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With a Bachelor's Degree in Industrial and Production Engineering, and a Master's Degree in Visual Communication added with 8 years of using it in the Broadcast medium of Satellite Television, with at least 15 multimedia promotional published every week a probing question kept nagging the creative mind, why am I doing this, who benefits from this etc. A decision to impart the knowledge I had acquired from my professional career to equip the education system to bridge the lacuna .I still feel we have not yet explored the Iceberg of the information that is available in the Media , we seem to be at the beginning tip of the iceberg . This does inspire a creative person to try out things that have not been explored yet .Instead of re-inventing the wheel, we designers should be inventing innovative utility of the wheel for today's context.