Dhirubhai Ambani University

Formerly known as
Dhirubhai Ambani Institute of
Information and Communication Technology

MDes.
Communication Design

Academics

Service to Society

DAU

Research & Innovation

Admissions 2025

DAU
at a **Glance**

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DA-IICT was founded in 2000 as a unique university devoted to the cutting-edge interdisciplinary area of Information and Communication Technology (ICT). ICT was emerging as the technology of the future bringing in the fourth Industrial Revolution. Well known and highly qualified faculty members joined DA-IICT and developed a curriculum and research program steeped in all aspects of ICT, societal, scientific, and technical. This spirit has been nurtured for the last 24 years and DA-IICT wants to continue its excellence in interdisciplinary teaching and research well into the future.

The Act No. 6 of 2003 of the Gujarat Legislature provided for the establishment of the DA-IICT and conferred on it the status of a University. On 30 November 2004, the DA-IICT was included in the list of Universities maintained by the University Grants Commission under Section 2(f) of the UGC Act, 1956. DA-IICT is a member of the Association of Indian Universities (AIU) as approved by the AIU at its 84th Annual Meeting held during 12-14 November 2009. The National Assessment and Accreditation Council, Government of India has accredited DA-IICT with an A+ Grade in 2023.

The Legislative Assembly of Gujarat passed the DA-IICT Amendment Act Bill on 28th February 2024 and the DA-IICT Act (Amendment) 2024, which paved the way for the formation of the Dhirubhai Ambani University, and came into force by the announcement in the Gujarat Government Gazette dated 13th May 2024. Consequent upon the said amendments, the institute transforms itself into a multi-disciplinary university of new and emerging technologies and will establish institutions in other disciplines such as law, management etc.

Vision and Mission
The vision of the institute is to become a globally recognized institution that offers innovative programs, outstanding faculty, an atmosphere of innovation, a responsive administration, a vibrant campus and a collaborative learning environment that continuously adapts to the changing landscape of research and innovation and the future of work. Toward this, we plan to design and deliver academic programs in both disciplinary and multidisciplinary domains to prepare students for a rapidly evolving work environment.

Govt. of Gujarat conferred the status of **Centre of Excellence** in January 2022

NAAC (Accreditation): A+ Grade (Year- 2023)

Gujarat State Institutional Rating Framework (GSIRF) awarded **Five-Star Rating in the last three years**

Selected as one of the **Nodal Institutes to mentor Innovators** by the Industries Commissionerate, Govt. of Gujarat

Alumni who have excelled as **entrepreneurs** (founded and co-founded over 100 companies), **technocrats** (CTO, CEO), **bureaucrats** (IAS, IRS, IPS, IES), **academicians** (NUS, University of Chicago, University of Toronto, IIT Madras)

Annual Student Scholarships: INR 4-5 Crores

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Academics and Research at DAU

Interdisciplinary and Multidisciplinary Research Oriented Academic Programs

Program Level	Program Name	Duration	Unique Features
Doctoral	PhD	4-6 Years	- Entry through national level entrance text & interview
PG	MTech (ICT)	2 Years	- Thesis and Project mode
	MSc (IT)	2 Years	- Industry oriented IT program
	MSc (Data Science)	2 Years	- Hand-on program
	MSc (Agriculture Analytics)	2 Years	- In collaboration with IIRS & AAU
	MDes (Communication Design)	2 Years	- Fusion of Technology, HSS and Design
	MDes (IUxD)	2 Years	- Fusion of HCI and Design
UG	BTech (ICT)	4 Years	- 1st institute in India to offer **unique program** in ICT in 2001
	BTech (Hons in ICT; minor in Computational Science)	4 Years	- 1st institute in India to offer UG program in Computational Science
	BTech (Mathematics and Computing-MnC)	4 Years	- Intersection of Computer Science & Applied Mathematics to solve complex problems
	BTech (Electronics and VLSI Design-EVD)	4 Years	

