

# GUJARAT TECHNOLOGICAL UNIVERSITY

**BRANCH NAME: M. Arch. (INTERIOR ARCHITECTURE)**

**SUBJECT NAME: Elective -1 (PRODUCT DESIGN)**

**SUBJECT CODE: X16208**

**1<sup>st</sup> Year**

**Semester: I**

## Prerequisite:

There is no prerequisite for taking this course.

## Rationale:

This course aims to acquaint students to fundamentals of product design.

## Teaching and Assessment Scheme:

| Teaching Scheme |          |        | Credits<br>C | Examination Marks |               |               |          | Total<br>Marks | University<br>Exam<br>Type |
|-----------------|----------|--------|--------------|-------------------|---------------|---------------|----------|----------------|----------------------------|
| Field<br>work   | Lectures | Studio |              | External exam     |               | Internal exam |          |                |                            |
|                 |          |        |              | (ESE)Theory       | (ESE)<br>Viva | (PA)Theory    | (PA)Viva |                |                            |
| NA              | 1        | 1      | 2            | 00                | 40            | 00            | 60       | 100            | Viva                       |

## Content:

| Sr. No. | Content  | Total Hours* | % Weightage |
|---------|--|--------------|-------------|
| 1       | Product Attributes – Function and Emotion  | 10           | 20%         |
| 2       | Product configurations and Component relationships   | 08           | 10%         |
| 3       | Product Analysis, Understanding and Analyzing contexts, parallel situations, future situations | 08           | 50%         |
| 4       | Understanding modularity and modular systems, Design of Modular System – abstract design       | 06           | 20%         |

\*: indicative

## References:

- Gorb, Peter, Ed. Living by Design, Lund Humphries, London 1978.
- M.M Andereasen, Integrated Product Development, IFS Publications Ltd. / Springer Verlag, Berlin, 1987.
- Roozenburg and Eekels, Product Design: Fundamentals and Methods, Publisher: John Wiley & Sons Inc; New Ed edition, 1995
- Ulrich, Karl T., Eppinger, Steven D.; Product Design and Development, McGraw-Hill 1995, 2000, 2004
- Goodrich, Kristina; Design Secrets: Products: 50 Real- Life Projects Uncovered - Industrial Designers Society of America, Publisher: Rockport Publishers June 2001

## List of Projects/Assignments\*:

Projects/ assignments may consist of a term project of product design.

\*- This is suggestive for common purpose.