

**NIRMA UNIVERSITY**  
**COMMUNICATION DESIGN PROGRAMME**  
**Bachelor of Design, Department of Design**  
**Year IV, Semester VIII**

L	T	P	C
		30	18

<b>Course Code</b>	<b>CDDP 421</b>
<b>Course Title</b>	<b>Degree / Major Research Project</b>

**Course Learning Outcomes (CLO):**

At the end of the course, the student will be able to:

1. Apply design learning and demonstrate proof of design competencies through creation of design solutions for professional client/self sponsored briefs.
2. Demonstrate good conceptual skills in developing the design brief, using innovative opportunity mapping skills.
3. Identify and implement research questions using problem-solving methods of contextual research, User & Stakeholder study and Service-User experience.
4. Collaborate with a team to demonstrate individual initiative and responsibility
5. Generate new solutions, further testing and evaluating the service/product developed.

**Syllabus**

**Total Time Duration: 18 Weeks**

**UNIT I: Selection of Project and development of Design brief**

**Time Duration: 2 Weeks**

- i. Project Articulation: Understanding the Company/organization's requirements
- ii. Project Brief: Articulating the requirements as stated by the company/self of goals/objectives, market and user segment profile, product-service to be created, expected outcomes
- iii. Project Timeline: Broad articulation of phases of the design process in synchronization with Company/brief's requirements
- iv. Project Plan Articulation: Identification of partners, service providers, budgets, regulations (if any)

**UNIT II: Secondary & Primary Research**

**Time Duration: 2 Weeks**

- i. Secondary Research: Research to be initiated related to the subject selected of similar design initiatives, competitor brands, media strategies, literature review
- ii. Primary Research: Inquiry and Observation of Users/Consumers and the service/ product, Contextual study

- iii. Stakeholders Study: Understanding the requirements of each significant player in the Service that could impact the design offering
- iv. Product/media service study: Understanding technology in use, production parameters etc.
- v. Identification of critical parameters: listing parameters that need to inform the design process to create the new design offering
- vi. Opportunity Mapping: Articulating opportunities that the Design brief offers based on the above study

### **UNIT III: Contextual Scenarios & Building User Persona      Time Duration: 2 Weeks**

- i. Contextual study: Study of contexts of use with various segments of users, stakeholders
- ii. User persona: Creating User Persona with images and key words with behavioral, cognitive and experiential highlights
- iii. Scenario Building: Creating visual scenarios of use/media-user interaction-experience
- iv. Creative direction and Strategy: Re-articulation of the brief

### **UNIT IV: Conceptual Process: Idea generation                      Time Duration: 6 Weeks**

- i. Media & medium exploration: Analog and Digital mediums
- ii. Idea and concept generation: Multiple conceptual explorations and iterations
- iii. Story boarding/Inspiration board/Concept board: Building further on the scenarios of use
- iv. Presentation to Client: Feedback from client/partners
- v. Initial Testing and Feedback: Introduction to intended user group/audience
- vi. 'Back to the drawing board': based on feedback, evolving the design concepts further

### **UNIT V: Detailing the design solution                                      Time Duration: 6 Weeks**

- i. Refinement of Design concepts
- ii. Presentation to client/partners
- iii. Production and delivery of the design product/promotion/service
- iv. Prototype/Pilot delivery and testing

### **Degree Project Documentation**

- Title, Abstract, Acknowledgments
- Table of Contents
- Introduction to the Degree Project
- Profile of client and initial Project brief
- Designer's Statement of purpose
- Research Phase: Secondary research, Primary Research
- Scenarios and Persona
- Final Design Brief
- The Design Process: Concept ideations and Media explorations
- Design Offering
- Learning and Reflection
- Certificate of Completion

## Degree Project Reviews, Jury & Presentation

- Jury/Viva to a team of External Reviewer, Internal Faculty mentor and Industry Mentor
- In the case of a self-initiated project, an internal senior faculty/HoD will take the place of the Industry mentor
- Presentation to the community

Three reviews will be held, one every 6 weeks. The same team comprising the External Reviewer, Internal Faculty mentor and Industry Mentor will review and evaluate the students.

Note: The above Units/stages (from 1 to 7) are not linear; many of them are simultaneous and may move laterally.

## Suggested Readings:

1. *The Ultimate Guide to Internships: 100 Steps to Get a Great Internship and Thrive in it*, Eric Woodard, Publisher: Allworth 2015
2. *Research for Designers : A guide to methods and practice*, by Gjoko Muratovski, SAGE Publisher, 2015
3. *Doing research in Design*, by Christopher Crouch and Jane Pearce, Bloomsbury Publishers, 2013
4. *Design Research Methods and Perspectives*, by Brenda Laurel, Tit Press Publishers, 2003
5. *Design for Inclusivity*, by Roger Coleman and John Clarkson, Taylor & Francis Publishers, 2016
6. *Research Methodology*, C.R. Khothari, New Age Publishers Pvt. Ltd., 2018
7. *Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation*, Tim Brown with Barry Katz, Harper Collins e-books, 2009
8. *Design Thinking: Understanding How Designers Think and Work*, Nigel Cross, Bloomsbury Academic - An imprint of Bloomsbury Plc, 2011

w.e.f. Academic year\_ 2020-21 and onwards

Key: L= Lecture, T= Tutorial, P= Practical, C= Credit