K.R. MANGALAM UNIVERSITY
THE COMPLETE WORLD OF EDUCATION

SCHOOL OF ARCHITECTURE AND DESIGN (SOAD)

Programme Handbook

(Programme Structure and Evaluation Scheme)

Bachelor of Design (Hons. / Hons. with Research)

In UX/UI and Interaction Design

Undergraduate Course 2024–2028

Programme Code: 224

FOUR YEAR UNDERGRADUATE PROGRAMME

As per National Education Policy 2020
(Multiple Entry and Exit in Academic Programmes)
(with effect from 2024)

Contents

1. Preface

The outcome-based curriculum strengthens students' experiences and prepares the students for both, academia and employability, sustainability, and life-long learning.

The program reflects the promise to accomplish the learning outcomes by studying the courses. The graduate attributes encompass values related to well-being, emotional stability, critical thinking, social justice, and also skills for entrepreneurship.

The redesigned curriculum focuses on the multi-disciplinary nature of the field of design with emphasis on core design subjects with skills to represent the process of design graphically. Another important part is the aspect of realizing the concept and graphical representation into a workable design. Students are exposed to research and hands on project-based education with active studio sessions. Visiting faculty and external examiners are professionals and academicians chosen from the field of design. Students develop their design with inputs from highly driven team of faculty members and working professionals.

The K.R. Mangalam University hopes that the outcome-based curriculum will help students in realizing their careers as informed, sensitive, and creative architects and designers.

This curriculum enhances students' educational experiences and equips them with the necessary skills for academic success, employability, sustainability, and lifelong learning.

Each programme demonstrates its commitment to achieving the desired learning outcomes through the study of its respective courses. The graduate qualities contain ideals pertaining to well-being, emotional resilience, critical analysis, social equity, and abilities for entrepreneurship.

The revamped curriculum prioritises the interdisciplinary aspect of UI/UX and interaction Design, with a particular emphasis on fundamental design subjects and the ability to visually depict the creative process. An additional crucial step involves translating the concept and graphical representation into feasible thoughts. Students receive a comprehensive education that includes study and practical project-based learning, facilitated by interactive studio sessions. Visiting faculty and external examiners are individuals who are experts and scholars selected from the

field of User Experience and Interface, and Interaction design. Students collaborate with a motivated team of faculty members and industry experts to enhance their design.

The K.R. Mangalam University aims to enhance students' journey towards becoming well-informed, compassionate, and inventive professionals in the realm of architecture and design by implementing an outcome-based curriculum.

K. R. Mangalam University is unique because of its

i. Enduring legacy of providing education to high achievers who demonstrate leadership in diverse fields.

ii. Protective and nurturing environment for teaching, research, creativity, scholarship, social and economic justice.

Objectives

i. To impart undergraduate, post-graduate and Doctoral education in identified areas of higher education.

ii. To undertake research programmes with industrial interface.

iii. To integrate its growth with the global needs and expectations of the major stake holders through teaching, research, exchange & collaborative programmes with foreign, Indian Universities/Institutions and MNCs.

iv. To act as a nodal center for transfer of technology to the industry.

v. To provide job oriented professional education to the pecia student community with particular focus on Haryana.

2. NEP-2020

K.R. Mangalam University has adopted the National Education Policy NEP-2020 to establish a holistic and multidisciplinary undergraduate education environment, aiming to equip our students for the demands of the 21st century. Following the guidelines of NEP-2020 regarding curriculum structure and duration of the undergraduate programme, we now offer a Four-Year Undergraduate Programme with multiple entry and exit points, along with re-entry options, and relevant certifications.

• **UG Certificate** after completing 1 year (2 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the first year.

• **UG Diploma** after completing 2 years (4 semesters with the required number of credits) of study, and an additional vocational course/internship of 4 credits during the summer vacation of the second year.

• **Bachelor's Degree** after completing 3-year (6 semesters with the required number of credits) programme of study.

• 4-year **bachelor's degree (Honours)** with the required number of credits after eight semesters programme of study.

• Students who secure 75% marks and above in the first six semesters and wish to undertake research at the undergraduate level can choose a research stream in the fourth year. Upon completing a research project in their major area(s) of study in the 4th year, a student will be awarded **bachelor's degree in UX/UI and Interaction Design.**

Advantage of pursuing 4-year Bachelor's degree programme with Honours/Honours with Research is that the master's degree will be of one year duration. Also, a 4-year degree programme will facilitate admission to foreign universities.

S. No.	Broad Categories of Courses	Minimum Credit Requirement for Four Year UG Program
1	Major (Core)	80
2	Minor	32
3	Multidisciplinary	09
4	Ability Enhancement Course (AEC)	08
5	Skill Enhancement Course (SEC)	09
6	Value-Added Course (VAC)	06-08
7	Summer Internship	02-04
8	Research Project/Dissertation	12
9	Total	160

2.1 Categories of Courses

Major: The major would provide the opportunity for a student to pursue in-depth study of a particular subject or discipline.

Minor: Students will have the option to choose courses from disciplinary/interdisciplinary minors and skill-based courses. Students who take a sufficient number of courses in a discipline or an interdisciplinary area of study other than the chosen major will qualify for a minor in that discipline or in the chosen interdisciplinary area of study.

Students have multiple minor streams to choose from. They can select one minor stream from the available options, which will be pursued for the entire duration of the programme.

Multidisciplinary (Open Elective): These courses are intended to broaden the intellectual experience and form part of liberal arts and science education. These introductory-level courses may be related to any of the broad disciplines given below:

- Natural and Physical Sciences
- Mathematics, Statistics, and Computer Applications
- Library, Information, and Media Sciences
- Commerce and Management
- Humanities and Social Sciences

A diverse array of Open Elective Courses, distributed across different semesters and aligned with the aforementioned categories, is offered to the students. These courses enable students to expand their perspectives and gain a holistic understanding of various disciplines. Students can choose courses based on their areas of interest.

Ability Enhancement Course (AEC): Students are required to achieve competency in a Modern Indian Language (MIL) and in the English language with special emphasis on language and communication skills. The courses aim at enabling the students to acquire and demonstrate the core linguistic skills, including critical reading and expository and academic writing skills, that help students articulate their arguments and present their thinking clearly and coherently and recognize the importance of language as a mediator of knowledge and identity.

Skills Enhancement Courses (SEC): These courses are aimed at imparting practical skills, hands-on training, soft skills, etc., to enhance the employability of students.

Value-Added Course (VAC): The Value-Added Courses (VAC) are aimed at inculcating Humanistic, Ethical, Constitutional and Universal human values of truth, righteous conduct,

peace, love, non-violence, scientific and technological advancements,global citizenship values and life-skills falling under below given categories:

- Understanding India
- Environmental Science/Education
- Digital and Technological Solutions
- Health & Wellness, Yoga education, Sports, and Fitness

Research Project / Dissertation: Students choosing a 4-Year Bachelor's degree (Honours with Research) are required to take up research projects under the guidance of a faculty member. The students are expected to complete the Research Project in the eighth semester. The research outcomes of their project work may be published in peer-reviewed journals or may be presented in conferences /seminars or may be patented.

3. University Vision and Mission

3.1 Vision

K.R. Mangalam University aspires to become an internationally recognized institution of higher learning through excellence in inter-disciplinary education, research, and innovation, preparing socially responsible life-long learners contributing to nation building.

3.2 Mission

- Foster employability and entrepreneurship through futuristic curriculum and progressive pedagogy with cutting-edge technology
- Instill notion of lifelong learning through stimulating research, Outcomes-based education, and innovative thinking
- Integrate global needs and expectations through collaborative programs with premier universities, research centres, industries, and professional bodies.
- Enhance leadership qualities among the youth having understanding of ethical values and environmental realities

4. About the School

The **School of Architecture & Design (SOAD)** offers a robust, interdisciplinary education, providing students with hands-on experience through **experiential and project-based learning**. The curriculum is designed to foster innovation and technical proficiency across various design fields.

SOAD offers seven key programs:

1. **Bachelor of Architecture (B.Arch)** – A five-year program that develops visionary architects with a strong foundation in design, construction, and environmental sustainability.
2. **Bachelor of Design (B.Des) in Fashion Design** – A four-year program focused on fostering creativity and technical skills in fashion, preparing students for the dynamic fashion industry.
3. **Bachelor of Design (B.Des) in Interior Design** – Prepares students to design functional and aesthetically pleasing interior spaces through a combination of creativity, technical knowledge, and practical applications.
4. **Bachelor of Design (B.Des) in Textile Design** – Emphasizes innovative textile creation with an emphasis on sustainability and traditional craftsmanship.
5. **Bachelor of Fine Arts (B.F.A)** – Explores various visual arts disciplines such as painting, sculpture, and graphic arts.
6. **Bachelor of Design (B.Des) in Game Design & Animation** – A specialized program focused on designing interactive games and animations, merging creative storytelling with technical skills.
7. **Bachelor of Design (B.Des) in UX UI & Interaction Design** – Concentrates on creating user-centric digital solutions, emphasizing user experience (UX), user interface (UI), and interaction design.

SOAD emphasizes **experiential learning** through **project-based education**, giving students practical exposure to real-world challenges. This is further enhanced through **site visits, study tours, guest lectures**, and **industry integration**, ensuring students gain valuable insights and experience in their respective fields. The school maintains strong industry connections, enabling students to engage with leading professionals and firms in architecture, design, and related industries.

5. School Vision and Mission

5.1. School Vision

To be a leading institution that develops innovative and sustainable design thinkers who shape the future of Architecture and Design globally.

5.2. School Mission

- Provide a comprehensive structured learning experience that develops strong cognitive thinking and skills in the field of architecture and design.
- Foster a collaborative and inclusive learning environment that encourages creativity and critical thinking.
- Promote sustainable and ethical design practices that address global and local challenges.
- Instill a strong foundation of ethical principles, ensuring graduates act with integrity and social responsibility in their professional endeavours.
- Engage with the community and industry to advance the role of architecture and design in society.

6. About the Programme

The Bachelor of Design (Hons. / Hons. with Research) in UX/UI & Interaction Design programme at K.R. Mangalam University is a 4-year undergraduate programme curated to equip students with the skills and knowledge required in the UI/UX industry. Based on the principles of design, creativity, and development of human-centred design, the programme covers essential topics such as interface design, user research methodologies, prototyping, and user experience tests. Through the programme, we encourage our students to explore endless opportunities in app design, gamification, and all sorts of designing techniques that can take the user experience from scratch to the skies.

The Bachelor of Design in UX/UI and Interaction Design program is designed to equip students with both theoretical knowledge and practical skills, ensuring they are prepared for the fast-evolving design industry. Key highlights of the program include:

- **Immersive Curriculum**: A comprehensive blend of theoretical learning and hands-on experience, with a focus on the latest industry trends. The curriculum covers key areas such as UX design, UI design, interaction design, visual design, and prototyping.

- **Expert Faculty**: Learn from a team of experienced educators and industry professionals who bring real-world insights and guidance to the classroom.
- **Cutting-edge Facilities**: Access to state-of-the-art design studios, workshops, and computer labs, all equipped with advanced software for UX/UI and Interaction Design.
- **Industry Exposure**: Students benefit from collaborations, internships, field trips, guest lectures, and workshops conducted by leading industry experts.
- **Portfolio Development**: Receive personalized guidance on crafting a compelling portfolio to showcase your design expertise.
- **Internship and Placement Support**: Leverage strong industry connections to gain access to internship opportunities and job placements.
- **Global Exposure**: Experience international learning through a paid two-week summer school program at a prestigious European university, offering a global perspective on design.

6.1 Definitions

- ***Programme Outcomes (POs)***

  Programme Outcomes are statements that describe what the students are expected to know and would be able to do upon the graduation. These relate to the skills, knowledge, and behaviour that students acquire through the programme.

- ***Programme Specific Outcomes (PSOs)***

  Programme Specific Outcomes define what the students should be able to do at the time of graduation and they are programme specific. There are two to four PSOs for a programme.

- ***Programme Educational Objectives (PEOs)***

  Programme Educational Objectives of a degree programme are the statements that describe the expected achievements of graduates in their career, and what the graduates are expected to perform and achieve during the first few years after graduation.

- ***Credit***

  Credit refers to unit of contact hours/ tutorial hours per week or 02 hours of lab/practical work per week.

- ***Multi-Entry, Multi-Exit***

  A flexible academic structure that allows students to enter and exit the program at various stages, providing the opportunity to earn certifications or diplomas based on the level of credits accumulated.

- ***Studio***

  Studio in the B.Des (Hons. / Hons. with Research) in UX/UI & Interaction Design Program refers to a dedicated space for practical, hands-on learning. It enables students to explore softwares techniques, and design elements under faculty guidance. Studio courses emphasize creative experimentation, skill development, and individual expression. These spaces foster collaboration, critique, and professional growth.

- ***Theory Course***

  Theory courses provide the foundational knowledge required for understanding design principles, historical contexts, and contemporary practices in UX/UI & Interaction Design. These classes cover topics such as design theory, History and Evolution of Design, and cultural influences, ensuring students have a comprehensive understanding of the discipline.

6.2 Programme Educational Objectives (PEO)

1) **PEO 1- Human-Centered Design and Empathy:** Graduates will apply human values, empathy, and inclusivity in designing intuitive and meaningful user experiences, ensuring accessibility, and enhancing user well-being across digital platforms.
2) **PEO 2- Career Growth in UX/UI and Interaction Design:** Graduates will excel in careers within UX/UI and interaction design by staying at the forefront of emerging design trends, tools, and technologies, while continuously refining their creative and problem-solving skills.
3) **PEO 3- Professional Competence:** Graduates will demonstrate expertise in user experience research, interface design, and interaction methodologies, creating user-centric designs that are functional, aesthetic, and aligned with business and user needs.
4) **PEO 4- Ethical and Inclusive Design Practices:** Graduates will uphold ethical design principles, ensuring their work promotes privacy, accessibility, inclusivity, and positive social impact, while addressing the challenges of ethical technology use.

5) **PEO 5- Entrepreneurship and Innovation:** Graduates will cultivate entrepreneurial skills, launching independent design consultancies or ventures, leveraging innovation, user insights, and technology to create unique and impactful design solutions.

6.3 Programme Outcomes (PO)

1) **PO1- Creative Design Solutions:** Demonstrate the ability to develop innovative, functional, and aesthetically pleasing interior design solutions that meet client needs and enhance the user experience.
2) **PO2 - Technical Competence:** Apply advanced technical skills in space planning, materials selection, and construction methods to create efficient and sustainable interior environments.
3) **PO3 - Ethical and Professional Responsibility:** Exhibit a strong commitment to ethical practices, social responsibility, and professional conduct, ensuring respect for cultural, environmental, and societal contexts.
4) **PO4 - Effective Communication:** Effectively communicate design ideas and solutions through visual, oral, and written means, engaging with clients, stakeholders, and multidisciplinary teams.
5) **PO5 - Sustainable Design Practices:** Integrate principles of sustainability into interior design projects, promoting environmental stewardship and reducing the ecological impact of built environments.
6) **PO6 - Leadership and Social Skills:** lead multidisciplinary teams effectively, communicate with diverse stakeholders, and exhibit strong social skills essential for collaborative and inclusive design practices and contributing to the community through socially responsible design initiatives.
7) **PO7 - Life Long Learning:** Thrive in a rigorous intellectual climate which promotes inquiry through observation and research and to show curiosity to learn about new developments in design.

