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P P SAVANI UNIVERSITY

NH 8, GETCO, Near Biltech, Village: Dhamdod, Kosamba, Dist.: Surat - 394125.

Name of Facility or centre	E-resource studio
Academic year of establishment	2018-19
School Name	School Of Design
Incharge Name	Ms. Renu Kumari

Introduction

The Centre of Excellence for Research for Design at our esteemed university serves as an eminent hub for pioneering scholarly inquiry and innovation in the realm of design. Fostering interdisciplinary collaboration and cutting-edge methodologies, it endeavors to advance the frontiers of knowledge in diverse design disciplines. Through progressive endeavors, it aims to unravel novel insights, catalyzing transformative solutions to contemporary and future challenges. With a steadfast commitment to excellence, the center cultivates a dynamic ecosystem conducive to the cultivation of visionary designers and thought leaders. It stands as a beacon of intellectual prowess and scholarly distinction within the academic landscape.

Vision and Impact

To emerge as a leading Design institute by cultivating the Culture of Innovation and Invention through Research based Problem Solving approach.

- ➤ To encourage students to explore, experience and feel empowered by following the philosophy of "learning by doing".
- ➤ To make students aware about the connection between our culture, society and global issues through experiential and project based teaching-learning pedagogy.
- ➤ To provide state of the art facilities for teaching, learning & research to transform a student into a Design Professional.
- ➤ To prepare value-aided Design professionals to meet up global industry requirements by providing the conducive environment to explore & experience.

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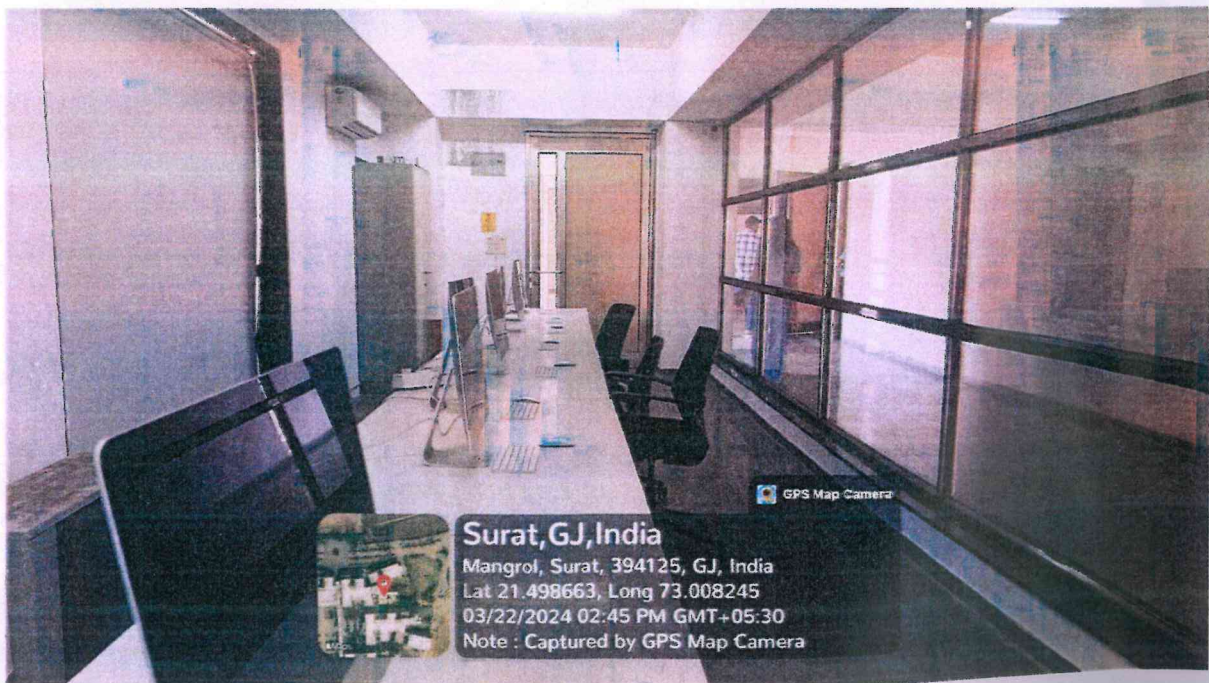## Infrastructure and Facilities

The centre boasts an array of sophisticated equipment and facilities designed to support the Design students in all the programs taught under School of Design. Key facilities include:

The E-resource Lab:

The E-resource Lab at P P Savani University is a cutting-edge facility designed to cater to the needs of design students, providing them with access to high-tech Mac computers equipped with updated software tools for a wide range of creative endeavours. This state-of-the-art lab serves as a hub for innovation, collaboration, and hands-on learning, empowering students to unleash their creativity and explore the endless possibilities of digital design.

