M.DES. / MBA

Programme Name:				
Course Name: Ai Tools & Generative Design – Introduction to prompt Engineering & Generative Image Design			Semester: 1	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				
Course Aim:				
The aim of this course is to equip students with the skills and knowledge necessary to harness the full potential of familiar software applications e.g.: Ms Office through the strategic use of prompt engineering in AI. This course will enable students to enhance their software proficiency, develop critical thinking and problem-solving abilities, and foster creativity by guiding them to explore innovative ways of using these tools.				
Course Learning Outcomes:				
On successful completion of the course, the students will be able to:				
CLO1: Develop the ability to apply prompt engineering techniques to Different software's.				
CLO2: Demonstrate through exploration of novel approaches to application, fostering a mindset of adaptability and resourcefulness in their software-driven endeavours.				
Course Content:				
Unit 1: Introduction to AI: ChatGPT				9 Hrs
1.1 Overview of Artificial Intelligence (AI) 1.2 Introduction to ChatGPT 1.3 ChatGPT Applications and Use Cases				
Unit 2: ChatGPT from zero to hero				9 Hrs
2.1 ChatGPT Fundamentals 2.2 Building Conversational Agents 2.3 Advanced ChatGPT Features and Customization				
Unit 3: Integration of Ai into MS Office				12 Hrs
3.1 Understanding AI Integration in MS Office 3.2 Implementing ChatGPT in MS Office Applications 3.3 Real-World Applications and Case Studies				
Unit 4 : **Intergrating ChatGPT for Generative Image design**				12 hrs
Overview of Text-to-Image AI Models				

Understanding the Role of Prompts
Introduction to ChatGPT and Midjourney
Basic Prompt Creation Techniques

Unit 5: Generative AI image with midjourney 12 hrs

1. Introduction to midjourney
2. Understanding generative AI in midjourney
3. Creative art generation with midjourney
4. Real-world applications and case studies

Websites:

Website: OpenAI URL: https://www.openai.com/ Harvard Reference: OpenAI. (n.d.). OpenAI. [Website]. Retrieved from https://www.openai.com/
Website: Stanford University - "CS50's Introduction to Artificial Intelligence with Python" URL: https://online-learning.harvard.edu/course/cs50s-introduction-artificial-intelligence-python Harvard Reference: Stanford University. (n.d.). CS50's Introduction to Artificial Intelligence with Python. [Website]. Retrieved from https://online-learning.harvard.edu/course/cs50s-introduction-artificial-intelligence-python

Online Resources:

Resource Title: "Introduction to Artificial Intelligence" (Coursera) Author: Andrew Ng Year: Ongoing URL: https://www.coursera.org/specializations/deep-learning Harvard Reference: Ng, A. (n.d.). Introduction to Artificial Intelligence. [Online Course]. Coursera. Retrieved from https://www.coursera.org/specializations/deep-learning
Resource Title: "Ethical and Inclusive AI" (Harvard University) Year: Ongoing URL: https://online-learning.harvard.edu/course/ethical-and-inclusive-ai Harvard Reference: Harvard University. (n.d.). Ethical and Inclusive AI. [Online Course]. Retrieved from https://online-learning.harvard.edu/course/ethical-and-inclusive-ai

Programme Name:				
Course Name: Ai Powered : Generative Design and Basics of AI to Improve Business			Semester: 2	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				
Course Aim: This course is linked to the overall learning of the semester where students are exposed to the field of business, it aims at giving the students the knowledge and practical skills to leverage AI software and websites for successful design business ideas. Students will learn how to integrate AI tools to improve Business with data analyzation and interactive data visualization.				

Course Learning Outcomes:

On successful completion of the course, the students will be able to:

CLO1: Develop proficiency in data visualization and analysis, enabling students to create compelling visualizations and extract valuable insights from data in the design context.

CLO2: Gain Knowledge in web analytics and design optimization to enhance user experiences and effectively manage their online presence for their design business.

