

DESIGN INNOVATION CENTRE, IUST

Course Title	Fundamentals of Design
Course Code	DICE02T (L-T-P: 2-0-0)
Total Credits	2
Course Type	Generic Elective
Preferred Semester	3 rd Semester UG and PG students
Pre-requisites	None
Course Description	The course is designed to give an introduction of the concept of 'Design' and introduce the various principles employed in the design of products. Through this course, students will develop a solid understanding of the fundamental phases and methods in design. Students will also learn the stages of the design process and work through each stage to create a design solution to a real-life community problem.
Course Objectives	<ul style="list-style-type: none"> • Gain an understanding of design and the design process • Learn how to use key design methods to create meaningful products and services • Understand interdisciplinary applications of design • Develop habits of the mind: ignite a spirit of curiosity, problem solving. • Incite substantiated and open point of views. • Develop skills of visualization and prototyping
Course Outcomes	<p>Students will learn:</p> <ul style="list-style-type: none"> • How to study users in their own environment; • How to translate user insights into a design challenge that will spark creativity; • How to create a meaningful design to meet your challenge; • How to design and to structure your projects with the support of design thinking, a model and several methods; • How to evaluate and present your design.
Course Syllabus	Introduction to design; Principles of design; Understanding the context of use; Articulating design; Problem solving; Defining a design challenge; Generating ideas; Developing concepts; Innovative design thinking; Testing with user prototype of concept

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Reading Resources	The Mind's Best Work — D. N. Perkins Harvard University Press Notebooks of the Mind: Exploration of Thinking by Vera John-Steiner Design Thinking (MIT Press) by Peter G. Rowe How Designers Think: The Design Process Demystified by Bryan Lawson What Designers Know - Bryan Lawson What Is a Designer: Things, Places, Messages by Norman Potter The Design of Everyday Things by Donald A. Norman The Art of Innovation: Lessons in Creativity from IDEO
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