IMPORTANT INFORMATION FOR APPLICANTS APPLYING
for
MDes in Social Design

The School of Design (SDes) at AUD is unique in its conception. It draws from its distinct position within Ambedkar University Delhi (AUD), a university wholly focussed on the humanities and social sciences, to amalgamate traditional attributes of design—that is, function and aesthetics—with human needs in their complex social settings. The School of Design proposes to create equitable, just and sustainable communities through new products, services, systems, interfaces and imaginations.

The School of Design 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 within design education and practice, examine current curricular structures and pedagogies around the world and contemplate the larger role and potential of design in contemporary India.

The School of Design is visualised as both a practice and research-based school for the pursuit of design education from the undergraduate level to the postgraduate and doctoral levels. The School of Design commenced its first programme, Masters in Social Design, in July 2013. The School is associated with Glasgow School of Art and the Royal College of Art as part of faculty exchange initiatives and continues to explore future tie-ups with other institutions such as University of Brighton.

The Futures Lab at the School of Design has been initiated to undertake real life and self-initiated projects to demonstrate the efficacy and value of design in areas of larger relevance. The lab is currently engaged with two ongoing projects Last Mile Connectivity and Urban Farming, as part of Design Innovation Centre which is funded by MHRD. The Futures Lab acts as a convergence hub for the University and provide thought leadership and policy influence based on collaborative research across AUD schools in the form of emerging and preferred scenarios re-enacting the values of equity, access, participation, inclusion and opportunity.

The MDes (Social Design) is a two and a half 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. More specifically, the programme aims to address complex design areas of public services, public systems, governance interfaces, community networks pertaining to health, hygiene, education, gender, mobility, waste management, resource access/ conservation/ distribution (water, electricity etc.), urban and rural commons, internet and digital access, safety, informal economies and such areas. 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 the state.

The Programme comprises of 100 credits over five semesters of 16 weeks each of academic work including taught courses, studio projects and 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: While the programme is oriented to social entrepreneurship, graduates can also opt for challenging and gratifying opportunities with NGOs, CSR initiatives of corporate organisations, government agencies, community and social networks, academic institutions and research organisations. In the past, our students have interned and have been placed at organisations such as Action Aid, Azad Foundation, Centre for Policy Research, Hunnarshala, Hyderabad Urban Labs, Seva Mandir and Quicksand.

Medium of instruction: English

Eligibility:

Bachelor's degree or equivalent from a statutory University is eligible for the program. A 4-year, full time graduate diploma in Design from reputed centers/ institutes of design from India or abroad will also be considered. Individuals with additional work experience are also encouraged to apply for the programme. Candidates must have a minimum of 45% marks or CPA of 5.0/10.0 or B-grade in final qualifying Degree/Diploma. A relaxation of 5% of marks, or 0.5 CPA or C+ grade will be made for candidates belonging to SC, ST and PwD categories.

Selection Procedure:

Candidates should submit (upload) a written Statement of Purpose (SOP) of 300 words along with the application form. The final selection for admission will be based on the quality of the SOP (25%) and performance of the candidate in a written test (50%) and interview (25%) conducted by the School.

Seats: 24

Fees:
Tuition fees: Rs. 29000 per semester (Rs. 1450 per credit)
Extramural Interface Cost: Rs. 20000 per semester
Caution Deposit: Rs 5000 (One-time, Refundable)
Student Welfare Fund: Rs 500 per semester
*Partial/ full fee waivers and scholarships are available

APPLICATION FEE:
Rs. 440 for general candidates
Rs. 180 for SC/ST/PD

FOR FURTHER DETAILS:

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