Here's an overview of the resources available in the Mac Lab:

Hi-Tech Mac Computers: The Mac Lab is equipped with a fleet of high-performance Mac computers, renowned for their reliability, speed, and user-friendly interface. These

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computers provide students with a seamless and efficient working environment, allowing them to focus on their creative projects without being hindered by technical limitations.

Updated Software Suites: To support the diverse needs of design students, the Mac Lab is equipped with a comprehensive range of updated software suites. This includes industry-standard tools for various design disciplines, such as: Online Material Creation: Software like Adobe Creative Cloud provides students with the tools they need to create engaging online materials, including websites, digital publications, and interactive multimedia content. From designing user interfaces to optimizing web graphics, students can bring their digital creations to life with ease.

Layout Design: Design software like Adobe InDesign empowers students to craft visually stunning layouts for print publications, digital magazines, and marketing collateral. With intuitive layout tools and precise typographic controls, students can create professional-quality designs that captivate audiences and convey messages effectively. 3D Rendering: For students interested in 3D design and visualization, software offers powerful tools for creating immersive 3D models, animations, and visualizations. Whether designing architectural renderings, product prototypes, or animated characters, students can explore the depths of threedimensional space and bring their ideas to life in stunning detail.

Photo Editing: With software like Adobe Photoshop, students can unleash their creativity and enhance their photographic skills. From basic image retouching to advanced compositing techniques, students can manipulate photos with precision and creativity, transforming ordinary images into works of art.

Video Editing: Software like Adobe Premiere Pro or Final Cut Pro X provides students with the tools they need to edit and manipulate video footage with professional-level precision. From basic video editing tasks to advanced colour grading and visual effects,

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students can craft compelling narratives and bring their cinematic visions to life on the screen.

VFX and Animation: With software like Adobe suite, students can explore the exciting world of visual effects and animation. Whether creating stunning motion graphics, adding special effects to videos, or animating characters and objects, students can push the boundaries of creativity and storytelling in the digital realm. Graphic Design: Design software like Adobe Illustrator enables students to create vector graphics and illustrations with precision and versatility. From designing logos and icons to crafting intricate artwork, students can express their creativity and develop their unique visual style.

Access to Specialized Hardware: In addition to high-tech Mac computers, the Mac Lab may also be equipped with specialized hardware to support specific design tasks. This may include graphics tablets for digital drawing and illustration, high-resolution monitors for detailed colour correction and image editing, or external storage devices for managing large multimedia files.

VISUAL AND COMMUNICATION DESIGN

In Visual and Communication Design studio within a School of Design, students engage in a dynamic and creative environment where they attend classes, collaborate, brainstorm, and work on various design projects.

- **Classroom Environment:** The studio space is designed to inspire creativity and collaboration. It's equipped with ample workspace, drafting tables, computers with design software, whiteboards, and display areas for showcasing work.

- **Classes and Workshops:** Students attend classes led by experienced design instructors who guide them through various aspects of visual and communication design. These classes cover topics such as design principles,

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typography, color theory, layout, branding, and packaging design. Workshops are also organized to teach specific techniques or software skills relevant to the field.

- **Brainstorming Sessions:** Students participate in brainstorming sessions where they generate ideas, explore concepts, and solve design challenges collectively. These sessions foster creativity, encourage out-of-the-box thinking, and help students learn from each other's perspectives.

- **Mind Mapping and Visual Thinking:** Mind mapping exercises are conducted to visually organize ideas, concepts, and relationships. Visual thinking techniques are employed to stimulate creative thinking and problem-solving. Students use sketches, diagrams, and visualizations to develop and communicate their ideas effectively.
- **Branding and Identity Design:** Students work on branding projects where they develop visual identities for fictional or real-world clients. They create logos, brand guidelines, and promotional materials that convey the essence and values of the brand. Critique sessions provide constructive feedback to refine and improve designs.
- **Packaging Design:** Students explore the principles of packaging design, considering factors such as functionality, aesthetics, sustainability, and user

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experience. They conceptualize and prototype packaging solutions for various products, considering branding, messaging, and shelf appeal.

