	P O1	P O2	P O3	P O4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12
C O 1	H	H		H	H	H		H	H	H		
C O 2	H	H		H	H	H		H	H	H		
C O 3	H	H		H	H	H		H	H	H		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 30 contact hours (3 credits) divided into 15 lectures, 15 tutorials and spread over 15 weeks of semester.**

**Course Contents:**

**Module 1: Introduction to Design thinking and Wicked problems**

**Learning the meaning of design thinking and how it has evolved to solve wicked problems around the world, four pillars of wicked problems.**

**Module 2: Design thinking process**

**Deep dive into the 5D process**

**Module 3: Case studies in Design thinking**

**Getting to know the real-world applications and success stories of different industries.**

**Module 4: Tools and techniques in Design thinking**

**Learning the tools and getting hands on practice on each tool**

**Module 4: Project Work**

**Project on Design thinking.**


**Pedagogy:**

**All sessions are self-exploratory with few demonstrations wherever required. The students**

**are encouraged to observe and not work only in their classrooms. A lot of work is done as extensive studio-based assignment and research based. Each student is required to do research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.**

**Text & References:**

**Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-3P05</b>	<b>LTP: 1-2-0</b>	<b>B.Des UX</b>
<b>Service Design &amp; Task Flows</b>		<b>Version: 2023</b>

**Objective:**

**The course should enable the student to understand task flow for operators. Be able to find and execute user touch points, ecosystem diagram, value proposition map. Use CJM to understand user flows, understanding task flows, creating task flows and systems engineering. Learning KPIs for efficiency in service design and systems engineering. Shortest path Service design in different domains. Be able to understand the importance of User research. Understanding the different user research methodologies. Able to grasp hands-on experience of tools for user research. Understanding cognitive psychology and user behavior.**

- Introduction to Service design, History with case studies
- Basics of task flows
- Methodology of service design
- System Design for Public sector

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>Introduction to Service design, History with case studies</b>	<b>PO1, PO2, PO6, PO8, PO10, PO11</b>
<b>CO2</b>	<b>Basics of task flows</b>	<b>PO1, PO3, PO4, PO9, PO10</b>
<b>CO3</b>	<b>Methodology of service design</b>	<b>PO1, PO3, PO4, PO9, PO10</b>
<b>CO4</b>	<b>System Design for Public sector</b>	<b>PO1, PO2, PO10</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>P O Keyw ords</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n , C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp; L e a d e r s h i p</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l , S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y , E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
<b>C o u r s e O u t c o m e s</b>	<b>P O1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>P O5</b>	<b>P O 6</b>	<b>P O7</b>	<b>P O 8</b>	<b>P O9</b>	<b>P O10</b>	<b>P O11</b>	<b>P O12</b>
	<b>H</b>	<b>M</b>	<b>L</b>		<b>L</b>	<b>H</b>		<b>H</b>		<b>H</b>	<b>M</b>	

	H		H	H	M				H	H		
	H		H	H	M				H	H		
	H	H	M	M						H		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours (3 credits) divided into 15 lectures, 30 tutorials and spread over 15 weeks of semester.**

**Course Contents:**

### **Module 1: : Introduction to service design**

**Introduction to Service design, History with case studies**

### **Module 2: Basics of task flows**

**What are task flows, basics to create task flows, Implementing into simple problems**

### **Module 3: Methodology of service design**

**Defining the users involved with analytical tools, define the requirements for the service and its logical and organizational structure, Representation of the service by means of techniques that illustrate all the components of the service, including physical elements, interactions, logical links**

#### **Module 4: System Design for Public/private sector**

Public services include public goods and governmental services such as the military, police, infrastructure (public roads, bridges, tunnels, water supply, sewers, electrical grids, telecommunications, etc.), public transit, public education, along with health care and those working for the government itself, such as elected officials.

#### **Module 5: Project on System design for public/private sector**


##### **Project based**

#### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and put his or her abilities forward. A few presentations and videos would also be shared in order to get a broader perspective of use of visualization tools. All assignments will be application-based keeping user-centric approach.

#### **Text & References:**

### **SEMESTER IV**

	<b>SCHOOL OF DESIGN</b> Syllabus
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<b>23BUX -4P01</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Ui Design Advance</b>		<b>Version: 2023</b>

**Objective:**

The course should enable the student made advance user interfaces

- Advance UI interface designing
- Cross platform interface design and responsive design
- UI concept and design guidelines
- UI design documentation and design delivery documentation
- Understanding how UI/UX work in different sectors together

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Advance UI interface designing. Understanding how UI/UX work in different sectors together	<b>PO1, P03, PO4, PO5, PO6,PO8, PO9, PO10</b>
<b>CO2</b>	Cross platform interface design and responsive design	<b>PO1, P03, PO4, PO5, PO6,PO8, PO9, PO10</b>
<b>CO3</b>	UI concept and design guidelines. UI design documentation and design delivery documentation.	<b>PO1, P03, PO4, PO5, PO6,PO8, PO9, PO10</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>P O K e y w o r d s</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n, C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp; L e a d e r s h i p</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l, S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y , E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
<b>C o u r s e O u t c o m e s</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>PO 6</b>	<b>PO7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		

	H		H	H	H	H		H	H	H		
	H		H	H	H	H		H	H	H		
	H		H	H	H	H		H	H	H		
	H		H	H	H	H		H	H	H		

**L= Weakly mapped**  
**M= Moderately mapped**  
**H= Strongly mapped**

**Scheme:**

This course is comprised of about 30 contact hours (2 credits) divided into  
 15 lectures, 15 tutorials spread over 15 weeks of semester.

**Course Contents:**

#### **Module 1: Advance UI Interface design**

Creation of cross platform interface design and responsive design

#### **Module 2: UI Concept, design guidelines and tools**

Introduction to UI design concept and guidelines and Zeplin

#### **Module 3: UI design documentation**

The process of UI design documentation and design delivery documentation


#### **Module 4: Practical Project**

Hands on training through Project on interface designing

**Pedagogy:**

The course is a series of exploration exercises focusing on understanding visual design through self-explorations and self-directed learning. Though at few stages demonstrations will be given by the faculty or workshop assistant especially if using any tools. Personal research on the behaviour and characteristics of the subject is also very important, followed by group discussions and interactions with the course facilitator. All assignments will be application-based keeping user-centric approach.

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23 BUX -4P02</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Design Thinking Application</b>		<b>Version: 2023</b>

**Objective:**

The course should enable the student to understand wicked problems and using design to solve them.

- Get to know what design thinking and wicked problem is.
- To learn to generate new ideas.
- To grasp the methods of the design thinking 5d process.
- To comprehend and effectively use the tools and techniques to solve wicked problems.
- To apprehend the application of design thinking with case studies.

**Course Outcomes:**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understand the problem identification of problem in everyday life	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12
CO2	To learn to generate new ideas using ideation techniques	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Key words	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioural Skills, T	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organization & Leadership	Financial & Marketing
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						e a m w o r k & L e a d e r s h i p					a v i o r	
<b>Course Outcomes</b>	<b>PO1</b>	<b>P O 2</b>	<b>PO 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>PO 6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO 1</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
<b>CO 2</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
<b>CO 3</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 30 contact hours (2 credits) divided into 15 lectures, 15 tutorials spread over 15 weeks of semester.**

## **Course Contents:**

### **Module 1: Introduction to Design thinking and Wicked problems**

Learning the meaning of design thinking and how it has evolved to solve wicked problems around the world, four pillars of wicked problems.

