

NIRMA UNIVERSITY
INDUSTRIAL DESIGN PROGRAMME
Bachelor of Design, Department of Design
Year III, Semester VI

L	T	P	C
1		1.5	2

Course Code	IDSL 321
Course Title	Psychology II (Cognition & Communication)

Course Learning Outcomes (CLO):

At the end of the course the student will:

1. Critically assess key concepts in human behaviour, perception and meta-cognition
2. Gain knowledge of applications of cognitive science for social communication
3. Demonstrate understanding of key theories and methodologies of contemporary interdisciplinary cognitive science, philosophy and design studies

Syllabus:

Teaching hours: 37.5

Unit 1: Cognitive science and communication theory

Teaching hours: 9

- 1.1. Affective science and the Cognitive Revolution
- 1.2. Decision theory, Choice theory and Embodied cognition
- 1.3. Models of communication in social psychology
- 1.4. Cognitive science and Artificial Intelligence

Unit 2: Introduction to theories of social cognition

Teaching hours: 9

- 2.1. Integrated design thinking and meta-cognition
- 2.2. Human developmental psychology and the Nature v/s Nurture debate
- 2.3. Concepts of mental models and simulation
- 2.4. Communication theory and culture

Unit 3: Principles of sensory perception and consciousness

Teaching hours: 9

- 3.1. Cognitive Semiotics: Concepts of meaning, memory, perception, emotion, action
- 3.2. Parallel and lateral thinking
- 3.3. Theory of mind

Unit 4: Students will do field research and experiments

Teaching hours: 10.5

Suggested Readings:

1. *Emotional design*, Author: Norman, D, York, NY: Basic Books, 2004
2. *Designing for Humans*, Author: Noyes, J., London: Psychology Press, 2001
3. *Meaning, Mind and Communication: Explorations in Cognitive Semiotics*, Authors: Zlatev, J., Sonesson, G., Konderak, P., Berlin: Peter Lang GmbH, 2016
4. *Cognitive Psychology: Connecting Mind, Research, and Everyday Experience*, Goldstein, E., Publisher: Cengage, 2018

w.e.f. Academic year _2019 and onwards

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