

The Philosophical Anchor – Our Triad

Aram (Virtue/Ethics): "Should I build it?" Equanimous act in harmony with nature.

Porul (Wealth/Utility): "How well is it built?" Creating a net-positive surplus.

Inbam (Joy/Aesthetics): "Does it delight the soul?" Emotional resonance and healing.

Academic Progress

First Year	Introduction to Design	Introduces students to Discipline of Design. They will have to get tuned to the new method of “learning by doing and building”
Second Year	Foundation	The building blocks of Design are taught. They are advanced improvement on what had been taught in first year.
Third Year	Exploration and Discovery	Students explore their calling. They choose electives to understand the stream that they find to be satisfying/interesting.
Fourth Year	Experimentation	They Practice their skills through projects both in house and in studios of their liking.

Year I - Courses

SEMESTER I

Mathematics in nature for Designers

Language :

English

தமிழர் மரபு / Heritage of Tamil

Design History and Material Culture

Elements of Design

Thinking through Drawing

Material studies - Design Studio – I

SEMESTER II

Language

தமிழரும் தொழில்நுட்பமும் / Tamils and Technology

Design Anthropology and Creative Process

Color Theory

Form studies

Design of Responsive devices

Material studies - Design Studio – II

Year II - Courses

SEMESTER III

Bioinspired Design
Systems Design
Applied Ergonomics
Sculpting
Typography
AI for Designers

SEMESTER IV

Philosophy for Designers
Illustration
Mechanisms and Machines
Spatial Narratives
Interaction Design
Design for social systems

Collaborative Project – I with other departments

Year III - Courses

SEMESTER V

Design Research
Sustainable Design
Indian Arts and Crafts
Packaging and Printing
Professional Elective I
Professional Elective II
Digital Sculpting
Internship I : Community Project.

SEMESTER VI

Design Critique
Design for Manufacturing/Assembly (DFA/DFM)
Inclusive Design
Professional Elective III
Professional Elective IV
Collaborative Project - II

Year IV - Courses

SEMESTER VII

Design Communication and Journalism
Innovative Product Design
Professional Elective V
Professional Elective VI –Design Project
Speculative Design
Entrepreneurship Project
Internship II – Studio Project

SEMESTER VIII

Design Synthesis – Project
Major Final project for the entire semester

Professional Electives

SL No	Vertical I Design For Life	Vertical II Mobility Ecosystems	Vertical III Design for human Wellbeing	Vertical IV Material and Culture
1	Life Centered Design	History of Transportation	Design for Human flourishing	Vernacular innovation and Design
2	Human Animal Interaction	Intelligent Mobility	Design for Play	Circular Material Culture
3	Enrich by Design	Assistive Mobility	Assistive Design	Narrative Objects and Story telling
4	Regenerative systems and Circularity	Vehicle Interiors	Human Robot Interaction	Bio-Materials and Emerging technologies
5	Design for Future	Strategic Mobility Design	XR Design	Craft, Code and Fabrication
6	Planet Centered Design	Goods Transport design	Design for Mental health	New Materials
7	Life Centered Service Design	Transport Service Design	Gerontological Design	Regenerative Materials
8	Design Project	Design Project	Design Project	Design Project

Design Project (Professional Elective VI) is a must. To do a project in a vertical, a student should have taken a minimum of 3 Electives from the vertical

The students of our department, upon completion of the course shall be having the following qualities:

- Strong critical thinking skills
- Agility to problem solve
- Connect dots across wide range of fields
- Have a strong sense of empathy towards all beings
- Have a sense of ownership for the well being of the planet.