FUNDAMENTAL OF SOCIAL DESIGN

Short term Certificate Course cum Workshop

(Duration 12 weeks/ 3 Months) From Monday 17th May to Sunday 8th August 2021
under SPARC Scheme of Ministry of Education, Govt. of India

SPARC- Scheme for Promotion of Academic & Research Collaboration

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History of Social Design in India and USA with special reference to
Info-graphics, Advertising, Human-Cantered Design and Marketing

Module No.	Name of Module	Week		Module Course Content
01	**Emergence of Design as a distinct practice:** *Design and the social* *Provocations*	**17 – 23 May 2021**		
		Tuesday 18th May	4 PM	The Course on Social Design appropriately starts with an understanding of Design itself with its evolution across time in order to be able to situate the entity of Social Design
		Thursday 20th May	4 PM	
	Design and the social	Friday 21st May	4 PM	Design promoting social well-being, Design solution for ongoing pandemic (COVID), Signage and info graphics in ongoing pandemic COVID
	Design and the social	Sunday 23rd May	5 PM	Design and the social
02	**Approaches and Paradigms of Design** *Modes and paradigms of designing* *Design manifestos: professional and national*	**24 – 30 May 2021**		
		Monday 24th May	4 PM	In an organic continuation of Module 1, this section is meant to reinforce the complex nature of Design as an emerging discipline through presenting Design's various Approaches and Paradigms
		Wednesday 26th May	4 PM	
03	**Human Centered Design**	**31 May – 06 June 2021**		
		Monday 31st May	4 PM	Different case studies demonstrate impacts on human behavior shifts
		Wednesday 2nd June	4 PM	
		Friday 4th June	4 PM	Understanding the role played by human agencies in driving design
		Sunday 5th June	4 PM	Evolution of design/ art in Indian Society : Design/ Art development from Prehistoric, Indus valley, Mughal, British India and till Independent India, Impact of design on human behavior, Significance of human-centered design to deliver outcomes,

				Case studies.
G hk004	**Design for Society**	**07- 13 June 2021**		The realm of Design and the "Social" from other disciplines will be explored as the theoretical and historical staging grounds for understanding the emergence of Social Design
		Monday 7th June	4 PM	
		Wednesday 9th June	4 PM	
		Friday 11th June	4 PM	Indian Pioneers in Social Innovation/Design: Mahatma Gandhi, Acharya Vinoba Bhave, Anasuya Sarabhai, K. Kamaraj, Dr. Verghese Kurien, Dr. Devi Shetty, P. K. Sethi, Bindeswari Pathak, Ela Bhatt, Bunker Roy, etc. Brief history of social awareness, campaign / advertising in India. Introduction to Advertising Role of advertising in creating social awareness**,** Successful social awareness advertising campaign in India
		Saturday 12th June	4 PM	Introduction to Design & Society in Indian relevance
05	**Design for Sustainability Ethics**	**14 – 20 June 2021**		
		Monday 14th June	4 PM	This section explores the role of 'Social Ecology' and its variants to give voice to the sustainability implications for Social Design in our current, emergent contexts of a sustainability crisis looming large
		Wednesday 16th June	4 PM	
		Thursday 17th June	4 PM	User interfaces and user-experience design reflect on the ethical implications of their practice, product, architecture/ infrastructure, policy reflect or object-related reflect on the ethical implications of their practice.
		Saturday 19th June	4 PM	
06	**Design and Technology**	**21 – 27 June 2021**		
		Monday 21st June	4 PM	This section explores the various technologies that have facilitated the arrival and nurturing of Social Design
		Wednesday 23rd June	5 PM	Technology and Social Theory; Historical Perspectives on Technology; Cultural Dimensions of Technological Change; Globalization and technology; Gender and Technology; Information Technology and Society
		Friday 25th June	5 PM	

07	Practicing Design with Ethics	28 June – 4 July 2021		
		Monday 28th June	4 PM	In this Module, practitioners from Industry connected with user interfaces (UI), user-experience design (UXD), as well as products, architecture/infrastructure or object-related design, reflect on the ethical implications of their practice as an important messaging for students.
	Design and Creation of Value	Wednesday 30th June	4 PM	This module focuses on imparting a design practice that leverages business model elements towards enabling 'creation of value'. Accordingly, the participants will learn the enhanced design practice to address concerns that pertain to 'creation of value' using standard design phases.
		Friday 2nd July	4 PM	
08	Social Entrepreneurship	05 – 11 July 2021		
		Monday 5th July	4 PM	This section outlines the fundamentals of entrepreneurship and business model development/business viability report from the point of view of Social Entrepreneurship. It is followed up with examples of Social Entrepreneurship in actual practice
		Wednesday 7th July	4 PM	
09	Participatory Policies & Design Innovation	12 – 18 July 2021		
		Monday 12th July	4 PM	Democratic Design is a tool we use when we develop and evaluate the products we put into our range. When Form, quality, sustainability, and low price is a balanced we consider that the design is democratic. In Matters relating to Policy making in democracies, citizens set the rules of engagement – but who will design and build the infrastructure of what can and can't be shared and empower citizens to make these choices in an easy way?
		Wednesday 14th July	4 PM	
		Friday 16th July	4 PM	
10	Practice of intersectional analysis in design	19 – 25 July 2021		Diversity and inclusion is a complex and nuanced topic. Many people believe that diversity is inclusion. But one topic that is proving elusive for a lot of businesses is intersectionality. Intersectionality is a commonly misused term. It's often used to
		Monday 19th July	4 PM	
		Wednesday 21st July	4 PM	
		Friday	4 PM	

		23rd July		describe when people have different intersecting characteristics, but really, it's about talking about systems of oppression, power of privilege and bias. So how do we design for intersectionality in our organisations?
11	**Design in Contemporary India**	**26 July – 1 August 2021**		
		Monday 26th July	4 PM	Having covered the fundamentals of Social Design, it is now time to exemplify how Social Design actually pans out and evidenced from case studies of design-led solutions on the ground + a few important conceptual projects conducted with Microsoft Research (MSR), Redmond.
		Wednesday 28th July	4 PM	
	An Overview of the enduring Indian Legacy of Design : Graphic Art	Thursday 29th July	4 PM	An Overview of the enduring Indian Legacy of Design : Graphic Art
		Saturday 31st July	4 PM	
	Design in Contemporary India	Sunday 1st August	4 PM	Design in contemporary India, Social Design initiatives, Universal Design. Signage and info graphics to initiate barrier free communication at public spaces (Hospitals, transit spaces, universities, etc.), Designing accessible environment for all.
12	**Design Formulations WORKSHOP**	**2 - 8 August 2021**		
		Monday 2nd August	3 PM	**Design Formulations and Problem-solving** As a hands-on learning opportunity, this Module demonstrates the way (Social) design problems are formulated for problem-solving through a design process
		Tuesday 3rd August	3 PM	
		Thursday 4th August	3 PM	
		Friday 5th August	3 PM	
		Saturday 6th August	3 PM	
		Sunday 7th August	3 PM	

For more information and update please visit   http://aroramanish.in