

National Institute of Design

Ahmedabad | Gandhinagar | Bengaluru

(Guidelines For Sponsorship for Graduation Projects of Final year students)

Programs these guidelines are applicable for:

B.Des.	M.Des.	Animation Film Design
	M.Des.	Apparel Design
B.Des.	M.Des.	Ceramic & Glass Design
	M.Des.	Design for Retail Experience
	M.Des.	Digital Game Design
B.Des.		Exhibition Design
B.Des.	M.Des.	Film And Video Communication
B.Des.	M.Des.	Furniture & Interior Design
B.Des.	M.Des.	Graphic Design
	M.Des.	Information Design
	M.Des.	Interaction Design
	M.Des.	Lifestyle Accessory Design
	M.Des.	New Media Design
B.Des.	M.Des.	Photography Design
	M.Des.	Product Design
	M.Des.	Strategic Design Management
B.Des.	M.Des.	Textile Design
	M.Des.	Toy & Game Design
	M.Des.	Transportation & Automobile Design
	M.Des.	Universal Design

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 20 diverse design domains: Product Design, Transportation & Automobile Design, Furniture And 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, Information Design, Interaction Design, New Media Design, Strategic Design Management, Digital Game Design and Universal Design.

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.

Sponsored projects for NID students:

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 minimum 4.5 months and maximum 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 three (3) meetings with the guide - in person or online, during the course of the project; where in, 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 and updated 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:

1. One-time lumpsum fees of ₹ 5,000/- (per student) to NID towards academic supervision and research. 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.
2. The sponsor will be required to pay a monthly stipend to the student for the period of maximum 6 months to take care of their cost of living (food, local conveyance, accommodation, etc. and all other living expenses).
3. 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 meetings with the guide in person / online 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.
4. 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.
5. 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 the 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.

1. Concerned and relevant NID faculty members support the sponsored projects through their expertise and professional experience.
2. 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 / industry. The terms and conditions mentioned in these guidelines are periodically reviewed and are thus subject to change.