

Program Academic Structure 2022-23

B. Des (User Experience Design)



AJEENKYA
D Y PATIL UNIVERSITY

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UNIVERSITY



Section 1: Program Overview

Reputation

1	<p>Market Need (Brief note highlighting necessity of the program looking at current market situation.)</p> <p>This is a four-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>
2	<p>Industry Demand - Entry Level positions in startup ecosystems, as well as MNCs. Close collaborations with the ever-booming tech industry.</p> <p>Students with a B.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>
3	<p>Target Industries – Startups and companies that deal with fintech, edtech, social media, e-commerce, and the software development industry.</p>
4	<p>Expected Occupation at the Entry Level after completion of course -</p> <ul style="list-style-type: none">• Information Architect• Interaction Designer



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	<ul style="list-style-type: none">• Visual Designer• Design Manager• Usability Analyst• Automotive UX Designer
5	Areas of research – Analytics Ethnography HCI Research Usability Testing User Research
6	Name of the probable higher degree programs which student can enroll after program completion Masters in Design
8	Competitive programs at other Universities in India Bachelors in Design
8.1	No of institutes / universities offering similar program 10+
8.2	2 to 3 leading institutes offering same program <ol style="list-style-type: none">1. National Institute of Design2. IDC, IIT Bombay3. MIT Institute of Design
8.3	Annual Fees (Rs. In lakhs) – Rs. 3,50,000/-



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Revenue

1.	Proposed student strength & expected number of admissions in first year 20
2.	Proposed Annual fees (Rs. In lakhs) Rs. 3,50,000/-

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 equipment required (Details)	-	-	-	-
7.	Faculty requirement (No.s)	-	-	-	-
8.	Any other Infrastructure requirement (Details)	-	-	-	-



Section 2: Program General Information

Name	UX Design
Level	Bachelor's 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 introduce students to the field of design and to onboard them into the design community.
2. To enable students to work on design projects of varying scales.
3. To develop technical and cognitive skills needed in the design domain, that can form the foundation for students to venture into allied design fields.
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 Outcomes

1. **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.
2. 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.
3. Functional knowledge of how the design of communication, products, environments, systems, and services both reflects and shapes various aspects of the **context in which they are produced**.
4. 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.
5. **Ability to identify 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.
6. 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.
7. 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.
8. 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.



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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.

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|--|
| 1. Demonstrate the ability to comprehend design briefs, produce design deliverables, and submit the same in the stipulated time. |
| 2. To undertake and justify design decisions from all stages of the UX design process, from selection of topic, to defining scope of research, to choosing tool and method of ideation, to designing the user interface. |
| 3. To experiment with and use common UX design processes such as persona mapping, empathy mapping, customer journey mapping, brainstorming, preparing information architecture & task flows wire framing and prototyping, user interface designing, usability tests. |
| 4. To prepare students to undertake challenges from market-relevant fields such as fin-tech, ed-tech, e-commerce and also parallel design fields. |
| 5. To develop the ability to fully understand the end user through design research. |

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	http://www.artcenter.edu/academics/undergraduate-degrees



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Royal College of Art, London	https://www.rca.ac.uk/schools/school-of-design
IIT IDC	www.idc.iitb.ac.in/academics/mobility_&_vehicle_design.html

Section 7: Credit Allocation

Bachelor of Design

Sr. No	Legend	Course Basket	Weightage (%)	Credits
1	Studio Courses	SC	52.5	84
2	Art + Design History	ADH	10	16
3	General Studies	GE	25	46
4	Free Electives	FE	12.5	14
5	Minor	MN		18

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		
SC: Studio Course	ADH : Art, Design, History	GE : General Education
FE: Free Electives	SF: Subject Fundamentals	MN : Minor



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SEM 1 - 21 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
1	GEX327	Design Presentation Techniques UX (Sketching & Drawing)	GE	3	1	3	0	4	CA &Jury
2	GLO188	Design Review UX (Fundamentals Of Design)	GE	3	1	3	0	4	CA &Jury
3	UX103D	Introduction To UX Design	SC	3	2	2	0	4	CA &Jury
4	UX104D	History of Art & Evolution of Design	ADH	3	2	2	0	4	CA &Jury
5	UX105D	Introduction to Visual Design	SC	3	1	3	0	4	CA &Jury
6	UX106D	Design Communication & Visualizing Ideas	FE	3	1	3	0	4	CA &Jury
7	UX107D	Empathy & Understanding Problems	SC	3	2	2	0	4	CA &Jury
Total				21				28	

SEM 2 - 20 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
1	GEX340	Design Presentation Techniques UX 2 (Sketching & Drawing Advance)	GE	3	2	2	0	4	CA &Jury
2	UX109D	Visual Design Tools	SC	3	1	3	0	4	CA &Jury
3	UX110D	Technology in Experience Design	ADH	3	2	2	0	4	CA &Jury
4	UX111D	UX Design Advance	SC	3	1	3	0	4	CA &Jury
5	UX112D	Basics of UI Development	SC	5	2	5	0	7	CA &Jury
6	UX113D	Integrated Studio For UX	SC	3	1	3	0	4	CA &Jury
Total				20				27	



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SEM 3 - 23 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
									CA/JURY
1	GID415	Ethnography & People Design	GE	5	1	6	0	7	CA &Jury
2	GID416	Introduction to User Research	GE	3	1	3	0	4	CA &Jury
3	UX203D	Service Design & Task Flows Advance	SC	3	2	2	0	4	CA &Jury
4	UX204D	Information Architecture	SC	3	2	2	0	4	CA &Jury
5	UX205D	Introduction to UI Design	SC	3	1	3	0	4	CA &Jury
6	UX206D	Design Thinking	SC	3	1	3	0	4	CA &Jury
7	UX207D	Information & Data Study	FE	3	2	2	0	4	CA &Jury
Total				23				31	

SEM 4 – 21 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
									CA/JURY
1	GID417	User Research Application	GE	3	1	3	0	4	CA &Jury
2	UX209D	Service Design & Task Flows Advance 2	SC	3	2	2	0	4	CA &Jury
3	GEX349	Introduction to Interaction Design	GE	3	1	3	0	4	CA &Jury
4	UX211D	UI Design Advance	SC	3	1	3	0	4	CA &Jury
5	UX212D	Design Thinking Application	SC	3	1	3	0	4	CA &Jury
6	GLO202	Data Analytics	GE	3	2	2	0	4	CA &Jury
7	UX214D	Introduction to 6D	SC	3	1	3	0	4	CA &Jury
8.	GRD211	Minor 1 : Indian Design Sensibilities – Study on Indian Thought and Philosophy	MN	3			0		CA
9.	FSD211	Minor 1 : Color, Materials and Finish – Patterns, Textures and Color	MN	4	1	5	0	6	CA
Total				21				28	



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SEM 5 – 23 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
1	UX301D	Wireframing & Prototyping	SC	3	1	3	0	4	CA &Jury
2	GLO232	Usability Testing	GE	3	1	3	0	4	CA &Jury
3	UX303D	UX & Digitalization	ADH	3	1	3	0	4	CA &Jury
4	UX304D	Innovation Management	FE	3	2	1.5	0	4	CA &Jury
5	UX305D	Visual Design Tools Advance	SC	5	2	4.5	0	7	CA &Jury
6	UX306D	Technology in Experience Design Advance	ADH	3	2	1.5	0	4	CA &Jury
7	GIN279	Omnichannel Experience Design	GE	3	1	3	0	4	CA &Jury
8.	GRD212	Minor 2 : Indian Desing Sensibilities – Study Trips, Indian Design Documentation	MN	3	1	3	0	4	CA
9.	FSD212	Minor 2 : Color, Materials and Finish – Color Fundamentals	MN	2	1	2	0	3	CA
Total				23				31	



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SEM 6 – 18Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
1	GLO233	Interaction Design Advance	GE	3	1	3	0	4	CA &Jury
2	UX309D	UX Design for Futuristic Technologies	FE	3	1	3	0	4	CA &Jury
3	GID463	UX Design For Rural India	GE	3	1	3	0	4	CA &Jury
4	UX311D	UI Development – Advance	SC	3	1	3	0	4	CA &Jury
5	UX312D	Industry Specific UX Design	SC	3	1	3	0	4	CA &Jury
6	UX313D	Integrated Studio for UX Advance	SC	3	1	3	0	4	CA &Jury
7	GRD213	Minor 3 : Indian Design Sensibilities – Research Project	MN	4	1	5	0	6	CA
8.	FSD213	Minor 3 : Color, Materials and Finish – Fabric Study	MN	3	1	3	0	4	CA
Total				18				24	



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SEM 7 – 18 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
1	UX401D	Gamification & UX	SC	4	1	5	0	6	CA &Jury
2	UX402D	HMI	GE	3	1	3	0	4	CA &Jury
3	UX403D	Product Design & Lifecycle Management	ADH	4	3	2	0	5	CA &Jury
4	UX404D	Business, UX & Design Management	FE	2	1	2	0	3	CA &Jury
5	UX405D	Live Project	GE	5	1	6	0	7	CA &Jury
6	GRD214	Minor 4 : Indian Design Sensibilities – Exploration Project	MN	4	1	5	0	6	CA
7	FSD214	Minor 4 : Color, Materials and Finish – Digital Rendering	MN	4	1	3	0	4	CA
Total				18				25	

SEM 8 – 16 Credits									
Sr. No.	Course Code	Course Title	Course Type	Credit	Contact Hours Per Week				Exam Evaluation
					CL	ST	TU	TOTAL	
1	UX407D	Internship (Degree Project)	SC	14	0	21	0	21	CA &Jury
2	UX408D	Internship Report	SC	2	1	2	0	3	CA &Jury
3	GRD215	Minor 5 : Indian Design Sensibilities – Final Project	MN	4	1	5	0	6	CA
4	FSD215	Minor 5 : Color, Materials and Finish – Design Project	MN	5	1	8	0	9	CA
Total				16				21	



