

## Mobility and Vehicle Design Course Content

1<sup>st</sup> Semester

### DE 601 Introduction to Studio Photography

**Course Content** (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):  
Lens, Focal Length, Exposure (Shutterspeed, Aperture, ISO), Depth of Field, Histogram, Picture Styles, Raw image, Digital Imaging, Sensor, Crop Factor, Light Meter (Incident, Reflected), Studio Lighting, Flash Photography, Tabletop Photography.

#### **Texts/References**

- Andrews, Philip & Langford, Michel, Langford's Starting Photography: The Guide to Creating Great Images, Focal Press, 2008.
- Hirsch, Robert, Light and Lens: Photography in the Digital Age, Taylor & Francis Group, 2012.
- Page, David A. & Zakia, Richard D., Photographic Composition: A Visual Guide, Focal Press, 2011
- Hunter, Fil & Biver, Steven & Fuqua, Paul, Light Science and Magic: An Introduction to Photographic Lighting, Focal Press, 2012.
- Zakia, Richard D., Perception and Imaging: Photography – A Way of Seeing, Focal Press, 2013.
- Berger, John, Ways of Seeing, Penguin, 1990.
- Child, John, Studio Photography: Essential Skills, Focal Press, 2008.

### DE 627 Indian thought and tradition

**Course Content** (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

This is an exposure course to Indian thought and traditions which will cover various domains like Indian visual art, oral traditions, music, dance, theatre, science, health and architecture and society that make India stand out uniquely as a nation because of its diversity of cultures, languages, religions and customs

**Visual Art** - Traditional and contemporary schools of Indian Art, folk art

**Oral Traditions** from the ancient to the present

**Music** - Classical (Hindustani & Carnatic), Semi-classical, Folk, Fusion

**Dance** - Classical, Folk, Contemporary

**Theatre** - Traditional (Natyashastra), Contemporary, Puppet Theatre

**Science** - An understanding of the scientific approach to everything and the holistic approach to it and how it influenced all aspects like health, architecture, management and even the arts.

Post independence understanding of India as a nation and bridging the wealth of the past with the potential of the future.

Reflection of this exposure to the question - What is or what can be called 'Indian' Design.

### **Texts/References**

- IyerBharatha K., Indian Art-a Short Introduction, Taraporwala 1982.
- Gandhi Indira, Eternal India, BI Publications 1980.
- Boner, Sharma Baumer; Vastusutra Upanishad, MotilalBanarasidas, 1982.

### **DE 653 Material and Manufacturing**

#### **Course Content** *(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Properties and usage of thermoplastics, thermosetting plastics. Process of selection and applications of plastics for Mobility Products. Design limitations in application of Plastics in Mobility.
- Assembly Processes and Decorative techniques for Automotive Trims. Design, Limitations and Selection of materials, Manufacturing processes and assembly techniques for Ferrous and non – ferrous metals in mobility applications.

### **Texts/References**

- Beadle, J. D: Plastic forming, Production / engineering series, Macmillan, London, 1971.
- Beadle, J. D: Metal forming, Production engineering series, Macmillan, London, 1971.
- Beadle, John D : Product treatment and finishes, Macmillan, London 1971.
- Beck R. D” Plastic Product Design, Van Nostrand Reinhold Co., New York,1980.
- Cleminshaw D., Design in Plastics, Rockport, MA USA 1989.
- Garratt J : Design and Technology, Cambridge University Press, UK, 2004.
- Thompson R.: Manufacturing processes for design professionals, Thames & Hudson, London, 30 Oct, 2007.
- Ashby, Michael; Johnson, Kara; Materials and Design: The Art and Science of Material Selection in Product Design, Publisher : Butterworth - Heinemann; 2002.

