Year I/ Semester I

Sr no.	Module name	Description	Outcome
1.	Skill Explorations 2D	Develops an understanding of the basic drawing skills that allow students to discover different ways to communicate an idea visually.	• Synthesise visual perception skills along with drawing skills to visually communicate ideas. • Develop free, unassuming thinking with sketching. • Gain expertise in technical drawing to visualise concepts. • Familiarise with design software.
2.	Typography I	Explores Type as a basis of written communication and deals with the fundamentals of Type and Typography.	• Understand the science and anatomy of the typeform. • Familiarise and assimilate the theory and fundamentals of typography and its application across Print and digital media.
3.	Visual Articulations I	Examines the language of design and techniques of visual representations of a concept.	• Assimilate the skills and knowledge to build contextual visualisations. • Familiarise with the fundamentals of Visual Design and demonstrate its application in different media.
4.	Design Research	Introduces the sensibilities of conducting design research.	• Understand and demonstrate the use of tools and frameworks to conduct secondary and primary research to build user centered solutions. • Formulate the required inquisitive, empathy, non-judgmental mindset.
5.	Design Theory	Develops creative thinking skills that enrich the understanding of the methods and strategies in the practice of design.	• Familiarise and demonstrate creative, lateral and critical thinking skills • Analyse the historical transitions in Design theories and their effect on the thoughts in Design. • Appreciate the act of design, it's scope and context with reference to other Arts and manifestation of Design.
6.	Social Narratives	Explores the relevance of understanding the social fabric in the success of a design by introducing students to appreciating the user in the context of society.	• Relate Design to the social fabric by understanding the social network of human relationships and the workings of diverse cultures.
7.	Business Communication I	Grooms designers for the professional world with	• Equip design professionals with an aptitude to practice stakeholder-centric

Sr no.	Module name	Description	Outcome
		respect to communication and listening skills.	• communication in design and business contexts. • Introduce design students to the process of communication and help them assess their strengths and weaknesses as communicators.
8.	Research Pathway I	Trains students to develop skills in writing research articles.	• Understand terminologies, compare and contrast between papers and articles. • Develop in particular article writing skills.

Year I/ Semester II

Sr no.	Module name	Description	Outcome
1.	Skill Explorations 3D	Encourages material explorations and generation of three dimensional forms using process skills that are required for tangible products as well as intangible experiences.	• Familiarity with materials to manipulate for prototyping. • Familiarise and apply the principles of form semantics when creating tangible forms.
2.	Photography I	Introduces the fundamentals of a camera and explores using photography for visual communication and document.	• Learn the fundamentals of basic photography and handling of a camera. • Familiarise and build sensibility with the essentials of photography in communication of a concept/narrative. • Critique images and demonstrate measurable skills in basic photography.
3.	Typography II	Outlines the skills and knowledge required to explore typography as relevant to logotype, content and illustrative type in graphic design.	• Leverage the knowledge and sensitivity of type and typography to effectively and creatively solve communication design challenges. • Design using typographic expressions, styling in context.
4.	Visual Articulations II	Presents narrative techniques as an aspect of visualisation, using time and perception to create an engaging story.	• De-construct and apply to create a design communication through concepts of narratives characterisation and storytelling design compelling of product stories.
5.	Defining Opportunities	Takes up in depth, the tenets, tools and frameworks to synthesise, problem definition and validation prior to the conceptualisation phase.	• Understand and practice the analysis and synthesis of Design research to gain insights with respect to user needs in a given context.

Sr no.	Module name	Description	Outcome
			• Frame valuable, recognisable branding design to appropriate actionable problem statement. • Learn to combine imagination and creativity thinking to create a wide range of possibilities to action the problem statement.
6.	Applied Science I	Introduces experiencing the self with regards to its effect on thought and behaviour, to study consumers within their context to facilitate Data driven design.	• Understand the relevance of Human behavior in design scenarios. • Overview of human cognition and emotion to evaluate opportunities for design.
7.	Cultural Narratives	Aids in the exploration of sensitivity, and building a knowledge base of cultural idioms that can inform contextual design.	• Understanding the social network of cultural practices and artefacts. • Interpreting the representations of culture through usage of several taken for granted aspects in society along with evident tangible form of any culture.
8.	Technology Intervention I	Focuses on learning essential coding skills and practices through creating procedural and interactive visualizations, that form the essential groundwork for further technology applications.	• Apply analytical thinking to problem solving and understand the basic programming concepts to create interactive visualisations by instilling good coding practices. • Apply computation tools to interactive design.
9.	Business Acumen I	Introduces the elementary concepts of marketing such as market research, trends and forecasting.	• Recognise and familiarise with the fundamentals of Marketing to relate its importance in Product /service design. • Introduce the student to concepts like Market types, Segmentation, Targeting, Positioning, Brand equity.
10.	Research Pathway II	Prepares students to understand, critique and write whitepapers.	• Understand the significance of white paper in business, industry, research. • Equip to write a white paper

