

# Program Academic Structure 2022-23

## M.Des UX Design



**AJEENKYA**  
D Y PATIL UNIVERSITY

THE INNOVATION  
UNIVERSITY



## Section 1: Program Overview

### Reputation

<b>1</b>	<p><b>Market Need</b> (Brief note highlighting necessity of the program looking at current market situation.)</p> <p>This is a two-year full-time degree program. This program solely focuses on practical training. UX design tools and techniques along with intensive hands-on training will be taught in the program Industry-led curriculum and application-based structure of the course ensures the employability of graduates.</p> <p>Highlights for this program include project-based learning, exposure to live projects, personality development training and placement assistance, scheduled guest - lectures for discussion and understanding of the latest trends in the industry.</p>
<b>2</b>	<p><b>Industry Demand</b> - Entry Level positions in startup ecosystems, as well as MNCs. Close collaborations with the ever-booming tech industry.</p> <p>Students with a M.Des graduation in UX Design will get to choose between job profiles such as being an Information Architect, Interaction Designer, Visual Designer, Design Manager, Usability Analyst, and an Automotive UX Designer.</p> <p>Certain design concepts and fundamentals of design that will be covered in the course will ensure the students can even branch out to allied design fields.</p>
<b>3</b>	<p><b>Target Industries</b> – Startups and companies that deal with fintech, edtech, social media, e-commerce, and the software development industry.</p>
<b>4</b>	<p><b>Expected occupation at the entry level after completion of course:</b></p> <ul style="list-style-type: none"><li>• Information Architect</li><li>• Interaction Designer</li></ul>



## Proposed Academic Structure, 2022-23

	<ul style="list-style-type: none"><li>• Visual Designer</li><li>• Design Manager</li><li>• Usability Analyst</li><li>• Automotive UX Designer</li></ul>
<b>5</b>	<b>Areas Of Research</b>  Analytics  Ethnography  HCI Research  Usability Testing  User Research
<b>6</b>	<b>Name of the probable higher degree programs which student can enroll after program completion:</b>  PhDs.
<b>8</b>	<b>Competitive programs at other universities in India:</b>  Masters in Design
<b>8.1</b>	<b>No of institutes/universities offering similar program:</b>  10+
<b>8.2</b>	<b>2 to 3 leading institutes offering same program:</b>  <ol style="list-style-type: none"><li>1. National Institute of Design</li><li>2. IDC, IIT Bombay</li><li>3. MIT Institute of Design</li></ol>
<b>8.3</b>	<b>Annual Fees (Rs. In lakhs) – Rs. 5,00,000/-</b>



## Proposed Academic Structure, 2022-23

### Revenue

1.	Proposed student strength & expected number of admissions in first year 20
2.	Proposed Annual fees (Rs. In lakhs) Rs. 5,00,000/-

### Resources

Sr. No.	Infrastructure requirement	Year 1	Year 2	Year 3	Year 4
1.	No. of Classrooms	1	1	1	1
2.	No. of Laboratory	0	0	0	1
3.	Area (sq. ft.)	1200	1200	1200	1200
4.	Computer hardware required (No.s)	0	0	0	0
5.	Software required (Rs. In lakhs)	0	0	0	0
6.	Any other specified equipments required (Details)	-	-	-	-
7.	Faculty requirement (No.s)	-	-	-	-
8.	Any other Infrastructure requirement (Details)	-	-	-	-



## Proposed Academic Structure, 2022-23

### Section 2: Program General Information

Name	UX Design
Level	Masters in Design

### Section 3: Program Educational Objectives

Broad goals that address institutional and program mission statements and are responsive to the expressed interests of various groups of program stakeholders.

1. To provide young professionals with a core understanding of the fundamentals of design and basics of allied design fields.
2. To enable students to build professional capacity as specialized designers in their subject domain to serve industry & society.
3. To develop technical and cognitive skills specifically needed for UX Design, through engaging assignments and activities.
4. To build entrepreneurship ability to work individually and work with teams.
5. To foster an understanding and awareness of professional responsibilities towards nature and environmental contexts and sustainable development.



### Section 4: Program Outcome

1. Ability to identify and empathize with differences among audiences/users for design, and an understanding of how audience/user values and behaviors are reflected in the design of communications, products, environments, and services.
2. Functional knowledge of how the design of communication, products, environments, systems, and services both reflects and shapes various aspects of the context or field in which they are produced. Understanding human -computer interaction by knowing technologies and user compatibility.
3. Understanding of design process, including abilities to consider probable or potential future conditions, think divergently in the generation of multiple solutions, and use design principles and elements of the design process to converge on ideas and results that are effective in realizing project purposes.
4. For students emphasizing design scholarship, the ability to use overview knowledge of design practice, history, theory, criticism, and technology and the tools and techniques of research, scholarship, and communication in the production of scholarly analytical work about design.
5. Technical skills, perceptual development, and understanding of design and other principles of visual organization sufficient to achieve basic visual communication using one or more media associated with design.
6. Basic ability to demonstrate how relationships among design principles and the material qualities of objects are incorporated into the production of design work, and how they contribute in terms of use and interpretation.
7. Understanding of the various levels at which design problems can be formulated and addressed, and the ability to discern observable or potential consequences of specific design action in large, complex systems.
8. Awareness of the critical perspectives in the evaluation of design, including the history of ideas about the role of design in culture and of ideas informing design practice over time.



## Section 5: Program Specific Outcomes

The program must then formulate a set of program outcomes (knowledge, skills, and attitudes the program graduates should have) that directly address the educational objectives and encompass certain specified outcomes.

1. Ability to identify and empathize with consumer needs through understanding of values, cultures, behavioral norms, social patterns, demographics, trends and future scenarios. Empower students with user research expertise who will eventually emerge as UX researchers equipped with a variety of primary and secondary methods of data collection.
2. Inculcate good analytical, thinking to analyze the unstructured data using different types of qualitative and quantitative analysis and present it in form of persona mapping, empathy mapping, customer journey mapping, brainstorming, preparing information architecture & task flows leading to data driven design.
3. To equip the student with design thinking tools like brainstorming mind mapping to generate creative ideas with feasible technologies in design field and will acquire practical expertise in the field of problem solving leading to innovation.
4. To create a working prototype of ideas using relevant design software of adobe cc and Figma and techniques such as wire framing, user interface designing, and demonstrating/ presenting a pitch to a mass.
5. To test the usability of the prototype using A/B testing, card sorting, eye tracking and record its results for further improvements. To create a report to compile the entire process.



## Section 6: Program Benchmarking

Details of the international standards / subject benchmark statements referred and web link for the same.

International standards / subject benchmarks statements referred	URL
Art Center, Pasadena	<a href="http://www.artcenter.edu/academics/undergraduate-degrees">http://www.artcenter.edu/academics/undergraduate-degrees</a>
Royal College of Art, London	<a href="https://www.rca.ac.uk/schools/school-of-design">https://www.rca.ac.uk/schools/school-of-design</a>
IIT IDC	<a href="http://www.idc.iitb.ac.in/academics/mobility_&amp;_vehicle_design.html">www.idc.iitb.ac.in/academics/mobility_&amp;_vehicle_design.html</a>

## Section 7: Credit Allocation

### Master of Design

Sr. No	Legend	Course Basket	Weightage (%)	Credits
1	Core Courses	CC	70	56
2	Specialization Courses With Directed Electives	DE	25	20
3	Free Electives	FE	5	4

## Credit Registration

Unless approved otherwise by the Director of the school concerned, a student will normally not be allowed to register for more than 21 credits in a term. Students must enroll for minimum 12 credits to fulfill the norm of a full-time course. 15 credits are normally offered to the students every term.



