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## WHO WE ARE

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About MAEERs MIT  
Founded : 1983

The Maharashtra Academy of Engineering & Educational Research (MAEER) was established as a society and trust with the sole aim of creating and developing professional education facilities to train the aspiring young generation and thus to provide dedicated, ambitious and skilled professionals to serve the society and the nation at large. MAEER believes that the union of Science and Spirituality alone will bring Harmony and Peace to The Humanity, as said by Swami Vivekananda. The vision of the founders of MAEER is to create a centre of Excellence in the field of Education and Research. Since its inception, MAEER has been striving for the betterment of the society through a value based education system. With over 50,000 students across various disciplines under its umbrella, it has achieved tremendous success in a short span of time and provides excellence in the fields of Engineering, Medicine, Research, Management, Primary and Secondary Education, Peace Studies, Environment, Pollution Control and towards promoting Human Values and in attaining the ultimate goal of World Peace. The motto of MAEER is, "To harness the knowledge of Science and Technology for the welfare of society ".

MAEER aims to provide the finest environment for teaching, learning, research, innovation and character building.

**Dr. Vishwanath D. Karad**  
Founder & Managing Trustee



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# PHILOSOPHY

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## SADHAN

Education at the MIT Institute of Design has been categorized into mainly three domains. The first is the domain of 'skill', Sadhan. These are those design skills and design tools that should help students to communicate convincingly, the outcome of every stage of the design process. For this, they will learn to employ all necessary media and materials. If one has to look for a concept from the Indian philosophy that has equivalence with this domain that would be the concept of SADHAN.

## SADHANA

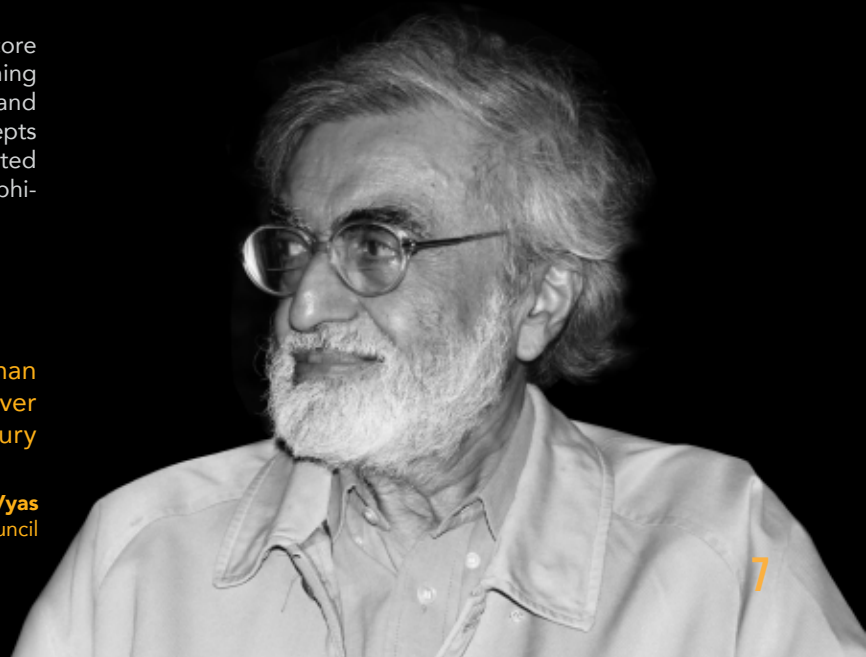
The second is the domain of 'knowledge', Sadhana. It pertains to the knowledge base the students must acquire from subject areas of varying nature. From this base should flow, meticulously gathered and researched information needed during the entire problem solving process. Again, an equivalent concept from the Indian philosophy to represent this domain would be SADHANA.

## SADHYA

It is the third domain of 'formation' that becomes the vital core of the design process, Sadhya. The total and composite learning from this domain is meant to make students think laterally and innovatively, develop design concepts and translate these concepts into a tangible form which in fact is the very solution of the stated problem of design. This equivalent concept from the Indian philosophy, obviously, is SADHYA.

Modern design has been singled out as to provide a human face to technology. It is to this end that one of the silver linings, the 'soft' technology of the Twenty First Century offers, becomes relevant.

**Prof. H Kumar Vyas**  
Founder Chairman, Education Council







# HABITAT

In pursuance of one of our future aspirations, we at the MAEER's MIT Institute of Design are now planning to add a further dimension to the programmes of design learning at our campus. The concept of Design Habitat is in fact a logical and organic extension of our stated philosophy that ensures a total generalist ambience to enable design learning. It would evolve as an overarching concept around the functional framework of the Design Institute which remains an integral component of the Habitat.



It is into this kind of stimulating and inspirational environment that mentors from various design related disciplines would be invited to interact with the design learners and challenge their young minds to explore newer territories that should complement and reinforce their ongoing design learning. Here are some of the disciplines from which these mentors would be selected: biomechanics, alternative energy systems, linguistics (semiotics), performing arts, plastic arts, design anthropology, sociology, perception and cognitive psychologies and several more. The mentors would ensure that the level of interaction is such that it eventually leads to a learning that is comprehensive, sustained and focused in depth, and directly or indirectly design related. Distributing the course contents in form of projects is an obvious and time tested method. Each project would be formulated so as to necessitate participation of a mentor and one or two young aspirants pursuing the same discipline as the participating mentor.

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The team thus formed would be led by a member of the permanent faculty of the Institute. Sometimes the project might be so designed as to the participation of mentors from more than one discipline if needed. The enhanced scope of activities at the Design Habitat would also mean that we reinforce, within the present areas of learning at the Institute. To this effect, two new centers of advanced learning are being envisaged for the near future. The first is the Faculty of Architecture. The major emphasis here would be on humane and logical application of twenty first century technologies, arts and sciences toward solving the problems of human habitat in India. The second is a Centre for Theatre and Body Language. Even though it might seem to have been inspired by the Bauhaus Theatre of the 1930's, its major thrust would be on exploring the worlds of light and sound effects and ways of communication by means of body language.



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# FACULTY

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## Dr. Sunil Karad

Executive Director

## MAEER'S MIT

Dr. Sunil Karad has a Bachelors degree in Polymer Engineering and distinguished in his Masters in Engineering Sciences from the University of Sheffield, UK.

His academic excellence in the Masters degree brought him the honour of receiving the first of its kind University Endowed Scholarship from the University of Sheffield to pursue his PhD along with a Research Fellowship from British Aerospace Plc, UK. He completed his PhD in a record time of 21 months at an age of 26 years and

was awarded the Research Excellence Award from the University.

His academic merits brought him loads of prestigious work offers in the UK those including the British Aerospace but he preferred to return to his own country and contribute to the society.

He began his career as a Professor in the Polymer Engineering Dept of Maharashtra Institute of Technology, Pune, India. He was instrumental in setting up The MIT Academy of Engineering in Alandi in 1999, one of the first of its kind in rural Maharashtra. He also took the lead in establishing the Autonomous courses department, the MIT College of Insurance, the MIT School of Distance Education and others for professional sectors such as Insurance, Piping Design and

Engineering, Energy Management, Fire Safety Engineering and The Vishwashanti Gurukul IB World School.

He received the visiting Post Doctoral research Fellowship of the University of Sheffield in 2001 and he served the Engineering Materials Dept of the University as a Post Doctoral Research Associate in 2003.

He has established the Alandi Dehu Parisar Vikas Samiti – a NGO which works for the development of the famous pilgrimage centres Alandi and Dehu.

Dr. Karad has also facilitated the 5 year partnership between Doordarshan India and MIT to organize the National and International Robotic event ROBOCON in MIT, Pune.



## Prof. Anant Chakradeo

Dean, MITID

## DESIGN HABITAT

Prof. Anant Chakradeo is a graduate of Mechanical Engineering. He did his post graduation in Production engineering with 'Manufacturing Automation' as a specialization.

He is a talented Educationist who believes in thinking differently and who tries new concepts in education. In his career span of 27 years he has served for small and medium scale industries in Project management, vendor development, tool and product design depart-

ments for a brief period of 6 years before joining education domain.

He joined MIT group as a junior lecturer in 1994 and has served on various positions like Assistant Professor, Head of the department in workshop and Production engineering. He was the founder Director for MIT CAD CAM Centre which started in year 2000 and got an opportunity to dream and conceive another prestigious institute MIT Institute of Design in 2005. He presently serves as the Dean, MIT Institute of Design. In his career as a faculty he has contributed to the areas like Technical Drawing, Manufacturing Processes, CAD/CAM, Automation, Tool and Die

Design, Mould design, Product Design and Development and has worked on various industrial projects for development of new plastic products/ imports substitute products.

He has an additional charge of Director International relations for MIT Group of institutes. He has been working on developing international relations and tie-ups for MIT Group and has travelled extensively to about 15 countries all over the world.

He is passionate about Marathi theatre and has active interest in Direction, acting. He is also a passionate listener of Marathi music.



### **Prof. Dhimant Panchal**

Director, MITID  
Head of Department

## **PRE-DESIGN**

Prof Dhimant Panchal studied Product Design at the National Institute of Design (NID) Ahmedabad, graduating in 1980 in Industrial Design. In a career spanning more than 35 years, He has worked in diverse capacities as a design faculty, discipline coordinator, academic institution builder and design professional in premier institutions namely the National Institute of Design (NID) Ahmedabad, School of Interior Design and the National Institute of Fashion technology (NIFT), Gandhinagar.

He has been a recipient of the UNDP Fellowship and has worked with the EXPLORATORIUM Science Museum project in San Fransisco and the Science Museum, London. He has been instrumental in developing design pedagogies for Design foundation Programmes, Industrial design and Fashion & Life style Accessory design at basic design and advance levels. His design consultancy spans Product design, Exhibition design and corporate identity design. He has pro-

vided services to industries ranging from home appliances, eyewear, jewelry, bio medical engineering, CNC automation and tooling as well as memento & trophy design for organizations as Blue Star, Voltas, Solsuns, Maruti Suzuki, Tata Memorial Hospital, Jyoti CNC Automation. He is an avid photographer loves to explore mountains with his camera.



### **Prof. Sanjay Jain**

Head of Department

## **PRODUCT DESIGN**

Prof Sanjay Jain is a Civil engineer from IIT Bombay, of 1984 batch and did his Master of Design in Industrial Design at Industrial Design Centre, Bombay in 1986.

In a professional career spanning more than 19 years, he has served in senior design positions- starting as an Industrial Designer in Uptron India Ltd, Lucknow designing Televisions and Electronic appliances for 6 years.

He was Head of Product Design group

at Wipro Lighting, Aurangabad since its inception in 1993 and worked for 10 years, building design and innovation as core strategic strength of the organization.

Before taking U-turn to Academics in 2006, he worked as General Manager – Product Development in Bajaj Electricals Ltd, Mumbai for Lighting division for 3 years.

He is also a trained green belt of Six Sigma Quality mission at Wipro.





**Prof. Gaurang Shah**

Head of Department

## TRANSPORTATION DESIGN

Prof. Gaurang Shah, studied product design in the 5 & 1/2 year Professional Education Program at the National Institute of Design, Ahmedabad. He also underwent a 2 year advanced training programme in Product planning and design conducted by the Carl Duisberg Gesellschaft e.v, conducted in Germany.

In a career spanning more than 30 years, He has worked in diverse capacities as a design faculty, discipline head,

academic institution builder at premier institutions namely the National Institute of Design (NID) Ahmedabad, DJAD Coimbatore & MIT institute of design Pune.

Prof. Gaurang Shah had worked with Bajaj Tempo Ltd (Force motors) in their R&D department for almost a decade. He has worked on diverse automotive product design and interior and exterior styling projects through consultancy. The projects range from auto rickshaws to armoured personnel carrier to submarines.

He also worked on the research project "Form and interface preferences" sponsored by Eastman Kodak, Rochester. He has also worked on products such as bio-toilets for Indian Railways.

Prof. Shah set up the intellectual property rights cell and drafted an IPR policy framework for the NID. At NID he also formulated an online program on packaging conducted in collaboration with E-Macmillan, Bangalore.



**Prof. Indrajeet Neogi**

Head of Department

## FILM & VIDEO DESIGN

Indrajit Neogi continued his academic brilliance at school to IIT Kharagpur, graduating with honours in Physics. His love for theatre during this formative phase of his life at the Film & Television Institute of India, Pune. He graduated from FTII in 1980 with a specialization in Sound.

His journey in cinema has coincided with journey from analogue to digital. His professional career began in 1980 with Aparna Sen's 36, Chowrangee Lane.

He was associated with path-breaking films like Aarth, Vijeta, Ardh-satya, Khamosh, Yeh Woh Manzil To Nahin in early eighties, and in which Annie gives it those ones, Maya Memsaab, Parinda in the early nineties. He has also worked in Matir Moyna, an international joint production, which has won an award at Cannes. Rab Ne Bana Di Jodi and Band Baaja Baarat are part of his recent works in popular genre.

He has also been a key person in re-inventing the practice of Sync Sound recording, or Live Sound Recording in films in India.

He has also been part of many other genres of cinema, like social, educational, travel, wild-life documentaries and advertising films. He has won national Award in Sound Recording in two consecutive years, 1993 and 1994, for his work in Maihaar Raga and Another Way of Learning.

He has many firsts in Indian television. His first major work is Karamchand, first serial to be shot outdoor and recorded live. He was also sound recordist of first daily soap, Shanti; first game show, Saanp Seedi; first real time talk show, Nikki Tonight after television programmings was privatized. He has also worked with many international television channels like BBC, CNN, National Geography, Discovery, AXN, Star Sports, Arte etc.

Now at present his passion is teaching and mentoring so that he can guide the next generation to their future with his past experience.



**Prof. Ranjana Dani**

Head of Department

## GRAPHIC DESIGN

Prof. Dani is an Applied Artist trained at the prestigious MS University in Baroda with a rich experience in graphic design, visualization, advertising and marketing theory, branding and communication strategy

She has been a faculty at the Abhinav Kala Mahavidyalaya, Pune for more than a decade. She has also been a visiting faculty at the Rachana Sansad, Mumbai.

She is an empanelled expert Member

of the Board of Studies and has been appointed by University of Pune (CAP) as Chairperson of examinations for all Advertising theory subjects.

As a practising artist she has exhibited solo and as a group at the Jehangir Art Gallery, Nehru Centre, Mumbai; Vadera Gallery, Delhi and the Hynes Convention Centre, Boston,



**Prof. Vasudha Karhadkar**

Head of Department

## INTERIOR, SPACE & FURNITURE DESIGN

Prof. Vasudha Karhadkar is an Industrial Designer from the National Institute of Design, Ahmedabad. She is a Post Graduate in Furniture Design from the National Institute of Design. Prior to this, she did her Interior Design education from Delhi.

She has been a full/ part time faculty in design institutes in Delhi and was instrumental in re-structuring the Interior Design syllabus for Meera Bai Polytechnic, Delhi.

In a career spanning around 25 years, she has been involved in vast range of projects right from craft sector to industry based mass production units. She has worked as a Lead Designer with Merino Panels. She has also worked on craft projects with NCDPD (wood and metal products) for the export market and CCIC (craft furniture) Delhi.



**Prof. Rajan Iyer**

Head of Department

## RETAIL DESIGN

Prof. Rajan Iyer graduated from National Institute of Design in 1986, having specialised in Furniture design.

He has worked on various facets of Interior spaces and Exhibition Design over the last 20 years with Novopan India Ltd, Sterling Holiday resorts, Indian Furniture products Ltd and Octanorm Vertriebs India Ltd.

