L	T	P	C
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Course Code	DPR120
Course Title	Design Process

Course Learning Outcomes (CLO):
At the end of the course student will:
1. Understand the methodologies used in Design problem solving.
2. Be able to understand and apply Design Opportunity Mapping as an important aspect of Problem Solving.
3. Understand the critical and significant steps and stages of the process of arriving at a solution after rigorous analysis and synthesis of the date collected

Syllabus: **Teaching hours**:90

1. **Opportunity Mapping:**
   Reflecting on personal experiences in everyday life where a difficulty is perceived; identification of a problem & an opportunity to improve the situation as a designer.
2. **Study if User Environments:**
   Understanding User Environments where the problems are perceived; study of a several users to understand commonalities, distinct situations, behavioral, cultural, material indicators, contributing to the context.
   Introduction of various methods to understand the above-observation study, qualitative dialogue, questionnaire's, group discussions etc.
3. **Study of Object- Image Space:**
   Understanding the device, image system, service in question its construction, its function, its semantic value, embedded technology etc.
4. **Detailed Brief & Parameter Mapping:**
   Articulation of Detailed brief to evaluate solutions
5. **Rapid Ideations:**
   Brain Storming Ideas, solutions, concepts, new ways of doing thing
6. **Final Solution & Prototyping:**
   Evaluation of solutions against parameters, selection of one idea fulfilling criteria, mock-up making, prototyping testing

Suggested Readings:
1. ***The India Report,*** *Charles & Ray Eames*, National Institute of Design Publications, 1958
2. ***Design & Environment****. Primer, H Kumar Vyas*, National Institute of Design Publications, 1952
3. ***Design The Indian Context****, H Kumar Vyas***,** National Institute of Design Publications
4. ***Design The International Movement with Indian Parallel,*** *H Kumar Vyas*, CEPT University Publications, 2011
5. ***Thinking Design,*** *S Balaram, Sage Publications, 2011*
6. ***Design Your Life:*** *The pleasures and perils of Everyday Things, Julia Lupton, St Martin's Press, 12- May -2009*
7. ***The language of Things:*** *Understanding the world of Desirable Objects, Deyan Sudjic, W.W. Norton, 01 June 2009*
8. ***Evocative Objects:*** *Things we think with Sherry Turkle, MIT Press 2007*
9. ***Emotional Design:*** *Why we love for (or Hate)Everyday Things, Donald A. Norman, Basic Books, 2004*
10. ***The Design of Everyday Things,*** *Donald A Norman, Basic Books, 2001*

w.e.f. Academic year _2019 and onwards
Key: L= Lecture, T= Tutorial, P= Practical, C= Credit