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SYMBIOSIS INSTITUTE OF DESIGN

Undergraduate Programme

B. Des. 2020-24

CAREER IN DESIGN

SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)

Re-accredited by NAAC with 'A' grade

ABOUT SID

Symbiosis Institute of Design offers a Bachelor of Design (B.Des.) undergraduate degree in the period of four years.

The course structure includes a common Foundation Program, where all the students are given a grounding in the basic skills and an exposure to the various contextual and historic awareness that all the streams of design require.

The students then choose their discipline of choice and will work for the remaining 3 years honing their skills that will allow them to be industry ready at the end of it.

Facilities Available

SID has excellent, dedicated teaching faculty that have professional experience and mentor the students in every aspect, helping them to develop as skilled and creative designers.

The campus is centrally located just 10 minutes away from the airport and 30 minutes away from the railway station.

Accommodation facilities are located within walking distance from the campus and there is a dedicated bus service that runs on a circular route that the students can avail of.

There are medical and gym facilities on the campus itself.

The campus building has all the latest equipment necessary to inspire and facilitate the correct work ethics, a huge library which is one of the best design libraries in the country updated with all the latest books, magazines, films, videos necessary for references. The labs are equipped with the latest software and machines that are used in day to day academics.

Log on to **www.sid.edu.in** for more details.

admissions@sid.edu.in

www.sid.edu.in

+91 20 2663 4546/47/48

DESIGN AS A CAREER

Design is a wonderful field where you use your creative abilities to conceptualise most of the things that you see around you. From the clothes that you are wearing to the bag that you are carrying, this booklet that you are reading, and the frames of the glasses that you are using if you are wearing specs, the furniture that you see around you, the audio and visuals that you see in movies to the easy understanding of text that you read on your mobile, all is 'designed'.

Being a designer is loads of fun and creativity, but at the same time it requires hard work, self motivation and responsibility. In design, you will not have the typical study nights before an exam but an accumulation of all the things that you are learning and assimilating every day, both through formal teaching as well as practice sessions that require you to keep working at a design problem 24/7. This mind set helps you to not only solve problems but leads you to ask the right questions in order to find a better solution to the problem identified. Ultimately design is poised to be a big part of the world we live in today and be a game changer in the way solutions are found worldwide.

Products and Services are being selected more and more on emotional and experiential factors rather than rational - and that is where design steps in.

So do you think you have it in you to live the life of a designer?



COMMUNICATION DESIGN

The Communication Design program is designed to develop an understanding of all areas of communication, be it print or interactive displays, creating animation to enhance a message to producing videos or films. We have a problem solving approach to communication, enabling students to learn how best to communicate clearly and effectively with the media of their choice.

At the core of this stream lies the ability to find interesting ways to tell stories.

Communication Design is a professional program for students who want to explore the new skills in communication and the creative potential in the interchange between words and images in both traditional and new age media.

The goal is to prepare students for professional employment as communication planners and designers.

Graphic Design

This is a process of creating print/visual solutions, using image and text to create design that is comprehensible, differentiated, relevant, meaningful as well as appropriate for the intended purpose. Students explore basic principles in the fields of typography, photography, image making, and design skills that are used to create brand identity, type design, print and publication design, way finding, through a variety of



structured exercises that build their design potential through a rigorous training process.

Animation Film Design

We aim to create students who are able to take a story from script to screen, keeping in mind the freedom and creativity the medium of animation allows. Students are provided with an opportunity and the guidance to experiment in various mediums from stop motion to 3D to traditional animation

Video Film Design

Video Film Design course focuses on grooming a designer who is well versed in all aspects related to working on fiction as well as non-fiction film making. Students work in different capacities at advertising agencies and film and corporate production houses .

User Experience Design

This program derives its strength from multiple domains like technology, social sciences, business, cognitive ergonomics and psychology. The course attempts to meaningfully use technology to create friendly interfaces for a future way of living in a knowledge driven world. The program provides domain knowledge with courses like usability testing, information architecture, application design and interface and interaction design.



