

Guidelines For Sponsorship

**Class Room
Project**

**Industrial
Training**

**Graduation
Project**

- UG PG** Animation Film Design
- PG** Apparel Design
- UG PG** Ceramic & Glass Design
- PG** Design for Digital Experience
- PG** Design for Retail Experience
- UG** Exhibition Design
- UG PG** Film & Video Communication
- UG PG** Furniture & Interior Design
- UG PG** Graphic Design
- PG** Information & Interface Design
- PG** Lifestyle Accessory Design
- PG** New Media Design
- PG** Photography Design
- UG PG** Product Design
- PG** Strategic Design Management
- UG PG** Textile Design
- PG** Toy & Game Design
- PG** Transportation & Automobile Design



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

Ahmedabad • Bengaluru • Gandhinagar

Professional educational programmes at the National Institute of Design are based on a system of learning that makes students aware of the needs of the client. The emphasis at the institute is to guide young students to engage with real world situations and develop an ability to address the needs of those situations in a contemporary context. The student designers are mentored and guided by experienced faculty members from NID. The faculty members at the institute are professionals engaging with society and sectors of the economy through their research, and design practice. Academic practices at NID recognise the unique and sector specific design needs while setting new standards of design and design education in India. Professional education at NID integrates research and design service across all the disciplines offered. An interdisciplinary approach makes it possible for students from diverse disciplines to integrate their learning in a holistic manner.

The institute focuses on experiential learning accompanied by an approach to design that gives primacy to hands-on experience. This approach, while building a strong knowledge and skill base seeks to hone ability for original conceptual quality and context specific design solutions. NID offers Professional Education Programmes at Undergraduate and Postgraduate levels across 18 diverse design domains: Product Design, Transportation & Automobile Design, Furniture & Interior Design, Ceramic & Glass Design, Toy & Game Design, Graphic Design, Animation Film Design, Film & Video Communication, Photography Design, Exhibition Design, Textile Design, Apparel Design, Lifestyle Accessory Design, Design for Retail Experience, Design for Digital Experience, Information & Interface Design, New Media Design and Strategic Design Management.

Students are encouraged to pursue opportunities in areas such as social communication, service sectors, technology enhanced learning, Craft Design, Green Design, Universal Design, and Experiential Design. The faculty at NID strives towards imparting state of the art design learning by keeping abreast with new developments in engineering and technology, social and environmental concerns, and policy issues. The quality of education received by NID graduates has contributed to their success at various levels across diverse segments of the economy; their works and ideas have been duly acknowledged nationally and internationally.

Projects and sponsorship categories

Sponsored projects for NID students fall into three major categories.

1 Sponsored classroom projects: Sponsored classroom projects can take place during the last two years of NID's B. Des. (4 years) and in the second year of the M. Des. (2 ½ years). These projects are conducted over a 4 to 8 week period in the classroom along with opportunities for client contact. Such projects are an integral aspect of NID's curriculum and seek to expose students to a wide variety of existing scenarios in the industry, along with testing their problem-solving abilities. Such projects are conducted for a batch of students under the guidance of an experienced faculty member. The outcome of the said project is shared with the sponsor.

These projects are budgeted with actual expenses towards conducting the project that include: cost of faculty time, travel cost (if any), cost of materials, cost of sampling/prototype development, and contingency. Design Fee, if applicable, shall be charged with service tax as per prevailing norms.

2 Industrial Training: Industrial training continues for 6 to 8 weeks; wherein, the student works on a project in the premises of the industry/organisation and under the supervision of the sponsor. It is scheduled in the curriculum at the end of third year of the B.Des. and in the second year of the M.Des. Through this hands-on industrial training, the student engages in one or more areas of design and development, production, marketing, and several other aspects. The sponsor will be required to pay a monthly stipend of ₹ 8000–10,000/- per month to the student during the period of training.

