

Postgraduate Arts Program | Master of Arts

MA in Visual Communication



VISUAL COMMUNICATION

Professionals and graduates in design as well as non-design background often feel the need to step out of their comfort zones to hone their skills and enhance their creative, theoretical and research capabilities. The MA in Visual Communication enables one to integrate existing models of inquiry and making to engage deeper with contextually meaningful communication solutions. The course will equip graduates become resourceful, enhance their research and critical thinking and be more process oriented in their practice.

The foundation for this course lies in emphasizing the comprehension and processing of forms of visual information. Students will be encouraged to integrate the six key domains of visual communication design: aesthetic, functional, historical, symbolic, perceptual, and cultural, through research and practice.

NAVIGATE | NEGOTIATE | NURTURE

The Postgraduate Programs at Srishti Manipal are designed with the overarching theme of **Engage and Experience** through which each student embarks on a journey that is creative and well supported.

All programs have three driving lenses - **Navigate, Negotiate and Nurture**.

Students are expected to:

Navigate this program through self directed inquiries that are conducted either on campus and in studios, or in the field.

Negotiate their learning through a choice-based system that includes a choice made through learning units offered in the Learning Hub and/or Writing Centre.

Nurture their enquiries through a mentor-led program that gives them a chance for building a portfolio of transdisciplinary projects, wherein they can hone their skills and generate capabilities that foster deeper understandings developed in real-world or imaginary contexts.

Applicants to these programs of study must be capable of independent study and research, and appreciate a studio-based learning culture.

| CURRICULAR COMPONENTS | SEMESTER |
|--|------------|
| Studio, Workshop | 1, 2, 3 |
| Seminar, Colloquium | 1, 2, 3 |
| Project, Transdisciplinary Research, Practicum | 1, 2, 3 |
| Independent Study | 1, 2, 3 |
| Internship, Work Experience | 2, 3 |
| Culminating Performances of Understanding | 1, 2, 3, 4 |
| Interlude | 2 |
| Self Directed Inquiry, Portfolio | 1, 2, 3 |
| Capstone | 4 |
| Conference | 4 |

FOR FURTHER INFORMATION

NUPUR BANERJEE
 nupur.banerjee@srishtimanipalinstitute.in

ELIGIBILITY

Published on the admissions page of the Srishti Manipal website.

MEDIUM OF INSTRUCTION

English (All our transactions and transcripts will be in English)

DURATION

4 semesters/2 years (Must be completed within 4 years from the start of the course of study)

DESCRIPTION OF CURRICULUM COMPONENTS

STUDIOS encourage active, contextual learning where students develop core disciplinary skills and knowledge. Studios facilitate collaborative and creative design solutions to complex, open-ended problems. Disciplinary studios are learning spaces where students develop core disciplinary capabilities, while navigating a trans-disciplinary environment.

WORKSHOPS provide intense learning experiences in making and doing, across the different disciplines.

SEMINARS are spaces for investigating a particular idea, topic, praxis, etc. by discussion and/or dialogue, and may also involve critiques, pin-ups, presentations, etc. of either works-in-progress or completed works for feedback.

SELF DIRECTED INQUIRY is continuous through each semester and allows articulation of personal lines of inquiry through the term. This culminates each semester in a performance of understanding that allows for the demonstration of this continuous engagement in inquiry or design.

INTERNSHIP/WORK EXPERIENCE involves working in an industry or a design studio/artist or art studio for a prescribed period of time.

CAPSTONE is the culmination of the research, capabilities and knowledge gained over the last three semesters. Students are required to submit their design output and a mandated thesis document. Students are mentored during this final project and go through seminars to get feedback from faculty and peer groups.

INDEPENDENT STUDY is self-led and enables the pursuit of deeper understanding as a supplement to taught units.

TRANSDISCIPLINARY RESEARCH facilitates collaborative and creative design solutions to complex, open-ended problems in specific contexts. It provides intense research experiences in making and doing, across the different disciplines through Centres, Labs and Ateliers.

PORTFOLIO involves the development of a reflective and curated body of work, which represents professional practice over a time period that is cumulative from semester to semester and is evidence of practice, research and inquiry.

