



SWARNANDHRA

COLLEGE OF ENGINEERING & TECHNOLOGY

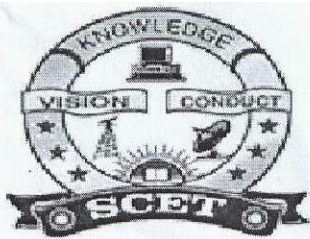
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Accredited by National Board of Accreditation, AICTE, New Delhi, Accredited by NAAC with "A" Grade – 3.32 CGPA, Recognized under 2(f) & 12(B) of UGC Act 1956, Approved by AICTE, New Delhi, Permanent Affiliation to JNTUK, Kakinada Seetharampuram, W.G.DT., Narsapur-534280, (Andhra Pradesh)

DEPARTMENT OF INFORMATION TECHNOLOGY

TEACHING PLAN

Course Code	Course Title	Semester	Branch	Contact Periods /Week	Academic Year	Date of commencement of Semester
23IT4Z01	DESIGN THINKING & INNOVATION	IV	IT- B	3 Periods	2025-26	10/12/2025
COURSE OUTCOMES						
1	Outline the concepts related to design thinking.					
2	Interpret the fundamentals of Design Thinking and innovation.					
3	Apply the design thinking techniques for solving problems in various sectors.					
4	Analyze to work in a multidisciplinary environment.					
5	Evaluate the value of creativity.					
Experiment Number	Experiment					Contact Hours
1	Explain the fundamental design principles and components.					3
2	Trace the evolution of Design Thinking with a timeline and discuss the impact of new materials in modern industry					3
3	Design a logo and justify your design based on color, shape, and typography					3
4	Create a persona for a target user group and develop an empathy map including user thoughts, feelings and needs					3
5	Define a customer journey map and map the complete journey of a user interacting with a product/service					3
6	Apply empathy mapping to understand user problems and develop a customer journey map for a product.					3
7	Differentiate between creativity and innovation					3
8	Create a concept map linking ideas to innovation outcomes and show relationships between creative ideas and practical applications					3
9	Identify a real-world problem and propose an initial product design solution					3
10	Define product specifications, develop a basic model and explain how the design meets user needs.					3
CUMULATIVE PROPOSED PERIODS					30	



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		Name	Signature with Date
i.	Faculty	Mr.K Raja	K. Raja
ii.	Module Coordinator	Mr.CH Praveen	Ch. Praveen
iii.	Programme Coordinator	Dr.RVVSV Prasad	Dr. RVVSV Prasad


Principal