Department of
Design

Shiv Nadar University

Design Minor
Program Brochure

1. Introduction

1.1. About Design

Design as an activity is considered fundamental to human beings. It means, everyone designs and everyone is a designer. However, as a professional field of study it evolved in recent years transforming knowledge from various disciplines like art, craft, architecture, engineering, social sciences etc. and focused it on developing innovative solutions that satisfies the users' need.

It is an applied art, and science of critically examining existing situations, identifying and redefining problems, laterally exploring prospective solutions, and conceiving innovative solutions (product, systems, and services) that are sustainable, and satisfies user's needs in specific and society at large. This transdisciplinary field of study is envisaged to play a critical role in elucidating many complex and multifaceted problems of the 21st Century.

1.2. Design Minor – Learning Outcome

Design Minor Program at SNU is intended to introduce undergraduates with the fundamentals of design, and designing. Students get a unique opportunity of working in multi-disciplinary groups, and explore designing through experiential based learning. In the background of rapidly changing global economy, design is expected to provide students with a much broader perspective of 21st Century problems and professional exposure. Currently few Indian Universities offers such an opportunity to the undergraduates. It is expected to give them an edge over other undergraduates, making them adept for a wide range of placements. After the completion of the Design Minor program, one can expect the following learning outcomes:

1. **Exposure to Design as a field of study**: Student gets an overview of Design as a field of study, and acquires sufficient knowledge, and skills to compete in design related competitive exams (if they wish to pursue it further).

2. **Trans-disciplinary**: Students get exposed to working in multi-disciplinary groups and learn creative problem solving. It makes them capable of transforming disciplinary boundaries, enabling them to see the bigger picture.

3. **Design Thinking Approach**: Students acquire Design Thinking skills enabling them to apply it either in their own discipline or professional life.

2. Program Structure and Courses

Currently the program covers two broad domains of design, **Visual Communication Design** (manifested through 2-dimensional products), and **Product Design/Industrial Design** (manifested through 3-dimensional products).

2.1. Program Structure

A student admitted into the program should complete a minimum of 5 courses (20 credits) in the recommended sequence. The maximum capacity of all the courses is 20 students. In case the number of students registered for minor is less than 20, remaining seats may be offered as University Wide Elective (UWE).

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

2.2.Course Brief – Learning Outcome

Learn by doing is at the heart of all courses, and generally a theory–practice ratio of 40:60 is maintained for all the courses. This helps students in gaining an experiential based learning.

DES101 Elements and Principles of Design: The course introduces the elements and principles of visual design (visual language) applicable to both 2D and 3D products. It is delivered through a series of lectures and studio sessions intended to sensitize students towards the visual aspects of 2D or 3D design. Towards the end of the course, students become aware about the fundamentals of visual language and sensitive towards its use in various mediums. The course also present design as a field of study, its evolution, and its relationship with other fields of study.

DES111 Introduction to Product Design: This course is focused on 3-dimensional design (products), and its underlying designing process. It introduces different aspects of any product (like form, function, ergonomics etc.), and various methods and techniques of achieving it. Students get an experience of manufacturing using various materials and processes. An important component of this course is Project Work, where students apply their knowledge in solving a design problem.

DES121 Introduction to Visual Communication Design: The course introduces the fundamental concepts of visual communication design, and how visual language is used in solving design problems. The focus of the course is on 2-dimensional design, and students learn how elements and principles (covered in DES101), contribute in designing visual communication. Furthermore, it touches on various means of communication i.e. graphic design, photography, animation, films, and multi-media.

DES131 Introduction to Ergonomics: This course introduces the fundamental concepts of Ergonomics – the science of man-machine interface. The focus is to enable student identify ergonomics problems and acquaint them with various related concepts like interaction, postures, work envelop , reachability, anthropometry, work surfaces, affordance, compatibility, etc. application of ergonomics in various fields. Through a series of lecture and hands-on exercises, the course trains students in applying ergonomics in designing both 2D and 3D products

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.

3. Eligibility and Admission Criteria

3.1.Eligibility

Undergraduate students (students of Shiv Nadar University) of all the disciplines who have completed the second semester, and are genuinely interested in Design are eligible to apply for Design Minor Program. Students who have completed 3 semesters or more are not eligible for the Design Minor Program. However, such students may take design courses as UWE, provided seats are available.

3.2.Selection Process

Department of Design invites application for **Design Minor every Monsoon Semester**, and admits 20 students per batch. In case the numbers of applicants are more than 20, shortlisting is done through Design Aptitude Test (DAT), conducted in the first week of Monsoon Semester. The test assesses student's drawing and visualization skills, observational skills, creativity, logic, and general awareness.

4. Faculty Members

For more information following faculty members can be approached.

Amit Ray (Professor and Head)
Email: amit.ray@snu.edu.in

Prakash Kumar, *(Cabin: D334A)*
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