SCHEME OF EXAMINATION
AND
SYLLABUS
(As prescribed by Manipal University Jaipur)

MASTER OF DESIGN
with major in Interior Design

Two years postgraduate degree course

APPLICABLE FROM THE ACADEMIC YEAR
2021 - 2022

Department of Interior Design
Faculty of Design
Manipal University Jaipur

M Des (Interior Design) Proposed Curriculum

FIRST SEMESTER

Sub. Code	Subject Name	L	S	P	C	In sem.	End sem. theory	End sem. Jury/practical
ID 6101	Fundamental of Design		4		4	60		40
ID 6102	Ergonomics	2	1		3	60	40	
ID 6103	Design Management	2	1		3	60	40	
ID 6104	Visual Design – Principles and Application		4		4	60		40
ID 6105	Design Thinking		3	2	4	60		40
ID 6106	Design Project		5	2	6	60		40
Total		4	18	4	24			

Total Contact Hours (L + S+ P): 4+18+4=26

SECOND SEMESTER

Sub. Code	Subject Name	L	S	P	C	In sem.	End sem. theory	End sem. Jury/practical
ID 6201	Design Methods		3	2	4	60		40
ID 6202	Cultural Anthropology	3	1		4	60	40	
ID 6203	Craft Process & Documentation		3	2	4	60		40
ID XXXX	Elective I				3	60	40	
ID XXXX	Elective II				4	60	40	
Total		3	7	4	19			

Total Contact Hours (L+ S + P): 14+3+4= 21

THIRD SEMESTER

Sub. Code	Subject Name	L	S	P	C	In sem.	End sem. theory	End sem. Jury/practical
ID 6301	Research Seminar	0	2	2	3	60		40
ID 6302	Industry/ Design Project I		3	2	4	60		40
ID 6303	Sustainable Design	3	0	2	4	60		40
ID XXXX	Elective III				3	60	40	
XXXX	Open Elective				3	60	40	
Total		0	8	6	17			

Total Contact Hours (L + S + P)+OE: 14+3+3=20

FOURTH SEMESTER

Sub. Code	Subject Name	L	S	P	C	In sem.	End sem. theory	End sem. Jury/practical
ID 6401	Industry/ Design Project II		20		20	60		40
Total		0	20	0	20			

Total Contact Hours (L + S + P): 20

L – Lecture S - Studio, **P** – Practical, **C** – Credits

Programme Elective I	Programme Elective II	Programme Elective III
ID 4251: Set Design	ID 6250 : Furniture Design and Detailing	ID 6150: User Experience Design
ID 3252 : Branding & Marketing	ID 6251: Environmental Graphic Design	ID 6151: Design Journalism

Note: * Open electives are considered as MLC, the grade obtained in this course will not be used for computation of CGPA.

** Students will be able to select the electives as offered by the School. Min. of 10 students are required to run any elective.

For students with 3 year Bachelors course in Interior Design, the following Mandatory Learning Courses must of completed before promotion to third semester/ second year M.Des (Interior Design)

	FIRST SEMESTER						Evaluation			SECOND SEMESTER								
	Sub. Code	Subject Name	L	S	P	C	In sem.	End sem. theory	End sem. Jury/practical	Sub. Code	Subject Name	L	S	P	C	In sem.	End sem.	End sem. Jury/practical
I	ID 6107	**Fundamentals of Architecture**		1	4	**3**	60		40	**ID 6204**	**Lighting & Colors in Interior**		2	2	**3**	60		40
										ID 6205	**Computer Application Advance**		1	4	**3**	60		40
		Total		1	4	**3**					Total		3	6	**6**			

A. Program Outcomes and Program Specific Outcomes:

[PO.1]. Design knowledge: Apply the knowledge of mathematics, science, and design fundamentals to the solution of complex problems.

[PO.2]. **Problem analysis:** Identify, formulate, research literature, and analyses complex problems reaching substantiated conclusions using principles of design and sciences.

[PO.3]. **Design/development of solutions**: Design solutions for complex problems and design system components or processes that meet the specified needs with appropriate consideration for the public health and safety, and the cultural, societal, and environmental considerations.

