

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 autonomous institution under the aegis of the Ministry of Commerce and Industry, Government of India and is recognised by the Department of Scientific and Industrial Research, Government of India as a Scientific and Industrial Research Organisation.

In the early years following independence, rapid changes were taking place within the Indian society.

New economic and social objectives, production processes, and new technologies were beginning to enter the remotest corners of our sub-continent. There were at that time, minds sufficiently aware that the process of development demanded a reinvestigation of the postulates and resources that determine the pattern and pace of growth envisioned for India.

The Industrial Policy Resolution of 1953 articulated these concerns and indicated broad guidelines. It was in this setting that the Government of India invited the renowned design team of Charles and

Ray Eames to recommend a programme of design to serve as an aid to small industry. On the basis of their remarkable document, The India Report, the Government of India set up the National Institute of Design in 1961 as an autonomous national institution for research, service, and training in Industrial Design and Visual Communication.

The aim was to provide a multidisciplinary approach to design education that could satisfy the complex problems of India’s changing environment.

THE INSTITUTE

NID has three campuses—the Main Campus at Ahmedabad, PG Campus at Gandhinagar and R&D Campus at Bengaluru.

The Professional Education Programmes at NID has both UG & PG Programmes — Graduate Diploma Programme in Design (GDPD)



Main Campus, Ahmedabad

of four years duration for students after 10+2, or equivalent like AISSE/ IB/ ICSE, and the Postgraduate Diploma Programme in Design (PGDPD) of 2 ½ years duration for graduates particularly those from architecture, technology, engineering, fine and applied arts, information technology, computer science, etc. These



PG Campus, Gandhinagar

programmes are offered for 18 diverse design domains under five faculty streams. NID has established exchange programmes and has collaborative agreements with over 50 premier design institutions across the globe. NID has also been playing a significant role in promoting design.



R&D Campus, Bengaluru

EDUCATION

4-YEAR GRADUATE DIPLOMA PROGRAMME IN DESIGN (GDPD) OFFERED FROM THE AHMEDABAD CAMPUS

Faculty of Industrial Design

- Product Design
- Furniture & Interior 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

2 ½ YEAR POSTGRADUATE DIPLOMA PROGRAMME IN DESIGN (PGDPD) OFFERED FROM AHMEDABAD, GANDHINAGAR & BENGALURU CAMPUSES

Faculty of Industrial Design

- Product Design (Ahmedabad)
- Furniture & Interior Design (Ahmedabad)
- Ceramic & Glass Design (Ahmedabad)
- Transportation & Automobile Design (Gandhinagar)
- Toy & Game Design (Gandhinagar)

Faculty of Communication Design

- Graphic Design (Ahmedabad)
- Animation Film Design (Ahmedabad)
- Film & Video Communication (Ahmedabad)
- Photography Design (Gandhinagar)

Faculty of Textile, Apparel & Lifestyle Accessory Design

- Textile Design (Ahmedabad)
- Apparel Design (Gandhinagar)
- Lifestyle Accessory Design (Gandhinagar)

Faculty of IT-Integrated (Experiential Design)

- New Media Design (Gandhinagar)
- Information & Interface Design (Bengaluru)
- Design for Digital Experience (Bengaluru)

Faculty of Interdisciplinary Design Studies

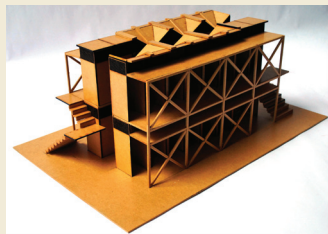
- Strategic Design Management (Gandhinagar)
- Design for Retail Experience (Bengaluru)

ACTIVITIES

RESEARCH

Through its Research and Publications department, NID aspires to explore an issue based approach to design and define the identity of Indian design for international audiences.

Research-based knowledge and publication of the same have now assumed greater significance in today’s knowledge driven society. Design

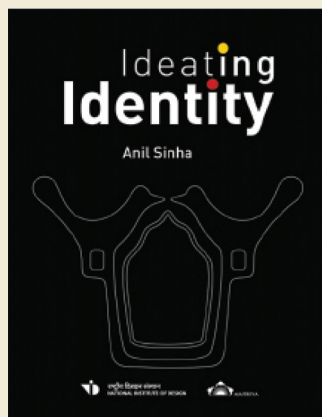
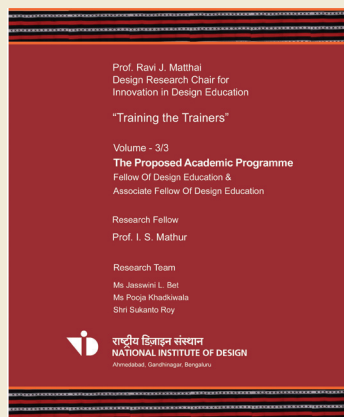


as a discipline is useful in generating new knowledge as well as innovative applications. Keeping this in mind, faculty members, and students investigate a wide array of issues related to design from a multidisciplinary perspective. Research at NID focuses on the application of design to a variety of industrial situations, transportation, health, social communication, sustainability, research and documentation in craft, design for rural needs, applications of new materials and technologies as well as re-examination of traditional ones. NID has instituted a number of Design Research Chairs and Research Labs in areas of need and priority.



PUBLICATIONS

NID also has an active publications programme in place. It aims to spread the use of design in all sectors of the Indian economy. NID publications consist primarily of academic books that aspire to make a strong contribution to scholarship in all fields of design. Besides a number of published books, the department also publishes two major periodicals published, The Trellis—a biannual research newsletter, and D/signed, an international design magazine.



