

# MiDes



# Communication & Experience Design

# 01

## Introduction to the Program

While building this program, we researched what is currently available as options to a Design graduate. We discovered a need for a broad-based program rather than a hyper-specialized one. There is a need gap, and we will fill it.

### A Multi-Disciplinary Approach

There are three clear student learning outcomes/design outputs of the course, and they will be in:

#### **Moving Images:**

Film direction, Cinematography, Animation, Special effects, film marketing, Production, Broadcast, and Video for social media

#### **Physical interaction:**

Production Design, Event Design, Exhibition display, Retail Design, Hospitality Design, Signage system design, Merchandise Display,

#### **Virtual Interaction:**

UI, UX, AR, VR, Game Development

Regardless of their specific background, every student enrolled in the course will be exposed to the other design outputs. The idea is to create practitioners who come with a certain skill and go out learning multidisciplinary skills.

## Keeping up with Change

The world is transitioning from a fixed to a gig economy. This means that teams come together for a certain project, collaborate and create. Once the project is complete, they will be part of another team, working on a different project. This is not going to be an exception but the norm. The CXD program aims to cater to this shift.

Another area that we have focused on is Creative Leadership. Many creative leaders, despite their competence, may be average leaders. In the past, many creative teams have failed due to this lack of leadership training. Dealing with creative talent necessitates a completely different skill set that no management school will ever provide. Another focus of the program is Entrepreneurship. The program's goal is to empower students to monetize their ideas and be greenlit by the stakeholders. Risk Management and Conflict Management are integral parts of the program.



## Research-oriented Practice

Research is another pillar of this program. Every semester, there is a systematic progression of research: Academic Writing and Ethics, consumer research, and analytics, culminating in a dissertation in the fourth semester. Understanding and respecting data is critical, as it is the most expensive commodity in the commercial world. Understanding behavior, both individual and collective, will also be emphasized in the course.

While theory and softer skills are important, so is practice. Each semester, they will take a course that will help them practice and improve their creative product. There are subjects with clear tangible outcomes, such as game development, UI, UX, AR, and VR. Every semester includes a studio and a core subject that builds up to a capstone project in the fourth semester. The capstone project may be industry-sponsored or self-funded. Throughout the four semesters, graduates will be mentored by industry experts. With social media creating more focused communities, we realize that micro-messaging is here to stay. Everything going forward will be made for the interactive world.

In conclusion, it is a rigorous program that will produce a well-rounded creative professional. It intends to improve leadership qualities while also upskilling an already skilled graduate.

# 02

## Eligibility for Admission

Students with the following specializations are encouraged to apply.

- Bachelor's in Design (B. Des),
- Bachelor's in Architecture (B. Arch),
- Bachelors in Fine Arts (BFA) [Fine Arts or Applied Arts]
- Bachelor's in Business Administration (BBA),
- Bachelor's in Media Management (BMM)
- Bachelor's in Engineering (BE)

Any student with a Bachelor's degree is eligible for admission.

The admission is subject to

- A Common Entrance Test
- Portfolio & Statement of Purpose
- Interview

It is preferred that the students are familiar with using software such as Adobe Photoshop, Adobe Illustrator, Adobe InDesign, SkechUp, Blender, Zbrush, Adobe Premier, Adobe After effects, Figma, Procreate, Fusion 360, Onshape.

# 03

## Career Outcomes

Students graduating from the course can look forward to employment in the film and broadcast industry, in digital marketing and advertising, in the fields related to special effects, animation, UI/UX and AR/VR and the Gaming industry. They could also contribute to retail design, production design, event design, merchandise design, system signage design and much more. The course also prepares students to become educators, leaders, and entrepreneurs in the field of Design.



## 04

## Semester 1 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
1.1	Core	DES 661	Design Thinking	2	0	1	3	60
1.2	Core	DES 663	Game Design	2	0	1	3	60
1.3	Research	HUM 601	Academic Writing and Ethics	1	1	0	2	45
1.4	Studio	DES 665	Production Studio	2	0	4	6	150
			Choose any 2 out of 3					
1.5	Choice based (Within course)	DES 667	Design History and Ethics	2	0	0	2	30
1.6	Choice based (Within course)	DES 669	Branding	2	0	0	2	30
1.7	Choice based (Within course)	DES 671	Storytelling for New Media	2	0	0	2	30
	Choice based (Outside course)		Choose any 1 from pool				2	
			<b>Total Semester 1</b>				<b>20</b>	

