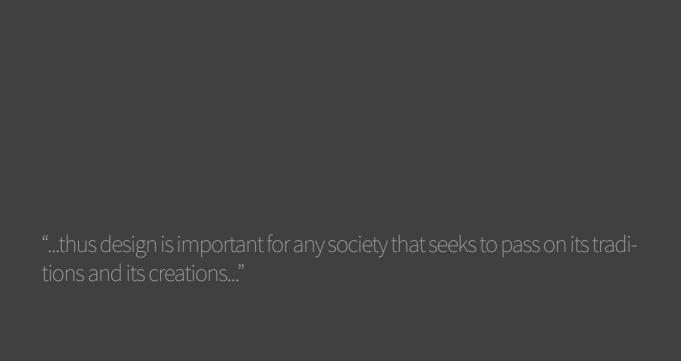# PROSPECTUS
2019

KERALA STATE
INSTITUTE OF DESIGN

WHERE
IT ALL
STARTED...

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 it's 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.

To realise this aim KSID was supported by the National Institute of Design (NID) Ahmedabad, and it transformed from being only an institute catering to one segment to one that also included design education, where the educational segment and the students became the backbone of the institute.

KSID commenced it's first batch of students in 2015, and has successfully been continuing to take in students every year.

Evolution of KSID

"...thus design is important for any society that seeks to pass on its traditions and its creations..."

Design is what makes the functional memorable. And thus design is important for any society that seeks to pass on its traditions and its creations. But we cannot separate design from functionality. As Steve Jobs said, "design is not just what it looks like and feels like. Design is how it works".

At the Kerala State Institute of Design, one of the first design institutes of the country in the state government sector, students learn to incorporate and adapt design in the process of creating appropriate visuals, spaces and objects. In the process, they learn to blend their creativity, manual skill and technical knowledge. I look forward to welcoming the next batch of young talents to KSID, as we move forward in the quest to create a more beautiful and productive society.

Message from the Chairman, Governing Council KSID,
Dr. Asha Thomas IAS
Additional Chief Secretary,
Department of Labour and Skills and Excise
Government of Kerala

"...and young aspiring designers must also learn the basics and foundation of what design is all about..."

A designer's role has become more prominent than ever before. It is not just technical skilling a designer would be challenged with, but also 'skilling of the mind' and creating new horizons and perspectives. Design is now gaining a lot of recognition as a professional domain, and young aspiring designers must also learn the basics and foundation of what design is all about. They must learn the importance of understanding users and develop empathy, they must understand that design is not only a spectrum of creativity but also a school of understanding users, developing unique solutions to existing problems, and to design for the future as well, be it products, systems or even services.

As Kerala State Institute of Design begins it's fifth successful academic year, I wish the team all the very best to move forward, aiming at increasing design awareness in the state and molding young creative designers to craft the world as a better place.

Message from the Managing Director Kerala Academy for Skills Excellence (KASE),
Shri Chandrasekar S , IAS

"...imparting skills and support for the common man, conducting activities and workshops where design application for the society, design education, and design for crafts would be of great importance. Involving students in projects where these ideas can be molded..."

KSID is approaching it's fourth year of existence in the academia marking the fifth batch joining us in 2019. As a predecessor, the year 2018 has been one of great importance for the institute, as it staged the successful completion of the design programme for the students of the first batch that joined us in 2015. Students that passed out of the institute have been well placed and have stepped into entrepreneurial route at various studios/organisations of national reputation across the country. The year also marked its significance through several events and activities KSID had ventured into including events that staged designers of national and international reputation; events that were conducted for the common man aiming at communicating to the people of Kollam, with the theme of 'design for a social cause' and so forth.

KSID hopes to venture further into this concept in the year 2019, imparting skills and support for the common man, conducting activities and workshops where design application for the society, design education, and design for crafts would be of great importance. Involving students in projects where these ideas can be molded and crafted better as well as placing KSID at an international stature would be one of the chief aims of the institute this year. Ensuring that KSID is able to partake both in the craft sector that it initially was conceptualised with, as well as venture out into other academic activities and events would be our pursuit, where we aim to push our way forward ensuring quality at every step we take.

