

ADMISSIONS  
**2020 - 21**



## IMPORTANT DATES

Last date for submitting online application:  
**Saturday, 29th Feb 2020**

Design Aptitude Test (DAT) Prelims  
**Sunday, 26th April 2020**

### DAT Centres

Trivandram, Ernakulam, Kozhikode  
Bangalore, Mumbai, Hyderabad, Kolkata, New Delhi, Ahmedabad,  
Chennai

### Note

- Changes and updates to this document, if any, will be highlighted on the official KSID admissions page
- Candidates are advised to download this handbook only from the official KSID admissions website and check for any updates on the website before submitting their application.

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## THE BEGINNING

Kerala State Institute of Design, was established in 2008, under the Department of Labour and Skills, Government of Kerala. In 2014 the institute was merged with KASE (Kerala Academy for Skills Excellence), the Skill Development Mission of the Government of Kerala.

With a small beginning of connecting to the artisan community and reviving the traditional crafts of the State, KSID soon spread its wings out to reach to a larger segment of the society, catering to various needs and demands of people; where design education also became a chief focus.

KSID brought in NID to support with a comprehensive roadmap and curriculum at the initial stage to develop and strengthen the organisation and faculty team. KSID commenced its first batch of students in 2015, and has successfully been continuing to take in students every year.

## VISION

Kerala State Institute of Design aims to create design professionals for creative industries and improve the quality of life of people in Kerala and India through design intervention, and also by spreading the awareness of the importance of design in solving problems.

## MISSION

The institute also focuses on developing a unique curriculum and pedagogy based on the know-how and values of arts, crafts, science and technology to develop professionals to facilitate socio-cultural and economic development along with a sustainable future.

**“Design is intelligence made visible.”**



**T.P. Ramakrishnan**  
*Hon'ble Minister for Labour, Skills & Excise  
 Chairman, Governing Council, KSID*

*KSID is one of the first State-owned institutes in the country pertaining to the design sector. It has been functioning as the centre of excellence and skill development with a special emphasis on traditional industries in Kerala. As craft is attaining global recognition and acceptance, the sector constantly requires skilled designers workforce. During their course of study at KSID, students get hands-on experience in traditional techniques and exposure to design. It is expected that this exposure will help them connect with the industry. As we move forward in our quest to create professionals who can explore the challenges and opportunities in the design sector, I look forward to welcome the new batch of students to the Institute.*



**Shri. Chandrasekar S, IAS**  
*Managing Director, KASE*

*A designer's role has become more prominent today than ever before. Now, it is not just technical skills a designer is challenged with, but also creating new horizons and perspectives. Design is now gaining a lot of recognition as a professional domain, and young, aspiring designers ought to learn the basics of what design entails. They must understand that design is not only a spectrum of creativity; it requires studying consumer interests, developing unique solutions to existing problems, and designing products, systems and even services for the future. As Kerala State Institute of Design begins its sixth successful academic year, I wish the team all the very best in their professional journey ahead. I hope our efforts to increase design awareness in the State by moulding young, creative designers helps in making the world a better place.*



**Satyajeet Rajan, IAS**  
*Additional Chief Secretary Labour, Skills & Excise  
 Vice Chairman, Governing Council, KSID*

*KSID takes pride in being a State-owned institute which helps in developing the many craft industries we serve. The curriculum will inspire the students to draw inspiration from our rich culture, heritage, art and craft, and adapt their learnings to the industry's current trends and requirements. KSID offers a holistic view to aspiring designers and I look forward to welcoming the next batch of young talents to the Institute.*



**Dr. Manoj Kumar. K**  
*Principal, Kerala State Institute of Design*

*Kerala State Institute of Design focusses on enriching young lives to have their own existence and livelihood in the creative economy. KSID, with its unique curriculum and pedagogy blends arts, crafts, science and technology for betterment of human life and their livelihood. KSID gives immense opportunities for the students to develop and flourish in the domain of design. I look forward in welcoming the new batch to our campus.*

KSID currently offers the following Post Graduate Diploma programmes (2.5 Years)

1. IT Integrated Communication Design, IICD

2. Integrated Textile & Apparel Design, ITAD

3. Integrated Life Style Product Design, ILPD

## DURATION OF THE PROGRAMME

All the programmes extend over a period of 30 months consisting of 5 semesters and each discipline offering 10 seats.

## COURSE STRUCTURE

Five semester programme with a total duration of two and a half academic years, will include lectures, studio/workshop/laboratory work, seminar and a thesis work in the relevant area of specialization. The course offered is in accordance with the syllabus and curriculum provided by National Institute of Design, Ahmedabad.

