



GUJARAT UNIVERSITY



guds gujarat
university
design
school









B. Design - 4 year

Fashion & Communication

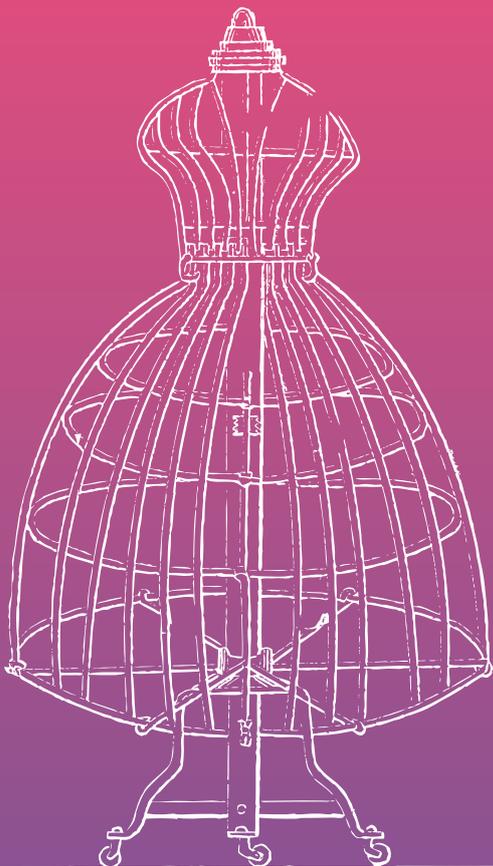
12th Pass from any recognized education board.
Entrance Exam / Interview



What is Fashion & Communication Design ?

Fashion Design is the art of applying design, aesthetics and natural beauty to clothing and its accessories. Through designing we communicate fashion. by using different styles, fabric, texture, accessories that speak of the culture and social attitude. This varies from place to place and with time. If one has the talent, craziness and skill, then the fashion industry has its doors open for them. Fashion Communication Design is a specialized domain of fashion studies that helps students in learning communication knowledge and skills relevant to the fashion and lifestyle industry.

Communicating fashion requires skills as it is a specialized field in fashion studies. One can communicate through blogs, movies, magazine, audios, visuals, journals and other mediums.



What you Must Learn to Become a Fashion & Communication Designer?

Domain Knowledge

Through the practical and theoretical study of fashion and communication design, students can apply their understanding of art, culture, design, textiles, and management to solve design challenges and become experts.

Problem Analysis

Identify, study, evaluate, and design based on market demand while taking environmental issues into account, and work efficiently on creative projects with a problem-solving mindset.

Design Solution

Graduates will be able to concentrate on producing designs and unique solutions in a creative manner using both conventional and modern technologies. Creating designs for both customised and ready-to-wear needs.

Conduct Investigations of Complex Problems

To suggest design solutions and complications occurring in the supply chain and other areas of the fashion industry, use research methods for problem identification, data collection and interpretation, and analysis.

Modern Tool Usage

Understand the application of new technologies linked to design development, resources, and digital tools, including prediction and design development with an awareness of the constraints, and identify, choose, and apply relevant strategies.

Project Management and Finance

Graduates will create business opportunities for themselves and others by focusing on time restrictions, budgets, and collaborative initiatives in a productive working environment.

FIRST THING FIRST - Even if you are not in the design portion of the industry, creativity and an eye for what is visually appealing is important in every aspect of the business. Through designing we communicate fashion. by using different styles, fabric, texture, accessories that speak of the culture and social attitude. This varies from place to place and with time.

You learn

- | | | | |
|--------------------------|--------------------|--------------------------|----------------|
| Design Thinking | Elements of Design | Design Process & Methods | Design History |
| Elements of Design | Culture | Story telling for Design | Drawing Skills |
| Design Process & Methods | Textures | Complementary Colors | |

In fashion, the details are everything. That's true of both the clothes and the business. Talking about Fashion Communication and Design, Fashion is a subjective term, it is not restricted only to clothing. It includes the way a person wears clothes, the accessories, the foot wear, the hair style, the makeup, the piercings, the tattoos, the bags, even your undergarments all of it contributes to fashion.

You learn all technicalities of the Fashion Designing & Fashion Communication.

It's important to have an understanding of current trends so you can pinpoint what will be the next big thing. Understanding that fashion is a business and not just about creating beautiful clothes is important for your success. Besides decorating the personality, fashion is extended to your attitude, way of work, your approach to deal with matters, construction of buildings and many other arenas.

You learn

- | | | |
|--------------------|---------------|-----------------|
| Fashion Recoiling | Marketing | Testing |
| Fashion Ergonomics | Merchandising | Quality Control |

A well-balanced structure of class-room training and practical application is the highlight of this course.



B. Design - 4 year

Interior & Spatial

12th Pass from any recognized Board
Entrance Exam / Interview





What is Interior & Spatial Design ?

Spatial Design is a newly evolving design concept and methodology that integrates and surpasses the established concepts of architecture, interior design, landscape architecture, landscape design, public art, etc.

