Design as a life skill rather than a professional trade:

New Paradigm for Design Education

Dr. Girish Prabhu & Meena Vari

© 2011 Srishti| For internal circulation only, not to be published

SRISHTI

THE REALITY is -

THE DEMAND FOR DESIGN FROM both the PUBLIC AND PRIVATE sectors

- to help navigate their present and future
- shaping brand strategies and even broader organizational strategies
- for products, services and experiences from design/innovation
- Seeking out Interdisciplinary to come up with innovative solutions

SRISHTI

<QUESTION>

Where does this reality of Design fit into the discussion of Design within academia?

< Srishti's ANSWER >

Vision is shaped by its learning from history and looking beyond the curve into new and hybrid futures, informed by the industry past, present and future.

SRISHTI

< We believee>

In extending education beyond the **gated** and the **preserved**

SRISHTI

< We Believe>

The learning should be **permeable** and **porous** , allowing students to work at the level of the street and the bazaar

SRISHTI

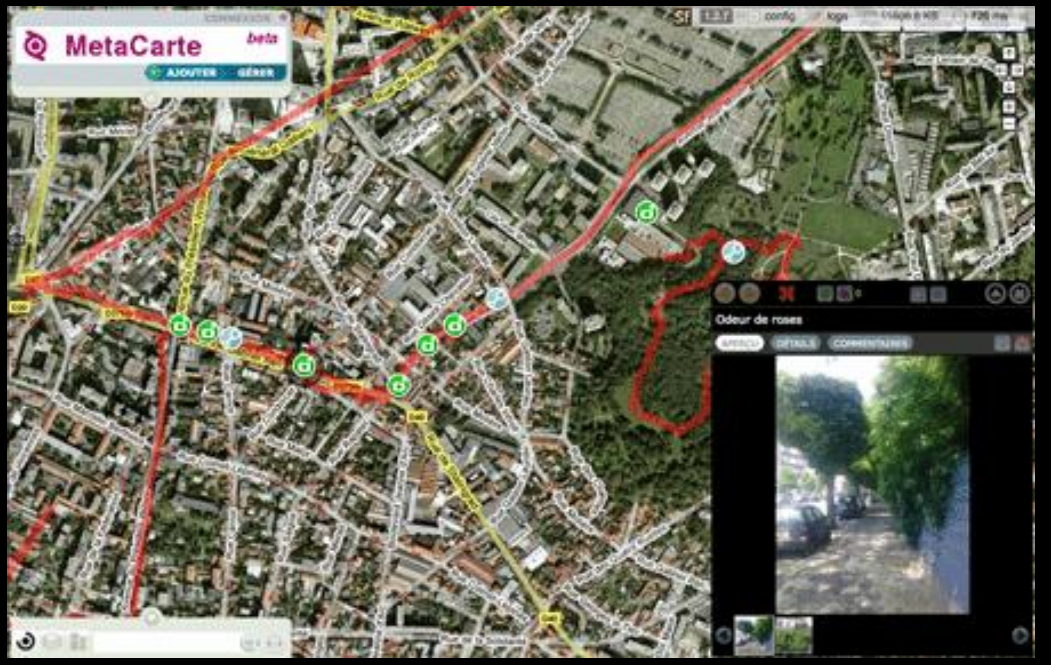
< We Believe >

In extending education beyond the **gated** and the **preserved**

SRISHTI

< We Believe >

In **exploring** and **experimenting** with textures of the rural and the urban



Subjective Cartography

SRISHTI

< We Believe >

Learning must be embedded in **real-world** problems and solutions

2nd model from the GRIDS Lab

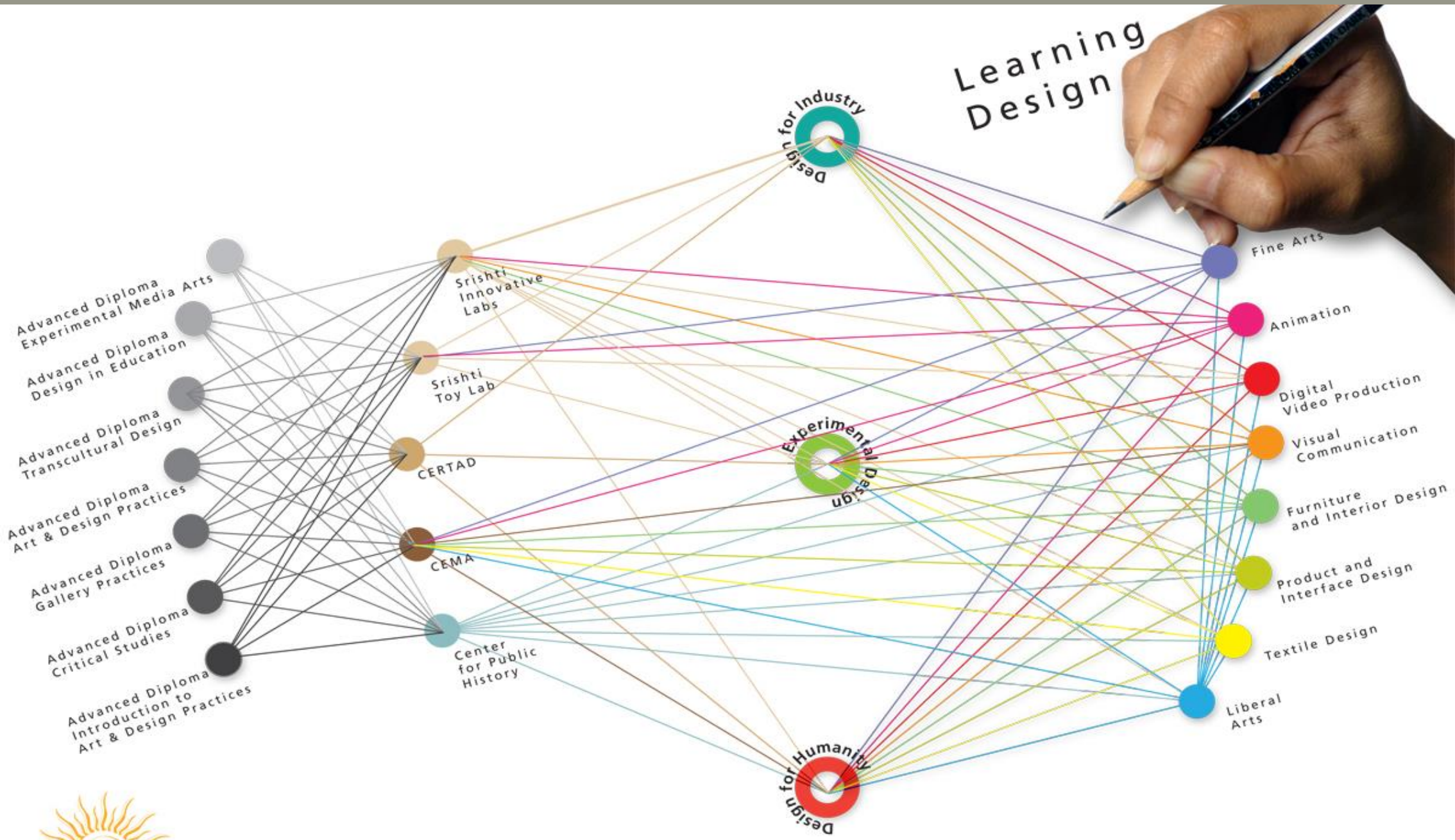
SRISHTI

< We Believe >

- That knowledge is inherently **integrated and complex**

BIO-ART Workshop

< Our Approach>



Types of Projects

DESIGN FOR HUMANITY

- Focus on health and well-being , water , food and cult ecology , sustainability , heritage and culture
- Intersections with social sector - government bodies , not-for-profit organizations and social entrepreneurs.