### **Module 2: Design thinking process**

Deep dive into the 5D process

### **Module 3: Case studies in Design thinking**

Getting to know the real-world applications and success stories of different industries.

### **Module 4: Tools and techniques in Design thinking**

Learning the tools and getting hands on practice on each tool

### **Module 4: Project Work**

Project on Design thinking.

## **Pedagogy:**

All sessions are self-exploratory with few demonstrations wherever required. The students

are encouraged to observe and not work only in their classrooms. A lot of work is done as extensive studio-based assignment and research based. Each student is required to do research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.

## **Text & References:**

**Reference websites:**

**1. Course Outcomes** - The course should enable the student to understand the design thinking process and its application to enhance the design.

CO1: Conduct real-world research using research methods. (K5)


CO2: Understand to arrive at the problem (K3)

CO3: Understand the design thinking methods (K1)

CO4: Application of methods to arrive at a practical solution(K4)

**2. Text & References**

1. The Design Thinking Playbook – Michael Lewrick
2. Change by Design – Tim Brown
3. The Design of Business – Roger Martin
4. The Design thinking toolbox – Larry J. Leifer

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -4P03</b>	<b>LTP: 1-2-2</b>	<b>B.Des UX</b>
<b>Application of 6D</b>		<b>Version: 2023</b>

**Objective:**

The course should enable the student to understand and implement the 6D process in UX & UI

- Learning to design with 6D process
- Implementation of different tools and techniques at correct form and place
- Use of advance technology and hands-on implementation on the project

- Practice sessions to concretize the skills learnt

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Learning to design with 6D process	PO1, PO3, PO4, PO5, PO6, PO8, PO9, PO10
CO2	Implementation of different tools and techniques at correct form and place	PO1, PO3, PO4, PO5, PO6, PO8, PO9, PO10
CO3	Use of advance technology and hands-on implementation on the project	PO1, PO3, PO4, PO5, PO6, PO8, PO9, PO10

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO Keyword s	K n o w l e d g e & E x p e r t i s e o f	R e s e a r c h	I n f o r m a t i o n & D i g i t a l L i t e r	P r o b l e m S o l v i n g	D e s i g n, C o m m u n i c a t i o n & P r e s e n t a t i o n	B e h a v i o r a l S k i l l s	G l o b a l i z a t i o n	E t h i c a l, S o c i a l & P r o f e s s i o n a l U n d e r s t a n	E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p	L i f e l o n g L e a r n i n g	O r g a n i z a t i o n a l B e	F i n a n c e & M a r k e t i
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	D e s i g n F i e l d		a c y		S k i l l s	, T e a m w o r k & L e a d e r s h i p		d i n g			h a v i o r	n g
Course Outcomes	P O 1	P O 2	P O 3	P O 4	PO5	P O6	PO 7	PO 8	PO9	PO10	PO11	PO12
CO 1	H		H	H	H	H		H	H	H		
CO 2	H		H	H	H	H		H	H	H		
CO 3	H		H	H	H	H		H	H	H		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 60 contact hours (4 credits) divided into 15 lectures, 30 tutorials and 15 practical hours spread over 15 weeks of semester.**

**Course Contents:**

**Module 1: Project**

**Project on implementation of 6D process in any service/product**


**Pedagogy:**

**All sessions are self-exploratory with few demonstrations wherever required. The students**

**are encouraged to observe and not work only in their classrooms. A lot of work is done as extensive studio-based assignment and research based. Each student is required to do research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.**

**Text & References:**

**Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>
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<b>23BUX -4P04</b>	<b>LTP: 1-1-2</b>	<b>B.Des UX</b>
<b>User Research Application</b>		<b>Version: 2023</b>

### **Objective:**

The course should enable the student to enquire and understand users, and be able to apply user research tools in a project.

- The phenomenon of user research is learnt through hands on training
- Exploring different user research methodologies ensuring appropriate solution
- The tools for user research become familiar.
- Introduction to basic cognitive psychology and user behavior
- Field experience on user researching through a pre-selected problem

### **Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Introduction to basic cognitive psychology and user behavior	<b>PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10</b>



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<b>Cour se Outc omes</b>	<b>PO 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>P O6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>C O 1</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
<b>C O 2</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
<b>C O 3</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours (3 credits) divided into  
15 lectures, 15 tutorials and 15 practical hours spread over 15 weeks of semester.**

**Course Contents:**

#### **Module 1: User research characteristics.**

**What is user research and how is it performed?**

## **Module 2: User research methodologies.**

Detailed orientation on user research methodologies comprising of, Personas for research, preparing questioners, defining focus groups, dos and don'ts, survey tools.

## **Module 3: Introduction to the tools for user research.**

Detailed approach into the implementation of user research tools through workshops.

## **Module 4: Use of cognitive psychology and user behavior.**

Use of empathy mapping and customer journey mapping to understand user needs.

## **Module 5: Field research.**

Solving a pre chosen user problem performing an actual user research

### **Pedagogy:**

All sessions are self-exploratory with few demonstrations wherever required. The students


are encouraged to observe and not work only in their classrooms. A lot of work is done as

extensive studio-based assignment and research based. Each student is required to do

research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

#### **Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -4P05</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Data Analytics</b>		<b>Version: 2023</b>

### Objective:

The course should enable the student to analyses, comprehend and design for big data Learning.

- Able to effectively apply the concepts and phycology to analyze big and complex data
- To be able to understand the tool and fetch data in a structured form
- To able to read, structure, segment and conclude the heavy information

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Able to effectively apply the concepts and phycology to analyze big and complex data	PO1, P02, PO4, PO5, PO6,PO8, PO9, PO10

<b>CO2</b>	<b>To be able to understand the tool and fetch data in a structured form</b>	<b>PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10</b>
<b>CO3</b>	<b>To able to read, structure, segment and conclude the heavy information</b>	<b>PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10</b>

#### **Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>P O K e y w o r d s</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp;</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
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<b>Co ur se O ut co m es</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>P O6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		
	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		<b>H</b>	<b>H</b>	<b>H</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 30 contact hours (2 credits) divided into**

**15 lectures, 15 tutorials spread over 15 weeks of semester.**

## **Course Contents:**

### **Module 1: Data in UX**

**Design Revisit of data driven UX, data driven card sorting, data driven user research, data driven user testing.**

### **Module 2: Data in service design**

**Task flows and data, Efficiency and data, case study.**

### **Module 3: Data in decision for leadership**

**How to create actionable dashboard, drill down of data (layers)**

### **Module 4: Gamification and Data analysis**

**Scores in gamification, badges and data**

### **Module 5: Engagement and data analysis**

**How to provide engagement and personalization with data**

## **Pedagogy:**

**All sessions are self-exploratory with few demonstrations wherever required. The students**


**are encouraged to observe and not work only in their classrooms. A lot of work is done as**

**extensive studio-based assignment and research based. Each student is required to do**

**research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.**

**Text & References:**

**Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -4P06</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Service Design &amp; Task Flows Advance</b>		<b>Version: 2023</b>

**Objective:**

**The course should enable the student understand methodologies of service design**

- **Case studies**
- **Introduction to task flows**
- **Methodologies of service design**
- **Hands on training with private sector companies**

