



Syllabus
Gyanmanjari Institute of Design
Semester-I (CACD&DM)

Subject: Design Context - DET2CD11203
Type of Course: Multidisciplinary Open
Prerequisite: Basic understanding of design, society, culture, and observation skills.

Rationale: As a Multidisciplinary Open course, this module introduces design thinking as a universal problem-solving framework applicable across engineering, business, technology, and humanities. It explores how societal, cultural, and environmental contexts drive global innovation. Rather than focusing exclusively on core design skills, it empowers students from diverse academic backgrounds to analyze human behavior, evaluate sustainable practices, and apply user-centered strategies to their respective domains, fostering collaborative, cross-disciplinary solutions.

Teaching and Examination Scheme:

Teaching Scheme			Credits	Examination Marks		Total Marks
CI	T	P	C	SEE	CCE	
1	1	2	3	100	50	150

Legends: CI - Classroom Instructions; T - Tutorial; P - Practical; C - Credit; SEE - Semester End Evaluation; CCE - Continuous and Comprehensive Evaluation



Course Content:

Sr. No.	Course Content	Hrs.	% Weightage
1	Introduction to Design Context <u>Theory:</u> Meaning and Scope of Design Context Introduction to design context and its significance in the design process. Understanding how social, cultural, environmental, technological, and economic factors influence design decisions and outcomes. Study of the broader framework within which design functions and its relevance in creating meaningful and effective design solutions. Relationship Between Design and Society Study of the interaction between design and society. Understanding how design reflects social values, responds to human needs, influences lifestyles, and contributes to community development. Exploration of the role of designers in addressing social challenges and improving quality of life through responsible design practices. Design as Communication Introduction to design as a medium of communication. Understanding how visual elements, symbols, forms, colors, materials, and compositions convey messages, emotions, and meanings. Study of communication through fashion, products, graphics, and spatial design to create effective user experiences. Design in Everyday Life Exploration of the presence and importance of design in everyday life. Study of design applications in fashion, products, interiors, public spaces, transportation systems, and digital environments. Understanding how functional and aesthetic considerations influence daily experiences and decision-making. Design and Human Behavior Introduction to the relationship between design and human behavior. Understanding perception, cognition, emotions, and user responses to design. Study of user interaction, usability, ergonomics, and behavioral influences that affect the effectiveness and acceptance of design solutions. <u>Practical:</u> 1. Prepare a Design Observation Journal by documenting design examples from daily life through sketches, photographs, and written observations.	12	20%



2. Conduct a **Society and Design Documentation Study** highlighting the relationship between design and social needs through observations, photographs, and visual references.
3. Conduct a **Public Space and Local Market Observation Study** to document design elements used for communication, navigation, branding, visual merchandising, and display.
4. Perform a **Design Context Analysis and Communication Study** using selected everyday products, logos, visual communication examples, or public environments to study context, functionality, communication, user interaction, and design elements.

Reference mapping of the above practicals: These consolidate the existing Module 1 activities such as observation journal, logo analysis, public-space observation, local-market survey, product interaction, photography, UX observation, case study, inspiration board and context mapping.

Evaluation Method:

Sr. No.	Evaluation Methods	SEE	CCE
1	Design Context Analysis & Documentation Study: Students will analyse a selected design example and identify social, cultural, environmental, technological and communication factors influencing the design.	20	
2	Design Observation Journal and Field Observation Documentation: Students will document design examples, observations, sketches, photographs and reflections.		5
3	Active Learning Assignment & Presentation: Public Space / Design Communication Study with report submission and viva.		5
Total		20	10

Examination Style:

Design Context Analysis & Documentation Study (20 Marks)

