

Information Brochure

for

**Common Entrance Examination for Design
CEED 2007 & 2008**

&

NID - 2007 & 2008

**ENTRANCE EXAM
COACHING**



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Centres
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As start of the 21st century we find our systems and the world around us changing with rapidity, bringing us face to face with newer realities, forcing us to renew and reset our objectives. An objective always has a commitment to the future.

It is with a commitment to the quest for excellence in the field of education that the renowned education consultancy house of the TARGET decided to Act and Sponsored the Target Institute of Management & Engineering Studies [TIMES]

Today **TIMES** have come to be recognised as pace-setting institution spread all over the country through its course curriculum introduced at grass level in various Public Schools in India.

The Institute's society is consciously striving to achieve peaks of excellence in the academic field as well as in the life itself through a large variety of well organised curricular and co-curricular programs and projects.

Gainful Vocational Training has also been a prime objective of the **TIMES** aimed at imparting practical vocational training to the young so that they can stand on their own feet and become productive and earning member of the Society.

TIMES is running its coaching division since 1990 and various students has cleared the entrance examination of NIFT, NID & other Art Colleges of India. They have also scored a merit in examination conducted by the aforesaid institutions.

Common Entrance Examination for Design

CEED 2007

CEED (Common Entrance Examination for Design) is an all India examination conducted by the Indian Institute of Technology, Bombay (IIT, Bombay), on behalf of the Ministry of Human Resources Development, Department of Education, Government of India.

The examination tests the candidates for visual perception ability, drawing skills, design aptitude and communication skills.

CEED is a qualifying examination for admission to Post Graduate M.Des. programmes at the Industrial Design Centre (IIT Bombay), Instrument Design and Development Centre (IIT Delhi), Centre for Product Design and Manufacturing (IISc Bangalore) and Design Programme (IIT Kanpur). For IIT Kanpur GATE is also a qualifying examination. Candidates also have to fulfill other requirements such as tests & interviews of the respective institutions for admission.

Before you apply

You must either have completed or be expecting to complete any of the following undergraduate studies by July 2003.

Bachelor's Degree in Engineering or equivalent in any branch

Bachelor's Degree in Architecture or equivalent

Bachelor's Degree in Design

Interior Design Professional Diploma of CEPT (5 year program)

BFA (professional course in Applied Art/ Fine Art)

GD Art (5 year professional program)

Professional Diploma of NID

There is no age limit and you can take CEED any number of times.

A fixed number of assistantships, based on merit, are available to pursue the programmes.

Additional candidates if granted admission will have to organise for finance/ sponsorships on their own.

Examination Date and Time:

Sunday 3rd Week of January every year.

Structure of the examination

CEED examination will consist of two parts. First part would test your drawing skills, aesthetic sensibility, creativity, problem identification and your approach to visual and mechanical design. The second part will be mainly objective type which will test your skills in visualization, creativity, design and general awareness, and comprehension.

Sample questions

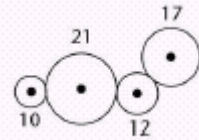
Some sample questions follow, but they need not be taken as complete representation of the above; they only indicate the probable way questions may be framed.

1. The illustration shows part of a fixed axle gear mechanism which consists of four cog wheels in mesh. The

largest cog wheel has 21 teeth and provides the driving power to rotate three smaller cog wheels which has 10, 12 and 17 teeth respectively.

If the gear mechanism starts from rest, how many revolutions will the large cog wheel have to turn before one full cycle is complete, and for all four cog wheels are in the identical position from which they started.

510 1020 2040 4080 None



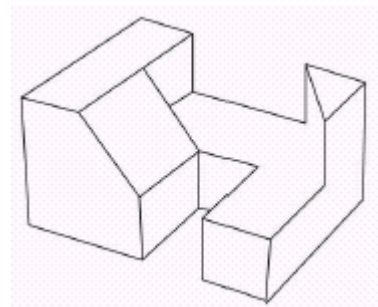
2. In the following passage there are some formatting errors. Circle the errors.

“Over the part few decades , electronic computer technology has made enormous strides. Moreover, there can be little doubt that in the decades to follow, there will be further great advances in speed ,capacity and logical design. The computers of today may bemade to seem as sluggish and primitive as the mechanical calculators of yesteryear now appear to us. There is almost something frightening about the pace of development. Already computers are able to perform numerous tasks that had previously been exclusive province of human thinking, with a speed and accuracy which far outstrip anything that a human being can achieve.”

3. Draw a human hand holding a pencil. Use only black pencil to draw. Your sketch would be judged on the quality of lines, correctness or perspective and aesthetics of composition.

4. Two pieces of wooden block fit together to make a solid rectangular block of 4 x 2 x 2 units. One of the piece is shown below. Imagine the other piece and count the number of surfaces on that.

5. Graphic symbols / pictograms can be used effectively to explore ideas / communication messages universally without the use of language. (For example: traffic signs, Olympic sports symbols etc.) Safety signs are required in factories to encourage the workers to observe safe working habits. From the options choose any five messages, and design graphic symbols/ pictograms, for use as safety signs in factories. All symbols designed by you should have a common graphic style so as to appear as part of a range of symbols. Your symbols will be judged on the basis of the appropriateness of the visual used to express the message, and the graphic style. Design symbols for ðWear helmet, Wear ear protection, Wear goggles, Caution! Slippery floor, Caution! Electric hazard, Always use gloves, Remove footwear, and Emergency exit.



6. Design of bath room latches has not been critically looked at by designers and manufactures. For instance, when leaving the bathroom after use, you have to open the latch with your hands, which you have just cleaned. This is of course more annoying when using public toilets (like in trains). Develop a latch/ lock for the train that can be opened from inside the bathroom without using the hands and/ or other body parts that you will prefer not to use from the viewpoint of personal hygiene. To enter, you must use the same latch/ lock from the outside, but can use hands if necessary. Please note that considering the available maintenance facilities in railways, sophisticated electronic/ electrical latches are ruled out.

