



School of  
Design



**Ambedkar**  
**University**  
**Delhi**

AUD Campus  
Kashmere Gate  
Lothian Road  
Delhi - 110006

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# School of Design

The School of Design (SDes) at AUD is unique in its conception – the School draws from its distinct position within a Humanities and Social Sciences University to amalgamate core attributes of design with socially complex issues, needs and sectors. By relocating the object-centred design focus to that of the “social”, SDes proposes to create better informed, sensitised, empowered and robust communities through new products, services, systems, interfaces and scenarios. This setting offers an opportunity 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. Simultaneously, SDes seeks to further, through design, AUD's mandate of creating an equitable, just and sustainable society through social action.

SDes seeks to question existing specializations within design education and practice, examine current curricular structures and pedagogies around the world and contemplate larger role and potential of design in Indian context. With a particular focus on the NCR of Delhi, SDes will prepare design students to engage in challenges of visualising new services, systems, interfaces, products and enterprises.

SDes is visualised as both a practice and research-based school for the pursuit of design education from undergraduate (UG) to masters (PG & MPhil) and doctoral (PhD) levels. It will begin by offering PG programmes in Social Design, Service Design, Design Criticism, Design Theory, Design History other and related areas, followed by UG programmes and eventually MPhil/PhD programmes.

**The School of Design is offering its first program, MA in Social Design from July/ August 2013.**



To strengthen its programmes, projects and research activities, the School of Design has initiated two separate initiatives: a Projects Studio in form of **Futures Lab** and a **Centre for Skills, Crafts & Vernacular Material Expressions**. Both the initiatives will serve as a platform for experience, learning and participation for the students of the School of Design. They will receive opportunities to engage in ongoing multi disciplinary projects during their programme tenure.

SDes also plans to set up a **Museum of Design** in near future. The first of its kind in the country, the Museum shall catalyse research and dissemination of Design, detailing, and showcasing its history and emerging futures in both Indian and global context.

The **FUTURES LAB** uses a design centered approach to address institution-wide, community and societal concerns of mutual interest, reflecting the values of equity, access, participation, inclusion and opportunity. It will act as a convergence hub for the University, provoking thought leadership and guiding policy action by drawing upon collaborative research and advocacy across AUD Schools.

The **CENTRE FOR SKILLS, CRAFTS & VERNACULAR MATERIAL EXPRESSIONS** will address the value of skills in Indian communities, societies and economies. Skilled Communities have been integral to our social system, shaping our bodies, our food and material cultures, giving us our identity and creating an autonomous, local, and often sustainable system of production of habitats, objects, in fact whole ecologies. The construct and working of urban systems, services and functions are frequently served by varied skill-sets that emanate from the margins of the unorganised or underprivileged sector. Often the roots of these skill-sets emerge out of the cultural genetics imbibed among migrants and settlers from traditional repositories and rural milieus. Despite performing such tasks over thousands of years, it has not placed the *hunarvaan* (endowed with skills) at the centre of our economic universe, rather at the periphery. The Centre of Skills would seek to study, understand and explore ways to re-address this premise.



# MA Social Design

The MA programme in Social Design is an intensive, practice and application-oriented programme with a predominant social focus. It amalgamates unique methods, tools and approaches of design disciplines with that of social sciences to creatively address complex issues of inclusion, access, equity and opportunities through participatory and co-creation methods. The emphasis of the programme is on preparing students with entrepreneurial competencies and leadership skills essential to realising socially complex issues (equity, access, participation, inclusion and opportunity) that may be embedded within communities, agencies, organisations and states.

## UNIQUE FEATURES OF THE PROGRAMME

The MA in Social Design has the unique emphasis of viewing design as a process which has social and cultural impact. With this approach at the core, the programme is structured to give the opportunity to reflect on a wide range of issues which intersect with the process of design, and which, in turn, are shaped by design interventions. Simultaneously, the programme creates space for practice; to offer setting in which the social and cultural aspects of design are explored and the agency of the designer is articulated. The programme is thus visualised to create reflexive practitioners of design.



## PROGRAMME DELIVERY & TEACHING METHODOLOGY

The programme structure blends design thinking, methods, tools, research, skills, knowledge, materials, approaches and sensibilities of aesthetics that bring together the discipline of design and tools and social science methods. While the fundamental focus is on the 'social' context, the discipline of design and its core constituents are equally addressed.