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Total Program Course Distribution

Course category	Credits	Courses
GE: General Education Course	39	11
SC: Studio Courses	89	19
FE: Free Electives	19	5
ADH: Art and Design History	15	5
MN: Minor	18	6

Total Program Credit Distribution

Sr. No	Year	Semester	Credits assigned
1	FIRST	I	21
2		II	22
3	SECOND	III	23
4		IV	21
5	THIRD	V	23
6		VI	22
7	FOURTH	VII	23
8		VIII	25
TOTAL –			180



Section 11: Program Evaluation Matrix

Sr. No	Courses	Program Outcomes							
		1	2	3	4	5	6	7	8
1	Sketching & Drawing	3	2	1				3	
2	Fundamentals Of Design	3	1	1					
3	Introduction To UX Design	3	2	3					
4	History of Art & Evolution of Design	1	1			1		3	
5	Introduction to Visual Design	3	2	2	1	3			
7	Design Communication & Visualizing Ideas	2	1	1	2	3	3		
8	Empathy & Understanding Problems	2	1	2	3	3	3		
9	Visual Design Tools	3		2					
10	Technology in Experience Design	3		2				3	
11	UX Design Advance	3		2		2	2		
12	Basics of UI Development	3							2
13	Integrated Studio For UX								1
14	Ethnography & People Design	3	1	1	3				
15	Introduction to User Research	3	2	3	3				
16	Service Design & Task Flows Advance	1	1		3	1		3	
17	Service Design and Enterprise UX	3	2	2	3	3			
18	Information Architecture	2	1	1		3	3		1
19	Introduction to UI Design	2	1	2	3	3	3		
20	Design Thinking	3		2					
21	Information & Data Study	3		2				3	
22	User Research Application	3		2		2	2		
23	Introduction to Interaction Design	3	2	2		3			
24	UI Design Advance	2	1	1		3	3		1
25	Design Thinking Application	2	1	2		3	3		
26	Data Analytics	3		2		2	2		
27	Introduction to 6D	3							
28	Wireframing & Prototyping	3							1



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29	Usability Testing	3	1	1					
30	UX & Digitalization	1	1	2	3				
31	Innovation Management	2	2	1	3	3			1
32	Visual Design Tools Advance	3	1	1	1	1			1
33	Technology in Experience Design Advance	3				2	1	1	
34	Omnichannel Experience Design	3	2	2	1		1	1	
35	Interaction Design Advance	3				2	2	2	
36	UX Design for Futuristic Technologies	3		3		3	1		
37	UX Design For Rural India	1	2	3	3	3		1	
38	UI Development – Advance	3							
39	Industry Specific UX Design	2	3	3	1	1		1	
40	Gamification & UX	1	2	1	1	1	2	3	
41	HMI	3	2	2	3	3	1	1	
42	Product Design & Lifecycle Management	2	3	3		1	1	2	
43	Business, UX & Design Management	2	3	2	1	1	1	2	
44	Live Project					2	2	2	3
45	Degree Project					2	2	2	3



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1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

Section 12: Individual Course Information

1	Course Title	Design Presentation Techniques UX (Sketching & Drawing)
2	Level	
3	Credits	3

Course Outcome:

1. To become familiar with the basic methods, techniques & tools of sketching and drawing.
2. Examine the challenging and nuanced process of sketching and drawing.
3. Develop and define a working concept of what it means to draw.
4. Examine and reinforce the principles of traditional drawing skills.



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5. Design new ways of thinking, seeing, and creating.

Syllabus Details:

Unit 1: Basics of Sketching and Drawing

History of sketching & drawing, sketching & its types, drawing & its types. Difference between sketching and drawing, common drawing media, basics of drawing - line, points, squares, circles, triangles, 2D sketching & drawing.

Unit 2: Shapes and forms.

Creating layout, shape, line & shadows, shine, overlap, texture detail, 3D sketching & drawing. Perspective using forms, cuboid, prisms, cones, sphere.

Unit 3: Still-and real-life sketching.

Application learning with still life, real life sketching.

Unit 4: Drawing Techniques

Blind contour drawing, negative space drawing, one-point perspective, two-point perspective, three-point perspective linear perspective, planar analysis and line variations, contours, freehand perspective, line into value, gesture drawing, drawing from a photo.

Unit 5: Drawing human figures.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Rendering with Pen & Ink	Robert W. Gill	

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
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1.	Keys To Drawing	Bert Dodson	
2.	Sketching The Basics	Koos Eissen and Roselien Steur	
3.	Artist's Drawing Techniques	Dorling Kindersley	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	3	2	1				1	
CO2	3	2	1				1	
CO3	2	1	1			1	1	
CO4	1	2	2				1	
CO5	2	1	1	1		2	1	

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	1			
CO2	1	1			
CO3	1	1			
CO4	1	1			
CO5		1			



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PO: Program Outcome

1	Course Title	Design Review UX (Fundamentals Of Design)
2	Level	
3	Credits	3

Course Outcome:

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.

Syllabus Details:

Unit 1:

Elements of Design

Introduction to design, Colour and its attributes, elements of design - line, shape including categories such as texture, space, form.

Unit 2:

Design Action Model and principles of design.

7 Stage model of action cycle for design tools. Unity, harmony and methods, balance and its types, hierarchy, scale/proportion, dominance/emphasis, rhythm, similarity and contrast.

Unit 3: Laws of Design

Gestalt's Principle, Hick's Law, The Pareto Principle - 80/20 Rule, the rule of thirds, Fitts' Law, the golden ratio, Occam's Razor, Fibonacci Sequence, mental models, Emotional Design

Unit 4: Designing for people.



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Understanding people's psychology and behaviour, famous case studies on people centric design.

Unit 5: Project Work

Project work on fundamentals of design.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Universal Principles Of Design	William Lidwell, Kritina Holden, Jill Butler	
2.	Design of Everyday Things	Don Norman	
3.	Universal Methods of Design	Brus Hanignton	
4.	Hundred Things Every Designer Needs To Know About People	Susan Weins Chenk	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	3	3	2			1	1	



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CO2	3	3	1				2	
CO3	1	1	2				2	
CO4	1	1			1		1	
CO5	3	1	1					1

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	2			
CO2	2	2			
CO3		2			1
CO4	1	1			1
CO5	1	1	1	1	1

1 = Objective Addressed Slightly

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PO: Program Outcome

1	Course Title	Introduction To UX Design
2	Level	
3	Credits	3

Course Outcome:

1. Define the concept of UX design and how it has evolved.



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2. Examine UX design process and methodology.
3. Evaluate and understand how UX industry work.
4. Examine the job, roles and responsibilities in UX industry.
5. Define and recognize the importance of UX in digitalization and different types of industries.

Syllabus Details:

Unit 1: Evolution of UX Design

Understand the evolution of UX design as an industry practice and learning about UX industry. Experts, Design around us, Job roles and responsibilities in the UX industry.

Unit 2: Processes and Methodologies

Understanding UX design processes and methodologies – user centred design, 5S model.

Unit 3: Tools and Technology in UX Design

Tools, prototype, industry standards, technology, NFC, chatbots, introduction to voice-based user interfaces and gesture-based Interfaces.

Unit 4: Multiple Domains and Trends in UX Design

UX industry trends in various sectors.

Unit 5: Project

Project on UX design process and industry trends.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Designing for Digital Age: How to create human-	Kim Goodwin	



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	centered products and services.		
2.	Sketching the User Experiences	Bill Buxton	
3.	The Elements of User Experience	Jesse James Garrett	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			3		1		2	
CO2			3	1	1		1	
CO3			3		1		1	
CO4			3		1		1	
CO5	1	1	1		1		2	

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	3		1	1
CO2	1	3		1	1
CO3		3		3	1
CO4		3		3	1



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CO5				2	
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1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	History of Art & Evolution of Design
2	Level	
3	Credits	3

Course Outcome:

1. Examine the paradigm shift in design as per the various technology changes.
2. Recognize art forms in history.
3. Examine and remember art in cultural context.
4. Define and comprehend evolution in Design and UX.
5. Evaluate and to be able to do historical interpretation of art.

Syllabus Details:

Unit 1: Art Forms in History

Understanding history of different art forms – modern art, contemporary art, classical art, renaissance art.

Unit 2: Historical Interpretation of Art

Art appreciation and historical interpretation of art in its cultural contexts.

Unit 3: Evolution of Design in Everyday Things

Understanding the evolution in design through forms and everyday things.

Unit 4: Paradigm shift in design from 19th century to modern time.

Journey of design across in the 19th century to modern times.



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Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The story of the Art	Ernst Gombrich	
2.	Gardner's Art through the Ages	Helen Gardner	
3.	Design by Evolution: Advances in Evolutionary Design	Luigi C. Barone	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1	1	2				3	
CO2	2	1	2				3	
CO3	1	1	3				3	
CO4		1	2				2	

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1				3	
CO2				1	



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CO3				3	
CO4				1	
CO5					

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Introduction To Visual Design
2	Level	
3	Credits	3

Course Outcome:

1. Define and understand the elements of visual design.
2. Examine and apply the creation of icons and illustrations.
3. Evaluate and obtain and working knowledge of visual design tools.
4. Apply elements and tools of visual design.
5. Recognize and understand and apply typography & iconography.

Syllabus Details:

Unit 1: Basic elements of visual design.

Recap of basic elements of visual design – detailed study of color, color wheel, visual hierarchy, legibility and readability, grid, layout.

Unit 2: Typography

What is typography, typeface's history and study, types of fonts - serif and non-serif, font anatomy, Importance of typography in modern age UI design, usage of type for print vs digital, latest trends in typography.



