



Established as a State Private University
under the Government of Maharashtra.



**FACULTY OF
ART &
DESIGN**

MASTER OF DESIGN

Graphic Design | Product Design | User Experience Design

TEACHING PEDAGOGY

LEARNING BY DOING'/ LEARNING DRILL

Design shapes objects, determines environments, communication, and our interactions. Design education at the Faculty of Art & Design, Vishwakarma University is all-encompassing and coexists in an active triadic relationship with design education, design research, and design practice. Creative practices at the department entail a strong connection between the hand, the mind, and the eyes. These critical approaches to design demands clear conceptual thinking, along with the skills and craftsmanship to translate ideas into beautifully executed work. The Design programme at Vishwakarma University develops Knowledge, Skills, Abilities and Aptitude in students to make them creatively solve problems and to encourage a spirit of innovation in the industry. It endeavours to promote a long-term interaction and develop a symbiotic relationship between academia, industry and government bodies.

TEACHING-LEARNING SYSTEM

The structure of the design programme is a combination of skill development, skill enhancement, design projects, hands-on experience and fieldwork, supported by theoretical lectures. The design programme is a combination of the following courses :

TYPE A
80%

- Hands-On-Learning
- Design Projects
- Field/Industry Visits

TYPE B
20%

- Theoretical knowledge
- Historical Perspective

SALIENT FEATURES



Introduction to Workshops



Industry Expert Orientation



Domain Specific Electives

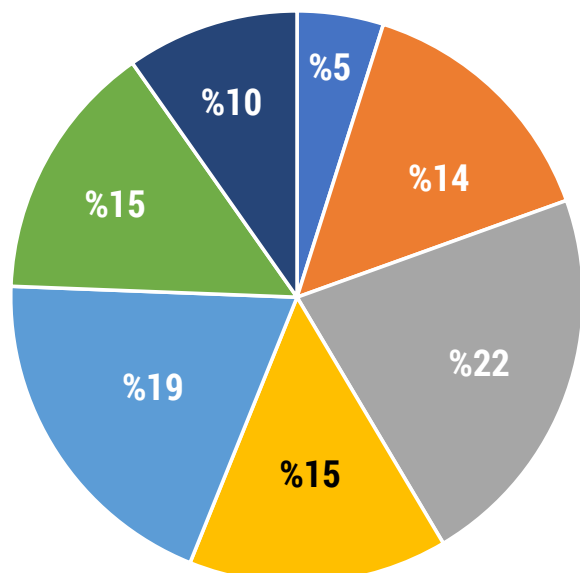


Industrial Visits



Open Electives

- Foundation
- Core Courses
- Discipline Specific Electives
- Minor Projects
- Projects & Inernship
- Open Electives
- Audit Courses



PROGRAMME STRUCTURE

SEMESTER - 1

Course Type	Course Name	Credits
Foundation	Anthropology	2
Core Course	Rendering & illustration	3
Core Course	Design Semantics and Research	3
Core Course	Studies in Forms	3
Core Course	Design Fundamentals	3
Minor Project	Simple Design Project	4
Audit Course	Design Thinking and Innovation	2
Total Credits		20

SEMESTER - 2

Course Type	Course Name			Credits	
Foundation	Marketing and management			2	
Discipline Specific Elective	Elective 1	Human Factors in Visual Design (GD)	Ergonomics, Research & Techniques (PD)	HCI and User Experience (UXD)	3
Discipline specific Elective	Elective 2	Semiotics & Identity Design (GD)	Rapid Prototyping (PD)	User Experience Design (UXD)	3
Discipline specific Elective	Elective 3	Way Finding System Design (GD)	Colour, Material, Finish and Trends (PD)	Service Design and Enterprise UX (UXD)	3
Minor Project	Design Project for Domestic Aid, Education and Recreation			4	
Open Elective	O.E.1	Introduction to UI-UX	Information Design		3
Open Elective	O.E.2	Advance Photography	Motion Graphics	Type & Aesthetics	3
Audit Course	MOOCs-1			2	
Total Credits				23	

SEMESTER - 3

Course Type	Course Name			Credits	
Discipline Specific Elective	Elective 4	Communication for Social Impact (GD)	Sustainability and Society (PD)	UXD for Society (UXD)	3
Discipline specific Elective	Elective 5	Design for Healthcare (GD)	Product Design for Medical Aid (PD)	UXD for Healthcare (UXD)	3
Discipline specific Elective	Elective 6	Digital Media & New Technologies (GD)	Mobility Design (PD)	UXD for New Technologies (UXD)	3
Minor Project	Design Project for Futuristic Technologies			4	
Open Elective	O.E.3	System Design	Toy Design	Packaging Design	3
Open Elective	O.E.4	Lifestyle Accessories	Furniture Design	Instructional Design	3
Audit Course	MOOCs-2			2	
Total Credits				21	

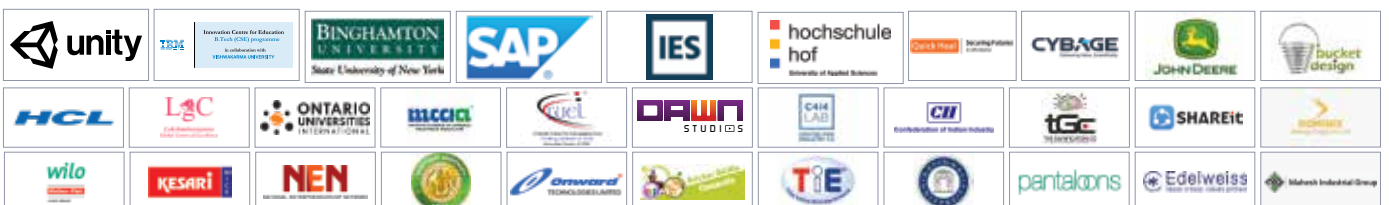


SEMESTER - 4

Course Type	Course Name	Credits
Major Project	Internship/ Graduation Project	16
Audit Course	MOOCs-3	2
	Total Credits	18



ASSOCIATIONS / COLLABORATIONS



CONTACT

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