

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

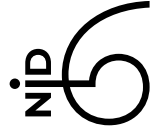
ADMISSIONS

2024 - 25





Admissions **2024-25**

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NID ANDHRA PRADESH

As envisioned by the Government of India in 2007, the National Institute of Design, Andhra Pradesh (NID-AP), is one of the four institutions to brace the heirloom of design education in India. As a valiant institution, we pronounce our education, methods, and tools to meet standards that are synchronously both grassroots as well as global.

The National Institute of Design of the East Coast!

The National Institute of Design, Andhra Pradesh (NID AP) 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.

NID AP's brand new 50-acre rural campus is getting ready at the green and fertile rural region of Amaravati, meanwhile full-fledged academic program is on from its transit campus at Acharya Nagarjuna University. The core philosophy of NID remains the same - Hands on Minds on, Problem Solving and Opportunity Creation, Quality over Quantity, Process Driven and geared towards Nation Building with Good and Affordable Indian Design.

The Graduate Programme in Design commences with 2 semesters of rigorous Design Foundation Programme, followed by 6 semesters of studies either in Communication Design, Industrial Design or Textile & Apparel Design based on student's choice and performance in foundation studies. Framework for Master Programmes and Ph.D.'s in Applied Research is being formulated.





Mission and Vision

*“Don't limit your child to your learning for he/she was born in another time”
Rabindranath Tagore*

Creating a place for learning, innovation, designing and empathizing with society and prepare students to bring in a change for a better tomorrow. Provide 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. Innovate and implement more human centric design solutions to the complex problems facing our environment and society with empathy.



Programmes

NID AP currently offers full-time four year Bachelor of Design (B.Des.) programme in Communication Design (CD) Industrial Design (ID) and Textile & Apparel Design (TAD).

Seats	
Communication Design ----- 25	Note Successful candidates admitted to the B.Des 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.
Industrial Design ----- 25	
Textile & Apparel Design ----- 25	
<i>*Maximum seats in any programme can be 25, keeping the total seats as 75.</i>	
<i>The B.Des. programme at NID AP has 75 seats including all categories.</i>	

Category -wise reservation of seats						
Institute	GEN	GEN-EWS (10%)	OBC-NCL (27%)	SC (15%)	ST (7.5%)	Total
NID AP	30	8	20	11	6	75

Eligibility Criteria

Admission to academic programme 2024-25 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).

NID AP FEE for the AY 2024-25 (Tentative)	
Tuition Fees -----	2,000,90.00
Student Security Deposit First Year (Refundable) -----	10,000.00
Insurance (Personal Accident) -----	200.00
Student Activity Fund & Film Club -----	500.00
Total -----	2,10,790.00

Disclaimer: The above fee structure is subject to revision on semester/ yearly basis as per the resolution of the Governing Council.

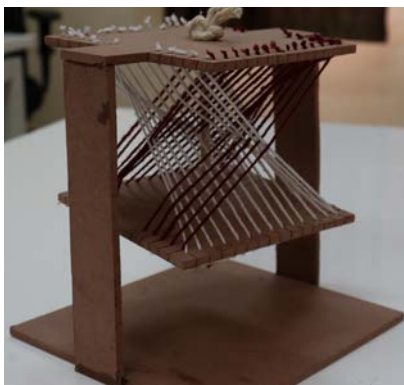
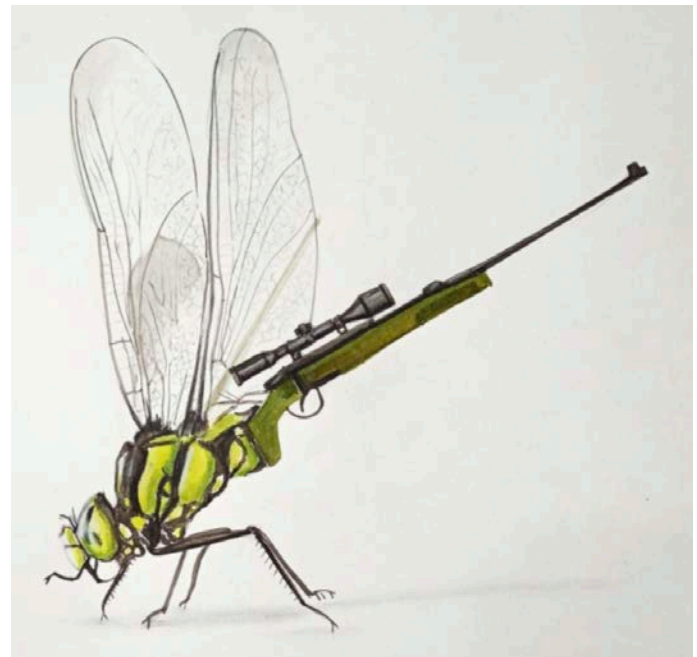
** Hostel & Mess charges are to be borne in addition to the Tuition Fee as per actuals.*

