योजना तथा वास्तुकला विद्यालय, विजयवाड़ा
School of Planning and Architecture, Vijayawada
An Institute of National Importance, Ministry of Education Gov. of India

Course Structure and Syllabus

of Two Year full-time degree of

Master of Design (M. Design)

Program at SPA Vijayawada

(As Approved by the 16th Senate of SPAV dated 22.08.2023 approved on 01.09.20203 and

As approved by the 23rd FC Meeting held in 02.01.2024 and As approved by 39th BoG held in 02.01.2024)

1. Background

The background of a Master of Design (M.Des) program in India is diverse and multidisciplinary. Here are some key aspects of the background of M.Des in India:

- **Education System:** In India, the education system typically follows a bachelor's degree (e.g., Bachelor of Design or Bachelor of Fine Arts) as a prerequisite for pursuing a Master of Design. The undergraduate programs provide a foundation in design principles, aesthetics, and technical skills.

- **Specializations:** M.Des programs in India offer various specializations to cater to different areas of design. Common specializations include Industrial Design, Communication Design, Interaction Design, Fashion Design, Textile Design, and Visual Communication. These specializations allow students to focus on specific design disciplines based on their interests and career aspirations.

- **Institutes and Universities:** Several renowned institutes and universities in India offer M.Des programs. The National Institute of Design (NID) in Ahmedabad, which is considered one of the premier design institutes in India, offers M.Des programs in multiple disciplines. Additionally, other prestigious institutions like the Industrial Design Centre (IDC) at the Indian Institute of Technology (IIT) Bombay, National Institute of Fashion Technology (NIFT), and Srishti School of Art, Design, and Technology offer M.Des programs.

- **Curriculum:** The M.Des curriculum in India typically includes a combination of theoretical coursework, practical studio projects, research, and internships. The coursework covers topics such as design theory, design thinking, design research methodologies, materials and processes, user-centered design, and design management. The practical projects and internships provide hands-on experience and industry exposure.

- **Industry Collaboration:** Many M.Des programs in India have collaborations and partnerships with industry and organizations. These collaborations offer students opportunities to work on real-world projects, internships, and design challenges. Industry experts and professionals often provide guest lectures and mentorship, giving students insights into current industry practices and trends.

- **Research and Innovation:** Some M.Des programs in India have a strong focus on research and innovation. Students may have the opportunity to engage in design research, develop design-driven solutions to societal challenges, and contribute to the advancement of design knowledge.

- **Entrepreneurship and Startups:** With the increasing emphasis on entrepreneurship in India, some M.Des programs also provide support and guidance for students interested in starting their own design ventures. They may offer courses or incubation programs that help students develop entrepreneurial skills and launch their design startups.

The background of an M.Des program in India combines a strong foundation in design education, specialized coursework, industry collaborations, research opportunities, and an emphasis on practical application. This multidisciplinary approach prepares students for diverse design careers and equips them with the necessary skills to contribute to the design industry.

2. Purpose :

The purpose of the this program is to empower local artisans, craftsmen and aspiring individuals from all sections of the society and enable create entrepreneurs apart from job-seeking professionals. The skills imparted through this program shall empower individuals to become job creators rather than job seekers specially from the marginalised, poor and deprived sections of the society. This program shall also be in line with the vision of National Education Policy 2020 paving ways for Atmanirbhar Bharat as envisaged by our Honourable Prime Minster Shri. Narendra Modi in the winder context of Amritkal.

A Master of Design (M.Des) program holds significant importance for an institute for several reasons:

- **Specialized education:** Offering a Master of Design program allows the institute to provide advanced, specialized education to students who wish to pursue a career in design. This program enables students to develop their creative and technical skills, explore new design methodologies, and gain expertise in specific design disciplines.

- **Competitive advantage:** Having a Master of Design program gives the institute a competitive edge in attracting talented students who are seeking advanced design education. It helps the institute stand out among other institutions by offering a higher level of education and specialization in design, which can attract both domestic and international students.

- **Industry relevance and partnerships:** A Master of Design program helps the institute establish stronger connections with the industry. Through industry collaborations, guest lectures, internships, and design projects, students can engage with real-world design challenges and gain practical experience. These partnerships can enhance the reputation and visibility of the institute in the design community.