Year II/ Semester III

Sr no.	Module name	Description	Outcome
1.	Skill Explorations Motion	Covers the basics of animation to use 'time' as a dimension in narrative representations.	• Develop skills and knowledge of using animation as a medium of Prototyping. • Recognising animation as a technique to illustrate used cases of a conceptual product.

Sr no.	Module name	Description	Outcome
2.	Videography	Takes photography from still to motion and initiates students to the fundamentals of visualisation, prototyping and documentation using videography.	• Cover the basics of digital filmmaking/videography as a tool to prototype. • Familiarise handling the Pre-Pro-Post Productions to create a well-designed video.
3.	Interface Design	Introduces the design of user interfaces and interactivity with screens, with focus on maximising usability and the user experience.	• Gain a strong foundation of the interface components used across digital mediums. • Gain a high-level understanding of the tools, processes and expectations of a user experience design.
4.	Data Visualisation	Builds skills to decode complexity and represent complex information in simple, efficient visuals.	• Representation of complex data through a contextual visual narrative to communicate the desired intents. • Familiarise with basic forms of data representation and visual ergonomics in data visualisation.
5.	Creative Exploration	Introduces the use of various tools, skills and prototyping processes to bring concepts to reality.	• Impart knowledge, appropriate technology and skill to visualize, conceptualize and realize an idea into a physical artefact. • Create a quick iterative prototype to translate the idea to achieve effective, optimum outcomes.
6.	Applied Science II	Deploys the art of inquiry, listening and consulting to understand people.	• Interpret how cognitive, affective, and socio-environmental attributes play a role in influencing consumer behavior. • De-construct how products and services can be designed keeping in mind the sociocultural milieu and unique needs of the consumers.
7.	Global Narratives & Indian Narratives	Explores the comparison of international cultures as well as ancient Indian cultures with contemporary Indian culture, and its impact on Design.	• Recognize the 'local' and 'global' as embedded in socio-cultural contexts and their implications for design.
8.	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.	• Demonstrate basic skills of programing a website by developing web pages using HTML/CSS elements based on the Interface design principles. • Understand and apply JavaScript to make content dynamic and interactive.

Sr no.	Module name	Description	Outcome
		• Explore 3D digital software to visualise tangible products.	• Understand 3D modelling and develop models using CAD software.
9.	Business Acumen II	Focuses on the time and economics of project management as relevant to a Designer's job profile.	• Recognize the process of project management so as to be familiar when working in multidisciplinary teams. • Familiarize with the fundamentals of Project management as relevant to a designer profile.
10.	Research Pathway III	Equips students to design research posters complying with visual design principles and Research.	• Curate the contents of a research paper for creating a poster. • Develop skills to design a poster for a conference.

Year II/ Semester IV

Sr no.	Module name	Description	Outcome
1.	Simple Product Design	Brings together research and visualization skills, along with ergonomics and manufacturing knowledge to create well-designed products following the design process.	• Implementing the Product design process while designing, prototyping and executing a tangible product. • Design and prototype a tangible product, considering the principles of physical ergonomics, materials, processes and the need. • Familiarise Unity as a tool to develop animations and interactive games.
2.	Sensorial Studies	Broadens the scope of design by including the experiential knowledge of multi-sensorial perceptions.	• Integrate more than one human senses to create multi-sensorial objects of design. • Enhancing sensibilities towards the function of senses with respect to Physiology, Perception and Emotion.
3.	Design Validation	Deals with the testing of usability factors of solutions to iterate with certainty.	• Create a test case by evaluating the methods and principles of Usability with respect to the solution. • Evaluate the design as per the test case to iterate the design on the basis of documented usability reports.
4.	Applied Science III	Examines the science of habit formation and factors that influence their creation or facilitate their change.	• Recognise the centrality of cognition and system thinking in guiding behaviours in solutions.
5.	Digital Narratives	Traces the social and cultural context in the	• Understand the ubiquity of the digital environment today as embedded in a socio-cultural context.

