



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

ADMISSION 15-16

For the academic year 2015–2016
the last date for receiving completed
application forms at NID is
November 21, 2014.

Design aptitude test for **B. Des.**
(at all centres)
JANUARY 11, 2015. SUNDAY.

Design aptitude test for **M. Des.**
(at all centres)
JANUARY 10, 2015. SATURDAY.



About NID

National Institute of Design is internationally acclaimed as one of the finest educational and research institutions for Industrial, Communication, Textile and IT Integrated (Experiential) Design. It is an Institute of National Importance under the DIPP, Ministry of Commerce and Industry, Government of India.

NID's vision is to emerge as a global leader in Design Education and Research and become a torchbearer for innovative design directions in the industry, commerce and development sectors. NID's trans-disciplinary environment consisting of 20 diverse design domains helps in creating innovative and holistic ecosystem for design learning.

National Institute of Design offers professional education programmes at Bachelors and Masters level with five faculty streams and 20 diverse design domains. NID has established exchange programmes and ongoing pedagogic relationships with over 50 overseas institutions. NID has also been playing a significant role in promoting design.

The Professional Education at NID has both Bachelors and Masters Programmes— Bachelor of Design (B.Des.) of 4 years duration for students after 10+2 or equivalent like AISSCE/ IB/ ISC, and Master of Design (M.Des.) of 2 ½ years duration for graduates from various domains specific to each discipline.

NID offers a wide spectrum of design domains while encouraging transdisciplinary design projects. NID is a unique institution with many problem-solving capabilities, depths of intellect and a time-tested creative educational culture in promoting design competencies and setting standards of design education.

The overall structure of NID's programme is a combination of theory, skills, design projects and field experiences supported by cutting edge design studios, skill & innovation labs and the Knowledge Management Centre.

Sponsored design projects are brought into the classroom to provide professional experience. Interdisciplinary design studies in Humanities widen the students' horizons and increase general awareness of contemporary issues.

A unique feature of NID's design education programme is the openness of its educational culture and environment where students from different faculties and design domains interact with each other in a seamless manner. The benefit of learning in such a trans-disciplinary context is immeasurable.

ELIGIBILITY CRITERIA For B.Des.

MAIN CAMPUS, AHMEDABAD

This 4-year intensive professional Bachelor of Design (B.Des.) programme is offered in the following areas of specialisation at the Main Campus, Ahmedabad–

FACULTY OF INDUSTRIAL DESIGN

Product Design
Furniture Design
Ceramic & Glass Design

FACULTY OF COMMUNICATION DESIGN

Graphic Design
Animation Film Design
Film & Video Communication
Exhibition (Spatial) Design

FACULTY OF TEXTILE, APPAREL AND LIFESTYLE ACCESSORY DESIGN

Textile Design

Projected Number of seats in B.Des.: 100
(Includes reserved categories)

The BACHELOR OF DESIGN (B.Des.) commences with a two semester rigorous Foundation Programme followed by 3 years of specialized studies in any of the disciplines offered in B.Des. The one year Foundation Programme is geared towards developing values, perspectives, sensorial skills and aesthetic sensitivity essential for a designer in making. It introduces students to the fundamentals of design and helps develop ways of perception, understanding of multidisciplinary nature of design and relationship of design with human senses and emotions, culture, environment and ecology.

Basic design 'studio' courses are augmented by introductory studies in Humanities. This allows the students to develop a worldview, understanding of Indian milieu and the socio-cultural context for Design to operate. The varied inputs over two semesters provide the necessary direction, stimuli, facilities and experience to foster creativity and thereby help each individual to discover their own identity and potential. The Foundation Programme is the basis on which the remaining design curriculum is built.

Admission is open to students who have passed or who will appear for qualifying examinations under the Higher Secondary (10+2) or equivalents like AISSCE/ IB/ ISC during the academic year 2014-15. Successful candidates shall be given admission to the academic programme, by the institute, subject to their passing the qualifying examinations. The medium of instruction at NID is English.

Upper age limit for candidates is 20 years (relaxable by 3 years for reserved categories) as on June 1, 2015.

For General Category: The candidates born before 1st June, 1995 are not eligible.

For Reserved Categories: The candidates born before 1st June, 1992 are not eligible.

Allotment of the discipline of choice at the end of Foundation year is NOT guaranteed. Discipline allotment takes place only at the end of the first year (Foundation Programme), based purely on student's performance in the Foundation Programme and the number of seats available in desired discipline.

ELIGIBILITY CRITERIA For M.Des.

Candidates having a Bachelor's degree or equivalent including those who will be appearing for the qualifying examinations during the academic year (2014-15) in the areas mentioned against each discipline are eligible to apply. Successful candidates shall be given admission to the academic programme, by the institute, subject to their passing the qualifying examinations.. Those applying for two programmes should send two separate application forms along with two separate sets of documents, two separate demand drafts in two separate envelopes. One cannot apply for more than two M.Des. Programmes. The medium of instruction at NID is English.

Upper age limit for candidates is 30 years (relaxable by 3 years for reserved categories) as on June 1, 2015.

For General Category: The candidates born before 1st June, 1985 are not eligible.

For Reserved Categories: The candidates born before 1st June, 1982 are not eligible.

PROJECTED NUMBER OF SEATS IN M.Des.: 275 (Includes reserved categories)

ELIGIBILITY CRITERIA FOR PROGRAMMES OFFERED AT MAIN CAMPUS, AHMEDABAD

Product Design (2½ years) Degree in Design, Engineering, Technology or Architecture, OR recognized Diploma in Design (under 10+2+4yr)

Furniture Design (2½ years) Degree in Design, Engineering, Technology or Architecture, OR recognized Diploma in Interior Design or Craft Design (under 10+2+4yr)

Ceramic & Glass Design (2½ years) Degree in Design, Fine Arts, Engineering, Technology, Architecture or Interior Design, OR recognized Diploma in Design (under 10+2+4yr)

Graphic Design (2½ years) Degree in any discipline, OR recognized Diploma in Design (under 10+2+4yr)

Animation Film Design (2½ years) Degree in any discipline, OR recognized Diploma in Design (under 10+2+4yr)

Film & Video Communication (2½ years) Degree in any discipline, OR recognized Diploma in Design (under 10+2+4yr)

Textile Design (2½ years) Degree in Design (Textiles/ Fashion/Accessory/Knitwear/Interior), Fine Arts or Architecture, OR recognized Diploma in Handloom Technology/Textile Technology (under 10+2+4yr)

ELIGIBILITY CRITERIA FOR PROGRAMMES OFFERED AT PG CAMPUS, GANDHINAGAR

Transportation & Automobile Design (2½ years) Degree in Industrial Design, Engineering, Technology, Architecture or Interior Design, OR recognized Diploma in Design (under 10+2+4yr)

Toy & Game Design (2½ years) Degree in any discipline, OR recognized Diploma in Design (under 10+2+4yr)

Photography Design (2½ years) Degree in any discipline, OR recognized Diploma in Design (under 10+2+4yr)

Apparel Design (2½ years) Degree in Design (Textiles/ Fashion/Accessory/Knitwear/Interior), Engineering, Technology, Fine Arts or Architecture, OR recognized Diploma in Handloom Technology/ Textile Technology (under 10+2+4yr)

