

B. Des (Industrial Design): Product Design:

Graduate Attributes:

- Should be able to enhance economic value of proposed innovations,
- Should have skills in the use of modern and emerging digital tools,
- They should possess moral and ethical sensibility towards environmental and social needs,
- They should have functional skills for multicultural environment,
- Function effectively as a Leader in a team and in trans-disciplinary scenarios,
- Understand and offer professional solutions towards sustainable solutions,

Program Education Objectives

- Innovate & inculcate a new way of looking at the very definition of a 'Product',
- Sensitivity towards the Environment and sustainability,
- The solution (even if it is a 'process') should serve both Regional as well as National Interest
- Should be able to bring in multiplicity of expertise both in terms of professional and technical excellence so as to yield maximum possible viability, reliability and affordability by the mass,
- Should embrace entrepreneurship perspective and business development strategies

Program Outcomes

- Should be able to conceive new products for niche markets or specific applications through strategic applications of research towards opportunity finding,
- The students will be able to 'draw' clearly about the changes that they want to bring in a product,
- Should be completely thorough about the 'Ideation to Realization Process' for manufacturing – seamlessly on the digital platform
- In the above, also be able to engineer the Product solution through 'communicative drawings' on appropriate software
- The students will also have the knowledge of interdisciplinary inputs that will be required to actually make the product,
- The student will have sufficient knowledge about material and processes

Program Specific Outcome:

PSO 1 An exposure driven and analyses-based approach towards opportunity finding and solution provisioning

PSO 2 Gearing the students towards the strategic thinking of 'What is a New Definition of a Product' - with an understanding that in the contemporary and emerging context, any 'embodiment' – physical, digital or 'phygital' which serves the need, may be called a Product

PSO 3 To equip the students with a thorough understanding of Materials and Processes – through scanning of information and explorations – a focus towards 'Knowing' than 'assumptive ideations'

PSO 4 To hone up the students' ability to look at 'products' at its multiplicity of contexts, users and use scenarios and strategically built those factors in while designing a solution

B. Des (Industrial Design): Retail & Interior Space Design :

Graduate Attributes:

- Should be able to enhance economic value of proposed innovations,
- Should have skills in the use of modern and emerging digital tools,
- They should possess moral and ethical sensibility towards environmental and social needs,
- They should have functional skills for multicultural environment,
- Function effectively as a Leader in a team and in trans-disciplinary scenarios,
- Understand and offer professional solutions towards sustainable solutions,

Program Education Objectives

- Innovate & inculcate new ways of looking at the Functions and Purposes of 'Designing Spaces',
- Bring in the concept of sensitivity towards the Environment & sustainability in designing various kinds of spaces
- The solution (even If it is a 'process') should serve both Regional as well as National Interest
- Should be able to bring in multiplicity of expertise both in terms of professional and technical excellence so as to yield maximum possible viability, reliability and affordability by the mass,
- Should embrace entrepreneurship perspective and business development strategies

Program Outcome

- Should be able to conceive possible innovative Design and Utilization of various kinds of 'Space' for niche markets or specific applications through strategic applications of research towards opportunity finding,
- In the above, also be able to steer the Design solution through 'demonstration' be it virtually on appropriate software or Physically
- Should equip the students with the knowledge of interdisciplinary inputs that will be required to actually make the product,
- Should be able to make connections amongst technology, manufacturing process and utilization requirements in designing the product – so, knowledge of these elements and harnessing their appropriate mix in realizing the product will be important,
- Should be able to 'communicate' the Design Process not only by dimensions or materials, but also from the scientific angles such as material properties etc. on digital platform
- Should be completely thorough about the 'Ideation to Realization Process' – seamlessly on the digital platform,
- The student will develop the requisite knowledge of materials and processes,

Program Specific Outcomes

PSO 1 To equip the students of an understanding that the future of Retail Design (in terms of space and spatial requirements are going to significantly different,

PSO 2 These would be influenced by Materials technology, Jigs and Fixtures, Friendlier versions of DIY

(Customization)

PSO 3 To sensitise the students that the Non-Physical Factors of Space (Design) will be influenced by AI, IoT and Robotics