Design your latch based on the following criteria:

- Essential Criterion
- Innovative solutions
- Ease of use, hygiene
- Choice of working principle (mechanisms, linkages)
- Ease of maintenances
- Desirable Criterion
- Aesthetics

Before the examination

Please bring your own pencils of different grades (eg. H, HB, 2B, 4B, 6B etc). sketch pens, poster colors, and other drawing materials for the examination. Drawing paper will be provided. No text book or guide book preparations are necessary to appear in CEED. You can however polish up your drawings and rendering skills.

After the examination

CEED results will be mailed only to those who qualify. The results will be mailed by 1st week of April, 2007. Result of the examination will be indicated as a percentile score. CEED-2007 qualification score is valid for a period of two years, i.e. up to March 31, 2008. CEED-2007 qualification score of final year students is valid subject to completion of all the academic requirements of qualifying degree by July 2007.

Applying for admission to various programmes

Qualifying in CEED does not guarantee admission in any way. You will have to again apply to respective IITs, IISc for admission alongwith your CEED score . The announcement for admission to the M.Des Programme will appear along with other Post graduate programmes of Indian Institute of Technology Bombay, Delhi, Kanpur, and IISc Bangalore , sometime during January to April 2007 in all leading newspapers. Applicants will be called for interview during May to July 2007 to appear for a test followed by an interview. No fares or allowances are paid for this trip. Admissions are finalised within a week after the interviews. Information on

the programmes may be obtained from the websites of the respective institutes. Candidates are encouraged to visit respective IITs and IISc and meet the students and faculty of the design centres to discuss the programme details. Reservation for various categories will be taken care of as per Govt. of India rules at the time of admission.

Eligibility

For M.Des. in Industrial Design at IDC, IIT Bombay and IDDC, IIT Delhi

Bachelor's Degree or equivalent in Engineering (any branch) or architecture or equivalent, Bachelor's Degree in Design' Professional Diploma of NID, Interior Design professional diploma of CEPT (5 year programme).

For M.Des. in Product Design and Engineering at IISc Bangalore

Bachelor's Degree in Engineering or architecture.

For M.Des. in Visual Communication at IDC, IIT Bombay

Bachelor's Degree or equivalent in Engineering (any branch) or architecture or equivalent, Bachelor's Degree in Design, Interior Design professional Diploma of CEPT (5 year programme), BFA(Professional Course in Applied Art / Fine Art), GD Art (5 year Professional course), Professional Diploma of NID.

For M.Des at Design Programme, IIT Kanpur

Bachelor's Degree in Engineering , Design or Architecture. **Industrial Design Centre (IDC)**

Indian Institute of Technology, Bombay Design Education at IDC

The prime objective of the centre is an integrated and interdisciplinary approach towards design education. The design training at IDC is intended to develop an attitude among the young aspirants toward problem solving in design in order to prepare them to go into the field and face a wide range of challenges at the end of their education at the centre. The courses for M.Des commence with developing in the students the perceptual abilities, skills and techniques, social and general awareness and then lead on to a series of projects characteristic of the problems of a country like India and pertaining to the industry, government, private institutions and other organisations.

Industrial Design

An Industrial designer is committed to improving the quality of human environment with products that are functional and aesthetic. Correlating technical and ergonomic information with its real human needs creatively is the testing ground for the student. The students interact with industries, institutions and social organisations during their projects to understand, study, analyse and solve various existing problems. The choice and outcome of the final degree projects reflect the students' aspirations to change the Indian product scene.

Visual Communication

The programme envisages developing graduates with better maturity in handling communication design problems, a deeper understanding of aesthetic aspects, and generating methods and methodologies for solving communication problems. The emphasis is to be a creative problem solver, who can effectively use various design methods and systematically find appropriate solutions. The students are given opportunities to learn new skills in different media's and to advance their level of understanding. The students are encouraged to take up projects that solve social and educational needs.

Department URL: <http://www.idc.iitb.ac.in>

Institute Website URL: <http://www.iitb.ac.in>

E-mail: office@idc.iitb.ac.in

Postal Address: **Industrial Design Centre Indian Institute of Technology, Bombay Powai, Mumbai - 400 076**

Instrument Design & Development Centre (IDDC)

Indian Institute of Technology, Delhi

The two-year M.Des. programme caters to the requirement of industry for designers capable of creating high quality design of products for competitive markets. It is open to graduates in Engineering and Architecture. Candidates for full time M.Des. with Institute fellowship or self finance must have a valid CEED score. Full time sponsored candidates are, however, exempt from this requirement. The focus of the programme is upon the art and science of industrial design for creating innovative product concepts. The curriculum includes aesthetics, ergonomics, communication skills, materials, design methodology design for manufacture, CAD, user interface studies, behavioural science, and professional practice. It involves extensive studio work with hands on practice and is a project based, industry and consumer oriented programme. The thesis projects are often supported by the industry and there is close interface with the industry throughout the course of study.

Institute Website URL: <http://www.iitd.ac.in>

Department URL: <http://www.iitd.ac.in/centres/iddc>

E-mail: head@iddc.iitd.ernet.in webmaster@iddc.iitd.ernet.in

Postal Address: **Coordinator, Instrument Design & Development Centre Indian Institute of Technology Delhi, Hauz Khas New Delhi - 110016**

Centre for Product Design & Manufacturing (CPDM)

Indian Institute of Science, Bangalore

The Centre for Product Design and Manufacturing (CPDM) aims to pursue excellence in teaching, research and industrial interaction activity in the field of product design at the postgraduate level. It offers a two-year Master of Design (M.Des) programme in product design and engineering.

The M.Des programme aims at developing skills, knowledge and aptitude among students so that they can, through creative problem solving bring about innovation in the product manufacturing industry.

The students are trained to approach product design from a holistic view point integrating in a balanced and harmonious manner the industrial design and the engineering design perspectives to come up with products that are well engineered, aesthetic and ergonomic with a better manufacturability.

The M.Des curriculum requires the student to complete 64 credits consisting of 48 credits of core/elective courses and a 16-credit major project. The major project involves needs analysis, conceptual design, simulation and functional prototype fabrication of a new product with full documentation at every stage.

