DIPLOMA PROJECT GUIDELINES

KERALA STATE INSTITUTE OF DESIGN

CONTENTS

General Information

Kerala State Institute of Design (KSID) was established for the purpose of creating a vibrant design community in Kerala through synergistic partnership between the artisan community, professional designers and the general public. At present it also functions as a unit of KASE (Kerala Academy for Skills Excellence), Department of Labour and Skills, Government of Kerala. KSID offers three Post Graduate Diplomas in Design:

• Integrated Lifestyle Product Design
• Integrated Textile and Apparel Design
• IT Integrated Communication Design

As part of the design education stream, the last semester of the 5 semester PG Diploma Programme, is a thesis/project. This would mean that students are requested to work on a real life project with any industry/design practice/organisation to get an actual 'hands-on' experience.

1. Duration of Project
The project duration must be for a minimum of 15 weeks and a maximum of 20 weeks. Students are expected to constantly be in touch with their guides for opinions and feedback. Mid way through the project (between week 7-10) students would be requested to make a presentation (at KSID campus) of the progress, to their respective guides. They would need to travel to the campus for this. One mandatory meeting, directly with the project guide, is required during the course of the project.

2. Nature of the Project
Projects can be of any kind in their respective domain. However students must work on a substantially large real life design project independently or in an institution to present as their "Graduation Project". This would need to suffice the needs of academic purposes. This would include the entire design process as follows:

2.1 Research: understanding the given scenario in detail
a. Surveys and case studies
b. Literature review and a broad research

2.2 Ideation and Conceptualisation: Students are requested to make a sufficient number of concepts/concept sketches as a part of their brainstorming and ideation. They would be requested to make alterations based on the feedback of their guide and client.

2.3 Prototyping and testing: Prototyping and trying out their designs, in practical, would test their designs and the working of it. Alterations, if any, could be made at this stage. One mock-up model is requested to be submitted to KSID.

2.4 The final Product range/deliverable: As per the client/sponsor's will this would be the final stage of the project wherein students would make a final version of their product/deliverable. Students are given the liberty to have the final version assembled/made by an external vendor.

Possibly two prototypes of the product would have to be made (depending on scale and costing) where one version would then be submitted to the client and one to KSID.

The client would be requested to bear all prototyping costs incurred during the project.

2.5 The Document: Students are asked to make an intense document which covers the entire process they followed during the project. This would include each stage of the project commencing from the research phase and culminating with the documentation of the final product range/deliverable. Three copies of the document would need to be made. One copy to be submitted to the client, the second copy to be submitted to the institute, and the third for the student.

3. IPR

All Intellectual Property Rights for the project would be owned by the client, however KSID must have the right to preserve the work (copy of documentation) as part of the institutes's library to showcase student profiles and portfolios. This would solely be used for academic purposes, for further reference of the batches to succeed, and as a collection of student work. Students must be allowed to present the work at the institutional level and also show the work in their portfolio.

Due credit must be given to KSID/respective guides and the student for the work they undertake.

4. Stipend:

A monthly stipend as per industry standards of the domain, must be provided. The client/sponsor must provide all travel expenses incurred during the project, for fieldwork that would be related to the project.

5. Reporting Officer:

A reporting officer must be allotted to the student from the organization for regular feedback and monitoring. Contact with the faculty/guide would be expected.

The intended project brief/assignment given to the student must also be sent to the institute.

6. Feedback And Performance Evaluation:

The client would be requested to give feedback that would need to be duly sent, along with remarks evaluating the student's performance, and submitted back to the institute on the completion of the student project.

7. RESEARCH PAPER

As part of the Diploma Project each candidate would have to conduct and analyze research, develop a thesis, and organize his/her ideas clearly on a very transformative aspect of Design and submit a research paper based on the project they have done. They should link their personal learning and the institutional learning undertaken by them as part of their courses to the topic chosen by them.

The topics will be of candidates own choosing, but based on and related to the Diploma project done by them. The topics can range from conceptual topics on very strong theoretical aspects of Design to knowledge and theoretical formulations they have arrived at based on the project undertaken. It all has to be linked to the learning that the student has undergone in the institute.