- **Research and innovation:** A Master of Design program often includes research components, encouraging students to explore new design theories, methodologies, and technologies. This research focus allows the institute to contribute to the advancement of design knowledge and foster innovation in the field. The research outcomes can also enhance the institute's reputation and attract research funding.

3. Career Opportunities:

A Master of Design (M.Des) degree can open up a wide range of career opportunities for individuals who are passionate about design and want to advance their skills and knowledge in the field. Here are some potential career paths that graduates of a Master of Design program can pursue:

- **Industrial/Product Designer:** As an industrial or product designer, you would be involved in designing and developing consumer products, industrial equipment, furniture, and other physical goods. Your expertise in design thinking, user experience, and aesthetics will be valuable in creating innovative and functional designs.

- **UX/UI Designer:** User experience (UX) and user interface (UI) designers focus on creating intuitive and visually appealing digital experiences for websites, mobile apps, and software applications. With an M.Des degree, you can specialize in UX/UI design and contribute to enhancing the usability and overall user satisfaction of digital products.

- **Graphic Designer:** Graphic designers use their creativity and visual communication skills to create visual concepts, logos, marketing materials, and other graphical elements for print and digital media. With an M.Des degree, you can develop a deeper understanding of design principles and explore advanced techniques in graphic design.

- **Design Researcher:** Design researchers conduct research to understand user needs, behaviors, and preferences, and use those insights to inform the design process. With an M.Des degree, you can specialize in design research methodologies and work in user research, trend analysis, and design strategy roles.

- **Design Manager/Consultant:** With a Master of Design degree, you can pursue leadership roles in design management or consultancy. These roles involve overseeing design projects, managing design teams, and providing strategic guidance to organizations on design-related matters.

- **Design Entrepreneur:** If you have an entrepreneurial spirit, an M.Des degree can equip you with the skills and knowledge to start your own design business or consultancy. You can leverage your design expertise to create and market innovative products or services.

- **Academic/Researcher:** With a Master of Design degree, you can pursue a career in academia or research. You can choose to teach design at the university level or work as a researcher in design-focused institutions, contributing to the advancement of design knowledge and theory.

These are examples of the many career paths available to M.Des graduates. The specific opportunities will depend on your area of specialization, interests, and the industry you wish to work in. It's important to explore internships, build a portfolio, and network within the design community to enhance your career prospects and find the right path for you.

4. National Education Policy (NEP) 2020:

NEP has been introduced in India, bringing significant changes to the education system. The NEP 2020 emphasizes a multidisciplinary approach to education, encouraging students to pursue diverse fields of study. This approach can be beneficial for M.Des programs, as it allows students to explore connections between design and other disciplines, fostering innovation and collaboration. The NEP 2020 emphasizes the integration of research and innovation into higher education. This focus can lead to more research opportunities for M.Des students, encouraging them to explore new design methodologies, technologies, and solutions. It may also promote collaborations with industries and research institutions to address real-world design challenges. M.Des program will provide students with practical skills, industry exposure, and support for entrepreneurship in design-related fields. The NEP 2020 aims to promote internationalization and global collaboration in education. M.Des program may explore partnerships with international design institutes, facilitating student exchanges, joint research projects, and exposure to global design practices.

5. Program Details:

The approach to structuring a Master of Design (M.Des) program can vary among different institutions and countries. However, here is a generalized semester-wise approach that is commonly followed in M.Des programs:

First Semester:

- **Core Courses:** The first semester typically focuses on core courses that provide a foundation in design theory, design thinking, and research methodologies. These courses aim to develop a common understanding of key design principles and introduce students to the fundamentals of design practice.
- **Studio Projects:** Students may engage in studio projects where they work on design assignments or projects under the guidance of faculty. These projects help students apply their theoretical knowledge to practical design challenges.
- **Electives:** Some M.Des programs may offer elective courses in the first semester, allowing students to explore specialized areas of design based on their interests.

Second Semester:

- **Specialization Courses:** In the second semester, students often start taking courses specific to their chosen specialization within the M.Des program. These courses delve deeper into the concepts, techniques, and tools related to the chosen field of design.
- **Design Research:** Students may begin to explore design research methodologies, learning how to conduct user research, analyze data, and gain insights that inform the design process.
- **Studio Projects:** Studio projects continue in the second semester, allowing students to work on more advanced and complex design projects that align with their specialization.

