postgraduate
programmes
in design

# KSID
# prospectus
2022
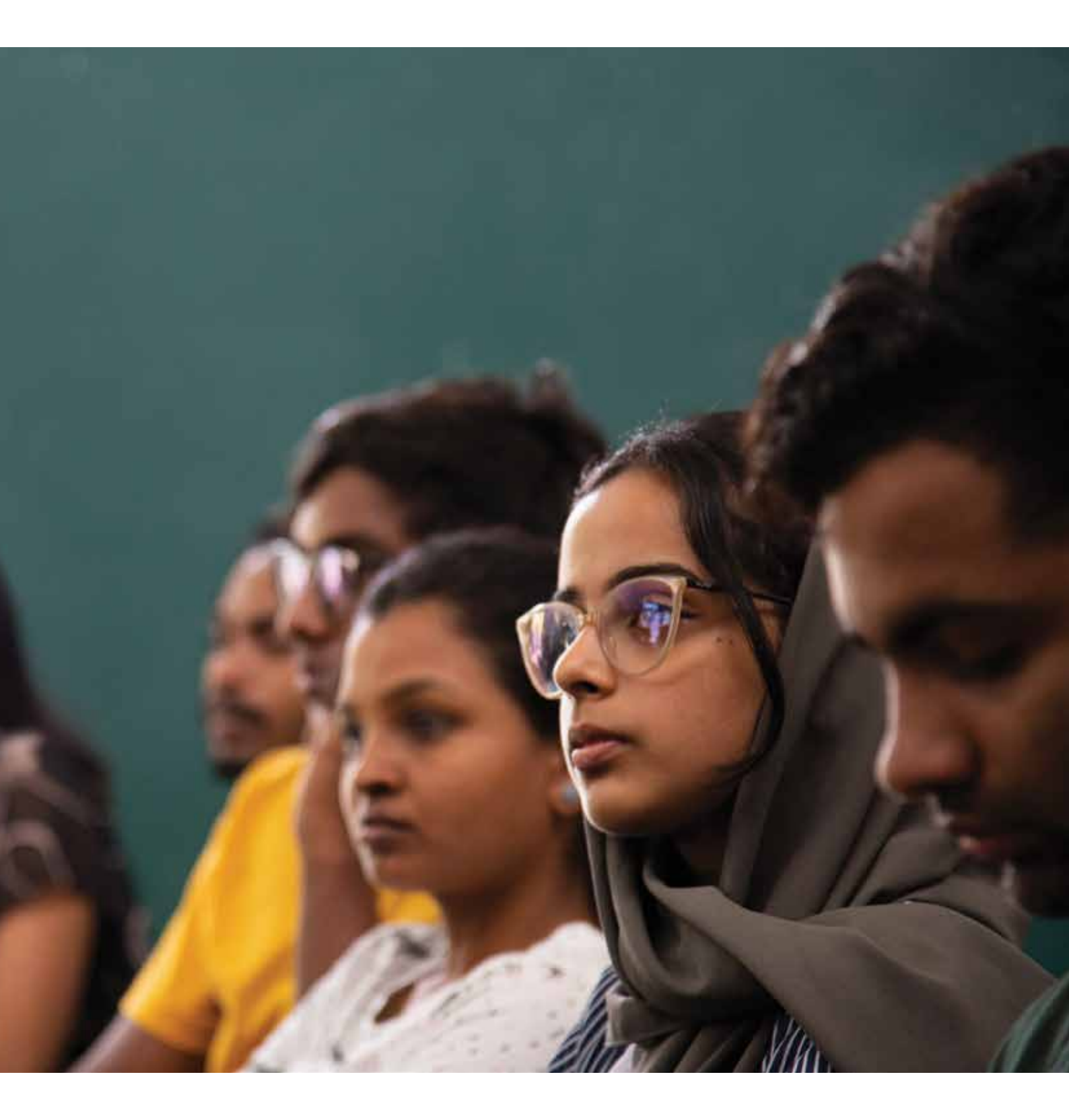
# IMPORTANT DATES

Last date for submitting online application
## 20th June 2022

Design Aptitude Test (DAT) Prelims
## 03rd July 2022
Design Aptitude Test will be conducted online

Announcement of DAT result
## 19th July 2022
Selected candidates will be called for personal interviews to KSID campus

