NATIONAL INSTITUTE OF DESIGN, AHMEDABAD
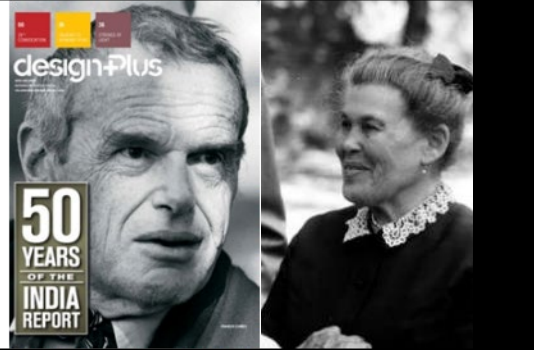
(Campuses in Ahmedabad, Gandhinagar, & Bengaluru)

राष्ट्रीय डिज़ाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
A H M E D A B A D

Background of NID: 1961-2022 / Over 60 years of NID

Estd. by **Ministry of Commerce and Industries** as a part of **1961** post-independence national institutional initiative

Passion driven faculty, **Hands on teaching-learning,** Graduates worked in **diverse sectors** across the country

Design Training, Practice and Promotion has been the focus in 20th century

Global perspective but **local context,** Socially responsible design

NID has done well in National **Identity Building, Industrial and Social Sector**

Ahmedabad Campus - 18 acres

Gandhinagar Campus, Land - 15 acres

Bengaluru Campus, Land - 2 acres

NID Infrastructure & Facilities

Labs and Cells

Photography Lab	Graphic Design Lab	Dyeing and Printing Lab	Knowledge Management
Film and Video Lab	Furniture and Interior Design Lab	Computer Aided Industrial Design Lab	Centre (KMC)
Skill Development Lab	Textile CAD Lab	Rapid Product Development Lab	International Centre For
Sewing Lab	Computer Aided Styling Lab	High Performance Visualisation Lab	Indian Crafts (ICIC)
I T Lab	Mechatronics Lab	Intellectual Property Right Cell	Design Science Lab
Printing Lab	Digital Hampi Research Lab	Sound Design Lab	User Centred Design Lab
Animation Lab	E-kalpa Lab	Research And Publication Cell	

Studios

Weaving Studio	Ceramic and Glass Studio
Leather Studio	Automotive Clay Studio
LAD Studio	Toy Design Studio
Apparel Studio	

Centres

Railway Design Centre	Material and Advance Composite
Design Vision Centre	Innovation Centre
Centre for Bamboo Initiative	National Design Business Incubator
Innovation Centre for Natural Fibre	(NDBI)

Institutional Structure / Notable Achievements /

Institutional / Academic and Faculty Structure

Faculty of Industrial Design
- Ceramic & Glass Design
- Furniture & Interior Design
- Product Design
- Toy and Game Design
- Transportation & Automobile Design
- Universal Design

Faculty of Communication Design
- Animation Film Design
- Exhibition Design
- Film & Video Communication
- Graphic Design
- Photography Design

Faculty of Textile, Apparel and Lifestyle Accessory Design
- Apparel Design
- Lifestyle Accessory Design
- Textile Design

Faculty of IT Integrated Design
- Digital Game Design
- Information Design
- Interaction Design
- New Media Design
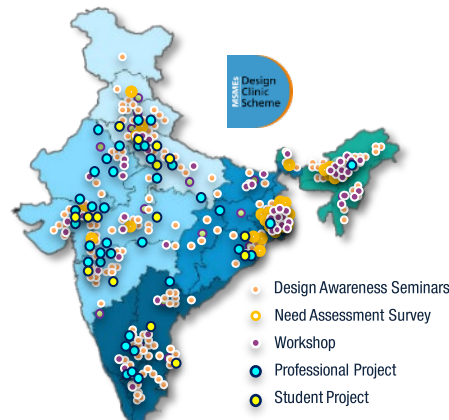
Faculty of Interdisciplinary Design Studies
- Design for Retail Experience
- Strategic Design Management

PhD in Design
- Full time PhD Programme
- Part time PhD Programme

- Focus on **Education, Research, Incubation**
- **Sector specific 19** Master's, **8** Bachelor's programmes, as well as a PhD Programme.
- From 200 to **1600 Students** across 3 campuses
- Setting up of **National Design Policy in 2007**
- Large body of work **across sectors and ministries** (form Industries, MSMEs, Textile, agriculture to culture, health, rural, railways, defense etc.)
- Setting up of **2 National Design Business Incubators** in Ahmedabad and Bengaluru
- **International Collaborations** with over 100 global institutions

Uniqueness of NID

- Creative talent pool from **diverse backgrounds** and regions of the country
- **Learner Centered** Design Pedagogy
- **Hands-on** experiential learning
- Strong **knowledge and skill** base
- **Global** perspective with **local** context
- **Socially responsible** design
- **Field based l**earning
- **Passion driven faculty**
- **One-on-one i**nteractions
- Alumni as **Design Leaders and pioneers in practice** in diverse sectors and scales.
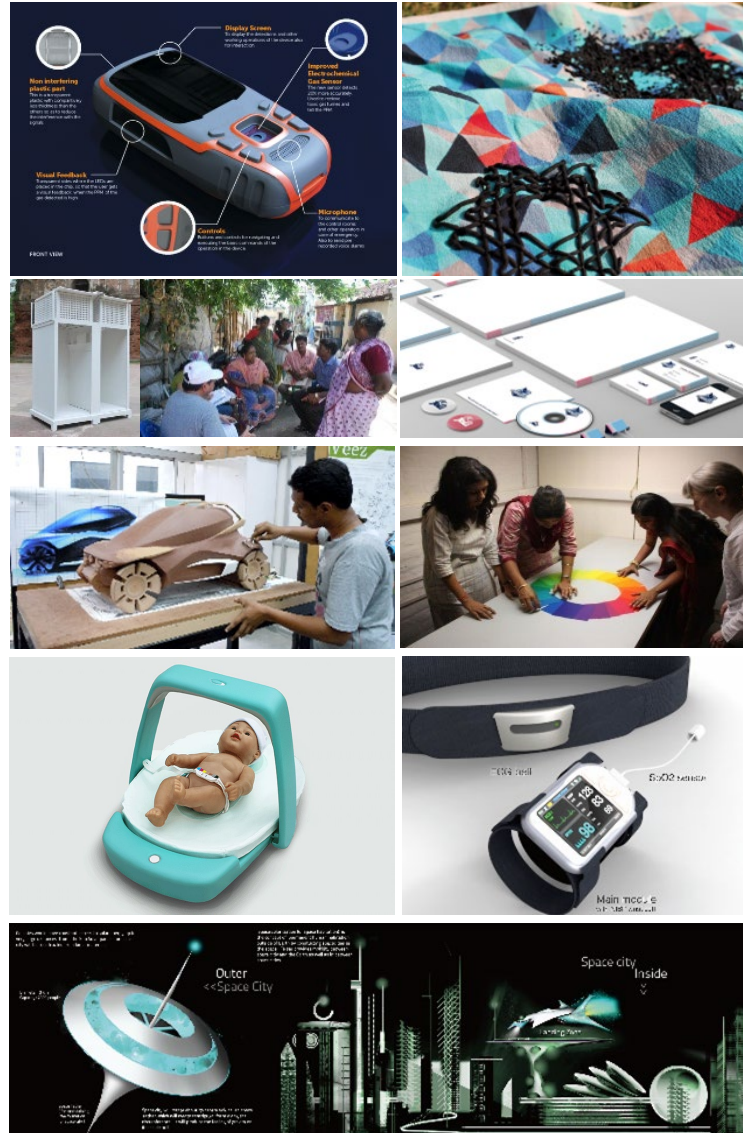
- **Block Module** of Teaching Learning
- **Industry Experts as teachers** - 27 programmes in block modules of 1-2 weeks - more than 450 industry experts, design professional, international faculty
- **Project-based-learning** based through real life problems and challenges in the classroom
- **Real World Graduation Projects** 6 months with Industry and/or social sector - help student transit into professional world
- **Design research practice** through live projects with Government, industry and Social Sector is integral part of continuous development of faculty

NID AHMEDABAD VISION 2025

Design
Futures

"We are building a design-conscious society that fosters innovation and invention, by framing and solving problems, staging experiences and speculating futures, in the service of our collective well being."

