SVKM'S NMIMS — SCHOOL OF DESIGN

Module/ Course Structure
B.Des. (Humanising Technology)

Fundamental	Year I		Year II	
	Semester I	Semester II	Semester III	Semester IV
	Module/ Course	Module/ Course	Module/ Course	Module/ Course
Design Language	Skill Explorations 2D / Typography I	Skill Explorations 3D / Photography I / Typography II	Skill Explorations Motion / Videography / Interface Design	Simple Product Design
Design Visualisation	Visual Articulations I	Visual Articulations II	Data Visualisation	Sensorial Studies
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		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/ Course	Fundamental	Module/ Course
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 + Design & people	Creative Studio VI Game Mechanics
Design Thinking + Design & Technology + Design Management	Creative Studio III Connected Environments	Design & Technology + Design Science + Design Thinking	Creative Entrepreneurship
Design Management + Design Thinking	Creative Studio IV Data Design	Design Thinking + Design & Technology	Creative Studio VII Experience Design
Design & people	Behavioural Design	Design Management	Intellectual Property Rights for Designers

Year IV

Semester VII		Semester VIII	
Fundamental	Module/ Course	Fundamental	Module/ Course
Design Management + Design Thinking + Design & People + Design & Technology + Design Science	Internship	Design Thinking + Design Management + Design Science + Design & Technology	Capstone project
		Design Visualisation + Design Management + Design Science + Design & People	Dissertation

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

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

1. **Skill Explorations 2D** develops 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 sensibilities 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** 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.

7. **Business Communication I** grooms designers for the professional world with respect to communication and listening skills.

8. **Research Pathway I** trains students to develop skills in writing research articles.

9. **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.

10. **Photography I** introduces the fundamentals of a camera and explores using photography for visual communication and document.

11. **Typography II** outlines the skills and knowledge required to explore typography as relevant to logotype, content and illustrative type in graphic design.

12. **Visual Articulations II** presents narrative techniques as an aspect of visualisation, using time and perception to create an engaging story.

13. **Defining Opportunities** takes up in depth, the tenets, tools and frameworks to synthesise, problem definition and validation prior to the conceptualisation phase.

14. **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.

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

16. **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.

17. **Business Acumen I** introduces the elementary concepts of marketing such as market research, trends and forecasting.

18. **Research Pathway II** prepares students to understand, critique and write whitepapers.

19. **Skill Explorations Motion** covers the basics of animation to use 'time' as a dimension in narrative representations.

20. **Videography** takes photography from still to motion and initiates students to the fundamentals of visualisation, prototyping and documentation using videography.

21. **Interface Design** introduces the design of user interfaces and interactivity with screens, with focus on maximising usability and the user experience.

22. **Data Visualisation** builds skills to decode complexity and represent complex information in simple, efficient visuals.

23. **Creative Exploration** introduces the use of various tools, skills and prototyping processes to bring concepts to reality.

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

25. **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.

26. **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. Explore 3D digital software to visualise tangible products.

27. **Business Acumen II** focuses on the time and economics of project management as relevant to a Designer's job profile.

28. **Research Pathway III** equips students to design research posters complying with visual design principles and Research.

29. **Simple Product Design** brings together research and visualization skills, along with ergonomics and manufacturing knowledge to create well-designed products following the design process.

30. **Sensorial Studies** broadens the scope of design by including the experiential knowledge of multi-sensorial perceptions.

31. **Design Validation** deals with the testing of usability factors of solutions to iterate with certainty.

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

33. **Digital Narratives** traces the social and cultural context in the dynamic realm of technology and the internet.

34. **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.

35. **Business Acumen III** uses Business Economics and Finance to understand the dynamics of firms, markets and budgets.

36. **Research Pathway IV** inculcate the best practices of writing research papers in students.

37. **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.

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

39. **Creative Studio III Connected Environments** focuses on solution design and implementation, with the understanding of IoT technology to design connected products in various sectors.

40. **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.

41. **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.

42. **Creative Studio V Immersive Experiences** aims to build capabilities to experiment and design contextual experiences for virtual realities.

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

44. **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.

45. **Creative Studio VII Experience Design** aims to scale sensorial perceptions to design spaces and installations that enable fulfilling customer experiences.

46. **Intellectual Property Rights for Designers** imparts relevant knowledge to understand the appropriate legal structures with reference to Designs, Patents, Copyrights, Trademarks.

47. **Internship** will train the students with 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 an experiential validation of a student's preference to a certain design domain in professional practice.

48. **Capstone project** will analyse a real-life-problem and culminate the academic and professional experience to illustrate the interest, rigour, sensibilities, skill and competencies of a student in the area of Humanising technology.

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