It is radical in the way that it changes how a designer thinks about space and people. Keeping them at the nucleus of the design, it focuses on the flow of space between interior and exterior. To put it simply, it is the holistic field that is now bringing together the other architectural and design concepts.

Interior Design is all about how we experience spaces. It's a influential, important part of our daily lives and affects how we live, work, play, and even heal. Comfortable homes, functional workplaces, beautiful public spaces—that's interior design at work.

Designers craft spaces that anticipate our needs and appeal to our emotions while pulling from a broad set of skills and technical knowledge.

What you Must Learn to Become an Interior & Spatial Designer?

Interior Design Understanding

The capacity to apply the design process concept, as well as spatial features, building services, varied interior materials, socioeconomic and cultural influences, and design and planning principles, in the production of interior environments.

Problem Analysis

The capacity to assess client needs, space requirements, and building procedures for effective problem solution with critical thinking aspects that affect all stages of interior space design. Synthesise, and analyse data using research-based knowledge and methods to develop appropriate design solutions.

Design / Development of Solutions

The capacity to discover the most ideal design solutions, such as energy efficiency, economic effectiveness, and environmental friendliness, as required for effectively completing interior design projects while reusing materials.

Utilization of Modern Tools

To be able to use a variety of manufacturing tools, processes, information technology, and software. Student will be able to work in a team and promote their unique personal design vision through creative work and research.

Project Management and Finance

Individually demonstrate knowledge and grasp of Interior Design and management principles as a member and leader in a team to manage projects in multi-disciplinary situations.

Environment and Sustainability

Creating a meaningful place that meets the demands of the occupants and optimises their space is one of the primary duties of designers and is crucial to society."

There are various domains of Interior & Spatial Design courses that may vary from furniture designing, fittings, space utilization to management. Interior Design is a multifaceted course that helps students to identify with and learn finer aspects of functional design & aesthetic use of space.

Interior & Spatial designers make indoor spaces functional, safe, and beautiful by defining space requirements and selecting essential and enhancing items, such as colors, lighting, and materials. They must be able to draw, read, and edit blueprints. They also must be aware of building codes, inspection regulations & other considerations, such as accessibility standards.

While designing the interior specially the rooms which are personal like the bath and kitchen, detailing is very important. Fixtures and hardware can elevate the most drab space. A luxury design includes pieces with exclusive accents like the carves or grooves in a chair back, the armrest or a unique hardware in the wardrobe.

You Explore

Color Basics	Harmony & Balance	History of Crafts & Interior Design	Technical Drawing
Spatial Awareness	How to create a mood	Interior Materials & Processes	Advanced Computer Applications
Functionality	Design trends & history	Anthropometry & Ergonomics	

The aim of the course is to train professionals who are specialized in the Interior & Spatial designing sector. In the training, they grow up to combine their own creativity with the needs of the clients by paying attention to the aesthetical aspects. The designs created by them need to be practical, functional using technology and including the changing trends in their designing.

While the creative process is a large part of any interior & Spatial design career, some professional skills are an essential part of maximizing potential as Interior designers work closely with architects, civil engineers, mechanical engineers, and construction laborers and helpers to regulate how interior spaces will function, look, and be furnished.

You Learn

Interpersonal Skills	Budget & timeline management
Problem Solving Skills	organization skills & Technology

You may work as Corporate Designers to create interior designs for professional workplaces, Healthcare designers to plan and renovate healthcare centers, clinics, doctors' offices, hospitals, and residential care facilities., Kitchen and bath designers specialize in kitchens and bathrooms and have expert knowledge of cabinet, fixture, appliance, plumbing, and electrical solutions for these rooms., Sustainable designers to suggest strategies to improve energy and water efficiencies and indoor air quality, Universal designers to renovate spaces in order to make them more accessible.

At the end of the course, students will have developed an in-depth knowledge in Architecture and Design, they will have acquired a perfect mastery of the issues relating to the Luxury system-product and will have gained the skills needed for the development of an interiors project through its various stages: from its conception to its design, up to the control of the actual project implementation.



B. Design - 4 Year

New Media & Entertainment

12th Pass from any recognized Board
Entrance Exam / Interview





What is New Media & Entertainment ?

A career in the New Media and Entertainment industry is an exciting one. It is full of incredible opportunities and a type of field which will always keep you on your toes.

Over the decades, the world has witnessed a new artistic language where art and technology have become entangled with each other called New Media Arts.

The media and entertainment industry consists of Mobile & Web, Social Media, Film, Television, Radio and Print. These segments include UI & UX, Digital Marketing, Movies, TV Shows, Radio Shows, News, Music, Newspapers, Magazines, and Books.

When we see through the realms of media like Advertising, PR or Marketing, they too keep themselves revolutionizing their dynamics to adapt the constant change going on in the industry.

What you Must Learn to Become a New Media & Entertainment Designer?

