University of Rajasthan Jaipur

SYLLABUS

(Three/Four Year Under Graduate Programme in B.Des. – Communication Design)

I & II Semester

Examination-2023-24

Dy. Registrar (Acad.)
University of Rajasthan
JAIPUR

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CURRICULUM & SYLLABUS FOR B.DES (COMMUNICATION DESIGN)

PROGRAM CODE - UGO513

S.No.	COURSE CATEGORY	TYPE	COURSE CODE	COURSE NAME	L	T	P	TOTAL CREDITS
				YEAR 1				
				SEMESTER I				
1	DCC-1L	MJR	COM-51L-101	History Of Art & Design	4	0	0	4
2	DCC-1P	MJR	COM-51P-102	History Of Art & Design	0	0	2	2
3	DCC-2L	MJR	COM-51L-103	Fundamental of Design & Methods	2	0	0	2
4	DCC-2P	MJR	COM-51P-104	Fundamental of Design & Methods	0	0	4	4
5	DCC-3	MJR	COM-51P-105	Visualisation & Ideation	0	0	6	6
6	AECC-1			Hindi + English	2+2	0	0	4
7	VAC-1			Value Added Course-I	2	0	0	2
8	SEC-1			Skill Enhancement course - I	2	0	0	2

TOTAL CREDITS ACHIEVED AFTER SEMESTER I. (After completing the first year the student can be   26

SEMESTER II

1	DCC-4L	MJR	COM-52L-201	Overview & Evolution of Communication Design Industry	4	0	0	4
2	DCC-4P	MJR	COM-52P-202	Overview & Evolution of Communication Design Industry	0	0	2	2
3	DCC-5P	MJR	COM-52P-203	Basics of Graphic Design	0	0	6	6
4	DCC-6L	MJR	COM-52L-204	Material & Form Exploration	2	0	0	2
5	DCC-6P	MJR	COM-52P-205	Material & Form Exploration	0	0	4	4
6	AEC-2			English + Hindi	2+2	0	0	4
7	VAC-2			Value Added Course-II	2	0	0	2
8	SEC-2			Skill Enhancement course -II	2	0	0	2

TOTAL CREDITS ACHIEVED AFTER SEMESTER II (After completing the first year the student can be | 26

	Year 1	Internship Credits	Total
Credits Offered for 1 year Certificate	52	4 =	56

For EXIT AFTER 1st year minimum credits requirements is 52 from course and 4 credits from the internship, hence certificate 56 Credits

B.Des Semester

(Fashion Design, Interior Design, Jewellery Design, Communication Design, Product Design)

Examination Scheme

Time: Three Hours   **Maximum Marks :80**

No supplementary Answer book will be given to any candidate. The candidates should write the answers precisely in the main answer book only.

किसी भी परीक्षार्थी को पूरक उत्तर–पुस्तिका नहीं दी जाएगा। परीक्षार्थियों को समस्त प्रश्नों के उत्तर मुख्य उत्तर पुस्तिका में ही लिखने चाहिए।

Answers to short answer-type questions must be given in sequential order. Similarly, all the parts of one question of descriptive part should be answered in one place in the answer-book.

लघुत्तरात्मक प्रश्नों के उत्तर प्रश्नों के क्रमानुसार ही देवें। इसी प्रकार किसी भी एक वर्णनात्मक प्रश्न के अन्तर्गत पूछे गए विभिन्न प्रश्नों के उत्तर उत्तर–पुस्तिका में एक ही स्थान पर क्रमानुसार हल करने चाहिए।

Write your roll number on the question paper before start writing the answers to questions.

प्रश्नों के उत्तर लिखने से पूर्व प्रश्न–पत्र पर रोल नम्बर अवश्य लिखिए।

Part A is compulsory having 10 very short answer-type questions (with a limit of 20 words) of two marks each. The first question is based on knowledge, understanding, and applications of the topics/text covered in the syllabus.