Mission

Over the next five to ten years, we aspire to:

- **Transition from a training-service-promotion Institute to a research-led academic institution, emerging as a global leader in design research rooted in the unique *glocal* milieu.**
- Influence the design of technology, especially in disruptive domains of the 4th Industrial Revolution, that can create new job opportunities in the country.
- **Engage in practice that is informed by research, and has significant social, cultural, economic and environmental impact, emerging as a key driver of wealth creation.**

Values

- An Inclusive approach, committed to building an egalitarian society based on Trust and Respect.
- A Conscientious approach committed to compassion, care and concern.
- A Sustainable approach, not only ecologically sensitive, but also self-aware, and self-reliant.
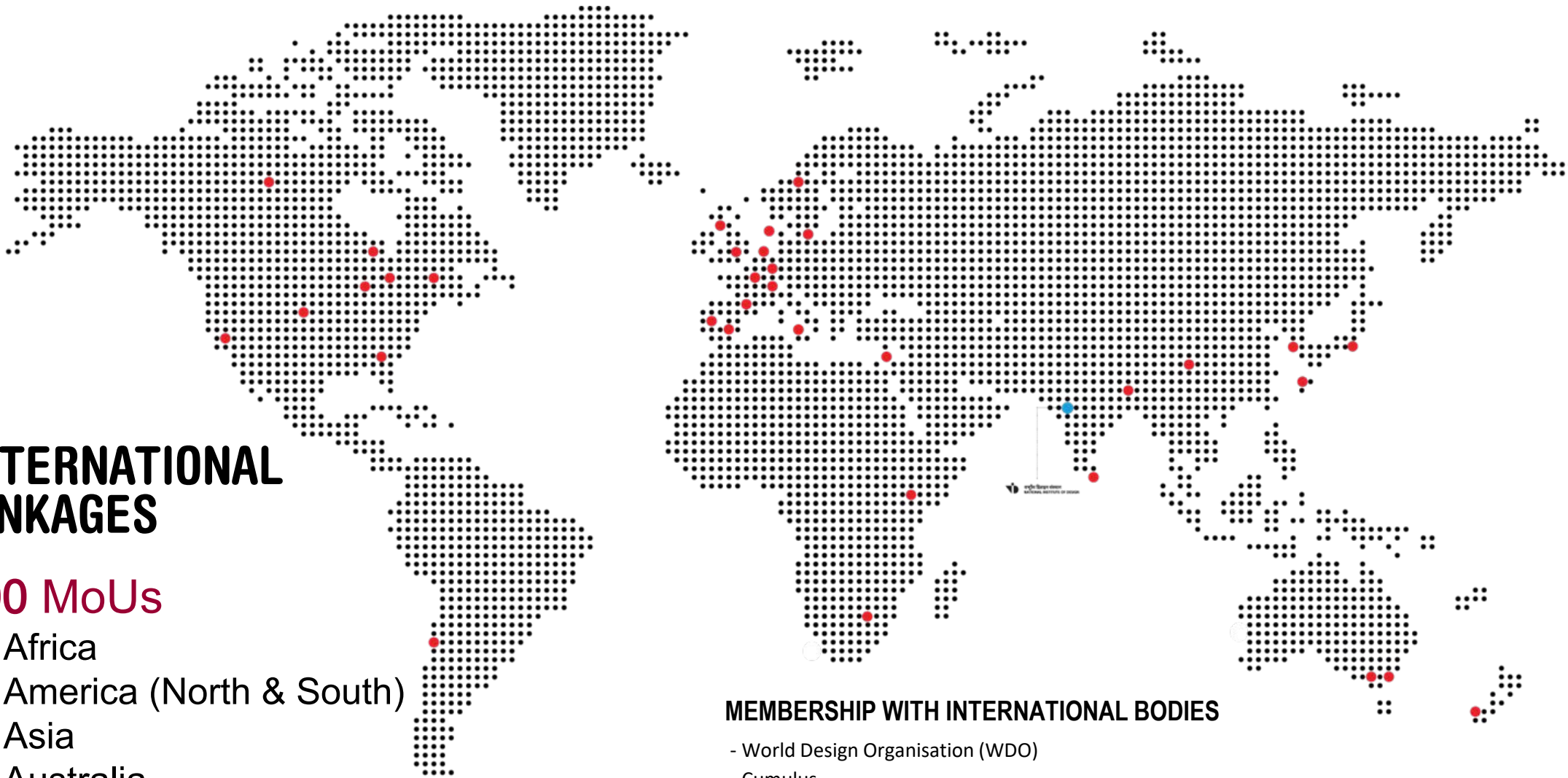
INTERNATIONAL LINKAGES

100 MoUs
03 Africa
14 America (North & South)
18 Asia
06 Australia
59 Europe

MEMBERSHIP WITH INTERNATIONAL BODIES

- World Design Organisation (WDO)
- Cumulus
- GALA

LIST OF INTERNATIONAL COLLABORATIONS SIGNED BY NID TILL DATE

1. University of Art & Design (UIAH) / Aalto University, **Helsinki, Finland**
2. Instituto Profesional DuocUC of the Pontificia Universidad Catolica de Chile, **Santiago, Chile**
3. École nationale supérieure de création industrielle (ENSCI), **Paris, France**
4. École nationale supérieure des arts décoratifs (ENSAD), **Paris, France**
5. Burg Giebchenstein, **Halle, Germany**
6. Konstfack University College of Art, Craft & Design, **Stockholm, Sweden**
7. Pforzheim University of Applied Sciences, **Pforzheim, Germany**
8. Shenkar College of Engg. & Design, **Ramat Gan, Israel**
9. Birmingham Institute of Art and Design, (BIAD), **Birmingham, UK**
10. Royal College of Art & Design, **London, UK**
11. The Faculty of Art, Design and Architecture (FADA), **Johannesburg, South Africa**
12. Sheridan College of Applied Arts & Design, **Canada**
13. Danmarks Designskole, **Copenhagen, Denmark**
14. Faculty of Art, Design & Architecture, Monash University, **Clayton, Australia**
15. University of Moratuwa, **Moratuwa, Sri Lanka**
16. Politecnico di Milano, **Milan, Italy**
17. University "La Sapienza", **Rome, Italy**
18. Instituto Europeo di Design, S R L, **Milan, Italy**
19. University of Bocconi, **Milan, Italy**
20. Design & Arts College, **Christchurch, New Zealand**
21. Hochschule, **Hannover, Germany**
22. Pininfarina, S.p.A, **Italy**
23. The Ontario College of Art & Design, **Toronto, Canada**
24. Kookmin University, **Seoul, Korea**
25. The Universidad Politecnica de Valencia, **Valencia, Spain**
26. University College for Creative Arts, **Farnham, UK**
27. Rhode Island School of Design, **Rhode Island, USA**
28. Zurich University of Arts, **Zurich, Switzerland**
29. Domus Academy, **Milan, Italy**
30. École Supérieure d'Art et de Design, **Reims, France**
31. Royal Melbourne Institute of Technology (RMIT), **Melbourne, Australia**
32. The Glasgow School of Art, **Glasgow, Scotland**
33. I-Style, **Italy**
34. Polytechnic University of Marche, **Italy**
35. Dept. of Machine Tools & Factory Management, Technische Universität, **Berlin, Germany**
36. Concordia University, **Montreal, Canada**
37. Hochschule für Technik und Wirtschaft (HTW) Berlin University of Applied Arts, **Berlin, Germany**
38. École supérieure d'art et design / Cité du design, **Saint-Étienne, France**
39. Coventry University, **Coventry, UK**
40. Holon Institute of Technology, **Holon, Israel**
41. The University of New South Wales, **Sydney, Australia**
42. Kigali Institute of Science and Technology (KIST), **Kigali, Rwanda**
43. Victoria and Albert Museum, **UK**
44. Lucerne School of Art and Design, **Lucerne, Switzerland**
45. Hochschule Ostwestfalen-Lippe, **Lemgo, Germany**
46. Heriot-Watt University, School of Textiles & Design, **Galashiels, Scotland**
47. Poli.Design, Consorzio del Politecnico di Milano, **Italy**
48. Faculty of Mechanical Engineering, Brno University of Technology, **Brno, Czech Republic**
49. Manchester Metropolitan University, **Manchester, UK**
50. Taiwan Design Center, **Taipei, Taiwan**