INDUSTRY PROGRAMMES AND PROJECTS

The Industry Programmes and Projects (IP&P) at NID integrates design knowledge with the varied segments of industry, commerce, and service sectors. The programme is offered to serve Indian society by sharing NID’s design education, knowledge, skills, research, innovation & culture. IP&P conducts short term programmes/workshops to create awareness and



IP&P also offers:

- 1. Client specific workshops
- 2. Design sensitisation workshops for schools
- 3. Design clinics and audits
- 4. Seminars
- 5. International programmes.

sensitise the participants (professionals, organisations, and institutions) to the role of design and its contribution in translating innovative ideas/concepts/ technology into market success by using design as a strategic tool.

INTEGRATED DESIGN SERVICES

NID undertakes design consultancy projects through its Integrated Design Services (IDS) department. IDS acts as a bridge between the education and professional design practices while serving the needs of various manufacturing, commerce and service sector organizations through diverse design interventions.



The Design projects are taken up and managed professionally and executed through a multidisciplinary approach by team of designers and professionals with faculty members as Project Heads.

Consultancy assignment at NID starts with an enquiry from the client giving details of their probable design intervention that is required, followed by the deliberations with the client in order to understand the scope of the project and creative design brief. Based on the creative design brief, a techno-commercial proposal is made and upon client’s approval of the proposal, the design team headed by the Project Head initiates the design process starting with intense research, conceptualization, design detailing and the final delivery of the project.



OUTREACH

NID’s Outreach Programmes bring the institute’s experience and training facilities to the service of those outside its regular education and client service activities.

These programmes help build a network of design collaboration towards economic and social priorities, between the institute and organisation, groups and individuals all over India. These networks help extend design application in many areas which are still new to design.

NID’s efforts are enriched by the experience of its Outreach collaborators which range from industrial bodies (particularly small, medium and hand industries) and other institutions of education and training, to voluntary organisations and central or state government bodies working in priority sectors.



Workshop and training programmes are tailored to the specific needs of particular groups, aimed at assisting them to put design awareness in schools at primary and secondary levels.

THE INTERNATIONAL CENTER FOR INDIAN CRAFTS



NID has played a key role as a catalyst in the development and promotion of design in the handicrafts sector.

With the intention of consolidating its extensive experience and in depth understanding of the country’s diverse and vibrant crafts sector, NID set up the International Center for Indian Crafts (ICIC) with support from the Development Commissioner of Handicrafts, at NID’s Ahmedabad campus.

The overarching goal of the ICIC is to create a distinct sustainable identity for the Indian crafts sector and also to train the craftspeople. The ICIC aspires to effectively understand the needs, strengths, and weaknesses of a particular crafts sector and then to apply NID’s interdisciplinary design experience and knowledge base for capacity building, design technology orientation and skill upgradation of artisans. A unique interactive global-local approach is applied which encompasses public-private-community networks.

Over the years, ICIC has undertaken a number of craft documentations, craft design training programmes, seminars and lectures, and workshops and craft development projects. In order to bring in sustainability to the outcomes of various efforts, ICIC also has post-training design clinics.

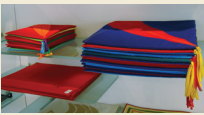
DESIGN PANORAMA

The Design Panorama at the National Institute of Design gives a glimpse of its professional design education programmes and design services spread across three campuses. Juxtaposed with this is an exhibition of the Design Classics Collection at NID which has been an integral part of the institute’s archives for past four decades. This collection is significant from the viewpoint of research and academics.



NIDUS

NIDUS, is the design shop set up at the National Institute of Design. It is a unique initiative by NID to showcase the creative work of its design community. Established in 2005, NIDUS is founded on the premise of celebrating good design, and making well designed products accessible to people.



The products on display constitute a diverse range of personal and space products designed by NID alumni, students, faculty, and staff. The collections largely encompass an extensive assortment of jewellery, metal ware, ceramics, textiles, and leather products. Animation films, and publications mainly focusing on design and craft related books, many of which are published by NID offers a good glimpse



of design thinking & practice in the Indian context. NIDUS also keenly engages with craft clusters, artisans and NGOs by giving them an opportunity to exhibit and sell their products from its outlet.

DESIGN PROMOTION

Design Clinic Scheme for MSMEs



Design Clinic Scheme for Design Expertise for MSMEs, is a unique and ambitious design intervention scheme for the country’s large micro, small and medium scale enterprises. It is an initiative of the Ministry of MSME, Government of India and has been launched under the National Manufacturing Competitiveness programme. The scheme is being designed keeping in mind the objective of design awareness, design interventions and competitiveness improvement for the largest group of industrial sectors; namely, micro, small and medium enterprises of the country.

India Design Council



On realising the increasing importance of design in economic, industrial and societal development, and in improving quality of products and services, the Government of India has initiated a consultative process with the industry, designers, and other stakeholders to develop the broad contours of a National Design Policy. The vision behind initiating a National Design Policy is to have a design enabled Indian industry which could impact both the national economy and the quality of life in a positive manner. In pursuance of the National Design Policy announced by the Government of India on January 8, 2007, the Central Government has constituted the India Design Council on March 2, 2009 and the Director of NID is appointed as the Member-Secretary of the Council.

The India Design Council will act as the national strategic body for multidisciplinary design and be involved in promotion of design to ultimately make Indian industry a design enabled industry.

National Design Business Incubator (NDBI)



NDBI is an initiative of the National Institute of Design, set up with the support of Department of Science and Technology, Government of India, New Delhi. NDBI is incorporated as a non profitable Section 25 Company under The Companies Act act of India. The mandate of NDBI is to nurture a culture of entrepreneurship in the creative minds of young designers, so that their ideas metamorphose into newer and niftier products or services capable of being marketed and sold. The outcome is creation of a new class of entrepreneurs the Designpreneurs.

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