Module Structure
B.Des. (Humanising Technology)

SVKM's NMIMS — SCHOOL OF DESIGN

	Year I		Year II	
	Semester I	**Semester II**	**Semester III**	**Semester IV**
Fundamental	**Module Names**			
Design Language	Skill Explorations Typography I	Skill Explorations 2D Photography I Typography II	Skill Explorations Motion Videography Interface Design	Skill Explorations 3D Sensorial Studies
Design Visualisation	Visual Articulations I	Visual Articulations II	Data Visualisation	
Design Thinking	Design Research	Defining Opportunities	Creative Exploration	Design Validation
Design Science	Design Theory	Applied Science I	Applied Science II	Applied Science III
Design & People	Social Narratives	Cultural Narratives	Global Narratives & Indian Narratives	Digital Narratives
Design & Technology	Design Appreciation	Technology Intervention I	Technology Intervention II	Technology & Interactivity
Design Management	Business Communication I	Business Acumen I	Business Acumen II	Business Acumen III
Research	Research Pathway I	Research Pathway II	Research Pathway III	Research Pathway IV

Year III

Semester V		Semester VI	
Fundamental	**Module Names**	**Fundamental**	**Module Names**
Design Thinking + Design Management	Creative Studio I (NGO Interact)	Design Thinking + Design & Technology + Design Management	Creative Studio V Immersive Experiences
Design Thinking + Design & Technology + Design Management	Creative Studio II Web & Mobile Experiences	Design Management + Design Thinking	Creative Studio VI Game Mechanics
Design Thinking + Design & Technology + Design Management	Creative Studio III Connected Environments	Design Management + Design Thinking + Design & People	Creative Entrepreneurship
Design & Technology + Design Science + Design Thinking	Creative Studio IV Data Design	Design Thinking + Design & Technology	Creative Studio VII Experience Design
Design & People	Design for Habits	Design Management	Intellectual Property Rights for Designers

Year IV

Semester VII		Semester VIII	
Fundamental	**Module Names**	**Fundamental**	**Module Names**
Design Management + Design Thinking + Design & People + Design & Technology + Design Science	Internship (6 months)	Design Visualisation + Design Management + Design Science + Design & People	Dissertation
		Design Thinking + Design Management + Design Science + Design & People + Design & Technology	Capstone Project

Brief description of the Modules listed in the module structure of four years:

(In continuation to 4.11 of Academic guidelines in Part I of this SRB)

1. **Skill Explorations** develop an understanding of the basic drawing skills that allow students to discover different ways to communicate an idea visually.

2. **Typography I** explores type as a basis of written communication and deals with the fundamentals of type and typography.

3. **Visual Articulations I** examines the language of design and techniques of visual representations of a concept.

4. **Design Research** introduces the modalities of conducting design research.

5. **Design Theory** develops creative thinking skills that enrich the understanding of the methods and strategies in the practice of design.

6. **Social Narratives** reveals the relevance of the social fabric in the success of a design by introducing students to the sociological aspects of design.

7. **Design Appreciation** revisits and re-examines the fundamentals of design learnt in the previous modules to find their application beyond core design.

8. **Business Communication I** grooms students as designers for the professional world.

9. **Skill Explorations 2D** encourages the graphical representations of a concept by equipping students with skill sets that include computer aided skills to meet requirements of communication design.

10. **Photography I** is an effective tool for designers. This module addresses the fundamentals of a camera and explores photographical imagery as visual representations to communicate/document.

11. **Typography II** outlines the skills and knowledge required to explore typography as an ingredient to communicate with respect to logos and illustrative type in graphic design.

12. **Visual Articulations II** presents story-telling and narratives as a communicative aspect of visualisation, using time and perceptions to create a narrative unfolding through personifications.

13. **Defining Opportunities** takes up in depth, the tenets, tools and frameworks to practice empathy research process for students to walk the path of data driven design.

14. **Applied Science I** intends to cover experiencing the self with regards to affect, thought and behaviour as a means to study consumers in design scenarios, leading towards the context of design research and further to its conceptualisation.

15. **Cultural Narratives** aid in the exploration and building of a knowledge base and sensitivity to cultural idioms that can inform contextual design.

16. **Technology Intervention I** gives an overview of software engineering and prepares students of design to write programs in a high level language to solve fairly complex problems while following best programming practices.

17. **Business Acumen I** introduces the elementary concepts of Business Management, such as Market Research, trends and forecasting. This module aims to relate to empathy led Design research and help students experience application of these concepts in real time.

18. **Skill Explorations Motion** uses 'time' as a dimension to evolve representation skills and covers the basics of animation.