**Course Outcomes:**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understanding of a task and how it flows successfully	PO1, PO3, PO4, PO5, PO6, PO8, PO9, PO10
CO2	Methodologies of service design	PO1, PO3, PO4, PO5, PO6, PO8, PO9, PO10
CO3	Hands on training with private sector companies	PO1, PO3, PO4, PO5, PO6, PO8, PO9, PO10

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Key words	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation	Behavioural Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organizational Behaviour	Financial & Marketing
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<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	H		H	H	H	H		H	H	H		
<b>CO2</b>	H		H	H	H	H		H	H	H		
<b>CO3</b>	H		H	H	H	H		H	H	H		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 30 contact hours (2 credits) divided into 15 lectures, 15 tutorials spread over 15 weeks of semester.**

**Course Contents:**

**Module 1: Complex service design case studies**

**Follow through on various Case studies and success stories**

## **Module 2: Deep dive into task flows**

Learning to build complex task flows, Implementing into complex problems

## **Module 3: Methodology of service design**

Learning analytical tools and systems engineering


## **Module 4: System Design for private sector**

Learning through projects of MNC's, Hospitals, private roadway services etc

### **Pedagogy:**

The course is a series of exploration exercises focusing on understanding service design through demonstrations or workshop assistant especially if using any tools. Personal research on the behaviour and characteristics of the subject is also very important, followed by group discussions and interactions with the course facilitator. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -4P07</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>

<b>INTRODUCTION TO INTERACTION DESIGN</b>	<b>Version: 2023</b>
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**Objective:**

The course should enable the student design interactive products.

- Learning the Importance and scope of Interaction design
- User centered design
- Design of interactive products
- Methods of interaction design
- Tools for interaction design
- Get to know futuristic technologies and their implementation in design

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>Learning the Importance and scope of Interaction design</b>	<b>PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12</b>
<b>CO2</b>	<b>Design of interactive products, get to know futuristic technologies and their implementation in design</b>	<b>PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12</b>

CO3	Tools for interaction design, improve interaction points for the problem area	PO1, PO2, PO4, PO5, PO6, PO8, PO9, PO10, PO11, PO12
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

P O K e y w o r d s	K n o w l e d g e & E x p e r t i s e o f D e s i g n F i e l d	R e s e a r c h	I n f o r m a t i o n & D i g i t a l L i t e r a c y	P r o b l e m S o l v i n g	D e s i g n, C o m m u n i c a t i o n & P r e s e n t a t i o n S k i l l s	B e h a v i o r a l S k i l l s , T e a m w o r k & L e a d e r s h i p	G l o b a l i z a t i o n	E t h i c a l, S o c i a l & P r o f e s s i o n a l U n d e r s t a n d i n g	E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p	L i f e l o n g L e a r n i n g	O r g a n i z a t i o n a l B e h a v i o r	F i n a n c e & M a r k e t i n g
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Co ur se O ut co m es	P O 1	P O 2	P O 3	P O 4	PO5	P O6	PO 7	PO 8	PO9	PO10	PO11	PO12
	H	H		H	H	H		H	H	H		
	H	H		H	H	H		H	H	H		
	H	H		H	H	H		H	H	H		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme: This course is comprised of about 30 contact hours divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.**

### **Course Contents:**

#### **Module 1: Introduction to Interaction design**

**Understanding scope and history of interaction in design, case studies**

#### **Module 2: User Centered design**

**What is User Centered Design? User-Centered Design Process, UCD is an Iterative Process, UCD Considers the Whole User Experience, Investment in UCD Pays off, Benefits of UCD and UX, UCD Waterfall process map**

### **Module 3: Design of interactive products**

**Ergonomics (Physical, cognitive and organizational)**

### **Module 4: Methods of interaction design**

**Learning the different methods which includes tools and techniques of interaction design, Understanding micro-interactions.**

### **Module 5: Project**


**Project on Ergonomics**

**Pedagogy:**

**All sessions are self-exploratory with few demonstrations wherever required. The students are encouraged to observe and not work only in their classrooms. A lot of work is done as extensive studio-based assignment and research based. Each student is required to do research individually, enhancing their critical, analytical and creative thinking skills. All assignments will be application-based keeping user-centric approach.**

**Text & References:**

## **SEMESTER V**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -5P01</b>	<b>LTP: 0-2-2</b>	<b>B.Des UX</b>

Visual Design Tools Advance	Version: 2023
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### Objective:

The course should enable the student to use digital drawing and graphics tools

- To be able to master the tools like illustrator and Photoshop for advance level concepts
- Understand and practice the techniques involved in designing digital UI Platforms.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	To be able to master the tools like illustrator and Photoshop for advance level concepts	PO1, P03, PO4, PO5, PO6,PO8, PO9, PO10
CO2	Understand and practice the techniques involved in designing digital UI Platforms.	PO1, P03, PO4, PO5, PO6,PO8, PO9, PO10
CO3	Apply the learning to develop better UI and improve the user's visual experience	PO1, P02, PO4, PO5, PO6,PO8, PO9, PO10, PO11, PO12

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>P O K e y w o r d s</b>	K n o w l e d g e & E x p e r t i s e o f D e s i g n F i e l d	R e s e a r c h	I n f o r m a t i o n & D i g i t a l L i t e r a c y	P r o b l e m S o l v i n g	D e s i g n, C o m m u n i c a t i o n & P r e s e n t a t i o n S k i l l s	B e h a v i o r a l S k i l l s , T e a m w o r k & L e a d e r s h i p	G l o b a l i z a t i o n	E t h i c a l, S o c i a l & P r o f e s s i o n a l U n d e r s t a n d i n g	E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p	L i f e l o n g L e a r n i n g	O r g a n i z a t i o n a l B e h a v i o r	F i n a n c e & M a r k e t i n g
<b>C o u r s e O u t c o m e s</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>P O6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>

	H		H	H	H	H		H	H	H		
	H		H	H	H	H		H	H	H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

### **Scheme:**

This course is comprised of about 45 contact hours (3 credits) divided into

30 lectures, 0 tutorials and 15 practical hours spread over 15 weeks of semester.

### **Course Contents:**

#### **Module 1: Illustrator**

Learning and Practicing Advance level tool practice in visual concepts, typography, iconography, Visual elements

#### **Module 2: Photoshop**


Advance level tool practice in interface design for cross-platform, responsive, and web.

### **Pedagogy:**

The course is a series of exploration exercises focusing on understanding visual design through self-explorations and self-directed learning. Though at few stages demonstrations will be given by the faculty or workshop assistant especially if using any tools. Personal research on the behaviour and characteristics of the subject is also very important, followed by group discussions and interactions with the course facilitator. All assignments will be application-based keeping user-centric approach.

**Text & References:**

**Reference websites:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -5P02</b>	<b>LTP: 1-1-2</b>	<b>B.Des UX</b>
<b>Technology in Experience design Advance</b>		<b>Version: 2023</b>

**Objective:**

This constitutes the relevance of technology and its integration in the field of Design as a vital factor of User Experience. The course will allow students to understand immersive technologies such as augmented reality, virtual reality, mixed reality and 360 VR in their curriculum due to the potential pedagogical benefits. These teaching and learning tools when used properly and strategically can provide a platform for increased student engagement, immersion, interaction, enjoyment, and an all-round deeper experiential and guided reflective learning experience. However, it is only through having an understanding of this technology and its constraints and capabilities.

