

NATIONAL INSTITUTE OF DESIGN **KURUKSHETRA**

An autonomous institute under Department of Industrial Policy and Promotion Ministry of Commerce and Industry, Government of India

Design your
own path
towards **Creativity**



NID Kurukshetra

Designing the Future

National Institute of Design, Kurukshetra, an autonomous institute under DIPP, invites applications for the third batch of its 4 year Graduate Diploma Program in Design (GDPD) for the academic year 2018-19 at the transit campus at Government Polytechnic, Umri, Kurukshetra, Haryana.

Admissions process for its first batch for the Academic Year 2016-17 was undertaken during the months of July-September 2016. For the third batch students are to be admitted from July -2018. Interested candidates may apply.

NID-Kurukshetra's trans-disciplinary environment consisting of diverse design domains helps in creating an innovative and holistic ecosystem for design learning and delivering solutions focusing on the emerging needs of people, integrated with digital and other cutting edge technologies.

The overall structure of NID-Kurukshetra's program is a combination of theory, skills, design projects and field experiences supported by cutting edge design studios, skill instead of and innovation labs and the Knowledge Management Center.



GRADUATE **DIPL**OMA PROGRAM IN **DESIGN** [GD**PD**]

The Graduate Diploma Program in Design (GD**PD**) commences with a two semester rigorous Foundation Program followed by 6 semesters of specialized studies in any of the following three faculties:

Industrial Design

Communication Design

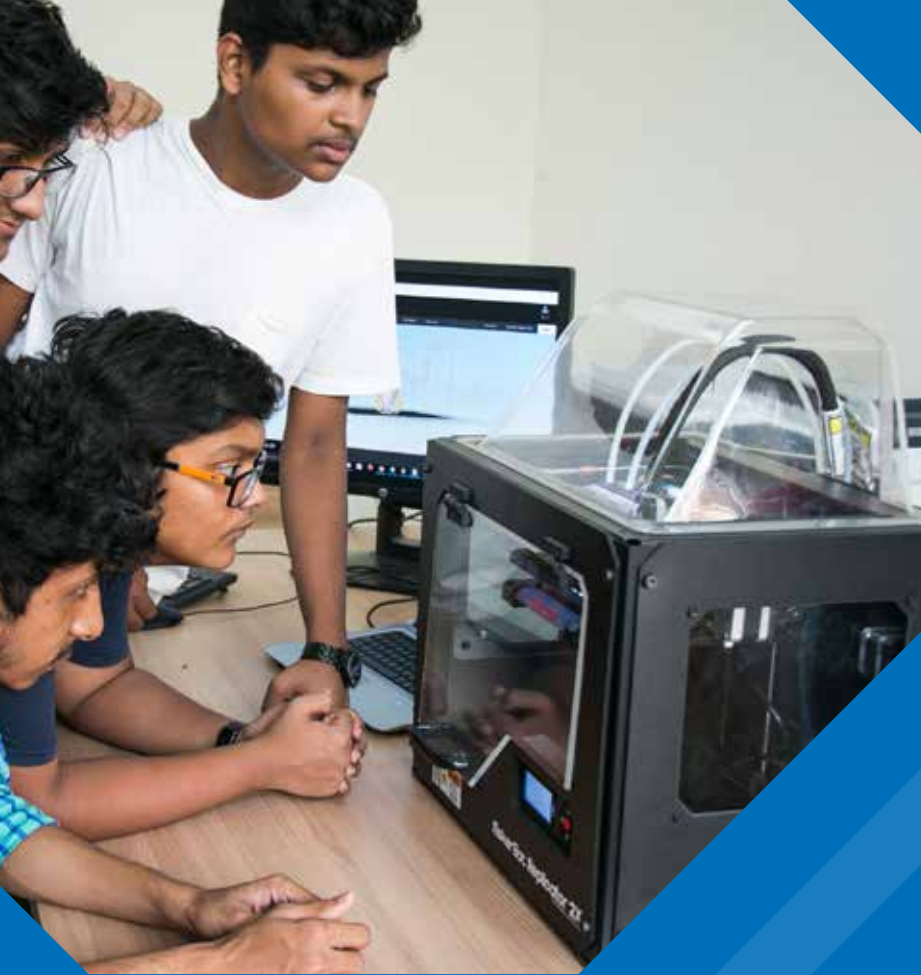
Textile and Apparel Design

THE FOUNDATION YEAR

The one-year Foundation Program introduces students to the fundamentals of design and helps develop their, faculties perception, aesthetic sensitivity and material understanding. The multi-disciplinary nature of design and the relationship of design with human senses and emotions, culture, environment and ecology is sought to be-communicated to them through the various courses they do.

