![DA-IICT logo] Dhirubhai Ambani Institute of Information and Communication Technology — DA-IICT

ENGINEERS WITH SOCIAL RESPONSIBILITY

MDes.
Communication Design

Academics

Service to Society

DA-IICT

Research & Innovation

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 23 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**.

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.

Ranked among top 100 Engineering Institution by MHRD, Govt of India (NIRF-2019 rankings)

NAAC (Accreditation): A$^+$ Grade (Year- 2023)
Selected for Center of Excellence award
Annual Student Scholarships: INR 3-4 Crores

First Private University to mentor PPP model based (central, state and industry funded) Institute - IIIT Vadodara (build academics and provided faculty support)

Only **Anchor Institute** in Gujarat to mentor the Faculty members of Engineering Colleges in Gujarat

Awarded the **Best University** in Innovation in Gujarat by Govt. of Gujarat in 2017
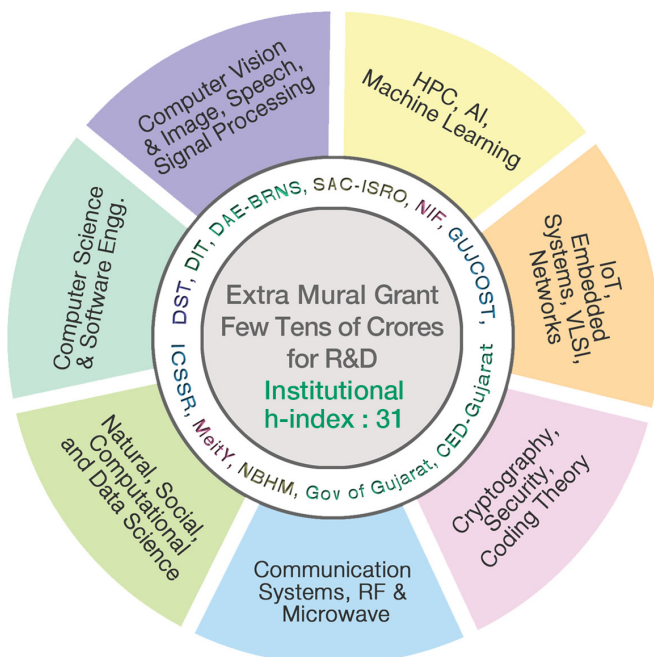
Academics and Research at DA-IICT

Interdisciplinary and Multidisciplinary Research Oriented Academic Programs

Level	Name of the Program	Duration	Unique Features
Doctoral	PhD	4-6 years	- Entry through national level entrance test & interview - Fellowship (PM) **INR 35000 - 40000**
PG	**MTech** (ICT) **MSc** (IT) **MSc** (Data Science) **MSc** (Agriculture Analytics) **MDes** (CD)	2 years 2 years 2 years 2 years 2 years	- Four specializations: **ML, SS, VLSI** & **ES** and **WCSP** - Industry oriented IT program - Hands-on & case study-based program - In collaboration with **AAU, IIRS** - Fusion of ICT and Design
UG	**BTech** (ICT) **BTech** (Hons in ICT; minor in Computational Science) **BTech (**Mathematics and Computing (MnC) **BTech** (EVD) Electronics & VLSI Design	4 years 4 years 4 years 4 years	- 1st Institute in India to offer **unique program** in ICT in 2001 - 1st Institute in India to offer UG program in Computational Science - Intersection of Computer Science & Applied Mathematics to solve complex problems - 1st Institute in Gujarat to offer

Computer Vision & Image, Speech, Signal Processing

HPC, AI, Machine Learning

Computer Science & Software Engg.

DST, DIT, DAE-BRNS, SAC-ISRO, NIF, GUJCOST,

IoT, Embedded Systems, VLSI, Networks

Extra Mural Grant Few Tens of Crores for R&D
Institutional h-index : 31

ICSSR, MeitY, NBHM, Gov of Gujarat, CED-Gujarat,

Natural, Social, Computational, and Data Science

Communication Systems, RF & Microwave

Cryptography, Security, Coding Theory

International Projects
NSF-USA, Indo-French, Indo-Spain

Industry / Consultancy Projects
nVIDIA (USA). FactSet (UK), Vista (India), ISRO Amnex Technology, GoG (Climate Dept.)

Major MOUs / LOUs
Univ. of Oregon (USA), Univ. of Auckland (NZ), Univ. of Swaziland (UoS), Univ. of Dayton (USA), Univ. of Hildesheim (Germany),Univ. Mara (Malaysia) Univ. of Evora (Portugal), ISEP (France), ISRO, Indian Navy, ISI Kolkata, TCS, Samsung R&D, IIT Gandhinagar, IIT Jammu, IIIT Vadodara, C R Rao AIMSCS, EDII

The MDes (Communication Design) is a 2 year post-graduate degree program (4 semesters) that trains students to design and communicate information and develop creative content for print and digital media. The programme recognizes the enormous significance of information and communication design in a digital economy and the role of Designers as important agents of social and economic change.

It also recognizes Design as a rich interdisciplinary field that brings together Technology, Humanities and Social Sciences with Design Thinking and Aesthetics. The overall objective of the MDes (CD) programme at DA-IICT is to impart a Design education that is holistic and responsive to cultural diversity and social need.

