Design for Design Education



Alone we can do so little, Together we can do so much.

- Helen Keller



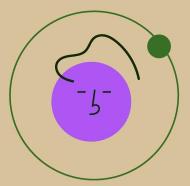
TEAM : TIRNITY

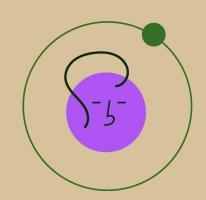
Ananya | Gowtham | Paran

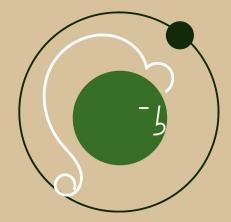
Mentors

Kadambari Sahu | Naga Vyas Kanugovi

In a design education ecosystem, learning together has been credited for intellectual stimulation, fresh perspectives and motivation to embark on creative endeavours.





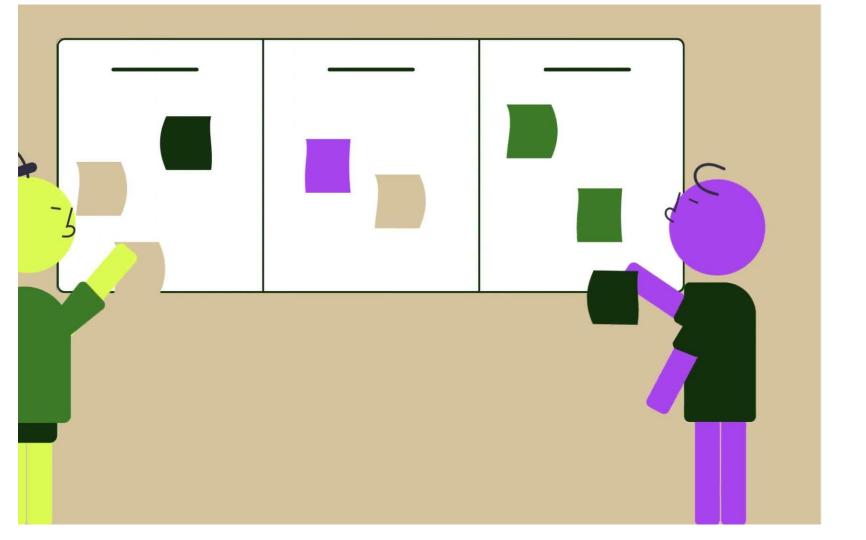




But the pandemic has brought undesirable changes in the system in this scenario.

- Technical issues
- Zoom fatigue
- Tedious gathering of reliable teammates
- Passive learning environment
- Limited network of ongoing projects
- Limited collaborating opportunities
- Lack of transparency in communication

So, in these challenging times of connecting & studying remotely, we have focused on the ways to dilute the silo learning environment. Introducing Jayati & Auro



DesCo Walkthrough

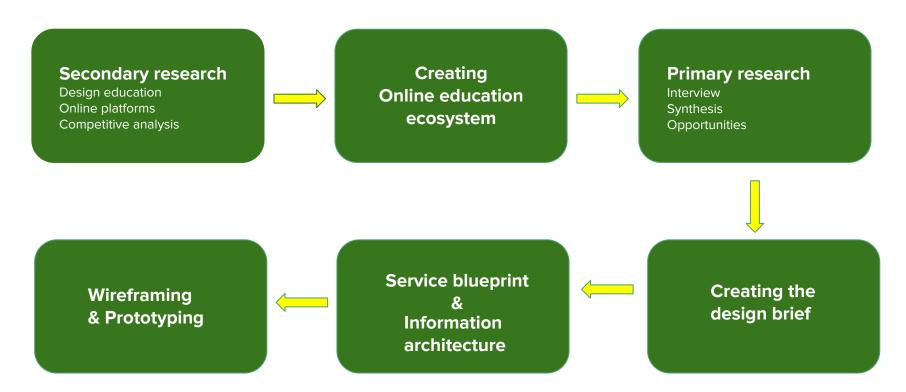
Prototype link:

https://xd.adobe.com/view/e1b14022-bf7d-42b5-8ab4-ad31a2ae4ffa-b4e2/

"Nothing is instant, everything needs a process"



Process followed :



