



Curriculum Framework

4-Year Undergraduate Program

Bachelor of Design

Riidl Academy; An Institution
Without Boundaries

Somaiya Vidyavihar University

Evolving Curriculum

In 4 years, students will carve their own Product Design journey depending on their interests and contemporary needs by selecting courses & thrust areas. Our curriculum ensures fine balance between exploration and deep diving.

Thrust areas: Governance, Sustainability, Healthcare, Biotech, Agri-tech, Food & Nutrition, Robotics, Mobility, Education, Entertainment, Fin-tech, etc.

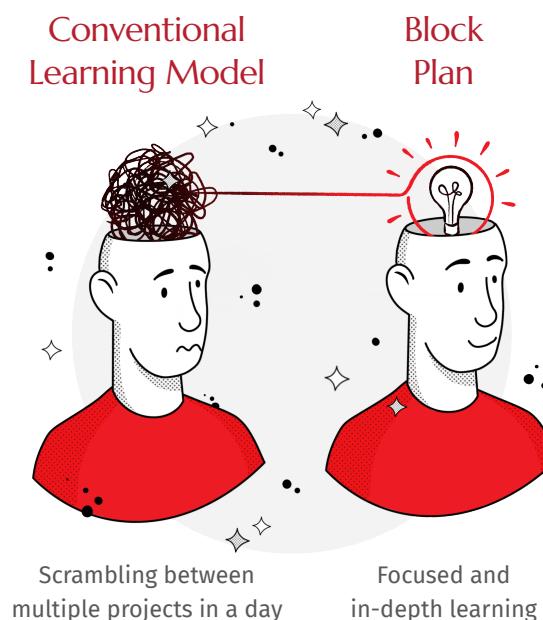
	01 Design	02 Business	03 Technology	04 Humanities & Social Sciences
Year OI	Practice Empathy based problem solving by leveraging creativity. Design Thinking Visual Thinking Elements of Design Content Design CAD	Learn entrepreneurial skills to ensure viability of the designs. Social Innovation and Entrepreneurship Digital Marketing Landscape & Ecosystem	Upskill to ensure feasibility and scale. UI / UX Design Open-source elex platform Basics of Coding Biology Design	Understand and engage with the world we're solving for. Introduction to Society and Culture Exploring Stakeholders of society Psychology in Design Design Appreciation
Year O2	Visual Doing Form Studies Communication Design Photography / Videography Typography	Opportunity Evaluation Finance Business Plan & Model Operations Supply Chain and Logistics	Web/Mobile App Development Connected Environment (IOT) XR Technology Synthetic Biology Digital Fabrication	Sensorial Studies Cognitive Ergonomics
Year O3	Storytelling for Influence Unlocking Creativity Service Design	Organization Building Growth Hacking Manufacturing Creativity and Branding Valuation and Investment	Make almost anything Grow almost anything	Behavioral Studies Social and Cultural Narratives
Year O4	Internship / Exchange Program Capstone Project			

Block Plan Structure

Our curriculum is divided into blocks of approximately 2 months each. Every Block will have the following elements:

- | | |
|--|---|
| 01 Objective | 04 Courses |
| 02 Theme (United Nations SDG) | 05 Innovative Evaluation methods |
| 03 Design Challenge by Our Partners | 06 Strategic Partnerships |

Instead of studying all the courses simultaneously in a conventional learning model, our students will work only on a given Block alongside our industry / Institute partners.