19. **Videography** evolves photography from still to motion and initiates students to the fundamentals of visualisation and documentation with videography.

20. **Interface Design** entails the design of user interfaces and interactivity limiting to screens, with the focus on maximising usability and the user experience.

21. **Data Visualisation** builds skills to decode complexity and represent complex information visually for quick understanding

22. **Creative Exploration** How to create 'quick and dirty' prototyping and the use of tools and skills to visualise and realise ideas in reality is addressed in this module. The module empowers students to imagine, visualise and analyse concepts to get to the final solution.

23. **Applied Science II** deploys the art of inquiry, listening and consulting to understand people

24. **Global Narratives & Indian Narratives** addresses the diversity across space (international cultures in comparison to the local), and time (ancient Indian design sensibilities in comparison to contemporary ones) and the impact on design.

25. **Technology Intervention II** focuses on the interface of technology and hardware with mobile or web applications to see and practice possibilities with design as the focus.

26. **Business Acumen II** focuses on the time and economics of project execution.

27. **Skill Explorations 3D** is the fourth and final module in skill exploration series. The module develops the sensibility and skills of constructing 3D objects and spaces in order to

evolve three dimensional visual representations.

28. **Sensorial Studies** broadens the scope of visual design by including the sensibilities and experiential knowledge of sound and touch in design.

29. **Design Validation** deals with the usability testing of solutions to facilitate data driven iterations.

30. **Applied Science III** examines the science of habit formation and factors that influence their creation or facilitate their change.

31. **Digital Narratives** traces the social and cultural context in the dynamic registers of technology and the internet.

32. **Technology & Interactivity** uses concepts and applications in human computer interaction (HCI) to inform designing interactions by taking into consideration the social, cultural and psychological contexts of users.

33. **Business Acumen III** uses Business Economics and Finance to understand the dynamics of firms, markets, elementary knowledge of budgeting and professional environments.

34. **Research Pathway:** The module Research Pathway encompasses Research Pathway I (Semester I), Research Pathway II (Semester II), Research Pathway III (Semester III) and Research Pathway IV (Semester IV). Research Pathways will systematically introduce research and research methodology using secondary data and short systematic inquiry therein. The aim of this curriculum is to enable the student to enter into the world of research based design.

35. **Creative Studio I (NGO Interact)** it is a month-long internship in social design. It facilitates the practice of the learnings of the foundation years in the field scenario. The students identify, empathize and design solutions in the work area of the NGO they are involved in.

36. **Creative Studio II Web and Mobile Experiences** enables to familiarise and deconstruct the life cycle of web and mobile experience design and gain expertise in the pitch and deployment process as well.

37. **Creative Studio III Connected Environments** focuses on solution design and implementation of the principles of Human Computer Interaction (HCI) along with the understanding of the relevant IoT technology to design connected products in various sectors.

38. **Creative Studio IV Data Design** focuses on using complex real time data as a tool for designing and evolving products and services. It addresses the core problems of visual ergonomics and decision science using real time data representation.

39. **Design for Habits** deals with understanding the habitual behaviours including how and why of habit formation. The module facilitates exploring Behavioural Design to result in a systematic and intentional behaviour change through persuasive interventions in a physical or a digital world.

40. **Creative Studio V Immersive Experience** aims to impart knowledge of cognitive science, technology and prototyping pertaining to immersive environments (alternate realities). Thereby building capabilities to experiment and design contextual experiences in virtual and augmented realities.

41. **Creative Studio VI Game Mechanics** gives the ability to understand and implement gamification as a methodology for developing solutions for user engagement**.**

42. **Creative Entrepreneurship** builds the basic fundamentals of Entrepreneurship using experiential learning. It addresses the process of creating and evaluating a business idea, and constructing an effective pitch and business plan based on the idea

43. **Creative Studio VII Experience Design** aims to scale sensorial perceptions to design spaces and installation to enable fulfilling customer experiences.

44. **Intellectual Property Rights for Designers** imparts relevant knowledge to understand the applicability of appropriate laws with reference to Designs, Patents, Copyrights, Trademarks.

45. **Internship (6 months)** will train the students in the current trends in practice as a designer and build on-the-job skills required to successfully work in the professional environment. In addition, opportune to an experiential validation of a student's preference to a certain design domain in professional practice.

46. **Dissertation** will provide an opportunity to construct arguments, and build new knowledge whilst exploring individual interests and convictions as a designer.

47. **Capstone project** will analyse a real-life-problem and culminate the academic and professional experience to illustrate the interest, rigour, sensibilities, skill and knowledge of a student. It is the final stone as said in architectural trend which is laid right on top of the concrete structure to symbolize the completion of the current course.