



Curriculum Framework

4-Year Undergraduate Program

Bachelor of Design

Somaiya School of Design
supported by riidl

Somaiya Vidyavihar University

Evolving Curriculum

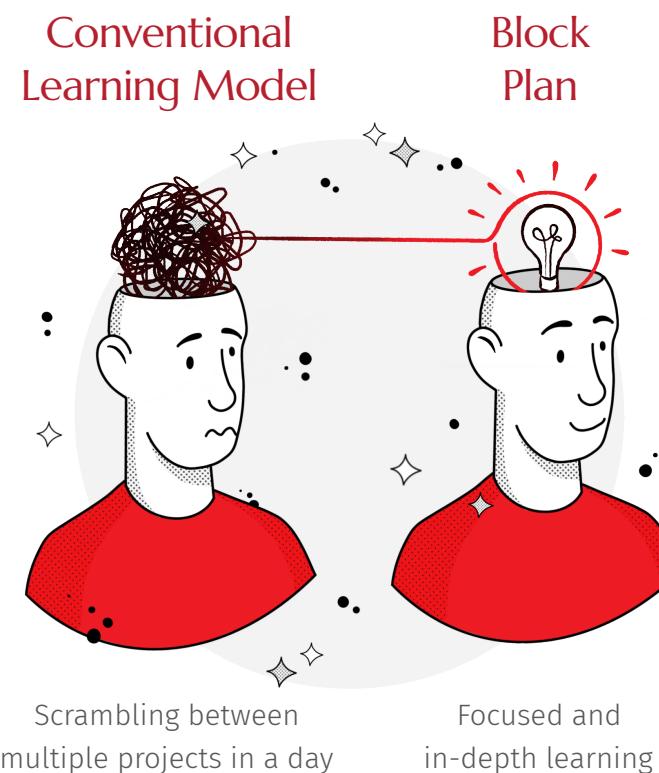
In 4 years, students will carve their own Product Design journey depending on their interests and contemporary needs by selecting courses & thrust areas. Our curriculum ensures fine balance between exploration and deep diving.

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

	01 Design Practice Empathy based problem solving by leveraging creativity.	02 Business Learn entrepreneurial skills to ensure viability of the designs.	03 Technology Upskill to ensure feasibility and scale.	04 Humanities & Social Sciences Understand and engage with the world we're solving for.
Year O1	Foundation in Design Thinking Elements of Design Drawing and Sketching Psychology in Design Typography and Layout Design Appreciation Material Exploration Simple Design Process Photography & Videography.	Introduction to social innovation & entrepreneurship Digital marketing landscape and ecosystem	Creative coding	Introduction to Society & Culture Exploring Stakeholders of Society Storytelling & Writing
Year O2	Advanced Design Thinking Form Studies Data Visualization Research Paper Writing Brand Identity Design	Opportunity evaluation Business plan/Model Finance Operations Supply chain and logistics	Fundamentals of UI / UX Exploring Emerging Technologies Human Computer Interaction Digital Softwares	Cognitive Ergonomics User Testing Sensorial Design Semantics and Semiotics
Year O3	Exploring Design Perspectives from around the world Behavioral Design Agile Design Gamification Speculative & Critical Design Data design	Exposure to Startup Ecosystem Incubation model Grant application Networking and Mentorship Valuation and Investment Intellectual Property Rights	Designing solutions with diverse technologies IOT AR/VR Emerging technologies Synthetic Biology Web & Mobile Applications	
Year O4		Internship / Exchange Program Capstone Project		

Block Plan Structure

- | | |
|--|---|
| 01 Objective | 04 Courses |
| 02 Theme inspired by UN SDG | 05 Innovative Evaluation methods |
| 03 Design Challenge by Our Partners | 06 Strategic Partnerships |