[PO.4]. **Conduct investigations of complex problems**: Use research-based knowledge and research methods including design of experiments, analysis and interpretation of data, and synthesis of the information to provide valid conclusions.

[PO.5]. **Modern tool usage**: Create, select, and apply appropriate techniques, resources, and modern design engineering and UX/UI tools including prediction and modelling to complex design activities with an understanding of the limitations.

[PO.6]. **The Designer and society**: Apply reasoning informed by the contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to the professional practice.

[PO.7]. **Environment and sustainability**: Understand the impact of the professional design solutions in societal and environmental contexts, and demonstrate the knowledge of, and need for sustainable development.

[PO.8]. Ethics: Apply ethical principles and commit to professional ethics and responsibilities and norms of the design practice.

[PO.9]. Individual and teamwork: Function effectively as an individual, and as a member or leader in diverse teams, and in multidisciplinary settings.

[PO.10]. **Communication**: Communicate effectively on complex design activities with the related community and society at large, such as, being able to comprehend and write effective reports and design documentation, make effective presentations, research papers and give and receive clear instruction.

[PO.11]. **Project management and finance**: Demonstrate knowledge and understanding of the design and management principles and apply these to one's own work, as a member and leader in a team, to manage projects and in multidisciplinary environments.

[PO.12]. **Life-long learning:** Recognize the need for and have the preparation and ability to engage in independent and life-long learning in the broadest context of technological change.

[PSO.1]. **Academic and Industry**: Apply creative, innovative, intellectual learning to establish academic and professional excellence in the field of Interior Design**.**

[PSO.2]. **Critical Thinking:** To produce technical, communicative, and conscious design of interior spaces and related products.

[PSO.3]. **Global Standards:** Meet global standards to underpin design, technological & business development.

ID6101: FUNDAMENTAL OF DESIGN [0 4 0 4]

Definition of Design. Interrelationship of Design to Engineering, Architecture, Arts and Social Sciences. Design as a creative professional career. Choices, Routes, Courses and Specializations in the field of Design. Brief history of developments in Design and Technology. Aesthetics, Ergonomic, Scientific, and Engineering considerations in Design, Design and Society. User centered considerations in Design. Stages in the design processes. Case studies in Product, Communication, Environment Designs. Design and indigenous technology. Role of Design in creating the future. Status of Design profession in India and worldwide. Assignments on understanding Design as a discipline and profession.

Studio sessions: Identification and analysis of samples of good and bad design for sensitization to Design quality/processes. Chronological studies for analysis of designed objects/systems/environments and their eclectic evolution through technology change. Simple exercises in design creation/recreation through mockups/montages/paste boards using primary materials such as paper, board, wood etc.

References:
1. D. Norman, Design of Everyday Things, Currency Books, New York, 1990.
2. A. Forty, Objects of Desire, Thames & Hudson, 1998.
3. M. Droste, Bauhaus, Taschen, 1994.
4. Joycelyn de Noblet Ed., Industrial Design – Reflections of a Century, Thames and Hudson, 1993.
5. R. Hollis, Concise History of Graphic Design, Thames and Hudson, 1994.
6. P. Sparke, Introduction to Design and Culture in the 20th Century, Routledge, 1986.
7. J. Guy, 20th Century Design, Thames and Hudson, 1993.
8. M.A. Muser and D.Macleon, Art and Visual Environment, MIT Press, 1996.
9. M.N. Horenstein, Design Concepts for Engineers, Prentice Hall UK, 2002.
10. J.H. Earle, Engineering Design Graphics, Addition Wesley, 2003.
11. C.H. Flurscheim Ed., Industrial Design in Engineering –a Marriage of Techniques, The Design Council, 1983.

ID6102: ERGONOMICS [2 1 0 3]

Definition of Ergonomics / Human Factors. Human capabilities and limitations in terms of engineering. Anthropometrical, Physiological, Psycho-social considerations in Ergonomics. Behavior, information processing and perception; Ergonomics design methodology; Occupational safety and stress at workplace; Workstation design; Furniture and Environment factors affecting human performance; Design development and usability evaluation. Theory input follows relevant demonstrations and assignments.