Basic design studio courses are augmented by introductory studies in the Humanities. This allows the students to develop a world view and to understand the 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 discover their own identity and potential.

The Foundation Program is the basis on which the remaining design curriculum is built.



Industrial Design

Industrial design is concerned primarily with the relationship between industries, systems and those who use them. This faculty 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 Industrial Design faculty assimilates inputs in diverse domains such as human factors, cognitive ergonomics, form studies, studio skills, advanced CAD, research methods, design management, materials and manufacturing processes and social sciences. Emphasis is on process centric approach that shapes a student's education through participation and teamwork. Design projects form the core of an Industrial Designer's education and cover broad areas that Industrial designers are likely to encounter in their professional careers. Students are actively encouraged to participate in collaborative projects with industry, social sector, government and MNCs.



Communication Design

The Communication Design Faculty prepares students to face the new challenges and technological advancements in the field of traditional and digital media. 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 communication design. During their period of study, students in communication design are encouraged to work on a variety of projects, majoring in the selected sub-domain of communication design. A communication design student, in addition to a thorough grounding in design abilities and theoretical aspects, emerging global trends, 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.



Textile and Apparel Design

The Textile and Apparel Design Faculty strives to develop innovative and synergetic approaches to design for diverse sectors of the textile and apparel industry, markets, the social sector, informed by an appreciation of the cultural heritage, socio-economic, ethical and environmental concerns that is developed through fieldwork and research. Creative explorations from concept to prototype are encouraged.

The curriculum emphasizes on building a variety of skills, in combination with theoretical knowledge and practical application. The program commences with the fundamentals of textile and apparel design. This includes textile fibers, 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 social sciences, fashion, trends, brand identity, technology and computer-aided design, students are encouraged to design textiles for the textile, apparel and furnishing industry and the craft sector. The program includes several interdisciplinary projects of designing textiles and apparel for Public Spaces/Exhibition/Interiors and for the Automobile industry.

INDUSTRY AND CRAFTS EXPOSURE

In all design streams above, 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.



Extra Curricular Activities & Medical Facilities

Initially, the Institute is tying up with Kurukshetra University, NIT-Kurukshetra, Government Polytechnic, Umri, etc for sports, cultural, extra-curricular activities and access to its Health Centre/ Medical and recreation facilities.

Students are required to take individual medical insurance from a reputed insurance company and inform NID, Kurukshetra of the details at the time of admission. It is mandatory for the students to obtain Mediclaim Policy at their own cost to cover at least Rs. One lakh per annum expenses in case of hospitalization. Students are required to give the name and address of their local guardian in Kurukshetra or nearby cities if they have one, so that NID authorities may contact them in case of any emergency.

The Institute provides hostel accommodation near the campus and food arrangements through a service provider. Transportation facilities are provided between the institute and hostel.

At present, the Institute is operating from its transit campus located in Polytechnic Umri building and the institute has made arrangement of stay/hostel with National Institute of Technology for the girls students and with the Kurukshetra University, SKIET for the boys students. Details of hostel arrangements, its fees, mess fees, security deposits etc shall be conveyed to the selected students before joining.

ELIGIBILITY AND ADMISSIONS CALENDER



Admission to 2018-19 academic programme at NID Kurukshetra will be based on the common Design Aptitude Test (DAT) conducted by NID Ahmedabad.

The website [https:// admissions.nid.edu](https://admissions.nid.edu) provides details of eligibility criteria, age limits, reservation policy, test centres, and the dates of both stages of the Design Aptitude Test (DAT).

ACADEMIC FEES STRUCTURE

Tuition fees

1,75,000

Refundable security deposit

10,000

Total fees for the first year (two semesters)

1,85,000

Number of seats for

Academic Programme 2018-19 (60)

National Institute of Design-Kurukshetra

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