Proposed Academic Structure, 2022-23

Unit 3: Iconography

What is iconography, visualization of icons, industry standards and specifications for iconography, designing for various form factors, trends in iconography, user perception about iconography.

Unit 4: Introduction to Visual Tools

Introduction to visual design tools – Photoshop, Introduction to AdobeXD, Figma.

Unit 5: Project Work

Using a prechosen topic, students will choose a font type and design various icons to be used in a website or app using elements and principles of design.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Graphic Design The New Basics	Ellen Lupton and Jennifer Cole Phillips	
2.	The Visual Miscellaneum	David McCandless	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	3	2	1					
CO2	3	2	1					
CO3	3	2	1					



Proposed Academic Structure, 2022-23

CO4	3	2	1					
CO5	3	2	1					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2				
CO2	3	2			
CO3	2		1		
CO4	2		1		
CO5	2	2			

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Design Communication & Visualising Ideas
2	Level	
3	Credits	3

Course Outcome:

1. Identify different visualization techniques.
2. Recognize ways and methods to generate new ideas.



Proposed Academic Structure, 2022-23

- | |
|---|
| 3. Define and grasp the methods of presenting complex information visually. |
| 4. Evaluate, comprehend and effectively communicate design ideas. |
| 5. Examine and apprehend the application of design communication and visualization in the industry. |

Syllabus Details:

Unit 1: Visualization Techniques

Learning visualization techniques through - visual identity design, metamorphism visualization. Techniques.

Unit 2: Ideation Methods

Innovation and creativity, exploring cross industry innovation, brainstorming and mind mapping, crazy. 8 method, 5 Whys, SCAMPER method, 6 thinking hat, convergent and divergent thinking, ideation prioritization methods.

Unit 3: Information Visualization

Information visualization through infographics and designing brand communication.

Unit 4: Communicating Design Ideas

Documenting and communicating design ideas through presentations, role play and group activities.

Unit 5: Project

Project in design communication and visualization.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Cool Infographics: Effective Communication with Data Visualization and Design	Randy Krum	
2.	Information Visualization: Perception for Design	Colin Ware	



Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	3	1	1			1		
CO2						3		
CO3	2	1	1					
CO4	3	1	1					
CO5	2							

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	1	1		1
CO2		1	1		
CO3		1			
CO4	2		1		
CO5	1	1	1	1	

1 = Objective Addressed Slightly

2= Moderately

3= Substantive



Proposed Academic Structure, 2022-23

PO: Program Outcome

1	Course Title	Empathy & Understanding Problems
2	Level	
3	Credits	3

Course Outcome:

1. Define empathy and empathize with users effectively.
2. Examine and discern the facts after dully analyzing the information received from the user.
3. Recognize and learn how to define the problem based on facts.
4. Define various empathy techniques and tools.
5. Design and apply various tools to comprehend root cause of the problem leading to correct definition.

Syllabus Details:

Unit 1: Introduction to Empathy

What is empathy, learn how to understand users & their problems, techniques to empathize with users and identify key user problems.

Unit 2: Analysing Facts from Empathy to dig deeper.

Learn how to gain insights from empathy and define problems statements, mental models. Understanding people's psychology and behaviour, human attention and its application in design, applying principles of memory in UX Design, cognitive load - what it is and why we must avoid it, famous case studies on people centric design, tips to remember when designing for people.

Unit 3: Empathy Tools and Techniques

Empathy tools – techniques for getting empathy insights through interviews.

Unit 4: Application of empathy in design.

Empathy maps, emotional mapping, observation, field study with actual users.

Unit 5: Project



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Empathy: Why it matters, how to get it.	Roman Kizanie	
2.	The Art of Empathy: A complete Guide to life's most essential skill.	Karla McLaren	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			2	1	3		1	
CO2			2	1	3		1	
CO3			2	2	2		1	
CO4			2	1	3		1	
CO5			2	2	2		1	



Proposed Academic Structure, 2022-23

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1		1	1		3
CO2		1	1		3
CO3			2		3
CO4		1	1		3
CO5			2		3

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Sketching & Drawing Advance
2	Level	
3	Credits	3

Course Outcome:

1. Examine and draw from objects from your imagination.
2. Recognize and understand the fundamentals of art.
3. Draw the human face and figure.
4. Draw realistic light and shadows.
5. Apply various techniques of drawing and mediums.

Syllabus Details:



Proposed Academic Structure, 2022-23

Unit 1: Exploring mediums.

Exploring colour mediums like coloured papers, colour pencils, chalk, charcoal, ink etc.

Unit 2: Perspectives in sketching and drawing.

One point perspective, two-point perspective, three-point perspective, lettering, typo and calligraphy.

Unit 3: Illusions and human anatomy.

Creating tessellation, human anatomy, print making, drawing – anatomy, storyboarding, illustration, painting.

Unit 4: Real Life sketching.

Application learning with still life, real life sketching, nature.

Unit 5: Project.

Advanced Project on sketching & drawing.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Rendering with Pen & Ink	Robert W. Gill	

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Keys To Drawing	Bert Dodson	
2.	Sketching The Basics	Koos Eissen and Roselien Steur	
3.	Artist's Drawing Techniques	Dorling Kindersley	

Course Evaluation Matrix:

Course Outcome	Program Outcomes
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Proposed Academic Structure, 2022-23

	1	2	3	4	5	6	7	8
CO1	2	1	1			2	1	
CO2	2	2	1				2	
CO3	1						2	
CO4	1	1	1					
CO5	1	1	1					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2		1		
CO2	1				
CO3	1		1		
CO4	1				
CO5	1				

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Visual Design Tools
2	Level	
3	Credits	3



Course Outcome:

1. Define and be able to design vector artwork.
2. Examine and be able to prepare graphics for web and print.
3. Evaluate and implement useful keyboard shortcuts.
4. Learn Adobe Illustrator the way a professional would use it.
5. Sketch and practice everything you learn during the course.

Syllabus Details:

Unit 1: Photoshop

Photoshop – interface & workspace, modifying workspace, tools and layers, blending options.

Unit 2: Photoshop Continued

Photoshop – layer effect filters, Image editing and enhancing, mixing, layer masking, external plug-ins.

Unit 3: Illustrator

Unit 4: Illustrator Continued

Us

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The Adobe Photoshop CC Book for Digital Photographers	Scott Kelby	
2.	Adobe Illustrator CC	Brian Wood	2017



Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	2	1	1					
CO2	1	1	1					
CO3			1					
CO4	1	1	1					
CO5	1	1	1					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1				
CO2	1				
CO3	1				
CO4	1				
CO5	1				

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome



Proposed Academic Structure, 2022-23

1	Course Title	Technology In Experience Design
2	Level	
3	Credits	3

Course Outcome:

1. Define futuristic technologies and their implementation in design.
2. Recognize and comprehend technology constraints on design.
3. Evaluate and understand technology for digital experience and product ecosystems.
4. Analyze and apply insights in design project.
5. design and use the latest technology in any existing or new product ecosystem.

Syllabus Details:

Unit 1: Technology for digital experience.

Understanding technology for digital experience and product ecosystems – form factors, operating systems, Wi-Fi, bluetooth, sensors and other hardware components.

Unit 2: Technological feasibility and viability.

Understanding technological feasibility and viability. Technology constraints on design.

Unit 3: Futuristic Technologies

Learning about futuristic technologies and their implementation in design, wearable medical devices.

Unit 4: Futuristic Technologies Continued

Details of Internet of Things, augmented reality and virtual reality.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			



Proposed Academic Structure, 2022-23

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Emotions, Technology and Design	Sharon Y. Tettegah	
2.	Augmented Reality: Principles and Practice	Dieter Schmalstieg	
3.	Augmented Reality: An emerging technology guide.	- Gregory Kipper and Joseph Rampolla	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1								
CO2								
CO3								
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1				
CO2	1				



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CO3	1				
CO4	1				
CO5	1				

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	UX Design Advance
2	Level	
3	Credits	3

Course Outcome:

1. Understand how UX works in different sectors.
2. Comprehend real scenarios in digital industries.
3. Define and understand effectiveness of UX design.
4. Evaluate and comprehend evaluation methods and benefits in project.
5. Design the document and present evaluation data effectively.

Syllabus Details:

Unit 1: UX Methodologies

Recap and revision of UX methodologies and implement the same through activities.

Unit 2: Case Studies

Covering advanced case studies suiting the course outcomes.

Unit 3: Heuristic Evaluation

Heuristic evaluation, how to conduct a heuristic evaluation, 10 Laws of heuristic evaluation, understanding heuristics through practical examples.



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Unit 4: Product UX Lifecycle

Understanding product UX lifecycle.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Don't Make Me Think	Steve Krug	
2.	The UX Book	Rex Hartson and Pardha Pyla	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			2					
CO2	1		2	1				
CO3			2	1				
CO4								
CO5	1	1	2					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5



Proposed Academic Structure, 2022-23

CO1	1	2		1	
CO2	1	1		2	
CO3	1	2		1	
CO4	1	2		1	
CO5	1	1			

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Basics Of UI Development
2	Level	
3	Credits	5

Course Outcome:

1. Understand the basic structure of a web page.
2. Learn the basic concepts of HTML and CSS.
3. Examine the CSS’ role in creating user interfaces for mobiles and websites.
4. Evaluate and get a deeper understanding of the DOM (document object model).
5. Examine and design DOM (document object model) and how CSS interacts with it.

Syllabus Details:

Unit 1:

Learning front-end development technologies – HTML, CSS, JavaScript, jQuery.

Unit 2: HTML Pages

Structure of HTML page, mandatory tags in html page (html, head, body).

Unit 3: CSS

What is CSS, different ways of applying CSS for elements, and priority chain of CSS.



