School of Planning and Architecture: Vijayawada

(An institution of National Importance under the Ministry of Education, Govt. of India)

Survey No.4/4, ITI Road, Vijayawada-520008, Andhra Pradesh, India

Department of Architecture

Course:	MDES1155 (Elective – I): Interaction Design	Class: M. Des. 1st Year I - Semester 2024-25
Instructors:	Dr. Khuplianlam Tungnung	Internal Assessment: 50
		External Theory Exam: 50
Contact Periods/ week: 03 periods. (55 min each)		Total Marks: 100
Time Table:	Monday (03 periods)	Credits: 3 (2+1)

Objective: Develop understanding of product design process & methods, empathize why and how to design interfaces that are intuitively conducive to user experiences and affords pleasurable, joyful, and reduce frustration. Acquire knowledge of techniques, and apply sustainable design practices through design thinking and ideation.

Week	Lecture Plan	Remarks/Topic of Assignment
Week 1	Introduction to the course and syllabus overview. Introduction to Design	Lecture + Interaction/Tutorial
Week 2	What is design?	Lecture + Interaction/Tutorial
Week 3	Introduction to UXD, User experience design	Lecture + Interaction/Tutorial

Week 4	UXD Design methods, process, and tools Design thinking process	Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 5	What is IxD? UXD and IxD Ideation in design	Lecture + Interaction/Tutorial
Week 6		Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 7	Affordances: Designing Intuitive User Interfaces Theory of Affordances (James Gibson)	Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)

Week 8	Affordances: Designing Intuitive User Interfaces Theory of Affordances (Don Norman),	Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 9	Human-centered design, User-centered design, Use-centered design	Lecture + Interaction/Tutorial
Week 10		Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 11	Prototype development: Students to be divided into teams and different assignments are to be selected and presented	Lecture + Interaction/Tutorial
Week 12		Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 13	Usability testing: Students to be divided into teams and different assignments are to be selected and presented	Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 14		Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 15	Make-up classes, if any, may be arranged or accommodated in these weeks.	Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)
Week 16	Make-up classes, if any, may be arranged or accommodated in these weeks.	Lecture/Interaction/Presentation (Continuous Assessment-Rubric base)

S. No.	Stages of Evaluation	Weightage
1	Assessments	15
2	Mid Semester Examination	20
3	Assessments	10
4	Overall class performance	5
	Total	**50**

Outcomes: Students are expected to develop understanding of product design process & methods, empathy and sensitivity on why and how to afford design interfaces that are intuitively conducive to user experiences, pleasurable, joyful, and reduce frustration. Acquire knowledge of techniques, and apply sustainable design practices. Through design thinking and ideation, the course is expected to develop and cultivate creativity, overcome blocks, and use tools for idea generation and development of products in the form of sketching, rendering, and 3D modelling software.

Cource Instructors: sd/- **(Dr. Khuplianlam Tungnung)**	**Head of Department:** sd/- **(Dr. Srinivas Daketi)**

NOTES:
1. In cases where specified units or chapters are not completed within the stipulated time, it will carry forward to the next classes and adjustments will be made accordingly, as required.
2. Make-up classes, if any, may be arranged or accommodated in existing scheduled classes or other appropriate time.