## Section 8: Program Structure

Legends		
CC: Core Course	DE : Specialization Courses With Directed Electives	FE : Free Electives

### SEM 1 - 20 Credits

Sr. No.	Course Code	Course Title	Course Type	Credits
1	UX600D	Fundamentals Of Design	CC	3
2	UX601D	Cognitive Design and Ethnography	DE	3
3	UX602D	UX Design	CC	3
4	UX603D	User Interface Design	CC	2
5	UX604D	Introduction to Design Research	DE	3
6	UX605D	Visual Design Tools & Basic Development	CC	2
7	UX606D	Fundamentals Of Information Design & Intro To 6D Process	CC	2
8	UX607D	Presentation and Communication Skills- I	FE	2



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**SEM 2 - 20 Credits**

Sr. No.	Course Code	Course Title	Course Type	Credits
1	UX608D	HCI Advance And User Experience	CC	3
2	UX616D	Design Thinking And Innovation	DE	3
3	UX610D	Multi-Device Design	CC	2
4	UX611D	Digital Experience Strategy	DE	3
5	UX612D	UX Design for Emerging Technology	CC	3
6	UX613D	Presentation and Communication Skills- II	FE	2
7	UX614D	Seminar	CC	2
8	UX615D	Design Methodologies Used By Industries And Project With 6D	CC	2

**SEM 3 - 20 Credits**

Sr. No.	Course Code	Course Title	Course Type	Credits
1	UX700D	Service Design and Enterprise UX	CC	3
2	UX701D	Human Factors in Healthcare	DE	2
3	UX702D	Customer Experience in Fintech	DE	2
4	UX703D	Data Analytics, Data Sorting, Risk Analysis & Management	DE	2
5	UX704D	Portfolio Development	DE	2
6	UX705D	UX Case Study	CC	3
7	UX706D	MDES Thesis	CC	3
8	UX707D	Industry Work/ Live Project	CC	3



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**Proposed Academic Structure, 2022-23**

<b>SEM 4 - 20 Credits</b>				
<b>Sr. No.</b>	<b>Course Code</b>	<b>Course Title</b>	<b>Course Type</b>	<b>Credits</b>
1	UX708D	Internship	CC	20



## Proposed Academic Structure, 2022-23

### Total Program Course Distribution

Course category	Credits	Courses
<b>CE:</b> Core Courses	56	15
<b>DE:</b> Specialization Courses With Directed Electives	20	8
<b>FE:</b> Free Electives	4	2

### Total Program Credit Distribution

Sr. No	Year	Semester	Credits assigned
1	FIRST	I	20
2		II	20
3	SECOND	III	20
4		IV	20
<b>TOTAL –</b>			80

### Section 9: Program Core



## Proposed Academic Structure, 2022-23

A set of courses in the program curriculum designated to address the knowledge, skills, and attitudes specified in the outcomes.

Fundamentals Of Information Design & Intro To 6D Process
Cognitive Design and Ethnography
UX Design
User Interface Design
Introduction to Design Research
Visual Design Tools & Basic Development
Fundamentals Of Information Design & Intro To 6D Process
Presentation and Communication Skills- I
HCI Advance And User Experience
Design Thinking And Innovation
Multi-Device Design
Digital Experience Strategy
UX Design for Emerging Technology
Presentation and Communication Skills- II
Seminar
Design Methodologies Used By Industries And Project With 6D
Service Design and Enterprise UX
Human Factors In Healthcare
Customer Experience in Fintech



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Sequence I	Sequence II	Sequence III
Data Analytics, Data Sorting, Risk Analysis & Management		
Portfolio Development		
UX Case Study		
MDES Thesis		
Industry Work/ Live Project		
Internship		

### Section 10: Course Sequence

Sequence of courses attaining a particular curriculum outcome or a sequence of courses attaining a particular specialization. Courses sequences could be more than 3 also. Subjects to be mentioned in a sequential manner.

#### Specialization Sequence

Design Studio 1



## Proposed Academic Structure, 2022-23

Design Studio 2
Design Studio 3
Design Studio 4
Design Studio 5
Design Studio 6
Degree Project

## Section 11: Program Evaluation Matrix

Sr. No	Courses	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Fundamentals Of Design					3	3		
2	Cognitive Design and Ethnography	3			2				2
3	UX Design	3	3	3	3	2		3	2
4	User Interface Design			1	1	3	3		
5	Introduction to Design Research	3			3				2
6	Visual Design Tools & Basic Development		3	3					



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7	Fundamentals Of Information Design & Intro To 6D Process	2	3	2	3	2	2	2	2
8	Presentation and Communication Skills- I				3	3	3		
9	HCI Advance And User Experience		3			2			
10	Design Thinking And Innovation	3		3	2				
11	Multi-Device Design	2	3	1		3	3		
12	Digital Experience Strategy	2	3	3	1				3
13	UX Design for Emerging Technology	1	3	1	1				1
14	Presentation and Communication Skills- II	1			3	3	3		
15	Seminar	2	2	2	2	3	2	2	3

Sr. No	Courses	Program Outcomes							
		1	2	3	4	5	6	7	8
16	Design Methodologies Used By Industries And Project With 6D	1	3	1	3	1	1	3	2
17	Service Design and Enterprise UX	2	2	1	1	1		3	1
18	Human Factors in Healthcare	3	3			1	1		
19	Customer Experience in Fintech	3	3			1	1		
20	Data Analytics, Data Sorting, Risk Analysis & Management	1			3				2
21	Portfolio Development				3	3	3		
22	UX Case Study	2	2	3	3	2	2	2	2
23	MDES Thesis	2	2	3	3	3	2	2	2
24	Industry Work/ Live Project	2	3	3	2	2	2	3	2
25	Internship	2	3	2	3	3	2	3	2



## Section 12: Individual Course Information

1	Course Title	Fundamentals Of Design
2	Level	
3	Credits	3
4.	Course Prerequisite	NA

### Outcome related course learning objectives:

1. To apply the fundamentals, laws and elements and principles of design.
2. To express through sketching and drawing.
3. To understand anthropometry as a fundamental of human-centered design.
4. To develop an understanding of good and bad design.
5. To present data graphically with the help of infographics.

### Course Outcomes:

1. Students will be introduced to fundamentals of design that are applicable in all design domains.
2. Students will be able to visualize and illustrate.
3. Identify the role of the field of anthropometry in design.
4. Students will be engaged in ideation processes that will help them in their creative process. Evaluate parameters that make a good or bad design.
5. Synthesize and summarize data with infographics.



## Proposed Academic Structure, 2022-23

### Syllabus Details:

#### Unit 1:

Elements and principles of design.  
Introduction to design.  
History of design.  
Basic understanding of design elements and principles.  
Design around us.

#### Unit 2:

Sketching and drawing Introduction to basics of drawing - line, points, squares, circles, triangles, 2D sketching- creating layout, shape, line & shadows, 3D sketching. Forms, cuboid, prisms, cones, sphere. Application learning with still life, real life sketching.

#### Unit 3:

Visualization techniques. Learning visualization techniques through visual identity design, metamorphism visualization techniques, brainstorming and mind mapping. Information visualization through infographics and designing brand communication. Documenting and communicating design ideas through presentations, role play and group activities. Project in design communication and visualization.

### Textbooks:

Sr. No	Name Of The Book
NA	

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	The Doodle Revolution: Unlock the Power to Think Differently	Sunni Brown	2014



**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be introduced to fundamentals of design that are applicable in all design domains.			3		2			
2	Students will be able to visualize and illustrate.			2			3		
3	Identify the role of the field of anthropometry in design.	3					3	3	2
4	Students will be engaged in ideation processes that will help them in their creative process. Evaluate parameters that make a good or bad design.			3				2	3
5	Synthesize and summarize data with infographics.				3	2			



**Proposed Academic Structure, 2022-23**

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be introduced to fundamentals of design that are applicable in all design domains.				3	
2	Students will be able to visualize and illustrate.			3	2	
3	Identify the role of the field of anthropometry in design.	3	1			
4	Students will be engaged in ideation processes that will help them in their creative process. Evaluate parameters that make a good or bad design.			3		1
5	Synthesize and summarize data with infographics.		3	1	1	

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome



## Proposed Academic Structure, 2022-23

1	Course Title	Cognitive Design and Ethnography
2	Level	
3	Credits	2
4.	Course Prerequisite	NA

### Outcome related course learning objectives:

1. Understand the concept of Cognitive Psychology, ethnography study, empathy and its role in UX Design.
2. How to prepare and plan for the user research and field study.
3. The application of Quantitative and Qualitative research.
4. The execution of a user research report, tools and techniques.
5. The ability to undertake heuristic evaluation.

### Course Outcome:

1. Discover new ways to observe and engage with the end user.
2. Discuss and outline purpose and end goal for user research.
3. Experiment with different techniques to interview stakeholders.
4. Execute and apply learned concepts into practice for ethnographic study.
5. Implement and Record observations of case studies as per heuristic evaluation principles.

### Syllabus Details:

#### Unit 1:

Cognitive psychology study, ethnography study, understanding empathy.

Introduction to cognitive psychology.

Importance of cognitive, ethnography and empathy. Relation between all three studies.

How it plays an important role in UX.



