

*An Invitation to  
Creative Leadership*

**Come,  
Shape  
the Future!**



**CDS**

**Design Education  
for the Future**

## **B.Des. Programs**

4 Years Full-time

.....  
**Communication Design**

.....  
**Experiential Graphic Design**

.....  
**User Experience Design**

.....  
**Motion Arts & Gaming**

## **M.Des. Programs**

2 Years Full-time

.....  
**Innovation Design**

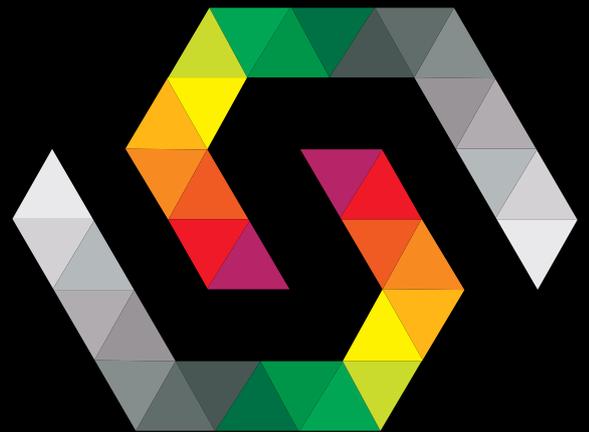
.....  
**Experience Design**

.....  
**Generative AI Animation**

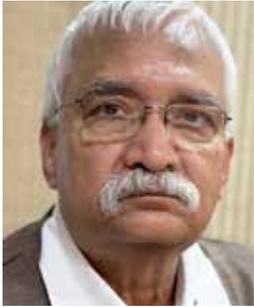
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**Fashion & Textile Research**



# Creating a Strong Foundation



# Design Education of the Future: A Pioneering Approach



The CDS Academic Program has been developed and is being mentored by **Prof Kirti Trivedi, Former Professor, IDC, IIT Bombay; and the founder of India's First Master of Design Program in Visual Communication. Member of the International Team of Design Educators to formulate the Manifesto of the Future of Design Education.**

Following the academic model of the Royal College of Art, London, World's No. 1 Design School for ten years running, CDS draws upon the best in International & National Design Educators and Professionals for conducting its courses. This gives the students the highest quality of design inputs, unmatched by any other design school in India.

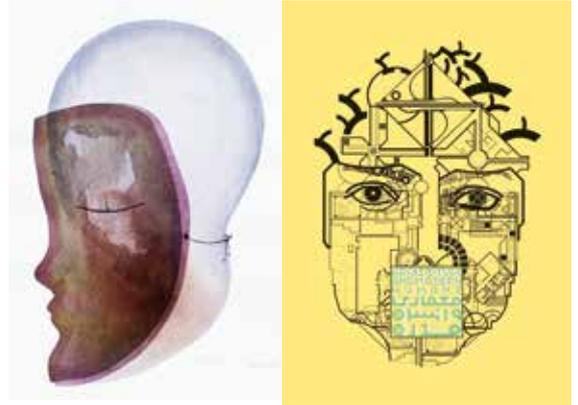
**a pioneering approach**

# B.Des. 4-Years Full-time Program

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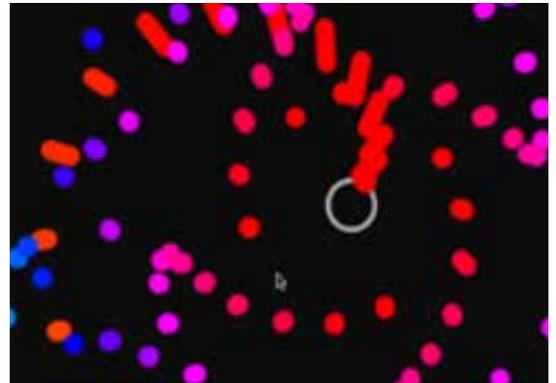
## Communication Design

The practice of Communication Design produces the fundamental ways communication shapes our lives and uses this knowledge to develop new ways of experiencing, interacting and communicating with the world. At CDS, this course is expanded to include the elements of interaction, motion and sound through process based and program generated communication messages customised for individual needs.