Classes begin on
## 10th October 2022

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

KERALA STATE
INSTITUTE OF DESIGN

KASE
KERALA ACADEMY FOR SKILLS EXCELLENCE
Skill Development Mission of Government of Kerala

# CONTENTS

## V Sivankutty

Hon. Minister of Labour and Skills
Chairman KSID

KSID is one of the first few state-owned design institutes in India. Looking back, the Institute has become an exceptional space where traditional crafts and modern design exist in a symbiotic atmosphere. It provides opportunity and motivates the student to learn and understand the vast field of design and sharpen their skills. The Institute creates opportunities for students to interact with the industry and explore themselves, providing tremendous scope for a brighter future. I take utmost pleasure in welcoming another batch of creative minds into the marvellous world of design this year.

## Mini Antony IAS

Hon. Secratary Labour and Skills
Vice Chairman KSID

Since its establishment in the year 2008, KSID has created a milestone in academic history of the State as being the first design college owned by means of the State government. Understanding that design is a powerful force that shapes culture, KSID has the right curriculum that is beneficial for the traditional craftsmen community as well as business organistayions alike. The present faculty provides educational programmes that would assist the future designers to stay relevant and which helps create their own niche in the industry. I await with pleasure the subsequent batch of the Institute.

## Gopalakrishnan K IAS

Managing Director KASE

As Kerala State Institute of Design (KSID) is going through its seventh academic year, there have been tremendous outputs from its alumni and  students who are engaged in nation building as capable designers. I am proud to express that the exposure that is necessary to contribute a proper design vision for the forthcoming and aspiring designers is being developed as the years pass by at KSID. Kerala Academy for Skills Excellence (KASE) through KSID has made it a priority to direct the growth and advancement of design education in our state and thereby increase the awareness among future generations to enter into a new and meta critical world.

## Dr. Manoj Kumar K

Principal KSID

Kerala State Institute of Design focuses 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 to welcome the new batch of students to our campus.

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 with 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 commenced its first batch of students in 2015, and has successfully been continuing to take in students every year.
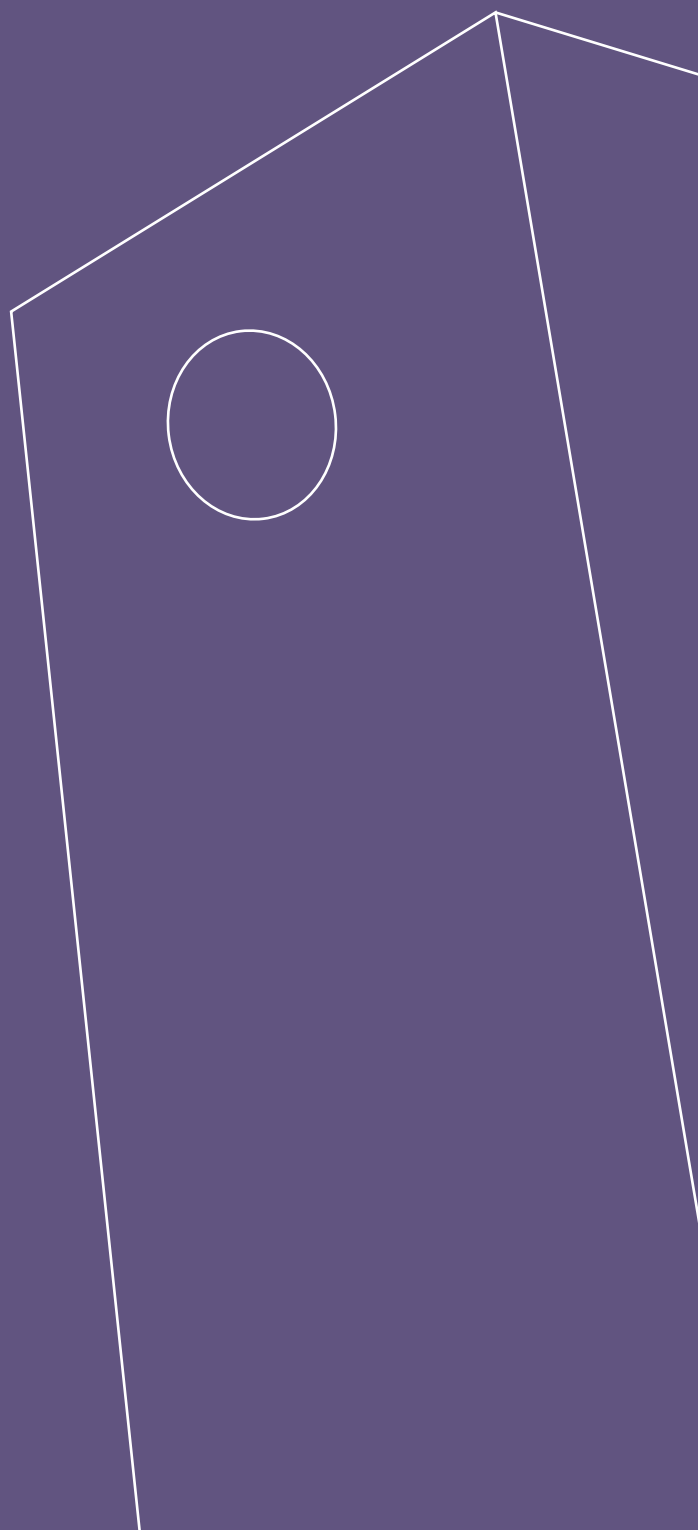
# VISION