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Unit 4: Attributes

Heading tags (H1...H6), tags and attributes. Inline and block level elements.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/ Volume
1.	Responsive Web Design with HTML 5 and CSS 3	Ben Frain	
2.	CSS Mastery: Advance Web Standards Solutions	Andy Budd	
3.	HTML and CSS: Design and Build Websites	Jon Duckett	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	2	2	3		1			
CO2		2	3					
CO3		2	3		1			
CO4								
CO5								



Proposed Academic Structure, 2022-23

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	2		1	
CO2		2		1	
CO3		2		1	
CO4					
CO5					

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Integrated Studio For UX
2	Level	
3	Credits	5

Course Outcome:

1. Understand how UX works in different sectors.
2. Evaluate and comprehend real scenarios in digital industries.
3. Define evaluation methods and benefits in project.
4. Design and present evaluation data effectively.
5. Define effectiveness of UX design and apply in design project.

Syllabus Details:



Proposed Academic Structure, 2022-23

Unit 1

Project on UX design implementation with industry relevant problem statement.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Smashing UX Design	Jesmond J. Allen and James J. Chudley	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1	1	3	2	1	1		
CO2			3	2	1	1		
CO3			3	2		1		
CO4			3	2		1		
CO5			3	2		1		

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5



Proposed Academic Structure, 2022-23

CO1	2	3	3	3	2
CO2	2	2	3	3	3
CO3	3	2	3	3	2
CO4	3	2	3	3	2
CO5	3	2	3	3	2

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Ethnography & People Design
2	Level	
3	Credits	5

Course Outcome:

1. Describe the user's interaction with the environment, people and culture.
2. Recognize and take part in different UX domains and societies.
3. Design and create ethnography mood boards, user scenarios, storyboards.
4. Evaluate and understand research problems.
5. Design and to perform field study to understand people design.

Syllabus Details:

Unit 1: Introduction to ethnography and its Importance in UX.

History and origin of ethnography, how people think and feel, what motivates them, people are social, form and features of ethnographic research, theory, and ethnography in modern anthropology of India.



Proposed Academic Structure, 2022-23

Unit 2: Ethnography as a method.

Conducting ethnographic research, understanding cognitive and organizational psychology, evaluating ethnographic research data.

Unit 3: Introduction to semiotics.

History and meaning of semiotics, basics of semiotics, understanding symbol, sign and icon, difference between symbol, icon and sign, signifier, signified and signification. Applications in real time world in the form of storytelling.

Unit 4: Elective- Ethnography Study on Globalization

Plutchik's wheel of emotion, K-pop culture effect on design, Bollywood globalization, study on how colonization changed the ethnography of regions, nation branding around the world.

Unit 5: Representation of Ethnographic Data

Pictorial representation of the study in the form of painting, installation, product, etc.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Ethnography by Design: Scenographic Experiments in Fieldwork	Luke Cantarella, Christine Hegel, George E. Marcus	
2.	Design Ethnography: Research, Responsibilities, and Futures	Sarah Pink, Vaike Fors, Debora Lanzeni, Melisa Duque, Shanti Sumartojo, Yolande Strengers	

Course Evaluation Matrix:



Proposed Academic Structure, 2022-23

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			3	3	3		3	2
CO2			2		2		2	
CO3	2		1	2	3	1	2	1
CO4			2	2	2		1	
CO5			1	3			2	1

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	3	2			3
CO2		1		3	2
CO3	1	1	3	2	3
CO4	3	2	2	1	3
CO5	2				3

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Introduction to User Research
2	Level	
3	Credits	3



Course Outcome:

1. Define the importance of user research.
2. Explore and understand the different user research methodologies.
3. Evaluate and apply hands-on experience of tools for user research.
4. Recognize cognitive psychology and user behavior.
5. Define and perform user research with users on a chosen problem.

Syllabus Details:

Unit 1: Introduction to User Research

Introduction to user research and its importance, understanding user interactions.

Unit 2: User Research Methodologies

Planning for a user research, user segment, defining persona for research & recruiting users, desk research, primary research, preparing a questionnaire for user research, focus group discussion, personal interviews, do and don'ts of interviewing, online surveys - tools, do and don'ts, analysis of interview - tips & techniques.

Unit 3: Field study: Hands on practice of methodologies.

Preparing and conducting stakeholder workshop, preparing questionnaire for interviews, and online Surveys.

Unit 4: Tools of Empathy and Analysis

Analysing qualitative and quantitative results, transcribing interviews, thematic analysis, cluster analysis, tools of empathy like persona, empathy map, understanding user scenarios, storyboarding and when to use it, user journey map, steps to create a journey map, AS-IS vs TO-BE journey maps, documenting qualitative research, documenting quantitative research.

Unit 5: Project Work

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			



Proposed Academic Structure, 2022-23

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The User Experience Team of One: A Research and Design Survival Guide	Leah Buley	
2.	Think Like a UX Researcher: How to Observe Users, Influence Design, and Shape Business Strategy	David Travis & Philip Hodgson	
3.	Quantifying the User Experience: Practical Statistics for User Research	Jeff Sauro and James R. Lewis	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			2	2	3			1
CO2			2	2	3			1
CO3			2	1	3			1
CO4					3		1	1
CO5					3		1	1

Course Outcome	Program Specific Outcomes
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Proposed Academic Structure, 2022-23

	1	2	3	4	5
CO1	1		1		3
CO2	2		2		3
CO3	1		2		3
CO4			1		3
CO5			1		3

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Service Design & Task Flows Advance
2	Level	
3	Credits	3

Course Outcome:

1. Define and understand tasks and processes. Create task flows.
2. Examine and create user touch points, ecosystem diagrams, value proposition maps, CJMs to understand user flows.
3. Understand task flows, creating task flows and systems engineering. Learning KPIs for efficiency in service design and systems engineering, shortest path service design in different domains.
4. Examine the difference between products and services.
5. Reimagine a service and suggest improvements and design interventions.

Syllabus Details:

Unit 1: Introduction to service design.

Introduction to service design, history with case studies.

Unit 2: Basics of task flows.



Proposed Academic Structure, 2022-23

What are task flows, basics to create task flows, implementing into simple problems, task flow analysis, AS-IS and TO-BE process.

Unit 3: Methodology of service design.

Defining the users involved with analytical tools, define the requirements for the service and its logical and organizational structure.

Unit 4: System design for public sector.

Public services include public goods and governmental services such as the military, police, infrastructure (public roads, bridges, tunnels, water supply, sewers, electrical grids, telecommunications, etc.), public transit, public education along with health care and those working for the government itself, such as elected officials.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Service Design: From Insight to Implementation	Andy Polaine, Lavrans Løvlie, Ben Reason	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			1					
CO2			2					



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CO3			1				
CO4			2				
CO5			2	1	1		

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1		1	2		
CO2		2	3		
CO3		1	2		
CO4		2			
CO5	1	1	2	1	

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Information Architecture
2	Level	
3	Credits	3

Course Outcome:

1. Define the concept of information architecture.



Proposed Academic Structure, 2022-23

2. Evaluate tools and techniques of Information architecture.
3. Perform hands-on exercises for card sorting.
4. Examine IA for different digital products.
5. Design and learning types and structures of IA.

Syllabus Details:

Unit 1: Introduction to Information Architecture

What is Information architecture, structure, hierarchy and types of information architecture, principles, and steps of information architecture.

Unit 2: Tools and Techniques of Information Architecture

Learning affinity mapping, card sorting, analysis of Information architecture, using excels as a tool for card sorting, activity based.

Unit 3: Designing Information Architecture for business strategy.

Designing information architecture for enterprise to meet its organizational goals using a tree structure. Making the case using the site mapping and content inventory and audit.

Unit 4: Project

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Information Architecture: For the Web and Beyond	Louis Rosenfeld and Peter Morville	

Course Evaluation Matrix:



Proposed Academic Structure, 2022-23

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	2		1					
CO2	2		1					
CO3			2					
CO4			1					
CO5	2		1					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	2			
CO2	1	2			
CO3	1	1			
CO4		1		1	
CO5	1	1			

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Introduction to UI Design
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Proposed Academic Structure, 2022-23

2	Level	
3	Credits	3

Course Outcome:

1. Learning UI design guidelines for different platforms and operating systems.
2. Understanding the principles and fundamentals of UI Design.
3. Learn and get hands experience with iconography & typography for interface design.
4. Learn fundamentals of screen design based on design guidelines and cross-platform screen design.
5. Translate ideas and concepts into meaningful interactions through UI.

Syllabus Details:

Unit 1: Basic elements of UI design.

Recap of basic elements of visual design – detailed study of colour, colour wheel, visual hierarchy, legibility and readability, grid, layout – concepts will be implemented on Figma and Adobe XD.

Unit 2: Typography

Revising concepts of typography and implementing them using visual design tools such as Figma and Adobe XD.

Unit 3: Iconography

Revising concepts of iconography and implementing them using visual design tools such as Figma and Adobe XD.

Unit 4: Project Work

Project work in tools & elements of visual design- to be executed using a visual design tool.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

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

1.	UI is Communication: How to Design Intuitive, User Centered Interfaces by Focusing on Effective Communication	Everett N. McKay	
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Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	2	2	2					
CO2	3	2	2					
CO3	3	2	1					
CO4	2	2	2					
CO5	3	2	1					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	2			
CO2	1	2			
CO3	2	1			
CO4	1	1			
CO5	1	1			



Proposed Academic Structure, 2022-23

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Design Thinking
2	Level	
3	Credits	3

Course Outcome:

1. Learn to generate new ideas.
2. Define the methods of the design thinking 5D process.
3. Exposure to the tools and techniques of solving wicked problems.
4. Design and apply the method of design thinking with case studies.
5. Evaluate and explore what design thinking and wicked problems are.

Syllabus Details:

Unit 1: Introduction to Design Thinking

Learning the meaning of design thinking and how it has evolved to solve wicked problems around the world, four pillars of wicked problems.