भाग अ में दो अंक के 10 अति लघु उत्तरीय प्रश्न (20 शब्दों की सीमा के साथ) अनिवार्य हैं। पहला प्रश्न पाठ्यक्रम में शामिल विषयों/पाठ के ज्ञान, समझ और अनुप्रयोगों पर आधारित है।

Part B of the question paper is divided into four units comprising question numbers 2-5. There is one descriptive question from each unit with internal choice. Each question will carry 15 marks.

भाग ब के प्रश्न पत्र को प्रश्न संख्या 2–5 सहित चार इकाइयों में विभाजित है। प्रत्येक इकाई से आंतरिक विकल्प के साथ एक वर्णनात्मक प्रश्न है। प्रत्येक प्रश्न 15 अंक का है।

Raj Jain

Dy. Registrar
(Academic)
University of Rajasthan

(3A)

B.Des Semester

(Fashion Design, Interior Design, Jewellery Design, Communication Design, Product Design

Examination Scheme

Time:- Three Hours   **Maximum Marks :- 40**

No supplementary Answer book will be given to any candidate. The candidates should write theanswers precisely in the main answer book only.

किसी भी परीक्षार्थी को पूरक उत्तर–पुस्तिका नहीं दी जाएगी। परीक्षार्थियों को समस्त प्रश्नों के उत्तर मुख्य उत्तर पुस्तिका में ही लिखने चाहिए।

Answers to short answer-type questions must be given in sequential order. Similarly, all the parts of one question of descriptive part should be answered in one place in the answer-book.

लघुचरात्मक प्रश्नों के उत्तर प्रश्नों के क्रमानुसार ही देवें। इसी प्रकार किसी भी एक वर्णनात्मक प्रश्न अन्तर्गत पूछे गए विभिन्न प्रश्नों के उत्तर उत्तर–पुस्तिका में एक ही स्थान पर क्रमानुसार हल करने चाहिए।

Write your roll number on the question paper before start writing the answers to questions.

प्रश्नों के उत्तर लिखने से पूर्व प्रश्न–पत्र पर रोल नम्बर अवश्य लिखिए।

Part A is compulsory having 10 very short answer-type questions (with a limit of 20 words) of One marks each. The first question is based on knowledge, understanding, and applications of the topics/text covered in the syllabus.

भाग अ में एक अंक के 10 अति लघु उत्तरीय प्रश्न (20 शब्दों की सीमा के साथ) अनिवार्य हैं। पहला प्रश्न पाठ्यक्रम में शामिल विषयों / पाठ के ज्ञान, समझ और अनुप्रयोगों पर आधारित है।

Part B of the question paper is divided into four units comprising question numbers 2-5. There is one descriptive question from each unit with internal choice. Each question will carry 7.5 marks.

भाग ब के प्रश्न पत्र को प्रश्न संख्या 2–5 सहित चार इकाइयों में विभाजित हैं। प्रत्येक इकाई से आंतरिक विकल्प के साथ एक वर्णनात्मक प्रश्न हैं। प्रत्येक प्रश्न 7.5 अंक का है।

Rj | Jain

Dy. Registrar
(Academic)
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(3 B)

SEMESTER I

DCC-1L

COM-51L-101: History Of Art & Design

NSQF LEVEL: 5/SEM I	EOSE :-	3 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80
DELIVERY: LECTURE, TUTORIAL	MIN	08	32

DCC-1

COM-51P-102: History Of Art & Design

NSQF LEVEL: 5/SEM I	EOSE :-	4 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: TUTORIAL	MIN	04	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: The objective of this course is to provide students with a comprehensive understanding of the history of art and design and its influence on contemporary interior design. The course will explore various art movements, design styles, and influential designers throughout history. Students will analyze and interpret art and design within their historical and cultural contexts and apply this knowledge to inform their design practice.