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.

# OBJECTIVES

:: To provide design education and develop professionals excelling in confluence of design, technology and management skills, who will cater to the 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 promote design sensitivity in the community and impart values.

:: To periodically document and publish results, in order to generate a knowledge repository of good design in all sectors of the society, by organising and participating in seminars, fairs and workshops. It also aims to reach out to students of various schools and colleges to create design awareness.

:: 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 the government, indigenous industries and to promote design exchange programmes at national and international levels with other educational institutes.

# LABS AND FACILITIES

:: 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

::  Amphitheatre to stage events, and a variety of sports and games

:: 24 hour wifi for students and staff (when in campus)

The institute is situated at Chandanathope, in the outskirts of Kollam. Set in a serene and verdant surrounding, 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 68 kms from the Institute.



📍 **KOLLAM**

PG Diploma in

# INTEGRATED LIFESTYLE PRODUCT DESIGN

# INTEGRATED LIFESTYLE PRODUCT DESIGN

The Integrated Lifestyle Product Design course is a 5 semester PG diploma programme which involves an understanding of strong design fundamentals including design thinking, design representation, elements of colour, form studies, materials, interface design, applied ergonomics, design process, socio-cultural influences, etc at various levels through the programme.

Design projects will be conceived through various semesters in many levels, through functional products and lifestyle products where the user and use of local materials becomes an integral part.  The Programme encourages mini-projects to support the needs of the local craft sector, through which we can build more sensitivity towards understanding of 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 and hands-on assignments.

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 on 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, craft sector, renewable resources, social development, design services, etc.

