



GUJARAT TECHNOLOGICAL UNIVERSITY

Bachelor of Design Syllabus

Subject Code : 1120005

Subject Name : History of Design- II

WEF Academic Year :	2023-24
Semester :	II
Category of the Course :	Core

Prerequisite :	
Rationale :	The course provides a comprehensive introduction to the evolution and significance of design throughout history. It aims to equip foundation students with a solid understanding of the key movements, influential designers, and major design developments that have shaped various disciplines.

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: Introduction to Design History - Definition and scope of design history, Significance of studying design history for foundation students, Evolution of design as a discipline, Relationship between design and other fields (e.g., art, architecture, technology)	10	20
2	Unit II: Pre-Modern Design Movements -Ancient civilizations and their design contributions, Design in the Middle Ages and the Renaissance, The influence of the Industrial Revolution on design.	10	20
3	Unit III: Modernist Movements - Arts and Crafts movement, Art Nouveau and its impact on design, Bauhaus and the birth of modern design, The impact of World Wars on design and propaganda.	10	20
4	Unit IV: Postmodernism and Contemporary Design -Postmodernist design movement Postmodernist design movements, Pop Art and consumer culture, Sustainable design and ecological considerations, Digital revolution and its influence on designs.	10	20
5	Unit V: Cross-Cultural Perspectives in Design - Design in non-Western cultures (e.g., Asian, African, Indigenous)Globalization and its impact on design diversity, Case studies of influential designers from various cultural backgrounds.	10	20



GUJARAT TECHNOLOGICAL UNIVERSITY

BACHELOR OF INTERIOR DESIGN

Subject Code : 1120005

Subject Name : HISTORY OF DESIGN II

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](#)

Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
1	By the end of this course, foundation students will have gained a comprehensive understanding of the history of design, its cultural context, and its impact on various disciplines.
2	They will be equipped with the knowledge and critical thinking skills necessary to engage with design history & familiarize students with the fundamental concepts and terminology related to design history.
3	Explore the historical context and cultural influences that have impacted design movements. Analyze the contributions of prominent designers and their innovative works.
4	Develop critical thinking skills to evaluate design choices in historical and contemporary contexts. Encourage creative inspiration by examining the evolution of design across different eras.
5	Enhance students' ability to make connections between historical design trends and contemporary design practices. Cultivate an appreciation for the diverse cultural perspectives that have influenced design globally.

Suggested Course Practical List:

List of Laboratory/Learning Resources Required:

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