

## NIRMA UNIVERSITY

<b>Institute:</b>	<b>INSTITUTE OF DESIGN</b>
<b>Name of Programme:</b>	<b>BACHELOR OF DESIGN</b>
<b>Course Code:</b>	
<b>Course Title:</b>	<b>Introduction to Design Process</b>
<b>Course Type:</b>	( <input checked="" type="checkbox"/> <b>Core</b> / <input type="checkbox"/> Value Added Course/ <input type="checkbox"/> Departmental Elective/ <input type="checkbox"/> Institute Elective/ <input type="checkbox"/> University Elective/ <input type="checkbox"/> (Open Elective <input type="checkbox"/> Any other)
<b>Year of introduction:</b>	<b>Academic Year 2024-25</b>

### Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
1			4			3

### Course Learning Outcomes (CLOs)

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

1. Understand basic components of design process and apply it to real life situations  
BL2, BL3
2. Conduct user research on an assigned problem in order to identify opportunities for design interventions  
BL4, BL5
3. Apply methods and processes for creative ideation  
BL2, BL3, BL6
4. Generate multiple solutions to address varied dimensions of a design problem  
BL5, BL6
5. Build and test solutions through prototyping  
BL4, BL5, BL6

### Contents:

**Total Teaching hours: 75**

Units	Contents	Teaching hours
<b>Unit 1</b>	Introduction to the process of solving problems The process of designing Stages of the design process Thinking like a designer	10
<b>Unit 2</b>	Analysing the design process through case studies Introduction to design research methods to understand user environments Material, behavioral and cultural contexts Critical thinking and synthesis to identify opportunities for design intervention Developing the design brief	20
<b>Unit 3</b>	Tools for Rapid Ideation Brain storming, mind mapping	20
<b>Unit 4</b>	Final Solution & Prototyping Evaluation of solutions against parameters, selection of one idea fulfilling criteria, mock-up making, field testing with users	20

Unit 5	Documentation of the design process	5
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<b>Self Study</b>	
<b>Suggested Readings/References</b>	<ol style="list-style-type: none"> <li>1. Curedale, Robert. <i>Design Methods 1: 200 Ways to Apply Design Thinking</i>. USA: Design Community College Inc. 2012</li> <li>2. IDEO. <i>The Field Guide to Human-Centered Design</i>. Canada:IDEO. 2015</li> <li>3. Lewrick, Michael, Patrick Link, Larry Leifer. <i>The Design Thinking Toolbox: A Guide to Mastering the Most Popular and Valuable Innovation Methods</i>. New Jersey: Wiley. 2020</li> <li>4. LUMA Institute. <i>Innovating for People: Human-Centered Design Planning Cards</i>. USA: Luma Institute. 2012</li> <li>5. Stolterman, Erik and Harold G. Nelson. <i>The Design Way: International Change in an Unpredictable worlds</i>. Cambridge: MIT Press. 2014.</li> </ol> <p><u>Viewing list</u>  Films of Charles and Ray Eames  <a href="https://www.youtube.com/playlist?list=PLcmaziH9sW6NRTSPmGWhZHg4rOqyDaq-e">https://www.youtube.com/playlist?list=PLcmaziH9sW6NRTSPmGWhZHg4rOqyDaq-e</a></p> <p>Abstract: The Art of Design  <a href="https://www.youtube.com/playlist?list=PLuctemCzX-m4svPpBctWUp0oG__Lhglq9">https://www.youtube.com/playlist?list=PLuctemCzX-m4svPpBctWUp0oG__Lhglq9</a></p> <p>Thinking About Tomorrow  <a href="https://vimeo.com/86338190">https://vimeo.com/86338190</a></p> <p>Extreme by Design  <a href="https://www.youtube.com/watch?v=WOB4lep3TRw">https://www.youtube.com/watch?v=WOB4lep3TRw</a></p> <p>TED Talks  Doug Dietz: The Design Thinking Journey-Using Empathy to Turn Tragedy into Triumph</p> <p>Kelly Anderson: Design to Change Reality</p> <p>Paola Antonelli: Design and the Elastic Mind</p>
<b>Suggested Case List</b>	<p><b>Designit</b>  <a href="https://www.designit.com/work/jrg-healthcare">https://www.designit.com/work/jrg-healthcare</a>  <a href="https://www.designit.com/work/reachout">https://www.designit.com/work/reachout</a></p> <p><b>FinalMile</b>  <a href="https://www.thefinalmile.com/adolescent-girls-and-young-women">https://www.thefinalmile.com/adolescent-girls-and-young-women</a>  <a href="https://www.thefinalmile.com/railway-safety">https://www.thefinalmile.com/railway-safety</a></p> <p><b>Ideo</b>  <a href="https://www.ideo.com/case-study/designing-waste-out-of-the-food-system">https://www.ideo.com/case-study/designing-waste-out-of-the-food-system</a>  <a href="https://www.ideo.com/case-study/a-new-way-to-vote-for-the-people-of-los-angeles">https://www.ideo.com/case-study/a-new-way-to-vote-for-the-people-of-los-angeles</a></p> <p><b>Good Business Lab</b></p>

	<a href="https://www.goodbusinesslab.org/projects/incentivizing-take-up-and-usage-of-spectacles-in-the-workplace">https://www.goodbusinesslab.org/projects/incentivizing-take-up-and-usage-of-spectacles-in-the-workplace</a> <b>Bandhu</b> <a href="https://www.bandhu.work/">https://www.bandhu.work/</a> <b>Frog</b> <a href="https://www.frog.co/work/understanding-animals-through-technology-companion">https://www.frog.co/work/understanding-animals-through-technology-companion</a> <a href="https://www.frog.co/work/a-biopharmaceutical-company-that-puts-the-patient-first">https://www.frog.co/work/a-biopharmaceutical-company-that-puts-the-patient-first</a>
<b>Suggested field visits</b>	Gandhi Ashram Sunday Market Akshaya Patra Visit to a Design Studio in Ahmedabad

w.e.f. Academic Year 2024-25 and onwards