Kalinga University
Technology
Bachelor Of Design

PO

S. No.	Program Outcome (PO) Description
1	User-Centered Design: Graduates should have a solid understanding of user-centered design principles and methodologies. They should be able to conduct user research, gather insights, and empathize with users to create products and services that meet their needs and preferences.
2	Interaction Design: Students should learn how to design intuitive and engaging interactions between users and digital interfaces. This includes creating wireframes, prototypes, and interactive mock-ups to test and refine designs.
3	Information Architecture: Graduates should be proficient in organizing information in a clear and coherent manner, ensuring that users can easily navigate through digital products and find the information they need.
4	Usability testing and evaluation: Students should be well-versed in conducting usability tests to identify potential issues and areas for improvement in designs. They should be able to analyze test results and iterate on designs accordingly
5	Visual design skills: The program should cover fundamental visual design principles, enabling students to create aesthetically pleasing and visually coherent user interfaces.
6	Design software proficiency: Graduates should be familiar with popular design tools and software used in the industry, such as Adobe XD, Sketch, Figma, or InVision.
7	Collaborative skills: As UX design often involves multidisciplinary teamwork, the program should cultivate collaborative skills, effective communication, and the ability to work with developers, product managers, and other stakeholders.

8	Portfolio development: The program should support students in building a strong design portfolio that showcases their skills, projects, and growth throughout the program.
9	Emerging technologies: Students should be exposed to emerging technologies and design trends, preparing them for the rapidly evolving nature of the UX design industry.

CO

S.No.	Course Code	Course Name	Course Outcome (CO's) - Description
1	BDES101P	Sketching and Drawing	**CO1:** To become familiar with the basic methods, techniques & tools of sketching and drawing
			CO2: To take part in a community of artists
			CO3: To enjoy the challenging and nuanced process of sketching and drawing
			CO4: Developing a working concept of what it means to draw.
			CO5: Reinforcing the principles of traditional drawing skills.
			CO6: Developing new ways of thinking, seeing, and creating.
			CO7: Building confidence through exercises that help you explore different types of mark making.
2	BDES102P	Fundamentals of Design	**CO1:** Be able to understand elements and principles of design
			CO2: Able to grasp stage model of action cycle
			CO3: Be able to understand design laws and their importance in design field
			CO4: To comprehend various rules of composition of design
			CO5: To gain hands-on experience of fundamentals of design
3	BDES103P	Introduction to UX Design	**CO1:** To understand the concept of UX design and how it has evolved Able
			CO2: To understand UX design process and methodology
			CO3: Able to understand how UX industry work
			CO4: To know the job, roles and responsibilities in UX industry
			CO5: To understand the importance of UX in digitalization and different types of industries
4	BDES104	History of Art and Evolution of Design	**CO1:** Get to know art forms in history
			CO2: To understand art in cultural context
			CO3: Able to comprehend evolution in Design and UX
			CO4: To envisage the paradigm shift in design as per the various technology changes
5	BDES105P	Introduction to Visual Design	**CO1:** To understand the elements of visual design
			CO2: To master the creation of page layouts
			CO3: To Obtain and working knowledge of visual design tools
			CO4: To comprehend the application of elements and tools of visual design
6	BDES106P	Design Communication & Visualizing Ideas	**CO1:** Get to know different visualization techniques
			CO2: To learn to generate new ideas
			CO3: To grasp the methods of presenting complex information visually
			CO4: To comprehend and effectively communicate the design ideas

			CO5:	To apprehend the application of design communication and visualization
7	BDES107P	Empathy & Understanding Problems	**CO1:**	To understand the concept of empathy and empathizing with users effectively
			CO2:	Discern the facts after dully analyzing the information received from the user
			CO3:	To learn how to define the problem on the basis of facts
			CO4:	To grasp various empathy techniques and tools
			CO5:	To practice various tools to comprehend root cause of the problem leading to correct definition
8	BDES201P	Sketching & Drawing Advance	**CO1:**	Draw from objects out of your head
			CO2:	Understand the fundamentals of art
			CO3:	Draw the human face and figure
			CO4:	Draw realistic light and shadow
			CO5:	Draw perspective drawings
9	BDES202P	Visual Design Tools	**CO1:**	Be able to Design vector artwork
			CO2:	Able to prepare graphics for web and print
			CO3:	Able to prepare graphics for web and print
			CO4:	Learn illustrator the way a professional would use it
			CO5:	Practice everything you learn during the course
10	BDES203P	Technology in Experience Design	**CO1:**	Get to know futuristic technologies and their implementation in design
			CO2:	Able to comprehend technology constraints on design
			CO3:	To Understand technology for digital experience and product ecosystems
			CO4:	Research project in design using latest technology
11	BDES204P	UX Design Advance	**CO1:**	To be able to understand how UX works in different sectors
			CO2:	Capable of comprehending real scenario in digital industries and understand effectiveness of UX Design
			CO3:	To comprehend evaluation method and benefits in project
			CO4:	Able to document and present evaluation data effectively
12	BDES205P	Basics of UI Development	**CO1:**	To understand the basic structure of the web page
			CO2:	To learn the basic concepts of HTML and CSS
			CO3:	To learn CSS' role in creating user interfaces for mobiles
			CO4:	A deeper understanding of the DOM (document object model) and how CSS interacts with it.
13	BDES206P	Integrated studio for UX	**CO1:**	Able to effectively apply the concepts of UX design to the live problem of organization.
			CO1:	To understand the users