## 1.1

# Design thinking

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	1	3	Yes	Yes	No
Hours	30	0	30	60			

## ● Introduction:

Design thinking employs logic, imagination, intuition, and systemic reasoning (the customer). It explores the possibilities of what could be and to create desired outcomes that benefit the end user, design A design mindset is solution-focused and action-oriented rather than problem-focused. In this course, students will explore the different design thinking models.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Research the innovation context and empathizing with users and customers
2. Explore structured but open-ended approaches to ideation such as alternate worlds and brainstorming
3. Generate ideas and evaluating them against research and key insights
4. Guide prototyping by creating critical questions related to a concept's desirability, feasibility, and viability
5. Assess developer and user perspectives for bias that may affect implementation
6. Apply frameworks to strengthen communications about an innovation's value

## ● Course Content:

1. Design Thinking Introduction
2. Models for Design Thinking
3. Tools for Idea Generation
4. Designing Products
5. Designing Services
6. Implementation and Communication

## 1.2

## Game Development

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	1	3	No	Yes	No
Hours	30	0	30	60			

- Introduction:

The course will help develop skill and understand the structure of game development. Game concepts can be applied across industries. There will be an understanding of motivation, organization, logic and scenario building.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Understand what gamification is, and how organizations are using it.
2. Be familiar with the fundamentals of game design and motivational psychology.
3. Be able to develop a gamified solution to a business problem using a design process.

## ● Course Content:

1. Gamification in context of games
2. Game Thinking
3. Psychology of Motivation
4. Game Design Framework
5. Gamifying for Social Good.
6. Creating a Game.

## 1.3

# Academic Writing & Ethics

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	1	1	0	2	No	Yes	No
Hours	15	30	0	45			

## ● Introduction:

Academic writing is an important skill for students to learn in preparation for assignments in the coming semesters. The course also aims to help students hone their original, academic voice before writing their dissertation in the final year. Students will engage with readings critically in this course by evaluating the various contexts of various types of research texts and understanding the stylistic conventions of academic writing.

## ● Learning Objectives:

1. To introduce students to critical skills in reading and writing for effective communication for research.
2. To prepare students for types, conventions and structures of academic writing.
3. To make students aware of ethical practices to be observed in academic writing.
4. To make students aware of plagiarism and the consequences of indulging in plagiaristic practices.

## ● Course Content:

1. **Writing practices**
  - f. The importance of academic writing for knowledge creation
  - g. Developing critical reading skills and conducting literature review
  - h. Developing abilities to correctly precis long texts
2. **Academic writing basics**
  - c. Developing research questions, research proposals, abstracts for conferences
  - d. Evidence-based arguments and conventions of academic writing
  - e. 'Standing on the shoulders of giants': the necessity, conventions and styles of providing citations and attributions
  - f. Range of academic writing and their structures – essays, research papers, review papers, research proposals, dissertations, books etc.
3. **Attributes of Good Writing**
  - g. Writing to be read
  - h. Writing for popular media and importance of communicating with lay audiences.
4. **Editing**
  - a. First and subsequent drafts
  - b. Editing basics and concision skills
5. **Use of technology for effective writing**
  - a. Open Educational Resources (OERs) for learning & Research
6. **Ethics of academic writing**
  - a. Conventions and styles of providing citations and attributions
  - b. Avoiding plagiarism in various forms
  - c. Consequences of plagiaristic practices

## 1.4

## Production Studio

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	4	6	No	Yes	Yes
Hours	30	0	120	150			

- Introduction:

Understanding the practical aspects of a whole production flow is extremely important to get the student project-ready. The studio will be an intense program where they will get step by step guidance on the production process. Templates and check lists of a proper pre-production. Industry experts will guide the student.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Demonstrate that the critical study of cinema informs their filmmaking and that the study and practice of film production enhance their work as film scholars and analysts.
2. Demonstrate that they understand the pre-production, production, and postproduction filmmaking process
3. Demonstrate the relationship between film form and aesthetic effect through both film analysis and the creation of motion pictures.
4. Conduct film research and compose cogent, persuasive, and valid essays about film.
5. Demonstrate a broad knowledge of film history, national cinemas and modes of production. the workflow

## ● Course Content:

1. Pre-Prod: Storyboarding, budgeting, shot break down, team selection and management and Scheduling.
2. Production: Shoot schedule, locations, sets, logistics
3. Post: Music, Edit, special effects, distribution and promotion.