Provides opportunity to learners to gain access to knowledge that can fulfil their objectives Maintains the proper functioning of the educational services COURSE / SERVICE **OWNERS & HEADS** MANAGEMENT HR LEGAL MARKETING SALES & Structures the learning FINANCE system from the base TEAM TEAM TEAM TEAM PRODUCT and creates an RESEARCH executable format, ADVERTISING TEAM SCHOLARS curates the exprience, TEAM guides SUBJECT MATTER EXPERTS Contributes to the curation of design education, initiates new & also facilitates the learners with their respective offerings. GOVERNMENT AGENCIES Sets the guidelines / ordinance, COURSE DESIGNERS Inspires the learners, steers in new direction and visions, influences the decision making (education) empowers communities scenarios of the company POLICY MAKERS CONTENT PROVIDER Engages in learning new Helps in learning new DESIGN TRENDSETTERS DESIGN SOCIAL MEDIA CONSULTANT concepts, methodologies, concepts, methodologies, INSTITUTES INFLUENCERS INFLUENCERS upskilling, interacting with upskilling, Supports and AMBASSADORS PATRONS experts, networking, guides with assessments , INDUSTRY feedbacks, contributes in widening their expertise, EXPERTS influencing new needs and course structuring contributing to new trends, Also acts as consultant in provides feedback for the required scenarios. Contributes to the AWARD SHOW LIBRARY MUSEUM EXHIBITION betterment of the service contributes to the curation of design CURATORS ORGANSERS ORGANISERS CURATORS hetterment of the education & also service JURY facilitates the learners with their respective E- INFRASTRUCTURE offerings. Inspires the LEARNERS learners, supports MENTOR PROVIDER (students) design communities FUND SCHOLARSHIP INVESTORS INSTRUCTOR PROVIDERS INTERNET SERVICE PROVIDERS LEARNERS Facilitates the EVALUATOR PROVIDER (professionals) implementation, helps Provides monetary supports to fuel the initiatives of the learners to access HARDWARE different learning the learners, service providers, recruiting companies platforms. fulfils the PROVIDERS responsibility to provide a experience Inspires, supports, influences in decision SOFTWARE / that suits the objective making of learners, educators INTERFACE of learning online, DEVELOPERS bridges the gap of ASPIRANTS PEERS ALUMNI FAMILY information between different learning sources Sets the guidelines / ordinance, influences the decision making Sustains the design industry through creation of products, employing communities, fuels innovation, sets trends, creates the opportunities for the learners, influences the course content, GOVERNMENT AGENCIES (industry) Supports and fulfil the requirements, hepls in creating the identity COMPANY (requiring designers) of the design trade in physical form, helps in continuation of the POLICY MAKERS **OWNERS & HEADS** design initiatives MANAGEMENT RECRUITERS LEGAL MARKETING SALES & MANUFACTURERS CRAFTSPERSON INDUSTRY TEAM TEAM TEAM FINANCE HR WORKFORCE PRODUCT TEAM TEAM INFRASTRUCTURE SELLERS ADVERTISING PROVIDER TEAM Forms the first point of CUSTOMER SUPPORT CRAFT CENTRES SELLING contact for the learners, OUTLETS patrons, researchers

Online design education ecosystem

Interview process

Interviewee 1

Devanga Borah

Student

M.Des, Transportation & Automobile Design (in progress)

National Institute of Design, Gandhinagar, joined 2019

B.Tech, Mechanical Engineering

He has had the experience of both the offline & online mode of learning for his design education. Currently searching for internship And then aiming for graduation project.

Interviewee 2

Akanksha Chandra

Student

M.Des, Lifestyle Accessory Design (in progress)

National Institute of Design, Gandhinagar, joined 2019

B.Tech, Information Technology

Senior System Engineer, Infosys - 3 yrs

She has had the experience of both the offline & online mode of learning for her design education. Currently searching for for graduation project opportunities.

First of all, can you briefly please tell me about yourself ?

Why did you join a creative field?

In the current scenario we are in, can you describe how do you spend a day typically? If nothing said about weekends then ask **Do you spend the weekends the same way ?**

How did you spend your typical day while you were in college ?

Which tasks do you feel , are the most important for you currently?

How do you manage your time?

Currently how are you managing your online way of attending classes ?

How has your online learning been so far?

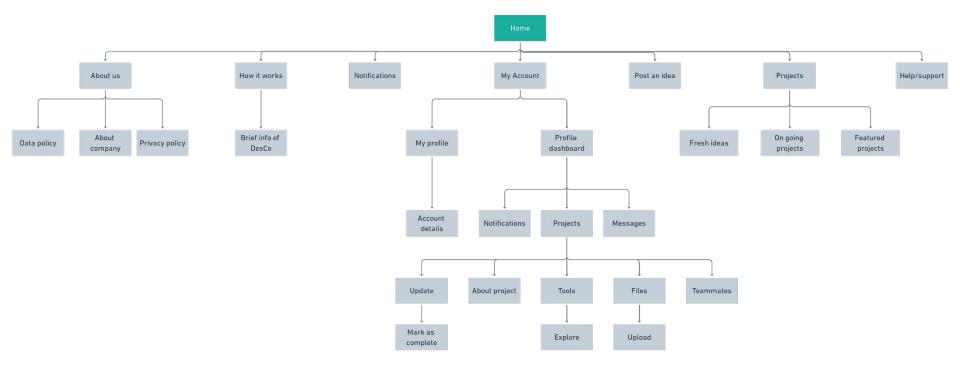
How is your experience during this online mode of classes are attending ?