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51. University of Ferrara, **Ferrara**, **Italy**
52. Tama Art University, **Tokyo**, **Japan**
53. Università San Raffaele, **Rome**, **Italy**
54. Georgia Southern University, **Statesboro**, **USA**
55. École Nationale Supérieure d'Art de Dijon, **Dijon**, **France**
56. Hadassah Academic College, **Jerusalem**, **Israel**
57. College of Planning & Design, National Cheng Kung University, **Taiwan**
58. Royal Academy of Arts (KABK), **The Hague**, The **Netherlands**
59. Virginia Commonwealth University, **Richmond**, **USA**
60. Hof University of Applied Sciences, **Hof**, **Germany**
61. Asia University, Taichung, **Taiwan**
62. University of Cincinnati, Cincinnati, **USA**
63. Arizona State University, **USA**
64. Saxion University of Applied Sciences, **The Netherlands**
65. Swinburne University of Technology, **Hawthorn**, **Australia**
66. School of Arts, Media, Performance & Design, York University, **Toronto**, **Canada**
67. Umeå Institute of Design, Umeå University, **Umeå**, **Sweden**
68. Haute école des arts du Rhin (H.E.A.R.), **Strasbourg**, **France**
69. California Institute of the Arts (CalArts), **Valencia**, **USA**
70. Academy of Fine Arts, **Warsaw**, **Poland**
71. Faculty of Art, Kwame Nkrumah University of Science & Technology (KNUST), **Kumasi**, **Ghana**
72. Polytechnic Institute of Castelo Branco, **Castelo Branco**, **Portugal**
73. Musashino Art University, **Tokyo**, **Japan**
74. Pathshala, South Asian Media Institute, **Dhaka**, **Bangladesh**
75. Deakin University, **Australia**
76. Central Academy of Fine Arts, **Beijing, China**

77. Muthesius University of Fine Arts and Design, **Kiel, Germany**
78. Willem de Kooning Academy, **Rotterdam, The Netherlands**
79. School of Design, The Hong Kong Polytechnic University (PolyU), Hong Kong Special Administrative Region (HKSAR), **People's Republic of China**
80. University of the Arts, **London, UK**
81. George Brown College of Applied Arts and Technology (GBC), **Ontario, Canada**
82. Hochschule für Grafik und Buchkunst, **Leipzig, Germany**
83. Haute école d'art et de design (Geneva School of Art and Design), **Geneva, Switzerland**
84. Hochschule für Gestaltung (HfG), **Offenbach, Germany**
85. HKU University of the Arts, **Utrecht, Netherlands**
86. Chiba University, **Chiba, Japan**
87. École nationale des Arts visuels de La Cambre, **La Cambre, Belgium**
88. University of Plymouth, **Plymouth, UK**
89. CENTRO, **Mexico City, Mexico**
90. Bath Spa University, **UK**
91. Chanapatana International Design Institute, **Thailand**
92. King Mongkut's University of Technology, **Thonburi, Thailand**
93. Bezalel Academy of Arts and Design, **Jerusalem, Israel**
94. International University of Chabahar, **Chabahar, Iran**
95. University of Madeira, **Funchal, Portugal**
96. Parsons The New School, **New York, USA**
97. Business Academy South West, **Denmark**
98. University of Limerick, **Limerick, Ireland**
99. University of Applied Sciences and Arts, **Dortmund, Germany**
100. Kryachkov State University of Architecture, Design and Arts of Novosibirsk, **Russia**

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100. University of Applied Sciences and Arts, **Dortmund, Germany**

NID'S MEMBERSHIP WITH INTERNATIONAL BODIES

World Design Organisation: The World Design Organization (WDO), formerly known as ICSID (International Council of Societies of Industrial Design) is an international non-governmental organization for industrial design which advocates Design for a Better World, promoting and sharing knowledge of industrial design-driven innovation that enhances the economic, social, cultural, and environmental quality of life. WDO has over 150 member organizations, representing thousands of industrial designers around the world.

Cumulus: Cumulus is an International Association of Universities and Colleges of Art, Design and Media established with a purpose to serve art and design education and research, and is a forum for partnership and transfer of knowledge and best practices. Cumulus aims at building and maintaining a dynamic and flexible academic forum which would bring together top-level educational institutions from all parts of the world. Cumulus collaborates not only with institutions and organizations from the field of art, design and media; the encouragement of co-operation with industry and business is important as well. Cumulus consists currently of 299 members from 56 countries.

GALA: Global Academy of Liberal Arts (GALA) Consortium, an initiative of the Bath Spa University, UK is a network of liberal arts institutions, faculties, programmes, and research centres across the world. The members of this Consortium wish to establish an international community of diverse, innovative and socially responsible universities and colleges whose aims are to transform lives and to enhance global understanding through interdisciplinary collaboration in teaching and research.

NID's Educational Programmes

Faculty of Textile, Apparel, Lifestyle & Accessory Design

Apparel Design
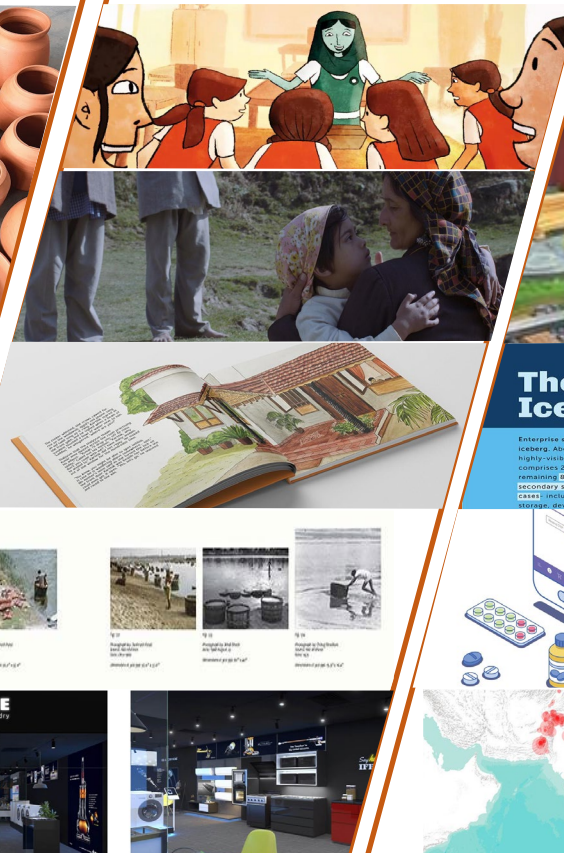*Lifestyle Accessory Design*
Textile Design

Faculty of Industrial Design

Ceramic & Glass Design
Furniture & Interior Design
Product Design
Toy and Game Design
Transportation & Automobile Design
Universal Design

Faculty of Communication Design

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

Faculty of IT Integrated Design

Digital Game Design
Information Design
Interaction Design
New Media Design

Faculty of Interdisciplinary Design Studies

Design for Retail Experience
Strategic Design Management

Ahmedabad Campus

Gandhinagar Campus

Bengaluru Campus

NID Ahmedabad Campus

8 Disciplines

Bachelor of Design (B.Des.) - 4 years
Master of Design (M.Des.) - 2 ½ years

Doctor of Philosophy (PhD) in Design –
5 years (part-time) / 3 years (full time)

Faculty of Industrial Design
1) Ceramic & Glass Design (B.Des. & M.Des.)
2) Furniture & Interior Design (B.Des. & M.Des.)
3) Product Design (B.Des. & M.Des.)

Faculty of Communication Design
4) Animation Film Design (B.Des. & M.Des.)
5) Exhibition Design (B.Des.)
6) Film & Video Communication (B.Des. & M.Des.)
7) Graphic Design (B.Des. & M.Des.)

Faculty of Textile, Apparel and Lifestyle Accessory Design
8) Textile Design (B.Des. & M.Des.)