6.4 Programme Specific Outcomes (PSO)

On completion of the program the students will be

1) **PSO1 – Understanding** the core principles, methodologies, and evolution of UX/UI design to articulate the nuances of user experience across different digital products and services.

2) **PSO2 – Applying** user-centred design practices to craft intuitive, accessible, and appealing digital interfaces that enhance engagement and meet diverse user needs.
3) **PSO3 – Analysing** user interactions, behaviour, and feedback to identify challenges and opportunities for creating responsive design solutions across various digital platforms.
4) **PSO4 – Evaluating** UX and UI design projects to meet the quality, accessibility, and ethical standards, leading to user-friendly and impactful digital experiences.
5) **PSO5 – Developing** innovative UX & UI solutions through experimentation with emerging technologies, design trends, and creative problem-solving approaches.
6) **PSO6 – Technical Proficiency**- Master UX/UI design tools and software for precise wireframing, prototyping, and user interface development, effectively translating design concepts into functional and engaging digital experiences.

6.5 Career Avenues

Pursuing a career in UI/UX design can be highly rewarding and offers a variety of opportunities across different industries. Here are some potential career paths within the field of UI/UX:

1) UI/UX Designer

- **Role**: Focuses on designing user-friendly interfaces for websites, apps, and digital products. Responsibilities include wireframing, prototyping, and creating visually appealing designs.
- **Skills**: Proficiency in design tools (e.g., Sketch, Figma, Adobe XD), understanding of user-centered design principles, and basic knowledge of front-end development.

2) UX Researcher

- **Role**: Conducts research to understand user behaviour, needs, and motivations through usability testing, surveys, and interviews, providing insights that inform design decisions.
- **Skills**: Strong analytical abilities, experience with qualitative and quantitative research methods, and the ability to turn data into actionable insights.

3) Interaction Designer

- **Role**: Designs interactive elements like animations, transitions, and micro-interactions that enhance the user experience.
- **Skills**: Knowledge of interaction design principles, proficiency in prototyping tools, and understanding of front-end technologies.

4) Visual Designer

- **Role**: Focuses on the aesthetics of a product, including color schemes, typography, and visual hierarchy, ensuring a cohesive visual language in collaboration with UI designers.
- **Skills**: Strong graphic design abilities, proficiency in visual design tools (e.g., Adobe Creative Suite), and a keen eye for detail.

5) Information Architect

- **Role**: Organizes and structures content to make it easy for users to find information and complete tasks, including creating site maps, navigation systems, and content categorization.
- **Skills**: Understanding of information architecture principles, experience with card sorting and user flow diagrams, and the ability to design intuitive navigation systems.

6) Product Designer

- **Role**: Combines elements of UI, UX, and interaction design, overseeing the entire design process from conception to launch, focusing on creating a seamless user experience.
- **Skills**: Broad design knowledge, strong problem-solving skills, and the ability to collaborate with cross-functional teams.

7) UX Strategist

- **Role**: Develops long-term strategies to improve user experience across a company's products and services, aligning UX goals with business objectives.
- **Skills**: Strategic thinking, experience in UX research and design, and strong communication skills to engage with executives and stakeholders.

8) UX Writer

- **Role**: Specializes in crafting clear, concise text and messaging within a product, ensuring alignment with the brand voice.
- **Skills**: Strong writing abilities, understanding of UX design principles, and experience in content strategy.

9) Accessibility Specialist

- **Role**: Ensures digital products are accessible to all users, including those with disabilities, by implementing accessibility standards and conducting audits.
- **Skills**: Knowledge of accessibility guidelines (e.g., WCAG), experience with assistive technologies, and advocacy for inclusive design practices.

10) Service Design Specialist

- **Role**: Designs and optimizes the overall service experience, focusing on improving touchpoints across the user journey to enhance satisfaction and efficiency.
- **Skills**: Proficiency in service design methods, experience with journey mapping, and strong problem-solving skills to address pain points in the service process.

11) Entrepreneurs/Freelancers

- **Role**: Leverages UI/UX design skills to launch and grow their own digital products or services, focusing on innovative solutions and user-centric design.
- **Skills**: Strong design and business acumen, ability to identify market opportunities, and resilience in adapting to changing user needs and industry trends.

With the growing importance of digital experiences, UI/UX designers are in high demand, making it a promising career choice with opportunities for growth and specialization.

6.6 Duration

Program Duration for Bachelor of Design in UI/UX and Interaction Design Program is 4 years (8 semesters).

6.7 Criteria for Award of Degree

Credit Completion: Students must earn a total of 196 credits over a minimum period of 8 semesters.

7. Student's Structured Learning Experience from Entry to Exit in the Programme

- ***Education Philosophy and Purpose**:*

Learn to Earn a Living:

At KRMU we believe in equipping students with the skills, knowledge, and qualifications necessary to succeed in the job market and achieve financial stability. All the programmes are tailored to meet industry demands, preparing students to enter specific careers and contributing to economic development and employability focused.

Learn to Live:

The University believes in learners' holistic development, fostering emotional and social intelligence, and a deeper understanding of the world. Our aim is to nurture well-rounded individuals who can contribute meaningfully to society, lead fulfilling lives, and engage with the complexities of the human experience.

- ***University Education Objective***

Focus on Employability and Entrepreneurship through Holistic Education using Bloom's Taxonomy

By targeting all levels of Bloom's Taxonomy—remembering, understanding, applying, analysing, evaluating, and creating—students are equipped with the knowledge, skills, and attitudes necessary for the workforce and entrepreneurial success. At KRMU we emphasize on learners critical thinking, problem-solving, and innovation, ensuring application of theoretical knowledge in practical settings. This approach nurtures adaptability, creativity, and ethical decision-making, enabling graduates to excel in diverse professional environments and to innovate in entrepreneurial endeavours, contributing to economic growth and societal well-being.

- ***Importance of Structured Learning Experiences***

A structured learning experience (SLE) is crucial for effective education as it provides a clear and organized framework for acquiring knowledge and skills. By following a well-defined curriculum, learners can build on prior knowledge systematically, ensuring that foundational concepts are understood before moving on to more complex topics. This approach not only enhances comprehension but also fosters critical thinking by allowing learners to connect ideas and apply them in various contexts. Moreover, a structured learning experience is in two parts-

- ***Inside Classroom***

  Structured learning in the classroom focuses on building cognitive outcomes through a student-centric approach. The methods used in this approach include:

- **Cognitive Learning:** Students develop their critical thinking and problem-solving skills by engaging with fundamental concepts in design, and Softwares. They are taught to analyze and understand user needs, and design functional and aesthetic solutions.

- **Student-Centric Learning:** The focus is on active participation, where students are encouraged to ask questions, collaborate, and engage in peer discussions. This fosters independent learning and critical reflection on design processes.
- **Teaching Methods:** A mix of lectures, design critiques, and seminars ensures that students grasp both the theoretical and practical aspects of UX/UI & Interaction Design. Visual aids, case studies, and multimedia presentations are used to enhance understanding.
- **Tools and Techniques:** Various design software are introduced to equip students with technical skills in creating interfaces. The hands-on experience with these tools helps them translate concepts into tangible design outcomes.
- **Approach:** Design thinking and research-based projects are emphasized. These allow students to identify problems, conduct research, brainstorm ideas, and prototype solutions, enhancing their creativity and technical skills.

- ***Outside Classroom***

The outside classroom experience enhances students' people skills and psychomotor skills by involving them in industry-related, community, and hands-on activities:

- **People Skills:** Students work on real-world projects, collaborating with professionals, peers, and communities. This helps them improve communication, teamwork, and client interaction skills. Site visits, intern ships, and participation in design workshops offer practical exposure to industry standards and practices.
- **Psychomotor Skills:** Students engage in hands-on learning through User research, field study. In workshops, they undertake experiential learning and experimenting with different techniques.
- **Industry Interactions:** Regular industry visits, internships, and collaborative projects with design firms allow students to bridge the gap between classroom learning and real-world practice. They get to apply classroom knowledge in a professional setting, gaining insights into market trends and industry requirements.
- **Community Engagement:** Participation in community-based design projects fosters a sense of social responsibility. Students might engage in projects that aim to improve User experiences or address the needs of underserved communities, allowing them to apply design principles in meaningful ways.

- ***Educational Planning and Execution***

The educational planning and execution framework for Bachelor of Design (Hons. / Hons. with Research) UX/UI and Interaction Design program at the School of Architecture & Design (SOAD) is designed to provide a structured and enriching learning experience. This framework aims to facilitate meaningful engagement, foster critical thinking, and encourage creativity among students. By clearly outlining "WHAT, WHEN, and HOW" learning will take place, the school ensures that all educational activities align with the program's objectives and contribute to the holistic development of our aspiring UX/UI & Interaction Designers.
The programme is designed around the educational philosophy OF "LEARN TO EARN LIVING" and "LEARN TO LIVE," providing a holistic learning experience from entry to exit.

- ***Entry Phase***

Upon entry, students are introduced to the foundational principles of Design. Orientation sessions emphasize understanding the field of design and the ethical responsibilities of designers. This initial phase emphasizes the importance of knowledge not just as a means to earn a living, but as a way to engage meaningfully with society.

- ***Core Learning***

As students' progress, they delve deeper into both the theoretical and practical aspects of UX/UI and Interaction design. Courses on design ethics, sustainable practices, and user experience equip students with essential skills for their future careers. Hands-on workshops and industry collaborations emphasize the concept of learning as preparation for professional success while fostering a sense of civic responsibility and personal growth.

- ***Skill Development***

The program emphasizes developing versatile skills essential for a successful career in UX/UI and Interaction design, including research, design thinking, drafting, and project management. Through collaborative design projects, students enhance their teamwork and communication

abilities, which are vital not only for professional success but also for cultivating meaningful relationships in their personal lives.

- ***Thesis and Exit Phase***

In the final phase, students undertake Thesis projects that integrate their learning and showcase their creativity and professionalism. This culminates in a portfolio that reflects their readiness to enter the workforce when they go for training in the final semester. Additionally, KRMU Career Development Cell (CDC) assist with job placements, reinforcing the "Learn to Earn" philosophy. The program maintains a strong focus on personal values and lifelong learning, encouraging students to approach their careers as opportunities to contribute positively to society.

- ***Co-Curricular and Extra-Curricular Activities***

Students actively participate in 13 clubs and societies within the university, ranging from media production to cultural expression. These clubs facilitate peer interaction, teamwork, and leadership opportunities, helping students develop a well-rounded personality. Regular industry visits, guest lectures, and workshops by industry experts ensure that students remain connected to real-world media practices, bridging the gap between academic learning and professional expectations.

- ***Community Connect***

Community Connect programs enhance students' social awareness and responsibility, allowing them to engage with various societal issues related to design and the built environment. As UX/UI & Interaction designers, students learn to consider the impact of their work on communities and to advocate for inclusive and sustainable practices. Participation in sports and cultural activities further contributes to a balanced lifestyle, promoting teamwork and resilience.

- ***Ethics and Values***

The programme places a strong emphasis on ethics, values, and a code of conduct in design practice. Students are encouraged to embody professionalism and integrity in their work, preparing them to be responsible designers and active citizens.

- ***Career Counselling and Entrepreneurship***

Career counselling services provide guidance on job placements, internships, and skill development, helping students navigate their career paths. Additionally, the university's incubation centre fosters entrepreneurial and leadership qualities, encouraging students to explore innovative ideas and start their ventures.

- ***Components of Educational Planning***

All planned activities will be executed as scheduled, ensuring a consistent and enriching learning environment that supports the development of practical and theoretical skills in interior design. The school will follow the following for conducting the semester educational, co-curricular and extracurricular activities.

- ***University Calendar***

  The University Calendar outlines key academic dates, including the start and end of terms, examination periods, and holidays that impact Bachelor of Design (Hons. / Hons. with Research) UX/UI & Interaction Design program.

- ***Timetable***

  The Timetable presents a structured overview of class sessions, lecture timings, studio hours, and project work, offering clarity on the weekly schedule for students.

- ***School Calendar***

  The School Calendar provides a detailed schedule of important events, workshops, design critiques, and submission deadlines specific to SOAD.

- ***Activity Calendar***

The Activity Calendar highlights extracurricular events, guest lectures by industry professionals, and site visits that complement the academic curriculum, enriching students' understanding of UX/UI and Interaction design practice.

- ***Class Sessions/Lectures***

Scheduled activities include theoretical lectures, practical studio sessions for hands-on learning, and collaborative projects that foster teamwork and innovation.

- ***Monitoring***

Continuous monitoring will be implemented at various levels to ensure that educational objectives specific to the B. Des in UX/UI & Interaction Design are met and that planned activities are effectively carried out.

- ***Correction of Deviations***

Any deviations from the planned educational framework will be promptly identified and addressed to maintain the integrity and effectiveness of the learning experience.

This comprehensive approach ensures that students in the Bachelor of Design (Hons. / Hons. with Research) UX/UI and Interaction Design program engage in a holistic educational experience, integrating both academic knowledge and practical skills while fostering personal and professional growth within the field of User Experience design.

- ***Course Registration and Scheduling***

- ***Major and Minor Selection Process:***

In the Bachelor of Design (B. Des) UI/UX and Interaction Design program, students have the opportunity to choose from a variety of major and minor courses throughout their studies. There are 26 major courses and 8 minor courses available over the entire duration of the program. The selection process for minor is centralized, allowing students to make informed choices about their specialization.

School of Architecture and Design offers the following minors with 32 credits spread through the eight semesters

1. Interior Styling
2. Contemporary Art Practice

3. Game Development
4. UI/UX Design

Refer to Annexure No. 1

- ***Value-Added Courses (VAC) and Open Electives (OE):***

Value-Added Courses (VAC) and Open Electives (OE) are offered to enhance students' skills and knowledge beyond the core curriculum. Students can select these courses based on their interests, enabling them to gain practical insights and experience in specific areas related to interior design. The choice of VAC and OE typically occurs at the beginning of each semester, where students can consult with faculty and peers to make informed decisions.

- ***Internships, Projects, Dissertations, and Training***

Internships

Students are required to complete a summer internship after the fourth semester. Internship carries 2 credits and is evaluated in the following odd semester. This hands-on experience is designed to provide students with practical exposure to the industry, allowing them to apply theoretical knowledge in real-world settings.