Evaluation

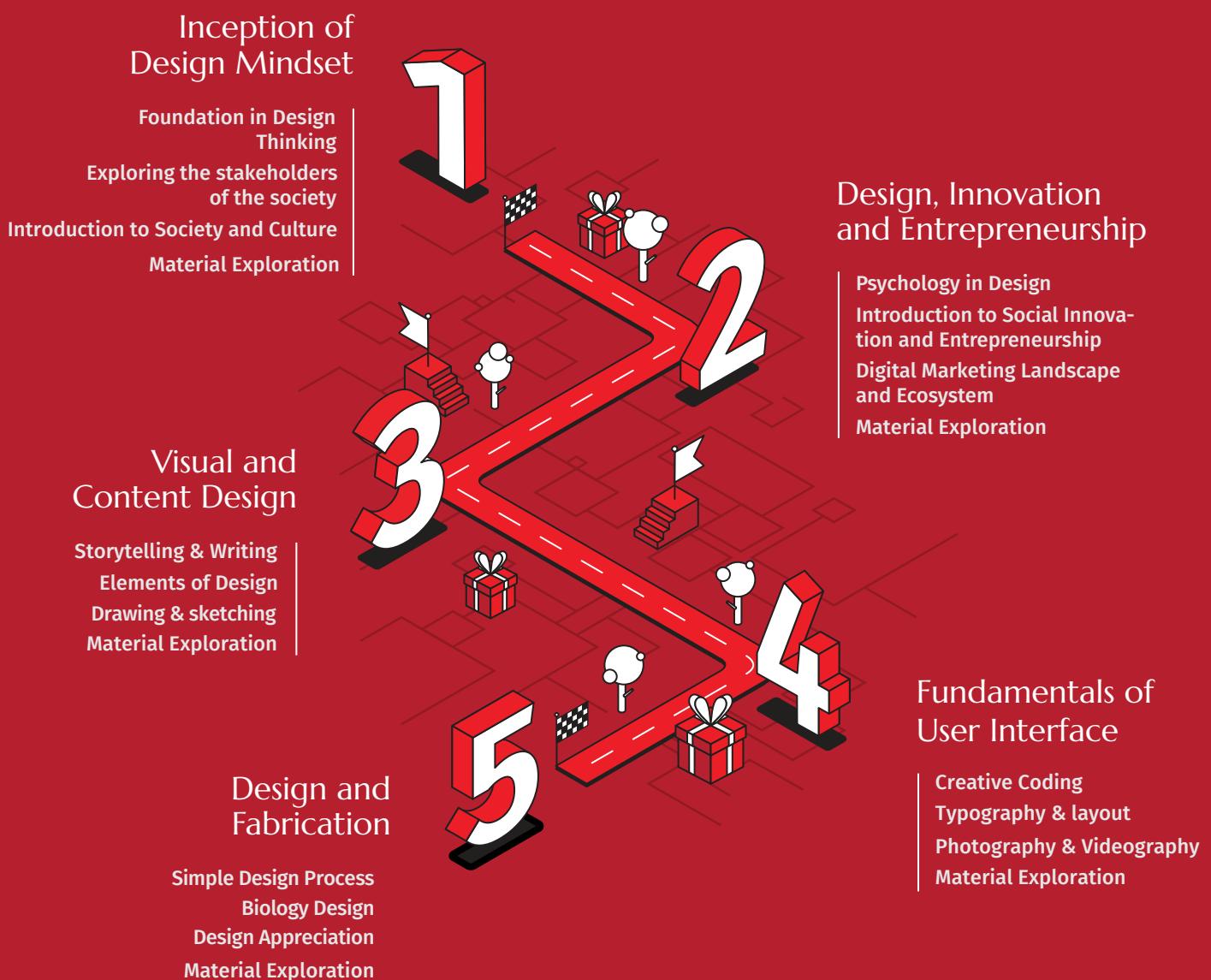
Designing assessment methods that take away the pressure of marks is our focus. We will be assessing our students on the impact they create on communities and their individual growth. Here is a glimpse of our assessment methods:

- 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

Come fall in love with your campus.

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



Material Exploration

Material exploration helps the aspiring designer in you approach materials intuitively, develop your own creativity & inquisitiveness and enhance your learning process of the conceptualizing and developing of new products.



Block 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.



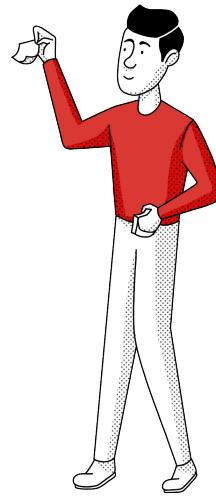
1st Design Challenge Completion
and Celebration



Block 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 Objective

Visual and Content Design

⌚ 2 Months



3rd Real World
Theme Reveal



3rd Design
Challenge Reveal

Courses

01

Storytelling & Writing

Storytelling and Writing is the art of expressing our views, ideas, and thoughts. As designers, you will learn to enrich the concept of usability, efficiency, productivity with other values such as curiosity, intimacy, beauty, emotion and affection.

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

Drawing and Sketching.

Master the skills of Drawing and sketching with precision in order to be able to create an impactful and professional representation of your ideas.



3rd Design Challenge Completion
and Celebration



Block Objective

Fundamentals of User Interface

⌚ 2 Months



4th Real World
Theme Reveal



4th Design
Challenge Reveal

Courses

01

Creative Coding

Dive into the world of coding and programming while developing your algorithmic thinking by applying math, logic and visual design skills through generative art, interactive visuals, and more!

02

Typography and Layout

Reimagine how you see text. Learn how to tell stories using type and imagery; understand minute details of typography and layout that will help make an impactful and meaningful design.

03

Photography and Videography

At the videography stop, we cannot wait to reel ourselves into angles, stories and how beautifully music moves emotions across the screen. We will also explore how photographs reveal moving stories in a single frame while experimenting with composition, placement and focus.



4th Design Challenge Completion
and Celebration



Block Objective

Design and Fabrication

⌚ 2 Months



5th Real World
Theme Reveal



5th Design
Challenge Reveal

Courses

01

Simple Design Process

Experience the entire Design process from Research to Prototyping and Testing. Get ready to dive into the user's minds, explore ideas, get your hands dirty, build and truly "listen" to user feedback!

02

Biology Design

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

03

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.



5th Design Challenge Completion
and Celebration

Partners



Maharashtra
State Innovation
Society



I N D R A
EVERYTHING WATER.



P A R A L L A X



THE BLUE RIBBON
MOVEMENT
TOGETHER WE ARE STRONGER



યેસ યેસ, વ્હાય ચોટ?



Xanderine Technologies Pvt.Ltd.



Somaiya
Debating
Society



Upcycler's lab

Somaiya School of Design
supported by riidl
Foundation Year Curriculum Framework

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

————— Steve Jobs

One incredible
experience awaits you!

Contact

Hetal Mundra: +91 9920052361

Munira Ozarwala: +91 9664893060

Varun Kapadia: +91 78754 35735

Email ID

schoolofdesign@somaiya.edu

www.schoolofdesign.somaiya.edu