Unit 2: Design Philosophies

Deep dive into the design process followed by designers around the world.

Unit 3: Case studies in Design thinking.

Getting to know the real-world applications and success stories of different industries.

Unit 4: Design Frameworks

AARRR framework, Customer Experience Index (CX Index), Google’s HEART framework, Social Impact Metrics, IDEO, Stanford.

Unit 5: Project

Project on design thinking.



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Change By Design	Tim Brown	
2.	Design Thinking	Nigel Cross	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			1	2		3		
CO2			1	1		1		
CO3			1	1		2		
CO4			1	1		2		
CO5			1	2		3		

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	1			1



Proposed Academic Structure, 2022-23

CO2	1	2			2
CO3	1	3			1
CO4	1	3			1
CO5	2	1			1

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	Information & Data Study
2	Level	
3	Credits	3

Course Outcome:

1. Recognize the need for information and data study.
2. Define the facts after duly analyzing the information received from the user.
3. Evaluate, learn how to define the problem based on facts.
4. Define the problem based on facts.
5. Implement various tools to comprehend root cause of the problem leading to correct data study.

Syllabus Details:

Unit 1:

Pharma- R&D driven by data, retail- shopping driven by data, E-commerce- what to show driven data. Banking- Personal finance management.

Unit 2: Sources of data.

Learn how to gain Google analytics, company internal data.

Unit 3: Defining data driven UX.



Proposed Academic Structure, 2022-23

Learning how to define the data for the user experience, case study on data driven UX.

Unit 4: Basics of data analysis and information.

What is information, actionable input from data collection, process of data analysis, parameters that UX designer can use (location, time, direction), data in the new IOT world-connected device data, what is big data and its effect on users/UX design.

Unit 5: Defining parameters for UX

Parameter for UX ROI, parameters that can be collected and used about user, parameters about customer, how to define parameters.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Analytics + User Testing: The Secret Weapon of Conversion Rate Optimization		

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		1	2	2	1			1
CO2			2	2	1			1
CO3			2	2	1			1



Proposed Academic Structure, 2022-23

CO4			2	2	1			1
CO5			2	2	1			1

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	1		1	1
CO2	3	2		1	1
CO3	3	2		1	1
CO4	3	2		1	1
CO5	2	1		1	1

1 = Objective Addressed Slightly

2= Moderately

3= Substantive

PO: Program Outcome

1	Course Title	User Research Application
2	Level	
3	Credits	3

Course Outcome:

1. Conduct user research through hands-on training.
2. Define different user research methodologies ensuring appropriate solution.
3. Evaluate, learn and apply field experience on user researching through a pre-selected problem.
4. Design and apply qualitative and quantitative tools and techniques in design process.



Proposed Academic Structure, 2022-23

5. Propose solutions based on qualitative and quantitative research.

Syllabus Details:

Unit 1: User Research Process and Research Planning

Revision of User research process and learning how to make a research plan using tools like User Analytics, Miro, Survey Monkey.

Unit 2: Qualitative Research

Qualitative research project implementing qualitative research strategy.

Unit 3: Quantitative Research

Quantitative research project implementing quantitative research strategy.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The User Experience Team of One: A Research and Design Survival Guide	Leah Buley	
2.	Think Like a UX Researcher: How to Observe Users, Influence Design, and Shape Business Strategy	David Travis & Philip Hodgson	



Proposed Academic Structure, 2022-23

3.	Quantifying the User Experience: Practical Statistics for User Research	Jeff Sauro and James R. Lewis	
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Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	2	1	2		1		2	1
CO2	1	1		3	1		2	
CO3	2		1	2			2	
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	1		1	1
CO2	3	2		1	1
CO3	3	2		1	1
CO4	3	2		1	1
CO5	2	1		1	1



Proposed Academic Structure, 2022-23

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Service Design & Task Flow Advance 2
2	Level	
3	Credits	3

Course Outcome:

1. Define and understand tasks and processes. Create task flows.
2. Examine and create user touch points, ecosystem diagrams, value proposition maps, CJMs to understand user flows.
3. Understand task flows, creating task flows and systems engineering. Learning KPIs for efficiency in service design and systems engineering, shortest path service design in different domains.
4. Examine the difference between products and services.
5. Reimagine a service and suggest improvements and design interventions.

Syllabus Details:

Analytics, Miro. The course should enable the student to understand the methodology of how to deliver and build a service using documentation tools like Service Blueprint.



Proposed Academic Structure, 2022-23

Unit 1: Complex Service Design Case Studies

Follow through on various case studies and success stories.

Unit 2: Service Blueprints

Learning to build complex task flows and expanding them into service blueprints.

Understanding backend processes for every design decision.

Unit 3: Project: Upgrading/Proposing New Services with Service Blueprints

Learning through projects of MNC's, Hospitals, private roadway services etc.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Universal Principles of Design	William Lidwell, Kritina Holden, and Jill Bulter	
2.	Smashing UX Design	Jesmond Allen and James Chudley	
		3. A Project Guide to UX Design – Russ Unger and Carolyn Chan	

Course Evaluation Matrix:

Course Outcome	Program Outcomes
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Proposed Academic Structure, 2022-23

	1	2	3	4	5	6	7	8
CO1			1					
CO2			2					
CO3			1					
CO4			2					
CO5			2	1	1			

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1		1	2		
CO2		2	3		
CO3		1	2		
CO4		2			
CO5	1	1	2	1	

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive



Proposed Academic Structure, 2022-23

1	Course Title	Introduction To Interaction Design
2	Level	
3	Credits	3

Course Outcome:

1. Recognize the importance and scope of Interaction design, not just for user interfaces, but also for physical products.
2. Explain the relationship between principles of input and feedback.
3. Demonstrate proficiency in using relevant software tools and technologies to develop interactive designs.
4. Critically evaluate the strengths and weaknesses of different user interfaces based on interaction design.
5. Apply the principles of interaction design to create prototypes and wireframes for digital interfaces.

Syllabus Details:

Unit 1: Introduction to Interaction design.

Understanding scope and history of interaction in design, case studies.

Unit 2: User Centred Design

What is User Centred Design? User-Centred Design Process, UCD is an Iterative Process, UCD Considers the Whole User Experience, Investment in UCD Pays off, Benefits of UCD and UX, UCD Waterfall process map.

Unit 3: Design of Interactive Products

Ergonomics (Physical, Cognitive and Organizational)

Unit 4: Methods of Interaction Design

Learning the different methods which includes tools and techniques of interaction design, Understanding micro-interactions.

Unit 5: Project

Project on ergonomics or micro-interactions.



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Microinteractions: Designing with Details	Dan Saffer	
2.	Thoughtful Interaction Design: A Design Perspective on Information Technology	Jonas Lowgren and Erik Stolterman	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		1	1					
CO2		2	2					
CO3		2	2					
CO4	2	3	2	1				
CO5	3	3	1					

Course Outcome	Program Specific Outcomes
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Proposed Academic Structure, 2022-23

	1	2	3	4	5
CO1	1	2			
CO2	2	2			
CO3	2	2			
CO4	2	2			
CO5	2	2			

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	User Interface Design Advance
2	Level	
3	Credits	3

Course Outcome:

1. Assess the visual hierarchy, typography, colour schemes, and layout in UI designs to optimize user experience.
2. Formulate informed judgments and recommendations for improving UI designs based on user feedback.
3. Design comprehensive UI design strategies that integrate user research, prototyping, and user testing.
4. Design innovative and visually compelling UI solutions for complex user interfaces.
5. Compile UI design documentation and design delivery documentation.

Syllabus Details:

Unit 1: Advance UI Interface Design



Proposed Academic Structure, 2022-23

Creation of cross platform interface design and responsive design using Figma, Adobe XD and Zeplin.

Unit 2: UI Concept, Design Guidelines and Tools

Introduction to UI design concept and guidelines and Zeplin.

Unit 3: UI Design Documentation

The process of UI design documentation and design delivery documentation in Figma, Adobe XP and Zeplin.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Refactoring UI	Adam Wathan, Steve Schoger	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	3	3	1	1				
CO2	3	3	1	1				
CO3	3	3	1	1				
CO4	3	3	1	1				
CO5	1	1	2					



Proposed Academic Structure, 2022-23

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	3			
CO2	1	3			
CO3	3	2	1		
CO4	3	3			
CO5	3	2			

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Design Thinking Application
2	Level	
3	Credits	3

Course Outcome:

1. Explain the underlying philosophy and mindset of Design Thinking.
2. Apply Design Thinking methods and tools to identify and define user problems and needs.
3. Synthesize knowledge and skills from multiple domains to create holistic and human-centric design solutions.
4. Create prototypes and mock-ups to visualize and test potential solutions.
5. Apply Design Thinking principles to create innovative and user-centered solutions for complex problems.



Proposed Academic Structure, 2022-23

Syllabus Details:

Unit 1: Advance tools in Design Thinking

Learning tools like value proposition mapping and canvas, feature mapping and ROI mapping using Figma and Miro.

Unit 2: Business Advantage of Design thinking

Case studies and aspects of design thinking on business of various sectors, design management, product lockdown.

Unit 3: Practicing product lockdown.

UI design documentation, design delivery documentation.

Unit 4: Strategic design thinking.

Project based: Strategic product design (prototypes) and making wearable devices with UX in it.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The Design Thinking Playbook	Micheal Lewrick	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			2	2	1	2		
CO2			1	2	1	2		



Proposed Academic Structure, 2022-23

CO3			1	2	1	2		
CO4	2		2			1		
CO5			1	2	1	2		

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	1	1	
CO2	1	3	1	1	
CO3	1	3	1	1	
CO4	2	2		1	
CO5	1	3	1	1	

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Data Analytics
2	Level	
3	Credits	3

Course Outcome:

1. Examine and effectively apply the concepts and psychology.
2. Define and analyze big, complex data.
3. Define the tools and fetch data in a structured form.
4. Examine, read, structure, segment and conclude the heavy information.



