

L J UNIVERSITY
L J SCHOOL OF DESIGN
 Syllabus for Bachelors of Design
 First Year I Semester 2

CODE	SUBJECT	CREDIT
10180208	Introduction to Product Design	2
AIM		
	To develop basic understanding about Product design under B.DES. course	
CONTENT:-		
	<ul style="list-style-type: none"> • Introduction to Product Design • Understanding the design aspects of the specializations • Understanding various study area of specific specialization, Scope of work, future demand. 	
METHODOLOGY:-		
	Lectures, workshops, visits, Design tasks	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • 101 things I learned in Product Design School , Sung Jang Martin Thaler with Matthew Frederick • Material Innovation: Product Design, Andrew H. Dent & Leslie Sherr • Beatriz Costa Tiago Franco Illustrations by Maria Grilo – Product Design Process: The manual for digital product design and project management 	