The research paper has to be developed under the guidance of the faculty guide. The copyright of the paper will rest with KSID and the student will be the main author and the faculty guide the co author of the research paper.
The Research paper should have the following components:
1. Abstract in 100 words, Keywords (5-7) Introduction, Discussion, Conclusion & Works Cited/References.
2. Keywords should avoid Proper names and words from the title of the article.
3. The paper shall not be less than 8 pages on A4 size, 1.5 line spacing and the title can be in font 14.
4. Affiliation shall follow the title (initial, Name in the normal order, Institution, place, email address, and mobile/whatsapp no)
5. The entire article shall be 1.5 line-spaced and paragraphs should be indented from the left margin. Avoid justifying the pages.
6. Add your academic-research profile in 50 words at the end of the article to be included under "Note on Contributors."

Students may use the template provided by the instute for the same.

Student Instructions

Students would need to fill in the diploma registration form and submit to the KSID office before commencing the diploma project.

Students would need to maintain the following during the course of the diploma project.

1) Project and Project Guide: Students must work on discipline specific projects, and choose a guide from their respective departments.

2) One Major Solid Project: Students would need to make sure they work on a major single project during the course of 15-20 weeks of the diploma project.

3) Documentation: Students must ensure that a proper documentation process is followed. The entire Design Process would need to be documented, including photographs if permitted (if this is not permitted students may replace the same with sketches). 'Maintaining a project book', and a journal in which the entire process is documented.

4) IPR: All IPR rights are owned by the client/sponsor. However, students must ensure that they are permitted to keep the rights to showcase the work in their portfolios in the future, and also make presentations institutionally.

5) Joining Report: A joining report, stating the date of joining and the reporting officer and other project details, such as project commencement date and project terminating date, must be collected (duly signed by the officer in charge/reporting officer) and sent to KSID.

6) Remuneration: Students must ensure that the remuneration agreed upon is received on a monthly basis without any delays as per the prevailing industry standards.

7) Office Rules and Regulations: All rules and regulations pertaining to the office where the student is working must be followed. This would include:

a) Punctuality
b) Dress-codes
c) Organisational and structural rules and reporting
d) Basic Discipline
e) Being professional
f) Students are advised to learn skills which might be required for the
specific project (such as a software skill).

8) Meeting With The Guide:
Two mandatory meetings with the project guide are to be ensured

9) Time-line: Students must ensure that the specified timeline as discussed with the guide in ensured to consider the project as complete

10) Journal
Students are directed to maintain a daily journal to record the progress of work and document the various stages as well. This must also be submitted along with the document at the end of the project. The journal is intended to be a simple walk through of the progress of work at each stage.

Academic Requirements

1) Objectives: Students are given an opportunity to work on real life projects, and demonstrate their competence as future practitioners. The project would further aid them to strengthen their skills acquired and select the filed of expertise they might want to settle in.

2) Document: The student must document the entire project and submit the same as a document at the end of the project duration period (as directed by the guide). This would be considered as the final submission. The document must be substantial and indicate work worth the 15/20 weeks, and must include the entire design process as followed in the project.

The document would be of a standard size – A4, the outer cover would be of a standard format, which would be given by KSID and must be followed in all documents.

2.1 Document Guidelines
a) The document must be of an A4 size, landscape form.

b) A margin of 1" (one inch) must be maintained on the
left, right and bottom sides of the pages of the document

c) All text must begin 2" from the top of the page and a font size of not less than 10.5pt and not more than 12pt for body text would need to be used.

d) The fonts used must be as follows (*detailed out with an example in page no. 7*)

for body text: Futura regular
for headings: Bodoni 72 (Book/Bold)

e) The cover page would be a standard page that would be
provided by KSID at the end of the project and at the time
of printing the document

f) Page two would be a brief of the project handled
g) Page three would be a page to add any certificates or acknowledgements from the company
h) Page four would be an acknowledgement page
i) Page five would include the table of contents

