

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY
DESIGN AND MANUFACTURING, KANCHEEPURAM

INTRODUCTION OF NEW COURSE

Course Title	Aesthetics in Design	Course No (will be assigned)				
Specialization	Industrial Design	Structure (LT/PC)	3	0	0	3
Offered for	UG/PG	Status	Core <input type="checkbox"/>		Elective <input checked="" type="checkbox"/>	
Faculty		Type	New <input checked="" type="checkbox"/>		Modification <input type="checkbox"/>	
Pre-requisite		To take effect from	Jan 2011			
Submission date	November 2011	Date of approval by AAC				
Objectives	Provide students with the practical knowledge and critical skills necessary to effectively consider visual design as an important and inevitable component of their design work. This course is about learning to develop and execute strong visual design concepts.					
Contents of the course (With approximate break up of hours)	Aesthetics - Neuroaesthetics, Design Narrative - Design History - Design methodology that is goal oriented, affective and interactive, Product design - Industrial design, Interaction design with focus on behavior, Macro ergonomics, User-centered Empathic design - Contextual design - Participatory design, Ethnography, Human computer interface design, Process of design, Gestalt principles/theory, Future trends, Graphic identity and presentation, Drawing design, Interaction design, Portfolio preparation.					
TextBook	<ol style="list-style-type: none"> 1. John Berger, Ways of Seeing, Penguin Books Ltd., 2008. 2. William Lidwell, et.al, Universal Principles of Design, Rockport Pub., 2010. 3. Bill Buxton, Sketching User Experiences: Getting the Design Right and the Right Design, Morgan Kaufman, 2007. 					
References	<ol style="list-style-type: none"> 4. Michael Kelly, Encyclopedia of Aesthetics, Oxford University Press, 1998. 5. Phaidon Press Editors, Design Classics, Phaidon Press Limited, 2006. 6. Darlie Koshy, Indian Design Edge: strategies for success in the creative economy, Lotus Collection, 2008. 7. Graham Collier, Form, space, and vision: discovering design through drawing, Prentice-Hall. 8. Dan Roam, The Back of the Napkin: Solving Problems and Selling Ideas with Pictures, Portfolio Hardcover, 2008. 					