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**Unit 2:**

User research preparation and planning, field study, how ethnography and empathy plays an important factor in user research. What is user research? Its importance in UX How to plan user research. Conducting field study – contextual enquiry and ethnography.

**Textbooks:**

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
1.	Design for Cognitive Bias	David Dylan Thomas	
2	Ethnography: Step-by-Step	David M. Fetterman	

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes								
		1	2	3	4	5	6	7	8	
1	Discover new ways to observe and engage with the end user.	3							3	2



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2	Students will outline purpose and end goal for user research.	3	2	2					
3	Experiment with different techniques to interview stakeholders.	3			2			3	
4	Students will transfer learned concepts into practice for ethnographic study.	2						2	3
5	Record observations of case studies as per heuristic evaluation principles.	1			3			2	

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Discover new ways to observe and engage with the end user.	3				
2	Students will outline purpose and end goal for user research.	3				2
3	Experiment with different techniques to interview stakeholders.	3	2			



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4	Students will transfer learned concepts into practice for ethnographic study.	3	1			
5	Record observations of case studies as per heuristic evaluation principles.	3	3			

1 = Objective Addressed Slightly

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PO: Program Outcome

1	Course Title	UX Design
2	Level	
3	Credits	3
4.	Course Prerequisite	NA

**Outcome related course learning objectives:**

1. To define user experience design.



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2. To understand various stages of UX process.
3. To understand micro interactions and gamification.
4. To recognize current and future stages of the user experience industry.
5. To learn how to methodically execute a UX Design project.

### Course Outcome:

1. Students will comprehend the scope of their chosen design field.
2. Students will classify various UX activities into stages and relate it to the 6D Process.
3. Students will discover the basics of gamification as a tool of persuasion in UX design and create workable interactions between the system and the end user.
4. Students will estimate the future of UX design and the role they will play.
5. Practice aligning activities and processes as per the 6D Process.

### Syllabus Details:

#### Unit 1: Processes and Methodologies.

The recap of 6D ImaginXP UX process methodologies within 6D – task flows, information architecture, wire framing, low and high-fidelity prototyping, A/B testing.

#### Unit 2:

Micro Interactions, gamification, fundamentals of interaction design, influence of OS and platforms in interaction design.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			



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### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	the Design of Everyday Things:	Don Norman	Revised and Expanded Edition

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will comprehend the scope of their chosen design field.	2			3			2	
2	Students will classify various UX activities into stages and relate it to the 6D Process.	3	2	2	3	2	1	3	
3	Students will discover the basics of gamification as a tool of persuasion in UX design and create workable interactions between the system and the end user.	1	1	3		2		2	
4	Students will estimate the future of UX design and the role they will play.			3	2		3		
5	Practice aligning activities and processes as per the 6D Process.	2	2	2	2	2	2	2	2



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Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will comprehend the scope of their chosen design field.	3		2		
2	Students will classify various UX activities into stages and relate it to the 6D Process.	2	2	2	2	2
3	Students will discover the basics of gamification as a tool of persuasion in UX design and create workable interactions between the system and the end user.	2	2	3		
4	Students will estimate the future of UX design and the role they will play.	2	2	2	2	2
5	Practice aligning activities and processes as per the 6D Process.	2	2	2	2	2

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PO: Program Outcome



## Proposed Academic Structure, 2022-23

1	Course Title	User Interface Design
2	Level	
3	Credits	2
4.	Course Prerequisite	-

### Outcome related course learning objectives:

1. Understand the difference between types of platforms.
2. Understand principles and elements of UI design.
3. Create user interfaces that reflect a particular brand's visual identity and language.
4. Identify and define key terms related to user interfaces and user interface design and implementation.
5. Create Interfaces using principles and standard guidelines of UI Design.

### Course Outcome:

1. Learn to distinguish between various operating systems.
2. Assemble elements, components and assets on to screens to make legible, intuitive user interfaces that adhere to user interface guidelines and principles.
3. Identify visual cues and elements from a brand's existing products or design guidelines and apply them to the proposed user interface.
4. Students will be able to memorize taxonomy related to UI & UX Design.
5. Demonstrate their understanding of concepts and translate them into user interfaces.

### Syllabus Details:

#### Unit 1:

Fundamentals of UI design. What is user interface design? Difference between UX and UI design. Changing interfaces with technological advances (eg: voice based, gesture based, etc).

#### Unit 2:



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Understanding UI platforms Introduction to leading platforms – Android & IOS Difference between Android and IOS (material vs flat design), understanding UI for various devices - smart phones, tablets, kiosks, smart TV, wearables.

### Unit 3:

Understanding brand and business guidelines. UI design strategy and its relation to business.

### Unit 4:

Elements of visual design grids layouts. Iconography, imagery, typography, understanding the use of colours, assets and specifications.

## Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

## Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Basics of UI/UX Design and Fundamentals	Robert PATTINSON	2018

## Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8



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1	Learn to distinguish between various operating systems.		3					2	2
2	Assemble elements, components and assets on to screens to make legible, intuitive user interfaces that adhere to user interface guidelines and principles.					3	3		2
3	Identify visual cues and elements from a brand's existing products or design guidelines and apply them to the proposed user interface.				2	3	3	1	1
4	Students will be able to memorize taxonomy related to UI & UX Design.		3	1	2	2	2		
5	Demonstrate their understanding of concepts and translate them into user interfaces.				2	3	3	1	

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Learn to distinguish between various operating systems.			3		
2	Assemble elements, components and assets on to screens to make legible, intuitive user interfaces that adhere to			2	3	



### Proposed Academic Structure, 2022-23

	user interface guidelines and principles.					
3	Identify visual cues and elements from a brand's existing products or design guidelines and apply them to the proposed user interface.				3	
4	Students will be able to memorize taxonomy related to UI & UX Design.				3	
5	Demonstrate their understanding of concepts and translate them into user interfaces.		2		3	

1 = Objective Addressed Slightly

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3= Substantive

PO: Program Outcome

<b>1</b>	<b>Course Title</b>	<b>Introduction To Design Research</b>
<b>2</b>	<b>Level</b>	
<b>3</b>	<b>Credits</b>	<b>2</b>



## Proposed Academic Structure, 2022-23

<b>4.</b>	<b>Course Prerequisite</b>	<b>NA</b>
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### Outcome related course learning objectives:

1. Understand the importance of research – secondary and primary.
2. Understand and differentiate in different user research methodologies.
3. Demonstrate hands-on experience of tools for user research.
4. Apply research methodologies with users on a chosen problem.
5. Analyse the research data and be able to come to a valuable solution.

### Course Outcome:

1. Perform the role of a user researcher in the UX design process and conduct primary & secondary research.
2. Frame a questionnaire and prepare a strategy for user research based on the stakeholders chosen for the research.
3. Venture out of the classroom and physically observe and engage with the stakeholders and conduct research.
4. Conduct user research for competitors with the help of heuristic evaluation principles.
5. Draw inferences from the user research conducted and suggest possible solutions.

### Syllabus Details:

#### Unit 1:

Introduction to research types of research - Quantitative and Qualitative.

Methodologies of Quantitative and Qualitative Research.

How to conduct Quantitative and Qualitative Research.



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### Unit 2:

Tools and techniques of user research.

Components of a user research report.

How to create a user research report.

Introduction to Heuristic Evaluation. 10 Principles Of Heuristic Evaluation:

- Visibility of system status.
- Match between system and the real world.
- User control and freedom.
- Error prevention.
- Help users recognize, diagnose, and recover from errors.
- Consistency and standards.
- Recognition rather than recall.
- Flexibility and efficiency of use.
- Aesthetic and minimalist design.
- Help and documentation.

When to do Heuristic Evaluation. Conduct case studies of Heuristic Evaluation.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
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1.	Research Methodology: Methods and Techniques	C. R. Kothari	2004
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**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Perform the role of a user researcher in the UX design process and conduct primary & secondary research.	3			3				2
2	Frame a questionnaire and prepare a strategy for user research based on the stakeholders chosen for the research.	3			3				
3	Venture out of the classroom and physically observe and engage with the stakeholders and conduct research.	3			2				
4	Conduct user research for competitors with the help of heuristic evaluation principles.	3							
5	Draw inferences from the user research conducted and suggest possible solutions.				3				

Sr. No	Course Outcomes	Program Specific Outcomes
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**Proposed Academic Structure, 2022-23**

		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1	Perform the role of a user researcher in the UX design process and conduct primary & secondary research.	3				
2	Frame a questionnaire and prepare a strategy for user research based on the stakeholders chosen for the research.	3	1			
3	Venture out of the classroom and physically observe and engage with the stakeholders and conduct research.	3	1			
4	Conduct user research for competitors with the help of heuristic evaluation principles.	3	2			
5	Draw inferences from the user research conducted and suggest possible solutions.		3			

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

<b>1</b>	<b>Course Title</b>	<b>Visual Design Tools &amp; Basic Development</b>
<b>2</b>	<b>Level</b>	



## Proposed Academic Structure, 2022-23

3	Credits	2
4.	Course Prerequisite	NA

### Outcome related course learning objectives:

1. Understand the application of Figma tool.
2. Learn to use the Zeplin tool.
3. Use Adobe software to develop different design projects.

