



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Industrial Design)

Subject Code : 10130306

Subject Name : Design Project - I

WEF Academic Year :	2024-25
Semester :	3
Category of the Course :	Core

Prerequisite :	SPD (Simple Product Design)
Rationale :	Being able to apply skills, knowledge, creativity and imagination to design products is the core of one's development as a design professional and practitioner. Such learning is based on clearly defined design projects that students undertake at different levels of their academic journey. Actual experience of designing simple products as a first encounter to test their design capabilities provides the basis for undertaking more complex projects in subsequent semesters and sets the foundation for a structured, systematic and methodical approach to design development.

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR		Theory		Practical		
			ESE (E)	PA(M)	ESE (V)	PA (I)		
0	0	12	6	0	30	50	20	100

Continuous marking based on completion of classroom assignments followed by a concluding marked exercise for each section. Final internal presentation incorporating the combined learning of all units will be marked. Concluding jury will assess the interest and effort demonstrated by the student, along with the actual progress demonstrated during the course

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	UNIT I: identification of a simple product/opportunity/use Selection of a simple product or a basic use/opportunity for design of a product of simple complexity based on critical assessment of its relevance to draw up a design brief.	33	19
2	Unit II: Ideation Brainstorming, mind mapping, user study, User Journey maps, User stories, similar existing products, activity mapping and drawing inferences and analysis.	33	19



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Industrial Design)

Subject Code : 10130306

Subject Name : Design Project - I

3	Unit III: concepts exploration Explorations of concepts through sketches, mock ups to address the design brief through different approaches keeping in mind product function and ease of use. Selection and refinement of the most appropriate concept.	32	19
4	Unit IV: Design Prototyping Converting final concept into a prototype/mock up in suitable materials.	33	19
5	Unit V: Project documentation Documentation of the entire project with a focus on the design process including different stages of information, user studies, design brief, analysis & inferences, product features, conceptual explorations, detailing and final design.	37	24
Total		168	100

Reference Book:

- D.Norman;The Design of Everyday things, London, TheMITPress,1998
- A.Forty; Objects of Desire, Thames & Hudson, 1995
- Julier, G.;20th Century Design,Thames & Hudson, 1993
- Potter, Norman; What is a Designer: Things, Places, Messages, Princeton Architectural Press, 2002
- Emotional Design: Why We Love (or Hate) Everyday Things, Basic Books, 2005
- Weinschenk, Susan,100 Things Every Designer Needs to Know About People (Voices That Matter) 2000

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Provide understanding of applying the design process for development of simple products.	
02	Enable ability to clearly articulate specific design briefs with clarity of indented outcomes and design characteristics.	
03	Provide insights into the value of different stages of design as a method for developing new products.	
04	Build confidence about their own capabilities to develop new products as a structured approach.	
05	Develop skills of documenting their design process with clarity and content treatment to articulate their journey in the form of an effective communication with optimal use of visuals, composition and text.	

*RM: Remember, UN: Understand, AP: Apply, AN: Analyze, EL: Evaluate, CR: Create

* * * * *