Syllabus for Entrance Examination: Ph.D- Design

SYLLABUS

Research Methodology and Design Management: Basics of research methodology, Types of research, Logical approaches to research, Top down and bottom up approaches in design, Research design, Basics of statistics. Intellectual property rights: Copyrights, Design registrations, Trademarks, Patents, Geographical indicators, Conceptual design and Prototype testing, Basic understanding of marketing management.

Design Aptitude: History of art and design, Elements of design and Principles of design, Principles of user centered design, Ergonomics/Human Factors, Design process: Problem identification, Information collection, Design analysis, Design synthesis, Psychology of design, Creativity and innovation, Basics of CAD, Principles of aesthetics, Design thinking: Identifying opportunity Areas, Idea generation, Concept development, Implementation & managing innovation, Design semantics: Basic concepts, Meaning and artifacts, Ecology of artifacts, Design methods and science for design, Design anthropology, Sustainability in design, Project management techniques