### Course Outcome:

1. Students will be able to create posters, logos, artworks and user interfaces, visual designs on Figma.
2. Students will be able to set up and manage screens and assets on Zeplin.
3. Students will be able to develop interactions on Figma using the animations and prototyping features.

### Syllabus Details:

- Hands on practical exposure to design tools such as Figma, Adobe XD and Zeplin.
- Basic tools of creating artworks, logos, and user interfaces on Figma.
- All effects for enhancing visual appeal.
- Multiple sessions for animations and micro interactions.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			



## Proposed Academic Structure, 2022-23

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Adobe Photoshop Elements 12 Classroom in a Book	Adobe Creative Team	2013

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to create posters, logos, artworks and user interfaces, visual designs on Figma.				3	3	2		
2	Students will be able to set up and manage screens and assets on Zeplin.				3	3	2		
3	Students will be able to develop interactions on Figma using the animations and prototyping features.		2		3	3			

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to create posters, logos, artworks and user interfaces, visual designs on Figma.				3	



**Proposed Academic Structure, 2022-23**

2	Students will be able to set up and manage screens and assets on Zeplin.				3	
3	Students will be able to develop interactions on Figma using the animations and prototyping features.				3	1

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	<b>Course Title</b>	<b>Fundamentals Of Information Design &amp; Intro To 6D Process</b>
2	<b>Level</b>	
3	<b>Credits</b>	<b>2</b>
4.	<b>Course Prerequisite</b>	

**Outcome related course learning objectives:**

1. Understand the elements of Information Design.
2. Learn how to execute a UX design project systematically.
3. Explore the various facets and modes of sharing information.
4. Learn how to design visuals for people.
5. Learn the ImaginXP 6D process and apply the same to create different digital products.



## Proposed Academic Structure, 2022-23

### Course Outcome:

1. Students will be able to review their understanding of communication design.
2. Students will be able to devise a strategy to execute a UX design project.
3. Students will be able to evaluate what mode of information sharing is suitable in which particular situation.
4. Students will be able to deploy skills accumulated in other subjects to design interfaces for concerned stakeholders.
5. Students will be able to produce a project executed with a linear, methodical process (ImaginXP's 6D process).

### Syllabus Details:

Divide the UX design process into the 6 'Ds', also known as ImaginXP's 6D process. Get to know some of the many UX workflow tools are used.

#### Discovery

- Discover the design problem and the scope of the product that needs correction through design.
- To find through *User Research* the exact definition of the design problem.
- To incorporate business goals and technology constraints in the design problem.

#### Define

- Define the design problem using mental models.
- Define the user under consideration.
- Define the context of the user.

#### Dream

- Create design differentiators that can be used as a user retention strategy.
- Enable solutions like gamification and features that create return users.



## Proposed Academic Structure, 2022-23

### Design

- Create the interaction design of the digital product
- Create efficiencies in the digital processes
- Create usefulness, effectiveness and learnability of the digital product
- Digital product to have characteristics of simplicity and remember the ability

### Develop

- Create visual designs that are clear, concise and consistent.
- Each call to action, content and screens of the digital product to be user-friendly and legible.

### Deliver

- Create design documentation for the engineers and product managers to code the digital product.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Visual Thinking for Information Design	Colin Ware	2021

### Course Evaluation Matrix:



**Proposed Academic Structure, 2022-23**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to review their understanding of communication design.				1	3	2		1
2	Students will be able to devise a strategy to execute a UX design project.	2	2	2	2	2	2	2	2
3	Students will be able to evaluate what mode of information sharing is suitable in which particular situation.				1	3	2		1
4	Students will be able to deploy skills accumulated in other subjects to design interfaces for concerned stakeholders.			1	2	3	3		
5	Students will be able to produce a project executed with a linear, methodical process (ImaginXP's 6D process).	2	2	2	2	2	2	2	2

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to review their understanding of communication design.		2	1	1	



**Proposed Academic Structure, 2022-23**

2	Students will be able to devise a strategy to execute a UX design project.	2	2	2	2	2
3	Students will be able to evaluate what mode of information sharing is suitable in which particular situation.	1	2	1	2	
4	Students will be able to deploy skills accumulated in other subjects to design interfaces for concerned stakeholders.	3	2		2	
5	Students will be able to produce a project executed with a linear, methodical process (ImaginXP's 6D process).	2	2	2	2	3

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

<b>1</b>	<b>Course Title</b>	<b>Presentation And Communication Skills 1</b>
<b>2</b>	<b>Level</b>	
<b>3</b>	<b>Credits</b>	<b>2</b>
<b>4.</b>	<b>Course Prerequisite</b>	<b>Elements of Design</b>

**Outcome related course learning objectives:**



## Proposed Academic Structure, 2022-23

1. Identify the role of presentation and communication in personal and professional scenarios.
2. Understand structure and various methods and techniques of presentation.
3. Describe and execute communication strategies for effective interpretation and expression of ideas, concepts etc.
4. Develop and deliver a well-planned presentation.

### Course Outcome:

1. Students will be able to examine themselves as communicators.
2. Students will be able to choose what style and mode of presentation best fits their project.
3. Students will be able to deliver presentations in front of an audience, take questions, and try to convey their ideas.
4. Students will be able to compose graphical presentations for their projects.

### Syllabus Details:

- Introduction to presentation methods and techniques. Communicating and presenting ideas to stakeholders. Understanding components of good presentation (reading, writing and speaking).
- Conducting and planning your presentation (reading, writing and speaking). Proper Implementation of presentation components. Design Principle for creating presentations, slides and report writing. Understanding and creative application of media Introduction to different media elements Better understanding of beginning and closure of presentation.
- Usage of media: - audio - video - imagery - content - text - animation structure of presentation report writing structure- goals, objectives, main content, conclusion. Effective usage of media into the structure.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
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## Proposed Academic Structure, 2022-23

	NA		
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### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	A Student's Guide to Presentations: Making your Presentation	Barbara Chivers, Michael Shoolbred	· 2007

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to examine themselves as communicators.	1			2	3			
2	Students will be able to choose what style and mode of presentation best fits their project.			1		3	3		
3	Students will be able to deliver presentations in front of an audience, take questions, and try to convey their ideas.	2				3			
4	Students will be able to compose graphical presentations for their projects.				3	2	3		



**Proposed Academic Structure, 2022-23**

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to examine themselves as communicators.		1	2	3	
2	Students will be able to choose what style and mode of presentation best fits their project.			1	2	
3	Students will be able to deliver presentations in front of an audience, take questions, and try to convey their ideas.			3	2	
4	Students will be able to compose graphical presentations for their projects.				3	

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2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	HCI Advance And User Experience
2	Level	
3	Credits	2
4.	Course Prerequisite	Fundamental Of Design, UX Design, UI Design



### **Outcome related course learning objectives:**

1. Understand the relation of human computer interaction and UX.
2. Analyse Human-Computer-Interaction, evolution and future trends.
3. Examine and evaluate the UX in everyday life.
4. Understand and apply the 6D process of UX design.

### **Course Outcome:**

1. Students will be able to comprehend the similarities and interrelation between UX and human-computer interaction.
2. Examine the development of a particular product or service over time and predict and depict changes that the product/service will need in the future.
3. Develop an understanding of how products and services (physical and digital) can be designed to be universally usable.
4. Students will be able to equip themselves with using the 6D process in multiple projects of varying scope.

