

# 1. PROGRAM STRUCTURE

(L = Lecture; S = Studio; P = Practical; C = Credits; MLC= Mandatory learning Course; I.A. = Internal Assessment; E.A. = External Assessment; T = Total) MLC is included for CGPA calculation.

## YEAR 1/ SEMESTER 1

| SL. NO. | SEM | COURSE CODE | COURSE NAME                                   | HOURS    |           |           | C         | I.A.       | E.A.       | T          | END SEM THE ORY | END SEM VIVA/E XAM+V IVA | EXAM DURAT ION (HRS) |
|---------|-----|-------------|---|----------|-----------|-----------|-----------|------------|------------|------------|-----------------|--------------------------|----------------------|
|         |     |             |   | L        | S         | P         |           |            |            |            |                 |                          |                      |
| 1       | 1   | PD 5001     | Product Design Studio – I (Social innovation) | 1        | 3         | 6         | 7         | 50         | 50         | 100        | -               | 50                       | -                    |
| 2       |     | PD 5003     | Design Culture                                | 2        | 1         | -         | 3         | 50         | 50         | 100        | 50              | -                        | 3                    |
| 3       |     | PD 5005     | Design Aesthetics                             | 1        | 2         | -         | 3         | 50         | 50         | 100        | 50              | -                        | 3                    |
| 4       |     | PD 5007     | Product Representation & Technical Drawing    | -        | 2         | 2         | 3         | 100        | -          | 100        | -               | -                        | -                    |
| 5       |     | PD 5009     | Product Development Workshop                  | -        | 1         | 4         | 3         | 100        | -          | 100        | -               | -                        | -                    |
| 6       |     | PD 5011     | Research Methodology                          | 2        | 2         | -         | 4         | 100        | -          | 100        | -               | -                        | -                    |
|         |     |             |   | <b>6</b> | <b>11</b> | <b>12</b> | <b>23</b> | <b>450</b> | <b>150</b> | <b>600</b> |                 |                          |                      |

## YEAR 1/ SEMESTER 2

| SL. NO. | SEM | COURSE CODE | COURSE NAME                                       | HOURS    |           |           | C         | I.A.       | E.A.       | T          | END SEM THE ORY | END SEM VIVA/E XAM+V IVA | EXAM DURAT ION (HRS) |
|---------|-----|-------------|---|----------|-----------|-----------|-----------|------------|------------|------------|-----------------|--------------------------|----------------------|
|         |     |             |   | L        | S         | P         |           |            |            |            |                 |                          |                      |
| 1       | 2   | PD 5002     | Product Design Studio – II (Accessibility Design) | 1        | 3         | 6         | 7         | 50         | 50         | 100        | -               | 50                       | -                    |
| 2       |     | PD 5004     | Usability Engineering                             | 1        | 1         | 2         | 3         | 100        | -          | 100        | -               | -                        | -                    |
| 3       |     | PD 5006     | Design Issues                                     | 1        | 2         | -         | 3         | 50         | 50         | 100        | 50              | -                        | 3                    |
| 4       |     | PD 5008     | Applied ergonomics                                | 1        | 1         | 2         | 3         | 100        | -          | 100        | -               | -                        | -                    |
| 5       |     | PD 50**     | Elective – I (Analogous to Digital Modelling)     | -        | 2         | 2         | 3         | 100        | -          | 100        | -               | -                        | -                    |
| 6       |     | PD 50**     | Elective – II (Design Sensitivity)                | 1        | 1         | 2         | 3         | 50         | 50         | 100        | 50              | -                        | 3                    |
|         |     |             |   | <b>5</b> | <b>10</b> | <b>14</b> | <b>22</b> | <b>450</b> | <b>150</b> | <b>600</b> |                 |                          |                      |

| Elective I - Analogous to Digital Modelling # |                    |
|---|--------------------|
| PD 5010                                       | Visual Ideation    |
| PD 5012                                       | Product Modelling  |
| PD 5014                                       | Product Experience |

| Elective II - Design Sensitivity # |                           |
|------------------------------------|---------------------------|
| PD 5016                            | Cognitive Psychology      |
| PD 5018                            | Universal Design          |
| PD 5020                            | Design for Sustainability |

# Any one from the bouquet offered to be chosen

## YEAR 2/ SEMESTER 3

| SL. NO. | SEM | COURSE CODE | COURSE NAME  | HOURS |   |    | C  | I.A. | E.A. | T   | END SEM THE ORY | END SEM VIVA/E XAM+V IVA | EXAM DURAT ION (HRS) |
|---------|-----|-------------|--|-------|---|----|----|------|------|-----|-----------------|--------------------------|----------------------|
|         |     |             |  | L     | S | P  |    |      |      |     |                 |                          |                      |
| 1       | 3   | PD 6001     | Product Design Studio – III (Health care Design)     | 1     | 3 | 6  | 7  | 50   | 50   | 100 | -               | 50                       | -                    |
| 2       |     | PD 6003     | Design Dissertation                                  | -     | 2 | 2  | 4  | 100  | -    | 100 | -               | -                        | -                    |
| 3       |     | PD 6005     | Practical Training *                                 | -     | - | -  | 2  | MLC  | -    | -   | -               | -                        | -                    |
| 4       |     | PD 6007     | Interface Design                                     | -     | - | -  | 3  | 100  | -    | 100 | -               | -                        | -                    |
| 5       |     | PD 60**     | Elective – III (Visual Communication Design)         | 1     | 1 | 2  | 3  | 100  | -    | 100 | -               | -                        | -                    |
| 6       |     | PD 60**     | Elective – IV (Design Management & Entrepreneurship) | 2     | 1 | -  | 3  | 50   | 50   | 100 | 50              | -                        | 3                    |
|         |     |             |  | 4     | 7 | 10 | 22 | 400  | 100  | 500 |                 |                          |                      |

\* - Practical training to be taken up during summer break in Industry.

| Elective III – Visual Communication Design # |                     |
|--|---------------------|
| PD 6009                                      | Product Photography |
| PD 6011                                      | Product Branding    |
| PD 6013                                      | Product Packaging   |

| Elective IV – Design Management & Entrepreneurship # |                          |
|--|--------------------------|
| PD 6015  | Business System Analysis |
| PD 6017  | Product Validation       |
| PD 6019  | Entrepreneurial Finance  |

# Any one from the bouquet offered to be chosen

## YEAR 2/ SEMESTER 4

| SL. NO. | SEM | COURSE CODE | COURSE NAME | HOURS |   |    | C  | I.A. | E.A. | T   | END SEM THE ORY | END SEM VIVA/E XAM+V IVA | EXAM DURAT ION (HRS) |
|---------|-----|-------------|-------------|-------|---|----|----|------|------|-----|-----------------|--------------------------|----------------------|
|         |     |             |             | L     | S | P  |    |      |      |     |                 |                          |                      |
| 1       | 4   | PD 6002     | Thesis      | -     | 5 | 16 | 13 | 300  | 300  | 600 | -               | 300                      | -                    |
|         |     |             |             | 0     | 5 | 16 | 13 | 300  | 300  | 600 |                 |                          |                      |