DESIGN FOR BUSINESS

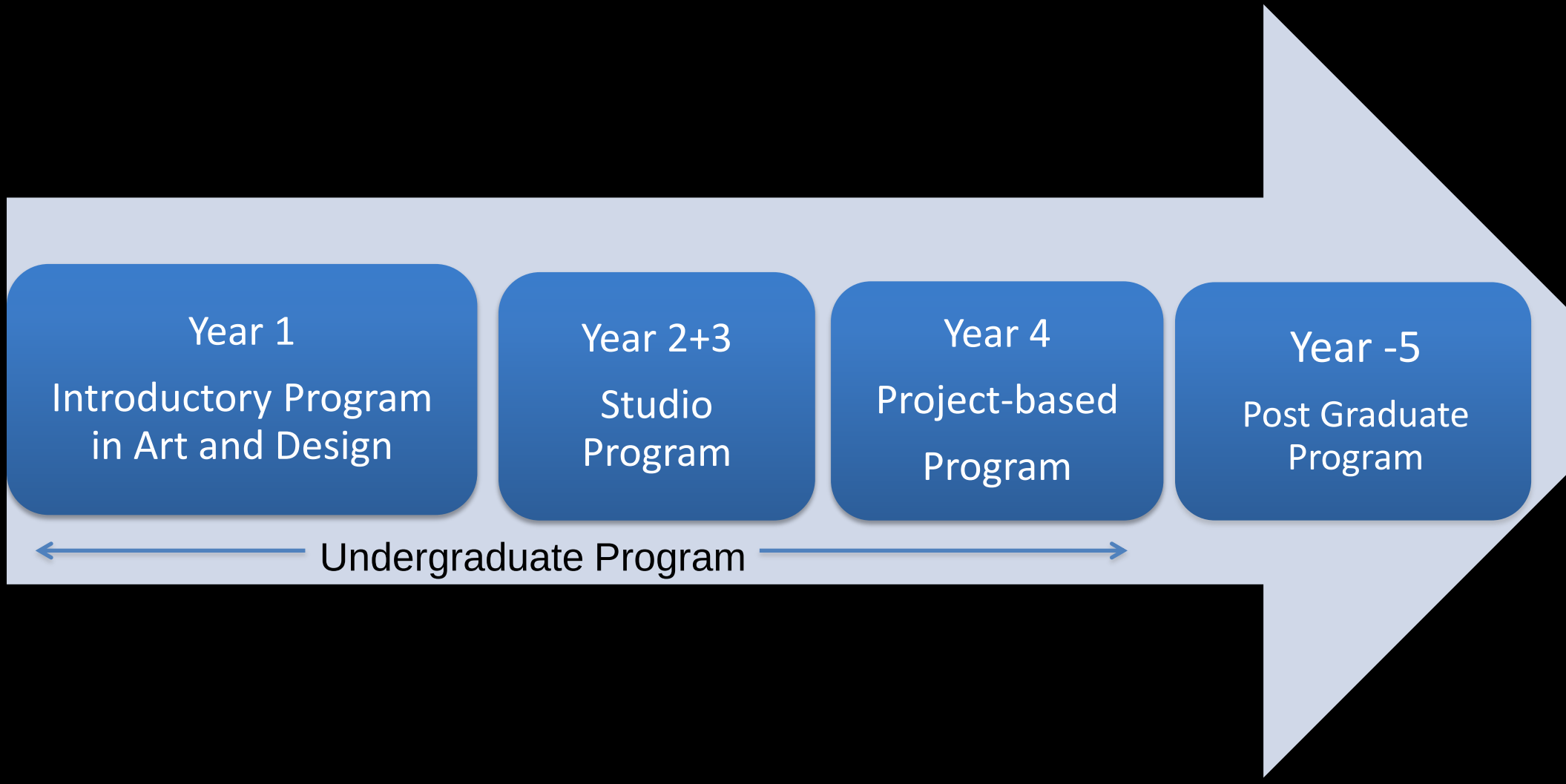
- disciplines of User- research , analytical and critical thinking
- Product- service- systems innovation
- Working with professionals and expert advisors

DESIGN FOR EXPERIMENTATION

- New perspectives , materials , technologies , approaches and methodologies
- Experimentation that feeds the process of innovation
- Emergent fields : Bio-arts, Space and art, Environment and technology

SRISHTI

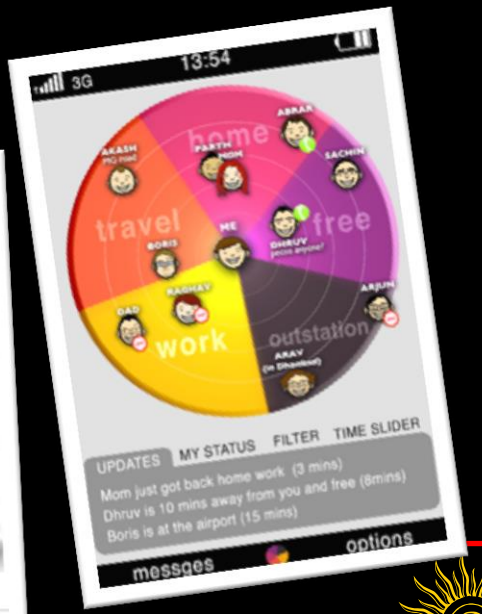
Academic Structure



SRISHTI

UNDERGRADUATE PROGRAM

- Product & Interface Design
- Textiles Design
- Furniture Design
- Spatial Design
- Visual Communication Design
- Digital Video Production
- Animation & Visual Effects
- Art and Design *(Interdisciplinary)*



