

Evaluative Report of School of Art, Design and Media Studies (SADMS)

1. **Name of the Department:** Bachelor of Design (B. Design)
2. **Year of establishment:** 2012
3. **Is the Department part of a School/Faculty of the university?**
Yes
4. **Names of programmes offered (UG, PG, M.Phil., Ph.D., Integrated Masters; Integrated Ph.D., D.Sc., D.Litt., etc.)**
Under graduate (B.Design)
5. **Interdisciplinary programmes and departments involved:**
SAP, mass communication
6. **Courses in collaboration with other universities, industries, foreign institutions, etc.**
No
7. **Details of programmes discontinued, if any, with reasons-**
B.Sc. Animation and B.F.A because of less no of students intake.
8. **Examination System: Annual/Semester/Trimester/Choice Based Credit System-**
Semester
9. **Participation of the department in the courses offered by other departments-**
SAP & mass communication
10. **Number of teaching posts sanctioned, filled and actual (Professors/Associate Professors/Asst. Professors/others)**

	Sanctioned	Filled	Actual (including CAS & MPS)
Professor			Nil
Associate Professors			1
Asst. Professors			Nil
Others			1

**11. Faculty profile with name, qualification, designation, area of specialization, experience and research under guidance :
Attached**

See Also Annexure SADMS-2, SADMS-3

Name	Qualification	Designation	Specialization	No. of Years of Experience	No. of Ph.D./ M.Phil. students guided for the last 4 years
Mamta Lall	Graduate from NID	Associate Professor	Textile	23	NA
Aakanksha	M.sc (Fashion & textiles)	Lecturer	Fashion	4	NA

12. List of senior Visiting Fellows, adjunct faculty, emeritus professors.

See Also Annexure SADMS-2, SADMS-3

Contractual Faculty

1. Mr. Om Prakash
2. Mr. Avik Roy
3. Mr. Priyabrata Rautray

Visiting Faculty

1. Mr.Bhasker Neogi
2. Mr.Manish Kumar Patel
3. Ms.Sujatha RamaKrishnan
4. Mr. Achint Jain
5. Mr.Dattatraya Dinkar Apte
6. Mr. Krishan Ahuja
7. Mr. Manoj Bhagat
8. Ms. Jasneet Kaur
9. Mr. Farhan .A, Khan
10. Mr.Sonal Singh
11. Ms. Deepshikha Priyadarshini Dash
12. Mr.Arun Gupta
13. Mr Siddharath Gautam

13. **Percentage of classes taken by temporary faculty – programme-wise information**
80%
14. **Programme-wise Student Teacher Ratio-**
25:1
15. **Number of academic support staff (technical) and administrative staff: sanctioned, filled and actual-**
01 (One Technical Staff)
16. **Research thrust areas as recognized by major funding agencies-**
NA
17. **Number of faculty with ongoing projects from a) national b) international funding agencies and c) Total grants received. Give the names of the funding agencies, project title and grants received project-wise. –**
NA
18. **Inter-institutional collaborative projects and associated grants**

received

**a) National collaboration b) International
collaboration**

NA

**19. Departmental projects funded by DST-FIST; UGC-SAP/CAS,
DPE; DBT, ICSSR, AICTE, etc.; total grants received.**

NA

20. Research facility / centre with

- **state recognition**
- **national recognition**
- **international recognition**

21. Special research laboratories sponsored by / created by industry or corporate bodies -

NA

22. Publications:

- * **Number of papers published in peer reviewed journals (national / international)- Nil**
- * **Monographs- Nil**
- * **Chapters in Books- Nil**
- * **Edited Books- Nil**
- * **Books with ISBN with details of publishers- Nil**
- * **Number listed in International Database (For e.g. Web of Science, Scopus, Humanities International Complete, Dare Database - International Social Sciences Directory, EBSCO host, etc.)- Nil**
- * **Citation Index – range / average- Nil**
- * **SNIP- Nil**
- * **SJR- Nil**
- * **Impact Factor – range / average - Nil**
- * **h-index- Nil**

23. Details of patents and income generated

NA

24. Areas of consultancy and income generated

NA

25. Faculty selected nationally / internationally to visit other laboratories / institutions

/ industries in India and abroad

NA

26 Faculty serving in

- a) **National committees** b) **International committees** c) **Editorial Boards** d) **any other (please specify)**

-Nil

27 Faculty recharging strategies (UGC, ASC, Refresher / orientation programs, workshops, training programs and similar programs).