## 1.5

# Design History & Ethics

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

Design is at the confluence of arts and science. It is an important stream that defines our collective understanding of things. A lot is spoken about the history around the pure arts and folk arts but it time we need to speak about the impact of design in our lives. In design ethics, we will discuss aspects inclusivity, gender, accessibility and sustainability, morality and ethics. It is also an important part of design development.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Understand the evolution of design approaches and skills from the past
2. Evaluate potential ethical issues within computing systems, including value conflicts.
3. Design and evaluate computing technologies in light of key ethical frameworks.
4. Relate your own ethical frameworks, positions, or processes to the design of computing technologies
5. Discuss ethical Dilemmas Designs have faced
6. Unearth hidden inequalities and assumptions that result in poor design decisions.

## ● Course Content:

1. Design The birth of modern design (history to present)
2. UX Design Ethics: The rise of softwares, digital games, work and social spaces.
3. Dark UX
4. Emergence and prediction: Designing the invisible. Machine learning, biases in AI, Algorithms, and APIs.
5. Critical Design.
6. Sustainability and Green Initiatives

## 1.6

## Branding

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

In a world of multiple messaging channels and specific interest groups branding becomes an important study. The course will get into the nuanced aspects of branding especially the visual side of it. In a world of user generated content, it is important to redefine the traditional understanding of the brand.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Develop an understanding of how to develop a brand positioning, brand design and brand messaging
2. Understand managing total brand experience and how to manage the brand relevancy over time
3. Use qualitative and quantitative methodologies that are used to evaluate brand equity
4. Understand how to achieve growth through brand extension
5. Understand the evolution of branding through the past, present and future.

## ● Course Content:

1. Intro to Branding and Brand Value
2. Brand Strategy
3. Brand Identity
4. Brand Architecture / Portfolio
5. Brand Experience / Ecosystem
6. Measuring Brand Performance
7. Brand Extensions
8. Brand Revitalizations

## 1.7

# Storytelling for New Media

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

We have been telling stories for as long as we've been human—they are an absolutely essential part of our day-to-day communications. When done well, storytelling can do wonders for a business: such as turn a brand into a legacy, create a robust marketing strategy, generate profit and win the loyalty and affection of audiences, to name just a few. Storytelling is a powerful business tool and a skill that every business building a powerful and lasting brand should master.

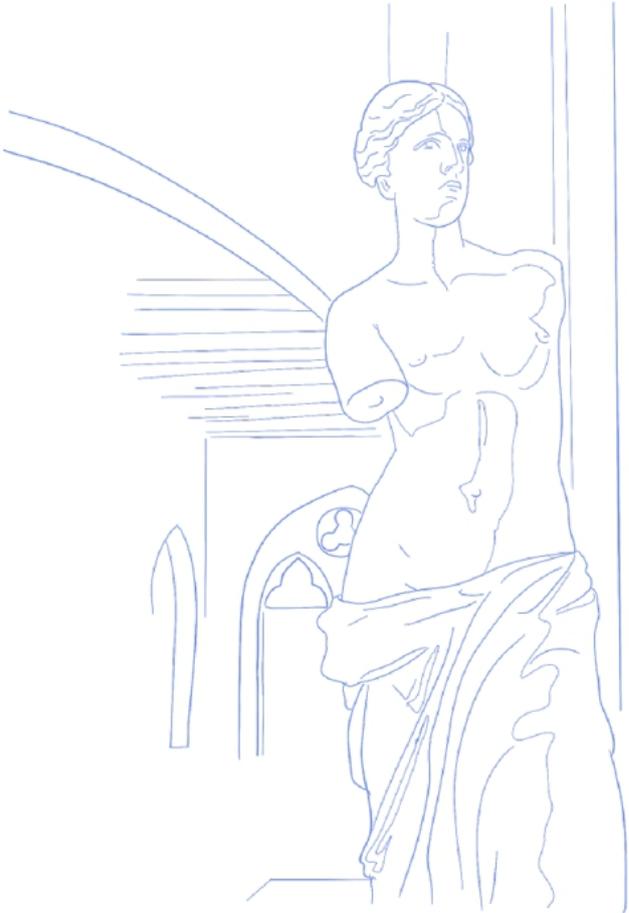
## ● Learning Objectives:

At the end of the course, students will be able to:

1. Demonstrate effective use of print, digital and visual storytelling tools using multiple communication vehicles across many channels – traditional media digital media, and social media – to persuade and influence.
2. Access source material and apply research for effective and compelling stories.
3. Identify story ideas and the best media formats to convey them.
4. How to use visual elements to enhance a storytelling project.
5. How professionals use stories to elicit social change.