## **DE 655 Automobile Engineering and Technology**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- Exposures to systems in a vehicle - power system: Gasoline, diesel, bio-diesel, electrical, hybrids, etc.
- Transmission system: clutch, gear trains, differential. Suspension, steering, breaks etc.
- Controls: Clutch, gear, accelerator. Dash board displays. HVAC
- Vehicle structure-Body On Frames, monocoque.
- Modern assembly (robotic) and finishing technologies
- Packaging & Integrating Methodology, aerodynamics, ergonomics, Seating Systems, Trim Systems, Trim Systems, Safety & Homologation,
- Reading and seminars. Visit to auto plants and use of interactive soft wares.

### **Texts/References**

- Julian Happian-Smith, Transport Research Laboratory (TRL)  
Introduction to Modern Vehicle Design, Publisher: Elsevier, 2001.
- Heinz Heisler: Advanced Vehicle Technology,  
Publisher: Butterworth -Heinemann, 2002
- Seth Leitman, Bob Brant, Leitman Seth: Build your Own Electric Vehicle: Publisher:  
McGraw-Hill Companies. 2008

## **DE 657 Vehicle Ergonomics**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- Introduction to Ergonomics / human factors
- The concept of System Design. How to look at the design issues
- Use of Anthropometry in vehicle design
- Biomechanics and vehicle design
- Principle of automobile Chair Design
- Neural Systems.
- Communication in Automobile system
- Vehicle for the special people
- Final design Assignment

### **Texts/References**

- Sanders, Mark S; McCormick, Ernest J; Human factors in engineering and design, McGraw Hill (1993)
- B. Peacock, Waldemar Karwowski; Automobile ergonomics Publisher: CRC; 1 edition, 1993
- S .P. Taylor C. M. Haslegrave: Vision in Vehicles VI. Publisher: North Holland; First edition, 1998
- Cristy ho, Charles Spenser; The multi-sensory drives: Implication for ergonomics car interface design. Publisher CRC Press, 1 Oct. 2012
- Don Harris (Editor): Engineering Psychology and Cognitive Ergonomics: 8th International conference. Publisher: Springer; 20-Jul-2015

### **DE 659 Forms Space and Order**

#### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- Rectilinear and Curvilinear Volumes
- Two dimensional and Three dimensional Planes
- Lines in space
- 2 and 3D Form transition. Exploration of form to develop imagination and insight.
- Use of metaphors to generate new forms. Concept of family of forms.
- Use of combinatorics as a method of 3D form generation.
- Exploration of surface textures in different materials.
- Form, material and process relationship.

### **Texts/References**

- Itten, Johannes; The Art of Color: The Subjective Experience and Objective Rationale of Color, Wiley Publications, 1997
- Hannah, Gail Greet; Elements of Design, Princeton Architectural Press, 2013
- Byers, Mel; The Design Encyclopedia, Publisher: John Wiley & Sons Publications, 1994
- Livio, Mario; The Golden Ratio: The Story of PHI, the World's Most Astonishing Number, Publisher: Broadway, 2008

## **DE 661 Mobility Design 1**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- Understanding context related problems, User research-customer's explicit needs and latent needs.
- Aesthetics, trends, style Analysis
- Product planning, development of product brief. Concept generation, creativity and innovation.
- Evaluation techniques. Peer reviews.
- Understanding of the packaging concept and the problems connected with travelling space, technology, ergonomics and aesthetics / styling.
- Reading and exercises in mobility related topics.
- Tasks/small projects related to this topic