Course Content:

Unit 1: Generative AI image with Adobe firefly **27** hrs

1. Introduction to ADOBE FIREFLY
2. Exploring image generation with ADOBE FIREFLY
3. Innovative design with ADOBE FIREFLY
4. Real-world applications and case studies

Unit 2: Data Visualization and Analysis with Tableau Public 27 Hrs

1. Introduction to Data Visualization and Tableau Public
2. Data Connection and Data Types
3. Advanced Visualization Techniques
4. Data Sharing and Publishing
5. Data Sharing and Publishing
6. Additional Resources and Future Learning Paths
7. Hands-on Projects and Practical Applications

Learning Resources:

For Data Visualization and Analysis with Tableau Public:
Websites:

- Tableau Official Website: Provides resources, community forums, and a platform to interact with other Tableau users 3 .
- DataAnalyticsBooks.com: Offers a list of books to learn Tableau from scratch 2 .
- ProgrammingCube.com: Lists some of the best books for mastering Tableau for data analytics and data visualization 4 .

For Web Analytics and Design Optimization with Google Data Studio:
Websites:

- AnalyticsVidhya.com: Provides a list of must-read books and blogs on web analytics 7 .
- Supermetrics.com: Offers a step-by-step guide on designing dashboards in Google Data Studio 8 .
- Business2Community.com: Provides insights on how to use Google Data Studio to build better dashboards 9 .

Online Resources:

- Udemy Course on Data Analytics with Google Data Studio: An online course that covers key insights from data analytics using Google Data Studio.

Programme Name:				
Course Name: Ai and Ethics			Semester: 3	
Course Code:			Course Credits: 2	
Course Type: Theory cum Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3
Total Contact Hours/ Semester (equal to total hours/week x 18): 54				

Course Aim: This course aims to provide students with a comprehensive understanding of ethics and inclusivity in design, fostering the development of essential skills and an empathetic design mindset. By emphasizing the practical application of ethical and inclusive design principles in real-world projects, students will be equipped to drive positive social change through their design endeavors.

Course Learning Outcomes:

On successful completion of the course, the students will be able to:

CLO1: Students will demonstrate the ability to apply inclusive design strategies in various project contexts.
CLO2: Develop the skills needed to design ethically and inclusively, considering a wide range of perspectives and needs.
CLO3: To apply ethical and inclusive design principles in real-world projects, driving social innovation and positive impact.

Course Content:

Unit 1: Ethical Design 10 Hrs

1. Introduction to ethical considerations in design.
2. Ethical Frameworks and Theories Exploring various ethical frameworks and theories relevant to design.
3. Analyzing real-world cases of ethical dilemmas in design.
4. Reflecting on personal ethics and discussing various scenarios.

Unit 2: Principles of Inclusive Design **12 Hrs**

1. Introduction to inclusive design and its importance.
2. Exploring frameworks for practicing inclusive design.
3. Understanding and designing for a range of user needs and abilities.
4. Introduction to accessibility standards like WCAG

Unit 3: Engaging with Communities **12 Hrs**

1. Exploring methods for engaging with different communities.
2. Developing empathy through user research and engagement.
3. Conducting co-design workshops with various user groups.
4. Gathering feedback and iterating on design solutions.

