

## NIRMA UNIVERSITY

Institute:	Institute of Design
Name of Programme:	Bachelor of Design (Product and Interaction Design Prog.)
Course Code:	2DD603CC25
Course Title:	Introduction to Psychology
Course Type:	Core
Year of introduction:	2025-26

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. Describe key concepts of cognitive and their relevance to design (BL 2)
2. Analyze human responses to designed environments across demographic and cultural contexts (BL 4)
3. Evaluate how emotions, motivation, and personality influence user behavior in product interaction (BL 5)
4. Apply psychological principles in user research to frame empathy-driven design strategies (BL 3)

### Contents

**Teaching  
Hours  
(Total 45)**

<b>Unit 1</b>	<b>Fundamentals of Cognitive Psychology:</b> <ul style="list-style-type: none"> <li>• <b>Introduction to Cognitive Psychology:</b> How the brain processes information.</li> <li>• <b>Basic Cognitive Processes:</b> How people sense, attend to, and perceive the world.</li> <li>• <b>Advanced Cognitive Processes:</b> Introduction to Memory, Decision Making, Problem Solving and Thinking</li> <li>• <b>The Creative vs. Analytical Mind:</b> Understanding problem-solving approaches.</li> <li>• <b>Universal Emotions &amp; Emotional Responses:</b> How emotions impact decision-making.</li> </ul>	<b>6</b>
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<b>Unit 2</b>	<b>Human Perception &amp; Behavior in Design:</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• <b>Visceral, Behavioral, and Reflective Processing:</b> How users react emotionally, functionally, and cognitively to products.</li> <li>• <b>Perception &amp; Communication in Different Cultures:</b> Cultural and demographic influences on design.</li> <li>• <b>Case Studies:</b> Emotional responses to objects and environments in different contexts.</li> <li>• <b>Empathy in Design:</b> Understanding user needs through psychological insights.</li> </ul>	
<b>Unit 3</b>	<b>Learning, Motivation, and Decision-Making:</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• <b>How People Learn:</b> Classical conditioning, operant conditioning, observational learning.</li> <li>• <b>Memory &amp; Forgetting:</b> How users remember (or forget) information in design.</li> <li>• <b>Decision-Making &amp; Problem Solving:</b> How people make choices in complex scenarios.</li> <li>• <b>Motivation Theories:</b> Intrinsic vs. extrinsic motivation, fundamental human drives.</li> <li>• <b>Affective Psychology &amp; Emotions:</b> How emotions influence purchasing and engagement.</li> </ul>	
<b>Unit 4</b>	<b>Personality, Social Behavior &amp; User Research:</b>	<b>8</b>
	<ul style="list-style-type: none"> <li>• <b>Theories of Personality:</b> Psychoanalytic, humanistic, and trait-based approaches.</li> <li>• <b>Personality in Design:</b> How personal traits affect user interaction.</li> <li>• <b>Psychology in User Research:</b> Understanding consumer behavior and social psychology.</li> <li>• <b>Applications in Design:</b> Using psychological research for better UX and product decisions.</li> </ul>	

### Suggested List of Practical

**15 hours**

#### Sr. Practical Work

#### No.

1. Administer the Big Five Personality Inventory (Short Form) to classmates, score responses, and interpret trait profiles.
2. Conduct a cognitive style test to classify participants as more analytical or creative.
3. Carry out a perceptual speed and accuracy test using a symbol-matching activity and timed scoring.
4. Perform a memory span test (digit-span or word-span recall) and compare results.
5. Conduct a decision-making and risk-taking assessment using a structured questionnaire or choice task.



6. Administer an intrinsic vs. extrinsic motivation scale and score the results.
7. Carry out a short Emotional Intelligence (EI) test and calculate scores for empathy and emotional regulation.
8. Conduct an adaptive behavior assessment using problem scenarios and a scoring rubric.

### Self Study:

### Suggested Readings/References:

Books:	
1.	Baron, R. (2006). <i>Psychology</i> (5th Edition). Pearson.
2.	Norman, D. (2013). <i>The Design of Everyday Things</i> (2nd Edition). Basic Books.
3.	Eysenck, M. W. & Keane, M. T. (2020). <i>Cognitive Psychology: A Student's Handbook</i> (8th Edition). Psychology Press.
4.	Kahneman, D. (2011). <i>Thinking, Fast and Slow</i> . Farrar, Straus, and Giroux.
5.	Kensinger, E. (2023). <i>Why we forget and how to remember better: The science behind memory</i> . Oxford University Press.
6.	Sharan, A. K. (1999). <i>Consumer psychology</i> . Rajat Publications.
7.	Penner, L. A. (1978). <i>Social psychology: A contemporary approach</i> . Oxford University Press.
8.	Dalal, A. K. (2002). <i>New directions in Indian psychology (Vol. 1: Social psychology)</i> . Sage Publications India Pvt. Ltd.
Online Resources:	
1.	MIT OpenCourseWare – Introduction to Cognitive Psychology & Human Behavior.
2.	Khan Academy – Introduction to Psychology – Perception, memory, and cognitive biases.
3.	NPTEL – Cognitive Psychology for Designers – Lecture series on decision-making, motivation, and learning.
4.	TED Talks on Behavioral Economics & Human-Centered Design – Insights from leading psychologists and designers.
5.	Coursera – Introduction to Psychology (Yale, Prof. Paul Bloom) – perception, cognition, emotion, development, and social psychology.
6.	EdX – The Science of Everyday Thinking (University of Queensland) – decision-making, biases, and perception.