

Dayananda Sagar University

School of Design and Digital Transmedia

Feedback Analysis of Stakeholders and Action Taken Report

Introduction:

The feedback on curriculum aspects and courses was taken by the institution from various stakeholders such as students, teachers and employers. The feedback was analyzed, the suggestions given were considered and the necessary actions were undertaken.

Stakeholder Feedback Given and Action Taken Report

Members of Board of Studies, Students, Teachers and Alumni provided their feedback on the B.Des. curriculum to improve the quality of the education. The following is the Action Taken Report on feedback received.

Action Taken Report

Sl. No.	Feedback	Action Taken Report
1	BoS: Product Design + UX both specialities should have similar focus for the first year at least.	Currently both scheme and syllabus is the same for the first year.
2	BoS: Overall I see the focus on discovery methods are lacking, since we are looking at teaching User experience courses for at least the first two years foundations on discovery phase that includes research, human behavioral sciences, psychology, etc is recommended.	Discovery methods are part of the following courses: "Mini Project II - Modeling User Persona and Goals", "Ideation methods in Design", "Need Identification and Analysis" and "Usability and Usability Testing I".
3	BoS: Data visualization basics and statistics is a good course to include which will help the students to upskill for Data Analytics Speciality, the need analysis course covers this to some extent but could be rescoped.	Two courses: "Introduction to Data Visualization" and "Inferential Statistics" can be added.

4	<p>BoS: Design thinking is a very important framework for both product design and UX speciality the empathize for that seems quite low in the curriculum created, I think design thinking methods need to be thought and use this as a basis for the project work, so students showcase how they approached the project via lens of design thinking.</p>	<p>"Ideation Methods in Design" will include topics of Design thinking as well.</p>
5	<p>BoS: For coding skills, please emphasize on front end skills which is important as well as exposure to data tools such as PowerBi or Tableau will make a good elective.</p>	<p>This will be included in the courses: "Fundamentals of Programming", "Mini Project III - Application Design and Development for Edge Cases".</p>
6	<p>BoS: I couldn't find the UI design tools part of the curriculum (I might have missed) but one full course on UI tools on Sketch/Figma/XD etc is highly recommended.</p>	<p>These will be included in the courses: "UX Tools", "UX Design Advances", "UX and Digitalization", "Information flow, wireframe and navigation", "UX Management" and "Mini Project III - Application Design and Development for Edge Cases".</p>
7	<p>BoS: What are the USPs of Design School at DSU?</p>	<p>We aim to become global leader offering world-class education in the field of Product Design and User Experience Design; and to proactively engage with the industry and adapt to rapid changes in technology landscape.</p>
8	<p>BoS: Projects should be contiguous.</p>	<p>Each semester has a course titled – 'Mini Project'. In this course, a project is allotted to each student. The expectation is that the students continue the same project from the previous semesters. Thus, students get an opportunity to work on the various stages of the same project across semesters.</p>
9	<p>BoS: A project on entrepreneurship needs to be introduced in which students learn the business model development.</p>	<p>Design and Entrepreneurship course is now introduced in the 7 semester.</p>
10	<p>BoS: Courses on Society and Human Behavior that includes the consumer behavior should be included.</p>	<p>Cognition in Design course (21BD1201) included the topics on Human Behavior and Consumer Behavior. This course is now modified into a new course – Design Principles (21BD1201) that includes the topics on Society and Human Behavior in greater detail. The following courses: Social Design and Design for Human Behavior are now introduced in 7 semester.</p>

11	BoS: Trend Analysis and Forecasting can be a part of Product Planning and Strategy.	We introduced a new course: Product Planning and Strategy in Semester 5. Trend Analysis and Forecasting course is now merged in this course.
12	BoS: Topics on Material Selection should be included in Material Exploration courses.	We have now included the following topics for Material Selection: <ol style="list-style-type: none"> 1. Life cycle of the materials, Open & Closed Loop Cycle and the relation to sustainability issues. 2. Materials' uses, important properties and roles in engineering and design. 3. Kinds of metals, their properties, design data and applications. 4. Metal Manufacturing, processing methods, and how it affects design. 5. Materials Selection Criteria in Design and Illustrations.
13	BoS: How many courses are included in each of the following baskets: Aesthetics, technical function, sustainability function, Integration courses? Check which basket has lesser number of courses as compared to the other baskets. There must be a balance of courses among these baskets.	In the Product Design specialization, the following is the distribution of courses across the baskets: Aesthetics – 10; Technical Function: 13; Sustainability Function: 8; Integration: 17. In the User Experience Design specialization, the following is the distribution of courses across the baskets: Aesthetics – 10; Technical Function: 14; Sustainability Function: 6; Integration: 18.
14	BoS: Another set of course basket could be: Mindset, Skill based course, Integration courses. Check which basket has lesser number of courses as compared to the other baskets. There must be a balance of courses among these baskets.	For Product Design, the following is the distribution of courses across the baskets: Mindset based: 13; Skill Based: 15; Integration: 19; For User Experience Design, the following is the distribution of courses across the baskets: Mindset based: 12; Skill Based: 17; Integration: 18
15	BoS: Projects should be tuned so that they cover only those aspects that have been taught in the theory until then.	The complexity of allotted projects is decided based on the theoretical aspects covered in the courses until then.
16	BoS: A mini project in the I Semester that allows students to design without any prior knowledge of design process.	To be implemented from the next batch.

17	BoS: Reshuffling of courses can be considered.	The current sequence of courses is based on the pre-requisite courses that students need to finish. Further reshuffling to be implemented from the next batch onwards.
18	BoS: Which type of designers are we trying to produce?	We aim at creating designers who are capable of undertaking leadership and managerial roles, in design education, research and practice, while having adequate knowledge of various phases and processes involved in their respective design specializations. We prepare students to think creatively and to address real world problems through design education.
19	BoS: Topics on the analysis of needs of all the stakeholders can be introduced.	Mini Project I – Product Design (22BD1202) and Need Analysis Methods (21BD1103) focus completely on the need analysis of the stake-holders. Additionally, students also learn need analysis in Introduction to Design (21BD1101) course.
20	BoS: Credit distribution in the semesters 7 and 8 should be revised so that the number of hrs. are increased while keeping the same credits.	As these courses will offered in the 7 and 8 semesters, this comment will be implemented before the next BoS.
21	Teachers: The curriculum needs to address the inculcation of Human Values.	To be implemented in the curriculum from the next batch.
22	Students: Curriculum, with respect to addressing emerging national and global trend is average.	The curriculum has been approved through BoS. Members of BoS involve design experts from academics (from prestigious Universities: IISc and IIT D) and from industry with international experience. Advanced courses on technology trends in product design and user experience design have been introduced in higher semesters. Additional care will be taken to explain the relevance of their design projects in the current context.
23	Employer: Will be great if there are more student engagements with Industry Professional/experts.	Taking this comment into account, we organized 4 industrial visits in the III semester for this batch. Additionally five student workshops with experts from industries were also organized. Overall there was 77 hrs of industrial engagement in the III sem.