PSO 4 To sensitize the students that 'Personal Requirements' will come heavily in designing Retail and Interior Spaces

B. Des (Communications & Media Design): Graphic Design :

Graduate Attributes:

- They should be able to come up with optimum design solutions that meet varied needs in the domains of public health, safety, social, cultural & environmental considerations,
- They should function effectively as an individual and as a member in diverse teams in various kinds of settings,
- They should be able to communicate effectively with the society at large with design documentations, effective presentations and give and receive actionable course of action towards the desired design intervention towards improving the quality of life,

Program Education Objectives

- The students will be equipped with the process to appreciate that there could be many new vistas which can be opened-up with newer application possibilities of Graphic Design
- They should be able to drive Entrepreneurship and Innovation Management on their own – giving rise to newer business scenarios,
- Should be able to conceive new media and applications of Graphics (both 2D and 3D) for niche markets or specific applications through strategic applications of research towards opportunity finding – for example, Graphics for Healthcare, Environmental Aesthetics, Hygiene and Sanitation etc.
- Should be able to make connections amongst technology, intended purpose and application requirements,
- Should be able to ‘communicate’ the Design Process not only by dimensions or materials, but also from the scientific angles such as material properties etc. on digital platform
- Should be completely thorough about the ‘Ideation to Realization Process’ – seamlessly on the digital platform

Program Outcome

- The students will be equipped with the learning that Graphic Design is not only a Two-Dimensional Entity – it’s a Three-Dimensional appearance and perception also as well
- And factors like, perception, context, purpose, environmental issues influence this,
- They will also learn that how Graphic Design is intertwined with the ‘purpose of communication’ and ‘the media’,
- Should be able to conceive new media and applications of Graphics (both 2D and 3D) for niche markets or specific applications through strategic applications of research towards opportunity finding – for example, Graphics for Healthcare, Environmental Aesthetics, Hygiene and Sanitation etc.
- Should be able to make connections amongst technology, intended purpose and application requirements,
- Should be able to ‘communicate’ the Design Process not only by dimensions or materials, but also from the scientific angles such as material properties etc. on digital platform
- Should be completely thorough about the ‘Ideation to Realization Process’ – seamlessly on the digital platform

Program Specific Objectives

PSO 1 To equip the students with an understanding that the main purpose of Graphic design is to ‘Communicate’ something specific to a specific group of people in defined or varied contexts – so, while, the purpose becomes important, it is also important to understand as to on which ‘Media’ the Graphics is going to be used as,

PSO 2 To sensitise the students towards 2D Graphics, 3D Graphics, Motion Graphics (Moving Graphics / Animation) and Real-Time Graphics in terms of overall application possibilities of Graphic Design

- PSO 3** To excite the students to explore innovative applications of Graphic Design – both in formats as well as application areas - (such as environmental graphics in Holographic Format), Dynamic Graphics for ambiance creation, Graphics for specific use scenarios such as Hospitals, Railway Stations and Platforms, Applied Graphics for Infrastructure – such as Bus Routes in a City, Traffic Planning etc.
- PSO 4** Through the design of the curriculum – by the choice of Projects that the student takes s/he will have an opportunity to explore various connected domains of application ranging from Informational and Communicational Graphics, to Photographic Documentation to Data Visualization and even for Digital Brand Creation.

B. Des (Comms & Media Design): User Int. & User Exp. Design:

Graduate Attributes:

- They should be able to come up with optimum design solutions that meet varied needs in the domains of public health, safety, social, cultural & environmental considerations,
- They should function effectively as an individual and as a member in diverse teams in various kinds of settings,
- They should be able to communicate effectively with the society at large with design documentations, effective presentations and give and receive actionable course of action towards the desired design intervention towards improving the quality of life,

Program Education Objectives

- To equip the students with the tools and methodologies through which, they need to look for innovative approaches,
- To equip the students with the learning through which they know the 'Process' of developing suitable solutions,
- To equip the students with Innovation strategies (in the domain) so that they can become much open and free towards exploring any innovations and take an entrepreneurial focus in their endeavour
- Should be able to identify possible newer interfaces for niche markets or specific applications through strategic applications of research towards opportunity finding – Social Inclusion, Community level impacts, Real-Time Collaborations etc.
- Should be able to develop purpose specific solutions for specific group of users in a 'multiply-stitched environment of available and expected results',

