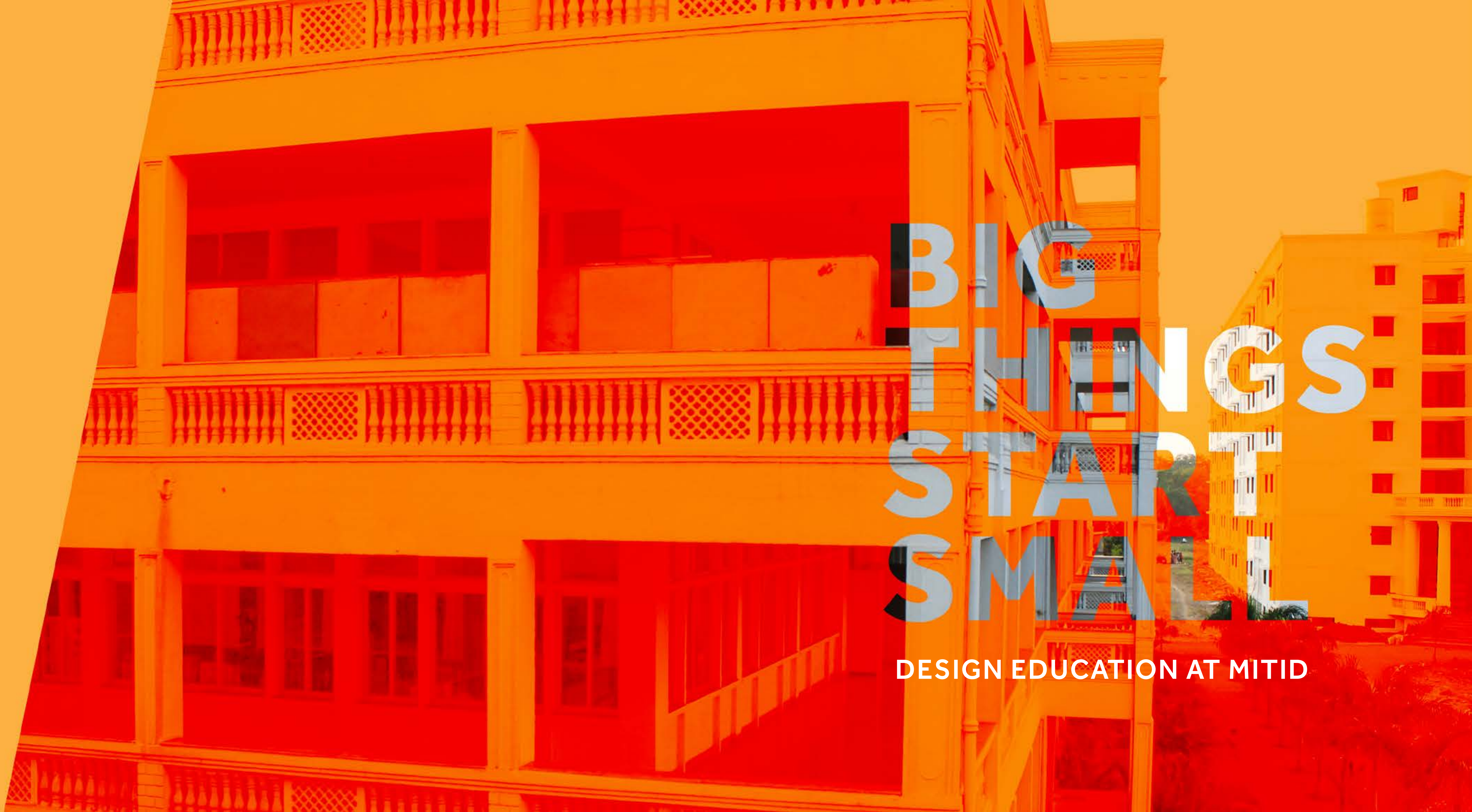
MIT INSTITUTE OF DESIGN
RAJBAUG, LONI KALBHOR, PUNE 412201
T. 020. 3069 3694/ 95/ 96/ 97