This course focuses 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, enabling students to have all the necessary skill sets.
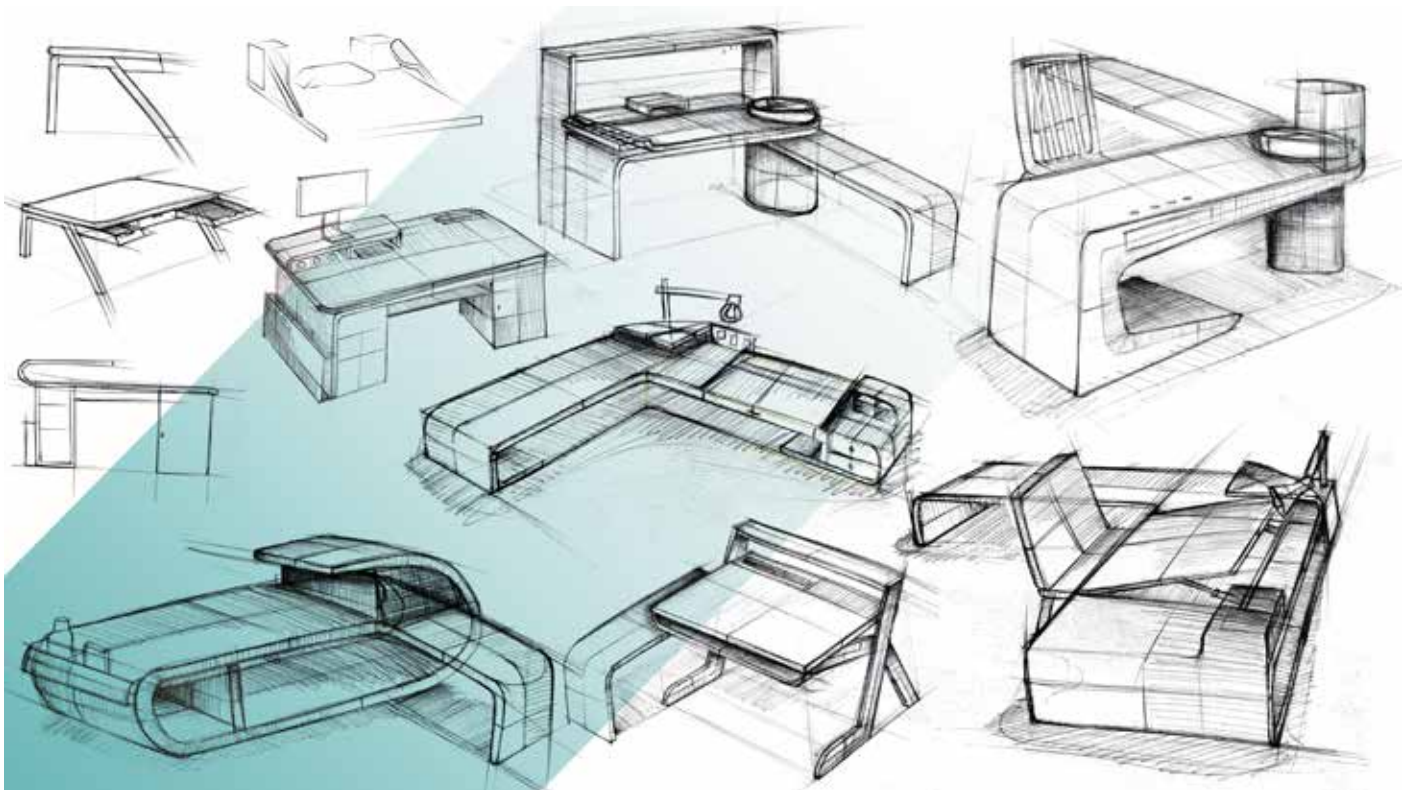
# ILPD SEMESTERS AND COURSES

## 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
:: Introduction to Indian Culture and Society
:: Introduction to Ergonomics
:: Design Project 1
:: Industrial Training

## Semester 3

:: Representation and Technical Drawing
:: Form Studies
:: Prototyping Techniques
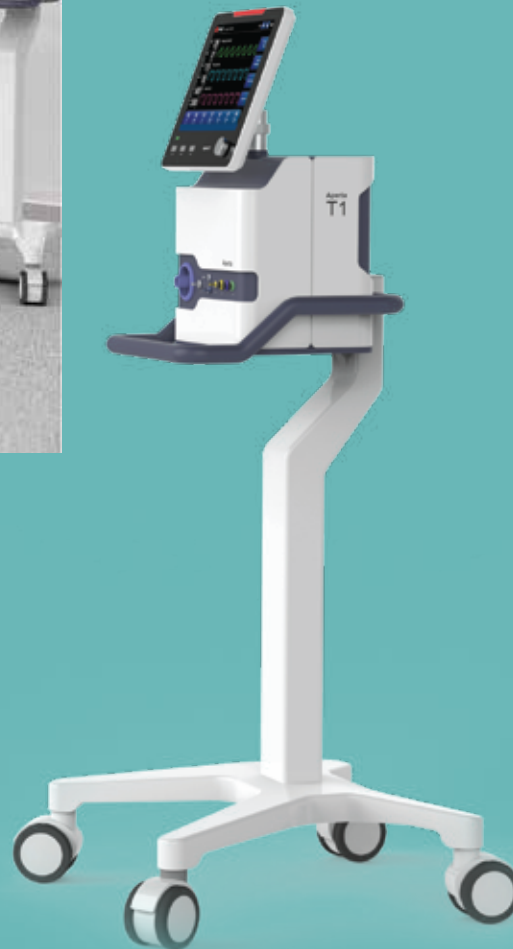:: Material Culture
:: Interface Design
:: Design Project 2

## Semester 4

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

## Semester 5

:: Diploma Project

Aperta T1 ICU ventilator (ILPD 2022)

PG Diploma in

# INTEGRATED TEXTILE AND APPAREL DESIGN

# INTEGRATED TEXTILE AND APPAREL DESIGN

This course fulfills the dream to enter the world of textile design. The course integrates 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 textile 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.

