



## School of Planning and Architecture: Vijayawada

(An institution of National Importance under the Ministry of Education, Govt. of India)  
Survey No.4/4, ITI Road, Vijayawada-520008, Andhra Pradesh, India

Department of Architecture		
<b>Course:</b>	<b>B. Architecture : (ARC 5111) Graphic and Product design V Year IX Semester</b>	<b>Class: B. architecture V Year IX Semester - Semester 2024-25</b>
<b>Instructors:</b>	Ar. Pushpendra Kumar	<b>Internal Assessment: 50</b>
<b>Contact Periods/ week: 03 periods. (55 min each)</b>	<b>Total Marks: 100</b>	<b>Contact Periods/ week: 03 periods. (55 min each)</b>
<b>Time Table:</b>		<b>Credits: 15 (12+3)</b>
Objective: To develop the skills to understand real-life user problems and find effective solutions. Gain insight into the different levels of concept development and the feasibility of implementation in various contexts. Understand the complexity of issues and how to address them effectively.		
Week	Lecture Plan	Remarks/Topic of Assignments
Week 1	Introduction of Product and Graphic Design	Lecture/ Studio Exercise
Week 2	Study on the different products	Studio Exercise and Discussion
Week 3	History of the product and analysing the context for the product	Lecture and Discussion
Week 4	Understanding the opportunity of development in the product and its evolution	Study and Discussion
Week 5	Development of the concepts of the products	Lecture and discussion
Week 6	Understanding the material properties and design scope in the products	Discussion
Week 7	Mock-up Model in the product design and its approach in the real industries	Discussion and internal Marking
Week 8	Improvement and idea generation in the mock-up models	Lecture and
Week 9	Possibility study of the mock-up models for the manufacturing	Lecture and Studio
Week 10	Understanding the mass production aspect of the product	Lecture and Studio
Week 11	Branding of the product with promotion	Lecture and Studio
Week 12	Concept Development for the branding	Studio
Week 13	Designing of the packaging	Lecture
Week 14	Design detailing	Lecture
Week 15	Final Review and Submission	Lecture and Studio
Week 16	Final Marking	
S. No.	Stages of Evaluation	Weightage
1	Assessments (Assignments)	10
2	Mid Semester Examination	20
3	Assessments (Assignments)	20
	Total	50
<b>Outcomes:</b> Students will be able to create concepts for assigned problems and develop these concepts through various stages. They will gain an understanding of the user group and the area of		

study, providing a clear vision for identifying problems and crafting socially-oriented solutions. This process helps in developing mock-ups with appropriate mechanisms and improves communication with the product's users.

<b>Course Instructors:</b> sd/-  <b>(Ar. Pushendra Kumar)</b>	<b>Head of Department:</b> sd/-  <b>(Dr. Srinivas Daketi)</b>
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