

COURSE AIMS AND OBJECTIVES

- » The program of Creative Manufacturing is designed to upgrade the traditional handcraft and handlooms sector into formal enterprises that can engage with modern markets and customers profitably catapulting these previously informal enterprises into the formal economy that is growing in double digits globally
- » To train students in design, merchandising, productivity and entrepreneurship, to create business-ready design practitioners for the crafts sector
- » To train through exposure and immersion in working units to gain real world understanding of issues and reduce the time taken to learn on the job post training.
- » To utilize learning centres and mentor labs to reflect, understand, build capability and form models for future personal engagement in this sector
- » To apply principles of business and entrepreneurship in the professional interventions they will do in their places of work
- » To build a holistic contextual framework from within which their future work will be situated.



SRISHTI MANIPAL
INSTITUTE OF ART, DESIGN
AND TECHNOLOGY
(A Constituent Unit of MAHE, Manipal)



MANIPAL
ACADEMY OF HIGHER EDUCATION
BENGALURU CAMPUS
Institution of Eminence Deemed to be University



3 Years | Undergraduate Skill-Based Vocational Program | Bachelor of Vocation

B.Voc. in Creative Manufacturing

PATHWAYS PRODUCT & FURNITURE DESIGN | TEXTILE & APPAREL DESIGN



FOR FURTHER INFORMATION

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CREATIVE MANUFACTURING

The Creative Manufacturing course equips you with skills to design products and textiles, using traditional & modern production methods for contemporary needs in Indian and international markets. The course is offered in two distinct pathways.

PATHWAY 1: PRODUCT & FURNITURE DESIGN

PATHWAY 2: TEXTILE & APPAREL DESIGN

CURRICULUM COMPONENTS	SEMESTER
Theory	1, 2, 3, 4, 5
Tutorial	1, 2, 3, 4, 5
Master Class	1, 2, 3, 4, 5
Practical	1, 2, 3, 4, 5, 6
Self-Study	1, 2, 3, 4, 5, 6
Seminar	2, 4
Focused Area Study	5
Projects	1, 2, 3
Mentor Lab	5
Portfolio	1, 2, 3, 5
Language	1, 2, 3, 4, 5
Electives	1, 2, 3, 4
Holistic Education	1, 2, 3, 4
Practicum	1, 2, 3, 4, 5, 6
Industry Exposure	2
Apprenticeship	4
Capstone	6

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

6 semesters (3 years); based on the National Skills Qualification Framework (levels 4, 5, 6, 7).

MODES OF DELIVERY

THEORY Master classes, appreciation, lecture-demos, readings

TUTORIALS Learning by working on given tasks, interjected with short periods of instruction/demonstration to learn specific techniques or ideas

MASTER CLASSES Interactions that could be face-to-face, on Skype or as webinars

PRACTICAL Studio settings where students will use techniques and concepts they have learnt to facilitate making, doing and thinking. This learning mode is envisioned as a space for experimenting, synthesizing knowledge and practices through immersive engagement, intuition, contextual learning, design processes and creative methodologies

FOCUSED AREA STUDY Specialized learning in a specific aspect of a discipline that has a direct skill based industrial input. Core skills are amplified based on cutting edge industry trends as crystallized through the round table and the mentor labs

SELF-STUDY SESSIONS Sessions where documentation, online resources and forums are used to learn specific topics- this could include taking short online courses (when such are available) and working on open-source projects

PORTFOLIO Building of a curated collection of work

PRACTICUM Work based learning experience

PROJECTS Punctuations in a semester, requiring students to work individually or collaboratively towards a real or simulated design brief

SEMINAR Students work towards the articulation of a position on the one hand and being sensitive to the position of the other. Seminar is a mode where learners explore a curated - theme, technology, method or innovation through guided interaction with industry experts, professionals or students themselves, in a collaborative mode

ROUND TABLE Brings in experts from the industry as keynote speakers, in addition to students who have come in fresh from industry apprenticeship, to create a reflection on how the industry and institution collaborate in order to produce vocation specific learning

MENTOR LABS Non-prescriptive by nature, mentors labs enable rather than instruct in different areas such as technical knowhow, innovation and design, leadership and motivation, business and entrepreneurship

INDUSTRY EXPOSURE Facilitate building networks and keeping abreast with the developments that are constantly occurring in industry - field visits, trade shows, festivals, symposiums, seminars conferences

APPRENTICESHIP Involves working in a professionally mentored environment under a practitioner from the industry such as a master craftsman, designer or artist

CAPSTONE PROJECT A compulsory industry-based project situated in a real world production pipeline, focusing on developing industry standard solutions. Students will apply their skills and learning in research, design process, ideation, prototyping, making and testing.