Foundation Programme
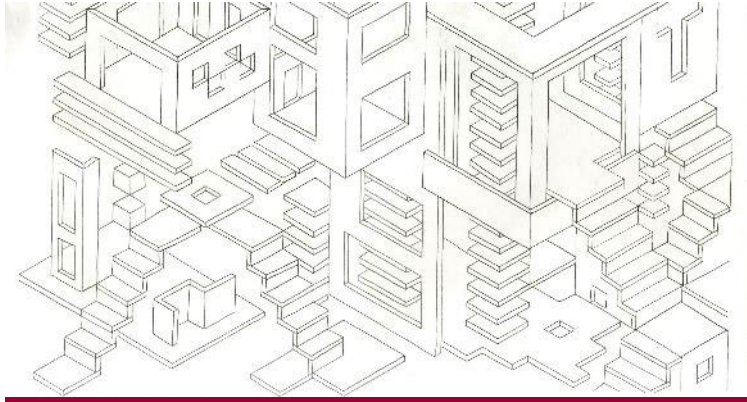
Imaginary spaces: Analytical drawing
Alendev R Vishnu , 2018

Media appreciation : Moving images
Arun Job, Soniya Stella, Fathima Zerin, 2019

Basic materials: 2018

Design Process : Child Care Group, 2019

The Foundation Programme introduces students to designer ways of sensing, perceiving, experiencing and expressing. The program seeks to develop intuitive–emotional as well as rational–critical reasoning abilities along with a strong basis in value system, social responsibility and ethics.

- High degree of skills–craftsmanship
- Expressive abilities
- Experimental and exploratory approach

- Sustainability
- Real life connect and social concerns

Animation Film Design

Murder, a comic book about a boy and his fear of crows, Debjyoti Saha, Design Project III, AFD MDes 2016;
Guides: Dhiman Sengupta/Sekhar Mukherjee

Chai Biscuit, a film about a child's obsession with chai and biscuit. Kasturi, Swathi, Siddhi & Snigdha, Design Project III, AFD BDes 2016;
Guides: Ajay Tiwari/Kaushik Chakraborty

Juda, a film about parent–child disconnect.
Balaram J, Design Project I, AFD BDes 2015;
Guide: Dhiman Sengupta

The Red Life, a film based on the life of a sex worker in Kamathipura, Mumbai, Pavan Rajurkar, Graduation Project, AFD MDes 2016; Guide: Dhiman Sengupta

Animation Film Design seeks to bring out the innate storyteller in each student, introduce them to the techniques of sequential storytelling and train them to make short films and graphic novels filled with dazzling and eclectic visuals and socially relevant content.

- Storytelling
- Graphic & Sequential Narratives
- Poetry in motion
-

- Traditional art combined with the latest digital technology
- Stories based on social issues

Ceramic and Glass Design

Tableware from Ceramic Waste
Shashank Nimkar, Graduation Project

Glass watches with Titan
Vibhuti Tripathi, 2018
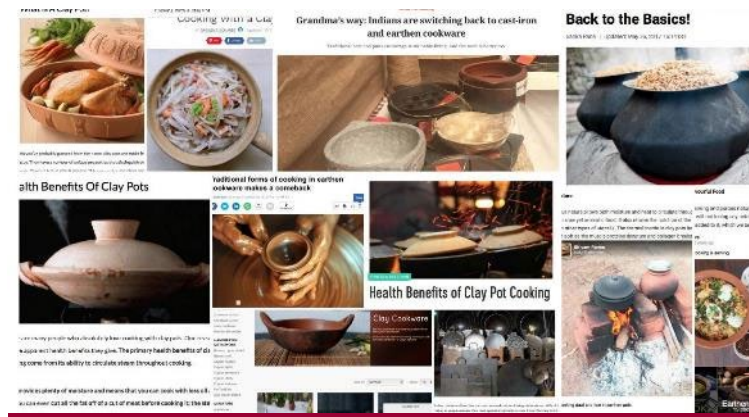
Non stick Cookware with Ambala cluster
Nikhil Tikhe, 2019

Nerikomi Ceramics
Vibhu Mittal, 2017

Ceramic and Glass Design Inculcates User centric design Approach through engagement with materials, people, technologies and work cultures. This programme creates opportunities to study, experience, conceptualise and create objects, services and strategies that enhance user experience, address social and environmental issues and encourage collaborative inclusive growth for variety of sectors.

- Sustainable Design Practices
- Collaborative Design – Craft + Industry
- Inclusive growth– Empathy – Contemporary living

- Material Innovation & Methods + Cultural Aesthetics

Exhibition Design

VR + Heritage:
Yatharth/ Krishnan 2018

Decoding Public Spaces:
3rd year 2017

Sex Education for Schools
Shubhangi Singh_2018

Museum for Mental Health
Abhirami Suresh_2019

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.

- Tech/media Expérimentes
- Narrative Environnements
- Design Fictions

- Narrating Preferable Futures
- Discursive Design
- Feminist Methodologies

Film & Video Communication

Bismaar Ghar – Docu, Shreyas Dasharathe, 2017
Guide: Prahlad Gopakumar

Sagar Manav – Docu, Tanumoy Bose, 2015
Guide: Arun Gupta

Stains – Fiction Film, Rhea Mathews, 2018
Guide: Prahlad Gopakumar

Pirana – Docu, Nainisha Dedhia, 2018
Guide: Prahlad Gopakumar

Film & Video Communication programme trains 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.

- Engaging Storytelling
- Social Issues

- Social Empowerment through Narratives
- Social & Environmental Critique

Furniture & Interior Design
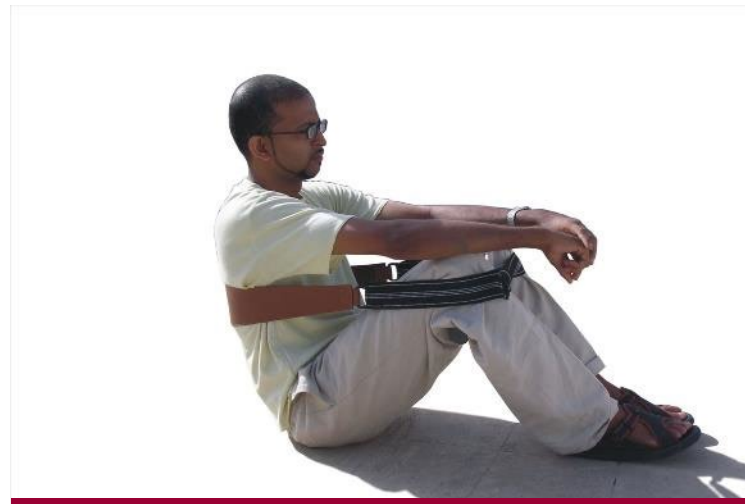
The Furniture and Interior Design programme at NID aims to transform the young design aspirant's attitudes through inculcation of skills, values and attitudes that question and improve the relationship and interaction between people and objects in immediate living, working/ transitory environments.

<< Neil Dantas Student FID

Graphic Design
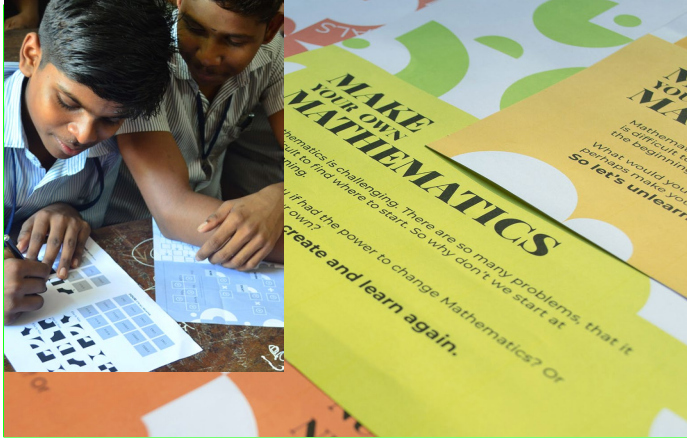
Fearless Mathematics: Design and Development of education Kit, **Jyothi Syam**, 2019

Adding Value to Pre-Primary Education System: In the context of Anganwadis in Ahmedabad, **Abhishek Mankotia**, 2019

"Charting a path of development that is sensitive to the population's diverse socio–economic landscape is a very different challenge"