Eligibility for applying is a degree in engineering/architecture. Selection for admission is based on performance in a design aptitude test (DAT) and interview to be conducted at the Centre during May. Shortlisting for DAT is done on the basis of applicants' CEED OR GATE score. Avenues also exist for pursuing design research at Master's and Ph.D level at CPDM.

Institute Website URL: <http://www.iisc.ernet.in>

Department URL: <http://www.iisc.ernet.in/depts/cpdm>

E-mail: chairman@cpdm.iisc.ernet.in

Postal Address: Convener

M.Des. Programme

C.P.D.M.

Indian Institute of Science

Bangalore - 560012

Design Programme (DP)

Indian Institute of Technology, Kanpur

The needs of consumers are varying rapidly with the increasing globalisation requiring continuous and innovative development of new products and processes. There is a growing demand of specially trained graduates in the field of Design for the national and international industries. The post-graduate programme of Design at IIT Kanpur, in collaboration with the Media Lab Asia, is developed to meet the rapidly growing requirement of these industries.

The two-year Master of Design (M.Des.) programme at IIT-Kanpur is based on a unique blend of functional, aesthetic and ergonomic aspects of design. The goal of the programme is to inculcate information communication in products, exploitation of laws of nature, eco-friendly products, reducing lead-time management, concurrent engineering and competitive advantage. The programme is interdisciplinary in nature with a strong emphasis on a balanced curriculum on theory and practical work. The programme has two subgroups: Product Design and Visual Communication Design. The core courses emphasize creativity and concepts in a broad spectrum. A core laboratory for the ideation, incubation, innovation and implementation (4i laboratory) is being built where the students can transform their creative ideas into products. In addition, many advanced laboratories and studios of the institute are available to the students to study form and aesthetics, material testing, computer-aided manufacturing, opto-electronics, microprocessor and micro-controller, virtual instrumentation, aerodynamics and polymer.

Candidates having a Bachelor's degree in Engineering, Design or Architecture and with a valid CEED or GATE score are eligible to apply for the Master of Design Programme. All students of this programme receive institute fellowship.

Institute Website URL: <http://www.iitk.ac.in>

Department URL: <http://www.iitk.ac.in/design>

E-mail: head_des@iitk.ac.in

Postal Address: Head

Design Programme, Northern Lab.1

Indian Institute of Technology, Kanpur

KANPUR - 208016.

Issue of application forms:.....**During September/October Every year.**

Last date for issue of application material by post:**October every year**

at the counter (GATE office):.....**October every year**

Last date of receipt of completed applications:**October**

Last date of dispatch of admit cards:.....**January 1st week every year**

Date of CEED examination:**3rd or 4th week of January every year**

Date of announcements of results:**1st week of April every year**

Tentative dates for Admissions

Admission Announcements:**January to April every year**

Issue of Application material:**May or as mentioned in the advertisement**

Test / Interview at respective institutions: **May to July**

Commencement of Course:**July/ August**

NATIONAL INSTITUTE OF DESIGN - NID - PALDI, AHMEDABAD

NID, internationally acclaimed as one of the foremost multidisciplinary institutions in the field of design education and as a catalyst for design interventions in Indian industry, commerce and development sectors, has made several new initiatives at the beginning of the 21st century to meet the challenges of the emerging knowledge economy. Design is now being recognized as an integrated force and strategic tool for competitive advantage apart from being accepted as a value adding force capable of solving problems and creating new opportunities. NID is playing a key role in creating a bridge between designer, manufacturer and policy maker on one side and the users on the other. The institute is also poised to play a critical role in ushering in a congenial design environment in the country, so that " design in India and made for the world" becomes reality.

learning at NID

The post-Independence India started to build its hopes and dreams by setting up pioneering educational institutions; in technology, management and design and the Government of India had set up the NATIONAL INSTITUTE OF DESIGN in 1961 as a multidisciplinary design Institution. Since then, NID has been active as an autonomous national institute of excellence in education, applied research, service and advanced training in Industrial Design and Communication Design. This was aimed at living. NID is a unique institution with many problem-solving capabilities, design excellence, depths of intellect and a time-tested, creative educational culture, in promoting design awareness and setting standards of design education. The rigorous development of the designer's mind through a careful process of analysis and synthesis is what makes the difference. We call it 'the NID way!'

professional educational programmes

The overall structure of NID's programme is a combination of theory, skills, design projects, and field experience. Sponsored design projects are brought into the classroom to provide professional experience. Interdisciplinary design studies in Science and Liberal Arts widen the students' horizons and increase general awareness of contemporary issues. A unique feature of NID's design programme is the openness of its educational environment, where students from other faculties can interact with each other. The benefit of learning within such an atmosphere is immeasurable. The Professional Education Programmes (PEP) at NID is offered at two levels - Graduate Diploma Programme in Design (GDPD) of four years' duration for school leavers, and the Post-Graduate Diploma Programme in Design (PGDPD) of two and a half years duration for graduates; particularly from architecture, engineering, fine and applied arts.

All **Graduate Diploma Programme in Design (GDPD)** students are admitted into the two-semester intensive Foundation Programme. On successful completion of the Foundation Programme, GDPD students branch off into different disciplines. The thrust is on creating a generalist "Product Designer" or "Communication Designer" rather than narrow segmentation

All **Post-Graduate Diploma Programme in Design (PGDPD)** students join particular disciplines and undertake Core courses for two semesters, after which they follow courses and design projects related to their specific area of specialisation.

programmes

GRADUATE DIPLOMA PROGRAMME IN DESIGN PROGRAMME DESIGN(gdpd) gdpd

This 4-year intensive professional education programme is offered in the following disciplines under its four Faculty streams

Industrial Design Product Design, Furniture and Interior Design, Ceramic & Glass Design

Communication Design Graphic Design, Animation Film Design, Film & Video Communication

Exhibition Design Exhibition Design

Textile and Apparel Design Textile Design, Integrated Programme in Textile and Apparel Design

Total number of seats in **GDPD: 75**

Admission is open to students who have passed or who will appear for qualifying examinations under the Higher Secondary (10+2). It is understood that individual students, who have passed the Institute's admission tests/ interviews, will be admitted provisionally to the programme subject to their passing the qualifying examinations before they join the Institute. Competence in technical and related subjects will normally be considered an advantage. The medium of instruction at NID is English. Upper age limit for candidates is 20 years (relaxable by 3 years for SC/ST candidates) as on 1 June 2007.

