

DISCIPLINE SPECIFIC ELECTIVE COURSE
DSE HH 8E4: DESIGN APPLICATION AND PRACTICES

CREDIT DISTRIBUTION, ELIGIBILITY AND PRE-REQUISITES OF THE COURSE

Course Title & Code	Credits	Credit distribution of the course			Eligibility criteria	Pre-requisite of the course (if any)
		Lecture	Tutorial	Practical		
Design Application and Practices DSE HH 8E4	4	2	0	2	Studied Semester VI	Studied Space Design & Sustainability DSC HH 617

Learning Objectives

- To gain an understanding of the application of design as a management tool.
- To comprehend the professional practices in design.
- To understand the legal framework of work.
- To build skills for client acquisition and management.

Learning Outcomes

- Understand the application of design as a management tool
- Develop expertise in professional practices in design.
- Gain knowledge about legal framework governing design practices in India.
- Develop skills in communication, negotiation, and working with others

SYLLABUS OF DSE HH 8E4

THEORY
(Credits 2; Hours 30)

UNIT I: Design As a Management Tool

6 Hours

This unit introduces the students to the concept of design as a management tool.

- Design evaluation, designer attributes, setting up a design office
- Finding clients, business correspondence
- Management of design process
- Human factors in managing design/team work

UNIT II: Professional Practices in Design **10 Hours**

This unit focuses on the professional practices in design including preparing design briefs, ethics, product analysis and audit, cost estimates, financial analysis and patent laws.

- Design brief – letter of contract
- Ethics - Importance of ethics, Code of Professional Conduct
- Product analysis and audit – diachronic and synchronic, evaluation of design guidelines, design audit
- Preparing cost estimates
- Financial analysis, support systems and funding
- Patent and design registration laws and procedure

UNIT III: Legal Aspects **8 Hours**

This unit highlights the legal aspects related to design practices including tenders, contracts, legal and ethical compliance.

- Tenders - Definition, types and process
- Contracts - Definition, Types
- Contract Document
- Legal & ethical compliance

UNIT IV: Client and Portfolio Management **6 Hours**

This unit gives insight into client acquisition, building portfolio and networking.

- Client Acquisition and Management
- Building Portfolio
- Understanding Client
- Good Communication and Negotiation Skills
- Networking

PRACTICAL
(Credit 2; Hours 60)

1. Critical analysis of products with respect to design, sustainability, safety and ergonomic audit **10 Hours**
2. Case studies of successful startups/enterprises **10 Hours**
3. User interface design - Critical evaluation of an existing product, finding solution to design problems, sketches and design of improvised product **16 Hours**
4. Prototyping new product based on improvised design of user-interface **16 Hours**
5. Creating a Design Portfolio **08 Hours**

Essential Readings

- Krippendorff, K. (2006). *The Semantic Turn: A new foundation for design*. Boca Raton, London, New York: Taylor & Francis, CRC Press.
- Macleod, Dan. (1995). *The Ergonomics Edge: Improving Safety, Quality and*

Productivity. New York: Nostrand Reinhold.

- Jordan, Pat. (1998). *Human Factors in Product Design: Current Practice and Future Trends*. London: Taylor and Francis.
- Namavati, R. H. (2001). *Professional practice (With elements of estimating, valuation, contract & arbitration)* (8th revised ed.). Mumbai: Lakhani Book Depot.
- Punmia, B. C., & Khandelwal, K. K. (2016). *Project planning & controlling with PERT & CPM* (4th ed.). New Delhi: Laxmi Publications Pvt. Ltd.

Suggested Readings

- Norman, D.A. (2004). *Emotional Design: Why we love (or hate) everyday things*. New York, NY: Basic Books.
- Norrid, B and Wilson, J.R. (2001). *Designing Safety into Products*. London: Taylor and Francis.
- Wilson, J.R. and Covlett, N. (2001). *Evaluation of Human Work: A Practical Ergonomics Methodology*. London: Taylor and Francis

Examination scheme and mode shall be as prescribed by the Examination Branch, University of Delhi, from time to time.