NIRMA UNIVERSITY
INDUSTRIAL DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester V

L	T	P	C
1		1.5	2

Course Code	**IDSL 311**
Course Title	**Psychology I (Cognition & Communication)**

Course Learning Outcomes (CLO):

At the end of the course the students will:

1. Examine the basic methods of cognitive research and apply them in User research
2. Analyze human perception and responses to objects and object environments based on demographic and ethnographic factors
3. Understand human actions that are driven by cognitive functions and influenced by biological factors

Syllabus: **Total Teaching hours: 37.5**

Unit 1: Introduction to Cognitive Psychology   **Teaching hours: 09**

1.1 Introduction to the functions of the human brain
1.2 Human Intelligence and Biological memory
1.3 Universal (archetypal) emotions and emotional responses shaped by our biology
1.4 Sense and Perception
1.5 The creative and the analytical mind

Unit 2: Cognitive Processing: Visceral, behavioral and reflective   **Teaching hours: 09**

2.1 Perception and Communication shaped by demographic and ethnographic factors
2.2 Case Studies to demonstrate emotional responses to Objects and Object Environments in different cultural contexts
2.3 Empathy

Unit 3: User Research   **Teaching hours: 19.5**

Study of Perception and Behavioral Impact on a selected group of persons with respect to:

    3.1 Products
    3.2 Public spaces
    3.3 Image systems
    3.4 Services
    3.5 App based services

Suggested Readings:

1. *The Design of Everyday Things* by Don Norman, Publisher: Basic Books; 2nd Edition, 2013
2. *Lateral Thinking: A Textbook of Creativity* by Edward de Bono, Publisher: Penguin UK, 2016
3. *The Social Animal,* by Elliot Aronson, Publisher: Worth Publishers, 2011
4. *Sensation and Perception,* by Jon Harris, Publisher SAGE Publications Ltd., 2014
5. *Art of Thinking Clearly,* by Rolf Dobelli, Published by Hodder and Stoughton; 2013
6. *Thinking Fast and Slow,* by Daniel Kahneman, Published by Farrar, Straus and Giroux, 2011