

L J UNIVERSITY
L J SCHOOL OF DESIGN
Syllabus for Bachelors of Design
Second Year I Semester 3

CODE	SUBJECT	CREDIT
10180307	Design thinking and process	2
AIM		
	To develop the ability to comprehend problems in a creative way and come with solutions in a relatively shorter time frame.	
CONTENT:-		
	<ul style="list-style-type: none"> • Design thinking process Understanding Design thinking process and its stages, Various types of design approaches (models like double diamond, Stanford, IDEO, DeepDive, Etc), Convergent and divergent • Tools and techniques (Convergent) 3 “I”s (Influence, importance, imagination), ALU (advantages, limitations, unique potential), evaluation matrix etc. • Tools and techniques (Divergent) Brainstorming, Mind mapping, storyboarding, Point (pluses, opportunities, issues & new thinking), empathy map, group doodle, forced connections etc. • Case studies for implementation and application Product design, Service design, System design etc. 	
METHODOLOGY:-		
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • John Thackara, In the Bubble: Designing in a Complex World, The MIT Press, 2005 • Bruce Hanington, Bella Martin, Universal Methods of Design: 100 Ways to Research • Vijay Kumar, 101 design methods, John Willey & sons, inc., 2013 • Edward de bono, Lateral thinking, Penguin Books • Complex Problems, Develop Innovative Ideas, and Design Effective Solutions, Rockport Publishers, 2012 • Donald A. Norman, Living with Complexity, MIT Press, 2010 • Jeffrey Whitten and Lonnie Bentley, Systems Analysis and Design Methods, McGrawHill/Irwin, 2005 • Gerald M. Weinberg and Daniela Weinberg, General Principles of Systems Design, Dorset House, 1988 	