



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus

Subject Code : 1110004

Subject Name : History of Design - I

WEF Academic Year :	2023 -2024
Semester :	1
Category of the Course :	core

Rationale :

The course aims to inculcate understanding and exploration of forms in nature and their inherent structural and perceptual principles and how natural forms can be used as inspirations and potential applications in form generation. This understanding of the structure and construction of natural forms can be the basis for visualizing design aesthetics of products and objects

Course Scheme :

Teaching Scheme			Total Credits	Assessment Pattern and Marks				Total Marks
L	T	PR	C	Theory		Practical		
				ESE (E)	PA(M)	ESE (V)	PA (I)	
3	0	0	3	70	30	30	20	150

Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	Unit I: Evolution of Design - Human Activity of Making to Emergence as Profession. Arts, Crafts and Design through various movements- East and West. Industrial Revolution and Emergence of Humanizing Objects and Products. Minimalism and Opulence- Bauhaus and Crafts Practices.	12.5	25
2	Unit II: Objects Through History - Evolution of Objects and Impact of Societal Dynamics. Materials, Technology and Evolution of Products. Obsolescence of products.	12.5	25
3	Unit III: Expanding Boundaries of Design - Emergence of Technology and Influence on Design. Design Beyond Aesthetics. Services and Systems.	12.5	25
4	Unit IV: Ethics- General Ethical approach to design -Role of Design shaping the society and responsibilities.	12.5	25
	Total	50	100



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Reference Book:

1. History of the World in 1,000 Objects –2014by DKSmithsonian Institution
2. David, Raizman, History of Modern Design, Prentice Hall, 2010
3. A History of the World in 100 Objects Paperback – Deckle Edge, 2013by Neil MacGregor
4. India: A Story through 100 Objects by Vidya Dehejia 2021
5. Design: The Definitive Visual History Hardcover 2015by DKSmithsonian Institution
6. The Story of Design, Peter Fiell& Charlotte 2013 ISBN: 9781783130177
7. Brief Histories of Everyday Objects Hardcover 2016by Andy Warner
8. PANATI'S EXTRAORDINARY ORIGINS OF EVERYDAY THINGSCHARLES PANATI 1989

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes	RBT Level*
01	Inform evolution of Design through history and various factors that influenced change in objects and society.	
02	Develop contextual understanding of Design through its evolution over time.	
03	nculcate curiosity about how objects evolved in specific contexts with change in innovation of materials, technology, and processes as well as major transformative paradigm shifts.	
04	Create interest in study of evolution of factors that influenced innovation in objects.	

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