

	MAHATMA GANDHI UNIVERSITY Kottayam, Kerala Undergraduate Programmes (HONOURS) 2025 Admission Onwards
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SYLLABUS									
SIGNATURE COURSE									
Name of the College	Yeldo Mar Baselios College, Kothamangalam								
Faculty/ Discipline	Communication Design								
Programme	-								
Course Coordinator	Anandhu Sudheer								
Contributors	Muhammed Falah P A, Ani Antony, Nitish M Nair								
Course Name	Design Thinking on an AI Driven World								
Type of Course	SEC								
Specialization title	This Signature Course does not have a specialization.								
Course Code	MG4SECCDGA00								
Course Level	200								
Course Summary	This course introduces students to design thinking as a creative problem-solving methodology in an AI-driven world. It equips learners with the ability to identify user needs, frame design challenges, generate ideas, prototype solutions, and evaluate outcomes using both traditional design thinking methods and AI-assisted creative tools. The course is tailored for students of Animation and Graphic Design, with emphasis on visual communication, user experience, storytelling, ideation, and ethical AI use in creative practice.								
Semester	4	Credits	3						
Course Details	<table><tr><td>Learning Approach</td><td>Tutorial</td><td>Total Hours</td></tr><tr><td>Credits</td><td>3</td><td>45</td></tr></table>			Learning Approach	Tutorial	Total Hours	Credits	3	45
	Learning Approach	Tutorial	Total Hours						
Credits	3	45							
Pre-requisites, if any	Basic understanding of visual communication, drawing, and digital design tools.								

Course Outcomes (CO)

Number of COs		4	
CO No.	Expected Course Outcome	Learning Domains *	PO No
1	Explain the principles of design thinking and the role of AI in contemporary creative workflows, including opportunities, limitations, and ethical concerns.	U	PO1
2	Apply design thinking methods to identify user needs, define creative problems, and generate innovative concepts for animation and graphic design projects.	U	PO1
3	Analyze how AI tools can support ideation, research, visual development, and prototyping in creative design practice.	A	PO2
4	Create a design thinking-based project using AI-assisted tools to develop a user-centered visual or communication solution.	A	PO3

*Remember (K), Understand (U), Apply (A), Analyse (An), Evaluate (E), Create (C), Skill (S), Interest (I) and Appreciation (Ap)

CO-PO Articulation Matrix

CO/PO	PO 1	PO 2	PO 3	PO 4	PO 5	PO 6	PO 7	PO 8	PO 9	PO 10
CO 1	2	-	-	-	-	-	-	-	-	-
CO 2	2	-	-	-	-	-	-	-	-	-
CO 3	-	2	-	-	-	-	-	-	-	-
CO 4	-	-	2	-	-	-	-	-	-	-

'0' is No Correlation, '1' is Slight Correlation (Low level), '2' is Moderate Correlation (Medium level) and '3' is Substantial Correlation (High level).

Course Content

Content for Classroom transaction (Units)

Module	Units	Course Description	Hrs	CO No.
1	Foundations of Design Thinking and AI			
	1.1	Introduction to design thinking: empathy, define, ideate, prototype, test.	2	["1"]
	1.2	AI in creative industries: overview of generative AI, machine learning, prompt-based tools, and their impact on design workflows.	2	["1"]
	1.3	Ethics and responsibility: originality, copyright, bias, plagiarism, and human creativity in AI-assisted design.	3	["1"]
	1.4	AI-assisted research support: summarizing feedback, organizing references, pattern detection, and idea mapping.	3	["1"]
2	Ideation and Concept Development with AI			
	2.1	Brainstorming and divergent thinking techniques.	2	["2"]
	2.2	AI-assisted ideation for themes, narratives, brand ideas, layouts, and visual metaphors.	2	["2"]
	2.3	Mood boards, concept boards, style exploration, and visual direction.	3	["3"]
	2.4	Prompt writing for creative exploration in graphic design and animation pre-production.	3	["3"]
3	Design Thinking Project in an AI-Driven World			
	3.1	Use of AI tools for image generation, layout exploration, color palette studies, and motion references.	5	["3"]
	3.2	Identify a real-world problem in communication design, branding, digital storytelling, or audience engagement.	5	["3"]
	3.3	Develop a solution using design thinking stages and AI-supported workflows.	7	["4"]
	3.4	Final presentation: documentation, process book, prototype, and reflection on ethical use of AI.	8	["4"]

Teaching and Learning Approach	Classroom Procedure (Mode of transaction) Interactive Classroom Sessions: Concepts are introduced through lectures, demonstrations, discussions, and case studies to build a strong foundation in design thinking principles, AI applications, ethical considerations, and user centered problem solving. Studio based Learning and AI Enabled Practice: Students engage in hands on studio exercises, design sprints, AI assisted ideation, prompt engineering, prototyping, and iterative design development to apply theoretical concepts in practical contexts. Collaborative and Experiential Learning: Learning is facilitated through brainstorming sessions, group discussions, peer critiques, design reviews, and collaborative projects that encourage teamwork, creativity, critical thinking, and reflective practice. Project based Learning and Continuous Feedback: Students undertake a real world design project integrating design thinking methodologies with AI-assisted workflows. Continuous mentoring, formative feedback, presentations, and review sessions support progressive learning and refinement of design solutions.
Assessment Types	MODE OF ASSESSMENT Mode of Assessment: Practical A. Continuous Comprehensive Assessment (CCA) • Practical - 25 Marks Assignments/ Presentation: Design Thinking & AI Fundamentals- 5 Marks. AI-Assisted Ideation Exercise- 5 Marks. Case Study Presentation- 5 Marks. Studio Exercise/Prototype Development- 5 Marks. Class Participation & Continuous Engagement- 5 Marks. B. End Semester Evaluation (ESE) • Practical - 50 Marks Assessment Methods – Record submission, Project Evaluation and Viva: Project Planning & Problem Identification- 5 Marks. Research, Ideation & Concept Development- 10 Marks. Design Development, AI Integration & Prototype- 15 Marks. Project Documentation & Final Presentation- 10 Marks. Viva Voce- 10 Marks. Duration of Examination – N/A