### **Texts/References**

- Jones, J.C : Design methods: Seeds of human futures, Wiley interscience, London, 1992
- Gorb, Peter, Ed. Living by Design, Lund Humphries, London 1978.
- M.M Andereasen, Integrated Product Development, IFS Publications Ltd. / Springer Verlag, Berlin, July, 1987.
- Asimow Morris; Introduction to Design, Prentice Hall, Englewood Cliffs, N.J., 1962.
- Pulos, Arthur, The American Design Ethic, MIT, USA, 1983.
- Roozenburg and Eekels, Product Design: Fundamentals and Methods, Publisher: John Wiley & Sons Inc; New Ed edition, 23 March 1995.
- Ulrich, Karl T., Eppinger, Steven D.; Product Design and Development, McGraw-Hill 1995, 2000, 2004, 2015
- Goodrich, Kristina; Design Secrets: Products: 50 Real-Life Projects Uncovered - Industrial Designers Society of America, Publisher: Rockport Publishers June 2001.
- Cagan, Jonathan; Vogel, Craig M.; Creating Breakthrough Products: Innovation from Product Planning to Program Approval, Publisher: Financial Times Prentice Hall; 2002
- Rouse, William B.; Design for Success: A Human-Centered Approach to Designing Successful Products and Systems, Publisher: Wiley-Interscience; 14 March 1991.

## **DE663 Sketching 1**

**Course Content** (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

- Exercises on lines, curves to improve the hand mind coordination.
- 1 , 2 and 3 point perspective. Theory and examples from nature.
- Drawing of objects from outdoor.
- Exercises for improving observation and visual memory.

### **Texts/References**

- Edwards, Betty; New Drawing on the Right Side of the Brain, Publisher; Tarher; 1 Nov. 2012
- Powell, Dick; Design Rendering Techniques: A Guide to Drawing and Presenting Design Ideas, Publisher: North Light Books, 1986
- Caplin, Steve; Banks, Adam; The Complete Guide to Digital Illustration, Publisher: Watson – Guptill Publications, 2003.
- Demers, Owen; Digital Texturing &Paintin, Publisher: New Riders Press; Bk & CD – Rom edition, 2001.
- Pogany, Willy; The Art of Drawing, Publisher: Madison Books, 1996
- Mckim, Robert; Experiences in Visual Thinking, Publisher: Brooks/Cole Publishing Company 1980.

## **DE 665 Model Making 1**

**Course Content**(*List ofthe topics/sub-topicstobecovedinthelectures/practical's/assignments*):

- 'Quick and dirty prototypes' depicting the idea. Use of papers, wire, wood, POP.
- Exploratory and form mock-ups. Use of Polystyrene foam, Polyurethane foam, wood, metal.
- Finished model: Vacuum Forming, Polystyrene sheet, acrylic sheets.
- Workshop / Studio Safety
- Fabrication : Cutting, Welding
- Painting the models.
- Exercises and tasks to gain competency n model making that they can apply in future courses and projects.

## **Texts/References**

- Yasusato YAMADA; CLAY MODELING Techniques for Giving Three – dimensional Form to Idea; Osami SUZUKI San'eiShobo Publishing Co., Ltd., Japan; 1993
- Roberto Lucci& Paolo Orlandini; Product Design Models; Van Nostrand Reinhold; New York; 1990.
- Criss B. Mills; Designing with Models; John Wiley & Sons, Inc.; New Jersey; 2011
- Rob Thompson; Prototyping and Low-volume Production; Thames & Hudson; United Kingdom; 2011.
- BjarkiHallgrímsson; Prototyping and Modelmaking for Product Design (Portfolio Skills), Laurence King Publishing, UK, 3 Oct. 2012
- Rob Thompson; Manufacturing Processes for Design Professionals; Thames & Hudson; United Kingdom; 2007.

2<sup>nd</sup> Semester

## **DE 612 Design Issues**

### **CourseContent***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- This course will contain two predominant approaches. The first is reflective which will help students to ponder on the very basic yet subjective questions like what makes a good designer.
- It will address understanding perceptions & paradigms which enable students to 'think outside the box' by identifying the boxes one creates inadvertently while designing.
- It will deal with the tangible and intangible relevance of broadening one's perspectives in Arts Aesthetics, Science and Technology to design.  
The second is an exposure to different thoughts and perspectives, concerns and issues in the context of design.
- The challenges in design, layers or user experience, design process
- Design for the real world
- It will also expose the students to emerging areas of design.
- Relevance of design in the context of India,
- Importance of sustainable design practices, preserving traditional practices & designing for the underserved communities.
- Lastly it will provide an exposure to the design process.

