

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

- » Understand Experiences: Observe and systematically evaluate everyday human activities and develop an empathetic and nuanced understanding of the human, lived experience.
- » Understand Contexts and be Insightful: Engage with multiple forms of data sourced from multiple stakeholders through participatory methods and synthesize into novel insights that will inform design.
- » Position self in practice: Discern and align to develop an informed stance on historical, current and emerging trends about the relationship between the embodied and lived experiences and technology through conscious perceiving, questioning, and distinguishing between information from different sources, theories and knowledge forms.
- » Adopt a multidisciplinary approach: to problem-solving or enhancing experiences and develop divergent and convergent design thinking abilities and make connections, to convert the empathetic insights from research into purposeful and value-laden concepts.
- » Negotiate complexities at a systems-and-services level: Comprehend and negotiate the complex dynamics and interdependencies between the audience, culture, ecology, business, design and technology through analytical, critical and strategic thinking at a systems-and-services level.
- » Make to iterate and reflect: with multiple media and materials and technological artifacts for iterative or critical evaluation.
- » Communicate compellingly: the design process to invite critique and develop a community of stakeholders for the work.
- » Practice Responsibly: Be aware of, transparent and ethical in acknowledging and articulating one's position with respect to the social, cultural, and political implications of technology, and one's design interventions.



Postgraduate Arts Program | Master of Arts

# MA. in Experience Design



**FOR FURTHER INFORMATION**

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**For more information on the programs and courses**

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## EXPERIENCE DESIGN

Experience Design is a discipline that focuses on enhancing the human experience through digital material, without being limited to it. The course aims to create opportunities that enhance lived experiences using technologies as creators, facilitators and mediators. Students will be trained in conducting research, planning, and stakeholder engagement to develop fair, equitable and accessible design solutions. With a degree in Experience Design from Srishti Manipal, you can pursue a career in various fields, including product and service industries, design firms, and the non-profit sector, or pursue a PhD in a related area. The program provides a platform for developing a sensitive and reflective practice, equipping practitioners to critique the social, cultural, economic, and political facets that shape our experiences and futures.

## 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.