

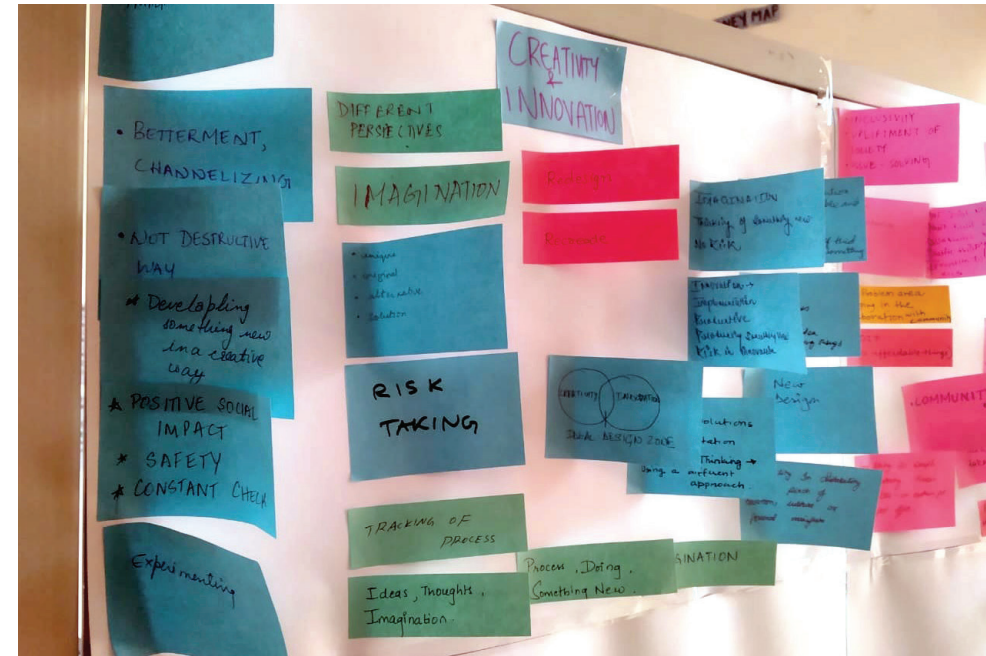
UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:

- » Blend and Synthesize – Able to blend and synthesize knowledge around business, design and technology.
- » See and Connect – See, Connect and consciously unearth through combination of diverse experiences and knowledge forms.
- » Creative Thinking – Ability to invent or develop a novel idea or create something new.
- » Critical and Analytical Thinking – Critically analyse primary and secondary information and strategically position one’s idea and intervention.
- » System Thinking – Able to think at a system level.
- » Opportunity Mapping – Able to identify opportunity in a given space through system level thinking and impact analysis.
- » Build and Make – Build and make to strongly link between design and innovation.
- » Responsible & Resilient – Be responsible and resilient while exploring an idea or intervention for change to scale.



Postgraduate Professional Program | Master of Design

M.Des. in Design-Led Innovation



FOR FURTHER INFORMATION

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DESIGN-LED INNOVATION

Design and innovation have an undeniable synergy. Design can drive innovation by making products, systems, and services more valuable for organisations and society alike, resulting in a sustainable advantage. The Postgraduate Program in Design Led Innovation aims to train innovators to apply their critical and creative thinking abilities to explore human behavior, social and political context, environmental impact, business strategy, and technology. The program promotes multidisciplinary thinking and the ability to drive positive change in organizations and society. Upon graduation, students can work as innovation consultants, design researchers, business designers, product managers, or system designers in various settings, such as design studios, research labs, government units, startups, non-profit organizations, or social enterprises. Additionally, students can pursue a research-oriented career through a PhD program.

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 are interdisciplinary and transdisciplinary, and 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 units offered in the Learning Hub.

Nurture their enquiries through a mentor-led program that gives them a chance for building a portfolio of interdisciplinary and 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	1, 2, 3
Seminar, Colloquium	1, 2, 3
Workshop & Ateliers	1, 2, 3
Project (Interdisciplinary & Transdisciplinary), Practicum	1, 2, 3
Independent Study	1, 2, 3
Self Directed Inquiry	1, 2, 3
Internship, Work Experience, Artist in Residence	2, 3
Culminating Performances of Understanding (Portfolio/Colloquium/Manifesto/Gallery Walk)	1, 2, 3, 4
Interlude	2
Research Paper	3
Capstone	4
Conference	4

ELIGIBILITY

As per AICTE guidelines 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 skills and knowledge. Studios facilitate collaborative and creative art and design solutions to complex, open-ended problems. Studios are learning spaces where students develop capabilities, while navigating an interdisciplinary and transdisciplinary environment.

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

WORKSHOPS & ATELIERS provide intense learning experiences in making and doing, using art & design approaches.

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.

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

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/ARTIST IN RESIDENCE INVOLVES working in an industry or a design studio/artist or art studio for a prescribed period.

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

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.

MANIFESTO is a script to ignite action. It is a public declaration of views, ideas, intentions, goals and decisions that inspires one self or group. It includes a description of self, feelings that motivate, skills and experiences that will enable to work towards a cause. It can be text or visual or a combination, as long as it is a reflection of clarity for action.

GALLERY WALK is an annotated display of work done to explain the development of their creative practice.

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.

RESEARCH PAPER Running in tandem with the art/design project research paper can explore conceptual underpinnings of the project, develop public scholarship, prepare cases, and design research reports, evolve a business plan, creative practitioner statement etc.

CAPSTONE is the culmination of the practice and research capabilities acquired over the last three semesters. Students are required to submit either an artefact with an exegesis or a dissertation. Students are mentored during the capstone and go through seminars to get feedback from faculty and peer groups.

CONFERENCE provides a forum for students to share their research and creative practice.