Department of Design and Innovation
Faculty of Architecture and Ekistics
Jamia Milla Islamia, New Delhi

<u>Graduation Project Guidelines</u>

What is a Graduation Project?

As per the Master's in Design curriculum, all students are required to undertake a Graduation project. This Graduation project comprises a comprehensive project based on a predetermined design brief. The Graduation project is expected to be of semester-long duration. The Graduation project is a complete demonstration of design research and development by the student under the guidance of a faculty member.

The project brief is to be approved by the student's faculty guide. The project consists of four mandatory presentations on notified dates during the course of the project.

On successful completion of the work, a comprehensive document of the project & its outcome is to be submitted as prescribed by the department from time to time. The student's performance on the project is critically evaluated by a jury comprising faculty members and external experts.

The graduation project for M.Des. at the Department of Design and Innovation falls into two major categories.

1. Sponsored Project:

The student will choose a topic of interest, develop a project idea, and complete it in all aspects. This Graduation Project will be sponsored by Industry and the student can work in the industry as a member of the R&D team.

The Sponsored projects will have the following requirements:
- One guide from DDI and one from the industry.
- Should be completed in the specified period i.e., by the end of the 4th semester.
- Should end in a project model/ video/ artwork /AV /etc.
- Should have a project report including the three stages of Research, concepts and final product with an appropriate introduction, design brief, appendix, and reference.
- Four presentations, three internal progress presentations and one final presentation (*of external nature*). All four presentations would be held at DDI, JMI. The internal presentations will be with faculty members and industry

representatives, and the final presentation with the guide, internal examiner, and external examiner, where grades will be awarded.

2. Self-Sponsored project:

Self-Sponsored projects will be conducted during the 4th semester. The student will choose a topic of interest, develop a project idea, and complete it in all aspects.

The Self-Sponsored projects will have the following requirements:
- One guide from DDI will be allotted to mentor the student along the way.
- Should be completed in the specified period, by the end of the 4th semester.
- Mandatory one discussion with an allotted guide every week.
- Should end in a project model/ video/ artwork /AV /etc.
- Should have a project report including the three stages of Research, concepts and final product with an appropriate introduction, design brief, appendix, and reference.
- Four presentations, three internal progress presentations and one final presentation (*of external nature*). All four presentations would be held at DDI, JMI. The internal presentations will be with faculty members and industry representatives, and the final presentation with the guide, internal examiner, and external examiner, where grades will be awarded.

Guidelines to be followed:

1. The project may be conducted in any of the following domains – Graphic Design, Product Design, User Experience Design, User Interface Design, Usability Engineering, Animation Design, Film and Photography, System Design, Sustainability, Service Design, Interior design, and related areas. But the focus must be on the culmination of a four-semester learning exercise during the 2-year master study.

2. The specified period for the graduation project is 16 to 18 weeks (January to May).

3. If sponsored, it is mandatory for students to share an appointment letter with the duration of the project, stipend received, or declaration that no stipend is being received, industry mentor details, area of project or design brief before starting the project and after completion of the project report.

4. If sponsored, Deliverables like Mock/prototypes should be provided/ assisted by the sponsor organization.

5. The timeline to be followed for the graduation project: –
    - August – Mentor allocation at DDI
    - September – Finalizing domain of internship
    - October – Submission of CV and portfolio
    - November – Finalizing sponsored or self-sponsored project

- December – Appointment letter, if sponsored.

6. Weekly reports/meetings with the guides in case of sponsored or self-sponsored projects must be mandatorily shared/done with the DDI Guide.

7. The quantum of work must be justified for the duration of 16 to 18 weeks.

8. A good quality research paper could also be a possible outcome of the graduation project, candidates are requested to maintain scientific fervour and review quality research publications and aim at publishing at reputed conferences or journals.

9. The graduation project will culminate with a graduation show which will be open to the public for showcasing talent and research carried out during the project. It will be called the design and degree show, wherein the best project will also be awarded by DDI.

10. A DDI faculty guide is mandatory for sponsored or self-sponsored projects, however keeping in mind the interdisciplinary nature of the program, a co-guide may be requested for expertise in domains of engineering, social sciences, communication, language, etc. as per the requirement of the project.

11. A consolidated printed report of the project must be submitted to the department during the final presentation along with a soft copy submission of the presentation and report. The guidelines will be shared with the students and must be mandatorily followed.

12. Evaluation matrix: –
    - Jury 1 *(research)* – 5% marks
    - Jury 2 *(concept / ideation)*– 5% marks
    - Jury 3 *(internal final review)*– 10% marks
    - Jury 4 *(external final)* – 80% marks

13. The originality of the project is the responsibility of the candidate, DDI mentor and industry mentor. A compulsory Plagiarism check must be certified and reported to DDI for the project. The jury has the right to disqualify the project if not found up to the benchmark of industry or academic standards or originality.

14. The novelty of the project or design contribution must be reported before or at the end of the documentation.

15. Students opting for the sponsored project must follow industry rules and regulations. Regular attendance, behaviour and performance will be strictly reviewed by the industry mentor and reported to the DDI faculty guide. Any misconduct will be strictly viewed and regulated by DDI and competent authorities.

16. General project requirements may include – a proposition of research or design project or design brief, State of art review, field research, data collection, design or visual, product, system, or service, etc., analysis, findings, and conclusion, followed by documentation. The structure may vary as per the kind of area chosen but must be reported as per the documentation's common guidelines.

17. Presentations 1, 2 and 3 will be an internal evaluation comprising 4 – 6 members as decided by DDI. The final jury will comprise 4 members as follows:
    - Juror 1 – Project Guide
    - Juror 2 – H.O.D / representing faculty
    - Juror 3 – External Examiner 1
    - Juror 2 – External Examiner 2

    Industry mentors are allowed to visit during the graduation show.

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<u>Guidelines of Graduation Project for Sponsors</u>

The student will choose a topic of interest, develop a project idea, and complete it in all aspects. This Graduation Project will be sponsored by Industry and the student can work in the industry as a member of the R&D team.

1. One guide from DDI and one mentor from the Sponsor organization must be allotted to the student.
2. It is mandatory for students to share an appointment letter with the duration of the project, the stipend received, and industry mentor details.
3. General project requirements may include – a proposition of research or design project or design brief, State of art review, field research, data collection, design or visual, product, system, or service, etc., analysis, findings, and conclusion, followed by documentation. The structure may vary as per the kind of area chosen but must be reported as per the documentation's common guidelines.
4. The specified period for the graduation project is 16 to 18 weeks (January to May).
5. The quantum of work must be justified for the duration of 16 to 18 weeks.
6. Deliverables like Mock/prototype should be provided/ assisted by the sponsor organization.