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CREATIVE TIPS CAREERS

Step by Step Guide to Architecture, Design & Fashion Careers

India's NO. 1 Coaching Institute
NID, NIFT, UCEED, CEED, NATA
9591001000 | info@dqlabs.in



Architecture Design Fashion

DQ Labs®



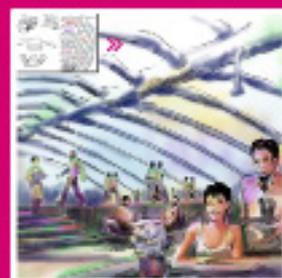
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Design Exploration Program for Design Aspirants (13yrs & above)



15 ARCHITECTURE DESIGN FASHION Projects

Think & Ideate like a Designer



This Program helps you decide the creative career discipline that you need to pursue.

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Creativity Pays!

If you think creativity is only for artists, think again. People use creativity every day in all kinds of ways, whether to tell a story about that time your car broke down or to develop a mobile app.

For some people, creativity is an essential part of their work. "To be creative is the most exciting thing you can do," says Sathiya Seelan, Design Head at Ashok Leyland Design Studio. "It's as necessary to me as eating and breathing." But making creativity your job typically requires obtaining a professional qualification as a first step. Practice, risk taking, and trial and error follow next. For those who want to start up their profession on their own, it also means learning how to market themselves and run a business.

Many students and parents are not aware of various lucrative creative career opportunities and the objective of this book is to create awareness and give a clear path to pursue one.

This book covers selected creative careers, i.e, Architecture, Design and Fashion in which creativity is key. It discusses the importance of Architecture, Design and Fashion in current times, highlights various disciplines within these fields, and offers career paths to obtain necessary qualifications to become a professional Architect or a Designer at Undergraduate and Postgraduate levels. This book also gives information on some important Architecture and Design schools in India & abroad and explains their exam pattern with sample test questions and deadlines for applications. Creativity pays! So be Creative.

Umesh Kumar GL
Founder - DQ Labs



NOTES

Please watch & share to spread the wings of Imagination in Children



TEdx talk by:
UMESH KUMAR G L
B.Arch, M.Des (IIT Delhi)
Founder Director
DQ Labs



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Rekindle Creativity in School Kids - 1 Awesome Activity

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**Donna Partha, NID
ex-DQ Labs Student**

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The order of mentioning courses and careers is random throughout the book. The salary mentioned is estimation only. Actual may differ based on certain criteria/ cases.

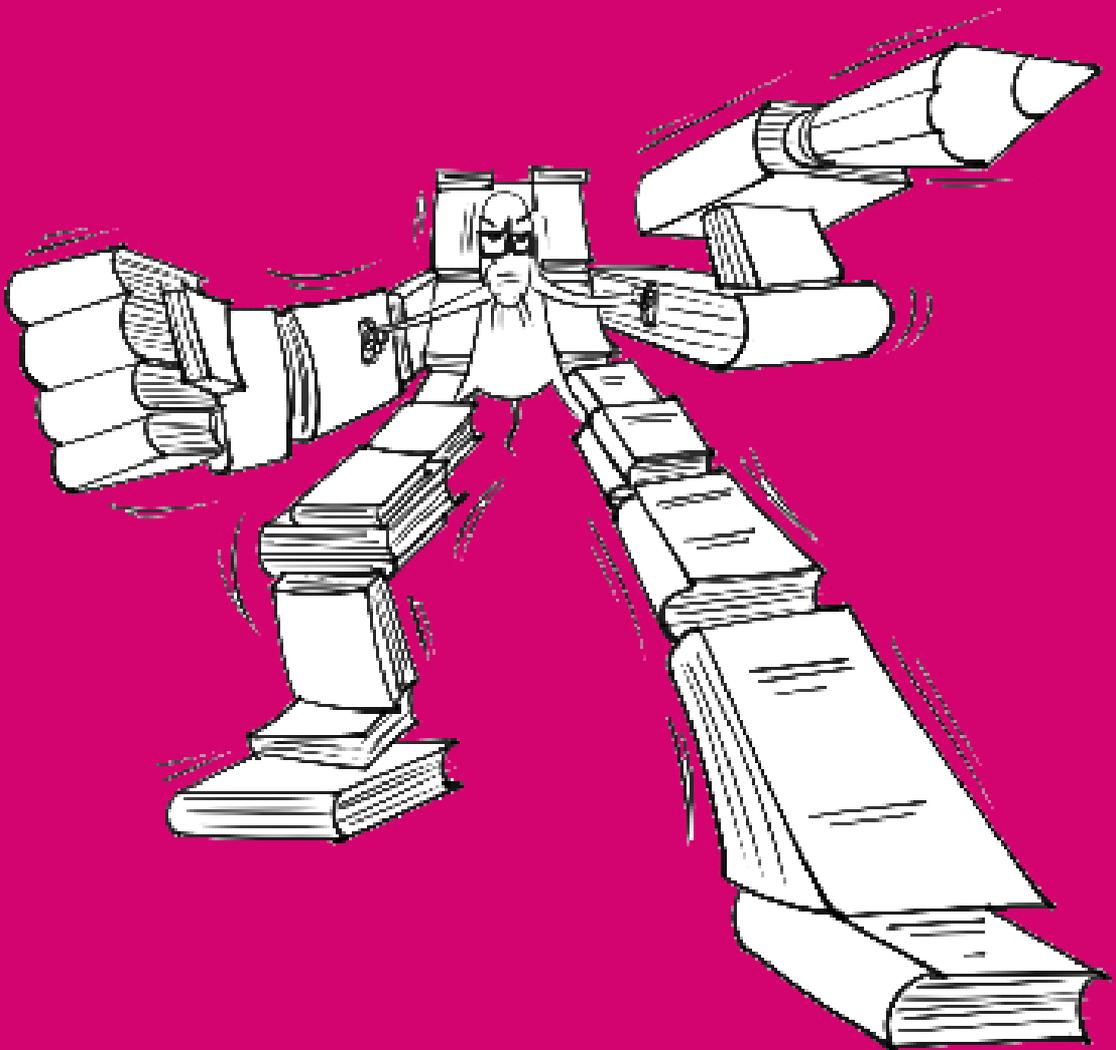
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About DQ Labs

Passionate about incorporating design for the betterment of the Indian lifestyle, Design Quotient Labs (DQ Labs) aims to encourage creative minds to pursue their dreams. Run by design professionals from IIT - Delhi, NID - Ahmedabad, University of Genoa, Brera Academy and NIFT, DQ Labs flaunts a dedicated set of Indian and International faculty committed to spreading awareness on the importance of impeccable design. We provide counselling, online as well as physical classes, seminars, workshops, study material for under-graduate and post-graduate entrance exams and organise study tours to help gain exposure to the marvels around the world. The institution exclusively attends to the fields of Design & Architecture and encourages individuals to go through a metamorphosis to become creatively competitive on a national and global platform.

DQ Labs assures high quality mentoring and individual attention which will result in the triumphs and laurels of our students. Suited to the needs of the tech-demanding era, we constantly update our methods of facilitating learning and technology to redefine the quality of design guidance.



Professional works of our Founders





Umesh Kumar G L

B.Arch., M.Des (IIT Delhi)

University Top Ranker

Worked at Advance Design Studio at General Motors & Jaguar Land Rover (UK)



After stepping out of **IIT Delhi**, as an **Architect specialized in Industrial Design**, Umesh equipped himself with 17 years of valuable experience in Architecture, Product Design, Digital Sculpting, Animation and Model making. He gained practical experience in esteemed **International design studios** in the **USA, UK and India**, as well as cross cultural design teams of global brands. He was a part of the **advanced design team at Jaguar Land Rover** and conceptualized the DC 100 Land rover concept car. His work also involves **patent pending design** of an innovative interface for capturing valuable insights of students problem solving approach and generate Metacog insights for their thorough preparation. As a **founder director of Design Quotient Labs (DQ Labs)**, he is the mastermind behind the Online Sketch Development course which is being accessed and appreciated by students all over the world. He has also kick-started the International study tours for Architecture and Design aspirants to give them first hand insights into the historical and contemporary developments in the field of Architecture and Design. Umesh enjoys **advising and mentoring** students to help them identify, improve and utilise their skills in the most efficient manner.



Shaun D'sa

B.E., M.Des (IIT Delhi)

Scholarship Holder

Worked at Advance Design Studio at General Motors



Shaun D'Sa has a masters degree in Industrial Design from **IIT Delhi**. Having been **ranked 7th All India** during his selection at IIT Delhi, he was awarded a scholarship by the government of India for his studies. Shaun got campus placement at the prestigious **General Motors Advanced Design Center** at Bangalore and worked there in the design department for 5 years. He resigned in the capacity of **design program manager** at the General Motors Advanced Design Center to pursue his passion in Design education full time at DQ Labs. During his tenure with General Motors, he had the opportunity to work on the design of car companies like the **Hummer, Cadillac, Holden and Buick** to name a few. He has also worked on vehicle projects in India like the development of the **Tavera** and the **Chevrolet Beat**. Shaun has also been a part of many teams of International and Indian designers for design centric ethnographic studies across India and abroad. Due to his passion for **Design and Architecture**, he has traveled extensively abroad and has been a part of many workshops in many countries in Europe. Shaun also has a passion for astrophotography which has taken him to **Norway** and **Iceland** to photograph the **Northern lights**.

In whichever career stage you are in



Exploring Design



Are you exploring options in creative field?

The **Design Exploration Program** at DQ Labs will expose you to the world of Architecture, Design & Fashion - the various disciplines, famous designers and their works, design methodology and Design Thinking etc, through hands-on projects. At the end of this program, participants will be able to identify if they want to pursue a career in this field or not.

Course recommended for age group - 12 to 18



Confused with which school to join?

The **College Admission Counselling** provides parents and students tremendous clarity in which direction to go next. At DQ Labs the relationship does not end with an entrance exam - it ends with a good career. Students & parents find themselves at cross roads regarding which schools to consider based on Brand, Exposure, Faculty, Location and Job Opportunities - all within their budget.

Course recommended for students applying for UG/ PG program in Design & Fashion schools in India & Internationally.



Skill Development

Need help with sketching?

Sketching is the core of expressing creativity. At DQ Labs the finest artists help you develop your **Sketching Skills** with 2D, 3D, human & animal figures and the creative thought processes associated with those.

Course recommended for students from Class 6 to PG, Professionals, Parents, Enthusiasts etc.



Need help with digital skills?

Digital Skill Program: If you are keen on picking up professional skills, then the Digital Skill Program from DQ Labs is right for you. Once you learn tools like Photoshop, Illustrator, Sketch up, Alias, 3D Studio Max, Alias Automotive and other similar tools, your output will have a professional touch and boosts your career.

Course recommended for students from Class 11 to PG, Creative Professional.



Do you want to develop a basic aptitude for creativity?

The **Design Foundation Program** at DQ Labs involves sketching, creative thinking and design skills. This is a structured program for those who want to channel their creativity towards an academic or career objective.

Course recommended for students, working professionals, parents, enthusiasts etc.

.... DQ LABS can help you.....



Entrance Coaching

Want to crack Architecture & Design Entrance Exams at UG / PG level?