- The Course will distinguish between the various immersive technologies and available resources and will also encourage sharing experiences within class about immersive technologies.
- It will include evaluation of a use case and identification the important considerations when designing a learning experience using immersive technology.
- The final project will allow learners to incorporate the knowledge in the solution.

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	Get to know futuristic technologies and their implementation in design	P01, P02, P03, P05, P09, P010
<b>CO2</b>	Able to comprehend technology constraints on design	P01, P02, P03, P05, P09, P010
<b>CO3</b>	Understand technology for digital experience and product ecosystems	P01, P02, P03, P05, P09, P010

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keywords	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Life long Learning	Organizational Behavior	Finance & Marketing
<b>Course Outcomes</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO 10</b>	<b>PO1 1</b>	<b>PO1 2</b>
<b>CO 1</b>	H	M	M		L				M	M		
<b>CO 2</b>	H	L	H		L				L	M		
<b>CO 3</b>	H	L	M		L				L	M		
<b>CO 4</b>	H	H	H		L				H	H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

#### **Scheme:**

This course is comprised of about 45 contact hours (3 credits) divided into 15 lectures, 15 tutorials and 15 practical hours spread over 15 weeks of semester.

#### **Course Contents:**

## **Module 1: Introduction to software teams**

Understand how software teams work, roles of different profiles; front end and back end, types of technologies for back end and front end, constraints of each technology

## **Module 2: Introduction to SDLC**

Types, pros and cons of SDLC, what are the processes that they use and frameworks that they use. Learn SDLC methodologies such as agile, lean, and traditional/waterfall – pros & cons of each process.

## **Module 3: Agile and design thinking Framework**

Deep dive into agile process, case studies, Framework of agile, The State of UX Agile Development, Agile Process Is Flexible, Top 10 Tips for UX Success From Agile Practitioners

## **Module 4: Ecosystem project**

Understanding product ecosystems for futuristic technologies – industry 4.0, Practice – Project in SDLC in any one domain (eg; E-commerce, healthcare, BFSI, Manufacturing)


### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

### **Text & References:**

- Emotions, technology and design - Sharon Y. Tettegah

- Augmented Reality: Principles and Practice - Dieter Schmalstieg
- Augmented Reality: An emerging technologies guide - Gregory Kipper and Joseph Rampolla

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -5P03</b>	<b>LTP: 1-2-0</b>	<b>B.Des UX</b>
<b>Innovation Management</b>		<b>Version: 2023</b>

**Objective:** The course should enable the student to understand the aspects of digital media experience. The course should enable the student to understand the roles of innovation in creative environment

- Understand the roles of skill, experience, motivation and culture in creative endeavor
- Appreciate how the perspective taken on creativity affects the policy used to engender it
- Differentiate between radical and incremental innovation
- Identify some potential disruptive innovations and take advantage of 'open' innovation
- Reflect on experiences of creativity and innovation at work

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Understand the roles of skill, experience, motivation and culture in creative endeavor	P01, P02, P03, P05, P09, P010
<b>CO2</b>	Appreciate how the perspective taken on creativity affects the policy used to engender it. Identify some potential disruptive innovations and take advantage of 'open' innovation	P01, P02, P03, P05, P09, P010
<b>CO3</b>	Differentiate between radical and incremental innovation	P01, P02, P03, P05, P09, P010

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>P O K e y w o r d s</b>	K n o w l e d g e &	R e s e a r c h	I n f o r m a t i o n & D i g	P r o b l e m S	D e s i g n, C o m m u n i c a t i o n	B e h a v i o r a	G l o b a l i z a	E t h i c a l, S o c i a l & P r o f e s s i o n	E m p l o y a b i l i t y, E n t r e p r e n e u r	L i f e l o n g L	O r g a n i z a t	F i n a n c e & M
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	E x p e r t i s e o f D e s i g n F i e l d		i t a l L i t e r a c y	o l v i n g	& P r e s e n t a t i o n S k i l l s	l S k i l l s , T e a m w o r k & L e a d e r s h i p	t i o n	a l U n d e r s t a n d i n g	s h i p	e a r n i n g	i o n a l B e h a v i o r	a r k e t i n g
<b>C o u r s e O u t c o m e s</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>P O6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	H	M	M		L				M	M		
	H	L	H		L				L	M		

	H	L	M		L				L	M		
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L= Weakly mapped M= Moderately mapped H= Strongly mapped

### **Scheme:**

This course is comprised of about 45 contact hours (3 credits) divided into 15 lectures, 30 tutorials spread over 15 weeks of semester.

### **Course Contents:**

#### **Module 1: Innovation & Creativity**

What is Innovation? What is creativity? Difference between innovation and creativity, dynamics of creative thinking, becoming creatively fit as an individual, creative insight, idea generation

#### **Module 2: Innovation in organizations**

Learn what is innovation and how leading organization across the world are implementing innovation, Role of creativity and innovation in organizations, idea evaluation, creativity in teams, team's environment and creativity, creating climate for creativity and an enterprise, creating an environment that keeps creative people creating, managing creative employees, leading for creativity and innovation, creativity to innovation, Success stories

#### **Module 3: Innovation Management Process**

Understanding what Innovation management is, Learn the 4 pillars of innovation, innovation maturity matrix and the innovation management process – problem identification, ideation, and implementation. Understanding innovation as a culture Innovation management tools – user study, social listening, customer care reports, data analytics, hackathons, paper prototyping, digital roadmap, market gap analysis, commercialization.


#### **Module 4: Project**

Research and implementing innovation management process for different industry segments.

### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -5P04</b>	<b>LTP: 1-2-2</b>	<b>B.Des UX</b>
<b>UX in Digital Medium</b>		<b>Version: 2023</b>

**Objective:** The course should enable the student to understand the aspects of digital media experience.

- Understanding different technologies
  - Be able to find and execute technologies keeping in mind user
  - To be able to perform Research and design for all industry segments using a toolkit.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understanding different technologies	P01, P02, P03, P05, P09, P010
CO2	Be able to find and execute technologies keeping in mind user	P01, P02, P03, P05, P09, P010
CO3	To be able to perform Research and design for all industry segments using a toolkit.	P01, P02, P03, P05, P09, P010

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO Keywords	Knowledge & Exp	Research	Information & Digital	Problem Solv	Design, Communication & Pr	Behavioural Sk	Globalizati	Ethical, Social & Professional Un	Employability, Entrepreneurship	Lifelong Learning	Organization	Financ & Mark
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	er ti se of D es ig n Fi el d		Li te ra c y	i n g	es en tat io n Sk ill s	i l l s , T e a m w o r k & L e a d e r s h i p	o n	der sta ndi ng		n i n g	a l B e h a v i o r	e t i n g
<b>Co ur se O ut co m es</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO 5</b>	<b>P O6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	H	M	M		L				M	M		
	H	L	H		L				L	M		
	H	L	M		L				L	M		

L= Weakly mapped  
M= Moderately mapped  
H= Strongly mapped

**Scheme:**

This course is comprised of about 60 contact hours (4 credits) divided into 15 lectures, 30 tutorials and 15 practical hours spread over 15 weeks of semester.