Students will select a design example from fashion, product, packaging, interior or public space design and conduct a contextual analysis. The study should identify social, cultural, environmental and communication



	factors influencing the design. Students must support their analysis with sketches, photographs, visual references and written observations demonstrating their understanding of design context. Design Observation Journal (5 Marks) Students shall maintain an observation journal documenting design applications from daily life. The journal should include sketches, photographs, observations and reflections related to design elements and contextual influences. Public Space Observation Study & Presentation (5 Marks) Students will conduct a field observation study in a public environment and prepare a short presentation highlighting user behavior, communication systems and design applications. Evaluation will be based on observation quality, documentation, presentation and participation.		
2	Cultural Influences on Design <u>Theory:</u> Meaning and Scope of Cultural Influences on Design Introduction to the relationship between culture and design. Understanding how cultural values, traditions, beliefs, lifestyles, and regional identities influence design practices and design decisions. Traditional Arts and Crafts Study of selected Indian arts and crafts with emphasis on their historical background, techniques, materials, motifs, processes, and cultural significance. Regional Textiles and Cultural Identity Study of regional textile traditions and their relationship with culture and identity. Understanding techniques, motifs, materials, production methods, and their influence on contemporary design. Cultural Elements in Contemporary Design Study of how traditional cultural elements, crafts, textiles, motifs, and practices are interpreted and incorporated into contemporary fashion, textile, product, and spatial design. Cultural Research and Design Inspiration Understanding the use of cultural research, visual references, field observations, and documentation as sources of inspiration for design development. <u>Practical:</u>	12	20 %



5. Prepare a **Traditional Craft Documentation Report** on a selected Indian art or craft tradition.
6. Conduct a **Regional Textile and Cultural Study** highlighting techniques, motifs, materials, and cultural significance of a selected textile tradition.
7. Develop a **Craft Research and Cultural Inspiration Board** using photographs, visual references, research findings, motifs, materials, and cultural elements.
8. Prepare a **Comparative Cultural Design Study** analysing two traditional crafts, textile traditions, or cultural practices and their contemporary design applications.

The practical activities are consolidated from the current craft documentation, regional textile study, research board, comparative study, mood board, local handicraft documentation, Gujarat craft heritage presentation, designer/brand case study and cultural inspiration portfolio.

Evaluation Method:

Sr. No.	Evaluation Methods	SEE	CCE
1	Cultural Design Research & Documentation Study: Students will analyse a selected traditional craft, textile tradition or cultural design practice and document its historical, cultural and design significance.	20	
2	Craft Research and Cultural Inspiration Board: Students will prepare research documentation, visual boards and cultural inspiration studies.		10
Total		20	10

Examination Style:

Cultural Design Research & Documentation Study (20 Marks)

Students will select a traditional Indian craft, textile tradition or cultural design practice and conduct a detailed study. The report should include historical background, production process, motifs, materials, cultural significance and contemporary applications. Students must support their study with photographs, sketches, visual references and written analysis.



	Craft Research and Cultural Inspiration Board (10 Marks) Students shall prepare a research board and mood board based on a selected craft tradition, textile practice or cultural theme. The work should include visual references, color palette, motifs, materials, cultural inspirations and design interpretations. Evaluation will be based on research quality, creativity, visual presentation and relevance to the selected topic. The final report shall be submitted through the GMIU Portal.		
3	Historical & Contemporary Design <u>Theory:</u> Evolution of Design Through History Introduction to the historical development of design from ancient civilizations to the modern era. Study of how social, cultural, political, and technological changes have influenced design practices across different periods. Major Design Movements Study of significant design movements such as the Arts and Crafts Movement, Art Nouveau, Bauhaus, Art Deco, Modernism, and Postmodernism. Understanding their philosophies, characteristics, key contributors, and influence on contemporary design practices. Fashion History and Design Development Introduction to the evolution of fashion across different historical periods. Study of changing silhouettes, materials, techniques, and aesthetics influenced by social, cultural, and economic factors. Contemporary Design Trends Study of contemporary developments and emerging trends in fashion, product, graphic, and interior design. Understanding how globalization, technology, sustainability, and consumer behavior influence contemporary design practices. Designers and Design Innovation Exploration of influential designers and design pioneers who have shaped modern design. Study of innovative design approaches, creative thinking, and the impact of designers on society, culture, and industry. <u>Practical:</u> 9. Prepare a Historical Design Timeline showing major design periods, movements, and important developments.	12	20%



10. Conduct a **Design Movement Analysis Study** documenting the characteristics, philosophy, visual language, and influence of a selected design movement.
11. Prepare a **Designer and Design Innovation Research Board** on an influential designer or design pioneer.
12. Conduct a **Contemporary Design Trend and Comparative Analysis** using selected current design examples, fashion brands, products, interiors, or visual references.