### **Syllabus Details:**

#### **Unit 1:**

Importance of User Interface, History of Human Computer Interface, Importance of Good Design, Benefits of Good Design, Principles of User Interface Design

#### **Unit 2:**

Understanding How Users Interact With Computers, User Interface Models, Design Methodologies, Designing an Interface, Process of Interaction Design, Importance of Colors

#### **Unit 3:**

Popularity of Graphics, Characteristics of Graphical User Interface, Concepts of Direct Manipulation, Graphical System Advantages and Disadvantages, Web User Interface Characteristics and Popularity



## Proposed Academic Structure, 2022-23

### Unit 4:

Design Goals, Test for a Good Design, Screen and Web Page Meaning and Purpose, Organizing Screen Elements Clearly, Ordering of Screen Data and Content, Screen Navigation and Flow

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Human-Computer Interaction and Beyond: Advances Towards	Nirmalya Thakur, Parameshchhari B.D	2021

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to comprehend the similarities and interrelation between UX and human-computer interaction.		3						
2	Examine the development of a particular product or service over time and predict and depict changes that the product/service will need in the future.		3	2	2				1



**Proposed Academic Structure, 2022-23**

3	Develop an understanding of how products and services (physical and digital) can be designed to be universally usable.		3	1	1	3	3		
4	Students will be able to equip themselves with using the 6D process in multiple projects of varying scope.	2	2	2	2	2	2	2	2

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to comprehend the similarities and interrelation between UX and human-computer interaction.		2	3		
2	Examine the development of a particular product or service over time and predict and depict changes that the product/service will need in the future.			2		3
3	Develop an understanding of how products and services (physical and digital) can be designed to be universally usable.		3	2	2	



**Proposed Academic Structure, 2022-23**

4	Students will be able to equip themselves with the 6D process in multiple projects of varying scope.	3	2	2	2	2
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1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

<b>1</b>	<b>Course Title</b>	<b>Design Thinking &amp; innovation</b>
<b>2</b>	<b>Level</b>	
<b>3</b>	<b>Credits</b>	<b>2</b>
<b>4.</b>	<b>Course Prerequisite</b>	

**Outcome related course learning objectives:**

1. Understand design thinking 5D process, and compare it to the 6D UX design process.
2. Learn to apply different tools and techniques of design thinking.
3. Create a solution by applying the design thinking 5D process.

**Course Outcome:**

1. Students will be able to convert learnings from ImaginXP’s 6D UX design process to the design thinking 5D process through a problem-solving activity.
2. Students will be able to examine the nuances and terminologies related to design thinking.
3. Students will be able to generate solutions for ‘wicked problems’ with the help of design thinking.



## Proposed Academic Structure, 2022-23

### Syllabus Details:

#### Unit 1:

Introduction to Design Thinking and Innovation What is Design Thinking? What is the role of Innovation in Design? Examples of Design Thinking and Innovation.

#### Unit 2:

ImaginXP 5D process What is 5D process? Understanding of each stage of 5D process. Learning how to apply 5D:

- Discover: the problem at hand. Engage with end users.
- Define: the stakeholders, refine scope.
- Dream: of possible solutions.
- Design: workable prototypes.
- Dry Run: test prototypes with stakeholders.

#### Unit 3:

Tools and processes used for Design Thinking.

#### Unit 4:

Application of Design Thinking Methodologies When design thinking can be applied. Creating projects from scratch, adding new features to project, redesigning a project.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			



**Proposed Academic Structure, 2022-23**

**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
1.	Design Thinking for Innovation: Research and Practice	Walter Brenner, Falk Uebernickel	2016

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Understand design thinking 5D process, and compare it to the 6D UX design process.	3	2	1	1	1	1	2	3
2	Examine the development of a particular product or service over time and predict and depict changes that the product/service will need in the future.	3	2						3
3	Students will be able to generate solutions for 'wicked problems' with the help of design thinking.			3				2	2

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5



**Proposed Academic Structure, 2022-23**

1	Understand design thinking 5D process, and compare it to the 6D UX design process.	2	2	3	2	2
2	Examine the development of a particular product or service over time and predict and depict changes that the product/service will need in the future.	2		2		3
3	Students will be able to generate solutions for 'wicked problems' with the help of design thinking.			3		

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Digital Experience Strategy
2	Level	
3	Credits	2
4.	Course Prerequisite	

**Outcome related course learning objectives:**

1. Understand the concept of strategy and importance of UX in digital strategy.
2. Explain the fundamentals of design management.
3. Compare the relations between design and business performance.
4. Examine the interaction of design as strategic decisions.



## Proposed Academic Structure, 2022-23

5. Formulate strategy to transform businesses and provide best customer experience.

### Course Outcome:

1. Students will be able to review the larger picture and not look at their project in isolation.

2. Students will be able to understand basics of design management can be applied.

3. Students will be able to evaluate designs and projects from a business perspective.

4. Students will be able to question their design decisions through the lens of business strategy.

5. Students will be able to inculcate business strategies as part of the design process.

### Syllabus Details:

- Role of UX in digital strategy.
- Defining a digital strategy.
- Design management, budgeting for a project.
- Creating digital roadmap. What is a software development lifecycle?
- How UX design projects are executed with different software development life cycles (SDLCs).
- Mapping users need to digital strategy.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Design Thinking for Strategic Innovation	Idris Mootee	2013



**Proposed Academic Structure, 2022-23**

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to review the larger picture and not look at their project in isolation.	3	2					3	2
2	Students will be able to understand how the basics of design management can be applied.					3	3	2	
3	Students will be able to evaluate designs and projects from a business perspective.		3					3	2
4	Students will be able to question their design decisions through the lens of business strategy.		3	2				3	2
5	Students will be able to inculcate business strategies as part of the design process.		3					3	2

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to review the larger picture and not look at their project in isolation.	3	2	1	1	1



### Proposed Academic Structure, 2022-23

2	Students will be able to understand how the basics of design management can be applied.	1	2	2		
3	Students will be able to evaluate designs and projects from a business perspective.	1	2	1		
4	Students will be able to question their design decisions through the lens of business strategy.	1	2	1		
5	Students will be able to inculcate business strategies as part of the design process.	1	2	1		

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Multi-Device Design
2	Level	
3	Credits	2
4.	Course Prerequisite	

### Outcome related course learning objectives:

1. Understand the concept of multi-device design.
2. Learn to explain how UX is most important in the omnipresence industry.



## Proposed Academic Structure, 2022-23

- |  |
|--|
| 3. Understand UX design in consumer facing products and e-commerce.                          |
| 4. Develop the project by application of omnipresence and UX laws across different channels. |

### Course Outcome:

- |  |
|--|
| 1. Students will be able to outline the need of omnipresence design to be future proof.        |
| 2. Students will be able to recognize the need of UX design as a base for omnipresence design. |
| 3. Students will be able to explain the role of UX design in e-commerce.                       |
| 4. Students will be able to design good user experiences across platforms.                     |

### Syllabus Details:

#### Unit 1:

UX for multiple form factors, user touch points.

Changing user journeys – context/device switching.

Multiple user touch points – physical and digital. Synchronization of multiple devices.

#### Unit 2:

Omnipresent across web & mobile, UX in wearable devices.

Wearables. Gestures. Bite sized information, non-intrusive design.

#### Unit 3:

UX for consumer facing products. Understanding B2B, B2C.

UX in B2B and B2C.

#### Unit 4:

User Experience design in e-commerce. Understanding of e-commerce industry.

UX in e-commerce industry with examples.

Implementing design process for an e-commerce project.

### Textbooks:



**Proposed Academic Structure, 2022-23**

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
1.	Designing Multi-Device Experiences	Michal Levin	2014

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes								
		1	2	3	4	5	6	7	8	
1	Students will be able to outline the need of omnipresence design to be future proof.	2							3	
2	Students will be able to recognize the need of UX design as a base for omnipresence design.	2	3						3	
3	Students will be able to explain the role of UX design in e-commerce.	2	3			1	1		3	



**Proposed Academic Structure, 2022-23**

4	Students will be able to design good user experiences across platforms.	2				3	3		
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Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to outline the need of omnipresence design to be future proof.	1	2	3	3	
2	Students will be able to recognize the need of UX design as a base for omnipresence design.			2	3	
3	Students will be able to explain the role of UX design in e-commerce.	1	1	3	3	
4	Students will be able to design good user experiences across platforms.			2	3	

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	UX Design for Emerging Technology
2	Level	
3	Credits	3
4.	Course Prerequisite	UX Design



## Proposed Academic Structure, 2022-23

### Outcome related course learning objectives:

1. Recognize current and emerging disruptive technologies and their potential to impact social conditions, the economy, and daily life.
2. Understand and identify the vital elements that drive technological innovation.
3. Identify areas where technologies can be applied and their implications for organizational change.
4. Understand various tools of UX Design, use them to identify user pain points and opportunities.
5. Analyse technology constraints on design.
6. Develop a project that incorporates one or more emerging technology for problem solving and illustrate its impact on human behaviour and industries.