SRISHTI

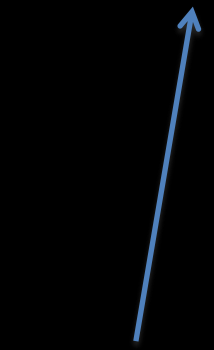
Post-Graduate Programs

- **Aesthetics and Critical Studies**
- **Communication Design**
- **Designing Education**
- **Experimental Media Arts**
- **Museum and Gallery practices,**
- **Multidisciplinary Innovation and Experience Design**

SRISHTI

Practicum based approach - Centers & Labs

CERTAD - Center for Education , Research Training & Development



SRISHTI

Centers and Labs

CERTAD - Center for Education , Research Training & Development

CERTAD offers **an Advanced Diploma in Designing Education** for graduates and postgraduates who are interested in innovations that can transform school education

SRISHTI

Centers and Labs

CERTAD - Center for Education , Research Training & Development

CERTAD offers **an Advanced Diploma in Designing Education** for graduates and postgraduates who are interested in innovations that can transform school education

Center for Public History

S R I S H T I

Centers and Labs

CERTAD - Center for Education , Research Training & Development

CERTAD offers **an Advanced Diploma in Designing Education** for graduates and postgraduates who are interested in innovations that can transform school education

Center for Public History

CPH seeks to democratize history through design, using digital media and digital technologies.

S R I S H T I

Centers and Labs

CERTAD - Center for Education , Research Training & Development

CERTAD offers **an Advanced Diploma in Designing Education** for graduates and postgraduates who are interested in innovations that can transform school education

CEMA - Center for Experimental Media Arts

Center for Public History

CPH seeks to democratize history through design, using digital media and digital technologies.

Centers and Labs

CERTAD - Center for Education , Research Training & Development

CERTAD offers **an Advanced Diploma in Designing Education** for graduates and postgraduates who are interested in innovations that can transform school education

CEMA - Center for Experimental Media Arts

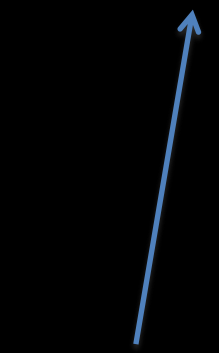
CEMA offers a 2 year advanced diploma in Experimental Media Arts is an open space through which artists, students, faculty and members of other creative fields, not limited to the Srishti community, can exchange ideas and share knowledge.

Center for Public History

CPH seeks to democratize history through design, using digital media and digital technologies.

Centers and Labs

Srishti Labs



Centers and Labs

Srishti Labs

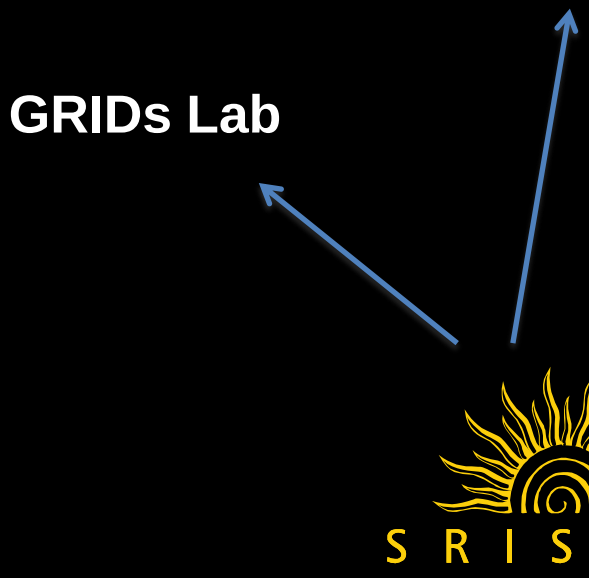
S Labs -Provides professional strategic design services for innovators

Centers and Labs

Srishti Labs

S Labs -Provides professional strategic design services for innovators

GRIDs Lab



Centers and Labs

Srishti Labs

S Labs -Provides professional strategic design services for innovators

GRIDs Lab

GRIDs Lab offers value addition to Grass-roots Technologies collected by the National Innovation Foundation, Ahmedabad.