- Saturday faculty meeting & presentation.

28 Student projects

- **percentage of students who have done in-house projects including inter-departmental projects- 50%(onsite Design project)**
- **percentage of students doing projects in collaboration with other universities / industry / institute**
-10-15%

29 Awards / recognitions received at the national and international level by

- **Faculty – 1. National awardee**
- **Doctoral / post doctoral fellows**
- **Students**

30 Seminars/ Conferences/Workshops organized and the source of funding (national / international) with details of outstanding participants, if any.
NIL

31 Code of ethics for research followed by the departments
NA

32 Student profile programme-wise:

Name of the Programme (refer to question no. 4)	Applications received	Selected	Pass percentage

Bachelors in Design					
		Male	Female	Male	Female
Foundation-1 ST YEAR	40	15	10	65	65
Design Communication-1 ST YEAR		1	1	100%	100%
Fashion Design-2 ND YEAR	5		5	100%	
Habitat Design-2 ND YEAR	5	3	2	100%	100%
Habitat Design-3 rd YEAR	9	1	8	100%	100%
Industrial & Product Design-2 ND YEAR	3	3		100%	100%
Industrial & Product Design-3 rd YEAR	2	2		100%	
Digital & Interactive Design-3 rd YEAR	1		1		100%

33 Diversity of students

Name of the Programme (refer to question no. 4)	% of students from the same university	% of students from other universities within the State	% of students from universities outside the State	% of students from other countries
Bachelors in Design	-	30%	50%	20%

- 34 How many students have cleared Civil Services and Defense Services examinations, NET, SET, GATE and other competitive examinations? Give details category-wise.

Nil

- 35 Student progression- NA

Student progression	Percentage against enrolled
UG to PG	
PG to M.Phil.	
PG to Ph.D.	
Ph.D. to Post-Doctoral	
Employed <ul style="list-style-type: none"> • Campus selection • Other than campus recruitment 	
Entrepreneurs	

- 36 Diversity of staff

Percentage of faculty who are graduates	
of the same university	Nil
from other universities within the State	Nil
from universities from other States	100%
from universities outside the country	Nil

- 37 Number of faculty who were awarded M.Phil., Ph.D., D.Sc. and D.Litt. during the assessment period-

Nil

- 38 Present details of departmental infrastructural facilities with regard to

- a. **Library-** Common with BJMC and B.Arch
- b. **Internet facilities for staff and students-**
WiFi & Lan for classes, faculty room & computer lab.
- c. **Total number of class rooms-** 7
- d. **Class rooms with ICT facility-**1 projector
- e. **Students' laboratories-**

4, Design Lab(Basic Material),Textile & Fabric Lab,Fashion Studio,Computer lab,)
- f. **Research laboratories -**Nil

39 List of doctoral, post-doctoral students and Research Associates-

- a. **from the host institution/university**
- b. **from other institutions/universities**

NA

40 Number of post graduate students getting financial assistance from the university.

NA

41 Was any need assessment exercise undertaken before the development of new programme(s)? If so, highlight the methodology.

NA

42 Does the department obtain feedback from

- a. **faculty on curriculum as well as teaching-learning-evaluation? If yes, how does the department utilize the feedback?**

YES, improvement and strengthen of syllabus and additional academic input have been introduced.

b. students on staff, curriculum and teaching-learning-evaluation and how does the department utilize the feedback?

Yes, Continuous evaluation on the basis of regular assignments of each subject

c. alumni and employers on the programmes offered and how does the department utilize the feedback?

NA

43 List the distinguished alumni of the department (maximum 10)

NA

44 Give details of student enrichment programmes (special lectures / workshops / seminar) involving external experts.

- Workshop related to Photography, Sketching, Graphics etc. are conducted regularly
- Design Seminars and exhibitions are conducted for self learning and understanding people interaction.
- Case studies and survey done by students for their project through interaction with real users.
- Study Trips to Industries, fairs, exhibitions for self up gradation.
- Students visits other Design Institutes for self enhancement.
- Inter department design exhibitions are held after each semester showcasing student works.
- The design exhibition 'AAKAR' was held for two days in conjunction with "Media Mela" which was open to the whole university.
- Visit to different exhibitions like Auto Expo, Book fairs, Gift Fairs, Suraj Kund Mela.
- Industrial Visits-Thermoforming industry, embroidery workshop, Textile/Fashion houses, material collection activities
- Visit to Pearl Academy, NIFT, etc.
- Workshop conducted by Delegation of China from Ningxia Normal University on ORIGAMY (Chinese paper- Craft) and Chinese's PAINTING.