Thesis and Research

In the sixth and seventh semesters, students engage in Specialization Projects that allow them to focus on specific areas within UX/UI and Interaction design, aligning with their career goals. These projects are often mapped to practical courses and experiential learning activities, ensuring that students gain comprehensive insights into their chosen specializations.

In the eighth semester, students undertake an Industry Project, where they collaborate with industry professionals on real-life projects. Those pursuing a research-oriented path will complete a Research Project (Dissertation) instead. This structured approach to projects and dissertations enables students to develop critical thinking, research, and project management skills.

Training

In the eighth semester, students undertake Industry training, where they collaborate with industry professionals on real-life projects. Those pursuing a research-oriented path will complete a Research Project (Dissertation) instead. This structured approach to projects and dissertations enables students to develop critical thinking, research, and project management skills.

- ***CO-Curricular Activities Credit Choices***

Participation in Co/ Extracurricular activities is part of outside classroom learning.

Participation in Co/ Extracurricular activities is part of outside classroom learning. Students must earn 2 credits from co/ extracurricular activities. One credit from participation in co-curricular activities like Club/Society activities and another credit from Community Service (1 credit each) through participation in NSS/ Redcross activities or NGOs that contribute to their personal development, leadership skills, and community engagement.

Under the category of **Club/Society**, 1 credit can be earned by

- Registration in one of the 13 Club/Societies of university and active participation in the events organized by the club/society

OR

- 15 hours of active engagement in any of the recreational/sports activities

Under the category of **Community Service**, 1 credit can be earned by

- 15 hours active engagement in community service through NGO/NSS/Redcross or any other society approved/ empanelled by the university

At the end of the semester, students are required to submit a log of hours, a report, and a certificate of participation/ completion summarizing their activities followed by a presentation.

- ***Academic Support (Differential learning needs)***

For B. Des UX/UI & Interaction Design students, Academic Support Systems are tailored to meet diverse learning needs, empowering each student to thrive. These systems include:

- **Personalized Tutoring**: One-on-one sessions with expert tutors focus on mastering UX/UI design tools, prototyping, interactive elements, user testing, design systems, and project management, adapting to each student's skill level and learning goals.

- **Workshops and Seminars**: Regular workshops cover essential topics such as user-centered design, accessibility standards, digital interface modelling, and emerging UX trends. These sessions provide both practical and theoretical insights while fostering industry connections.

- **Peer Mentoring Programs**: Advanced students mentor peers by leading collaborative projects and guiding on user journey mapping, interaction critiques, and design iterations, cultivating a supportive and cooperative learning environment.

- **Accessible Learning Resources**: Online platforms offer access to UX/UI-focused tutorials, design frameworks, industry articles, and interactive tools, supporting different learning preferences and promoting independent learning.

- **Project-Based Learning and Showcase Opportunities**: Students participate in hands-on projects, prototyping exercises, and usability testing, which are showcased and recognized, enhancing real-world readiness and confidence in their design capabilities.

- **Diversity and Inclusion Initiatives:** Programs promoting inclusivity ensure that all design ideas are valued, enriching the learning environment.

- **Feedback and Assessment:** Continuous feedback systems allow students to receive constructive reviews of their work, facilitating growth, innovation, and skill development.

- ***Student Career & Personal Support***

  - ***Mentor-Mentee Programme***

    The Mentor-Mentee Programme at KR Mangalam University offers students invaluable, unbiased guidance from experienced thought leaders, ensuring they are effectively supported in achieving their personal and academic goals. Each mentor engages with their mentees on an individual level, identifying their unique aspirations, learning needs, and areas of interest. This personalized approach fosters a strong bond between students

and teachers, creating an environment where both teaching and learning happen at a pace tailored to the student's growth and development.

- ***Counselling and Wellness Services***

  KR Mangalam University offers dedicated Counselling and Wellness Services to support students' emotional well-being and mental health. Professional counsellors provide a safe and confidential environment to address personal concerns, promote self-awareness, and develop coping strategies, ensuring a healthy and balanced university experience.

- ***Career Services and Training***

  Career Services and Training at KR Mangalam University provide students with resources and guidance for career planning and skill development. Through workshops, industry interactions, and personalized counselling, students receive support in exploring career paths, preparing for job placements, and gaining the competencies required to thrive in the professional world.

- ***Learning and Development Opportunities***

For UX/UI & Interaction Design, practical and experiential learning systems ensure students develop core skills through real-world applications. Key elements include:

- **Practical Learning (Course Handouts, Session Plans)**: Students receive detailed handouts and structured session plans that cover essential topics such as prototyping, interactive design principles, interface building, and user journey mapping. Practical sessions are held in specialized environments like computer labs, design studios, and interactive experience zones to deepen their hands-on skills.

- **Experiential Learning (Learning by Doing)**:
  - **Inside the Classroom**: Hands-on workshops in areas such as user flow mapping, interactive prototyping, and digital design tool mastery allow students to translate theory into practice through activities like model creation and interactive wireframing.

- **Outside the Classroom**: Site visits, industry tours, user testing sessions, and client interactions expose students to real-world UX challenges, building industry-relevant skills and insights.

- **Case-Based, Problem-Based, and Project-Based Learning**: Projects and case studies are aligned with course learning outcomes, involving tasks such as redesigning user interfaces or developing sustainable digital solutions. Each project is structured with guidelines, enabling students to follow a complete design process from ideation to execution.

- **Workshops, Seminars, and Guest Lectures**: Regularly scheduled workshops on topics such as sustainable design, advanced interaction techniques, and user analytics, alongside guest lectures from industry experts, provide students with continuous learning opportunities, industry exposure, and practical insights directly from professionals.

- ***Assessment and Evaluation:***

Grading Policies and Procedures for theory courses, practical courses, projects, Internships, Dissertation: As per university examination policy of K R Mangalam University, the Program Outcome assessments is done by aggregating both direct and indirect assessments, typically assigning 80% weightage to direct assessments and 20% to indirect assessments, to compute the final course attainment.

Studio Courses

	Evaluation Components	Weightage
INTERNAL (50 Marks)	**Continuous Assessment** (Projects, Assignments, Presentation, Case Studies, etc)	20 Marks
	Internal Jury	30 Marks
EXTERNAL (50 Marks)	**End-Term Studio Exam**	20 Marks
	External Jury	30 Marks

Theory Courses

Evaluation Components	Weightage

I.	Internal Marks (Theory): - Continuous Assessment (30 Marks) (All the components to be evenly spaced) Projects/ Quizzes/ Assignments and Essays/ Presentations/ Participation/ Case Studies/ Reflective Journals (minimum of five components to be evaluated)	30 Marks
	II) Internal Marks (Theory)-Mid-Term Exam	20 Marks
	External Marks (Theory): - End Term Examination	50 Marks

- ***Summer Internship grading at the completion of Vth semester***

Students are required to complete a minimum four-week summer internship with a reputable architecture or interior design firm. During the internship, students must maintain a logbook documenting their daily activities and submit a detailed internship report for evaluation. Additionally, students must provide an appointment letter and a completion certificate from the firm to receive credit for the internship.

- ***Clubs and community- grading at the completion of IVth semester***

Students must demonstrate active involvement in the University clubs, societies, and community engagement activities, including participation with the National Service Scheme (NSS) or an approved Non-Governmental Organization (NGO), to qualify for the award of credits. To secure the credits, students are required to submit certificate or letter of appreciation as formal proof of their participation along with a detailed report of the activity.

- ***MOOC grading at the completion of VIIIth semester***

In Semester 5, students will be informed about the requirement to complete a MOOC course. The information will be disseminated via notice boards, emails, and during classroom briefings by faculty members.

- ***Feedback and Continuous Improvement Mechanisms***

Teaching-learning is driven by outcomes. Assessment strategies and andragogy are aligned to course outcomes. Every CO is assessed using multiple components. The attainment of COs is calculated for every course to know the gaps between the desired and actual outcomes. These gaps are analysed to understand where does the student lags in terms of learning levels. Thereafter

each student’s learning levels are ascertained, if found below desirable level, and intervention strategy is affected in the following semester to make necessary corrections. To cater to the diverse learning needs of its student body, K.R. Mangalam University employs a comprehensive assessment framework to identify both slow and advanced learners. Students' learning levels are continually assessed based on their performance at various stages. If a student's performance in internal assessments falls below or equal to 55%, they are categorized as slow learners. Conversely, if a student's performance score in internal assessments is greater than or equal to 80%, they are identified as advanced learners. Such students are encouraged to participate in advanced learning activities. Through periodic evaluations and the utilization of modern management systems, the institution adeptly tracks students' performance across various courses, allowing for targeted interventions and support mechanisms.

- ***Academic Integrity and Ethics***

The School of Architecture and Design places a strong emphasis on academic integrity and ethics, fostering a culture of honesty and responsibility among students. Clear guidelines are established to educate students about the importance of plagiarism prevention, proper citation practices, and ethical sourcing in their work. Regular workshops and seminars are conducted to discuss case studies and real-world scenarios, encouraging critical thinking about ethical dilemmas in Interior and Construction field. Faculty members serve as role models, promoting transparency and accountability in their interactions and evaluations. By instilling these values, the school prepares students to uphold high ethical standards in their professional careers, emphasizing the critical role that integrity plays in design.

Programme Structure

Semester-I									
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**	**Multiple Entry and Exit**
1	**Major-I**	ADUX101	FUNDAMENTALS OF DESIGN	0	0	3	2	**4**	
2	**Major-II**	ADUX107	INTRODUCTION TO VISUAL DESIGN	0	0	3	0	**3**	
3	**Major-III**	ADUX109	INRODUCTION TO DESIGN THINKING AND UX DESIGN	0	0	3	2	**4**	
4	**Minor -I**		MINOR COURSE 1	0	0	4	0	4	
5	**Major- IV**	ADUX103	HISTORY OF ART AND EVOLUTION OF DESIGN	3	0	0	0	3	
6	**Skill Enhancement Course SEC-I**	UXID103A	SKETCHING AND DRAWING	0	0	3	0	3	
7	**Value Added Course VAC-I**	VAC151	VAC-1 (EVS+DM)	2	0	0	0	2	
Total								**23**	

Semester-II									
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**	
1	**Major-IV**	ADUX102	VISUAL STORYTELLING	0	0	3	0	**3**	
2	**Major-V**	ADUX104	BASICS OF UI DEVELOPMENT	0	0	4	0	**4**	
3	**Major-VI**	ADUX108	COLORS AND EMOTIONS	0	0	3	0	**3**	
4	**Minor-II**		MINOR COURSE 2	0	0	4	0	4	
5	**Major**	ADUX106	MATERIAL EXPLORATION	0	0	3	0	3	
6	**Skill Enhancement Course SEC-II**	SEC085	DESIGN TOOLS	0	0	3	0	**3**	
7	**Open Elective OE-I**		OPEN ELECTIVE- I	0	0	3	0	**3**	
8	**Value Added Course VAC-II**	VAC-2		2	0	0	0	**2**	
Total								**25**	
Summer Internship-I									

Award:
UG Certificate
[after completing 1 year of study (2 semesters with credits as prescribed), and an additional vocational course/internship of 4 credits during the summer vacation of the first year]

Semester-III									
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**	**Multiple Entry and Exit**
1	**Major-XIV**	ADUX201	INTRODUCTION TO USER RESEARCH METHODS	2	0	1	0	3	
2	**Major-XV**	ADUX203	INTRODUCTION TO UI DESIGN	2	0	1	0	3	
3	**Major-III**	ADUX205	SERVICE DESIGN AND TASK FLOWS	2	0	1	0	3	
4	**Minor -I**		MINOR COURSE 3	0	0	4	0	4	
5	**Major**	ADUX251	INFORMATION ARCHITECTURE	0	0	3	0	3	
6	**SEC**	SEC087	INFORMATION AND DATA STUDY	0	0	3	0	3	
7	**MDS**		OPEN ELECTIVE		2	0	0	0	
8	**AEC**	AEC0001	NEW AGE LIFE SKILLS- I	3	0	0	0	3	**Award:** **UG Certificate** [after completing 1 year of study (2 semesters with credits as prescribed), and an additional vocational course/internship of 4 credits during the summer vacation of the first year]
Total				**11**	**0**	**16**	**0**	**27**	

Semester-IV								
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**
1	**Major**	ADUX202	SERVICE DESIGN AND TASK FLOWS ADVANCE	2	0	1	0	3
2	**Major**	ADUX204	DATA ANALYTICS	2	0	1	0	3
3	**Major**	ADUX252	INTRODUCTION TO 6D AND DESIGN THINKING APPLICATION	0	0	3	0	3
4	**Major**		MINOR COURSE 4	0	0	4	0	4
5	**Major**	ADUX254	INTRODUCTION TO INTERACTION DESIGN	0	0	3	0	3
6	**Major**	ADUX206	UI DESIGN ADVANCE	2	0	1	0	3
7	**Minor**		OPEN ELECTIVE-III	0	0	3	0	3
8	**AEC**	AEC0002	NEW AGE LIFE SKILLS- II	3	0	0	0	3
Total				**9**	**0**	**16**	**0**	**25**

Semester-V									
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**	**Multiple Entry and Exit**
1	**Major-XIV**	ADUX202	SERVICE DESIGN AND TASK FLOWS ADVANCE	2	0	1	0	3	
2	**Major-XV**	ADUX204	DATA ANALYTICS	2	0	1	0	3	
3	**Major-III**	ADUX252	INTRODUCTION TO 6D AND DESIGN THINKING APPLICATION	0	0	3	0	3	
4	**Minor -I**		MINOR COURSE 4	0	0	4	0	4	
5	**Major**	ADUX254	INTRODUCTION TO INTERACTION DESIGN	0	0	3	0	3	
6	**Major**	ADUX206	UI DESIGN ADVANCE	2	0	1	0	3	
7	**MDS**		OPEN ELECTIVE-III	0	0	3	0	3	
8	**AEC**	AEC0002	NEW AGE LIFE SKILLS- II	3	0	0	0	3	
Total				**9**	**0**	**16**	**0**	**25**	
			Students must demonstrate active involvement in the University clubs, societies, and community engagement activities, including participation with the National Service Scheme (NSS) or an approved Non-Governmental Organization (NGO), to qualify for the award of credits. To secure the credits, students are required to submit certificate or letter of appreciation as formal proof of their participation along with a detailed report of the activity.						**Award: UG Certificate** [after completing 1 year of study (2 semesters with credits as prescribed), and an additional vocational course/internship of 4 credits during the summer vacation of the first year]

Semester-VI								
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**
1	**Major**	ADUX351	WIREFRAMING AND PROTOTYPING	0	0	3	0	3
2	**Major**	ADUX353	USABILITY TESTING	0	0	3	0	3
3	**Major**	ADUX301	INNOVATION MANAGEMENT	2	0	1	0	3
4	**Major**	ADUX355	VISUAL DESIGN TOOLS ADVANCE	0	0	3	0	3
5	**Major**	ADUX303	TECHNOLOGY IN EXPERIENCE DESIGN ADVANCE	2	0	1	0	3
6	**Major**	ADUX357	OMNICHANNEL EXPERIENCE DESIGN	0	0	2	0	2
7	**Minor**		MINOR COURSE 5	0	0	4	0	4
8	**AEC**	AEC0003	NEW AGE LIFE SKILLS- III	3	0	0	0	3
Total								**24**