Speculative Stories from Shahpur Jat - An ethonographic and world building approach to design fiction, **Aarushi Bapana**, 2019

ಗಂಗೆ ಬಾರೆ ಗೌರಿ ಬಾರೆ
ತುಂಗಭದ್ರೆ ತಾಯಿ ಬಾರೆ
ಪುಣ್ಯಕೋಟಿ ನೀನು ಬಾರೆ ಎಂದು ಗೊಲ್ಲನು ಕರೆದನು

ಪುಣ್ಯಕೋಟಿ
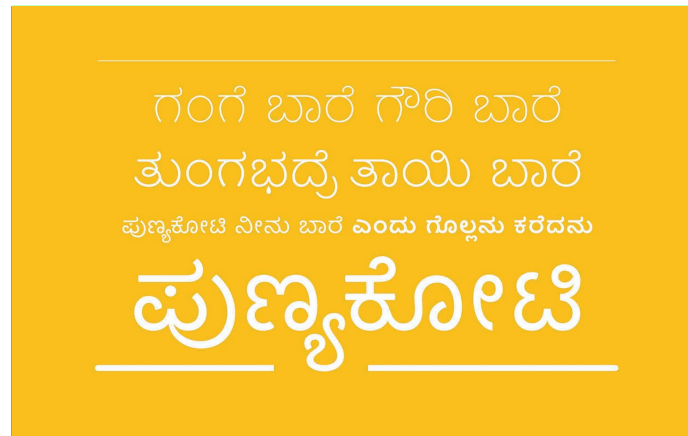
A Kannada Typeface for Young Readers, **Sindhura TR**, 2019

Graphic Design programme prepares students to take on all new context challenges and technological advancements in the field of Visual Communication and prepares students to undertake 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.

– **Design for Education**

– **To develop mindset for mathematical thinking**

– **To deconstruct gender stereotypes**

– **Speculative Design**

– **Promoting and preserving diversity, culture and script**

Product Design

Design of Residential Air Purifiers, 2019
Anantha Balasubramanian

Personal Mobility Device for Mountain Cities
Rajdeep, Echostream 2019

Yogic Handset, Speculative FuturesAniket Kunte,
Shilpa Sivaraman, Vyoma Haldipur,
Subhrajit Ghoshal 2018
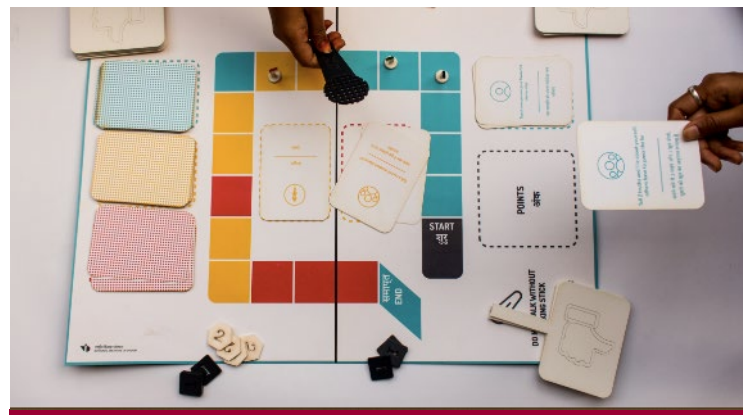
A Systemic Approach to the Juvenile Justice
System in India
Aishwarya Rane, Aishwarya Narvekar, Pankaj
Yadav, Kamal, 2019

Product Design is concerned primarily with the relationship between products, systems and those who use them. The product design programme at NID inculcates user–centric approach and processes. Responsibility and concern towards the social, physical and ecological environments is emphasized in the process of developing innovative ideas.

- Design & Innovation for future
- Design for social impact
- Design for sustainability
- Inclusive Design
- Collaborative Design

- Design Led Futures
- System Oriented Design

Textile Design

Print Design show for Asahi Kasei- a Japanese company, Classroom project, B Des batch 15

The Future of Clothing

DO WE NEED CLOTHES?

VR interactions GREENSUITS

BIO CLOTHING

Making as a social activity
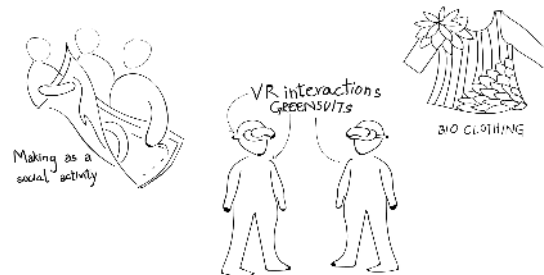
Speculating Sustainable Clothing Cultures,
Rhea Muthane, 2018

A Exploration on banana plant for textile and composite production, Priya Ashok Palwe, 2018

Basahoor (Art installations as a critical commentary on polarizing practices across India), Sarah Naqvi, 2018

The Textile Design programme advances an understanding of Design by encouraging young minds to engage and innovate with a wide spectrum of materials, technology and processes– across contexts of industry and social sector– from the perspectives of sustainability, social responsibility and social empowerment

- **Innovating @ Material , Processes, Technology**
- **Co- creation for Social Empowerment**

- Sustainable Futures- Materials, Processes and Technology
- Design for human well being- physical, social, cultural, economical, spiritual

PhD Programme

UNIQUENESS OF THE PHD PROGRAMME

In various design areas within the purview of NID's disciplines

Open-ended to include areas such as: developmental communication, education, healthcare, water, sanitation, crafts, cultural anthropology, entertainment, logistics, design-driven entrepreneurship, socio-technical design, information

Include creative outcomes such as: Exhibitions/prototypes/products/samples/performances/images/photographs/films/multimedia presentations/installations

Exploratory, fundamental and experimental: Focused design thinking towards innovative design strategies and solutions for dealing with problems of real world scenarios.

8

Objectives

1. To **foster original research** and **create new knowledge** about the nature and practice of design
2. To **engage in a deeper understanding** of expressions, methods and role of design in problem-solving activity.
3. To **engage in advanced research and practice** with theorists and practitioners in a broad variety of fields.
4. To **foster NID's pedagogic principle** of **Learning to Know** and **Learning to Do** as well as its core ideals and culture.
5. To **enable collaboration** in research, scholarship, design development and service.
6. To contribute towards the Institute's objective of **design for dignity and service to society.**

NID Gandhinagar Campus

7 Disciplines

Master of Design (M.Des.) - 2 ½ years

Faculty of Industrial Design

1. Transportation & Automobile Design
2. Toy & Game Design

Faculty of Communication Design

3. Photography Design

Faculty of Textile, Apparel & Lifestyle Accessory Design

4. Apparel Design
5. Lifestyle Accessory Design

Faculty of IT-Integrated (Experiential Design)

6. New Media Design

Faculty of Interdisciplinary Design Studies

7. Strategic Design Management

Apparel Design

Collaborative Project with 'Sadhna' – Women's enterprise
NIshigandha Khaladkar, AD 2018

TUNE: A Wearable Neuro-modulation Device
Bijoy Prasad Saha, AD 2017, Aishwarya P., 2018

Circular Fashion for H & M
Aiswarya Ajith, 2018

Solar energy harvesting in garments Divyangana Sharma 2016
Turnout Gear– protective clothing for firefighters
Himanshu Panwar 2016

The programme emphasis on project based & process centric learning to encourage exploration with array of materials, techniques & technology to address current and emerging needs of apparel industry with concern for functionality, environment & socio-economic development at core.