# INTEGRATED TEXTILE AND APPAREL DESIGN

While the second year of the course concentrates more on personal expression of two domain-specific teaching areas continuously crossing and linking one to another. 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, women and children.

The course completes with a 4-6 months of final graduation/ diploma project with challenging stages of conceptualising, designing, prototyping and actualising all through the final 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

:: 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

PG Diploma in

# IT INTEGRATED COMMUNICATION DESIGN

# IT INTEGRATED COMMUNICATION DESIGN

The Communication Design department of KSID looks at the significance of social and technological tools of communication. Through its academic programme, the department plans to develop young professionals who have scholarly knowledge on the phenomena of interactivity of communication and have the capability to design apt communication products across mediums, platforms and channels currently in vogue as well as for the future.
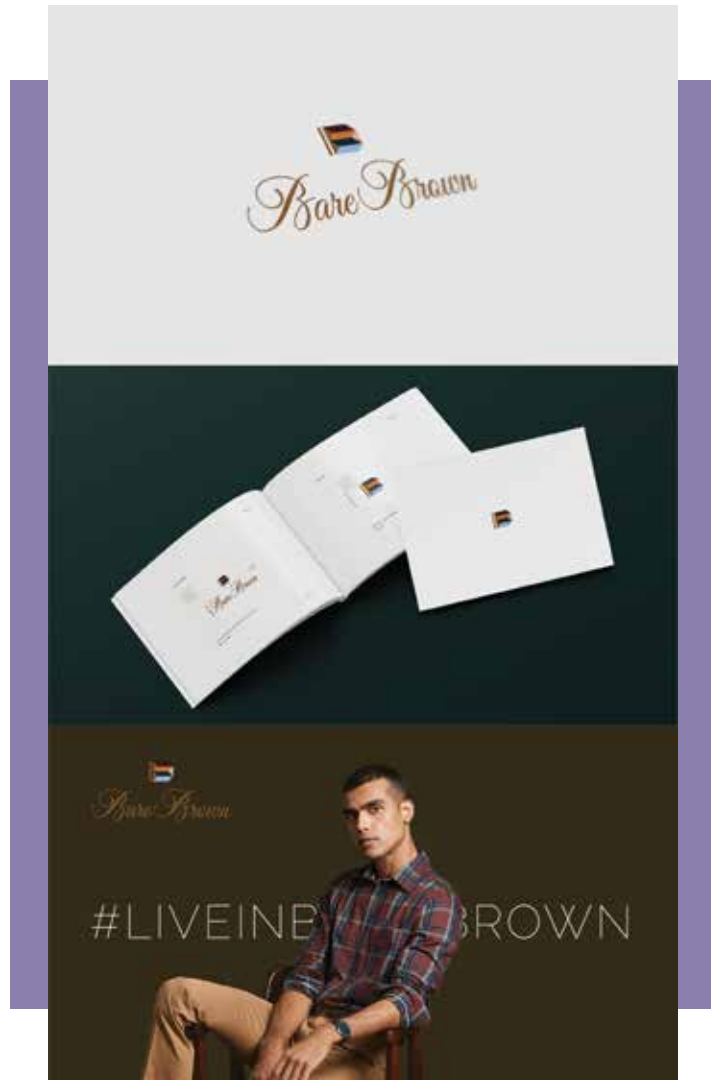
Currently, the Department runs its flagship academic programme called IT Integrated Communication Design which gives training in developing a wide range of communication tools and products ranging from information design, branding, interaction design, interface design, moving images and experience design.
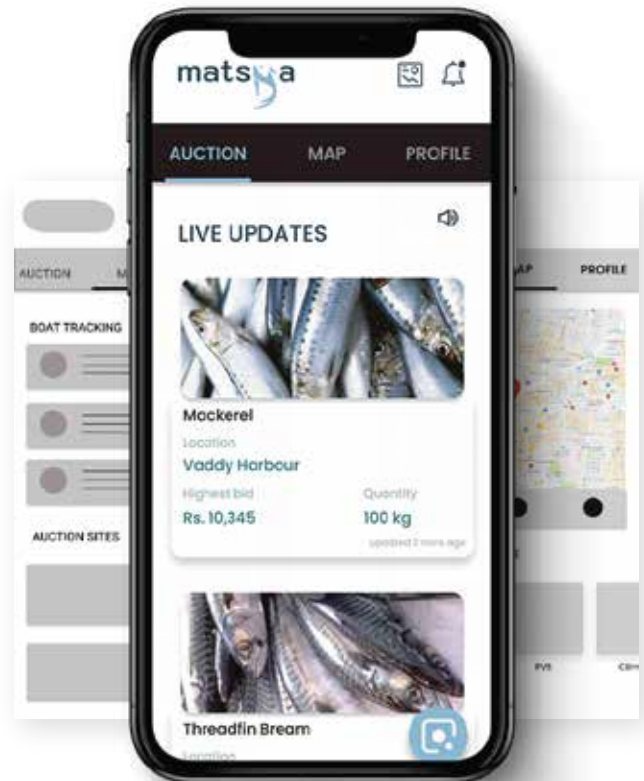
# IT INTEGRATED COMMUNICATION DESIGN

