

SCHOOL OF DESIGN (SDes)

SDes is unique in its conception. It draws from its distinct position within AUD, a university wholly focussed on the humanities and social sciences, to amalgamate core attributes of design with human needs in their complex social settings. By relocating the hitherto object-centred focus of design to that of the "social", SDes proposes to create equitable, just and sustainable communities through new products, services, systems, interfaces and imaginations.

It also attempts to re-visualise design education and practice in order to creatively meet the multiple challenges offered by a rapidly changing, deeply interconnected local and global landscape.

We see this as an opportunity to question existing specialisations, examine current curricular structures and pedagogies around the world and contemplate the larger role and potential of design in contemporary India.

PROGRAMMES

The School is visualised as both a practice and research based school for the pursuit of design education from the undergraduate to the postgraduate and doctoral levels. It will begin by offering Masters programmes in Social Design, Service Design, Design History, Theory and Criticism.

The first programme, MA in Social Design, was launched in July 2013.

MA in Social Design: Programme Structure

Total: 100 Credits

	Design Cultures	Form & Aesthetics	Society	Technology & processes	Research Design & Methods	Electives Workshop Seminar	Enterprise & Management	Projects
Semester 1	History of Design: Local & Global [2Credits]	Aesthetics of form & Experience: 1 [6 Credits]	Gender, Culture & Society [2 Credits]		Research Design & Methods: 1 [2 Credits]	Rural Studies [2 credits]		Social Studio: 1 Design & Social [6 Credits]
Winter Break								
Semester 2	Emerging Theories of Design [4Credits]	Aesthetics of form & Experience: 2 [4 Credits]	Technology & Society [2 Credits]		Research Design & Methods: 2 [2 Credits]	Workshop / Seminar [2 Credits]		Social Studio: 2 Community Situated Design [6 Credits]
Summer Break	Internships (4 weeks) 4 Credits							
Semester 3		Aesthetics of form & Experience: 3 [4 Credits]		Materials & Processes [2 Credits]		Workshop / Seminar [4 Credits]	Project Management [4 Credits]	Social Studio: 3 Design Processes in Service Design [8 Credits]
Winter Break								
Semester 4			Ecology, environment & Development [2 Credits]		Independent Study [2 Credits]	Workshop / Seminar [2 Credits]	Social Entrepreneurship New Economies [4 Credits]	Social Studio: 4 Systems Design [10 Credits]
Summer Break								
Semester 5	Design Ethics & Practice [2 Credits]							Social Studio: 5 Thesis Project Dissertation and Seminar [12 Credits]

Revised Programme structure based on proposed changes in current structure subject to due approval process

MA IN SOCIAL DESIGN

Design education has so far tended to emphasise the creation or transformation of particular objects with a focus on functional, artisanal or aesthetic ends. Social design builds on this approach by bringing human needs to centre-stage. A social design education is thus actively people-centred, humanistic and empathetic with co-creation and participatory approaches as the leitmotifs of the design process it espouses.

The Programme in Social Design is a 2½-year, full time practice-based programme with a predominant social focus. It amalgamates methods, tools and approaches of design disciplines with those of the social sciences to creatively address complex issues of inclusion, access, equity and opportunities through participatory and co-creation processes. The emphasis of the Programme is on preparing students with the entrepreneurial competencies and leadership essential to addressing socially complex issues embedded within communities, agencies, organisations and states.

PROGRAMME STRUCTURE

The Programme comprises **100 credits** over five semesters of 16 weeks each of academic work including taught courses, studio projects, community presentations, research and self study culminating in a dissertation and thesis project on a real life brief. Internships and field studies form an integral part of learning through engagement with communities, organisations and NGOs in both rural and urban settings.

CAREER OPTIONS

Graduates can find challenging and gratifying engagement with development agencies, NGOs, CSR initiatives of corporate organisations, government agencies, SHGs, community networks, social networks, academic and research organisations.

AMBEDKAR UNIVERSITY DELHI (AUD)
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FEATURES OF THE SCHOOL

To complement and strengthen its educational programmes, the SDes has initiated the following multidisciplinary Centres:

Futures Lab

Futures Lab will undertake real life and self-initiated projects to demonstrate the application of design in complex public - systems. Projects at the Lab would explore these systems to visualise emerging and preferred scenarios reflecting values of equity, access, participation, inclusion and opportunity.

Centre for Skills, Crafts and Vernacular Material Expression

Human systems and services are served by varied skills that emanate from the margins of the unorganised or underprivileged sector. They shape our selves, material culture, habitats and ecology; yet, they are not at the centre of our economic universe but at the periphery. The Centre for Skills, Crafts and Vernacular Material Expression seeks to study and understand this reality of contemporary India.

Design Museum

The School also plans to set up a Museum of Design in the near future. This will be the first of its kind in India and will become a major centre for research, study and reference for the understanding and articulation of design from a historical perspective to shape its emerging future in both local and global contexts.

DURATION 2½ years (5 semesters) Full Time

NUMBER OF CREDITS 100

Tuition Fees

@ Rs. 1,250 per credit x 100 credits	Rs. 1,25,000
Extramural Interface Cost	Rs. 1,00,000
Deposit (refundable)	Rs. 5,000
Student Welfare Fund	Rs. 2,500
Total for entire programme	Rs. 2,32,000*

*Subject to approval

Partial/ full fee waivers and scholarships available.

MEDIUM OF INSTRUCTION English

ADMISSIONS 2014

SEATS

22 (including reservations in accordance with the Government of NCT of Delhi norms).

HOSTEL

AUD has about 40 seats for women in its Hostel in Kashmere Gate and about 20 seats for men in Dwarka.

ELIGIBILITY (Essential)

Candidates with a Bachelor's degree or equivalent from a recognised University in any subject are eligible to apply for the programme. A 4-year full time undergraduate Diploma in design from reputed centres and institutes of design from India or abroad will also be considered.

ONLINE APPLICATION

1 May – 16 June 2014

ENTRANCE TEST*

4 July 2014

ON CAMPUS APPLICATION

26 May – 16 June 2014

INTERVIEWS

8 – 9 July 2014

*Consult AUD website for entrance specific information.

Application Fees: Rs.400
(Rs.200 for SC/ST/PD)



For more information: www.aud.ac.in

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MA SOCIAL DESIGN

2014-2016

School of
Design

SDes



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