Lifestyle Accessory Design (2½ years) Degree in Design, Engineering, Technology, Architecture or Fine Arts, OR recognized Diploma in Design (under 10+2+4yr)

New Media Design (2½ years) Degree in Design, Engineering, Technology, Architecture, Fine Arts, Music, Computer Science and Applications, Electronics or Visual Communications, OR recognized Diploma in Design (under 10+2+4yr)

Strategic Design Management (2½ years) Degree in Design, Engineering, Technology, Fine Arts, Architecture, Interior Design or Planning, OR recognized Diploma in Design (under 10+2+4yr)

ELIGIBILITY CRITERIA FOR PROGRAMMES OFFERED AT R&D CAMPUS, BENGALURU

Information Design (2½ years) Degree in Design, Engineering, Technology, Architecture, Fine Arts, Music, Computer Science, Electronics or Visual Communications, OR recognized Diploma in Design (under 10+2+4yr)

Interaction Design (2½ years) Degree in Design, Engineering, Technology, Architecture or Fine Arts, OR recognized Diploma in Design (under 10+2+4yr)

Design for Retail Experience (2½ years) Degree in any discipline, OR recognized Diploma in Design (under 10+2+4yr)

Universal Design (2½ years) Degree in Design, Engineering, Technology or Architecture, OR recognized Diploma in Design (under 10+2+4yr)

Digital Game Design (2½ years) Degree in Computer Science and Engineering (CSE), Electronics, Fine Arts, Multimedia, Physics, Mathematics, Information technology, Information Science OR recognized Diploma (under 10+2+4yr) of Product design, Animation, Graphics, New Media, Interface and Interaction design, Toy & Game Design

The Diplomas (10+2+4 yrs) should be recognized by Government Agencies such as UGC/AICTE/AIU.



Product Design

Product design is concerned primarily with the relationship between products, systems and those who use them. The product design programme at nid inculcates user-centric approach and processes. Responsibility and concern towards the social, physical and ecological environments is emphasized in the process of developing innovative ideas. The product design programme assimilates inputs in diverse domains such as human factors, cognitive ergonomics, form studies, studio skills, advanced cad, research methods, design management, materials & manufacturing processes & social sciences. Emphasis is on process centric approach which shapes a student's education through participation and teamwork. Design projects form the core of a product designer's education, with gradual increase in level of complexity and cover broad areas that product designers are likely to encounter in their professional careers. Students are actively encouraged to participate in collaborative projects with industrial houses, social sector, government & mncs design projects can be broadly classified into domains of:

Design for industry: explores creative opportunities for partnerships with small, medium and large scale industries across india to develop core competencies in design and manufacturing for a globalized presence. Projects focus on products and services for consumer needs, manufacturing and economic impact.

Design for quality of life: explores unique social and cultural responses to existing and emerging technologies as reflected in the creation and adoption of everyday objects of life. Projects focus on design and development of products and services that improve the quality of living in home, office and public environments.

Design for healthcare: explores a growing movement among designers to design cost-effective healthcare solutions for people who have no / limited access to institutionalized healthcare. Projects leverage the power of design thinking to find unique ways to address the basic challenges of health, survival and progress faced by underserved populations in the indian context.

Design for social impact: explores the role of design-led solutions at the national level to the infrastructural challenges of a rapidly growing indian economy. Projects look at developing scalable solutions to problems of urban mobility, sustenance and social equity that are people-centric and embrace sustainable values.

Design for sustainability: explores the power of design to influence an ecologically responsible approach to development of products, systems and environments. Designers evolve new systems of development which improve the quality of life and the human experience, while simultaneously restoring the environment, rebuilding the community and creating a sense of oneness with the natural world.

Design led futures: explores global trends, challenges and opportunities to shape the future. Projects focus on the enormous challenges that india will face in the coming decades in terms of population, health, mobility, sanitation, energy and ecology. Today's technologies are used as a basis to project the future, and concepts generate frameworks to evolve and guide society and behavior in the future.



Furniture Design

The Discipline of Furniture Design deals with the creation and evolution of objects, structures and systems at human scale that aim to improve the quality of life in the immediate living and working environment, while looking at sustainable and innovative use of diverse materials and processes. It believes in a broad and interdisciplinary attitude for enriching the design activity and draws from experiences of Industrial and Environmental Design professions. The Programme provides an integrated approach to the design of furniture and interior objects and systems as part of one's living and working habitat, while striving to redefine the boundaries of such elements with a systems perspective.

The Furniture Design discipline encourages the students to develop a strong foundation of basics, which facilitates anticipation of the future. The institute achieves this purpose through a diverse pool of faculty who brings academic knowledge and work experience to their instruction.

The programme aims to educate designers to handle all aspects of furniture design as one integrated user centric area of study; and their ability to integrate all such elements and systems into coherent wholes in various interior spatial contexts is considered to be important. Special emphasis is placed on the ability to develop self-made prototypes in order to test human and functional factors v/s aesthetics and use of materials.

Furthermore, the students are expected to attain an understanding of a body of theoretical and practical knowledge and are trained to carry out design processes as a part of a team as well as independently. Their understanding of the domain of design is demonstrated through measurable learning outcomes during the programme. Students are not only expected to complete specific courses but also to develop critical and analytical abilities together with educational values that contribute to a lifelong learning attitude.



Ceramics & Glass Design

Ceramic and Glass Design programme at NID takes inspiration from both intrinsic art and craft traditions and it equally recognizes its potential and scope for the future. Discipline offers tremendous expressive qualities in the domain of art and creativity as well as functional possibilities in the domains of craft, architectural spaces (indoor and outdoor spaces), hospitality industries, home décor, hi tech products and lifestyle product categories.