## Experiential Graphic Design

The field of Experiential Graphic Design goes beyond traditional Graphic Design by integrating various elements to create immersive and memorable experiences. At CDS, we prepare individuals for the future with the conceptual and professional understanding required to create experiences that effectively communicate messages, engage audiences, leaving a lasting and impactful impression.



## User Experience Design

The UX program at CDS aims to nurture individuals with the ability to visualize and create unique and meaningful experiences, encompassing all aspects and stages of a customer's experience, and to go beyond designing how things look on screens. It prepares individuals to create the entire experience a user would go through when interacting with a company, an organization, institution or product.



## Motion Arts and Gaming

Motion Arts produce dynamic visuals, incorporating movement and animation. Creating captivating experiences which push the boundaries of traditional forms of artworks in combination with Gaming. This program at CDS aims at developing necessary abilities to create dynamic interactive virtual environments, narratives and characters.



# M.Des. 2-Years Full-time Program

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## Innovation Design

The program in Innovation Design aims to create a new type of innovator, one who will be a global leader in the integration of Design, Engineering, and Enterprise, and be distinctively positioned to tackle the volatile, uncertain, complex and ambiguous challenges society and the planet face. Transformation of the practices that transcend disciplinary boundaries through the utilization of highly creative, practical and iterative processes.



## Experience Design

Design meaningful and engaging interactions for users with Products, Processes, Services, Events, or Environments. The specialization involves learning to consider entire user journeys, including interactions with customer service, sales, marketing, on-boarding, and off-boarding. Some areas of application for this field are Retail Service Experiences & Showrooms, Events Spaces and Trade Shows, & a wide range of public services.



## Generative AI Animation Design

This program prepares creative pioneers of the emerging new futures in the creative AI front. Developing a deep understanding of generative AI technologies and integrating them with motion and animation, this program aims to develop unique expression of creative animation. Equipped with necessary knowledge & skills in cutting edge technology to develop expertise to navigate the AI realm.



## Fashion & Textile Research

The Fashion and Textile Research Program at CDS offers a unique opportunity to explore the rich heritage, diverse techniques, and innovative practices of Indian textiles and fashion. India has World's Largest variety of Textiles with visual richness and universal appeal, with a living tradition of craftsmanship, unequalled customisation possibilities and the World's largest Consumer Base, with one of the Richest Fashion and Textile Traditions.



## World Class Facilities & Studios

CDS is equipped with professional quality studios and equipment to provide industry-like experience for all the emerging areas of design, to make the students fully proficient in the latest of technologies. An Art Gallery regularly hosts the best of World Design through curated exhibitions. The Animation Club screens rare Animation Classics.

- |                        |                           |
|------------------------|---------------------------|
| Immersive Media Space  | AR/VR Studios             |
| Digital Imaging Studio | Design Library & Museum   |
| Digital Sound Studio   | Animation Club            |
| FabLab & Slow Making   | Sri Aurobindo Art Gallery |
| Screening Theatre      | Art Shop                  |
| Print Centre           |                           |



**Exhibition Inauguration**  
8 September 2023  
5:30 pm

On till  
15 September 2023,  
10:00 – 5:00 pm

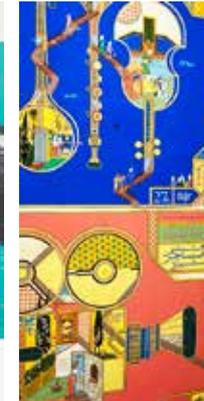


**Kohei Sugiura**  
GRAPHIC DESIGN METHODOLOGY AND PHILOSOPHY

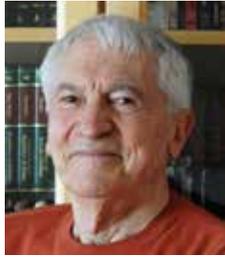
SRI AUROBINDO ART GALLERY  
4th Floor  
Sri Aurobindo Institute of Technology  
Near Ujjain Highway  
Near PH-10 Crossing  
Indore 453555



CENTER FOR DESIGN STUDIES



## International Board of Advisors



**Prof. Jorge Frascara**  
Professor Emeritus and former Chairman, Art and Design, University of Alberta; Former-President of Ico-D (International Council of Design);



**Prof. Jesvin Yeo**  
Associate Professor at the School of Art, Media and Design, NTU, Singapore.



**Prof. Ina Conradi**  
Associate Professor at the School of Art, Media and Design at NTU, Singapore; and an award-winning new media artist.