### Course Outcome:

1. Students will be able to identify UX design challenges that are a decade away.
2. Students will be able to recognize patterns in innovators.
3. Students will be able to drive innovation that impacts the weakest section of society.
4. Students will be able to discover and employ new processes that help designers.
5. Students will be able to assess the role of emerging technologies in their projects.
6. Students will be able to look at emerging technologies as interdependent variables.

### Syllabus Details:

#### Unit 1:



## Proposed Academic Structure, 2022-23

Emerging technology in UX: Augmented Reality (AR), Virtual Reality (VR), Internet of Things (IOT), Mixed Reality (MR), Artificial Intelligence (AI), Machine Learning (ML).

### Unit 2:

Future in UX.

How UX will change in future. – (Focus will change from screen interface to voice interface or no interface at all). Examples of future technologies in UX.

Various emerging platforms.

### Unit 3:

Tools of UX design for emerging technology.

Customer journey mapping to identify digital touchpoints and opportunities.

Empathy maps and User personas.

### Unit 4:

Human behavior for emerging technology. The current state of human-machine relationship.

### Unit 5:

The hype cycle, Empathy map for emerging technology. The 5 key phases of the hype cycle for emerging technologies.

Empathy mapping for new technologies.

## Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

## Reference Books:



**Proposed Academic Structure, 2022-23**

Sr. No	Name Of The book	Author	Edition/Volume
1.	Designing for Emerging Technologies	Jonathan Follett	2015

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes								
		1	2	3	4	5	6	7	8	
1	Students will be able to identify UX design challenges that are a decade away.	2							3	
2	Students will be able to recognize patterns in innovators.	3			3					
3	Students will be able to drive innovation that impacts the weakest section of society.	2		3						
4	Students will be able to discover and employ new processes that help designers.								2	3
5	Students will be able to assess the role of emerging technologies in their projects.		3			3				
6	Students will be able to look at emerging technologies as		3			3				



**Proposed Academic Structure, 2022-23**

	interdependent variables.								
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Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to identify UX design challenges that are a decade away.	2		3	1	
2	Students will be able to recognize patterns in innovators.	3	2			
3	Students will be able to drive innovation that impacts the weakest section of society.	2	2	2		
4	Students will be able to discover and employ new processes that help designers.	3	2	1		
5	Students will be able to assess the role of emerging technologies in their projects.			3		
6	Students will be able to look at emerging technologies as interdependent variables.	2	2	3		

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive



## Proposed Academic Structure, 2022-23

PO: Program Outcome

1	Course Title	Presentation and Communication Skills- II
2	Level	
3	Credits	2
4.	Course Prerequisite	

### Outcome related course learning objectives:

1. Understand how to reply to feedback and critique during jury sessions.
2. Learn the difference between literal meaning and implication.
3. Learn how to solve complex problems that help in decision making.

### Course Outcome:

1. Students will be able to explain the strengths of their project at hand.
2. Students will be able to interpret nuances of formal communication.
3. Students will be able to break down challenges and take micro-decisions in the right direction.

### Syllabus Details:

#### Unit 1: Meaning Analysis:

Breaking down arguments and claims to their basic underlying structure, determine rationality of the sentences, difference between literal meaning and implication.

#### Unit 2: Basic Sentential Logic

Basic properties of a system of logic.

Turn phrases in ordinary language into well-formed formulas, draw truth-tables for formulas, and evaluate arguments using those truth-tables.

Use rules of inference to construct elaborate proofs.



### Proposed Academic Structure, 2022-23

#### Unit 3: Strategic Reasoning & Creativity

Strategic reasoning, complex problem solving, and creative thinking, making decisions in risky and uncertain scenarios.

#### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

#### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	The Golden Book of Business Presentation Skills	Prajeet Budhale	2021

#### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to explain the strengths of their project at hand.	2			3				
2	Students will be able to interpret nuances of formal communication.				3	2	2		
3	Students will be able to break down challenges and take micro-decisions in the right direction.			1		3			



**Proposed Academic Structure, 2022-23**

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to explain the strengths of their project at hand.	3			3	
2	Students will be able to interpret nuances of formal communication.				3	
3	Students will be able to break down challenges and take micro-decisions in the right direction.		2	2	3	

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Seminar
2	Level	
3	Credits	2
4.	Course Prerequisite	

**Outcome related course learning objectives:**

1. Choose the research topic for the thesis.
2. Assemble information and research about the thesis.
3. To equip students with design training methodologies and specific industry skills that will assist them in developing portfolios and resumes for applying in industry specific roles. It will



## Proposed Academic Structure, 2022-23

allow the learners to discuss the Problem definition, need identification and literature studies in guidance with their mentor for developing a detailed research plan for thesis.

### Course Outcome:

1. Students will be able to better formulate their design problem based on their research question.
2. Students will be able to collect and scrutinize secondary research.
3. Students will be able to prepare for the internship.

### Syllabus Details:

#### Unit 1:

Approaches for Product Development  
Importance of innovation and product renewal.  
Requirements-driven perspective on design.  
Product development processes and design methodology.  
Requirements specifications – guidelines and methods.

#### Unit 2:

Critical Analysis and Decision-making.  
Function analysis – definitions and methods.  
Idea generation – methods and representations.  
Synthesis of product concepts – methods and mindsets.  
Evaluation and decision-making – methods and mindsets.  
Refinement of product concepts.  
Discussion of potential benefits and drawbacks of design methodology in practical use.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
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**Proposed Academic Structure, 2022-23**

	<b>NA</b>		
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**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
	<b>NA</b>		

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to better formulate their design problem based on their research questions.	3			2				
2	Students will be able to collect and scrutinize secondary research.				3	1			
3	Students will be able to prepare for the internship.					2	1	3	

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to better formulate their design problem based	3	2	2		



### Proposed Academic Structure, 2022-23

	on their research questions.					
2	Students will be able to collect and scrutinize secondary research.	2	3			3
3	Students will be able to prepare for the internship.	2	2	2	2	3

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

<b>1</b>	<b>Course Title</b>	<b>Design Methodologies Used By Industries And Project With 6D</b>
<b>2</b>	<b>Level</b>	
<b>3</b>	<b>Credits</b>	<b>1</b>

### Outcome related course learning objectives:

1. Understand the importance of innovation in respect of developing different design solutions.
2. Learn the product development processes by following different guidelines and methods.
3. Analyse the different ideas and refine the concepts to create products.
4. Understand potential benefits and drawbacks of design methodology in practical use.

### Course Outcome:

1. Students will be able to outline how innovative their designs and proposals are.
2. Students will be able to demonstrate their understanding of software development lifecycles.
3. Students will be able modify their projects as per industry standards.
4. Students will be able to choose what SDLC to apply to what scale of project.



**Proposed Academic Structure, 2022-23**

**Syllabus Details:**

Industry relevant case studies.

**Textbooks:**

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
1.	The Future of Design Methodology	Herbert Birkhofer	2011

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to outline how innovative their designs and proposals are.			3		2	1		
2	Students will be able to demonstrate their understanding of software development lifecycles.			3	2			2	



**Proposed Academic Structure, 2022-23**

3	Students will be able to modify their projects as per industry standards.							3	
4	Students will be able to choose what SDLC to apply to what scale of project.	2						3	

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to outline how innovative their designs and proposals are.	3	2	2		
2	Students will be able to demonstrate their understanding of software development lifecycles.	2	2	2	2	2
3	Students will be able to modify their projects as per industry standards.			2	3	3
4	Students will be able to choose what SDLC to apply to what scale of project.				3	3

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome



## Proposed Academic Structure, 2022-23

<b>1</b>	<b>Course Title</b>	<b>Service Design and Enterprise UX</b>
<b>2</b>	<b>Level</b>	
<b>3</b>	<b>Credits</b>	<b>3</b>

### Outcome related course learning objectives:

1. Understand pillars of service design.
2. Learn service design blueprint as a tool.
3. Understand the role of technology in enhancing UX.
4. Analyze limitations and different parameters of technology in UX.
5. Study service design case studies.