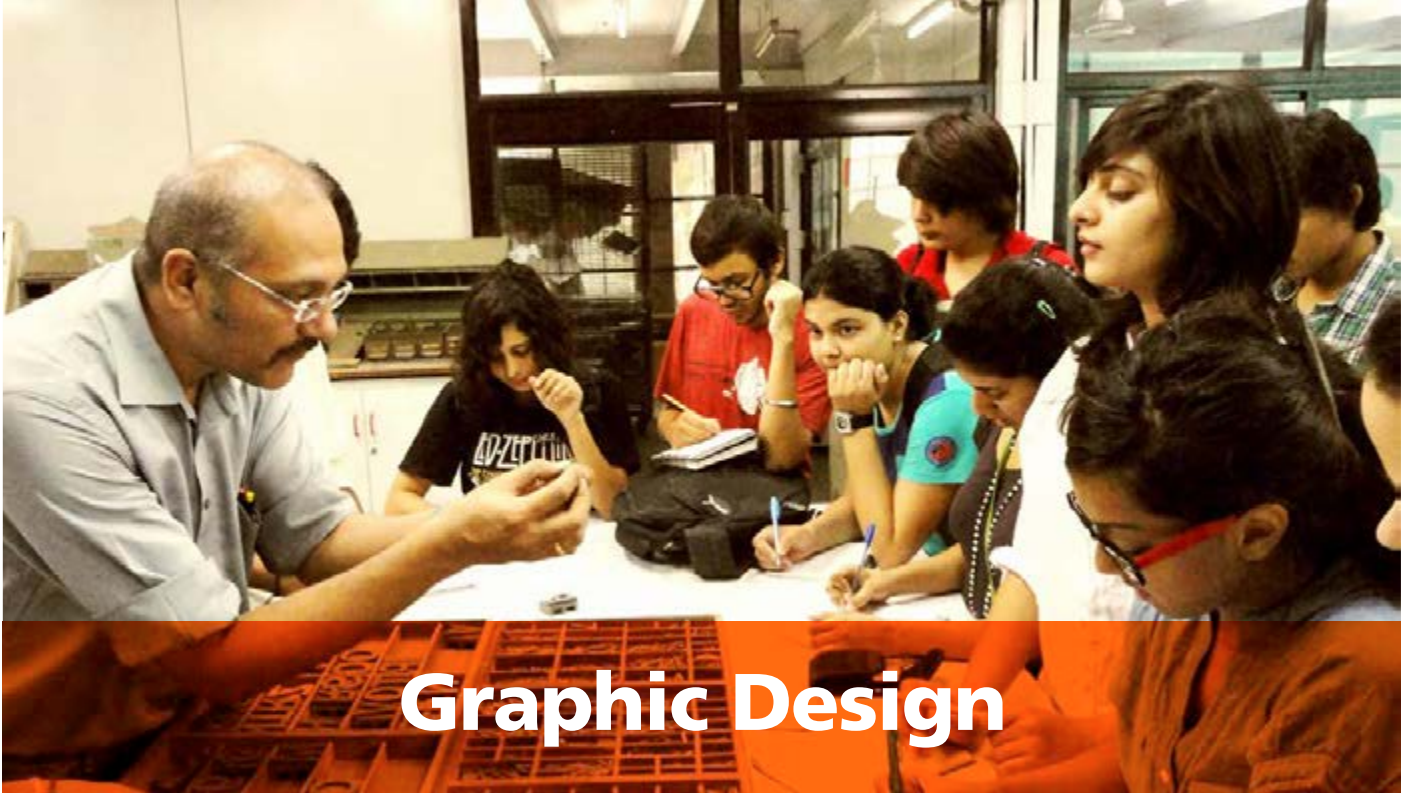
The curriculum at NID offers courses to introduce the technological and skill aspects of the core materials while other courses such as form and structure; colour and composition, ergonomics etc. are offered to sensitize students towards the other essentials of design. Additionally, design projects spread over the semesters bring in a critical understanding towards user's, functional and aesthetic requirements, socio-cultural context and market reality. An extensive exposure is provided towards craft sector as well as ceramic and glass industries which bring in awareness towards wider range of production techniques and variety of work environments laying deep emphasis on the production possibility of these materials in a variety of production scenario.

Students also get hands on experience to a variety of forming techniques in both the materials. They get to experience hand-molding techniques in clay such as coiling, pinching, and throwing along with molding and casting as production methods. While, they also explore

their creative expressions through kiln formed glass such as slumping, fusing and pate de verre and practice glass blowing as part of hot glass in the curriculum. Exposure to allied materials apart from core materials is provided for a wider knowledge base.

Ceramic and Glass Discipline has established important alliance with the clusters of small and medium scale industries located in several parts of the country such as Firozabad, Khurja, Jaipur, Morbi etc besides existing linkages with large-scale industries such as Borosil Glass, Somany Tiles, HSIL (Hindware Sanitary ware), LA OPALA Glass, CERA Sanitary etc. The association and exposure towards the clusters provides a platform to the graduates to utilize the cluster's production capability for their own entrepreneurial ventures and creative expression. It also has active alliance with international design schools offering these two materials in their core curriculum; this provides a rich exposure as well.

Graduates find careers in the area of tableware, tile, sanitary ware, glassware industries, lifestyle brands and export houses. There are ample opportunities to work in the craft and NGO sectors or startup own studios, enterprises with independent batch production and establish one's own brand. Overall, the in-depth understanding of technology, production techniques and material skills and expression enables the graduates to take up challenges and make appropriate use of these materials in applications other than the conventional ones.



Graphic Design

We have been witnessing dramatic change in the way a graphic designer works. The rapid changes in the way communication is happening in recent context of technological advancement has made through understanding of graphic design much more important than ever before. This programme prepares students to take on all new context challenges and technological advancements in the field of Visual Communication and specially in Graphic Design domain.

Paradoxically, traditional skills have become more necessary than before. Quality and creative solutions contextual to the user's needs are still a basic human input. The fundamental importance of creating a visual vocabulary through drawing, the development of aesthetic judgment, values of form, proportion, image and word have become an integral part of learning graphic design at NID.

During their period of study, students in graphic design are encouraged to work on a variety of projects, majoring in the selected sub-domain of graphic design. The areas covered include typography & type design, publication design, image making, illustration, photography, packaging, print design, corporate identity, branding, information & communication systems in digital domain as well as analogues medium.

Students, on successful completion of the programme would have acquired the competencies to find placements with leading graphic design firms working in the area of branding, publication, communication design and design for Digital medium. They could also start their own design enterprise.

A graphic design student, in addition to a thorough grounding in design abilities and theoretical aspects, undertakes the study of the cultural and historical context in which designers need to function, as well as of the social and ethical factors that influence design decisions. The ultimate aim is to stimulate the development of independent critical judgment, sound research skills, the ability to think creatively and practice design as a professional.



Animation Film Design

Indian Animation industry is now opening up to original ideas to mark its own identity in the global animation map. For this there is an ever-increasing demand for trained human resources and thinking minds as animators, content creators and mentors. Animation programme at NID, since its inception has always nurtured and mentored uniqueness both in the global and the local context. The objective of this programme is to enable students to find solutions to complex problems in various fields of communication design using animation film making as a creative medium.

Initial part of the 1st semester, students get introduced to basic design skills and topics for broader understanding of subject and context of design education before they get introduced to knowledge areas pertaining to animation design in particular, as well as communication in its social and cultural contexts. In the later semesters, students are exposed to a workshop and project mode of learning where they experiment with various mediums (e.g. 2D,3D,Clay,Mixed Media, Pixilation, Experimental, Graphic Narratives etc.) to tell animation stories of many kinds. In addition, for students' experiential learning, cross-disciplinary campus life, NID Film Club, Action Analysis, Field Visits, Case Study and other interactive sessions always give a value added experience.

After the initial inputs and dynamic curriculum, students' projects eventually result in a unique and original product, which also brings various international and national awards and recognition from time to time.

The department also exposes students with Chittrakatha; a biennial student international animation festival where many national and international experts of animation world come, share and interact about their work with the students.

Graduates of this programme find rewarding careers as animators, character designers, story-board artists as well as creative directors, producers, consultants and designers in many organizations such as Channel [V], MTV, Nickelodeon, Cartoon Network, Tata Interactive, Infosys, Cognizant to name a few and also as individual designpreneur or as faculty/designers at various design schools in India, including their alma mater (NID), and abroad.



Film & Video Communication

The primary aim of Film & Video Communication programme is to train versatile design informed communicators, fluent in the conception and production of short films on a range of educational, cultural, social, entertainment and marketing communication needs.

