

Course No.	Course Name	L-T-P-Credits	Year of Introduction
BE102	DESIGN AND ENGINEERING	2-0-2-3	2016

Course Objectives

The purpose of this course is:-

1. To excite the student on creative design and its significance;
2. To make the student aware of the processes involved in design;
3. To make the student understand the interesting interaction of various segments of humanities, sciences and engineering in the evolution of a design;
4. To get an exposure as to how to engineer a design.

Syllabus

Design and its objectives; Role of science, engineering and technology in design; Engineering as a business proposition; Creative design and the Design Process; Design evaluation and communication of designs; Design for function and strength; Material selection and design detailing; Role of standards in design Engineering the design; Design for “X”; Product centered and user centered design; Aesthetics and ergonomics; Concepts of value engineering, concurrent engineering and reverse engineering in design; Culture based design; Modular design; Design optimization needs; User interface; Intelligent and autonomous products; Internet of things; Advanced products and human psychology; Life cycle design; Product and its environment; Design as a marketing tool; Products and IPR; Product liability.

Expected outcome

The student will be:-

- Able to appreciate the different elements involved in good designs and to apply them in practice when called for.
- Aware of the product oriented and user oriented aspects that make the design a success.
- Will be capable to think of innovative designs incorporating different segments of knowledge gained in the course;
- Students will have a broader perspective of design covering function, cost, environmental sensitivity, safety and other factors other than engineering analysis.

References Books:

- Balmer, R. T., Keat, W. D., Wise, G., and Kosky, P., Exploring Engineering, Third Edition: An Introduction to Engineering and Design - [Part 3 - Chapters 17 to 27], ISBN-13: 978-0124158917 ISBN-10: 0124158919
- Dym, C. L., Little, P. and Orwin, E. J., Engineering Design - A Project based introduction - Wiley, ISBN-978-1-118-32458-5
- Eastman, C. M. (Ed.), Design for X Concurrent engineering imperatives, 1996, XI, 489 p. ISBN 978-94-011-3985-4 Springer
- Haik, Y. And Shahin, M. T., Engineering Design Process, Cengage Learning, ISBN-13: 978-0-495-66816-9
- Pahl, G., Beitz, W., Feldhusen, J. and Grote, K. H., Engineering Design: A Systematic Approach, 3rd ed. 2007, XXI, 617p., ISBN 978-1-84628-319-2

Dietear and Schmidt, Engineering Design, McGraw Hill Education(India) Edition 2013

□ Voland, G., Engineering by Design, ISBN 978-93-325-3505-3, Pearson India

Web pages:

1. E-Book (Free download): <http://opim.wharton.upenn.edu/~ulrich/designbook.html>
2. http://www2.warwick.ac.uk/fac/sci/wmg/ftmsc/modules/modulelist/peuss/designforx/design_for_x_notes_section_5.pdf

Course Plan

Module	Contents	Hours	Sem. Exam Marks
I	Design and its objectives; Design constraints, Design functions, Design means and Design from; Role of Science, Engineering and Technology in design; Engineering as a business proposition; Functional and Strength Designs. Design form, function and strength;	L2	15%
	How to initiate creative designs? Initiating the thinking process for designing a product of daily use. Need identification; Problem Statement; Market survey-customer requirements; Design attributes and objectives; Ideation; Brain storming approaches; arriving at solutions; Closing on to the Design needs.	L3	
	An Exercise in the process of design initiation. A simple problem is to be taken up to examine different solutions-Ceiling fan? Group Presentation and discussion.	P4	
II	Design process- Different stages in design and their significance; Defining the design space; Analogies and “thinking outside of the box”; Quality function deployment-meeting what the customer wants; Evaluation and choosing of a design.	L2	15%
	Design Communication; Realization of the concept into a configuration, drawing and model. Concept of “Complex is Simple”. Design for function and strength. Design detailing- Material selection, Design visualisation- Solid modelling; Detailed 2D drawings; Tolerancing; Use of standard items in design; Research needs in design; Energy needs of the design, both in its realization and in the applications.	L3	
	An exercise in the detailed design of two products (Stapler/ door/clock)	P4	
FIRST INTERNAL EXAM			
III	Prototyping- rapid prototyping; testing and evaluation of design; Design modifications; Freezing the design; Cost analysis.	L2	15%
	Engineering the design – From prototype to product. Planning; Scheduling; Supply chains; inventory; handling;	L3	

	manufacturing/construction operations; storage; packaging; shipping; marketing; feed-back on design.		
	List out the standards organizations. Prepare a list of standard items used in any engineering specialization. Develop any design with over 50% standard items as parts.	P4	
IV	Design for “X”; covering quality, reliability, safety, manufacturing/construction, assembly, maintenance, logistics, handling; disassembly; recycling; re-engineering etc. List out the design requirements(x) for designing a rocket shell of 3 meter diameter and 8 meter length.	L4	15%
	Design mineral water bottles that could be packed compactly for transportation.	P4	
SECOND INTERNAL EXAM			
V	Product centred and user centred design. Product centred attributes and user centred attributes. Bringing the two closer. Example: Smart phone. Aesthetics and ergonomics.	L2	20%
	Value engineering, Concurrent engineering, Reverse engineering in design; Culture based design; Architectural designs; Motifs and cultural background; Tradition and design; Study the evolution of Wet grinders; Printed motifs; Role of colours in design.	L4	
	Make sharp corners and change them to smooth curves-check the acceptance. Examine the possibility of value addition for an existing product.	P6	
VI	Modular design; Design optimization; Intelligent and autonomous products; User interfaces; communication between products; autonomous products; internet of things; human psychology and the advanced products. Design as a marketing tool; Intellectual Property rights – Trade secret; patent; copy-right; trademarks; product liability.	L3	20%
	Group presentation of any such products covering all aspects that could make or mar it.	P6	
END SEMESTER EXAM			

Evaluation Scheme:

First internal exam – closed book exam – 25 marks

Second internal exam – open book exam – 25 marks

Assignment/projects – 50 marks (iv) End semester exam – open book exam – 50 marks (2 hours duration – conducted by the University)

First Test: Marks: 25 Closed Book;

Questions may cover:-

Topics covered in the lectures.

How to arrive at the design details for a specific need gap given.

Sketching the design of a product that is to meet the given user requirements.

Second Test: Marks: 25 Open Book:

Students are permitted to bring in class notes, own notes, text books and other books (Maximum 3/4 books) for the test. Access to internet and mobile phones is NOT permitted.

Assignments: Marks: 20 Two assignments are to be given (10 marks each). These assignments are to cover specific design/s, sketching of the design, and a short but well written write-up on the design.

Projects: Marks: 30 Two mini projects are to be assigned. One is to be a group project and the other an individual one. A group of 3 or 4 students can take up the group project. Each project is to be evaluated for 15 marks.

The Group Project is to be done in the practical hours given for the course. Projects including the group projects are to be evaluated based on individual presentations and answers to the questions raised. These presentations could be done during the practical hours.

Question Paper Pattern for End Semester Examination (Open Book)

Part A – Eight questions of each 5 marks, out of which **six** questions are to be answered.

Part B – Three questions of each 10 marks, out of which **two** questions are to be answered.