

postgraduate
programmes in
design

KSID PROSPECTUS 2021 - 22

 KERALA STATE
INSTITUTE OF DESIGN



IMPORTANT DATES

Date of opening online application - 05/05/2021

Last date of submitting online application - 31/05/2021

Design Aptitude Test (DAT) Prelims (online) - 25/06/2021

Changes and updates to this document, if any, will be highlighted on the official KSID admission 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.

KSID


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*reflect your imagination into work...
and make your dreams come true!*

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 by 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.

To realise this aim KSID was supported by the National Institute of Design (NID) Ahmedabad. KSID commenced its first batch of students in 2015, and has successfully been continuing to take in students every year.





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 center of excellences 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.



Smt. Mini Antony IAS

*Secretary, Labour, Skills & Excise,
Vice Chairman, Governing Council, KSID
(incharge)*

KSID takes pride in being a State-owned institute which helps in developing the many crafts industries we serve. The curriculam 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 welcome the next batch of young talents to the Institute.



Dr. Chithra S, IAS

MD KASE, Governing Council, KSID

The year 2020 marked one of great challenge for the entire world, where daily life; work and even day-to-day activity was put in question. Though the year seemed to be one of great despair and challenge, I believe it struck a great recognition amongst the creative segment of the entire world. Here, more than ever before, the role of a designer came into immense need, be it to design tangible products, to aid in medical scenarios, or even be it to re-design the entire system of life and work! It is these challenges that make us notice and realize the importance and role of a designer. KSID was also one of the institutes that successfully worked for and came up with design solutions for the crisis, our country and the entire world was facing.

As Kerala State Institute of Design moves forward marking its presence in the state and country at large, it gives me immense pleasure to congratulate the young creative minds, faculty that support and the entire institute. I wish them all the very best as they move forward, shaping crafting and creating innovative solutions to bring more meaning to the lives of the general public, and also make this world a better place to live in!



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.

VISION, MISSION AND OBJECTIVES

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 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.



OBJECTIVES

- > To provide design education and develop professionals excelling in a confluence of design, technology and management skills, who will cater to public, private sectors, NGOs as well as small and large scale enterprises functioning throughout the Nation.
- > To provide design consultancy services to various government and private institutions and to add value to their efforts.
- > To conduct research in various domains of design and allied fields.
- > To periodically document and publish results, in order to generate a knowledge repository of good design in all sectors of the society. By organizing and participating in seminars, fairs and workshops KSID aim to reach out to students for generating design awareness.
- > To promote design sensitivity in the community and impart values.
- > To provide outreach programs and Design training in various craft clusters, MSMEs and other industries as well as to promote local crafts and heritage of the State.
- > To collaborate with Government, indigenous industry and to promote design exchange programmes at national and international levels with other educational institutes.

LOCATION

The Institute is situated at Chandanathope, in the outskirts of Kollam. It is a serene and verdant neighbourhood and the campus is a beautiful place with green canopy, unique architecture and captivating art installation - an ideal to promote creative thinking.

KSID is only 9 kms. away from the Quilon (Kollam) Railway Station as well as the KSRTC bus station of Kollam. The nearest airport, at Thiruvananthapuram is about 68 kms from the Institute.



LABS AND FACILITIES

- > Plastic and Metal Prototyping Workshop
- > Woodworking and Bamboo Workshop
- > IT lab for
 - Interface and Media Design
 - Computer Aided Industrial Design
 - Textile and Apparel Design
- > Well equipped campus with a built up area of 31,000 sq. ft.
- > Qualified, experienced and dedicated faculty
- > Fully computerised and well stocked central library & E library
- > Amphitheatre to stage events and a variety of sports and games
- > 24 hours Wifi for students and staffs (when on campus)
- > Hostel facilities for men and women with in-house mess



IT INTEGRATED COMMUNICATION DESIGN

IT INTEGRATED COMMUNICATION DESIGN

The Communication Design department of KSID currently called The School of Interactive Communication looks at the significance of social and technological tools of communication and through its academic programme plans to develop young professionals who have the scholarly knowledge on the phenomena of interactivity of communication and have the capability to design apt communication products across a variety of mediums, platforms and channels currently in vogue as well as for the future.

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.

Currently the School runs the flagship academic programme called IT Integrated Communication Design. 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.



The IICD curriculum is designed in such a way that our students are ready for direct employment in any communication related industry/organisation anywhere in the world. They find opportunities in sectors like advertising, branding and identity design, print Media, space design, signages and wayfinding, graphic design, animation and motion graphics, photography and filmmaking, UI/UX and IT firms with in-house design studios.

The School collaborates with National and International Institutes in academics providing our students opportunities for exchange programs and workshops to participate in. IICD also takes up training of professionals and actively pursues such external consultancy projects which provide opportunities for our students to get hands-on experience of real world issues and help identify appropriate design solutions.

