

*An Invitation to
Creative Leadership*

**Come,
Shape
the Future!**



CDS

**Design Education
for the Future**

B.Des. Programs

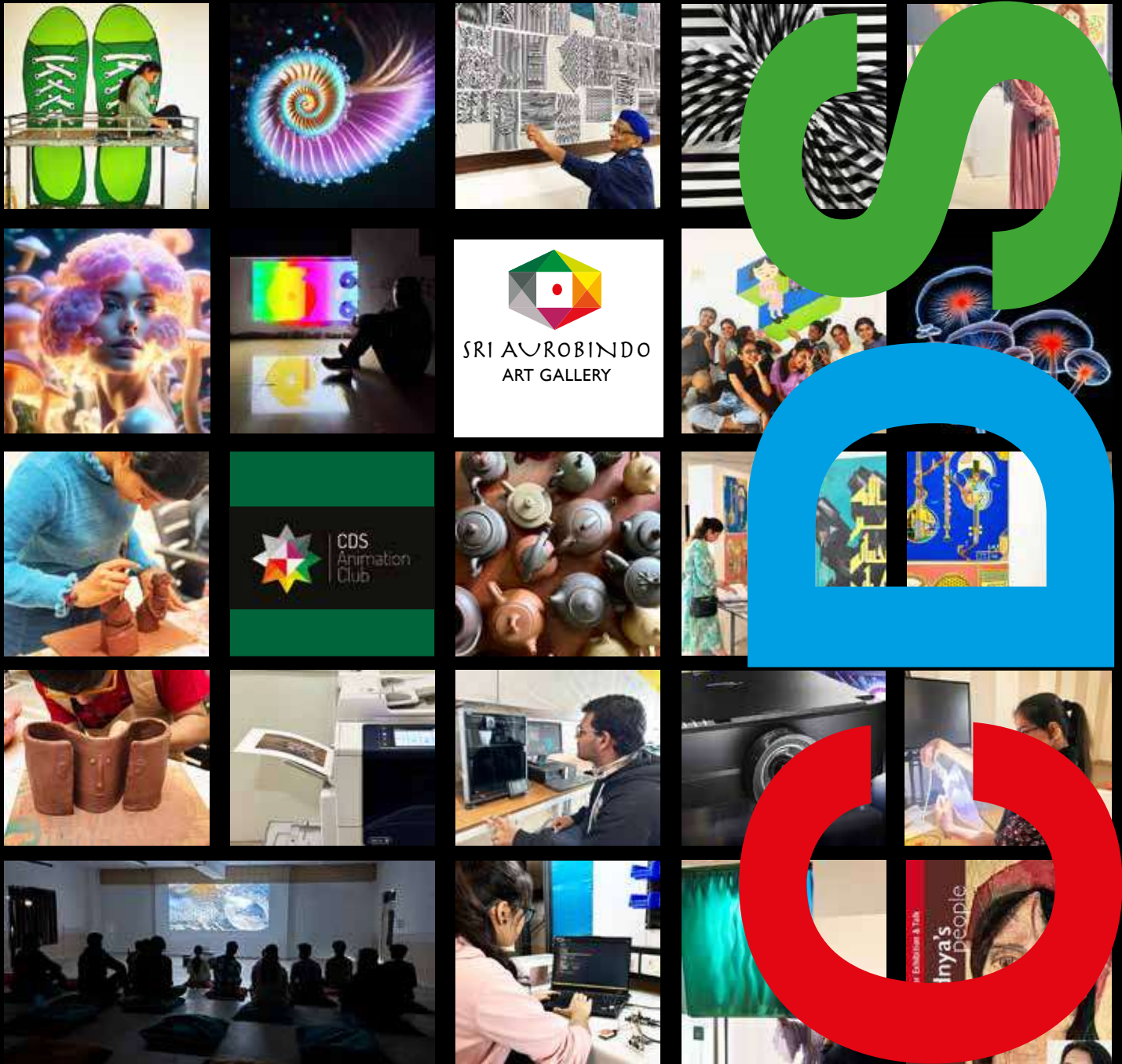
4 Years Full-time

.....
Communication Design

.....
Experiential Graphic Design

.....
User Experience Design

.....
Motion Arts & Gaming



Creating a Strong Foundation



Design Education of the Future: A Pioneering Approach

CDS is pioneering a New Design Pedagogy, based on the needs of the Post-AI era of Design Industry; to ensure that the students graduating from CDS's Bachelor of Design program are future ready, and much sought after. This is in contrast to most other design schools who continue to teach an obsolete design curriculum. The pedagogical approach at 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.

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

a pioneering approach

B.Des. 4-Years Full-time Program

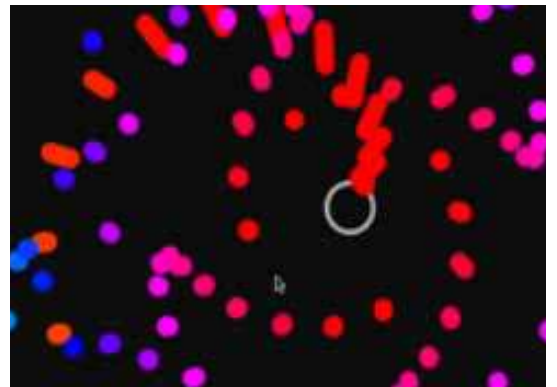
Communication Design

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.