SYLLABUS :

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UNITS	TOPIC	TEACHING HOURS
UNIT I	INTRODUCTION TO ART AND DESIGN HISTORY • Importance of studying art and design history in Product design • Overview of major art movements and design styles • Understanding the relationship between art, design, and culture • Social, historical and cultural context of key art and design movements, theories and practices • Use primary and secondary research methods to investigate an area of practice, with consideration of research ethics ANCIENT ART AND DESIGN • Indian Art, Craft and Culture • Egyptian, Greek, and Roman art and architecture • Prehistoric art and cave paintings • Byzantine and Islamic art and design influences	20 Hours
UNIT II	RENAISSANCE AND BAROQUE ART • Italian Renaissance art and architecture • Northern Renaissance and its impact on design • Baroque art and architecture ART AND DESIGN OF THE 18TH AND 19TH CENTURIES • Neoclassical and Romantic movements • Industrial Revolution and its impact on design • Arts and Crafts movement, Art Nouveau, Modernism, Futurism	20 Hours
UNIT III	MODERN ART AND DESIGN MOVEMENTS	20 Hours

	- Art Deco, Bauhaus, Surrealism, Streamlining, Organic Design - Scandinavian Modern, Contemporary, Pop Art - Impressionism and Post-Impressionism - Art Nouveau and Jugendstil - Cubism, Futurism, and Constructivism - Bauhaus and the International Style **CONTEMPORARY ART AND DESIGN** - Space Age, Minimalism, Postmodernism, Memphis, Deconstructivism - Postmodernism and its influence on design - Contemporary art movements and design trends - Sustainable and socially responsible design practices		
UNIT IV	**FIELD VISITS TO MUSEUMS AND GALLERIES** - Visit local museums and galleries to observe and analyze artworks and design objects in person - Analyze historical and contemporary design elements and influences **INTEGRATION OF ART AND DESIGN HISTORY INTO PRODUCT DESIGN** - Applying knowledge of art and design history to inform design decisions - Incorporating historical design styles and elements into contemporary projects - Creating design concepts inspired by specific art movements or periods	**30 Hours**	

SUGGESTED BOOKS AND REFERENCES:

1. "A World History of Art" by Hugh Honour and John Fleming

2. "A History of Interior Design" by John Pile
3. "The Story of Art" by E.H. Gombrich

LEARNING OUTCOMES:

By the end of the course, students should be able to:

1. Demonstrate knowledge of major art movements and design styles throughout history.
2. Analyze and interpret artworks and design objects within their historical and cultural contexts.
3. Understand the impact of historical art and design on contemporary interior design.
4. Apply historical design elements and styles to inform their design concepts and projects.
5. Recognize and appreciate the contributions of influential designers throughout history.
6. Conduct visual analysis and critical interpretation of art and design works.

MOOC:

Students are encouraged to enroll in the following MOOCs to supplement their learning:

1. "Art and Ideas: Teaching with Themes" on Coursera
2. "Design Thinking: Creativity for the 21st Century" on edX

Self-Learning Instructions: To enhance their skills, students should:

1. Visit local museums, galleries, and exhibitions to deepen their understanding of art and design.

2. Study art and design history books, journals, and online resources to expand their knowledge.

3. Analyze and critically evaluate artworks and design objects in terms of historical and cultural influences.

4. Incorporate historical design elements into their own design projects and presentations

DCC-2L

COM-51L-103: Fundamental Of Design & Methods

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COM-51L-103: Fundamental Of Design & Methods

NSQF LEVEL: 5/SEM I	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE, TUTORIAL	MIN	04	16

DCC-2P

COM-51P-104: Fundamental Of Design & Methods

NSQF LEVEL: 5/SEM I	EOSE :-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	20	80
DELIVERY: TUTORIAL	MIN	04	16

PRE-REQUISITE OF THE COURSE: None

OBJECTIVE: The objective of this course is to introduce students to the fundamental principles of design and design methods. Through hands-on practice and experimentation, students will learn how to generate and refine design concepts, create visual representations of their ideas, and develop a critical understanding of the design process

SYLLABUS:

UNITS	TOPIC	TEACHING HOURS
UNIT I	INTRODUCTION TO DESIGN THINKING • Understanding design as problem-solving • Introduction to design thinking and its application	20 hours

