

# Design Academy

## Design Thinking & Practical Applications

Curriculum 067 Designed by  
Design Epithet Private Limited (2024)

[www.Designepithet.com/Academy](http://www.Designepithet.com/Academy)

# EXPLANATION

## About

Design Epithet Private Limited

Design Epithet Private Limited, the visionary force behind this course, leverages over 13 years of design excellence. This includes mentoring and overseeing graduation projects for prestigious institutions like the National Institute of Design in Ahmedabad, Bangalore, Vijayawada, and GLS University in Gujarat. Co-founded by Sandeep Raj and Apurva Ambhore, both distinguished graduates of the National Institute of Design. They started their career as Directors at Enterspace Design Lab and later co-founded Design Epithet to practice design facilitation in Communities and educational sectors.

## Vision and Expertise

At Design Epithet, our vision is to make design accessible, affordable, and dependable for everyone. We bring this vision to life through our extensive experience working with global giants such as Google, Microsoft, Myntra, Walmart, IKEA, LinkedIn, Amex, Northern Trust, Wipro, IBM, Schrodinger, AMD, Omnicom, TaskUs, BNYM, and more. Our expertise extends beyond designing workspaces and cultures; we are deeply committed to community initiatives like Thumba, designed to uplift farming practices.

## Course Mission

This course isn't just about education; it's a mission to democratize design. By showcasing its universal significance and accessibility, we aim to empower individuals with invaluable design thinking skills. Our ultimate goal? To contribute to a happier, more sustainable world.

# FEE PAYMENT

## Preface

Design Epithet is dedicated to being community-centric design facilitators, seeing education as our responsibility as designers. We believe that communities require designers who can enhance the way we live sustainably. There's a growing demand for responsible design, where functionality and essentiality are prioritised over aesthetics. This course aims to train students professionally for a better future. We offer this course in a more affordable manner to make design accessible to everyone because we believe that everyone has the ability to design, which can be a "superpower".

## Dates + Fee Payment + Refund Policies

The tentative date for the commencement of the academic session in 2024 is Monday, July 22nd, 2024. Students can join our pre-course workshops and practices immediately after the interviews. These sessions are conducted online every alternate day from 7-8 pm and are absolutely free.

The registration fee, which is non-refundable, is set at INR 35,000/-. Additionally, a refundable security deposit of INR 8,000/- is required. To withdraw admission, a written notification must be sent to DE Admissions Support Team via email at [tribe@Designepithet.com](mailto:tribe@Designepithet.com) (Subject Refund). We do not ask any questions for refunds. Refunds will be processed within 60 working days after the completion of exit formalities. Refunds will be done only through bank accounts

The course fee is mainly allocated for inviting highly qualified external mentors, site visits, tools, amenities, fees for in-house mentors, other supporting staff, and infrastructure maintenance and conducting other activities and workshops.

We request students to pay quarterly, and we assure that there will be no pressure if there is a delay in fee payment.

# INTRODUCTION

Duration: 01<sup>st</sup> Month

## Introduction

Through interdisciplinary collaboration, Design Epithet empowers students to shape the future of design projects. By engaging with professionals, analyzing case studies, and embarking on cross-disciplinary design projects, students blend diverse perspectives. Design Epithet facilitates exploration of hybrid disciplines, fostering an environment where students can delve into areas they wish to explore further.

## Chapters / Sessions

Introduction to Design field : Overview of different design disciplines, their principles, and applications.

Chat with industry professionals: Interactive session with designers, explore Design Projects and Case studies, Understand Designer's Responsibilities

Identify Interests: Refine your understanding of which design field suits you best based on ongoing self-analysis and exploration.

## Key Benefits

- This method aids students in exploring all disciplines.
- Enhances clarity and understanding of design responsibilities.
- Offers insights into current work culture and financial benefits.
- Facilitates finding an external mentor.
- Prepares students for a career in design

# DESIGN FUNDAMENTALS

Duration: 02<sup>nd</sup> Month

## Introduction

Design Fundamentals introduces core principles across design disciplines, covering elements like line, shape, and color, along with principles such as balance and contrast. Through hands-on projects, students develop skills in typography, layout, and composition. Additionally, they explore design history, contemporary practices, and essential software. This course lays a robust foundation for future studies or careers in design.

