

DAVV Institute of Design
DEVI AHILYA VISHWAVIDYALAYA, INDORE

Scheme & Syllabus
Bachelor in Design (Product Design)
Course Credits

L -Lecture, T – Tutorial, P – Practical,

BS-Basic Science, ES-Engineering Science, HS-Humanities and Social Science including Management

Professional Core-PC, Professional Elective-PE, OE-Multidisciplinary Open Electives,
IK- Indian Knowledge system, PR-Project, INT-Internship

Year I: Semester 1

S. No	Course code	Course Name	Type	L	T	P	Hours	Credits
1	1DSBS1	Applied Mathematics-II	BS	3	1	0	4	4
2	IDSBS2	Applied Physics	BS	2	1	2	5	3+1(P)
3	1DSES3	Computer Programming	ES	2	1	2	5	3+1(P)
4	1DSES4	Basic Electrical Engineering	ES	2	1	2	5	3+1(P)
5	1DSES5	Engineering Graphics And Design	ES	2	0	4	6	2+2(P)
6	1DSHS6	Creative Skills	HS	2	0	0	2	2
		TOTAL		13	4	10	27	22

Year I: Semester 2

S. No	Course code	Course Name	Type	L	T	P	Hours	Credits
1	2DSBS1	Applied Mathematics-I	BS	3	1	0	4	4
2	2DSBS2	Applied Chemistry And Environment Science	BS	2	1	2	5	3+1(P)

3	2DSES3	General Mechanical Engineering	ES	2	1	2	5	3+1(P)
4	2DSES4	Basic Electronics	ES	2	1	2	5	3+1(P)
5	2DSES5	Workshop Practice	ES	0	0	2	2	1(P)
6	2DSHS6	Technical English	HS	2	1	0	3	3
7	2RDHS7	Design Thinking	HS	2	0	0	2	2
		Total		13	5	8	26	22

Year II: Semester 3

S. No	Course Code	Course Name	Type	L	T	P	Hours	Credits
1	3DS101	Object as History	BS	2	0	0	2	2
2	3DS102	Introduction to Ergonomics in Design	PC1	2	1	2	5	3 + 1P = 4
3	3DS103	Design Arts and Aesthetics	PC2	2	0	2	4	2 + 1P = 3
4	3DS104	Materials and Processes for Model making	PC3	2	1	0	3	3
5	3DS105	Engineering for Designers	PC4	2	0	2	4	2+1P=3
6	3DS106	Exploratory Design Methods	PC5	2	0	2	4	2 + 1P = 3
7	3DS107	Lab./Workshop(Materials and Processes for Model making)	PC6	0	0	4	4	2P
8	3DSIK08	Principles of Ethical Design	IK1	1	1	0	2	2
		Total		13	3	12	28	22

Year II: Semester 4

S. No	Course Code	Course Name	Type	L	T	P	Hours	Credits
1	4DS108	Design Research Methods	PC5	2	1	2	5	3 + 1P = 4

2	4DS109	Branding – Identity and Packaging Design	PC6	2	1	0	3	3
3	4DS110	CAD & Digital Prototyping	PC7	2	1	2	5	3 + 1P = 4
4	4DS111	System Oriented Design	PC8	2	1	2	5	3 + 1P = 4
5	4DS112	Design for Future	PC9	2	1	2	5	3 + 1P = 4
6	4DS113	Design Project 1	PR/IN	–	–	6	6	3P
		Total		10	5	14	29	22

Year III: Semester 5

S. No	Course code	Course Name	Type	L	T	P	Hours	Credits
1	5DS114	Design for UI/ UX	PC10	2	1	2	5	3 + 1P = 4
2	5DS115	Service Design	PC11	2	1	2	5	3 + 1P = 4
3	5DS116	Sustainable Design	PC12	2	1	2	5	3 + 1P = 4
4	5DS117	Professional Elective – 1 (Product Design & Development)	PE1	2	1	2	5	3 + 1P = 4
5	5DS118	Professional Elective – 2 (Qualitative & Quantitative Methods in Design)	PE2	2	1	2	5	3 + 1P = 4
6	5DS119	Design Project 2	PR/IN	0	0	4	4	2P
		Total		10	5	14	29	22