INDUSTRIAL DESIGN

Industrial Design nurtures the creative mind through rigorous inputs in technology, thinking and conceptualizing abilities. Students are sensitized by going through user studies and market research areas pertaining to their topics enabling them to come up with holistic design solutions. Awareness of industrial materials and processes that go into the conceptualizing and manufacturing of an industrial product are emphasized.

Students are given hands on experience in the well equipped workshops where they work in various materials ranging from wood to metal, foam under the guidance of our trained and professional technical staff. Various software skills are also imparted to keep in touch with the latest technology and create products that match the best in the industry.

There is a dearth of well trained professionals with the correct training and mind set in our country and a dedicated designer trained from SID can access these unlimited opportunities in todays scenario.



Product Design

Product Design covers most aspects of the industrial design discipline like appliances, transportation, furniture, medical devices, lifestyle products and packaging design.

The students are exposed to a thorough research collection methodology and an exposure to design thinking, coupled with an understanding of materials and processes, ergonomics, cad which allows them to produce viable solutions for the market, both in the country as well as worldwide.

This Bachelors Degree enables our students both to join the design team of any company or proceed for higher studies if desired.

Interior Space Design

The program helps students to understand human requirements through theory via sessions on anthropometrics and ergonomics and in practice through in-class experiences, site visits, case studies and interactions with craftsmen at various phases in the course. This enables students to design spatial solutions which are more responsive to the context, catering to the residential, retail, commercial and hospitality design markets.



FASHION DESIGN

The Fashion Design program at SID provides students with a comprehensive vision where students gain practical hands on experience, allowing them to confidently enter career paths in fashion design, pattern making, garment manufacturing, fashion merchandising and so on. This is ensured by a team of professional faculty who instruct, inspire and mentor students, utilizing their technical and design expertise while encouraging the development of an individual style.

The four year B.Des. program provides students with a well rounded knowledge of Indian as well as the global fashion industry that encompasses design, trends, manufacturing, marketing and retail.

The program provides an insight into the remarkable efforts that go into building a successful fashion business and helps students develop their skills, confidence and imagination which in turn allows them to push the boundaries of the possible and elevate apparel design to new heights.



FASHION COMMUNICATION

Fashion Communication is a new but very exciting field that has opened up in the fashion industry, a plethora of opportunities. In today's scene of extremely fast developments in the fashion industry, many Indian brands are competing with international brands. This has opened up tremendous possibilities for a designer of fashion communication, who will work on design strategies, brands, portfolios, marketing strategies etc. In classes students shall work on areas such as visual merchandising, styling, graphic design, display and exhibit design, advertising, public relations, and creative writing. Students shall also gain technical skills such as CAD (computer aided design), Photoshop, and explore strategy and innovation around topics of sustainability, social media and the emerging markets in fashion today. The four year B. Des. program for Fashion Communication aims at creating professionals who can contribute to the highly dynamic and competitive world of Design. The students are trained in a way that they have high level skill and domain knowledge, and emerge as professionals who offer extremely effective communication solutions for the fashion and lifestyle industry. This program is tailored for students who want to gain the knowledge and skills they will need to pursue a professional career across a variety of fashion communication-related fields.



WHY STUDY AT SID

- Symbiosis brand
- Robust curriculum
- Research orientation
- Experienced faculty
- Experiential learning
- Interdisciplinary electives
- Inter-institute courses
- Study abroad opportunities
- Internships and industry visits

INFRASTRUCTURE



Contact Us

S. No. 231/4A, Viman Nagar, Pune 411 014, MS. INDIA

+91 020 2663 4546 / 47 / 48 (EPABX)

+91 020 2663 4546 / 47 / 48 Ext. 203 (Admissions)

+91 020 2663 4549 (Fax)

www.sid.edu.in