**Course Contents:**

**Module 1: UX and digitalization in different industry segments**

Understand by case studies how technology and digitalization is transforming different industry segments – BFSI, manufacturing, retail, automotive, media, FMCG, logistics, oil & gas. Learning to


**Module 2: Project Work**

Project work on any one industry.

**Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -5P05</b>	<b>LTP: 1-2-0</b>	<b>B.Des UX</b>
<b>Omnichannel Experience Design</b>		<b>Version: 2023</b>

### Objective:

The course should enable the student to understand the concept of Omni channel design and build upon it

- To understand the concept of Omni channel design
- To learn how to build omni channel experience
- To grasp various key elements of building an Omni-channel experience
- To practice and create Omni-channel User Experience to Increase Customer Engagement

### Course Outcomes:

Mapping between COs and POs		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>

<b>CO1</b>	<b>To understand the concept of Omni channel design</b>	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO2</b>	<b>To learn how to build omni channel experience</b>	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO3</b>	<b>To practice and create Omni-channel User Experience to Increase Customer Engagement</b>	<b>P01, P02, P03, P05, P09, P010</b>

#### **Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>P O K e y w o r d s</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n, C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp; L e a d e r s h i p</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l, S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
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Co ur se O ut co m es	P O 1	P O 2	P O 3	P O 4	PO5	PO6	P O 7	PO 8	PO9	PO10	PO11	PO12
	H	M	M		L				M	M		
	H	L	H		L				L	M		
	H	L	M		L				L	M		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours (3 credits) divided into 15 lectures, 30 tutorials spread over 15 weeks of semester.**

**Course Contents:**

### **Module 1: Introduction to Omni channel experience design**

**What is Omni-channel experience design, Why do we need omni channel ux , Understanding all Omni-channel experiences will use multiple channels, but not all multi-channel experiences are Omni-channel. Multichannel vs. Omni channel**

### **Module 2: Case studies**

**Bank of America's Omni-channel UX, Sephora's Omni channel UX, Walgreens' Omni channel UX, caratlane and tanishq, fab furnish and home center at future groups**

### **Module 3: Building Omni channel experiences**

**Elements of Omni channel experiences, Learn how to design omni-channel experiences – Mobile, web, wearable, cloud. Customer service and offline touch points. Designing omni-channel product ecosystems and Design multi-channel interaction patterns.**


### **Module 4: Project**

**Practice – Omni-channel User Experience Best Practices to Increase Customer Engagement**

#### **Pedagogy:**

**All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.**

#### **Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23 BUX -6P01</b>	<b>LTP: 0-1-2</b>	<b>B.Des UX</b>
<b>Ui Development Advance</b>		<b>Version: 2023</b>

### Objective:

The course should enable the student to design and develop User Interfaces.

- Understanding the guidelines for front end developer and back end developer
- To be able to understand the language of designers and developers
- To able to implement visuals to working development
- To be able to learn tools in detail

### Course Outcomes:

<b>Mapping between COs and POs</b>
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	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understanding the guidelines for front end developer and back end developer	P01, P02, P03, P05, P09, P010
CO2	To be able to understand the language of designers and developers	P01, P02, P03, P05, P09, P010
CO3	To able to implement visuals to working development	P01, P02, P03, P05, P09, P010

#### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

PO Key words	Knowledge & Expertise of Design	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioural Skills, Team	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organization & Leadership	Finance & Marketing
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	<b>Field</b>					<b>m w o r k &amp; L e a d e r s h i p</b>					<b>o r</b>	
<b>Course Outcomes</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	<b>H</b>	<b>M</b>	<b>M</b>		<b>L</b>				<b>M</b>	<b>M</b>		
	<b>H</b>	<b>L</b>	<b>H</b>		<b>L</b>				<b>L</b>	<b>M</b>		
	<b>H</b>	<b>L</b>	<b>M</b>		<b>L</b>				<b>L</b>	<b>M</b>		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

This course is comprised of about 30 contact hours (2 credits) divided into 0 lectures, 15 tutorials and 15 practical hours spread over 15 weeks of semester.

**Course Contents:**


**Module 1: Project and Practice based:**

Project in front end development using HTML, CSS and other UI development technologies

**Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -6P02</b>	<b>LTP: 1-2-0</b>	<b>B.Des UX</b>
<b>Ux Design For Futuristic Technologies</b>		<b>Version: 2023</b>

**Objective:**

The course should enable the student to have an understanding on futuristic technologies and design for virtual and augmented reality and for IOT.

- To be able to have an understanding on futuristic technologies
- To be able to practice and implement technologies in new ideas
- To be able to implement after understanding on different platforms

**Course Outcomes:**

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	To be able to have an understanding on futuristic technologies	P01, P02, P03, P05, P09, P010
CO2	To be able to practice and implement technologies in new ideas	P01, P02, P03, P05, P09, P010
CO3	To be able to implement after understanding on different platforms	P01, P02, P03, P05, P09, P010

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>P O Key w o r d s</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s T e a m w o r k &amp; L e a d e r s h i p</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
<b>C o u r s e O u t c o m e s</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>PO6</b>	<b>P O 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	<b>H</b>	<b>M</b>	<b>M</b>		<b>L</b>				<b>M</b>	<b>M</b>		
	<b>H</b>	<b>L</b>	<b>H</b>		<b>L</b>				<b>L</b>	<b>M</b>		

	H	L	M		L				L	M		
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**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

#### **Scheme:**

**This course is comprised of about 45 contact hours (3 credits) divided into 15 lectures, 30 tutorials and 0 practical hours spread over 15 weeks of semester.**

#### **Course Contents:**

##### **Unit 1: Designing for AR**

**What is augmented reality, Examples, Case studies on augmented reality, implementing augmented reality in different industry domains Project based**

##### **Unit 2: Designing for VR**

**What is virtual reality, Examples, Case studies on virtual reality, implementing augmented reality in different industry domains Project based**

##### **Unit 3: Designing for Internet of things (IOT)**


**What is Internet of things, Examples, Case studies on IOT, Implementing IOT in different industry domains**

##### **Unit 4: Project based**

#### **Pedagogy:**

All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -6P03</b>	<b>LTP: 1-0-2</b>	<b>B.Des UX</b>
<b>Ux Design For Rural India</b>		<b>Version: 2021</b>

**Objective:**

The course should enable the student to understand the need for rural innovation and develop products for them

- Understanding the need of innovation in rural areas
- To be able to understand the users and suggest ideas
- To able to create ethnography study and analyze it
- Improve the experience with digitalization

## Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understanding the need of innovation in rural areas	P01, P02, P03, P05, P09, P010
CO2	To be able to understand the users and suggest ideas	P01, P02, P03, P05, P09, P010
CO3	To able to create ethnography study and analyze it	P01, P02, P03, P05, P09, P010

## Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

P O K e y w o r d s	K n o w l e d g e & E x p e r t i s e o f	R e s e a r c h	I n f o r m a t i o n & D i g i t a l L i t e r	P r o b l e m S o l v i n g	D e s i g n, C o m m u n i c a t i o n & P r e s e n t a t i o n	B e h a v i o r a l S k i l l s	G l o b a l i z a t i o n	E t h i c a l, S o c i a l & P r o f e s s i o n a l U n d e r s t a n	E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p	L i f e l o n g L e a r n i n g	O r g a n i z a t i o n a l B e	F i n a n c e & M a r k e t i
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	D e s i g n F i e l d		a c y		S k i l l s	, T e a m w o r k & L e a d e r s h i p		d i n g			h a v i o r	n g
C o u r s e O u t c o m e s	P O 1	P O 2	P O 3	P O 4	PO5	P O6	PO 7	PO 8	PO9	PO10	PO11	PO12
	H	M	M		L				M	M		
	H	L	H		L				L	M		
	H	L	M		L				L	M		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme:**