Proposed Academic Structure, 2022-23

5. Apply data analytics methods in a design process.

Syllabus Details:

Unit 1: Data in UX design.

Revisit of data driven UX, data driven card sorting, data driven user research, data driven user testing. The course should enable the student to understand the methodology of how to deliver and build a service using documentation tools like Service Blueprint.

Unit 2: Data in service design.

Task flows and data, efficiency and data, case study.

Unit 3: Data in decision for leadership.

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

Unit 4: Gamification and data analysis.

Scores in gamification, badges and data.

Unit 5: Engagement and data analysis.

How to provide engagement and personalization with data.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Designing with Data	Elizabeth Churchill, Caitlin Tan, Rochelle King	

Course Evaluation Matrix:



Proposed Academic Structure, 2022-23

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		1	1	1	2			
CO2	1		1					
CO3	1		1					
CO4	1		1					
CO5	1		1					

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1				1	2
CO2	1	1		1	1
CO3	1	1		1	1
CO4	2	1		1	1
CO5	1	2		1	1

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive



Proposed Academic Structure, 2022-23

1	Course Title	Introduction To 6D
2	Level	
3	Credits	3

Course Outcome:

1. Define the 6-D design process.
2. Evaluate and recognize various tools and techniques of 6D process.
3. Define use of advanced technology and hands-on implementation on the project.
4. Examine and Implement of different tools and techniques at correct form and place.
5. Design with 6D process.

Syllabus Details:

Unit 1: Discover

Gap finding, empathize with stakeholders and users to understand the problem, find the unmet needs and expectations of the user, analyse data and trends, ask questions relevant to receive insights to the problem.

Unit 2: Define

Problem statement, define the problem using mental models, define the user, define the context of the user, define the user personas, user scenarios, task analysis.

Unit 3: Dream and Design

Ideate for maximum number of solutions, define an evaluation criterion, strategize the idea to base your design solution on, create the Information Architecture and set priorities, Wireframing and Prototyping, Mock-ups.

Unit 4: Develop and Deliver

Test and Iterate, A/B Testing, Tool Based Testing, Design Documentation, Assets and Specs, Designer, Developer Handoff, Working on Android and iOS, Responsive Design, Tools of Collaboration - Zeplin

Unit 5: Project

Project on implementation of 6D process in any service/product.



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	ImaginXP 6D process guide	NA	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		1	2	1		1		
CO2		1	2	1		1		
CO3								
CO4		1	2	1		1		
CO5	1	1	2	2	1	2		

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	2	2	2	2



Proposed Academic Structure, 2022-23

CO2	2	2	2	2	2
CO3	2			2	2
CO4	2	2	2	2	2
CO5	3	3	3	2	3

1 = Objective Addressed Slightly
PO: Program Outcome

2= Moderately

3= Substantive

1	Course Title	Wireframing & Prototyping
2	Level	
3	Credits	3

Course Outcome:

1. Define the concepts of innovation and creativity.
2. Recognize the types of innovation, role of innovators and innovation settings in organizations.
3. Define what Innovation management and its 4 pillars.
4. Evaluate and implement innovation as a culture Innovation management tool in different industries.
5. Design and formulate research study for executing innovation management to diversified businesses for enhancing user experience.

Syllabus Details:

Unit 1: Basics guidelines of wireframing and prototyping.



Proposed Academic Structure, 2022-23

Introduction to wireframes, understanding responsive design, primary, secondary and utility navigation, content, inline links, indexes, search, what is prototyping, when do we need it, understanding rapid prototyping, types of prototypes, overview of wireframing and prototyping digital tools.

Unit 2: Designing wireframes on paper.

Header, footer, sidebar, navigation systems, use of whitespace, web fonts and typography.

Unit 3: Designing wireframes and prototypes on Figma and AdobeXD.

Creating visual mockups, whitespace to style a form, scrolling, introduction to clickable prototypes, importing and exporting assets, creating hotspots.

Unit 4: Designing digital wireframes for different UI platforms.

Practical hands-on demonstration of paper-based wireframes and clickable prototypes using digital Tools.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Designing Interfaces: Patterns for Effective Interaction Design	Jennifer Tidwell	

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences-	Stephen P. Anderson	
2.	Micro interactions: Designing with Details	Dan Saffer	
3.	Designing Web Interfaces: Principles And Patterns For Rich Interactions-	Bill Scott, Theresa Neil	



Proposed Academic Structure, 2022-23

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1	1	2		1		1	1
CO2	1	1		3	1			1
CO3	2		2	2		2	2	1
CO4		2	1	2	2			
CO5	1		2		2	2	1	2

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	1	2	2
CO2	1	3	3	1	2
CO3	1	3	1	1	3
CO4	2	2	2	3	2
CO5	1	3	1	1	1

1	Course Title	UX & Digitisation
2	Level	
3	Credits	3



Proposed Academic Structure, 2022-23

Course Outcome:

1. Define how technology and digitization is transforming various segments of the industry through Case studies
2. Evaluate digital transformation in BFSI, manufacturing, retail, automotive, media, FMCG, logistics, oil & gas
3. Define Use of advance technology and hands-on implementation on the project
4. Examine how the different industries are remodelling for acclimatizing in this digitized world.
5. Design solution for the selected industry segment using 6-D process.

Syllabus Details:

Unit 1: UX and digitalization in different industry segments.

Understand by case studies how technology and digitalization is transforming different industry segments, BFSI, manufacturing, retail, automotive, media, FMCG, logistics, oil & gas.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Becoming the retailer of the future: Your journey to digital transformation-	Free e-book Cisco	

Course Evaluation Matrix:



Proposed Academic Structure, 2022-23

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	1		1	1	1	1
CO2	1	1		3	1			
CO3	1		2	2			2	
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	1	3	2	2
CO2	2	2	2	3	1
CO3	1	2	2	3	1
CO4	2	2	3	2	1
CO5	1	3	1	1	2

1	Course Title	Innovation Management
2	Level	
3	Credits	3



Proposed Academic Structure, 2022-23

Course Outcome:

1. Define the concepts of Innovation and Creativity
2. Recognize the of types of innovation, role of innovators and innovation settings in organizations
3. Define what Innovation management and its 4 pillars
4. Evaluate and implement innovation as a culture Innovation management tool in different industries
5. Design and formulate research study for executing innovation management to diversified businesses for enhancing user experience.

Syllabus Details:

Unit 1: Innovation & Creativity

What is Innovation? What is creativity? Difference between innovation and creativity, dynamics of creative thinking, becoming creatively fit as an individual, creative insight, idea generation.

Unit 2: Innovation in organizations.

Learn what is innovation and how leading organization across the world are implementing innovation. Role of creativity and innovation in organizations, idea evaluation, creativity in teams, team's environment and creativity, creating climate for creativity and an enterprise, creating an environment that keeps creative people creating, managing creative employees, leading for creativity and innovation, creativity to innovation, success stories.

Unit 3: innovation Management Process

Understanding what innovation management is, learn the 4 pillars of innovation, innovation maturity matrix and the innovation management process – problem identification, ideation, and implementation. Understanding innovation as a culture, Innovation management tools – user study, social listening, customer care reports, data analytics, hackathons, paper prototyping, digital roadmap, market gap analysis, commercialization.

Unit 4: Project

Research and implementing innovation management process for different industry segments.

Textbook:

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

1.			
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Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Innovation Management: Strategies Implementation	Jauhari (Author)	
2.	Creativity and Innovation Management: A storytelling approach	Velimir Srića	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1			2		1		1	1
CO2	2	1		3	1			
CO3	1			2			2	2
CO4	2	2		2	2			
CO5	1		2		2	2		1

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	3	2	2



Proposed Academic Structure, 2022-23

CO2	1	3	2	4	3
CO3	1	3	2	1	2
CO4	2	2	1	2	3
CO5	1	3	1	1	1

1	Course Title	Visual Design Tools Advance
2	Level	
3	Credits	5

Course Outcome:

1. Define the advanced functions of Adobe Illustrator and Adobe Photoshop.
2. Recognize application of the elements and principles of visual design, color theory, information hierarchy, and typography to successfully communicate narratives, concepts, emotions, and/or identities across a variety of media.
3. Design the interface for cross-platform using various design tools.
4. Execute an effective print and digital communications.
5. Design user experiences through the application of theories, tools and techniques learnt.

Syllabus Details:

Unit 1: Illustrator

Learning and practicing advance level tool practice in visual concepts, typography, iconography, visual elements.

Unit 2: Photoshop

Advance level tool practice in interface design for cross-platform, responsive, and web.

Unit 3: Project



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The Adobe Photoshop CC Book for Digital Photographers	Scott Kelb	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		1	2		1		1	1

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	1	1	2
CO2	1	2	2		3
CO3	3	1	3		
CO4	2	2		1	
CO5	1	3		1	3



Proposed Academic Structure, 2022-23

1	Course Title	Technology In Experience Design Advance
2	Level	
3	Credits	3

Course Outcome:

1. Define the functioning of software teams.
2. Recognize and understand the concept of SDLC, its types and the pros & cons associated with it.
3. Design the interface for cross-platform using various design tools.
4. Recognize the process, framework and development of Agile Process and Design Thinking through case studies.
5. Design product ecosystems for futuristic technology industry 4.0 using SDLC process.

Syllabus Details:

Unit 1: Tech and UX

Understand how software teams work, roles of different profiles; front end and back end, types of technologies for back end and front end, constraints of each technology.

Unit 2: Introduction to SDLC

Types, pros and cons of SDLC, what are the processes that they use and frameworks that they use. Learn SDLC methodologies such as agile, lean, and traditional/waterfall – pros & cons of each process.

Unit 3: Agile and design thinking framework.

