Institute:	**INSTITUTE OF DESIGN**
Name of Programme:	**BACHELOR OF DESIGN**
Course Code:	
Course Title:	**Twentieth Century Design**
Course Type:	(■ **Core**/ ☐ Value Added Course/ ☐ Departmental Elective/ Institute Elective/ ☐ University Elective/ ☐ (Open Elective Any other)
Year of introduction:	**Academic Year 2024-25**

Credit Scheme

L	T	Practical component				C
		LPW	PW	W	S	
2	**1**					**3**

Course Learning Outcomes (CLOs)

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

1. Understand the multiple contexts of design as it has evolved in the twentieth century and into the twenty-first century and the ways in which the discipline has been an agent and mirror of change.
   BL2
2. Articulate their understanding of key global design movements and influential designers of the twentieth century in their social and political contexts.
   BL2, BL4
3. Articulate their understanding of how global design ideas made an impact in India
   BL2, BL4

Contents: **Total Teaching hours: 45**

Units	Contents	Teaching hours
Unit 1	**Design and Modernity: 1900-1945** Modernism, Modernization, Modernity Modern design Bauhaus, Ulm and their global impact Design Movements and Designers 1900-1945	9
Unit 2	**Design in India: 1900-1945** Modernism and the Princely States Print cultures Swadeshi Movement and design for industry Design in the Gandhian Movement	6
Unit 3	**Design and Post-Modernity, 1945-1990** Technology, Commerce and Consumerism Design Manifestos and Design for the Real World Post-modernism and Design Design Movements and Designers 1945-1990	9
Unit 4	**Design in India: 1945-1990** Design for National Identity and early Nation-building	6

	Establishment of institutions for design education Indian brands and print cultures Advertising and the coming of television Design for development	
Unit 5	**Designing the New Century: 1990 to the present** Design in the Digital Age Sustainability and Social Responsibility Inclusion, Justice and Designs for the Pluriverse Design Movements and Designers 1990 to the present	9
Unit 6	**Design in India: 1990 to the present** Arrival of global brands digital technologies and electronic media Platform capitalism and Service Design Design in the vernacular/ design for India's diversity Design and Indian identity	6

Self Study	
Suggested Readings/ References	1. Balaram, S. *Thinking Design*. New Delhi: Sage Publications India Pvt. Ltd 2011 2. Costanza-Chock, Sasha. *Design Justice: Community-Led Practices to Build the Worlds We Need*. Cambridge: MIT Press. 2020 3. Escobar, Arturo. *Designs for the Pluriverse - Radical Interdependence, Autonomy, and the Making of Worlds*. Durham: Duke University Press. 2018 4. Julier, Guy. *Thames and Hudson Encyclopedia of 20th Century Design and Designers*. United Kingdom: Thames and Hudson. 1993 5. Kaplan, Geoff [Ed]. *After the Bauhaus, Before the Internet: A History of Graphic Design Pedagogy*. New York No Place Press 2022 6. Klein, Naomi. *No Logo*. New York: Harper Collins. 2000 7. Margolin, V. *World History of Design Vols 1 and 2*. United Kingdom: Bloomsbury Academic. 2015 8. Poulin, Richard. *Graphic Design and Architecture: A 20th Century History: A Guide to Type, Image, Symbol and Visual Storytelling in the Modern World* Massachusetts: Rockport Publishers 2012 9. Raizman, David. *History Of Modern Design: Graphic and Products Since the Industrial Revolution*. United Kingdom: Kaurence King Publishing 2016 10. Sparke, Penny. *100 Designs for A Modern World* USA: Sikra Rozzoli Publications. 2016 11. Sparke, Penny. *Introduction To Design and Culture: 1900 to the Present*. United Kingdom Routledge Taylor and Francis Group 2013 12. Vyas, H. K. *Design, the Indian Context: Learning the Historical Rationale of the Indian Design Idiom*. Ahmedabad: National Institute of Design.2000

	13. Woodham, Jonathan M. *Twentieth-Century Design* Oxford: Oxford University Press. 1997
	<u>Viewing list</u> India's greatest architect Charles Correa https://www.youtube.com/watch?v=l-RHDPoOsps Mega Factories - IKEA https://dragontv.ssis-suzhou.net/media/megafactories-ikea-documentary
Suggested Case List	
Suggested field visits	NID Archives CEPT Archives IIM Archives

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