The **Coaching Programs** (NATA, NID, NIFT, UCEED, CEED and other Architecture and Design Entrance Exam) at DQ Labs involves whatever it takes for participants to get into their dream colleges, be it Architecture, Design or Fashion. Students go through an intensive coaching program to hone their skill sets - Sketching, Creative Thinking, Design, Awareness, Analytical Reasoning, Spatial, Observational and other skills. **Course recommended for age group - 16 onwards.**



Preparing for Round 2 of NID, NIFT or any other Design school?

Entrance into a Design or Fashion school is a two stage process. **Round 1:** Aptitude Test. **Round 2:** Situation Test / Studio Test & Personal Interview.

Round 2 preparation at DQ Labs is all about testing how the students manage practical situations. Students are given various tasks like Material Handling, Audio-Visual comprehension, Observational challenges etc. There will also be **Personal Interview Preparation** to ensure that students have the required soft skills to face the interview panel.

Course recommended for students applying for UG/ PG program in Design & Fashion schools in India



Portfolio Development



Do you want to develop a portfolio for school admission or a job?

A **Portfolio** is a showcase of an individual's passion. It speaks volumes about their interests, quality of work and their focus towards a goal. The **Portfolio Development Program** at DQ Labs gives participants an opportunity to not only structure their thought processes, but to identify, define and work towards a goal. The portfolio must also be presented in a manner where one can showcase their work comprehensively to a global audience.

Course recommended for students applying for Indian or International Design Programs / Jobs.



Frame work for Design Portfolio

A framework for Design Portfolio essentially revolves around reviewing the students' previous work, taking in ideas and developing them. Each portfolio is like a mirror to the students' creative ability and hence reviewing the same helps in reflecting 'the self' on paper. The next step is to map the college & program requirements they are applying for and identifying a gap in the students' current progression. The last step includes creating a framework for designing the perfect portfolio that reflects the students' ability and fulfills the requirements of the college they wish to apply for.

VARIOUS DISCIPLINES



ARCHITECTURE

- Building Design
- Landscape
- Town Planning
- Urban Design
- Interior Design
- Green Architecture



FASHION

- Fashion Design
- Apparel Design
- Lifestyle Accessory Design
- Leather Design
- Jewellery Design
- Textile Design
- Knitwear Design
- Fashion Communication Design



DESIGN

Industrial Design

- Product Design
- Ceramic & Glass Design
- Furniture & Interior Design
- Toy & Game Design
- Transportation & Automobile Design

Communication Design

- Animation Film Design
- Exhibition Design
- Film & Video Design
- Graphic Design
- Photography Design

IT Integrated Design

- Digital Experience (UX) Design
- Information & Interface (UI) Design
- New Media Design

Interdisciplinary Design

- Retail Experience Design
- Strategic Design Management

ARCHITECTURE > BUILDING PLANNING

refers to the broadly based Architectural, Engineering and Technical applications to the design of buildings. All building projects require the services of a building designer, typically a licensed architect or structural engineer. Smaller, less complicated projects often do not require a licensed professional, and the design of such projects is often undertaken by building designers, draftspeople, interior designers (for interior fit-outs or renovations), or contractors. Larger, more complex building projects require the services of many professionals trained in specialist disciplines, usually coordinated by an architect.

A student undertaking Building Design will acquire the professional skills and knowledge required for sustainable design, drafting and documentation of residential, industrial and commercial buildings. Emphasis is on the design process, construction technology, integration of BIM, presentation and production of working drawings, using industry standards and the latest architectural software.



DQ Labs can help you decide a discipline that suits you the most



ARCHITECTURE > LANDSCAPE DESIGN

is an independent profession and a design and art tradition, practised by landscape designers, combining nature and culture. In contemporary practice, landscape design bridges the space between landscape architecture and garden design. Landscape design focuses on both the integrated master landscape planning of a property and the specific garden design of landscape elements and plants within it. The practical, aesthetic are also components of landscape design.

One purpose of landscape design is to blend houses or buildings into the natural surroundings. To work toward a desirable landscape design, the landscape horticulturist must have a working knowledge of design principles and plants, various aspects related to plant material, hardscape techniques, horticulture techniques and space designing for various activities.



In India, one has only to look around to become aware of the relative proliferation of landscape architecture, certainly in Delhi and many other metropolitan cities. In the last thirty years the graduates of eighty's, and even of the ninety's have been able to establish successful and busy landscape practices, and have certainly contributed to recognition of the profession by important client-groups such as Industry, Developers and Corporate bodies. Also, there are far greater number of landscape architects today. One could look upon these as market indicators suggesting increasing recognition of future potential and substantial evolution of the landscape profession.

ARCHITECTURE > TOWN PLANNING is a technical and political process concerned with the development and use of land, protection and use of the environment, public welfare, and the design of the urban environment, including air, water, and the infrastructure passing into and out of urban areas, such as transportation, communications, and distribution networks. Urban planning is also referred to as urban and regional planning, regional planning, town planning, city planning, rural planning or some combination in various areas worldwide. It takes many forms and it can share perspectives and practices with Urban Design.

Roles and Responsibilities of a Town planner in India, as per ITPI, are as follows:

- Managing development and helping to create affordable housing, playing a role in regenerating socially-deprived areas and creating new jobs
- Designing our towns and cities to include attractive buildings, vibrant public spaces and bustling shopping centers
- Working to protect our countryside, trees, hedgerows, forests, grasslands, waterways, rivers and shorelines
- Helping to bring back historic buildings into sympathetic use
- Creating policies for managing traffic and providing sustainable solutions to our transport needs
- Improving energy efficiency and cutting carbon emissions in our homes, factories and businesses
- Engaging communities to have a say in how their living space is developed and protected to improve their quality of life.



ARCHITECTURE > URBAN DESIGN

emerged as a discipline in response to changes to the city through the Modern movement in Architecture and Planning. Urban Design takes the responsibility of achieving wholeness of the built environment. This degree program exposes the students to various theories and experiments that architects, planners, social and behavioral scientists apply within the broad historical, social and political contexts. The program imparts knowledge and skills of design and intervention in the built urban environment at varying scales through a broad range of subjects, which form the basis to tackle urban design issues.



Urban design is a key to making places that are successful both socially and economically, good to live in, and attractive to visit. Urban design is essential in creating community identity. Its effective planning in the widest sense can help to deliver better public services. It also helps to achieve value for money in new developments, and to make good use of scarce resources.



Urban designers make significant contribution as members of multidisciplinary teams dealing with the formulation and implementation of urban development programs and policies. A large number of employment opportunities exist for the students passing out with the urban design degree.

ARCHITECTURE > INTERIOR DESIGN is the art and science of enhancing the interiors, sometimes including the exterior, of a space or building, to achieve a healthier and more aesthetically pleasing environment for the end user. An interior designer is someone who plans, researches, coordinates, and manages such projects. Interior design is a multifaceted profession that includes conceptual development, space planning, site inspections, programming, research, communicating with the stakeholders of a project, construction management, and execution of the design.

An interior designer must respond to all of the needs of human beings - aesthetic, spiritual, physical, social and cultural. Focus must always be on the human condition and its context. Interior design is generally divided into two categories, residential and contract or commercial. Today, interior design is becoming increasingly specialized as buildings and materials get more complex technologically and regulations and standards more demanding.



In India, space is limited. Population and demands of house is increasing. And size of standard house is decreasing. So we need the help of professionals in designing our home and workplace. Professional interior designers and architects can help us in many ways e.g. best utilization of space, amazingly designed, fully functional homes and workplace. Role of interior designers becomes even more important because not only we want best utilization of space, but we have also become very specific about the kind of design and ambiance we want to have in our homes or workplaces.



DQ Labs students have consistently achieved top scores across all entrance exams across India.



ARCHITECTURE > GREEN

ARCHITECTURE Our built environment contributes a high percentage of carbon emissions and is one of the causes for global warming. Sustainable architecture and design (often called green construction and building) is the " practise of erecting buildings and using processes that are environmentally responsible and resource efficient. Green buildings limit their environmental impact by conserving as much energy and water as possible and are constructed of recycled or renewable materials in order to achieve maximum resource efficiency."

Typically, buildings are designed to meet building code requirements, whereas green building design challenges designers to go beyond the codes to improve overall building performance and minimize life-cycle environmental impact and cost. Many sustainable architecture and design professionals earn the Leadership in Energy and Environmental Design (LEED) Accredited Professional (AP) credential. With a degree in sustainable architecture or design, graduates can work for professional architecture, building , landscape and design firms. These positions typically require time in the office as well as in the field, working with clients to design, construct and monitor/ certify designs.

DESIGN > INDUSTRIAL DESIGN > PRODUCT DESIGNER is someone who designs the look of different types of products, from mobile devices to vehicles. Typically, these individuals receive a host of information about a new product, including its use, target market, and functionality, and they create mock-ups of what the actual product will look like. They also have to work with the ease of use for the product, so it's not all about the aesthetics. Although many product designers work with a variety of different items, most will specialize in one particular item, especially if they work for a company that specializes in that item. Part of their job in working with the same item is to make improvements and increase the functionality and efficiency of the product.

Product design process: the set of strategic and tactical activities, from idea generation to commercialization, used to create a product design. In a systematic approach, product designers conceptualize and evaluate ideas, turning them into tangible inventions and products. The product designer's role is to combine art, science, and technology to create new products that people can use. Their evolving role has been facilitated by digital tools that now allow designers to communicate, visualize, analyze and actually produce tangible ideas in a way that would have taken greater manpower in the past.

Students undertaking Product design will get an understanding of concepts like design ethnography, design research, Ergonomics, Design Process, Strength of Materials, History of Design, Green Design, Sustainable Design and System Design.



DESIGN > INDUSTRIAL DESIGN > CERAMIC & GLASS DESIGN

discipline offers tremendous expressive qualities in the domain of art and creativity as well as functional possibilities in the realm of craft, architectural spaces, healthcare, hospitality industry, home decor, hi tech products and lifestyle product categories. A flair for art and design is a prerequisite for a career as a ceramics designer. You will also need a commercial mind and an idea of what customers find appealing.

Ceramics designers create designs for a range of pottery objects that are then made by shaping and firing clay. These objects can include: ceramic sculpture, domestic and commercial tableware and kitchenware, garden ceramics, gift ware, jewellery.

A glass designer or gaffer or a glass blower, moulds glasses to make glassware, stemware, and gift ware, crafted glass windows, ornate items, glass instruments in laboratories and factories and work with individual artists in their design studios. They can also work in museums and historic places to restore age old glassworks which can be of extreme importance to the national heritage of any country.



Students will be made to develop their basic skills, dexterity & conceptual thinking with the ceramic and glass materials aligned with theoretical and practical inputs towards material technology; providing clarity and innovative approach to explore and experiment with the medium.

DESIGN > INDUSTRIAL DESIGN > FURNITURE & INTERIOR 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.

In simple terms, furniture primarily helps physically support various everyday human activities in an unobtrusive, comfortable way by allowing us to focus on the task at hand. For example, when we are working on an assignment, a well-designed chair helps us to concentrate on what we are doing, rather than on our physical postures for a reasonable length of time. A well-designed seat allows us to rest comfortably in an aircraft or bus for longer hours.