Students first go through the foundation of basic visual communication skills, along with inputs in social studies. Thereafter the grooming continues in theoretical as well as technical aspects of film making leading to holistic conceptual abilities.

As we are celebrating the 100th year of Indian Cinema the aims and applications of this medium has undergone a vast change. In last two decades more and more audience segments have emerged with very diverse communication needs. Therefore, at NID the emphasis is on developing holistic conceptual abilities that are adoptable to changing technologies.

The films made by NID students have won a global appreciation with numerous awards in competitive film festivals in India and abroad. The graduates of this programme have built rewarding carriers in almost all areas of audio-visual communication. These include advertising agencies, Film production houses, television channels, feature film industry, interactive media, ventures along with government bodies and NGOs who have specific developmental and communication agenda.



Exhibition Design

Exhibition Design is a synthesis of multiple design disciplines that come together to communicate objects, information and ideas across a range of three-dimensional environments. Simply understood, it means communication and storytelling through environmental experiences that inform, entertain, and inspire. The discipline considers the exhibition from the perspectives of communication, design and fabrication that involve a mastery of spatial planning, image manipulation, narrative, color, lighting, and multimedia, and working knowledge of structures, typography, combined with an understanding of audience and human factors, to shape storytelling experiences across multiple exhibition venues. This can include staging of representative and experiential spaces; interior-design environments and scenography for festivities; museums, galleries and trade exhibitions; and cultural and theatrical events.

In a country that is becoming rapidly urban and metropolitan, Indians increasingly find themselves having to navigate through vast buildings, concrete cities and massive transport hubs, but there is a distinct lack of communication design (signage / way-finding) guiding them on their way.

Too often, these spaces are designed with little empathy for users, and this is where exhibition designers can contribute to these public spaces by bringing an overall perspective of spatial communication to the table. Exhibition designers create experiences that are physical but also emotional and psychological and this is where they have something extremely unique to offer.

Aim of the discipline is to equip students with an understanding for planning of built or open spaces to provide an appropriate environment for communication, and to create a contextual / experience that supports communication / interpretation of ideas to audiences by creating a multimodal and multi-sensory experience.



Textile Design

The Textile Design programme strives to develop innovative and synergetic approaches to design for diverse sectors of the textile industry, markets and the social sector informed by an appreciation of the cultural heritage, socio-economic and environmental concerns that is developed through fieldwork and research.

The courses stress on creative explorations and from concept to prototype developed through various stages of further explorations and refinement. The curriculum emphasizes on building a variety of skills, in combination with theoretical knowledge and practical application. The programme commences with the fundamentals of textile design. This includes, textile fibres, weave structure, surface design, dyeing techniques, printing methods, sewing techniques, constructed textiles and basic inputs in garment design.

Through increasingly complex design projects, complemented by related inputs in the social sciences, fashion, trends, brand identity, technology and computer-aided design, students are encouraged to design textiles for the apparel and furnishing industry. The programme includes several interdisciplinary projects of designing textiles for Public Spaces/Exhibition/interiors and for the automobile industry.

The learning is made relevant by building links with automobile companies and manufacturers of automotive upholstery and with their professionals forming part of the teaching team. Exposure to all levels of industrial and craft production is given through field visits and a short training with industry. Documentation of crafts introduces the student to fieldwork and research methodology and enables the student to develop a deeper understanding of the cultural issues that impact design.

Our graduates are employed with the textile manufacturing industry differentiated by wide range of materials, products and markets. Some graduates are designer-entrepreneurs having established their own companies in textiles and fashion. Some graduates join social-developmental projects, pursue higher studies or seek careers in academics.



Toy & Game Design

The PG Diploma in Toy and Game Design at the National Institute of Design aims to develop a professional and creative approach to the growing needs and aspirations in the field of education and entertainment.

The programme draws its strength from its trans-disciplinary nature, integrating knowledge from various disciplines both in terms of creative conceptualisation as well as in terms of working with a variety of material and media. The learning modules give equal importance to conceptual thinking as well as practical exhibition/ understanding.

The curriculum is progressive in nature with courses involving basic design fundamentals, material and media studies, cultural studies, creative thinking, user psychology etc. and progressing into methodologies for understanding complex system level problems and scenario visualisations.

Modules such as elements of play, game theory, character design, user research methods provide specialized inputs. The project based pedagogy helps students to choose projects of their choice and integrate creative ideas with practical know how in order to come up with innovative designs.

Students work on design projects of their choice ranging from heritage toys, digital games, educational play material to sports equipment and designs for futuristic scenarios. An active student exchange programme with Dept. of Play and Learning, Burg Giebichenstein, School of art and design, Halle, Germany as well as collaborative classroom projects with industries provide a rich exposure to students. The emphasis on innovation-led designs helps students to begin their career in a spectrum of industries or start their own enterprises.



Photography Design

Photography Design aims to support the advanced study and practice of a wide range of photographic practices. It offers a unique opportunity to develop body of work that engages with the photographic image within the context of a critical understanding of contemporary photography and visual culture. It engages in the creative process and comprehends the physical and intellectual demands of the visual artist.

The development of new conceptual strategies and an understanding of the broader debates surrounding photography practice are all a very important part of the course. Practice units begin by encouraging students to work experimentally, questioning their own methods as well as those of other contemporary practitioners. The practice is underpinned by history and theories that supports in the consideration of the context; audience and professional relevance of their practice in an independent or commercial environment.

Students are expected to develop strong and original practice based projects and an ability to evaluate this work critically. Postgraduates of this program can seek work ranging from a highly specialized, technical variety of the field that requires creativity and visual literacy such as press/ news photography, documentary photography, fine art photography etc and other related fields like Curation, Archiving, Documentation and Research in Photography. Students get International exposure through exchange programs, "CHHAYA" international conference, exhibitions and from practitioners as visiting faculties from across the globe. The course runs over five semesters (2 ½ years) full-time, starting every June of the year.



Apparel Design

The Apparel Design Programme at NID aims at educating individuals to be creative and responsible designers who will be competent to handle diverse areas of need/ situations in today's, highly competitive and diverse, Apparel Design Industry.

The Apparel Design Programme commences with a foundation programme in design. Area specific inputs begin in the first semester gradually increasing in complexity as the programme advances. A broad knowledge base is honed through a balance of inputs in History of Costume and Fashion Design, Science and Liberal Arts, Design Management. Skills and conceptual abilities are also developed through project-based learning wherein students are individually guided and encouraged to pursue and develop their own creative abilities.

Learning by doing, interdisciplinary interaction with other disciplines of Design at NID, enhance their abilities to work with a team and as a professional Individual. The programme focuses on research based design learning and self development that builds and encourages both creative and innovative abilities. The programme is aligned to develop knowledge and skills to enable the graduating students to serve the industry professionally.

Graduates of this programme can seek work in the broad areas of the Apparel Industry which include Ready to Wear, Specialized Fashion, Active Sports- Wear, Functional Clothing, Design Education, etc. Our Graduates are currently working as entrepreneurs, Free-Lance Apparel designers or otherwise employed in the Garment Industry.