With at least ten major and minor projects spread over the programme tenure, there is a continuous consolidation of learning through applied experience. Projects are planned to address real-world issues while offering support for experimentation and co-production. Internships and study in rural context, informal economies, mapping traditional knowledge, critical development & sustainability studies and interaction technology & social impact are some of the components rooted in real-life experience.

Teaching is done through a combination of 'Social Studios', community engagement, class lectures, workshops, seminars and field study/projects. The programme puts emphasis on analytical skills, oral and written communication and real-life projects.

Being a Master's level programme research and independent study are also prioritised. A strong component of research methodology comprises courses in basic social and design research skills. The programme offers

freedom for each student to pursue a distinct area of study based on individual concern within broad programme themes. The final dissertation and thesis project over the final semester is a culmination of the entire programme and is expected to be a real-life project with organisations, agencies or communities.

Equally, the programme provides formal and informal opportunities to interact and mingle with students, scholars and faculty from various social sciences & humanities discipline to enrich the overall experience and world-view of the students.

## PROGRAMME STRUCTURE

- MA Social Design is a two and a half year full time Programme with five semesters
- Each semester would ordinarily comprise of 16 weeks of academic work including taught courses, studio & community presentations, research, independent study, assessments and studio projects.
- A total of 110 credits are covered over the five semesters.
- Each credit in a course is equated to one hour of teaching or two hours of group work / workshops / field work per week.

## SEMESTER WISE COURSE LINE-UP WITH CREDIT DISTRIBUTION

	DESIGN CULTURES	AESTHETIC VOCABULARIES	SOCIETY	TECHNOLOGY & PROCESSES
SEMESTER I	History of Design- Local and Global	Aesthetics of Form and Experience- I	Technology and Society	
				Materials and Skills
	3 Credits: FN	3 Credits: FN	2 Credits: FN	3 Credits: FN/WS

### WINTER BREAK Rural Studies- 2 Credits: I (1 week)

SEMESTER II	Emerging Theories of Design	Aesthetics of Form and Experience- II		Materials and Processes
	3 Credits: C	3 Credits: C		3 Credits: SE/WS

### SUMMER BREAK Study of Traditional Knowledge Ecologies- 4 Credits: I (4 weeks)

SEMESTER III		Aesthetics of Form and Experience- III	Information Technologies and Social Networks	
		4 Credits: C	2 Credits: C	

### WINTER BREAK

SEMESTER IV	Design Futures		Ecology, Environment and Development- Critical Technology and Sustainability	
	4 Credits: C		4 Credits: C/E	

### SUMMER BREAK Design Thesis Research- 3 Credits: I

SEMESTER V			Design Practice and Ethics	
			2 Credits: C	

C Core; C/E Core for SDes, Elective for other Schools; D Dissertation; E Elective;

DESIGN RESEARCH	INTER-DISCIPLINARY	ENTERPRISE & MANAGEMENT	PROJECTS
Design Research Methods I			<b>Social Studio I</b> Socially Situated Design
4 Credits: <b>FN</b>			6 Credits: <b>SS</b>

Design Research Methods II	Gender and Culture: Socio-Economic and Cultural History of India		<b>Social Studio II</b> Culturally Situated Design
3 Credits: <b>C</b>	2 Credits: <b>C/E</b>		6 Credits: <b>SS</b>

	Modelling and Data Visualisation	Project Management	<b>Social Studio III</b> Participatory Design Processes in Service Design
	3 Credits: <b>E</b>	4 Credits: <b>C</b>	6 Credits: <b>SS</b>

	Understanding Media and Communication	Social Entrepreneurship and New Economies	<b>Social Studio IV</b> Systems Design
	2 Credits: <b>C/E</b>	4 Credits: <b>C</b>	6 Credits: <b>SS</b>

Project Dissertation and Seminar	Independent Study		<b>Social Studio</b> Final Project Thesis
6 Credits: <b>D &amp; SE</b>	4 Credits: <b>E</b>		10 Credits: <b>SS</b>

**FN** Foundation; **I** Internship; **SE** Seminar; **SS** Social Studio; **WS** Workshop

## Internships

Internships form an integral part of learning through engagement with communities, organisations and NGOs in both rural and urban settings. This is in addition to various Social Studio projects that are a culmination of learning in each semester. The internship will be scheduled during the summer and winter breaks, between Semesters I and III & V for duration of 2-4 weeks to bridge the theoretical knowledge in the school and practices in the field. Each student may be attached to an organisation or communities with specific briefs. Internships will be evaluated on the basis of internship reports, displays and presentations and can involve specific communities, organisations or agencies being studied along with subject experts.