Semester-VII									
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**	**Multiple Entry and Exit**
1	**Major**	ADUX451	HMI	0	0	3	0	3	**Award:** **UG Certificate** [after completing 1 year of study (2 semesters with credits as prescribed), and an additional vocational course/internship of 4 credits during the summer vacation of the first year]
2	**Major**	ADUX453	PRODUCT DESIGN AND LIFECYCLE MANAGEMENT	0	0	3	0	3	
3	**Major**	ADUX455	BUSINESS, UX AND DESIGN MANAGEMENT	0	0	3	0	3	
4	**Major**	ADUX457	LIVE PROJECT	0	0	4	0	4	
5	**Major**	ADUX459	GAMIFICATION AND UX	0	0	3	0	3	
6	**Minor VII**		MINOR COURSE 7	0	0	4	0	4	
Total				**0**	**0**	**20**	**0**	**20**	

Semester-VIII								
S. No.	**Category of Course**	**Course Code**	**Course**	**L**	**T**	**S**	**P**	**C**
1	**RPD**	ADUX452	DEGREE PROJECT/INTERNSHIP/FREELANCING	0	0	0	0	12
2	**Minor VIII**		MINOR COURSE 8	0	0	0	0	4
Total								**16**

Total Credits: 183

Minor Streams

*Details of Minors offered by SOAD Students will have to choose minor at the beginning of the first semester									
Interior Styling (Only for SOAD students, except B.Des. Interior Design, Mandatory for BFA 2023-24 batch)									
S. No.	***Category of Course***	***Course Code***	***Course Title***	***L***	***T***	***S***	***P***	***C***	***H***
1	Minor 1	UIS101	Introduction to Design Principles	0	0	4	0	4	4
2	Minor 2	UIS102	Interior Design Fundamentals	0	0	4	0	4	4
3	Minor 3	UIS103	Product Design Basics	0	0	4	0	4	4
4	Minor 4	UIS104	Advanced Product Design	0	0	4	0	4	4
5	Minor 5	UIS105	Interior Styling	0	0	4	0	4	4
6	Minor 6	UIS106	Advanced Interior Styling	0	0	4	0	4	4
7	Minor 7	UIS107	Advanced Interior Design	0	0	4	0	4	4
8	Minor 8	UIS108	Interior Styling Project	0	0	4	0	4	4
Total							***32***	***32***	***32***
Contemporary Art Practice Only for SOAD students, except BFA students									
S. No.	***Category of Course***	***Course Code***	***Course Title***	***L***	***T***	***S***	***P***	***C***	***H***
1	Minor 1	UCA101	Introduction to Contemporary Art	0	0	4	0	4	4
2	Minor 2	UCA102	Modernism and Its Influence	0	0	4	0	4	4
3	Minor 3	UCA103	Photography and Conceptual Art	0	0	4	0	4	4
4	Minor 4	UCA104	Performance Art	0	0	4	0	4	4
5	Minor 5	UCA105	Globalization and Art	0	0	4	0	4	4
6	Minor 6	UCA106	Identity and Representation	0	0	4	0	4	4
7	Minor 7	UCA107	Conceptual Installation	0	0	4	0	4	4
8	Minor 8	UCA108	Contemporary Art Practice Project	0	0	4	0	4	4
Total							***32***	***32***	***32***
UI/UX Design Only for SOAD students, except B.Des UI & UX students									
S. No.	***Category of Course***	***Course Code***	***Course Title***	***L***	***T***	***S***	***P***	***C***	***H***
1	Minor 1	UUI101	Basics of UX Design	0	0	4	0	4	4
2	Minor 2	UUI102	Introduction to UI Development	0	0	4	0	4	4
3	Minor 3	UUI103	Basics of UI Design	0	0	4	0	4	4
4	Minor 4	UUI104	Introduction To 6D	0	0	4	0	4	4
5	Minor 5	UUI105	Wireframing And Prototyping	0	0	4	0	4	4
6	Minor 6	UUI106	Methodologies in Interaction Design	0	0	4	0	4	4
7	Minor 7	UUI107	Gamification And UX	0	0	4	0	4	4
8	Minor 8	UUI108	UI/UX Project	0	0	4	0	4	4
Total							***32***	***32***	***32***
Game Development Only for SOAD students, except B.Des. Game Design and									

Animations students									
S. No.	***Category of Course***	***Course Code***	***Course Title***	***L***	***T***	***S***	***P***	***C***	***H***
1	Minor 1	UGD101	Fundamentals of Game Engine	0	0	4	0	4	4
2	Minor 2	UGD102	Game Designing Technology	0	0	4	0	4	4
3	Minor 3	UGD103	Computer Programming for Video Game	0	0	4	0	4	4
4	Minor 4	UGD104	Video Editing and Visual Effects	0	0	4	0	4	4
5	Minor 5	UGD105	Introduction to Immersive Technologies	0	0	4	0	4	4
6	Minor 6	UGD106	3D Game Development	0	0	4	0	4	4
7	Minor 7	UGD107	Game Publication and Marketing	0	0	4	0	4	4
8	Minor 8	UGD108	Game Development Project	0	0	4	0	4	4
Total							***32***	***32***	***32***

(Annexure 1: Syllabi for Minor Track)

i

Syllabi

Year 1
Semester 1

SEMESTER I						
ADUX101	**FUNDAMENTALS OF DESIGN**	**L**	**T**	**S**	**P**	**C**
Version	**1.0**	**0**	**0**	**3**	**2**	**4**
Category of Course	Major					
Total Contact Hours	60					
Pre-Requisites/ Co-Requisites	Interest in Visual Arts and Design, Creative Thinking, Problem Solving, Basic Computer Literacy, Basic Communication Skills,					

Course Perspective

The course introduces students to the foundational principles and elements of design, offering a solid foundation in design thinking, visual literacy, and creative problem-solving. Students will learn about design principles and will be able to implement it in their projects. This course aims to build a strong foundation in design, equipping students with the skills and knowledge necessary to succeed in more advanced design courses and in their future careers.

Course Outcomes

Upon completion of the course the learner will be:

CO1. Remembering elements and principles of design

CO2. Understanding stage model of action cycle

CO3. Analysing design laws and their importance in design field

CO4. Evaluating various rules of composition of design

CO5. Creating fundamental design concepts through hands-on practice and project work.

Course Content

Unit 1: Elements of Design **10 Hours**

Introduction to design

Colour and its attributes

Elements of design - line, shape including categories such as texture, space, form.

Unit 2: Design Action Model and Principles of Design **10 Hours**

7 Stage model of action cycle for design tools

Unity

Harmony and methods,

Balance and its types

Hierarchy

Scale/proportion

Dominance/emphasis

Rhythm

Similarity

Contrast

Unit 3: Laws of Design **15 Hours**

Hick's Law

Fitts's Law

Law of Proximity

Law of Similarity

Law of Prägnanz (Simplicity)

Law of Closure

Law of Common Region

Law of Figure/Ground

Law of Uniform Connectedness

Von Restorff Effect

Serial Position Effect

Tesler's Law of Conservation of Complexity

Aesthetic-Usability Effect

Unit 4: Designing for people **10 hours**

Famous Case studies on people centric Design

Psychological Principles in Design: Jakob's Law, Miller's Law

Human Factors in Design,

User Feedback

Iterative Design

Unit 5: Project Work **15 hours**

Project work on fundamentals of design

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Textbooks:

- Universal principles of Design - William Lidwell, Kritina Holden, Jill Butler
- Design of Everyday life – Don Norman

Suggested Reading:

- Universal methods of design – Brus Hanington
- Hundred things every designer needs to know about people – Susan Weins Chenk

Open Educational Resources (OER)

https://www.interaction-design.org/literature/topics/design-principles

https://www.interaction-design.org/literature/topics/color-theory

4 examples of human-centered design to inspire your team | Mural

➢ *Evaluation Scheme*

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	20M		30M	20M		30M
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER I						
ADUX103	**HISTORY OF ART AND EVOLUTION OF DESIGN**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**3**	**0**	**0**	**0**	**3**
Category of Course	Major					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Interest in Cultural Studies, Critical Thinking Skills, Basic Knowledge of World History					

Course Perspective

This course aims for students to acquire a familiarity with the most relevant movements, concepts, and styles in the history of design and the social, philosophical, and technical factors that contributed to the rise of design as the practice it is today. Students will gain a broad understanding of various subfields, have opportunities to apply their knowledge in real-world settings, and engage in in-depth research within a specific area of study.

Course Outcomes

Upon completion of the course the learner will be:

CO1. Sequencing various art forms in history.

CO2. Understanding art in a cultural context.

CO3. Illustrating evolution in Design and UX.

CO4. Envisaging the paradigm shift in design as per the various technology changes.

Course Content

Unit 1: Art Forms in History **9 hours**

Understanding history of different art forms

Modern art

Contemporary art

Classical art

Art Movements

Unit 2: Historical Interpretation of Art **9 hours**

Art

Architecture appreciation

Historical interpretation of art in its cultural contexts.

Visit to museums, art galleries and historic monuments

Unit 3: Evolution of Design in Everyday Things **9 hours**

Understanding the evolution in design through forms and everyday things

Unit 4: Paradigm Shift in Design from 19th century to modern time **9 hours**

Journey of design across in the 19th century to modern times.

Unit 5: Project **9 hours**

Project submission on history of Art & design

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- The story of the Art - Ernst Gombrich

Reference Books/Materials

- Gardner's Art Through the Ages - Helen Gardner
- Design by Evolution: Advances in Evolutionary Design - Luigi C. Barone

Open Educational Resources (OER)

The Art of design: History, Evolution and Everyday examples. | by Hiloni Shah | UX Planet

Art Periods - A Detailed Look at the Art History Timeline (artincontext.org)

http://www.visual-arts-cork.com/history-of-art.htm

Evaluation Scheme

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	20M		30M	20M		30M
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER I						
ADUX105	**INTRODUCTION TO VISUAL DESIGN**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course	Major					
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic understanding of Visual Elements, Creative Thinking, Problem-Solving, Basic Computer Skills					

Course Perspective

This course offers a comprehensive exploration of visual design, covering fundamental principles, proficiency in design tools, and historical and cultural influences. The aim is to impart a deep understanding of visual design elements, master the creation of layout, gain practical experience with design tools, a strong grasp of how to effectively apply these elements and tools in their design work.

Course Outcomes

Upon completion of the course the learner will be:

CO 1: Understanding the elements of visual design

CO 2: Mastering the creation of page layouts

CO 3: Obtaining and working knowledge of visual design tools

CO 4: Comprehending the application of elements and tools of visual design

Course Content

Unit 1: Basic elements of visual design **9 hours**

Introduction to basic elements of visual design – detailed study of color, color wheel, visual hierarchy, legibility and readability, grid, layout

Unit 2: Typography **9 hours**

What is typography, Typeface's history and study, Types of fonts - serif and non-serif, Font anatomy, Importance of Typography in modern age UI design, Usage of type for print vs digital, Latest Trends in Typography

Unit 3: Iconography **9 hours**

What is iconography, visualization of icons, industry standards and specifications for iconography, designing for various form factors, trends in iconography, User perception about iconography

Unit 4: Introduction to Visual Tools **9 hours**

Introduction to visual design tools including lab session on elements of visual design and tools

Unit 5: Project work **9 hours**

Project work in tools & elements of visual design

Learning Experience

Teaching Method:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

References:

1. Graphic Design The New Basics - Ellen Lupton and Jennifer Cole Phillips

2. The Visual Miscellaneum - David McCandless

Open Educational Resources (OER)

https://www.interaction-design.org/literature/article/the-building-blocks-of-visual-design

Ultimate Guide to Typography in Design | Figma

https://www.interaction-design.org/literature/topics/iconography

67 Awesome Visual Design Tools to Create Stunning Visual Content - Easil

Evaluation Scheme

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**	
Weightage (%)	20M		30M		20M		30M	
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam		
Weightage (%)	NA	NA	NA	NA	NA	NA		

SEMESTER I						
ADUX107	**INTRODUCTION TO DESIGN THINKING & UX DESIGN**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**3**	**2**	**4**
Category of Course	Major					
Total Contact Hours	60					
Pre-Requisites/ Co-Requisites	Interest in User Experience and Innovation, Basic Understanding of Human Behaviour, Creative Problem-Solving Skills, Basic Computer Literacy, Basic understanding of Design Principles					

Course Perspective

This course provides a foundational understanding of UX design, equipping students with essential knowledge and skills to navigate the evolving landscape of user-centered design. By delving into the core concepts of design thinking, students will develop a human-centered

approach to problem-solving and innovation. The course will also explore the industry trends and requirements for future UX designers, enabling students to anticipate and adapt to the changing demands of the field. Through a combination of theoretical knowledge and practical application, this course will empower students to embark on a successful career in UX design.

Course Outcomes

Upon completion of the course the learner will be:

CO1: Discovering about the 6D process using case studies.
CO2: Understanding the job and responsibilities of a UX Designer.
CO3: Recognizing the industry practices.

Course Content

Unit 1: Evolution of UX Design **15 hours**

Understand the evolution of UX design as an industry practice and importance of UX design in the fast evolving digital world. Case studies on UX design.

Unit 2: Introduction to UX industry & job roles **15 hours**

Learning about UX industry experts, Design around us, Job roles and responsibilities in the UX industry.

Unit 3: 6D UX design process **15 hours**

6D UX design process (Discover, define, dream, design develop, deliver) — Deep dive into each one of the stages of the 6D UX design process, case studies and artefacts of UX delivery

Unit 4: Basics of Drawing to Develop Design Ideas **15 hours**

Introduction - Many Uses of Drawing - Communication through Drawing - Drawing Basis – Line - Shape/ Form – Value – Colour – Texture - Practice using Auto CAD recommended.

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.
Workshops: Hands-on sessions where students practice design techniques.
Studio Work: Independent and group projects to apply learned concepts.
Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Reference Books:

1. Jeanne Liedtka and Tim Ogilvie Designing for Growth: A Design Thinking Tool Kit for Managers.

2. Jeanne Liedtka, Tim Ogilvie, and Rachel Brozenske, The Designing for Growth Field Book: A Step-by-Step Project Guide

Open Educational Resources (OER)

https://www.interaction-design.org/literature/topics/design-thinking

Design Thinking Framework in UX Design | by Ethan Oh | Aug, 2024 | Bootcamp

What is The History of UX Design? A Brief Timeline (careerfoundry.com)

https://imaginxp.com/ux-tools-for-ux-designers

Evaluation Scheme

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	20M		30M	20M		30M
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER I						
ADUX102	**SKETCHING AND DRAWING**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course	SEC					

Total Contact Hours	45
Pre-Requisites/ Co-Requisites	Observation skills, Hand-Eye Coordination, Creativity, and Imagination, Basic Knowledge of Drawing tools and materials, Willingness to Practice and Improve

Course Perspective

This course focuses on developing students' skills in observational drawing from the human figure. Through a combination of linear and tonal methods, students will learn to accurately depict the proportions, rhythms, and natural forms of the human body. By understanding the fundamental principles of figure drawing, students will cultivate a strong foundation for further artistic endeavours.