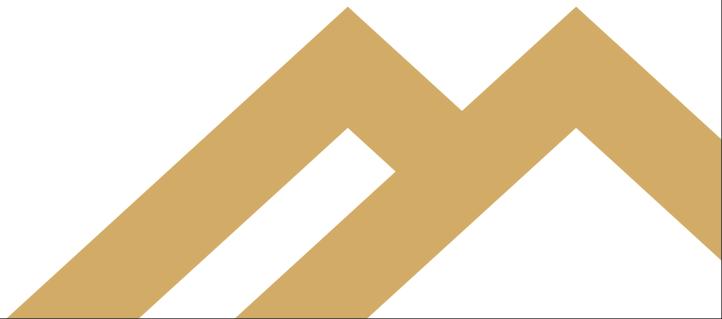
This is an evolving form of art that is created using new techniques like interactivity, projection-mapping, immersive technologies, robotics, graphics, video games, animation, various 3-D technologies, physical computing, augmented and virtual reality, and the possibilities are immense.

You Learn Visualization, Graphic Design, 2D & 3D Motion Graphic, UI & UX, Cinematography, VFX, & technical skills to map the exciting job roles.

Entertainment designers require a high level of creativity as well as the skill to create and communicate visual ideas using multiple mediums. The ability to solve problems quickly is another major skill required in this profession, especially since designers often work within time constraints.

The majority of designers also need computer skills to utilize CAD drafting programs, particularly for creating design blueprints and models. Lastly, designers must work well with others because this industry requires a lot of cooperation with other designers, crew members and related workers.

You Learn Design Thinking, Design Principles, Design Perspective & Design Psychology to improve your creativity, you work on different projects in groups to understand team work. Students will undertake project-based learning work involving painting, life drawing, digital sculpting, 3D modelling, lighting and rendering, digital compositing, cinematography and post-production. Students will develop industry-standard technical skills in digital and traditional media, as well as strong conceptual and creative skills.





Design Knowledge

Students study how material is created and used in the media industries' multi-platform and computerised world.

They also received training in new media approaches in order to better grasp the production, distribution, marketing, and consumption processes.

Problem Analysis

Students will be able to recognise, formulate, assess literature, and analyse research problems in the field of print, electronic, and public relations industries classified by the media research analysis for source, message, channel, and audience.

Design Solutions

Students can develop their own specialized topic to a wide range of cultural, media-based, and artistic activities, ranging from communication to journalism, digital web creation, E-content writing, and public relations, corporate communication, and advertising.

Modern Tools Usage

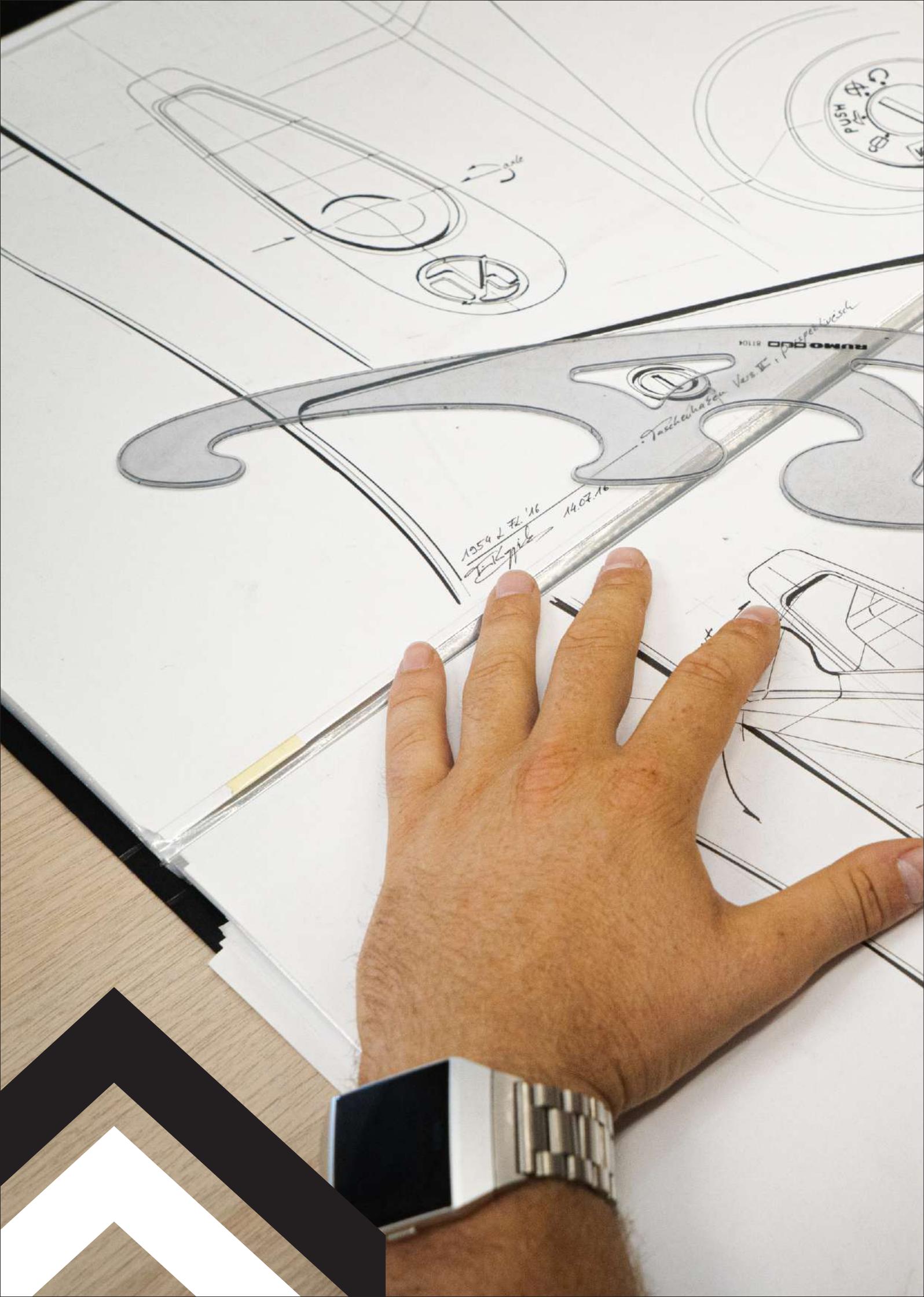
Understand the principles of computer science. To edit video, use MS Office programmes, Photoshop, and the Internet, as well as Premiere-Pro, Adobe After Effects, and FCP. Understand the terms "animation" and "graphics."