### Course Outcome:

1. Students will be able to discover the applications of service design.
2. Students will be able to generate service design blueprints.
3. Students will be able to demonstrate the role tech plays in improving service.
4. Students will be able to define the problem areas and gaps of using tech to improve service.
5. Students will be able to develop a sustainable service design solution for a project.

### Syllabus Details:

#### Unit 1:

Introduction to Service Design and Enterprise UX.

What is Service design and Enterprise UX.

How UX is different for enterprise application. Example of Service design and Enterprise UX.

Return Of Investment (ROI) of UX, how UX can play a role in new businesses.



## Proposed Academic Structure, 2022-23

### Unit 2:

Task flow analysis, 'as is' and 'to be' task flows.  
 What is task flow analysis?  
 In which UX stage does the task flow analysis fit.  
 (Above 2 lines will be deleted to reduce repetition.)  
 Types of task flows - decomposition and Hierarchical.  
 Bringing efficiency to a system.

### Unit 3:

Parameters of technology in UX.  
 Technological advancements for better UX (QR Code, Voice automation, face recognition, fingerprint detection). Limitation of Technology.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	This is Service Design Thinking: Basics, Tools, Cases	Marc Stickdorn, Jakob Schneider	2012

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8



**Proposed Academic Structure, 2022-23**

1	Students will be able to discover the applications of service design.		3	2					
2	Students will be able to generate service design blueprints.			2	1			2	
3	Students will be able to demonstrate the role tech plays in improving service.			3				1	1
4	Students will be able to define the problem areas and gaps of using tech to improve service.			3				1	1
5	Students will be able to develop a sustainable service design solution for a project.			2		3	3	2	

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to discover the applications of service design.	3				3
2	Students will be able to generate service design blueprints.			2	2	2
3	Students will be able to demonstrate the role tech plays in improving service.		2	3		



### Proposed Academic Structure, 2022-23

4	Students will be able to define the problem areas and gaps of using tech to improve service.		3			
5	Students will be able to develop a sustainable service design solution for a project.			3		

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Human Factors In Healthcare
2	Level	
3	Credits	2
4.	Course Prerequisite	

### Outcome related course learning objectives:

1. Understand importance of human factors in different industries.
2. Justify the importance of human factors and user-centricity in healthcare.
3. Interpret the domain of the healthcare industry in context to UX.
4. Analyze telemedicine and roles of doctors in digital healthcare.
5. Create a project for better healthcare experience by implementing UX design process.

### Course Outcome:

1. Students will be able to illustrate the user-centricity of their project.
2. Students will be able to explain how the needs of stakeholders have led to solutions.
3. Students will be able to relate the demands of healthcare with the advantages of UX.
4. Students will be able to examine and observe the way medical professionals work.
5. Students will be able to develop solutions specifically for the healthcare industry.



## **Syllabus Details:**

### **Unit 1:**

Dynamics of digital healthcare?

What is healthcare in general and the different streams in healthcare.

What is digital healthcare? People involved in the healthcare ecosystem.

### **Unit 2:**

Human Factors and healthcare – understanding patient dynamics.

Humans at the center of healthcare.

Improving people-system interactions for health care professionals, patients and family members.

Application of human factors in healthcare.

Increasing healthcare awareness amongst patients.

### **Unit 3:**

Digital patient support system.

Revolution in healthcare due to the digital medium.

Ready availability of health and fitness gadgets and applications.

Technology providing a patient support system.

### **Unit 4:**

Understanding doctors and their role in digital healthcare, healthcare value chain.

Revolution in healthcare due to the digital medium.

Digital to help enable a better doctor-patient relationship.

Doctors increasingly leveraging emerging technology.

Healthcare value chain – digital medium improving speed of delivery of care, quality of healthcare, availability of healthcare, cost of care.

### **Unit 5:**

UX design for healthcare.

Various devices and interfaces and then how to improve their UX - Medical room/emergency room devices, kiosks, mobile apps, web interfaces, training material to doctors through AR/AI or via tablets. Need of accuracy, trust and safety in UX for healthcare.

## **Textbooks:**



### Proposed Academic Structure, 2022-23

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Human Factors in Healthcare: Level One	Debbie Rosenorn-Lanng	2014

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to illustrate the user-centricity of their project.	3		3					2
2	Students will be able to explain how the needs of stakeholders have led to solutions.	3		1	3				
3	Students will be able to relate the demands of healthcare with the advantages of UX.	3	3			2	2	3	
4	Students will be able to examine and observe the way medical professionals work.	3							



**Proposed Academic Structure, 2022-23**

5	Students will be able to develop solutions specifically for the healthcare industry.			2				3	
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Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to illustrate the user-centricity of their project.	3				
2	Students will be able to explain how the needs of stakeholders have led to solutions.		3			3
3	Students will be able to relate the demands of healthcare with the advantages of UX.	3	2	2		
4	Students will be able to examine and observe the way medical professionals work.	3	2			
5	Students will be able to develop solutions specifically for the healthcare industry.	1	1	3	3	3

1 = Objective Addressed Slightly

2 = Moderately

3= Substantiv

PO: Program Outcome

1	Course Title	Customer Experience In FinTech
2	Level	
3	Credits	2
4.	Course Prerequisite	



## Proposed Academic Structure, 2022-23

### Outcome related course learning objectives:

- |  |
|--|
| 1. Identify and evaluate the application of various technologies for problem solving in FinTech. |
| 2. Learn to recognize and map latest fintech trends like Crypto currency – blockchain.           |
| 3. Analyse various touch points in the banking ecosystem.  |
| 4. Create a project to meet user expectations from digital and physical banking.                 |

### Course Outcome:

- |  |
|--|
| 1. Students will be able to explain the specific needs of urban & rural stakeholders in FinTech. |
| 2. Students will be able to examine how upcoming tech in FinTech works.                          |
| 3. Students will be able to generate solutions that integrate all touchpoints.                   |
| 4. Students will be able to deliver on a FinTech project.  |

### Syllabus Details:

#### Unit 1:

Digital and Real time Experience in Fintech.

Understanding the Fintech industry.

How UX plays an important role in the Fintech Industry.

User expectations from digital and physical banking.

#### Unit 2:

Touch points in banking. Banking Customer end to end journey – digital and physical components, life stage banking.

Project in banking – mobile banking or wallet or payment bank or insurance or any product in fintech.

### Textbooks:



### Proposed Academic Structure, 2022-23

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	<a href="#">Enlightened Marketing in Challenging Times</a>	Felipe Pantoja, Shuang Wu, Nina Krey	2020

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes								
		1	2	3	4	5	6	7	8	
1	Students will be able to explain the specific needs of urban & rural stakeholders in Fintech.	3	2		1				2	1
2	Students will be able to examine how upcoming tech in fintech works.		3	2						
3	Students will be able to generate solutions that integrate all touchpoints.		1	3						
4	Students will be able to deliver on a fintech project.	2	3	3	2	2	2	3	2	



**Proposed Academic Structure, 2022-23**

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to explain the specific needs of urban & rural stakeholders in Fintech.	3	2			
2	Students will be able to examine how upcoming tech in fintech works.		1			3
3	Students will be able to generate solutions that integrate all touchpoints.			2	2	
4	Students will be able to deliver on a fintech project.	2	2	2	2	2

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Data Analytics, Data Sorting, Risk Analysis & Management
2	Level	
3	Credits	2
4.	Course Prerequisite	

**Outcome related course learning objectives:**

1. Understand the usage of data for User Research and User Testing.



## Proposed Academic Structure, 2022-23

- |   |
|---|
| 2. Learn how to do Risk Analysis and to create actionable dashboard.              |
| 3. Understand how to analyse data and fuse it with UX design processes.           |
| 4. Analyse the data and provide engagement and personalization with data project. |

### Course Outcome:

- |  |
|--|
| 1. Students will be able to collect the right kind of data for secondary research.                   |
| 2. Students will be able to evaluate risks and plan the project accordingly.                         |
| 3. Students will be able to employ tools of data analytics in combination with various UX processes. |
| 4. Students will be able to use data analytics for personalization.                                  |

### Syllabus Details:

#### Unit 1: Data in UX Design

Data in UX Design, Revisit of data driven UX, data driven card sorting, data driven user research, data driven user testing.

#### Unit 2: Data in Service Design

Data in service design Task flows and data, efficiency and data, case study.

#### Unit 3: Data in Decision for Leadership

Risk analysis, How to create actionable dashboard, drill down of data (layers).

#### Unit 4: Data Analysis in Gamification

Gamification and Data analysis what is Gamification? Why is Gamification so popular?

