

# Professional Practice in Experience Design (M.A.)

“It’s not enough that we build products that function, that are understandable and usable, we also need to build products that bring joy and excitement, pleasure and fun, and yes, beauty to people’s lives”

-Don Norman

## Vision

At Srishti we believe that academic learning cannot happen in isolation, from the societal and industrial needs and demands. We believe that there has to be a constant dialogue between academics and industry to help shape the next generation of creative design leaders impacting industry and society.

There is a gap between academia and industry. While academic learning tends to focus on an ideal and conceptual design, industry needs exceptional application of creative, technological and production skills in real-world settings. Our TWO-year MA is culmination of the synergy between academic principles and industry needs.

This course has the following industry partners.

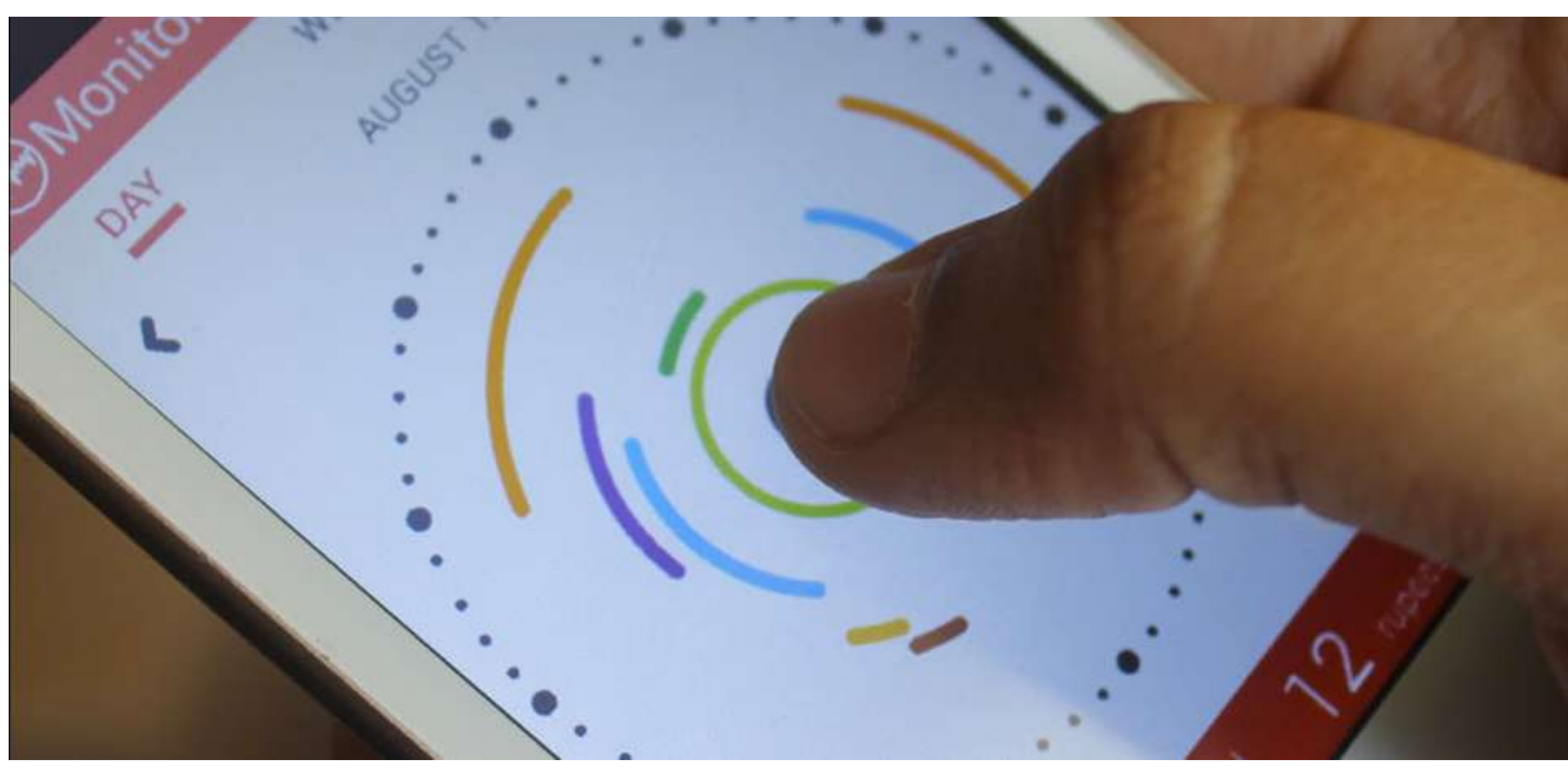


## Modes of Learning offered by the course

2 YEAR – POSTGRADUATE PROGRAM [M.A.] PROFESSIONAL PRACTICE IN EXPERIENCE DESIGN (PPEX)

COURSE	MODE	ODD SEMESTER															INTERLUDE		EVEN SEMESTER															
		WEEKS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	WEEKS	1	2	WEEKS	1	2	3	4	5	6	7	8	9	10	11	12	13
PPEX	MB	[Green bar]																																
	M9	[Red bar]																																
	M10	[Purple bar]																																