The Student and Society

Demonstrate compassionate social concern and equity-focused national development, as well as the ability to act effectively about concerns and participate in community life through service learning and social commitment.

Project Management & Finance

Graduates will create business opportunities for themselves and others by focusing on time restrictions, budgets, and collaborative initiatives in a productive working environment.



1959 2 Fe '16
E. K. K. K.
14.07.16

Taschenuhr Vers. II, 1. Perspektive

RUND 100 1110

C
H
M
S
D



B. Design - 4 year

Product Design

12th Pass from any recognized Board
Entrance Exam / Interview

What is Product Design ?

Product design is the process of defining users' problems and devising creative solutions to these challenges in order to create a useable product that fits their demands. The term is also applied to the end product of this procedure, the design qualities of a previously manufactured product.

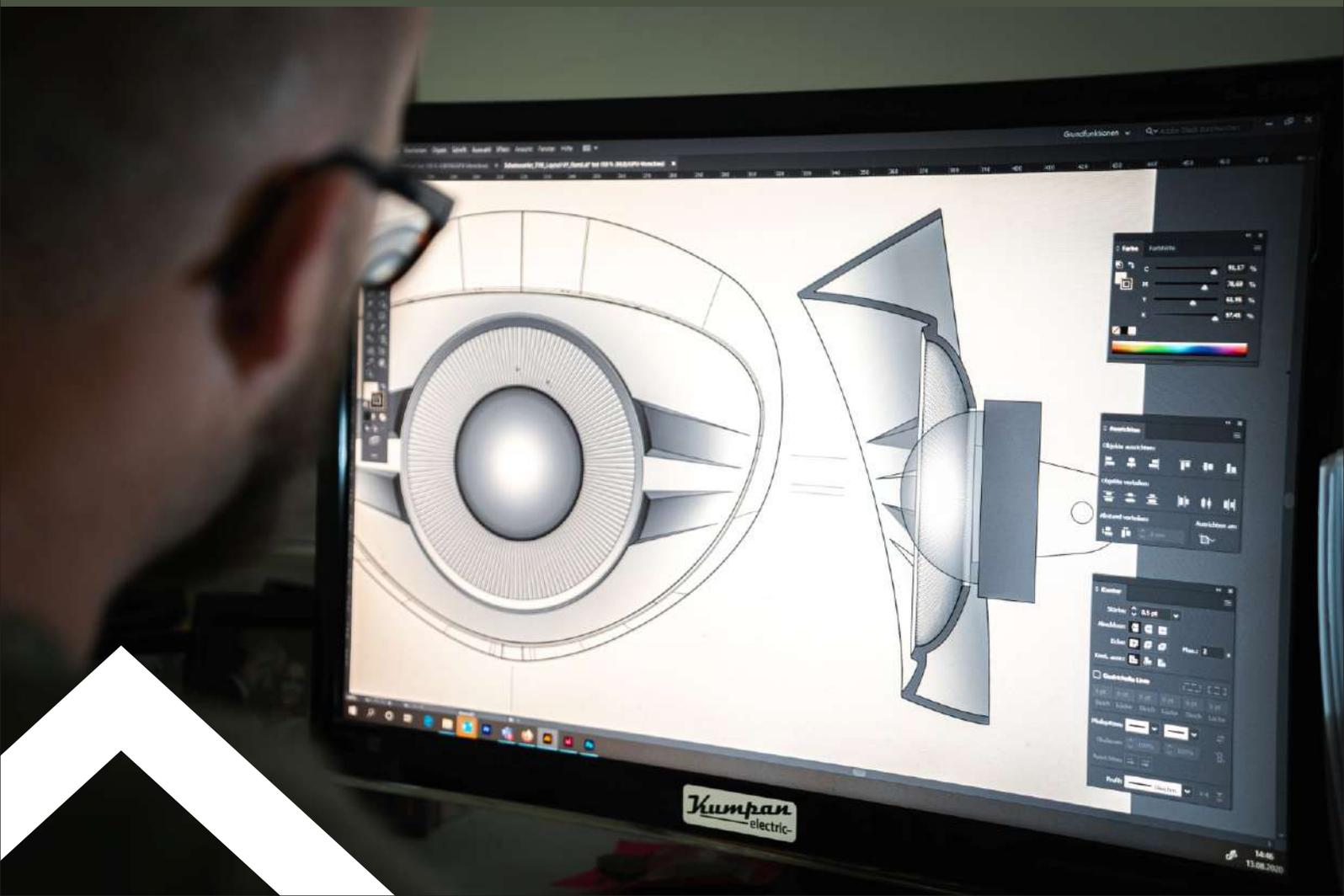
There are 3 core types of design when it comes to Product Design:

- System Design.
- Process Design.
- Interface Design.

What you Must Learn to Become a Product Designer

A Product Designer is a person who employs the various aspects and techniques of design to build and implement a solution that addresses a user's experience issues.

The first thing you need know about the design process is that it is not linear, despite the fact that it has multiple steps. Throughout the project, the design team will be required to return, make adjustments, and most likely repeat the same activity multiple times.



Research:

Research is the initial stage in developing a new product. Of course, knowing why the product exists and who will use it is vital before beginning work on the project.

The task at hand:

The design team begins by looking over the brief. This document aids in learning the client's needs and comprehending the client's project vision.

User interviews:

A user interview is a quick and easy technique to learn how users feel, think, and believe in order to design a product that meets their needs.

Mood board:

Mood boards are a kind of sneak peek into the design of the future. It aids in the presentation and coordination of the project's visual elements.

Wireframe:

A wireframe is a simplified visual representation of a design. Consider a wireframe to be the skeleton of your design, and keep in mind that it must include all of the key elements of the final product.

Prototype:

The prototype is the product's fundamental layout, which depicts all of its parts and functions. It enables you to visually show all of your ideas and make revisions with little effort and expense.

Testing for usability:

Usability testing is a technique for assessing the usability and efficiency of an interface.



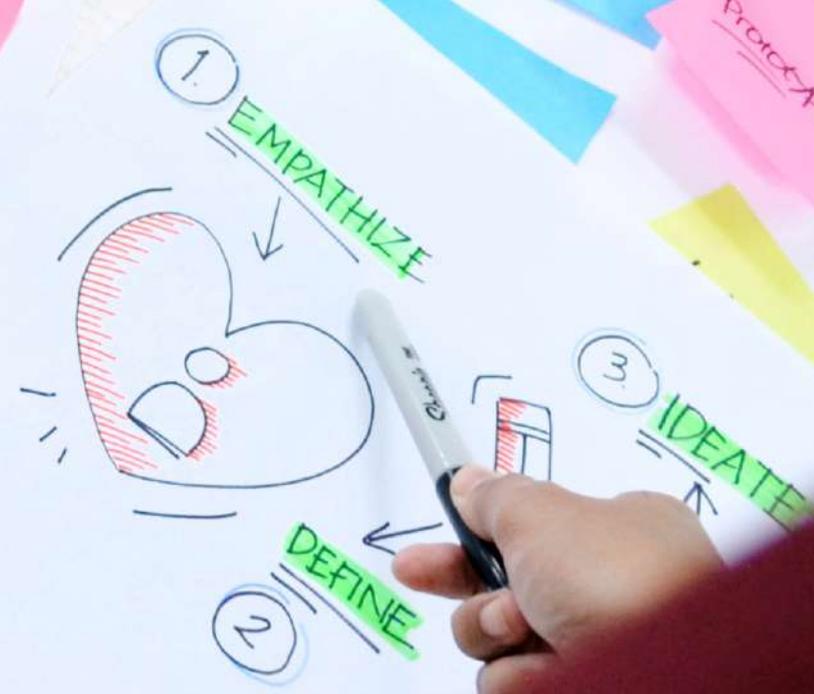
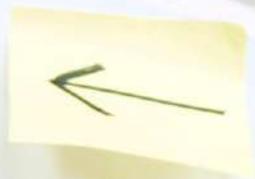


M. Design - 2 Year

UI & UX

User Interface & User Experience

Graduate in any Stream
Entrance Exam / Interview



What is UI & UX Design ?

The "UI" in UI & UX design stands for "User Interface." The user interface is the graphical layout of an application. This includes screen layout, transitions, interface animations and every single micro-interaction. Any sort of visual element, interaction, or animation must all be designed.