Third Semester:

- **Advanced Specialization Courses:** The third semester typically includes more advanced courses within the chosen specialization. These courses may cover advanced design techniques, emerging trends, and advanced tools or software related to the specific field of design.
- **Design Innovation:** Students may have the opportunity to explore design innovation, focusing on developing new design solutions, challenging conventional design approaches, and exploring innovative design methodologies.
- Thesis or Major Project Preparation: In preparation for the final semester, students may start working on their thesis or major project proposal. They may identify a research topic, conduct initial research, and define the scope of their project.

Fourth Semester:

- **Thesis or Major Project:** The final semester often revolves around the completion of a thesis or a major design project. Students dedicate their time to research, design development, prototyping, and presenting

their final project. This may involve working closely with faculty advisors and engaging in critiques and reviews.

- **Electives or Optional Courses:** Some M.Des programs offer elective courses in the final semester, allowing students to choose additional courses related to their interests or to gain supplementary knowledge in specific areas.

- **Exhibition or Final Presentation:** At the end of the program, students may participate in a design exhibition or present their final projects to faculty, peers, and industry professionals. This provides an opportunity to showcase their work and receive feedback.

6. Admission and Eligibility

A. Number of Seats:

Total number of intake shall be 25 as followed for all other existing PG programs at SPA Vijayawada. The reservation category for the above seats shall be as per approved seat matrix, as below:

Overall Seat Matrix for the M.Des Program for the AY 2023-24

Category/ Reservation	Open	Open (PH)	OBC-NCL	OBC-NCL (PH)	SC	SC (PH)	ST	ST (PH)	EWS	EWS (PH)	Total
Percentage of Reservation	-	5% of (Open)	27%	5% of (OBC-NCL)	15%	5% of (SC)	7.5%	5% of (ST)	10%	5% of (EWS)	-
No. of Seats	9	1	7	0	4	0	2	0	2	0	25

B. Type of Seats:

- 50% of the total seats shall be regular seats following the 1st year fee structure for AY 2023-24 of the existing PG programs at SPA Vijayawada. These seats will be allotted as per merit of the selection process (Refer 6.E. below).

Category/ Reservation	Open	Open (PH)	OBC-NCL	OBC-NCL (PH)	SC	SC (PH)	ST	ST (PH)	EWS	EWS (PH)	Total
No. of Seats	4	1	4	0	2	0	1	0	1	0	13

- Remaining 50% seats shall be self-financed with a fee structure having an additional 80% fee for all fee subheads of tuition fee for candidates of all categories. These seats will be allotted after filling up of the regular seats as per merit of the selection process (Refer 6.E. below)

Category/ Reservation	Open	Open (PH)	OBC	OBC (PH)	SC	SC (PH)	ST	ST (PH)	EWS	EWS (PH)	Total
No. of Seats	5	0	3	0	2	0	1	0	1	0	12

C. Eligibility Criteria (Qualifying Degree)

a. Bachelor's Degree in Architecture (05 year programme) of a recognised university or equivalent, OR;

b. Bachelor's Degree in Engineering/Planning (04 year programme) with 1 year experience from a recognised university or equivalent, and with valid CEED score, OR;

c.   Bachelor's Degree in Fine Arts (03 year programme) with 2 year experience from a recognised university or equivalent, and with valid CEED score, OR;

d.   Bachelor's Degree Design (03 year programme) with 2 year experience from a recognised university or equivalent, and with valid CEED score.

D. Marks/Grades Eligibility

For admission to M.Des programme at SPAV, the candidate must have a CGPA of 6.5 on a 10-point scale (or equivalent) or 60% marks in case of Open/OBC/EWS candidates in Qualifying Degree, whereas in case of SC/ST/PH candidates a CGPA of 6.0 on a 10-Point scale (or equivalent) or 55% marks in Qualifying Degree will be applicable or the applicable GoI norms adopted by the institute from time to time.

E. Selection Criteria:

Shortlisted/ Eligible candidates will be notified on the website of SPA Vijayawada and they will be required to appear before the selection committee for admission for interview in person (offline mode only).

a.   Portfolio of Work/ Thesis/ Project (30% weightage)

b.   Statement of Purpose (description of the interest and motivation) (10% weightage)

c.   Interview (60% weightage)

Based on the performance in the interview, performance in the above mentioned criteria, merit list of the selected candidates will be uploaded on the SPA, Vijayawada website.