## OBJECTIVES

- To provide quality education in the design sector
- Develop professionals to suit the requirements in the public and private sectors, NGOs, small and medium enterprises
- To provide design consultancy
- To conduct research and development across various domains of design and allied areas
- To participate in trade fairs, workshops and technological interventions
- To support and assist start-ups

- To promote design in the rural community and conduct outreach programmes in the form of cluster training, craft creation, etc, with a focus on their culture and heritage
- To participate in national and international technical exchange programmes on design

## LABS AND FACILITIES

- Plastic and metal prototyping workshop
- woodworking and bamboo workshop
- IT lab for interface and media design, computer aided industrial design
- Textile Studio with Table top looms and printing studio
- Apparel Atelier with Sewing machineries
- Well equipped campus with a built up area of more than 31,000 square feet, Qualified, Experienced and dedicated faculty
- Library facility with digital support and global publications in design
- Hostel facility for men and women with canteen within the campus



## LOCATION

The institute is situated at Chandanathope, in the outskirts of Kollam. Set in a serene and verdant surrounding, where nature is at its utmost beauty, the campus is a beautiful place filled with green canopy, and ideal to promote creative thinking.

KSID is 9 kms away from the central railway station and KSRTC bus station of Kollam. The nearest airport, Thiruvananthapuram International and Domestic airports are about 68kms from the Institute.



# IICD

## COMMUNICATION DESIGN

### Post Graduate Diploma in IT Integrated Communication Design

The Communication Design department, also called The School of Interactive Communication looks at the significance of social and technological tools of communication and tries to develop scholarly knowledge on the phenomena of interactivity. The School of Interactive Communication looks at communication as the language of five senses!

Currently the School runs the flagship academic programme called Information Technology Integrated Communication Design (IICD). The programme gives training in developing a wide range of communication tools and products starting from information design to branding, interaction design, interface design, moving images and experience design. Design fundamentals are part and parcel of the academic programme offered by the department and students are trained in areas such as colour, form, material, communication graphics, communication & media studies, and photography apart from other subjects. The curriculum is designed in such a way that

students are ready for direct employment in any communication related industry organisation. The students can look for opportunities in sectors like Advertising, Graphic Design, Branding and Identity Design, Animation and Film, UI/UX and the emerging areas of VR/AR and space and experience Design.

The foundation training in basic design fundamentals enables them to weave together modern technology, the traditional 'hands on' skills and ability to conceptualise using their basic innate creativity which is nurtured and enhanced during their two and-a half year experience at KSID. The School is collaborating with National and International Design organisations, Institutes and cultural bodies to expose students to the latest happenings in these domains. School has also taken up training of professionals and undertakes external consultancy work for various agencies wherein students get an opportunity to get their hands on live projects.



# ITAD

## TEXTILE AND APPAREL DESIGN

### Post Graduate Diploma in Integrated Textile and Apparel Design

Textile and Apparel Design programme fulfils the dream to enter the world of Textile Related Design and become a master in decor for the Textile, Apparel and Fashion Industries. This two and a half year programme gives an in-depth insight into the theory and techniques of Fabric making, understanding the significant of Textiles and Garment making for both Textile & Apparel Industry.

Course is carefully structured with levels of specialization, beginning with first six months of Generic foundation programme where participants individually will undergo and develop creative potential by studying basics of design and design process irrespective of their parent department and another six months of domain specific foundation courses that strengthens individuals by studying domain specific courses such as trend forecasting, introduction to textiles and apparel, weaving, dyeing and printing. The curriculum runs in semester system and the courses offered in each semester is integrated to a total of three projects with equal weightage in both Textile and Apparel Design Developments. All courses and projects will be presented and evaluated

by Jury, which will be later compiled into a personal portfolio.

Second year of the course is highly complex and intricately structured with both class room learning and real life projects from core domain industries of Textile and Garment Sectors.

On completion of Final Graduation/ Diploma Project with challenging stages of conceptualizing, designing, prototyping and actualizing each individual can aim to a career as Textile Designer, Textile Artist, Textile colourist, Fashion Textile Designer, Apparel Designer, Industrial Functional Clothing Designer, Utilitarian Fashion Designer, Consumer Behaviorist, Trend Forecaster, Textile Color and Material Specialists. The Job position can be in Design Studios, Textile Mills, Home Furnishing Companies, Export houses, Fashion & Textile Boutiques, Textile dyeing and printing units, Freelancing for government and private firms, Cottage Industries, Small scale industries, Textile Merchandising Firms, Fashion Retail Industry, NGOs, Weaving Units etc.





