INSTITUTE OF DESIGN
Nirma University
Communication Design, Semester VI

Institute:	**Institute of Design**
Name of Programme:	**Bachelor of Design**
Course Code:	**3DD307ME26**
Course Title:	**Experimental Media**
Course Type:	(☐ Core/ ☐ Value Added Course/ ■ Departmental Elective/ Institute Elective/ University Elective/ Open Elective/ Any other)
Year of introduction:	**Academic Year 2026-27**

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Course Learning Outcomes (CLO):

At the end of the course, the student will be able to:

1. Explore possibilities for new and 'Out of Box' experience of design at the intersection of creativity and technology (BL 3)
2. Experiment material craft with various technologies and media (BL 6)
3. Develop immersive media environments that captivate and inform (BL 6)

Content: **Total Teaching hours: 90 Hrs.**

Units	Content	Teaching hours
Unit 1	**Trends & Technologies:** • Emerging trends in design and technology • Research through Design (RtD) • Conceptualization & Provocation • The Experimental Process • Interdisciplinary Research Methodologies	**12 Hrs.**
Unit 2	**Experimental Materiality and Traditional Media:** • Deconstructing traditional media • Experimentation with tactile media • Storytelling through Analog Cinema	**18 Hrs.**
Unit 3	**Immersive Spaces & Spatial Narrative:** • Virtual & Augmented Reality (VR-AR) • Extended Reality (XR) • Speculative Exhibitions • Spatial Cinema • AI generated Cinema	**24 Hrs.**

Unit 4	**Generative Design:** • Generative Art & Animation • Generative Typography ● Experimental Editorial Design	**36 Hrs.**

Self Study	**Maintain a journal of the following:** • Experiment with stop motion animation with materials at home. • Study different drawing and craft master techniques.
Suggested Readings/ References	**Books** 1. Jennifer Whyte (2018). *Virtual Reality and the Built Environment*. Routledge Taylor and Francis Group, United Kingdom. 2. Gregory Zinman (2020). *Making Images Move: Handmade Cinema and the Other Arts.* University of California Press. 3. Lisa L (2011). *Cyr, Experimental Painting: Inspirational Approaches for Mixed Media Art.* North Light Books. **Online Resources** 1. UbuWeb (2026). *UbuWeb Avant-Garde Media Archive.* UbuWeb, USA 2. Rhizome (2026). *Rhizome Digital Art Base and Net Art Archive.* New Museum, USA 3. Monoskop (2026). *Monoskop Media and Arts Research Wiki.* Monoskop, Slovakia 4. Eyeo Festival (2026). *Eyeo Festival Archive on Art, Interaction, and Technology*. Eyeo, USA

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