References:
1. J. Stranks, Health and Safety at Work: Key Terms, Butterworth-Heinemann, 2003.
2. P.W Jordan and W.S Green Ed., Pleasure with Products: Beyond Usability, Taylor and Francis, London, 2002.
3. W. Karwowski and W.S Marras, The Occupational Ergonomics Handbook, CRC Press, New York, 1999.
4. D. Chakrabarti, Indian Anthropometric Dimensions for Ergonomic Design Practice, National Institute of Design, Ahmedabad, 1997.
5. G. Salvendy Ed., Handbook of Human Factors and Ergonomics, John Wiley and Sons, 1997.
6. C.D Wicknes, S.E Gordon and Y. Liu, An Introduction to Human Factors Engineering, Longman, New York, 1997.
7. R.S Bridger, Introduction to Ergonomics, McGraw-Hill Inc., 1995.

ID6103: DESIGN MANAGEMENT [2 1 0 3]

Creative thinking phenomena, Brain lateralization, Creativity techniques and tools; Brain storming, TRIZ, Imagery visualization, Morphological analysis of ideas. Creativity, Innovation, and its management. Team building, interpersonal relationship, and conflict resolution. Innovation and Invention in Design and Engineering. Design as a strategic tool in the corporate sector. Case studies in Event, Brand, Advertisement and Product management. Introduction to marketing and consumer behavior. Professional practice, contracts, fees, negotiations, ethics, and public relations. Project planning. IPR issues in Design.

References:
1. M. Okley ed., Design Management – A Handbook of Issues and Methods, Blackwell, 1998.
2. B.L. Wadehra, Patents and Trademarks, Copyrights, Designs and Geographical Indications; Universal Law Publishers, New Delhi,1996.
3. S.A Chunawalla, Project Management, Himalaya Publishers, Mumbai, 2002.
4. T. Harrison, Product Managers Handbook, Wheeler Publications, 1994.
5. A. David A., Building Strong Brands, New York: The Free Press, 1996.
6. G.T. Renshaw, Market Liberalization, Equity and Development, New Delhi: OUP, 1989
7. H. Petroski, Invention by Design, Universities Press (India), 2000.
8. E. D. Bono, Serious Creativity, Indus Harper Collins Publishers India, 1992.
9. M. French, Invention and Evolution - Design in Nature and Engineering, Cambridge University Press, 1994.
10. N. Cross, Engineering Design Methods - Strategies for Product Design, John Wiley and Sons, England,1994.
11. Design Management Journal of DMI, USA

ID6104: VISUAL DESIGN – PRINCIPLES AND APPLICATION [0 4 0 4]

Study and exploration of visual elements - point, line, form, shape, texture, color. Study of visual principles - balance, proportion, mass, unity, harmony, rhythm, and variety. Spatial and visual relationship in compositions. Gestalts laws of visual perception. Color classification - Additive and Subtractive color theories. Dimensions of color - Hue, Value, Saturation and Chroma and their relationships. Color dynamics and interaction of color. Color and Form relationships. Aesthetic application of color.
Exercises in free hand object drawing. Introduction to free hand perspective drawing: Vanishing points, Station Point. One-point perspective drawing and two-point perspective drawing. Worms eye view and Ariel view. Rendering techniques with different media: pen and ink, markers, pastels, thinners, and paint on different types of paper including white paper and toned paper. Gradation exercises using textures, scribbling, stippling, and shading techniques. Digital rendering: exposure to image editing software.

References:
1. R.W. Gill, Manual of Rendering with Pen and Ink, Thames and Hudson, 1997.
2. J. Bairstow, R. Barber, M. Kenny, Design Modelling - Visualising Ideas in 2 Dimension and 3 Dimension, Hodder and Stoughton, 2005.
3. W. Wong, Principles of Two-Dimensional Design, John Wiley and Sons, 1972.
4. J. Itten, The Art of Colour, New York, VNR, 1973.
5. D.K Francis, Design Drawing, John Wiley and Sons, 1998.
6. J. Bowers, Introduction to Two- Dimensional Design: Understanding Form and Function, John Wiley and Sons, 1999.
7. L. Holtzschue, Understanding Colour: An Introduction for Designer, 2nd Edition, John Wiley and Sons,2002.
8. H.G Greet and R. Kostellow, Elements of Design and the Structure of Visual Relationships, Architectural Press, New York, 2002.