"UX" in UI & UX stands for "User Experience." A user's experience of the app is determined by how they interact with it. There's also a certain amount of iterative analysis involved in UX design. UX designers will create wireframe rendering of their interface interactions and get user feedback.

So a UI Designer decides how the user interface looks while the UX Designer decides how the user interface works.

What you Must Learn to Become a UI & UX Designer ?

Domain Knowledge

In integrated labs, learn all of the concepts, skills, tools, and methods needed to construct all of the UI/UX concepts from the ground up. Create digital experiences that result in customer happiness, product success, and brand loyalty.

Problem Analysis

By the end of this course, student will have a basic understanding of design thinking processes and how to use an iterative approach to issue solving in order to develop effective user experiences.

Conduct Investigations of Complex Problems

Students will learn research methodologies and ethnography to find facts about real time interaction problems of digital platforms. It will help them to get solutions of complex problems.

Modern Tool Usage

Students will learn all the necessary softwares to design User Interface, User Experience, Information Design and Prototyping.

Project Management & Finance

Students will be able to create strategists who can concentrate on the correct challenge at the right moment while keeping the overall picture in mind.

Life-long learning

Students will learn to solve simple and complex problems through UI & UX Design process which keep them engaged in research and developing sense of responsibility for society.

This is a very collaborative process, and the two design teams tend to work closely together. As the UX team is working out the flow of the app, how all of the buttons navigate you through your tasks, and how the interface efficiently serves up the information user's need, the UI team is working on how all of these interface elements will appear on screen.

You Learn

Fundamental UX/UI Design Thinking Agile Methodologies & Lean Structuring Information Architecture
Interaction Design Principles

To become a successful UI & UX designer you need to Understand all the design directions like if you like working on the visual part of design? — If the answer is yes, then you should become a visual designer (UI).

Do you like thinking through the concept of how the product works with the user, make the interface convenient, analyze, test? — then you should become a user experience designer (UX). UX designers should have the ability to gather qualitative and quantitative data about users through research and analysis.

Do you like both the first one and the second, plus you like to deeply understand the product, be in charge of the product, know and improve it? — then you should become a product designer. Like magazines, posters, flyers and other POS-materials, like working with company's identity — then you should be a graphic designer.

A **wireframe** is a layout of a web page that shows what interface elements will exist on key pages. UI/UX designers are expected to have the ability to produce wireframes and prototypes quickly and effectively.

An effective **visual communication skillset** is about minimizing the need for written instructions and using visual cues to guide the user and help them understand where to go next, how to find the information they need, and what other actions they can take.

Interaction design consists of elements such as aesthetics, motion, sound, and physical space (where and how the product is used) that affect a user's interaction with a product.

UI/UX designers don't need to be coding experts, but they should have basic HTML and CSS skills and be capable of making minor website changes. Content must be structured, labeled, and organized properly for users to find it. So the designer must be skillful in **Information architecture.**

There is no shortcut to become an UI & UX Designer,
You must posses a master degree to become master in this field.



DO WHAT YOU
LOVE
WHAT YOU DO

Y

1 3



BACK TO SCHOOL



Ugmonk





M. Design - 2 year

Communication Design

Graduate in any Stream
Entrance Exam / Interview

What is Communication Design ?

Abstract painters use their art to express themselves, leaving the viewer to interpret the work as they see fit. In many respects, the art is more concerned with the viewer's experience than with the art itself. The artist's objectives aren't the most crucial factor.

This is the polar opposite of communication design. A communication designer's job is to establish a connection between the spectator and the visuals. A communication designer would evaluate the content they want to transmit and how to effectively engage the viewer before deciding on the graphics. They'll think about what will grab a viewer's attention first, audience associations, and the psychology behind how design aspects affect people's moods. They produce designs that convey a message more quickly than words can, while also ensuring that the message is clear and appealing.

Communication design is a field that relies on innate creative ability. Here's what you will need to start a career in communication design:

- Visualization ability
- Observational skills
- Technical proficiency
- Artistic thought process
- Eye for detail
- Communication skills

The field of design has diverse career options and is considered as one of the best-paying professions currently. As a communications designer, you can explore careers in:

- Production Assistant
- Communication Specialist
- Digital Marketer
- Web Designer
- Marketing Communication Manager
- Animator
- Graphic Designer
- UX Designer
- Advertising Manager
- Content Marketer
- Branding



What you Must Learn to Become a Communication Designer ?

Domain Knowledge

Learn and use Fundamental Skills, such as intentional creation and improvement of work through the use of art and design mediums.

Students can make artworks that demonstrate mastered core techniques and their applications (skills employing diverse tools and equipment) with skilled workmanship by understanding basic art media (materials) (appropriate control and refinement.)