Course Outcomes

CO1: Understanding the basic methods, techniques & tools of sketching and drawing
CO2: Participating in a community of artists
CO3: understanding the challenging and nuanced process of sketching and drawing
CO4: Developing a working concept of what it means to draw.
CO5: Reinforcing the principles of traditional drawing skills.
CO6: Developing new ways of thinking, seeing, and creating.
CO7: Building confidence through exercises that help you explore different types of mark making.

Course Content

Unit 1: Basics of Sketching and Drawing **9 hours**

History of sketching & drawing
Sketching & its types
Drawing & its types
Difference between sketching and drawing
Common drawing media
Basics of drawing - Line, points, squares, circles, triangles
2d sketching & drawing

Unit 2: Shapes and Forms **7 hours**

Creating layout

Shape, line & shadows, shine, Overlap, Texture detail

3D sketching & drawing

Perspective using forms, cuboid, prisms, cones, sphere

Unit 3: Still and real life sketching **10 hours**

Application of learning with still life, real life sketching

Unit 4: Drawing Techniques **11 hours**

Blind contour drawing
Negative space drawing
One point perspective
Two-point perspective
Three-point perspective
Linear perspective
Planar analysis and line variations
Contours,
Freehand perspective
Line into value
Gesture Drawing
Drawing from a photo
Double image drawing

Unit 5: Drawing human figure **8 hours**

Human Anatomy- Proportion

Drawing using shapes

Drawing human figure composition

John Muir Laws

Learning Experience

Teaching Methods:-

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- Keys to drawing - Bert Dodson

References:

- Sketching the basics - Koos Eissen and Roselien Steur
- Artist's Drawing Techniques - Dorling Kindersley

Open Educational Resources (OER)

Fundamentals of Still Life Drawing - The VAP Blog - Visual Arts Passage

17 Drawing Techniques to Draw and Sketch like a Pro (finearttutorials.com)

Mastering Human Figure Drawing: A Step-by-Step Guide | Drawing-reference.com

Evaluation Scheme

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	20M		30M	20M		30M
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

Year 1
Semester 2

SEMESTER II						
ADUX104	**BASICS OF UI DEVELOPMENT**	**L**	**T**	**S**	**P**	**C**
Version	**1.0**	**0**	**0**	**4**	**0**	**4**
Category of Course						
Total Contact Hours	60					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Logical Thinking, Problem-Solving Skills, Basic Understanding of Web Browsers and working of the Web					

Course Perspective

This course provides a solid foundation in UI development, equipping students with the essential skills to create engaging and user-friendly web interfaces. By delving into UI fundamentals, mastering HTML and CSS, implementing responsive design principles, and optimizing performance, students will gain the practical knowledge and technical expertise needed to excel in the field of web development. This course serves as a stepping stone for those aspiring to build dynamic and visually appealing websites.

Course Outcomes

Upon completion of the course the learner will be able to:

CO1: To understand the basic structure of the web page
CO2: To learn the basic concepts of HTML and CSS
CO3: To learn CSS' role in creating user interfaces for mobiles and websites
CO4: A deeper understanding of the DOM (document object model) and how CSS interacts with it

Course Content

Unit 1: Basic Development **12 hours**

Learning front-end development technologies – HTML, CSS, JavaScript, JQuery.

Unit 2: HTML Pages **12 hours**

Structure of HTML Page, Mandatory tags in html page (html, head, body).

Unit 3: CSS **12 hours**

What is CSS, Different ways of applying CSS for elements, and priority chain of CSS.

Unit 4: Attributes **12 hours**

Heading tags (H1…H6), Tags and attributes (Class, Id, style etc.). Inline and block level elements

Unit 5: Project work **12 hours**

Project and lab in front-end-development

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- Responsive web design with HTML 5 and CSS 3 - Ben Frain

References:

- CSS mastery: Advance web standards Solutions - Andy Budd
- HTML and CSS: Design and Build Websites - Jon Duckett

Open Educational Resources (OER)

HTML DOM (Document Object Model) - GeeksforGeeks

CSS Introduction - GeeksforGeeks

Evaluation Scheme

Component	Mid Term	End Term	End Term Studio	End Term

s	Jury		Internal Jury		Exam		External Jury	
Weightage (%)	20M		30M		20M		30M	
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam		
Weightage (%)	NA	NA	NA	NA	NA	NA		

SEMESTER II						
ADUX106	MATERIAL EXPLORATION	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Interest in Tactile and Sensory Experiences, Attention to Detail, Hands-On Skills, Creative Problem-Solving, Basic Understanding of Material Properties					

Course Perspective

This course offers a comprehensive exploration of materials, delving into their diverse types and properties. Students will gain practical experience using various tools to carve different materials, cultivating a deep understanding of their unique textures and characteristics. By applying the appropriate paint properties to each material, students will learn to enhance their aesthetic qualities and create visually stunning pieces. This course provides a solid foundation in material exploration, equipping students with the knowledge and skills necessary to work effectively with a wide range of materials.

Course Outcomes

Upon completion of the course the learner will be:

CO1: **Observing** various types of materials and understanding their properties.
CO2: **Imitating** the techniques used in carving different materials by following the appropriate use of tools.
CO3: **Practicing** the application of different textures and paints on materials, refining skills through hands-on exercises.
CO4: **Adapting** carving and texturing techniques based on the properties of materials to suit specific design requirements.
CO5: **Creating** unique designs by combining knowledge of materials, textures, and colouring techniques, demonstrating innovation in material manipulation.

Course Content

Unit 1: Understanding materials and their properties **9 hours**

Hands-on exploration of various materials, including:

- Cardboard
- Foam
- Wood
- Clay (various types)
- Putty (various types)
- Plaster of Paris
- Plastics, particularly those used in 3D printing and various resins

Unit 2: Carving of the material **9 hours**

- Understanding how to carve different materials based on their unique properties.
- Introduction to tools used for shaping materials in different states.
- Step-by-step process of shaping materials, from basic proportions to detailed designs.

Unit 3: Joineries and Structure Building **9 hours**

- Different types of joints
- Technologies in joining
- Joining dissimilar materials
- Material Handling

Unit 4: Texturing materials **9 hours**

Various types of textures, surface finish – glossy and matte,

Creating textures,

Learning how textures connect to emotions

Unit 5: Colouring materials **9 hours**

Types of paints

Direction of use for all types of paints

Properties of paints according to its type.

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- The Material Sourcebook for Design Professionals- Rob Thompson, Martin Thompson

Open Educational Resources (OER)

Evaluation Scheme

Components	**Mid Term Jury**	**End Term Internal Jury**	**End Term Studio Exam**	**End Term External Jury**
Weightage (%)	**20M**	**30M**	**20M**	**30M**

Components	**Class Test 1**	**Presentation 1**	**Class Test 2**	**Presentation 2**	**Attendance**	**End Term Exam**
Weightage (%)	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

SEMESTER II						
ADUX108	**COLORS AND EMOTIONS**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Colour Theory					

Course Perspective

This course delves into the profound impact of colour on user experience and interaction design. It explores the psychological and emotional dimensions of colour perception, examining how different hues can evoke specific feelings and influence user behaviour. Students will gain a deep understanding of colour theory, colour psychology, and the cultural and contextual nuances associated with colour usage. By studying real-world examples and engaging in practical exercises, students will learn how to strategically employ colour to enhance user engagement, evoke desired emotions, and create visually compelling and intuitive interfaces. This course equips designers with the knowledge and skills necessary to harness the power of colour to create memorable and effective user experiences.

Course Outcomes

Upon completion of the course the learner will be able to:

CO1: To comprehend what is colour theory and how it is used in UX/UI and Interaction Design
CO2: To illustrate how to select colour palette for the design
CO3: To articulate how emotion plays an important role in UX/UI and Interaction Design
CO4: To get acquainted with emotion detection
CO5: To implement emotional adaptation to the design

Course Content

Unit 1: Color Theory in UX **09 hours**

Introduction to Color Theory in Design
Color Elements: Hue, Saturation, Value
Color Combination Schemes and their Application
Color Temperature and its Impact on User Perception
Hue Shifting Technique for UI/UX Design
Understanding and Crafting Effective Color Palettes for Digital Products

Unit 2: Color Psychology in UX **09 hours**

Introduction to Color Psychology
How Color Affects User Behavior and Emotions
Cultural Influences on Color Perception
Applying Color Psychology in UX/UI Design

Impact of Color on User Experience

Personal Experiences and Case Studies on Color Usage in Digital Design

Unit 3: Picking Color Palettes for UX/UI **09 hours**

Introduction to Color Palettes and Their Importance in UX Design

Tools for Picking Palettes: Kuler, Color Scheme Designer, Adobe Color

Types of Color Schemes: Monochromatic, Analogous, Complementary, and Triadic

Creating Themed Color Palettes for Different Design Scenarios

Crafting and Testing Color Palettes for Web and Mobile Applications

Unit 4: Emotional Design in UX **09 hours**

Introduction to Emotional Design

The Three Levels of Emotional Design: Visceral, Behavioral, and Reflective

Role of Emotions in User Interaction and Engagement

Designing for Positive Emotions: Delight, Trust, and Satisfaction

Case Studies: Emotional Design in Everyday Products

Tools for Incorporating Emotion into UX/UI

Unit 5: Advanced Color Strategies in UX **09 hours**

Color and Accessibility in UX: Ensuring Inclusivity

Color Contrast and Readability Guidelines

Using Color for Navigation and User Flow

A/B Testing Color Choices and Impact on Conversions

Case Studies on Color Strategy in Popular Applications

Trends and Future of Color in UX/UI

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- Colour: A Workshop for Artists and Designers by David Hornung.

Open Educational Resources (OER)

Evaluation Scheme

Components	**Mid Term Jury**	**End Term Internal Jury**	**End Term Studio Exam**	**End Term External Jury**
Weightage (%)	**20M**	**30M**	**20M**	**30M**

Components	**Class Test 1**	**Presentation 1**	**Class Test 2**	**Presentation 2**	**Attendance**	**End Term Exam**
Weightage (%)	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

SEMESTER II						
ADUX202	**VISUAL STORYTELLING**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Creative Thinking, Communication Skills, Visual Literacy, Basic Understanding of Narrative Structure					

Course Perspective

This course provides a comprehensive exploration of visual storytelling as a powerful tool in UX/UI and interaction design. Students will delve into the fundamental principles of visual storytelling, learning how to craft compelling narratives through visuals. They will develop critical thinking skills to analyze and critique visual narratives across various mediums, gaining insights into effective storytelling techniques. Additionally, students will have the opportunity to

apply their knowledge by developing their own story concepts and communicating them visually. By the end of the course, students will be able to create impactful visual communications that effectively engage audiences and achieve desired outcomes.

Course Outcomes

Upon completion of the course the learner will be able to:

CO1: Understanding the fundamental principles of visual storytelling.

CO2: Analyzing and critique visual narratives in different mediums.

CO3: Developing and communicate a story concept through visuals.

CO4: Applying storytelling techniques to enhance the impact of visual communication.

CO5: Creating a final project demonstrating proficiency in visual storytelling.

Course Content

Unit 1: Introduction to Visual Storytelling **07 hours**

Introduction to the Visual Storytelling, objective, and expectations

Historical overview of visual storytelling

Basic concepts: plot, character, setting, and theme

Visual Elements: composition, colour, light, and space

Understanding the role of symbolism and metaphor in storytelling.

Unit 2: Story Structure and Composition and Layout **11 hours**

What is narrative structure?

Basic story structure

Seven story structures every writer should know

Freytag's Pyramid

The Hero's Journey

Three-Act Structure

The Dan Harmon Story Circle

The Fichtean Curve

Save the Cat

The 7-Point Story Structure

Different types with their names and character, mode, weight, orientation, position & sizes, Readability and messaging to convey

Importance of layout

Rules of composition

Grids and types of Grid, golden ratio

Unit 3: Visualization techniques and Ideation Methods **09 hours**

Learning visualization techniques through - visual identity design,

Metamorphism visualization techniques

Innovation and creativity

Exploring cross industry innovation

Brainstorming and mind mapping

Crazy 8 method

Unit 4: Information Visualization and Communicating Design Ideas **09 hours**

Information visualization through infographics and designing brand communication

Unit 5: Project Work **09 hours**

Project work on Visual Storytelling

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- "Design is Storytelling" by Ellen Lupton

Reference Books/Materials

- "The Elements of User Experience" by Jesse James Garrett

Open Educational Resources (OER)

The power of visual storytelling in content design (uxdesigninstitute.com)

Metamorphic Art Guide: Transforming Visual Perspectives (daisie.com)

Evaluation Scheme

Components	**Mid Term Jury**	**End Term Internal Jury**	**End Term Studio Exam**	**End Term External Jury**
Weightage (%)	**20M**	**30M**	**20M**	**30M**

Components	**Class Test 1**	**Presentation 1**	**Class Test 2**	**Presentation 2**	**Attendance**	**End Term Exam**
Weightage (%)	**NA**	**NA**	**NA**	**NA**	**NA**	**NA**

Year 2
Semester 3

SEMESTER III						
ADUX201	**INTRODUCTION TO USER RESEARCH METHODS**	**L**	**T**	**S**	**P**	**C**
Version	**1.0**	**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Critical Thinking, Observation and Empathy, Analytical Skills, Basic Understanding of Human Behaviour, Problem-Solving Skills, Communication Skills					

Course Perspective

This course equips students with a comprehensive understanding of user research. Students will delve into the significance of user research, explore various methodologies, gain practical experience with essential tools, and acquire insights into cognitive psychology and user behaviour.

Course Outcomes

Upon completion of the course the learner will be:

CO1: Understanding the importance of User research, Understanding the different user research methodologies

CO2: Grasping hands-on experience of tools for user research

CO3: Understanding cognitive psychology and user behaviour.