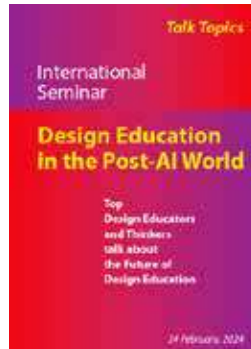


Research at CDS

Research is an integral part of the academic environment at Centre for Design Studies. For the faculty members working on research areas of their interest it provides an opportunity for self-growth. Current active areas of research at CDS are: Design Pedagogy in the Post-AI Context; Parametric Design; Indic Scripts; and Form Generating Algorithms in Hindu Temple Architecture.

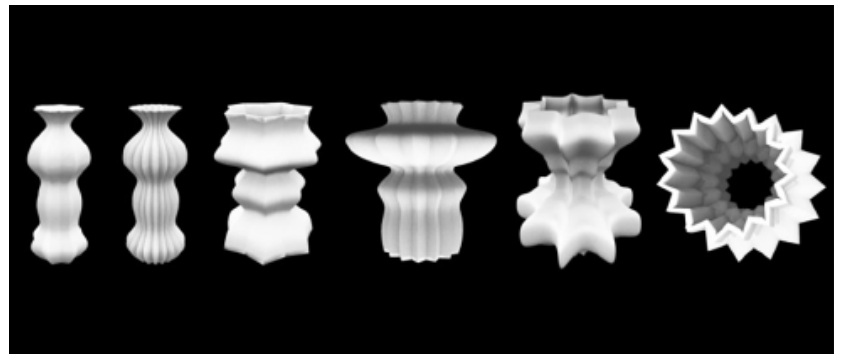
Design Pedagogy

CDS has been engaged in developing a new design pedagogy, introducing new topics and assignments beginning from its Foundation Program. An International Seminar on 'Design Education in the Post-AI World' organised in February 2024, with participation of top International and National Design Educationst kick-started the research.



Parametric & Process-driven Design

Following the form-creating algorithms of Nature, with its wonderful variety and ever-newness; Parametric Variation and Process Driven Form Generation are a major focus at CDS. This is in accordance with the Indian tradition which recognises 'Vishwakarma' - the Creator of the Universe as the source of inspiration for all form-givers.



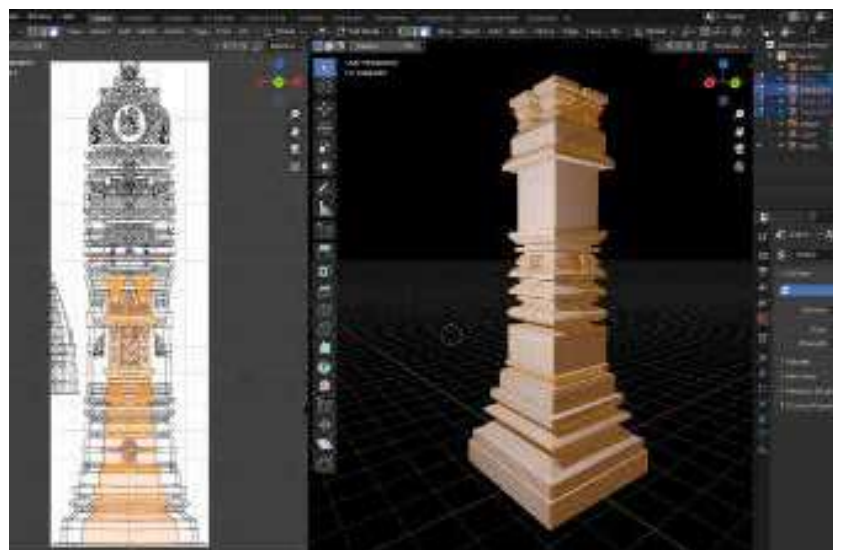
Indic Scripts Research

Scripts which have their origin in the Brahmi script of Ashokan India, and which led to development of all major scripts of India and many of the South Asian countries, are the focus of attention of the Research Program in Indic Scripts. The focus is on letterforms research on handwritten manuscripts as a reference for future font development; and pan-Asian documentation of Indic Scripts.



Form Generating Algorithms in Hindu Temple Architecture

Ancient Indian temple architecture reflects a deeply procedural approach in its conceptualization, planning, instruction, and execution, which can be seen as inherently computational in nature. The temple forms research aims to explore this methodology to develop a system capable of algorithmically generating patterns based on temple elements; to allow for the creation of new forms and patterns that extend the expressive potential of Indian temple architecture.



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

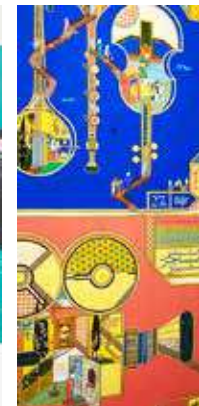
Animation Club

FabLab & Slow Making

Sri Aurobindo Art Gallery

Screening Theatre

Art Shop

[Print Centre](#)

Expert Faculty

The curriculum at CDS has been developed under the guidance of internationally acclaimed design educators, industry experts, and leading professionals. The learning model at CDS is driven by experienced industry practitioners and distinguished academicians, ensuring a strong balance between academic excellence and professional practice.

Professional Projects

At CDS, career development begins from day one. Rather than waiting until graduation, we nurture future leaders through hands-on learning and industry engagement from the very start. Students actively participate in professional projects throughout their academic journey, gaining valuable real-world experience alongside their classroom education.



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 Assurance

CDS will ensure placement of all graduates through its extensive network of relationships with the best design studios in India and around the world. Internships in top companies will also be arranged to provide valuable industrial exposure and practical experience.