Centers and Labs

Srishti Labs

S Labs -Provides professional strategic design services for innovators

GRIDs Lab

GRIDs Lab offers value addition to Grass-roots Technologies collected by the National Innovation Foundation, Ahmedabad.

Kabir Labs

Centers and Labs

Srishti Labs

S Labs -Provides professional strategic design services for innovators

GRIDs Lab

GRIDs Lab offers value addition to Grass-roots Technologies collected by the National Innovation Foundation, Ahmedabad.

Kabir Labs

In 2003 , film maker Shabnam Virmani became Srishti's first artist- in- residence. She conceptualized a project involving the oral/folk music tradition around the songs of the 15th century saint-poet-mystic Kabir

Centers and Labs

Srishti Labs

S Labs -Provides professional strategic design services for innovators

GRIDs Lab

GRIDs Lab offers value addition to Grass-roots Technologies collected by the National Innovation Foundation, Ahmedabad.

Kabir Labs

In 2003 , film maker Shabnam Virmani became Srishti's first artist- in- residence. She conceptualized a project involving the oral/folk music tradition around the songs of the 15th century saint-poet-mystic Kabir

LED (Law + Environment + Design)

Centers and Labs

Srishti Labs

S Labs -Provides professional strategic design services for innovators

GRIDs Lab

GRIDs Lab offers value addition to Grass-roots Technologies collected by the National Innovation Foundation, Ahmedabad.

Kabir Labs

In 2003 , film maker Shabnam Virmani became Srishti's first artist- in- residence. She conceptualized a project involving the oral/folk music tradition around the songs of the 15th century saint-poet-mystic Kabir

LED (Law + Environment + Design)

LED Lab explores the intersections between law and design, through active engagement with the environment and its community : to bring a design influence into legal education, policy, culture and development;

SRISHTI

Practicum based approach - Centers & Labs

CERTAD
Center for Education , Research Training & Development

innovations that can transform school education

Center for Public History (CPH)

digital oral history through digital records , archiving documents , photographs , presenting exhibits

Center for Experimental Media Arts (CEMA)

open space through which artists, and members of other creative fields, not limited to the Srishti community exchange ideas and share knowledge.

Kabir Labs

In 2003 , film maker Shabnam Virmani became Srishti's first artist- in-residence. She conceptualized a project involving the oral/folk music tradition around the songs of the 15th century saint-poet-mystic Kabir

Srishti Labs

Design research space for open innovation and creative young minds explorations. Experience Design and Innovation education

Pandemonium Labs

Advertising and Branding services & education

Srishti Films

Films and short documentary services

SRISHTI

Interim Semester – Contemporary Art

Srishti- Interim Projects are contemporary art projects built into the curriculum as an Interim Semester, to nurture emerging creative talent through experimentation and collaboration. It is an open-ended, framework for learning through engagement with artistic practice. It connects with the creative processes of reproducing, documenting, collecting, intervening, collaborating, and experimenting.

SRISHTI

Interim Semester – Contemporary Art

Srishti- Interim Projects are contemporary art projects built into the curriculum as an Interim Semester, to nurture emerging creative talent through experimentation and collaboration. It is an open-ended, framework for learning through engagement with artistic practice. It connects with the creative processes of reproducing, documenting, collecting, intervening, collaborating, and experimenting.

SRISHTI

Student Exchange Programs

- Aalto University , Finland
- Champagne School of Management , France
- Design Academy Eindhoven , The Netherlands
- Design Skolen Kolding , Denmark
- Ecole Regionale des Beaux-Arts de Valence , France
- Edinburgh College of Art , UK
- Fachhochschule Dortmund, Germany
- Higher School of Art & Design of Saint-Etienne , France
- Holon Institute of Technology , Israel
- L'Ecole de Design , Nantes Atlantique , France
- Laurea University of Applied Sciences , Finland
- Malmo University , Sweden
- Politecnico di Milano , Italy
- Rocky Mountain College of Art + Design , USA
- Universidad de Caldas , Colombia
- University of Ljubljana , Slovenia
- University of Michigan , USA
- London College of Communication - UK
- Utrecht School of the Arts , The Netherlands
- Zurich University of the Arts , Switzerland

SRISHTI