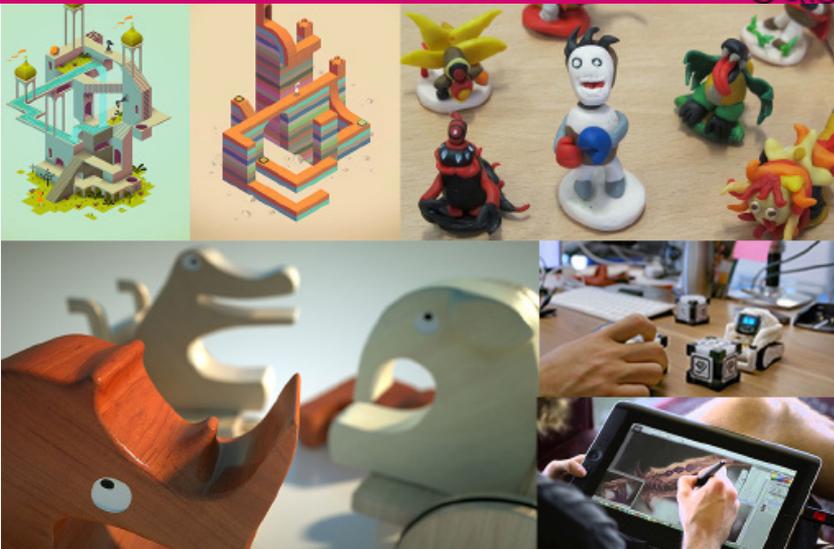


Furniture acts as an extension to human self with our immediate surrounding, which makes it dynamic as well as challenging to work on. Well-designed furniture caters to variety of needs through our lives, such as; from a baby born in a hospital in which all the furniture is designed keeping specifically the health, safety and comfort of a newborn, to the time we spend in school, at home and then in office, as we grow older. Furniture Design plays a very important role in all walks of life.

DQ Labs students are studying in prestigious institutes like Carnegie Melon (US), Instituto Europeo di Design (Italy)...

DESIGN > INDUSTRIAL DESIGN

> TOY & GAME DESIGN is the art of applying design and aesthetics to create a game to facilitate interaction between players for entertainment or for medical, educational, or experimental purposes. Game design can be applied both to games and, increasingly, to other interactions, particularly virtual ones (see gamification).



Game design creates goals, rules, and challenges to define a sport, tabletop game, casino game, video game, role-playing game, or simulation that produces desirable interactions among its participants and possibly, spectators.

Academically, game design is part of game studies, while game theory studies strategic decision making (primarily in non-game situations). Games have historically inspired seminal research in the fields of

probability, artificial intelligence, economics, and optimization theory. Applying game design to itself is a current research topic in meta-design.

The primary objective of the discipline is to help develop a holistic understanding of play and arrive at creative innovative designs for a diverse profile of users. Courses involve basic design fundamentals, cultural studies, creative thinking, psychology, elements of play, game theory, character design, user research and testing methods etc.

DESIGN > INDUSTRIAL DESIGN > TRANSPORTATION & AUTOMOBILE DESIGN is the profession involved in the development of the appearance, and to some extent the ergonomics, of motor vehicles or more specifically road vehicles. This most commonly refers to automobiles but also refers to motorcycles, trucks, buses, coaches, and vans.

The functional design and development of a modern motor vehicle is typically done by a large team from many different disciplines included within automotive engineering. Automotive design in this context is primarily concerned with developing the visual appearance or aesthetics of the vehicle, though it is also involved in the creation of the product concept. Automotive design is practiced by designers who usually have an art background and a degree in industrial design or transportation design.

With a learning curve that sets off with understanding automobiles (aesthetics (exterior/interior), human factors/ vehicle packaging, display & controls etc.) at product level, it escalates to tackle the broader aspects and complexities around personal/public transportation, at system and service levels. Students will be exposed to cutting edge design development/support facilities (computer lab equipped with latest hardware/software for concept ideations, presentation renderings, and 3D modeling. High Performance Visualization Lab for real-time 3D visualization of products. Rapid Product Development Lab equipped with Rapid Prototyping, Laser scanner and Laser cutting machines).



DESIGN > COMMUNICATION DESIGN > ANIMATION FILM

making is not limited to the knowledge of operating sophisticated software. The entire film making process is a design process, which involves detailed planning and implementation, to bring the story and the characters to life on screen, in an engaging manner to the audience.

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.

Students undertaking Animation Design must acquire special skills and techniques of animation such as Personality and Caricature, kinematics, Illustration, Visual Scripting, Story Boarding, pixelation, and Model Animation Design. Here the essential grasp over the narrative content combined with proficiency with animation design techniques goes toward creating an effective piece of communication.

Animation & VFX are used widely in many areas like TV, films, ads, medicine, training & education, e-learning, legal & insurance, 3D visualization, architecture, etc. Another interesting area in this industry is the creation & design of games for PC, Internet, mobile, gaming consoles (Play station/ X box). The gaming industry is estimated to grow at 14.3% per year to touch 45.8 billion rupees by 2019*.



DESIGN > COMMUNICATION 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.

DQ Labs students are studying in prestigious institutes like Art Centre Pasadena, CA, Nanyang Academy of Fashion (Singapore)...

DESIGN > FILM & VIDEO COMMUNICATION DESIGN

to communicate using the Film and Video media one



needs to use equipment like film and video cameras and editing systems. Moreover conceptual processes in addressing the communication needs of the social and commercial sectors should also be rigorously followed. Topics like Photography, Videography, Film Language / Film Theory, Cinematography, Editing, Script Writing, Production Design etc develop a very strong conceptual understanding of all important aspects of Film and Video Design. Learners use software tools like Adobe Premiere and Final Cut Pro for their all Film and Video Projects.

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, additional theoretical inputs continue to supplement the development of holistic conceptual abilities, simultaneous to the building of proficiency in the practical aspects of film making.

Graduates of the program have gone on to rewarding careers within the broad spectrum of the moving image industry. These include feature films, television channels, production houses, advertising agencies, interactive media ventures and government and voluntary bodies having a communication agenda.

DESIGN > COMMUNICATION DESIGN > GRAPHIC DESIGN is the process of Visual Communication and problem-solving through the use of typography, photography and illustration. The field is considered a subset of visual communication and communication design, but sometimes the term “graphic design” is used synonymously. Graphic designers create and combine symbols, images and text to form visual representations of ideas and messages. They use typography, visual arts, and page layout techniques to create visual compositions. Common uses of graphic design include corporate design (logos and branding), editorial design (magazines, newspapers and books), advertising, web design, communication design, product packaging and signage.

There has been a 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. 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.

Graphic design is important to marketing and selling products, and is a critical component of brochures and logos. Therefore, graphic designers, also referred to as graphic artists or communication designers, often work closely with people in advertising and promotions, public relations, and marketing.



DESIGN > COMMUNICATION DESIGN > PHOTOGRAPHY DESIGN

with the rapid evolution of the photographic medium due to digital and mobile technologies, images are situated in particular contexts, whether social, cultural or political. Photography is currently undergoing extraordinary transition the world over, whether it be in terms of the technology, choice of subject matter, accessibility, everyday consumption, or industrial practices.

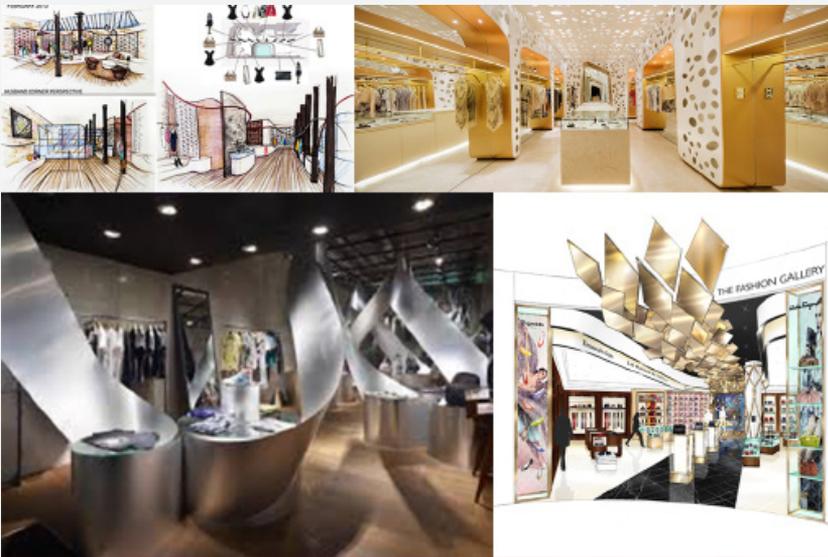
Photography can be considered “old school,” since it has been around for well over a century. While technology has modernized the art form and enhanced the industry’s standards, the basic premise of producing images that communicate a desired message or feeling is still the same. Photography’s uniqueness comes from its wide variety of subject matter and the approaches used by photographers today.



There are many career options for graduates across a range of sectors, such as photography for fashion, journalism, architecture or marketing. Some graduates start their careers as photography assistants for professional photographers while others move onto freelance work. Generally, graduates can expect to work in a number of capacities, including photo agencies, advertising, and cultural production, as a freelancer working for various clients, a fine arts practitioner, or an editorial photographer for news outlets, magazines and digital media.

DESIGN > INTERDISCIPLINARY DESIGN > RETAIL EXPERIENCE DESIGN is a creative and commercial discipline that combines several different areas of expertise together in the design and construction of retail space. Retail design is primarily a specialized practice of architecture and interior design, however it also incorporates elements of interior decoration, industrial design, graphic design, ergonomics, and advertising.

Retail design is a very specialized discipline due to the heavy demands placed on retail space. Because the primary purpose of retail space is to stock and sell product to consumers, the spaces must be designed in a way that promotes an enjoyable and hassle-free shopping experience for the consumer. For example, research shows that male and female shoppers who were accidentally touched from behind by other shoppers left a store earlier than people who had not been touched and evaluated brands more negatively. The space must be specially-tailored to the kind of product being sold in that space; for example, a bookstore requires many large shelving units to accommodate small products that can be arranged categorically while a clothing store requires more open space to fully display product.



Looking at the booming Retail Industry in India over the last decade. Designing delightful, effective and friendly shopping experience becoming the market differentiator for many competing brands today. Stylistically since Indian retail has been inspired from West, therein lay a challenge to understand the Indian consumer psyche and behavior.

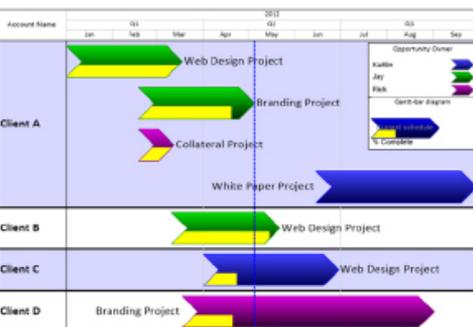
Looking at the booming Retail Industry in India over the last decade. Designing delightful, effective and friendly shopping experience becoming the market differentiator for many competing brands today. Stylistically since Indian retail has been inspired from West, therein lay a challenge to understand the Indian consumer psyche and behavior.



DESIGN > INTERDISCIPLINARY DESIGN > STRATEGIC DESIGN MANAGEMENT

bring together students aspiring to initiate and lead change in emerging fields: business professionals wishing to address business challenges through design, design practitioners seeking to acquire expertise in business and leadership, and entrepreneurs looking to develop transformative business propositions for an evolving global economy.