Deep dive into agile process, case studies, framework of agile, the state of UX agile development, agile process is flexible, top 10 tips for UX success from agile practitioners.

Unit 4: Ecosystem Project

Understanding product ecosystems for futuristic technologies – industry 4.0, practice – project in SDLC in any one domain (E-commerce, healthcare, BFSI, manufacturing).



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	The UX Book: Agile UX Design for a Quality User Experience	- Rex Hartson, Pardha S. Pyla	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2			1		1	1
CO2		1		3	1		1	
CO3				2			2	
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	2	1	3	1



Proposed Academic Structure, 2022-23

CO2	3	1	2		2
CO3	1	2		3	3
CO4		2	3	2	
CO5	1	3		2	3

1	Course Title	Omnichannel Experience Design
2	Level	
3	Credits	3

Course Outcome:

1. Define the concept of Omni channel design and recognize its importance.
2. Evaluate and recognize the difference between Multi Channel and Omni Channels.
3. Define key elements of building an Omni-channel experience.
4. Examine and Implement application through case studies.
5. Design and create User-Centric Omni-channel experiences and products to enhance customers.

Syllabus Details:

Unit 1: Introduction to omni-channel experience design.

What is omni-channel experience design, why do we need omni-channel UX, understanding all omni-channel experiences will use multiple channels, but not all multi-channel experiences are omni-channel. Multichannel vs. omni-channel

Unit 2: Case Studies

Sephora’s omni-channel UX, Walgreens’ omni-channel UX, Caratlane and Tanishq, Fab Furnish and Home Center at future groups.



Proposed Academic Structure, 2022-23

Unit 3: Building omni-channel experiences.

Elements of omni-channel experiences, learn how to design omni-channel experiences – mobile, web, wearable, cloud. Customer service and offline touch points. Designing omni-channel product ecosystems and design multi-channel interaction patterns.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	UX for dummies	Donald Chestnut, Kevin Nicolas	
2.	UX Strategy: How to Devise Innovative Digital Products that People Want	- Free ebook Trigent	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1	2			1		1	1
CO2	1	1		3	1			1
CO3				2			2	
CO4	1	2		2			2	1
CO5								



Proposed Academic Structure, 2022-23

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	2	1	3	3
CO2	1	1	2	2	2
CO3	1	2	3	2	3
CO4		2	3	2	3
CO5	1	3	2	1	3

1	Course Title	Interaction Design Advance
2	Level	
3	Credits	3

Course Outcome:

1.	Define and analyze and critique the design of interactive products.
2.	Recognize and understand the concept of micro-interactions in detail products.
3.	Define what the procedure for analysing findings from a usability test.
4.	Interpret and implement various tools and techniques of usability testing.
5.	Design and execute the process to conduct end-to-end usability testing on real life digital products.

Syllabus Details:

Unit 1: Introduction to micro-interactions.

To evoke emotions and activity (to compel the user to do something), four triggers of micro-interactions.



Proposed Academic Structure, 2022-23

Unit 2: Rapid prototyping techniques.

Tools and methods of rapid prototyping for idea generation Crazy 8, Scamper, 6 thinking hat.

Unit 3: Multi-Screen Interaction design.

Service design case studies - ATM/healthcare for multi-screen interaction design.
Practice & project based.

Unit 4: Designing for futuristic technologies.

Interaction design for gesture controls. Designing interactions for futuristic technologies – voice, AI.
Project based on sound/voice and gesture controls.

Unit 5: Emotional Design

7 types of emotions-examples as case study for each emotion. Develop your own emotional study on any product/situation. How to manage emotions in interaction design. E.g.: Nostalgic in social media (Facebook feature).

Project:

Apply the concepts learned through a selected problem statement and industry segment- implement through practice on tools- Figma, AdobeXD, Invision.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Seductive Interaction Design: Creating Playful, Fun, and Effective User Experiences	Stephen P. Anderson	
2.	Designing Web Interfaces: Principles And Patterns For Rich Interactions	Bill Scott, Theresa Neil	
3.	Micro interactions: Designing with Details	Dan Saffer	

Course Evaluation Matrix:



Proposed Academic Structure, 2022-23

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1	2			1		1	1
CO2	1	1		3	1			1
CO3				2			2	
CO4	1	2		2			2	1
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2		1	1	3
CO2	1	3	1	1	3
CO3	1	3	3	3	2
CO4		2		2	3
CO5	1	3	1	1	2

1	Course Title	UX Design for Futuristic Technologies
2	Level	
3	Credits	3



Proposed Academic Structure, 2022-23

Course Outcome:

1. Define and analyze the concept of augmented and virtual reality in depth with the help of different examples.
2. Recognize understand the process of implementing virtual and augmented reality through case studies.
3. Define and interpret Internet of things (IOT) and its application in different industry domains.
4. Demonstrate and implement various tools and techniques of usability testing.
5. Design and create futuristic technologies solutions for different industries utilizing varied tools and techniques of UX.

Syllabus Details:

Unit

1:

What is augmented reality, examples, case studies on augmented reality, implementing augmented reality in different industry domains, Oculus developer project based.

Unit 2: Designing for VR

What is virtual reality, examples, case studies on virtual reality, implementing augmented reality in different industry domains, Oculus developer project based.

Unit 3: Introduction to Internet of things (IOT)

What is internet of things, examples, case studies on IOT, implementing IOT in different industry domains project based.

Project Work

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:



Proposed Academic Structure, 2022-23

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Designing Bots: Creating Conversational Experiences	Amir Shevat	
2.	Designing for Emerging Technologies: UX for Genomics, Robotics, and the Internet of Things	Jonathan Follett	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1					1		1	1
CO2	1	1		3	1			
CO3	2			2			2	
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	2	2	2
CO2	1	3	1	2	3
CO3	1	3	2	3	3
CO4	2	2	3	1	3



Proposed Academic Structure, 2022-23

CO5	1	3	1	1	
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1	Course Title	UX Design for Rural India
2	Level	
3	Credits	3

Course Outcome:

1. Define and understand and ethnographic research methodology.
2. Identify and understand the pain points of rural India.
3. Apply the ethnographic study for identifying the pain points of rural India.
4. Implement the process of digitization to the bottom of the rural pyramid to have localised experience.
5. Design and propose possible solutions to the problems of Low bandwidth regions using ethnographic research.

Syllabus Details:

Ethnographic study of rural India. Creating UX for low bandwidth regions. Digitalization for the bottom of the pyramid. Localization of experience.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume



Proposed Academic Structure, 2022-23

1.	Designing for the Indian rural population: Interaction design challenges		
2.	Experiences designing a voice interface for rural India		

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	2		1		1	1
CO2		1		3	1			
CO3	1			2			2	2
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	1	1	3
CO2	1	3	1	2	3
CO3	1	3	1	1	2
CO4	2	2	2	1	3
CO5	1	3	1	1	1



Proposed Academic Structure, 2022-23

1	Course Title	UI Development Advance
2	Level	
3	Credits	3

Course Outcome:

1. Define and the guidelines for front end and back-end developers.
2. Recognize the varied UI development technology.
3. Define the implementation of UI development technology in different sectors.
4. Explain and implement various tools and techniques of UI Design.
5. Design and develop user centric designs using tools like HTML, CSS etc.

Syllabus Details:

Unit 1: Understanding web technology.

Getting started with Web Technologies? How do web backend & frontend work? What is different? Understanding HTML, CSS and JavaScript.

Unit 2: HTML, CSS, Bootstrap:

Implement visuals to working development through HTML, CSS colours, gradients, web fonts, dropdowns etc, what is Bootstrap? Bootstrap buttons, Bootstrap alerts, Bootstrap Wells, Bootstrap panels.

Unit 3: Getting Started with jQuery, ReactJS & AngularJS:

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:



Proposed Academic Structure, 2022-23

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Responsive web design with HTML 5 and CSS 3-	Ben Frain	
2.	HTML and CSS: Design and Build Websites-	John Duckett	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1	2	2		1		1	1
CO2	1	1		3	1			2
CO3	1			2			2	2
CO4								
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	1	1	
CO2	1	3	1	1	
CO3	1	3	1	1	
CO4	2	2		1	
CO5	1	3	1	1	



Proposed Academic Structure, 2022-23

1	Course Title	Industry Specific UX Design
2	Level	
3	Credits	3

Course Outcome:

1. Define and understand the implementation of UX design processes in various industry domains through case studies.
2. Recognize and identify the relevant problem statements.
3. Apply all the tools and methods of 6-d process in UX design Process for the problem statement chosen.
4. Formulate and ideate the required solutions using UX design process.
5. Design a rational solution to the identified problem in industry specific domains.

Syllabus Details:

Experience design case studies in banking, retail, insurance, media, healthcare, pharma, logistics & travel, education.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			



Proposed Academic Structure, 2022-23

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	1		1		1	1
CO2	1	1		3	1			

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	1	2	3
CO2	1	3	1	2	3
CO3	1	3	1	1	3
CO4	2	2		2	2
CO5	1	3	1	1	2

1	Course Title	Integrated Studio for UX Advance
2	Level	
3	Credits	3

Course Outcome:



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1. Define and analyze and critique the design of interactive products.
2. Recognize and understand the concept of micro-interactions in detail products.
3. Define what the procedure for analysing findings from a usability test.
4. Evaluate, interpret, and implement various tools and techniques of Usability testing.
5. Design and execute the process to conduct end-to-end usability testing on real life digital products.