**Message from the
Executive Director (I/C)
Kerala State Institute of Design**
Shri C. Prathapmohan Nair

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.

The Vision and Mission

To provide design education and develop professionals excelling in confluence of design, technology and management skills, who will cater to public and 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 so also to reach out to students of various schools and colleges to create 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.

Objectives

KSID offers the following Post Graduate Diploma programmes in Design

IT Integrated Communication Design

Integrated Lifestyle Product Design

Integrated Textile & Apparel Design

Duration of the Programme

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

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.
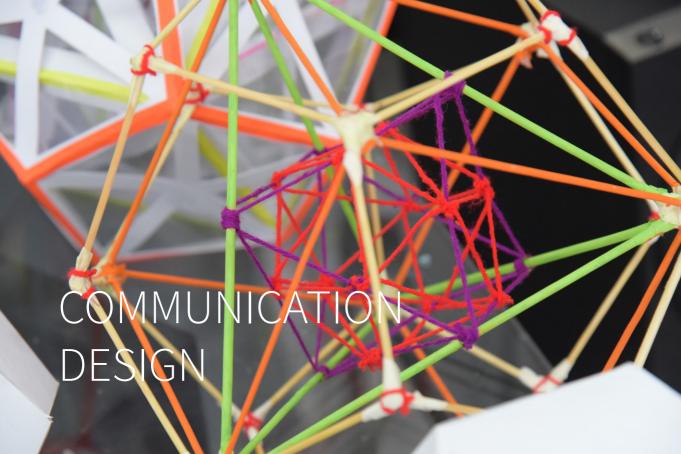
Location

PLASTIC AND METAL PROTOTYPING WORKSHOP WOODWORKING AND BAMBOO WORKSHOP

IT LAB FOR INTERFACE AND MEDIA DESIGN, COMPUTER AIDED INDUSTRIAL DESIGN, TEXTILE/APPAREL DESIGN

WELL EQUIPPED CAMPUS WITH A BUILT UP AREA OF MORE THAN 31,000 SQUARE FEET QUALIFIED, EXPERIENCED AND DEDICATED FACULTY

FULLY COMPUTERISED AND WELL STOCKED CENTRAL LIBRARY AMPHITHEATER TO STAGE EVENTS AND A VARIETY OF SPORTS AND GAMES HIGH SPEED INTERNET FACILITY TO ALL STUDENTS AND STAFF

HOSTEL FACILITY FOR MEN AND WOMEN WITH MESS WITHIN THE CAMPUS

Labs and Facilities

COMMUNICATION
DESIGN

POSTGRADUATE DIPLOMA IN
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.

WE AIM TO
DESIGN THE
MOST POWERFUL
FORM OF COMMUNICATION;
THE LANGUAGE OF FIVE SENSES!

The curriculum is designed in such a way that students are ready for direct employment in any communication related industry organization. They can adapt to any employment situation anywhere in India or abroad.

The students can look for opportunities in sectors like Advertising, Graphic Design, Branding and Identity Design, Animation and Film, UI& UX and also work in IT based design studios.

Their foundation training in basic design fundamentals enables them to weave together the modern technology, the traditional 'hands on' skills and 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 Institutes in academics. It has also taken up training of professionals and undertakes external consultancy work for various agencies.

classes often include presentations and discussions with faculty and peers!

IICD

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

Semester 2
Basic Drawing 2
Research Methods
Design Process
Communication and
Media Studies
Basic Photography
Communication Graphics
Introduction 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

PRODUCT
DESIGN

POSTGRADUATE DIPLOMA IN
INTEGRATED LIFESTYLE
PRODUCT DESIGN

The Integrated Lifestyle Product Design Course is a 5 semester PG Diploma Program which involves an understanding of strong design fundamentals including 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 the programme.