F. Sponsored Candidates:

a.   Sponsored candidates shall be admitted under self-financed category only

b.   Candidates sponsored by Central Government, State Governments, statutory organizations and public institutions must be in regular service.

c.   A candidate will be considered as sponsored if the sponsoring organization undertakes to provide him or her with full salary or adequate financial assistance for the full duration of the programme.

d.   Educational qualifications are the same as listed above for each programme, respectively. In addition, a sponsored candidate must also have a minimum of two years 'work experience in a field relevant to programme in which admission is sought.

e.   Minimum percentage of marks may be waived for applicants who are faculty members in academic institutions and have been in regular service.

The curriculum of this program would be of multidisciplinary inter-institutional and collaborative in nature, so as to bridge skills of various program fields to achieve synergy and to meet the demands which are sensitive to the regional context and societal needs.

Course Structure of the 2 Years Masters degree program in Design (M. Design) at SPA Vijayawada

School of Planning and Architecture, Vijayawada
MDES'ABC' – Masters in Design, A – Year, B – Semester, C- Subject Number

Semester I – Foundation in Design Thinking

Course ID	Subject Name	CREDITS (30)						ASSESSMENT	
		S/P	L	T		Int	Ext	Exam	Total
MDES111	M. Des. Studio – I (Foundation Studio)	12	03		15	50	50	Jury	100
MDES112	Creativity, Ideation and Design Communication		01	03	04	50	50	Jury	100
MDES113	Basic Form Studies & Applied Ergonomics		02	02	04	50	50	Theory	100
MDES114	Design Studies, Materials and Manufacturing Process		02	02	04	50	50	Theory	100
MDES115	Elective I	01	02		03	50	50	Open	100
									500

Semester II – Advanced Design Concepts

Course ID	Subject Name	CREDITS (30)						ASSESSMENT	
		S/P	L	T		Int	Ext	Exam	Total
MDES121	M. Des. Studio – II (Advanced Design Studio)	12	03		15	50	50	Jury	100
MDES122	Design Thinking and Semantic Studies		02	02	04	50	50	Jury	100
MDES123	Advanced Form Studies & Human Centered Design		02	02	04	50	50	Theory	100
MDES124	Product Detailing and Sustainable Systems	01	03		04	50	50	Theory	100
MDES125	Elective II	01	02		03	50	50	Open	100
									500

Semester III – Innovation and Iteration

Course ID	Subject Name	CREDITS (30)						ASSESSMENT	
		S/P	L	T		Int	Ext	Exam	Total
MDES231	M. Des. Studio – III (Design Innovation Cell)	12	03		15	50	50	Jury	100
MDES232	Universal Human Values, Ethics & Environmental Psychology		02	02	04	50	50	Jury	100
MDES233	Design Prototyping and Iteration	03	02		05	50	50	Theory	100
MDES234	Industry Training	03			03	50	50	Viva	100
MDES235	Elective III		03		03	50	50	Open	100

Note: MDES234 – Industry Training will be for a period of 06 weeks at the end of Sem II and evaluated as a part of Sem III.

Semester IV – Design Thesis and Entrepreneurship

SUBJECTS		CREDITS (30)						ASSESSMENT			
Course ID	Subject Name	S/P	L	T		Int	Ext	Exam	Total		
MDES241	**M. Des. Studio – IV (Thesis / Terminal Project)**	21	03		24	60	40	Jury	100		
MDES242	**IPR, Professional Practice & Management**		02	01	03	50	50	Theory	100		
MDES243	**Design Entrepreneurship & Business Strategies**		02	01	03	50	50	Theory	100		

<u>MDES241 – M. Design Studio - IV (Thesis)</u> will be showcased as a Design Exhibition at the end of the semester as a 'Design Capstone Exhibition'

S – Studio   **L** – Lecture   **T** – Tutorial

Masters in Design Program (M. Des.)

