



RAMCO INSTITUTE OF TECHNOLOGY

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Department of Computer Science and Engineering Academic Year 2024 – 2025 (Odd Semester)

Degree, Semester & Branch: V Semester B.E. CSE

Course Code & Title: CCS370 UI and UX Design

Name of the Faculty member (s): Mrs.P.Devisri

Innovative Practice Description

Unit / Topic: Unit II / Branding

Course Outcome: CO 3

Topic Learning Outcome: 2c

Activity Chosen: Think Pair Share

Justification:

- The activity aims to assess students' individual comprehension by encouraging independent thought and fostering knowledge-sharing among peers. In the field of branding, mastering core concepts like brand identity, positioning, and market segmentation is essential for understanding the dynamics of effective brand management.
- The "think-pair-share" activity provides a platform for students to demonstrate their individual understanding while also benefiting from collaborative learning.
- **Time Allotted for the Activity:** 15 minutes

Details of the Implementation:

- The instructor introduced fundamental branding concepts for UI/UX design within a 35-minute session, presenting a branding strategy to the students.
- Students were given 1-5 minutes to independently think about how they understand branding and its role in creating a consistent user experience.
- Afterward, the instructor encouraged students to pair up with nearby classmates to discuss their branding approaches for their UI/UX projects, fostering collaboration and deeper insights (6-10 minutes).
- In the final segment (11-15 minutes), students shared their branding strategies with the entire class, discussing how they apply consistency, color schemes, typography, and brand identity.
- The instructor moderated the discussion, highlighting key branding principles such as brand consistency, visual identity, and user perception.

CO – PO / PSO mapping:

CO	PO1	PO2	PO3	PO5
CO3	2	1	1	1

(1 – Low 2 – Moderate 3 – High)

PO / PSO mapped:

Innovative Practice	PO1	PO2	PO3	PO5
Justification for correlation	It includes the logical thinking and makes the student able to think about branding principles approaches.	Students were able to approach the brand consistency, visual identity, and user perception by applying what they learned.	Able to provide the solution for the problem using the branding principles	Students was involved in the activity as a team their team works skills improved

- **Images / Screenshot of the practice:**



Fig:1 Glimpse of Think Pair Share Activity



Fig:2 Glimpse of Think Pair Share Activity



Fig:3 Glimpse of Think Pair Share Activity

Reflective Critique:***Feedback of practice from students and other stakeholders:***

The students felt that this activity helps them to remember the concepts and it will be very helpful to correct their mistakes while sharing the branding techniques to the other students.

Benefit of the practice:

- From this activity, the students can get more clarity in the particular topic.
- Students can able to explain the concepts without any confusion.
- This practice has made the class more interactive than the conventional practice

Challenges faced in implementation:

- All the students were unable to complete the task within allotted time
- Not able to make all the students to involve in this activity

References:

1. <https://www.ritrjpm.ac.in/images/computer-science/TPS-Venkat-GE6075.pdf>
2. <https://www.readingrockets.org/strategies/think-pair-share>
3. <https://www.wgu.edu/heyteach/article/how-think-pair-share-activity-can-improve-your-classroom-discussions1704.html>