



## Course Outline for Entrance Exam

### Ph.D. in Design

#### Unit 1- Society and Ecology-

- Introduction to the interconnections between society, ecology, and design
- Environmental and Social Challenges and the role of design in addressing these challenges, Historical perspectives on design and its impact on society and the environment
- Sustainable Design Principles and strategies, Study of eco-friendly materials, energy-efficient systems, and sustainable manufacturing processes, Analysis of life-cycle assessments and environmental impact evaluations in design
- Biophilic Design and Nature-Inspired Solutions
- The role of design in addressing social issues and fostering social innovation based on the analysis of successful social design projects
- Sustainable Consumption and consumption patterns with their impact on the environment
- Principles and strategies of the circular economy, Examination of design interventions that promote resource efficiency and waste reduction

#### Unit 2 – Medium and Experience

- Design Mediums and Experiences, concept of medium in design, elements of effective user experiences
- Designing for Physical Spaces, Understanding environmental graphic design principles, wayfinding, signage, and exhibition design from successful examples of physical space design
- Design strategies for social media platforms, the role of visual communication in content marketing

#### Unit 3- Narratives

- Multimodal Storytelling and Transmedia Design across multiple platforms
- The role of narratives in design and different narrative formats and mediums based on Indian society

#### Unit 4 – Design Management

- Introduction to Design Management and its significance in business
- Historical perspectives on design and its role in innovation
- Understanding the relationship between design, strategy, and business success
- Methods and tools for fostering creativity and innovation
- Risk assessment and mitigation strategies in design project management
- Effective leadership and communication strategies for design teams
- Team dynamics and managing creative individuals