Year I/ Semester I

Sr no.	Module name	Description	Outcome
1.	Design Drawing	Develops an understanding of the basic drawing skills that allow students to discover different ways to communicate ideas visually.	• Synthesise visual perception skills along with drawing skills to visually communicate ideas. • Gain expertise in technical drawing to visualise concepts.
2.	Typography	Explores the fundamentals of type through the study of letterforms and typographic explorations.	• Familiarise with the theory and fundamentals of type forms and apply the nuances of typography when designing a layout to communicate the content.
3.	Design Fundamentals	Examines the elements and principles of design in the applications of visual representations. It will further guide students in understanding the subjectivity and objectivity related to aesthetics.	• To deconstruct and apply elements, principles and fundamentals of design in print and digital medias.
4.	Design Theory	Develops creative thinking skills and enriches the understanding of methods and strategies in design practices.	• 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. • Deconstruction of designs for its motives and inspirations.
5.	Social Anthropology	Explores the relevance of understanding the social context of design. Students are introduced to thinking critically about the ideologies behind the construction of objects, spaces and tools used in their daily life.	• Evaluating cultural objects and practices through an ethnographic lens in order to get a deeper understanding of the user's worldview.
6.	Business Communication	Grooms designers for the professional world with respect to communication and listening skills.	• Equip design professionals with an aptitude to practice stakeholder-centric communication in design and business contexts. • Introduce design students to the process of communication and help them assess their strengths and weaknesses as communicators.

Sr no.	Module name	Description	Outcome
7.	Research Pathway I	Acquaint students with basic terminologies of research and equip them to develop skills in writing research articles.	• Write an article with the required skills, keeping in mind the research terminologies.

Year I/ Semester II

Sr no.	Module name	Description	Outcome
1.	Form Explorations	Encourages material explorations, form generations and building of four dimensional forms by imbibing and utilizing workshop skills.	• Familiarise and apply the principles of form semantics when creating tangible forms. • Developing skills to manipulate various materials to make quick prototypes and 3D sketches.
2.	Fundamentals of Photography	Introduces the fundamentals of a camera and explores using photography for visual communication and document.	• Familiarise and build sensibility with the essentials of photography in communication of a concept/narrative.
3.	Communication Design	Outlines the skill and knowledge to create visual designs and narratives for effective communication.	• To accomplish skills sets to design for effective visual communication
4.	Design Research	Introduces the tools and mindset to conduct empathy research, in addition takes up the tenets, frameworks to synthesise and define an insightful and indepth problem statement.	• To formulate the required inquisitive, empathy, non-judgmental mindset to conduct secondary and primary research to build user centered solutions • To gain expertise in conduct of empathy research using the appropriate tools • To learn to synthesise data and make connections within the data points using the available frameworks • To frame an appropriate actionable problem statement with reference to user needs and contextual alignments
5.	Introduction to Cognitive Science	Aids in understanding the user behavior by deconstructing their mental model with respect to beliefs, attitudes and translates the knowledge in the context of Design research.	• To deconstuct the relevance of human behavior in design scenarios and translate this knowledge in Design research context.

Sr no.	Module name	Description	Outcome
6.	Ethnography I	Aids in the exploration of cultural sensitivity, and building a knowledge base on cultural idioms that can inform contextual design. Ethnocentric ideals are challenged and the students are encouraged to be empathetic to alternate perspectives.	• To evaluate the extent of influence culture has on people, and be able to use secondary research to form an argument.
7.	Creative Coding	Focuses on learning essential coding skills and practices through creating procedural and interactive visualizations that form the essential groundwork for further technology applications.	• Creating visual experiences using essential coding concepts and algorithms to manipulate data, add external media, and program interactions.
8.	Research Pathway II	Develops an ability to read, critique and write white papers. It equips the students to understand the importance and use of white papers as well as make them capable of writing white papers using best practices.	• Understand the significance of white paper in business, industry, research. • And equip to write a white paper

Year II/ Semester III

Sr no.	Module name	Description	Outcome
1.	Fundamentals of Animation	Unearths how narratives in motion play a key role in representing a story whilst learning the basics of this media.	• Crafting a contextually relevant, user driven and aesthetic animation to communicate the emotion and values of an existing brand/product narrative. • Using new age techniques to achieve the above goal by using industry standard software skills.
2.	Fundamentals of Videography	Breathes life into the still motionless frozen frames of time. The students understand the fundamental need of story tell to aid a concept, prototyping or documentation.	• Covers the basics of digital filmmaking/videography as a tool to prototype. • Familiarises the handling the Pre-Pro-Post Productions to create a well-designed video.