While with Octanorm he designed the Videocon pavilion at the IETF trade fair 1993, held in Pragati Maidan, New

Delhi. He designed award winning pavilions for Tata Motors at the Auto Expo for 2 consecutive years in 1993 & 1994 using Octanorm & Newline systems.

He was a consultant to Cochin Shipyard Ltd, on interior accommodation for 7 ATCO tug vessels for the Kingdom of Saudi Arabia through CSL and interior fit outs for a 95000 DWT tanker for Shipping corporation of India.

He was a consultant to the Inspiration

Group of architects, engineers and designers, Kochi. He has developed eco friendly furniture with a handcrafted ambience for various resorts and interior projects done by the firm.

He has also worked on the Tata Indicom chain of retail stores across Kerala with Tata Teleservices.



**Prof. Chandan Bhattacharya**

Head of Department

## ANIMATION DESIGN

Prof. Chandan Bhattacharya studied applied arts at Banaras Hindu University, Varanasi, Uttar Pradesh, and graduated (B.F.A) in 1996 in Visual communication. He did his post-graduation (M.F.A) from the same University in 1998 specializing in Illustration.

He studied animation at the Heart Animation Institute, Hyderabad, in 1999, followed by a course on Alias Maya from Arena Multimedia in 2005.

He has worked at FX Labs, Hyderabad as lead concept artist for several overseas game projects. He was among the pioneers who initiated the training wing of Dataquest animation studio, Hyderabad (one of the largest in Asia). He was a senior faculty of animation, art and design at institutes like Colorchips animation studio (Hyderabad), ICAAT (International College of animation art and technology) and Picasso animation college, Mumbai.

He has worked on projects for studios like Walt Disney, Mondo media, Marvel comics, Nelvana, Kellogg's, etc. He has also worked the design of video games like Archie's Riverdale run, Dhoom 2 etc. Apart from this he has directed and designed several in-house animated films for studios like AMM multimedia

and Dataquest animation.

He has illustrated comic strips for magazines like Tinkle and Chandamama and a special issue of Archie's. He has also illustrated book covers for renowned Bengali authors. He has also authored and illustrated a book on computer basics for children named "Apu's Compu" published by Shishu Sahitya Samsad, Kolkata.

Prof. Bhattacharya is a voracious reader of both fiction and nonfiction, graphic novels and enjoys making papier mache sculptures and masks.





**Prof. Alana Savant**

Head of Department

## FASHION DESIGN

Prof Alana Savant graduated in Textile Design from the National Institute of Design, Ahmedabad in 1986. She has worked in the fashion industry for 14 years as Fashion textiles as well as Interior textiles, both in Woven and on Surface Ornamentation.

She has worked with the State Handloom & Handicraft Development Corporation, Arvind Mills, Anokhi, Gokuldas Images, Walt Disney, Weekenders, etc.

She has since been a design faculty, a course co-ordinator, a mentor with the country's premier design institutes - National Institute of Fashion Technology, Apeejay College of Art & Design, Wigan & Leigh, Indian Institute of Craft & Design, Symbiosis Institute of Design and School of Fashion Technology.

She is a vagabond- the latter by fate and choice. She has travelled extensively across the country, manifesting Indian Craft and Design. Her work fuses

the traditional techniques with modern styling.

Music and dance are her other distractions.



**Prof. Debayan Dhar**

Head of Department

## USER EXPERIENCE DESIGN

Dr. Debayan Dhar has a PhD in Human Computer Interaction Design from the Indian Institute of Technology Guwahati (2014). Prior to that he did his post-graduation in design from the Department of Design, Indian Institute of Technology, Guwahati.

Before joining MITID he served as a Teaching assistant at IIT Guwahati and supervised projects of various undergraduate and post graduate students.

He serves in the reviewer boards of the

elite conferences/ organizations and journals such as CHI, Mobile CHI, IUI etc.

He has been awarded the prestigious Fulbright-Nehru Fellowship by the U.S. Department of State's Bureau of Educational and Cultural Affairs and conducted a part of his doctoral thesis at the Department of Social Psychology at University of Texas at Austin (2012-13).

He was associated with various R&D

firms in ICT sector such as Centre for educational Technology- IIT Guwahati, Estuary Labs, Impelsys etc. for design and development of cross-cultural web based products and large scale logistic applications. His collaborations with foreign universities in HCI based research primarily focuses on instructional design, computer-supported collaborative work (CSCW), ubiquitous computing and social psychology.

He loves reading novels.



**Prof. Suryanarayan Rao**

Head of Department

## WORKSHOP

Prof. Suryanarayan Rao studied Mechanical Engineering at The National Institute of Engineering, Mysore graduating in 1984.

In a career of more than 28 years, he has worked in academic, Tool room and Research organizations in various positions. He has trained industrial manpower in the area of CNC, CAD/CAM. He has established tool design training programmes and conducts short and long term training programmes in tool design and die making.



**Harshit Desai**

Head of Department

## INDUSTRY OUTREACH

Harshit Desai did his Engineering from Pune University and PG in Business Management.

He comes with more than a decade of Business, Technology and Design academic experience. He handles the Industry outreach initiatives at MIT ID, actively networking with organizations and manages student internships, sponsored projects, live classroom projects and placements. He is a faculty for Design Management and extensively

researches on understanding the role of Design in Business. He has published papers on topics like design management, strategic design and design-led innovation in national and global conferences. His current research is focused on strategic design and exploring the contribution of economic theory and organization studies in strategic design. Harshit balances research with practice and has been actively involved in a variety of design projects with start-ups,

non-profits and global corporations at MIT ID.

He has worked in strategy, business planning, marketing, logistics, operations and IT systems and worked on projects for clients like Google, Yahoo, MSN etc.

Harshit is into Indian history, reading, music and travelling.

## Have the requirements for being a designer changed over the last 50 years?

HKV: There are several new ways of working and there is no denying that computers have changed a lot of things. But the designers approach to a problem and the problem solving process, to my mind, remains the same. There cannot be a change and the computer cannot help here, since it cannot yet replicate your brain functions. If at all, it may still take some time.

Mind is the software of the brain. That is the software you operate and the computer cannot. What happens when you are confronted with a problem is that you immediately begin to work out possible solutions. This is the way the human mind is 'programmed' to work; these are what I would call the 'conjectural solutions' or design conjectures. They will happen all the time. No computer can reproduce this yet. What you require is a paper and a pencil to put these conjectures down using both words and images.

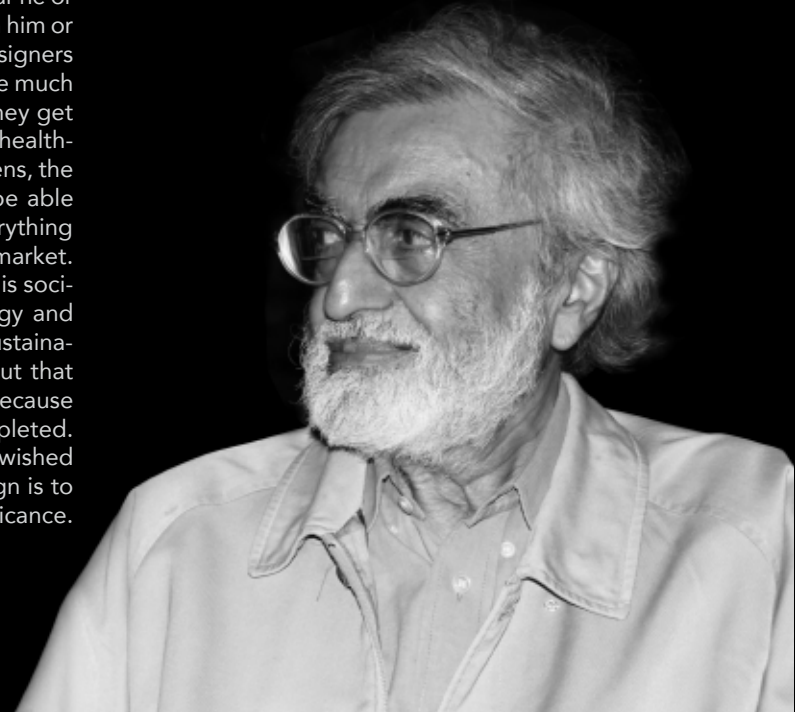
## What attracted you to design?

HKV : It's a long story! I was born in Uganda and grew up there. I did my secondary education in India, finishing my Senior Cambridge in Kampala, Uganda. In the early 1950s there were very few colleges and no universities for further education in Uganda, so most of the people would look towards either India or England, since Uganda was still a British colony. I thought I would do electrical engineering; one reason for that was I wanted to return to Uganda where they had just started a very interesting hydroelectric scheme on the banks of the River Nile. They were building a dam at the point where the Nile, which originates from Lake Victoria, becomes a river. It had been a dream of Winston Churchill to harness the water of the Nile and produce electricity. It was a huge scheme, and all the people were quite excited.

Meanwhile I had applied to the Faraday House College of Engineering in London and on the strength of my good Senior Cambridge marks, they granted me admission but there was a slightly strange stipulation. They said they could not offer me the seat immediately as they were busy taking in the young people demobilized from the Front, returning to Britain. This was in 1949 and while they did say my seat was secure, I would have to wait.

## How do you see this changing in the future?

HKV: I don't know - it is difficult. One thing, it will become more and more complex, I can see that. The expectations are there but the designer will also have to play a role of sieving through all this. He should be trained to tell the client where exactly or how far he or she can go and what the client can expect from him or her. It's a question of convincing. Formerly, designers couldn't have this kind of dialogue but they are much more articulate now and the kind of clients they get also like to talk about design! This is a better, healthier situation. When this kind of dialogue happens, the designer by his or her training will have to be able to draw a line somewhere; for example, everything cannot and should not be controlled by the market. There is something beyond the market, there is society and people and environment and ecology and there is the greater cause of designing for sustainability. That goal may seem pretty far away, but that is something designers will have to aim at, because we know that Earth's resources are getting depleted. Sustainability is an imperative that cannot be wished away. It is here that the old NID adage, 'design is to improve what exists' takes on an added significance.





**You have been involved with several Institutions from their initial stages. How is it different starting an institution now compared to 50 years ago?**

HKV: I was associated with the School of Interior Design, CEPT University, Ahmedabad almost from the beginning. Krishna Shastri, the Director of SID, knew that I had completed my tenure with NID and she wanted me to help her to evolve some of the course material. I did whatever I could - I am not an interior designer. I also helped them to conduct the basic design programs. With all this I am extremely conscious that I too go on learning and I also evolve. If I have to offer a course, my first concern is not what I am going to 'teach' but the kind of experience I have gained which I am going to share further. What am I going to learn from them?

I see myself evolving, most of the time unconsciously, sometimes consciously. This happened with NID and with CEPT, and in a way the same thing happened at MIT Institute of Design in Pune. But at MITID I was also given the task of charting out the ethos and philosophy of the Institute. At the same time I, with my colleagues, worked on the curriculum, course content and also helped in selecting the faculty. I initially offered courses but not anymore. We keep in touch as I meet everybody regularly in the capacity of the Chairman of the Education Council. I am happy that things are progressing as of now.

If I have to offer a course, my first concern is not what I am going to 'teach' but the kind of experience I have gained which I am going to share further.

- Prof. H. Kumar Vyas

**How far have we come in terms of design, design education and design practice in India?**

HKV: I think so far as design education is concerned, there are few institutions in India that are heading in the right direction. During the last decade so many schools of design have come up but among these only some half a dozen that I know of, seem to be charting out their own paths.

They do not seem to have come out from the same mold and they have broken away from the NID mold. For example at the MIT Institute of Design, initially we did look at the NID model as it was bound to happen, and that gave us great impetus. But I also knew that it cannot remain like that, it will have to be broken. Another very good example is that of Shrishti School of Art, Design and Technology at Bangalore, which has charted its own direction with vision and dedication. There may be few others and these are all very hopeful signs.

What is happening now is that there are very large goals overall and different paths to reach. All the same, it is good to see that each of these institutions seems to have taken the right path. And it will eventually do good for the Indian economy and Indian market, and most important, should contribute to Indian society. In my own way I am quite hopeful. I do think, however small, some good work is happening.



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## INFRASTRUCTURE

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We believe a design learning  
begins outside our studios



# OUR LIBRARY

The MITID library has one of the best collections of published and filmed material on design in India. The material spans all manner and aspects of design and art- history, movements, personalities, current trends, etc. The library acts like a resource for research and archival of design projects completed by students and faculty of the institute.

The collection has more than 4000 books, 1000 DVDs, 450 graduation reports, 100 simple design projects and subscriptions to over 50 serials from across the world.

It has a corporate membership association with the British Library, MCCIA, Pune, Cinema Paradiso India Pvt. Ltd., Gokhale Institute of Politics and Economics Library, Pune and online membership with the Design Management Institute, USA and Car Design News, UK.



# STUDIOS

The students at MITID have access to extensive studio and workshop facilities including a clay modelling, a vertical milling center and a 3D printing facility. Project studios are wifi enabled and designed as large open spaces for individual and group work, presentation, basic construction, faculty and peer interaction. Film and animation students are offered a post production studio with Final cut pro and Avid editing systems.

Fashion students have access to lab-style classrooms, including two fashion construction studios, a digital computer lab that also doubles as a classroom, and a making lab for prototyping and light construction.





# LIVING AND DINING

The campus offers resident students hostel facilities in close proximity to the academic building. The hostel, mostly double shared is wifi enabled in traditional corridor style residence with views of the river and surrounding farmlands.

The MITID mess offers seating to more than 500 students and freshly prepared traditional, vegetarian meals four times a day, including holidays.

# SPORTS

The Rajbaug campus has excellent facilities for sports activities. It features an olympic proportion swimming pool and a full scale cricket and football ground. It boasts basketball and tennis courts. It also has an indoor badminton court in the gymnasium premises.

The students of MITID have the opportunity to be coached by an ex triathlete of national renown. Two students of the institute have been champions at the National Rowing Championship in 2014.



# RAJBAUG





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The design habitat is located at Rajbaug in Loni Kalbhor, 20 kilometers on the Pune Solapur highway east of the city. The Rajbaug farms once owned by the legendary showman, Raj Kapoor and now also his final resting place, is spread over 125 acres on the banks of the Mula Mutha river. The beautiful environs have been converted into an educational hub as per his wishes by Dr. Vishwanath Karad, Executive President and Founder of the MAEER group of Institutions.

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## HOW TO GET HERE

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### By Road:

Pune is well connected by road to all the major cities within the state as well as outside the state. Daily private and government buses ply from Pune to Mumbai the distance between which is covered in 3-4 hrs.

### By Air:

The airport is situated in the Lohegaon area, about 12 km from the city. The airport is connected to all major cities in India.

### By Train:

Pune has excellent railway services connecting all major cities.

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# PUNE CITY

24 KMS FROM THE AIRPORT  
18 KMS FROM PUNE STATION

MIT Institute of Design

Toll plaza

Loni

Manjari

Shewalewadi

sar



# ADMISSIONS

Admissions schedule for the academic year 2016-17.

Last date for submission -  
31st January 2016  
Design Aptitude test - 10th April 2016  
Result of DAT - 22nd April 2016  
Studio test & Interview  
PG - 2nd to 5th May 2016  
Final list – 6th May 2016  
UG – 6th to 12th May 2016  
Final list – 13th May 2016

Fashion Programme (Cycle 1)  
13th to 17th May 2016  
Final list – 18th May 2016

Fashion Programme (Cycle 2)  
Form submission 31st May 2016  
Design Aptitude test & studio test  
6th June 2016  
Final list – 9th June 2016

Commencement of Programme -  
4th July 2016 (Tentative)

\*The dates mentioned in the schedule are tentative and it may change.

The admission announcement will appear in major national dailies by late November.

