

Executive Summary – Department Review IDC

IDC conducted reviews of four out of the five programmes it offers as a part of M.Des programme on February 13, 2014 and February 14, 2014. Senate appointed experts and IDC faculty members attended the review meetings. The purpose of the review was threefold.

1. To retrospect and assess whether the programmes need modification in terms of curriculum, structure or orientation, keeping in mind the trends in the design discipline.
2. To analyze whether the programmes that are offered align with the design needs of the industry and the society at large. More importantly, whether the students are able to find their niche in the design field across various sectors of their choices, and in various roles (entrepreneurs, consultants, artists, and teachers).
3. To analyze and understand the challenges faced by the faculty members- both in the pedagogic realm, and in terms of furthering their own research and project interests.

Each M.Des programme was reviewed separately. Two of the M.Des programmes (Visual Communication and Industrial Design) have been running for more than 4 decades, while the other two (Animation and Interaction) are less than a decade old.

Review of M.Des Industrial Design Programme took place on February 13, 2014. Reviewers were Mr.Raghu Kolli, Vice President, IMRB Innovation Labs, IMRB International, Bangalore, Mr.Dinesh Korjan, Studio Korjan, Ahmedabad and Dr. Ashok Khosla, Chairman, Development Alternatives, New Delhi.

The presentation made to the reviewers highlighted the structure of the Industrial Design programme, and provided details about the contents of the courses that students take over the period of 3 semesters. (Core courses and electives that students opting for Industrial Design programme are encouraged to take). Reviewers were generally satisfied with the programme but saw scope for inclusion of newer courses in the discipline. Accordingly a few new courses would be introduced in the next semester after senate's approval.

Reviewers were happy with the infrastructure and the studio facilities made available to students, but hoped that the students' projects themselves could be more collaborative in nature.

Review of M.Des Visual Communication Programme took place on February 13, 2014. Reviewers were Mr. Suresh Chabria, FTII, Pune, Mr. Raghu Kolli, Vice President, IMRB Innovation Labs, IMRB International, Bangalore and Mr.Dinesh Korjan, Studio Korjan, Ahmedabad.

In the presentation the faculty members shared with the committee their collective desire to reformulate the vision of the programme, given the fact that the prospect of Visual Communication has changed over the years owing to an upsurge in technological

advancement. They also discussed the scope of the visual communication programme given the diverse range of medium it incorporates and various range of skills it needs to impart. Reviewers also reinforced the idea of formulating the vision. They suggested that since the options open to students are wide in this discipline, students could have a faculty mentor assigned to them early on in the programme- so that students could tie up with the mentors (faculty members) who are experts in their area (typography, infographics, web design, film/video).

Review of M.Des Interaction Design Programme took place on February 14, 2014 and was reviewed by Mr. ShashankDeshpande, Founder and President Clarice Technologies
Mr. Dinesh Korjan, Studio Korjan, Ahmedabad

The presentation showcased students' projects across the years, provided a glimpse into the course structure and contents of the current Interaction Design Programme, and described the proposed changes to the current structure of the programme.

The members from the review committee found the Interaction Design programme to be well structured and focused relevantly on Indian Interaction needs. Reviewers indicated that IxD students need extensive knowledge of broader design processes which seemed to be lacking in the current programme contents. They also suggested wider exposure to students in terms of theoretical areas of human factors. Accordingly new courses would be added to the curriculum in the next semester.

Review of M.Des Animation Design Programme took place on February 14, 2014. Reviewers were Mr. Suresh Chabria, FTII, Mr. Dinesh Korjan, Studio Korjan, Ahmedabad

The Animation Design programme, established in IDC in 2006, strives to create individuals with expertise in the field of animation who will not only emerge as leaders but also influence the future of Animation in India - having drawn from its rich culture, heritage and diverse iconography to etch a distinct identity of Indian Animation. The presentation provided a glimpse into the range of projects students have undertaken (both as a part of their core courses and final year thesis projects) by presenting a show reel. The faculty members also gave an overview of the scope of the programme, and the structure and contents of each course offered in the programme.

Reviewers commended the Animation programme at IDC and thought it was excellently executed. They suggested that students could work collaboratively to produce screen ready animation. They also hinted infrastructural up gradation in terms of studio facility and state of the art equipment.