**This course is comprised of about 45 contact hours (3 credits) divided into 30 lectures, 0 tutorials and 15 practical hours spread over 15 weeks of semester.**

**Course Contents:**


**Module 1: Project based**

**Ethnographic study of rural India. Creating UX for low bandwidth regions. Digitalization for the bottom of the pyramid. Localization of experience**

**Pedagogy:**

**All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.**

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX -6P04</b>	<b>LTP: 0-1-2</b>	<b>B.Des UX</b>

<b>Industry Specific Ux Design</b>	<b>Version: 2023</b>
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**Objective:**

**The course should enable the student to make projects for the industry**

- **To be able to implement the grasp the different industries**
- **To be able grasp the working and concepts of different domains**

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>To be able to implement the grasp the different industries</b>	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO2</b>	<b>To be able grasp the working and concepts of different domains</b>	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO3</b>	<b>To analyze and ease the current workflow of different industries</b>	<b>P01, P02, P03, P05, P09, PO11, PO12</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>P O Key w o r d s</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n, C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp; L e a d e r s h i p</b>		<b>E t h i c a l, S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
<b>C o u r s e O u t c o m e s</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>PO6</b>	<b>P O 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
	<b>H</b>	<b>M</b>	<b>M</b>		<b>L</b>				<b>M</b>	<b>M</b>		
	<b>H</b>	<b>L</b>	<b>H</b>		<b>L</b>				<b>L</b>	<b>M</b>		
	<b>H</b>	<b>L</b>	<b>M</b>		<b>L</b>				<b>L</b>	<b>M</b>		<b>H</b>

**L= Weakly mapped**  
**M= Moderately mapped**  
**H= Strongly mapped**


**Scheme:**

**This course is comprised of about 30 contact hours (2 credits) divided into 0 lectures, 15 tutorials and 15 practical hours spread over 15 weeks of semester.**

**Pedagogy:**

**All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.**

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23 BUX -6P05</b>	<b>LTP: 1-1-0</b>	<b>B.Des UX</b>
<b>Interaction Design Advance</b>		<b>Version: 2023</b>

**Objective:**

**The course should enable the student to understand and develop for micro interactions**

- **To be able to understand micro-interactions in detail**
- **Have a hands on tools and prototyping practice**
- **To be able to generate new ideas**
- **Get to understand technologies and connect with emotional design**

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	<b>To be able to understand micro-interactions in detail</b>	<b>P01, P02, P03, P05, P09, P010</b>
<b>CO2</b>	<b>Have a hands on tools and prototyping practice</b>	<b>P01, P02, P03, P05, P09, P010</b>

<b>CO3</b>	<b>To be able to generate new ideas</b>	<b>P01, P02, P03, P05, P09, P010</b>
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**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>P O K e y w o r d s</b>	<b>K n o w l e d g e &amp; E x p e r t i s e o f D e s i g n F i e l d</b>	<b>R e s e a r c h</b>	<b>I n f o r m a t i o n &amp; D i g i t a l L i t e r a c y</b>	<b>P r o b l e m S o l v i n g</b>	<b>D e s i g n, C o m m u n i c a t i o n &amp; P r e s e n t a t i o n S k i l l s</b>	<b>B e h a v i o r a l S k i l l s , T e a m w o r k &amp; L e a d e r s h i p</b>	<b>G l o b a l i z a t i o n</b>	<b>E t h i c a l, S o c i a l &amp; P r o f e s s i o n a l U n d e r s t a n d i n g</b>	<b>E m p l o y a b i l i t y, E n t r e p r e n e u r s h i p</b>	<b>L i f e l o n g L e a r n i n g</b>	<b>O r g a n i z a t i o n a l B e h a v i o r</b>	<b>F i n a n c e &amp; M a r k e t i n g</b>
<b>C o u r s e O u t c o m e s</b>	<b>P O 1</b>	<b>P O 2</b>	<b>P O 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>PO6</b>	<b>P O 7</b>	<b>PO 8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>

	H	M	M		L				M	M		
	H	L	H		L				L	M		
	H	L	M		L				L	M		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

#### **Scheme:**

**This course is comprised of about 30 contact hours (2 credits) divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.**

#### **Course Contents:**

##### **Module 1: Introduction to micro-interactions**

**To evoke emotions and activity (to compel the user to do something), four triggers of micro interactions.**

##### **Module 2: Rapid prototyping techniques**

**Tools and methods of rapid prototyping for idea generation Crazy 8, Scamper, 6 thinking hats**

##### **Module 3: Multi-Screen Interaction design**

**Service design case studies - ATM/Healthcare for multi-screen interaction design  
Practice & Project based**

#### **Module 4: Designing for futuristic technologies**

**Interaction design for gesture controls. Designing interactions for futuristic technologies – voice, AI. Project based on sound/voice and gesture controls**

#### **Module 5: Emotional Design**


**7 types of emotions- Example as case study for each emotion. Develop your own emotional study on any product/situation. How to manage emotions in interaction design. E.g.: Nostalgic in social media (Facebook feature)**

#### **Pedagogy:**

**All sessions are self-exploratory with a few demonstrations wherever required. Each student is required to do research and brain about form and its supporting structure. A few presentations and videos would also be shared in order to get a broader perspective of form in design. All assignments will be application-based keeping user-centric approach.**

#### **Text & References:**

### **SEMESTER- VII**

	<b>SCHOOL OF DESIGN</b>  Syllabus
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<b>23BUX-7P01</b>	<b>LTP : 3-4-10</b>	<b>B.Des.</b>
<b>Thesis- UX Design</b>		<b>Version: 2023</b>

### Objectives:

The students will take on independent Projects based on their choice of topic within the UX domain.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	Understand the importance of Innovation in respect of developing different design solutions.	PO1, PO3,PO4, PO5,PO6,PO9
CO2	Learn the Product development processes by following different guidelines and methods.	PO1,PO2,PO3,PO4, PO5,PO6,PO9
CO3	Analyze the different ideas and refine the concepts to create products.	PO1,PO2,PO3,PO4, PO5, PO9,PO10

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keyw ords	Know ledge & Expe rtise of Desi gn Field	Res earc h	Info rm atio n & Dig ital Lite rac y	Pro ble m Sol vin g	De sig n, Co mm uni cati on & Pre sen tati on Skil ls	Beh avio ral Skill s, Tea mw ork & Lea ders hip	Glo bali zati on	Ethic al, Soci al & Prof essi onal Und ersta ndin g	Empl oyabil ity, Entre prene urship	Lifelon g Learni ng	Or ga niz atio nal Be hav ior	Finan ce & Marke ting
Cour se Outc omes	PO1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO8	PO9	PO10	PO 11	PO12
	M		H	H	M	M			H			
	M	M	M	M	M	M			H			
	M	M	M	M	M				H	H		