## ● Course Content:

1. Relevance of Storytelling
2. Finding the story: Research, Source Material, Story Angles
3. Story Structure
4. Visual Storytelling Tactics
5. Developing Storytelling across communication channels
6. Storytelling for social change



# Semester 2 Course Structure

Sr.No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
2.1	Core	DES 662	Creative Leadership	2	1	0	3	60
2.2	Core	DES 664	UI/UX	1	0	2	3	75
2.3	Research	HUM 602	Consumer Research	2	0	0	2	30
2.4	Studio	DES 666	Sound Studio	2	0	4	6	150
			Choose any 2 out of 3					
2.5	Choice based (Within course)	DES 668	Data Visualization	2	0	0	2	30
2.6	Choice based (Within course)	DES 670	Creative Business Essentials	2	0	0	2	30
2.7	Choice based (Within course)	DES 672	Cinema Studies	2	0	0	2	30
	Choice based (Outside course)		Choose any 1 from pool				2	
			<b>Total Semester 2</b>				<b>20</b>	

## 2.1

# Creative Leadership

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	1	0	3	Yes	Yes	No
Hours	30	30	0	60			

## ● Introduction:

Creative leadership is the ability to turn challenges into opportunities by approaching problem-solving with creative strategies and techniques. Creative leadership involves innovation, a willingness to listen, an openness to new ideas, the intentional prioritization of creative thinking and the curiosity to embrace unconventional solutions.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Communicating effectively in a business setting.
2. Recognizing different roles required in a successful project team.
3. Establishing a Project Plan to keep a project on track.
4. Recognizing how innovation and technology drive project economics
5. Developing leadership skills

## ● Course Content:

1. Project Management Intro
2. Project Life Cycle and Project Leadership
3. Planning and Execution
4. Project Control and Project Risks
5. Personal leadership & Leadership Styles
6. Leadership in groups: building and leading efficient teams
7. Conflict management and handling difficult conversations
8. Coaching skills

## 2.2

## UI &amp; UX

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	1	0	2	3	No	Yes	No
Hours	15	0	60	75			

- Introduction:

This is the course designed for the now. With over 10 hours being spent on devices by humans this course will be the spine of the future of communication. The course will cover advanced aspects of UI & UX. Students will learn about customer-centric design and how to design and evaluate a product from usability and usefulness perspectives.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Understand the definition and principles of UI & UX Design in order to design with intention.
2. Achieve a deep understanding of the entire life-cycle of design—the process, purpose, and tools.
3. Learn the basics of HCI (human-computer interaction) and the psychology behind user decision-making.
4. Discover the industry-standard tools and specific project deliverables in UI & UX.

## ● Course Content:

1. Pro Visual Elements of UI Design
2. UI and Prototyping Design
3. Elements of UX Design
4. Heuristic Evaluation
5. UX research tools
6. Wireframing and Storyboarding
7. Usability testing

## 2.3

# Consumer Research

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

At the heart of any great brand is not just a great product/service but a deeper purpose to resolve a certain problem in the life of the people it serves. To enable this, practitioners need to be adept at researching the consumers and unearthing insights that become the foundation for great brand mixes. This course will train the students to undertake such research.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Focus in on the consumer decision-making process
2. Highlighting the key moments from identifying a need to buying and consuming a product.
3. Adopt a true “consumer focus” in your managerial decisions by analyzing how consumers make decisions at different stages and the variables that influence those decisions.

## ● Course Content:

1. Introduction
2. Types of research (Qualitative and Quantitative)
3. Surveys
  - a. Research Design
  - b. Data Collection
  - c. Data Collection
  - d. Data Analysis & Reporting
4. Experiments
  - a. Conducting the Experiment
  - b. Analysis & Reporting
5. Qualitative
  - a. Research Design
  - b. Choosing the Right Method
  - c. Focus Group / Depth Interviews / Case Study / Ethnography

## 2.4

# Sound Studio

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	4	6	No	Yes	Yes
Hours	30	0	120	150			

## ● Introduction:

The studio is about practical exploration of creative, technical, and commercial approaches to sound design. It will include research and experimentation sessions, and practical learning where real life, on-the-job knowledge will be shared. Industry experts will share the craft of sonic mnemonics, foleys and mixing. The studio will focus on the ever-growing podcast-verse.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Explore a wide variety of sound recording experiences both on location and in studio.
2. Learn Specific production techniques such as live recording, mixing, and editing will be stressed.
3. Understand theories of basic acoustics and audio electronics, the aesthetics of sound design.