14	BDES301P	Ethnography and people design	**CO2:**	To understand the user's interaction with the environment, people and culture. To take part in different UX domains and societies
			CO3:	Creating ethnography mood boards, user scenarios, storyboards, understanding research problems, data gathering techniques, perform field study to understand people design
15	BDES302P	Introduction to User Research	**CO1:**	Be able to understand the importance of User research, Understanding the different user research methodologies
			CO2:	Able to grasp hands-on experience of tools for user research
			CO3:	Understanding cognitive psychology and user behavior.
			CO4:	Performing a user research with users on a chosen problem
16	BDES303P	Service Design and Task Flow	**CO1:**	Understanding tasks, processes and systems
			CO2:	Be able to find and execute user touch points, ecosystem diagram, value proposition map Using CJM to understand user flows
			CO3:	Understanding task flows, creating task flows and systems engineering Learning KPIs for efficiency in service design and systems engineering Shortest path Service design in different domains
			CO4:	Understanding task flow for operators
17	BDES304P	Information Architecture	**CO1:**	Understanding Information architecture
			CO2:	Tools and techniques of Information architecture
			CO3:	Hands on using excel as a tool for card sorting
			CO4:	Creating IA for different industries,
			CO5:	Learning types and structures and structures of IA
18	BDES305P	Introduction to UI Design	**CO1:**	Learning UI design guidelines for different platforms and operating systems
			CO2:	Understanding the principles and fundamentals of UI Design.
			CO3:	To be able to learn and get hands on Iconography & typography for interface design.
			CO4:	To fundamentals of screen design based on design guidelines and Cross platform screen design.
			CO5:	To master with the practical training in UI design for digital screens.
19	BDES306P	Design thinking	**CO1:**	Get to know what design thinking and wicked problem is
			CO2:	To learn to generate new ideas
			CO3:	To grasp the methods of the design thinking 5d process
			CO4:	To comprehend and effectively use the tools and techniques to solve wicked problems
			CO5:	To apprehend the application of design thinking with case studies
			CO1:	To understand the need of information and data study

20	BDES307P	Information and Data Study	**CO2:**	Discern the facts after dully analyzing the information received from the user
			CO3:	To learn how to define the problem on the basis of facts
			CO4:	To grasp various ecosystems for data
			CO5:	To practice various tools to comprehend root cause of the problem leading to correct data study
21	BDES401P	User Research application	**CO1:**	The phenomenon of user research is learnt through hands on training
			CO2:	Exploring different user research methodologies ensuring appropriate solution
			CO3:	The tools for user research becomes familiar
			CO4:	Introduction to basic cognitive psychology and user behavior
			CO5:	Field experience on user researching through a pre-selected problem
22	BDES402P	Service Design and task flow advance	**CO1:**	Case studies Introduction to task flows
			CO2:	Methodologies of service design
			CO3:	Hands on training with private sector companies
23	BDES403P	Introduction to Interaction Design	**CO1:**	Learning the Importance and scope of Interaction design, User centered design
			CO2:	Design of interactive products Methods of interaction design Tools for interaction design
			CO3:	Get to know futuristic technologies and their implementation in design
24	BDES404P	UI Design advance	**CO1:**	Advance UI interface designing
			CO2:	Cross platform interface design and responsive design, UI concept and design guidelines
			CO3:	UI design documentation and design delivery documentation, Understanding how UI/UX work in different sectors together
25	BDES405P	Design thinking application	**CO1:**	Deep dive into complex wicked problems to solve them through strategies
			CO2:	To be able to understand the various ways in which innovative products can be built, To be able to follow the 5d process from scratch
			CO3:	Understanding in the way of business advantages
26	BDES406P	Data Analytics	**CO1:**	Able to effectively apply the concepts and phycology so as to analyze big and complex data
			CO2:	To be able to understand the tool and fetch data in a structured form
			CO3:	To able to read, structure, segment and conclude the heavy information
27	BDES407P	Introduction to 6D	**CO1:**	Learning to design with 6D process
			CO2:	Implementation of different tools and techniques at correct form and place
			CO3:	Use of advance technology and hands-on implementation on the project
			CO4:	Practice sessions to concretize the skills learnt
			CO1:	Practice to learn the tools required to design wireframes and prototypes.
			CO2:	Design wireframes on paper and translate paper concepts into digital wireframes