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

PROJECT *Choices - Moving Image*

**SCENE #:** 1  **SHOT #:** E.S  **SHOT SIZE:**
CAMERA ANGLE: High angle
Busy busstand, Crowded, Morning

**SCENE #:** 2  **SHOT #:** MCU  **SHOT SIZE:**
CAMERA ANGLE: Eye level
Hero lost in thoughts, Daydreaming, depressed.

**SCENE #:** 3  **SHOT #:** CU  **SHOT SIZE:**
CAMERA ANGLE: Eye level
slipping into the flashback

**SCENE #:** 4  **SHOT #:** W.S  **SHOT SIZE:**
CAMERA ANGLE: Eye level
Hero gets off from the bus and starts walking towards the homestay

**SCENE #:** 5  **SHOT #:** MFS  **SHOT SIZE:**
CAMERA ANGLE: Eye level
Hero walks under a narrow path going up the hill leaving the city

**SCENE #:** 6  **SHOT #:** E.S  **SHOT SIZE:**
CAMERA ANGLE:
Walking through a rough road surrounded by nothing but green

KERALA STATE
INSTITUTE OF DESIGN

# CHOICES

## DEATH . REBIRTH . VENGEANCE . DESPAIR

A FIVE FRIENDS PRODUCTION IN ASSOCIATION WITH BATCH SIX PICTURES
A FILM BY NIPUN KRISHNAN I ARULDEV MR I MANSHA PANDEY I AKHIL ANAND I ANUSREE GOPINATH
MUSIC BY BIJIN RAJEEV   SPECIAL THANKS TO CALVARY HOMESTAY