## ● Course Content:

1. Importance of Sound in moving images
2. Properties of sound
3. Sound techniques.
4. Introduction to audio software
5. Hands on exercise

## 2.5

# Data Visualisation

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

Data is the most valuable commodity as we walk into a connected virtual world. This course focuses on the aspect of information graphics both moving as well as static. Essential principles of Data visualisation will be taught to the graduates. The course will touch areas of charting, dates, table calculations and mapping. Industry experts and Data journalists will be connected to get practical challenges of the stream.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Find the patterns, trends and correlations necessary to understand the data
2. Understand visual representation methods and techniques that increase the understanding of complex data.
3. Work with tools for visualization of data from a variety of fields
4. Using visualization software for dashboard creation

## ● Course Content:

1. Value of Visualization
2. Fundamentals of Graphs
3. Integrity in Visualization
4. Additional Constructs and Multivariate Analysis
5. Animated Scatter Plots
6. Information Design Introduction
7. Interactive Data Visualization
8. Dashboard Creation

## 2.6

# Creative Business Essentials

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

For students preparing for a career in the domains of 'commercial art', it is important to imbibe the principles of commerce along with learning art. This course is designed to help students appreciate the business side of creativity. The aim of this course would be to equip students with all the business perspectives that they need to run an existing business or even start one of their own.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Develop financial management skills (i.e., managing taxes, income, expenses), and various business models
2. Establish monetary rates for various settings and how to obtain performance and educational opportunities.
3. Devise appropriate legal documents for creative arts services and product.
4. Learn the process, opportunities, and nature of endorsement deals, sponsorships & partnerships with Merchants.
5. Research and analyze the business, marketing, and entrepreneurial strategies of a successful creative arts entrepreneur

## ● Course Content:

1. Entrepreneurial Mindset
2. Making a Business Plan
3. Establishing Business Models
4. Financial Management
5. Fundraising for startups
6. Making the pitch
7. Profitable Pricing
8. Negotiation skills

## 2.7

# Cinema Studies

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

This course will look at the theoretical, historical and critical approaches to film and explores the narrative, artistic, cultural, economic, and political implications of cinema. Students will spend time reading and writing about all types of film, discussing meaning and importance and the role of the audience, while also learning about the roles of producers, directors, screenwriters and actors. The work of Indian filmmakers will be discussed in as much depth as world cinema. Social-political implication of cinema will also be covered in the course.

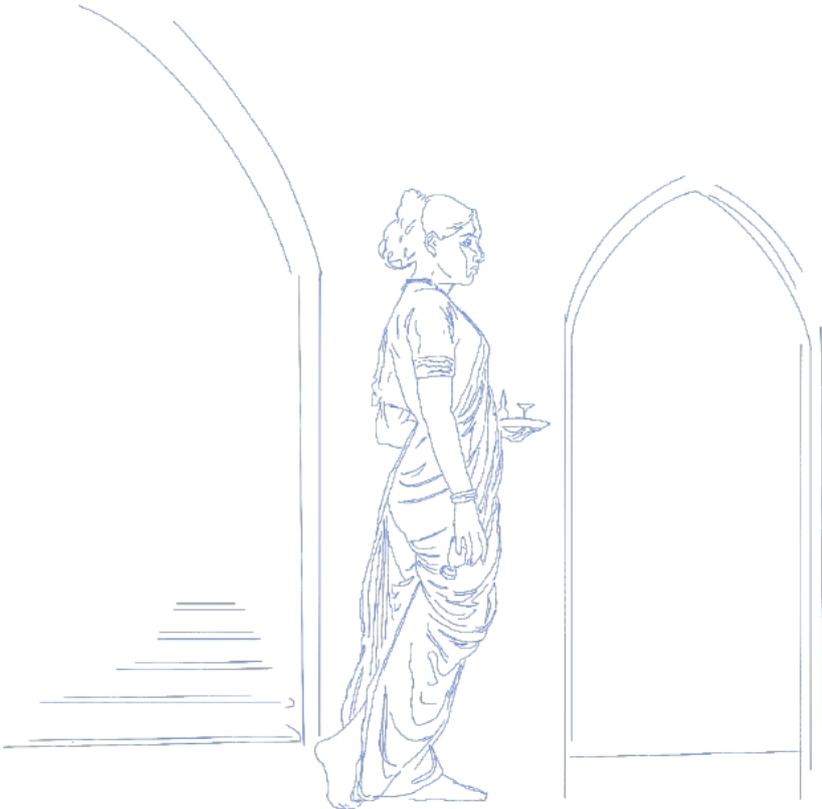
## ● Learning Objectives:

At the end of the course, students will be able to:

1. Develop a broad view of cinema, related media, and the histories of film-producing cultures.
2. Identify the visual and narrative characteristics of films and interpret films based on a range of diverse historical, cultural, and ideological contexts.
3. Apply key terms for film analysis and demonstrate ability to utilize those terms through discussion, writing, and multimedia projects.
4. Practice interpretive analyses of film through employing close reading skills.

## ● Course Content:

1. Film Studies- The Basics
2. Cinema Post WW1
  - a. German
  - b. Soviet
  - c. Surreal
  - d. Silent
3. Cinema Post WW2
  - a. Italian Neo-Realism
  - b. French New Wave
  - c. Japanese Cinema
4. History of Indian cinema and regional cinema
5. Legends of Indian cinema



# Semester 3 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
3.1	Core	DES 761	Retail & Event Design	2	1	0	3	60
3.2	Core	DES 763	AR & VR	1	0	2	3	75
3.3	Research	DES 701	Analytics Research	2	0	0	2	30
3.4	Studio	DES 765	3D Studio	2	0	4	6	150
			Choose any 2 out of 3					
3.5	Choice based (Within course)	DES 767	Workflow Management	2	0	0	2	30
3.6	Choice based (Within course)	DES 769	Corporate Communication	2	0	0	2	30
3.7	Choice based (Within course)	DES 771	Legal for Creativity	2	0	0	2	30
	Choice based (Outside course)		Choose any 1 from pool				2	
			<b>Total Semester 3</b>				<b>20</b>	

## 3.1

# Retail & Event Design

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	1	0	3	No	Yes	No
Hours	30	30	0	60			

## ● Introduction:

Retail design reflects and responds to cultural change and must evolve rapidly to meet current trends and desires. This course will help you understand some of the key challenges faced by retail and the opportunity for radical rethinking in areas. In retail design graduates will understand finer aspects of customer design and brand engagement. In Live event they will learn aspects of zones, safety and some regulatory needs. Aesthetics and customer behaviour will also be taught.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Understand of a wide array of activities such as market/product research, consumer behavior, systems thinking and experiential design
2. Understand it is woven around products/services, communication and branding, packaging, visual merchandising, furniture and fixtures, spatial design and brand management.
3. Understand various formats of retail, spanning e-commerce start-ups to multinational 'brick and mortar' stores
4. Explore latest global technology and new-age interactive design to make them proficient in the retail design sector

## ● Course Content:

1. Design fundamentals and principles
2. Event Design
3. Retail Spatial Design
4. Multisensory & Tactile Communication.
5. Retail Communication and Branding
6. Event flow viz Design
7. Retail Furniture and Fixtures
8. Retail store Design
9. Retail Systems and Management
10. Event safety norms and regulations

## 3.2

## AR &amp; VR

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	1	0	2	3	No	Yes	No
Hours	15	0	60	75			

- Introduction:

This is an emerging field of communication, an opportunity to let people interact 3D in areas which till now were limited to 2D. Students will learn to create immersive environments by understanding the nuances of virtual elements and real objects. Enhancing user experience by using heuristics will be in the core of the course.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Cultivate a broad and comprehensive understanding of AR/VR
2. Explore the production of highly integrative immersive applications, immersive social platforms
3. Develop working prototypes, demo experiences, immersive platforms

## ● Course Content:

1. Historical Overview, Current Trends and Future applications of Immersive Technologies
2. A critical framework for evaluating current and emerging immersive reality technologies and applications
3. Design and Technological foundations for Immersive Experiences
4. Input devices and Output Devices
5. 3D interactive and procedural graphics
6. Immersive surround sound
7. Haptic and vibrotactile devices
8. Systems architecture and integrative immersive media platforms
9. Rapid prototyping and physical computing
10. VR programming

## 3.3

## Analytics Research

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

This is an emerging field of communication, an opportunity to let people interact 3D in areas which till now were limited to 2D. Students will learn to create immersive environments by understanding the nuances of virtual elements and real objects. Enhancing user experience by using heuristics will be in the core of the course.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Explain what Data Analytics is and the key steps in the Data Analytics process.
2. Describe the different types of data structures, file formats, sources of data, and data repositories.
3. Identify key elements in the Data Analytics process by analyzing a business case study and its data set.