## Dissertation and Thesis Project

The programme culminates with a semester-long, research and application based, final project rooted in real-life issues. The students can initiate their preparatory work for the final dissertation and thesis project in the 4th semester depending on their area of interest and demonstrated clarity in the direction and focus of the project. Ideally this project will be carried out in conjunction with an organisation or client entity based on a brief evolved jointly with them and the faculty mentors. Depending on the nature of project, students can have additional external mentors based on their areas of research. The project is the final benchmark of demonstrating the student's all-round competencies in and application of learning through the programme and hence forms core basis for award of the MA Degree in Social Design.

## Program Intensity and Engagement

The program is envisaged to be intensive and will require substantive on-the-field engagement with various community groups, rural and urban settings, NGOs, organisations and agencies apart from self study and research. Extensive work hours and high degree of involvement throughout the program is expected from all students.

## Assessment, Performance Evaluation and Attendance

Students will be evaluated and graded on the basis of a variety of assessment situations including Social Studio projects & critiques, personal journals, independent study & research, peer participation and discussions, seminars, presentations, written tests / examinations, take-home assignments, field-based projects, dissertation and final thesis project.

The mode of assessment and its patterns may differ from course to course and will be determined by individual faculty based on the nature of subjects.

The purpose of assessment and evaluation at SDes is to facilitate and promote learning with understanding through hands-on application and engagement.

Students are expected to be regular in attending classes, workshops and other field and community projects and assignments as assessments will be continuously held throughout the semester.

**85% attendance is mandatory in each semester.**



## WHO SHOULD APPLY?

Located within Humanities, Arts and Social Sciences University with the spirit of fostering inter-disciplinarity, the programme is open to motivated students from the Humanities, Social Sciences, Science & Arts background who have demonstrated interest in and inclination to design; in addition to students from design background.

Individuals with work experience are also encouraged to apply for the programme.

## ELIGIBILITY

Bachelor's degree from a statutory university in fields of Humanities, Social Sciences, Sciences, Fine Arts, Applied Arts, Architecture or Design.

A 4 year (full time) graduate diploma in Design from reputed centres/institutes of design from India or abroad will also be considered.

Candidates must have minimum of 45% marks or CGPA of 5.0/10.0 or 'B-' grade in their final Degree/ Diploma to qualify for application.

A relaxation of 5% marks or 0.5 CGPA will be made for candidates belonging to SC, ST and Physically Disabled categories. Alternatively, the qualifying grade for these categories shall be 'C+'.

## NUMBER OF SEATS & RESERVATION

**A total of 20 Seats are available for MA Social Design** (including general as well as reserved seats in accordance with the guidelines based on the norms applicable to educational institutions in the NCT of Delhi, subject to change as per Government notifications).

In addition, 2 supernumerary seats have been kept, subject to fulfilment of the eligibility criterion.

CATEGORY	SEATS	CATEGORY	SEATS	CATEGORY	SEATS
<b>Delhi/NCT (85%), including:</b>	<b>Total 17</b>	<b>Outside Delhi/NCT (15%), including:</b>	<b>Total 3</b>	<b>Supernumerary, including:</b>	<b>Total 2</b>
SC (15%)	3	SC (15%)	1	Physically Disabled	1
ST (7.5%)	1	ST (7.5%)	1	Single Girl Child	
OBC (27%)	5	OBC (nil)	0	Children of War Widow	1
General	8	General	1	Foreign Students	

**For further information on system of reservation, please refer to the main university prospectus booklet or university website [www.aud.ac.in](http://www.aud.ac.in)**

## ADMISSION PROCESS

The admission process for the MA in Social Design has three mandatory components; These components and the distribution of percentage weightage for all three components is given below:

1. Intent Proposal	25 %
2. Design Aptitude Test	50%
3. Interview	25%
<b>Total</b>	<b>100%</b>

### 1. Intent Proposal

All applicants are expected to write an Intent Proposal in English or Hindi, between 200 and 250 words in length, outlining their specific areas of social concern, identification of issues affecting the concern, their idea of design and how it may be the suitable discipline or expertise to address the concerns. The Intent Proposal should also state: The kind of future engagement they see themselves with some reflection of the nature of challenges, their role and expectations from work; How will they bridge current competencies with practiced application of Social Design? What will they do with opportunities and expertise from Social Design Programme?

