



# GUJARAT TECHNOLOGICAL UNIVERSITY

## Bachelor of Design Syllabus

Subject Code : 1120006

Subject Name : Design Position & Processes ( core subject )

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

<b>Prerequisite :</b>	
<b>Rationale :</b>	Design as a profession and practice has evolved its unique methods and tools to facilitate a holistic approach to design and development. These methods ensure a structured approach through various stages of the design process that provides the basis of creating a clear brief, validation of information and research, systematic analysis, exploring directions for ideation, multiple iterations and ways of selecting the most appropriate concepts for implementation. These create the foundational approach to any design challenge through different steps as methods for a structured and externalized process.

### 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)	
1	2	2	4	0	30	50	20	100

### Course Content:

Sr. No.	Course Content	No. of Hours	% of Weightage
1	<b>Unit I: Introduction to Design Methods</b> - Four stages of design method- discovery, definition, development, and delivery. Iterations and cyclical loops of identifying opportunities, user scenarios, stating objectives and outcomes, setting functional and performance requirements, ideation, evaluation, and optimization of proposition.	15	33.33
2	<b>Unit II: Tools for Design</b> - Assignments in Mind Mapping, Brainstorming, white boards, user behavior in a context, analysis and mapping, affinities, and concept maps for opportunity mapping.	15	33.33
3	<b>Unit III: Design Methods Project</b> - Faculty guided project demonstrating various stages of design project including user studies, analysis, design brief, design parameters, ideation of concepts and final	15	33.33



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	concept. Capturing and looking at past case studies and examples set in the past work (Automobile design, Logo designs, etc.)		
	<b>Total</b>	<b>45</b>	<b>100</b>

### Reference Book:

1. De Bono, Edward, Lateral Thinking, Penguin, 1972
2. Jones, J. C., Design Methods: Seeds of Human Futures, Wiley London, 1992
3. Jones, J. C., Design Methods for Everyone, 2018
4. Alexander, Christopher, A Pattern Language, Oxford University Press, 1977
5. Kelly, Tom, Art of Innovation, Doubleday, 2001
6. Kumar, Vijay, 101 Design Methods: A structured Approach for Driving Innovation in Your Organization, Wiley, 2013

### Course Outcome:

After Completion of the Course, Student will able to:

No	Course Outcomes
1	Provide firsthand experience of design tools and methods and their efficacy in design
2	Enable critical appreciation and value of methods in the design process.
3	Provide insights into various tools that can be used for exploration, information organization, identification of gaps, user needs and aspirations, ideation, user studies etc in enabling informed and verifiable decisions in design.
4	Develop a structured and externalized decision making at various stages of design development..
5	Provide deep grounding in use and application of design tools and methods in future design tasks

### Suggested Course Practical List:

### List of Laboratory/Learning Resources Required:

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