Syllabus Details:

Project based on UX design implementation with industry relevant problem statement including 6D process.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Lean Design in Healthcare-	Ward Adam	
2.	UX Maturity in Financial Services	Taking Customer-Centricity Seriously-Whitepaper by HFI	
3.	DESIGN THINKING - the new DNA of the financial sector	- Whitepaper by IESE business school	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	2	1	1	2	1	1

Course Outcome	Program Specific Outcomes
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Proposed Academic Structure, 2022-23

	1	2	3	4	5
CO1	1	2	2	2	1
CO2	2			1	
CO3	1	3	2		3
CO4		3	1	3	3
CO5	1	3		3	1

1	Course Title	Gamification & UX
2	Level	
3	Credits	4

Course Outcome:

1. Define and understand the concept of Gamification and to recognize its differences in contrast to Game Design.
2. Implement Gamification in UX for Increasing User Engagement.
3. Implement Gamification concepts and strategies and develop design solutions to overcome the challenges faced in the UX industry.
4. Demonstrate knowledge of player-centred and User-centred designs.
5. Design incorporating knowledge of gamification for various Industries.

Syllabus Details:

Unit 1: Introduction to gamification.

What is gamification? Why is gamification so popular? Key ingredients of gamification – motivation, mastery and triggers, why and how gamification is not the same as game design.

Unit 2: Strategy of gamification.



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The appeal of gamification in UX design, challenges in gamification, the power of gamification and how it can increase user engagement and fulfilment, how to manage, monitor, and measure of the impact of gamification work.

Unit 3: Gamification – the play centred design.

Gamification in UX-increasing user engagement, types of game mechanics for UX improvement, player-centred design: moving beyond user-centred design for gamification.

Unit 4: Project

Implementing gamification in banking, healthcare, retail or management portal.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Gamify: How Gamification Motivates People to Do Extraordinary Things	Biran Burke	
2.	Actionable Gamification: Beyond Points, Badges, and Leaderboards	Yu-kai Chou	
3.	Gamification By Design: Implementing Game Mechanics in Web and Mobile Apps	Gabe Zichermann (Author), Christopher Cunningham (Author)	

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8



Proposed Academic Structure, 2022-23

CO1		2	2		1	1	1	1
CO2	1	1		3	1	1		
CO3	1			2			2	1
CO4	2	2		2	2	1		
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3		2	3
CO2	2	3	1	1	3
CO3	1	3	2	3	2
CO4	2	2			
CO5	1	3	1	1	3

1	Course Title	HMI
2	Level	
3	Credits	3

Course Outcome:

1. Define the concept of Human Machine Interaction (HMI) and its relationship with users.
2. Identify and understand the application of Virtual Reality and Augmented Reality to manufacturing processes in different industry sectors.



Proposed Academic Structure, 2022-23

3. Recognize the different technologies of HMI, Past trends, and current trends through case studies.
4. Demonstrate the implementation of emerging technologies like Augmented Reality (AR), Virtual Reality (VR) to visualize manufacturing functions in business.
5. Develop HMI solutions to complex problems using futuristic technologies along with current trends.

Syllabus Details:

Unit 1: Introduction to HMI

What is HMI? Who uses HMI? Common Uses of HMI, what is the difference between HMI and SCADA?

Unit 2: Trends in HMI Technology

Understanding the different technologies of HMI, past trends and current technologies, high-performance HMIs, touch screens and mobile devices, remote monitoring, edge-of-network and cloud HMIs case studies in detail.

Unit 3: Futuristic HMI's

Understanding the current trends, exploring ways to implement Augmented Reality (AR) and Virtual Reality (VR) to visualize manufacturing functions.

Unit 4: Project Work

Project work on HMI which includes current trends.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Designing the User Interface: Strategies for Effective Human-Computer Interaction	Ben Shneiderman (Author), Catherine Plaisant (Author), Maxine Cohen (Author), Steven Jacobs (Author), Niklas Elmqvist	



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		(Author), Nicholas Diakopoulos (Author)	
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Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1	1		2	2	1		1	1
CO2	1	1		3	1			
CO3	2			2			2	
CO4	2	2		2	2			2
CO5	1		2		2	2	1	

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	3		2	3	2
CO2		2	1	1	
CO3	1	3			2
CO4	2			3	
CO5				3	1

1	Course Title	Product Design & Lifecycle Management
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Proposed Academic Structure, 2022-23

2	Level	
3	Credits	4

Course Outcome:

1. Define and understand Product Lifecycle and Product Lifecycle Management.
2. Identify and understand identify the phases of Product lifecycle.
3. Examine Product life cycle stages, Benefits, areas of PLM.
4. Phases of product lifecycle and corresponding technologies.
5. Design the Product Life Cycle using numerous instruments of Product Development Platform.

Syllabus Details:

Unit 1: Introduction to product lifecycle management.

What is Product Lifecycle Management (PLM)? What is the Product Life Cycle? Product life cycle stages, Benefits, areas of PLM.

Unit 2: Product Development Platform

PLM, Supply Chain Collaboration, ALM and QMS, Multi-Tenant Cloud-Based, PLM Software, How Arena Provided the All-In-One Product Development Platform Apical Instruments Needed. Phases of product lifecycle and corresponding technologies.

Unit 3: Product Lifecycle Management Integration

Rootstock Product Lifecycle Management Integration, Shared Product Information, How the Integration Works

Unit 4: Project Work

Project work on PLM.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			



Proposed Academic Structure, 2022-23

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	A Project Guide to UX Design: For user experience designers in the field or in the making-	Russ Unger, Carolyn Chandler	
2.	UX Lifecycle	Val Head	
3.	Hooked: How to Build Habit-Forming Products	Nir Eyal	

Course Evaluation Matrix:

CO	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2			1		1	1
CO2	1	1		3	1			
CO3	2			2			2	
CO4	2	2		2	2	1		
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	2	3	2	2	3
CO2	1	3		1	



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CO3	3	3	1	1	3
CO4	2	2	3	1	2
CO5	1	3	1	2	1

1	Course Title	Business, UX & Design Management
2	Level	
3	Credits	2

Course Outcome:

1. Define and understand importance of UX Design and design policies in a business.
2. Identify the value of Design, strategies, and the application of its key guidelines in business.
3. Describe fundamentals of Design management, its types, and its importance in the business.
4. Analyse and compare the relationship between Design and Business Performances.
5. Formulate design using strategies and fundamentals of Design Management to transform business and provide best user experience.

Syllabus Details:

Unit 1: Business UX

Understanding How a UX approach can help any business, the business value of UX Design, strategy building, aspects of key guidelines in UX business, values and emotions of user behaviour and cognitive psychology of market and business, design policies, Importance of understanding business requirements, discovering business goals.

Unit 2: Stakeholder and Competitive Analysis

Importance of understanding business requirements, discovering business goals, Internal and external stakeholders, stakeholder analysis, stakeholder interviewing, meeting stakeholder expectations and feedback, direct and indirect competitors, competitor analysis and its practice, steps to conduct competitor analysis, parameters to conduct competitor analysis.



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Unit 3: Design Management

What is design management, taking charge of processes and people the evolution of design management, areas of design management, why does design management matter? Where does design management fall within businesses? Value Proposition Canvas, creating a UX roadmap.

Unit 4: Zeplin and Jira

Learning how to develop and deliver documentation using Zeplin and how to communicate well and assign tasks among and within teams using Jira.

Unit 5: Project

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.	Design Management - Managing Design Strategy, Process and Implementation Successful Product Design and Management Toolkit Design for Business		

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	2		1		1	1
CO2	1	1		3	1			1



Proposed Academic Structure, 2022-23

CO3	2			2			2	1
CO4	2	2		2	2			
CO5								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1				3	2
CO2	1	3		1	2
CO3		3	2	1	3
CO4	2	2		2	1
CO5	1	3	1	1	

1	Course Title	Live Project
2	Level	
3	Credits	5

Course Outcome:

1. Define and understand and how to initiate the Live Industry Specific Project.
2. Schedule and research, gain insights for handling the Live Project efficiently and effectively.
3. Execute Field research with secondary research along with application of research methods.
4. Analyze the current industrial scenario, where practical knowledge holds so much importance.
5. Designs solutions for live projects as per the chosen industry specific domain to gain perception of the real-world problems in real time.



Proposed Academic Structure, 2022-23

Syllabus Details:

Live Project should be in any one domain and should be technology driven and aesthetically done to be able to strategically prove its importance in the real-time world.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1								

Course Outcome	Program Specific Outcomes				
	1	2	3	4	5
CO1	1	3	2	3	3
CO2	1	2	1	1	3
CO3	1	3	3	2	2



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CO4	2	2		1	2
CO5	1	3	1	1	

1	Course Title	Internship(Degree Project)
2	Level	
3	Credits	14

Course Outcome:

1. Define and Identify the Industry for the degree project.
2. Demonstrate and justify the processes and methodologies used in the project.
3. Classify rational real time problem statement in different industry sectors.
4. Execute the project by implementing and applying different methodologies and processes.
5. Design and deliver Project reports based on the guidelines of the given format.

Syllabus Details:

Projects reports are to be submitted in a set format and mentors are assigned to each student for guidance through the project.

The project is evaluated as the end-term examination in the form of a jury conducted by an industry and academic panel.

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			



Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	1		1		1	1

1	Course Title	Internship Report
2	Level	
3	Credits	2

Course Outcome:

1. Define and Identify the Industry for the degree project.
2. Demonstrate and justify the processes and methodologies used in the project.
3. Classify rational real time problem statement in different industry sectors.
4. Execute the project by implementing and applying different methodologies and processes.
5. Design and deliver Project reports based on the guidelines of the given format.

Syllabus Details:

Projects reports are to be submitted in a set format and mentors are assigned to each student for guidance through the project.

The project is evaluated as the end-term examination in the form of a jury conducted by an industry and academic panel.



Proposed Academic Structure, 2022-23

Textbook:

Sr. No	Name Of The Book	Author	Edition/Volume
1.			

Reference Book:

Sr. No	Name Of The Book	Author	Edition/Volume

Course Evaluation Matrix:

Course Outcome	Program Outcomes							
	1	2	3	4	5	6	7	8
CO1		2	1		1		1	1



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