Year III: Semester 6

S. No	Course code	Course Name	Type	L	T	P	Hours	Credits
1	6DS120	Exhibition & Space Design	PC13	2	1	2	5	3 + 1P = 4
2	6DS121	Marketing Research & Trend Analysis	PC14	2	1	2	5	3 + 1P = 4
3	6DS122	Designing for Society & Culture	PC15	2	1	2	5	3 + 1P = 4
4	6DS123	Professional Elective – 3 (Transportation Design)	PE3	2	1	2	5	3 + 1P = 4

5	6DS124	Professional Elective – 4 (Computer Aided Process and Planning)	PE4	2	1	2	5	3 + 1P = 4
6	6DS125	Design Project 3	PR/IN	0	0	4	4	2P
		Total		10	5	14	29	22

Year IV: Semester 7

S. No	Course code	Course Name	Type	L	T	P	Hours	Credits
1	7DS126	Professional Elective – 5 (Design for Product Life Cycle)	PE5	2	1	2	5	3 + 1P = 4
2	7DS127	Professional Elective – 6 (Design Management & IPR)	PE6	2	1	2	5	3 + 1P = 4
3	7DS128	Design Thesis1	PR/IN	0	0	20	20	10P
		Total		04	02	24	30	18

Year IV: Semester 8

S. No	Course code	Course Name	Type	L	T	P	Hours	Credits
1	8DS129	Professional Elective – 7 (Strategic Design Management)	PE 7	2	1	2	5	3 + 1P = 4
2	8DS130	Design Seminar	PR/IN	0	0	04	04	2P
3	8DS131	Design Thesis 2	PR/IN	0	0	26	26	13P
		Total		02	01	32	35	18

LIST OF ELECTIVE

S. No.	Code	Course Name	Type	Lecture	Tutorial	Practical	Hours	Credits
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V Semester (Electives)								
1	5DS117	Professional Elective – 1 (Product Design & Development)	PE1	2	1	2	5	3 + 1P = 4
2	5DS118	Professional Elective – 2 (Qualitative & Quantitative Methods in Design)	PE2	2	1	2	5	3 + 1P = 4
3	5DS130	Design Research Methodology	PE9	2	1	2	5	3 + 1P = 4
4	5DS131	Animation Design	PE10	2	1	2	5	3 + 1P = 4
5	5DS132	Storybook Design	PE11	2	1	2	5	3 + 1P = 4
VI Semester (Electives)								
6	6DS123	Professional Elective – 3 (Transportation Design)	PE4	2	1	2	5	3 + 1P = 4
7	6DS124	Professional Elective – 4 (Computer Aided Process and Planning)	PE5	2	1	2	5	3 + 1P = 4
8	6DS133	Design for Usability	PE12	2	1	2	5	3 + 1P = 4
9	6DS134	Design for User Experience	PE13	2	1	2	5	3 + 1P = 4
10	6DS135	Medical Device Design	PE14	2	1	2	5	3 + 1P = 4
VII Semester (Electives)								
11	7DS126	Professional Elective – 6 (Design for Product Life Cycle)	PE6	2	1	2	5	3 + 1P = 4
12	7DS127	Professional Elective – 7 (Design Management & IPR)	PE7	2	1	2	5	3 + 1P = 4
13	7DS136	Exhibition Design	PE15	2	1	2	5	3 + 1P = 4
14	7DS137	Health Care Design	PE16	2	1	2	5	3 + 1P = 4

15	7DS138	Universal Design	PE17	2	1	2	5	3 + 1P = 4
VIII Semester (Electives)								
16	8DS129	Professional Elective – 8 (Strategic Design Management)	PE 8	2	1	2	5	3 + 1P = 4
17	8DS139	Design for Industry 4.0	PE18	2	1	2	5	3 + 1P = 4
18	8DS140	Professional Practice in Design	PE19	2	1	2	5	3 + 1P = 4
19	8DS141	Design of Assistive Technologies	PE20	2	1	2	5	3 + 1P = 4

Note *

- **Total Program Credit = 168 Total Program Contact Hour = 233**
- **One Lecture = 01 hr**
- **One Tutorial = 01 hr One Practical = 02 hr**

Note: The above course contents can be modified as per requirement from time to time in accordance with University Ordinance No. 14.