These combine the current timeline, movement study, comparative analysis, fashion history documentation, designer research board, contemporary designer case study, trend analysis, trend forecasting, visual presentation, and inspiration-board activities.

Evaluation Method:

Sr. No.	Evaluation Methods	SEE	CCE
1	Historical & Contemporary Design Analysis Study: Students will analyse a selected design movement, historical period, fashion era or influential designer and evaluate its relevance to contemporary design practices.	20	
2	Design Timeline, Research Board and Trend Analysis Study: Students will prepare visual documentation, research findings and trend analysis related to design evolution.		10
Total		20	10

Examination Style:

Historical & Contemporary Design Analysis Study (20 Marks)

Students will select a design movement, historical design period, fashion era or influential designer and conduct a detailed analysis. The study should include historical background, key characteristics, design philosophy, major contributions and relevance to contemporary design. Students must support their work with sketches, photographs, visual references and written analysis.

Design Timeline, Research Board and Trend Analysis Study (10 Marks)

Students shall prepare a design timeline, research board and trend analysis report based on historical and contemporary design



	developments. The work should demonstrate research skills, visual organization, analytical thinking and understanding of design evolution. The final report shall be submitted through the GMIU Portal.		
4	Sustainability & Ethics <u>Theory:</u> Sustainable Design Concepts Introduction to sustainability in design and its importance in addressing environmental and social challenges. Understanding responsible resource utilization, waste reduction, and environmentally conscious decision-making throughout the design process. Eco-Friendly Materials and Processes Study of sustainable materials used in fashion, textile, product, and spatial design. Understanding natural, organic, recycled, and biodegradable materials along with eco-friendly production methods. Ethical Design and Social Responsibility Introduction to ethical considerations in design and the responsibilities of designers towards society and the environment. Study of ethical sourcing, labor welfare, fair trade, inclusivity, and responsible consumption. Sustainable Design and Circular Economy Understanding sustainable design, slow fashion, circular economy, product life cycle, reuse, repair, recycling, and upcycling strategies. Contemporary Sustainable Design Practices Exploration of sustainable initiatives adopted by designers, brands, and organizations. Study of sustainable design practices, case studies, and innovative approaches to environmental and social responsibility. <u>Practical:</u> 13. Conduct a Sustainable Product and Material Study analysing the material selection, environmental impact, and sustainability characteristics of a selected product or material. 14. Prepare an Eco-Friendly Material Documentation and Research Board highlighting sustainable materials, their properties, applications, and visual references. 15. Conduct a Sustainable and Ethical Design Case Study of a selected fashion brand, designer, product, or design initiative. 16. Prepare an Upcycling, Recycling and Sustainability Awareness Study documenting reuse practices, local sustainable examples, or a sustainability-focused visual communication campaign.	12	20%

These consolidate the existing sustainable product study, material documentation, research board, sustainable-brand case study, recycling/upcycling documentation, ethical-practice analysis, awareness poster, local sustainability documentation, and fast-fashion/slow-fashion comparison.			
<u>Evaluation Method:</u>			
Sr. No.	Evaluation Methods	SEE	CCE
1	Sustainable Design & Ethical Practices Analysis Study: Students will analyse a sustainable design solution, product, material, brand or organisation and evaluate its environmental, social and ethical impact.	20	
2	Sustainable Design Research and Case Study: Students will prepare research documentation, material studies, visual boards and a sustainability case study.		10
	Total	20	10
<u>Examination Style:</u>			
Sustainable Design & Ethical Practices Analysis Study (20 Marks) Students will select a sustainable product, fashion brand, design initiative or environmental design solution and conduct a detailed analysis. The study should include sustainability principles, material selection, production processes, environmental impact, ethical considerations and future improvements. Students must support their work with photographs, visual references, case studies and written analysis.			
Sustainable Design Research Board and Sustainable Fashion Case Study (10 Marks) Students shall prepare a research board and case study based on sustainable materials, ethical practices, circular economy concepts or sustainable fashion initiatives. The work should demonstrate research ability, analytical thinking, visual presentation skills and understanding of sustainability in design. The final report shall be submitted through the GMIU Portal.			
5	Design & User Needs <u>Theory:</u>		
		12	20%