# IICD SEMESTERS AND COURSES

## Semester 1

:: Design Overview

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:: History of Design

:: Basic Materials & Methods

:: Environmental Exposure

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:: 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
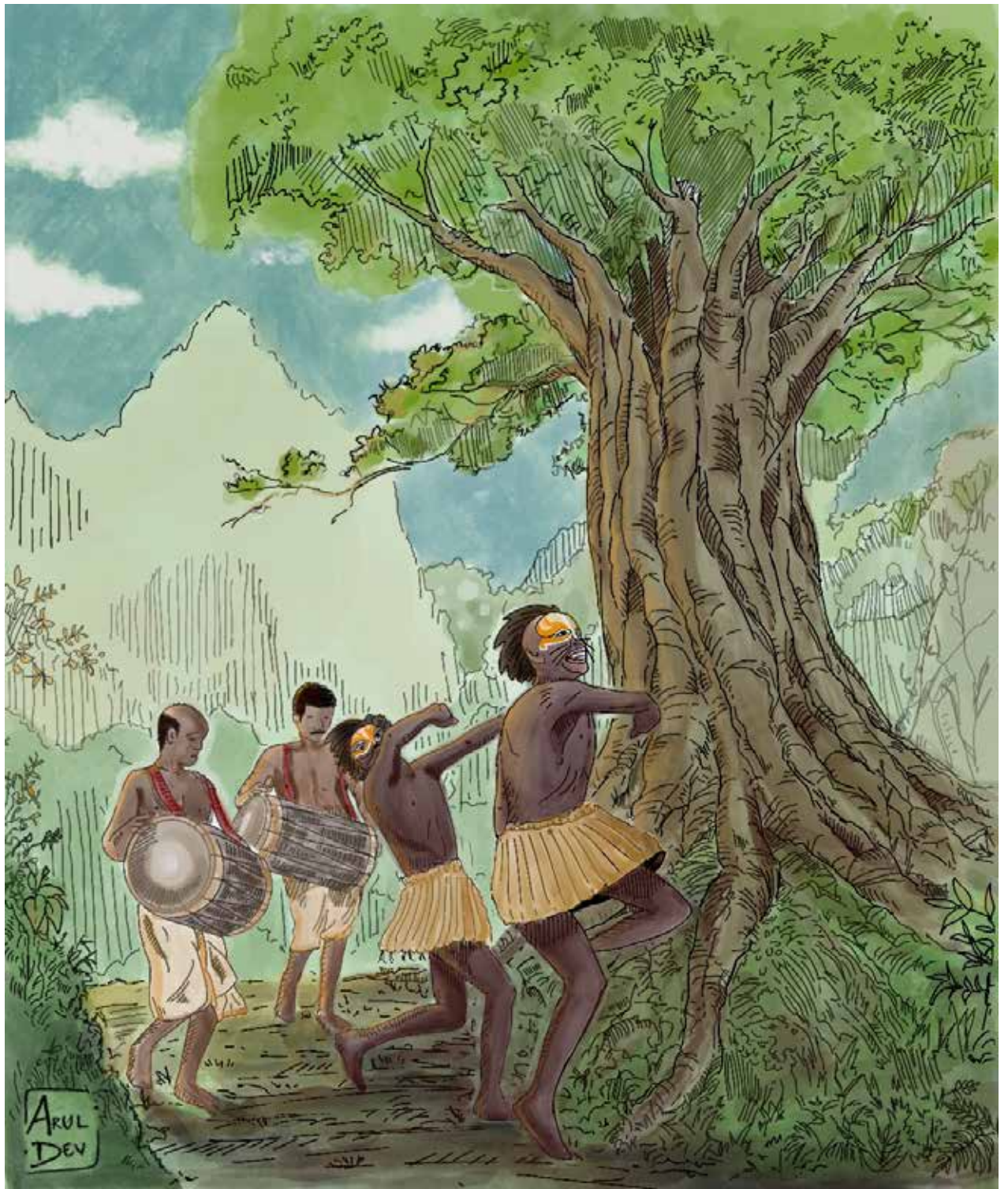
:: Narrative Visualisation