Unlike many other Design schools that focus on a 'skill based' training in Design, the MDes programme at DA-IICT emphasizes on a critical and contextual understanding of Design practice and thinking and encourages students to understand the importance of 'context-driven design' rather than 'tool-driven' design.

This distinctive interdisciplinary program offers specializations in Visual Design (including film and video, animation and graphics) and Interaction and Information Design. It prepares students to pursue careers in both industry and academia as graphic designers, user experience/interface designers, game designers, documentary film-makers, animators, photographers, design researchers and teachers.

The pedagogical structure of the MDes (CD) program in DA-IICT is built around instruction in Visual Design skills (graphics, photography and film), principles of Interaction Design (Human –Computer interaction, Information Systems and Interface Design) and research methods and concepts from the disciplines of Sociology, Anthropology and Cultural Studies. Students are encouraged to understand and engage with real life contexts and evolve habits of critical thinking and collaborative work for effective problem solving.

The MDes (CD) programme runs on a modular structure with a combination of Lecture and Studio hours. Students are also encouraged to spend time in different field locations to observe, understand and engage with real life problems. There are a series of Foundation Modules spread over two years that introduce students to the Fundamentals of Design, Culture and Communication, Ethnographic Methods, Narratology and Design History. Complementing these Foundation Modules are a series of specific Design disciplines including Animation, Photography, Film and Video and Interaction and Information Design.

The programme also offers two Research Methods modules 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.

Thematic Workshops are also offered every year on a Design discipline not part of the Core curriculum. This is to help students explore the larger field of Design and provide them with a hands-on experience to develop a product under the guidance of a faculty.

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) programme provides students with excellent opportunities of interaction with Faculty and a learning experience that is collaborative, immersive and holistic.

Program Structure

At the end of the 2 year program students are expected to understand diverse cultures of communication, learn Design methods and processes and be able to conceptualize and prototype solutions to communication problems in both linear and interactional formats.

Characterization of the Program: With the help of these diverse learning outcomes they will find job opportunities in a range of professional roles in both industry and academia. Our placement records indicate the success of our graduates as Visual Designers, UX Designers, Photographers, Film-makers, Art Directors, Illustrators and Graphic Designers, Game Designers and Instructional Designers in some of the most well-known creative firms and studios in the country. Some of our alum have also set up their own Design start-ups and have completed a series of successful projects for both government and private concerns.

Uniqueness of the Program:
Graduates of the MDes (CD) programme at DA-IICT have carved a distinctive niche for themselves in industry and have made our programme an attractive destination for students who seek a Design education with a difference.

In sum, they would be able to:

- Acquire a deep understanding of the forms, functions & contexts of Communication Design

- Generate content based on user/ ethnographic research

- Develop skills of visualization and representation in 2D and 3D formats

- Learn techniques of visual storytelling

- Cultivate key habits of Design thinking including, ideation, research and prototyping

Autumn Semester (Semester-I)
Foundation

Module Name	Credits (L-T-P-C)
Approaches to Culture and Communication	3-0-0-3
Fundamentals of Design - I	3-0-4-5
Information Design	3-0-4-5
Image Text Sound	3-0-4-5
Introduction to the History of Design	1-0-2-2

Winter Semester (Semester-II)
Extension of Foundations

Module Name	Credits (L-T-P-C)
Research Methodologies - Ethnography and its Applications	3-0-0-3
Introduction to Narratology	3-0-2-4
Fundamentals of Design - II	3-0-4-5
Photography	1.5-0-2-2.5
Video	1.5-0-2-2.5
Principles of Interaction Design	1-0-4-3

Autumn Semester (Semester-III)
Joining Concepts and Applications

Module Name	Credits (L-T-P-C)
Animation	3-0-2-4
Web Design: Applications, Inter-connectibility	3-0-2-4
Thematic Seminar/Workshop OR RR (Reading/Research) course if no thematic Seminar/Workshop is offered	3-0-0-3
Research Application: Constructing Narratives	3-0-2-4
Research Proposal Seminar: Rationale, Process, Outcome	1-0-4-3

Winter Semester (Semester-IV)

Individual Design Project	0-0-30-15

**ENGINEERS WITH
SOCIAL RESPONSIBILITY**

Total Seats: 20

Eligibility Criteria

A Bachelors Degree or equivalent from a statutory university in the fields of Design, Science, Engineering, Technology, Humanities, Social Sciences, Fine Arts, Applied Arts and Performing Arts. Professional Diplomas from nationally recognized institutions such as NID, NIFT, CEPT and Srishti School of Art and Design 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 2024 failing which their admission is liable to cancellation.

There is no age limit applicable to this program.

Selection Process

Candidates for this program 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.

For Inquiries
Email: pg_admissions@daiict.ac.in
Voice call: 079 69 08 08 08
For more details please visit: www.daiict.ac.in

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
14th March 2024
Last date for submission of online applications
20th May 2024
Entrance test DAT (Design Aptitude Test)
16th June 2024

Fees Structure*

At the time of counselling an amount of Rs. 1,29,000/- (Rs. 1,04,000/- 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. 1,04,000 per Semester
Registration Fee	Rs. 2,500 per Semester
Caution Deposit	Rs. 25,000 (Refundable at the end of the program)
Hostel Rent	Rs. 27,500 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.