References

- Brown, T. (2009). Change by design: How design thinking transforms organizations and inspires innovation. HarperBusiness.
- IDEO.org. (2015). The field guide to human-centered design. IDEO.org.
- Kolko, J. (2015). Design thinking comes of age. Harvard Business Review, 93(9), 66-71.
- Lewrick, M., Link, P., & Leifer, L. (2020). The design thinking playbook: Mindful digital transformation of teams, products, services, businesses and ecosystems. John Wiley & Sons.
- Norman, D. A. (2013). The design of everyday things (Revised and expanded ed.). Basic Books.

Suggested Readings

- Raghavan, P., et al. (Year). Recent studies on AI and creativity in visual communication.

Affidavit

- We, Yeldo Mar Baselios College, Kothamangalam and Anandhu Sudheer, retain the copyright of this syllabus and expressly prohibit its distribution in complete form to any institution outside our own.
- We, Yeldo Mar Baselios College, Kothamangalam, agree to appoint a new course coordinator for the proposed Design Thinking on an AI Driven World in the event of the unavailability of the currently nominated coordinator. This appointment will ensure the continued coordination of course delivery, assessments, and all related academic responsibilities necessary for the successful implementation of the signature course, for as long as the college offers this programme.

- We, Yeldo Mar Baselios College, Kothamangalam and Anandhu Sudheer, declare that no part of this signature course submitted here for approval has been taken from the course content developed by, or from any of the course titles prepared by, the BoS/expert committee in the same discipline under our University.



MGU-UGP (HONOURS)

Syllabus

Annexure

Course Name: Design Thinking on an AI Driven World

Course Code: MG4SECCDGA00

MODE OF ASSESSMENT

CO-based Evaluation Parameters

A. Continuous Comprehensive Assessment (CCA) - 25 Marks

Continuous Comprehensive Assessment (CCA) evaluates students' progressive attainment of the course outcomes through continuous practical activities conducted throughout the semester. Assessment is based on assignments, AI-assisted design exercises, studio work, presentations, and active participation, with emphasis on conceptual understanding, creativity, technical proficiency, and professional engagement.

Assessment Component	Marks	CO Mapped	Evaluation Criteria
Assignment 1: Design Thinking & AI Fundamentals	5	CO1	Assesses understanding of design thinking principles, AI concepts, ethical considerations, clarity of explanation, critical analysis, and proper presentation of ideas.
Assignment 2: AI-Assisted Ideation Exercise	5	CO2,CO3	Evaluates user research, problem identification, ideation process, quality of AI prompts, creativity, concept development, and application of AI tools in generating design solutions.
Case Study Presentation / Seminar	5	CO1,CO3	Assesses selection and analysis of a relevant case study, understanding of AI integration in design practice, presentation skills, visual communication, logical interpretation, and ability to respond to questions.
Studio Exercise / Prototype Development	5	CO2,CO4	Evaluates application of design thinking methodology, originality of concepts, effective use of AI-assisted workflows, quality of prototype, technical execution, and user-centered approach.
Class Participation & Continuous Engagement	5	CO1-CO4	Assesses regular attendance, active participation in brainstorming sessions, studio discussions, peer critiques, collaborative learning, timely submission of tasks, and professional attitude towards studio practice.
Total	25		

B. End Semester Evaluation (ESE) - 50 Marks

Practical Examination

The End Semester Evaluation (ESE) is conducted as a practical project evaluation to assess the comprehensive application of design thinking methodologies and AI assisted creative workflows. Students are evaluated based on project execution, documentation, presentation, and viva voce, focusing on innovation, technical competence, problem-solving ability, and achievement of the prescribed course outcomes.

Assessment Component	Marks	CO Mapped	Evaluation Criteria
Project Planning & Problem Identification-Submission as a Flowchart/Presentation.	5	CO2	Identification of a relevant real-world design problem, clarity of project objectives, understanding of user needs, relevance of the problem statement, and application of the design thinking framework.
Research, Ideation & Concept Development as Presentation	10	CO2, CO3	Quality of user research, analysis of insights, brainstorming process, concept exploration, development of mood boards and design directions, effective AI-assisted ideation, and originality of concepts.
Design Process, AI Integration & Prototype Development	15	CO3, CO4	Effective integration of AI tools within the design workflow, prompt engineering, iterative design development, application of design thinking stages, creativity, technical execution, functionality, usability, and quality of the final prototype or design solution.
Project Documentation & Final Presentation	10	CO4	Completeness of process documentation, organization of the process book, visual presentation, communication of design decisions, justification of AI-assisted workflow, reflection on ethical AI practices, and overall professionalism.
Viva Voce	10	CO1-CO4	Understanding of design thinking principles, AI concepts and applications, project justification, problem-solving approach, ethical considerations, critical reflection on the design process, and ability to answer technical and conceptual questions confidently.
Total	50		