User-Centered Design Introduction to user-centered design and its importance in developing effective design solutions. Understanding how user needs, expectations, preferences, and behaviors influence the design process. Consumer Behavior and Lifestyle Analysis Study of consumer behavior and factors influencing purchasing decisions, preferences, and lifestyle choices. Understanding demographic, psychological, social, and cultural influences on consumer needs. Functionality and Aesthetics in Design Understanding the relationship between functionality and aesthetics in design. Study of usability, comfort, efficiency, visual appeal, and emotional requirements. Design Thinking and Problem Solving Introduction to design thinking as a human-centered approach to innovation and problem solving. Study of empathy, observation, ideation, prototyping, and testing processes used to identify user needs and develop design solutions. User Experience and Design Applications Exploration of user experience principles and their application in design. Understanding user journeys, interactions, accessibility, usability, and emotional engagement in fashion, product, graphic, and spatial design contexts. <u>Practical:</u> 17. Conduct a User Observation and Lifestyle Study to understand user behavior, needs, interactions, and lifestyle characteristics. 18. Develop a User Persona and Empathy Map representing the characteristics, preferences, motivations, feelings, and requirements of a target user group. 19. Conduct a Functionality and User Experience Analysis of a selected product, service, environment, or design solution. 20. Prepare a User Journey and Design Thinking Case Study identifying a user-centered problem, analysing the user journey, and proposing design improvements. These consolidate the existing user observation, lifestyle analysis, persona, functionality/aesthetics analysis, design-thinking case study, empathy map, user journey, comparative usability study, user research board, and user-centered design presentation. <u>Evaluation Method:</u>		
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Sr. No.	Evaluation Methods	SEE	CCE
1	User-Centered Design & Consumer Analysis Study: Students will analyse user needs, consumer behaviour, usability and design solutions to evaluate their effectiveness in addressing user requirements and enhancing user experience.	20	
2	User Research Board and Design Thinking Case Study: Students will prepare user research documentation, empathy mapping, persona development, user journey analysis and proposed design improvements.		10
	Total	20	10

Examination Style:

User-Centered Design & Consumer Analysis Study (20 Marks)
Students will select a product, service or design solution and conduct a detailed analysis of user needs, consumer behavior, usability and overall user experience. The study should identify design strengths, limitations and opportunities for improvement. Students must support their analysis with user observations, research findings and visual documentation demonstrating their understanding of user needs and design requirements.

User Research Board and Design Thinking Case Study (10 Marks)
Students shall prepare a user research board and case study based on user-centered design principles. The work should include user observations, empathy mapping, persona development, user journey analysis and proposed design improvements. Evaluation will be based on research quality, analytical thinking, creativity and presentation. The final report shall be submitted through the GMIU Portal.

Suggested Specification table with Marks (Theory): 100

Distribution of Theory Marks (Revised Bloom's Taxonomy)						
Level	Remembrance (R)	Understanding (U)	Application (A)	Analyze (N)	Evaluate (E)	Create (C)
Weightage %	05%	15%	25%	25%	15%	15%



Course Outcome:

After learning the course, the students should be able to:	
CO1	Understand the concept of design context and its relationship with society, culture, and communication.
CO2	Analyze the influence of cultural traditions, regional crafts, and heritage on design practices.
CO3	Examine historical developments, global design movements, and contemporary design trends.
CO4	Evaluate sustainable and ethical design practices in relation to environmental and social responsibility.
CO5	Apply user-centered design principles and empathy mapping to develop innovative, cross-disciplinary solutions applicable to business, technology, spatial, or societal challenges.