TASK	2012			2013		
	October	November	December	January	February	March
Baseline Assessment						
Stakeholder Meeting #1	X					
Sustainability Indicators / Inventory						
Target Establishment						
Stakeholder Meeting #2		X				
Public Meeting #1				X		
Implementation Strategy						
Stakeholder Meeting #3				X		
Public Meeting #2						X
Draft Sustainability Plan						
Final Sustainability Plan						



Businesses need to continuously contextually reinvent, renovate and 'design' their business strategies, processes, tools and techniques. The competitive edge of the enterprises of the future will be dependent on their ability and agility to dynamically steer and realign their modes of operation. Basically, organizations will either win or perish based on their ability to detect and deliver to both, the minds and hearts of the consumers by being able to sense and serve not only what is wanted but also forecast and provide what maybe wanted.

Businesses today have to be inclusive and holistic and maximise worth and dignity rather than just revenues. Such businesses require leaders who, apart from being entrepreneurial, can adroitly envision and decode the future, simplify the complex and offer enchantment. Such leaders have the ability to design contextually relevant imaginative, creative, transformational and intuitive strategies, business processes, tools and techniques rather than just copy, follow and run the operations.

DESIGN > IT INTEGRATED > DIGITAL EXPERIENCE (UX) DESIGN The role of a designer is shifting. A product today is rarely just physical and consumers expectations are higher than ever. The challenge for designers is to design and deliver meaningful experiences, both online and offline.

An example that always comes up in conversations about experience design is Apple. Seen as being at the forefront of experience design, the company's brand and approach to customer experiences defines what products it develops and how they work through to the minutest detail of even purely digital apps.

You will explore experience design and related fields such as service design and interaction design, understanding human behaviour, rigorous research, digital technologies and prototyping, project management, business acumen and how to build and lead an effective team.

Once can find roles across human-centred design such as Experience Designer, Information Architect, Interaction Designer and Service Designer. Within these roles, graduates will be able to design and develop high quality experiences, products and services. You will be able to work across disciplinary, cultural, and geographical boundaries to design innovative solutions to meet user and business needs.



DESIGN > IT INTEGRATED > INFORMATION & INTERFACE (UI) DESIGN

is the practice of presenting information in a way that fosters efficient and effective understanding of it. The term has come to be used specifically for graphic design for displaying information effectively, rather than just attractively or for artistic expression. Information design is closely related to the field of data visualization and is often taught as part of graphic design courses. Information design is explanation design. It explains facts of the world and leads to knowledge and informed action.

Advances in digital technology has made it possible to generate, capture, store and disseminate enormous and complex information to varied stakeholders with incredible efficiency and reach. Communication of information is decisive either for knowledge sharing or for crucial decision making

both in the business and social concerns. Whereas ubiquitous digital systems are fast replacing every mode of manual transaction and same time are tracing every transaction and supplying users with a colossal data to look into. A need for design intervention is clearly seen at this juncture where the information in all its complexity is to be transformed into insightful nuggets that are comprehended easily by the stakeholders. Information Design intends on equipping students the know-how of transforming complex information and data into clarified user experiences on different digital platforms that lead to effective knowledge and insight generation. Also to create competent design professionals who are adept in varied domains of Information Design, User Interface Design and User Experience Design.



DESIGN > IT INTEGRATED > NEW MEDIA DESIGN most commonly refers to content available on-demand through the Internet, accessible on any digital device, usually containing interactive user feedback and creative participation. Common examples of new media include websites such as online newspapers, blogs, wikis, video games and social media. A defining characteristic of New Media is dialogue. New Media transmits content through connections and conversation. It enables people around the world to share, comment on, and discuss a wide variety of topics. Unlike any of the past technologies, New Media is grounded in an interactive community.



New Media Design 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 the scientific and technological 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 New Media Design: Exploring / critically examining the relationship between technology and culture, Gaining competency in judging the appropriate application of technology and Developing insights leading to the invention of new technology.

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FASHION DESIGN > APPAREL DESIGNERS also called clothing or Fashion Designers, conceptualize and create items of clothing. They often specialize in one type of design, such as casual, evening or active wear. Common duties include tracking current fashion trends and predicting future ones, sketching new designs, selecting patterns and fabrics to use in garments and overseeing production. They may then show items to creative directors, clients or retailers, depending on if the garments are to be custom designed or mass produced. Apparel designers are mostly employed by wholesale or manufacturing outlets, where garments are typically created for mass production; designers can also work for apparel companies, retailers, design firms and theater companies.

Apparel Design prepares students to meet the highest requirements of the fashion industry and articulate their own unique vision through the clothing they design and make. Emphasizing conceptual rigour matched by strong artistic and technical skills, the program guides majors through each stage of the apparel design process – from concept sketches to beautifully executed wearables.

Courses help students explore a range of materials and learn pattern drafting, draping and construction, while becoming adept at using high-end industry software to design and render clothing. Practical skill-building is supported by the examination of historical and cultural contexts, with grounding in the workings of the fashion industry.



FASHION DESIGN > FASHION DESIGN

is the art of application of design and aesthetics or natural beauty to clothing and accessories. Fashion design is influenced by cultural and social attitudes, and has varied over time and place. Fashion designers work in a number of ways in designing clothing and accessories such as bracelets and necklaces. Because of the time required to bring a garment onto the market, designers must at times anticipate changes to consumer tastes.

Fashion design is a challenging, creative field that requires business, art and design skills. A degree in fashion design can prepare you for a number of job opportunities in the fashion industry. It requires a student to address needs of the export market as well as both couture and prêt-à-porter clothing in India, expanding and categorizing apparel design into niche segments. In tandem with the shifts in the industry where Design has become even more significant, that the students are trained to anticipate and address relevant concerns and issues. Following a logical, sequential, hands-on experience, each student must learn to conceptualize designs, make patterns, drape and construct garments of impeccable quality.



DQ Labs is the only institute in India with Full Time Design Faculty who have worked in Global Design Studios.

Fashion Design education includes subjects like Fashion Illustration and Design, Fashion Studies, Elements of Textiles, Surface Development Techniques and History of Costumes. Introduction to Pattern Making and Garment Construction contributes to Prototype Development.

FASHION DESIGN > LIFESTYLE ACCESSORY DESIGNER creates accessories such as hats, jewellery, scarves, belts handbags and watches; all of the small details that complete a fashionable outfit. Jewellery and leather designing are a part of accessory designing. Fashion uses more than just clothes to create a trendy look. Accessory Designers have the freedom to work with a variety of materials: from metals to leather and beads to satin while still using their creativity.

The main job of a lifestyle and accessory designer is to



- Design accessories such as jewellery, leather wear, glass products, footwear, watches, scarves, giftware, tableware, silverware and other lifestyle products.
- They have to create designs that can redefine the trends or that can blend the prevailing fashion trends with the new trends.
- Life Style Designers can work in various areas like in costumes, jewellery, leather wear, glass products, footwear.
- They have to do research to find out new designs which will appeal to both retailers as well as the customers.
- They also need to sketch designs for different accessories. Accessory Designers who are working for large retail stores and companies they may need to present their sketches to their creative director.

DQ Labs Faculty has one thing in common - A penchant for quality education.



FASHION DESIGN > LEATHER DESIGN

DESIGN is one of the most rapidly growing fields within the umbrella field of Fashion Designing in India. Leather goods manufactured in India, such as bags, shoes and belts are in high demand in India as well as in the International market. These are, hence, extensively exported. Designing products using leather is a challenging task, and hence an individual aiming to make this their career must take care of their health and also be high on stamina, as their job requires a lot of physical work.



Due to an enormous increase in demand of Indian leather in and outside India, more and more qualified designers in this particular field are required. Leather designing caters to the various needs of the leather industry, be it goods or apparel. Variety of leather products ranging from footwear to belts, upholstery to bags etc are available. Leather industry now requires trained designers, merchandisers etc, to meet inter-

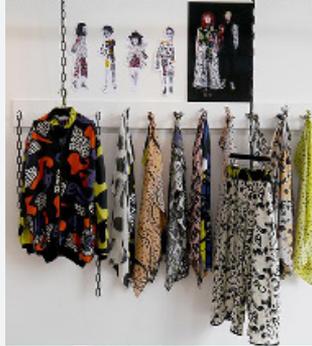
national standards. Accessories enhance an individual's fashion sense.

Leather has become a part of most of our modern accessories and a career in leather designing has become not just a glamorous one but also a lucrative one. However, prior to making it a career, you must consider the various conditions that you will be working under, like smelly tanneries or leather processing which may be difficult for some. Job in a leather industry is quite challenging and you must give it a good thought before choosing to enter this field.

FASHION DESIGN > TEXTILE DESIGN Textiles and clothes are used every day, from the time we are born until the day we die. History of human kind is closely linked with extraction of fibers & construction of structures & fabrics. Textiles and clothing have always been a medium to reflect a culture, an identity of a community or an individual. India has a long history in the production and trade of textiles. From craft based to large Industries there is a vast spectrum of production within the discipline.

Textile design is essentially the process of creating designs for woven, knitted or printed fabrics or surface ornamented fabrics. Textile designers are involved with the production of these designs which are used, sometimes repetitively in clothing and interior decor items. The field encompasses the actual pattern making while supervising the production process. In other words, textile design is a process from the raw material into finished product. Fiber, yarn and finishes are the key elements to be considered during the textile design procedure.

Textile Design programs strive to develop innovative and synergistic 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 are developed through fieldwork and research. Students must learn the fundamentals of textile design. This includes, textile fibers, weave structure, surface design, dyeing techniques, printing methods, sewing techniques, constructed textiles and basic inputs in garment design.



FASHION DESIGN > JEWELLERY DESIGN is the art or profession of designing and creating jewellery. This is one of civilization's earliest forms of decoration, dating back at least seven thousand years to the oldest known human societies in Mesopotamia and Egypt. The art has taken many forms throughout the centuries, from the simple bead work of ancient times to the sophisticated metal working and gem cutting known in the modern day.

Before an article of jewellery is created, design concepts are rendered followed by detailed technical drawings generated by a jewellery designer, a professional who is trained in the architectural and functional knowledge of materials, fabrication techniques, composition, wearability and market trends. Jewellery designers will often create several different types of jewellery, but some will specialize in designing only certain types. For instance, a designer may only create necklaces or rings. Jewellery design as a career is flourishing like never before as people are starting to buy jewellery not only as a symbol of financial security but for accessories. The profession is available for anyone with a creative bend of mind and the study in this field teaches you basic skills like stone cutting, engraving, polishing and testing the quality of precious gems and metals. Special skills like electroplating, metal colouring, anodizing, enameling and stone setting are also taught to students of jewellery designing.



FASHION DESIGN > KNITWEAR DESIGNER create knitted clothing and other products. They combine an innovative approach to textiles with a practical view of the end-products as usable products.

Knitwear Designers are employed in a variety of different fields and specialise in product areas such as fully-fashioned knitwear, hand-knitwear, technical jersey sportswear, socks and hosiery. Knitwear Professionals provide value addition to multiple areas for the fashion business; be it Apparel Designers, Fashion Forecasters, Fashion Stylists, Product Developers, Production Managers or Merchandisers.



They oversee the product throughout its development and manufacture and therefore need to know about the design and technical side of production. A Knitwear Designer may spend their time collecting ideas and looking for trends before sketching ideas or using a computer programme to draw designs. Then they develop ideas into patterns, make samples and oversee the production of the items. They also source, select and buy yarns.