## Chapters / Sessions

- Introduction to the Design field
- Chat with industry professionals
- Explore Design Projects
- Explore Case studies
- Designer's Responsibilities
- Self Exploration

## Key Benefits

- Avoid any confusion in choosing a design discipline.
- Understanding different kinds of terminologies and their uses.
- Learn the basics and their purpose.
- Get experience in using tools.
- Calibrate yourself for the design journey ahead.

# DESIGN THINKING ONE

Duration: 03<sup>rd</sup> Month

## Introduction

As a designer, the ability to ask insightful questions and gather information is crucial. Our course focuses on honing these skills through gamified techniques and case studies. We'll practice tasks like Spot the Culprit, Investigate Cases, and Spot Mistakes to enhance learning. By the end, you'll develop your unique design thinking methodology through monitored stages and an internal project. Let's have fun exploring!

## Chapters / Sessions

- Introduction to Design Thinking Part 01
- Case Studies to learn design thinking
- Importance of Design Thinking and Impacts
- Key principles of design thinking
- Interactive Games + Tasks
- Class Room Design Project 01 (Group Project)
- Class Room Design Project 02 (Individual Project)

## Key Benefits

- Learn from industry mistakes.
- Enhance inquiry skills.
- Introduction to problem-solving abilities.
- Foster collaboration skills.

# DESIGN THINKING TWO

Duration: 04<sup>th</sup> Month

## Introduction

How we ask questions matters significantly in acquiring the information we need. We've developed numerous techniques to gather information from diverse sources. When designers pose a question, understanding what information is needed and how it aids in designing becomes crucial. It may seem confusing initially, which is why we've designed this course to practice and refine these skills.

## Chapters / Sessions

- Design Thinking Applications Part 02 - Delve deeper into practical uses.
- More case studies to showcase applications.
- 2 design challenges with self-evaluation and jury.
- 2 gamified design challenges.
- Integrating your existing skills with the concepts learned in each chapter.
- Class Room Design Project 03 (Group Project)
- Class Room Design Project 04 (Individual Project)

## Key Benefits

- Semantics in Design
- Lexical Analysis in Design
- The act of asking questions
- Personalised problem-solving with your unique methodology.
- Navigate challenges by understanding your emotions and capabilities.
- Effective contribution in group or individual design discussions.
- Improved observation and technical skills development.

# DESIGN PROJECT 01

Duration: 05<sup>th</sup> and 06<sup>th</sup> Month

## Introduction

In this phase, we'll commence a community-centered design project under mentors, using diverse tools. Students will choose a specific community for the project, forming teams and assigning roles. Additionally, we'll introduce research and analysis techniques tailored to the chosen project. Students' projects will be presented to an audience for feedback and to gain experience in project showcase.

## Assisting faculties in a design project.

- Applications of Design Thinking
- Identifying Scope
- Applying Techniques
- Research Techniques and Tools
- Making Presentations
- Be a part of Design discussions

## Key Benefits

- Gain confidence in taking on a project.
- Face design challenges.
- Identify your unique design methodology.
- Collaborate on a group project for your portfolio.
- Participate in juries to gain others' perspectives and receive feedback.



# DESIGN PROJECT 02

Duration: 07<sup>th</sup> and 08<sup>th</sup> Month

## Introduction

As part of your development, it's time to assess your design management skills with two projects assigned to you by your mentors. These briefs will target areas where you need improvement, teaching you the difference between a brief and a redefined brief. Importantly, these projects will not rely on internet sources or software, aiming to explore your full potential and enhance your cognitive skills.

## Group Design Project

- Brief and Redefined Brief
- Approaches and preparation for a project.
- Roles and responsibilities.
- Learning Design Research Methodologies.

## Key Benefits

- Identify your skills and challenges.
- Explore our in-house design methodologies.
- Refine and develop your unique design approach.
- Enhance your portfolio with a design project.
- Engage in debates to understand diverse perspectives.
- Overcome designer's ego.

