

Name of Facility or centre	Media Laboratory
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.

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 Media Lab**

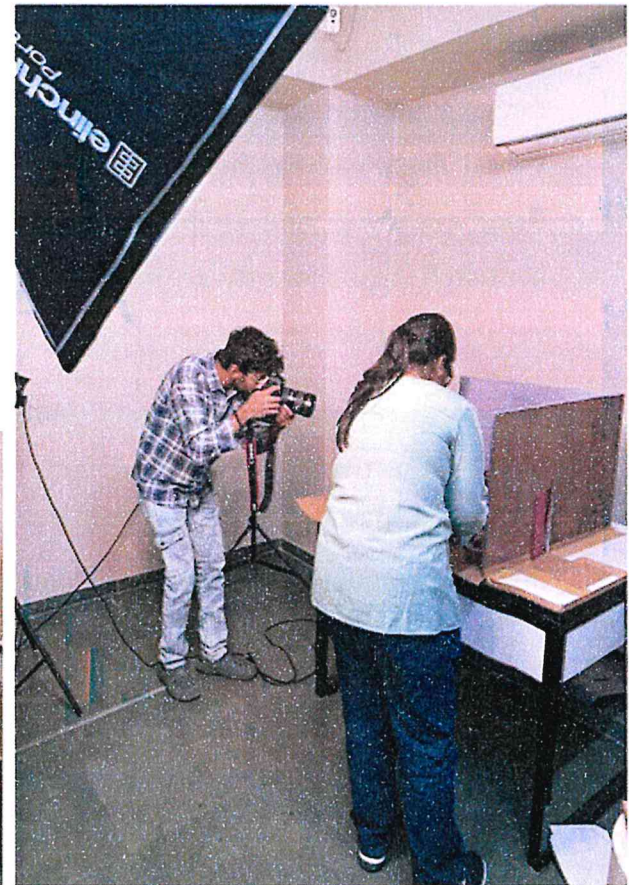
The Media Lab at the School of Design at P P Savani University is a vital resource for Visual and Communication Design students, offering an array of equipment and facilities tailored to meet the diverse needs of modern design education. This state-of-the-art facility serves as a hub for creativity, innovation, and hands-on learning, providing students with access to cutting-edge technologies and industry-standard tools.

Here's an overview of the various resources available: **Cameras:** The lab is equipped with a range of cameras to support different aspects of visual communication. From DSLRs to advanced 5D cameras, students have access to tools that allow them to explore various techniques in photography and videography. Whether capturing still images or recording dynamic video content, students can experiment with different perspectives and styles to hone their craft.

Audio Equipment: Sound plays a crucial role in visual communication, and the Media Lab ensures students have access to high-quality audio equipment. This includes speakers, microphones, and recording devices, enabling students to incorporate sound elements into their projects effectively. Whether recording voiceovers, conducting interviews, or creating soundscapes, students can leverage these resources to enhance the impact of their work.

Tablets for Online Classes: With the increasing integration of technology in education, the lab provides tablets to facilitate online learning experiences. Whether attending virtual lectures, participating in collaborative projects, or accessing digital resources,

students can stay connected and engaged with their coursework from anywhere within the lab's premises.



Studio Photography Setup: For students interested in product and fashion photography, the lab offers dedicated studio setups equipped with professional lighting, backdrops, and props. This allows students to stage and photograph various products or create compelling fashion shoots, gaining practical experience in studio photography techniques.

Podcast Studio: With the rising popularity of podcasts as a medium for communication and storytelling, the Media Lab features a dedicated podcast studio. Equipped with recording equipment and editing software, students can produce their podcasts, featuring discussions with design experts and professionals. This provides an opportunity for students to engage with industry practitioners, gain insights into current trends, and share their own perspectives with a broader audience.

VFX and Animation Tools: The lab is equipped with software and hardware resources for exploring visual effects (VFX) and animation techniques. From creating stunning visual illusions to bringing characters to life through animation, students can unleash their creativity and explore the possibilities of digital storytelling. With access to industry-standard software suites, students can develop skills that are in demand across various creative industries.

Motion Graphics Workstation: Motion graphics are essential for bringing dynamism and interactivity to visual communication projects. The lab provides dedicated workstations equipped with software for creating motion graphics, allowing students to design engaging animations, title sequences, and interactive multimedia presentations.

By mastering motion graphics techniques, students can effectively convey complex ideas and engage audiences in compelling ways. Media Lab at the School of Design at P P Savani University is a dynamic learning environment that empowers Visual and Communication Design students to explore, innovate, and create across a wide range of media formats. With its comprehensive range of equipment and facilities, the lab enables students to develop practical skills, cultivate their artistic vision, and prepare for successful careers in the ever-evolving field of design.



Incharge



Principal



Registrar

Registrar
P P Savani University

A handwritten signature in blue ink, appearing to be 'S. S.', written in a cursive style.

Registrar
P. P. Savani University