

With a Bachelor's Degree in Industrial and Production Engineering, a Master's Degree in Visual Communication along with a Doctoral Degree in Design 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. and around over a decade in design education. A decision to impart the knowledge I had acquired from my professional career to equip the education system to bridge the lacuna. The 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. The research areas are primarily in Communication Design area (Graphic Design such as Animation), Interaction design and Product design.