- **Collaborative Projects:** Collaborative projects simulate real-world design scenarios where students work in teams to tackle complex design challenges. These projects may involve interdisciplinary collaboration with students from other departments or external partners.

- **Portfolio Development:** Throughout their studies, students compile a portfolio showcasing their best work. The studio provides resources and guidance to help students curate and present their portfolio effectively, preparing them for internships and job opportunities in the design industry.
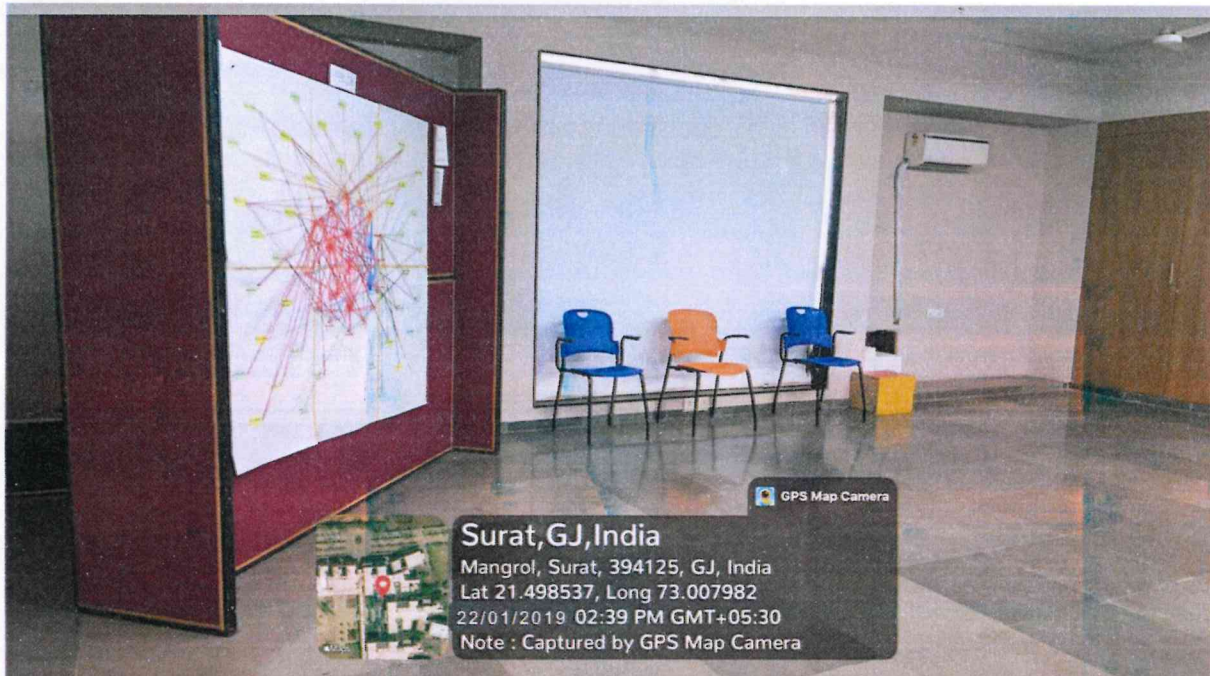
- **Visual Communication Design studio** within a School of Design, students engage in a multifaceted learning environment focused on design thinking, pre-production, post-production, and UI/UX design.

- **Design Thinking Workshops:** The studio hosts design thinking workshops where students learn problem-solving methodologies and techniques to address user needs and challenges. Through empathy mapping, ideation sessions, and

