

 <b>School of Planning and Architecture: Vijayawada</b> (An institution of National Importance under the Ministry of Human Resource Development, Govt. of India) S.No. 71/1, NH-5, Nidamanuru, Vijayawada – 521 104, Andhra Pradesh, India			
<b>Department of Architecture</b>			
Course: <b>Industrial Design</b> Class: 5th Yr. X Sem. B.Arch, (Sec. A & Sec. B) Instructors: <b>Puspender Kumar</b> Contact Periods/ week : 01 per week Total Marks : <b>100</b> Internal Assessment : <b>50</b> External Exam : <b>50</b> #####			
<b>Out Line of the Course:</b>			
<u>LECTURE PLAN</u>			
Week		TOPIC OF CLASS LECTURE & DISCUSSION	
1	Week 1	Introduction of Industrial Design	
2	Week 2	Introduction of Industrial Design	
3	Week 3	<b>Products Evolution- cultural Design</b>	
4	Week 4	<b>Products Evolution-Social Design, Space Design</b>	
4	Week 5	<b>Design Problem</b> -Problem finding , Problem analysis	
4	Week 6	<b>Design Problem</b> - Problem insights	
5	Week 7	<b>Design Thinking</b>	

6	Week 8	<b>Design Thinking: Idea elaboration</b>	
9	Week 9	<b>Design Development</b>	
8	Week 10	<b>Design Development</b>	
11	Week 11	<b>Production processes: Manufacturing Processes</b>	
12	Week 12	<b>Production processes: Manufacturing Processes</b>	
14	Week 13		
13	Week 14	<b>Marketing: Behaviour of the product and its nature.</b>	
15	Week 15	<b>Production: production strategies</b>	
16	Week 16	<b>Branding- Branding techniques and product behaviour.</b>	
<b>S.No.</b>	<b>Category of Evaluation</b>	<b>Marks</b>	<b>Note</b>
1	Assessment – I:	15	<i>The Marks allotted at each stage is tentative. Categories of evaluation may be increased or decreased (merged) on need-basis</i>
2	Assessment – II:	15	
3	Assessment – III:	20	
References:			
1.The Design of Everyday Things: Revised and Expanded Edition, 2013			
2. Livio, Mario; The Golden Ratio: The Story of PHI, the World’s Most Astonishing Number, Publisher: Broadway, 2003			

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Course co-ordinator	Head of the Department