Evaluation

Designing assessment methods that take away the pressure of marks is our focus. We will be assessing our students on the impact they create on communities and their individual growth. Here is a glimpse of our assessment methods:

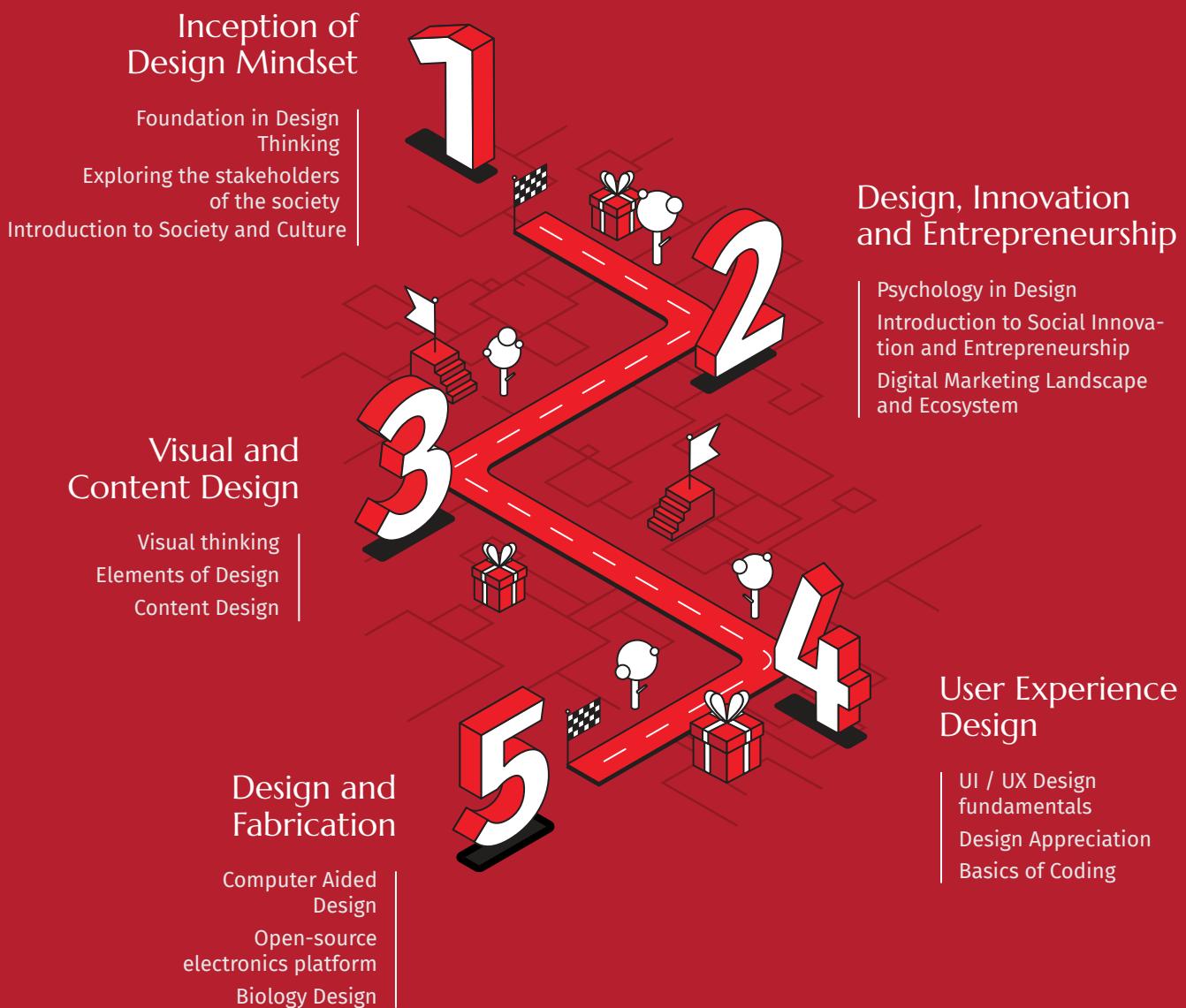
- Design Challenges, Prototype Building and Live Projects
- Investigation, Debate & Discussion forums
- Strategy and problem solving for the Real World
- Creative documentation, Visual Expression, & Showcases. (Exhibits, Vlogs, etc.)
- and more...