	• Case studies on successful designs ELEMENTS AND PRINCIPLES OF DESIGN • Basic elements of design: line, shape, form, texture, color • Principles of design: balance, proportion, rhythm, contrast, unity • Examples of designs that demonstrate effective use of elements and principles	
UNIT II	SKETCHING AND VISUAL COMMUNICATION • Techniques for sketching and drawing • Principles of visual communication • Basic principles of composition DESIGN PROCESS AND METHODOLOGIES • Overview of design process and methodology • User-centered design process • Prototyping and testing	20 hours
UNIT III	DESIGN TOOLS AND TECHNOLOGIES • Introduction to design tools and software • Selecting appropriate tools for design projects	20 hours
UNIT IV	FIELD WORK • Visiting design studios, exhibitions, and design shows. • Collecting reference material for projects.	30 hours

SUGGESTED BOOKS AND REFERENCES:

1. Design Thinking: Understanding How Designers Think and Work by Nigel Cross

2. The Design of Everyday Things by Don Norman

3. A Designer's Art by Paul Rand

4. Design Basics by David A. Lauer and Stephen Pentak

LEARNING OUTCOMES:

1. Understand the basic principles of design and design thinking.

2. Develop a critical understanding of the design process and methodologies.

3. Demonstrate an ability to generate and refine design concepts.

4. Develop visual communication and presentation skills.

5. Understand the importance of user-centered design and prototyping.

6. Be able to select and use appropriate design tools and technologies.

7. Gain exposure to the design industry through fieldwork and studio visits.

DCC-3P

COM-51P-105: Visualisation & Ideation

NSQF LEVEL: 5/SEM I	EOSE :-	4 HOURS	

CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL	MIN	12	48

PRE-REQUISITE OF THE COURSE: NONE

OBJECTIVE: This course aims to provide students with fundamental drawing techniques and visual communication skills used in the field of design. By the end of the course, students will be able to sketch, draw, and present their ideas visually using various tools and techniques.

SYLLABUS:

UNITS	TOPIC	TEACHING HOURS
UNIT I	**INTRODUCTION TO VISUAL COMMUNICATION** Introduction to the basics of visual communication and its significance in design, overview of the course content and objectives. **DRAWING BASICS** Line, Shape, Form, and Proportion: Introduction to basic drawing techniques including line work, geometric shapes, freehand sketching, and understanding the proportions and forms of objects.	20 hours
UNIT II	**PERSPECTIVE DRAWING TECHNIQUES** Introduction to 1-point, 2-point, and 3-point perspective drawing techniques and how to use them to create 3D visualizations.	40 hours
UNIT III	**RENDERING TECHNIQUES** Introduction to different rendering techniques such as hatching, cross-hatching, stippling, and shading, and how to use them to create realistic textures and materials. **COMPOSITION AND LAYOUT DESIGN**	40 hours

	Introduction to the principles of composition and layout design, and how to apply them to create effective visual communication. Use of old magazines and art materials	
UNIT IV	PRESENTATION TECHNIQUES • Introduction to presentation techniques and how to use them to present design ideas effectively. • Introduction to Technologies of Virtuality • Producing VR and AR Experiences I: Design Overview	10 hours

LEARNING OUTCOMES:

1. Develop fundamental drawing techniques used in the field of design.
2. Apply perspective drawing techniques to create 3D visualizations.
3. Use rendering techniques to create realistic textures and materials.
4. Communicate design ideas visually through freehand sketching.
5. Create effective compositions and layouts.
6. Understand color theory and application in design.
7. Present design ideas effectively through visual aids.

SUGGESTED BOOKS AND REFERENCES:

1. Drawing for Designers by Alan Pipes
2. Design Drawing by Francis D.K. Ching and Steven P. Juroszek
3. Sketching: Drawing Techniques for Product Designers by Koos Eissen and Roselien Steur

INSTRUCTIONS FOR SELF-LEARNING:

1. Practice Sketching: Students should practice sketching by observing objects around them and sketching them from different angles and perspectives. They should also practice freehand sketching to develop their visual vocabulary.
2. Read Design Books: Students should read design books and publications to learn about the latest design trends and techniques.
3. Online Drawing Courses: Students can enroll in online drawing courses to improve their drawing skills and learn new techniques. They can also take courses on color theory, composition, and layout design to enhance their skills in visual communication. Some popular MOOC platforms are Coursera, Udemy, and Skillshare.

