



Course Title: INNOVATION BY DESIGN

L	T	P/ S	SW/F W	TOTAL CREDIT UNITS
0	1	0	2	2

Course Code: to be decided later

Credit Units: 2

Level: UG

	Course Title: INNOVATION BY DESIGN	Comments (if any)
1	Course Objectives: This course familiarizes students with the concept of "innovation" and the journey of a design idea from the identification of a problem to a final solution that has a positive impact on a large community of users. Through case studies that focus on the "seven concerns of innovation", you learn how the innovation process requires empathy, meticulous effort, constant user interaction and effective collaboration.	
2	Prerequisites: Basic design concepts	
3	Student Learning Outcomes: The students will be able to <ul style="list-style-type: none">• Understand the concept of Innovation• Build Design Concepts• Apply the knowledge of innovation by design	
4	Module I: Introduction Design Thinking & Collaboration, Challenges to Innovation, Understanding Users and their requirements, Arriving at Design Insights, Prototyping for User Feedback	30%
5	Module II: The Cause and Context of Innovation and Design	

	The Cause, User Feedback for Development, New users, new needs to meet, Knowing the Context,, The Basic Need, Ingenious Attempts, Concepts generation, Experiencing the Product, Refinements, understanding Constraints, Exploring Possibilities, Understanding the Technology, At the 2nd Valley of Death, Finishing Touches, The Check,	40%														
6	Module III: Conception and Connection of Innovation and Design															
	The Conception, One product, many problem, Concept Clusters, From idea to product, Prototyping, Materials and Technologies, Collaborative Efforts, Crafting, The Manufacturing Challenge, The User Feedback, The Iterative Process, the Connection,	30%														
7	Pedagogy for Course Delivery: There will be two phases in the course: <ul style="list-style-type: none"> • Case based tutorial sessions • Lab sessions on innovative design development. 															
	Assessment/ Examination Scheme: Assessment/ Examination Scheme:															
	<table border="1"> <thead> <tr> <th>Theory L/T (%)</th> <th>Lab/Practical/Studio/SW (%)</th> <th>Total (%)</th> </tr> </thead> <tbody> <tr> <td>0</td> <td>100</td> <td>100</td> </tr> </tbody> </table>	Theory L/T (%)	Lab/Practical/Studio/SW (%)	Total (%)	0	100	100									
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	Lab/ Practical/ Studio/SW Assessment:															
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References:

1. Chakku 7C's
2. Collaborative Model For Innovation
3. Pitfalls in the Innovation process
4. Innovation By Design – Collaboration is the key to cross the Pitsfalls in the Innovation Process

5. Change by Design, Tim Brown, HarperBusiness (September 29, 2009)
6. The Art of Innovation, Tim Kelly,
7. The Design of Everyday Things, Don Norman