

L J UNIVERSITY
L J SCHOOL OF DESIGN
Syllabus for Bachelors of Design
Fourth Year I Semester 7

CODE	SUBJECT	CREDIT
10180702	Design Research & Methodology	2
AIM		
	Understand why research is important for any kind of design intervention or design solution.	
CONTENT:-		
	<ul style="list-style-type: none"> • Design Research Methods will provide knowledge and understanding by introducing them the various design research methods, how to apply them to design problems, how to define insights from the research data and effectively communicate the results of research. • Introduced to a variety of methods and tools used during for the pre and during research process. • Discuss the process one follows for conducting research such as selecting research sites, Sampling (participants map and profiling), and interacting with study subjects. • The methods and tools will include Mind mapping, Defining research objectives, Questionnaire, Interviews, Contextual enquiry/interviews, Surveys, Shadowing, Card Sorting, Focus group, and Experience simulations etc. The class will also introduce examples of each of these methods, and review the circumstances that are appropriate for each method. 	
METHODOLOGY:-		
	<ul style="list-style-type: none"> • Lectures , Case Studies, Discussions & Presentations 	
REFERENCE BOOK:-		
	<ul style="list-style-type: none"> • 101 Design Methods: A Structure Approach for Driving Innovation in your organisation, by Prof. Vijay Kumar • Creswell, J. W. 2013. Research design: Qualitative, quantitative, and mixed methods approach (4th Ed.). Thousand Oaks, CA: Sage • Discovering Statistics using IBM SPSS Statistics Paperback (2013) by Andy Field • IDEO Tool Kit • Research Methods For Everyday Life Blending Qualitative and Quantitative Approaches, Scott W. Vanderstoep Danderstoep Deirdre d. Johnston, Sage Publications. 	