MOOC AND SELF-LEARNING INSTRUCTIONS:

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1. Drawing for Designers by Alan Pipes - Online Course available on Udemy (https://www.udemy.com/course/drawing-for-designers/)
2. Introduction to Sketching for Product Designers - Online Course available on Coursera (https://www.coursera.org/learn/sketching)
3. Color Theory for Designers - Online Course available on Skillshare (https://www.skillshare.com/classes/Color-Theory-for-Designers-Core-Concepts-and-Exercises/1675562632)

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AECC-1

Hindi

*Syllabus Prescribed by the University of Rajasthan

VAC-1

Value Added Course-I

*Select a course from the list provided by the University of Rajasthan for the Value Added Course.

SEC-1

Skill Enhancement Course-I

*Select a course from the list provided by the University of Rajasthan for the Skill Enhancement Course.

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(15)

SEMESTER II

DCC - 4L

COM-52L-201:Overview and Evolution of Communication Design Industry

NSQF LEVEL: 5/SEM li	EOSE :-	3 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	20	80
DELIVERY: LECTURE, TUTORIAL	MIN	08	32

DCC - 4P

COM- 52P -202:Overview and Evolution of Communication Design Industry

NSQF LEVEL: 5/SEM II	EOSE :-	2 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	10	40
DELIVERY: TUTORIAL	MIN	04	16

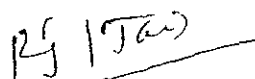PRE-REQUISITE OF THE COURSE: NONE

OBJECTIVE: The objective of this course is to provide students with an overview of the communication design industry, its evolution, and current trends. The course will help students understand the role of communication designers, their responsibilities, and how the industry has evolved over time. Students will also be introduced to various design styles, materials, and technologies used in the industry.

SYLLABUS:

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UNITS	TOPICS	TEACHING HOURS
UNIT I	INTRODUCTION TO COMMUNICATION DESIGN INDUSTRY • Overview of the communication design industry • Historical evolution of communication design • Current trends in the industry DESIGN STYLES • Traditional • Modern • Contemporary • Minimalist • Wide-ranging	20
UNIT II	HOW TO APPROACH A DESIGN PROJECT • Project requirements • Client Brief • Develop a concept • Building relationship with clients • Design Brief • Create a prototype • Finalize the design • Fee Structure	30
UNIT III	COMMUNICATION AND PRESENTATION SKILLS • Sketching and drawing • Presentation techniques WEB DESIGN • Overview of Web design • Design trends UNDERSTANDING PROJECT TIMELINE • Scope of work • Project cost • Project proposal • Quotation & Agreements	30
UNIT IV	COMMUNICATION DESIGN AS A CAREER • Designers may work on a variety of projects • Understanding career aspirations & trends	30

	• Professional networking • Social networking • Marketing • Portfolio • CV SUSTAINABILITY IN COMMUNICATION DESIGN • Green design principles • Sustainable materials and technologies PRINTING TECHNIQUES • Different Print Techniques • Industry visit • Exploring paper types	

SUGGESTED BOOKS AND REFERENCES:

1. Advertising in India: Trends and Impact by Srinivas K. Melkote and S. Shyam Sundar
2. Communication Design: Principles, Methods, and Practice by Jorge Frascara
3. A History of Visual Communication by Josef Müller-Brockmann
4. Designing Modernity: The Arts of Reform and Persuasion, 1885-1945 by Wendy Kaplan
5. The Design of Dissent: Socially and Politically Driven Graphics by Milton Glaser and Mirko Ilic
6. Indian Design Edge: Strategic Insights for Success in the Creative Economy by Darlie Koshy and M.P. Ranjan
7. Print Process: Offset, Flexo, Gravure, Screen, Digital by K. N. Chaudhuri
8. Printing Processes: Principles and Technical Details" by R. Choudhury
9. Indian Printing: Historical and Technological Perspectives by Subhas Chandra Datta
10. Web Design: The Evolution of the Digital World 1990-Today by Rob Ford
11. Designing Web Interfaces: Principles and Patterns for Rich Interactions by Bill Scott and Theresa Neil