ID6105: DESIGN THINKING [0 3 2 4]

Introduction: Understanding of design thinking and design – around us; creates satisfaction and need; creates value; changes behavior and evolves people. Principles: Key thinkers – Roger Martin etc.; Methods & process; relationship of analytical thinking and intuitive thinking. Process: The Design Process vs. Design thinking process – Empathize, Define, Ideate, Prototype, Test – Empathy = Interviewing + Immersion; Design immersion; Design thinking cycle; Assessment & measurement of success. Key elements: Learn from people; find pattern; Design principles; make tangible; Iterate relentlessly; Systematic design thinking. Uses: Use of visual analogy; Visualization toolkit; Presentation & Compositions; Right brain thinking; Storytelling tool; Preparedness of mind & opportunity harnessing; Innovation; Mind mapping tool; Strategic opportunities; Design challenge; Design thinking in business.

References
1.   Brown Tim, *The Making of a Design Thinker,* Metropolis, 2009.
2.   Buchanan Richard, *Wicked Problems in Design Thinking*, Design Issues, vol. 8, no. 2, Spring, 1992.
3.   Cross Nigel, *Designerly Ways of Knowing*, Design Studies 3.4 (1982): 221-27, 1980.
4.   Lawson Bryan*, How Designers Think: The Design Process Demystified*, London: Architectural.
5.   McKim Robert, *Experiences in Visual Thinking,* Brooks/Cole Publishing Co., 1973.

6. Patnaik Dev, *"Forget Design Thinking and Try Hybrid Thinking"*, Fast Company, 2009.
7. Rowe G. Peter, *Design Thinking*, Cambridge: The MIT Press. ISBN 978-0-262-68067-7, 1987.
8. Simon Herbert, *The Sciences of the Artificial*, Cambridge: MIT Press, 1969*.
9. Visser W, *The cognitive artifacts of designing,* Lawrence Erlbaum Associates, 2006.

ID6101: PROJECT I [0 5 2 6]

The emphasis of the project is on individually planned design projects that involve considerations of interactions with product / communication system, wide range of requirements of different users and scope for visual, formal, and structural innovations. The project is supported by theoretical information and assignments in the complementary nature of systematic and creative thinking in the various stages of the design process and visual, structural, and functional analysis of design system. The outcome of the project will be in the form of innovative and conceptual design proposal that reflect the students understanding of the design process. These will be developed and presented in the form of appropriate and tangible design solutions including models, graphic solutions etc.

SECOND SEMESTER

ID6201: DESIGN METHODS [0 3 2 4]

Introduction to the different design methodologies in problem solving perception of the problem; broad based investigation; analytical techniques; synthesis and idea generation techniques; their development into tangible design solutions and communication of the same. Divergence: Methods of Exploring Design situations; Literature searching, interviewing users, Questionnaires, Investigating User behavior, Data Assimilation. Transformation: Methods of exploring problem structure; Interaction Matrix, System Transformation, Innovation by Boundary Shifting, Functional Innovation. Convergence: Methods of Evaluation; Checklists, Selecting Criteria, Ranking and Weighing, Specification writing. Case studies of simple product or package design projects.

Texts: 1. C.J. Jones, Design Methods- Seeds of Human Futures, Wiley–Inter science, 1989

References:
1. B. Lawson, How Designer's Think: The Design Process Demystified, Architectural Press, 1997.
2. U. T. Karl and S. D. Eppinger, Product Design and Development, 3rd Ed., Tata McGraw Hill, 2004.
3. C.H. Flurscheim Ed., Industrial Design in Engineering –a Marriage of Techniques, The Design Council, 1983.
4. D. Norman, Design of Everyday Things, Currency Books, New York, 1990.
5. J. Nielsen, Usability Engineering, Morgan Kaufmann, San Francisco, 1993.