What do you like about it? What do you dislike about it ? What are you planning to gain from this online course ? What do you like about it? What do you dislike about it ?

Blueprint

| Phases | Awareness to design institutes | | | Awareness to design students | | Onboarding & Registration | | | | Walktrough | | |
|----------------------------|---|------------------------------------|---|---|--|---|---------------------------------------|--|---|---|--|---|
| Stages | Reaching out the design institutes through mail | Approval for product pitch meeting | with higher officials at | Design institutes registering interest on platform | Institute sending mails to students | Informed through orientation sessions | Sign up | | verification | Filling details in profile | explore | Viewing the inc |
| Touch points | design institutes, email | call, e-mail | call, video conference, in person meeting, website | Mail, In-person confirmation, website | e-mail | bulletin board, poster, notice | institutes ID, credentials | | confirmation email, support through email for verification | pop up notification of profile completion | ideas , briefs , interest posted, on going projects, completed projects, featured projects | pre read resou students, brief context, write u |
| User Actions Frontstage | | | | | | | | | | | | |
| (primary user)- Student | | | | | Checks the email | Looks or gets to know about the platform | sign up on website | registration and account creation | Receive account confirmation and login | fills the data required to complete profile | Registered students gets a view of the interests / projects | Open the desir brief |
| (Secondary user)- admin | | | | | Sends the mails to students about platform | | | | | | | |
| Backstage | | | | | | | | | | | | |
| IT support team | Sends the emails to various design institutions | Gets mail of approval | Provides video conferencing support | Interested design institutes should be added to data base | | | Adds the students detials to database | Automatic email to welcome the students | | | | |
| Sales & Marketing | Create content for emails | | Pitching the service to design institutes with presentations and live demos | | | provides the posters and promotional assets to institutes | | | | | | |
| Customer support | | | | | queries about the platform, will be cleared with chat or call support | | | Support duing the registration process | Chat or call support for verification | | | |

Information architecture



Wireframes

0 4 🔍 V Categories \lor \bigcirc Website name Post an idea \leftarrow Filters Sort by Latest Projects \lor 1283 Results Fresh Ideas Ongoing projects \vee Categories \vee Institute With Resources Project Name Project Name Project Name No. of team members Posted by Name Posted by Name Postel by Nore CATEDORY CATEGORY CATEGORY 1 2 3 4 5+ \sim Discipline Duration Project Name Project Name Started on: MM/YY Project Name Posted by Name Posted by Name Posted by Name Critiscev. CATEGORY CATEGORY Looking for teamory Project Name Project Name Project Name Posted by Name Posted by Name Posted by Name ONTEDORY CATEGORY CATEGORY

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| Skills required | Estimated duration |
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| Durarion: Lorem Ipsum | Save as draft Publish idea |

Brand guidelines

Primary colors #376F26 #112A0A #FFFFFF #000000

Secondary colors



Typography



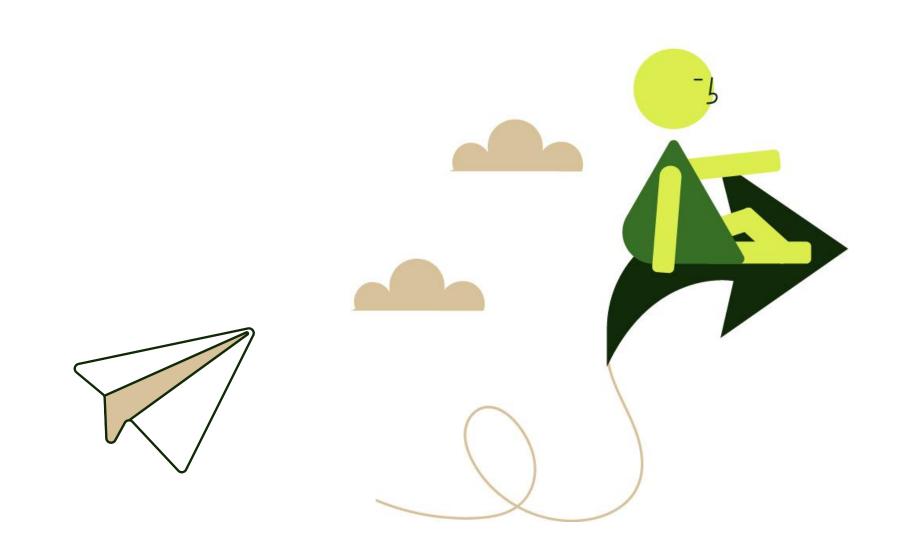
Cormorant Infant | Bold

Body

Title



Open Sans | Regular, Semibold, Bold





DesCo's Future prospects

- An active creative network
- Impactful projects
- Innovation hub
- Knowledge exchange channels
- Revolutionary teams
- Entrepreneurs



Thank You :)