:: Information Design

:: New Media Design

:: Material Culture

:: Interface Design

:: Design Project 2

## Semester 4

:: Craft Documentation

:: Semiotics

:: Design Management

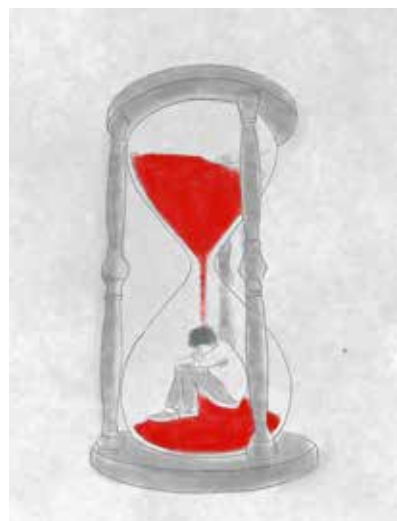:: Publication Design
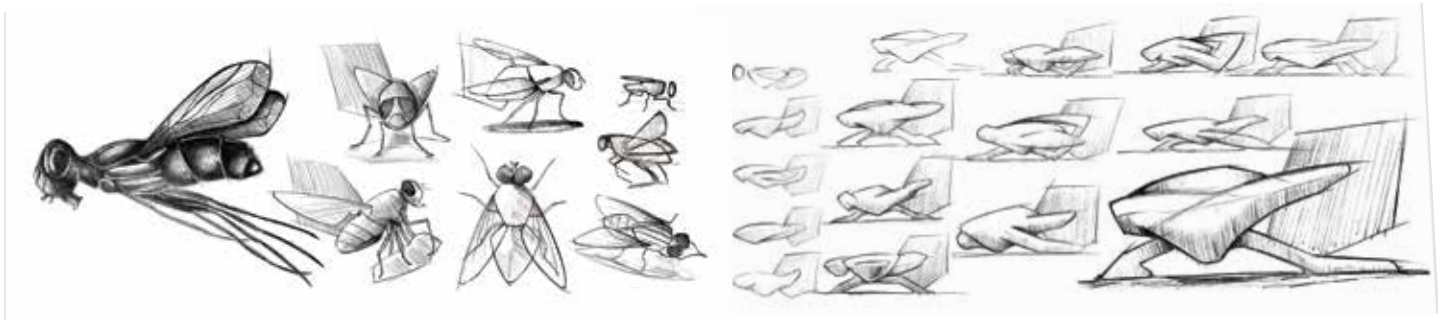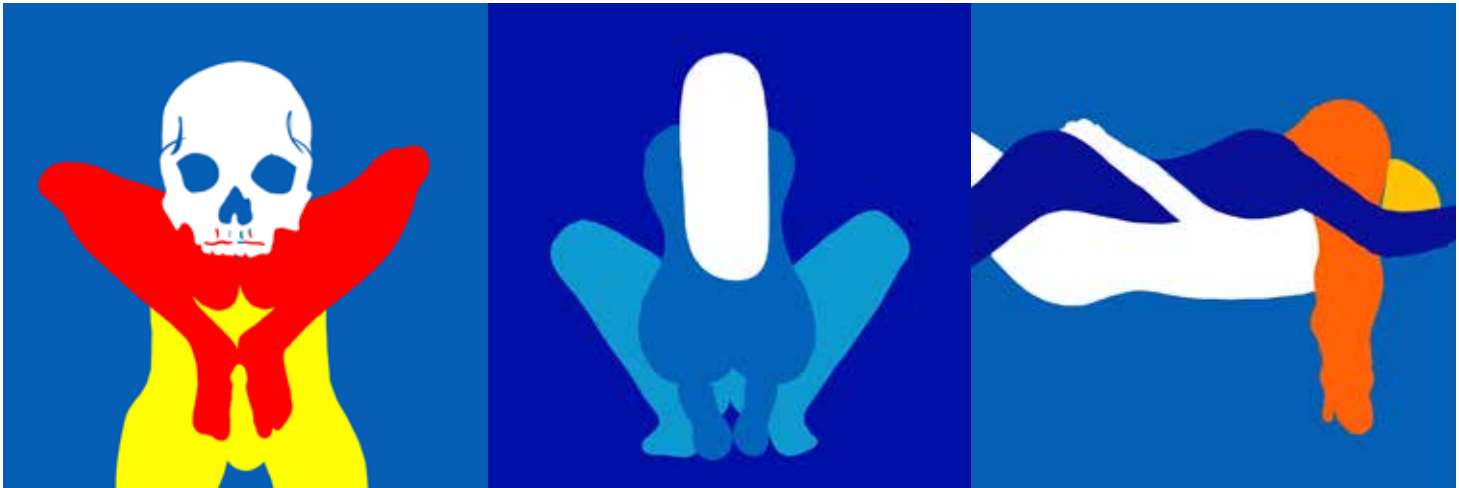
:: Innovation Workshop

:: Design Project 3

## Semester 5

:: Diploma Project

# 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 - 5 seats
Socially and Educationally Backward Classes (SEBC) - 3 seats
Economically Weaker Sections (EWS) - 1 seat
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.

## ELIGIBILITY CRITERIA

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

## COURSE FEE

Admission fees: Rs. 2,000/-
Academic fees (per semester): Rs.45,000/-
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/-

## 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).

## REFUND OF FEE

Refund of fee will be applicable only to students who leave the institute on cancellation of admission on or before 01/09/2022. 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 webpage (www.ksid.ac.in). 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 is INR 1000.

Application fee should be paid online and details of payment of application fee should be given by 20/06/2022.

# 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 marklist or certificates 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.

# DROPPING OUT

Students who drop out in between semester are not eligible for fee refund for that semester.

# IMPORTANT DATES

Starting date for online submission of application ---------------------------------- 20/05/2022

Last date for online submission of application form along with fees ----------------- 20/06/2022

Date of design aptitude test ---------------------------------------------------------- 03/07/2022

Date of publishing the result of design aptitude test ------------------------------- 19/07/2022

Date for studio test & interview ------------------------------------------------ 29 & 30/07/2022

Date of publishing the result --------------------------------------------------------- 04/08/2022

First allotment ------------------------------------------------------------------------ 06/08/2022

Last date for remittance of fee, certificate verification and completion of ----------- 12/08/2022
admission formalities for the candidates who got first allotment

Announcement of vacant seats, if any ------------------------------------------------- 13/08/2022

Second allotment, if there are vacant seats ------------------------------------------ 17/08/2022

Last date for remittance of fee, certificate verification and completion of ----------- 22/08/2022
admission formalities for the second allotment

• The dates may change due to the COVID situation in the country

• For any other updates / revised dates visit website