Extra Mural Grant **11.73 Crores** for Research & Consultancy

- HPC, AI, Machine Learning
- IoT, Embedded Systems, VLSI, Networks
- Cryptography, Security, Coding Theory
- Communication Systems, RF & Microwave
- Natural, Social, Computational and Data Science
- Computer Science & Software Engg.
- Computer Vision & Image, Speech, Signal Processing

DST, DIT, DAE-BRNS, SAC-ISRO, NIF, GUJCOST, CED-Gujarat, Gov of Gujarat, NBHM, MeitY, ICSSR

Sponsored Research Projects: 31

Consortia Projects (DST, MeitY): 4

Industry/Consultancy Projects: 2

Major MoUs/LoUs:
- Institut Superrieur D'electronique De Paris (ISEP), Catholic University of Paris, France
- Springer Science-Business Media, Singapore
- Oregon University, USA
- University of Evora, Portugal
- Texas A & M University, USA
- University of Milano, Italy
- University of Hildesheim, Germany

Conferences/Workshops/Summer Schools: 25

Publications: 468   *h* - **index:** 48

About MDes (CD)

MDes (Communication Design) is a distinctive 2-year interdisciplinary design specialisation blending **Communication Design** with **Interaction Design**. This prepares students for careers in multi-media design, visual communication design, UI/UX, Interaction design & Immersive design, film/motion graphics, photography, design research, innovation, strategy, and academia. The DAIICT MDes (CD) is a legacy specialisation which emphasizes a holistic design education that addresses cultural diversity and social needs and recognizes the enormous significance of information and communication design in a modern digital economy. The specialisation uniquely integrates Technology, Humanities, and Social Sciences with Design skills and aesthetics.

This distinctive interdisciplinary specialization integrates Visual Design (film, video, animation, graphics) with Interaction & Information Design. Students gain the skills to execute complex multimedia projects, choosing the most efficient design mediums to achieve their desired communication outcomes. DA-IICT's MDes (CD) specialisation prepares students to become strategic design thinkers, moving beyond tool-driven approaches. By focusing on critical and contextual understanding, students learn to identify, articulate, and solve context-specific design challenges with effective multimedia interventions, even amidst the rise of advanced AI-driven facilitation tools.
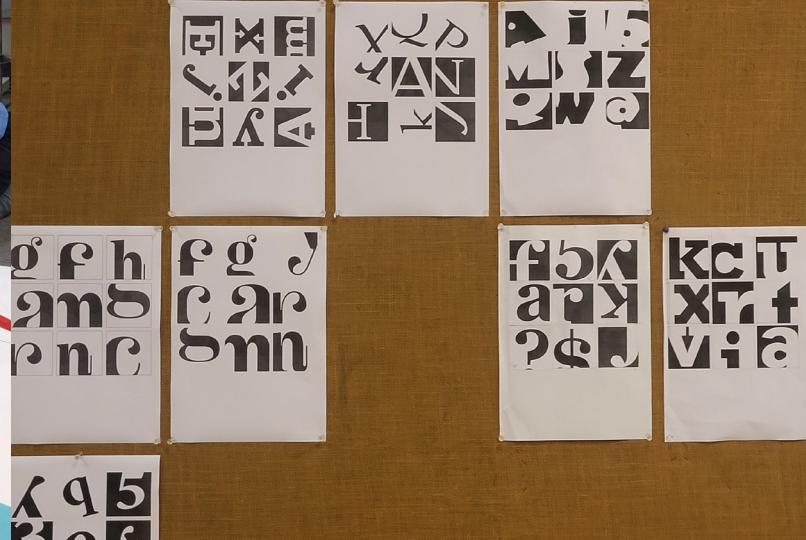
The MDes (CD) specialisation is built upon a **strong foundation of core design principles**. The specialisation's pedagogical structure integrates Basic Design Skills, Culture and Context, Visualization, Interface and Interaction Design, Multimedia Content, Storytelling, and Research-driven problem-solving. This integrated approach allows students to apply their learning to fields such as entertainment, edutainment, branding, UI/UX, digital design, environmental design and social impact design.

