

**INDIAN INSTITUTE OF INFORMATION TECHNOLOGY
DESIGN AND MANUFACTURING (IIITD&M) KANCHEEPURAM**

INTRODUCTION OF NEW COURSE

Course Title	Design History	Course No <i>(will be assigned)</i>				
		Structure (LTPC)	3	0	0	3
Offered for	UG/PG	Status	Core <input type="checkbox"/>	Elective <input checked="" type="checkbox"/>		
Faculty (Not more than two)		Type	New <input checked="" type="checkbox"/>	Modification <input type="checkbox"/>		
Pre-requisite		To take effect from				
Submission date		Date of approval by AAC				
Objectives	<p>This course will help students to</p> <p>(a) understand the evolution and application of the concept of Design in everyday life of people</p> <p>(b) appreciate its role in national and international economic and social systems, and</p> <p>(c) analyze the emerging designs from a societal perspective.</p>					
Contents of the course <i>(With approximate break up of hours)</i>	<p>Definition of Design; Origin of designers; Historical context of design and designers. Designers and designed products: Art, design and technology - Select International and Indian designers.</p> <p>Industrial Revolution: Mass production, Birth of Modern architecture, International Style, The modern home.</p> <p>Craft and Design: Type forms; William Morris and Arts and Craft Movement; Shantiniketan.</p> <p>Design movements: Art Nuoveau; Art Deco, Werkbund; Bauhaus; De Stijl.</p> <p>Changing values:</p> <p>Information Revolution: Impact of technology, industrialization and globalization on design : kitsch, pastiche, 'retro'; Shopping malls.</p> <p>Design Studies: Materials and techniques; Chinese ceramics; Typology; Content analysis :</p> <p>Anthropology / sociology; Nationalist and global trends in Design; Nationalist Design; Global trends and global identity; Nostalgia, Heritage and Design;</p>					
Reference Books	<ol style="list-style-type: none"> 1. Conway Hazel, Design History - A Students' Handbook, Routledge: London, 1987. 2. Raizman David, History of Modern Design, Graphics and Products since the Industrial Revolution. Laurence King Publishing :London, 2003 3. Walker John. A, Design History and History of Design. Pluto Press: London, 2003. 4. Woodham Jonathan M, Twentieth Century Design, Oxford University Press: Oxford, 2003. 					