Students undertaking Knitwear Design are provided with an understanding of principles of design and construction for full-fashion knitwear including: fashion illustration, pattern drafting, swatch development, knitwear construction, utilizing the hand loom and Stoll industrial knitting equipment, specification, and cost analysis.

2, 3, 6, 7, 10, 16, 17, 18,
19, 27, 35, 42, 55



NIFT Ranks

FASHION DESIGN > FASHION COMMUNICATION is emerging in

the new world order, and forms a complimentary and a very exciting segment of the fashion industry. With globalization and the retail boom the Indian markets are flooded with scores of domestic and international brands, companies and designer labels. Today, the success of a brand is marked and understood largely through its uniqueness in identity.

With a multitude of prêt and luxury brands mushrooming, it has become essential for each one of them to develop a unique brand identity for maximum impact and visibility, in the domain of Fashion and Lifestyle Industry. This is made possible by fashion communication professionals, who excel in extending the design strategy beyond the domain of the product, to include all aspects of communication design. Thus 'Fashion Communication' forms the core of the whole business of Fashion.



Fashion Communications covers diverse opportunities in marketing, advertising, public relations, and journalism and has long been considered one of the industry's untapped career resources. Students in this area study illustration, packaging, computer graphics, photography, and fashion event planning and production. May it be a niche of visual merchandising, styling, graphic design, display and exhibit design or creative writing; Fashion Communication enables a greenhorn to develop his skills by installing his identity in any of such areas to emphasize the assets of the fashion industry.

Selecting an Design / Architecture School which is Right for You

With so many options to choose from, selecting an Architecture or Design School is no cake walk. There are about 450 Architecture schools and around than 40 Premiere Design Schools across India. How does one choose the best?

Architects & Designers are expected to have significant Observation Skills, Creative Skills, Eye for Detail & Technical Skills. They are expected to go beyond the realms of the ordinary and think beyond what is possible. This article gives you a guideline of what to look out for when you choose a School. At the outset, there are 5 critical parameters that we look out for.

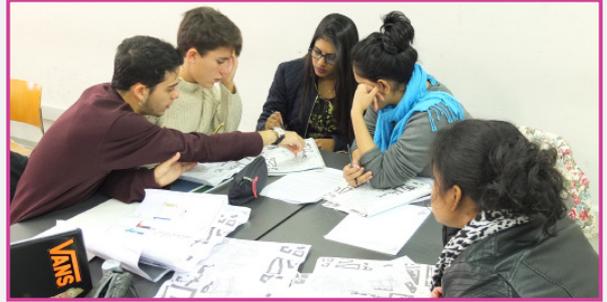
Faculty / Philosophy:

Architecture & Design school programs are broadly structured by the Heads of the institutes. They give direction, impart values and ensure that every student is given holistic attention. The experience, philosophy and academic vision of the department head must be a critical part of choosing your college. The supporting faculty consists of Architects, Designers, Artists etc. Their academic expertise significantly molds each student into a crafted architect. **Strong faculty always-**1. Ensures their students participate in and organize competitions and events. 2. Invites well accomplished guest faculty for workshops and discussions. 3. Ensures that students travel and are exposed to a range of architecture styles-Indian & Global **The more exposure a student gets, the better the outcome of their work.** Some of the new colleges are investing in top notch faculty to get the best exposure for their students! They have architects from top universities, design faculty from NIDs & IITs and artists from top fine arts colleges across India.



Location:

The location of an institute is not necessarily the most important factor, but definitely helps in many ways. Institutes located in metro cities can help gain access to more frequent visiting faculty and industry interaction. This is also a personal decision for many students – as living in metro cities, travelling is a challenge. Selecting an institute near you helps limit the travel time and focus more on projects and submissions. Having said that, there are institutes which are not located in metros but are still able to attract faculty of International repute and recognition. These institutes work tremendously towards providing quality education.



Infrastructure:

Creative Education requires a support structure & creative environment to aid to world class learning. institutes to have access to the latest equipment, software and globalized teaching methodologies. Some schools with shared campuses give students the opportunity to utilize the maker spaces and also create projects along with students of other schools in their campuses. This creates a more focussed curriculum and creative environment for students of architecture. This is beneficial for students. There are always exceptions. Some schools with shared campuses give students the opportunity to utilize the maker spaces and also create projects along with students of other schools in their campuses.

Brand Name:

A brand is not built in a day. A brand is built on the founding vision, values and commitment to quality education. With these, institutes not only produce employees for industry, but leaders who can work independently and with focus. For industry, partnering with a branded institute makes it much easier to get a quality workforce. It is important for students to consider a brand with a strong heritage in quality education.

Competition:

Creative Education is all about learning from peers, seniors & juniors. Cross functional learning & Exposure is key. The tougher the competition to get into a school, the better the quality of learning from peers. The competition to get in to a school, sets the foundation for the future network students are going to need!



Conclusion:

In conclusion, students must take advantage of faculty, facilities and the abundant opportunity given by each school to carve a future for themselves!

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PARVATHI (Ceramic & Glass Design)



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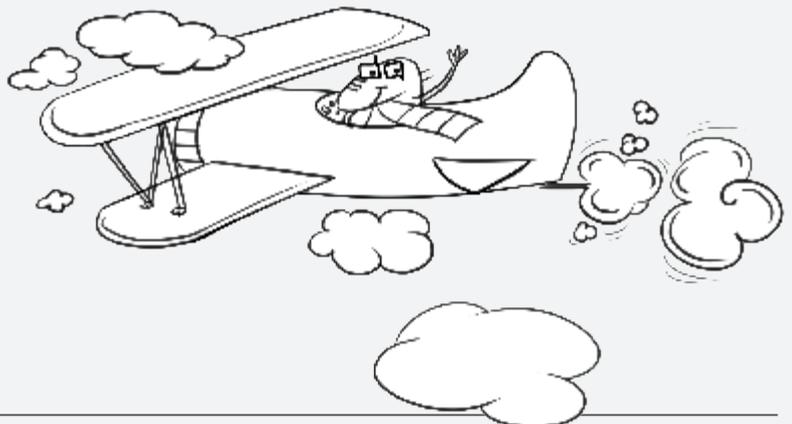
International Exposure



Mentor selection & training
by founders



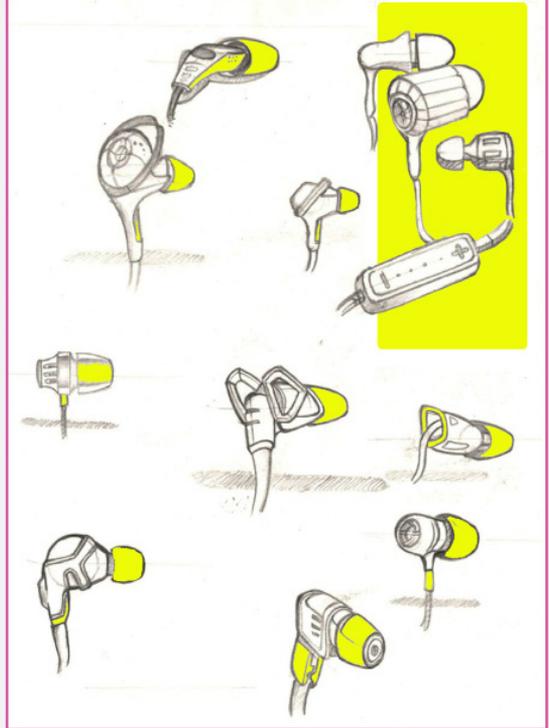
AI powered online platform
DQ Edge



By: Shreya Patil



By: Krishna Preethi



By: Sony Salmaa



By: Nanditha



By: Raghav



By: Raghav



By: Jinesh P.Bhaskaran

Gaming Interface Design



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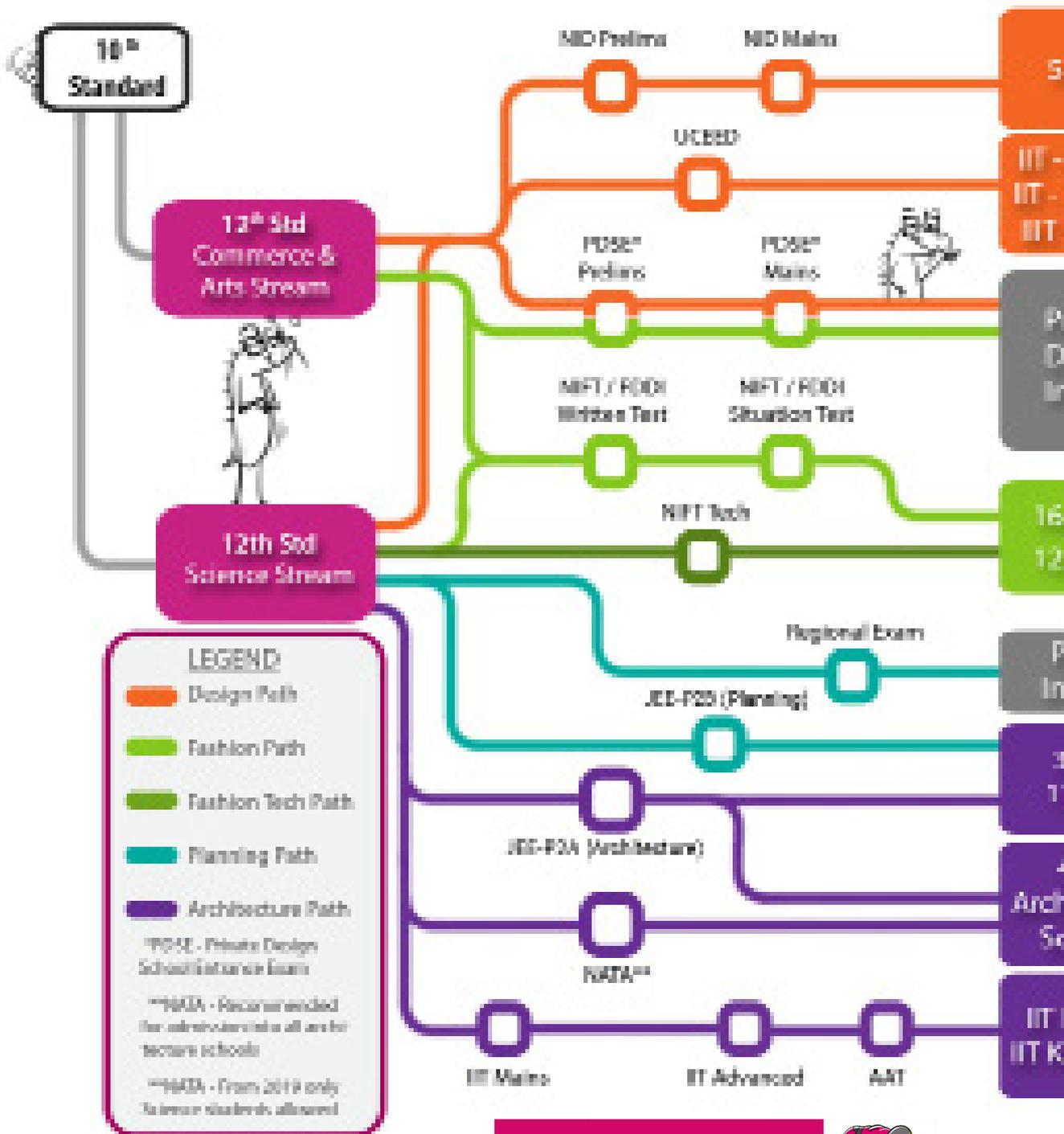