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prototyping exercises, students develop a deep understanding of user-centric design principles.
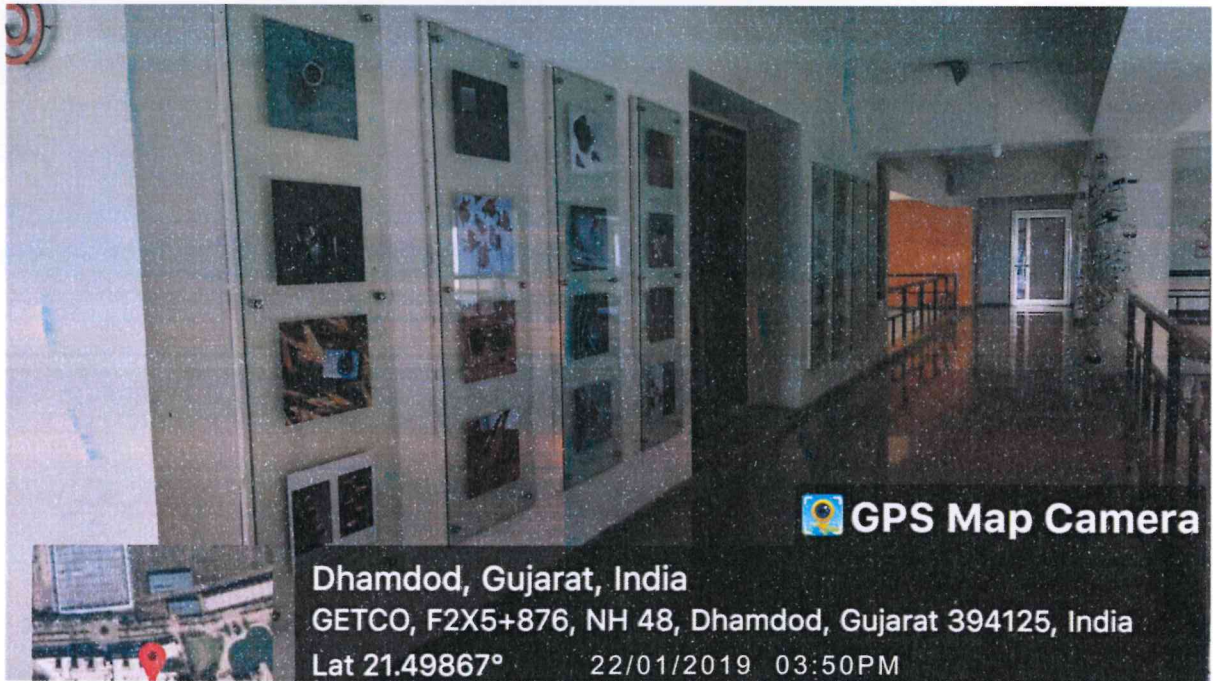
- **Pre-production Processes:** Students engage in pre-production activities such as research, concept development, and planning for design projects. They conduct market research, analyze target audiences, and define project objectives and scope. Sketching, wireframing, and storyboarding are used to visualize ideas and concepts before moving into production.

- **Production Techniques:** After completing the design phase, students transition to post-production activities where they refine, polish, and finalize their designs. This may involve digital editing, image manipulation, color correction, and layout adjustments to achieve the desired aesthetic and functional outcomes.

- A dedicated space within the studio is allocated for UI/UX design projects. Students work on designing intuitive and user-friendly interfaces for digital platforms, including websites, mobile apps, and interactive media. They learn principles of information architecture, user flows, wireframing, and prototyping using industry-standard software tools.

- The studio fosters a collaborative environment where students from diverse backgrounds come together to work on interdisciplinary projects. They collaborate with programmers, content creators, and other stakeholders to bring their designs to life and ensure seamless integration with digital platforms.

- **Feedback and Critique Sessions:** Regular feedback and critique sessions are conducted to provide students with constructive feedback on their work. Peers, instructors, and industry professionals offer insights and suggestions for improvement, helping students refine their designs and develop critical thinking skills.

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- **Photography Studio :**

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- The Photography Workshop offers a dynamic learning environment where participants delve into various aspects of photography, composition, and visual storytelling. Equipped with state-of-the-art photography studio facilities, students explore the fundamentals of photography, including camera operation, exposure settings, and lens selection. Through hands-on exercises and guided practice, participants learn the art of composition, mastering techniques to create compelling and visually striking images.

- The workshop covers a range of topics, from understanding different camera types and lenses to exploring advanced photography techniques such as lighting, perspective, and depth of field. Participants also delve into the world of digital sketching and visual communication, honing their skills in digital image editing and manipulation using industry-standard software tools.

- Throughout the workshop, guest speakers from the photography and film industry share their insights and experiences, providing valuable perspectives and inspiration. Participants have the opportunity to engage with professionals in various fields, gaining insights into different career paths and industry trends.

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- In addition to photography, the workshop also explores the intersection of photography and film production. Participants learn the essentials of short film and documentary making, from scriptwriting and storyboarding to production planning and editing. Through collaborative projects and hands-on exercises, participants gain practical experience in bringing their creative visions to life on screen.

- In the workshop, participants emerge with a deeper understanding of photography as a visual medium and the skills necessary to pursue their creative passions in photography, film production, and visual storytelling. Whether aspiring photographers, filmmakers, or visual artists, participants leave the workshop equipped with the knowledge, confidence, and inspiration to embark on their creative journeys.

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Incharge   **Principal**   **Registrar**

Registrar
P P Savani University