CO4: Performing a user research with users on a chosen problem

Course Content

Unit 1: Introduction to User Research **6 hours**

Introduction to User Research and its Importance,

Understanding User interactions

Unit 2: User Research methodologies **12 hours**

Planning for a User Research User Segment,

Defining persona for research & recruiting users,

Preparing a Questionnaire for user research,

Focus group discussion - do and don'ts,

Online surveys - tools, do and don'ts,

Analysis Interview Tips & Techniques

Unit 3: Field study: Hands on practice of methodologies **8 hours**

Preparing and Conducting Stakeholder workshop,

Preparing questionnaire for Interviews, and Online surveys

Unit 4: Tools of Empathy and analysis **9 hours**

Tools of empathy like Persona, Empathy Map and User Journey Map,

Documenting Qualitative Research,

Documenting Quantitative Research

Unit 5: Project Work **10 hours**

Project work on User research

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

1. Research Methodology: Methods and Techniques – CR Kothari and Gaurav Garg

Reference Books:

- Just Enough Research — Erika Hall (2013)

- Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests, Second Edition — Jeffrey Rubin, Dana Chisnell (2008)
- Observing the User Experience: A Practitioner's Guide to User Research — Mike Kuniavsky, Andrea Moed, Elizabeth Goodman (2012)

Open Educational Resources (OER)

User Research in UX Design: The Complete Beginner's Guide (careerfoundry.com)

A Guide to Using User-Experience Research Methods (nngroup.com)

The Complete Guide to UX Research Methods | Toptal®

Evaluation Scheme

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER III						
ADUX203	**INTRODUCTION TO UI DESIGN**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Interest in Digital Interfaces and Technology, Attention to Detail, Creative Problem-Solving, Basic Computer Literacy,					

Course Perspective

This course provides students with a solid foundation in UI design. Students will learn about design guidelines for various platforms and operating systems, grasp the principles and fundamentals of UI design, develop practical skills in iconography and typography, and explore the fundamentals of screen design, including cross-platform considerations.

Course Outcomes

CO1: Learning UI design guidelines for different platforms and operating systems

CO2: Understanding the principles and fundamentals of UI Design.

CO3: To be able to learn and get hands on Iconography & typography for interface design.

CO4: To fundamentals of screen design based on design guidelines and Cross platform screen design.

CO5: To master with the practical training in UI design for digital screens.

Course Content

Unit 1: Basic elements of UI design **8 hours**

Introduction to basic elements of visual design – detailed study of colour, colour wheel, visual hierarchy, legibility and readability, grid, layout

Unit 2: Typography **9 hours**

What is typography,

Typefaces history and study,

Types of fonts - serif and non-serif, Font anatomy,

Importance of Typography in modern age UI design,

Usage of type for print vs digital,

Latest Trends in Typography

Unit 3: Iconography **10 hours**

What is iconography,

Visualization of icons,

Industry standards and specifications for iconography,

Designing for various form factors,

Trends in iconography,

User perception about iconography

Unit 4: Introduction to Visual Tools **8 hours**

Introduction to visual design tools including lab session on elements of visual design and tools

Unit 5: Project work **10 hours**

Project work in tools & elements of visual design

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- Color Theory in Web UI Design- Free e-book by UXpin
- The Essential Guide to user Interface Design: An Introduction to GUI Design Principles and Techniques, 2ed- by Wilbert O.Galitz

Reference Books:

- Graphic Design - The new basics- Ellen Lupton and Jennifer Cole Phillips
- The Visual Miscellaneum: A Colorful Guide to the World's Most Consequential Trivia - David McCandle

Open Educational Resources (OER)

https://www.interaction-design.org/literature/topics/ui-design

https://www.interaction-design.org/literature/topics/iconography

How To Use Typography In UI Design: A Beginner's Guide (careerfoundry.com)

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	Mid Term	End Term	End Term Studio	End Term

	Jury		Internal Jury		Exam		External Jury
Weightage (%)	**20M**		**30M**		**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA	NA	NA		NA

SEMESTER III						
ADUX205	**SERVICE DESIGN AND TASK FLOWS**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Critical Thinking and Analytical Skills, Problem-Solving Skills, Process Mapping Skills, Empathy, Project Management Skills					

Course Perspective

This course enables students with a comprehensive understanding of service design. Students will explore tasks, processes, and systems, identify and map user touchpoints and ecosystems, utilize customer journey maps to understand user flows, delve into task flows and systems engineering, and learn about key performance indicators for efficient service design and systems engineering. Additionally, students will gain insights into designing services for various domains with a focus on optimizing the shortest path.

Course Outcomes

Upon successful completion of the course, the student will be able to:

CO:1 Understanding tasks, processes and systems

CO2: Be able to find and execute user touch points, ecosystem diagram, value proposition map

CO3: Using CJM to understand user flows

CO4: Learning KPIs for efficiency in service design and system engineering

CO5: Shortest path Service design in different domains

CO6: Understanding task flow for operators

Course Content

Unit 1: Introduction to service design **8 hours**

Introduction to Service design, History with case studies

Unit 2: Basics of Task Flows **8 hours**

What are task flows, basics to create task flows, Implementing into simple problems

Unit 3: Methodology of service design **11 hours**

Defining the users involved with analytical tools,

Define the requirements for the service and its logical and organizational structure, Representation of the service by means of techniques that illustrate all the components of the service, including physical elements, interactions, logical links and temporal sequence, systems engineering

Unit 4: System Design for Public sector **8 hours**

Public services include public goods and governmental services such as the military, police, infrastructure (public roads, bridges, tunnels, water supply sewers, electrical grids, telecommunications, etc.), public transit, public education, along with health care and those working for the government itself, such as elected officials.

Unit 5: Project work **10 hours**

Project work on System design for public sector

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

- UX Research- by Brad Nunnally (Author), David Farkas (Author)

Suggested Readings:

- Modern UX research in action: 10 research stories- User testing free ebook
- Observing the User Experience: A Practitioner's Guide to User Research- by Mike Kuniavsky

Open Educational Resources (OER)

Introduction to Service Design: What It Is and How It Works (careerfoundry.com)

Task Flow and User Flow Explained | Built In

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER III						
ADUX251	**INFORMATION ARCHITECTURE**	**L**	**T**	**S**	**P**	**C**
Version	**1.0**	**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Research and Analytical Skills, Attention to Detail, Visualization Skills, Communication and Presentation Skills					

Course Perspective

This course provides students with an in-depth understanding of information architecture. Students will learn about the principles and techniques of information architecture, gain practical experience using tools like Excel for card sorting, and explore the application of information architecture across various industries.

Course Outcomes

Upon successful completion of the course, the student will be:

CO1: Preparing Information Architecture

CO2: Implementing tools and techniques of IA

CO3: Executing using excel a tool for card sorting

CO4: Creating IA for different industries

Course contents

Unit 1: Introduction to Information Architecture **10 hours**

What is Information architecture,

Structure, hierarchy and types of Information architecture,

Principles and steps of Information Architecture

Unit 2: Tools and Techniques of Information architecture **12 hours**

Learning affinity mapping, Card sorting,

Analysis of Information architecture,

Using excel as a tool for card sorting, Activity based.

Unit 3: Designing Information Architecture for business strategy and exploring gaps **11 hours**

Designing Information Architecture for enterprise to meet its organizational goals using a tree structure. Making the case using the site mapping and content inventory and audit

Unit 4: Project Work **12 hours**

Project submission implemented with Information architecture on any Industry

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text books:

- A Practical Guide to Information Architecture- by Donna Spencer
- Mental Models: Aligning Design Strategy with Human Behaviour - by Indi Young

Reference books:

- Information Architecture for the World Wide Web: Designing Large- Scale Web Sites – by Peter Morville, Louis Rosenfeld

Open Educational Resources (OER)

What is Information Architecture (IA)? — updated 2024 | IxDF (interaction-design.org)

A Step-By-Step Guide to design Information Architecture | by Abhi Chatterjee | Bootcamp (uxdesign.cc)

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**		**20M**		**30M**
Components	Class Test	Presentation 1	Class Test 2		Presentation 2	Attendance	End Term

	1					Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

Year 2
Semester 4

SEMESTER IV						
ADUX202	**SERVICE DESIGN AND TASK FLOWS ADVANCE**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Critical Thinking and Analytical Skills, Problem-Solving Skills, Process Mapping Skills, Empathy, Project Management Skills					

Course Perspective

This course offers a detailed exploration of case studies, task flows, and service design methodologies. Students will delve into the intricacies of case studies, gain a solid understanding of task flows, and master various service design methodologies. Additionally, the course provides invaluable hands-on training opportunities with private sector companies, enabling students to apply their theoretical knowledge to real-world challenges and gain practical experience in the field of service design.

Course Outcomes

After the completion of this course, students will be:

CO1: Applying conceptual knowledge of Case studies

CO2: Gaining insights of task flows

CO3: Implementing methodologies of service design and Execute framework of System design for private sector companies

Course contents

Unit 1: Complex service design case studies **10 hours**

Follow through on various Case studies and success stories

Unit 2: Deep dive into task flows **12 hours**

Learning to build complex task flows, Implementing into complex problems

Unit 3: Methodology of service design **11 hours**

Tools and Methods of Service Design

Unit 4: System Design for private sector **12 hours**

Learning through projects of MNC's, Hospitals, private roadway services etc

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text books:

This is Service Design Doing: Applying Service Design Thinking in the Real World (Marc Stickdorn, Markus Edgar Hormess)

Reference books:

Service Design: From Insight to Implementation (Andy Poline, Ben Reason)

Good Services: How to Design Services that Work by Lou Downe

An Introduction to Service Design: Designing the Invisible by Lara Penin

Open Educational Resources (OER)

Service design tools and methods | Wunder

https://youtu.be/JywQiJO4TRo

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	Mid Term Jury	End Term Internal Jury	End Term Studio Exam	End Term External Jury
Weightage (%)	**20M**	**30M**	**20M**	**30M**

Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER IV						
ADUX204	**DATA ANALYTICS**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Understanding of User Experience (UX) Principles, Analytical and Critical Thinking Skills, Data Visualization Skills, Problem-Solving Skills, Communication Skills					

Course Perspective

This course equips students with the skills to navigate and analyze complex data sets. Students will develop a strong foundation in applying psychological principles to data analysis, enabling them to extract meaningful insights from large and intricate information. They will also learn advanced techniques for data acquisition, including how to utilize tools to fetch data in a structured format, and gain expertise in reading, structuring, segmenting, and drawing conclusions from this information.

Course Outcomes

Upon successful completion of the course, the student will be:

CO1: Applying the concepts and psychology to analyze big and complex data

CO2: Implementing the knowledge of tools and fetch data in a structured form

CO3: Gaining insights into reading, structuring, segmentation and concluding the heavy information

Course Contents

Unit 1: Data in UX Design **9 Hours**

Revisit of data driven UX,

Data driven card sorting,

Data driven user research,

Data driven user testing

Unit 2: Data in service design **9 Hours**

Task flows and data,

Efficiency and data,

Case study

Unit 3: Data in decision for leadership **9 Hours**

How to create actionable dashboard,

Drill down of data (layers)

Unit 4: Gamification and Data analysis **9 Hours**

Scores in gamification, badges, and data

Unit 5: Engagement and data analysis **9 Hours**

How to provide engagement and personalization with data

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text books:

Reference books:

Open Educational Resources (OER)

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER IV						
ADUX252	**INTRODUCTION TO 6D AND DESIGN THINKING APPLICATION**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Critical Thinking and Analytical Skills, Problem-Solving Skills, Basic Understanding of Design Thinking, Communication Skills					

Course Perspective

This course provides a comprehensive overview of 6D and design thinking methodologies, offering students a practical framework for innovative problem-solving and solution development. By exploring the stages of the 6D process—students will gain a deep understanding of how to empathize with users, ideate creative solutions, and bring those solutions to life effectively. This

course equips students with the essential skills to apply design thinking principles to address complex challenges and drive positive change.

Course Outcomes

Upon successful completion of the course, the student will be:

CO1: Diving into complex wicked problems to solve them through strategies

CO2: Understanding the various ways in which innovative products can be built while following the 6D process from scratch

CO3: Learning to design with 6D process

CO4: Implementing different tools and techniques at correct form and place

CO5: Using advance technology and hands-on implementation on the project

Course Content

Unit 1: Advance tools in Design thinking **9 Hours**

Learning tools like value proposition mapping and canvas, Feature mapping and ROI mapping

Case studies and aspects of design thinking on business of various sectors

Design Management

Product lockdown

Unit 2: Understanding 6 D process of Design Thinking **9 Hours**

Understanding Discover stage

Gap Finding

Empathize with stakeholders and users to understand the problem

Find the unmet needs and expectations of the user

Analyze data and trends

Ask questions relevant to receive insights to the problem

Unit 3: Tools and steps used in 6D Design Thinking process **9 Hours**

Problem Statement

Define the problem using mental models

Define the user, Define the context of the user,

Define the User Personas

User Scenarios

Task Analysis

Unit 4: Dream and Design stage used in 6D Design Thinking Process **9 Hours**

Ideate for maximum number of solutions

Define an evaluation criteria

Strategize the idea to base your design solution on

Create the Information Architecture and set priorities

Wireframing and Prototyping, Mockups

Unit 5: Practicing product lockdown and Dryrun stage

UI design documentation, design delivery documentation,

Test and Iterate,

A/B Testing,

Tool Based Testing

Unit 6: Project

Project on implementation of 6D process in any service/product

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text books:

Reference books:

Open Educational Resources (OER)

1. https://www.interaction-design.org/literature/topics/design-thinking
2. What Is Design Thinking & Why Is It Important? | HBS Online
3. Design thinking, explained | MIT Sloan

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**		**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA	NA	NA		NA

SEMESTER IV						
ADUX254	**INTRODUCTION TO INTERACTION DESIGN**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail					

Course Perspective

This course offers a comprehensive exploration of interaction design, covering its significance, user-centered design principles, methods for designing interactive products, essential tools, and emerging technologies. Students will gain a deep understanding of how interaction design plays a

crucial role in creating engaging and user-friendly experiences. By delving into user-centered design, students will learn to prioritize user needs and preferences throughout the design process. Additionally, the course will equip students with practical skills in various interaction design methods and tools, enabling them to create innovative and effective interactive products. Furthermore, students will explore futuristic technologies and their potential applications in design, staying ahead of the curve in this rapidly evolving field.

Course Outcomes

On successful completion of the course the student will be:

CO1: Gaining Insights regarding the Importance and scope of Interaction design and User centered design

CO2: Designing interactive products

CO3: Applying methods of interaction design

CO4: Using Tools for interaction design

CO5: Implementing the knowledge of futuristic technologies in design

Course Content

Unit 1: Introduction to Interaction design **9 Hours**

Understanding scope and history of interaction in design, case studies

Unit2: User Centered design **12 Hours**

What is User Centered Design?

User-Centered Design Process,

UCD is an Iterative Process,

UCD Considers the Whole User Experience,

Investment in UCD Pays off, Benefits of UCD and UX,

UCD Waterfall process map

Unit 3: Design of interactive products **9 Hours**

Ergonomics (Physical, Cognitive and organizational)

Unit 4: Methods of Interaction Design **12 Hours**

Learning the different methods which includes tools and techniques of interaction design, Understanding micro-interactions

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

The Essentials of Interaction Design- by Robert Reimann,Alan Cooper, David Cronin (Author)

Suggested Readings:

Designing Interactions (The MIT Press)- by Bill Moggridge

Open Educational Resources (OER)

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER IV						
ADUX206	**UI DESIGN ADVANCE**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail					

Course Perspective

This course delves into the intricacies of user interface design, equipping students with the skills to create exceptional cross-platform and responsive designs. By exploring advanced user interface concepts and design guidelines, students will learn to craft visually appealing and intuitive interfaces that cater to diverse user needs. The course also emphasizes the importance of comprehensive documentation, covering both user interface design and design delivery aspects. Additionally, students will gain valuable insights into how user interface and user experience work synergistically across various sectors, fostering a holistic understanding of design principles in practice.