Foundation Programme

The Bachelor of Design (B.Des) commences with a two-semester rigorous Foundation Program followed by 6 semesters of specialized studies in any of the disciplines offered.

The one-year Foundation Program encourages students to unlearn and relearn. It introduces them to design fundamentals- thought processes, principles, and methodologies. Laterally, it also inlays the relationship of design with the human senses, emotions, culture, environment, ecology, and society.

Basic design studio courses are augmented by introductory studies in Humanities. This allows the students to develop a world view, understanding of the Indian milieu and the socio-cultural context for Design to operate. The varied inputs over two semesters provide the necessary direction, stimuli, facilities, and experience to foster creativity and thereby help each individual discover their own identity and potential. The Foundation Program is the basis on which the remaining design curriculum is built.





Industrial Design

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 B.Des. in industrial design commences with a rigorous foundation programme 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 work.



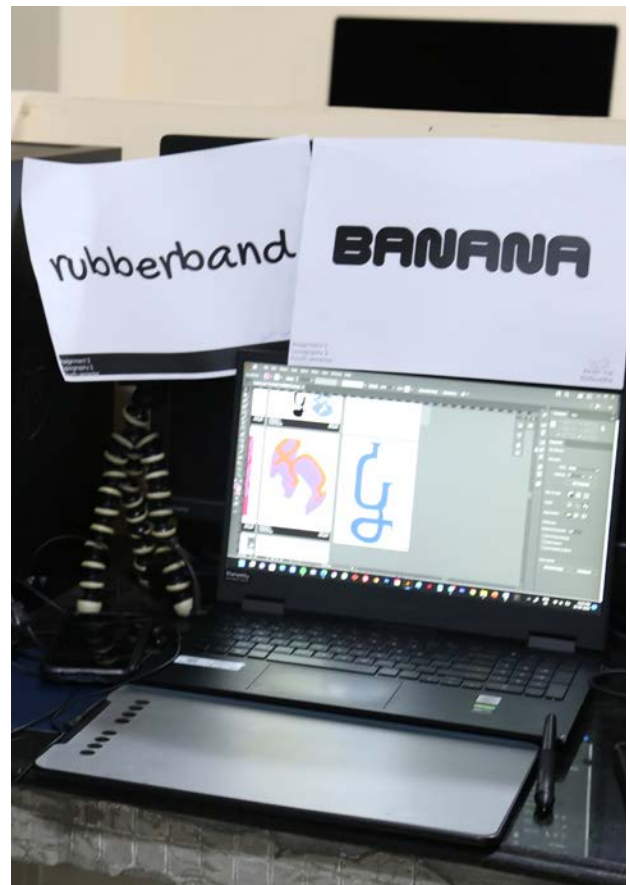
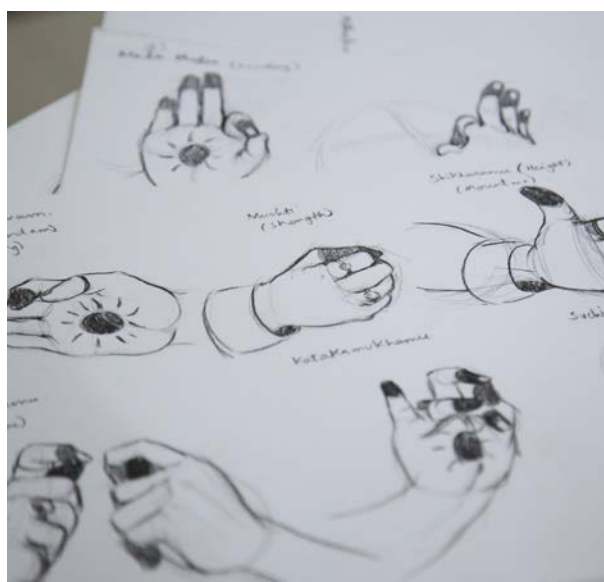
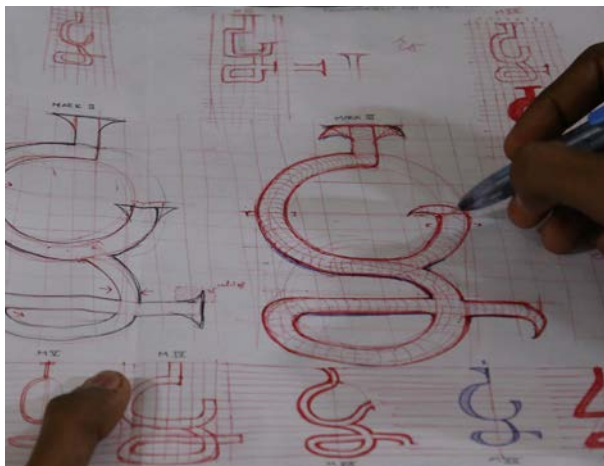