Gamification – Motivation, mastery and triggers, why and how Gamification is not the same as game design, scores in gamification, badges and data.

#### Unit 4: Project Work

Engagement and data analysis, how to provide engagement and personalization with data project.



**Proposed Academic Structure, 2022-23**

**Textbooks:**

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
1.	Data Analytics: Effective Methods for Presenting Results	Subhashish Samaddar, Satish Nargundkar	2019

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes										
		1	2	3	4	5	6	7	8			
1	Students will be able to collect the right kind of data for secondary research.	3				2		1				
2	Students will be able to evaluate risks and plan the project accordingly.	3	2		1							1
3	Students will be able to employ tools of data analytics in combination with various UX processes.							3				



**Proposed Academic Structure, 2022-23**

4	Students will be able to use data analytics for personalization.	2						3				
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Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to collect the right kind of data for secondary research.	3				3
2	Students will be able to evaluate risks and plan the project accordingly.	3				
3	Students will be able to employ tools of data analytics in combination with various UX processes.		3			2
4	Students will be able to use data analytics for personalization.		3	2	2	

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Portfolio Development
2	Level	
3	Credits	2
4.	Course Prerequisite	



## Proposed Academic Structure, 2022-23

### Outcome related course learning objectives:

- |   |
|---|
| 1. Understand the basic concepts which will be used to develop portfolio. |
| 2. Learn to enhance the visual appeal of Portfolio.                       |

### Course Outcome:

- |   |
|---|
| 1. Students will be able to model their portfolios based on benchmarked portfolios.   |
| 2. Students will be able to develop themes and visuals for their portfolios.  |
| 3. Apply the learnings of visibility, information design, colour contrast and colour schemes to use these in designing their portfolio. |

### Syllabus Details:

The trainer will engage individually with each student and guide them in visual design to cover aspects of visibility, information design, colour contrast and colour schemes to use in designing their portfolio. Review 1: After 1 and a half months.

Review 2: After 3 months.

Review 3: After 4 and a half months.

Final Presentation: During end-semester jury.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
1.	Design: Portfolio: Self Promotion at Its Best	Craig Welsh	2013



**Proposed Academic Structure, 2022-23**

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to model their portfolios based on benchmarked portfolios.			1	2	3	3		2
2	Students will be able to develop themes and visuals for their portfolios.			3		2	2		
3	Apply the learnings of visibility, information design, colour contrast and colour schemes to use these in designing their portfolio.					3	3		

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to model their portfolios based on benchmarked portfolios.			2	3	
2	Students will be able to develop themes and visuals for their portfolios.			3	2	
3	Apply the learnings of visibility, information design, colour contrast and colour schemes to use these in designing their portfolio.				3	



## Proposed Academic Structure, 2022-23

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	UX Case Study
2	Level	
3	Credits	2
4.	Course Prerequisite	NA

### Outcome related course learning objectives:

1. Understand how UX strategies have impacted major companies.
2. Learn to analyse the success factors of different companies.
3. Apply the learnings from these case studies to the industry projects.

### Course Outcome:

1. Students will be able to examine the role of UX in large corporations.
2. Students will be able to evaluate the application of UX processes.
3. Students will be able to translate learning from case studies into their own projects.

### Syllabus Details:

Study how UX strategies have impacted major companies and analysis of factors to their success.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			



**Proposed Academic Structure, 2022-23**

**Reference Books:**

Sr. No	Name Of The book	Author	Edition/Volume
1.	Successful User Experience: Strategies and Roadmaps	Elizabeth Rosenzweig	2015

**Course Evaluation Matrix:**

Sr. No	Course Outcomes	Program Outcomes								
		1	2	3	4	5	6	7	8	
1	Students will be able to examine the role of UX in large corporations.				1				3	
2	Students will be able to evaluate the application of UX processes.	2	2	2	2	2	2	2	2	2
3	Students will be able to translate learning from case studies into their own projects.	3			3					

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Students will be able to examine the role of UX in large corporations.					3



### Proposed Academic Structure, 2022-23

2	Students will be able to evaluate the application of UX processes.	2	2	2	2	2
3	Students will be able to translate learning from case studies into their own projects.	3	2	2		

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	M.Des Thesis
2	Level	
3	Credits	2
4	Course Prerequisite	NA

### Outcome related course learning objectives:

1. Learn how to compile all the project work in the format of report.
2. Understand the application of all the concepts learnt during the program in creation of report.

### Course Outcome:

1. Students will be able to prepare a compiled document.
2. Students will be able to summarise their learnings into the said document.



### Proposed Academic Structure, 2022-23

#### Syllabus Details:

Students must compile all the project work in the format of a report. This report should be presented by students in the end-semester evaluation.

#### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

#### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
NA			

#### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to prepare a compiled document.				3				1
2	Students will be able to summarise their learnings into the said document.				3				

Sr. No	Course Outcomes	Program Specific Outcomes				
	1	2	3	4	5	



**Proposed Academic Structure, 2022-23**

1	Students will be able to prepare a compiled document.					3
2	Students will be able to summarise their learnings into the said document.			1	1	3

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Industry Work/Live Project
2	Level	
3	Credits	1
4	Course Prerequisite	NA

**Outcome related course learning objectives:**

1. Understand how to apply the concepts learnt during the program.
2. Understand the importance of team building and leadership quality.
3. Apply skill of Management of time and appropriate allocation of it.

**Course Outcome:**

1. Students will be able to review their understanding of concepts.
2. Students will be able to test their competency as team players and leaders.
3. Students will be able to function within a high-paced professional environment.



## Proposed Academic Structure, 2022-23

### Syllabus Details:

Practical experience with working professionals.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
NA			

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Students will be able to review their understanding of concepts.			3					
2	Students will be able to test their competency as team players and leaders.	1			3				
3	Students will be able to function within a high-paced professional environment.	1						3	2



**Proposed Academic Structure, 2022-23**

Sr. No	Course Outcomes	Program Specific Outcomes				
		1	2	3	4	5
1	Define and review their understanding of concepts.	1	2	1	1	2
2	Execute and test their competency as team players and leaders.	3	2	3	3	2
3	Formulate and function within a high-paced professional environment.	2	2	2	2	2

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome

<b>1</b>	<b>Course Title</b>	<b>Internship</b>
<b>2</b>	<b>Level</b>	
<b>3</b>	<b>Credits</b>	<b>10</b>
<b>4.</b>	<b>Course Prerequisite</b>	

**Outcome related course learning objectives:**

1. Understand how to apply the concepts learnt during the program.
2. Understand the importance of team building and leadership quality.
3. Apply skill of management of time and appropriate allocation of it to formulate solutions to the industry-based problems.



## Proposed Academic Structure, 2022-23

### Course Outcome:

1. Students will be able to produce an efficient compilation of portfolio presenting their design and art work during the academic program.
2. Students will be able to test their competency as team players and leaders.
3. Students will be able to function within a high-paced professional environment.

### Syllabus Details:

Project work shall have to be undertaken during fourth semester by every student individually under the guidance of the teacher from the institution's concerned/external expert in matters relating to the area of design study, collection of data, preparation of questionnaire, compilation of data, use of relevant reference materials and presentation of report. Report shall have to be submitted to the institute concerned in the form of a dissertation. The report shall be jointly evaluated by one internal and one external examiner in a jury examination.

### Textbooks:

Sr. No	Name Of The Book	Author	Edition/Volume
NA			

### Reference Books:

Sr. No	Name Of The book	Author	Edition/Volume
NA			

### Course Evaluation Matrix:

Sr. No	Course Outcomes	Program Outcomes							
		1	2	3	4	5	6	7	8



**Proposed Academic Structure, 2022-23**

1	Students will be able to produce an efficient compilation of portfolio presenting their design and artwork during the academic program.			2	2	3	3		
2	Students will be able to test their competency as team players and leaders.	1			3				
3	Students will be able to function within a high-paced professional environment.	2						3	1

Sr. No	Course Outcomes	Program Specific Outcomes							
		1				2	3	4	5
1	Students will be able to produce an efficient compilation of portfolio presenting their design and artwork during the academic program.	1	2	1	1	2			
2	Students will be able to test their competency as team players and leaders.	3	2	3	3	2			
3	Students will be able to function within a high-paced professional environment.	2	2	2	2	2			



## Proposed Academic Structure, 2022-23

1 = Objective Addressed Slightly

2 = Moderately

3= Substantive

PO: Program Outcome