The Main Projects will be conceived through various semesters in many levels, through functional products and lifestyle products where the user and use of local materials & elements becomes an integral part. There will be a few mini-projects which also can look in to the need of local craft sector requirements, through which we can build more sensitivity towards understanding the traditional crafts and local materials.

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

At the same time, product designers need to be increasingly 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 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, Space & Environment, 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 lifestyle products in a creative, customer-centric, systemic approach with local as well as global sensibilities and nuances.

"everything is designed
few things are designed well"

- Brian Reed

The career prospects of a Product Designer are excellent considering the rapid development of the domain that has been happening in India. 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 works with Railways, Defense, 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.

students undergo a basic workshop training as part of their foundation

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CAD Training

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

Semester 3
Representation and
Technical 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

TEXTILE AND
APPAREL DESIGN

POSTGRADUATE DIPLOMA
IN INTEGRATED
TEXTILE AND APPAREL DESIGN

This course fulfills 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 significant 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 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 and the courses offered in each semester is 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 man made 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.

ITAD

Ultimately obtaining the diploma, according to one's personal skills and to the achieved level of acknowledgment 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. The Job position can be in Design Studios, Textile Mills, Home Furnishing Companies, Automotive Industry, Export houses, Fashion & Textile Boutiques, Textile dyeing and printing units, Fashion garment houses, Export units, Freelancing for government and private firms, Cottage Industries, Small scale industries, Design Houses, Buying

Houses, Textile Merchandising Firms, Designer Label, Fashion Retail Industry, NGOs, Weaving Units etc.

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Design Process
Communication and
Media Studies
Basic Photography
Communication Graphics
Introduction 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
Introduction to Indian
Textiles & Apparel heritage
Material Culture
Pattern Making1
Design Project 2

Semester 4
Craft Documentation
Semiotics
Design Management
Pattern Making 2
Fabric Structure 2
Design Project 3

Semester 5
Diploma Project

ITAD | Study Plan

ADMISSION 2019

ELIGIBILITY

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 are applicable.

ADMISSION 2019

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 Caste 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.

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

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/-

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.

ADMISSION 2019

HOW TO APPLY

The candidate has to apply through the KSID web page (www.ksid.ac.in). Detailed instruction will be given on the website. 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.750 (Rupees Seven hundred and Fifty Only) shall be paid through the SB collect option on the link; **https://www.onlinesbi.com/prelogin/icollecthome.htm**

Application fee should be paid online and details of payment of application fee of **Rs.750/-** should be given on the form on or before **10.3.2019.** The link will be open for filling and submitting the application from 10.01.2019.

DOCUMENTS TO BE UPLOADED

Copy of qualifying Degree 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

REFUND OF FEE

Refund of fee will be applicable only to students who leave the institute on cancellation of admission on or before 15/07/2019. 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.

LIQUIDATED DAMAGES

The candidates who obtain admission and discontinue studies after the closing of admission in the same year or in subsequent years are liable to pay the tuition fee and special fee for the remaining period.

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 canceled and he/she will be removed from the rolls of the institution. The Executive Director/Head of the Institution is empowered to cancel any admission if found to illegal, subsequent to the admission.

ADMISSION 2019

IMPORTANT DATES

Last Date for online submission of application form along with fees
10.03.2019

Last date for receiving the duly signed acknowledgment in KSID office
16.03.2019

Date of aptitude test
28.04.2019

Date of publishing the result of aptitude test
6.05.2019

Date for studio test & interview
24.05.2019 & 25.05.2019

Date of publishing the result
29.05.2019

First Allotment
30.05.2019

Last date for Remittance of fee, certificate verification and completion of admission formalities for the candidates who got first allotment
15.06.2019

Announcement of vacant seat, if any
20.06.2019

Second Allotment, if there is vacant seat
21.06.2019

Last date for remittance of fee, certificate verification and completion of admission formalities for the second allotment
29.06.2019

ADMISSION 2019

The dates proposed can change due to unforeseen technical and administrative reasons. This will be notified on the website: www.ksid.ac.in

Applicants are to re-confirm the details and dates on the website.