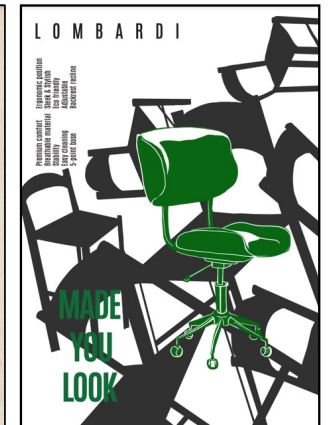
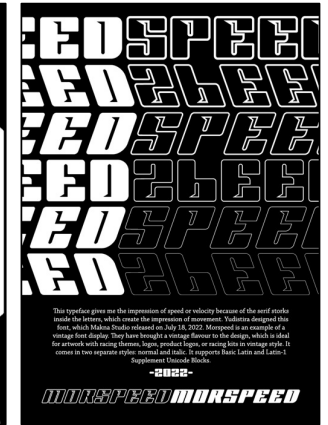
INTERLUDE or the in-between is an experimental space for pause, reflection, discussion, and an active, performative engagement. The vision is to create a space that lies in the intersection between academic learning and the commons, where diverse modalities are encouraged.

PROJECTS facilitate collaborative and creative design solutions to complex, open-ended problems in specific contexts. They provide intense learning experiences in making and doing.

PRACTICUMS are designed to provide students with practical work experience. Practicums can also open many opportunities to network and make important contacts within the industry or expertise in the field.

COLLOQUIUM is an informal meeting or seminar which is usually of an industry/academic nature where different researchers/scholars/experts disseminate their 'works' and invite questions.

FIELD WORK/PRACTICE involves experiential, embodied engagements including those in the workplace. Practice includes self-study and reflective documentation (for example, journaling and maintaining reflective blogs).



UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:

- » Understand design process and employ the tools and principles of visual communication design to formulate creative and meaningful design solutions
- » Awareness and knowledge about historical contexts as well as latest developments and concerns in the practice of visual communication design and ability to add to these developments and concerns his/her own voice within the context of his/her own practice
- » Demonstrate autonomy and proficiency to become a critical creator
- » Ability to work against prescribed notions of design practice thus setting new standards and novel approaches to design research / processes / ideation / production
- » Apply principles of cognition and perception and fundamentals of visual design to create meaningful, desirable & appropriate visual messages and experiences that are empathetic to cultures, contexts and environment
- » Work with diverse media and materials rapidly to create visual/experiential solutions
- » Communicate compellingly the design process to invite critique & develop a community of stakeholders for the work

The Postgraduate Arts Program is an inquiry led learning process that offers engagements through a Learning Hub (disciplinary units shown below) as well as projects, practice and transdisciplinary research. **The Learning Hub also offers choices for allied and electives from across the Master of Arts Program as published in the respective course prospectus.** The Writing Centre enables critical and creative expression across programs in reflective documentation, artist's journaling, proposal and thesis writing, and research.

CURRICULUM COMPONENTS

(This list may be amended and is listed here as indicative of the program of study)

SEMESTER 1 – ODD

THE LEARNING HUB

(Disciplinary Studies)

Studio

| | |
|---------|--|
| SMVC513 | Elements of Visual Design for Print and Screen |
| SMVC507 | Typography |
| SMAN505 | Drawing |
| SMAN509 | Image Making - Media and Methods |
| SMAN513 | Mediums of Expression - 1 |
| SMCP501 | Research Processes |
| SMES509 | Creative Research Practices |
| SMEX509 | Design Research |
| SMEX503 | Insights to Concepts 2 |
| SMTCS01 | Research Methods |
| SMIA509 | Creative Visualisation, Ideation And Translation |
| SMII557 | Beyond Advertising |

Seminar (Studio)

Seminar (Theory & Understanding)

| | |
|----------|---|
| SMVC527 | Historical and Contextual Studies in Visual Communication |
| SMAN543 | Visual Art Practices (A) |
| SMDO545 | Ways of Seeing 1 |
| SMEX521 | History of Human and Digital |
| SMEE5145 | History & Politics of Conservation |
| SMIA515 | Uncovering Layers |
| SMII583 | History of Narrative – Art |