Program Outcome

- To teach the students with the fundamentals of User Interaction and Experience Design so that they can understand the 'Connected Importance' of individual inputs,
- To enable the students with the very 'designing of a research process' while exploring possible improvements in an existing system OR while devising a new one
- To ensure that the students will gain an understanding of various complexities and components of UI and UX for various applications
- Should be able to define 'the kinds of interactions' in the forthcoming time of 'Connected Experiences',
- The students will have a reasonable understanding of relevant technologies in digital media,

Program Specific Outcomes

PSO 1 To equip the students with an understanding that while, in the past, the 'interaction' has majorly concentrated around one-to-one (user versus product / interface), in the future, it is going to be one – to – many OR many to many; one user will be interacting with many – through more than one interfaces and the overall experience is going to be a 'connected' one

PSO 2 To sensitise the students that such interactions and experiences thereof will become more 'Dynamic' than 'Static'

PSO 3 A special focus will be to enable the students to have a reasonable grasp over Data Visualization and technologies that helps in data transfer etc.

PSO 4 Through the design of the curriculum – by the choice of Projects that the student takes s/he will be able to connect with various applications domains of UI and UX – be it Info-graphics to AI, IoT enabled Services.

B. Des : Lifestyle Products & Accessories Design :

Graduate Attributes:

- They should be able to create, select & apply appropriate techniques, resources and emerging engineering technologies to come out with unique market-worthy products in these categories,
- They should function effectively as an individual and as a member in diverse teams in various kinds of settings,
- They should be able to communicate effectively with the to-be-developed group at large with design documentations, effective presentations and give and receive actionable course of action towards appropriate design decisions,

Program Education Objectives

- To create a new breed of Designers who are equipped with the requisite Design process who can create new markets,
- To fulfil the much requisite gap of strategic understanding of Marketing of high-end lifestyle products and the same of Traditional markets of Handicrafts
- They should be able to drive Entrepreneurship and Innovation Management on their own – giving rise to newer business scenarios
- Should be able to bridge the gap between traditional models and understanding of Lifestyle Products and Accessories with prospects of integrating these with AI and IoT – probability of making a paradigm shift in NPD
- Should be able to generate a matrix of Material, Process, Technology, Culture, Context and Users wherein, the new strategies of product developments become successful in various business context,
- Should be able to generate a new meaning of ‘Traditionally understood’ products which conventionally belong to the Lifestyle category – which, can create a niche market of business.

Program Outcome

- The students will learn as to strategize the Design of a Lifestyle Product / Accessories in terms of its Brand elevation and explore better marketing possibilities,
- The students will learn the process of acquisitioning the market knowledge by interacting with prospective and allied people, outlets etc
- The student will be able to understand the importance of material and manufacturing processes

Program Specific Outcome:

PSO 1 To equip the students with an understanding that a strategic intervention of Design can reduce the gap of ‘traditionally designed’ Life style Products & Accessories and those which are on ‘Aspiration’ Category

PSO 2 To sensitise the students towards Quality, Detailing, handling a product to bring the Aesthetic appeal including elegance and perfection which raises a customer’s aspiration.

PSO 3 The students will be exposed to the fact that Market demand and insight are one of the most important issues that will influence the success of such products,

PSO 4 To equip the students with capabilities and options in such a way that based on the choice of projects they can explore a range of application possibilities in domains ranging from material driven product developments to strategic brand creation or even developing wearable technology products.