ONSITE STUDIOS & TUTORIALS    FIELD PRACTICE BASED RESEARCH



## Course Structure

The curriculum comprises of different ways of learning as follows:

**Studios** encourage active, contextual learning where students develop core disciplinary skills and knowledge. Studios facilitate collaborative and creative design solutions to complex, open-ended problems.

**Workshops** provide intense learning experiences in making and doing, across the different disciplines.

**Internship/Work Experience** within an industry or a design studio or lab is compulsory for students at the end of 1st year.

**Self Initiated Project** is an end of the semester exam challenge that allows the student to engage in research / enquiry or design based projects. Students begin by writing their project proposal and defining the scope of their project and they are mentored by faculty / design professionals.

**Electives** are courses aimed to cultivate critical intellectual and reflective abilities in students and motivate them to probe deeper and approach their design process in a holistic manner. M.A students will take their electives through online course at [interaction-design.org](http://interaction-design.org)

**Capstone Project** is the culmination of the research, capabilities and knowledge gained over the last three semesters. Students are required to submit their design output and a mandated thesis document. Students are mentored during this final project and go through seminars to get feedback from faculty and peer groups.

### Topics covered

- Historical, Current and emerging topics, theories frameworks of Human-Computer Interaction
- Design Research
- Interaction Design for Screens
- Visual Design for Interaction
- Future of Human Centered Design
- Experience & Service Design
- Cross Cultural Design
- Thinking Through Technological Things
- Future of Interaction Design: Designing for IoT & Wearables

## Learning Approach

Learning is driven by an inter-disciplinary engagement with theories, methodologies and advanced skills of Design Thinking. Learning will primarily happen from “doing” and “experiencing”. When students are able to apply theories and frameworks to what they design they not only value the research and constructs created by others, but also question and reformulate existing norms. Learning will be through solving real life problems through the application of theories, frameworks and methods of Human-Centered Design. Skills and tools will be picked up along the way, however “application” of design principles in the context of real-world design problems will be the primary mode of learning.

Discussion-based learning, learning by teaching, and project-based learning are some of pedagogical tools employed to create insights into real-life situations and industry needs. The learning approach will encompass hands-on design thinking, design research, deep understanding of human-centered design approach, and creative thinking, in combination with critical humanist thinking. The program prepares the students to participate and function in the areas of innovative digital product & service design by training and exposing them to various skills such as but not limited to Design Thinking & Processes, Collaborative projects, Leadership Skills, Social Concerns, and Technical & Written Communication



## Capability Sets

Upon successful completion of the course, graduates will have the capabilities to:

- Understand the essence of centering the human in a design process and apply the principles of human centered design to formulate value-driven digital solutions
- Understand and develop an individual stance on historical, current and emerging trends about the relationship between human experience and digital technology
- Observe and systematically evaluate everyday human activities and develop empathetic & nuanced understanding of human experience
- Engage with multiple forms of data from sourced from multiple stake-holders through participatory methods and synthesize into novel insights that will inform design
- Develop divergent and convergent design thinking abilities to convert the empathetic insights from research into purposeful & value-laden ideas of digital interactions & experiences
- Apply principles of user experience & interaction design to craft usable, desirable & appropriate digital artifacts
- Work with multiple media and materials rapidly to make technological artifacts available for iterative evaluation.
- Communicate compellingly the design process to invite critique & develop a community of stakeholders for the work.

## Opportunities

Graduates of the Professional Practice in Experience Design at Srishti will be able to contribute in the areas of strategic user experience design, interaction and user-interface design at their workplace.

## Enquiries

For further information, kindly email Dr. Girish Prabhu at [girish@srishti.ac.in](mailto:girish@srishti.ac.in)

## Disciplinary Intersections

The course is informed by the following learning disciplines:

- Interaction Design
- Visual Communication Design
- Anthropology, Sociology, Cognitive Psychology
- Cultural Studies
- Industrial Design - namely Product Design, Furniture Design & Services and Systems
- Sustainability
- Information Technology

## Research and Collaboration

The students under this course will have the opportunity to work with the following centers and labs at Srishti.

- Srishti Labs (Slabs)
- IMPACT EDGE
- Design+Environment+Law Laboratory (DEL Laboratory)
- Center for Education, Research, Training, and Development (CERTAD)
- Center for Experimental Media Arts (CEMA)