Design and Creativity

Students use the Elements of Design (line, shape/mass, value, colour, texture, space, time) to demonstrate their understanding of Design (form and its organisation) and can apply the Principles of Organization (harmony, variety, balance, proportion, dominance, movement, and economy) to create artworks with a strong sense of unity. In their design solutions on concerns of form, style, and substance, students demonstrate Creativity (the act of synthesising understanding and imagination).

Critical Thinking Skills

Students understand and can use communication design's technical and aesthetic terms. Students learn and use critical thinking skills and can vocally and in writing analyse artworks. Students can assess their own and their peers' work in the perspective of historical and contemporary visual culture.

Professional Preparedness

Students demonstrate an understanding of the design industries best - practices and theories that reflect current cultural trends to professionally prepare them for an entry - level position or enable them to transfer to a baccalaureate level Communication Design Program.

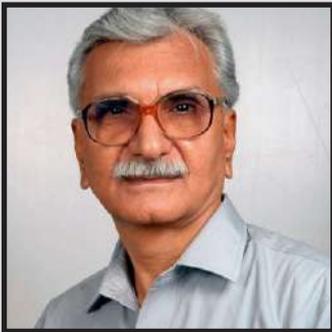
Proficiency

Students work exhibits proficiency in both design and the technical aspects of multimedia including: print, web, and motion design.

Marketing and Advertising, Portfolio

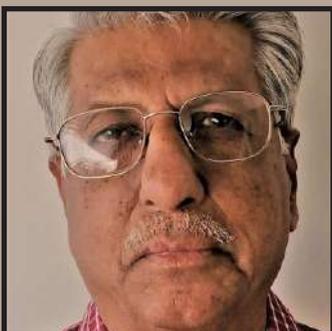
Students understand basic principles and practices of marketing and advertising. Students create a professional design portfolio (hard copy and web) and professional identity system.





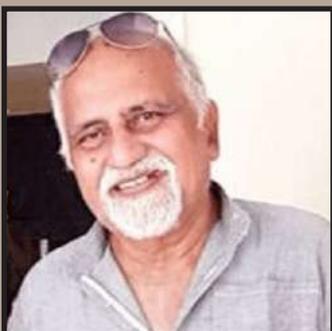
PROF. PARMANAND DALWADI

- Graduated in fine Arts from M.S.U. Baroda
- Post-graduation in visual communication at N.I.D. (Ahmedabad, Gujarat) (India)
- Work Experience - NID (16 Years)
- Teaching Photography - NIFT, DJAD, IIT, IDC, SYMBIOSIS, CEPT
- Got gaurave praskar from Lalitkala Academy Gujarat and AMC, Photographer of the year award.



PROF. DEEPAK KANNAL

Prof. Deepak Kannal is an Art Historian, a sculptor and a teacher. He taught at the Department of Art History and Aesthetics, Faculty of Fine Arts, MSU of Baroda, shouldering the responsibilities as the Head of the department and the Dean of the Faculty.



PROF. AMAR GARGESH

Thinker/Teacher/Trainer

Over 45 years of exposure, expertise and experience in creativity and communications, Academic qualifications Post Graduation in Planning (CEPT), Ahmedabad, Professional experience and positions held.



MS. CHHAIL KHALSA

Chhail Khalsa, an alumna of the National Institute of Design (NID), Ahmedabad (B.Des Textile design) and Hochschule Luzern, Switzerland (MA Textile Design). Even though she is a textile designer by education, but she have always known she wanted more. She find joy and exhilaration in challenging projects.

Media professional and educationist, Ms. Malti Mehta produced more than 300 higher educational television programmes for national telecast while working as a Producer with Educational Multi Media Research Centre, Gujarat University during 1984 to 2012.



MRS. MALTI MEHTA

She has worked extensively in the field of textile design, craft and industry. As an ambitious professional with more than a decade of experience in textile design, her ability to visualize and execute designs (from concept to production) has developed and allowed her to work on different client projects.



MRS. ASHITA DESAI

Founder & active resource person Blue Hour Studios, which is a full time digital still & motion picture developer agency in Ahmedabad, Gujarat.

Our board mentor & technical trainer for Tamron india (Indian Operations of a Specialized Lens Manufacturing Company based in Saitama, Japan.)



MR. RAVINDRA GAJJAR

He is a Strategy and Visual designer based in Ahmedabad with 6+ years of Experience in Strategic branding, User centric & experience design and interface Design. He completed his masters Degree in Communication Design from MIT Institute of Design (Pune).



MR. PRIYEN PATEL



MR. PRADEEP CHOKSI

He is one of the Second Batch of Students of National Institute of Design, Ahmedabad, India. After completed the study at Faculty of Fine Arts (Post Graduation in Painting), M S University, Vadodara he joined Faculty Development Programme at NID in 1967. In 1970 he was sent by Basel, Switzerland for further study. After completing he joined NID as faculty in 1971.



