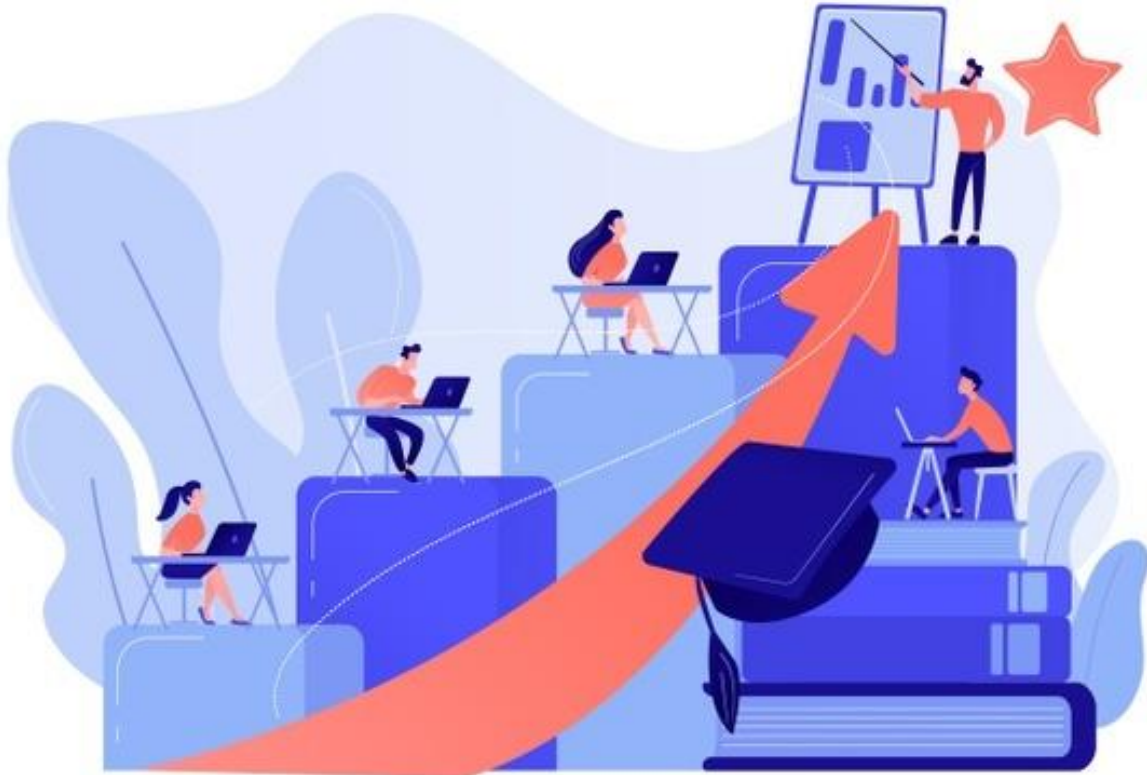


Design for Design Education



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

- Helen Keller

DesCo

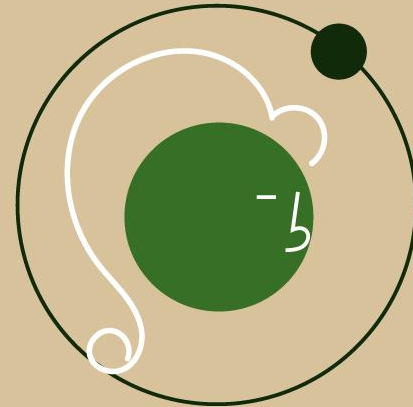
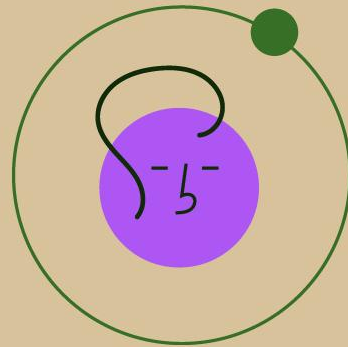
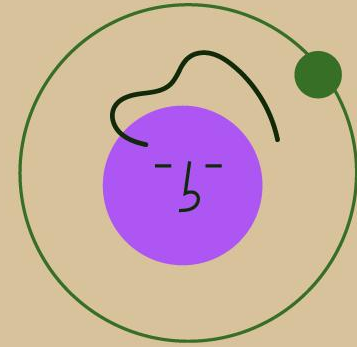
TEAM : TIRNITY