POST-GRADUATE DIPLOMA POST-GRADUATE DIPLOMA PROGRAMME IN DESIGN PROGRAMME IN DESIGN

This 2 ½ year programme is offered in the following areas of specialisation. Eligibility

criteria for PGDPD: Candidates having a Bachelor's degree or equivalent in the areas mentioned in the brackets are eligible to apply:

COMMUNICATION DESIGN

1. **Graphic Design** (Fine Arts(Painting), Applied Arts, Architecture)
2. **Animation Film Design** (Fine Arts/Applied Arts, Design, Architecture, Communication Media, Film & TV, Mass Media)
3. **Film & Video Communication** (Humanities, Arts or graduates in any other discipline with proven proficiency/ experience in visual & communication arts)
4. **New Media** (Fine Arts, Applied Arts, Design, Engineering, Architecture, Communication Media, Computer Applications)
5. **Software & User Interface Design*** (Computer Science, Information Technology, Applied Psychology, Management, Engineering (Electronics / Computer / Communication / Industrial))
6. **Information & Digital Design*** (Architecture, Management, Computer Applications, Information Technology, Engineering (Electronics/ Communication/ Computer/ Industrial))

INDUSTRIAL DESIGN

7. **Product Design** (Engineering, Architecture)
8. **Furniture & Interior Design** (Engineering, Architecture, Interior Design)
9. **Ceramic & Glass Design** (Engineering, Architecture, Interior Design, Ceramic/ Glass Design/ Technology, Fine Arts (Sculpture))
10. **Toy Design & Development** (Engineering, Architecture, Industrial Design, Child Development, Interior Design, Accessory Design)
11. **Transportation & Automobile Design** [B.Tech, B.E.-Automobile, Mechanical, Machatronics], B.Arch, Product Design from reputed Institutes / Design School in India or Abroad.

TEXTILE & APPAREL DESIGN

12. **Textile Design** (Fine Arts, Applied Arts, Textile/ Handloom Technology, Textile / Knitwear/ Fashion Design, Home Science - with Textile & Clothing)
13. **Apparel Design & Merchandising** (Fine Arts, Applied Arts, Textile/ Knitwear/ Fashion Design or graduates in any other disciplines with high proficiency in drawing/ garment construction/ presentation)
14. **Lifestyle Accessory Design** (Fine Arts, Applied Arts, Design, Architecture, Interior Design, Accessory Design)

15. STRATEGIC DESIGN MANAGEMENT

Any recognised three Bachelors Degree in Fine Arts, Humanities, Science or a 4 years degree in Engineering, Technology etc. with work experience of two years in a design/design related organisation.

Total number of seats in **PGDPD: 175**

* These programmes are of 2 years' duration and proposed to be offered only at NID Bangalore Centre (subject to approval of the scheme by Govt. of India) Upper age limit for candidates is 27 years (relaxable by 3 years for SC/ST candidates) as on 1 June 2007. Those candidates with 1-2 years' work experience after graduation will be preferred. Age relaxation commensurate with relevant work experience may be considered in exceptional cases.

Graphic Design

This programme is open to those with a Bachelor's degree in Fine Arts (Painting) Applied Arts, Commercial Art and Architecture. The aim of this programme is to train students and equip them to meet the emerging challenges of the rapid globalisation of communication. The students are expected to have a high proficiency in sketching and drawing with an ability to express themselves and their thoughts effectively through these. Competence in design-related software would be an added advantage. The curriculum would enable students to get a thorough exposure and grounding in several core areas that are necessary for the publishing world - both print and digital, marketing communication, broadcasting and television, social and developmental communication as well as the needs of the education sector. Possible project areas include Design for Publications, Marketing Communications, Social and Developmental Communications

Animation Film Design

This programme is open to those with a Bachelor's degree in Fine Arts, Applied Arts, Design, Architecture, Film & TV, Communication Media and Mass Media. The aim of this programme is to train students in animation filmmaking and provide a sound basis for a career in this field. They will be exposed to techniques which can be of direct relevance to needs in education, industry, television and other sectors where communication through this medium would be an advantage. This will also include learning the process of film-making, the use of different tools, equipments, techniques and other design inputs. Possible project areas include Classical Animation, Computer Animation, Model Animation and Animation for the Web.

Film & Video Communication

This programme is open to Graduates in Humanities , Arts or in any other discipline with a proven proficiency for visual and communication arts with an insight into marketing and social communication needs. The aim of the 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 & marketing communication needs. Students are first introduced to basics of communication design and aspects of social theory and the language, grammar and technology of film and video. Projects of increasing complexity in senior years (both fiction and non-fiction, culminating in the Diploma film, executed professionally in the media industry) enable students to prepare a diverse range of communication needs in all aspects of film and video production, from research and scripting to finished films. Possible project areas include Marketing Communication (Advertising & Corporate Films), Social Communication (Developmental & Educational Short Films), Design for Tourism/Heritage.

New Media

This programme is open to graduates in Fine Arts, Applied Arts, Design, Engineering, Architecture, Communication Media and Computer Applications. New media is one of the most challenging contemporary developments in the field of multimedia and convergent intelligent technologies. The new media are globally emerging as vital tools for entertainment, information, interaction and social transformation especially in ICE age (Information, Communication, Entertainment). The programme aims at developing dynamic Interactive Media Producers who understand and are conversant with the process of creating and distributing media content electronically, be it a CD-ROM, website, kiosk, etc. They will have the knowledge of all aspects of production and business including legal issues such as intellectual property rights. They will be capable of leading teams in a multimedia industry and institutions. Possible project areas include Web Design, Game Design, Interactive Multi Media

User and Software Interface Design

This programme is open to those with a bachelors degree in computer science, information technology, applied psychology, management, engineering (electronics/ computer/ communication/ industrial). As a discipline user and software interface design draws concepts and inspiration from diverse fields such as industrial design, cognitive psychology, computer science, human factors and ergonomic research, audiovisual design and graphic design. The central goal of this course is to make candidates learn how to design quality "user and software interfaces" that will enable people to prepare using any interactive application like a Web site, a cell phone, or a personal digital assistant or even modern appliances effectively, efficiently, and comfortably. A special emphasis on issues like interface design for multilingual and multi-cultural environments for increasing digital penetration will be a core focus area of the programme.

