GURU GOBIND SINGH INDRAPRASTHA UNIVERSITY
NEW DELHI

Name of the Activity:	**Faculty Development Programme on Digital Design and Multimedia**		
Theme of the Activity:	**Digital Design and Awareness of Multimedia Tools**		
Activity Date(s):	**21 -25 oct 2024**	**No. of Participants: Total Event Participants:**	**50**
Brief Description of the Activity:			

1. Introduction

The University School of Design & Innovation (USDI), Guru Gobind Singh Indraprastha University, successfully organised a five-day Faculty Development Programme (FDP) on Digital Design and Multimedia from 21 to 25 October 2024.

The programme was designed to enhance the digital design and multimedia competencies of faculty members and students through intensive hands-on training. Leading industry brands — Adobe, Panasonic, and Wacom — participated actively, providing detailed insights into their products and facilitating practical sessions.

The FDP witnessed participation from 50 faculty members and students. The valedictory session was graced by Mr. Pankaj Saxena and Ms. Preeta as Chief Guests.

2. Objectives of the Programme

The primary objectives of the Faculty Development Programme were:

- To provide faculty and students with hands-on experience in contemporary digital design and multimedia tools.
- To offer detailed insights into the product ecosystems of Adobe, Panasonic, and Wacom.
- To strengthen practical competencies in graphic design, digital illustration, video, photography, and multimedia production.
- To bridge the gap between academic curriculum and industry-standard tools and workflows.
- To foster industry-academia collaboration through structured skill development programmes.

3. Participating Industry Partners

Three leading brands actively participated in the programme and provided hands-on product exposure:

- **Adobe:** Sessions on Creative Cloud applications including Photoshop, Illustrator, Premiere Pro, and related multimedia tools.
- **Panasonic:** Insights and hands-on experience with professional imaging, video, and multimedia production equipment.
- **Wacom:** Practical sessions on digital drawing tablets, pen displays, and digital illustration workflows.

Detailed product demonstrations and hands-on practice were facilitated for all participants, enabling them to understand both the technical capabilities and creative applications of the brands' offerings.

nikhilesh sharma

4. Coordination

The Faculty Development Programme was jointly coordinated by Dr. Nikhilesh Sharma and Dr. Ashish Joshi, Faculty Coordinators, University School of Design & Innovation. Their efforts ensured smooth organisation, industry engagement, and effective delivery of the five-day programme.

5. Programme Activities and Hands-on Experience

The five-day FDP was structured around a combination of expert sessions, product demonstrations, and extensive hands-on practice. Key activities included:

- Inaugural session and overview of digital design and multimedia trends.
- Hands-on workshops on Adobe Creative Cloud tools for graphic design, image editing, and video production.
- Practical sessions with Panasonic equipment focused on professional imaging and multimedia workflows.
- Digital illustration and tablet-based design practice using Wacom products.
- Group exercises and project-based learning integrating tools from all three brands.
- Valedictory session with Mr. Pankaj Saxena and Ms. Preeta as Chief Guests, including certificate distribution and feedback.

Throughout the programme, faculty and students received unrestricted hands-on access to the products and tools, along with detailed insights into industry-standard practices and brand-specific capabilities.

6. Participation

The programme witnessed active participation from 50 faculty members and students of USDI. The focused group size allowed for intensive hands-on training and personalised guidance across all five days.

7. Outcomes and Learning

The Faculty Development Programme successfully achieved its intended outcomes:

- Faculty and students gained practical competence in digital design and multimedia tools.
- Detailed exposure to the product ecosystems of Adobe, Panasonic, and Wacom.
- Enhanced ability to integrate industry-standard software and hardware into academic and creative projects.
- Strengthened industry-academia collaboration with leading technology and design brands.

Capacity building of faculty for effective delivery of digital design and multimedia courses.

Photo Proofs

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