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**ENGINEERS WITH
SOCIAL RESPONSIBILITY**

(/)

M.Des. (Communication Design)

**Program
Overview**

▶

Courses

Objective of the program

The Master of Design (Communication Design) is a two-year post-graduate program (4 semesters). The program offers the students opportunity to specialize in Visual Communication Design and Interaction Design. Its distinctive pedagogic format encourages learning of basic design skills, the use of digital technologies and an understanding of the cultural and aesthetic aspects of communication practices. The objective of the program is to prepare young professionals for careers in the publishing, creative media and infotainment industries and the academia. Unlike other Design programmes offered in various institutions, the MDes programme in DAIICT blends Design concepts, skills and practices with Liberal Arts inputs from the domains of sociology and anthropology that help the student to understand and engage with diverse real-life contexts within which they have to evolve specific communication strategies

The overall objective of the programme is to prepare students towards employability in the creative media industry (as a conceptualizer, visualizers, app developers,

advertising creatives etc) to develop their own independent studios and start-ups and also pursue further studies in Design Research and Teaching.

> To create a uniquely creative individual who would be capable of using digital technology, (among others) to integrate various channels, forms and media of communication in a culturally sensitive manner that is crucial for meeting the challenges of the modern world.

> To train individuals who are thoughtful, creative and have an understanding of techno-aesthetic. The aim is to produce individuals capable of carving a unique position for themselves in the world of ICT by equipping them with the knowledge of multi-disciplinary approaches to issues of communication.

> To situate ICT in a domain of intellectual engagement that arrives at a more effective understanding of the multiple cultures of communication that hold societies together.

> The training provided at this Institute is aimed not at just providing students with skills required in the market but to make them learn and apply the ever-increasing tools of communication in culturally sensitive ways.

Given the growing and ever-changing demands of the market, the program wishes to direct the creative potential of its students to two major areas of specialization viz. 'Visual Communication Design' and 'Interactive Communication Design'. Both areas of specialization would be built upon a strong foundation that will impart training in basic design sensibility, the uses of digital technologies and the cultural and aesthetic components of communication practices.

Outcome of the Programme

At the end of the two-year programme students would have acquired a range of skills and conceptual tools that would enable them to design communication through the use of various media- including print, film, photography and interactive digital media. They would be able to conceptualize visualize and prototype solutions to various communication problems. Apart from being able to use and apply a range of communication design software, students would be able to design and illustrate books, compose photographs, make films (documentary, feature and animation), design websites and develop apps. In brief, they would have acquired the conceptual, aesthetic, technical and craft skills that make for effective communication design.

Contact Us

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_ga=2.130260111.1433813450.1626670925-1636196074.1626670925)

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> **SSR & Evaluative Reports Addendum 2017** 🗎 **(/sites/default/files/NAAC-Addendum-final.pdf)**

> **SSR 2015** 🗎 **(/sites/default/files/NAAC-Self-Study-Report.pdf)**

> **Evaluative Report 2015** 🗎 **(/sites/default/files/NAAC-Evaluative-Report.pdf)**

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> **INDIA Ranking 2023 DCS Submitted (/nirf-national-institutional-ranking-framework)**

Other Links

> **Prof. S.C. Sahasrabudhe - A Memoir (https://www.daiict.ac.in/prof-sc-sahasrabudhe-memoir)**

> **Holidays 2023 ⬚ (/sites/default/files/other-files/Holidays2023.pdf)**

> **Ecampus ↗ (https://ecampus.daiict.ac.in/webapp/intranet/index.jsp)**

> **Intranet ↗ (http://intranet.daiict.ac.in/)**

> **Courses ↗ (https://moodle.daiict.ac.in/)**

> **Capacity Development and Skills Enhancement Initiatives (/capacity-development-and-skills-enhancement-initiatives)**

> **Parents (/parents)**

> **CEP (cep)**

> **DCEI ↗ (http://ceid.daiict.ac.in/)**

> **Proforma for Inspection by UGC ⬚ (/sites/default/files/UGCproforma_30Dec2015.pdf)**

> **Committees ↗ (https://www.daiict.ac.in/committees)**

> **Anti-Ragging Committee ⬚ (/sites/default/files/other-files/Anti-Ragging_Vigilance-Committee_Faculty-and-Staff_2022-23.pdf)**

> **DA-IICT Lecture Series (/da-iict-lecture-series-dls)**

> **Synapse ↗ (https://instagram.com/synapsedaiict)**

> **Concours ↗ (http://concours.daiict.ac.in/)**

> **Tree Survey (/tree-survey)**

Group Website

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