**SIR J. J. SCHOOL OF ART,
ARCHITECTURE AND DESIGN**
(DEEMED TO BE UNIVERSITY UNDER DE-NOVO CATEGORY)

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Communication and Experience Design (M. Des.)

Introduction to the program

While building this program, we researched what is currently available as options to a Design graduate. We discovered a need for a broad-based program rather than a hyper-specialized one. There is a need gap, and we will fill it.

A Multi-Disciplinary Approach

There are three clear student learning outcomes/design outputs of the course, and they will be in:

Moving Images:

Film direction, Cinematography, Animation, Special effects, film marketing, Production, Broadcast, and Video for social media

Physical interaction:

Production Design, Event Design, Exhibition display, Retail Design, Hospitality Design, Signage system design, Merchandise Display

Virtual Interaction:

UI, UX, AR, VR, Game Development, regardless of their specific background, every student enrolled in the course will be exposed to the other design outputs. The idea is to create practitioners who come with a certain skill and go out learning multidisciplinary skills.

A) Test of textual thinking: (100 marks)

Statement of purpose:

You will need to submit a statement of purpose of around 500 words, outlining your academic history and relevant experience.

Your statement of purpose is an important and integrated part of this admission Process. It will help selectors to decide whether you are a good match for the programme you have applied for and, just as importantly, whether the programme is right for you.

Areas to cover: Your statement of purpose gives you the opportunity to outline your academic history and relevant experience in order to demonstrate that you are a suitable candidate for the programme you have applied for.

You should also use your statement of purpose to outline your motivation for your chosen area of study. Try to answer questions such as:

Why are you interested in studying at Sir JJ School of Art, Architecture and Design (Deemed to be De Novo University)?

Why have you chosen this particular programme?

If you are studying for career development, what are your career plans and how will your studies support these?

If you have any other relevant experience, for example paid or voluntary work experience or additional qualifications not stated elsewhere, then please include this information in your statement of purpose, or you can add it to the "Relevant knowledge/training skills" field in the application form.

If you are applying for more than one programme you should write a tailored statement of purpose for each program. This enables you to refer to the specific programme you are applying for and to highlight how your academic background and skills make you suitable for that particular programme.

Remember that your statement of purpose is an opportunity to tell us about yourself. The information you give us must be true. Copying information from elsewhere or asking someone else to write your statement, including the use of any other source (AI apps such as Chat GPT, etc) could be considered fraud.

Length and writing style: Your statement of purpose should be no more than 3,500 characters (approximately 500 words) in length and should be written in formal English, using appropriate grammar and punctuation. It is a good idea to proofread your statement for you before you submit.

B) Test of visual thinking: (100 marks)

MCQ or short answer type of questions to be answer.

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Candidate who will secure minimum 50 marks in each test will be then invited for the interview test. Portfolio should be presented during interview.

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