

NIRMA UNIVERSITY

Institute:	INSTITUTE OF DESIGN
Name of Programme:	BACHELOR OF DESIGN
Course Code:	3DD106MC26
Course Title:	Basics of Digital Design
Course Type:	<input checked="" type="checkbox"/> Core/ <input type="checkbox"/> Value Added Course/ <input type="checkbox"/> Departmental Elective/ Institute Elective/ <input type="checkbox"/> University Elective/ Open Elective <input type="checkbox"/> Any other
Year of introduction:	Academic Year 2026-27

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Course Learning Outcomes (CLO):

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

1. Apply professional design workflows for web-based communication design projects. **BL3**
2. Design layouts for various screen sizes, resolutions. **BL4**
3. Determine user interface and user experience design for enhanced communication. **BL5**
4. Translate conceptual ideas into refined design solutions. **BL6**

Contents:

Total Teaching hours: 120 Hrs

Units	Content	Teaching hours
Unit 1	Web-based Design Contexts & Workflows <ul style="list-style-type: none"> • Introduction to digital media • Digital design in communication practice • Workflows, file formats, and asset management • Introduction to multi-platform design thinking • Visual principles for screens • Introduction to software 	24 Hrs.
Unit 2	Research and Ideation <ul style="list-style-type: none"> • Study of existing similar products • Identification of Target user group/s • Preparation of Design Brief • Basic Design Strategy • Building a basic/primary digital wireframe • Accessibility & ethics basics 	24 Hrs.



Unit 3	User Interface: Layout Systems & Visual Structures <ul style="list-style-type: none"> • Typography, Grid systems and colour for digital design; Visual Hierarchies • Modular and flexible layouts • Responsive layouts • Components, design systems and style guides • Designing for different platforms 	24 Hrs.
Unit 4	Applied Digital Design Studio <ul style="list-style-type: none"> • Prototype development for digital media • Digital Content development: Pictures, Illustrations, Graphics, Text • Digital presentation, user testing and refinement • Documentation and Style Guidelines and specification 	48 Hrs.

Self-Study	
Suggested Readings/References	<p>Books</p> <ol style="list-style-type: none"> 1. Gerstner, K. (2019). <i>Designing programmes</i>. Lars Müller Publishers. 2. McCandless, D. (2014). <i>Information is beautiful</i>, HarperCollins. 3. Stone, T. L. (2010). <i>Managing the design process: Concept development</i>, Rockport Publishers. 4. Dabner, D., Stewart, S., & Vickress, A. (2017). <i>Graphic design school</i> (5th ed.). Thames & Hudson. <p>Online Resources</p> <ol style="list-style-type: none"> 1. Canva Design School. <i>Design fundamentals & digital layouts</i>, https://www.canva.com/learn/ 2. Interaction Design Foundation. <i>Typography, colour, and layout for digital interfaces</i>, https://www.interaction-design.org/ 3. Google. <i>Material Design guidelines</i>, https://material.io/design 4. World Wide Web Consortium. <i>Web Content Accessibility Guidelines (WCAG)</i>, https://www.w3.org/WAI/standards-guidelines/wcag/ 5. Adobe. <i>Design fundamentals & digital workflows</i>, https://helpx.adobe.com/learn 6. Smashing Magazine. Digital design, typography, and UI layouts. https://www.smashingmagazine.com/
Suggested field visits	NA