The specialisation also offers two Research Methods courses that help students develop their research skills and apply these to the formulation of a Design Project for their final grades. Students are expected to undertake fieldwork assignments and learn the rigors of collecting empirical data, qualitative data, contextual inquiry and usability testing all of which constitute the foundations of human-entered Visual and Interaction Design.

Open Electives are offered every year on Design subjects not part of the Core curriculum. This is to help students explore the larger field of Design. DA-IICT also houses a rich Resource Centre that offers students a wide-range of books, journals and Design archives that supplement the content taught in class. Students are meant to use these resources to deepen their understanding of Design as a profession, as a discipline and as an interdisciplinary practice.

With its limited seats, the MDes (CD) provides students with excellent opportunities of interaction with Faculty and a learning experience that is collaborative, immersive and holistic.

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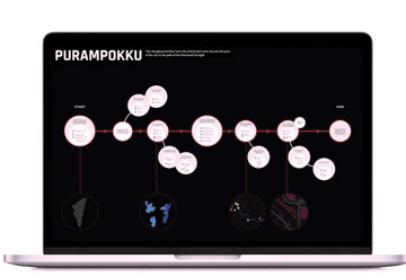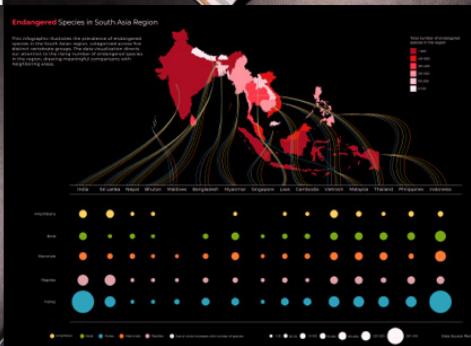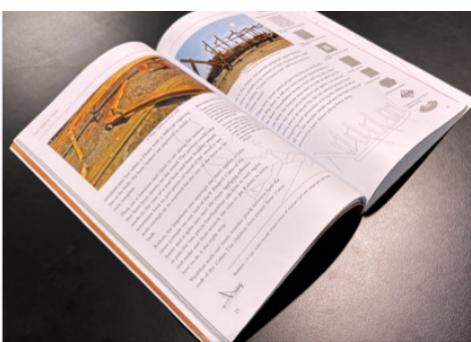
At the end of the 2-year program all graduates of the MDes (CD) specialisation are able to:

• Understand Design processes and methods
• Understand problems in various social and cultural contexts
• Conceptualize and prototype solutions to communication design challenges
• Generate content based on UX/ethnographic research
• Develop necessary Design skills (Hardware/Software/tactile/perceptive/observational) to produce functional prototypes and products
• Learn techniques of visual storytelling
• Cultivate key habits of Design thinking including, ideation, research and prototyping
• Imbibe professional work ethics, attitude and time-management skills

These comprehensive learning outcomes enable MDes (CD) graduates to secure diverse employment opportunities across industry and academia. Placement records demonstrate the success of our graduates in roles such as Visual Designers, UI/UX Designers, Photographers, Filmmakers, Art Directors, Illustrators and Graphic Designers, Game Designers, and Instructional Designers within creative firms and studios nationwide. Notable alumni have established internationally recognized design studios like Aubergine Solutions Pvt. Ltd., Myth Interactives amongst others. Many graduates hold senior design and management positions in prominent multinational corporations such as TCS, Infosys, Jio, Cognizant, Grey, ONGC Foundation, UXReactor, and Greenpeace International, to name a few, while others are pursuing academic careers at educational institutions like Anant University, GLS, and UID.