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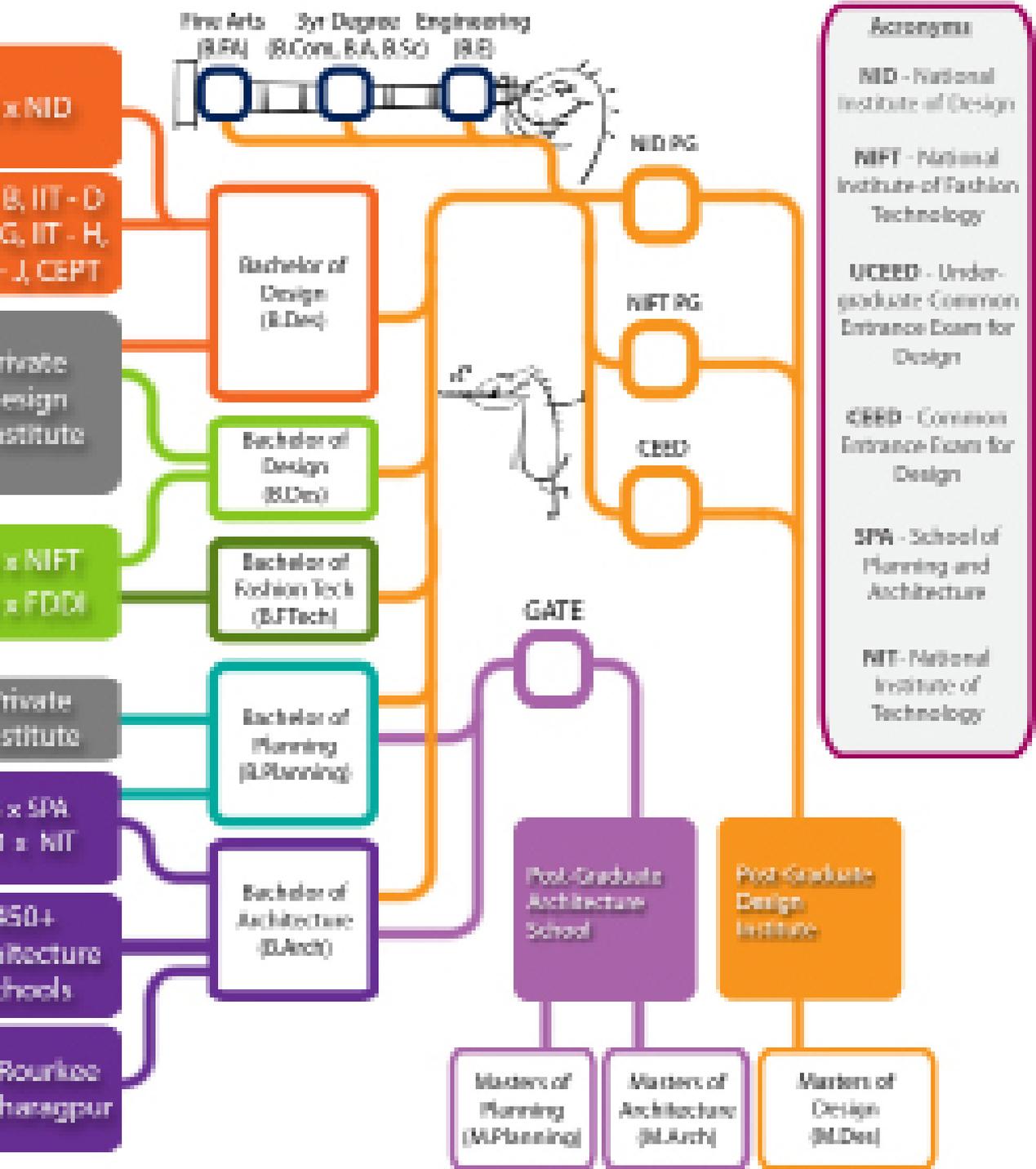




DESIGN



FASHION



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UG Design & Fashion Programs in India

Top Design & Fashion Schools in India	City	Exam Name	Tentative Application Window	Tentative Aptitude Test	Tentative Studio Test / Personal Interview
NID	5 Locations	NID	October - December	December / January	April - May
IIT UG	4 Locations	UCEED	November - December	January	Not Applicable
NIFT	18 Locations	NIFT	November - December	January / February	April - May
CEPT	Ahmedabad	UCEED	April - May	Not Applicable	Not Applicable
IIT/ISc PG	7 institutes	CEED	November - December	January / February	March - April
FDDI	12 Locations	AIST	March - May	May / June	Not Applicable
United World Institute of Design	Ahmedabad, NCR	UID Entrance Exam	August - December	January	March - April
MIT Institute of Design	Pune	MIT DAT	November - February	April	April - May
MIT Institute of Design	Indore	MIT DST	September - December	December	December - January
Srishti Manipal Institute of Art, Design and Technology	Bengaluru	SMEAT	Multiple Admission Cycles	April, May, June	As per application cycle
Instituto Marangoni	Mumbai	Marangoni	Multiple Admission Cycles	No Aptitude Test	Portfolio & Interview only
RV University	Bengaluru	SDI	Multiple Admission Cycles	No Aptitude Test	Portfolio & Interview only
ISDI Parsons	Mumbai	ISDI Challenge	Multiple Admission Cycles	As per application cycle	Portfolio & Interview only
Jindal School of Art & Architecture	NCR	JSAA Entrance exam	Multiple Admission Cycles	As per application cycle	As per application cycle
Strate School of Design	Bengaluru	SAT	Multiple Admission Cycles	As per application cycle	As per application cycle
Pearl Academy	Delhi, Mumbai, Bengaluru, Jaipur	Pearl Academy Entrance Exam	Multiple Admission Cycles	As per application cycle	As per application cycle
DJ Academy	Coimbatore	DEED	Multiple Admission Cycles	As per application cycle	As per application cycle
UPES	Dehradun	UPES DAT	Multiple Admission Cycles	As per application cycle	As per application cycle
Ajeenkya D Y Patil University	Pune	ACET	Multiple Admission Cycles	As per application cycle	As per application cycle
World University of Design	Sonapat	WUD DAT	Multiple Admission Cycles	As per application cycle	As per application cycle
LISAA School of Design	Bengaluru	LISAA CAT	Multiple Admission Cycles	As per application cycle	As per application cycle

Note: These are tentative schedules only. Please verify with the official School website for accurate information

Note:

All months mentioned are tentative and have been presented for generic understanding of time lines. Please check on the website of each of the institutes for accurate information.

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Some of the Top Architecture School in India

Architecture School	City
Center for Environmental Planning and Architecture (CEPT)	Ahmedabad
School of Planning & Architecture	Delhi, Bhopal, Vijayawada
Sir JJ School of Architecture	Mumbai
Chandigarh College of Architecture	Chandigarh
Faculty of Architecture & Ekistics, JMI	New Delhi
Maulana Azad National Institute of Technology	Bhopal
Jindal School of Art & Architecture	Sonipat



UG Architecture Programs in India

Architecture Schools	Exam	Aptitude Test Date
450 + Colleges	NATA	April, July, August
	JEE Paper 2	January & April
15 + Colleges (NIT's, SPA's etc.)	JEE Paper2	January & April
2 IIT's (Kharagpur + Roorkee)	JEE Mains, Adv	April
	JEE Advance	May
	Architecture Aptitude Test (AAT)	June

Note:

All dates are tentative and have been presented for generic understanding of time lines. Please check on the website of each of the institutes for accurate information.

Top International Architecture, Design & Fashion Schools



ARCHITECTURE

- AA (Architecture Association) (LND, UK)
- University of Bath (Somerset, UK)
- University College London
- University of Cambridge (Cambridge, UK)
- Cornell University (NY, USA)
- Rice University (Texas, USA)
- NUS, Singapore
- Southern California Institute of Architecture (California, USA)



DESIGN

- Art Center CD (CA, USA)
- University of Cincinnati, (Cincinnati, USA)
- Pratt Institute (NY, USA)
- Rhode Island SD (Providence, USA)
- University of Southampton (Southampton, UK)
- Northumbria University (NCL, UK)
- Umeå SD, Sweden
- NAFA Singapore
- Manchester Metropolitan University (Manchester, UK)



FASHION

- Central Saint Martins (LDN, UK)
- Istituto Marangoni, (Milan, Italy)
- Kingston University, (LDN, UK)
- Antwerp Royal Academy of Fine Arts (Antwerp, Belgium)
- Parsons, The New School for Design, (NY, USA)
- Bunka Fashion College (Tokyo, Japan)
- Fashion Institute of Technology (NY, USA)
- London College of Fashion (LN, UK)



Worlds Top Design Colleges

Design College	City	County
Royal College of Art	LN	UK
Rhode Island School of Design	RI	USA
MIT Media Lab	MA	USA
University of Cincinnati	OH	USA
School of Design	PI	USA
Parsons School for Design	NY	USA
Pratt Institute	BR	USA
The d.School	CA	USA
Human Computer Interaction Institute	PI	USA
Art Center College of Design	CA	USA
RIT CIAS	NY	USA
School of Visual Arts	NY	USA
Savannah College of Art & Design	GA	USA
Cranbrook Academy of Art	MI	USA
Cooper Union	NY	USA
University Tisch School of the Arts	NY	USA
CIID	CPH	Denmark
California College of the Arts	SF	USA
Domus Academy	Milan	Italy
UC Berkeley School of Information	CA	USA
Chicago School of Art & Design	IL	USA
UCLA Design Media Arts	CA	USA
Institute of Design	IL	USA
Aalto University	Helsinki	Finland
Hong Kong Polytechnic University	Hung Hom	China
Umea University	Umea	Sweden
Chiba University	Chiba	Japan
China Central Academy of Fine Arts	Beijing	China

List of colleges by Country / Continent

United States of America:

Design College	City	County
Rhode Island School of Design	RI	USA
MIT Media Lab	MA	USA
University of Cincinnati	OH	USA
School of Design	PI	USA
Parsons School for Design	NY	USA

Canada:

Design College	City	County
Ontario College of Art & Design	Ontario	Canada
Sheridan College	Ontario	Canada
Emily Carr University of Art & Design	Vancouver	Canada
Centre for Digital Media	Vancouver	Canada
Centennial College	Toronto	Canada

Rest of Europe:

Design College	City	County
CIID	CPH	Denmark
Domus Academy	Milan	Italy
Aalto University	Helsinki	Finland
Umea University	Umea	Sweden
Delft University of Technology	Delft	Netherlands

Australia & New Zealand:

Design College	City	County
RMIT University	Melbourne	Australia
University of Melbourne	Melbourne	Australia
University of Technology	Sydney	Australia
Auckland University of Technology	Auckland	NZ
Massey University	Palmerston	NZ

Asia:

Design College	City	County
Hong Kong Polytechnic University	Hung Hom	China
Chiba University	Chiba	Japan
China Central Academy of Fine Arts	Beijing	China
Nanyang Academy of Fine Arts	Singapore	Singapore
National Institute of Singapore	Singapore	Singapore

United Kingdom:

Design College	City	County
Royal College of Art	LN	UK
Coventry School of Art & Design	Coventry	UK
University College for the Creative Arts	Farnham	UK
Central Saint Martins College	London	UK
Chelsea College of Art & Design	London	UK

The Indian EXPRESS

Placement drive: Rs 72 lakh pay offer to NID student, 8 bag salaries of Rs 48 lakh; average Rs 15 lakh

Eight students from textile design also bagged pay packages of Rs 48 lakh each (cost to company), they said. Besides Trident Group, which made 17 job offers, Samsung and Microsoft were among the other firms interested in hiring NID students.