Instructional Method:

The course delivery method will depend upon the requirement of content and the needs of students.

A minimum of 20–30% of the course content shall be suggested to deliver through Flipped Learning, where students study digital learning resources before the classroom session. Classroom time shall be utilized for discussion, problem-solving, practical applications, and higher-order learning activities.

Students shall be encouraged to use AI-powered learning platforms, simulation software, virtual laboratories, digital libraries, research databases, online certification courses, NPTEL, SWAYAM, MOOCs, and other technology-enabled learning resources to strengthen conceptual understanding and practical competence.

Continuous assessment shall be conducted through Active Learning Assignments (ALAs), quizzes, skill demonstrations, presentations, practical exercises, projects, case studies, innovation activities, peer assessment, reflective learning, and industry-oriented tasks instead of relying primarily on conventional written assignments.

Reference Books:

- [1] B. Munari, **Design as Art**, London, UK: Penguin Books, 2008.
- [2] D. A. Norman, **The Design of Everyday Things**, Revised and Expanded ed. New York, NY, USA: Basic Books, 2013.
- [3] G. Julier, **The Culture of Design**, 3rd ed. London, UK: SAGE Publications, 2014.
- [4] V. Papanek, **Design for the Real World: Human Ecology and Social Change**, 2nd ed. Chicago, IL, USA: Academy Chicago Publishers, 1985.
- [5] T. Brown, **Change by Design: How Design Thinking Creates New Alternatives for Business and Society**, 1st ed. New York, NY, USA: HarperBusiness, 2009.



Suggested Assessment Guidelines:**Module-1: Introduction to Design Context**

Design Context Analysis & Documentation (20 Marks)		
Criteria	Description	Marks
Concept Understanding	Understanding of design context and its relationship with society, culture, environment, and communication.	5
Observation & Analysis	Ability to identify and analyze contextual factors influencing a design example or product.	5
Documentation Quality	Proper use of visual references, sketches, photographs, and written observations.	5
Presentation & Interpretation	Clear explanation of findings and interpretation of design context.	5
Total		20

Module-2: Cultural Influences on Design

Cultural Design Research & Documentation (20 Marks)		
Criteria	Description	Marks
Cultural Understanding	Understanding of traditional arts, crafts, regional textiles, and cultural influences on design.	5
Research & Documentation	Collection and documentation of relevant visual references and cultural information.	5
Comparative Analysis	Ability to analyze cultural elements and their impact on contemporary design.	5
Presentation & Communication	Effective presentation of research findings and cultural interpretations.	5
Total		20

Module-3: Historical & Contemporary Design Analysis Study

Design Movement & Trend Analysis (20 Marks)		
Criteria	Description	Marks
Historical Understanding	Understanding of design evolution, major design periods, and global design movements.	5
Research & Trend Analysis	Identification and analysis of historical and contemporary design trends.	5
Visual Documentation	Use of timelines, case studies, visual references, and supporting materials.	5
Presentation & Interpretation	Ability to explain design movements and their relevance to current design practices.	5
Total		20

Module-4: Sustainable Design & Ethical Practices Analysis Study

Sustainable Design Evaluation Task (20 Marks)		
Criteria	Description	Marks
Sustainability Understanding	Understanding of sustainable design principles, eco-friendly materials, and ethical practices.	5
Research & Investigation	Identification and study of sustainable products, materials, or design practices.	5
Critical Analysis	Evaluation of environmental, social, and ethical aspects of design solutions.	5
Documentation & Presentation	Effective documentation and communication of sustainability findings.	5
Total		20

Module-5: Design & User Needs

User-Centered Design Study (20 Marks)		
Criteria	Description	Marks
User Understanding	Understanding of user needs, preferences, behavior, and lifestyle factors.	5
Research & Observation	Collection of user insights through observation, surveys, interviews, or case studies.	5
Analysis & Application	Ability to connect user findings with design decisions and solutions.	5
Presentation & Documentation	Clear presentation of research findings, user profiles, and design recommendations.	5
Total		20