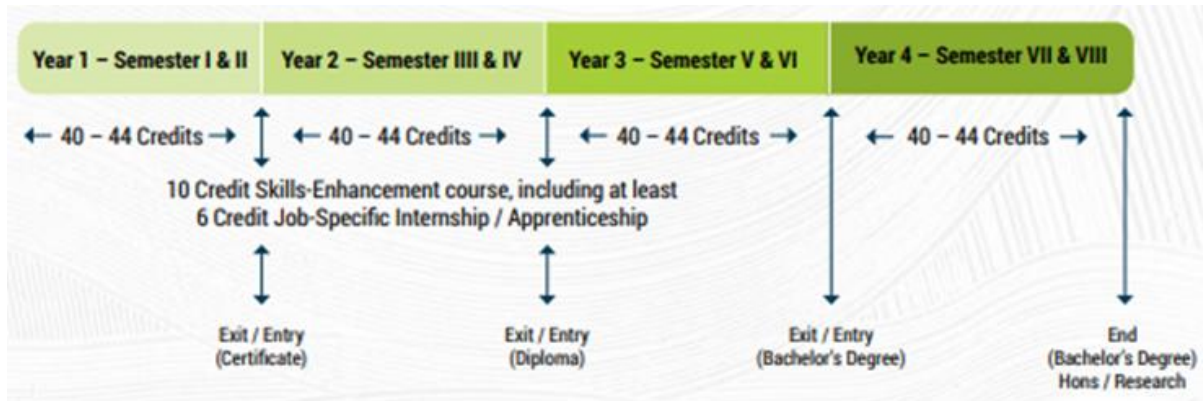


## B.Des (Bachelor of Design)

(4 Years Undergraduate Degree Programme as per NEP 2020)

### Tentative Semester wise Course List



( First Year is common for for Product Design/ Interaction Design (UX)/ Visual Communication)

#### Year I: Semester I

- Fundamentals of Design
- Design History
- Introduction to Interactive Systems
- Introduction Photography
- Basics of Drawing
- Exploration of Materials
- DIY Products
- Creative Thinking Process

#### Year I: Semester II

- Form Space & Structure
- Design Process
- Design Methods
- Understanding arts & crafts
- Sketching and Conceptualization
- Environmental Studies
- Ethnography & Aesthetics

#### Year II: Semester III for Interaction Design (UX)

- Introduction to User experience Design and User Research
- System Analysis and Design
- Visual Interface Design
- Design for AI/ML
- Introduction to visual tools (Wireframing & Prototyping)
- Paper Mache art

- VU Level-Constitutional Values, Gender, Diversity and Inclusion
- Field project Social Immersion

## **Year II: Semester IV for Interaction Design (UX)**

- Design Methods for UX
- Cognitive Ergonomics
- Usability Testing
- Design for Blockchain
- Usability Testing & Analysis
- Constitution of India
- Ceramic art
- Field Project Ecological Immersion

## **Year III – Semester V for Interaction Design (UX)**

- Social Psychology
- Design Semantic
- Trends in Interaction design
- Web Interface Design
- VU Level-Ethics & Values
- Study Tour

## **Year III – Semester VI for Interaction Design (UX)**

- Interface Design for Mobile
- Smart Product Design
- Minor Project
- Academic Writing
- VU Level-Soft Skills
- ID Project 1

## **Year IV – Semester VII for Interaction Design (UX)**

- Futuristic Design/Creative & Innovation
- Service Design
- Portfolio Creation
- Design Project

## **Year IV – Semester VIII for Interaction Design (UX)**

- Agile in UX
- Design for FinTech
- Design Management
- Thesis project / Internship

## **Year II: Semester III for Visual Communication**

- Basics of Typography & Lettering
- Ergonomics for Visual Communication
- Illustration & printing
- Illustration techniques and stylization
- Motion Graphics
- Paper Mache art
- VU Level-Constitutional Values, Gender, Diversity and Inclusion
- Field project Social Immersion

## **Year II: Semester IV for Visual Communication**

- Storytelling
- Corporate Identity
- Media & advertisements
- Information Architecture & User Flow
- Grid & Layout
- Constitution of India
- Ceramic art
- Field Project Ecological Immersion

## **Year III – Semester V for Visual Communication**

- Group Project - Packaging and Interaction
- Branding & Research / Ad Campaign
- Research Methods for Design
- Indian Craft Study
- VU Level-Ethics & Values
- Study Tour

## **Year III – Semester VI for Visual Communication**

- System Design for VC
- Strategic Branding/ Design Management
- VC Minor project
- Academic Writing
- VU Level-Soft Skills
- VC Project 1

#### **Year IV – Semester VII for Visual Communication**

- Materials for Communication Medias
- Applications of Illustration /Motion Graphics
- Portfolio Creation
- Specialization Project in VC

#### **Year IV – Semester VIII for Visual Communication**

- Visual Interpretations
- Environmental Graphic Design / User Interface Graphics
- Digital Methods – VFX, AR & VR
- Thesis project / Internship

#### **Year II: Semester III for Product Design**

- CAD
- Ergonomics for Products Design
- Sketching, Rendering & CAD
- Product sketching and rendering
- Form Studies
- Paper Mache art
- VU Level-Constitutional Values, Gender, Diversity and Inclusion
- Field project Social Immersion

#### **Year II: Semester IV for Product Design**

- Product semantics
- Simple Product Design
- Manufacturing techniques
- Manufacturing Processes
- Prototyping techniques
- Constitution of India
- Ceramic art
- Field Project Ecological Immersion

#### **Year III – Semester V for Product Design**

- Group Project - packaging and Interaction
- Product Analysis / Product Redesign
- Research Methodology
- Indian Craft Study
- VU Level-Ethics & Values
- Study Tour

### **Year III – Semester VI for Product Design**

- System design for product Design
- Design for special needs / Product Design for Healthcare
- Minor Track Project
- Academic writing
- VU Level-Soft Skills
- PD Project 1

### **Year IV – Semester VII for Product Design**

- CMF
- Mobility Design / Sustainable design
- Portfolio Creation
- Specialization Project in PD

### **Year IV – Semester VIII for Product Design**

- Nature and Design
- Emotive Design/Design for 2050
- Design Detailing
- Thesis project / Internship

### **(For Honors with Research)**

### **Year IV – Semester VII for Product Design/ Interaction Design (UX)/ Visual Communication**

- Research Seminar
- PD Research Project

### **Year IV – Semester VIII for Product Design/ Interaction Design (UX)/ Visual Communication**

- Research project / Internship

**Note:** Research components include Symposium, Research Project / Dissertation and Research Internship.