# ILPD

## PRODUCT DESIGN

### Post Graduate Diploma in Integrated Lifestyle Product Design

The Integrated Lifestyle Product Design Course is a Professional Design Program which imparts an understanding of strong design fundamentals including Design Thinking, Design Representation, Elements of Colour and Form, Materials and Process, Applied ergonomics, Prototyping, etc. at various levels through the programme.

As a wide range of inputs including System Thinking, Creative Problem Solving, etc. are essential in the product designer's education, the Integrated Lifestyle Product Design programme will be a mix of theory and practice through lectures, research, various hands-on assignments and projects. Other areas of inputs will be Computer Aided Design, Advanced prototyping, Design Management, and Ethnography for sustainable Development, etc. Field visits to diverse markets, manufacturing facilities and exposure to domain specific national events, lectures and interaction with Industry experts would be an integral part of the curriculum. The student concludes the programme with a 6 month, industry-lead live project, guided by an in-house faculty member and assessed by a jury of domain experts.

Students after successful completion of this program have the ability to solve, conceptualize and realize design of diverse products in a creative, customer-centric, systemic approach with local as well as global sensibilities

The career prospects of a Product Designer are excellent considering the rapid development of the domain that has been happening in India, especially in the corporate sector. Product Designers are an essential resource for any economy focusing in industrial production and leveraging of local infrastructure. The shift of manufacturing focus in India enables Product Designers to work with Railways, Defence, Automotive Industry, Electronic Appliances, Furniture, Crafts, Renewable Resources, Social Development, Design Services, etc. This course puts focus on industry-relevant skills during the course duration through Live Projects, Case Studies, Factory Visits and Industrial Training. This ensures that the course remains relevant and up-to-date, which will enable the students to have all the necessary skill sets to be a good professional.

## ELIGIBILITY CRITERIA

- The candidates should have minimum 55% marks in any degree or equivalent qualification from a recognized university or institution
- Upper age limit is 40 years
- Candidates who have appeared/are appearing for the final semester examination can also apply, with their last available score aggregates.
- Any professional experience in relevant fields will be an added advantage

## SELECTION OF CANDIDATES

- Advertisement for applications would be published in KSID website and print media
- All eligible candidates would be called for a design aptitude test
- Short listed candidates would be called for a studio test and interview at KSID campus
- Based on the performance of the candidates in the studio test and interview, the final rank list of the candidates and the waiting list would be published
- The total number of seats available for each programme is 10.
- While the admission is based on the selection process conducted by KSID, reservation principle as defined by the Government of Kerala and as modified from time to time

## RESERVATION OF SEATS

The seats reserved for SC/ST/OBC are as per the Kerala Government norms

## COURSE FEE

Admission Fees Rs. 2,000/-

Semester Fees per semester Rs.45,000/-

Hostel Fees per semester Rs. 3,000/-

Security Deposit (refundable) Rs. 10,000/-

\*Subject to changes as decided by governing body

## ANNUAL TUITION FEE FOR OVERSEAS STUDENTS

For the students from SAARC Countries, African Countries, Cambodia, Laos, Myanmar, and Vietnam: US\$ 5,000. For the rest of the foreign students other than those mentioned above: US\$ 12,000.

## REFUND OF FEE

Refund of fee will be applicable only to students who leave the institute on cancellation of admission on or before 15/07/20. The amount of fee collected will be refunded to the candidate only after the closing of admission for the year. No interest will be paid to the candidates.

## HOW TO APPLY

The candidate has to apply through the KSID portal ([www.ksid.ac.in](http://www.ksid.ac.in)). Candidate should fill up the online form along with one latest passport size photograph and scanned copy of all self-attested supporting documents. The application fee of Rs.1000 (Rupees Thousand Only) shall be paid through the SBI collect option on the link; <https://www.onlinesbi.com/sbicollect> The link will be open for filling and submitting the application from 26.12.2019.

## DOCUMENTS TO BE UPLOADED

Copy of completed semester marks/Completion certificate

Certificate of eligibility for reservation candidates and mark list for all semesters

Consolidated final mark list of degree course

Copy of SSLC/equivalent certificate mentioning the Date of Birth of applicant

## CANCELLATION OF ADMISSION

Admission to the course is purely provisional and if any malpractice is detected at any later stage in the mark list or certificate furnished by the candidate, the admission of the candidate will be cancelled and he/she will be removed from the rolls of the institution. The Principal/Head of the Institution is empowered to cancel any admission if found to be illegal, subsequent to the admission.