Communication Design

*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 B.Des. students can enter 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.



Textile and Apparel Design

Graduates find positions as textile and apparel designers, freelance entrepreneurs, interior and spatial designers and in sectors like research and development.

The Textile & Apparel Design programme at NID AP combines and blends theory and practice of both these disciplines. It's 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. This programme aims to develop new design applications using various traditional and innovative perspectives and achieves this by developing student's intellectual, aesthetic, analytical and technical abilities.

It also aims to develop new design applications other than the existing domains like bringing in more socially driven projects, collaborating with local craft sector and exploring with different domains like medical, smart textiles, functional and adaptive clothing.





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 particular design.



Wood & Metal Workshop



Ceramic Workshop



Sewing Workshop



Wood & Metal Workshop

Collaborative Culture

NID AP is recognized and listed in anabin which is one of the three central information systems that offers insights on the subject of "Recognition of foreign professional qualifications". The database provides information on the assessment of foreign educational certificates and supports authorities, employers and private individuals in classifying foreign qualifications in the German education system.

To foster intellectual partnerships, educational initiatives, and collaborative culture, NID AP signed MoU's with various other prestigious organizations. MoU with AIIMS (All India Institute of Medical Sciences), Mangalagiri is intended to connect design with medical sciences, development of academic and scientific research and outreach activities. MoU with Samsung R&D Institute India-Bangalore, under their academic collaboration banner called 'PRISM' is involving students and faculty as part of intellectual knowledge exchanges and sharing through classroom projects in the fields of IOT, Smartwatches, Design Research etc. MoU with SPA (School of Planning and Architecture) Vijayawada, is involving students and faculty as part of intellectual knowledge exchanges and sharing. MoU with Acharya NG Ranga Agricultural University is aiming to bring collaborations through projects and workshops and connect good design in farming. Likewise, MoU with AP State Textile and Handloom Department is aiming to connect students with AP state initiatives for various live projects through classroom activities and real life experience.

