About
SPAV

Master Of Design

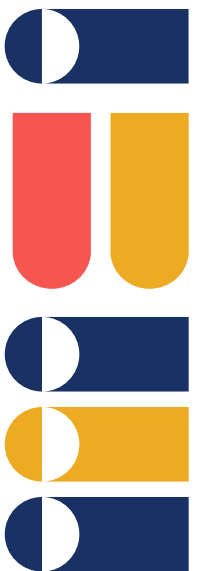## Department of Design

School of Planning and Architecture, Vijayawada

Established in 2008 by the Ministry of Education, Government of India, the School of Planning and Architecture, Vijayawada (SPAV), is an autonomous institution and one of three institutes of national importance for excellence in planning and architecture. Offering undergraduate, postgraduate, and doctoral programs, SPAV is committed to fostering quality research while providing state-of-the-art infrastructure, including green-rated campuses, hostels, libraries, laboratories, and sports facilities.

The school's academic programs address physical, socio-economic, and environmental challenges, aiming for sustainable practices and societal enhancement through responsible built environments. SPAV envisions "to achieve academic excellence in Architecture and Planning through innovating, creating, acquiring and disseminating knowledge using sustainable local and global practices and enhancing the quality of society through responsible built environment."

SPAV
Vision

M Design
SPAV

Ignited by a bold vision, SPA Vijayawada strives to sculpt exceptional design professionals who not only possess mastery of craft, but also seamlessly integrate with the ever-evolving design landscape. Our mission unfolds in three distinct yet intertwined strands:

1. Champions of Industry Relevance:
We recognize that design thrives on dynamic responsiveness. With a keen eye on shifting economic and global business patterns, we constantly reimagine our curriculum to ensure our graduates possess the precise skillset demanded by the industry.

2. Cultivating Well-Rounded Designers:
Beyond technical prowess, we prioritise the holistic development of our students. This means nurturing their critical thinking, communication, and collaborative skills, along with fostering a deep understanding of social and environmental responsibility.

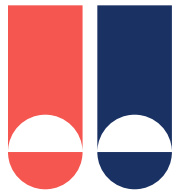**3. Embracing the Cutting Edge:**
We remain at the forefront of design innovation, embracing emerging trends and technologies. Our students graduate equipped to confidently navigate the ever-evolving design ecosystem, whether they're harnessing the power of AI, exploring sustainable solutions, or pushing the boundaries of virtual reality.

In essence, SPA Vijayawada doesn't merely train designers; it empowers them to become visionary creators, capable of shaping the future of design itself.

The admission to PG programmes at SPAV is partly through CCMT (conducted by MoE, Govt of India) and partly Direct Admissions (conducted by SPAV). Admissions for all seats of M.Design programmes starting in AY 2024-25 shall be based on Direct Admissions (conducted by SPAV). The details of eligibility, admission process, seat matrix, and fees are given in https://spav.ac.in/spavadmissions.html.

Focus on emerging technologies:
M.Des programs now integrate emerging technologies like artificial intelligence, virtual reality, and augmented reality, empowering students to design for the future.

Interdisciplinary approach: M.Des programs are now more interdisciplinary, integrating knowledge from engineering, business, and psychology. This approach enables students to develop holistic design solutions for complex challenges.

Emphasis on sustainability: M.Des programs are placing a greater emphasis on sustainability, teaching students how to design products and services that are environmentally friendly and socially responsible.

Project-based learning: M.Des programs are now more project-based, giving students practical experience and enhancing their problem-solving skills through real-world design projects from the beginning of their studies.

Program
Description

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M.Des programs integrate emerging technologies like artificial intelligence, virtual reality, and augmented reality, preparing students for future design challenges. They embrace an interdisciplinary approach, drawing from engineering, business, and psychology for holistic design solutions. With a global perspective, students learn from diverse cultures, fostering creativity. Sustainability is emphasized, teaching environmentally friendly design. The programs are project-based from the start, enhancing practical skills.

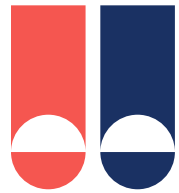These are just place holders, these icons will be updated later.

Semester I: Foundation in Design Thinking Learning Outcomes: Develop understanding of product design process, sustainable ergonomics, and user- centered design. Acquire knowledge of materials and manufacturing techniques, and apply sustainable design practices. Cultivate creativity, overcome blocks, and use creative tools for idea generation. Develop visual communication skills through sketching, rendering, and 3D modeling software.

Elevate your creative practice with SPA Vijayawada's M.Des programs. Our intensive, two-year curriculum lets you specialize in cutting-edge design fields, guided by renowned faculty and industry experts. Choose from diverse specializations, master advanced design skills, and engage in a dynamic learning environment to nurture innovation. Gain practical experience through internships, guest lectures, and design competitions, preparing you to make a lasting impact in the design landscape.