School of Planning and Architecture, Vijayawada

MDES'ABC' – Masters in Design, A – Year, B – Semester, C- Subject Number

Consolidated Course Structure

Category/ Semester	Year I - Sem I	Year I - Sem II	Year II - Sem III	Year II - Sem IV
Design	**M. Des. Studio – I (Foundation Design Studio)**	**M. Des. Studio – II (Advanced Design Studio)**	**M. Des. Studio – III (Design Innovation Cell)**	**M. Des. Studio – IV (Thesis)**
Humanities & Form Studies	**Basic Form Studies & Applied Ergonomics**	**Advanced Form Studies & Human Centered Design**	**Universal Human Values, Ethics & Environmental Psychology**	**Design Entrepreneurship & Business Strategies**
Construction & Management Studies	**Design Studies, Materials and Manufacturing Process**	**Product Detailing and Sustainable Systems**	**Industry Training**	**IPR, Professional Practice & Management**
Technology & Innovation	**Creativity, Ideation and Design Communication**	**Design Thinking and Semantic Studies**	**Design Prototyping and Iteration**	
Elective (Choice Based)	**Elective - I**	**Elective - II**	**Elective - III**	

Semester I – Electives:

Course ID	Subject Name	Category	Credits	Assessment
MDES1151	**Introduction to Cruise Ship Design**	Cruise		
MDES1152	**Universally Accessible Design**	Social		
MDES1153	**Art, Culture and Design**	Culture	03	100; Open Ended
MDES1154	**Acoustic and Sound Design**	Services		
MDES1155	**Photography and Media**	Multimedia		

Semester II – Electives:

Course ID	Subject Name	Category	Credits	Assessment
MDES1251	**Cruise Ship Interior Design**	Cruise		
MDES1252	**Design for Circular Economy**	Social		
MDES1253	**Ceramic and Glass Design**	Culture	03	100; Open Ended
MDES1254	**Lighting and Fixtures Design**	Services		
MDES1255	**Film & Animation Media**	Multimedia		

Semester III – Electives:

Course ID	Subject Name	Category	Credits	Assessment
MDES1351	**Cruise Ship Recreation & Experience Design**	Cruise		
MDES1352	**Landscape and Signage Design**	Social		
MDES1353	**Handicraft & Textile Design**	Culture	03	100; Open Ended
MDES1354	**Transport & Automobile Design**	Services		
MDES1355	**Interaction and Interface Design**	Multimedia		

Masters in Design Program (M. Des.)

School of Planning and Architecture, Vijayawada

MDES'ABC' – Masters in Design, A – Year, B – Semester, C- Subject Number

Consolidated Course Structure

Category/ Semester	Year I - Sem I	Year I - Sem II	Year II - Sem III	Year II - Sem IV
Design	M. Des. Studio – I (Foundation Design Studio)	M. Des. Studio – II (Advanced Design Studio)	M. Des. Studio – III (Design Innovation Cell)	M. Des. Studio – IV (Thesis / Terminal Project)
Humanities & Form Studies	Basic Form Studies & Applied Ergonomics	Advanced Form Studies & Human Centered Design	Universal Human Values, Ethics & Environmental Psychology	Design Entrepreneurship & Business Strategies
Construction & Management Studies	Design Studies, Materials and Manufacturing Process	Product Detailing and Sustainable Systems	Industry Training	IPR, Professional Practice & Management
Technology & Innovation	Creativity, Ideation and Design Communication	Design Thinking and Semantic Studies	Design Prototyping and Iteration	
Elective (Choice Based)	**Elective - I**	**Elective - II**	**Elective - III**	

Semester I – Electives:

Course ID	Subject Name	Category	Credits	Assessment
MDES1151	**Introduction to Cruise Ship Design**	Cruise		
MDES1152	**Universally Accessible Design**	Social		100;
MDES1153	**Art, Culture and Design**	Culture	03	Open Ended
MDES1154	**Acoustic and Sound Design**	Services		
MDES1155	**Photography and Media**	Multimedia		

Semester II – Electives:

Course ID	Subject Name	Category	Credits	Assessment
MDES1251	**Cruise Ship Interior Design**	Cruise		
MDES1252	**Design for Circular Economy**	Social		100;
MDES1253	**Ceramic and Glass Design**	Culture	03	Open Ended
MDES1254	**Lighting and Fixtures Design**	Services		
MDES1255	**Film & Animation Media**	Multimedia		

Semester III – Electives:

Course ID	Subject Name	Category	Credits	Assessment
MDES1351	**Cruise Ship Recreation & Experience Design**	Cruise		
MDES1352	**Landscape and Signage Design**	Social		100;
MDES1353	**Handicraft & Textile Design**	Culture	03	Open Ended
MDES1354	**Transport & Automobile Design**	Services		
MDES1355	**Interaction and Interface Design**	Multimedia		