28	BDES501P	WIREFRAMING & PROTOTYPING	**CO3:** Understand and practice the techniques involved in designing digital wireframes for UI Platforms.
			CO4: Understand and practice the techniques involved in designing digital wireframes for HMI and other digital screens.
			CO5: Understand and practice the techniques involved in creating digital prototypes. Tools to be taught – AxureRP, invision
29	BDES502P	USABILITY TESTING	**CO1:** Learn the process of conducting usability tests Learning steps for digital products
			CO2: Learning Preparations for usability testing Understanding Usability testing methodologies
			CO3: To able to Conduct the Usability testing and document it
30	BDES503P	UX & DIGITALIZATION	**CO1:** Understanding different technologies
			CO2: Be able to find and execute technologies keeping in mind user
			CO3: To be able to perform Research and design for all industry segments using a toolkit.
31	BDES504P	INNOVATION MANAGEMENT	**CO1:** Understand the roles of skill, experience, motivation and culture in creative endeavor
			CO2: Appreciate how the perspective taken on creativity affects the policy used to engender it
			CO3: Differentiate between radical and incremental innovation
			CO4: Identify some potential disruptive innovations and take advantage of ‘open’ innovation
			CO5: Reflect on experiences of creativity and innovation at work.
32	BDES505P	Visual design tools advance	**CO1:** To be able to master the tools like illustrator and Photoshop for advance level concepts
33	BDES506P	Technology in Experience design advance	**CO1:** Learn why UX approach in Tech is needed
			CO2: Learn about Agile thinking
			CO3: Dive into UX and its practices in technology
34	BDES507P	Omni-channel experience design	**CO1:** To understand the concept of Omni channel design To learn how to build omni channel experience
			CO2: To grasp various key elements of building an Omni-channel experience
			CO3: To practice and create Omni-channel User Experience to Increase Customer Engagement
35	BDES601P	Interaction design advance	**CO1:** To be able to understand micro-interactions in detail Have a hands-on tools and prototyping practice
			CO2: To be able to generate new ideas
			CO3: Get to understand technologies and connect with emotional design
36	BDES602P	UX Design for futuristic technologies	**CO1:** To be able to have an understanding on futuristic technologies To be able to practice and implement technologies in new ideas
			CO2: To be able to implement after understanding on different platforms

37	BDES603P	UX Design for rural India	**CO1:**	Understanding the need of innovation in rural areas To
			CO2:	be able to understand the users and suggest ideas
			CO3:	To able to create ethnography study and analyze it Improve the experience with digitalization
38	BDES604P	UI Development advance	**CO1:**	Understanding the guidelines for front end developer and back end developer
			CO2:	To be able to understand the language of designers and developers
			CO3:	To able to implement visuals to working development To be able to learn tools in detail
39	BDES605P	Industry specific UX design	**CO1:**	To be able to implement the grasp the different industries
			CO2:	To be able grasp the working and concepts of different domains
40	BDES606P	Integrated studio for UX – Advance	**CO1:**	To be able to implement the learnings in a project on any one industry
41	BDES701P	Gamification and UX Design	**CO1:**	To understand the strategy of gamification
			CO2:	To learn the key ingredients of gamification
			CO3:	To implement gamification for customer engagement
			CO4:	Creating appeal in UX design by gamification
42	BDES702P	Human Machine Interface	**CO1:**	Be able to understand the interactions between human and machine
			CO2:	Understanding the different machines
			CO3:	Able to grasp hands-on experience of tools for creating interfaces for human and machine
			CO4:	Understanding cognitive psychology and user behavior.
			CO5:	Implementing the study to create interfaces for human machine interactions
43	BDES703P	Product design & lifecycle management	**CO1:**	Understanding the cycle of product design
			CO2:	Be able to find and excute the technology required
			CO3:	Understanding the importance of product management
			CO4:	To be able to execute the cycle of product management
44	BDES704P	Business UX and design management	**CO1:**	Understanding business in UX
			CO2:	Understanding the strategy involved in UX business
			CO3:	Understanding design management
			CO4:	Implementing design management in product design and business
45	BDES801P	Degree Project	**CO1:**	Industry project to be completed in semester 8 as an internship.
			CO2:	Projects reports are to be submitted in a set format and mentors are assigned to each student for guidance through the project.
			CO3:	The project is evaluated as the end-term examination in the form of a jury conducted by an industry and academic panel.