**L= Weakly mapped**

**M= Moderately mapped**

**H= Strongly mapped**

**Scheme: This course is comprised of 180 hours ( 12 credits) , 45 Lecture hr , 60 tutorial hr and 75 Practical hrs.**

### **Course Contents:**

**Unit 1: Problem identification**

**Unit 2: Information/Data collection in areas of user preferences and needs, likes/dislikes etc.**

**Unit 3: Critical analysis & collation of Data gathered**

**Unit 4: Selection and development of an appropriate Design strategy**

**Unit 5: Ideations, Concept Development**

**Unit 6: Final Designs along with Specifications and detailing**

**Unit 7: Prototyping and Testing with real time users**

**Unit 8: Developing a final document which annexures**


### **PEDAGOGY:**

The course is covered by adopting a combination of Tutorials, class presentation, and extensive studio sessions Case studies, day visits and data collection, interactive sessions people from industry. Each student is required to work in studio and do self-paced studios practice/learning outside of studio hours

### **TEXT & REFERENCES:**

**Students will develop their own reference pool based on their selected area of study and project for the semester.**

**\*Additional references/ reading material could be suggested by the subject faculty**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-7P02</b>	<b>LTP : 2-1-0</b>	<b>B.Des.</b>
<b>Human Machine Interface</b>		<b>Version: 2023</b>

**Objective:**

The students should be able to understand the connection between humans and machines and to make it better for the users. The objective is to:

- Be able to understand the interactions between human and machine
- Understanding the different machines
- Able to grasp hands-on experience of tools for creating interfaces for human and machine
- Understanding cognitive psychology and user behavior.
- Implementing the study to create interfaces for human machine interactions

## Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
CO1	To understand the interactions between human and machine.	PO1, PO3,PO4, PO5,PO6,PO9
CO2	To understand cognitive psychology and user behavior and grasp hands-on experience of tools for creating interfaces for human and machine.	PO1,PO2,PO3,PO4, PO5,PO6,PO9
CO3	To create interfaces for human and machine	PO1,PO2,PO3, PO4, PO5, PO9,PO10

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

PO Keywords	Know ledge & Exper tise of Desig n Field	Res ear ch	Inf or ma tio n & Dig ital Lit era cy	P r o b le m S o l v i n g	Desi gn, Co mm unic atio n & Pre sent atio n Skill s	Be havi ora l Skill s, Tea mw ork & Lea der shi p	G l o b a l i z a t i o n	Ethi cal, Soci al & Prof essi onal Und erst andi ng	Empl oyabi lity, Entre pren eursh ip	Lifelon g Learnin g	Organi sationa l Behavi or	Financ e & Marketi ng	
Cours e Outco mes	PO1	PO 2	P O3		PO 5			PO8		P O 9	P O 10	P O1 1	P O 1 2
	M		H	H	M					H			
	M	M	M	M	M					H			
	M	M	M	M	M					H	H		

**L= Weakly mapped , M- Moderately mapped , H= Strongly Mapped**

#### **Scheme:**

This course is comprised of about 45 contact hours (3 credits) divided into 30 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.

#### **Course Contents:**

**Module 1: Introduction to HMI**

What is HMI? Who Uses HMI? Common Uses of HMI, What is the Difference Between HMI and SCADA?

### Module 2: Trends in HMI Technology

Understanding the different technologies of HMI, Past trends and current technologies, High-Performance HMIs, Touch Screens and Mobile Devices, Remote Monitoring, Edge-of-Network and Cloud HMIs

Case studies in detail

### Module 3: Futuristic HMIs

Understanding the current trends, exploring ways to implement Augmented Reality (AR) and Virtual Reality (VR) to visualize manufacturing functions.


### Module 5: Project Work

Project work on HMI which includes current trends

### **Pedagogy:**

Interactive lecturer sessions including the delivery of case studies, assignments and examples

### **Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-7P03</b>	<b>LTP : 0-2-2</b>	<b>B.Des. UX</b>
<b>Portfolio &amp; Presentation</b>		<b>Version: 2023</b>

### Course Objectives:

Preparation of a portfolio comprised of completed design projects. Evaluation and demonstration of portfolio presentation methods based on the student's specific area of study. Arrange and refine projects for inclusion in an UX design portfolio; identify industry requirements for employment; identify current events, skills, attitudes and behaviors pertinent to the industry and relevant to the professional development of the student; and create a presentation portfolio.

### Course Outcomes:

Mapping between COs and POs		
	Course Outcomes (COs)	Mapped Programme Outcomes
<b>CO1</b>	Understand the importance of Innovation in respect of developing different design solutions.	<b>PO1, PO3,PO4, PO5,PO6,PO9</b>

<b>CO2</b>	Learn the Product development processes by following different guidelines and methods.	<b>PO1,PO2,PO3, PO4, PO5,PO6,PO9</b>
<b>CO3</b>	Understand potential benefits and drawbacks of design methodology in practical use	<b>PO1,PO2,PO3, PO4, PO5, PO9,PO10</b>

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>PO Keyw ords</b>	<b>Kn owl ed ge &amp; Ex per tise of De sig n Fiel d</b>	<b>R e s e a r c h</b>	<b>Inf or ma tion &amp; Dig ital Lite rac y</b>	<b>Pr ob le m So lvi ng</b>	<b>Desig n, Com munic ation &amp; Prese ntatio n Skills</b>	<b>Beha vioral Skills, Team work &amp; Leade rship</b>	<b>Gl ob ali zat ion</b>	<b>Ethical, Social &amp; Profession al Understan ding</b>	<b>Employ ability, Entrepr eneurs hip</b>	<b>Lifel ong Lea rnin g</b>	<b>Org ani sati ona l Be hav ior</b>	<b>Fina nce &amp; Mar ketin g</b>
<b>Cour se Outc ome s</b>	<b>PO 1</b>	<b>P O 2</b>	<b>PO 3</b>	<b>P O 4</b>	<b>PO5</b>	<b>PO6</b>	<b>P O7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO 10</b>	<b>PO 11</b>	<b>PO1 2</b>
	M		H	H	M	M			H			
	M	M	M	M	M	M			H			
	M	M	M	M	M				H	H		

L= Weakly mapped

M= Moderately mapped

H= Strongly mapped

**Scheme:**

This course is comprised of 45 hours including 30 tutorials and 15 practical hours.

**Course Contents:**

**Unit 1.**

The use of a portfolio in the industry

**Unit 2.**

Preparation techniques

**Unit 3.**

Presentation techniques

**Unit 4**

Industry standards for portfolios

**Unit 5.**

Creating resumes

**Unit 6.**

Time management and multitasking

**Unit 7.**

Diversity of media


## Unit 8.

### Interviewing

#### **PEDAGOGY:**

The course is covered by adopting a combination of Tutorials, class presentation, and working on portfolio in class. Each student is required to work in studio and do self-paced practice/learning outside of studio hours

#### **TEXT & REFERENCES**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-7P04</b>	<b>LTP : 1-1-0</b>	<b>B.Des. UX</b>

<b>Gamification and UX</b>	<b>Version: 2023</b>
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### Objective:

The students should be able to understand what triggers gamification and how it enhances the value of a product using gamification resulting into increased user engagement:

- To understand and identify various constituents of gamification.
- To understand the challenges and approach towards gamification.
- Measure and monitor the scope of gamification.
- To enhance the gamification experience of the users/ players.
- Exploring and implementing gamification in other unconventional sectors.

