



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

Course:	MDES112: Creativity Design and Design Communication	Class: M. Des. 1st Year I - Semester 2024-25
Instructors:	Ar. Pushpendra Kumar	Internal Assessment: 50
Contact Periods/ week:	Total Marks: 100	Contact Periods/ week: 03 periods. (55 min each)
Time Table:		Credits:

Objective: Develop an in-depth understanding of the product design process, sustainable ergonomics, and user-centered design to enhance product-user interaction and overall user experience. Gain comprehensive knowledge of materials and manufacturing techniques, with a strong emphasis on sustainable design practices. Foster creativity and enable students to use innovative tools for idea generation. Enhance visual presentation and interaction skills through sketching, rendering, and 3D modeling software.

Week	Lecture Plan	Remarks/Topic of Assignments
Week 1	Introduction of Subject; Creativity, Ideation and Design Communication	Lecture/ Studio Exercise
Week 2	Exercise on the Creativity approach, Methods of developing creative ideas (Clay, Painting, Wooden blocks, paper origami, Metal Sheets, Wire, etc.	Studio Exercise and Discussion
Week 3	Understanding the limitation of the material space and context, Development of Idea with different medium.	Lecture and Discussion
Week 4	Development of the idea on the problems and areas allotted during the class	Study and Discussion
Week 5	Create a story board to resolve the problem	Lecture and discussion
Week 6	Development of the story board in different space with different sources.	Discussion
Week 7	Development of the concepts in the Design	Discussion and internal Marking
Week 8	Understand the problems and the user for the same product and understand the problem	Lecture and
Week 9	Way of development of the prototype and understand the mass production approach for the user	Lecture and Studio
Week 10	Social problems and its feedback to the designer	Lecture and Studio
Week 11	Understanding the data and analysing the data and develop the solution according to the approach of user	Lecture and Studio
Week 12	Language of the user centric product and the approach of the design problem	Studio
Week 13	Understanding the gap of problem and solution	Lecture
Week 14	Design analogy and its technicality	Lecture
Week 15	Internal Submission	Lecture and Studio

Week 16		
S. No.	Stages of Evaluation	Weightage
1	Assessments (Assignments)	10
2	Mid Semester Examination	20
3	Assessments (Assignments)	20
	Total	50
<p>Outcomes: Students will be able to develop concepts for assigned problems, refining these concepts through various stages of development. They will gain a deep understanding of the user group and the relevant area of study. This approach provides a clear vision for identifying problems and devising socially-oriented solutions. It also aids in the development of mock-ups, incorporating mechanisms and enhancing communication with the product's users.</p>		
<p>Course Instructors: sd/-</p> <p>(Ar. Pushendra Kumar)</p>		<p>Head of Department: sd/-</p> <p>(Dr. Srinivas Daketi)</p>