PATHWAY 1

PRODUCT & FURNITURE DESIGN

The Product & Furniture Design pathway prepares students to design products that customers will desire, whilst transforming the earning potential of artisans to the level they deserve as in any other industry sector. Value addition is brought by addressing the needs and aspirations of end users while creating compelling value propositions in the mix of materials, utility and aesthetics employed to create end products profitably. The course traverses design and entrepreneurial thinking, craft traditions, lean design and manufacturing, culminating in the ability to work to straddle design, merchandising and production. Students gain experience in designing products and product systems, their detailing, production processes and methods, and the ability to organize production flow in a micro, small or medium sized enterprise, and connect them to markets profitably.

EXIT CRITERIA

At the end of YEAR 1 students will:

- » Gain experience in designing simple products and its detailing, production processes and methods.
- » Ability to organize production flow in a micro or small enterprise.
- » Gain experience in working with hand tools and power tools, also handling machines in the workshop for specific output under guidance from trained technicians.

At the end of year 2 students will:

- » Be able to breakdown a product's production processes into its component elements for line production.
- » Be able to ideate and visualise, design a value proposition, work with multiple materials and processes to add value, and to design product ranges in addition to single products.
- » Understand costing and value engineering, ability to map complex supply chains, basic measurement and evaluation; understand compliances in the workspace and apply principles of lean manufacturing.



At the end of year 3 students will:

- » Be able to break a task down, understand and balance a production cell or line, plan and design production facilities, be able to adopt technology appropriately, implement measurement and evaluation systems and understand complex value chains.
- » Be able to look to start up their own enterprise or work in a small or medium scale manufacturing enterprise as designer, production co-ordinator or merchandiser.
- » Be able to break a task down, understand and balance a production cell or line, plan and design production facilities.
- » Be able to adopt technologies appropriately, implement measurement & evaluation systems and understand complex value chains.
- » Gain enough expertise to start up their own enterprise or work in a small or medium scale manufacturing enterprise as a designer, production co-ordinator or merchandiser.

FOR FURTHER INFORMATION

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PATHWAY 2

TEXTILE & APPAREL DESIGN

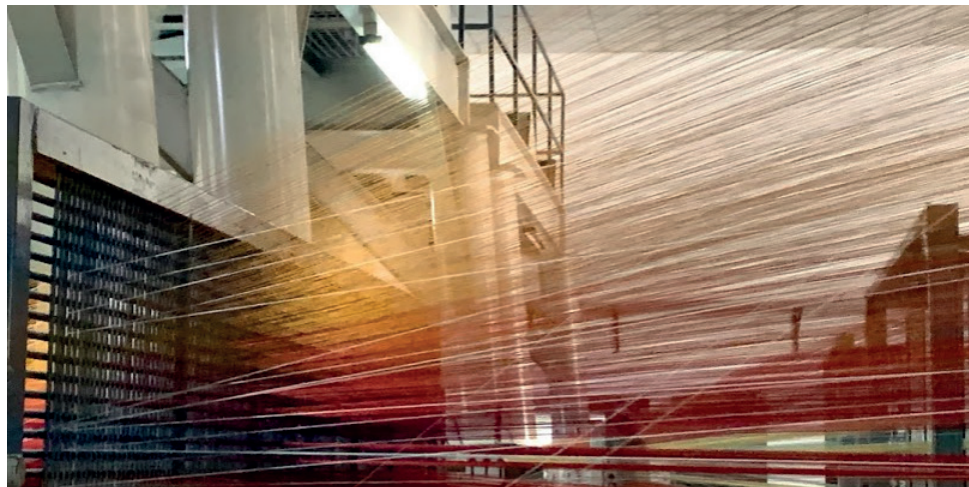
The course in Textile & Apparel Design pathway enables understanding of fibres, fabrics and quality control, textile embellishment techniques, principles of apparel manufacturing and measurement systems and introduction to traditional Indian textile techniques and handloom weaving. The course also sensitizes students to design to fashion trends in a sustainable way.

The sheer variety and craftsmanship extant in Indian textile traditions are unique in the world. Customers today need contemporary expressions of traditional textiles in addition to high quality editions of traditional wear and home textiles.

EXIT CRITERIA

At the end of year 1 students will:

- » Training to use hand tools and power tools following all safety protocols
- » Learn various forms of drawing including free hand sketching, orthographic, technical drawing.
- » Ability to choose appropriate material for a project and able to use various hand and power tools to shape it to a product
- » Use 2D and 3D software's to create visualisations and technical drawings
- » Gain experience in designing simple products and its detailing, production processes and methods
- » Ability to organize production flow in a micro or small enterprise.
- » To interact with customer and understand the market needs to create products accordingly & to communicate with small scale industries to produce the design created.



At the end of year 2 students will:

- » Be able to breakdown a product's production processes into its component elements for line production.
- » Be able to ideate and visualise, design a value proposition, work with multiple materials and processes to add value, and to design product ranges in addition to single products.
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