HSLU, Luzern, Switzerland, one of the modern Bauhaus school of design is in strong collaboration with NID AP through hybrid mode. Dialogue is in process to collaborate with KHM, Germany, Bournemouth UK, Vilnius Art Academy Lithuania, Zurich University of the Arts (ZHdK), Academia of Art Szczecin Poland, Cumulus and Erasmus Membership for expanding student and faculty exchanges.



Upcoming Campus at Amaravati

NID AP's upcoming 45.35 acre rural campus is adapting to a humble and less maintenance design approach aligning with NID's education to today's relevance. The design will engage local rural inspirations making the campus a sustainable model and provide a more meaningful learning environment for future designers. It would be a monumental example of great Indian traditional practices for rest of the world to follow.

A true 'Design in India' will be NID AP's rural campus culture.



Learning Culture

NID Andhra Pradesh is nurturing the students as responsible, ethical, and humble design professionals with relevance. An inclusive community culture aims to expose them towards the concerns related to the immediate and larger environment. Resources for better design emerge with understanding of culture, history, science, gender, communities through interactions, workshops, field studies and documentation. Learning culture at NID AP 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 latest methods, processes, and techniques. The studios, labs and workshops are equipped with the state of the art tools to support the practice-based pedagogy. India's unique character is its cultural plurality and economic contrasts where handwork co-exists with industrialization and digital technology. Traditions and modernity are constantly challenged by globalization, social and economic inequality.

At NID AP, collaborative learning opportunities lead the students to work closely with traditional and modern industries, societal groups, 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 @ NID AP

Design is a way of life and not a profession. We excel in academics by involving and engaging the society for better design solutions. At NID AP, we strive to merge academics and our larger existence as fellow human beings on this planet thus setting-up a culture of expanding our knowledge and inspiring others to showcase their hidden talents. The endeavour towards this is exhibited through various extracurricular activities that add a flavour to the life on the campus. During Pre-Pandemic time our evolving community was engaged in 'beyond the classroom activities' like Film Club, Theatre Club, Photography Club and Radiowada Podcast, an oral narrative Initiative. Galipattam, an annual student's festival celebrates mutual interests commences with kite flying and ends with community dinner and cultural events. ICC (Internal Complaint Committee) and Anti Ragging Cell are in place to ensure responsible social living and learning environment for students in the campus.

Doctor's Consultation Service in collaboration with AIIMS Mangalagiri is being extended to all the community members. With off-line courses and physical activities resuming in the transit campus, the community activities will be slowly restored to create a better synergy, healthy and creative environment at NID AP. With migration to the new campus at Amaravati in due course of time, the institute intends to engage the

Chitrakatha

The Femi9 Universe

This 9th edition, Chitrakatha'23 celebrated the arrival of a good earth - through workshops, interactions, screenings and collaborations. The tales of clever design shone brightly.





Way Forward

Design education of NID AP is an integration of best practices from the past and contextual relevance of the present. At the outset, we endeavour to strengthen our foundation programme with more relevance and better collaborative learning. MoU's with Samsung, AIIMS, SPA Vijayawada, ANGRAU, APSHDC are adding wings to our ship and more collaborations are on the way.

Our new campus which will be a place for the pilgrims of the emerging design community from India and the world, is in making. Action follows the word and design will manifest that! Our design education will connect and embrace society, art, science, technology, and economy to be more inclusive and cohesive than remain in solo. It is time to rediscover this great landmass with many design stories untold, unheard, and unexplored. The new campus will involve doctors, architects, scientists, magicians, farmers, gardeners, cooks, dancers, toymakers, technologists, coders, and many more to build an inclusive and sustainable design community from this part of the world.

Our team will build an evolving program of cross disciplinary B.Des. specialized Masters, applied PHD in design, and set up incubations, design research labs with industry collaborations, international programs, design outreach wings, exchange, and refreshers programs et al. Time has come to collaborate, coexist, and co-create to live the new normal effectively, happily, and meaningfully, and to negotiate with the paradigm shift that is happening.

The Evolving Team
National Institute of Design, Andhra Pradesh







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