Ananya | Gowtham | Paran

Mentors

Kadambari Sahu | Naga Vyas Kanugovi

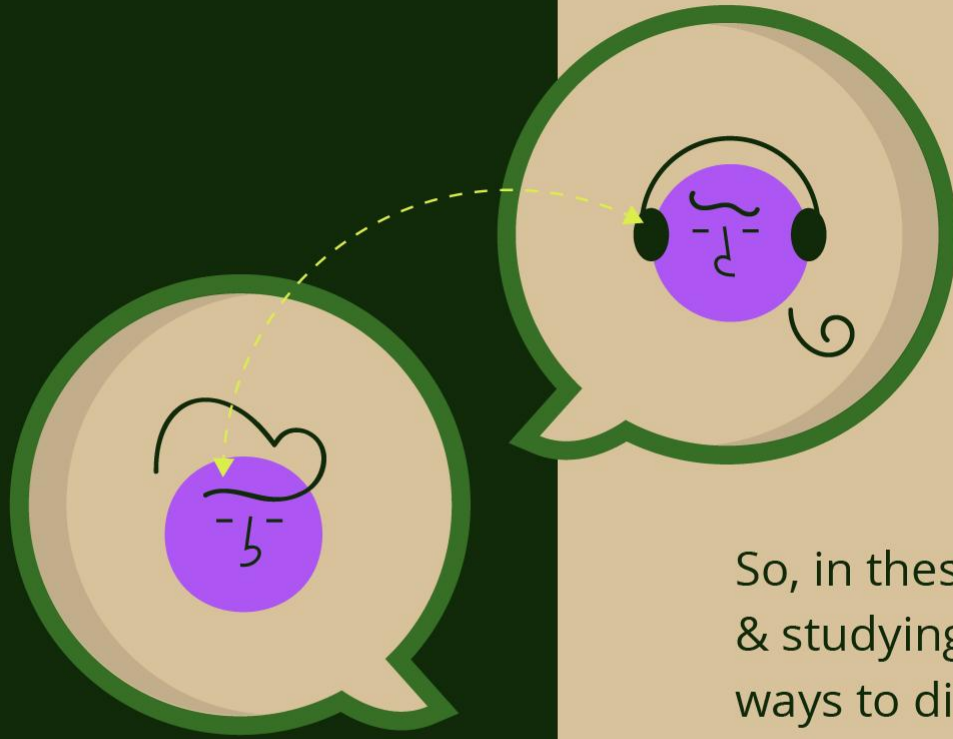
In a design education ecosystem,
learning together has been credited for
intellectual stimulation, fresh perspectives and
motivation to embark on creative endeavours.





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

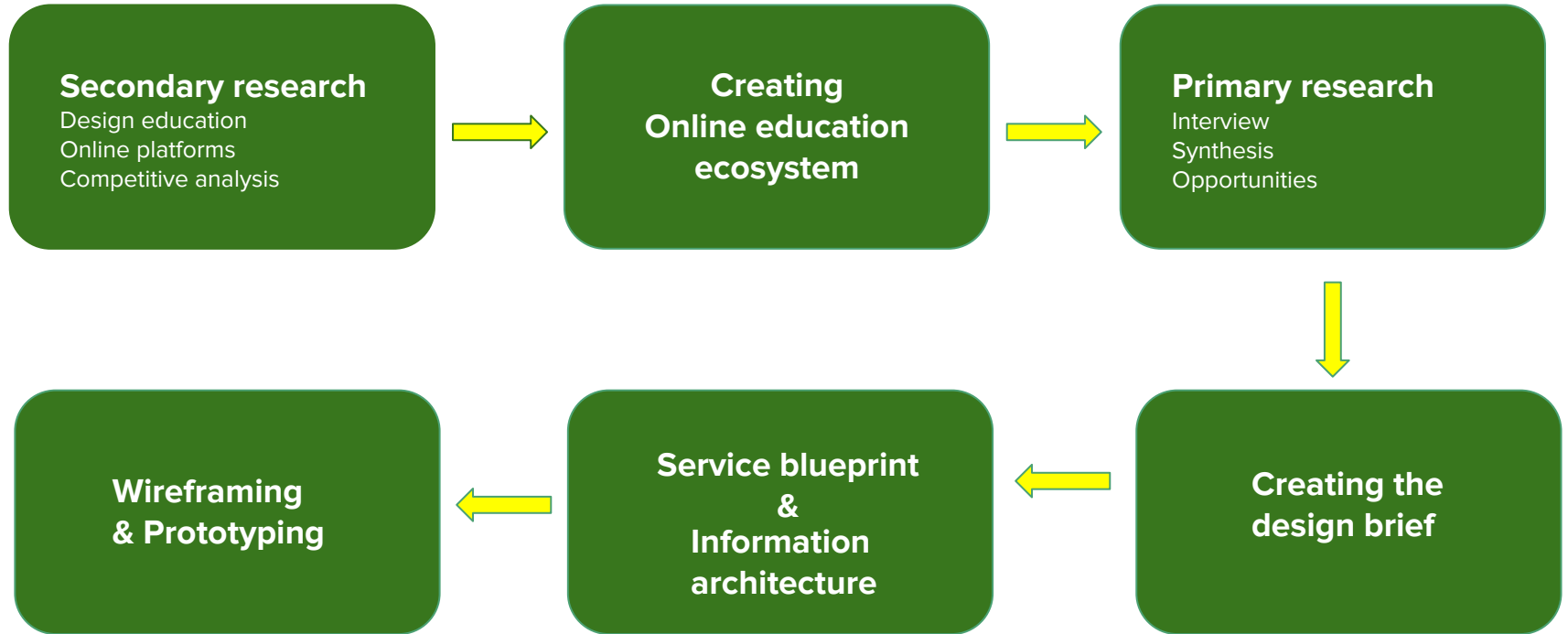
Prototype link:

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

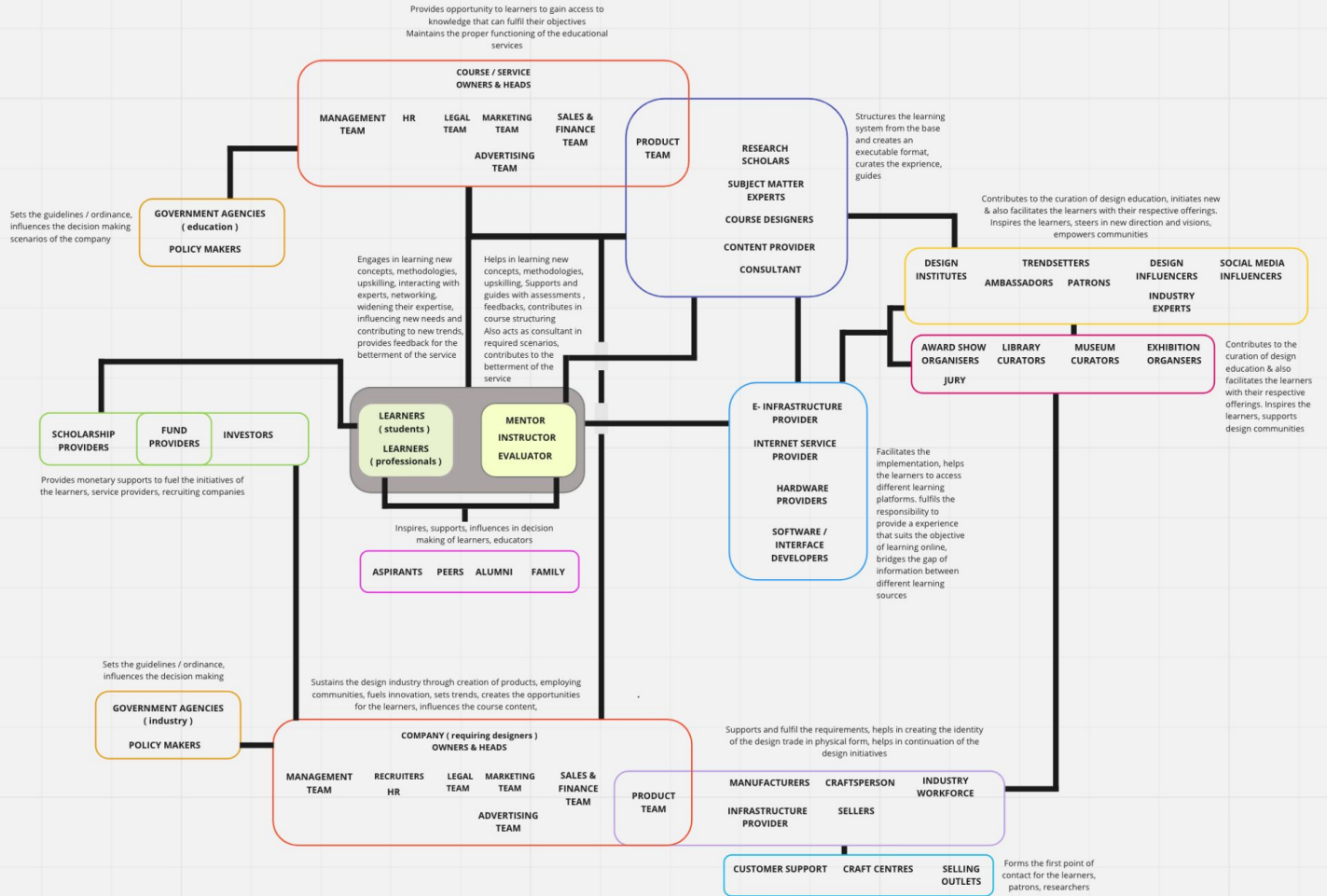
“Nothing is instant,
everything needs a process”



Process followed :



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 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 ?

