

Postgraduate Arts Program | Master of Arts

MA in Experience Design



FOR FURTHER INFORMATION

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EXPERIENCE DESIGN

The vision of the Postgraduate Program in Experience Design at Srishti Manipal is to create balanced practitioners and reflective makers in the field of Experience Design. A balanced practitioner, who delivers effectively and ethically to the demands of the field of Experience Design at present, while continuing their own quest for mastery of the craft of designing for experiences through a self-critical and informed approach of reflection-in-action. A reflective maker, who is equipped with the creative confidence to navigate the inevitable future complexities and uncertainties of this emerging field, challenge status-quo, to not only inform current and future technologies, but also the larger practice through conscious experimentation and knowledge building.

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

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).



Images courtesy Srishti Institute of Art, Design & Technology

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

- » Understand the essence of centering the human in a design process and apply the principles of human centered design to formulate value-driven digital solutions.-
- » Understand and develop an individual stance on historical, current and emerging trends about the relationship between human experience and digital technology.
- » Observe and systematically evaluate everyday human activities and develop empathetic & nuanced understanding of human experience
- » Engage with multiple forms of data from sourced from multiple stake-holders through participatory methods and synthesize into novel insights that will inform design.
- » Apply principles of user experience & interaction design to craft usable, desirable & appropriate digital artifacts.
- » Work with multiple media and materials rapidly to make technological artifacts available for iterative evaluation.

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

SMEX509	Design Research
SMEX503	Insights to Concepts 2
SMVC507	Typography
SMAN509	Image Making - Media and Methods
SMAN513	Mediums of Expression - 1

Seminar (Theory & Understanding)

SMEX521	History of Human and Digital
SMDO545	Ways of Seeing 1
SMIA515	Uncovering Layers
SMTCS17	Gender & Technology

Knowledge Enhancement (Ability or Skills) Workshop

SMEX517	Interaction Design in Practice
SMTCS09	Critical Making
SMEI515	Ideas to Market Place

DISCIPLINARY PROJECT

TRANSDISCIPLINARY RESEARCH

INDEPENDENT STUDY

INTERNSHIP

PRACTICUM

SELF DIRECTED INQUIRY

PORTFOLIO

SEMESTER 2 – EVEN

INTERLUDE

Open Elective

THE LEARNING HUB

(Disciplinary Studies)

Studio

SMEX506	Service and Experience Design
SMVC506	Expressive Typography
SMTCS06	Society of the Spectacle
SMTCS04	Theories of Social Change
SMDC508	Programming for Expression
SMVC508	Modern Visual Culture

Ability Enhancement Course

Seminar (Theory and Understanding)

SMTCS16	Future of Human & Digital
SMDO534	Objectivity, Subjectivity, Ethics
SMDE510	Why Philosophy
SMPH520	Oral History, Oral Cultures and Social Change
SMIA516	Creative Transitions

Knowledge Enhancement (Ability or Skills) Workshops

SMEX508	Future of Interaction Design 1
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

SMEX515	Practice in Service & Experience Design
SMAN521	Mediums of Expression - 3
SMDO543	Understanding Context
SMDE509	Storytelling and Cognition
SMEI505	Branding and Communication for Impact

Seminar (Theory & Understanding)

Knowledge Enhancement (Ability or Skills)

Workshop

SMEX519	Future of Interaction Design 2
SMVC523	Information Visualisation
SMEI517	Mapping Futures
SMTCS11	Thinking Through Technological Things
SMCA512	Performance and Media

DISCIPLINARY PROJECT

TRANSDISCIPLINARY RESEARCH

INDEPENDENT STUDY

INTERNSHIP

PRACTICUM

SELF DIRECTED INQUIRY

PORTFOLIO

For more information on the programs and courses

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