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Admission
& Course

Semester I: Foundation in Design Thinking Learning Outcomes: Develop understanding of product design process, sustainable ergonomics, and user-centered design. Acquire knowledge of materials and manufacturing techniques, and apply sustainable design practices. Cultivate creativity, overcome blocks, and use creative tools for idea generation. Develop visual communication skills through sketching, rendering, and 3D modeling software.

Semester II: Advanced Design Concepts focuses on cultivating students' proficiency in the total design process through project-based learning. This approach enables students to deliver effective design solutions for specific problems, fostering critical thinking and problem-solving skills. The course also explores applications of virtual reality and augmented reality.

Semester III: Innovation and Iteration develops students' innovative thinking skills and their understanding of design in entrepreneurship. It provides knowledge and practical experience in intellectual property rights and patenting, preparing them for patentable design ideas and research-based projects.

Semester IV: Design Thesis and Entrepreneurship provides practical experience in project management and professional practice. Students apply their knowledge to an advanced design project focusing on patentable ideas, showcasing their ability to contribute to design through innovation and intellectual property protection.

Admission & Eligibility
Number of Seats: total no.of students intake will be 25 as followed the other existing PG programs at SPAV.

Eligibility Criteria:
A. Bachelor's Degree in Architecture of a recognized university or equivalent
b. bachelor's degree in engineering/design/ fine arts of a recognized university or equivalent, and with valid CEED score.

Marks/Grades Eligibility
For admission to M.Des program at SPAV, the candidate must have a CGPA of 6.5 on a 10-point scale (or
equivalent) or 60% marks in case of Open/OBC/EWS candidates in Qualifying Degree, whereas in case of SC/ST/PH.

candidates a CGPA of 6.0 on a 10-Point scale (or equivalent) or 55% marks in Qualifying Degree will be applicable or
the applicable GoI norms adopted by the institute from time to time.

Career
Perspective

Earning your Master of Design (M.Des) opens doors to a vast landscape of exciting career opportunities. The specific specialisations you choose within the M.Des program will heavily influence your options, but here's a glimpse into the possibilities.

The best career options for the students after they complete the m.design course in India would include industrial designers, graphic designers, interior decorators, fashion designers, design engineers, product designers, art directors, product managers, art production designers, materials engineers, purchasing managers and many more.
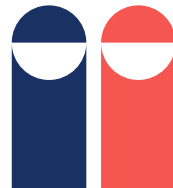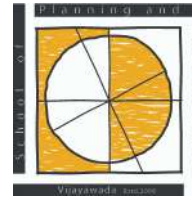
Life at
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The permanent campus of SPA Vijayawada is at the heart of Vijayawada city at ITI road and is approximately 10 acres, which hosts a set of iconic buildings with award winning designs that evolved in an environment friendly campus master plan. The campus accommodates the main iconic Academic and Administrative Block, the students residential blocks, and a dining cum guest house block. The campus has ICT enabled teaching atmosphere, high end digital surveillance systems, modern laboratories, spacious studios and classrooms, open-air theatres, auditorium, cafeteria, and outdoor sports facilities. The various labs in the campus include:

• Computer Labs,
• Geoinformatics Lab,
• Art Lab,
• Landscape Lab,
• Material Testing Lab,
• Surveying Lab,
• Model making & Carpentry Lab,
• Climatology Lab,
• Conservation Lab,
• Environmental Monitoring Lab,
• Structural Lab.

Life at
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In addition, there are several well-equipped seminar rooms, smart lecture rooms, discussion rooms, board room and exhibition hall. These spaces are constantly in use to display student works, conduct juries, have industry-academia interface meetings, have campus placements, and hold training programmes and research meets. The campus has an additional 2.66 acres land with green cover, which is in the process of being developed as an outdoor sports facility. The school has initiated to open its library, laboratories, and social spaces on weekends, as per demand, to ITI, Polytechnic and other institute in the vicinity as a gesture of social responsibility towards the region. In SPAV, extra-curricular activities are important in campus life and there are ten cultural clubs, which contribute immensely to the vibrant campus. Each Club comprises of faculty coordinators and student committees guided by Secretary, Joint secretary, Coordinators, Co-Coordinators and volunteers. Clubs are as follows:-

1. Ritmo Club / Music
2. Tasveer Club / Photography
3. Monologue Club / Drama
4. Avante Garde Club / Fashion
5. Club-29 / Dance
6. Ground Zero Club
7. Aaira Club / Literary and Reading Club
8. Club IO / Tech Club
9. Anaadyanta club / Heritage club
10. Club natura / Nature club

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