## IMPORTANT DATES

Last Date for online submission of application form along with fees	Tuesday, 31 March 2020
Aptitude test	Sunday, 26 April 2020
Date of publishing the result of aptitude test	Saturday, 2 May 2020
Studio test & interview	Friday, 22 May 2020 & Saturday, 23 May 2020
Publishing the result - Online	Wednesday, 27 May 2020
First Allotment	Friday, 29 May 2020
Last date for Remittance of fee, certificate verification and completion of admission formalities for the candidates who got first allotment	Wednesday, 10 June 2020
Announcement of vacant seat, if any	Friday, 12 June 2020
Second Allotment, if there is vacant seat	Saturday, 13 June 2020
Last date for remittance of fee, certificate verification and completion of admission formalities for the second allotment	Thursday, 25 June 2020

Note: Admit Cards, Results and Counselling Schedule will be published on KSID website.

### Contact Admissions Cell

Kerala State Institute of Design

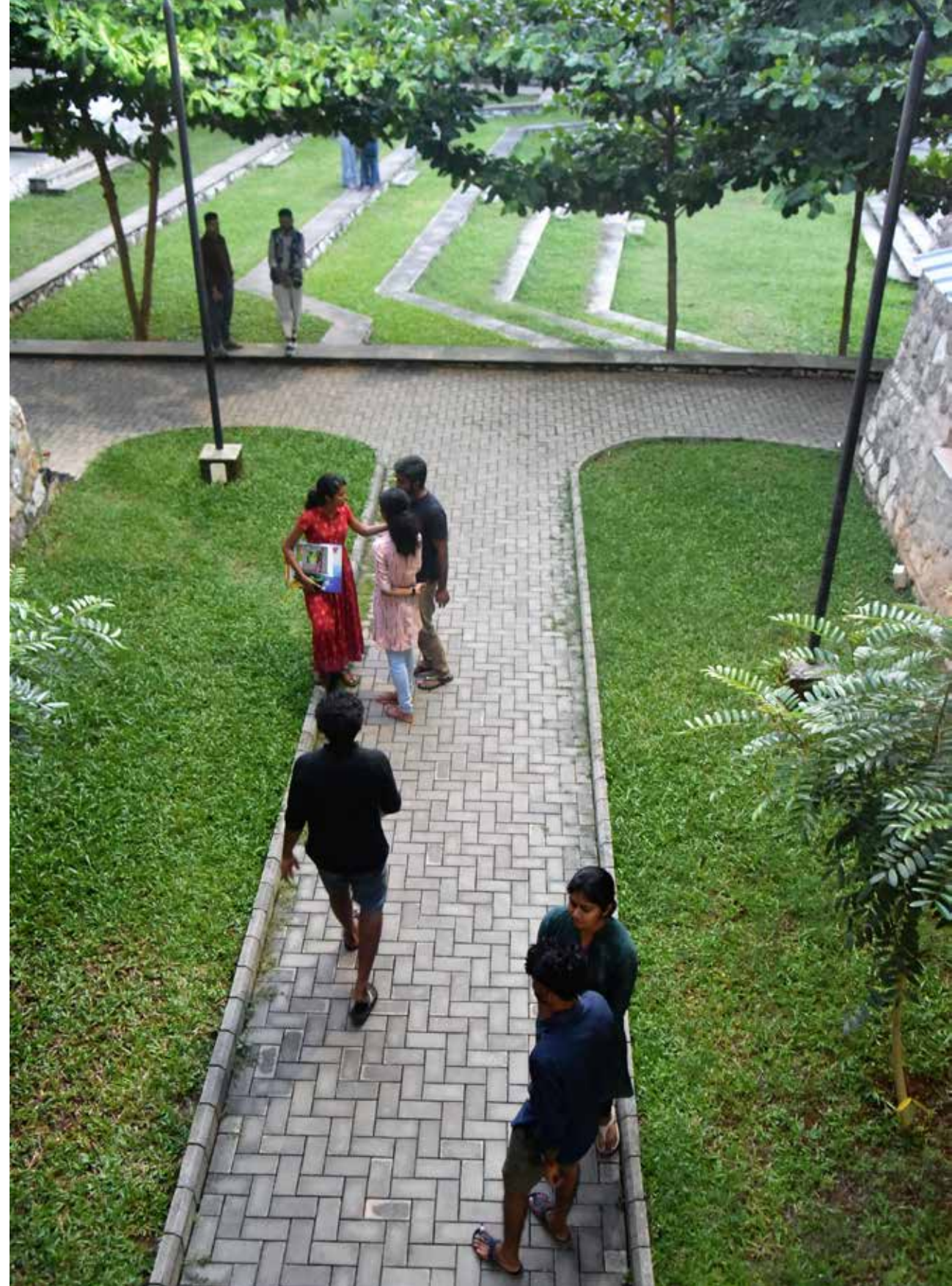
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