Transportation & Automobile Design

The programme emphasizes on environmental, socio-economic and cultural context of Transportation and Automobile Design and ethical responsibilities of a professional designer. It imparts core skills and knowledge to the students to enable them resolve the prevailing and future challenges in product, system and service levels, with utmost confidence.

The course, which is 'process centric' in nature, is structured around a learning curve that starts off with inculcating aesthetics/ form/human factors sensitivity and a broader understanding of concepts and concerns in 'mobility'. Students then move on to tackle varying levels of complexity through design projects ranging from non-motorized transport, vehicle exterior/interior design, to transportation systems design.

The highlight of the program is to partner with Industries for live projects as part of the curriculum, to give a 'head start' for the students to work as professional designers.

The programme has produced creative talents to join the industries in India as well as some of the best design studios abroad, besides successful entrepreneurs.



Lifestyle Accessory Design

The Lifestyle Accessory Design (LAD) postgraduate programme educates and trains professional designers to visualize and create lifestyle accessories and systems using different materials, processes and technologies. The programme inspired from India and its socio cultural values, beliefs, practices, cultural diversity and indigenous knowledge which has contemporary application in a global context.

The designers from this programme aspire to drive the market and make 'Designed in India' a premier global brand. "Design in India and Design for India" will have a clear goal of "good design for India" and instrumental in socio cultural innovation by Designing for changing need and Design for Future Need.

It relates to people's living habits and the products they interact with which form an important basis of their day-to-day lives. It delves into perception and trend studies of diverse dynamics influencing the lifestyles of consumers from various strata of society.

It offers a strong multidisciplinary edge wherein the students get opportunity to work with a wide spectrum of product categories - jewelry, bags, luggage, footwear, lighting, furnishings, furniture, space accessories and automobile interiors.

The programme curriculum encourages students to develop alternative approaches to designing products by building innovative, out-of-the-box thinking skills while ensuring that the design solutions successfully accomplish their commercial expectations. Design projects, which are actively plugged into the curriculum, provide a vital learning experience whereby the students exhibit their capability to converge and synthesize their creativity, skills and knowledge base to come up with tangible outputs. A plethora of rewarding career opportunities is available to LAD graduates across diverse industry segments where a growing number of alumni are meaningfully contributing.



New Media Design

New Media attempts to examine the impact (change) that technologies may have on mankind in the future. The thoughtful and appropriate application of technology at an individual, organizational and national level can lead to significant economic benefits, while being aware of its cultural impact. Through a historical grounding in art, craft and design practices; surveying of scientific and technology landscape of the world; and building an ability to keenly observe the cultural fabric of the country, students of new media (should) develop integrated and context relevant solutions for addressing contemporary issues.

There are three primary objectives of the programme.

- Exploring / critically examining the relationship between technology and culture.
- Gaining competency in judging the appropriate application of technology.
- Developing insights leading to the invention of new technology.

Contemporary practice and study of new media is at the intersection of art, craft, science, technology and design. In this sense the programme is truly transdisciplinary. Students of new media design should be capable of creating associations / cross linkages across the fields of art, science, technology and design. They should be able to function in situations where lack of definition persists, and define their own practices and grounds, informed through practice and research.



Strategic Design Management

Business managers and leaders now recognize the importance of design and design thinking in formulating business strategies, co-creation and implementation of integrated management decisions. Design has become the key to developing and delivering innovative products and processes leading to market success in the business arena today. The need for strategically managing creative design process becomes significant in the profile of not only managers but also designers.

The Strategic Design Management (SDM) programme at NID has evolved around the idea of Design Thinking as a strategic management tool. The SDM programme aims to develop human resources for the corporate, government and the socially important sectors who would understand the emerging issues from a context specific and systemic perspective. SDM programme caters to the need of developing new breed of managers, who are skilled at working with a wide range of multi-disciplinary inputs in order to achieve holistic and sustainable business solutions. In all, SDM education caters to business aspects of design in a design thinking paradigm in an integrated way.

As a design manager, a person is involved with strategies, action plans and processes. Critical functions such as innovation management, managing new product development, retail design management, competitive analysis, trend forecasting, design audit and sustainability are in the ambit of the design manager. It also involves design research, scenario building, brand management, designing communication strategies and social development. They can also perform applied research in design management with a view to develop new tools, methods and processes.

The students who complete the programme successfully will be well equipped to enter any industry or consultancy as strategic designers, design entrepreneurs, design managers, contributing either as team member or as team leaders. Many of our graduates are performing the above tasks.



Information Design

Advances in information technology are permitting organization, dissemination, accessibility and reception of information with incredible efficiency and reach. Whereas ubiquitous digitized systems are fast replacing every mode of manual transaction and are transferring a colossal data to stake holders. At the core of the programme is a quest of assisting mankind about knowledge of the facts and data so as to use it for one's own and social benefit. Visualization of information that clearly and intelligibly augments insights is a design challenge. It synchronizes fields of visual aesthetics and statistics as well as engineering and humanities thus helping connect people and technology. Hence there is this emerging position of trained individuals with a good blend of abilities making design applications more efficient and effective for the end users.

Therefore the objectives of the Information Design programme are to train the students to design accessible and effective systems for a range of audience and media, from print, spatial to digital; to develop specialist designers who will be able to convert large data and complex information into a clear, user friendly and impelling resource which help develop knowledge, awareness, insights and decision making.

Beginning with the fundamentals of visual design and along with courses in design processes, the program is a combination of methods from design; ideas from the arts; tools from social sciences and insights from business. Students will be exposed to courses in Visual Communication, Information Graphics, Interactive Information Visualization, Thematic Cartography and Geovisualization, accompanied with research projects that refer to experiences and information reflecting the real-world.

An ID student would be one with a passion for art and science of visualization of information making it easy to use. As a result of the course, he/she would typically contribute to multidisciplinary teams that design communicational needs in an information dependent environment.

Apart from good visual skills, program seeks students with willingness and motivation to learn the tools of imaging technology, information processing, and basic software programming.



Interaction Design

The interaction design program at NID would focus on aspects of design and behaviour of various forms of digital products ranging from mobile, web based to dynamic ones in gaming, education, transportation, healthcare, banking, retail and other domains. This program is offered as a two and half years Master of Design program in interaction design. This program educates the students on concepts, theories, practices and processes in the area of interaction design. The design projects and courses aligned for the various semesters progressively move from being able to communicate concepts, web & mobile platforms, to dynamic interactive interfaces and finally to look at product appliances & interfaces with strong relationship to physicality of the space context. The programme is a research driven and provides importance to various dimensions/aspects of interaction design: Sensory-perceptual-cognitive-behavioural and sociocultural-aesthetic etc.

The students would gain adequate knowledge and training enabling them to design wide range of products using varied digital media/technologies and for diverse target audiences.

They would develop the ability to conceptualize, visualize and prototype products following design process that begins with research phase and progresses till the final design development. The two and half years program spans across 5 semesters with design projects in each semester. The students spend four semesters with focus on academic work. In the final 5th Semester, the student takes up real / live design project with the industry or design firm or academia.