45 List the teaching methods adopted by the faculty for different programmes.

- Desk-criticism based continuous evaluation
- Jury Presentation.
- Interpretative Evaluation by Internal and External Expert(s)
- Site visits
- Inviting guest lecturers

46 How does the department ensure that programme objectives are constantly met and learning outcomes are monitored?

- By meeting between all faculty/CF/VF and constant advice from guest/senior faculty for curriculum development.
- Feedback form from students

47 Highlight the participation of students and faculty in extension activities.

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48 Give details of “beyond syllabus scholarly activities” of the department.

Hands on experience on onsite projects within the Sharda University complex. We made it mandatory in our curriculum for grades.

49 State whether the programme/ department is accredited/ graded by other agencies? If yes, give details.

NA

50 Briefly highlight the contributions of the department in generating new knowledge, basic or applied.

- The program is to produce Designers with ambitious creative goals.
- The focus of the program is on the study, invention, and creative use of technologies.
- Providing a holistic and contextualized understanding of the Art & Design.
- Focusing on the complexities involved in representation and analysis and advocating clear articulation of theoretical and practical language.
- Inculcating its graduate in an interpretative understanding of knowledge in general and design knowledge in particular.
- Instilling a spirit of enquiry and active learning in approaching questions surrounding Design and Arts.
- Imparting a sense of ethics, responsibilities and commitment to its graduates.
- It also entails an understanding and production of knowledge that transforms learners.

51 Detail five major Strengths, Weaknesses, Opportunities and Challenges (SWOC) of the department.

Strengths

- Design students of Sharda University have access to a variety of fields & experts that enrich their creativity and perception.
- Presence of National and International Design students in the campus helps in developing extensive networking.
- Designers value user experience, aesthetics, technology and production.
- Satisfaction of the creativity as “Made in India” products.
- Experienced visiting faculties from different reputed institutes.
- Teaching Methodology –Similar to NID,NIFT and SPA, with less focus on lectures and more focus on Studio guidance based self learning.
- The school offers you a comprehensive study package that includes research training, professional development and state-of-the-art infrastructure.
- The students will also be supervised by faculty who are widely

published experts in their fields.

Weaknesses

- No infrastructure is supported by management on time.
- Extra time classes not available, because there is no dedicated design studio of the students of Design.
- No dedicated Library. More design related books in library
- No dedicated budget for design books/materials library in the department.
- Lack of permanent faculties required for diverse specialization of Design.
- No Display room for presenting the students work.
- No proper design related stationary shop in the campus.
- Improper Housekeeping which leaves bad impression on visitors and dignitaries coming to see classrooms
- All classrooms should have independent projectors
- Improvisation of Interiors of the Classrooms as there is seepage, exposed wires, flaking of paints etc

Opportunities

- The students of design gets opportunities to undertake research, work on real world project guided by experienced faculty members.
- The graduates of Bachelor in Design, can get multi-disciplinary employment in their respective interest field.
- The school offers a comprehensive study package that includes research training, professional development and state-of-the-art infrastructure.
- A strong sense of ethics, responsibility and commitment towards creation.
- Products related to socially, culturally, ecologically and economically sustainable and equitable.

Challenges

- Diverse background of students: many students with no creative aptitude and knowledge of Art & Design background.
- To work on Quantitative and Qualitative ability of incoming students.
- Communication ability in English is quite poor
- To introduce short term courses Diploma courses for one year.

- To promote effectively and efficiently national student exchange programme.
- To be one of the renowned design college in India.
- To introduce M.Design in next two years.

52 Future plans of the department

- Masters of Design (2 years):
 - Digital Video Production.
 - Design & Management.
- To open centres ,permanent and temporary in nature, which can act as student enrolment and awareness centres.
- Tie up with different institutes which train students for design courses from various parts of the country which can act as perennial source of students