Course Outcomes

On successful completion of the course the student will be:

CO1: Designing Advance User Interface

CO2: Designing Cross platform interface design and responsive design and apply User Interface concept and design guidelines

CO3: Creating User Interface design documentation and design delivery documentation

CO4: Gaining insights into how User Interface and User Experiences work in different sectors together

Course Content

Unit 1: Advance UI Interface design **10 hours**

Creation of cross platform interface design and responsive design

Unit 2: UI Concept, design guidelines and tools **13 hours**

Introduction to UI design concept and guidelines

Zeplin

Unit 3: UI design documentation **10 hours**

The process of UI design documentation and design delivery documentation

Unit 4: Practical Project **12 hours**

Hands on training through Project on interface designing

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

HTML5: Discover How To Create HTML 5 Web Pages With Ease (HTML5 CSS3 JavaScript)- by Shay Howe

Suggested Readings:

Responsive Web Design with HTML5 and CSS3- by Ben Frain

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:

Components	Mid Term	End Term	End Term Studio	End Term

	Jury		**Internal Jury**	**Exam**		**External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

YEAR 3

SEMESTER 5

SEMESTER V						
ADUX351	**WIREFRAMING AND PROTOTYPING**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail					

Course Perspective

This course offers a comprehensive exploration of wireframing and prototyping techniques, equipping students with the skills to design effective digital interfaces for various platforms. Students will learn to create wireframes on paper and translate them into digital formats, mastering essential tools for wireframe and prototype creation. The course covers a wide range of techniques, including designing wireframes for UI platforms, HMI, and other digital screens, as well as creating interactive prototypes. By the end of the course, students will be proficient in using industry-standard tools like AxureRP and Invision to bring their design concepts to life.

Course Outcomes

After completion of this course, students will be able to:

CO1 Apply the techniques involved in designing digital wireframes for UI Platforms.

CO2 Design and execute wireframes on paper and translate paper concepts into digital wireframes.

CO3 Use the tools required to design wireframes and prototypes.

CO4 Implement the knowledge of techniques involved in designing digital wireframes for HMI and other digital screens.

CO5 Execute the techniques involved in creating digital prototypes.

Course Content

Unit 1: Basics guidelines of Wire framing **9 hours**

Introduction to wireframes

Understanding responsive design,

Primary, Secondary and utility navigation,

Content, inline links, indexes, search

Unit 2: Designing wireframes on paper **9 hours**

Header,

Footer,

Sidebar,

Navigation systems,

Use of whitespace,

Web fonts and

Typography

Unit 3: Designing wireframes on Axure/In vision **9 hours**

Creating visual Mockups,

Using whitespace to style a form, scrolling,

Introduction to clickable prototypes,

Introduction to Axure and Invision,

Importing and exporting assets, creating hotspots

Unit 4: Designing digital wireframes for different UI platforms **9 hours**

Practical hands-on demonstration of paper-based wireframes

Clickable prototypes using digital tools

Unit V Practice and Project **9 hours**

Designing for Web, Mobile Application, IOS, wearable

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Book:

The Guide to Wireframing- UXP in free ebook

Reference Books:

The Guide to Mockup- UXPin free ebook

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER V						
ADUX353	**USABILITY TESTING**	**L**	**T**	**S**	**P**	**C**
Version	1.0	**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course offers a comprehensive exploration of usability testing methodologies, equipping students with the practical skills to conduct effective tests for digital products. Students will learn about the step-by-step process of conducting usability tests, including essential preparations and methodologies. By the end of the course, students will be able to confidently conduct usability

tests, document their findings, and use the insights gained to improve product design and user experience.

Course Outcomes

After the completion of this course, students will be:
CO1: Applying the process of conducting usability tests
CO2: Implementing the steps for digital products
CO3: Executing preparations for usability testing
CO4: Gaining insights into the conceptual understanding of Usability testing methodologies
CO5: Conducting the Usability testing and document it.

Course Content

Unit 1: Process of Usability testing **12 Hours**

What is Usability testing,
Types of testing
Learning the steps to test different types of products/service/methods- planning, executing, information gathering and documentation

Unit 2: Usability testing for Digital products **10 Hours**

Learn how to create questionnaires, test cases and test moderation.
Preparing for the testing of products
Understanding people's psychology and Behaviour studies

Unit 3: Tools and Techniques of Usability Testing **10 Hours**

Usability testing methodologies – task based user testing,
A/B testing,
Lab based user testing,
Remote user testing,
Moderated & un-moderated user testing

Unit 4: Project Work **13 Hours**

Project work on Usability Testing- students will pick up a real-life digital application and conduct end-to-end usability testing on the product and submit a report for evaluation

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

Handbook of Usability Testing: How to Plan, Design, and Conduct Effective Tests - by Jeffrey Rubin, Dana Chisnell ,

Suggested Readings:

The complete guide to user testing websites, apps, and prototypes- User testing free e-book.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination Scheme:

c	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER V

ADUX301	INNOVATION MANAGEMENT	L	T	S	P	C
Version	1.0	**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course offers a comprehensive exploration of innovation management, focusing on the key factors that drive creative endeavours. Students will delve into the roles of skills, experience, motivation, and culture in fostering innovation, understanding how different perspectives on creativity influence innovation policies. The course will also differentiate between radical and incremental innovation, helping students identify potential disruptive innovations and explore the benefits of open innovation. By the end of the course, students will be equipped with the knowledge and skills to effectively manage innovation processes and drive organizational growth.

Course Outcomes

After completion of this course, students will be:

CO1: Gaining insights into the roles of skill, experience, motivation and culture in creative endeavour

CO2: Applying perceptual knowledge on creativity which affects the policy used to engender it

CO3: Identifying between radical and incremental innovation

CO4: Creating framework around potential disruptive innovations and take advantage of 'open' innovation

Course Content

Unit 1: Innovation & Creativity **11 Hours**

What is Innovation?

What is creativity?

Difference between innovation and creativity,

Dynamics of creative thinking,

Becoming creatively fit as an individual,
Creative insight,
Idea generation

Unit 2: Innovation in organizations **12 Hours**

What is innovation and how leading organization across the world are implementing innovation,
Role of creativity and innovation in organizations
Idea evaluation,
Creativity in teams,
Team's environment and creativity,
Creating climate for creativity and an enterprise,
Creating an environment that keeps creative people creating
Managing creative employees,
Leading for creativity and innovation,
Creativity to innovation,
Success stories

Unit 3: Innovation Management Process **10 Hours**

Understanding what is Innovation management
4 pillars of innovation,
Innovation maturity matrix
Innovation management process
Problem identification
Ideation, and implementation.
Understanding innovation as a culture Innovation management tools – user study, social listening, customer care reports, data analytics, hackathons, paper prototyping, digital roadmap, market gap analysis, commercialization.

Unit 4: Project Work **12 Hours**

Research and implementing innovation management process for different industry segments

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

Innovation Management: Strategies Implementation- by Jauhari (Author)

Suggested Readings:

Creativity and Innovation Management: A storytelling approach- Velimir Srica

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER V						
ADUX355	**VISUAL DESIGN TOOLS**	**L**	**T**	**S**	**P**	**C**

	ADVANCE					
Version 1.0		**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course provides a comprehensive exploration of visual tools, focusing on Adobe Illustrator and Photoshop. Students will delve into the intricacies of Illustrator, mastering advanced techniques for conceptual design and illustration. Additionally, the course will equip students with a deep understanding of design tools within Photoshop, enabling them to create visually stunning and impactful designs. By the end of the course, students will possess a high level of proficiency in these industry-standard tools, empowering them to excel in various creative fields.

Course Objectives

After completion of this course, students will be able to:

CO1 Operate advance level illustrator

CO2 Create Conceptual design art on illustrator

CO3 Perform the design tools in Photoshop

Course Content

Unit 1: Illustrator **22 Hours**

Learning and Practicing Advance level tool practice in visual concepts, typography, iconography, Visual elements

Unit 2: Photoshop **23 Hours**

Advance level tool practice in interface design for cross-platform, responsive, and web. Project on the subject

Text Books:

1. The Adobe Photoshop CC Book for Digital Photographers- by Scott Kelby

Suggested Readings:

1. Adobe Illustrator CC Classroom in a Book - by Brian Wood

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**		**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA	NA	NA		NA

SEMESTER V						
ADUX355	**VISUAL DESIGN TOOLS ADVANCE**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Basic Computer Literacy, Analytical Skills, Problem-Solving Skills, Basic Understanding of UX Principles, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course provides an in-depth exploration of the intersection between technology and user experience design. Students will gain a deep understanding of current technological trends and their impact on shaping user experiences. The course will delve into the intricacies of creating and managing user experiences in the digital age, including the software development lifecycle and the concept of ecosystems. By the end of the course, students will be equipped with the knowledge and skills to effectively leverage technology to design innovative and engaging user experiences.

Course Objectives

After completion of this course, students will be able to:

CO1: Integrate the knowledge of existing technologies into the products and systems

CO2: Enhance the User experience by proposing the conceptual understanding of technologies

CO3: Participate and contribute in SDLC

Course Objectives

Unit 1: Tech and UX **10 Hours**

Understand how software teams work

Roles of different profiles;

Front end and back end

Types of technologies for back end and front end

Constraints of each technology

Unit 2: Introduction to SDLC **12 Hours**

Types, pros and cons of SDLC,

what are the processes that they use and frameworks that they use.

Learn SDLC methodologies such as agile, lean, and traditional/waterfall – pros & cons of each process.

Unit 3: Agile and design thinking Framework **13 Hours**

Deep dive into agile process, case studies,

Framework of agile,

The State of UX Agile Development,

Agile Process Is Flexible,

Top 10 Tips for UX Success From Agile Practitioners

Unit 4: Ecosystem project **10 Hours**

Understanding product ecosystems for futuristic technologies – industry 4.0, Practice – Project in SDLC in any one domain (eg; E-commerce, healthcare, BFSI, Manufacturing

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**		**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA	NA	NA		NA

SEMESTER V						
ADUX357	**OMNICHANNEL EXPERIENCE DESIGN**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Computer Literacy, Analytical Skills, Problem-Solving Skills, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course develops an understanding and offers an exploration of omnichannel design, equipping students with the knowledge and skills to create seamless and engaging customer experiences across multiple channels. Students will delve into the concept of omnichannel design, learning how to build cohesive experiences that seamlessly integrate various touchpoints. The course will cover key elements such as customer journey mapping, data integration, and

consistent messaging to ensure a unified brand experience. By the end of the course, students will be able to practice and create effective omnichannel user experiences that enhance customer engagement and drive business success.

Course Outcomes

After completion of this course, students will be able to:

CO1: Gain conceptual insights of Omni channel Design

CO2: Build and enhance Omni channel experience

CO3: Implement key elements of building an Omni-channel experience

CO4: Create Omni-channel User Experience to Increase Customer Engagement

Course Content

Unit 1: Introduction to Omni channel experience design

What is Omni-channel experience design,

Why do we need omni channel UX

Understanding all Omnichannel experiences will use multiple channels, but not all multi-channel experiences are Omni-channel.

Multichannel vs. Omni channel

Unit 2: Case studies

Bank of America's Omni-channel UX,

Sephora's Omni channel UX,

Walgreens' Omni channel UX,

Caratlane and Tanishq,

Fab Furnish and Home Center

Unit 3: Building Omni channel experiences

Elements of Omni channel experiences,

Learn how to design omni-channel experiences – Mobile, web, wearable, cloud.

Customer service and offline touch points.

Designing omni-channel product ecosystems and Design multi-channel interaction patterns.

Unit 4: Project:

Practice – Omni-channel User Experience Best Practices to Increase Customer Engagement

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

1. UX for dummies- by Donald Chestnut, Kevin Nicolas 2. UX Strategy: How to Devise Innovative Digital Products that People Want – by Jaime Levy

Suggested Readings:

1. The Secret to Achieving a Perfect Omni-channel User Experience- Free ebook Trigent

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

YEAR 3

SEMESTER 6

SEMESTER VI						
ADUX302	**UX DESIGN FOR FUTURISTIC TECHNOLOGIES**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Computer Literacy, Analytical Skills, Problem-Solving Skills, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course offers a comprehensive exploration of user experience design in the context of emerging technologies. Students will gain a deep understanding of futuristic technologies and their potential applications, learning how to effectively implement UX design principles in these innovative contexts. By exploring diverse platforms and technologies, students will develop the skills to create engaging and intuitive user experiences that cater to the evolving needs of users in a rapidly changing technological landscape.

Course Outcomes

After the completion of this course, students will be able to:

CO1: Apply conceptual understanding on futuristic technologies to enhance user experience CO2: Formulate new ways of implementation of technologies in new ideas

CO3: Identify scope in products to implement different technologies on different platforms

Course Content

Unit 1: Designing for AR

What is augmented reality

Examples

Case studies on augmented reality

Implementing augmented reality in different industry domains Project based

Unit 2: Designing for VR

What is virtual reality

Examples

Case studies on virtual reality,

Implementing augmented reality in different industry domains

Unit 3: Introduction to Internet of things (IOT)

What is Internet of things

Examples

Case studies on IOT

Implementing IOT in different industry domains

Unit 4: Project

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

Designing for Wearables: Effective UX for Current and Future Devices- by Scott Sullivan (Author)

Designing Bots: Creating Conversational Experiences- by Amir Shevat

Suggested Readings:

Designing for Emerging Technologies: UX for Genomics, Robotics, and the Internet of Things- by Jonathan Follett

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER VI						
ADUX304	**INDUSTRY SPECIFIC UX DESIGN**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Computer Literacy, Analytical Skills, Problem-Solving Skills, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course offers a comprehensive exploration of user experience design tailored to specific industries. Students will gain a deep understanding of various industry domains, learning how to effectively apply UX principles to address unique challenges and opportunities within each sector. By delving into industry-specific concepts and best practices, students will develop the skills to create tailored user experiences that resonate with target audiences and drive success in their chosen field.