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MDes (CD) employs a **modular course structure that blends lectures with studio work**, immersing students in real-world problems through fieldwork. Over two years, students develop a comprehensive understanding of Design, Culture, and Communication through instruction in Visual Design (color, composition, typography, graphics, photography, animation/motion graphics, film), Interaction Design (UI/UX, Human-Computer Interaction, Information Systems, Immersive Web and Interface design), and research methods from Sociology, Anthropology, and Cultural Studies (Ethnography, Design History). Students are encouraged to engage with real-life contexts, fostering critical thinking and collaborative problem-solving skills.

Semester I: Foundation (Autumn Semester)

Course Name	Credits (L-T-P-C)
Approaches to Culture and Communication	2-0-4-4
Fundamentals of Design – I	3-0-4-5
History of Design	2-0-2-3
Fundamentals of Design - II	3-0-4-5
Image,Text & Sound	3-0-4-5

Semester II: Extension of Foundation (Winter Semester)

Course Name	Credits (L-T-P-C)
Ethnography and its Applications	3-0-0-3
Information Design	1-0-4-3
Principles of Interaction Design	1-0-4-3
Introduction to Photography	1-0-4-3
Multimodal Storytelling	2-0-2-3
Fundamentals of Filmmaking	2-0-4-4

Semester III: Joining Concepts and Applications (Autumn Semester)

Course Name	Credits (L-T-P-C)
Animation & Motion Graphics	3-0-4-5
Immersive Web Design	3-0-4-5
Open Elective	2-0-2-3
Research Application: Constructing Narratives	2-0-4-4
Research Proposal Seminar: Rationale, Process, Outcome	2-0-4-4

Semester IV (Winter Semester)

Course Name	Credits (L-T-P-C)
Final Thesis Project	6-0-24-18

Total Seats: 25

Eligibility Criteria

A Bachelor's Degree or equivalent from a statutory university in the fields of Design, Humanities, Social Sciences, Fine Arts, Applied Arts, Science, Engineering, Technology, and Performing Arts. Professional degrees or Diplomas from nationally recognized institutions such as NID, NIFT, CEPT, IDC will also be considered for eligibility. Candidates must have 55% marks or equivalent in the last qualifying degree/examination and are required to submit the provisional Degree certificate or proof of completion of Degree before 30 October 2025 failing which their admission is liable for cancellation.

Selection Process

Candidates for this specialisation without a valid CEED score will be selected for interview through a Design Aptitude Test (DAT) to be conducted at selected centers all over the country.

Candidates with a valid CEED score will be selected for interview if they have qualified Part A, and have obtained a minimum of 25 marks in Part B. Further, for such candidates their CEED score will be used as DAT score. The final selection will be based on the combined scores attained in the DAT and the interview. The DAT will constitute 60%, and the interview 40% of the overall marks assigned to the admission test.

Note: The decision of the Competent Authorities of DA-IICT regarding eligibility and selection of any candidate shall be final.

How to Apply

Candidates submit an online application by clicking on the link given on the Institute website.

Admission Offer

Final merit list of the confirmed and wait-listed candidates (based on their performance in the entrance examination/interview) shall be posted in the website of the institute.

Important Dates

- Online application website opens: **25th March 2025**
- Last date for submission of
online applications: **20th May 2025**
- Entrance test DAT
(Design Aptitude Test):   **15th June 2025**

Fees Structure*

At the time of admission an amount of Rs. 1,75,000/- (Rs. 1,50,000/- towards Tuition Fee for the First Semester and Rs. 25,000/- towards a Caution Deposit) is to be paid. The registration fee is payable at the time of registration and hostel rent on allotment of the hostel room.

- Tuition fee   Rs. 1,50,000 per Semester
- Registration Fee   Rs. 2,500 per Semester
- Caution Deposit   Rs. 25,000 (Refundable at the end of the program)
- Hostel Rent   Rs. 35,000 per semester
- Food   On actuals. There are multiple food options available in the campus (The expense will be approximately Rs.5,500 pm)

*Subject to revision every Academic Year from 8 to 10%.

Education Loan

The Institute will facilitate the students to avail educational loan from selected banks. The students can also avail loan from banks of their choice and in either of the case; the Institute will extend support in completing the loan documentation process.

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