LEARNING OUTCOMES:

1. An understanding of the history and evolution of the communication design industry

2. An ability to identify and analyze key trends and influences in the industry
3. A familiarity with the work of important designers, studios, and agencies
4. A familiarity with the terminology, concepts, and techniques used in communication design
5. An awareness of the career opportunities and professional paths available
6. An ability to engage in critical thinking, creative problem-solving

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COM-52P-203 : BASICS OF GRAPHIC DESIGN

NSQF LEVEL: 5/SEM II	EOSE :-	4 HOURS	
CREDITS: 6 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	30	120
DELIVERY: PRACTICAL	MIN	12	48

PRE-REQUISITE OF THE COURSE: NONE

OBJECTIVE: This course aims to provide students with developing their understanding of branding and identity design, and how to create effective visual identities for organizations or products. To teach students how to present and communicate design work to clients or stakeholders. To help students understand the ethical considerations in design, including copyright, plagiarism, and accessibility.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS
UNIT I	INTRODUCTION TO THE PRINCIPLES AND ELEMENTS OF DESIGN Colour theory, typography, composition, and visual hierarchy. COMPOSITION AND LAYOUT Use of grids and other organizing principles	20
UNIT II	BASIC PHOTOGRAPHY Overview of exposure Composition and exposure triangle	20

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	CREATIVE PROCESS Research, ideation, sketching, and refinement. AESTHETICS Art Appreciation and Aesthetics	
UNIT III	DESIGN BRIEFS ' Developing an understanding of different type briefs and how to approach them. PRESENTATION SKILLS Learning how to present and communicate design work to clients or stakeholders. USER EXPERIENCE (UX) AND USER INTERFACE (UI) DESIGN. Developing an understanding of its importance. Basic prototype using Figma, Adobe XD	50
UNIT IV	EXPLORING TYPOGRAPHY Typefaces what they mean in different contexts, fonts, and layouts. Designing for brochures, business cards, and other print materials. Using software Adobe Illustrator/Coreldraw, Adobe Photoshop DESIGN FOR SOCIAL CHANGE Using Design Thinking and processes to create solutions to social problems Applied Design project	25

LEARNING OUTCOMES:

- Gain an understanding of the history and evolution of graphic design
- Develop basic design skills using design software
- Develop creativity and problem-solving skills
- Create effective visual identities for organizations or products.
- Learn how to present and communicate design work to clients or stakeholders.

SUGGESTED BOOKS AND REFERENCES:

- Thinking with Type" by Ellen Lupton
- The Non-Designer's Design Book" by Robin Williams

- Design Elements: A Graphic Style Manual" by Timothy Samara
- The Elements of Graphic Design" by Alex W. White
- The Design of Everyday Things by Don Norman
- About Face: The Essentials of Interaction Design: 3rd Edition by Alan Cooper
- Ways of Seeing by John Berger
- Indian Aesthetics: An Introduction by S. S. Barlingay
- Indian Art and Culture by Nitin Singhania

INSTRUCTIONS FOR SELF-LEARNING:

- Practice is key to improving your design skills, so make sure to set aside time to work on design projects and exercises use the recommended software
- Read Design Books: Students should read design books and publications to learn about the latest design trends and techniques.
- Share your work with others and ask for feedback. This can be a great way to get constructive criticism and learn from others' perspectives.
- Study the work of other designers and try to understand their design choices and techniques. You can find inspiration and examples online, or by studying design books and magazines.