Written by Lakshmi Ajay | Ahmedabad | Published: December 8, 2015 2:23 am

indiatoday EDUCATION

New Delhi, December 8, 2016 | UPDATED 13:08 IST

Highest pay package recorded

Although the recruiting team from the NID refuses to disclose the highest package, a sum of Rs 16 lakh per annum is anticipated as the highest pay package this year.

A Trident Ltd, Ludhiana-based home textiles producer and exporter, offer a staggering Rs 72 lakh to NID PG student besides 22 more job offers, last year.

Increase in new companies visiting the placement drive

The NID official said that they saw an increase in new companies participating at the week-long placement season at NID Ahmedabad, where around 270 students from three campuses and 100 firms were present.

"There was an increase of more than 50 per cent in new companies visiting the NID -Ahmedabad campus as compared to placements last year," said the NID official.

Samsung R and D: Highest recruiter at NID Ahmedabad placement week

Samsung R&D is the highest recruiter

While 11 students bagged full-time job offers, Samsung R&D gave 11 diploma projects to design students.

"Close to 100 firms who came for placements on campus made close to 300 job offers, including full-time placements and graduation project (final semester internship) to students this year. Among these Samsung R&D Bengaluru was the highest recruiter having made 22 offers, while Samsung Design, Delhi-Design Subsidiary of Samsung India Electronics Pvt Ltd. which also offered made 10 full-time placements, said Sujitha Nair, Head - Industry, Placements, Students and Alumni Relations at NID.

"IBM-India made 7 job offers and Microsoft and TCS took five students each. While UI/UX designers have been in demand by IT-led firms, this year also saw a spurt in jobs for industrial designers, product designers and students of information and interactive design," she added.

"Companies are now preferring to be multi-disciplinary in picking young designers owing to our teaching curriculum being such and looking beyond the course discipline. This year apart from our regular recruiters, we have had many fashion houses and production firms as well," she added.



Architecture Exams Syllabus & Pattern

CEPT; SPA - Delhi, Vijayawada, Bhopal; JJ SoA, IIT - KGP, Roorkee; NITs - Patna, Calicut, Tiruchirappalli, Rourkela; RVCA, BMSSA, DSATM, Christ SoA, NITTE SAPD, JSAA, WCFA and 450+ Other schools across india

NATA Architecture Syllabus

NATA examination shall be conducted in one session on the date of the first test and on the second date of the test.

Qualifying marks for NATA - 2023 is 70 marks out of 200 marks

The aptitude test will comprise of questions that could be of the Multiple-Choice type (MCQ), Multiple Select type (MSQ), Preferential Choice type (PCQ) and Numerical Answer type (NAQ).

The questions will carry either 1 mark, 2 marks or 3 marks and 125 questions have to be answered in 180 minutes.

The aptitude of the candidate will be assessed using some or all of the following techniques:

- Diagrammatic Reasoning – Tests the ability of logical reasoning, using diagrams and scenarios
- Numerical Reasoning – Tests mathematical ability

JEE Architecture Syllabus

The architecture exam of JEE Main will basically comprise of three sections: Mathematics, Aptitude, Drawing.

There is NO sectional cut off for JEE Paper 2.

General Aptitude:

Architectural Awareness - knowledge about famous persons, places, buildings, materials, objects. Texture related to Architecture and building environment. Visual Spatial Ability - counting of figures, identifying three-dimensional objects from two-dimensional drawings and vice-versa. Analytical Reasoning, Mental Ability (Visual, Numerical and Verbal).

Mathematics:

Complex numbers and quadratic equations, Matrices and determinants, Sets, relations and functions, Mathematical induction, Permutations and combinations, Mathematical

through simple problems

- Verbal Reasoning – Assesses the ability to assess verbal logic.
- Inductive Reasoning – Tests the ability to see patterns and analyse given data
- Situational Judgment – Tests problem-solving ability.
- Logical Reasoning – Tests ability to recognize patterns, sequences or relationships between shapes and imagery.
- Abstract Reasoning – Will assess general knowledge, and ability to utilize knowledge in new situations.

Questions could be asked in various topics that assess candidates on basic concepts in mathematics, physics and geometry, language and interpretation, elements and principles of design, aesthetic sensitivity, colour theory, lateral thinking and logical reasoning, visual perception and cognition, graphics and imagery, building anatomy and architectural vocabulary, basic techniques of building construction and knowledge of material, general knowledge and current affairs, etc. Including reasoning, Trigonometry, Limit, continuity and differentiability, Integral calculus, Differential equations, Binomial theorem and its simple applications, Sequences and series, Co-ordinate geometry, Vector algebra, Three-dimensional geometry, Statistics and probability.

Mathematics:

Three dimensional - perception: Understanding and appreciation of scale and proportion of objects, colour texture, harmony and contrast, building forms and elements. Design and drawing of geometrical or abstract shapes and patterns in pencil. Transformation of forms both 2D and 3D union, rotation subtraction, development of surfaces and volumes, elevations Generation of Plan and 3 D views of objects. Creating two dimensional and three dimensional compositions using given shapes and forms. Sketching of scenes and activities from memory of urban-scape (monuments, public space, festivals, market, street scenes, recreational spaces, etc.), landscape (river fronts, jungles, trees, plants, etc.) and rural life.

Exam Pattern		Scientific Ability / Math	Aptitude	Drawing	Total
NATA	No of Questions	-	125	-	125
	Marks	-	200	-	200
JEE P2	No of Questions	25	50	2	77
	Marks	100	200	100	400

***The above pattern is the general pattern and is subject to change.**



Design Exams Syllabus & Pattern

NID, IIT-UCEED, IIT CEED, CEPT, UID, ISDI, PEARL, Srishti Manipal, MIT ID, Strate, RV SDI etc.

Typical Design Entrance Exams Syllabus

The Design Aptitude Test (DAT) Prelims / Round 1:

Primarily evaluates each candidates on the following abilities : 1. Knowledge 2. Comprehension 3. Analysis 4. Creativity 5. Visualization.

The DAT Prelims generally consists of two parts :

Part I: Multiple-choice question. This part has questions wit one or more than one correct answer. The responses of this part will be recorded on an OMR sheet and evaluated digitally.

Part II: Subjective questions, with responses to be provided in visual and/ or written formats.

The Design Aptitude Test (DAT) Mains/ Round 2:

The Dat Main for these programs may consist of tests in different formats such as drawing/sketching, hands-on

***The above pattern is the general pattern and is subject to change.**

models making, group discussions, presentations etc.

Studio Test: This may consist of tests in different formats such as drawing/sketching, hands-on model making, group discussions etc.

Interview: The interviews will be conducted separately for each discipline, immediately after the Studio Test.

Please note: 1) For NID B.Des Program, there is no interview / Portfolio review. 2) For IIT - UCEED, there is no drawing test. 3) Every Design institute exam pattern may differ but however what they are looking for in the candidate remains the same. 4) Most design schools would want to see the works of students.



Fashion Exams Syllabus & Pattern

NIFT (18 Locations), FDDI (12 Locations), PEARL, Marangoni, UID, ISDI, ADYPU, LISAA etc.

Typical Fashion Exams Syllabus

GENERAL ABILITY TEST (GAT) FOR Bachelor of Design (B.Des.) and Master of Design (M.Des.) :

This test will comprise of various sections as given below: 1) Quantitative Ability 2) Communicative Ability 3) English Comprehension 4) Analytical Ability 5) General Knowledge and Current Affairs

CREATIVE ABILITY TEST (CAT):

This test is administered to judge the intuitive ability, power of observation in concept development and design ability of the candidate. An important aspect of the test is the creative and innovative use of colour and illustration skills.

Situation Test :

This is a hands-on test to evaluate the candidate's skills for material handling and innovative ability on a given situation with a given set of materials. No additional material will be provided / allowed. The model will be evaluated on space visualization, innovative and creative use of given material, composition of elements, colour scheme, construction skill, finesse of the model and overall presentation etc. These parameters will be checked with the write up explaining the concept behind the model constructed. Since the medium of instruction in NIFT is English, the

write-up will be in English. No marks will be given for a write-up in any other language.

Group Discussions:

Shortlisted candidates for Masters Programs from the written entrance examination are required to undergo Case Study based Group Discussions (GD) and Personal Interview (PI). GD would comprise approximately 15 to 20 minutes of discussion on a case study assigned, on which a panel of experts will assess the candidates on various parameters including: 1) Conceptual clarity 2) Knowledge of the topic assigned 3) Contribution made to the topic 4) Interpersonal skills 5) Ability to generate new ideas 6) Problem solving approach 7) Leadership qualities 8) Effective communication

Personal Interview:

Candidates shall be evaluated on the various parameters as listed below by a panel, in the Personal Interview: 1) Career orientation 2) Aptness for the course 3) Overall personal achievements in academics and co-curricular activities 4) Communication 5) General awareness and aptitude, creative and lateral thinking.

Note: 1) For NIFT B.des program, there is no personal interview. Portfolio is also not required. 2) Most of the private schools require a portfolio. 3) NID's does not have a Fashion course, however they have Textile and Apparel Design.

