



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus (Industrial Design)

Subject Code: 10140301

Subject Name: Craft Based Design Project

WEF Academic Year:	2024-25
Semester:	4
Category of the Course:	PCC

Prerequisite:	Craft Studies
Rationale:	Design has value in formal and informal sectors in India. Crafts provide an opportunity for designers to contribute significantly in aligning traditional skills and techniques to contemporary markets as well as a potential for design enterprise in the sector. Many design studios have built their practice in this sector with opportunities to apply craft skills in interiors, adornment, furniture and installations. Being able to understand unique nuances of the sector and incorporate them in new design possibilities through a design project provides insights into the potential and challenges for designers in the craft sector.

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Provide exposure to the unique design considerations for design in the crafts sector.	U
02	Enable effective interaction and communication tools to carry out the design process as a collaborative approach with artisans	U, R
03	Offer opportunity to explore design potential in the crafts sector while developing understanding of unique challenges and opportunities for design development in the sector.	U,R
04	Build confidence about their own capabilities to develop new products and differences in the nuances of design approach.	UR
05	Develop skills of documenting their design process with clarity and content treatment to articulate their journey in the form of effective communication with optimal use of visuals, composition and text.	U, R, A

*Revised Bloom's Taxonomy (RBT)

Teaching and examination Scheme:

Teaching Scheme (In Hours)			Total Credits L+T+ (PR/2)	Assessment Pattern and Marks		Total Marks
L	T	PR	C	Theory	Tutorial/Practical	



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				ESE (E)	PA/CA (M)	ESE (V)	PA/CA (I)	
4	0	0	4	70	30	30	20	150

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:

Unit No.	Course Content	No. of Hours	% of Weightage
1	UNIT I: identification a Specific Craft Explorations of two or three different crafts Detailed study of these crafts skills, tools, techniques, processes, existing products, motifs, forms and unique aesthetics. Selection of a particular craft based on potential for new products based on the possible scale, size, combination with other materials from local sources and artisan interaction for understanding possibilities and design directions. Articulation of design brief.	12	20
2	Unit II: Ideation Brainstorming, mind mapping, artisan interaction for insights, existing products in the markets, potential areas of craft application and possible design directions based on the unique characteristics of crafts practice.	12	20
3	Unit III: concepts exploration Explorations of concepts through sketches to address the design brief through different approaches keeping in mind craft skills, materials, techniques and aesthetic vocabulary as well as functionality.	12	20
4	Unit IV: Design Prototyping Converting the final concept into a prototype/mock up in suitable materials with artisans.	12	20
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.	12	20
Total		60	100



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Suggested Specification Table with Marks (Theory):

Distribution of Theory Marks (in %)					
R Level	U Level	A Level	N Level	E Level	C Level
30	40	30	-	-	-

Where R: Remember; U: Understanding; A: Application, N: Analyze and E: Evaluate C: Create (as per Revised Bloom's Taxonomy)

References/Suggested Learning Resources:

(a) Books:

Reference Book:

- Moritsch, Stefan, Craft-Based Design: On Practical Knowledge and Manual Creativity, 2017
- UNESCO CREATIVE CITIES PROGRAMME for sustainable development Sustainable Development Goals United Nations Educational, Scientific and Cultural Organization Culture Sector
- Sentence, Bryan, Craft Traditions of the World: Locally Made Globally Inspiring, 2009
- Handmade in India: A Geographic Encyclopedia of India Handicrafts, Ranjan, Aditi, Ranjan M. P., 2009
- Shah, Archana, Crafting a Future: Stories of Indian Textiles and Sustainable Practices, Niyogi Books, 2021

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