## ● Course Content:

1. Data Analytics Intro
2. Types of Data Analysis
3. Data Visualization for Decision Making
4. Data Types: Measures of Central tendency, Measures of Dispersion
5. Descriptive Stats
6. Work with Data using Excel

## 3.4 3D Studio

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	4	6	No	Yes	Yes
Hours	30	0	120	150			

### ● Introduction:

This is an emerging field of communication, an opportunity to let people interact 3D in areas which till now were limited to 2D. Students will learn to create immersive environments by understanding the nuances of virtual elements and real objects. Enhancing user experience by using heuristics will be in the core of the course.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Work with and navigate the unique features of the digital 3D modeling workspace to create 3D objects.
2. Identify characteristics of rendering 3D objects for optimal system processing and analysis.
3. Create a 3D environment featuring lighting and textures.
4. Create basic 3D models and animations.
5. Evaluate digital 3D projects, identify items for improvement, and implement changes.

## ● Course Content:

1. Prototyping
2. 3D modelling
3. Miniatures for film
4. 3D printing
5. Materials overview

# 3.5

## Workflow Management

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

Organizing a clean work flow is key to success. Digital work flow management will help build team structures. A common protocol of archiving and documenting will help create global players. Understanding different formats for for different medias will be another key aspect of the course.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Understand how to Streamline Work Request Intake
2. Understand how to optimize resource allocation
3. Learn to consistently Plan, Document and Execute Workflows
4. Analyze and report on Workflow Management Compliance and Effectiveness

## ● Course Content:

1. Streamline Work Request Intake
2. Consistently Assess Each Workflow Request
3. Establish Workflow Categorization
4. Properly Prioritize Workflow Requests
5. Plan and Manage Resource Capacity
6. Properly Allocate Resources to Each Workflow
7. Effectively Manage Request Backlogs
8. Establish Appropriate Time Reporting Procedures
9. Consistently Plan, Document and Execute Workflows
10. Report on Workflow Management Compliance and Effectiveness
11. Understanding of workflows of printing, digital- photo etc, event.

## 3.6

# Corporate Communication

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

Communication is a key element in the external relations of a company, involving marketing, sales, customer and vendors. Well-functioning internal communication in a company is essential for adequate information flow, good relations between staff members and optimal cooperation between various departments of a company. This course will address both internal and external communication in a corporate setting.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Explain why effective communication is important in a corporate environment
2. Apply theories and observations of verbal communication to real-world communication challenges
3. Analyze yourself and your audience using what you know about perception
4. Recognize the impact of cultural differences on effective communication and understand the steps to becoming acculturated for international assignments
5. Prepare a crisis communication plan and know how to give & receive negative news

## ● Course Content:

1. Intro to Corporate Communication and PR
2. Managing Cross-Cultural and Internal Communications
3. Effective business writing
4. Crisis Communication
5. Marketing Communications
6. Media Planning
7. Public Relations Strategy
8. Intrapersonal and Interpersonal Communication

## 3.7

# Legal for Creativity

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

## ● Introduction:

With the ease with which creativity can be propagated via the digital medium, protecting the ownership of an original artwork has become so vital. This is an area where the most creative practitioners require a great deal of assistance. This course will not only educate the student on the subject of creative ownership, but will also cover useful information on writing contracts, receiving royalties, and collecting payment liabilities. The future creator must be prepared to protect themselves from fraud and non - payment.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Understand the law of intellectual property, with major emphasis on India's patent law.
2. Understand copyrights, trademarks and trade secrets,
3. Understand comparisons of what can and cannot be protected, and what rights the owner does and does not obtain.
4. Explore issues relating to information technology and business methods
5. Learn about IPs in the context of entertainment and media industry

## ● Course Content:

1. Introduction to historical and philosophical background of IPs
2. Understanding the Indian Context
3. Comparative overview of patents, copyrights, trade secrets, and trademarks
4. Requirements and limitations of patentability
5. The process of applying for a patent ("patent prosecution")
6. Actions for Patent Infringement
7. IP for the Creative and Entertainment Industries
8. Government Role in Fostering IP