- Co-design/Participatory Design
- Functional Clothing
- Technology + Wearable/ Smart Clothing
- Sustainable Fashion

- User-driven clothing solutions
- New models of Making, Selling and Wearing clothing

Lifestyle Accessory Design

IIJW 2013, Unconventional Personal accessory
By LAD batch 2011

Lifestyle trends & Space products
By LAD batch 2010

Experience Design
By LAD batch 2013

Social innovation on "Water" for urban Poor
By LAD batch 2013

The programme emphasis on people's way of living and the products they interact with, which form an important basis of their day- to-day lives. Focusing on personal and space accessories and products, it offers a strong multi-disciplinary edge wherein the students get an opportunity to work in wide spectrum of domains

- Multi-disciplinary & multi-material
- New product development & Lifestyle Trends
- Design with EQ - Empathy Quotient/Emotional Quotient

- Experience Design
- Design Research & Social innovation
- Finding the future & Crafting the future

New Media Design

Wand.R
Anmol Chowdhary, 2018
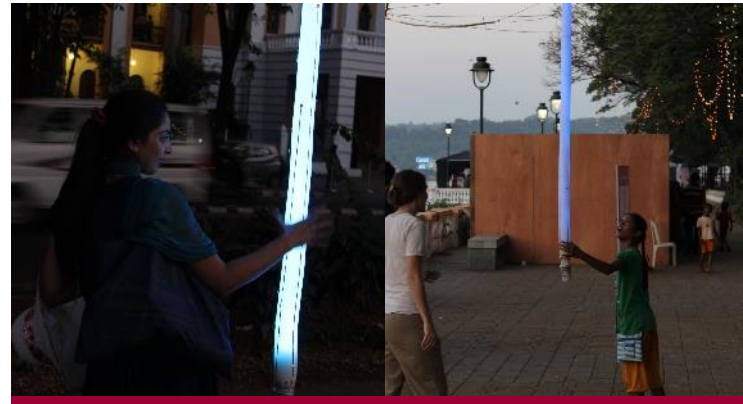
Story of Light installation
Batch of 2014
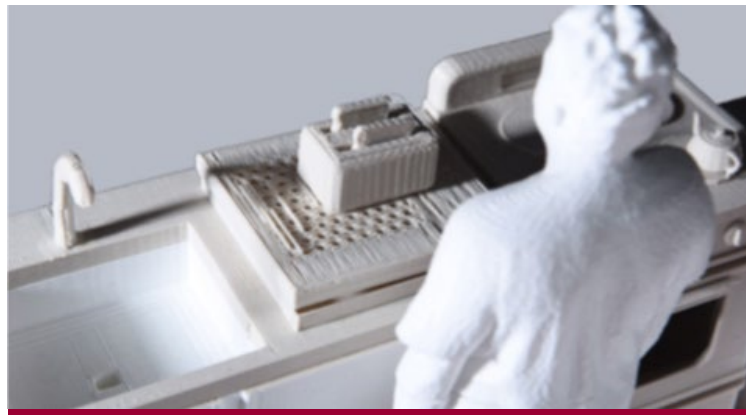
Society of Objects
Namrata Primlani, 2018

Into the Black Box
Kavya Dhanapalan, 2016

Students of New Media Design conceptualize, create and critique, current, emerging and speculative technologies embedded in historical, socio–cultural, political, economic, environmental, philosophical, ethical & moral concerns of our time.

- Novel Interfaces & Interactions
- Installations and Expériences

- Critical Design
- Design Fiction / Speculations

Photography Design

Transient Mothers (Commercial Surrogacy)
Swasti Bharti, 2018

Drag Queens (Transgender Identities)
Sanjay Premanand, 2018

Chinari (Gorkhaland Movement in West Bengal)
Riti Sengupta, 2018
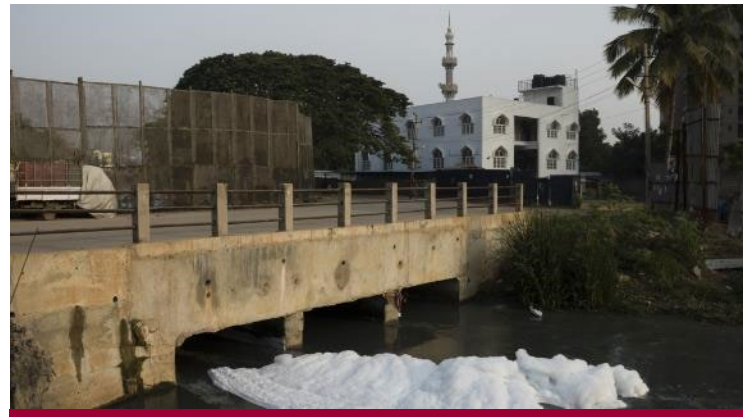
There was Water (Disappearance of water bodies in Bengaluru)
Priyanka Kumari, 2018

Photography Design programme lays emphasis on the learning and interpretations of history(ies), sociology, liberal arts, politics, philosophy, visual culture, and contemporary art & media practices. Critical Discourse is encouraged and practiced in all processes. The programme further aspires to unravel, and articulate historic visual–representation trajectories inherent to the Indian subcontinent.

#Society #Culture #Politics
#History #Critical Thinking
#Visual Studies
#Contemporary Art

#Context #Awareness
#De Colonisation of Gaze
#Inter Media #Trans Media

Strategic Design Management

DP1–Traffic
Priyank, Ishita, Vinoth, 2018

Design Leadership
Vipul, 2018

Service Design
Aparna, Jyoti, Srishti, 2017
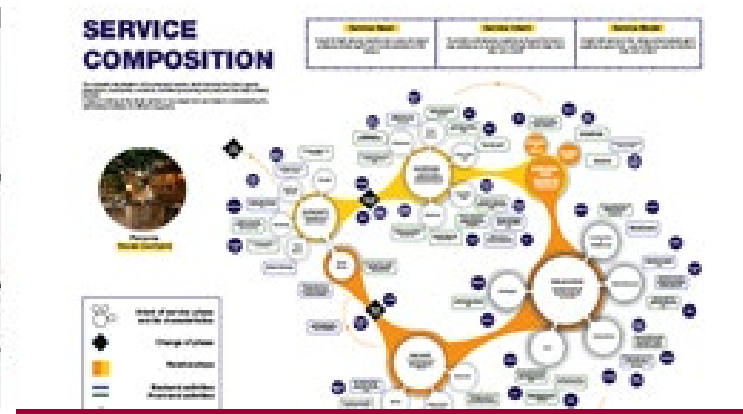
Service Design
Vipul, Zia, Anurag, 2017

Strategic Design Management fosters Creativity, Innovation and Design Foresight that empowers Leaders & Decision Makers to take meaningful decisions to address Business, Organization and Global challenges

- User Experience design
- Design for behavior change
- Service Design & Prototyping
- PSS Design

- Design Research
- Design Leadership framework
- Organization Policy Design

Toy & Game Design

Speech Development kit
Hannah Mary George | 2018

Inclusive Playground for BM institute
TGD 2018 Batch | 2019

Idar Craft (Craft + Technology)
Dasari Shiva Kumar | 2017

Board Game: About Impact of Corruption
Madhav Rajkumar | 2018

Toy & Game Design adopts a "play–centric" approach to designing solutions and opportunities across sectors like education, health, entertainment and craft targeting overall human development.

Inclusivity
Health
Special Needs

Social Awareness
Education
Craft

Transportation & Automobile Design

Reed : A bamboo bike
Nikhil B, Amratya B & Bhushan D TAD2016

KTM electric motorcycle concept bike
Sijo Thomas TAD2015

Material based vehicle design for MARS
Freny Antony TAD2014
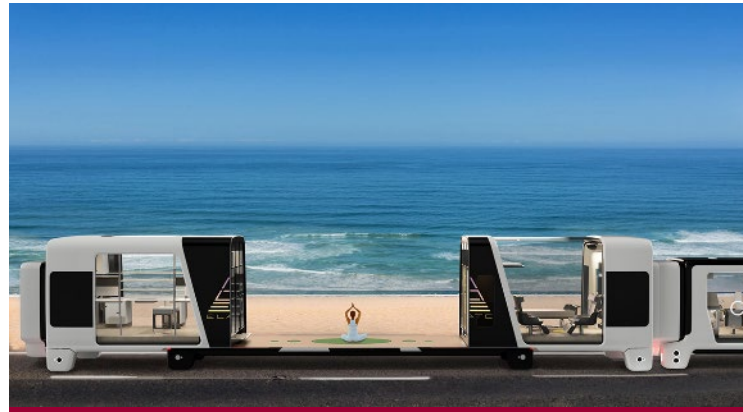
Reimagining future tourism
Varun Manocha TAD2015

This programme aims to develop creative individuals to resolve the prevailing/future challenges around 'mobility', through imparting relevant skills and knowledge. Process centric in nature, this programme has a strong emphasis on environmental, socio-economic and cultural aspects of transportation.