### **Texts/References**

- Covey, S. The Seven Habits of Highly Effective People. Simon& Schuster, 1990
- Athvankar, Uday, Mental Imagery as a Design Tool, Cybernetics and Systems, Vol 28, No 1, Jan-Feb, 1997, pp 25-42.
- Athvankar, Uday, Learning from the way Designers Model Shapes in their Mind, Cognitive Systems : from Intelligent Systems to Artificial life, ed. J.R. Issac and V. Jindal, Tata McGraw-Hill, New Delhi, 1997, pp 221-232.
- Poovaiah, Ravi and Sen, Ajanta. Design by People within Culturally-rooted Idioms – the new ‘cool’ in a globalised world: - paper at ICSID Educational Conference at Copenhagen, Sept. 2005
- Christopher Jones, Design Methods Seeds of Human Future, Wiley, Interscience (1970)
- Jesse James Garrett, The Elements of User Experience, New Riders (2003)
- Hugh Beyer and Karen Holtzblatt, Contextual Design, Morgan Kaufmann (1998)
- Victor Papanek, Design for the real world, 2nd edition, Academic Chicago Publishers (15 July, 1985)
- Donald Schön, The Reflective Practitioner: How Professionals Think In Action, Basic Books (2 September 1984)

### **DE614 Design Workshop**

#### **CourseContent***(List of the topics/sub-topictobecoveredinthelectures/practical's/assignments):*

- An independent on week workshop which involves working on actual design problems with practicing professionals. Study of various techniques used in Design execution like Calligraphy, Pottery and Ceramics, Printmaking, Theatre, Film and Video, Performing Arts Sculpture, Painting, Story Telling and Narrative, Toy Design, Book Design, Sound Design, Exhibition Design, Information Graphics and Way finding, Environment etc.

#### **Texts/References**

NONE

## **DE 644 Exposure to grid systems in visual design**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Brief introduction to typography
- Understand the relationship of space and content, type and image
- Exposure to application of elements and principles of design in relation to space
- Introduction of grid as a system to arrange elements to create order and hierarchy to the content
- Creation of grid and its applications through studio tasks

### **Texts/References**

- Jost Hochuli; Detail in typography, Hyphen Press, London, 2008
- Josef Muller Brockmann; Grid Systems, Arthur Niggli; Bilingual edition, 1996

## **DE 646 CAID modelling for automotive design**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Modelling and Rendering with Primitives. Create Primitive shapes, transform geometry. Modify CVs to transform geometry. Create a final rendering. Setting Render Globals.
- Modelling with Curves and Surfaces. Introduction to curves, Degrees of Curves, Extrude curves, duplicate curves, Curvature evaluation, joining curves. Skin between curves, Birail, Squares, Revolve.
- Modelling with Trims and Fillets. Sketch on the canvas plane. Curve on surface. Intersect geometry to create curves on surfaces. Trim and Untrim, Trim Divide, Multiple Trim. Round surface Edge. Use Surface Fillet. Curves Continuity, Blend Curves. Tangent and Curvature Continuous Surfaces.

### **Texts/References**

- Fridolin T. Beisert; Learning Design with Alias Studio Tools: A Hands-on Guide to Modelling and Visualization in 3D (Official Alias Training Guide); Wiley, USA, 17 April 2006.
- Sham Tickoo; Learning Autodesk Alias design 2010; CAD/CIM Technologies, USA, 10 Jan. 2010
- Karen E. Goulekas; Visual effects in a Digital World; Morgan Kaufmann, 2001
- Greiman, A: Hybrid Imagery: The Fusion of Technology and Graphic Design, Architecture; Design and Technology Press, London, 1990

## **DE 648 History of Transportation and Automobile Design**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Brief history of evolution of the present day vehicles personal and public mobility.
- Great cars and Great designers who had deep influence in today's car industry.
- Innovation in energy sources and its impact on design.
- Presentations based on the above topic.