Information and Digital Design

This programme is open to graduates in architecture, management, computer applications, information technology, engineering (electronics/ computer/ communication/ industrial). The basic purpose of the discipline is to transform and structure complex difficult information design solutions into simple, unambiguous, intelligent and cognitively easily communicable information. Information design is the process of an intelligent informational restructuring according to the cognitive, contextual and socio-cultural dimension of the user. Information & digital design provides answers to the creation of intelligent products, services, systems and environment for the modern societies around the world.

product design

This programme is for graduate engineers and architects who have an aptitude for and interest in the design and development of products and product systems. Product Design is concerned primarily with the relationship between products and systems and those who use them. This programme provides opportunities for acquiring knowledge and skills relevant to Product Design through projects conducted within a professional environment, and through courses on relevant aspects of technology, aesthetics and ergonomics. The objective is to create professional consultant designers qualified for senior positions in industry and institutions. Consumer Products (electronic & entertainment products, white goods), Transportation, Machine Tools, Appliances and Medical Equipments. Possible project areas include

Furniture & Interior Design

This programme is open to graduates in Architecture, Engineering and Interior Design. The Furniture & Interior Design programme aims to train students to tackle problems of design in this area and to explore the relationship of furniture to interior spaces. The programme would be more beneficial to those who have an aptitude for furniture and interior design. Sufficient skills in technical drawing and an interest in working with various materials are essential. Interest in interior spaces and structures and experience in the field of furniture design would be added advantages. Possible project areas include Home Furniture System, Office Furniture System, Retail Furniture System.

Ceramic & Glass Design

This programme in the area of designing ceramic products for industry and the craft sectors is open to gradu-

ates in Fine Arts (Sculpture), Architecture, Engineering, Interior Design and Ceramic / Glass Design / Technology. The Ceramic & Glass Design programme aims to train students to work as designers in the ceramic, enamel, glass and lifestyle product industries. The ceramic industry in India ranges from the large, medium and small-scale sectors to studio pottery. The ceramic & glass designer must be able to work with materials and tools of each of these industries with equal ease. Possible project areas include Lifestyle Products, Studio Pottery, Sanitaryware

Toy Design & Development

This programme is open to graduates in Architecture, Engineering, Child Development, Industrial Design, Interior Design and Accessory Design. The candidates are expected to have an inquisitive mind, love for working with hands and materials, a good sense of humor and the ability to work in a team. The Toy Design Development Department at NID has a close working relationship with industry and conducts collaborative projects with various national and international bodies including Toy (industry) Association of India, design educational institutions in Germany, International Toy Research Association, and Nordic Center for Research on Toys and Educational media, Sweden. The education is based on an amalgamation of theory and project work in various areas including educational play material, multimedia digital games, developmental toys, outdoor play equipment, soft toys, and interactive toy development.

Textile Design

This programme in textile weaving and printing is open to graduates in Fine Arts, Applied Arts, Textile/Handloom Technology, Textile/Knitwear/Fashion Design, and Home Science (with Textile & Clothing). NIFT graduates in relevant disciplines may also apply. High proficiency in drawing is a prerequisite. Candidates are expected to have an aptitude for design and a capacity to innovate and experiment. The curriculum in Textile Design is a combination of theory and skill courses, design projects and field training programmes. Possible project areas include Constructed Textiles (woven, knitted, nonwoven textiles), Surface Design (print, mixed media, embroidery, finishing techniques surface ornamentation), Textiles for Apparels, Technical Fabrics.

Apparel Design & Merchandising

The programme in the area of Apparel Design & Merchandising is open to graduates of any discipline with proven proficiency and aptitude in illustration, garment construction and presentation. The objective of the programme is to create professional designer/merchandiser qualified for challenging positions in the growing apparel industry. The programme emphasizes 'learning by doing' through exposure to real life professional situations ranging from the fashion industry to designing of uniforms, costumes for TV/media etc. It also familiarizes the students with fashion terminology and related characteristics of merchandise at different levels of garments and accessories.

lifestyle accessory Design

This programme is open to graduates in fine arts, applied arts, design, architecture and interior design, fashion and accessory design. There is a growing demand for products and accessories to suit the needs of contemporary living and lifestyle. The programme focuses on three broad product categories- Products for the Self (Personal accessory products such as bags, belts, jewellery, scarves, stoles, soft luggage / travel wear, etc), Products for Living Spaces (Tableware, made-ups, screens, floor covering, lamps / lighting, etc), Products for Work Spaces (Desk top accessories, stationery, etc).

Transportation & Automobile Design

Transportation is an indispensable need of humanity and the basic power of any economy and is essential to survival today. Transportation as understood at NID includes not only cars and other vehicles or off road vehicles but also vehicles on tracks, water vessels, aircraft, space vessels and other equipments. In India, where there is still a value base of resource conservation and adopting one product for multipurpose use, transportation of both people and goods has many coexisting modes. Transportation has explored all possibilities of movement viz. land, air and water. Transportation in India so far has been generally technologically driven with minimum or little attention paid to the users' needs in terms of comfort, safety, information and even the considerations of cultural sensitivities and usage of materials, contemporary production technologies, the transport systems need strong design inputs in all the domains of public, personal and material transportation.

In the context of an emerging market economy in India it is essential to strengthen basic infrastructure facilities.

Transportation is one of the most important links towards this end. In our country transportation has to meet a gamut of needs for personal, public and goods domains.

In the post liberalization era, there have been dramatic changes in the field of transportation. Competition has taken new dimensions due to globalisation of the market place. Moreover, easy flow of information has created an empowered and aware consumer. The consumer is now looking for the softer values in products that sets his product apart from other products in satisfying both the physical and the emotional needs. The product now needs to reflect the owner's personal values and characteristics.

