



# SYMBIOSIS INSTITUTE OF DESIGN

Undergraduate B. Des. Programme

**COMMUNICATION DESIGN**  
Graphic Design  
User Experience Design  
Animation Film Design  
Video Film Design

**INDUSTRIAL DESIGN**  
Product Design  
Interior Space Design

**FASHION DESIGN**  
**FASHION COMMUNICATION**

**CAREERS IN  
DESIGN**

**DESIGN**



**SYMBIOSIS INTERNATIONAL (DEEMED UNIVERSITY)**

Established under Section 3 of the UGC Act, 1956 | Re-accredited by NAAC with 'A' grade (3.58/4) | Awarded Category - I by UGC

# About SID

**Symbiosis Institute of Design** offers a four year Bachelor of Design (B.Des.) undergraduate degree.

The students opting for this program choose their discipline of choice and will engage for four years honing the skills that will allow them to be industry ready at the end of it.

## **Facilities Available**

SID takes pride in having a dedicated teaching faculty who have professional experience. They not only mentor the students in every aspect, but also help them metamorphose into skilled and creative designers.

The campus is centrally located and is just 20 minutes away from both the airport as well as the railway station respectively.

There are facilities provided for accommodation within 10 minutes of walking distance from the building. Additionally, there is a dedicated bus service that runs on a circular route which the students can avail. 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 vast 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 provide with the latest software and machines that student use in day to day academics.

Log on to [www.sid.edu.in](http://www.sid.edu.in) for more details.

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# Design as a career

Design is a 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 material that you see in movies, all is 'designed'.

It's a lifetime commitment. 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.

SID adopts a methodology of formal teaching as well as practice sessions which help the student to develop a mindset which is not only problem solving but also asking the most relevant questions and thereby arriving at a better solution.

Design indeed is poised to be a big part of the world 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 takes the first step.

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 the areas of communication, be it in print or in interactive displays, creating an animation to enhance a message to producing videos or films.

## Graphic Design

A process of creating print/visual solutions, using image and text to create a design that is comprehensible, relevant, meaningful as well as appropriate for the intended purpose used to create brand identity, type design, print and publication design.

## Animation Film Design

Aims to train students in such a way that they can take a story from script to screen, thereby exploring various mediums from stop motion to 3D to traditional animation

## Video Film Design

Focuses on grooming a designer well versed in all aspects related to working on fiction as well as non-fiction filmmaking. Students work in different capacities at advertising agencies and film and corporate production houses.

## User Experience Design

The program attempts to meaningfully use technology to create friendly interfaces for a futuristic way of living in a knowledge-driven world and 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 conceptualising abilities. Awareness of industrial materials and processes that go into the conceptualising and manufacturing of an industrial product are emphasised.

## Product Design

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

Students are exposed to a thorough research collection methodology and an exposure to design thinking, coupled with an understanding of materials and processes, ergonomics and CAD.

## 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.

Enables students to design solutions catering to the domestic, retail or commercial or even landscape design markets.



# Fashion Communication

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 skills and domain knowledge and emerge as professionals who offer extremely effective communication solutions for the fashion and lifestyle industry.

This stream nurtures designers capable of offering innovative and commercially viable communication solutions for the fashion and lifestyle industry in diverse areas such as visual merchandising, styling, graphic design, display and exhibit design, advertising, event management, public relations and creative writing.

A designer of Fashion Communication will work on design strategies, identities. Fashion Design alone is incomplete without Fashion Communication. Integrally connected Fashion Communication is no doubt the most important part of the fashion industry.

Fashion Communication truly enhances the canvas of the various aspects of Fashion Design in a beautiful frame making it lucrative for the budding young minds full of vigour, talent and passion to express their creative impulse.

Today's young minds have an inclination towards innovative trends and styles. We, at SID, help them hone their talent in the field of Fashion Communication.





# Fashion Design

The Fashion Design program at SID provides students with a comprehensive vision where they gain a practical hand 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 designing to new heights.

Some call this discipline in design as 'the art of creating fashionable apparel'. Some consider garment construction as an extraction of the unwanted that evokes a need for a style to wear something different, to look different and to carry in the most different manner. Designers seek an opportunity to carve their passion, using innumerable fabrics with tactile surfaces that enrich their look.



# Our Alumni in leading roles...



**Radha Shah**  
Digital Marketer  
Growth IDEA



**Pranjal Pandey**  
Design Director  
PNKH Design Studios  
Pvt. Ltd.



**Gurunath Dhamal**  
Sr. Graphic Designer  
Godrej, Mumbai



**Daksh Bahuguna**  
UX Designer  
Myntra



**Akriti Agarwal**  
Faculty  
United institute  
of Design,  
Ahmedabad,  
Gujarat, India



**Charvi Budhdeo**  
Freelancer



**Dhananjay Nikam**  
Senior User  
Experience  
Designer



**Suhrd Joshi**  
User Experience  
Designer  
Self-Styled Innovator



**Hiteshri Nanda**  
Sr. Graphic Designer  
Oblique



**Vanshika Aror**  
Communication  
Designer  
Trulymadly  
MatchMakers  
Private Limited



**Anastasia Damani**  
Creative Director  
Anastasia



**Shaleen Sachdeva**  
Sr. UX Designer  
and Researcher  
Law Business  
Research