SEMESTER-IV

SKILL COURSE

DESIGN THINKING
w.e.f. AY 2024-25

Year	Semester	Paper	Title of the Course	No. of Hrs./ Week	No. of Credits
2	IV		**Design Thinking**	2	2

SRI VENKATESWARA UNIVERSITY::TIRUPATI
Common to all UG Programmes
II year IV Semester
Skill Enhancement Course : Design Thinking
(w.e.f. 2024-25)

Theory   **Credits: 2**   **2 hrs/week**

Learning Outcomes:

Upon successful completion of the course, the students will be able
- To understand the principles and fundamentals of Design Thinking as a problem-solving methodology.
- To foster creative thinking and ideation techniques to generate innovative solutions.
- To learn rapid prototyping methods for iterative testing and refinement of design concepts.

UNIT - I:
Introduction to Design Thinking: Definition and history of Design Thinking, Core principles and mindset, Applications in various fields (e.g., product design, service design, social innovation).

UNIT-II:
Empathizing with Users: Techniques for understanding user needs and behaviors, conducting interviews and observations, Creating user personas. **Defining the Problem:** Problem statement formulation, Identifying root causes and reframing problems, Stakeholder analysis and prioritization.

UNIT-III:
Ideation and Creativity: Brainstorming techniques and exercises, Divergent and convergent thinking, Idea selection and evaluation. **Prototyping and Testing:** Rapid prototyping methods (low-fidelity and high-fidelity), Conducting user tests and feedback collection, Iterative design and refinement. **Collaboration and Teamwork:** Effective teamwork in Design Thinking projects, Roles and responsibilities within multidisciplinary teams, Communication and presentation skills.

Text Books:
- "Design Thinking: A Paradigm Shift in Design" by Prateek Harne and Aman Vohra.
- "Design Thinking: An Indian Perspective" by Pooja Khati.
- "Design Thinking: A Manual for Innovation" by Joana N. Vasconcelos.
- "Design Thinking in India: The Next Big Leap" by Yatin Sethi.

Reference Books:
- "Design Thinking: Understanding How Designers Think and Work" by Nigel Cross.
- "Design Thinking: Process and Methods Manual" by Robert Curedale.
- "Design Thinking for Visual Communication" by Gavin Ambrose and Paul Harris.
- "Design Thinking: A Guide to Creative Problem Solving for Everyone" by Bruce Hannah.

- "101 Design Methods: A Structured Approach for Driving Innovation in Your Organization" by Vijay Kumar.

Class Participation Activities:
- Active engagement in discussions, exercises, and group activities.
- Individual and Group Assignments: Reflections, problem-solving tasks, and project deliverables.
- Design Thinking Project: A comprehensive project applying Design Thinking principles to address a real-world problem.
- Presentations: Presenting design concepts, prototypes, and project outcomes.

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MODEL QUESTION PAPER

Time: **1 ½ Hours**   Max. Marks: **50**

Section-A

Answer any **FIVE** of the following. Each Question Carries 10 marks.   (5X10=50)

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.