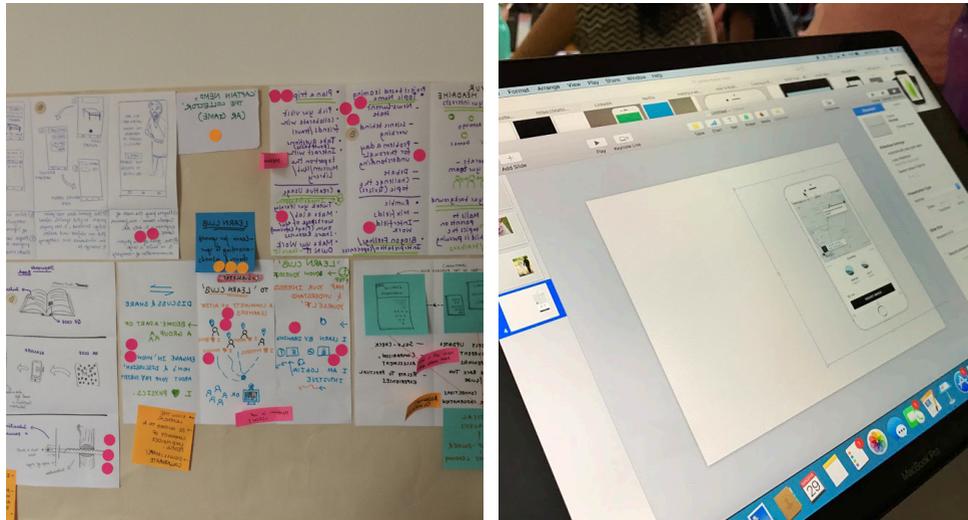**UPON SUCCESSFUL COMPLETION OF THIS COURSE GRADUATES WILL HAVE DEVELOPED THE FOLLOWING CAPABILITIES:**

The complexity and the diversity of the design situations demand a pliable, customized design process. Equipped with following capabilities, we encourage our students to define and perform their own design process:

» Imagine
Construct concepts in an unhindered and unbounded manner.

» Speculate
Take risks while constructing plausible concepts even with limited information.

» Discern & Align
Take an informed stance after perceiving, questioning, and distinguishing between information from different sources.

» See & Connect
Consciously unearth and combine diverse experiences and information.

» Be Honest
Be aware of and be transparent in articulating your position.

» Make
Construct artifacts, things, and systems as demonstrators of ideas and concepts.

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)

INSTITUTION OF EMINENCE

NAAC A++ GRADE ACCREDITED

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4 Years | Undergraduate Professional Program | Bachelor of Design

B.Des. in Human Centered Design

FOR FURTHER INFORMATION

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AICTE
APPROVED

For more information on the programs and courses

www.srishtimanipalinstitute.in
Help Desk: +919071784747 Direct: +91 80 24497101 / 02
admissions@srishtimanipalinstitute.in

HUMAN CENTERED DESIGN

The Human-Centered Design (HCD) program at Srishti Manipal Institute delves into a design approach that prioritizes the user's needs, wants, and limitations. It involves designing systems, services, spaces, and products to facilitate meaningful interactions and experiences between people, designed interactions, and the natural environment. With critical-making practices, you'll engage with complexity and ideate, tinker, play, and express in the digital age, technology plays a critical role in the physical environments where humans experience the world. The evolving technological landscape invites designers to explore the complex socio-technical infrastructures driving these interactions, such as big data, machine learning, and advanced algorithms using digital technology. Upon graduation, you will be able to apply your skills in various industries, including MNCs, startups, and R&D centres in India and abroad. These roles may involve the development of technology-based products, interfaces, and services as you take the steps to become a leader in strategic design thinking and innovation.

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
8 semesters (4 years); must be completed within 6 years from the start of the course of study.

MAJOR AND MINOR
Navigation for students under the CBCS is provided through the choice of an academic major and minors. In addition to this, there is a choice of open electives, through General Studies and Interim.

An Academic Major typically consists of a Core Curriculum, with prescribed units of study. The Core Curriculum may comprise of the disciplinary studios listed below, which are indicative and not exhaustive. The choice of learning units taken as an academic major may also include similar disciplinary studios chosen from those listed on the prospectus of other specialsed courses.

An Academic Minor is a student's second disciplinary choice and has its own prescribed units of study. A minor is chosen from learning units offered as prescribed as chosen from an interdisciplinary studies cluster other than the one in which their course is located.

CURRICULUM COMPONENTS	SEMESTER
Generic Skills	1, 2
Contextual Enquiry	1, 2
Performance of Understanding	1, 2
Disciplinary Studios	3, 4, 5, 6
Design Charette	3, 4, 5, 6
Internship	Between 6 & 7
Project	7
Term Paper	7
Thesis	8
Exhibition	8
Open Electives	1, 2, 3, 4, 5, 6
Workshops	1, 2, 3, 4, 5, 6, 7
General Studies	1, 2, 3, 4, 5, 6, 7
Ability & Skill Enhancement Courses	1, 2, 3, 4, 5, 6
Co-Curricular Activities	1, 2, 3, 4, 5, 6

DESCRIPTION OF CURRICULUM COMPONENTS

FOUNDATION STUDIES introduces students to basic principles and tools of Art and Design through contextual studies and hands-on learning and is common to all courses.

DISCIPLINARY STUDIOS are learning spaces where students develop core disciplinary skills and knowledge, while navigating in a trans-disciplinary environment.

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

GENERAL STUDIES are designed to develop and broaden one's world view and sharpen critical thinking and communication skills.

ELECTIVES allow students to expand their skills, develop interests and provide opportunities for travel and exchange.

ABILITY & SKILL ENHANCEMENT COURSES (AEC), (SEC) include learning units that enable enrichment of knowledge specific to a discipline, or are skill-based and provide hands-on-training and competencies.

CHARETTES are end of semester challenges that allow students to apply their learning from the studios and workshops to participate in brief-driven, quick-fire design assignments.

INTERIM is an open elective that encourages exploration through an open-ended framework for learning by engaging with artistic practices. Contemporary artists are invited from all over the world to lead place-based projects.

INTERNSHIP in an art or design studio/ organization / industry provides students an opportunity to refine and apply their learning in a professional environment.

TERM PAPER allows the integration of theory and reflection with practice or artefact creation.

PROJECT involves the application, synthesis and demonstration of capabilities acquired, and is a qualifier to the thesis.

THESIS PROJECT in the final year is the synthesis and demonstration of capabilities acquired. The first semester includes a qualifying research project; the second a Final Thesis project which is interdisciplinary, within a current context.

CO-CURRICULAR ACTIVITIES provide opportunities for students to stay healthy as well as broaden their talents in various activities.

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

SEMESTER 1 & 2 ODD & EVEN
FOUNDATION STUDIES
(Common and Compulsory to All Specialisations)
Studio
Generic Skills
Contextual Enquiry
General Studies
Interim (Learning Expeditions)

SEMESTER 3 – ODD
DISCIPLINARY STUDIOS
Studio
Workshops

SEMESTER 4 – EVEN
OPEN ELECTIVE – INTERIM
DISCIPLINARY STUDIOS
Studio
Workshops

SEMESTER 5 – ODD
DISCIPLINARY STUDIOS
Studio
Workshops

SEMESTER 6 – EVEN
OPEN ELECTIVE – INTERIM
DISCIPLINARY STUDIOS
Studio
Workshops

SEMESTER 7 – ODD
PRE-THESIS PROJECT
TERM PAPER

SEMESTER 8 – EVEN
THESIS PROJECT
EXHIBITION