ID6202: CULTURAL ANTHROPOLOGY [3 1 0 4]

Introduction to Anthropology, key terminologies, definitions, and concepts - characteristics of culture, society, and anthropology. Understand and analyses the historical development of anthropology, Factors that bring changes in culture - Modernization, Urbanization, and technology. Understand human relationships with its own kind and their surroundings, built and unbuilt which will help them understand and translate cultural similarities and differences. Explore ways of comparing the structures of social relationships and belief system (Vaastu Shastra) that operate in different cultural settings which includes rural, indigenous, and urban. Recognizing prominent anthropologist and their contribution to their field with study of their research work and documentation. Learning techniques and methodology to decode and conduct ethnographic studies. Overview of Ethnography, History of ethnography and its significance in Interior Design.

References:
1. Social and Cultural Anthropology the Key Concept Nigel Rapport and Joanna Overing
2. Design Anthropology: Object Culture in the 21st Century Alison J. Clarke

ID6203: CRAFT PROCESS AND DOCUMENTATION [0 3 2 4]

Introduction to crafts, key terminologies, concepts, the varied types of crafts in India, evolution of crafts, the history of these crafts, importance and need to sustain the crafts, sustainability study of the crafts, craftsmen

and their portfolio, understanding environment of craftsmen working style, social aspects. Details of materials, technique, technology, and final products. Ways and methods to record the various crafts, implementation of crafts in existing architecture and interiors. Production of craft items. Intellectual property rights of the artisans, recognition and exploitation, schemes offered by the Government for their promotion and enhancement. Exploring methods to improvise the crafts in terms of – finished, material, form and structure, construction technique, final products, change sin processes. The students must develop a module based on the design, technology, social and economical learnings of the craft.

References:
1. Jaya Jaitly, 2012, Crafts Atlas of India
2. Osian's Indian Modern & Contemporary Art & Craft: Including the Paramparik Karigar Collection of Contemporary Indian Craft
3. Ilay Cooper, 1996. Arts and Crafts of India
4. Sudha Tilak, 2019. Temple Tales: Secrets and Stories from India's Sacred Places

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PROGRAMME ELECTIVES

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ID6204: FURNITURE DESIGN AND DETAILING [0 0 0 3]

Understanding furniture categories: Exploration of the idea of furniture, role of furniture in interior design, Design approaches in furniture design. Styles of furniture: traditional, contemporary, and modern design. Furniture for different purpose; Seating Design: Different types of seating with a focus on the following – Functionality, Aesthetics, Style, Human factors, and ergonomics; Modular approach to furniture design: Soft furnishings. Meaning, Importance – relationship of furnishings with space, selection and use of furnishings. Visiting to different manufacturers to understand material and its processes.

Batch production and mass production of furniture. Technical considerations of internal subsystems of a furniture and their influence on detailing. Selection of natural, synthetic, and manmade materials and their processes for detailing furniture for manufacture. Detailing mechanisms for foldable, stackable, and collapsible considerations of the furniture. Design detailing of components vis-à-vis considerations of manufacture, maintenance, and assembly. Design Problem: Exercise oriented for designing some furniture by creative explorations, observation, and constraints along with measured drawing – plan, elevation and drawings on full scale supported by prototype making.

References:
1. Indian anthropometric dimensions for ergonomic design practice (1997), by Debkumar Chakrabarti
2. Joseph Aronson, (1961) The Encyclopedia of Furniture: Third Edition.
3. Bradley Quinn, (2006) Mid-Century Modern: Interiors, Furniture, Design Details, Conran Octopus Interiors. Edward Lucie-Smith (1985) Furniture: A Concise History (World of Art), Thames and Hudson.
4. Jim Postell, (2007) Furniture Design, Wiley publishers.
5. John.F. Pile (2005) Interior Design, 2nd edition, illustrated, H.N.Abrams.
6. Robbie. G. Blakemore, (2005) History of Interior Design and Furniture: From Ancient Egypt to Nineteenth-Century Europe, Wiley publishers
7. J. Lesko, Materials and Manufacturing Guide: Industrial Design, John Wiley and Sons Inc., 2003
8. G. Boothroyd, Product Design for Manufacture and Assembly, 2nd Edition, Marcel Dekker Inc., 2002.
9. J.W. Priest, S. M. Jose, Product Development for Manufacturing, Marcel Dekker Inc., 200

