



SHARDA
UNIVERSITY
Beyond Boundaries



**SHARDA SCHOOL
OF DESIGN**



COURSE

AI Project in Design NV42010

VALUE ADDED
COURSE BROCHURE
2026-27

ABOUT THE UNIVERSITY

Sharda University is a leading Educational institution based out of Greater Noida, Delhi NCR. A venture of the renowned Sharda Group of Institutions (SGI), The University has established itself as a high quality education provider with prime focus on holistic learning and imbuing competitive abilities in students.

The University is approved by UGC and prides itself in being the only multi-discipline campus in the NCR, spread over 63 acres and equipped with world class facilities.

Sharda University promises to become one of the India's leading universities with an acknowledged reputation for excellence in research and teaching. With its outstanding faculty, world class teaching standards, and innovative academic programmes, Sharda intends to set a new benchmark in the Indian education system.

ABOUT SCHOOL

Sharda School of Design (SSD) prepares the students for the real world they can make a lasting impact in designing the future and have an exciting and rewarding career. The students at SSD have crafted the world as renowned landscape architects, urban planners, urban designers, and history preservationists. The school's nationally accredited degree programs, world-class faculty, and state-of-the-art facilities connect to provide the students with a broad range of opportunities in both the public and private sectors of the industry. SSD leads the students through both practical and theoretical learning until they can master in an innovative design that reflects art and science. The school has forged numerous connections and partnerships with schools and professionals in countries around the world.

The faculty comprises academicians from internationally renowned universities such as the School of Planning & Architecture, B.I.T Mesra, National Institute of Fashion Technology (NIFT), Sheffield University, Nottingham Trent University and Delhi College of Art, University of Delhi as well as leading Architectural practitioners and Planning professionals from all over the country.

Vision of Department

- To be at the Centre of Excellence in Art & Design Education to shape future-ready professionals catering the needs of the design industry and the society .

Mission of Department

- To create a global center of innovation and excellence in art and design industry.
- Promoting in-depth research in art and design studies for sustainable practices.
- To inculcate critical, analytical, cognitive, speculative and creative problem-solving skills.
- To develop a sense of social and professional ethics and values.
- To develop the essence of craftsmanship, future technological and vocational skills.

ABOUT COURSE

This course covers advanced AI applications in Design. Students explore real-world case studies and emerging trends in AI, while completing project-based learning to develop AI-driven design solutions. To equip students with ideation to final presentation of AI-powered projects in their domain of study. This phase helps them integrate AI tools meaningfully into their design workflow, document their process, reflect on ethics and creativity, and build a presentable portfolio component.

RESOURCE PERSON

Girish Kumar

Girish Kumar is an Assistant Professor in the Department of Art & Design with over 12 years of professional and academic experience spanning design, user experience, textile innovation, and social design. He holds a Master's degree in Social Design from Ambedkar University Delhi and a Bachelor's degree in Textile Design from the National Institute of Fashion Technology (NIFT), Gandhinagar.

His multidisciplinary expertise bridges design thinking, user-centered design, traditional crafts, and emerging digital technologies. Prior to joining academia, he gained extensive industry experience across UI/UX design, textile design, and skill development initiatives.

ABOUT THE DEPARTMENT

Department of Art & Design established in 2012 at Sharda University, as a multi-disciplinary department has been working tirelessly towards creating global design citizens. Holding their hands, driving them towards innovation through future aligned design thinking & design process, with continuous industry interactions through experiential project-based learning. Its aim is to establish Sharda as a premier center of Design education, where Students are surrounded by an environment of design intuitively based on strenuous research with an aim of developing a new generation of designers, who not only fill the gap of creative entrepreneurs but integrate social and environmental concern to become responsible designers with a mission of

- **Industry-based learning** within the classroom projects as the core of practical teaching, which will include continuous interaction with industries and industry experts to train students as confident Professionals for the future who are initiators & leaders.
- **Related Study Program (RSP)** as research projects based on complete business model by studying, analyzing crafts, connecting business with social impacts while exploring to the maximum and putting them on the forefront of the competitive design industry. Create craft-based design patents from RSPs as well as convert craft documentation into Publications & sources of innovation, combining craftsmanship with technology.
- **Sharda Design Center (SDC)**, used as a vehicle to connect industry with students, business with fresh minds and an instrument to establish Sharda as a multi-disciplinary design interaction center.

1. Course Code	NV42010	
2. Course Title	AI- Project in Design	
3. Credits	Audit	
4. Contact Hours (L-T-P)	30 Hours	
Course Type	Value added course	
5. Course Objective	To equip students with ideation to final presentation of AI-powered projects in their domain of study. This phase helps them integrate AI tools meaningfully into their design workflow, document their process, reflect on ethics and creativity, and build a presentable portfolio component.	
6. Course Outcomes	After completion of this course, students will be able to: CO1: Understand the impact of AI in design and architecture for identification of research topics. CO2: Apply deep learning techniques through previous research for Design and Architecture projects/ reports. CO3: Identification of techniques for collecting the data from various sources. CO4: Design and Architecture - specific AI applications for analyzing the collected data. CO5: Identifying various tools to evaluate ethical consideration with respect to Design and Architectural Project. CO6: Explore emerging trends in AI for documentation of project/ reports of Design and Architecture.	
7. Course Description	This course covers advanced AI applications in Design and Architecture. Students explore real-world case studies and emerging trends in AI, while completing project-based learning to develop AI-driven design solutions.	
8. Outline syllabus		Duration Hours
Unit 1	Understanding the AI Project Lifecycle	
A	What makes a good AI design project?	CO1
B	Project scoping: identifying the opportunity/problem	CO2
C	Creating a design brief with an AI integration plan Examples of domain-specific AI projects	CO2
Unit 2	Research, Prompting & Ideation	
A	Prompt banks and visual references	CO3
B	Generating first drafts of visuals, layouts, and concepts Tools: ChatGPT, DALL-E, Midjourney (demo), Canva AI	CO3
C	Refining prompts for clarity, creativity, and ethics	CO3
Unit 3	Iteration, Ethics & Refinement	
A	Selecting best outputs and refining them	CO4
B	Cross-tool editing (e.g., exporting DALL-E to Canva) Recognizing bias, overfit, hallucination in design results	CO4
C	Group feedback, ethical reflection	CO4
Unit 4	Deliverables – Report, Board, & Presentation	
A	Structuring a professional project report (problem, solution, workflow, outputs)	CO5
B	Creating visual boards, mockups, posters, or presentations	CO5
C	Planning an oral pitch or recorded video walkthrough	CO5
Unit 5	Final Reflection	
A	Project presentation.	CO6
B	Final visual output exhibition or walkthrough.	CO6
C	Peer review + reflection on AI use and limitations.	CO6
Mode of Examination	Practical and project-based	
Weightage Distribution	CA 100%	
Text book/s*	Knafflic, C. N. (2015). Storytelling with Data. Wiley McCormack, J. (2021). The Art of AI. Springer	
Other References	Official documentation for DALL-E, Canva, RunwayML, Morpholio Online resources: PromptHero, Khroma, ArchDaily AI, Dezeen AI Tools Case studies: Student portfolios using GenAI (Midjourney, ChatGPT, etc.)	