Unit 4:	**Real-world Applications of Ethical & Inclusive Design** **10Hrs**
	1. Identifying real-world projects for applying ethical and inclusive design. 2. Working on projects with a focus on ethical and inclusive design principles. 3. Reviewing peers' projects and providing constructive feedback.
Unit 5:	**Final Projects and Reflection** **10Hrs**
	1. Working on final projects that demonstrate ethical and inclusive design. 2. Presenting final projects and receiving feedback. 3. Reflecting on the learning journey and discussing future applications of ethical and inclusive design.
Learning Resources:	
Journal & Magazines Design Issues MIT Press Journals She Ji: The Journal of Design, Economics, and Innovation Elsevier Disability and Society Taylor & Francis Online Websites and Online Resources Websites: Centre for Excellence in Universal Design: universaldesign.ie Inclusive Design Group: inclusivedesigngroup.com Ethical Design Manifesto: ind.ie/ethical design Online Resources: Coursera Course: Inclusive Design edX Course: Ethical Leadership: Character, Civility, and Community LinkedIn Learning: Designing for Accessibility Resources Focused on Indian Context: Book: Bajaj, M. (2017). Designing for the Bottom of the Pyramid. Routledge India. Journal: Design and Culture Taylor & Francis Online (Check for articles related to Indian design context) Website: National Institute of Design: nid.edu These resources have been selected to provide a comprehensive understanding of ethical and inclusive design practices. They offer a blend of theoretical knowledge, practical insights, and examples of ethical and inclusive design in real-world contexts. The resources focused on the Indian context aim to provide insights and applications relevant to design practices in India, while also catering to the needs of international students by covering universally applicable concepts and principles of ethical and inclusive design.	

Programme Name:	
Course Name: Ai and Responsible Design Leadership	Semester: 4
Course Code:	Course Credits: 2

Course Type: Theory and Practical	Contact Hours/Week			Total Hours/week
	L	T	P	
	1		2	3

Total Contact Hours/ Semester (equal to total hours/week x 18): 54

Course Aim: To immerse students in the interplay between AI and design leadership skills, emphasizing the importance of integrating ethical considerations in AI-powered design solutions. Through analyzing real-world case studies of Ai Leadership and innovative Ai technologies, participants will gain a holistic understanding of the Ai tools and application landscape and undertake a rigorous research project, culminating in the drafting of a comprehensive research paper or an audio-visual presentation on Ai-driven design leadership.

Course Learning Outcomes:

On successful completion of the course, the students will be able to:

CLO1: Critically evaluate AI-driven design solutions, demonstrating a deep understanding of social context and ethical considerations, in developing and implementing leading Ai solutions.

CLO2: Students develop a robust pipeline and research methodologies tailored to understand the intersection of AI and design through real world case studies.

CLO3: Present a research project or audio-visual presentation, that demonstrates their ability to contribute original design insights and critiques to the evolving discourse on AI in responsible design leadership.

Course Content:

Unit 1: Framing the Ai-Design Research Landscape

12 **Hrs.**

- Introduce how Ai design is at the intersection of technology, art, human behavior, and ethics presenting historically unique context.
- Analyse how design paradigms are evolving and shifting with the ability of Ai to process enormous amounts of data transforming the human machine collaboration process.
- Ai integration in design and the societal and ethical challenges it raises.

Unit 2: Research Methodologies for Ai Design

12 Hrs.

- Mixed method approach
- User centric Evaluations
- Iterative research approaches

Unit 3: Meaningful Presentation of Ai Design research data

30 Hrs.

- Presentation strategies for Ai design case study data
- Visualization with Context: Present data in a visually digestible manner using charts, graphs, and infographics to illustrate patterns, trends, and key findings.
- Narrative Storytelling: Instead of just showcasing raw data using graphics, weave a compelling narrative audio-visual around the research.
- Ethical and Practical Implications: AI research, especially in design, often comes with ethical and practical ramifications that need to be highlighted

- Researching and including potential biases, ethical dilemmas, or real-world applications and challenges in research findings.
- Creating the final research output in print or audio-visual format.

Learning Resources:

Websites and Online Resources

- URL: https://pair.withgoogle.com/guidebook/ | Google's PAIR (People + AI Research) comprehensive guidebook aimed at designers
- URL: https://www.microsoft.com/en-us/ai/business-school | l Microsoft's AI Business School - learning modules tailored for business leaders.
- URL: https://ainowinstitute.org/ | AI Now Institute at New York University - Interdisciplinary research on the social implications of artificial intelligence