ID6205: ENVIRONMENTAL GRAPHIC DESIGN [0 0 0 4]

Comparative study of natural and artificial environments; Universal Designing approach to the built environments. Experiential issues of scale, senses, flow, space, and time. Sustainability issues; materials, construction practices, recycling. Human factors Issues; Cognitive and social engineering issues. Accessibility, Health and Safety factors - air, light & sound quality. Case studies in public, urban and rural space usage, commercial spaces, retail environments. Specifying and visualizing exhibitions, events, theme parks, commercial and living interiors and entertainment zones. Design assignments in conceptualization of environments of the future including generating specifications for user centered, sustainable and pleasurable environments using computer aided simulations and physical models along with environmental audit document.

References:

1. T. E Graedd and B. R. Allenby, Design for Environment, Prentice Hall, New Jersey, 1996.
2. G. Batter and C. McCarthy, Sustainable Ecosystem and Built Environment, Wiley, Sussex, 2001
3. D. Mackenzie, Green Design – Design for the Environment, Laurence King, Publishers, London, 1997.
4. P. Tregenza and D. Loe, The Design of Lighting, Spoon Press, London, 2004.
5. P. Knox and P. Ozoline (Ed.), Design Professionals and the Built environment- An Introduction, Wiley, Sussex, 2000.
6. B. Edwards (Ed) Green Buildings Pay, Spon Press, London, 1998.
7. J. H. Siedle, Barrier Free Design – A Manual for Building Designers and Managers, Architectural Press, Oxford, 1996.

THIRD SEMESTER

ID6301: Research Seminar [0 3 0 3]

The students (individual or group) must undergo a research project on the topic of their choice related to Design and allied fields. As an output of the course student will prepare a seminar report/ publication.

References:
1. Ching, F. D. K., 1979. Architecture: Form, Space and Order. New York: Van Nostrand Reinhold Company.
2. Neufert, E., 1970. Architect's Data. London: Crosby Lockwood and Sons.
3. Frederick, M., 2007. 101 Things I Learned in Architecture School. The MIT Press.
4. Groat, L. & Wang, D., 2002. Architectural Research Methods. New York: John Wiley publication.

ID6302: Industry/ Design Project I [0 3 2 4]

Pre-requisite: Design Project
Selection of project. Literature review, Investigation and exploratory studies of problem area including user studies to define the design brief. Ideation and visualization applying concept generation techniques. Evaluation techniques for concept selection. Documentation of the design process and conclusion of Phase I with a submission of a report and presentation of Design concepts.

ID6303: SUSTAINABLE DESIGN [3 0 2 4]

Understanding the domain of needs and values. Examine the history and development of sustainability as a social goal through 3P diagram and explore its implications for the design of built environments. Study concepts such as life-cycle analysis both in manmade systems and in nature, biomimicry, natural capitalism, cradle-to-cradle production, unfolding wholeness, and ecological design. In addition to the latest tools, techniques, and materials, you explore government programs, legislation, industry regulations and codes, green certifications, LEED, and nonprofit organizations involved with sustainability. Solve design problem in sustainability context and experience how a new window on innovation opens up. Translate your knowledge of sustainable design concepts into practical, deployable, and tangible methods. Learn to take responsibility for your work by understanding the impact that your designs have on the environment and how to control this impact. Through research of materials, systems, and manufacturing / construction methods, you explore ways to design and build in an environmentally responsible manner. Using case studies, you look at how others are creating communities, solving economic problems, and developing new solutions to design. Class involves lectures, discussions, and student presentations exploring these ideas.