2.2 The Document Content
as followed by the design process:

    a) A detailed research phase – including surveys, literature reviews,
    photographs, sketches and any other information gained during the
    process
    b) The conceptualization phase
    c) Sketches and trials
    d) Mock-ups and prototypes
    e) The final product/s and details of it's working and reasons for
    selecting materials, colours, forms and other important details of it's
    functionality
    f) Photographs of the original design/work in context or in it's working
    environment

3) Submission and Juries: Students would need to submit the following:

      a) A (working) prototype/s of the final design
      b) The final Diploma Document

*A wiro bound version of the document is to be submitted to the jury for evaluation; and a final hard bound document is to be submitted to the institute on successful completion of the jury (incporating the changes if any). The project would only be considered complete with the final submission to the institute.

*The Research Paper is to be added as part of the appendix of the document and should be submitted to the guide prior to the jury, as per the direction of the guide.

Students would be requested to make a mid-semester presentation to their guide/other faculty of their progress in the project.

4) Meetings with the Guide: Students must constantly be in touch with their guides and brief them on the progress of the project. A meeting with the guide (either in person or by means of a conference/video call) must take place once in a month. One mandatory meeting with the guide, in person is required to consider the project as complete, if the student is working within the country.

5) Formats and Presentations: The mid-semester presentation must be made in the form of a digital presentation, along with any hard copies of work done/mock-up models, ideas and brainstorming they have done.

The submission would be made in the format of a book/document WIRO/spiral bound and submitted as per the guidance of the guide. The final jury would be set on a date thereafter and informed to the student.

Students would be requested to make a final jury presentation in digital format, along with bringing any hard copies of material worked on/mock ups/prototypes during the course of the project.

6) Certificate From Client
All students who complete their Diploma Project should bring a certificate from the Client organization stating that they have successfully completed the Diploma project. The certificate should state the name of the Project and specified duration of Diploma work. This certificate should form a part of the official Document to be submitted in KSID.

7) Stages of Grading: There are four milestones in the diploma project evaluation

First Phase: *project formulation* - first phase of grading is done on completion of the project formulation for which a maximum of 4 weeks, on commencing the project, is allowed.
Second Phase: *conceptualisation*
Third Phase: *Prototyping*
Fourth Phase: *The Report/Diploma Document*

8) Repeating a Diploma Project: If the student does not complete the four stages, as mentioned above (in point no.7 of the Academic Requirements), he/she will have to re-register with *a new topic/project*, paying the prescribed fee.

If the student completes the four stages but is unable to present he/she will have to re-register with the *same topic* for presenting with the next diploma project jury of the consecutive academic year paying the prescribed fee.

Font and Typeface Usage

Heading in Bell MT/Bodoni 72

Body Text in Futura Regular and Medium (if on coloured backgrounds)

The heading would be double the size of the body text and a gap of 2 - 2.5 the size of a body character/letter in capital.

Heading   (24pt)

Sub Heading   (18pt)

Body text   (12pt)

The sub-heading would be 6 point sizes larger than body text; the gap between the sub heading an dheading, also the sub heading and body would be the same as the above mentioned (2-2.5 the size of a body character/letter in capital)

Kerala State Institute of Design

The Kerala State Institute of Design (KSID) was established for the purpose of creating a vibrant design community in Kerala through synergistic partnership between artisan community, professional designers and general public. The institute was later merged with Kerala Academy for Skills Excellence (KASE) on 1st April 2014. KASE is the apex agency for all skill devel-opement activities in the state of Kerala. One of the most impor-tant objectives of KSID is to promote design education. To realise this objective, KSID is supported by National Institute of Design Ahmedabad. NID support includes creation of a com-prehensive roadmap for KSID through systematic plan of action to develop and strengthen the organisation, faculty develop-ment and offering courses developed by NID.

- heading - 21pt
- body text - 10.5pt

an example of heading and body text

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About the Institute

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- heading - 21pt
- sub-heading - 16.5pt
- body text - 10.5pt

an example of heading, sub heading and body text