- Empathetic & Aesthetic
- Mobility solutions at the intersection of sustainability, material/technology, empathy and culture.

NID Bengaluru Campus

5 Disciplines

Master of Design (M.Des.) - 2 ½ years

Faculty of Industrial Design

1. Universal Design

Faculty of IT-Integrated (Experiential Design)

2. Information Design
3. Interaction Design
4. Digital Game Design

Faculty of Interdisciplinary Design Studies

5. Design for Retail Experience

Digital Game Design

Are you Lucid, Jonathan, 2018
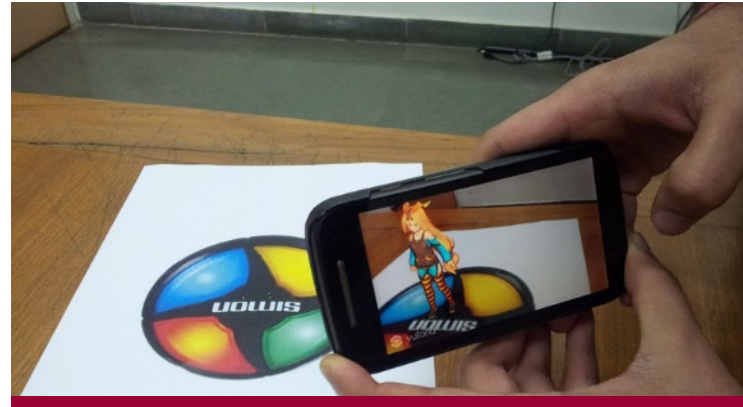
Augmented Reality, Ceeyus Vareed, 2016

Agrigame & Prakriti, Brian D'Souza, Komal Kahlon, Ujjwal Dubey, 2018
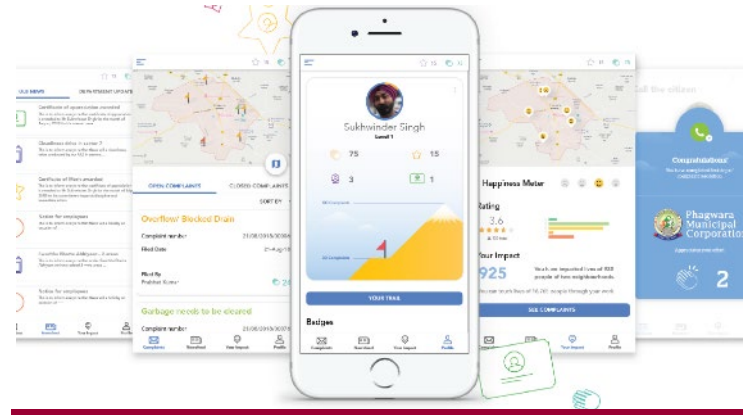
EGov's PGD System, Komal Kahlon, Ujjwal Dubey, 2018

The Digital Game Design (DGD) programme trains, nurtures and combines students' creative imagination with latest technologies to create games and experiences and fulfill various needs and requirements of the Society, culture and environment.

- Digital entertainment, Gamification, Serious games
- Mixed reality, Blockchain, game AI, Machine Learning, and Multi-modal game interaction

Interaction Design

Navi – gloves
Preethan 2017

Interface for elderly
Lakshmi T.V .2018

Bio purifier
Shubham kesharwani 2017
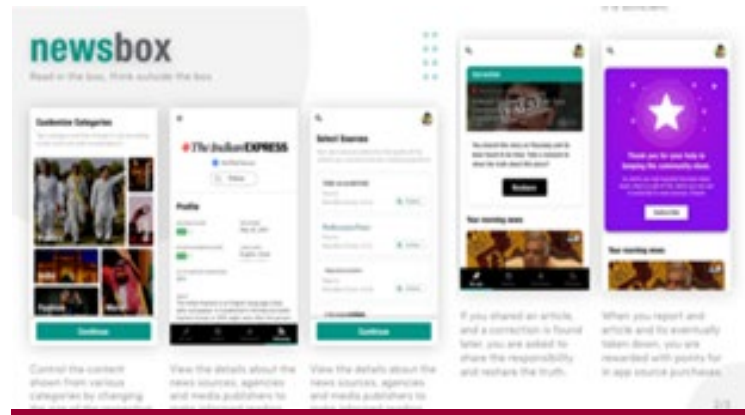
News & ethics
Pranjal Bhown 2017

Interaction Design aims to weave the "User paradigm (research)" and "artefact/artistic paradigm (making)" in the design of digital products and services.

- User-centric
- Consumer-based

- Participatory
- Domain-specific
- Multimodal

Information Design

Michael Jordan
Giri Prasad, InFD 2014
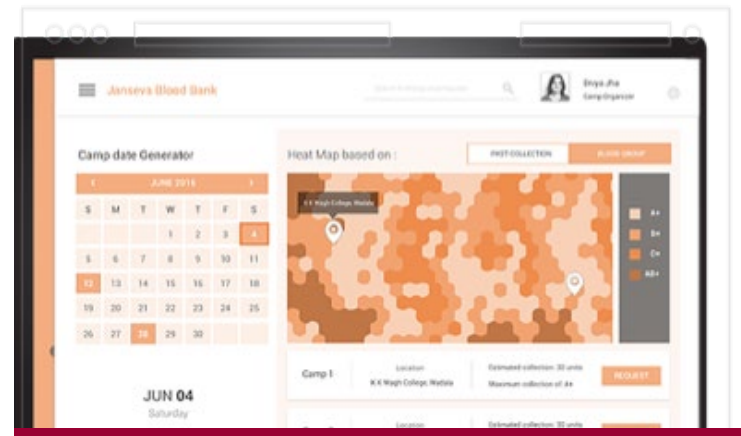
India Blood Donation dashboard
Suchismita Naik, InFD 2014

Theories of Evolution
Madhushree Kamak, InFD 2017

Kumbh Mela
Dashbo and Sayani Sinha InFD 2018

Information Design discipline focuses on effectively transforming abstract Information and complex data into delightful Visualizations & Narratives in Print, Digital & Tangible interactive environments.
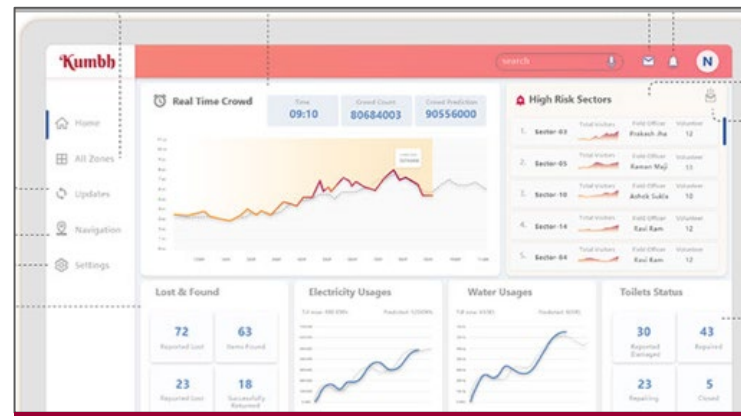
- Complex Information Environnements

- Big Data Visualization
- Tangible Data Design

Design for Retail Experience

Dupont–Corian, Group Project, 2007–08

Packaging for Egg, Aditi Dhamija, 2009–10

Design for Retail Experience has an integrated approach to designing products, systems and spaces to accommodate multi-sensory experiences in retail sector, for enhanced user experience

VM & Lighting Design, Group work, 2019

SOMANY Experience Centre, Juhi Shah, 2018

- Branding /packaging design
- Digital integration in Retail

- Experience Design
- Indian Context
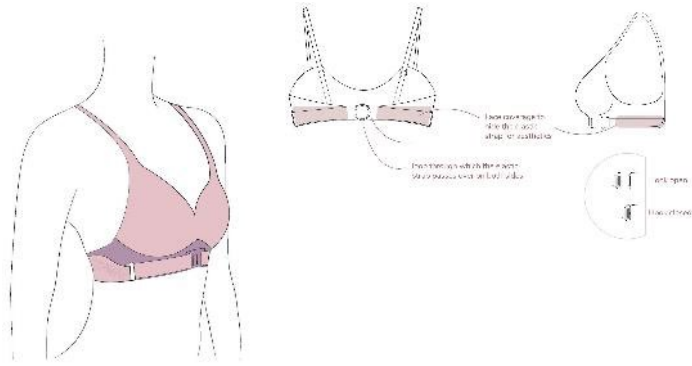
Universal Design

Embrace:Bra with single hand closure
Neha Bharati, 2018

Bloom: An affordable,compact & portable
phototherapy device
Vasudev M G, 2016

From RIGHT

For RIGHT

Ambidexturous Circular Saw
Neelabh Pal, 2015

Universal Design thinking being an intrinsic part of product definition, design Process & development, this program aims to create design professionals with trans generational physical and cognitive abilities and inabilities.

