

राष्ट्रीय डिज़ाइन संस्थान  
NATIONAL INSTITUTE OF DESIGN

# Admission Brochure 2020 -2021



राष्ट्रीय डिज़ाइन संस्थान  
National Institute of Design  
ఆంధ్రప్రదేశ్ • ఆంధ్ర ప్రదేశ్ • Andhra Pradesh

## NID ANDHRA PRADESH

1st National Institute of Design of East Coast !

The National Institute of Design, Andhra Pradesh, established in September 2015, is the second autonomous multi-disciplinary design institute, under the DPIIT, Ministry of Commerce and Industry, Government of India. It is the first NID to be set up in accordance with the National Design Policy, GOI, after five decades of existence of the National Institute of Design, Ahmedabad.

The Graduate Programme in Design commences with 2 semesters of rigorous Design Foundation Programme, followed by 6 semesters of studies either in Industrial Design, Communication Design or Textile & Apparel Design based on student's choice and performance in foundation studies.

NID's very own brand new upcoming campus is strategically located in the new Capital region of Amaravati, meanwhile the Institute is in full operation from its transit campus at Acharya Nagarjuna University. The core philosophy of NID remains the same - Hands on Minds on, Problem Solving & Opportunity Creation, Quality over Quantity, Process Driven and geared towards Nation Building with Good Design.



## MISSION & VISION

*“Dont, limit your child to your own learning for He/She was born in another time”  
Rabindranath Tagore*

Providing design services and support to local industry, crafts and markets while preserving the true ethics and values of the region and leading them to a global platform. Ensuring confidence and a secured life to the regional people by expanding possibilities.

People have always been the first priority for NID AP. The idea and the attempt made to set up this institute in the southern part of India where immense opportunities for development exist, signifies the urge to work for the betterment of people with a focus on overall regional development.

NID AP as an institution believes in setting quality benchmarks when it comes to Design Education that parallel to providing professional design services for regional development. Furthermore, we strive to put in tremendous efforts in educating and sensitizing various stakeholders about the need for design intervention not just at the personal and the product level, but also at the system level which includes society and environment.



# PROGRAMMES

NID AP currently offers full-time four year Graduate Diploma Programme in Design (GDPD) in **Communication Design (CD)** **Industrial Design (ID)** and **Textile & Apparel Design (TAD)**.

Seats	
Communication Design —————	25
Industrial Design —————	25
Textile & Apparel Design —————	25
*Maximum seats in any programme can be 25, keeping the total seats as 75.	
<p>Note Successful candidates admitted to the GDPD programme at NID AP will be required to attend a mandatory foundation programme of one-year duration. Allotment of a discipline of choice is based on a candidate's performance during the foundation programme.</p> <p>The GDPD programme at NID AP has 75 seats including all categories.</p>	

EWS Calculation for NID AP (GDPD)					
GEN	EWS	OBC-NCL	SC	ST	TOTAL
50 %		27 %	15 %	7.5 %	75
30	8	20	11	6	

## ELIGIBILITY CRITERIA

Admission to academic programme 2020-21 at NID AP will be based on the common Design Aptitude Test (DAT).

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

## FEE STRUCTURE

Tuition Fees	Rs 1,75,000.00
Refundable Security Deposit	Rs 10,000.00
Total Fees for the first year (two semesters)	Rs 1,85,000.00

\* The mess and hostel charges to be born in addition to the tuition fee.

\* Tuition fees may be subject to upward revision.

## COMMUNICATION DESIGN - CD



*Graduates can set up their own entrepreneurial design enterprises. Communication Design students have a plethora of choices.*

After finishing the one-year Foundation course of four-year GDPD, students enter into the dynamic field of Communication Design. This three-year course aids in learning the aesthetics and techniques pertaining to the three major fields (Graphic, Animation and Film), that are essential for a creative outcome and enabling students with the necessary skills to solve complex problems in various fields of Communication Design.

During their period of study, students are encouraged to work on a variety of projects majoring in various sub-domains of communication design. This program successfully gives the communication industry Animators, Writers, Character Designers, Storyboard experts, Visualizers, Graphic Designers, Creative Directors and Design-informed Film makers.

