



VALUE ADDED COURSE

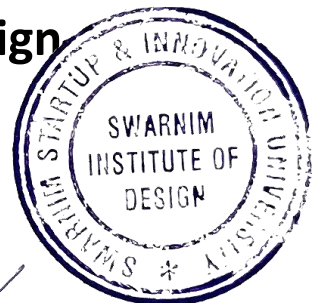
Swarrnim Institute of Design

Branch: Bachelor of Graphic design

YEAR: 2023-2024



SWARRNIM
STARTUP & INNOVATION
UNIVERSITY
WHERE IDEAS COME ALIVE.



Signature

Bhoyan Rathod, Opposite IFFCO, Near ONGC WSS, Adalaj
Kalol Highway, Gandhinagar, Gujarat - 382422.

Course Title: Design Thinking and Problem Solving

Course Code: VACDTPS

PROGRAMME:	Swarnim institute of design	Branch:	All
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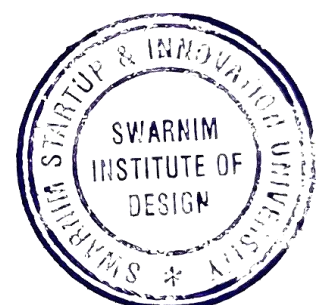
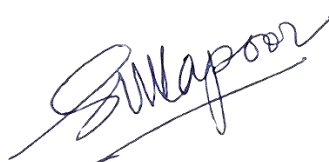
Hours: 30 hrs

Course Objectives:

1. Understand the principles and stages of design thinking.
2. Develop skills to apply design thinking methods to real-world problems.
3. Enhance problem-solving capabilities through iterative and user-centered approaches.
4. Foster collaboration and creativity in team settings.

Target Audience:

- Professionals seeking innovative problem-solving techniques.
- Entrepreneurs and startup founders.
- Students in design, business, or engineering fields.
- Teams and organizations looking to adopt a design thinking approach.

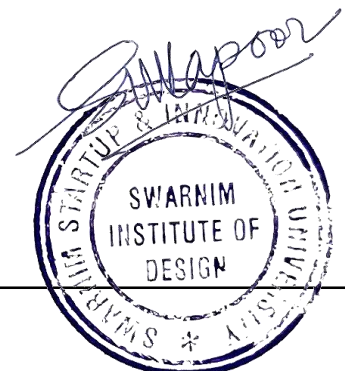


Course outline		
Sr. No	Content	Total hours
1.	Module 1: Introduction to Design Thinking <ul style="list-style-type: none"> Overview of Design Thinking: <ul style="list-style-type: none"> History and evolution of design thinking. Key principles and mindset. Case Studies: <ul style="list-style-type: none"> Success stories and real-world applications. Activity: <ul style="list-style-type: none"> Discussion on personal experiences with problem-solving and innovation. 	06
2.	Module 2: Empathize <ul style="list-style-type: none"> Understanding Empathy in Design Thinking: <ul style="list-style-type: none"> The importance of empathy in user-centered design. Techniques for Empathy: <ul style="list-style-type: none"> User interviews, observations, and empathy mapping. Activity: <ul style="list-style-type: none"> Conducting user interviews and creating empathy maps. 	05
3.	Module 3: Define <ul style="list-style-type: none"> Problem Definition: <ul style="list-style-type: none"> How to frame the right problem based on user insights. Creating User Personas: <ul style="list-style-type: none"> Techniques for developing personas that represent target users. Activity: <ul style="list-style-type: none"> Defining a problem statement and creating personas based on collected data. 	04



Signature

Course outline		
Sr. No	Content	Total hours
4.	Module 4: Ideate <ul style="list-style-type: none"> Brainstorming Techniques: <ul style="list-style-type: none"> Generating a wide range of ideas and solutions. Creativity Tools: <ul style="list-style-type: none"> Mind mapping, SCAMPER, and other ideation techniques. Activity: <ul style="list-style-type: none"> Collaborative brainstorming session and idea selection. 	05
5.	Module 5: Prototype <ul style="list-style-type: none"> Prototyping Basics: <ul style="list-style-type: none"> The role of prototypes in testing and refining ideas. Types of Prototypes: <ul style="list-style-type: none"> Low-fidelity (paper sketches, wireframes) vs. high-fidelity (interactive models). Activity: <ul style="list-style-type: none"> Creating low-fidelity prototypes for selected ideas. 	04
6.	Module 6: Test (4 hours) <ul style="list-style-type: none"> Testing and Feedback: <ul style="list-style-type: none"> Methods for testing prototypes with users. Gathering and interpreting user feedback. Activity: <ul style="list-style-type: none"> Conducting usability tests and iterating on prototypes based on feedback 	06



Assessment and Evaluation:

•Ongoing Assessments:

- Participation in activities and discussions.
- Quality and creativity of prototypes.

•Final Project:

- Participants present a complete design thinking process applied to a chosen problem.

Materials and Resources:

•Handouts:

- Design thinking process templates, empathy maps, persona sheets.

•Software Tools:

- Prototyping tools (e.g., Figma, Sketch) and brainstorming software (e.g., Miro).

•Recommended Reading:

- Selected chapters from design thinking books and articles.

Certification:

•Completion Certificate:

- Awarded to participants who complete the course and successfully present a final project.

Singapore

