NIRMA UNIVERSITY

Institute:	**Institute of Design**
Name of Programme:	**B Des (Communication Design)**
Semester:	**VII**
Course Code:	**CDSL415E**
Course Title:	**Understanding Public Communication Systems**
Course Type:	**Departmental Elective**
Year of introduction:	**2023**

L	T	Practical component				C
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Course Learning Outcomes (CLO):

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

1. Understand social development and change, and cite key examples of transformatory public communication systems and identify the key components, which makes them impactful. (BL1,BL2)

2. Analyze a current social challenge using design research methods and identify components that require the attention of communication design. (BL4)

3. Design an impactful public communication system in response to a current social challenge. (BL5)

Syllabus: **Total Teaching hours: 82.5**

Unit	Syllabus	Teaching hours
Unit-I	1.1 Introduction to social development and social change 1.2 Case studies of public campaigns in areas such as health, gender empowerment, education, sanitation, environment etc.	10 hours
Unit-II	2.1 Contemporary social challenges 2.2 Design research methods for investigating social challenges 2.3 Systems thinking tools for identifying root causes and opportunities for communication design interventions.	20 hours
Unit-III	3.1 Develop a public communication campaign plan to address root causes of identified social challenge 3.2 Protyping and field-testing with actual audience 3.3 Impact assessment	52.5 hours

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Self-Study:	NA
Suggested Readings/ References:	1. Heller, Cheryl. (2018): The Intergalactic Design Guide: Harnessing the Creative Potential of Social Design. Washington D.C.: Island Press.
	2. Escobar, Arturo. (2018). Design for the Pluriverse - Radical Interdependence, Autonomy, and the Making of Worlds. Durham: Duke University Press.
	3. Ideo. (2015): The Field Guide to Human Centered Design. San Francisco: Ideo. Available at: https://d1r3w4d5z5a88i.cloudfront.net/assets/guide/Field%20Guide%20to%20Human-Centered%20Design_IDEOorg_English-0f60d33bce6b870e7d80f9cc1642c8e7.pdf
	4. Kimbell, Lucy. (2015). The Service Innovation Handbook-Action-oriented Creative Thinking Toolkit for Service Organizations. London: Lawrence King Publishing.
	5. The DIY Toolkit. Available from: https://www.nesta.org.uk/toolkit/diy-toolkit/
Suggested List of Experiments:	NA
Suggested Case List:	NA

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