## INDUSTRIAL DESIGN - ID



*The pedagogy in the domain of industrial design at NID AP enriches the knowledge and experience of students in their interest areas and enable them to wisely choose a design career.*

Industrial Design at NID AP, focuses on preparing students for professional growth as well as for societal contribution as industrial designers. The course curriculum for Graduate Diploma Program in Design (GDPD) in industrial design commences with a rigorous foundation program in order to lay a strong base on fundamentals of design. Further, each progressing semester contains courses to support the semester projects, ensuring theoretical and practical learning of the subjects. The curriculum is critically designed to build the core strengths as well as specialization as per the changing industry requirements. Students also work in close interaction with industry to identify their specialization such as consumer electronics, kitchenware, furniture, etc and accordingly develop their portfolio of works.

## TEXTILE & APPAREL DESIGN - TAD



*Graduates find positions as textile and apparel designers, freelance entrepreneurs, interior and spatial designers and in sectors like research and development, automobile, space and defense among many others.*

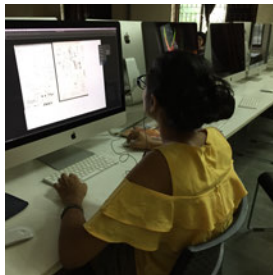
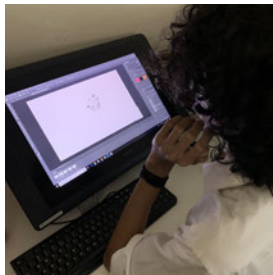
The Textile & Apparel Design programme at NID AP is a unique programme that combines and blends theory and practice of both these disciplines. The program is built on a strong technical foundation combined with basic design sensibilities and multi-disciplinary learning. This is further layered with an understanding of culture as a resource for design through, field studies and documentation to rediscover the traditional wisdom of using skills, materials, tools and approaches. The program aims to develop new design applications using various traditional and innovative perspectives and achieves this by developing student's intellectual, aesthetic, analytical and technological abilities. Fundamentals of design basics and inputs specific to Textile and Apparel Design, including textile fibres, weave structures, surface design, dyeing techniques, coloration, printing methods, pattern making, draping, sewing techniques, constructed textiles, art appreciation, design research, design process, design management, sustainable textile methods are inherent to this program. NID AP provides a wealth of opportunities for study and inspiration during this program.



## INFRASTRUCTURE

For students to have a better grip and practical knowledge that deals with the understanding of tools, mechanisms and materials, the workshops play an integral role in supporting learning through hands-on experimentation and experience. The workshop is staffed with technicians, faculty and experts who instruct and guide students to bring their projects to life.

To implement NID's model of work, the campus has state of the art **3D Printing Lab, IT lab, Prototype Studio, Ceramics Studio, ID studio, Textile Studio, Apparel Studio, VC Studio and Knowledge Management Centre.** Industrial prototyping studio is a full-fledged design workshop designated to Industrial design department that consists of all amenities starting from traditional hand tools to modern machines such as Laser cutting, 3D printing and a separate Ceramic Studio. The 3D printing lab is equipped with Maker Bot 3D printers that converts a digital model to a physical 3D object providing a comprehensive knowledge regarding the technicalities and details of a design.





## LEARNING CULTURE

NID Andhra Pradesh is nurturing the students as responsible, ethical and humble design professionals with relevance. Community Culture aims to expose them towards the concerns of the immediate and larger environment, and thus an understanding of culture, history, science, gender, communities as a resource for design through interactions, workshops, field studies and documentation occurs. It has a sincere mix of tradition like wisdom of using skills, materials, tools and approaches with the contemporary.

The curriculum and the courses are critically designed to inform and equip the students with the latest methods, processes and techniques. The studios, labs and workshops are equipped with the latest tools to support the practice based pedagogy. India's unique character is it's cultural plurality and economic contr-asts where handwork co-exists with industrialization and digital technology where traditions and modernity are challenged by globalization, social and economic inequality, and the quest for a better quality of life.