The applicants are required to submit the Intent proposal prepared by them prior to appearing for the Design Aptitude Test. This proposal must be submitted latest by 1st July 2013 by email to: [sdesadmissions@aud.ac.in](mailto:sdesadmissions@aud.ac.in)

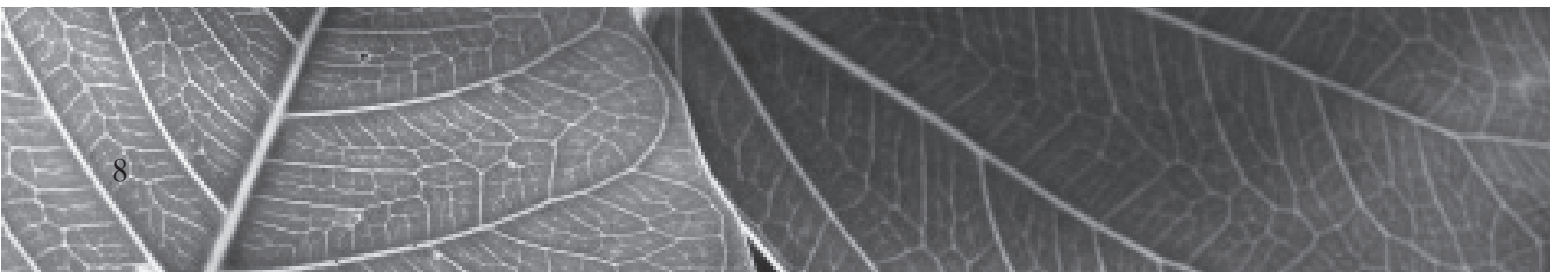
### 2. Design Aptitude Test

Design aptitude test will consist of tests of creative thinking, analytical ability, orientation to drawing & materials skills, reflective response to complex real life social situation and innovative imagination.

### 3. Interview

The Interview will examine prior work/thesis; assess the applicant's general capabilities & contextual awareness, design sensibilities, personal traits, aspirations, enthusiasm, passion, long-term career interests and ability to articulate/ interact on the programme related issues and overall suitability to the programme applied for.

To be eligible for admission to the MA Social Design Programme, the cumulative scores of all the three components of the admissions process will have to be minimum 55% for general category; for SC/ST and PD categories the qualifying score will be 50%.



## FEES STRUCTURE FOR MA SOCIAL DESIGN

Particulars	(in INR)
Tuition Fee @ 1000/- per Credit X 110 Credits*	1,10,000
Partial Course Transaction Cost	1,00,000
Deposit (Refundable)	5,000
Students Welfare Fund @ 500/- per semester	2,500
<b>Total</b> (for programme duration of 5 Semesters**)	<b>2,17,500</b>

- \* *Over and above the tuition fees, students will be required to bear the expenses for materials, stationary, field visits, projects, presentations and any other related expenses. These are likely to be approximately 25,000/- per semester on an average, but may vary based on the nature of work/projects etc.*
- \*\* *Please refer to the University Bulletin for information on Fee waivers and Scholarships.*

Students are advised to have their own digital camera and a laptop.



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All the photographs used in this bulletin are from AUD archives and have been taken on the AUD campus.

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## MA Social Design

Contact:

[sdesadmissions@aud.ac.in](mailto:sdesadmissions@aud.ac.in)

[www.aud.ac.in](http://www.aud.ac.in)

School of Undergraduate Studies

School of Development Studies

School of Human Ecology

School of Human Studies

School of Business, Public Policy and Social  
Entrepreneurship

School of Education Studies

School of Liberal Studies

School of Culture and Creative Expressions

School of Design