- competence in system level design development of products, adaptive for diverse users – across cultures, social factors

- Barrier-free environments
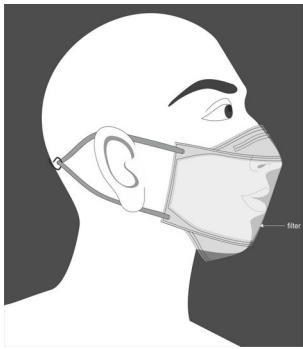- Inclusive design
- Design Innovation
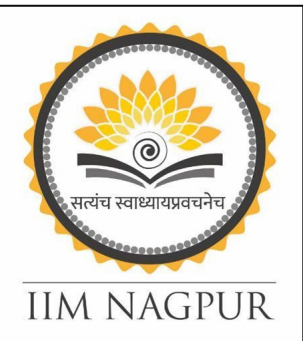- Design Research

NID's Design Services

Integrated Design Services (IDS)

Project: Interior Design of Uttar Haryana Bijli Vitran Nigam Limited (UHBVN)

Project: Designing of Facemask
Client: GW IMPEX PVT LTD, Tirupur

Project: Design of Visual Identity (Logo)
Client: Indian Institute of Management Nagpur

IDS-Outreach Activity

Project: Upgrading the Skills and Training in Traditional Arts/Crafts for Development (USTTAD)

Inclusive Futures Through Handmade

A virtual event curated in response to the scheme USTTAD of Ministry of Minority Affairs, Government of India.

Dates: 19th, 20th and 21st January, 2021

Concept and Implementation:
National Institute of Design
Knowledge Partner for the USTTAD scheme of MOMA, Govt. of India

usttad.

Research & Development

SMART HANDLOOM INNOVATION CENTRE (SHIC)
supported by Govt. of Karnataka

Railway Design Centre :The Deccan Queen – Exterior Color Scheme

Foldable bamboo structure for street vendors

Continuing Education Programme

Project: Creative thinking & Design education in schools

Project: Human Centric Design
Client: Daimler India Commercial Vehicle India Pvt. Ltd., Tamil Nadu

: Summer Workshop 2019

National Design Business Incubator

Handcrafted Products by Tribal Artisans

Smart Footwear for Blind People

Research and Development

Grounded in action-research conducted through engagement with communities and industry. The fieldwork of faculty, staff and students has often led to the design of products, services and systems that have had a significant impact on these communities. NID's craft documentation programme since the mid-1960s has resulted in several renowned publications on Indian craft traditions and continues to be an important part of its curriculum.

Research Chairs in partnership with industry:
- Jamsetji Tata Research Chair for Universal Design,
- Asian Paints Colour Research Chair,
- Jindal Stainless Chair for Product Design Innovation and
- Autodesk Research Chair in Design Education and Innovation.
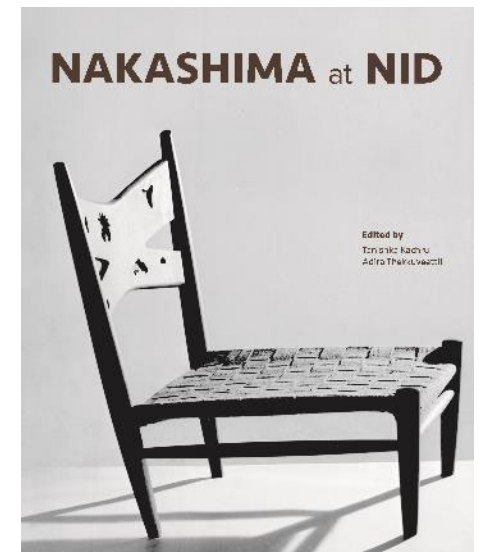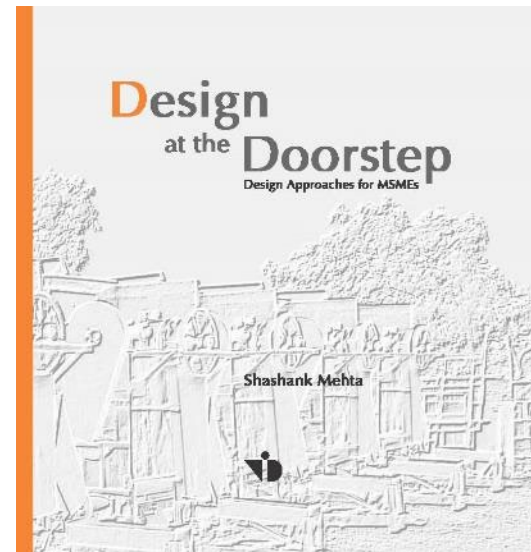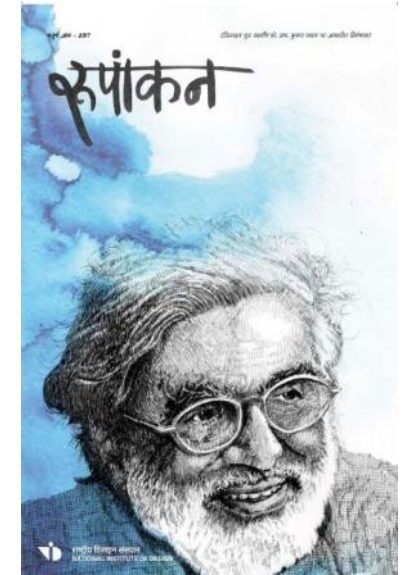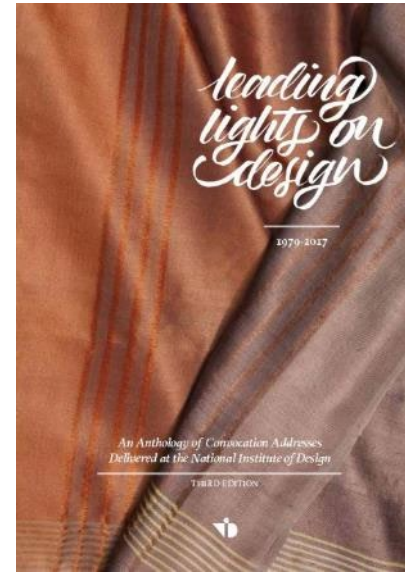
Funded Labs and Centres:
- Intellectual Property Rights Cell (IPR), Ahmedabad Campus
- Railway Design Centre, Ahmedabad Campus
- International Centre For Indian Crafts (ICIC), Ahmedabad Campus
- Innovation Centre for Natural Fibre (ICNF), Gandhinagar Campus
- Centre for Bamboo Initiatives, Bengaluru Campus
- Smart Handloom Innovation Centre (SHIC), Bengaluru Campus

NID Press: Publications at NID

NID Press is an independent publication initiative of the National Institute of Design (NID), Ahmedabad. Over the years, it has come up with significant publications on design. Some of the most noteworthy ones include: The India Report (1958), penned by the iconic duo of Charles Eames and Ray Eames; this report forms the keystone of NID's educational and foundational philosophies and the Ahmedabad Declaration (1979) which underscored the necessity of industrial design and its adherence to refined standards for meeting the needs of a nation as diverse as India.

NID Press covers a broad canvas of publications comprising books, conference proceedings, monographs, archival publications, anthologies, graphic novels, reprints, catalogues, and magazines to name a few. Each of these corrals design activities; pedagogic practices and theories; contemporary issues; social concerns; historical development; economic, political and environmental contexts; global connections; extrapolates the philosophical developments in design. In its new avatar, NID Press continues to encourage collaborative publishing initiatives to ensure a wider reach of works on design.

Thank you