## APPLICATION FORM :

The candidate has to fill the online application form available on the website and submit a dully filled hard copy of the form at the institute address mentioned below preferably by speed post before 31st January 2016 along with a demand draft of Rs. 3000 /- in favour of "MIT ID PUNE" drawn on Pune branch as fees for Design Aptitude Test.

The Design Aptitude test fees can also be paid online while filling up of the form.

The incomplete application forms / not satisfying eligibility criteria will be rejected. The MITID Design Aptitude Test (MITID-DAT) fees (Rs. 3,000/-) for rejected applications will not be refunded.

No official communication will be made regarding rejected application forms.

Last date for submission of application form is 31st January 2016.

Admission is on the basis of MITID method of selection, which extends beyond the students previous academic qualifications. The MITID Admission Committee systematically seeks evidence of the perception, attitude, aptitude, achievement and motivation essential for a challenging and satisfying design career. The objective of the tests and the interviews is to ascertain the above qualities.

The admission process is in two phases:

Phase - 1: MITID-DAT (Design Aptitude Test) conducted at various centres across the country.

Design Aptitude Test (DAT) will be conducted on 10th April 2016 (Tentative) between 10 AM to 1 PM at various test centres across India.(Ahmedabad, Bengaluru, Bhopal, Chandigarh, Chennai, Delhi, Goa, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, Nagpur, Pune & Patna)

MITID reserves its right to change or cancel any of these centres.

Based on scores obtained from MITID-DAT, shortlisted candidates will be called for second phase.

Phase – 2: Studio Test and Personal Interview at MITID campus in Pune.

The second phase of the admission procedure will consist of studio tests followed by personal interviews at Institute in Pune.

The list of shortlisted candidates for the Second Phase will be announced on MITID website.

No separate call letters will be sent to the shortlisted candidates. All those candidates called for the second phase are required to attend the studio tests and interview, which completes the process of selection. The Admission Committee decides the procedures, grades and weightage every year.

The norms for the selection are the sole prerogative of the Admission Committee and the decision of the Admission Committee and the Management in any of the matters concerning the admission process and selection will be final. Any direct or indirect attempt to influence the admission committee or its members, academic office bearers or management will lead to the automatic disqualification of the candidate(s).

## Scholarship / Loan

In an effort to make quality design education more affordable and available to students from economically weaker sections, MITID offers scholarships to all new and deserving entrants. MITID grants full or partial scholarships to about 5 to 10 students each year. The eligibility of the scholarships would depend upon the performance of the student and his/her financial needs. The interview panel will decide whether one is eligible for the scholarship. The scholarship application form should be availed by the applicant from the Institute office after getting admission MITID. Along with the duly filled scholarship form, one will have to attach necessary documents showing the income statements of the family members / guardians.

## Loan

The Institute has an exclusive tie up with CREDILA (educational loan unit of HDFC) for providing educational loan to students securing admission to the institute. Disbursement of the loan is as per the banks' terms and conditions.

## International Collaborations

The Hong Kong Polytechnic University (Hong Kong)

Northumbria University (United Kingdom)

Middlesex University (United Kingdom)

Kunsthochschule Berlin Weissensec School of Art & Design (Germany)

University for the Creative Arts (United Kingdom)

Strate College (France)

George Brown College (Canada)

Politecnico Di Milano (Italy)

Coventry University (UK)



# DESIGN AS A CAREER

From stamps to skyscrapers





Design affects every aspect of our lives. Products from cars to cups and from beds to binoculars, all have to be designed, as do shops, homes, schools, hospitals and offices.

Design is more than just appearance. Good design is equally concerned with function: a well designed chair looks good, but is also comfortable; a well designed tea-pot is elegant, but also pours well; a well designed car is something to covet, but is also economical on fuel, doesn't pollute, doesn't rust and doesn't need servicing every week. Things that work well have been designed to work well.

When you consider design as a career option, you may think about products, interiors, retail, communication graphics, animation, film, fashion, textiles, automobiles.

Design is one of the fastest growing sectors in the new, dynamic Indian economy. This has brought about a growth and intensity in competition for the sellers of goods. The new Indian consumer is empowered with a wide array of quality and brand choices in the range of products available in the market. There are heightened aspiration and expectation levels in the consumers. The implications of the above is that there is a growth in the demands in industry for trained designers who are, meaningfully and professionally, able to contribute to the expectations of the markets.

Over the years, in India, designers have been successfully working with the manufacturing and service industry, advertising agencies and design studios, in the areas of communication and industrial design. Many designers have also lucratively established their own organizations to offer their services to industry.



# **+** **INDUSTRIAL DESIGN**

## **DISCIPLINES**

The learners, who opt for any of the disciplines belonging to Industrial Design stream, acquire an acute sensibility toward what is known as the world of objects and built spaces that exist all around us. These object systems and spaces as a rule define and characterize all our human environments whether small or large, inside or outside, modern or traditional. The learners of Industrial Design acquire a hands-on proficiency over handling of materials both conventional and technologically advanced and an extensive knowledge of various methods of making that would include the latest high tech as well as batch production techniques. Besides, there are comprehensive inputs in human factor and social sciences (such as ergonomics and anthropometrics, social anthropology and social psychology), the systems thinking and design management and marketing.

MITID offers Undergraduate & Post Graduate Programmes in

- + Product Design**
- + Transportation Design**
- + Interior Space and Furniture Design**
- + Retail Design**
- + User Experience Design**

# INDUSTRIAL

## PRODUCT DESIGN

The Product Design Program offer the learners to understand the various approaches, processes and systems to address human needs by creating tangible products. In the various courses that the learners pursue, the emphasis is on learning-by-doing and following a comprehensive process of designing, producing and marketing products, systems and services.

## TRANSPORTATION DESIGN

The learners of Transportation Design experience that the courses of study exclusively explore an inborn human need of human mobility. Beginning with the concept of transporting people and commodities using a variety of means, its emphasis moves on creating sustainable systems for Transportation Design. It is not only limited to Automobile Design and car design but to design systems which enhance mobility for humans and commodities. Learners' innovative ability is challenged further when the scope of a transport vehicle is extended from land, water to air even space.

## USER EXPERIENCE DESIGN

The program aims at the study of concepts, methods, and techniques of information architecture, usability engineering, information Design, interaction Design, Visual Design, ethnography and Prototype engineering with focus on artifacts' where user experience is essential.

After the Program, students will be able to design and conduct usability studies of both traditional artifacts' and systems where experience is important.

## INTERIOR SPACE & FURNITURE DESIGN

Interior Space and Equipment Design discipline focuses on designing and planning of interior spaces for all kinds of human needs. The learners concentrate on designing spaces - interior and exterior - according to their functional hierarchies and interrelationships. Spaces to be more functional and aesthetic require components like furniture, seating, storage, lighting etc. The interior space design should be integrated with furniture & accessories, and both should have an harmonious interaction. This makes the built space respond like an efficient, well designed system. This approach imparts the learner a unique edge than merely "interior decoration". Of the many Interior Space and Furniture Design Courses the one at MIT ID emphasizes on the holistic learning.

## RETAIL DESIGN

Retail Design lies at the intersection of architecture, marketing, strategy and design of the built environment. The program at MITID™ takes an innovative and progressive approach to addressing design issues intrinsic to the evolution and transformation of retail environments.

The core curriculum includes the study of art and design history, theory of spatial manipulation, drawing, structures, materials and processes, lighting and technology, typography, human factors, and the theory and specifics of retail design, all of which ensures that students fully understand the concerns of the retail industry and its allied fields.

< INDUSTRIAL DESIGN

# PRODUCT DESIGN

Sanjay Jain- Head of Department  
Samson Mathai  
Manasi Kanetkar  
Hari Kara  
Jerome Sebastian  
Sagar Modh

## Visiting Faculty

Prof V Parmar  
Prof GG Ray  
Aditya Dhavale  
Anand Karyekar  
Abid Bilal  
Anand Gawade  
Carolien Klepp  
Dr. Vinod Vidwans  
Dr.Akash Khurana  
Harsh Kamble  
Mak Babi  
Mitsuru Omura  
Nachiket Thakur  
Neha Modgil  
Nimesh Bhatt  
Priya Augustine  
Prof.Manubhai Gajjar  
Prof.V.G.Paranjape  
Rajesh Mirajker  
Rishikesh Raut  
Saket Yeolekar  
Samir Chabukswar  
Samyak Pungaliya  
Soumitra Bhat

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The courses covered in the Program make the students understand concepts like design ethnography, design research, Ergonomics, Design Process, Strength of Materials, History of Design, Green Design, sustainable design and System Design with a holistic approach.

The Product design course has opened up a variety of career options. The products, systems and services created are to be used in homes, workplaces, institutions, places of leisure and outdoor spaces for public interaction.





Rajeev Dave

Classroom Project

### Project: Vacuum Cleaner

The brief was to design a vacuum cleaner by establishing a relation between user and the product, and developing the ability to demonstrate performance on problem solution of a complex product. The solution should also reflect manufacturing and technology related detailing.

Process: Identification and understanding of user need and pain point, understand and suggest a technology solution and package the solution considering the manufacturing constraints and product feature and usability.

The project helped in understanding the secondary features to assist the product to be more usable one. Apart from this, it also made me sensitive towards packaging, manufacturing and aesthetics of the product.





Ashish Sanklecha

Technically Complex Product

## SEMESTER 8

This design for a water cooler / purifier uses carbon activated filters and uses the peltier effect and Thermo electric to achieve the two functions of filtration and cooling.



Nupura Kirloskar

SWAY

## DIPLOMA PROJECT

The objective was to enable deaf people to dance since it is an excellent form of expression for them. However, owing to their physical limitations, they often miss out on the beat, lyrics and speed of the song. They fully depend on their instructor for visual clues and counts.

'Sway' is a product that helps deaf dancers to understand music through haptic feedback. It has a wearable ring which is controlled by a smart-phone application.

We worked right from research to its branding, marketing etc. Along with industrial design, it needed a study and analysis of latest technologies. A lot of time was devoted for making working prototypes and getting user feedback. It opens a lot of product innovation possibilities in the field of performing arts.



**Samson Mathai**

Associate Professor

## PRODUCT DESIGN

Samson Mathai graduated from the National Institute of Design, Ahmedabad in the year 1993 having specialized in Product Design.

During his seven year tenure in Godrej Appliances Pvt Ltd, Mumbai from 1994, he was involved in industrial design development of their appliance range, notably the Ultra, World Series and Pentacool range of refrigerators, 'Smartwash' washing machines and 'Smartcool' range of air conditioners.

He worked with the National Institute of Design as an Associate Designer in its Integrated Design Services in 2005 - 06.

His work in Craft cluster development initiative for Sankheda furniture for the Government of Gujarat through NID's Outreach Program has been appreciated by the Amity School of Business.

As a Product Designer in the Industrial Design firm 'DESIGNEDGE' based in Ahmedabad, he worked extensively

as part of a team on the design and development of automotive products that include Executive buses for TATA Motors that were displayed in 2006 Auto fair in Delhi.

His client portfolio includes Voltas, Hitachi and Funcastle.

He has been involved in developing design pedagogy in the last several years and is very excited about being part of Innovation and Design Thinking.



**Mansi Kanetkar**

Asst. Professor

## PRODUCT DESIGN

Asst. Professor Manasi has acquired her Bachelor's degree in Architecture from University of Pune in 2002 and a Masters Degree in Industrial Design from IDC, IIT Bombay 2006.

Manasi has been the principal designer at Purnansh Design, Pune for four years working with clients like Mahindra Powerol, Bajaj Electricals, Ador powertron, Abby lighting, Vinay electricals, Anjali Kitchenware, etc. She has designed electrical equipment and

accessories, kitchen appliances, medical tools, packaging design, interior and retail spaces etc.

Manasi is an avid reader. She likes to solve puzzles and riddles.





**Jerome Sebastian**

Asst. Professor

## PRODUCT DESIGN

Jerome has a graduate in Mechanical Engineering and a diploma in tool engineering.

He has extensive industry experience in Caterpillar Inc., Bajaj Auto Ltd., KELTRAC ( Govt. Org.) and UCAL for more than Two Decades. He has designed many critical components of Automobiles and their respective Tools for Manufacture. He has worked in array of CAD / CAM software in Modelling, Manufacturing and Analysis. During his

tenure with the govt. organisation he was a member of the Academic Council and actively contributed for Education, Training and setting up the Hi-Tech Tool Room for manufacture of ISRO components.



**Sagar Modh**

Asst. Professor

## PRODUCT DESIGN

Sagar is a Bachelors in Interior Architecture from A.P.I.E.D. (Gold Medallist) V V Nagar - Gujarat & a Masters in Industrial Design from MITID, Pune.

In his fledgling career, he has been a project assistant with the National Institute of Design, Ahmedabad on the redesign of the state library in Gandhinagar. Prior to joining MITID he was with Elephant Design where he was part of design team for the SRT (Sachin Ramesh Tendulkar) 200 trophy and the design of the Nirlep Bhoomi bowl.



**Hari Kara**

Asst. Professor

## PRODUCT DESIGN

Hari has a diverse experience in product, space and retail design. He's worked in several design houses in Europe and India for clients such as Philips, Skyworks, Type22 airport solutions, Fokker VIP Aircrafts, Sealskin and Callaway Golf, to name a few. Hari is a post-graduate in product design from TU Delft, The Netherlands.

At MIT Institute of Design, he mainly conducts courses related to product aesthetics and experience. Hari is actively involved as the co-ordinator for i-Did (designer products' store by students of MIT Institute of Design).

# TRANSPORTATION DESIGN

Gaurang Shah - Head of Department  
Chaitanya Kachare  
Donshong Koren  
Sandeep Varma  
Vibhor Sharma

Visiting Faculty  
Ajit Mulay  
Anand Gawade  
Arun Thomas  
Harsh Kamble  
Aditi Bidkar  
Anand Sharma  
Darshan S.  
Mihir P Joshi  
Pushkaraj Kaulgud  
Ramandeep Singh Ratta  
Sandeep Bhambra  
Swaroop Roy  
T.K.Vora  
Vikram Sharma  
Nachiket Thakur

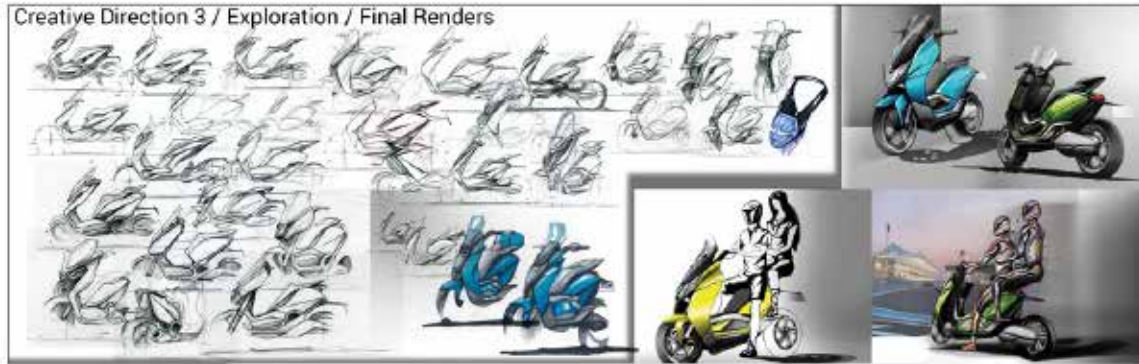
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Transportation design courses at MIT ID equip the learners with the required knowledge and skills to be professional transportation designer.

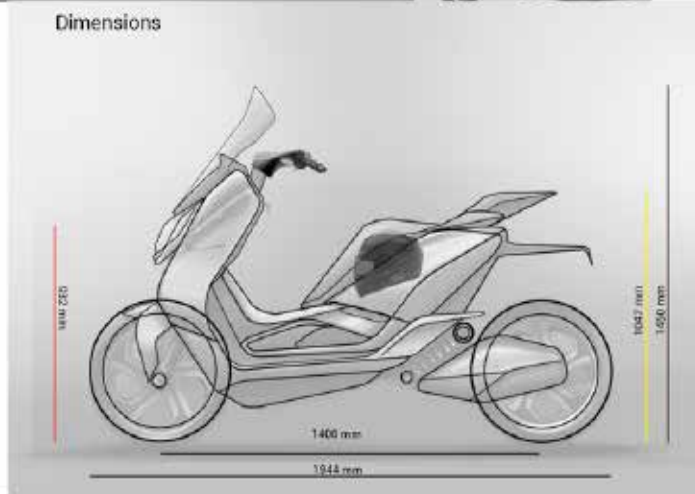
With topics like Emerging Technologies, Composites, Aerodynamics, Fluid Dynamics, Automobile engineering and Modelling, Transportation for Specific Needs, Vehicle Packaging Design and Use of Automotive Clay & GFRP, learners are capable of creating newer transportation design systems to improve mobility.

With the rapid growth in the Automobile sector Transportation design course at MIT ID has become very popular in recent times as it is different from the conventional Transportation design courses available in India.

Creative Direction 3 / Exploration / Final Renders



Dimensions



Tejas Rasam

Scooter for Young Indian

GRADUATION PROJECT

In today's competitive world youth feels compelled to stand out by personalizing their products and positions. Design a bike which can create its own unique identity in youth's mind which has potential to stand out of the crowd.

Project panels and documentation of the project was a great learning experience. The project also helped me in improving my skillsets towards designing 2 wheeler and which led to develop keen interest in designing 2 wheelers.



/ Transportation Design  
/ Form Studies



Rupras Singh

Dustsun X

## SEMESTER 6

The brief was to design MINI SUV for young urbanites. The vehicle is inspired from Rhino reflecting its toughness yet the decency. It can be used in cities as well as it has good off-roading capabilities. Datsun X is the new choice for young enthusiasts.





Shrikant Kanchinadham

Project: Concept KTM Bike

**SEMESTER 7**

Offroad concept for KTM bikes



## Chaitanya Kachare

Asst. Professor

### TRANSPORTATION DESIGN

Chaitanya is a graduate of Mechanical engineering from the University of Pune. He also holds a Post-graduate degree in Manufacturing-Automation from the Government College of Engineering, Pune.

He was instrumental in setting up the Rapid Prototyping Cell at the MIT College of Engineering, and offered design and prototyping consultancy to organizations like Tata Visteon, Taco, Apollo tyres, IIT Powai, Sancheti hospi-

tal, ARAI and Bill-care.

He was the Faculty Guide for the robotic design team of Robocon 2005 till 2008.

He was the chairperson of paper setter's committee in Rapid Prototyping and member of the Undergraduate syllabi reform committee, University of Pune and Post graduate syllabi review committee, Bharati Vidyapeeth, Pune.

During his tenure with Force motors he worked on engine development of the Trax series of utility trucks. He was associated with the design and development of full perimeter frames (chassis) and engine cradles for design programs of Ford, Toyota and Volkswagen. At Prime Technologies, Pune, he worked as a designer on variety of automation

assignments in component handling, lifting systems, material handling and turn key projects.

He is a team member of the Contest Committee of Robocon International since 2008.

He has received a special certificate award by Thermax Ltd. Pune for his significant contribution in setting up Environmental Management Systems (ISO 14001) at Chinchwad plant.

He is a passionate teacher and relishes design teaching and design projects.



## R. Donshong Koren

Asst. Professor

### TRANSPORTATION DESIGN

R. Donshong Koren studied Product Design at Symbiosis International University, Symbiosis Institute of Design (SID) Pune, graduating in the year 2008. and Defence and Strategic studies from the University of Pune..

He joined Autoline Design Software Ltd., in the year 2008 as a stylist and chief of officina for Autoline Zagato India chapter. He has been involved in various projects from styling to modeling of cars and life style product under

Autoline Zagato IC.

Donshong's portfolio includes a automotive styling Chrysler China and the TATA Indica Vista, a people rapid transit system (PRT) for an International Airport and University Dubai, a Sky Rail system for a Hospital in Michigan, USA, Project on TATA Indica Vista Open Car, etc.

Dongshong is fascinated by the possibilities of automotive clay.



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**Sandeep Varma**

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Asst. Professor

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**TRANSPORTATION  
DESIGN**

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Sandeep Varma studied Transportation Design at the Instituto Europeo Di Design (IED Turin, Italy), graduating in 2010 in Industrial Design.

Prior to IED he has worked as an assistant Designer at Purva Industrial Designers Pvt Ltd, Pune. He has designed concept bikes and production vehicles for Yo Bikes. He has worked with FIAT, Italy (2008 -09) and McLaren Automotive (2009-10), UK on sponsored projects. In 2009/2010 he had worked on a pro-

duction vehicle for Yo-bikes. He was a Product Design consultant for UMA Plastoware Pvt. Ltd. Pune.

Sandeep has worked on automotive component and products styling ranging from companies like Maruti Suzuki, Toyo and Mahindra engineering.

He is passionate about test driving different segments of cars to understand more and more about the technology, types of materials, trims and finishes etc. used in different brands.



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**Vibhor Sharma**

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Asst. Professor

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**TRANSPORTATION  
DESIGN**

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Vibhor is a Bachelors in Engineering from Vishwakarma Institute of Technology (VIT), Pune in Industrial Engineering and has a Masters in Transportation Design from MIT Institute of Design, Pune.

Before joining MIT for Masters, he was working with Mahindra Trucks and Buses on interior and exterior themes (formerly known as Mahindra Navistar Auto. Ltd.(MNAL)) Pune. in Color and Trim department.

He was also involved in Logo development and Branding of the company. He has done a project of designing a Leisure Boat with Mahindra Odyssey.

< INDUSTRIAL DESIGN

# INTERIOR SPACE & FURNITURE DESIGN

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Vasudha Karhadkar - Head of Department  
Amit Deshmukh

Visiting Faculty  
Abhijit Salunkhe  
Ajit Madkaikar  
Arun Atre  
Chetan Sahasrabudhe  
Deepak J  
Dhara Kabaria  
Ms. Swati Sahasrabuddhe  
Nirav Shah  
Prof Swati Sahasrabudhe

Interior space design should be integrated with the interior elements and furniture in a harmonious interaction. This makes the built space respond like an efficient, well designed system. This approach imparts the learner a unique edge than merely "interior decoration".

Courses at each semester include a blend of space design as well as furniture and lifestyle products. Courses with technological and skill based inputs like Ergonomics, Architectural drawing, Building technology, Prototype making etc enable the learners to look at interior space in holistic manner and design for maximum functionality. Learner also undergo extensive exposure to digital methods like AutoCAD, RHINO, Google Sketch up and Solid works.





Ranjit Sarve

Systems design

## SEMESTER 8

Faculty Guide:  
Prof. Vasudha Karhadkar

The Primary Health centers (PHC) are present at every Taluka level town. Each of these PHC does have a pharmacy unit which supplies & sells medicines to patients. The system solution solves issues of storage, segregation & organization of these medicines. The modularity, flexibility, detailing & choice of materials caters to the required hygienic context .



Shripal Shah

Classroom Furniture Design

## SEMESTER 5

To develop efficient classroom furniture system for 12-15 year old students in private schools.

With the changing educational scenario of the Indian society, it was important to evolve the furniture units in classrooms that would enhance one's learning and would become an integral part of the classroom system than merely a furniture unit.



**Amit Deshmukh**

Associate Professor

## INTERIOR, SPACE & FURNITURE DESIGN

Amit has done Bachelors in Architecture from Pune & Masters in Industrial Design from SPA, N. Delhi.

He has joined MIT after an experience from all forms of the design profession. His work includes a work in industry – a work under Institute (NID) - & with professional sector of the design field.

Amit has been involved in teaching with architecture stream. He has been in Pune University Jury panel & was appointed as Chairperson for

Architecture Design & Basic Design subjects at Pune University examinations. He was also appointed as examiner for National Architectural entrance test NATA by Council of Architecture – N. Delhi

His major achievement includes a 'Silver Medal' at ANVESHAN-1 competition by IIM-Ahmedabad & selection as "CORE 77 Heavyweight design championship" finalist for his group entry – 'A Noise Destroyer'.

His key areas of interests include Children related products, Systems Design, Portable Architecture & Heritage work.



**Ishan Upadhyaya**

Modular Furniture Design

## SEMESTER 5

The project brief was to design a space saving modular workstation which could also be used as a storage unit.

< INDUSTRIAL DESIGN

# RETAIL DESIGN

Rajan Iyer - Head of Department  
Sandeep Anjara

Visiting Faculty  
Arvind Merchant  
Dhara Kabaria  
Jatin Bhatt

Pritharshv Pushkar  
Santosh Kumar

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Retail Design provides appropriate environments for brand spaces for enhanced retail transactions, communications and experiences.

The curriculum focuses on cross disciplinary learning keeping in mind the existent nature and requirements of the retail industry. Topics like Exhibition Design, Event Design, Production Design, etc. enable students to learn from across disciplines in order to design retail environments and systems. Learners design for exhibitions, museums as well as scenarios for theatre, film and television.

The disciplines fosters traditional design thinking with extensive exposures to computer skills like 3DS Max, Auto CAD etc.





Soumya Awasthi

Graduation project

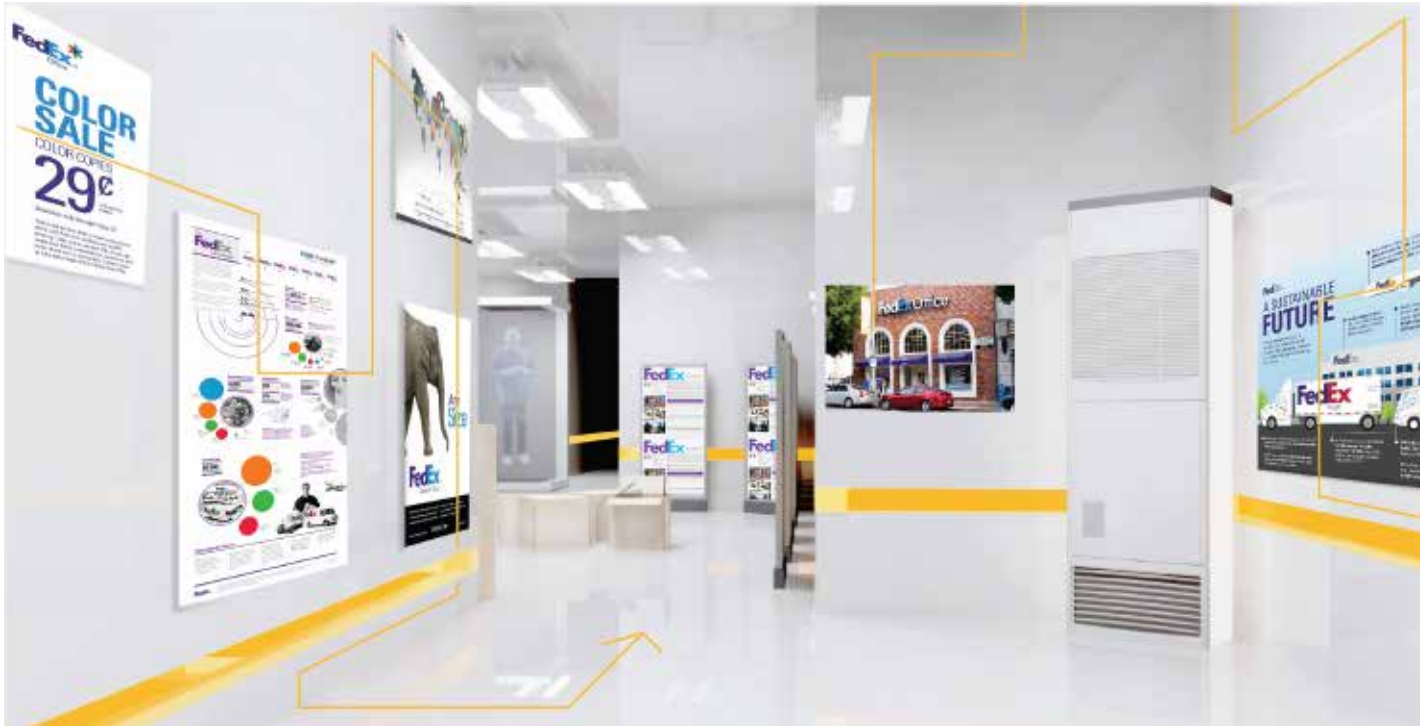
SEMESTER 9

Client: FITCH / PARK AVENUE

Project Guide:

Prof. Pritharshv Pushkar

The project redifened the retail and brand experince of corporate and fashion lifestyle. It involved the design of the exterior facade, interior fitouts and the complete buying experince.



Harsh Bangalia

Exhibition Design

## SEMESTER 5

This course aims at the experiential promotion of brands and its products and services to targeted audiences. Harsh hypothetical design space promotes the FedEx brand values, achievements and future possibilities.



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## Sandeep Anjara

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Asst. Professor

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## RETAIL DESIGN

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Sandeep Anjara is a graduate from Mumbai University in 2005. He has earned two diplomas in Multimedia, Graphics, 3d Modeling & Animation in 2004 and Specializing Autodesk Maya for 3d from FrameBoxx Institute of Animation & Visual Effects (Mumbai) in 2011.

He has worked across various industries that include exhibition and event design, ad agency and big corporates for more than 8 years. He has worked on projects with compa-

nies like HDFC Limited, Singapore Mercantile Exchange (SMX), National Spot Exchange Limited (NSEL), Sony Entertainment Television, HSBC Bank, ICICI Bank, Cadbury, Star TV, Hindustan Times, Radio Mirchi, etc.

He is a technical design professional with in-depth knowledge of various software's like Autodesk 3ds Max, Autodesk Maya, Autodesk Mudbox, Zbrush, CorelDraw, Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premier, Adobe Flash etc.

# USER EXPERIENCE DESIGN

Debayan Dhar - Head of Department  
Dr. Anirban Chowdhury  
Dr. Wricha Mishra  
Tanmoy Goswami

Visiting Faculty  
Carolien Klep  
Kiran Sabnis  
Neha Modgil  
Nitin Urdhwareshe  
Soumitra Bhatt

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The aim of the Program is to study concepts, methods, and techniques of information architecture, usability engineering, information and interaction design, visual design, ethnography and prototype engineering with a focus on artifacts where user experience is essential.

Historically, usability has covered aspects as efficiency, learnability, etc. Today, a large number of IT artifacts include other measures of success, such as playability, engagement, entertainment, immersion and aesthetics.

After the Program, students will be able to design and conduct usability studies of both traditional artifacts and systems where experience is important.



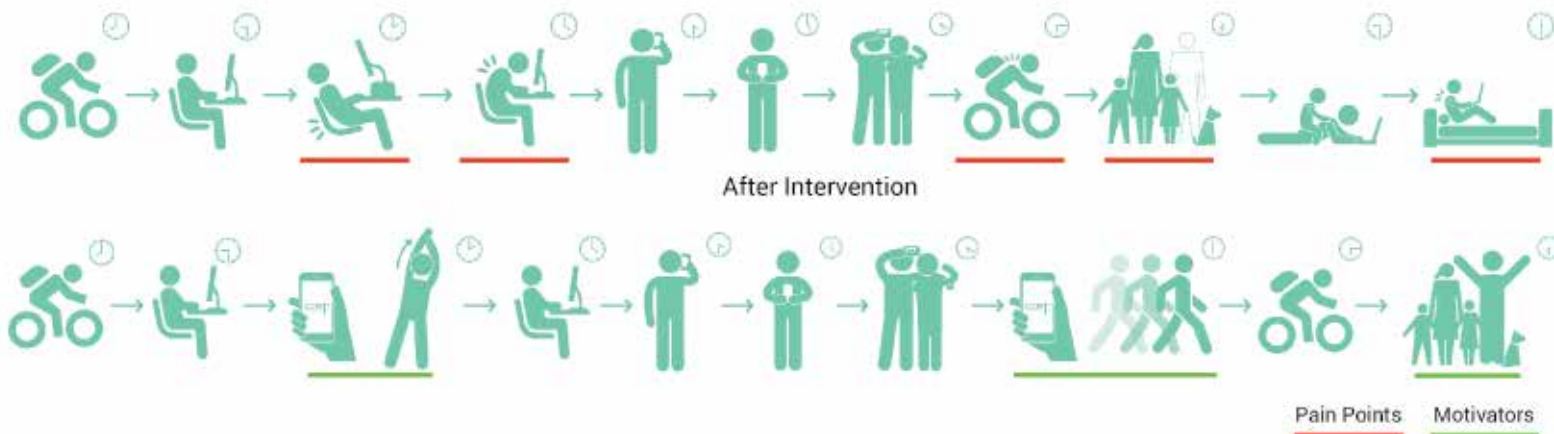
Aakash Soma

Course: Design Methods

## SEMESTER 1

The proposed application locks the device for particular time-frame and offers to perform a few tasks related to exercise or by accepting challenges which includes walking with the device for pre-decided number of footsteps to unlock the device again. This helps them to stay fit without any change in their daily routine.

In the mean time, they can only access important services like e-mails, messages and call log.





## **Anirban Chowdhury**

Asst. Professor

### **USER EXPERIENCE DESIGN**

Dr. Anirban Chowdhury joined MIT Institute of Design in January, 2015 as an Assistant Professor of User Experience Design. He is an alumnus of the University of Calcutta. He was recently awarded the “Young Scientist Award” (Prof. Sacchidananda Banerjee Memorial Research Prize, 2014) by The Physiological Society of India for his research work in the field of Ergonomics and Usability Engineering. He pursued his PhD from the Indian Institute of Technology (IIT) Guwahati.

Area of his PhD research was Cognitive Ergonomics and Anthropomorphic Product Experience Design. His areas of research and teaching focuses on User Centered Design Research; Cognitive Ergonomics, Eye-tracking and Attention;

Facial EMG and Emotional Product Design; Usability Engineering and User Experience Design; Interaction Design; Design Semantics; Pleasure / Kansei Engineering in Automobile/Vehicle design; Neuromarketing and Neuroeconomics; Applied Ergonomics; Participatory and Collaborative Design; Automotive Ergonomics; Driver Vehicle Interaction (DVI) Design; Ergonomics in Product Design; Physical Ergonomics; Design Based Solutions for Occupational and Environmental Health; and Digital

Human Modeling (DHM) in virtual product experience evaluation. He has pursued an intensive user centered design research during his stay at Indian Institute of Technology (IIT) Guwahati. He has extensively worked on Occupational Health and Safety at Regional Occupational Health Centre (E), Indian Council of Medical Research (ICMR). He is a life member of the Indian Society of Ergonomics (ISE), the Indian Science Congress Association (ISCA), the Physiological Society of India (PSI), and the International Association of Engineers (IAENG). Recently, he was invited as a Reviewer for the ‘Special Issue on Interaction and Experience Design’ of the Journal of Engineering Design, Taylor and Francis Group.



## **Wricha Mishra**

Asst. Professor

### **USER EXPERIENCE DESIGN**

Dr. Wricha Mishra has completed her Doctoral studies in Product Experience Design and Human Factors Engineering from NITIE, Mumbai. Her research interest primarily revolves around Cognitive Ergonomics, Design Ergonomics, User Experience Design, HCI, Human Factors, Usability Engineering, Corporate Strategies & Work Station Design, and Occupational Health & Safety. She is an active member of Indian Society of Ergonomics (ISE) and

Indian Science Congress Association (ISCA).

She has been invited to take lectures in various colleges in Mumbai on subjects like Human Factors Engineering, Operation Research, Research Methods & Statistics, Quantitative methods etc. She is also paper setter, examiner and moderator in Mumbai University & SNDT University.



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**Tanmoy Goswami**

Asst. Professor

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### USER EXPERIENCE DESIGN

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Tanmoy Goswami is an Assistant Professor of User Experience Design. He is a Master of Engineering in Computer Science & Engineering. His areas of research and teaching are Mobile Application Design, Web Application Design, System Architecture and Database Design, Windows Application Design, Human computer Interaction, Software Engineering, Microprocessor Architecture, Big Data Management and Hadoop. He is a life member of the Indian Society of Technical Education

(ISTE). Tanmoy is conversant with different computer engineering subjects which are essential for user experience design. He introduces himself as highly self-motivated teaching professional having strong capabilities

in cross-functional team co-ordination with an eye for details. The natural abilities in him add to his abilities in integrating the diverse nature of his profile. He possesses an excellent eye to details with good logical, analytical and mathematical skills coupled with patience and perseverance.

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## DISCIPLINES

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## COMMUNICATION DESIGN



MIT Institute of Design focuses on the fundamental design skills and help students to develop them into professional attributes. International infrastructure, high-class facilities, excellent faculties and global resources makes us one of the top design institutes across the country. Our aim is to create a design community, which will not only cater the large industries but also small scale and rural industries.

MITID offers Undergraduate & Post Graduate Programs in

- + Graphic Design
- + Animation Design
- + Film & Video Design

# COMMUNICATION



## GRAPHIC DESIGN

Graphic Design at MITID is focused on imparting the sound theoretical and conceptual understanding, and also of the necessary skills required to be a professional graphic designer. Graphic Design is an important aspect of Communication Design. The learners of Graphic Design discipline find that the courses of study are centered on various topics like typography and type design, illustration and photography, packaging and print design, signage design and corporate identity systems. The application of Information Technology would take learners in fields of computer graphics, multimedia and web design. Learners use software like Sound forge, Adobe premiere, Adobe After Effects and Combustion for the Graphic Design projects.

## FILM & VIDEO DESIGN

Courses in Film and Video Design put emphasis on a strong narrative content. To communicate using the Film and Video media one needs to use equipment like film and video cameras and editing systems. Moreover conceptual processes in addressing the communication needs of the social and commercial sectors should also be rigorously followed.

## ANIMATION DESIGN

In Animation Design the courses of study exclusively deal with moving images. The Animation Design Programs at MIT ID focus more on design thinking and doing. The learners of Animation Design acquire special skills and techniques of animation such as Personality and Caricature, kinematics, Illustration, Visual Scripting, Story Boarding, Pixilation, and Model Animation Design. Here the essential grasp over the narrative content combined with proficiency with animation design techniques goes toward creating an effective piece of communication.

< COMMUNICATION DESIGN

# GRAPHIC DESIGN

Ranjana Dani - Head of Department  
Rajendra Thakre  
Utkarsha Malkar  
Bappa Das  
Yogesh Gite  
Shirish Kathale  
Sugandha Gaur  
Siddharth Raje

Visiting Faculty  
Abhishek Singh  
Anita Iyer  
Anita Narayan  
Babu Udipi  
Bipin Daftardar  
D Udaya Kumar  
Deepankar Bhattacharya  
G V Sreekumar  
Gangadharan Menon  
Gauri Damle  
Gopi Kukde  
Ishita Panchal  
Jhumkee Iyengar  
Kruti Saraiya  
Laxmikant Deshpande  
Madhura Mahajan  
Madhusudhan Mukherjee  
Mahendra Patel  
Mahohar Desai  
Medha Kotwal  
Mithi Desai

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Krishnan Lakshmanan

Corporate Identity

PG Graphic Design

Faculty Guide: Prof. Ranjana Dani,  
Rajendra Thakre

The shieldstands for value and worth of all the the books in the store by famous writers. The brush strokes going around the shield in the form of a ribbon resembles the creativity and wilde imagination and thoughts of the readers and writers thus binding the two together as one.



Prayag Shah

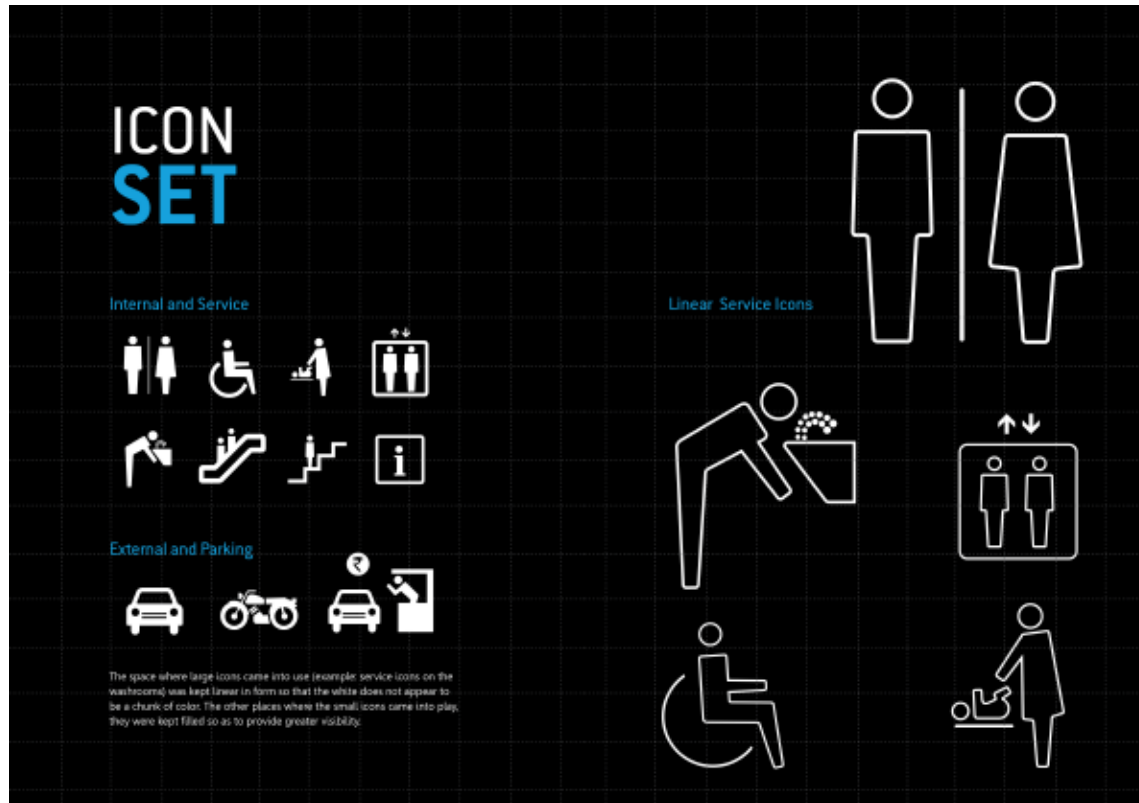
Branding

## DIPLOMA PROJECT

Faculty Guide: Prof. Paresh Choudhury

Documentation of the Brand Environment Design for Surya Child Care Hospital a multi speciality pediatric hospital done under Leaf Design Pvt. Ltd. To make Surya Child Care highly professional, safe, humanistic, caring & stress-free. Build an environment which fosters healthy living and healthy beginning, not just healing. Translate the Surya ethos & vision which compliments the architecture.





Sourajit Sengupta

Wayfinding

## SEMESTER 9

Faculty Guide: Prof. Paresh Choudhury  
A Wayfinding & Signage Design project done with Leaf Design Pvt. Ltd., Mumbai for Forum Mall Mangalore and Hyderabad which is being developed by the Prestige Group, India & Capita Malls Asia, Singapore. The detailed brief was to enhance the experience of Forum Mall by implementing efficient wayfinding system design.



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**Rajendra Thakre**

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Asst. Professor

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**GRAPHIC DESIGN**

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Asst. Professor Rajendra Thakre studied Master of Fine Arts at Lalit Kala Vibhag, Nagpur, and post graduated in year 2005 with a specialisation in Photography. In a career spanning more than 15 years, he has worked with various ad agencies, design houses, IT companies as a visual and Graphic Designer. His works in Calligraphy, Typography and Photography have won him numerous awards. He has recently designed the typeface for "Modi-Script" and is currently working on devanagari type design.



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**Utkarsha Malkar**

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Asst. Professor

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**GRAPHIC DESIGN**

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Utkarsha graduated in Applied Art from the Sophia Polytechnic, Mumbai.

Her experience extends across multiple industries and media. From advertising, publishing, television to digital.

Starting at J Walter Thompson Associates Mumbai as a Junior Art Director, she moved on to TV18 as a Senior Art Director for Overdrive magazine. She subsequently was a design consultant to Better Interiors. She has served in various creative capacities at

Sahara Television Network, Mumbai, TMG Enter Bangalore and Star News, Mumbai for on air operations.

She has also been the Principal Creative Head for Ubcreative, an online design service provider since 2008.

She has been a visiting faculty of communication design at Raffles Design International, Mumbai since 2009.



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### **Shirish Kathale**

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Asst. Professor

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### **GRAPHIC DESIGN**

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Shirish Kathale is a B.F.A. (1982) from Nagpur University. He is also a Sangeet Visharad in Indian classical instrumental music (Tabla, 1990).

He started his teaching career in 1985 at Anandvan, Baba Amte's school near Nagpur teaching the underprivileged and the physically challenged. He has been a faculty of music at the Sanjeevan School in Panchgani from 1990 to 2009.

He has held a number of solo and group exhibitions including the Kala Ghoda

festival in Mumbai. His works are in private collections of many dignitaries in India and abroad.

Shirish is more than a passionate flautist. He has collaborated with legendary musicians like Pt. Hariprasad Chaurasia, Pt. Shivkumar Sharma, Pt. Vishwamohan Bhatt, Parveen Sultanaji, Sivamani among others.



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### **Yogesh Gite**

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Asst. Professor

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### **GRAPHIC DESIGN**

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Yogesh Gite has done Diploma in Multimedia and Diploma in Production Technology. He has done his specialization in Mastering in Action Script development for Web Media.

He brings 15 years of industry experience in Graphic Design, Visual Effects and Motion Graphics to his role as a communication design faculty at MITID.

He likes Photography and travelling.



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**Bappa Das**

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Asst. Professor

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**GRAPHIC DESIGN**

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Bappa Das graduated in Applied Art from the Government College of Art & Craft, Kolkata. He obtained a Master's degree in Applied Art from the Government Institute of Fine Art, Jabalpur.

Bappa is an award winning artist and photographer. His awards range from the Gold Medal in Water Colour from Manav Sanket Academy, Ujjain (M.P) in 2003, to the Best Jury Award in Photography from Kalavart Ujjain (M.P)

2004. In addition, he was awarded the Theme Winner in the Macro/Abstract category for the 'Canon Wild Click' Live Photography Contest at Corbett National Park in 2010.

He has worked as a graphic and brand designer with multinationals such as TATA Interactive Systems (TIS) and Price Waterhouse Coopers (PwC), where he was exposed to high-profile clients such as McKinsey, Caterpillar, Orange Telecom, Shell, UPS, Ranbaxy, Holland America Lines, Vodafone, etc.

He is a passionate traveller.



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**Sugandha Gaur**

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Asst. Professor

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**GRAPHIC DESIGN**

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She is a Creativity enthusiast with design and aesthetic experience. She believes in simplifying things. Helping to find simple solutions to complex problems is what inspires her the most. She received her MFA and BFA in Applied Art from College of Art, Delhi. She worked as an Art Director on the world's most famous brands at TBWA\Gurgaon and worked closely on Disruption and Media Arts techniques. She has also worked as a Creative

Mentor and an Assistant Professor formerly in Miami Ad School, Mumbai, and College of Art, Delhi, respectively. She recently submitted her Ph.D. thesis in Media Arts at University of Delhi and look forward to enhance her students' understanding for exceptional advertising communication and design concepts.

She is the recipient of Junior Research Fellowship award by University Grants Commission and a Silver Pencil Nomination award by D&AD for being a Tutor on a project done by students at Miami Ad School – Mumbai.





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**Siddharth Raje**

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Asst. Professor

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## GRAPHIC DESIGN

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Siddharth concluded his Bachelors in Visual Communication, specialising in Graphic Design & New Media from BIAD, Birmingham City University, UK. Prior to attending Bachelors, he completed Diploma in Design for Media and Diploma in Foundation of Art & Design from the same university in UK. He had his initial design education started with the Kala Kendra College of Fine Arts in V.V. Nagar, Gujarat before joining the courses in United Kingdom.

With more than 13 years of professional experience, Siddharth has worked in Print, Digital Media and Teaching. He has been associated and worked with NID, The Times of India, Claris Lifesciences, Stantec

Burthill India, Srishti School of Art, Design & Technology, Deep Focus Cinema. Areas of Accomplishment :

Project Management, Marketing Communication & Digital Marketing, User Interface & Usability, Wire framing & HTML prototyping, Magazine design, Architectural 2D rendering, Content Management Systems (CMS), Digital archives & restoration.

< COMMUNICATION DESIGN

# ANIMATION DESIGN

Chandan Bhattacharya - Head of Department  
Binoj John  
Aroop Dwivedi  
Sandesh Pawar  
Sandesh Gaundalkar  
Gayatri Patil

Visiting Faculty  
Abhishek Singh  
Arunoday Sharma  
Ashwin Chikerur  
Harsha Chandriani  
Harshvardhan Inamdar  
Kiran Yadnopavit  
Mandar Rane  
Mangesh Deshpande  
Nitin Nigade  
Pradip Vaidya  
Prosenjit Ganguly  
Sanjay Bhalerao  
Sanjay Kulkarni  
Vaibhav Kumaresh  
Vivek Ram  
Yogesh Wagh

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The learners get software training on tools like Toon Boom (US Animation), Adobe Premiere, Final Cut Pro, 3DS Max / Character Studio, Autodesk Maya on both Windows and Mac platforms. Animation design courses at MIT ID equip the learners with the required knowledge and skills to be professional Animation designer.



Pratik Dhamapurkar

3D Animation Short Film

## Classroom Project

Faculty Guide: Binoj John, Sandesh Pawar



The concept is a funny take on how the guys at channels like Animal Planet get really close to wildlife. It was a challenge to convey the message under 30 seconds. The unique part of this animated short is the use of the shave plug to generate hair and grass using limited resources. Initially render times were pretty high and it took some time to figure out a good balance between quality and time.







**Binoj John**

Asst. Professor

## ANIMATION DESIGN

Binoj John comes with a multiple background – A Textile Technologist, a Graduate in Arts, Advanced Diploma in Animation and Computer Arts. His fascination with stories led him to pursue an Advanced Diploma in Creative Writing.

He has a professional career of more than 15 years in Industry as well in Academia. He started his career as an animator in 1998 as an animator on commercials like Rasna International,

Orpat Home Appliances etc. He was a UX designer before joining MITID, working on iphone applications.

He has been a faculty of animation at the National Institute of Design for six and a half years. A number of his guided films have received awards and appreciation in many International and National film festivals along with public screenings. He has been instrumental in setting up the AV lab at the PG campus at NID, Gandhinagar.



## **Aroop Dwivedi**

Asst. Professor

### **ANIMATION DESIGN**

Aroop Dwivedi is a scriptwriter, sound designer, animation trainer and film designer.

He graduated in Commerce in 1998 from University of Kanpur. He then enrolled in an Animation certification program run in collaboration of Star Toons International, Chicago and Annapurna Film studio, Hyderabad. After finishing his basic program in Classical Animation; he joined Software Frontiers Ltd, Gandhi Nagar, Gujarat.

He joined Dataquest Information and Technology Pvt Limited, Hyderabad - one of India's largest Animation Studio at the time of its inception.

He subsequently worked with various studios in various capacities over a period of 6 years as Content Writer, Scriptwriter, Storyboard Artist, Sound Designer and Animator.

He has been working in the production and education sector in tandem for the last 15 years, where other than working on occasional international projects, he has also helped in designing the animation syllabus for several Indian universities.

He has mentored award winning student's film- "Monetalis" and "Abegetiar Beloi- an Assami Music Video. His Animation indie Short "AAi"

has won the prestigious Best Film (Jury) at the Kolkata International Short film Festival and a Special Festival Mention in Bangalore Short Film festival.

He was a speaker on the opening night of the "Golden Orchid Animation Film Festival" held at the Pennsylvania School of Visual Art (University of Pennsylvania).

He loves the work of Yuri Norstein, Bill Plympton, Terry Gilliam, Ray Harryhausen and NFB Canada. He loves photography and watching Korean Films.



## **Sandesh Pawar**

Asst. Professor

### **ANIMATION DESIGN**

Sandesh Pawar studied ANIMATION and VFX at MAAC, Mumbai in 2004, specialising in 3D Modelling and Animation from MAXIMUS (Authorised Institute of AUTODESK).

He is now a Autodesk Certified Professional of 3ds MAX 2014 and MAYA 2014 software.

In a nine year career, He has worked as a character modeller, 3D generalist, assistant art director and technical director. As part of the animation team

at Tata Elxsi Visual Computing Labs he works on film projects like Harry Potter and the Deathly Hallows, Jodha Akbar, Taare Zameen Par, etc besides numerous advertising film animations.

He has also been a trainer to the graphics team of Doordarshan, Mumbai.



### **Gayatri Patil**

Asst. Professor

## **ANIMATION DESIGN**

Gayatri Patil is a ranking Undergraduate of Fine Arts, Mumbai University, Maharashtra, 2000. She also holds a Diploma in Photography, Maharashtra State Board of Vocational Examinations, Mumbai, April 1999.

She has a masters in 3D Animation for Gaming from Sheffield Hallam University Subsequent to a Diploma in Advanced Computer Arts from C-DAC, Multimedia Pune University, 2002-2003 and majoring in 3D modelling from

TAKSHAA, Bangalore. She went to join Sheffield Hallam as 3D Artist.

Gayatri has been an award winning and prolifically exhibited print maker and artist.



### **Sandesh Gaundalkar**

Asst. Professor

## **ANIMATION DESIGN**

Sandesh Gaundalkar is B.F.A. in Applied Art from the Goa College of Art in 1999 and a post graduate in animation post production in 2004 from the WKS institute of Animation and VFX, Mumbai.

Sandesh has worked as a Graphic Designer with Tata Interactive Systems and later with Pinstorm Technology Pvt Ltd.

Sandesh portfolio of work includes national and international clients like DHL, Canon Digital Camera, Panasonic,

Standard chartered Bank, Nanyang University, Queensland Tourism, Sony Digital Cameras, Idea Cellular, etc.

He had also worked as an independent illustrator and storyboard artist for various TV commercials and films with Golden ticket Films Pvt. Ltd., Sangeeth Sivan production and Red Chillis Productions Pvt. Ltd. for the movie "OM SHANTI OM".

He was a visiting faculty at the Rachana Sansad College of Applied Art and Craft, Mumbai, MAAC- Maya academy of advance cinematographic, Arena Multimedia, Frame Boxx and The Workstation Comp Education.

< COMMUNICATION DESIGN

# FILM & VIDEO DESIGN

Indrajit Neogi - Head of Department  
G. Nagrajan  
Nimesh Gour

Visiting Faculty  
Ajay Noronha  
Amit Tyagi  
Arjun Gourisaria  
Chandita Mukherjee  
Fernando Cabral  
Paresh Naik  
Prashant Desai  
Sanjeev Srivastava  
Shivkumar Subramaniam  
Vithal Rao

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Topics like Photography, Videography, Film Language / Film Theory, Cinematography, Editing, Script Writing, Production Design etc develop a very strong conceptual understanding of all important aspects of Film and Video Design. Learners use software tools like Adobe Premiere and Final Cut Pro for their all Film and Video Projects. Film and Video design courses at MIT ID equip the learners with the required knowledge and skills to be professional Film and Video designer with the growing media Industry.





Madhuwanti Vaidya

Graduation Project

SEMESTER 9

Faculty Guide: Prof. Indrajit Neogi

This film is journey of Rohit, who has just faced a trauma in his life that he had not ever fathomed. Taking a moment, Rohit retraces his life back from the beginning and still cannot comprehend what might have been the cause. He perceives that it is not him who resulted what happened, thus, is still left with the question.



Akhil Khandeparkar

Graduation Project

SEMESTER 9

Faculty Guide: Prof. Indrajit Neogi

The man in search of relationship.  
The facade he uses to impress the girl  
becomes the reason for her rejection.  
He is unmasked. Love remains  
unreachable.





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**G. Nagarajan**

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Asst. Professor

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**FILM & VIDEO  
DESIGN**

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Nagarajan graduated in 1978 from the Institute of Film Technology, Chennai, one of the premier Institutes run by the Government of Tamil Nadu and obtained a Diploma in Film Editing with distinction.

He has a combined experience of over 30 years in television as an Editor, Director, Executive Producer, Vision Mixer and Marketing Executive. He started his professional career as a Film / Video Editor in 1980 at Doordarshan

Jalandhar and has also worked at the Lucknow, New Delhi and Bangalore Kendras. He was part of the live telecast team of national events like New Delhi Asian Games, 1982, Reliance World Cup Cricket, 1986, NAM Summit, etc.

He has edited the first ever TV Serials in Punjabi & Kashmiri titled, Gardish and Bhanwar respectively.

He co founded Prime Images (P) Ltd, a Video Production house in 1996 and worked as an Editor and Program Director. He subsequently joined TMG Enter, a 24 hour startup TV Channel as a Senior Program Producer/ Senior Editor in 1999 and later Nimbus Television.

In 2004, started Infomax Creations producing Advertising, Corporate and Documentary films.



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**Nimesh Gour**

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Asst. Professor

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**FILM & VIDEO  
DESIGN**

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Nimish Gour is a graduate in Diploma in Film & Television Editing from the prestigious Film and Television Institute of India (FTII), Pune and a MBA in Advertising & Public Relations from the Devi Ahilya University, Indore.

In 15 years Nimish has donned various hats of a Teacher, Film Editor, Film Directors, Executive Producer, Consultant Film Production and a Client Servicing Executive.

He has been a visiting faculty to Film

and Television Institute of India (FTII), Pune; National Institute of Design (NID) Ahmedabad, Xavier's Institute of Communication (XIC) Mumbai and Digital Academy Film School, Mumbai.

He debuted as Film Editor with HULLA. It was followed by the critically acclaimed and National Award Winner Leaving Home – the life and music of Indian Ocean, also doubling up as their Associate Director and Executive Producer respectively.

He has directed Karm ke veer- a documentary on Lal Bahadur Shastri National Academy of Administration, Mussorie commemorating its golden jubilee in 2009.

Cooking, Traveling and Reading have been a passion for him.

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## DISCIPLINES

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# FASHION DESIGN



Fashion Design is the art of the application of design and aesthetics or natural beauty to clothing and accessories. The learners of fashion design attempt to design clothes which are functional as well as aesthetically pleasing. The well integrated multi-disciplinary curriculum infuses an in depth knowledge and learning of design, fashion theory, liberal arts, surface development, garment engineering, research & forecast studies, marketing, merchandising and information technology. The students study sewing, draping, and pattern making, as well as drawing, digital & print design.

A special emphasis on design concepts compliments technical skills and provides them with an overview of fashion design, globally.

MITID, in collaboration with the University of Creative Arts, UK, offers Under Graduate & Post Graduate Programmes in

- + **BA (Hons) Fashion Design**
- + **BA (Hons) Fashion Promotion & Imaging**
- + **M.Des. Fashion Design**
- + **MBA Fashion Management & Marketing**

# FASHION

## BA (HONS.) FASHION DESIGN

This course prepares you for a career in fashion. The BA (Hons) Fashion Design is a skills-based course, where you have the opportunity to explore your ideas both two- and three-dimensionally, using a broad variety of techniques and approaches in exciting and challenging projects. The course has excellent links with industry both through live projects and external competitions as well as collaborations with industry experts.

## BA (HONS.) FASHION PROMOTION & IMAGING

This unique and exciting course teaches the intellectual, practical and professional skills you need to succeed in a career in promotion and communication for the global fashion industry. You have the opportunity to learn the fundamental skills of research, experimentation and realization, as well as new practices and innovations within fashion promotion, communication and image generation. Our ethos is based on the premise of promoting a creative and in-depth investigation of fashion in a social context

## M.Des. FASHION DESIGN

This course is designed for those with a desire to challenge and expand the established discipline of fashion and meets the changing demands of contemporary design culture and the fashion industry. This field is defined by the application of fashion's ever changing search for expression and conceptualisation to other creative professions as well as by the production of clothes and accessories and theoretical reflection.

## MBA FASHION MANAGEMENT & MARKETING

The MBA Fashion Management & Marketing course prepares you for a fashion management career in the domestic or international fashion industry by delivering an innovative and relevant fashion business curriculum. Working closely with fashion industry professionals, fashion organizations and industry role models and mentors, on the masters course you develop a diverse skill base that will enable you to have a wider, clearer and more relevant understanding of the business of management and marketing behind the fashion industry.



# FASHION DESIGN

Alana Savant - Head of Department  
Arshiya Kapoor  
Pragati Sinha  
Maithilee Wala  
Mahanaaz Irani

UCA Faculty  
Alexander Clat  
Donna Ives  
Jemma Willis  
Martin Spencer  
Sarah Lloyd  
Timothy O'Sullivan

Visiting Faculty  
Amol Govande  
Asha Baxi  
Hrishikesh Pawar  
Jayaram Poduval  
Karishma Shahani Khan  
Prashant Desai  
Reema Chaugule  
Saimah Shaikh  
Tarun Garg  
Uday Naik

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Our pedagogical mission is to sensitize young minds to India's rich craft traditions and heritage, together with basic concepts of fashion design and its relevance in today's world.

We offer fashion design students a rare opportunity to study in one of the University for the Creative Arts (UCA) fashion courses in their native country.

The BA (Hons) Fashion Design degree will be awarded by University for the Creative Arts' (UCA), UK.



Prachi Dhandhanian

Tools of the Trade

## SEMESTER 3

Guide: Asst. Prof. Arshiya Kapoor

The idea was to juxtapose two contrasting concepts like fit and flare, dull and bright, textured and smooth. The visual referencing used for this project consisted of a delicate and glossy tomato peel which was thrown on rocks. To create visual interest pin tucks have been used and a pleated closed collar in the garment. The yoke is made from a red cotton silk fabric.





Yashojit Basu

Tools of the Trade

## SEMESTER 3

Faculty Guide: Asst. Prof. Piyush Bhaakhariya

A study of the tunic and a dress, understanding the design process, designing and making of a wearable garment. The theme, concept behind my work is about the futuristic look that gives a very structural feel. I tried creating a mood board with, water ripples, asbestos tops in the slums, with rusted effect on it, scale of the fish, the color and texture of it. Along with it, metallic effect played an important role in my tunic.



Anuja Lachake

Tools of the Trade

## SEMESTER 3

Faculty Guide: Asst. Prof. Arshiya Kapoor

The aim of the project is to understand the fundamentals of a tunic and its basic construction before reinventing or restyling as a designer. Inspiration for the collection comes from the rays of sun. The keywords were ombre, volume and luminous. The title for the collection was 'Glowing Ambers'. The silhouette of the garment is a trapeze along with the box pleats. Flat and round metal sequins are used for surface ornamentation. Poplin has been dip dyed to achieve an ombre effect.



## **Maithilee Wala**

Asst. Professor

## **FASHION DESIGN**

Maithilee Wala has done Post Graduate Diploma Programme in Design – Textile Design from National Institute of Design and Graduate Diploma Programme – Fashion Design from National Institute of Fashion Technology.

She has worked with Raymond Apparel Ltd, The Arvind Ltd. and Triburg Buying House on a variety of projects with International and Domestic clients developing a range of new textiles and

thereby creating garments from them.

Her working with various NGOs across Gujarat, through freelance design projects sponsored by Ministry of Textiles. Being with rural women has enriched her personality and sensitised her to the grass root level efforts put in for their socio-economic upliftment.

Five of her designs done in this stage have also been selected for National Award under Shilpguru Project – Bandhani Craft, Bhuj.

She loves to cook, travel, new cultures and photography.



## **Pragati Sinha**

Asst. Professor

## **FASHION DESIGN**

Pragati Sinha is a Post Graduate in Apparel Merchandising and Production Management from Pearl Academy of Fashion, Delhi. With 10 years of enriching association with the Retail industry. Work experience as a Buyer for India's 1st retail chain store Piramyd Retail., association as Category Manager in TATA-Trent Ltd and Brand Launch for Provogue India Ltd., were the key work stints that laid strong foundation for excelling as a Product Developer and

Business Planner.

Summarising her work in a gist brings forward many aspect of work sphere that she has been involved with: Overseas Client Management for Export and Buying Houses, Apparel Buying and Merchandising, Design and Range development, Production and Vendor Planning,

Photoshoots and Ad Campaign development under brand management, CRM, Planning store events and Visual Merchandising.

She was associated with School of Fashion Technology, Pune as Visiting Faculty.





**Arshiya Kapoor**

Asst. Professor

## FASHION DESIGN

Asst.Prof Arshiya Kapoor is a Graduate in Fashion Design and Post Graduate in Apparel Production and Merchandising Management from the School of Fashion Technology, Pune in 2002.

Arshiya has extensive work experience in Garment Manufacturing Technology and Quality Assurance, spanning over a decade in industries pan India. She was the Head of Technical & Production with Network Clothing Company in Tirupur. She has also worked as Technical expert

and Team leader in successful implementation of Systems and Procedures for Production units at Maral Overseas Ltd. Noida, Sleep-Ins Apparel, Pune and Adity Enterprises, Mumbai.

Arshiya has been a visiting faculty for Symbiosis Institute of Design and School of Fashion Technology, Pune.

She experiments with new technologies and methods of production. She is an avid traveller and loves reading. She is enthusiastic to understand different cultures.



**Mahanaaz Irani**

Asst. Professor

## FASHION DESIGN

Mahanaaz Irani is passionate and proficient about design and is teaching Design Foundation and Fashion Design courses since seven years. She holds Master's degree in Commerce (specialization Business Administration) from University of Pune and a post graduate diploma in Fashion Designing and Clothing Technology from School Of Fashion Technology (SOFT), Pune.

In her previous profiles she was a faculty with Symbiosis Institute of Design and

a college for Creative Art and Design, Fad International Pune.

Prior to her design career, she was a successful banker for more than six years at different national and International Banks.

During her tenure at Symbiosis she has been a member of the core committee for course refinement and course modulation. Jury member for all courses of Foundation Studies and courses on Fashion Design. She is the recipient of The Most Popular Educator at Foundation level, at Symbiosis Institute of Design.

Her Design Training and passion for design coupled with very strong communication skills and effervescent personality creates very effective student connect, at the same time her

finance and banking background provides the ability to understand the Business Dynamics for operations of an Educational institute.

In her leisure time, she is a freelance fashion designer and a fashion stylist. She enjoys swimming, listening to music and loves baking. She also dabbles in English Literature and Poetry. Travelling to understand and to know different cultures and to evolve as a human being is a passion very close to heart.

< FOUNDATION PROGRAM

# PRE-DESIGN

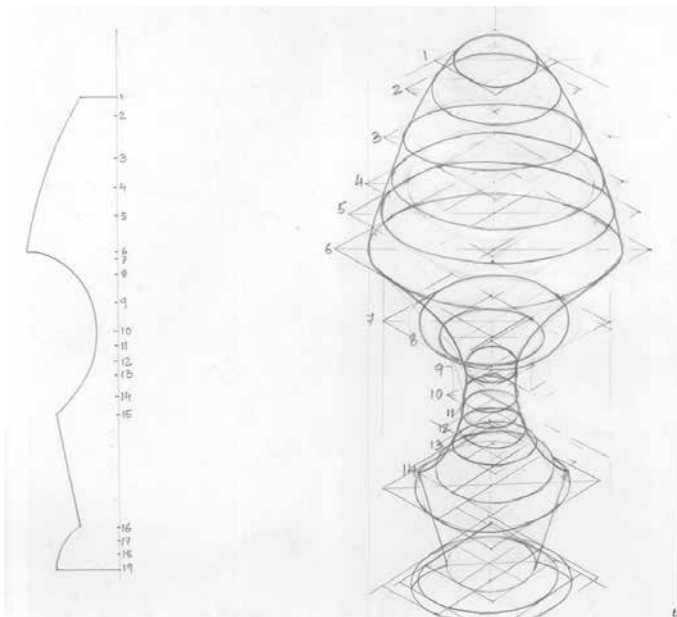
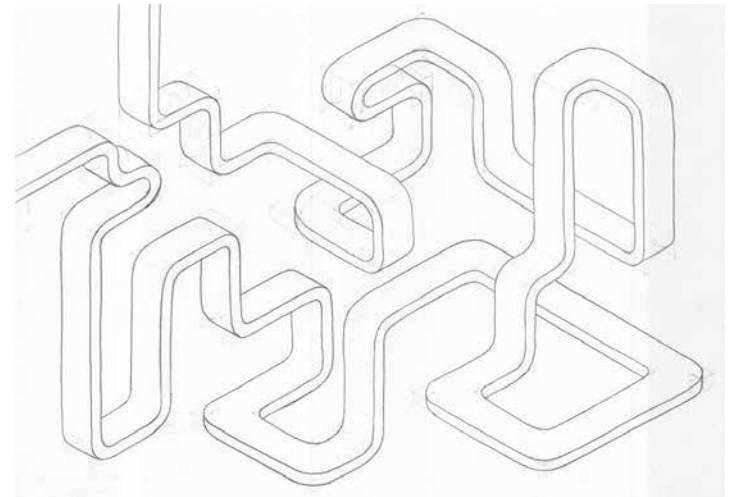
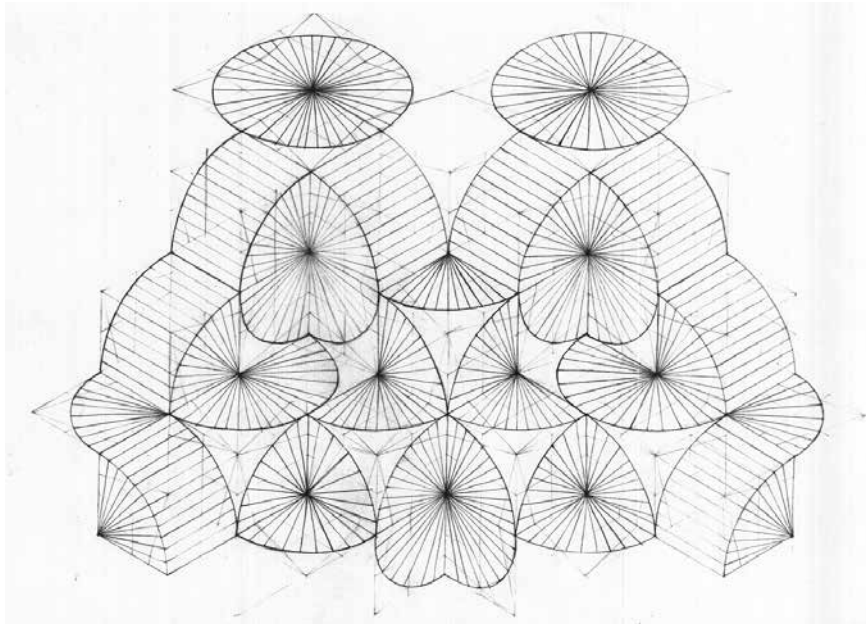
Dhimant Panchal - Head of Department  
Kuntal De  
Ajay Patil  
Neelam Bhosale  
Priyanka Shinde  
Shripad Kulkarni  
Yugendra Gupta  
Amit Sinha  
Amaranta Nehru

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Predesign takes its name from the fact that learners for the first time are introduced to a special way of learning that challenges them to reawaken their ability of innovative thinking that has been hitherto lying dormant.

The Predesign experience gives the learners, the necessary insight and confidence towards developing values, perspectives, sensorial skills and aesthetic sensitivity essential for an aspirant designer.

The learners are introduced to the fundamentals of design and helps develop ways of perception, understanding of multidisciplinary nature of design and relationship of design with human senses and emotions, culture, environment and ecology, So that they are able to work on design problems of general nature, followed by those that are specific to all the fields of design they would select later.



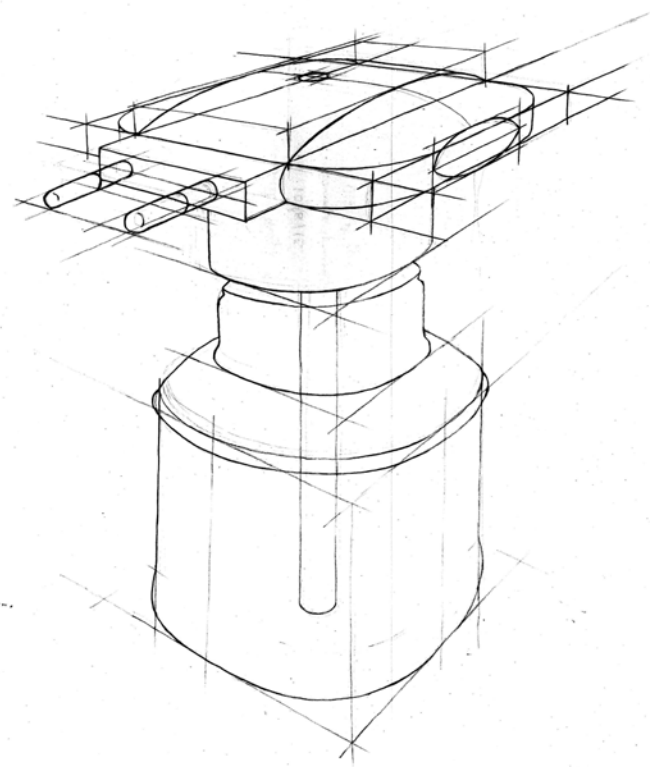
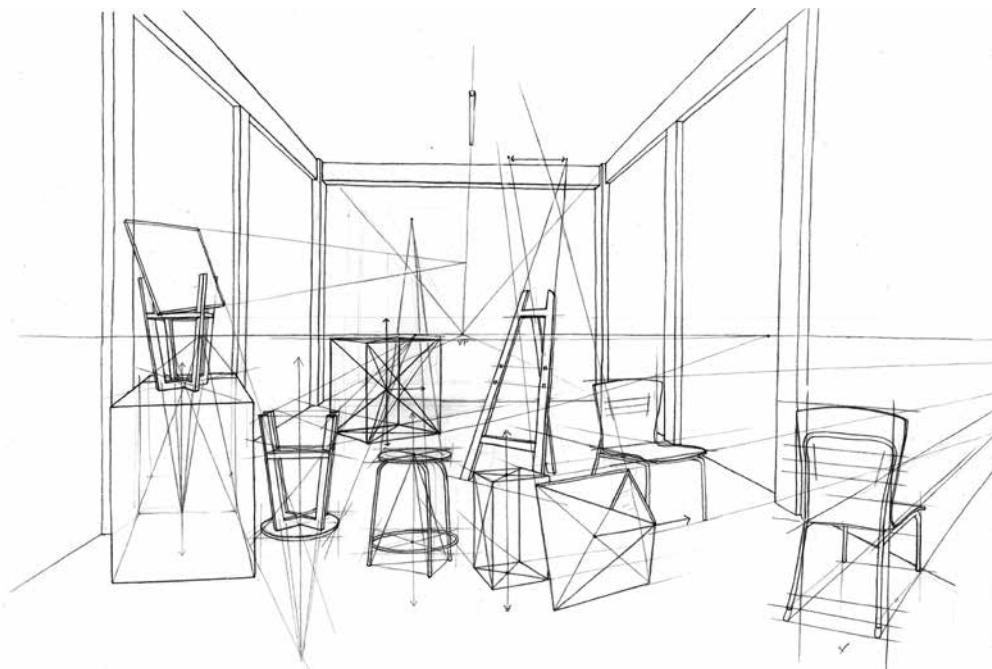
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Isometric Drawing

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**SEMESTER 1**

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Pramod P Ranjan  
Perspective Drawing  
SEMESTER 2





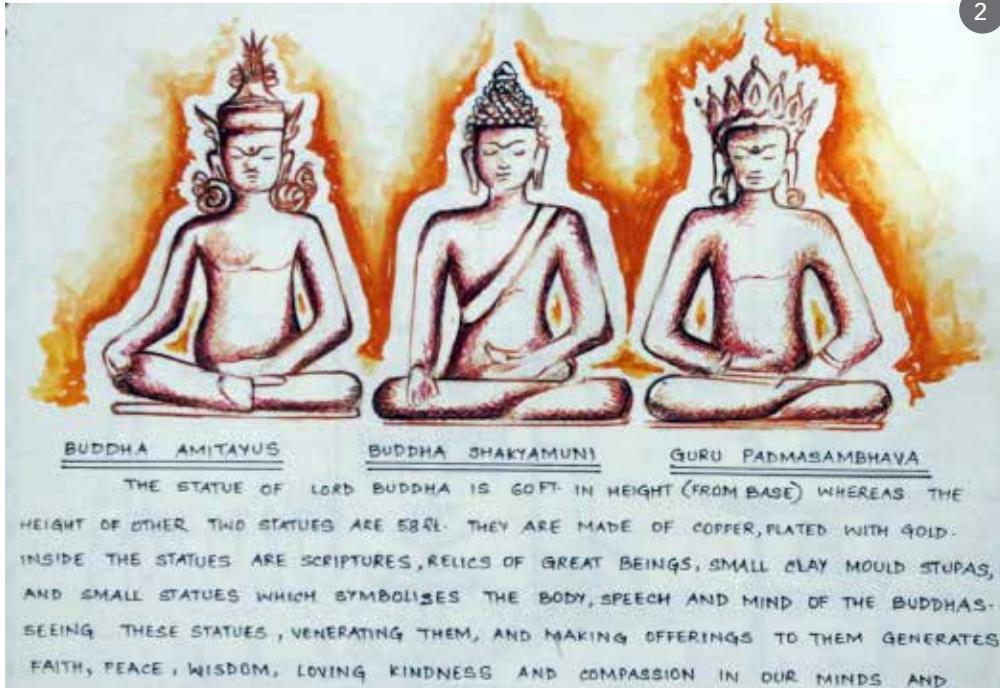
1

/ Pre Design  
/ IDS, EFSS



3

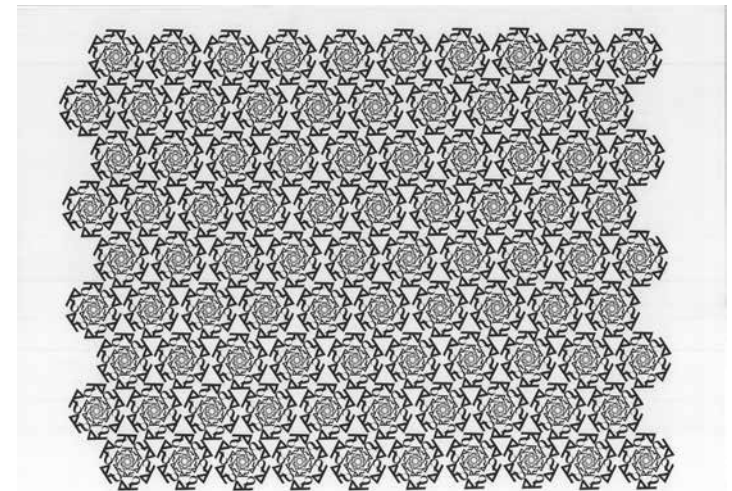
- 1) Rama Mitkari
- 2) Rama Mitkari
- 3) Maria Sony



2

Inter Design Studies

## SEMESTER 2



Jahnvi Nirmal





**Kuntal De**

Associate Professor

## PRE-DESIGN

Kuntal is a Graduate of NID, specializing in Product Design in 1998; He started his career with NID as an associate designer and worked on projects in collaboration with DC(H), NCPDDP, NIVH and other institutions. Later he joined Taj Khazana and worked with handicraft sector. After a brief corporate experience with Tata, he was back at NID and worked on developing the Bamboo and cane Development Institute, Agartala, Srinagar Craft Development Institute. He also was involved in UNDP Fibre

and Handicraft Impact Assessment and Evaluation as well as "Handmade in India: Handicrafts of India" He had been a faculty member at Dhirubhai Institute of Information and Communication

Technology, Gandhinagar, engaged in developing and operationalizing the MDes programme in Multimedia. Also was involved in developing MSc IT, Agriculture programme.

At NID he coordinated New Media and Strategic Design Management disciplines.

Kuntal has been working in a range of areas, from livelihood and youth forum facilitation to design for sustainable development. He has been a part of the shelter redesigning team; assigned to develop sustainable shelter for the aborigines (Onges) of Andamans after

the tsunami. He is associated with Commonwealth of Learning (COL) for the last 11 years as an Education Consultant for livelihood and sustainable development. Amongst the organizations and institutions he has been associated with were: Oxfam International youth Partnership, Global Forum for Agricultural Research (FAO), Young Professionals for Agricultural Research & development (YPARD), IIT (Kanpur), ICRISAT and IIM Calcutta.



**Ajay Patil**

Asst. Professor

## PRE-DESIGN

Ajay is a Bachelor in Fine Arts from the JJ school of Art, Mumbai.

He brings 14 years of artistic experience and expertise in painting, sculpting, mural making to the foundation program at MITID.

Ajay has worked for corporates and design houses and his work is exhibited in numerous private collections. His wall paintings for the Times of India group and Radio Mirchi can be seen in planet M stores across India.



**Neelam Bhosale**

Asst. Professor

## PRE-DESIGN

Asst. Prof. Neelam Bhosale is a Master in Fine Art (History of Art & Aesthetics), S.N.D.T. University, Mumbai, 2004 and a Master in Indology from Tilak Maharashtra Vidyapith University, Pune. Earlier, she is a Graduate in Fine Art (Portrait) and a Post Graduate Diploma in art education from J.J. School of Art, Mumbai in 2001.

Neelam has been an art faculty at J.J. School of art, Bharti Vidyapith, Karandikar Kala Mahavidyalaya and

Symbiosis Institute of Design, Pune before joining MITID in 2007.

Her art works have been exhibited at state & national level exhibitions in galleries like Jahangir art, Son-et-Lumiere, Mumbai, Thane Kala Bhavan. She is a prolific illustrator with her artworks published in various publications - Chitramudra, Youvakmudra etc.

Illustration, travelling and pottery are other areas of interest.



**Shripad Kulkarni**

Asst. Professor

## PRE-DESIGN

Asst. Professor. Shripad N Kulkarni is a Bachelor of Fine Arts and Master of Fine Arts from Karnataka University Dharwad, in 2004.

Shripad has been a faculty of art, photography and painting for more than 15 years before joining MITID in 2007. He was a discipline coordinator, at the KLE's Polytechnic Institute, Dept. of Interior Design & Architecture, Hubli. He has served as the exam coordinator, Paper setter and Examiner under

the Karnataka State Technical Board.

He has received awards for his academic work in memory of Dr. S N Kirumakki, Germany & Kala Mandir Sanstha, Gadag. He has freelanced on photography, graphics and products packaging, set design, and 3D model making, His paintings and art works are collected in corporate companies.



**Dr. Yugendra Gupta**

Asst. Professor

## PRE-DESIGN

Dr. Yugendera Gupta is a graduate in Fine Arts from University of Rajasthan, Jaipur in 1998, and Post Graduate in Graphic arts from Visva-Bharati, West Bengal in 2001 and Ph.D. in Fine Arts from University of Rajasthan in 2011.

He has about 13 years' experience in various educational institutes. Gupta's art works are exhibited at state, national and international level exhibitions. He has worked as a back stage artist – set designer for theatre and televi-

sion and a muralist. His work has been exhibited at various biennales and has been the recipient of the State and Lalit Kala Academy awards.



**Priyanka Shinde**

Asst. Professor

## PRE-DESIGN

Priyanka Shinde studied Applied Art from the University of Pune, and graduated with distinction in 2008 with. She also has a masters degree in Ancient Indian Art & Culture.

She has been an Assistant professor with Bharati Vidyapeeth's College of Applied Arts.

She has worked in advertising agencies as a graphic designer and illustrator.



**Amit Sinha**

Associate Professor

## PRE-DESIGN

Amit Kumar Sinha, a NIFT (Gandhinagar) graduate of Lifestyle and Accessories Design (2007) holds professional and academic experience of about 8+ years in the areas of Lifestyle & Accessories Design, Graphic Design and Teaching. He has used his creative abilities for leading companies.



**Amranta Nehru**

Asst. Professor

## PRE-DESIGN

Amaranta is an illustrator, graphic designer, animation film maker and visual artist. A bit of each but not quite one of them.

She has written and illustrated an introductory book to Kabir's Ulta Bansi and exhibited an interactive form of the same at Ars Electronica, Linz, Austria. She curated and designed the permanent gallery of SOS children's villages, India. She has worked on collaborative experimental animation films that have

been screened across India (one of which won an award at the CG Tantra festival). She has worked on multiple graphic design, illustration and animation and motion graphics projects for agencies like bbdo, encompass and corporates like G.E, pepsico, tech shastra, online retailer fabuloso.com and many independent firms. She has written and illustrated a children's book. She was an artist in residence at The Backyard Bus, New castle, Australia during which she worked on community oriented projects relating to portraiture and memory. As a visual artist her approach is based on her ever evolving definition of inclusivity. She is currently working on an animation film on the tradition of the absurd in general and specifically relating to Kashmir, her place of origin.

Amaranta's formal education was in fine art and animation film making. However she has dabbled in clay work, sound design, ecological design, set design, performance, interactive design, creative writing and graphic design while at her time at Srishti Institute of Design, Bangalore, NID, Ahmedabad and RMIT, Melbourne, Australia where she spent a semester on exchange.

She writes, doodles, makes books, believes in curiosity, irreverence, trees, cinema and masks.

# TRAINING, INTERNSHIPS & PLACEMENTS

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The Industry relations department at MITID focuses on bringing the most relevant professional opportunities to the learners. The Industry relations department creates a platform through various initiatives and activities that brings diverse sectors of industry and learners together.

The Industry relations team in co-ordination with faculty members provides guidance to learners to make judicious choices about their careers and professional development.

3D Plm  
17th D North  
4AM Designs  
Abhikalp Design Studio  
ACG Group  
Accenture  
Animagic India Pvt. Ltd.  
Anindita Toys  
Anugraha  
Apex Consumer Appliances Ltd  
Appiness World  
Arc Worldwide-TLG India Pvt. Ltd  
Archohm Consults Pvt. Ltd.  
Arsenic Media Labs  
Art Zulu Inc., New York  
Assa Abloy Group, Berlin  
Atelier Décor ACG  
Atlas Copco  
Atnovous Design, Switzerland  
Auroville Consulting  
Axiom Design Consulting  
Bamboo Vishwa  
Bang Design (P) Limited  
Beard Design  
BEAUMACH  
Beyond Design  
Bharti Soft Bank  
Biosense Technologies

Black Pepper Exhibitions  
Blink Labs LLP  
Blue Planet  
Blue Space Creative, USA  
Blue Star  
Bombay Duck Designs  
Brand Aid Pvt Ltd  
Brand Daddies  
Brand Studio - Atlas Copco (India) Ltd.  
Bressler Group, Philadelphia  
Broadvision  
Capgemini  
Carbon Design Group, USA  
Carborundum  
Center for Knowledge Societies  
Changing Sky  
Chumbak  
Claro Partners, Spain  
Climb Media  
Cognito India  
Colourcraft Studio  
Connect Creative  
Contract Advertising (I) Ltd.  
Crompton Greaves Limited  
Crystalline Infotech Pvt. Ltd.  
Dassault Systems India Pvt. Ltd.  
DDB Mudra  
Deep Yellow

Design Concentrate  
Design Directions Pvt. Ltd.  
Design Flyover  
Design for Change  
Design Impact  
Design Life  
Design Stack  
Design Tells  
Designit  
Desmania Design Pvt. Ltd.  
Dhruva Interactive  
Dig Design Studio  
Digital Systems  
Dilys  
Doorstep Interiors  
Direct Eye  
Diloitte Digital  
DY works  
Elephant Design  
Empoise  
Entasis India  
Ergoform  
Ernst & Young  
Eureka Moment  
Event Speciale  
Experifun  
Fenny G  
Figments Inc.  
FITCH  
Flip Design Pvt. Ltd.  
Foley Design  
Forbes Marshall Ltd.  
Fortune Cookie  
Future Factory  
Futuring Design Pvt Ltd  
G2Design  
Globbant  
General Motors India  
Glitch  
Godrej & Boyce  
Grey Orange Robotics Pvt. Ltd.  
Griffin  
Harrisons Bags  
Hamilton  
HCL  
Hindustan Motors Ltd.  
Honda R & D  
HopMotion Animation Pvt. Ltd.  
Hunter Douglas India  
Hurix Systems Pvt. Ltd.  
Hustler



Hyundai Motors India Ltd.  
 I2R Design  
 ICARUS DESIGN PVT. LTD.  
 Idea Houze  
 Ideaspice Design Pvt. Ltd  
 IDEO  
 Idiom Design and Consulting  
 iGate Patni  
 Iidenrt Design  
 Ilensys  
 Infinity Architects and Interior Designers  
 Infosolutlons (India) Pvt. Ltd.  
 Ink Talks  
 Infosys  
 Innishari  
 Insta Exhibitions Pvt. Ltd.  
 Instill Motion  
 Interactive Avenue  
 Inventindia  
 Ishan Khosla Design  
 ITSA Brand Innovations  
 June software Pvt Ltd  
 JWT  
 Khosla Associates  
 Kids Say Cheese  
 Kitchen Grace India Pvt. Ltd.  
 Koham Labs  
 Kokuyo Camlin  
 Kolkata  
 Kreeda Games Pvt. Ltd  
 KREO Design & Innovation  
 Kulkarni Power Tools  
 Lakshya Digital  
 Larsen & Toubro  
 L&T Ites  
 Leaf Design  
 Lemon Design Pvt. Ltd.  
 LG Electronics India Pvt.Ltd.  
 Locomotive Design  
 Lokus Design Pvt Ltd  
 Lumium Innovations  
 Mahindra & Mahindra  
 Mahindra Composites  
 Manjushree Techno Pack  
 Maruti Suzuki India Ltd  
 Media Shala  
 Microsoft  
 Moonraft  
 Monsoon Fish  
 Mozaic Design  
 MRM Worldwide GmbH

MSL Group  
 MTV - Viacom Media  
 Multia Design  
 National Innovation Foundation  
 Neodes  
 Niksun Ad World Inc.  
 Nokia  
 Notion Ink  
 Novanet  
 Ogilvy One  
 OMG Digital  
 One Network Entertainment  
 Onio Design Pvt. Ltd  
 Oyster Hassia Packaging Pvt. Ltd.  
 Pam Pharma Technologies Pvt. Ltd.  
 Pantaloon retail (India) Ltd  
 Paper Boat Animation Studios  
 Paper Cats  
 Pencil Sauce Illustration  
 Persistent Systems Limited  
 Phoenix medical system  
 Pidilite  
 Pineapple Consulting  
 Pink Apple Studio  
 Pinnacle Industries  
 Pool Games  
 Pop Weasel design studios  
 Practo Health Care  
 Primus Design  
 Raj Comics  
 Ramms India Pvt. Ltd.  
 Renata Lighting Pvt. Ltd.  
 Restore Solutions  
 Reverse Thought  
 Rezonant Design  
 Robosoft Technologies Pvt. Ltd.  
 Rocket Science  
 Roto Leaner Pvt. Ltd.  
 Royale Cheese Pvt Ltd.  
 Rubicon  
 Samsung India Electronics Ltd.  
 Sandhar  
 SAP Labs  
 Seenk  
 SELCO Foundation  
 Seventh Inc  
 Siddhartha Das Studio  
 Simform Solutions Pvt Ltd  
 SNAP Network Pvt. Ltd.  
 Space Matrix Design Consultants Pvt. Ltd.  
 Spacewood Furnishing

Speedways Electric  
 Sprint Projects Pvt. Ltd.  
 Story-D  
 Studio ABD  
 Studio D Beaumach Design  
 Studio Eeksaurus  
 Studio J  
 Studio Mars  
 Style Spa Furniture  
 Sync Design Studio  
 Tata Autocomp Systems Ltd  
 TATA Elxsi Ltd.  
 Tata Motors  
 TBWA  
 TCS  
 TDW Furniture Pvt. Ltd.  
 The Bus Ride studio  
 The Design Company  
 The Glitch  
 Tinyowl  
 The Starting Monday Design+Branding Co.  
 Think Design Collaborative Pvt. Ltd.  
 Thought Plate  
 TI Cycles of India  
 Titan  
 Trapeze  
 True Sparrow Systems Pvt. Ltd.  
 TVS  
 TYCKA Design Pvt. Ltd.  
 Ubisoft  
 UniKwan  
 Upasana Design Studio  
 UserINNOV Design Company Pvt. Ltd.  
 Vardenchi Motorcycles  
 Velocita  
 Veryday  
 Viacom18 Media Pvt. Ltd.  
 Videocon Industries Ltd.  
 Visions Dis  
 Visual Juju  
 VIP Industries  
 Vivek Amberkar  
 Vyas Giannetti Creative  
 Web Wingz  
 Whirlpool of India  
 Whoamama Design  
 Wieden+Kennedy  
 WILD DESIGN  
 Wildcraft India Pvt. Ltd.  
 Wipro Lighting  
 Wish BOX

Word of Mouth  
 YES YES WHY NOT  
 YUJ Design  
 Zatun Games  
 Zikwa Design  
 Zoom Entertainment