Sr no.	Module name	Description	Outcome
		dynamic realm of technology and the internet.	• Critique the digital consumer in the context of digital sociology.
6.	Technology & Interactivity	Uses concepts and applications in human computer interaction (HCI) to inform the design of interactions while taking into consideration the social, cultural and psychological contexts of users.	• Decoding the fundamentals of Human Machine Interactions (HCI). • Familiarise and practice the use of sensors and proto boards to prototype interactions. • Design and prototype delightful and functional human machine interactions considering the technological, behavioral and social aspects.
7.	Business Acumen III	Uses Business Economics and Finance to understand the dynamics of firms, markets and budgets.	• Familiarity with the basic concepts of accounting and finance and their applications in a business environment, as relevant to a designer. • Familiarity with the components of a balance sheet to assess the health of the organisation. • Appreciating the significance of managing working capital and its effect on the long term solvency of the company.
8.	Research Pathway IV	Inculcate the best practices of writing research papers in students.	• Understand the significance and importance of a case study and research papers. • Equip to write a research paper.

Year III/ Semester V

Sr no.	Module name	Description	Outcome
1.	Creative Studio I (NGO Interact)	A month-long internship in social design, it facilitates the application of the learnings of the foundation years in the field scenario.	• The students work and comprehend design at grass root levels.
2.	Creative Studio II Web & Mobile Experiences	Deconstruct the life cycle of web and mobile experience design projects and gain expertise in the pitch and deployment process as well.	• Deconstruct the entire life cycle of a web and mobile experience design project and gain expertise in conceptualisation, pitching, design and validation of such projects. • Familiarise with the process of designing a web and mobile experience as a design solution in relevant contexts and learn to pitch and deploy the same as well.

Sr no.	Module name	Description	Outcome
3.	Creative Studio III Connected Environments	Focuses on solution design and implementation, with the understanding of IoT technology to design connected products in various sectors.	• Designing solutions that are connected using IOT technology, and principles of humanising interactions while making iterative prototypes. • Familiarise with fundamental understanding of IoT Products/Services to define a framework for design of connected products. • Understand the design principles required to create connected products using sensors, data, connectivity, user experience and security.
4.	Creative Studio IV Data Design	Focuses on using complex real time data as a tool for designing and crafting products and services. It addresses the core problems of visual ergonomics and decision science using real time data representation.	• Designing products, services that deal with complex real time data visualisations. • Framing narratives to productise opportunities. • Addressing core problems of visual ergonomics relevant to real time data representations.
5.	Behavioural Design	Facilitates exploring Behavioural Design to result in a systematic and intentional behaviour change through persuasive interventions in a physical or a digital world.	• Critique behaviours intended and integrate the behaviour change in design of an object or experience. • Decoding the human behaviour while paraphrasing the habit formation and human emotions.

Year III/ Semester VI

Sr no.	Module name	Description	Outcome
1.	Creative Studio V Immersive Experiences	Aims to build capabilities to experiment and design contextual experiences for virtual realities.	• Recognise relevant knowledge of XR technology inorder to design experiences that are delightful, relevant solutions to the problem at hand. • Recognise the Design elements and principles required while designing immersive experiences using various Head Mounted Display's (HMD)'s. • Design immersive experiences with relevant knowledge of design elements and principles whilst considering user centricity.

Sr no.	Module name	Description	Outcome
2.	Creative Studio VI Game Mechanics	Gives the ability to understand and implement gamification as a methodology to develop solutions for user engagement.	• Impart knowledge with respect to game design elements and to show its implications in non- gaming context. • Recognise gameplay fundamentals & player engagement mechanics when designing gamified experiences.
3.	Creative Entrepreneurship	Builds the basic fundamentals of Entrepreneurship using experiential learning. Addresses the process of creating and evaluating a business idea, and constructing an effective pitch and business plan based on the idea.	• Understand the fundamentals of Entrepreneurship including various concepts like Innovation, marketing, Finance & HR. • Evaluate a Business Idea and construct an effective pitch to different stakeholders including 'Angel Investors'. • Instil confidence to convert an idea into a business venture.
4.	Creative Studio VII Experience Design	Aims to scale sensorial perceptions to design spaces and installations that enable fulfilling customer experiences.	• Create a physical (or digitally enabled) experience that is spatial and interactive. • Learning to leverage appropriate experiences to forge emotional connections of brands with its customers by using concepts of cognition and sensory perception.
5.	Intellectual Property Rights for Designers	Imparts relevant knowledge to understand the appropriate legal structures with reference to Designs, Patents, Copyrights, Trademarks.	• Understand the applicability of appropriate laws to protect and safeguard one's IP rights. • Gain knowledge of the usage and applicability of such laws with reference to Designs, Patents, Copyrights, Trademarks and the Information Technology Act, 2000.