Sr no.	Module name	Description	Outcome
3.	Interface Design	Introduces the design of user interfaces and focusing on improving usability and 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	Build 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.
5.	Ideation & Prototyping	Familiarize with the process of concept building and introduces the use of various tools, skills and iterative 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.	Cognitive Ergonomics I	Prepares the student to recognize the process of user cognition that considers perceptive, affective, and socio-environmental attributes that influence the decision making. This knowledge is applied when crafting effective, user-centric experiences.	• Interpret how cognitive, affective, and socio-environmental attributes play a role in influencing consumer behavior. • To prepare the student to recognize and craft effective, user-centric interventions based on the fundamentals of human cognition.
7.	Ethnography II	Focuses on the students exploring complex themes of cultural hegemony, power relations, science and knowledge, and the impact of technology in society. Students are guided in conducting their own qualitative ethnographic research.	• To have the conceptual and methodological tools required for participant ethnographic research
8.	Web Coding	Focuses on the interface of coding and hardware with mobile or web applications to see and practice possibilities with design as the focus. It also explores 3D digital software to visualise tangible products.	• Demonstrate basic skills of programing a website by developing web pages using HTML/CSS elements based on the Interface design principles. • Prototyping by applying 3D modelling principles to create CAD models using Fusion 360.

Sr no.	Module name	Description	Outcome
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.

Year II/ Semester IV

Sr no.	Module name	Description	Outcome
1.	Physical Computing	Develops electronic (sensors & proto boards) and coding skills required to prototype interactive interactions with physical objects. It also Introduces Unity as a tool for prototyping 3D animations, experiences and interactive games.	• Creating an interactive artifact using a proto board and appropriate sensors and actuators. • Ability to prototype animations and interactive games using Unity as a tool
2.	Simple Product Design	Introduction to the design and prototyping of a tangible product, considering the principles of physical ergonomics, materials, processes and user needs.	• To create a simple products by applying the Design process, considering the principles of physical ergonomics, materials, processes and appropriate user need and intent.
3.	Sensorial Design	Enriching design by including multi- sensorial perceptions.	• Integrate more than one human senses to create multi-sensorial objects of design.
4.	Usability Testing	Deals with the testing of usability factors of solutions to iterate with certainty.	• Evaluate the design as per the test case and further to iterate the design on the basis of documented usability reports.
5.	Cognitive Ergonomics II	Enables the students to apply the decision-making strategies and system thinking approach when designing solutions.	• To enable decision making startegies and system thinking for effective design.
6.	Interaction Design	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.	• Design and prototype delightful and functional human machine interactions considering the technological, behavioral and social aspects.
7.	Business Acumen II	Uses Business Economics and Finance to understand the	• Familiarity with the basic concepts of accounting and finance and their

Sr no.	Module name	Description	Outcome
		dynamics of firms, markets and budgets.	applications in a business environment, as relevant to a designer.
8.	Research Pathway III	Develops an ability to read, understand the structure of research papers. It equips the students to inculcate the best practices of writing research papers and prepare them to develop essential skills to design a scientific research poster.	• To equip to write a research paper. • To create content and develop essential skills to design a scientific research poster.

Year III/ Semester V

Sr no.	Module name	Description	Outcome
1.	NGO Internship	A month-long internship in social design, it facilitates the application of the learnings of the foundation years on field.	• The students comprehend and design process at grass root levels. • Develop sensitivity to marginalised society to design for greater good.
2.	Studio I Web and Mobile Experiences	Deconstructs the process of the design for web and mobile experiences and gain expertise in UX, UI design, pitching, validation and deployment processes.	• 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.
3.	Studio II Connected Experiences	Focuses on research, design and prototyping of connected experiences across various sectors with a functionable understanding of IoT technology.	• Understanding and applying the design principles required to create connected products using sensors, data, connectivity, user experience and security.
4.	Studio III Data Design	Focuses on using complex, real time data to design constructive stories considering core visual ergonomics and decision science.	• To design compelling visual narratives depicting transitional data to communicate a predefined goal
5.	Studio IV Behavioural Design	Facilitates the interpretation of the science of human behaviors to design persuasive interventions to systematically and intentionally change behaviors in a physical or a digital world.	• Research the behaviours intended and integrate this behaviour change when designing an object or experience.

SCHOOL OF DESIGN

Year III/ Semester VI

Sr no.	Module name	Description	Outcome
1.	Studio V Immersive Experiences	Aims to build skills and capabilities to experiment and design contextual virtual experiences as 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.
2.	Studio VI Game Mechanics	Applies the methods derived from games and gameplay as approaches when designing solutions.	• Recognise gameplay fundamentals & player engagement mechanics when designing gamified experiences.
3.	Creative Entrepreneurship	Using experiential learning, builds the basic fundamentals of Entrepreneurship. Addresses the process of creating and evaluating a business idea, to plan business generation and craft an effective pitch.	• Understand the fundamentals of Entrepreneurship including various concepts like Innovation, marketing, Finance & HR. • Instil confidence to convert an idea into a business venture.
4.	Studio VII Experience Design	Aims to scale sensorial perceptions to design spaces, installations and other 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 and 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.