### **Texts/References**

- Beverly Rae Kimes: Pioneers, Engineers & Scoundrels- The dawn of the automobile in America by (SAE) 2005
- Henry Dominguez: Edsel Ford & E.T. Gregorie- The remarkable design team and their classic Fords of 1930's 1940's by 1999 SAE, 15 June 1999.
- Michael W. R. Davis: General Motors: A Photographic History (MI) (Images of Motoring) . Publisher: Arcadia Publishing 1999
- Michael Lamm, Dave Hollis: A Century of Automotive Style: 100 Years of American Car Design Publisher: Lamm-Morada Pub Co; 2nd edition, Dec. 1996
- Larry Edsall: Masters of Car Design (Genius) [ILLUSTRATED], Publisher: White Star; illustrated edition, 26 Feb. 2008
- L. J. K. Setright: The designers: Great automobiles and the men who made them. Publisher: Follett Pub. Co 1976

## **DE 650 Studies in 3D Form**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Theory of colours and perception
- Form language for vehicles.
- Form abstraction, form expression, Form transition-use of metaphors.
- Treatment of large surfaces and volumes.
- Interpolation and blending of forms.
- Advanced radii manipulation: Filleting, Chamfers, varying fillets and radii.
- Tangential and non tangential curves. Interior / Space experience.

### **Texts/References**

- Wucius Wong; Principles of Two-Dimensional Design, Publisher: Wiley, 1 Dec.1972
- Wucius Wong; Principles of Three-Dimensional Design. Publisher: Van Nostrand Reinhold, March, 1977
- Stephen Luecking; Principles of Three-Dimensional Design: Objects, Space and Meaning. Publisher: Prentice Hall, 2 January 2002.
- Johannes Itten; Design and Form: The Basic Course at the Bauhaus and Later, Revised Edition, publisher: Wiley; Revised edition, 15 December 1975
- Johannes Itten; The Elements of Color. Publisher: Wiley 1970

### **DE 652 Mobility Design 2**

#### **CourseContent***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Understanding mobility issues at system level
- Sustainable mobility - ecology/environment, culture, technology, legislation, safety, Mass transportation, Urban, Semi-urban, rural transport systems & mobility needs,
- Rapid and intelligent transport systems.
- Future technologies for mobility

#### **Tasks:**

- Technology watch, Scenario creation for integrated systems, Strategic approach to mobility design

### **Texts/References**

- Beverly R. Kimes: Pioneers, Engineers, and Scoundrels: The Dawn of the Automobile in America. Publisher: SAE International. 2005
- Tracy Powell: General Motors Styling 1927-1958: Genesis of the World's Largest Design Studios. Publisher: Powell House, 2007.
- David Temple: GM's Motorama: The Glamorous Show Cars of a Cultural Phenomenon, Publisher: Motorbooks; 1st edition, 2006
- Frederic Sharf: Future Retro, Publisher: MFA Publications, 2005

## **DE 654 Sketching 2**

**Course Content***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- Perspectives and Object drawing
- Light and Shadow
- Renderings
- Live sketching of people, object, animals
- Exercises in studio lighting

**Texts/References**

- Edwards, Betty; *New Drawing on the Right Side of the Brain*, Publisher: Tarcher; 2002
- Powell, Dick; *Design Rendering Techniques: A Guide to Drawing and Presenting Design Ideas*, Publisher: North Light Books, 1996
- Caplin, Steve; Banks, Adam; *The Complete Guide to Digital Illustration*, Publisher: Watson – Guptill Publications, 2003
- Demers, Owen; *Digital Texturing & Paintin*, Publisher: New Riders Press; Bk & CD – Rom edition, 2001
- Pogany, Willy; *The Art of Drawing*, Publisher: Madison Books, 1996
- McKim, Robert; *Experiences in Visual Thinking*, Publisher: Brooks / Cole Publishing Company, 1980.