Knowledge Enhancement (Ability or Skills) Workshop

| | |
|---------|--------------------------------|
| SMVC517 | Print / Production Techniques |
| SMEI515 | Ideas to Market Place |
| SMEX517 | Interaction Design in Practice |
| SMPH515 | Talking Histories |
| SMTCS09 | Critical Making |
| SMDL549 | Design Research |

| | |
|---------|--|
| SMEE599 | Listening to Life |
| SMII599 | Media, Methods and Formats A |
| SMDE515 | Doodling in Design: A Reflective Conversation with Situation |

**DISCIPLINARY PROJECT
TRANSDISCIPLINARY RESEARCH
INDEPENDENT STUDY
INTERNSHIP
PRACTICUM
SELF DIRECTED INQUIRY
PORTFOLIO**

SEMESTER 2 – EVEN

INTERLUDE

Open Elective

THE LEARNING HUB

(Disciplinary Studies)

Studio

| | |
|---------|---|
| SMVC510 | UX / UI and Basic Coding |
| SMVC504 | Text & Image |
| SMAN512 | Mediums of Expression 2 |
| SMTCS06 | Society of the Spectacle |
| SMTCS04 | Theories of Social Change |
| SMDC508 | Programming for Expression |
| SMEE540 | Art and Design for Conservation |
| SMIA504 | Eye For Detail |
| SMII578 | Narratives, Immersion and Information B |
| SMII546 | Emerging Research Methods |

Seminar (Studio)

Seminar (Theory and Understanding)

| | |
|---------|---|
| SMVC508 | Modern Visual Culture |
| SMAN536 | Visual Art Practices (B) |
| SMDO534 | Objectivity, Subjectivity, Ethics |
| SMDE510 | Why Philosophy |
| SMTCS16 | Future of Human & Digital |
| SMPH520 | Oral History, Oral Cultures and Social Change |



| | |
|----------|------------------------------------|
| SMEE5157 | Aesthetics and Politics of Ecology |
| SMIA516 | Creative Transitions |

Knowledge Enhancement (Ability or Skills) Workshops

| | |
|---------|---|
| SMVC514 | Calligraphy & Letterform Design |
| SMVC512 | Illustration: Form, Technique and Communication |
| SMDE508 | Constructing Narratives |
| SMEE588 | Untold stories |
| SMII594 | Immersive Practice |

**DISCIPLINARY PROJECT
TRANSDISCIPLINARY RESEARCH
INDEPENDENT STUDY
INTERNSHIP
PRACTICUM
SELF DIRECTED INQUIRY
PORTFOLIO
COLLOQUIUM**

SEMESTER 3 – ODD

THE LEARNING HUB

(Disciplinary Studies)

Studio

| | |
|---------|---------------------------------------|
| SMVC511 | Packaging Design |
| SMVC515 | Branding and Identity Design |
| SMAN521 | Mediums of Expression - 3 |
| SMDO543 | Understanding Context |
| SMDE509 | Storytelling and Cognition |
| SMEI505 | Branding and Communication for Impact |

For more information on the programs and courses

www.srishtimanipalinstitute.in
 Help Desk: +919071784747 Direct: +91 80 49000800
 admissions@srishtimanipalinstitute.in

www.manipal.edu/srishtimanipalinstitute
 +91 9243777722 / 33 / 44

Seminar (Studio)

Seminar (Theory & Understanding)

| | |
|---------|---------------------------------|
| SMVC529 | Advertising Strategy and Vision |
|---------|---------------------------------|

Knowledge Enhancement (Ability or Skills) Workshop

| | |
|----------|---|
| SMVC523 | Information Visualisation |
| SMAN539 | Animating the In-Animated |
| SMEI517 | Mapping Futures |
| SMHC533 | Thinking Through Technological Things: Future of Interaction Design |
| SMEE5137 | Neighbourhoods |
| SMII5119 | Becoming wing, river, tail, tree |
| SMCA514 | Photography and it's genres |
| SMCA512 | Performance and Media |
| SMCA516 | Text as Art |

**DISCIPLINARY PROJECT
TRANSDISCIPLINARY RESEARCH
INDEPENDENT STUDY
INTERNSHIP
PRACTICUM
SELF DIRECTED INQUIRY
PORTFOLIO**

SEMESTER 4 – EVEN

**CAPSTONE: RESEARCH PROPOSAL
CAPSTONE**