

IMPORTANT INFORMATION FOR APPLICANTS APPLYING

for

MASTER OF DESIGN (SOCIAL DESIGN)

2019-2021

The School of Design at Ambedkar University Delhi (AUD) 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 first programme, Master of Design (Social Design) commenced in July 2013.

The School is unique as it is placed in a university wholly focussed on the humanities and social sciences. The study and practice of design here is thus focussed on bringing together the traditional attributes of design—the emphasis on form, function and aesthetics—with concerns of equity and ecology to create more accessible, inclusive and sustainable public services and systems through participatory and collaborative design methods.

The School has been associated with Royal College of Art (London) and the Glasgow School of Art, (Glasgow and Forres) through faculty exchange initiatives and continues to explore future tie-ups with other institutions internationally and nationally.

Faculty members at the School of Design have expertise in diverse fields including architecture, textile and accessory design, urban design, visual communication as well as art, architecture and design history. Adjunct faculty members bring in varied expertise in data visualisation, ecology, service design, social entrepreneurship, sustainability, systems thinking and user interface/user experience.

The Futures Lab at the School of Design has been initiated to undertake sponsored and self-initiated projects to demonstrate the efficacy and value of design in emerging areas of social relevance. The lab is currently engaged with two projects on Last Mile Connectivity and Urban Farming as part of a Design Innovation Centre funded by Ministry of Human Resources Development.

The Master of Design (Social Design) is a 2-year, full time, practice-based programme. Students are trained in the methods, tools and approaches of design disciplines with those of the social sciences to creatively address complex social issues through participatory and collaborative processes.

The areas of focus are public services and systems (such as health, education, transport, waste, governance interfaces), community networks and livelihoods (pertaining to crafts, informal economies, built and intangible heritage, urban and rural commons), digital technologies (social media, user interfaces and experiences, privacy). Students are also introduced to entrepreneurial competencies and leadership to support them to establish their own enterprises while also providing internship opportunities in established organisations.

The Programme comprises 80 credits over four semesters. The academic work includes taught courses, studio projects, research and self-study culminating in a final project on a real-life design brief. Internships and field studies form an integral part of learning through engagement with communities and organisations in both rural and urban settings. So far, students have interned with organisations such as Centre for Internet and Society, Action Aid, Hyderabad Urban Lab, Thoughtshop, Public Health Foundation of India, Hunnarshala, Quicksand, Centre for Knowledge Societies, Azad Foundation and Seva Mandir.

Career Options for graduates include challenging and gratifying opportunities with NGOs, CSR initiatives of corporate organisations, government agencies, community and social networks, academic institutions and research organisations. The programme also supports students towards social entrepreneurship so that experimental and futuristic ideas can be incubated and realised. Graduates are now working at organisations such as Centre for Policy Research, National Institute of Design, Centre for Internet and Society, UNDP, 1 Mg, Bihar innovation Lab, HITLAB Healthcare Innovation Lab, Fortune Cookie UX Design, Karo Sambhav, Observer Foundation, in areas as diverse as healthcare, sanitation, wildlife conservation, design education, digital privacy, user experience and e-waste management services.

Medium of instruction in the programme is English.

Eligibility for the course is broad and the minimum qualification is a Bachelor degree or equivalent in any subject from a statutory university or a 4-year, full time graduate diploma in design from reputed institutes of design from India or abroad. Individuals with additional qualifications and work experience are also encouraged to apply. Candidates must have minimum of 45% marks or CPA of 5.0/10.0 or B-grade in their 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 Persons with Disability categories.

Selection Procedure includes a written Statement of Purpose (SOP) of 500 words along with the online application form (25%), a written test (50%) and an interview (25%).

SEATS: 24

FEES

Tuition fees: Rs. 33,600 per semester (Rs. 1680 per credit)

Programme Support and Extramural Interface Cost: Rs. 20,000 per semester

Caution Deposit: Rs 5000 (One-time, Refundable)

Student Welfare Fund: Rs 500 per semester

* Partial/Full tuition fee waiver and scholarships are available. Full fee waiver of tuition fee will be extended to students belonging to SC/ST/PwD categories.

APPLICATION FEE

Rs. 510 for general candidates

Rs. 200 for SC/ST/PwD

FOR FURTHER DETAILS

Website: www.aud.ac.in/academic/schools/sd

Facebook: www.facebook.com/School-of-Design-Ambedkar-University

Email: deansd@aud.ac.in, sdesadmissions@aud.ac.in

Phone: Student Services: +91-11-23863740 School of Design: 23863746