This two and a half year course, focuses on skill development, ensuring that the potential of each student is nurtured and their abilities enhanced. The foundation they receive at IICD in design fundamentals, process and multiple media of expressions enable them to combine modern technology, traditional practices and their innate creativity to create visually stunning end products that help make the world a better place.



IICD SEMESTERS AND COURSES

Semester 1

Design Overview
Basic Drawing 1
Colour Form & Structure
Creative Geometry
History of Design
Basic Materials & Methods
Environmental Exposure
CAD Training

Semester 2

Basic Drawing 2
Research Methods
Design Process
Communication and Media Studies
Basic Photography
Communication Graphics
Intro. to Indian Culture and Society
Introduction to Ergonomics
Design Project 1
Industrial Training

Semester 3

Narrative Visualisation
Information Design
New Media Design
Material Culture
Interface Design
Design Project 2

Semester 4

Craft Documentation
Semiotics
Design Management
Publication Design
Innovation Workshop
Design Project 3

Semester 5

Diploma Project



INTEGRATED LIFESTYLE PRODUCT DESIGN

INTEGRATED LIFESTYLE PRODUCT DESIGN

The Integrated Lifestyle Product Design Course is a 5 semester PG Diploma Program, which involves developing an understanding in design fundamentals- design thinking, design representation, elements of colour and form, materials and Process, Interface Design, Applied ergonomics, design process, socio-cultural Influences, etc. at various levels through different projects, during the programme. The main projects will be conceived in varying levels, through various semesters, through functional products and lifestyle products wherein the user and use of local materials & elements becomes an integral part. Also, there will be mini-projects which looks into the need of local craft sector requirements, through which we can build sensitivity towards understanding the traditional crafts and local materials.

The career prospects of a Product Designer are excellent, considering the rapid domain development happening in India. Product Designers are an essential resource for any economy, focusing on industrial production and leveraging of local infrastructure. The shift of manufacturing focus towards 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.

Every project-based course follows Design process & methodology, essential for the student to arrive at creative and informed design directions.

At the same time, the students will be made aware of technological advancements, and the social and ecological impact of their work. A wide range of inputs, including System Thinking, Creative Problem Solving, etc. are part of the product designer course at KSID. The Integrated Lifestyle Product Design programme is a mix of theory and practice through lectures, research, various hands-on assignments and projects.



ILPD SEMESTERS AND COURSES

Semester 1

Design Overview
Basic Drawing 1
Colour, Form & Structure
Creative Geometry
History of Design
Basic Materials & Methods
Environmental Exposure
CAD Training

Semester 2

Basic Drawing 2
Research Methods
Design Process
Communication and Media Studies
Basic Photography
Communication Graphics
Intro. to Indian Culture and Society
Introduction to Ergonomics
Design Project 1
Industrial Training

Semester 3

Representation & Tech. Drawing
Form Studies
Prototyping Techniques
Material Culture
Interface Design
Design Project 2

Semester 4

Craft Documentation
Semiotics
Design Management
Design for Special Needs
Innovation Workshop
Design Project 3

Semester 5

Diploma Project



INTEGRATED TEXTILE AND APPAREL DESIGN


INTEGRATED TEXTILE AND APPAREL DESIGN

This course fulfils the dream to enter the world of textile related design. The course perfectly integrates the two words contained in its title, Textile and Apparel, into its teaching areas to become a master in decor for the Textile, Apparel and Fashion Industries. This two and a half year intense PG Diploma course is for individuals who are looking to gain an in-depth insight into the theory and techniques of Fabric making, understanding the significance of textiles and garment making in both Textile & Apparel Industry. By welding the keys and language of the design courses, each individual will undergo one year of foundation programme where they develop creative potential by studying basics of design and design process irrespective of their parent department.

The foundation course also strengthens individuals by studying domain specific courses such as trend forecasting, introduction to textiles and apparel, dyeing and printing. The curriculum runs in semester system evaluated

by Jury which will be later compiled into a personal portfolio. The First year learning is structured based on research and full immersion to gain cultural and technical skill.





While the Second year (III & IV Sem) of the course concentrates more on personal expression of two domain specific teaching areas continuously crossing and linking one to another. The vast area of the curriculum includes: explorations of the essential disciplines in textile, apparel in both manmade and natural fibres – historic context – from composition to ideation – basic loom structures and loom set ups – to the creation of fabric, surface embellishments and silhouettes. Specific skill development includes cutting, sewing and draping a model all through the basics and advance level of pattern making, draping and garment construction.

In addition to the curriculum projects dedicated to the use of Textiles for clothing, interiors and outdoors, courses also incorporates opportunities to visit craft sectors and encourages individuals to learn and re-invent new and innovative designs.