## Semester 4 Course Structure

Sr. No.	Type	Course code	Course	Lecture credits	Tutorial credits	Studio credits	Total credits	Total Hours
4.1	Core	DES 762	Dissertation	0	0	8	8	240
4.2	Core	DES 764	Capstone Project	0	0	8	8	240
			Choose any 1 out of 2					
4.3	Choice based (Within course)	DES 766	Jugaad/Frugal Design	2	0	0	2	30
4.4	Choice based (Within course)	DES 768	Emerging Trends	2	0	0	2	30
	Choice based (Outside course)		Choose any 1 from pool				2	
			<b>Total Semester 4</b>				<b>20</b>	

## 4.1

## Dissertation

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	0	0	8	8	No	Yes	Yes
Hours	0	0	240	240			

- Introduction:

The Dissertation is the culmination of the research track. Each semester students have built in various skills and analytical techniques to be able to develop and present an original work of research under the guidance of a mentor.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Define and outline a research area by asking a specific question
2. Identifying the most important issues
3. Organize and present the results of their research work critically, convincingly, and articulately, while adhering to standardized guidelines for their essay

## ● Project Format:

The goal of the project is to put students' independent research and academic writing skills to the test. The written research project and a defense in front of a review panel will be used to help determine their final grade. The research project will contain the standard 5 chapters of a typical dissertation, which includes:

1. Introduction
2. Literature Review
3. Methodology
4. Data Analysis
5. Conclusion

## 4.2

## Capstone Project

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	0	0	8	8	No	Yes	Yes
Hours	0	0	240	240			

- Introduction:

The capstone project provides a unique opportunity to conduct independent research and develop an innovative solution to a real-world problem. The capstone project is intended to boost students' learning with significant hands-on experience. Students work in small groups to develop innovative solutions to real-world problems, all the while gaining valuable experience similar to the demands and responsibilities of the workplace. This gives students the opportunity to practice their leadership and management skills while also understanding the consequences of their decisions in an experimental space.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Define Integrate prior knowledge and experience to inform information gathering and analysis
2. Synthesize information into a novel interpretation that has the potential to add value to the discipline/professional field.
3. Effectively communicate the project's design and outcomes in the context of their educational and professional goals and aspirations.
4. Reflect on their academic and/or professional abilities and limitations with the focus on improvement

## ● Project Format:

A capstone project can be submitted and presented in a variety of formats, such as a multimedia presentation, film, performance, event or paper.

The student also has to submit a paper summarizing the problem, research and solution delivered too.

## 4.3

## Jugaad/Frugal Design

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

Jugaad and frugal design is an important source of inspiration for design education. This seminar will cover aspects of functional and purposeful design that happens around us. The seminar will cover how we can use available local resources and create something functional and unique. Students will be encouraged to collect ideas from streets, villages and homes and discuss ideas.

## ● Learning Objectives:

At the end of the seminar, students will be able to:

1. Describe how Frugal Design is used by various companies
2. Understand the Indian context of Frugal Design
3. Discuss how Jugaad can be used as a tool for innovation.

## ● Project Format:

1. Jugaad as Design
2. Design as Jugaad
3. Seek Opportunity in Adversity
4. Do More with Less
5. Think and Act Flexibly
6. Keep it Simple
7. Include the Margin

## 4.4

## Emerging Trends

	Course				Assessment		
	Theory	Tutorial	Practical	Total	Exam	Internal	External
Credits	2	0	0	2	No	Yes	No
Hours	30	0	0	30			

- Introduction:

Change is constant. Software updates are happening all the time. Technology is making design more efficient. This seminar will help the students develop a habit of constantly read and update themselves on the latest technology as well as trends. Staying ahead of the curve is the central objective of this seminar.

## ● Learning Objectives:

At the end of the course, students will be able to:

1. Explore new design tools
2. Learn about new media and platforms
3. Debate “disruptive” concepts

## ● Course Content:

1. Virtual identity: avatar and humans
2. Universe creation: environment + functionality (walk, whisper, talk)
3. Economy Design: wallet, ecosystem, monopoly in real world.
4. Use in Marketing: as a platform.
5. Virtual human influencers. (Storytelling writing as ad, PR)
6. Regulatory aspect and ethics: physical. Virtual fraud.
7. AR + VR + AI (deepfake) + Blockchain + 5G Internet. How it enables metaverse or personalised regional ads