Designers have a very important contribution to make in the way in which the objects we make in our environment

work and in turn influence our perceptions towards them.

The National Institute of Design offers a 2 and half-year postgraduate course in Transportation Design. This course seeks to establish a credible relationship of products and services with the user, technology and environment. This course aims to train young professionals with a thorough grounding in the systems approach to holistic problem solving processes and a sensitivity of concerns towards the environment and needs and requirements of different user groups.

The objectives of this Programme are:

- To develop an understanding of the field of Transportation Design with respect to the discipline of Industrial Design
- To develop skills in analysis, concept generation, formulation of design strategies, holistic problem solving, product detailing, communication and teamwork
- To understand the socio economic, cultural and ecological and environment contexts of transportation design and ethical responsibilities of the professional designer
- To understand research concepts, strategies and methods and the skills to apply them in the domain of Transportation products, systems and services
- To develop a capability to practice as a professional designer in the transportation and automotive sector of industry

Strategic Design Management

Design is rapidly becoming the key to differentiation, premium realization and brand positioning. The need for strategically managing design, projects, processes, new design related areas and leading innovation have become significant in the job description of not only managers but also designers who want to move up the value chain, either in corporates or through their own design firms.

Since NID has a spectrum of design faculties and disciplines, a multidisciplinary approach is inherent in the scheme of things here than in any other business school. The Strategic Design Management programme can thus draw upon from several design disciplines available at NID under faculties of Industrial Design, Communication Design, Textile and Apparel Design, and I.T. Integrated Design. This 2 year programme would enable the students to develop design based leadership and entrepreneurial skills and empower them to become wealth creators in this field.

SDM will empower the students to employ design advantage to its full potential for business success and upgrading the quality of life. The programme will help students to generate strategies that enable the use of design for creating value and differentiation. SDM is basically an evolving business function that acts as an integrator of all the various business functions and also facilitates a bridge between the producers and the consumers in order to create a strategic and systemically coherent image and economic value for the business.

As a design manager, a person is involved with strategies, action plans and processes. Critical functions such as New Product Development, Packaging, Retail Impact, Competitive Analysis, Design Measurement, Sustainability and Customer Delight issues are in the ambit of the Design Manager. It also involves Design Research, Scenario Building and Trend Forecasting, creating a right Design Mix, Branding and Design Communication strategies. The programme will also inculcate the spirit of anticipating and aligning design-led future corporate strategies to current and emerging socially responsible business landscape.

The programme enables students to participate in lectures, seminars, incubation clinics and workshops to develop their design management competencies as leaders and entrepreneurial design managers in the respective organisations. Participative and realistic Simulation studies will form the backbone of the programme and students will be encouraged to produce their own real life case studies. The programme has been developed with the involvement of leading academicians from several countries in the field of design and design management. NID has a close working relationship with industry and collaboration with internationally renowned institutes like BIAD, UK and IIT, USA, which offer design management studies.

Students who complete the programme successfully shall be well equipped to enter any industry or consultancy as Strategic Designers, Design Entrepreneurs, Design Managers, contributing either as team members or as a team leader.

YEARLY EXPENSES (TENTATIVE)

	GDPD	PGDPD
Tuition fee	Rs. 40,000	Rs.45,000
Studio &KMC Charges	Rs. 5,000	Rs. 5,000
Insurance	Rs. 200	Rs. 200
Transportation/Field visitCharges	Rs. 1,500	nil
Student DevelopmentFund	Rs. 200	Rs. 200
Film Club	Rs. 200	Rs. 200
Library Deposit(refundable)	Rs. 3,000	Rs. 3,000
IT UpgradationDeposit (refundable)	Rs. 10,000	Rs.10,000

Hostel: Roomrent &Electricity Charges	Rs. 7,500	Rs. 7,500
Monthly MessCharges :Veg. (breakfast,lunch & dinner)	Rs. 1,700	Rs. 1,700

Note

The Institute reserves its right to revise the fees and other charges without any notice.Total expenditure for studies at NID, including Hostel and Mess charges, will be around Rs. 1,10,000 per year at the present level of costs. This is likely to go up by 10% to 15 % every year.

ADMISSION PROCEDURE

Admission announcements are issued in the leading national dailies around the last week of September every year. Application forms and the prospectus for the ensuing academic year will be made available on request from the first week of October on payment of Rs. 850 (only Rs. 450 for SC/ST candidates) by Demand Draft (on any scheduled bank at Ahmedabad) drawn in favour of the National Institute of Design. Forms will also be available at selected branches of Bank of India across the country. For the academic year 2007-2008 the last date for receiving the completed application forms is 30th November 2007. All candidates fulfilling the requirements of minimum qualification and within the prescribed age limit will be called for the Admission Tests to be conducted at nine centres viz. Ahmedabad, Bangalore, Guwahati, Hyderabad, Kanpur, Kochi, Kolkata, Mumbai and New Delhi (NID reserves its right to cancel any of these centres). Dates of these tests will be 1st week of January 2007 for Post-graduate Diploma Programme and Graduate Diploma Programme respectively. Call letters will be posted by 20 December 2006. Those who do not receive the call letters by the end of December 2006 may get in touch with Academic Office.

Admission is on the basis of NID's method of selection which extends beyond the students previous academic qualifications. The NID Admission Committee systematically seeks evidence of the perception, attitudes, aptitudes, and motivation essential for a fruitful and satisfying design career. The objectives of the tests and the interviews is to ascertain these. The tests at centres will consist of design aptitude tests. Based on scores obtained from these tests, shortlisting of candidates to be called for second phase will be done. The second phase of the admission procedure will be studio tests followed by interviews. Studio tests/interviews for the Graduate Diploma Programme is scheduled during last week of April 2007 and for the Post-graduate Diploma Programme during 1st and 2nd week of May 2007. Call letters for this phase will be posted during March 2007. This information will also be available on NID's website. All those called for the second phase are required to attend the studio tests and interview, which completes the process of selection. The procedures, grades and weightage for each year will be decided by the Admission Committee for the year. The norms for the selection are the sole prerogative of the Admission Committee and the decision of the Admission Committee and the Management in any of the matters concerning the admission process and selection will be final.