The course will also cover a wide range of Textile techniques in garment categories and expose them to design and develop adaptive clothing for Men's, Women's & Kids. The course completes with a 4-6 months of Final Graduation/ Diploma Project with challenging stages of conceptualizing, designing, prototyping and actualizing all through V Semester.

Ultimately obtaining the diploma, according to one's personal skills and to the achieved level of acknowledgement in different courses, each individual can aim to a career as textile designer, textile artist, fabric analysts, textile colourist, fashion textile designer, textile Product Developer, Interior Designer, apparel manufacturer, apparel designer, institutional clothing designer, industrial functional clothing designer, utilitarian fashion designer, fashion drapist, consumer behaviourist, trend forecaster, textile color and material specialists.

ITAD SEMESTERS AND COURSES

Semester 1

- Design Overview
- Basic Drawing1
- Color Form & Structure
- Creative Geometry
- History of Design
- Basic Materials & Methods
- Environmental Exposure
- CAD Training

Semester 2

- Basic Drawing 2
- Research Methods
- Design Process
- Communication and Media Studies
- Basic Photography
- Communication Graphics
- Intro. to Indian Culture and Society
- Introduction to Textile and Apparel
- Trend Forecast
- Dyeing and Printing
- Design Project 1
- Industrial Training

Semester 3

- Fabric Structure 1
- Sewing & Construction Techniques
- Indian Textile & Apparel Heritage
- Material Culture
- Pattern Making 1
- Design Project 2

Semester 4

- Craft Documentation
- Semiotics
- Design Management
- Pattern Making 2
- Fabric Structure 2
- Design Project 3

Semester 5

- Diploma Project

ADMISSIONS

ELIGIBILITY CRITERIA

The candidates should have minimum 55% marks in any degree or equivalent qualification from a recognized university or institution. Candidates who has 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. Upper age limit is 40 years.



SELECTION OF CANDIDATES

Advertisement for applications would be published in KSID website and print media. All eligible candidates will be called for a design aptitude test. Short listed candidates will 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 and waiting list will 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 are applicable. The break - up of seats at KSID for each course as per mandatory reservation is as follows.

Open merit - 6 seats

Socially and educationally backward classes (SEBC) - 3 seats

Scheduled castes and scheduled tribes - 1 seat

In case eligible candidates are not found in any reserved category, the vacant seats will be filled up from the open merit list.

ADMISSIONS

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 specialisation. The course content is as per the syllabus developed by National Institute of Design (NID).

COURSE FEE

Admission fees: Rs. 2,000 / -
Academic fees (per semester): Rs.45,000 / -
Hostel fees (per semester): Rs. 6,000 / -
Security deposit (refundable): Rs. 10,000 / -
Graduation fee (per year): 2,000 / -
Medical health insurance (per year): 1,000 / -
Library (per year): 500 / -
P.T.A fee (one time): 1,500 / -
Arts & sports fee (per year): 500 / -
Hostel deposit: 5,000 / -
Hostel admission fee: 1,000 / -

REFUND OF FEE

Refund of fee will be applicable only to students who leave the institute on cancellation of admission on or before 12/08/2021. 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.

ADMISSIONS

HOW TO APPLY

The candidate has to apply through the KSID webpage (www.ksid.ac.in). Detailed instructions are available on the website. Candidates should fill up the online form along with one passport size photograph and scanned copies of all self-attested supporting documents.

The application fee of Rs.1000 shall be paid through the SB collect option on the link; <https://www.onlinesbi.com/prelogin/collecthome.htm>. Application fee should be paid online and details of payment of application fee should be given on the form on or before 31/05/2021. The link will be open for filling and submitting the application from 05/05/2021

DOCUMENTS TO BE UPLOADED

- > Copy of qualifying Degree Certificate/ copy of completed semester mark list
- > Certificate of eligibility for reservation candidates
- > Consolidated final mark list of degree course
- > Copy of SSLC/equivalent certificate mentioning the Date of Birth

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 31/05/2021
- > Date of design aptitude test 25/06/2021
- > Date of publishing the result of design aptitude test 05/07/2021
- > Date for studio test & interview 08-09/07/2021
- > Date of publishing the result 14/07/2021
- > First Allotment 21/07/2021
- > Last date for Remittance of fee, certificate verification and completion of admission formalities for the candidates who got first allotment 28/07/2021
- > Announcement of vacant seats, if any 30/07/2021
- > Second Allotment, if there are vacant seats 02/08/2021
- > Last date for remittance of fee, certificate verification and completion of admission formalities for the second allotment 09/08/2021

* The dates may change due to the Covid situation in the country.

* For any other updates /revised dates visit website



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