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	To identify current and emerging disruptive technologies in gamification.	PO1,PO2,PO3
<b>CO2</b>	To understand the vital elements that drive user engagement and fulfillment.	PO1,PO2,PO3, PO9
<b>CO3</b>	To apply gamification strategy to various UX industries	PO1,PO2,PO3, PO6,PO9

### Relationship between the Course Outcomes (COs) and Program Outcomes (POs)

<b>PO Keywords</b>	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioral Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organisational Behavior	Finance & Marketing
<b>Course Outcomes</b>	<b>PO 1</b>	<b>PO 2</b>	<b>PO 3</b>	<b>PO 4</b>	<b>PO 5</b>	<b>PO 6</b>	<b>PO 7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO 1</b>	M	M	H									
<b>CO 2</b>	M	M	H						M			
<b>CO 3</b>	M	M	M						M			

L= Weakly mapped  
M= Moderately mapped  
H= Strongly mapped

Scheme:

This course is comprised of about 30 contact hours (2 credits) divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.

#### Course Contents:

##### Module 1 : Introduction to gamification

What is Gamification? Why is gamification so popular? Key ingredients of gamification  
–Motivation, mastery and triggers, Why and how gamification is not the same as game design

**Module 2 : Strategy in gamification**

The appeal of gamification in UX Design, Challenges in gamification, the power of gamification and how it can increase user engagement and fulfilment, How to manage, monitor, and measure of the impact of gamification work

**Module 3 : Gamification- The play centered design**

Gamification in UX -Increasing User Engagement, Types of game mechanics for UX improvement, Player-Centred Design: Moving Beyond User-Centred Design for Gamification


**Module 4 : Project**

Implementing Gamification in banking, healthcare, retail or management portal

**Pedagogy:**

Interactive lecturer sessions including the delivery of case studies, assignments and examples

**Text & References:**

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BUX-7P05</b>	<b>LTP : 1-1-0</b>	<b>B.Des. UX</b>
<b>Business UX and Design Management</b>		<b>Version: 2023</b>

**Objective:**

The students should be able to understand how the two industries work together to maximize new opportunities and profit for the business. The students should:

- Understanding business in UX
- Understanding the strategy involved in UX business
- Understanding design management
- Implementing design management in product design and business.

**Course Outcomes:**

<b>Mapping between COs and POs</b>		
	<b>Course Outcomes (COs)</b>	<b>Mapped Programme Outcomes</b>
<b>CO1</b>	To understand how a UX approach can help businesses, the Business Value of UX Design.	PO1,PO2,PO3
<b>CO2</b>	Understand Design Management and where it fall Within UX Businesses.	PO1,PO2,PO3, PO9
<b>CO3</b>	Apply key guidelines in UX business, values and emotions of user Behavior and cognitive psychology of market and busines.	PO1,PO2,PO3, PO6,PO9

**Relationship between the Course Outcomes (COs) and Program Outcomes (POs)**

<b>PO Keywords</b>	Knowledge & Expertise of Design Field	Research	Information & Digital Literacy	Problem Solving	Design, Communication & Presentation Skills	Behavioural Skills, Teamwork & Leadership	Globalization	Ethical, Social & Professional Understanding	Employability, Entrepreneurship	Lifelong Learning	Organisational Behaviour	Finance & Marketing
<b>Course Outcomes</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	H	M	M									
<b>CO2</b>	H	M	M							H		
<b>CO3</b>	H	M	M			H				H		

#### **Scheme:**

This course is comprised of about 30 contact hours (2 credits) divided into 15 lectures, 15 tutorials and 0 practical hours spread over 15 weeks of semester.

#### **Course Contents:**

## Module 1: Business UX

Understanding How a UX approach can help any business, The Business Value of UX Design, Strategy building, Aspects of key guidelines in UX business, values and emotions of user Behavior and cognitive psychology of market and business, Design policies.

## Module 2: Design Management


What is design management, Different types, Taking Charge of Processes and People The Evolution of Design Management, Areas of Design Management, Why Does

Design Management Matter?, Where Does Design Management Fall Within Businesses?

## Module 3: Project

Understanding Design management and UX business.

### SEMESTER 8

	<b>SCHOOL OF DESIGN</b> <b>Syllabus</b>	
<b>23BDS-8P01</b>	<b>LTP : 24</b>	<b>B.Des. UX</b>
<b>Internship</b>		<b>Version: 2023</b>

### Course Objectives:

Off campus mentored internship, no actual contact hours assigned to the subject. However, a faculty mentor would be assigned to guide a group of students regarding the procedure and progress of internship. The minimum duration of an internship is 8 weeks.

The Summer Internship may include one of the following methods:

- Working under an industry mentor following the project brief provided by them

- Independent (funded or self-funded) Independent study
- self-executed projects under the guidance of a mentor or senior professional,
- research project (either funded or for any organisations that provide contractual work) or
- Teaching assistantship at the University (Teaching Practicum for Summer School courses/programmes)..

Course Outcome:

**CO1:** Understand the hierarchy and structure in an organisation and how to work within it.

**CO2:** Apply and appreciate the company and client relationship to generate the ability to manage project with the team at the firm while applying their skills in the same.

**CO3:** Understand value of time-work-cost relationship to company paradigm to work within deadlines and fulfil the requirements of the client and the firm in a holistic manner.

<b>PO KEYWORD S</b>	Know ledge & Exp erti se of Des ign Fiel d	Resea rch	Info rma tion & Digi tal Lite racy	Pr ob le m sol vin g	Com muni cation & prese ntatio n skills	Behav ioural Skills, Team work and Leade rship	Globa lizatio n	Ethical, Social and profess ional unders tandin g	Emplo yabilit y, Entrep reneur ship	Lifelo ng Lear ning	Organi zationa l Behavi our	Financ e & Market ing
<b>COURSE OUTCOMES</b>	<b>PO1</b>	<b>PO2</b>	<b>PO3</b>	<b>PO4</b>	<b>PO5</b>	<b>PO6</b>	<b>PO7</b>	<b>PO8</b>	<b>PO9</b>	<b>PO10</b>	<b>PO11</b>	<b>PO12</b>
<b>CO1</b>	M	L	M	M	L	H	L	H	H	H	H	M
<b>CO2</b>	L	L	L	M	L	H	M	H	H	H	H	L
<b>CO3</b>	M	L	L	H	M	M	M	M	H	H	H	M

L = Weekly mapped

M = Moderately mapped

H = Strongly mapped

**Course Contents:**

**Module 1:**

Every student must work and explore different UX domains like, user research, UI development, UI design, service design, Ux content creation & management, Design strategy - involved in the project. Eight weeks can be split for working in different domains accordingly, after identification of the consultants and discussion with the concerned faculty. The student should involve in the work of the domain experts and observe and document the materials, tools, techniques and process used by them in the projects. They should understand the coordination of the work of the consultants in the project. After the summer vacation, every student will have to submit a detailed report with drawings, photographs of the work in which the student was involved with the consultants. After submission of the report the department at its convenience will arrange for the conduct of the viva- voce examination.

**Pedagogy:**

- Frequent consultancy with the employer and mentor
- One interim and one final evaluation
- Record of daily activities and learning outcome.
- Internship report outlining the Company's profile, job duties and responsibilities, learning outcome with supporting examples of the student's work.

**Reference Books:**

**\*References/ reading material could be suggested by the subject faculty as per the project.**