**Mark Chavez**  
An Award Winner Animator and Film-maker, exploring generative AI in short films and visuals.



**Prof. Caspar Schwabe**  
Professor at Kobe Design University, Kobe, Japan. Creative explorer of Geometric Art and 3D space.

## Board of Advisors for Fashion & Textile Research



**Archana Shastri**  
Fashion Design Professor. Print-maker, Artist and Textile Designer.



**Dr Monisha Ahmed**  
Anthropologist, Cultural Researcher and Co-Founder of Ladakh Arts & Media Organization (LAMO)



**Sangita Devi Kathiwada**  
Design Entrepreneur, and Founder of Mélange, Fashion and Design House in Mumbai.



**Dr Padmini T. Balaram**  
Professor, Textile Historian and an expert on Natural Indigo and its journey in Asia



**Peter D'Ascoli**  
New York Designer, and Founder of Talianna Studio – a Design and Product Development Atelier in Delhi.

## Visiting Faculty



**Dr Jamila Varawala**  
Design Educator, Graphic Designer and Former Dean, Ecole Intuit Lab, Mumbai



**Kimya Gandhi**  
Type Designer and Typographer, Berlin, Germany



**Biju Dhanapalan**  
India's leading Visual Effects Director. Engaged in Art Installations, New Media and Commercials. Mumbai.



**Baarish Date**  
Founder of 'Graphics Beyond', Experiential Graphic Designer and Environmental Artist. Mumbai.



**Jaishankar Sharma**  
A Lighting Artist, and Photographer, Director and Producer. Mumbai.



**Unmesh Kulkarni**  
Founder, Oceanic Circles, a collective for Research, Design, and Social Impact. Bangalore.



**Radhika Tipnis**  
Illustrator, Graphic & Book Designer. Singapore.



**Priti Rajwade**  
Independent communication design consultant and publication designer. Bangalore.



**Poonam Athalye**  
Illustrator and Book Designer, London.



**Ruchi Shah**  
An environmental artist and Children's books Illustrator. Bangalore.



**Pradnya More**  
UX Designer, Graphic Designer and Fine Artist. Mumbai.



**Adithi Krishnadas**  
Animation Film Designer and Animator, Kerala.



**Gaurav Mathur**  
Head, Design, Flipkart, Bangalore.



**Parag Trivedi**  
UX Designer, and Senior Director, Salesforce, Bangalore.



**Prof R. Venkatesh**  
Information Designer and Professor, IDC, IIT Bombay.



**Somnath Pal**  
Creative Animator, Illustrator and Scriptwriter. Many International and National awards.



**Prof Saumya Pande**  
Textile Designer, Design Educator and Researcher. Delhi.



**Sadhana Vyas**  
Fashion & Textile Designer, Innovator within Tradition. Maheshwar.

# Nurturing Leaders of Future Creativity



## Courses of Future

Unlike other design schools which continue to teach conventional design courses, the academic program at CDS has been designed in consultation with an International Board of Advisors to create professionals for future design needs in areas such as Immersive Experience Design, Event Design, Projection Mapping, Visual Music, and Generative AI Animation. This is to ensure a leadership role for CDS graduates, as compared to the service roles for which other design schools prepare students.

## Careers of Future

CDS graduates will work as Strategists, Specialists, Creative Directors, Researchers, Information Architects, Innovation Consultants, Interactive Story Tellers, Interactive Media Artists and create their own path and opportunities, commanding much higher salaries than conventional design careers.

## Placement Guarantee

CDS will ensure guaranteed placement of all graduates with its extensive network of relationship with the best of design studios in India and the World. Internship in the top companies will also be arranged to ensure industrial experience.



## Centre for Design Studies

Sri Aurobindo Institute of Technology  
Indore-Ujjain Highway,  
Near MR-10 Crossing  
Indore 453555, MP, India