3 Graduation Project: As per NID's curriculum, all Graduation semester students are required to undertake a Graduation project with a client organisation. This Graduation project comprises a comprehensive project based on a predetermined design brief. The Graduation project, which is expected to be of 6 months duration, is a complete demonstration of independent client service by the student under the guidance of a faculty member from NID. The student is expected to generate a professional design proposal that integrates application and implementation capabilities. The project brief is approved by the student's faculty guide. While doing the project, the student is also required to make at least 3 guide visits during the course of the project; wherein, the guide reviews the progress of work. On successful completion of the work, a comprehensive document of the project & its outcome is submitted as prescribed by NID from time to time. The student's performance on the project is critically evaluated by a jury comprising NID faculty members and external experts for the award of the NID's Professional Education Degree upon the student.

During the course of the Graduation project, the sponsor is expected to bear the following expenses, in addition to the cost of materials associated with the project:

- One-time lumpsum contribution of ₹ 5,000/- (per student) to NID towards academic supervision and research. Same is applicable for the sponsors from SAARC nations. For sponsors from all other countries, the amount is 600 USD. In case of an NDA, the sponsor is not exempted from including the project outcomes/design solutions in the Graduation document as well as for presentation in the Graduation jury. Contribution to NID is payable within one month from the date of commencement of the project.

- > The sponsor will be required to pay a minimum monthly stipend of ₹ 15000/- to the student for the period of maximum 6 months.
- > A faculty member from NID expert in subject domain will guide the project. Once the project is officially registered by the institute, the student is expected to make 3 guide visits to the institute for feedback and consultation during the span of 6 months. The sponsor as per norms for student category will pay for the cost of travel undertaken by the student.
- > Cost of one visit of NID faculty guide to the sponsor origination as per NID norms.
- > If a student pursues her/his Graduation project overseas, she/he will have to choose a subject expert in the respective country in addition to a faculty guide from NID. This external advisor has to be endorsed by the student's faculty guide and the Chairperson, Professional Education Programmes at NID. The student should maintain online interactions about the progress of work with the faculty guide at NID. In case the situation warrants, the student can make one guide visit to NID; the sponsor will bear the expenses of this visit. Otherwise, the foreign sponsor should pay for the visit of the NID faculty guide if she/he makes a visit to the student's workplace.
- > A complete documentation of the project methodology, processes, and outcomes will be carried out by the student during the last month of the project. The cost of entire documentation will be as per actuals. The student shall submit a copy of the document to the sponsor.

What does NID offer the sponsor?

Each project offers the following advantages to the sponsor within the stipulated project periods and academic schedule.

- > Concerned and relevant NID faculty member supports the sponsored projects through their expertise and professional experience.
- > Classroom projects provide a sponsor with concepts generated through individual and group activity under expert guidance.
- > The Graduation project offers the sponsor an opportunity to assess a young designer's professional capabilities within the industry's/organisation's working environment and systems. In most cases, sponsors choose to continue their professional relationship with the student even after she/he completes the Graduation project by offering her/him opportunities of employment/consultancy.

For all categories of student projects mentioned in this brochure, full commercial rights are transferred to the sponsor with regard to the design solutions recommended and approved by the institute. However, NID continues to reserve the academic right to use the design solutions for its education, research, publication, and promotion.

NID offers the sponsor its unparalleled intellectual resources which have been built through its experience of imparting design education and training over the last five decades.

What does the sponsor offer NID?

- > The strength of real-life experience and the credibility such experience provides to the philosophy and practice of NID's Professional Education Programmes. Industrial training experience enables NID graduates to assist in everyday problem-solving.
- > The sponsor offers the design brief for the student project and an opportunity for evaluation of its Graduation quality by NID.
- > Updated awareness of industry/client needs at NID and linkages that influence the pattern and content of future NID programmes.
- > Career opportunities for NID graduates through this introductory relationship.
- > Financial support towards making these linkages with industry a practical reality.
- > For the holistic development of the student's future professional commitments wherein the sponsor mentors the student, while she/he is pursuing her/his internship with the respective sponsor.

These guidelines are for general information and for the guidance of sponsors and industry. The terms and conditions mentioned in these guidelines are periodically reviewed and are thus subject to change.

For detailed information contact:

Placement Office

National Institute of Design **NID**
Paldi, Ahmedabad-380 007
Tel: +91-79-2662 3692 Ext. 1118
Fax: +91-79-26621167
placement@nid.edu
<http://youngdesigners.nid.edu/>