At NID AP, collaborative learning opportunities lead the students to work closely with traditional and modern industries, societal groups, so as to deliver practical solutions. The flexible education pedagogy at NID AP is to prepare the next generation as change facilitators. The next few decades would be an attempt to achieve balance and stability for human beings. The rapidly progressing world would demand for contribution from many torchbearers and risk takers to set the stage. On the other side, such leaders would seek their own well-being to keep motivated and active while doing so.



## LIFE AT NID AP

Design is a way of life and not a profession. We not only excel in academics but also grow in all aspects and at NID we strive to merge academics and our larger existence as fellow human beings on this planet thus setting-up a culture where we work not only on the areas of our personal interest that expand our knowledge but also inspire others to showcase their hidden talents. The endeavour towards this is exhibited through the various extra curricular activities that also adds a flavour to the life on campus.

**Film Club** screens and critically discuss documentaries or movie once in every week. Language is no barrier here.

**The Theatre Club** is a platform where storytelling finds a new dimension and merges barriers.

**BUTT**, the student community graphic magazine, encourages students to express their alternative thoughts, untold emotions and mind through a light hearted, free flowing, yet thought provoking examples where young minds do a self-study of their inner skills like authorship, editorials etc.

**Galipattam**, the annual student's festival celebrates mutual interests which starts with kiteflying and end with community dinner and cultural event.



## Student Activity Committee (SAC)

An official student body that caters to the requirements of the students encompassing several domains such as the Academics, Cultural Events, Hostel, Transportation, Mess, Treasury and Sports.

## Hostel

### *Rain Tree Park*

NID AP is non- residential campus. It has arrangements with a privately run hostel, close to the campus connected through regular Bus service. Rain Tree Park is a sprawling residential society with spacious apartments where each student gets abundant space for their personal development. Apart from the living quarters, there are facilities such as a night guard, doctor on call, vehicle 24/7 for any medical emergencies, a mess facility which caters to the cultural diversity of India, and a common room with necessary appliances. The housing estate also provides amenities such as ATMs, pharmacy, post office, department stores and both indoor and outdoor recreational areas.



Chittrakatha International Student Design Festival & Design Olympic  
November 19 to 23 2019



Poster Design is the outcome of masterclass by  
Swiss Graphic Designer Niklaus Troxler

**Chitrakatha** is a platform to build a slow and steady awareness across the nation amongst the students, academia, stakeholders and policymakers about the power of design education, with NID's 50 years legacy of process-driven unlearning culture since 1961 as the backdrop.

Chitrakatha started with the idea of hosting an artistic student festival from National Institute of Design to celebrate its multidisciplinary nature and the power of design process. Assurance came from our like-minded alumni, international friends and some wise industry folks. The earlier edition of Chitrakatha in 2007, 2009, 2011, 2013, 2015 and 2017, gathered different themes, diverse kinds of storytellers from cartoonists, comic book artists, writers, folksingers, scroll painters, musicians, dancers to many master animators and designers from India and beyond.

Today Chitrakatha remains a confluence of thought provoking activities initiated by creative minds from the field of animation and storytelling with India and the sub-continent as its main focus/spotlight. For Chitrakatha, sustainability is the challenge, multidisciplinary approach is the key and digital afford ability is the horsepower. This year in November, NID AP is celebrating the festival under the guidance of Shri Sekhar Mukherjee, Director, NID Andhra Pradesh.

NID AP, believes in coexistence and everybody stationed here, right from the Director, to the faculties, to the support staff are dedicated and inspired by the unique spirit of inclusivity and the right balance of global and local and thus function as a larger family. Students and faculties are the key stakeholders in this framework. It also gets mentors and experts from India and abroad to create a greater synergy and exposure.



## CONTACT

Admission Cell  
National Institute of Design  
Email : [admissions@nid.edu](mailto:admissions@nid.edu)

NID AP Contact  
[admissions@nid.ac.in](mailto:admissions@nid.ac.in)  
Institute Contact Number +918985835478