References:
1. Buildings—Exploring the Sustainable Buildings of Tomorrow." Copenhagen: Sustainia Co Monday Morning, 2015. Issuu. Why Buildings Matters, Benefits of Sustainable Buildings, Planning Tools.
2. Hawken, Paul, Amory Lovings and Hunter Lovins. Natural Capitalism: Boston: Little, Brown and Company, 1992. Intro, Chapter 1
3. McDonough, William, and Michael Braungart. Cradle to Cradle: Remaking the Way We Make Things. New York: North Point, 2002. Print.
4. Story of Stuff Project "Story of Stuff (2007, OFFICIAL Version)" Online video clip. YouTube. April 22, 2009. December 09, 2016.

5. "Guidance on Life-Cycle Thinking and Its Role in Environmental Decision Making." (2014): 1-18. Building Green. Sustainable Materials Management Coalition. Web.

PROGRAMME ELECTIVES

ID6150: User Experience Design [0 0 0 3]

Gathering user data through contextual inquiry techniques. Interpreting interviews within groups, creating work models (flow, sequence, culture, physical, artifact etc.). Consolidating data across users. Building affinity diagrams. Using data in the design process. Comparison of contextual interview to other techniques such as survey research, focus groups, Rapid Assessment Procedure, task analysis. Focus will be on studying problems faced by users from rural areas, users with special needs, literacy issues etc.

References:
1. Beebe, James; Rapid Assessment Process; Rowman & Littlefield (2001)
2. Beyer, Hugh; Holtzblatt, Karen; Contextual Design: Defining Customer Centered Systems; Morgan Kaufmann (1997)
3. Hackos, JoAnn T.; Redish, Janice C.; User and Task Analysis for Interface Design; Wiley (1998)
4. Handwerker, W. Penn; Quick Ethnography; Altamira Press (2002)
5. Cooper, Alan; Reimann, Robert; About Face 2.0 the Essentials of Interaction Design; Wiley (2003)
6. D.P. Mittal (Taxman Publication), Indian Patents Law and Procedure
7. B.L. Wadera, Patents, trademarks, copyright, Designs and Geographical Judications.
8. P. Narayanan (Eastern Law House), Intellectual Property Law
9. N.S. Gopalakrishnan & T.G. Agitha, Principles of Intellectual Property (2009), Eastern Book Company, Lucknow

ID6150: Design Journalism [0 0 0 3]

To study and incorporate principal theories of Journalism in Design. Introduction to Journalism. News reporting. Different Media of Communication and their coverage. Social media coverage of design. Layout Designing. The course will develop the skill of design purpose, philosophy amongst students, with sensitization to journalism vocabulary.

Reference:
1. Mass Communication: A Critical analysis, Keval J Kumar
2. Professional Journalism, M V Kamat
3. Theory and Practice of Journalism, B N Ahuja
4. Professional Journalist, John Hohenberg
5. Understanding Media, Marshall McLuhan
6. Journalism in India, Nadig Krishnamurthy, Mysore University Press

ID 6151: Intellectual Property Right [0 0 0 3]

Understanding and overview of the IPR Regime, patent trips, Trademarks, Copyrights, Related rights, the role and liabilities of IPRs in India, Geographical indication of goods, traditional knowledge, Industrial design, trade secrets, enforcement of IPR

References:
1. Journal of Intellectual Property Rights 2007 and 2009
2. OECD Report on Patents and Economic Performance
3. IPR & Technology Bulletin (www.psa.co.za)
4. Protecting Your Intellectual Property from Competitors (www.progressmedia.ca)
5. Patentability of Software in India - (Lex Orbis) 20. http://www.unesco.org/new/en/unesco/

ID6401: INDUSTRY/ DESIGN PROJECT [0 20 0 20]

Phase II of the project involves concept refinement, detailing of the final design proposal including making of final models / prototypes in appropriate format / medium that best communicate the design.
The final design is presented with suitable documentation of the complete process with conclusions and an executive summary in the form of a report that includes the complete project process, concepts and final design proposal including making of final models / prototypes in appropriate format / medium that best communicate the design.

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