## **DE 656 Model Making 2**

**Course Content***(List of the topics/sub-topics to be covered in the lectures/practical's/assignments):*

- Introduction to Tools and equipments for clay modelling. Armature making for clay modelling.
- Clay application and carving. Making templates. Un-filleted model, Fillet making. Finishing the clay model.
- Clay Film application
- Modelling with Fiber reinforced plastic. Mould making. Finishing the models. Painting
- Workshop / Studio Safety
- Exercises and tasks to gain competency in model making that they can apply in future courses and projects.

## **Texts/References**

- Yasusato YAMADA; CLAY MODELING Techniques for Giving Three dimensional Form to Idea; Osami SUZUKI San'eiShobo Publishing Co., Ltd;. Japan; 1993
- Roberto Lucci& Paolo Or landini; Product Design Models; Van Nostrand Reinhold; New York; 1990
- Criss B. Mills; Designing with Models; John Wiley & Sons, Inc.; New Jersey; 2011
- Rob Thompson; Prototyping and Low-volume Production; Thames & Hudson; United Kingdom; 29 March 2011
- BjarkiHallgrimsson; Prototyping and Modelmaking for Product Design (Portfolio Skills), Laurence King Publishing, UK, 3 Oct. 2012
- Rob Thompson; Manufacturing Processes for Design Professionals; Thames & Hudson; United Kingdom; 30 Oct. 2007.

3<sup>rd</sup> Semester

## **DE 703 Arts design and society 1**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Analysis of history of Art. Traditional Arts. Modernity and Post Modernity.
- Analysis of history of Design. Bauhaus, Ulm.
- Analysis of history of Design in India. Analysis of design in the context of India.
- Cultural studies. Discourse analysis.
- An Introduction to Theatre.
- An introduction to Documentary Films.
- Critical writing in Art, Design, Theatre and Film.
- An Introduction to Humanities and Social Sciences.
- Qualitative methods-ethnographic, historical, philosophical, case study and interview.

## **Texts/References**

- Mario, Bussagli; Sivaramamurti, C.; 5000 Years of Art in India, L.N.Abrams, NY, 1971
- Ananda, Coomaraswamy; The Dance Of Siva, Kessinger Publishing, 2006, ISBN-13: 978-1428680302
- Eames, Charles and Ray; The India Report, NID, 1958
- Hylland, Eriksen Thomas; Small Places, Large Issues - Second Edition: An Introduction to Social and Cultural Anthropology (Anthropology, Culture and Society), Pluto Press; 2001
- Neil, Gershenfield; When Things Start to Think, Hodder and Stoughton, London, 10 June, 2014
- Gropius, Walter (Author); Pick, Frank (Introduction); Shand, P. Morton; The New Architecture and The Bauhaus, The MIT Press, 1965
- Morris, William (Author); Kelvin, Norman (Editor); William Morris; on Art and Socialism, Dover Publications (August 9, 1999) ISBN-13: 978-0486409047, 23 May 2010.
- Papanek, Victor; Design for the Real World, Thames and Hudson, London, 1995
- Meggs, Philip; A History of Graphic Design, John Wiley & Sons, 1998
- Trivedi, Kirti (ed.); Indian Symbolology, IDC, 1987
- Spitz, Rene; The Ulm School of Design: A View Behind the Foreground, Publisher: Edition Axel Menges, 20 August, 2002
- Lupton, Ellen; Miller, J. Abbott (Editor); The ABC's of Bauhaus, The Bauhaus and Design Theory, Publisher: Princeton Architectural Press, 2000

## **DE 713 Seminar and Critical Writing**

### **Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Encouraging students to prepare a seminar presentation and write an academic report on vehicle design related or any topic from wide variety of areas like technology, design, architecture, humanities, arts etc.
- Demands and conventions of academic reading and writing.
- Analyzing texts, using evidence and secondary source material
- Citations and referencing.
- From prewriting exercises through rough drafts and revisions.

