

Bachelor of Design

Interaction Design

4-year, Full-time, Undergraduate programme

Foundation Programme

Students gain a basic understanding of the fields of design and architecture by engaging with a common set of courses taught by designers, theorists and artists from various fields of expertise. It equips the students with practical skills and introduces them to a broad and yet detailed interdisciplinary approach. The programme encourages students to critically analyse the effect of cultural, socio-economical and political factors on the practice of architecture and design. It acquaints students with the following subjects:

- Design Text and Communication
- Sustainability
- World of Art
- Visualisation and Representation
- Technical Drawings
- Elements of Design
- World of Art and Design
- Materials: Properties and Processes
- Exploring Design Principles
- World and India
- Electives

Semester 3

Students understand the mechanics of the interaction between systems and users. They develop ability to holistically improve the users' experiences by application of the skills developed during the course. Students explore the field of interaction design by learning about its origin and evolution, its impact on human life and explore the future scope of this field. They learn the aspects of storytelling in the

behaviour of interactive systems along with skills training courses in the context of interface design. In the end, students combine their learnings and produce a project that will critically analyse a digital product.

- Introduction to User-Centred Design
- Design Project-Design Critique
- Introduction to Interaction Design
- Digital Storytelling
- Interface Design Foundation

Semester 4

Students learn about UX Research and learn to build empathy and discover user needs. Students learn research techniques to analyse the user needs and factors that affect it. They learn to develop digital business models and craft meaningful customer experiences. Students learn about physiological and psychological factors affecting human performance while interacting with digital tools, develop the ability to scientifically analyze them and make scientifically-backed recommendations to improve them. Students understand how to develop interactive digital products and learn to practice skills like IA (Information Architecture), Prototyping and Visual design along with common tools and techniques used in the interaction design.

- User Research
- Design Project
- Human Factors
- Web Technologies
- Interaction Design Methods

Semester 5

Students learn to build on the concepts learnt in the previous semester. This semester introduces students to advanced courses in user research, interaction design methods and web-based platforms. They also gain more insights into the irrational variety of human behaviour, particularly in the digital and commercial contexts. They also learn more about the components of the product development lifecycle like advanced programming platforms, speed optimization tools, SEO and deployment tools.

- User Research
- Design Project
- Human Factors
- Web Technologies
- Interaction Design Methods

Semester 6

Students learn about practice tools and concepts used to test the usability of products. They also learn about the fundamentals of digital project management along with effective relationship management and collaboration with project stakeholders. Students learn to derive insights from complex and heterogeneous sources of information and leverage technology to simplify customer's daily lives. Based on their learning, students will produce portfolio projects towards the end of this semester.

- User Testing
- Design Project
- Digital Project Management Fundamentals
- Data-driven UX
- Designing for Smart Living

Semester 7

This semester sensitises students to users and helps them inculcate inclusive design practices to make digital products accessible to all users. Students learn about large scale systems and learn to plan and prepare a scalable design architecture for them. Students will also gain insights into digital entrepreneurship and the design process used for designing immersive interfaces like AR (augmented reality), VR (virtual reality) and mixed reality. In the end, students will produce portfolio projects based on their learning.

- Digital Inclusion
- Design Project
- Large Scale Systems

- Digital Entrepreneurship
- Designing Immersive Experiences

Semester 8

Students undertake an industry-based graduation project wherein they implement their knowledge, skills and techniques acquired during the entire duration of the course. Students select the topics based on their interests, a problem they want to address or can work on a project given by the industry partners.