Candidates seeking admission to the M Des. program in interaction design could be from varied backgrounds such as graduates in varied engineering disciplines, fine arts, architecture, 4-year diploma in design. The prospective students are required to be passionate and be aware of the emerging digital and product trends. Post graduates of interaction design program could look for career opportunities with various industry verticals such as IT services & products, consumer durables & devices, automotive, healthcare, media etc.



Design For Retail Experience

Retail Design as a profession has been established in India and is gaining a good degree of recognition from the Retail industry. With the major changes in the Indian Economy this has become an area of expertise to the large variety of retail industries. Market competition is intense and a great degree of flexibility is demanded to sustain the day to day changes in the market.

The Design for Retail Experience PG course offered at NID R&D Campus, Bengaluru, was started in the year 2007. The course has an integrated approach to designing process, systems and spaces to accommodate multi-sensory experiences in the retail space in the context of enhanced user experience.

The programme offers a challenge to redefine boundaries, understand consumer lifestyles and aspirations in order to visualize and create new concepts for an outstanding shopping experience.

In this course various knowledge domains such as Fundamentals of design, spatial design, retail communication, Retail furniture & fixture, Packaging, Visual merchandising, Branding, Store Design and Retail management are coherently brought together and taught through various modules and projects to the students in general for understanding effective 'retail experience'. This course has been developed to build aesthetic sensibility and design competence as well as knowledge of the professional aspects of conception and presentation, managerial skills and provision of requisite skills to put various design ideas systematically into practice.



Universal Design

VISION

Design for a sustainable future, addressing products and systems in the challenging canvas of large and diverse people with various abilities and inabilities for their needs, aspirations and wellbeing. NID envisions this program to create design influencers who will bridge the gap between thought and product, between the privileged and the common. In other words, the program bases itself in universal human centric design thinking and approach leading to easily adaptable and viable design directions for a wide and diverse audience.

INTENT

Universal design thinking being an intrinsic part of Product Definition, Design, Process & Development, the program aims to create design professionals with competence in system level design development of products, adaptive for diverse users – across cultures, social factors, trans generational physical and cognitive abilities and inabilities. Professionals who are creative in conceptualizing universal and sustainable solutions, strategic and smart in converting them into value propositions, thus influencing the business and initiating positive future impact.

PROGRAM MODEL

Being a Post Graduate program the curriculum will broadly focus on: Universal design thinking & research, strategic approaches towards meaningful differentiators, contextual innovation methods, smart technologies, social & cultural studies, participative design development process.

The first and second semesters will be 'hands-on', cover concepts of product design related to trans-generational users and will emphasize on creative ideas, making & testing. Courses on Universal design principles, Form study, Human factors, Semiotics, Materials and Manufacturing technologies will be studio/theory based. The design project will look at everyday objects of purpose.

The third semester will focus on the rationale: strategy, value, feasibility & viability related aspects of design development. Inputs being Product-Industry economics, Smart digital technologies, User experience design. The design project will look at products, furniture systems from various consumer and business verticals.

The fourth semester opens to a system level thinking approach: social design and innovation, sustainability factors, service design and public policy. The design project will look at intervention in the area of public utilities and areas of national concern.

The prospective student is creative with strong aesthetic sensibilities and problem solving abilities, has an open non-judgmental outlook, passionate about positive change, empathetic towards needs and aspirations of people of all cultures and walks of life, keen observer and insightful, in-depth thinker and a doer, group work skills and adaptive, sound domain knowledge of past specialization.



Digital Game Design

The Digital Game Design (DGD) programme will train, nurture and combine students' creative imagination with latest technologies to create games and experiences. The graduates of this programme will be highly required in Digital entertainment and computer gaming Industry. The programme will combine inputs from computing, Arts, Aesthetics Design, and Social and Cognitive Sciences in order to make the programme highly interdisciplinary. The programme is of two and half year duration. The programme will focus heavily on student's communication skills, team work, critical and creative thinking and problem solving skills.

The programme educates the students in the areas of digital media, digital arts, HCI, History and Theory of Games/Gaming, 2D and 3D graphics, simulation and modeling, user interface design, storytelling and narrative architecture, current best practices/developments in game design, on-line games, casual games, mobile games, educational games, serious and strategy games, and massively multi-player games etc. The programme highlights team-based assignments and projects and portfolio building exercises. Students will participate in the entire process of game design – process/methods of design, development, play testing and iterative processes of design.

- Students will get input from professional game designers, artists, producers, directors, and studio professionals.
- Students will develop technical and aesthetic skills required for game design.

- The programme will cover courses like game production, visual design, game analysis and game studies, culture and arts, films etc.
- The programme will educate/teach students about how to design interactive experiences. Students will study game design mechanics, meaningful play, game content, game play, technical aspects of game design softwares, game engines, and how to design visually rich gaming environment.
- The programme will provide inputs in the areas of Interactive digital storytelling, Visual effects and motion graphics, 2D and 3D character animation, Digital renderings, Writing for interactive games, Aesthetics in game design, Creating music and sound, Game play and prototyping, Interaction, Immersion, & Interface design.

During the first semester the students have to successfully complete the Design Foundation programme which provides basic and fundamental knowledge, training and skills on design. In addition students have to study few general/common mandatory courses like Science and Liberal Arts (SLA), Social sciences, research methodology, basic ergonomics, Design management etc. The course inputs are planned in strategic manner that the graduates can join as professionals in Game industries and related domains like Entertainment, Visualisation etc.

Our Campuses

Ahmedabad Campus

Hostel accommodation is provided to all out-station B.Des. students who are enrolled in programmes at Ahmedabad campus. Hostel accommodation for B.Des. students is provided for the first seven (7) semesters only. B.Des. students with homes in Ahmedabad would not be eligible for hostel accommodation

M.Des. students enrolled in programmes at Ahmedabad campus are required to make accommodation arrangements outside campus on their own.

Gandhinagar Campus

At the Gandhinagar campus of NID, hostel accommodation is provided to all out-station M. Des. students who are enrolled in programmes at Gandhinagar campus. Hostel accommodation for such M. Des. students at Gandhinagar is provided for the first four (4) semesters since the last (5th) semester of the M.Des. programme is expected to be spent in industry.

Bengaluru Campus

The programmes available at Bengaluru campus are nonresidential. All students enrolled in programmes at the Bengaluru campus are required to make accommodation arrangements outside the campus on their own. NID would be happy to provide information to students on accommodation available outside the campus.

EXTRA CURRICULAR ACTIVITIES

The Student Activity Committee functions through its various committees, dealing with the Canteen, Sports, Entertainment, and through groups which plan social and cultural events. Recreational facilities for 'net games' and campus fitness centre with aerobic facilities are available in the Institute within the campus.

Students residing in NID's hostels must observe their rules and regulations. Violation of these rules might lead to denial of the privilege of staying in the hostel. Allotment of hostels, where provided, is done on a yearly basis. All students need to vacate their rooms during the summer vacations. Subscription to mess facilities is compulsory for all hostel residents. The mess charges must be paid in full at the beginning of every semester.

