

Design Minor Program

Department of Art, Design and Performing Arts
School of Humanities and Social Science

About the Program

Design as an activity is considered fundamental to human beings. Its primary objective is to conceive and create environments (products, systems and services) that satisfies human needs and wants. It is a **transdisciplinary field of study** focused on solving users' (people in specific and society at large) problem in accomplishing their needs and wants.

Recent times have presented us with new contexts of complex and multifaceted problems for the economy, environment and society. Traditional knowledge and approaches are of limited use in such contexts. These wicked problems demands design thinking with multi-disciplinary approach in coming up with innovative solutions.

The Minor Program in Design has been envisioned for nurturing **design thinking and innovation** among undergraduates through **experiential based learning**. The program is open for all the disciplines and offers a **unique opportunity of working in multi-disciplinary groups** and learning creative problem solving at first hand.

Program Structure and Course Plan

The program consists of 5 courses which need to be taken in the recommended sequence (as shown in the table below). The maximum capacity of the program is 25 students per batch (due to infrastructure limitations). In case the number of students registered for minor is less than 25, remaining seats may be offered as University Wide Elective (UWE).

L – Lecture/Theory (1 hour each) **T** – Tutorial (1 hour each) **P** – Practical/Studio Work (2 hours each)

Semester	Course Code and Name	Credits (L-T-P)
3 rd Semester	DES101: Elements and Principles of Design	4 credits (2-0-2)
4 th Semester	DES111: Introduction to Product Design	4 credits (2-0-2)
5 th Semester	DES131: Introduction to Ergonomics	4 credits (2-0-2)
6 th Semester	DES121: Introduction to Visual Communication Design	4 credits (2-0-2)
7 th Semester	DES201: Color in Design	4 credits (2-0-2)

Course Brief

DES101: Elements and Principles of Design – This course starts with an introduction to design as a field of study and its relationship with different disciplines. It then presents the fundamental of visual elements and principles of design (2D and 3D) through a series of lecture and studio sessions.

DES111: Introduction to Product Design - The course is intended to introduce the fundamentals of product design i.e. Involved methodology, different approaches as well as salient achievements in the field of product design.

DES121: Introduction to Visual Communication Design - The course introduces fundamental concepts of visual communication design and its application through a series of lectures and studio sessions. The course focuses on studying and exploring how design elements and principles contribute in designing visual communication.

DES131: Introduction to Ergonomics - The course is intended as an introduction to the domain of Ergonomics – the science of man – machine interface and its application in designing products, services and systems.

DES201: Color in Design – The course intends in developing understanding on the significance and application of color in design. Students are expected to develop knowledge and practical skill through theoretical and practical training. Students are required to develop products, give seminars and submit research paper on chosen topics. The course would help in understanding the significance and the application of color in Product Design and Visual Communication.

Contact Details

For more information following faculty members can be approached.

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