DCC-6L

COM-52L-204: Material & Form Exploration

NSQF LEVEL: 5/SEM II	EOSE :-	3 HOURS	
CREDITS: 2 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: THEORY	MAX	10	40
DELIVERY: LECTURE, TUTORIAL	MIN	04	15

DCC-6P

COM-52P-205: Material & Form Exploration

NSQF LEVEL: 5/SEM II	EOSE :-	4 HOURS	
CREDITS: 4 CREDITS	MARKS	MIDTERM	EOSE
SUB-TYPE: PRACTICAL	MAX	20	80
DELIVERY: TUTORIAL	MIN	08	32

PRE-REQUISITE OF THE COURSE: NONE

OBJECTIVE: The objective of this course is to provide students with a comprehensive understanding of the interplay between materials and form in design. The course will focus on developing students' skills in exploring and manipulating form while integrating material properties. By integrating material and form exploration, students will learn to create innovative and sustainable design solutions.

SYLLABUS:

UNITS	TOPICS	TEACHING HOURS

UNIT I	INTRODUCTION TO FORM AND MATERIAL EXPLORATION • Understanding the relationship between form and material in design • Overview of techniques for form exploration • Introduction to different materials and their properties EVALUATION, REFINEMENT, AND MATERIAL SELECTION • Methods for evaluating and refining different form options • Critique sessions for evaluating student work • Consideration of material properties in form selection and refinement	10 hours
UNIT II	SKETCHING AND DOODLING FOR FORM EXPLORATION • Techniques for sketching and doodling to explore form • Developing observational skills and hand-eye coordination • Integrating materials into sketching exercises • Introduction to new and emerging materials in design • Case studies of innovative material applications • Discussion on future directions of material and form exploration	10 hours
UNIT III	MODEL MAKING AND MATERIAL MANIPULATION • Introduction to materials used in model making • Techniques for constructing models and manipulating materials • Exploring form through physical models SUSTAINABLE MATERIAL PRACTICES • Introduction to sustainable materials and their role in design	10 hours

	• Exploring eco-friendly material options and considerations • Future trends in sustainable material exploration	
UNIT IV	DIGITAL TOOLS FOR FORM EXPLORATION • Introduction to 3D modeling software (e.g., SketchUp) • Techniques for generating and manipulating forms digitally • Integrating material properties and textures in digital models	15 hours

LEARNING OUTCOMES

- Understanding the relationship between form and material.
- To explore and manipulate form while integrating material properties
- To create innovative and sustainable design solutions.
- To critically evaluate, refine and select material and their properties.

SUGGESTED BOOKS AND REFERENCES:

1. Design Thinking: Understanding How Designers Think and Work by Nigel Cross
2. Form, Function, and Design by Paul A. Heskett
3. Sketching: The Basics by Roselien Steur and Koos Eissen
4. Material Revolution: Sustainable and Multi-Purpose Materials for Design and Architecture by Sascha Peters

MOOCS AND SELF-LEARNING INSTRUCTIONS:

1. Sketching for Product Designers:
   https://www.udemy.com/course/sketching-for-product-designers/
2. 3D Modeling for Beginners:
   https://www.udemy.com/course/3d-modeling-for-beginners-learn-to-create-3d-model-from-scratch/
3. "Materials Science and Engineering: A Comprehensive Introduction" offered by MIT OpenCourseWare

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4. "Sustainable Materials for Emerging Technologies" offered by Coursera

SELF-LEARNING INSTRUCTIONS:

1. Practice sketching and doodling to explore different forms and integrate material elements.
2. Experiment with different materials for model making and document the outcomes.
3. Explore and learn different 3D modeling software to create digital models that incorporate both material and form.
4. Visit material suppliers and manufacturers to gain hands-on experience with materials and understand their properties.
5. Conduct material testing experiments to explore the physical properties and behavior of materials.
6. Explore online resources, case studies, and industry publications to stay updated.

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AECC-2

English

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*Syllabus Prescribed by the University of Rajasthan

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VAC-2

Value Added Course-II

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*Select a course from the list provided by the University of Rajasthan for the Value Added Course.

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SEC-2

Skill Enhancement Course-II

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*Select a course from the list provided by the University of Rajasthan for the Skill Enhancement Course.

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