FORMAT FOR COURSE CURRICULUM

Course Title: Design Thinking for Innovation
Course Code:
Credit Units: 2
Level: UG

L	T	P/S	SW/FW	No. of PSDA	TOTAL CREDIT UNITS
0	1	0	2	3	2

Course Objectives:

This course aims to present an overview of the design thinking involved at each stage of the design process: the methods used by designers to generate and refine creative ideas, the key considerations that help shape them and the feedback and review elements that allow design teams to learn from each job and contribute to future commissions.

Pre-requisites: NA

Course Learning Outcomes:

The students will be able to

- Understand contemporary work and basic theories,
- Analyse ideas to produce creative solutions
- Create effective solutions for given problems

Course Contents/Syllabus:

	Weight age (%)
Module I:	
Stages of thinking The Design Process: Stage 1 – Define, Stage 2 – Research, Stage 3 – Ideate, Stage 4 – Prototype, Stage 5 – Select, Stage 6 – Implement, Stage 7 – Learn **Research** Identifying drivers, Information gathering, Target groups	**40%**

Module II:		
Idea generation Basic design directions, Themes of thinking, Inspiration and references, Brainstorming, Value, Inclusion, Sketching, Presenting ideas **Refinement** Thinking in images, Thinking in signs, Appropriation, Humour, Personification, Visual metaphors, Modification, Thinking in words, Words and language, Type 'faces', Thinking in shapes, Thinking in proportions, Thinking in colour		**30%**
Module III:		
Prototyping Developing designs, 'Types' of prototype, Vocabulary **Implementation** Format, Materials, Finishing, Media, Scale, Series/Continuity		**30%**

List of Professional Skill Development Activities (PSDA):

1. Study design thinking concepts applicable to various scenarios.
2. Study and produce creative solutions for different ventures
3. Develop innovative projects using design thinking

Assessment/ Examination Scheme:

Theory L/T (%)	Lab/Practical/Studio/SW (%)	Total (%)
0	100	100

Lab/ Practical/ Studio/SW Assessment:

Internal Components (Drop down)	Presentation (P)	Home Assignment (HA)	Project (P)	Report Writing (RR)	Viva Voce (V)	Attendance (A)
Linkage of PSDA with Internal Assessment Component, if any	PSDA 3	PSDA 1	PSDA1, PSDA2, PSDA 3	PSDA 3	PSDA 3	
Weightage (%)	10	10	40	20	15	5

Mapping Continuous Evaluation with CLOs

Course Level Outcomes / Assessment type	CLO1	CLO2	CLO3
Assessment Component 1	✓	✓	✓
Assessment Component 2	✓		
Assessment Component 3	✓	✓	✓
Assessment Component 4		✓	✓
Assessment Component 5		✓	✓

Text & References:

1. Gavin Ambrose, Paul Harris, "Basics Design - 8: Design Thinking", illustrated, reprint, AVA Publishing, 2010

2. Christian Müller-Roterberg, "Handbook of Design Thinking", Kindle Direct Publishing ISBN: 978-1790435371, November 2018