Number of Seats

Intake into the Graduate Diploma Programme is 75 and for the Post-Graduate Diploma Programme is 175.

Number of seats available for PGDPD in different disciplines are as under:

Product Design	15
Furniture & Interior Design	10
Ceramic & Glass Design	10
Toy Design & Development	10
Apparel Design & Merchandising	15
Lifestyle Accessory Design	10
Textile Design	15
Animation Film Design	10
Film & Video Communication	10
Graphic Design	10
New Media	10
Software & User Interface Design	10
Information & Digital Design	10
Automobile & Trasporation Design	10
Strategic Design Management	20

For both GDPD and PGDPD, the Institute will draw separate waiting lists with approximately 10% of the total number of seats available.

SCHEDULE OF CLASSES

GROUPS

- 1. REGULAR : 2 HOURS SIX DAYS A WEEK
- 2. ALTERNATE : 2 HOURS THRICE A WEEK.
- 3. WEEKEND : SATURDAY/SUNDAY 3 HOURS AT DELHI
- 4. POSTAL : WITH 10 LECTURES OF 3 HOURS AT DELHI
- 5. POSTAL : WITH POSTAL GUIDANCE
- 6. POSTAL : WITHOUT POSTAL GUIDANCE

- SMALL GROUP CLASSES
- INDIVIDUAL ATTENTION
- HIGHLY QUALIFIED AND EXPERIENCED TEACHERS
- 5 TO 10 STUDENTS IN A GROUP

* The Institute is taking only 50 students every year. our previous records are as follows:

Year	Total no. of students joined NIFT after taking the coaching at TIMES	Total no. of students joined NID after taking the coaching at TIMES	Total no. of students joined Pearl, Apeejay, CEED Soft & other Institutes
1990	2 out of 15	3 out of 5	NA
1991	2 out of 15	2 out of 5	NA
1992	3 out of 19	3 out of 5	NA
1993	6 out of 25	3 out of 6	5
1994	12 out of 25	3 out of 5	8
1995	12 out of 30	3 out of 5	8
1996	26 out of 50	3 out of 5	10
1997	29 out of 50	6 out of 8	10
1998	34 out of 50	6 out of 7	12
1999	35 out of 50	6 out of 8	11
2000	32 out of 50	5 out of 7	10
2001	22 out of 30	3 out of 6	5
2002	26 out of 35	3 out of 5	10
2003	26 out of 36	5 out of 9	48
2004	25 out of 35	11 out of 15	22 [5 in CEED]
2005	26 out of 35	16 out of 22	29 [10 in CEED]
2006	-----	22 out of 35	-----

Total No. of Student joined after taking coaching for BFA & B.Arch from TIMES

Year	College or Art	Jamia Milia University	Other University	B.Arch[SPA, TVB, Ansals & Other Colleges]
1990	1	2	8	NA
1991	2	3	6	NA
1992	2	3	10	NA
1993	2	3	12	NA
1994	2	4	15	NA
1995	3	6	20	1
1996	2	6	18	1
1997	2	5	25	1
1998	1	6	22	2
1999	1	6	23	2
2000	2	4	18	3
2001	1	3	25	3
2002	1	2	20	4
2003	1	2	19	7
2004	1	2	10	5
2005	1	1	14	7

POSTAL STUDENTS

POSTAL STUDENTS CAN GET THE COMPLETE STUDY MATERIAL IN ONE LOT WHEN THEY SUBMIT THE FEE IN ADVANCE BY **DEMAND DRAFT** IN FAVOUR OF "TIMES" PAYABLE AT **NEW DELHI**.

THE INSTITUTE WILL PROVIDE ALL THE STUDY MATERIAL i.e. GAT, CAT MAT AS PER THE REQUIREMENT OF THE COURSE.

DIPLOMA COURSES AT TIMES

- 1. TWO YEARS DIPLOMA IN FASHION DESIGNING ALONG WITH CAD
- 2. ONE/TWO YEARS DIPLOMA IN FASHION MERCHANDISING
- 3. ONE/TWO YEARS DIPLOMA IN GARMENT MANUFACTURING TECHNOLOGY
- 4. ONE/TWO YEARS DIPLOMA IN INTERIOR DESIGNING
- 5. ONE YEAR DIPLOMA IN FURNITURE DESIGNING
- 6. ONE YEAR DIPLOMA IN LANDSCAPE DESIGNING
- 7. SIX MONTHS DIPLOMA IN WINDOW DISPLAY
- 8. ONE YEAR DIPLOMA/P.G. DIPLOMA IN INTERNATIONAL TRADE MGMT.

9. TWO YEAR DIPLOMA IN TEXTILE DESIGNING WITH CAD
10. ONE YEAR DIPLOMA IN TEXTILE DESIGNING
11. TWO YEAR DIPLOMA IN COMMERCIALART
12. ONE YEAR DIPLOMA IN COMMERCIALART
13. ONE YEAR DIPLOMA IN GRAPHICS DESIGN
14. ONE YEAR DIPLOMA/P.G. DIPLOMA IN MARKETING MANAGEMENT
15. ONE YEAR DIPLOMA/P.G.DIPLOMA IN BUSINESS MANAGEMENT
16. ONE YEAR DIPLOMA/P.G. DIPLOMA IN PUBLIC RELATIONS & ADVERTISING

CRASH COURSES

1. FASHION DRAWING & DESIGN
2. BASIC PATTERN MAKING & GRADING
3. EXPORT MANAGEMENT
4. FASHION MERCHANDISING & MARKETING

* **These Courses are also available through postal.**

For more details students can have the details by sending **Rs.100/- through Demand Draft** in favour of '**TIMES**' payable at **New Delhi.**

FEE STRUCTURE

Schedule of fees to be charged from NIFT/NID aspirants seeking enrolment in (TIMES) for the forthcoming entrance test to be held in January 2007, 2008. Also NIFT, Mohali Entrance 2006, 2007 .Also BFA Entrance 2006, 2007 and Pearl Academy of Fashion, Shrishti, SOFT- Pune Apeejay Institute of Design Entrance 2006, 2007. Also Sophia Polytechnic, Mumbai, JJ College of Art, Mumbai entrance 2006, 2007. CEED-IIT-2007, 2008, B. Arch 2006, 2007.