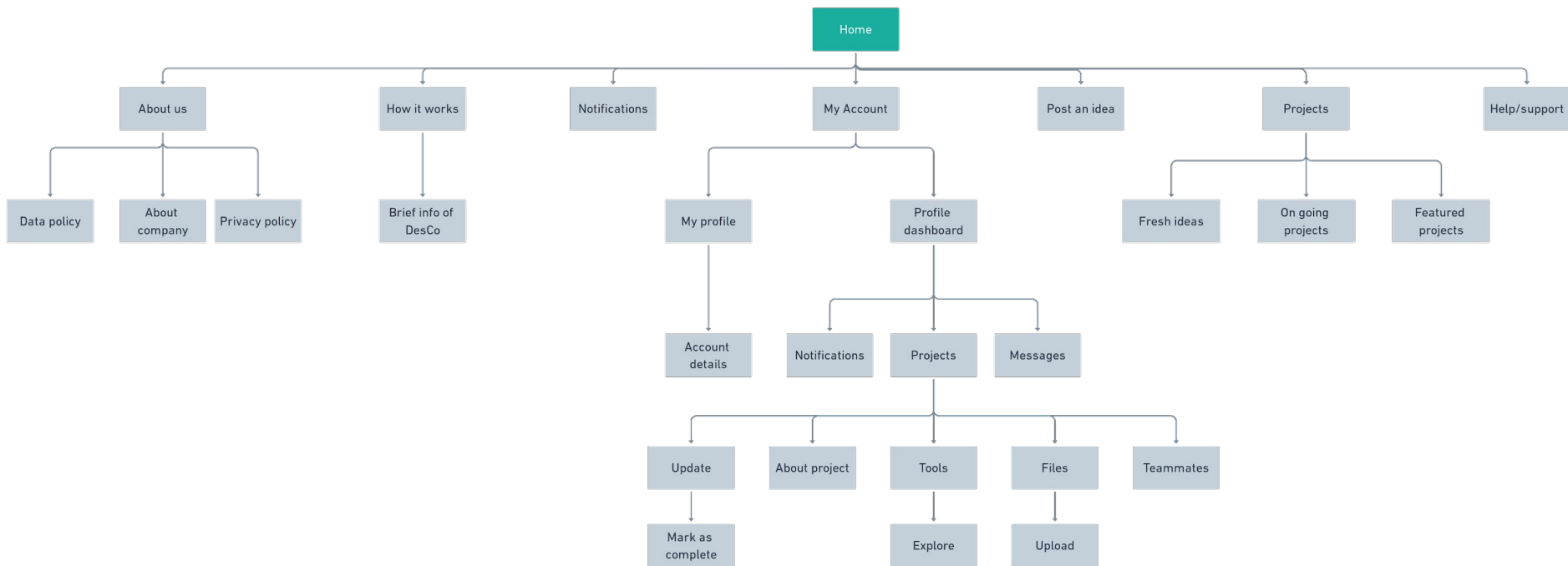
What are you planning to gain from this online course ?

What do you like about it? What do you dislike about it ?

Blueprint

Phases	Awareness to design institutes				Awareness to design students		Onboarding & Registration				Walkthrough	
Stages	Reaching out the design institutes through mail	Approval for product pitch meeting	Setting up a meeting with higher officials at design institutes	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 details 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



Brand guidelines

Primary colors



#376F26



#112A0A



#FFFFFF



#000000

Secondary colors



#DCEE4E



#AD56F3

Typography

Title

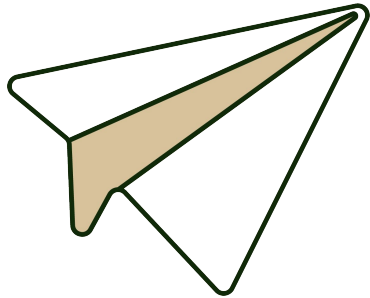
Aa

Cormorant Infant | Bold

Body

Aa

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 :)

