

NIRMA UNIVERSITY
Industrial Design Programme
Bachelor of Design, Department of Design
Year II, Semester III

L	T	P	C
		7.5	5

Course Code	DPR 216
Course Title	Design Project 1: Simple Product Design
Credits	5
Teaching hours:	112.5 hours

Course Learning Outcomes (CLO):

At the end of the course the student will be able to:

1. Design a simple product
2. Create a User-centered design based on User research
3. Prototype and test the product
4. Incorporate feedback received from Users and after Material testing

Syllabus:

- Introduction to Product Design
- Introduction to Product Design Process
- Product Analysis of selected product
- Study of existing product with reference to User needs & environment of Use
- Identification of issues with the existing product and stating new requirements to improve the product
- Design Concept Development and Iterations
- Final design Concept and presentation with details of manufacturing
- Final design prototype in 1:1 scale and User feedback

The inputs would be through lectures and presentations on:

- Industrial Design- an overview
- Presentation on Product design process
- Case study of known industrial designers and simple products

Suggested Reading:

1. *As little design as possible*, Dieter Rams
2. *Design for the real world*, Victor Papanek
3. *Design and environment*, H. Kumar Vyas
4. *Design: The Indian Context*, H. Kumar Vyas

w.e.f. Academic year 2018 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit