

Branch Name:	Faculty of Design
Program Code:	MS102
Course Name:	Design Thinking
Course Code:	21-FMM104-1C
Pre-requisite Course:	

Course Objectives:

- Introduces students to the fundamentals of design thinking and its role in the design process.
- Develops creative problem-solving skills through structured design thinking approaches.
- Enhances observation and analytical skills to identify user needs and design opportunities.
- Encourages empathy and user-centered thinking for creating meaningful design solutions.

Teaching and Examination Scheme:

Teaching Scheme (Hours per week)				Evaluation Scheme (Marks)								Total (Marks)
Lecture (L)	Tutorial (T)	Practical (P)	Credit	Theory (Marks)				Practical (Marks)				
				University Assessment		Continuous Assessment		University Assessment		Continuous Assessment		
				Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	
2	-	-	2	09	25	09	25	-	-	-	-	50

Subject Contents:

Sr.No	Topic	Total Hours	Weightage (%)
1	Module 1: Introduction to Design Thinking 1. Meaning and importance of design thinking. 2. Principles and stages of design thinking. 3. Role of creativity and innovation in design. 4. Understanding design problems and opportunities.	6	25%
2	Module 2: Empathy and User Research 1. Understanding users and their needs. 2. Empathy in design thinking. 3. Observation and documentation techniques. 4. Analyzing user behavior and experiences.	6	25%
3	Module 3: Problem Definition and Ideation 5. Defining design problems clearly. 6. Brainstorming and idea generation techniques. 7. Mind mapping and concept development. 8. Creative thinking tools and methods.	6	25%
4	Module 4: Prototyping, Implementation & Presentation 1. Introduction to prototyping in design. 2. Types of prototypes: sketches, models, and mock-ups. 3. Materials and tools for prototype development. 4. Presentation techniques for design ideas.	6	25%

Reference Books:

Sr. No.	Books
1	Elements of Fashion and Apparel Design – Sumathi G. J., New Age International Publishers, 2022
2	Fashion Illustration and Design – Rohit Manglik, EduGorilla Publication, 2024.
3	The Indian Fashion Designs – K. Prakash, English Edition Publishers & Distributors, 2004.

Course Learning Outcomes (CLO): On completion of this course, the students will be able to:

CLO	Description	Bloom's Taxonomy Level
CLO1	Explain the concepts, stages, and significance of design thinking in creative problem-solving.	1 Remembering
CLO2	Apply observation and empathy techniques to understand user needs and design challenges.	2 Understanding
CLO3	Analyze problems and identify opportunities for innovative design interventions.	3 Applying
CLO4	Generate and develop creative ideas using ideation and brainstorming techniques.	4,5 Evaluate, Analyse
CLO5	Create prototypes and test design solutions based on user feedback and evaluation.	6, Creative
CLO6	Develop user-centered and innovative design solutions by applying the design thinking process	3, Applying

Mapping of CLOs with Pos&PSOs

Course	Program Outcomes (POs)										Program Specific Outcomes (PSOs)	
Learning Outcomes	PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PSO1	PSO2
CLO1		M			L						M	
CLO2	M			H		H						M
CLO3	M		M				L				H	
CLO4		H				H		M				M
CLO5			H		M			H		M	M	
CLO6	M			H		H	M					M

H:High, M:Medium, L:Low