***The above pattern is the general pattern and is subject to change.**

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RANK - 1



KUMARAN SIVAKUMAR
RANK - 7



ANANYA DUTTA
RANK - 8



NIHAL REDDY
RANK - 8



NIKITA PATWARDHAN
RANK - 9



MEGHANA GOLLAPUDI
RANK - 13



SREERAMA
RANK - 14



GAYATRI JAI KUMAR
RANK - 43



MADHURA URAIDE
RANK - 45



KOEL MADIATH
RANK - 103



BHAGYA
RANK - 117



MOHI KUNWAR
RANK - 124



CHANDANA
RANK - 1

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RANK - 209



AHANA VIJAY
RANK - 213



OJAS MISHRA
RANK - 214



AAWISHYA IMMANUEL
RANK - 244



VEDA ARVIND
RANK - 247



SRISHTI KAMATH
RANK - 260



RIA MARIA MANU
RANK - 308



SHRUTHI R K
RANK - 367



DIYA VIKRAM
RANK - 435



ROSANNE MARIA
RANK - 504



NETHRA SHRIKANTH
RANK - 512



ASMITA AMLA
RANK - 557

CONGRATULATIONS TO ALL THE STUDENTS FOR THEIR ACHIEVEMENT IN NID UG 2022

DQ Labs HALL OF FAME

NIFT



HANSINI TRIPATHI
RANK - 6



SAHANA SHRI
RANK - 19



RAHUL PRASAD
RANK - 35



HRUSHA BOSE
RANK - 51



SUMRUTHI VR
RANK - 81



ASMITA AMLA
RANK - 95



ARYA SATISH
RANK - 150



PRACHI S KOTHARI
RANK - 242



HIMANI SHARMA
RANK - 271



AKSHAYA K
RANK - 400



SHAMINI S
RANK - 442



SNEHA G
RANK - 470



HANSINI TRIPATHI
RANK - 6

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NIFT

FINAL RESULTS



SRIKARI GANTI
RANK - 498



AAWISHYA
RANK - 522



NETHRA SHRIKANTH
RANK - 535



PRIYANKA
RANK - 545



JOHANN SANTOSH
RANK - 552



ALANKRITI SRIRAM
RANK - 656



MOHI KUNWAR
RANK - 787



DIYA MANTRI
RANK - 815



LAKSHYAA
RANK - 984



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NID UG



PRERANA KAUSHIK
RANK - 4



ARUN TM
RANK - 6



SANSKRITI S MAITY
RANK - 7



LAKSHYA K
RANK - 7



SAI NIVEDITHA M
RANK - 10



ANANYA D M
RANK - 13



HARSHAVARDHAN P
RANK - 17



PRAGYA AGARWAL
RANK - 18



ANIKA CHOUHAN
RANK - 19



IMAAJ JAHAN
RANK - 23



OSHIN PREM
RANK - 31



MINNATI SHARMA
RANK - 32



VEDANG SUPATKAR
RANK - 36



RADHIKA R
RANK - 51



SIDDHARTH K
RANK - 66

UCEED



HARINARAYAN
RANK - 4



BALA KRISHNA
RANK - 29



ARSHIYA M
RANK - 35



AMOGHA MARGASSERY
RANK - 42



LAKSHYA K
RANK - 42



MINNATI
RANK - 43



MAHIMA PRASANNA
RANK - 66



IMAAJ JAHAN
RANK - 151



PRAGATHI H
RANK - 164



RASIKA R
RANK - 182

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RANK - 05



SHUBHRA AGARWAL
RANK - 07



HARINI SURESH
RANK - 10



NIKITA DHAMIYA
RANK - 12



SUHANI CHHEDA
RANK - 14



ARUNDHATHI
RANK - 14



NANDINI SHARMA
RANK - 25



SUBASHREE A
RANK - 27



RAJUL JAIN
RANK - 32



KASTURI KATALE
RANK - 33



SHARFAA FATHIMA
RANK - 35



YASHASWI AGRAWAL
RANK - 37



AHONA MUKHERJEE
RANK - 46



HANA NAJEEB
RANK - 55



VIBHA ARVIND
RANK - 59

UCEED



AMISHA NAIR
RANK - 8



ARYAN VIJAY
RANK - 47



SMIRTHI S
RANK - 64



YASHASHVI AGARWAL
RANK - 67



RAJUL JAIN
RANK - 75



NIDHI L RAO
RANK - 77



ANANYA NARAYAN
RANK - 80



GANESH B S
RANK - 89



RAYAN RAFI SHEIKH
RANK - 187



ARYAN JOSHUA
RANK - 188

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NIFT



PRAGATHI H
RANK - 22



NEERAJA
RANK - 35



ANIKA SHIM
RANK - 37



MADHUMITHA
RANK - 55



RACHITHA BALLAL
RANK - 84



AVIVA MUDDAPPA
RANK - 107



SHERYL THOMAS
RANK - 144



GN NIVEDHANA
RANK - 145



SRINIDHI RAJESH
RANK - 154



NATASHA DSOUZA
RANK - 165



DHRITI VERMA
RANK - 166



LAKSHYA K
RANK - 179



BEATHRICE ROY
RANK - 229



ANUYA KARANGALE
RANK - 257



RETHIKA RAVI
RANK - 288



MELINDA POORANI
RANK - 331



PAVITHRA
RANK - 332



SATHVIKA MUTHUKUMAR
RANK - 365



AP SANJEEVINI
RANK - 429



TARUNA BALAMURUGAN
RANK - 516



SANJANA B
RANK - 521



AKSHAY V
RANK - 577



VARSHA SATHEESH
RANK - 607



SARAH THOMAS
RANK - 645



DIYA HEGDE
RANK - 716



KRISHIVARDHANI G
RANK - 751



MADHAV UMASHANKAR
RANK - 760



KRISHNA PRIYAN
RANK - 793



SUPRAJA VAIDOORYA K
RANK - 793

**+ MANY
MORE**

DQ Labs HALL OF FAME

NIFT UG



SMRITHI S
RANK - 12



NIDHI L RAO
RANK - 27



HARINI SURESH
RANK - 41



ANANYA JAIN
RANK - 46



VIDHI MANDOTH
RANK - 52



SRIYA VEDARTH
RANK - 66



MRIDULA J
RANK - 69



VIBHA ARVIND
RANK - 85



SWETHA D
RANK - 87



ANANYA NARAYAN
RANK - 97



YASHASHVI RANA
RANK - 111



RAJUL JAIN
RANK - 117



ANANYA D V
RANK - 123



ARCHITA PATTANAYAK
RANK - 153



VAMIKA JAWAHAR
RANK - 188



SHAMITA RAO
RANK - 198



AVISYA V
RANK - 214



GANESH B S
RANK - 217



ARUN SURYA M
RANK - 217



SHARFAA HAYATH
RANK - 243



PRISHA GURRAM
RANK - 266



GIRISH KUMAR N
RANK - 275



AASTHA SHAH
RANK - 281



ARUNDATHI RAJAN
RANK - 307



HARSHAVARDHAN P
RANK - 311



ARJUN S.T
RANK - 351



KRITI SUDA
RANK - 393



SAMSKRUTHI K G
RANK - 397



HARITHA SATYA SAI
RANK - 428

**+ MANY
MORE**

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NATA



PRAMITHA S S
SCORE - 182.5



CHARITHA N REDDY
SCORE - 177.5



ANIRUDH RAMESH
SCORE - 172



NITYA MAHESHA
SCORE - 171.5



PRANAV S KADAMBI
SCORE - 171



R GAURAV
SCORE - 170.5



LAKSHMI
SCORE - 170.5



ANANYA VAIDYANATHAN
SCORE - 168.5



ANIKETH KRISHNAN
SCORE - 168.5



DISHA DILIP
SCORE - 168.5



SIMRITHA B S
SCORE - 168



GANESH B S
SCORE - 167



DISHA MUKHERJEE
SCORE - 166



SNEHA S
SCORE - 166



ADITHI BHANU PRAKASH
SCORE - 165

JEE P2



HARSHITHA N KUMAR
PERCENTILE - 99.96



ANIRUDH RAMESH
PERCENTILE - 99.92



ANANYA VAIDYANATHAN
PERCENTILE - 99.86



KHYATI RACHAKONDA
PERCENTILE - 99.79



VARSHA P
PERCENTILE - 99.62



RASHI BISHT
PERCENTILE - 99.61



NAYANA S
PERCENTILE - 99.57



RAKSHA D VADONE
PERCENTILE - 99.53



VEERA DHARSANA N
PERCENTILE - 99.51



ASHISH RAJ
PERCENTILE - 99.50

CEPT Architecture



Rank
3



NILA SUBRAMANI

Rank
19



ROOPASHREE K

Rank
20



VAISHNAV R

Rank
24



DHIRAJ PODAR

Rank
25



ANUSHREE V

Rank
44



ADYA GUPTA

NATA KCET Rank



Rank
2



ROOPASHREE K

Rank
3



VAISHNAV R

Rank
4



ADITHYA HOLLA

Rank
5



ANUSHREE V

Rank
11



ADYA GUPTA

Rank
14



TVISHA SANJEEV

Rank
15



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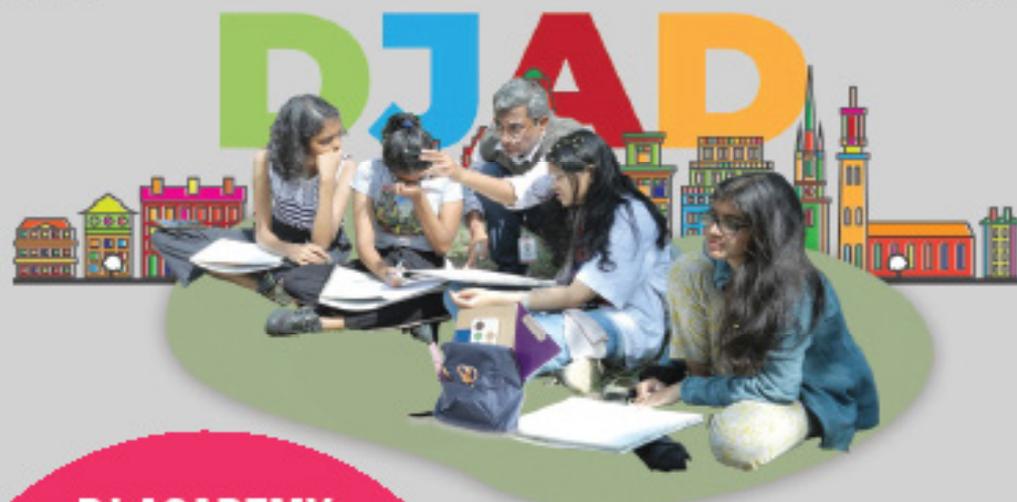
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- Product Design

M.Design : 2 Years

- Transportation Design / UX

PGDM : 1 Year

- Digital Modelling

2. Important Dates

- | | |
|-------------------------------|---|
| • Online Exam | 6 th Jan 2024 |
| • Last Date of Registration | 20 th Dec 2023 |
| • Qualifiers List Declaration | 10 th Jan 2024 |
| • Update Portfolio | 10 th -12 th Jan 2024 |
| • Portfolio Evaluation | 16 th Jan Onwards |

For more info varsadhw@adypu.edu.in or varsadhw1008@gmail.com

3. Campus

Pune

4. Eligibility

B.Des: Pass in 10+2 or 3 years Diploma by the Central/State Government or Equivalent qualification from any Board.

M.Des: Minimum requirement 50% marks in graduation(Any Stream) from a recognized Board.

5. Number of Seats

B.Design, M.Design & PGDM :

Total 120 Seats

6. Fee Structure-Annual Fees(Approx)

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• Fashion Design	Rs. 3,50,000
• Visual Communication	Rs. 3,50,000
• Product Design	Rs. 3,50,000
• Automotive/ Transportation Design	Rs. 5,00,000

M.Design : 2 Years

• Automobile Design / UI/UX	Rs. 7,00,000
--------------------------------	--------------

PGDM : 1 Year

• Digital Modelling	Rs. 2,75,000
---------------------	--------------

7. Exam Test Centres

Pune

8. Examination Pattern

Online

9. Contact Details

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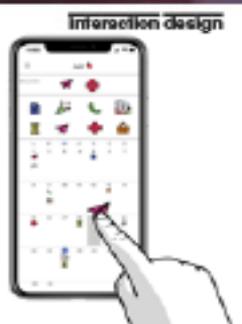
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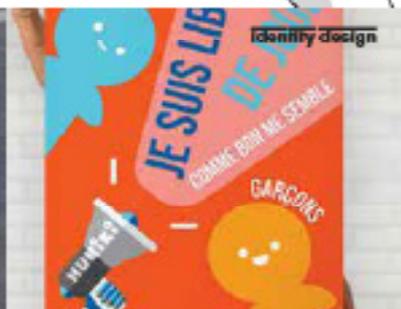
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