Graduate Attributes:

- They should be able to come up with optimum design solutions that meet varied needs in the domains of public health, safety, social, cultural & environmental considerations,
- They should function effectively as an individual and as a member in diverse teams in various kinds of settings,
- They should be able to communicate effectively with the society at large with design documentations, effective presentations and give and receive actionable course of action towards the desired design intervention towards improving the quality of life,

Program Education Objectives

- To equip the students with the tools and methodologies through which, they need to look for innovative approaches,
- To equip the students with the learning through which they know the 'Process' of developing suitable solutions,
- To equip the students with Innovation strategies (in the domain) so that they can become much open and free towards exploring any innovations,
- They should be able to drive Entrepreneurship and Innovation Management on their own – giving rise to newer business scenarios,
- Should be able to conceive new products for niche markets or specific applications through strategic applications of research towards opportunity finding – Social Inclusion, Community level impacts, Real-Time Collaborations etc.
- Should be able to improve User Interaction and Experience in all kinds of Business Design,
- The findings of the above would lead to devising better Service Delivery models – these will also be evaluated by the kinds of User Experiences by varied kinds of users in various contexts – so, the graduates in these subjects should take a leadership role in defining the UI and UX Touchpoints in strategic business products.

Program Outcome

- To teach the students with the fundamentals of User Interaction and Experience Design so that they can understand the 'Connected Importance' of individual inputs,
- To enable the students with the very 'designing of a research process' while exploring possible improvements in an existing system OR while devising a new one
- To ensure that the students will gain an understanding of various complexities and components of UI and UX for various applications
- Should be able to define 'the kinds of interactions' in the forthcoming time of 'Connected Experiences',
- The students will have a reasonable understanding of relevant technologies in digital media,

Program Specific Outcomes

PSO 1 An exposure driven and analyses-based approach towards opportunity finding and solution provisioning

PSO 2 Gearing the students towards the strategic thinking of 'What will be the newer definition of Interaction – giving rise to 'what kinds of experiences to whom'?

PSO 3 To equip the students with a thorough understanding of Digital Media and their technological capabilities – through scanning of information and explorations – a focus towards 'Knowing' than 'assumptive ideations'

PSO 4 To hone up the students' ability to look at 'Interactions and Experiences' at its multiplicity of contexts, users, use scenarios and strategically built those factors in while designing a solution

Graduate Attributes:

- They will be able to identify, formulate, research directions towards opportunity finding and through users' research to come out with the most appropriate solutions,
- In doing the above, they will be able to conduct investigations of complex problems and design systems, factors and processes therein,
- Should be able to demonstrate understanding of the societal, health, legal, safety & relevant socio-cultural issues and how should they impinge upon the solution being offered,

Program Education Objectives

- Should be able to apply "Design Thinking" Driven strategies towards Innovation – in products, processes and systems,
- They should be able to drive Entrepreneurship and Innovation Management on their own – giving rise to newer business scenarios,
- Should be able to identify more domains of strategic Innovation than are currently being seen – these may include, Health and Hygiene, Crime Prevention, Availability of Drinkable / potable water, Aesthetics in Environments, Climate Control etc.
- They should be able to add a 'Value' and 'Dimension' of strategic thinking in a Business Scenario which distinguishes them from the others,
- Should be able to take a leadership role in influencing (positively) the design of various Public Policies with particular reference to their assessment in terms of the focused users, contexts and the desired / intended purposes.

Program Outcome

- The students will learn the factors associated with the Strategic implications of innovation
- They will learn as to how to apply the above in varied contexts – as a Process
- The above will lead to formulation of various strategic endeavours that may be required in various scenarios,
- The students will get an understanding of the importance of 'Strategic Thinking' before designing anything in physical terms,
- This will equip the students with the rationales of assessing various form of innovation as is applied to Design – in various sectors and application domains,
- The students will be able to analyse the current, visualize option potentials and synthesize the needful in rightful and appropriate Business senses,

Program Specific Outcome

PSO 1 To equip the students with an ability to estimate business potential from an opportune scenario,

PSO 2 To equip the students with an understanding of how the allied issues of Market, Digital Media, Visual Design Strategy, Principles of Business Design are all related to strategic innovations for an opportune market scenario,

PSO 3 To take the students through a special focus on entrepreneurship development and business design,

PSO 4 By the choice provided in the curriculum, the student can explore various dimensions of strategic innovations ranging from Business Innovations – both in terms of Service / Experience Design, Media Influence, as well as Research tracks which will have a direct bearing on the Strategic Innovations that will be adopted to.