Fee for Class Room Coaching [at Delhi]

1. Counselling (By appointment only)	Free
2. NIFT-2007 - Starting April 2006 [4 days a week class] till Written Exam	Rs.26,000/-
3. NID -2007 - Starting April 2006 [4 days a week class] till written exam	Rs.26,000/-
4. NIFT-NID-2007 Combined Program-Starting April 2006 [6 days a week class] till written exam	Rs.30,000/-
5. NIFT-2007 - Starting May 2006 [4 days a week class] till written exam	Rs.26,000/-
6. NID-2007 - 6 months program- Starting May 2006 [4 days a week class] till written exam	Rs.26,000/-
7. NIFT-NID-2007 Combined Program-Starting May 2006 [6 days a week class] till written exam	Rs.30,000/-
8. NIFT-2007 - Starting June 2006 [4 days a week class]-Till Written Exam	Rs.25,000/-
9. NID-2007 - Starting June 2006 [4 days a week class]- Till Written Exam	Rs.25,000/-
10. NIFT-NID-2007- Starting June 2006 [6 days a week class] - till Written exam	Rs.29,000/-
11. NIFT-NID-2007 Combined Program-Starting July 2006 [6 days a week class] till Written Exam	Rs.26,000/-
12. NIFT-NID-2007 Combined program-Starting August 2006 [6 days a week class] till written exam]	Rs.26,000/-
13. NIFT-NID-2007 - Combined program-Starting September 2006 6 days a week class till written exam]	Rs.20,000/-
14. NIFT-NID-2007 Combined Program-Starting October 2006 [6 days a week class till written exam]	Rs.18,000/-
15. BFA Entrance 150 hours programme	Rs.11,000/-
16. Pearl Academy of Fashion/Apeejay Institute of Design 150 hours programme	Rs.11000/-
17. Combine Package- NIFT-NID -BFA [6 months programme-6days a week]	Rs.30,000/-
18. Combine Package -NIFT-NID-BFA-Pearl-Apeejay,NIIFT, Shrishti, SOFT-pune [6 months pogram]	Rs.32,000/-
19. B. Arch Entrance Coaching - 150 hours Programme	Rs.20,000/-
20. B. Arch Entrance Coaching - 70 hours Programme	Rs.10,000/-
21. CEED - Design Test for PG courses -Class Room Coaching [6 months program]	Rs.23,000/-
22. CEED - Design Test for PG courses -Class Room Coaching [4 months program]	Rs.18,000/-
23. CEED - Design Test for PG courses - Class Room Crash Program [2 Months]	Rs.12,000/-
24. CEED-NID - Combined Program - Class Room Coaching [6 Months]	Rs.26,000/-
25. CEED - NID - Combined Program - Class Room Coaching [4 months]	Rs.21,000/-
26. FDDI-Noida Entrance Classes - [for details contact office personally	
27. Pearl, Shrishti, NIIFT-Mohali, SOFT-Pune [For details contact office personally or write]	

Fee for Postal Coaching [Students Residing in India]

28. NIFT-NID-2007- without Guidance [Only Material]	Rs.6,000/-
29. NIFT-2007 - without Guidance [Only Material]	Rs.4,500/-
30. NID-2007 - without Guidance [Only Material]	Rs.4,000/-
31. NIFT-NID-2007 -Material with Postal Guidance or 20 classes at Delhi	Rs.12,000/-
32. NIFT-2007 - Material with Postal Guidance or 20 classes at Delhi.	Rs.9,000/-
33. NID-2007 - Material with Postal Guidance or 20 classes at Delhi .	Rs.9,000/-
34. BFA-2007 - without guidance [only material]	Rs.3,600/-
35. Pearl Academy of Fashion - without guidance [only material]	Rs.3,800/-
36. Apeejay Institute of Design -without guidance [only material]	Rs.3,800/-
37. Combine Package for all the courses -without guidance [only material]	Rs.9,000/-
38. B. Arch. - without guidance [Only material]	Rs.4,800/-
39. CEED - Entrance Coaching - for PG Design Courses	Rs.3,800/-
40. CEED - NID -Combined Package [PG program] without guidance	Rs.5,000/-

Fee for Postal Coaching [Students Residing Outside India]

42. NIFT-NID-2007- without Guidance [Only Material]	Rs.9,000/-
43. NIFT-2007 - without Guidance [Only Material]	Rs.8,000/-
44. NID-2007 - without Guidance [Only Material]	Rs.7,500/-
45. NIFT-NID-2007 -Material with Postal Guidance or 20 classes at Delhi	Rs.15,000/-
46. NIFT-2007 - Material with Postal Guidance or 20 classes at Delhi.	Rs.13,000/-
47. NID-2007 - Material with Postal Guidance or 20 classes at Delhi	Rs.13,000/-
48. BFA-2006 - without guidance [only material]	Rs.6,000/-
49. Pearl Academy of Fashion - without guidance [only material]	Rs.6,000/-
50. Apeejay Institute of Design -without guidance [only material]	Rs.6,000/-
51. Combine Package for all the courses -without guidance [only material]	Rs.12,000/-
52. B. Arch. - without guidance [Only material]	Rs.6,000/-
53. CEED - Entrance Coaching - for PG Design Courses	Rs.7,000/-

Note:-

- The supply of materials by post will be made only after the aspirants enrol themselves after payment of the prescribed fees.
- TIMES also provides personal/postal coaching for N.I.D. Ahemdabad, NIIFT, Mohali, J. J. College of Art Bombay, Sophia Polytechnic Bombay, College of Art Delhi, Film and Television Institute Pune, CEED -IIT- Povai, Mumbai, Kanpur, Delhi etc. Entrance test. For details please download the Coaching courses prospectus.
- Enrolment for TARGET N.I.D./N.I.F.T./ B.Arch / Pearl/Shrishti /SOFT-Pune/ Apeejay/ CEED 2007 2008 is also on.
- Fee once paid will not be refunded under any circumstances. The Management decision will be final decision.