**Texts/References**

- George, Dianna (Ed.), Trimbur, John (Ed.), Reading Culture : contexts for critical reading and writing, 16th ed, New York ; Pearson / Longman, 2007
- Kiniry, Malcolm/ Rose, Mike; Critical Strategies for academic thinking and writing : a text and reader, 2<sup>nd</sup> ed, Boston : Bedford Books of St. Martins Press, 1993.

**DEP 701 M.Des Project 1**

**Course Content** (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

The summer internship provides an opportunity for you to work in rural or urban scenarios, based on your preferences and it hopes let you explore the impact design can have on our society, given the backdrop of socio-economic and cultural context of our country.

The duration of the project is four weeks.

All the students will have to make a presentation after they have completed their internships.

**Texts / References**

As per project choices.

**DEP 703 M.Des Project 2**

**Course Content** (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books and book design, animation and interaction design. This is the equivalent of the final dissertation project leading to the degree of M.Des in Communication Design.

- Duration: 4 months from July– Nov.
- This project will be an extension of the project III and should include development of the final design concept. The defence presentations will be held during the month of April and time given till the end of June to complete the jury feedback, final drawings and finer detailing of the project.
- The evaluation of the Stage 2 of Project III is done by a panel of examiners appointed by DPGC. The panel will consist of external jury member along with an internal examiner, the guide and the chairman (A Professor or an Associate Professor from another Department of IIT Bombay)

**Texts /References**

As per project choices.

**4<sup>th</sup> Semester****DE 702 Arts design and society 2****Course Content***(List of the topics/sub-topics to be covered in the lectures/practicals/assignments):*

- Key issues in visual arts (painting and installation art, photography, films), performing Arts public art.
- Concepts and concerns, and discourse on contemporary arts practice.
- The course involves talks by visiting artists, writers, film-makers, theatre artists as well as site visits to organizations and institutions that support arts-based activities and education.

**Texts/References**

- Huddleston, Edgerton Susan; Translating the Curriculum: Multiculturalism into Cultural Studies, Routledge, 1997 ISBN-13: 978-0415914017 (2014)
- Norm, Fairclough; Analysing Discourse: Textual Analysis for Social Research, Routledge; 2003. ISBN-10: 0415258936
- Pal, Pratapaditya (ed. ): Reflections on the Arts in India, Marg, 2000
- Subramanyan K. G.; Moving Focus: Essays on Indian Art, Seagull Books, Kolkata, 2006 ISBN Number : 81 7046 199 5
- Subramanyan K.G.; The Living Tradition, Seagull, 1987 ISBN Number: 8170460220
- Friedman, Thomas L.; The World Is Flat: A Brief History of the Twenty-first Century, Publisher: Farrar, Straus and Giroux, 7 Aug, 2007.

### **DEP 702 M.Des Project 3**

**Course Content** (*List of the topics/sub-topics to be covered in the lectures/practicals/assignments*):

The communication design projects are chosen in areas that include film and video, typography, information design, graphic design, illustrated books and book design, animation and interaction design. This is the equivalent of the final dissertation project leading to the degree of M.Des in Communication Design.

- Duration: 5 months from December – May.
- This project could be an extension of the previous project (if the scope of the project justifies the extension) or it could be an independent project with one of the following focus:
  - Design project of student interest and / or faculty interest and / or industry project
  - Re-design project that relooks at an existing problem or situation
  - Research project, delving into methodological or pedagogic issues
  - Exploration project, exploring application possibilities in a new technology or medium or variations
- The evaluation of the Stage 1 of Project III is done internally with a panel appointed by the DPGC in consultation with the guide. The panel will consist of the guide and two other faculty members.

#### **Texts / References**

As per project choices.