MEDICAL FACILITIES

The NID doctors (including one Lady Doctor) visit the campus clinic everyday and can be consulted in the consultation room in the campus. NID does not have hospitalisation or isolation facilities available on the campus. Arrangements may be made for hospitalisation at Government hospitals in Ahmedabad for any resident student to whom this is recommended by the Institute's doctor. NID health facilities are limited to the campus doctor and dispensary. The basic responsibility for good health is in the hands of individual students, and the facilities are to supplement individual efforts and are not a substitute for them. Medical expenses have to be borne by the students. The students are required to take individual medical insurance from a reputed insurance company and inform NID the details thereof at the time of admission.

It is mandatory for the students to join, at their own cost, the personal Accident Insurance Scheme as may be approved from time to time by the Institute. All students are required to give the name and address of their local guardian in Ahmedabad so that NID authorities may get in touch with them if the student happens to fall sick, or in any other emergency.

How to Apply

ADMISSION PROCEDURE TO GET YOUR APPLICATION FORM:

For General Category/ OBC (Non Creamy Layer) Category:

The application form may be downloaded from our website admissions.nid.edu. The completed application forms may be posted to NID/handed over physically with self attested supporting documents and Demand Draft of ₹1,500/- drawn on any Nationalized bank in favour of 'National Institute of Design' payable at Ahmedabad. Do not forget to mention your name and address at the back side of the demand draft.

OBC (Other Backward Class) candidates are required to submit non-creamy layer certificate from Collectorate. The OBC (Non-Creamy Layer) Certificate should be submitted in the format given on our website. Other formats will not be accepted. The certificate should be issued after March 31, 2014. Failing to submit the certificate as given here, the application form will be rejected.

Incomplete or incorrectly filled application forms/ forms not satisfying eligibility criteria/ forms without required fees will be rejected.

All reserved category Candidates [SC/ST/PH/OBC(Non-Creamy layer)] should submit their Caste/ Category certificate along with application form only. Caste/ Category certificates sent later will not be accepted.

For SC/ST/PH Categories:

The application form may be downloaded from our website admissions.nid.edu. The completed application forms may be posted to NID/handed over physically with supporting documents and Demand Draft of ₹750/- drawn on any Nationalized bank in favour of 'National Institute of Design' payable at Ahmedabad. Do not forget to mention your name and address at the back side of the demand draft. The applicant should also send in a self attested copy of the relevant reserved category (SC/ST/PH/OBC-Non Creamy Layer) certificate from competent authority.

Self Attested copies of Caste/Category Certificates required from SC/ST/PH Category Candidates:

- SC/ST category candidates must attach relevant certificates of Caste/ Category from the District Collectorate as per the Government of India rules/ format, otherwise the application form will be rejected.
- PH (Physically Handicapped) category candidates are required to submit certificate from the Chief Medical Officer (minimum 40% disability).

Those M.Des. candidates applying for two disciplines must send two separate application forms along with two separate sets of documents and two separate demand drafts in two separate envelopes. Any application form not accompanied with set of relevant documents will be rejected.

The application form fee ₹ (1,500 / 750) will not be refunded in case of rejected applications. No official communication will be made regarding rejected application forms.

List of documents to be enclosed with B.Des. application form:

1. B.Des. Hall Ticket (both copies) duly filled in with recent passport size photographs.
2. Self attested copies of SSC & HSC marksheets (those who are studying presently in HSC, must submit bonafide certificate from the school/ college).
3. Self attested copy of relevant certificate indicating Date of Birth (Upper age limit as on 1st June, 2015 is 20 years for General category Relaxable by 3 years for Reserved categories).
For General Category: The candidates born before 1st June, 1995 are not eligible.
For Reserved Categories: The candidates born before 1st June, 1992 are not eligible.
4. Self attested copy of relevant Caste/ Category certificate issued by competent authority for SC/ST/PH/OBC non-creamy layer candidates wherever applicable.

List of documents to be enclosed with M.Des. Application form:

1. M.Des. Hall Ticket (both copies) duly filled in with recent passport size photographs.
2. Self attested copies of marksheets of SSC, HSC, completed years of Graduation and Degree certificate / Provisional certificate / Passing certificate (those who are studying presently in final year of graduation must submit bonafide certificate from the college).
3. Self attested copy of relevant certificate indicating Date of Birth (Upper age limit as on 1st June, 2015 is 30 years for General category– Relaxable by 3 years for Reserved categories).
For General Category: The candidates born before 1st June, 1985 are not eligible.
For Reserved Categories: The candidates born before 1st June, 1982 are not eligible.
4. Self attested copy of relevant Caste/ Category certificate issued by competent authority for SC/ST/PH/OBC non-creamy layer candidates wherever applicable.

Hall Ticket / Call Letter will be posted by December 22, 2014.

Those who do not receive the call letters by December 31, 2014 may get in touch with NID's Admissions Cell at phone (079) 2662 3462 or email admissions@nid.edu

Admission is on the basis of NID's method of selection, which extends beyond the students previous academic qualifications. The NID Admission Committee systematically seeks evidence of the perception, attitude, aptitude, achievement and motivation essential for a challenging and satisfying design career.

The objective of the tests and the interviews is to ascertain the above qualities. Design Aptitude Test (DAT) shall be conducted at various centres. Based on the scores obtained in these tests, candidates will be shortlisted and called for the second phase.

The second phase of the admission procedure will consist of studio tests followed by personal interviews at Ahmedabad, Bengaluru and Gandhinagar.

Call letters for the second phase of the admission procedure will be posted by second week of March, 2015. This information will also be available on NID's website admissions.nid.edu. All those candidates called for the second phase are required to attend the studio tests and interview, which completes the process of selection.

The norms for the selection are the sole prerogative of the Admission Committee and the decision of the Admission Committee and the Management in any of the matters concerning the admission process and selection will be final.

Any direct or indirect attempt to influence the admission committee or its members, academic office bearers or management will lead to the automatic disqualification of the candidate(s).

B.Des.

INDUSTRIAL DESIGN

| | |
|------------------------|----|
| Product Design | 15 |
| Furniture Design | 10 |
| Ceramic & Glass Design | 10 |

COMMUNICATION DESIGN

| | |
|-----------------------------|----|
| Graphic Design | 15 |
| Animation Film Design | 15 |
| Film & Video Communication | 10 |
| Exhibition (Spatial) Design | 10 |

TEXTILE, APPAREL & LIFESTYLE ACCESSORY DESIGN

| | |
|----------------|----|
| Textile Design | 15 |
|----------------|----|

| | |
|-----------------|-----|
| Total No. Seats | 100 |
|-----------------|-----|

NUMBER OF SEATS

Prescribed percentage of seats are reserved for candidates belonging to various reserved categories scheduled as per the norms of the Government of India.

Number of seats in the B.Des. is projected to be 100 (includes reserved categories) and for the M. Des.it is 275 (includes reserved categories).

For both B.Des. and M. Des. the Institute will draw separate waiting lists with approximately 10 percent of the total number of seats available.

NID reserves its right to cancel any of these centres.

M.Des.