MR. MAHENDRA NIKAM

He is visiting institutions for photography education like NID, CEPT UNIVERSITY, NIFT Gandhinagar EMRC and, D.J. Academy, Coimbatore. (TN), DAIICT-Gandhinagar, M.S. University in Baroda, NIRMA UNIVERSITY, UNITED DESINGE, Axis collages Kanpur (UP), Seamrdu School of Pro-Expressionism, Pune, Maharashtra. Ahmedabad University, Anant National University etc.



MR. LALIT LAD

Worked on Over 300 Episodes telecasted on Doordarshan, Gujarati Tv Serials, Gujarati Telefilms, Gujarati Feature Films, Hindi Telefilms, Song Writing, Play Writing.



PRO. KUMAR CHAUHAN

Kumar Chauhan is an Artist and art & design educator by profession. He is an alumna of Faculty of Fine arts, MS University of Baroda and has been working in the industry for more than 25 years. He professional practice mainly involves working in the Field of Art and Design.

Worked as a Design Associates & Designer, Studio Coordinator : Graphic Design & Coordinator : Print Labs at NATIONAL INSTITUTE OF DESIGN (NID) (40 Years of Experience)
(GRAPHIC DESIGN / COMMUNICATION DESIGN EDUCATION / INTEGRATED DESIGN SERVICES / DESIGN FOUNDATION EDUCATION PROGRAMME / PRINT LABS).



MR. DILIP OZA

Ankit comes with 11 years of professional experience in the field of Design & Strategy in India & Germany. B. Arch. from the University of Mumbai. Masters in Architecture (Computational Design) at one of the leading design schools in Europe - Staedelschule Architecture Class.



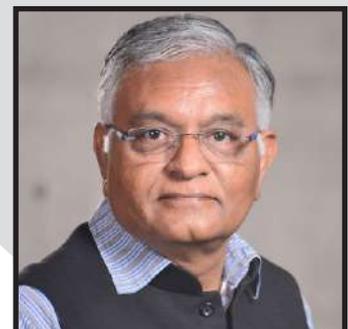
MR. ANKIT SAVLA

Fashion & Accessory Designer, Design Educator, Social Innovator, Life Coach, TEDx Speaker, Startups Mentor.
Co-Founder & Director APLOMB ENLIGHTENER PVT. LTD. (A Startup india recognized Company working in the field of mental health among children.)



MR. ABHISHEK PRATAP SINGH

He is a graduate of faculty of architecture, CEPT UNIVERSITY. He is practicing architect since 1986. He has been visiting faculty in CEPT UNIVERSITY in architecture, construction school and faculty of design. His area of interest is architectural photography, documentation, material studio, working drawing, precast housing, product design and structural system in architecture project.



AR. AJAY C. PATEL



FRESHER'S PARTY 2021







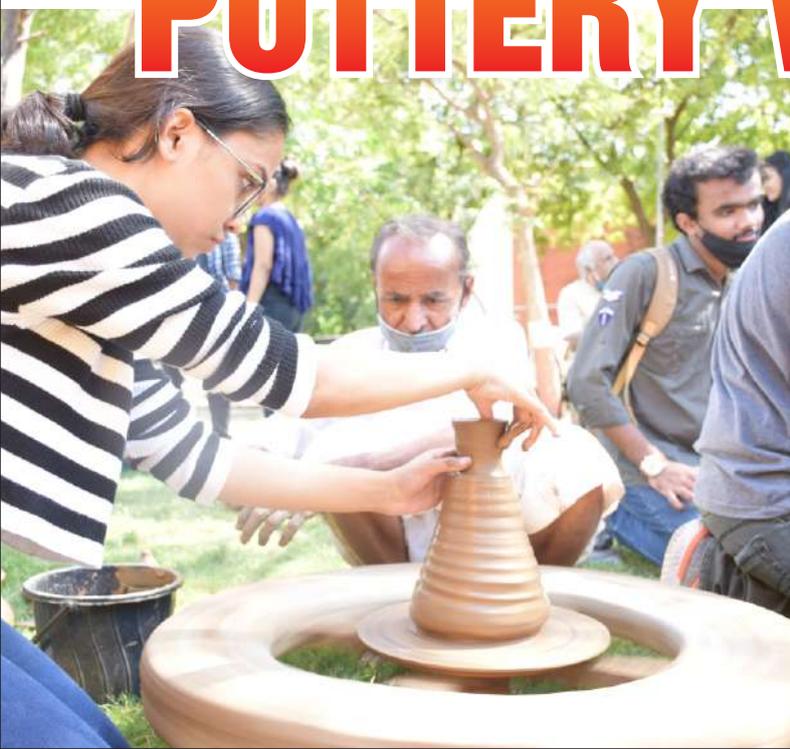


SPORTS EVENTS





POTTERY WORKSHOP





HALLOWEEN



DAY





MATERIAL EXPLORATION WORKSHOP





Gujarat University Design School,

Gujarat University Campus, Navrangpura, Ahmedabad - 380009 (Gujarat)

E-mail : schoolofdesign@gujaratuniversity.ac.in, **Mobile** : +91 75676 09902

Web : www.guds.in, www.gujaratuniversity.ac.in