Foundation Year Journey

(First year)

Come fall in love with your campus and join us
at the freshers' eve and meet & greet

Let's get to know each other and celebrate the
start of your 4 year adventure and exploration





Block 1 Objective

Inception of Design Mindset

⌚ 2 Months



1st Real World Theme Reveal



1st Design Challenge Reveal

Courses

01

Foundation in Design Thinking

Learn and practice the empathy driven process of problem solving which will help you not only execute your projects but also design your life better.

02

Exploring the Stakeholders of the Society

Design is everywhere. Lets deep dive into understanding the world around us & its elements and how wonderfully (or sometimes not so wonderfully) they work together.

03

Introduction to Society and Culture

We are designing for our people (while making sure we don't hurt our planet) and hence we need to understand our people, our society and our culture better.



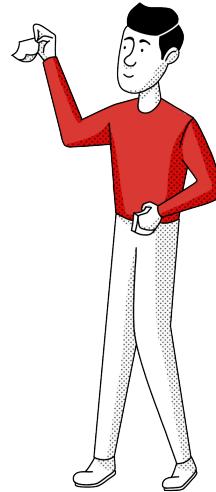
1st Design Challenge Completion and Celebration



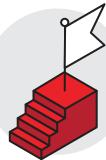
Block 2 Objective

Design, Innovation and Entrepreneurship

⌚ 2 Months



2nd Real World Theme Reveal



2nd Design Challenge Reveal

Courses

01

Psychology in Design

While we are passionate about building solutions, we must leverage the understanding of the human mind and behavior to build more intuitive, human-centered products and experiences.

02

Introduction to Social Innovation & Entrepreneurship

Our Social entrepreneurs are already working on solving problems of our country. Let's join them in understanding how and what are they working on and how can we help them

03

Digital Marketing Landscape and Ecosystem

We want to empower you with the effective tools in the world of digital marketing that will help in your work, the causes you are passionate about and help make the screen time more productive.



2nd Design Challenge Completion and Celebration



Block 3 Objective

Visual and Content Design

⌚ 2 Months



3rd Real World
Theme Reveal



3rd Design
Challenge Reveal

Courses

01

Visual Thinking

Imagine you had the superpowers to turn any boring group meeting / activity into energized, innovative and a creative process. Wouldn't that be amazing? That's exactly what you will learn in this course

02

Elements of Design

The elements of design form the ingredients to create aesthetically appealing solutions. Let's observe, admire and practice using these elements

03

Content Design

Writing is the art of expressing our views, ideas, and thoughts. Emails, resume, blogs, books/ Movie reviews, research papers, projects reports, we are going to dabble into all of these and more using our expert's guidance.



3rd Design Challenge Completion
and Celebration



Block 4 Objective

User Experience Design

⌚ 2 Months



4th Real World
Theme Reveal

4th Design
Challenge Reveal

Courses

01

UI / UX Design fundamentals

Here we will explore UI/UX design that is the design of any user interfaces, in which usability is just as important as the appearance.

02

Design Appreciation

Let's get inspired by the works of designers across the ages and world. From classics to contemporary, we will explore beautiful creations.

03

Basics of Coding

Sound logic sense is a must for a designer. Here we want to learn how simplicity is the soul of efficiency.



4th Design Challenge Completion
and Celebration



Block 5 Objective

Design and Fabrication

⌚ 2 Months



5th Real World
Theme Reveal



5th Design
Challenge Reveal

Courses

01

Computer Aided Design

Here we will learn computer software used to create 2D and 3D models and design that gives you an effective & direct way to express your ideas.

02

Open-source electronics platform

You will explore Open-source electronics platform, easy-to-use hardware and software platforms that enables simple and effective way to translate ideas into prototypes.

03

Biology Design

Here we will learn how to design sustainable solutions which are environmentally friendly, viable and scalable using biological engineering.



5th Design Challenge Completion
and Celebration

Partners



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થેસ થેસ, ક્ષાય નોટ?

“ Design is not just what it looks like and feels like. Design is how it works.

————— Steve Jobs

One incredible
experience awaits you!

Scan the qr code to get
in touch with us & know
more about the course



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