MAIN CAMPUS, AHMEDABAD

| | |
|----------------------------|----|
| Product Design | 15 |
| Furniture Design | 15 |
| Ceramic & Glass Design | 10 |
| Graphic Design | 15 |
| Animation Film Design | 15 |
| Film & Video Communication | 15 |
| Textile Design | 15 |

PG CAMPUS, GANDINAGAR

| | |
|------------------------------------|----|
| Transportation & Automobile Design | 15 |
| Toy & Game Design | 10 |
| Photography Design | 15 |
| Apparel Design | 15 |
| Lifestyle Accessory Design | 15 |
| New Media Design | 15 |
| Strategic Design Management | 15 |

R&D CAMPUS BENGALURU

| | |
|------------------------------|----|
| Information Design | 15 |
| Interaction Design | 15 |
| Design For Retail Experience | 15 |
| Universal Design | 15 |
| Digital Game Design | 15 |

| | |
|-----------------|-----|
| Total No. Seats | 275 |
|-----------------|-----|

All candidates fulfilling the requirements of minimum qualification and falling within the prescribed age limit will be called for the Design Aptitude Test (M.Des.or B.Des.) to be conducted at 12 centres

**Ahmedabad,
Bengaluru, Bhopal,
Chandigarh, Chennai,
Delhi, Guwahati,
Hyderabad, Kolkata,
Lucknow, Mumbai,
Nagpur.**

Overseas Candidates

Overseas candidates applying for admission into Bachelor of Design/ Master of Design Programme should send their application along with other applicants in India by November 21, 2014. Such students may attend admission test and interview at Ahmedabad. 15 percent supernumerary seats in B.Des. Programme and 15 percent supernumerary seats in M.Des. Programme are reserved for applicants from SAARC countries/African countries/Cambodia/Laos/Myanmar/Vietnam and foreign countries.

They should fill in the prescribed application form and send the same with their portfolio (Portfolio is mandatory for M.Des. applicants while for B.Des. applicants, it is optional) to Admissions Office, NID on or before November 21, 2014. Procedure for applying under Overseas Category:

Candidates seeking admission under this category should apply in the prescribed Application Form which should be duly filled in and accompanied with the following documents:

- A self attested copy of the relevant pages of the passport containing all the details of the applicant.
- Visa will be required at the time of joining.
- A Demand Draft of US \$ 30 in favour of National Institute of Design, payable at Ahmedabad. Do not forget to mention your name and address at the back side of the demand draft.
- Relevant B.Des./ M.Des. Hall Ticket (both copies) duly filled in with recent passport size photographs.
- For B.Des. candidates: Attested copies of marksheets of equivalent grades/ levels of SSC and HSC (under 10 + 2 years). Those who are studying presently in HSC, must submit bonafide certificate from school/ college. Attestation should be done by the School/College Principal/Vice Principal.
- For M.Des. candidates: Attested copies of marksheets of equivalent grades/ levels of SSC, HSC, completed years of graduation and degree certificate/ provisional certificate/ passing certificate (those who are studying in final year of graduation must submit bonafide certificate from the college). Attestation should be done by the School/College Principal/Vice Principal.

- The application form should contain the address of your place of residence (your address of the country in which you are staying at the time of application). In the hall tickets, you are free to give any convenient address (India/Abroad).
- In case Degree/Certificate has been obtained from some University/Board of any other country then an equivalence certificate must be obtained from Association of Indian Universities (AIU), New Delhi, prior to admission.

Seats remaining vacant will lapse and not be converted to any other category.

Annual Tuition Fee for Overseas Students:

For the students from SAARC countries, African countries, Cambodia, Laos, Myanmar, Vietnam: US \$ 5,000

For the rest of foreign students other than those mentioned above: US\$ 12,000

The other fees will be as applicable to Indian students. The candidates selected under this quota will be required to pay the Fee (as given above) for each academic year consisting of two semesters and would need to obtain a valid residential permit or student visa for the prescribed duration of the programme.

Yearly Expenses (IN INR)

| | B.Des. | M.Des |
|--|-----------------|-----------------|
| Tuition Fees | 1,20,000 | 1,60,000 |
| Studio & KMC charges/ I.T. infrastructure charges | 55,000 | 55,000 |
| Hostel Room Rent & Electricity Charges | 25,000 | 30,000* |
| Insurance | 200 | 200 |
| Student Development Fund | 400 | 400 |
| Film Club | 200 | 200 |
| Security Deposit (refundable) | 10,000 | 10,000 |
| Total | 2,10,800 | 2,55,800 |
| Monthly Mess Charges (subject to periodic revisions) | 3700 | 3700 |

* Hostel facility is only at PG campus Gandhinagar for courses offered at Gandhinagar. There is no hostel facility for PG students at Ahmedabad and Bengaluru.

Registration & Evaluation

M. Des. & B.Des. candidates selected for admission will be intimated by May 6, 2015. They are required to pay fees for the entire academic year (by Bank Draft in favour of the National Institute of Design payable at Ahmedabad) along with their letters of acceptance as well as the rules and regulations duly endorsed by individual candidate and by his/ her parent or guardian. These documents along with the payment must reach the Institute by the date as indicated in the offer letter. In case the Institute does not receive the letter of acceptance and the payment as aforesaid, by the date indicated, the offer of admission will stand withdrawn and the available seat will be offered to those in the waiting list.

B.Des. & M.Des. candidates are required to submit self attested copies of certificates and marksheets at the time of joining NID. M.Des. candidates who are waiting for the results of their qualifying examinations will be offered provisional admission into the programme. B.Des. candidates are required to submit the self attested copy of their 12th std. Passed Board marksheet at the time of Orientation Programme. The B. Des. students are admitted only into the Foundation Programme and their entry into different design domains is not automatic. On successful completion of the Foundation Programme, the Semester Jury will recommend the final decision on the specific design domain.

All students are required to be present for the Orientation Programme and no exceptions can be made. Failure to be present at the Orientation programme may mean an automatic withdrawal by NID of its admission offer. Students who leave the Institute in search of other career or other programmes elsewhere, immediately after joining will be refunded the deposits as per rules.

Existing students who wish to register in subsequent semesters will have to do so by paying their semester fees according to the academic calendar. Fees is payable by Demand Draft before the commencement of each semester. Students who leave NID or who are asked to leave NID for whatever reasons will not be entitled to any refund of fees. A student can be given leave of absence for a maximum period of one academic year on health grounds or other exceptional circumstances. During this period, the student will have to pay his/ her tuition fee for the entire year.

NID has evolved a unique system of evaluating the knowledge and skills a student acquires during his/her stay at the Institute. The evaluation of the student is through critiques, qualitative feedback and specific award of grades and credits. The overall aim is to enable each student to develop his/her strengths and the areas in which his/her achievement needs to be further enhanced.

Evaluation thus becomes a review of each student's progress judged against his/her own ability and potential, and standard and objectives set for each course. This encourages self improvement.

The medium of instruction in NID is English and all aspirants applying to NID must possess working knowledge of English language.

Freeships / Scholarships

A number of Freeships / Scholarships offered by NID, Ford Foundation and Government of India Scholarships are available to the deserving and disadvantaged candidates.



राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

ADMISSIONS 2015-16
National Institute of Design
Paldi, Ahmedabad 380 007, India.

Phone: +91-79-2662 3462
e-mail:admissions@nid.edu

© NID. Published by National Institute of Design, 2014
Student Designer: Dinesh Kumar Borana
Photographs by: Gagan Nahre, Amrit Pal Singh, Nandit Desai,
NID photography studio, individual students and faculty members.