Course Outcomes

Unit 1: Project Based Work **45 Hours**

Experience design case studies in banking, retail, insurance, media, healthcare, pharma, logistics & travel, education

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Evaluation Scheme:

Components	Mid Term Jury	End Term Internal Jury	End Term Studio Exam	End Term External Jury
Weightage	20M	30M	20M	30M

(%)						
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER VI						
ADUX352	**UI DEVELOPMENT ADVANCE**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Computer Literacy, Analytical Skills, Problem-Solving Skills, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This advanced course provides a comprehensive exploration of UI development, equipping students with the skills to bridge the gap between design and development. Students will gain a deep understanding of guidelines for front-end and back-end developers, ensuring effective collaboration between design and development teams. The course will also focus on fostering communication between designers and developers, promoting a shared understanding of design concepts and technical requirements. By delving into the process of transforming visuals into functional development, students will learn how to implement design elements effectively. Additionally, the course will provide in-depth training on essential UI development tools, enabling students to work efficiently and produce high-quality results.

Course Objectives

Upon successful completion of the course, the student will be able to:

CO1 Gain conceptual understanding of the guidelines for front end developer and back end developer

CO2 Comprehend the language of designers and developers

CO3 Implement the knowledge of visuals to working development CO4 Perform tasks on tools

Course Content

Unit 1: Project and Practice based **45 hours**

Project in front end development using HTML, CSS and other UI development technologies

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**	
Weightage (%)	**20M**		**30M**		**20M**		**30M**	
Components	Class Test 1	Presentation 1	Class Test 2		Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA		NA	NA		NA

SEMESTER VI						
ADUX354	**INTERACTION DESIGN ADVANCE**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**4**	**0**	**4**
Category of Course						
Total Contact Hours	60					
Pre-Requisites/	Computer Literacy, Analytical Skills, Problem-Solving Skills,					

Co-Requisites	Visual Communication Skills, Attention to detail, Research skills

Course Perspective

This advanced course delves into the intricacies of interaction design, equipping students with a deep understanding of micro-interactions and their impact on user experiences. Through hands-on practice with tools and prototyping, students will develop the skills to create engaging and intuitive interfaces. The course will also foster creativity and innovation, encouraging students to generate new ideas and explore the intersection of technology and emotional design. By the end of the course, students will be equipped to design exceptional interaction experiences that resonate with users on a profound level.

Course Outcomes

After the completion of this course, students will be able to:

CO1: Gain conceptual insights of micro-interactions in detail

CO2: Perform a hands on tools and prototyping functions

CO3: Generate new ideas with the help of different Techniques

CO4: Execute technologies and connect with emotional design

Course Content

Unit 1: Introduction to micro-interactions **10 Hours**

To evoke emotions and activity (to compel the user to do something), four triggers of micro-interactions.

Unit 2: Rapid prototyping techniques **10 Hours**

Tools and methods of rapid prototyping for idea generation Crazy 8, Scamper, 6 thinking hat

Unit 3: Multi-Screen Interaction design **10 Hours**

Service design case studies - ATM/Healthcare for multi-screen interaction design Practice & Project based

Unit 4: Designing for futuristic technologies **10 Hours**

Interaction design for gesture controls. Designing interactions for futuristic technologies – voice, AI. Project based on sound/voice and gesture controls

Unit 5: Emotional Design **10 Hours**

7 types of emotions- Example as case study for each emotion. Develop your own emotional study on any product/situation. How to manage emotions in interaction design. E.g.: Nostalgic in social media (Facebook feature)

Unit 6: Project **10 Hours**

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

SEMESTER VI						
ADUX306	**UX DESIGN FOR RURAL INDIA**	**L**	**T**	**S**	**P**	**C**
Version	**1.0**	**2**	**0**	**1**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Computer Literacy, Analytical Skills, Problem-Solving Skills, Visual Communication Skills, Attention to detail, Research skills					

Course Perspective

This course offers a comprehensive exploration of user experience design tailored to the unique needs of rural India. Students will gain a deep understanding of the challenges and opportunities present in rural areas, fostering a mindset of innovation and problem-solving. By studying rural users and their specific needs, students will develop the ability to suggest meaningful and relevant design solutions. Additionally, the course will equip students with the skills to conduct ethnographic studies, a valuable methodology for understanding the cultural and social context of rural communities. Through this immersive experience, students will be well-prepared to design products and services that effectively address the needs of rural populations.

Course Outcomes

After completion of this course, students will be able to:

CO1: Implement innovative ideas to rural problems.

CO2: Conduct Ethnography study effectively and efficiently.

CO3: Gather data collection and analyze it.

Course Content

Unit 1: Project **45 Hours**

Project based Ethnographic study of rural India. Creating UX for low bandwidth regions. Digitalization for the bottom of the pyramid. Localization of experience

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**	
Weightage (%)	**20M**		**30M**		**20M**		**30M**	
Components	Class Test 1	Presentation 1	Class Test 2		Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA		NA	NA		NA

SEMESTER VI						
ADGA352	**SUMMER INTERNSHIP/PROJECT/FREE LANCING**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**0**	**0**	**2**
Category of Course						
Total Contact Hours	30					
Pre-Requisites/ Co-Requisites	Understanding of UX, Understanding of UI, Attention to Detail, Problem Solving Skills, Critical thinking					

Course Perspective

This course offers students the opportunity to apply their academic knowledge and skills to real-world challenges. Students will have the chance to explore areas of personal interest, collaborate with new individuals and organizations, and develop critical thinking, analytical, and ethical leadership skills. Through hands-on projects, students will refine their research and

communication skills, demonstrate their ability to work effectively in teams, and prepare professional presentations that showcase their design work.

Course Outcomes

CO1. Student will have an ability apply knowledge of mathematics and applied and/or natural sciences to areas relevant to the discipline

CO2. Student will have an ability to design a system, component, or process to meet desired needs within realistic constraints such as economic, environmental, social, political, ethical, health and safety, manoeuvrability, and sustainability.

CO3. Student will be able to identify, formulate, and solve engineering problems.

CO4. Student will have an understanding of professional and ethical responsibility.

CO5. Student will have recognition of the need for, and an ability to engage in life -long learning.

CO6. Student will be able to communicate effectively and to function on multidisciplinary teams.

Course Content

The major project experience is the culminating academic endeavour of students who earn a degree in their graduate programs. The project provides students with the opportunity to explore a problem or issue of particular personal or professional interest and to address that problem or issue through focused study and applied research under the direction of a faculty member. The project demonstrates the student's ability to synthesize and apply the knowledge and skills acquired in his/her academic program to real-world issues and problems. This final project affirms students' ability to think critically and creatively to solve problems, to make reasoned and ethical decisions and to communicate effectively

Examination Scheme:

Components	Internal Jury	External Jury
Weightage (%)		

Components	Mid Term Jury	End Term Internal Jury	End Term Studio Exam	End Term External Jury
Weightage (%)				

Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)						

YEAR 4

SEMESTER 7

SEMESTER VII						
ADUX451	**HMI**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**0**	**0**	**2**
Category of Course						
Total Contact Hours	30					
Pre-Requisites/ Co-Requisites	Understanding of UX, Understanding of UI, Attention to Detail, Problem Solving Skills, Critical thinking					

Course Perspective

This course offers a comprehensive exploration of human-machine interaction, equipping students with a deep understanding of how humans interact with machines and the various types of machines involved. Through hands-on experience with interface design tools, students will learn to create effective and intuitive interfaces that facilitate seamless communication between humans and machines. By exploring cognitive psychology and user behaviour, students will gain insights into the factors that influence human-machine interactions, enabling them to design interfaces that are both efficient and engaging. The course will also provide opportunities to apply these principles to create interfaces for real-world human-machine interactions, considering the impact of emerging technologies on future design trends.

Course Outcomes

After completion of this course, students will be able to:

CO1: Analyze the interactions between human and machine

CO2: Identify the different machines and their nature of interaction

CO3: Design interfaces for human and machine with hands-on experience of tools

CO4: Gain conceptual understanding of cognitive psychology and user behavior

CO5: Implementing the study to create interfaces for human machine interactions

CO6: Integrate futuristic technologies to enhance human machine interaction

Course Content

Unit 1: Introduction to HMI

What is HMI? Who Uses HMI?

Common Uses of HMI,

What is the Difference between HMI and SCADA?

Unit 2: Trends in HMI Technology

Understanding the different technologies of HMI,

Past trends and current technologies,

High Performance HMIs,

Touch Screens and Mobile Devices,

Remote Monitoring, Edge-of-Network and Cloud HMIs

Case studies in detail

Unit 3: Futuristic HMI's

Understanding the current trends, exploring ways to implement Augmented Reality (AR) and Virtual Reality (VR) to visualize manufacturing functions

Unit 4: Project Work

Project work on HMI which includes current trends

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**	
Weightage (%)	**20M**		**30M**		**20M**		**30M**	
Components	Class Test 1	Presentation 1	Class Test 2		Presentation 2	Attendance		End Term Exam
Weightage (%)	NA	NA	NA		NA	NA		NA

SEMESTER VII						
ADUX453	**PRODUCT DESIGN AND LIFECYCLE MANAGEMENT**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Understanding of UX, Understanding of UI, Attention to Detail, Problem Solving Skills, Critical thinking					

Course Perspective

This course offers a comprehensive exploration of the product design and lifecycle management process. Students will gain a deep understanding of the various stages involved in product development, from initial ideation to final product launch. By exploring the technological requirements and the critical role of product management, students will learn how to effectively guide products through their lifecycle. The course will equip students with the skills to execute each stage of product management, ensuring successful product development and launch.

Course Outcomes

After completion of this course, students will be able to:

CO1 Gain conceptual understanding on cycle of product design

CO2 Integrate the technology required on Product development Platforms.

CO3 Analyze the challenges of product management

CO4 Execute the cycle of product management

Course Content

Unit 1: Introduction to Product lifecycle management

What is Product Lifecycle Management (PLM)?

What is the Product Life Cycle?

Product life cycle stages,

Benefits, areas of PLM

Unit 2: Product Development Platform PLM

Supply Chain Collaboration,

ALM and QMS,

Multi-Tenant Cloud-Based PLM Software,

How Arena Provided the All-In-One Product Development Platform Apical Instruments Needed.

Phases of product lifecycle and corresponding technologies.

Unit 3: Product Lifecycle Management Integration

Rootstock Product Lifecycle Management Integration,

Shared Product Information,

How the Integration Works

Unit 4: Project Work

Project work on PLM

Learning Experience

Teaching Methods:

Lectures: Foundational theories and principles will be covered through interactive lectures.

Workshops: Hands-on sessions where students practice design techniques.

Studio Work: Independent and group projects to apply learned concepts.

Critiques: Regular peer and instructor critiques to foster improvement and innovation.

Case Studies: Analysis of famous design works to understand practical applications.

Portfolio Development: Encouraging students to develop a portfolio of their work throughout the course.

Assignment Methods:

Projects: Practical design projects evaluated on creativity, execution, and adherence to design principles.

Quizzes: To test understanding of theoretical concepts.

Participation: Engagement in class discussions and critique sessions.

Final Exam: A comprehensive assessment covering both theory and practical skills

Text Books:

1. A Project Guide to UX Design: For user experience designers in the field or in the making- by Russ Unger, Carolyn Chandler
2. UX Lifecycle- by Val Head

Suggested Readings:

1 Hooked: How to Build Habit-Forming Products- by Nir Eyal

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**		**End Term Studio Exam**		**End Term External Jury**	
Weightage (%)	**20M**		**30M**		**20M**		**30M**	
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam		
Weightage (%)	NA	NA	NA	NA	NA	NA		

SEMESTER VII						
ADUX455	**BUSINESS, UX AND DESIGN MANAGEMENT**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**3**	**0**	**3**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Understanding of UX, Understanding of UI, Attention to Detail, Problem Solving Skills, Critical thinking, Basic understanding of Organisational Hierarchy					

Course Perspective

Course Outcomes

After completion of this course, students will be able to:

CO1:: Gain insightful understanding on business in UX

CO2:: Implementing the strategies involved in UX business

CO3:: Organize design management in product design and business

CO4:: Execute and create framework of Design management.

Course Content

Unit 1: Business UX Understanding

How a UX approach can help any business,

The Business Value of UX Design,

Strategy building,

Aspects of key guidelines in UX business,

Values and emotions of user Behaviour and cognitive psychology of market and business,

Design policies

Unit 2: Design Management

What is design management,

Types of design Management

Taking Charge of Processes and People

The Evolution of Design Management, Areas of Design Management

Importance of Design Management

Where Does Design Management Fall Within Businesses?

Unit 3: Project

Understanding Design management and UX business

SEMESTER VII						
ADGA447	**LIVE PROJECT**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**4**	**0**	**4**
Category of Course						
Total Contact Hours	60					
Pre-Requisites/	Understanding of UX, Understanding of UI, Attention to Detail,					

Co-Requisites	Problem Solving Skills, Critical thinking, Basic understanding of Organisational Hierarchy

Course Objectives

1.To be able to start with Live Industry Specific Project

2.To be able develop self confidence in handling the same

Course Outcomes

After completion of this course, students will be able to:

CO1:: Allow to experience practical domains of a project environment

CO2:: Execute the whole process and methods involved in Live project

Course Content

Unit 1: Live Project should be in any one domain and should be technology driven and aesthetically done to be able to strategically prove its importance in the real-time world.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination

Evaluation Scheme:

Components	**Mid Term Jury**		**End Term Internal Jury**	**End Term Studio Exam**		**End Term External Jury**
Weightage (%)	**20M**		**30M**	**20M**		**30M**
Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)	NA	NA	NA	NA	NA	NA

YEAR 4

SEMESTER 8

SEMESTER VIII						
ADUX452	**DEGREE PROJECT/INTERNSHIP/FREE LANCING**	**L**	**T**	**S**	**P**	**C**
Version 1.0		**0**	**0**	**0**	**0**	**12**
Category of Course						
Total Contact Hours	45					
Pre-Requisites/ Co-Requisites	Understanding of UX, Understanding of UI, Attention to Detail, Problem Solving Skills, Critical thinking, Basic understanding of Organisational Hierarchy					

Course Objectives

The main objective is to Gain a comprehensive understanding of design principles, concepts, and processes under industry experts.

Course Outcomes

After completion of this course, students will be able to:

CO1: Develop a strong foundation in design principles and concepts.

CO2: Acquire proficiency in industry-standard design software and tools.

CO3: Gain practical experience in executing design projects from concept to completion.

CO4: Develop effective communication and presentation skills to articulate design concepts.

CO5: Demonstrate the ability to collaborate effectively with cross-functional teams.

CO6: Apply critical and analytical thinking to problem-solving in the design process

Course Content

Students have to undergo practical training of minimum three months in UI/UX related industries/ training centers/ co-operate offices so that they become aware of the practical application of theoretical concepts studied in the class rooms.

Modes of Evaluation: Quiz/Assignment/ presentation/ extempore/ Written Examination/Jury

Examination Scheme:

Components	Internal Jury	External Jury
Weightage (%)		

Components	Mid Term Jury	End Term Internal Jury	End Term Studio Exam	End Term External Jury
Weightage (%)				

Components	Class Test 1	Presentation 1	Class Test 2	Presentation 2	Attendance	End Term Exam
Weightage (%)						