



School Of Planning And Architecture: Vijayawada
S. No. 4/4, Near Ramesh Hospital, ITI Road, Vijayawada
Department of Architecture

Course: MDES232 – UNIVERSAL HUMAN VALUES, ETHICS & ENVIRONMENTAL PSYCHOLOGY

Class: M. Design – III Semester

Instructor: Prof. Dr Anil Kumar Chilakapati

Contact Periods/week: 4 hours /Week

Internal Assessment Marks: 50

External Assessment (Jury Examination): 50

Total Marks: 100

Attendance: 75%

Minimum Passing Marks: 50%

To introduce scholars to the emerging field that synthesizes design values with environmental psychology, enabling them to understand the multiplicity of living patterns, human activities, composition and product patterns in everyday life. The course will impart knowledge of behavioral design processes, techniques, and contexts, and prepare learners to design with sensitivity to human lifestyles, social associations, and environmental settings.

Learning Outcomes

- Gain an understanding of the relationship between design - Human values and environmental psychology.
- Analyse diverse living patterns, activities, and product/space compositions in human lifestyles.
- Develop knowledge of behavioural design processes and techniques.
- Apply insights into human-environment interactions to design contexts.
- Cultivate the ability to design for varied human affairs, associations, and cultural settings.

Course Structure

The lectures will be organised into three interconnected sections:

1. Values, Ethics, and Impact Factors in Design
 - Understanding why universal human values, ethical considerations, and the broader impact of design decisions must be integrated into the design process.
2. Social and Cultural Dimensions of Design
 - Examining what social, cultural, and contextual factors influence human lifestyles, patterns of association, and modes of interaction, and how these dimensions shape design requirements.
3. Applying Factors in Environmental Design
 - Exploring how to incorporate values, ethics, and socio-cultural dimensions within the environmental design process, using behavioural–psychological design methods and techniques.

Throughout the course, various innovation opportunity contexts will be examined, ranging from:

- **Micro settings:** individual and small-group contexts, including everyday affairs, associations, and product design.
- **Meso settings:** organisational environments, such as system designs and operational frameworks.
- **Macro settings:** larger affiliations, including public utilities, community-level operations, and urban innovations.

OBJECTIVES:

In this class, you are expected to (1) become fascinated by social and behavioural factors in all layers of the design process, and (2) learn to examine and address these factors in the design process.

TEACHING PLAN

Date	Topic of Class/Lecture & Discussion	Nature of Class
Week-1	Introduction to Environmental Psychology ✓ Introduction: What/Whom do We Design For?	Lecture
Week-2	✓ Warm-up: Presentation of Environmental design aspects and Environmental Psychology Key theories and research in Environmental Psychology.	Lecture
Week-3	Human Behavior and its Influence Analysing human behaviour patterns and activities in various contexts.	Lecture
Week-4	Exploring Cognitive Process and Decision-making in relation to the environment. Personal and social differences in behaviour	Lecture
Week-5	Role of perception and interpretation in shaping behaviour	Assignment
Week-6	Emotional and sensory aspects of design Emotional Responses – design elements	Lecture
Week-7	Aesthetics and visual stimuli in eliciting emotions	Assignment

Date	Topic of Class/Lecture & Discussion	Nature of Class
Week-8	Impact of sensory experiences on emotions Analysing the use of colour, lighting and material to create specific emotional responses.	Assignment
Week-9	Mid-Semester Exam/ Assignment	Assignment
Week-10	Designing for well-being and User Experience Environmental design and well-being relationships	Lecture / Exercise
Week-11	User experience (UX) in relation to the built environment. Design for physical and mental health	Lecture / Exercise
Week-12	Biophilic and Biophilia approaches for enhanced well-being.	Lecture / Exercise
Week-13	Design for Environment Intersection of Environmental Psychology and Sustainable design	Lecture / Exercise
Week-14	Design for promoting sustainable behaviour and sustainable cultures	Lecture / Exercise
Week-15	Over All learnings and Design Incorporations	Analytical Reviews
Week-16	Semester Course Exam & Final Submissions	Exam

Break-up of Internal Assessment Marks

S. No.	Stages of Evaluation	Weightage	Note
1	Assignment - I	15Marks	Total internal marks 50 Attending all the tests/assignments / seminars is mandatory
2	Assignment - II	20 Marks	
3	Assignment - III	15Marks	

(Prof. Dr Anil Kumar Chilakapati)
Course Instructors

Head of the Department