# DESIGN BOOT CAMP

Duration: 09<sup>th</sup> Month

## Introduction

This month, we'll pause project work to refresh our learning and gain tool-based experience. We'll join industry technicians like carpenters, attend print lab workshops, visit large factories, explore music editing and VFX studios, learn about spatial narrative structures at amusement parks, tour museums, and watch movies for inspiration. Additionally, we'll take a Bangalore City tour with experts to understand urban planning and architectural stories, visit our project sites, and explore film sets. It's both fun and enriching!

## Learn from Experts

- Carpentry Techniques with Master Craftsmen
- Print Lab Workshop with Industry Professionals
- Factory Tour with Production Managers
- Music Editing and VFX Studio Session with Sound Engineers
- Spatial Narrative Structures at Amusement Parks with Designers
- Design and History Insights at Museums with Curators
- Urban Planning and Architectural Tour with City Planners
- Project Site Visits with Construction Experts
- Behind-the-Scenes at Film Sets with Directors and Producers

## Key Benefits

- Explore industry workflows and processes
- Hands-on experience with industry standard tools and techniques
- Understand effective communication between designers and craftsmen
- Learn terminologies, rules, and regulations in the industry

# DESIGN PROJECT 03

Duration: 10<sup>th</sup> to 12<sup>th</sup> Month

## Introduction

This is your final project, where you'll handle clients directly. Each student can choose an external client project or an in-house project. You'll manage the entire project independently, from scoping and pitching to negotiating, designing, presenting, and invoicing. Mentors will provide support and cover for you if needed. The project duration can range from 2 to 6 months based on your efforts and the project's complexity. Upon completion, you can join our design team directly (Your attendance and assignment completion are the only criteria) or receive a 1-year design experience certificate, along with a certified recommendation letter, supporting you to join any design firm with a strong portfolio and learnings.

## Project Criteria

- Demonstrate original thinking and innovative solutions.
- Showcase your design methodology.
- Mandatory mentor visits for phase wise discussions and feedback.
- Maintain client and project confidentiality.
- Submit a final document following Design Epithet criteria.
- Present the work, receive feedback, and conduct Q&A with the audience at the end.

## Key Benefits

- Be confident in your skills and ready to practice more design projects.
- Gain experience in your chosen field of interest.
- Build a strong portfolio and develop excellent negotiation skills.
- Opportunity to pursue a professional design career with Design Epithet.

# CHECK LIST & ADVISES

## Language

- Design Epithet aims to support students from all regions in the country and provides language support. However, classes will primarily be conducted in English. Students will also have access to additional language supports.

## Devices needed

- We request students to carry a personal laptop for keeping their documents and to install necessary software. Although we provide computers in our lab, having a personal laptop and a 2TB hard drive is recommended.

## Accommodation

- Once admission is confirmed, please look for housing or a PG near Malleshwaram, Bangalore, as we do not provide accommodation facilities. However, we can assist you in finding a nearby PG or house. The accommodation cost can range from 5k to 12k per month based on the current status.

## Safety & Security

- We highly recommend that every student have health insurance prior to admission.

## Meal & Refreshment

- Students can access healthy food and beverages based on subscription payment systems. Lunch will be provided by a selected third-party group. We offer discounts for all our students and faculty members on meal subscriptions.

# STATEMENT

## Copyright

This course is open-source material. Any institution can use these modules after consulting with us. We will provide additional details, assignment evaluation strategies, and study materials through our portals. Please use this course module responsibly and use the right practice materials.

## Certificate for Students

All participants/students will be awarded a 1-year experience certificate and a recommendation letter, along with other support. Those who complete all assignments and design projects with good attendance scores can start their designer professional careers with Design Epithet immediately after their course without any formalities. All certificates will be digitally accessible from our website, and a physical copy will be awarded at the final ceremony.

## Confidentiality of Projects

All students are required to sign an NDA to protect our clients' and project privacies. Students can put their work on their portfolios only after receiving a written statement from the Administration. Students are not allowed to do any freelance jobs while in this course.