www.mitid.edu.in



BIG THINGS START SMALL

DESIGN EDUCATION AT MITID

Ensure Karman
the process is right in action

Let Phalam
the product evolve by itself

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PHILOSOPHY

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

WHO WE ARE

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

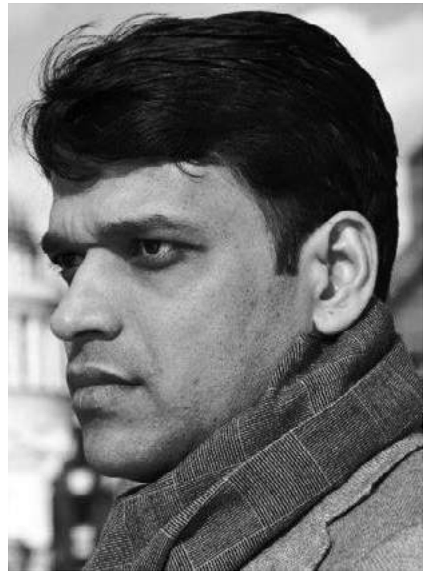
HABITAT

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.

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.

FACULTY



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 an The MIT Academy of Engineering in Alandi in 1999, one of the first of it's 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 departments 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

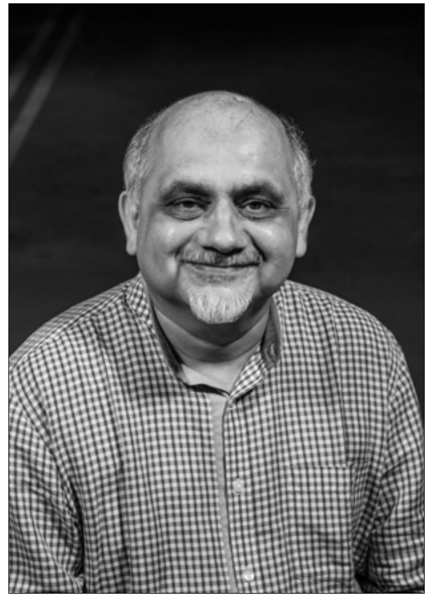
Director, MITID
Head of Department

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 provided 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

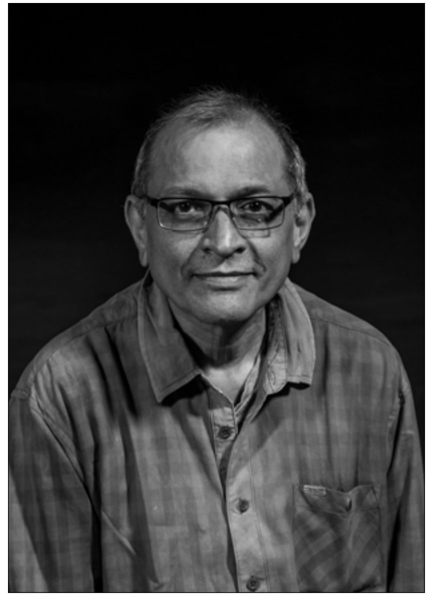
Prof Sanjay Jain is a Civil engineer from IIT Bombay, of 1984 batch and did his Master of Design in Industrial Design at Industrial Design Centre, Bombay in 1986.

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

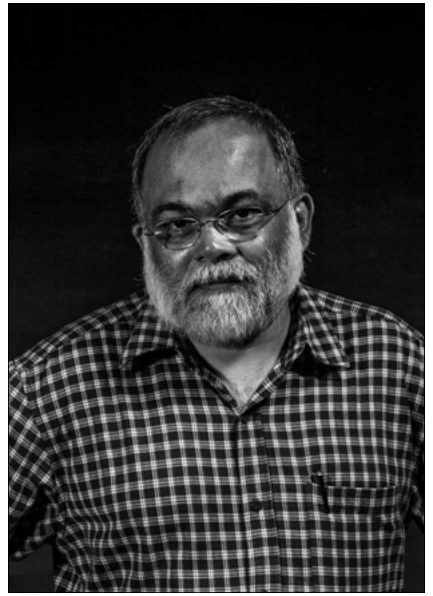
Prof. Gaurang Shah, studied product design in the 5 & 1/2 year Professional Education Program at the National Institute of Design, Ahmedabad. He also underwent a 2 year advanced training programme in Product planning and design conducted by the Carl Duisberg Gesellschaft e.v, conducted in Germany.

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 *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

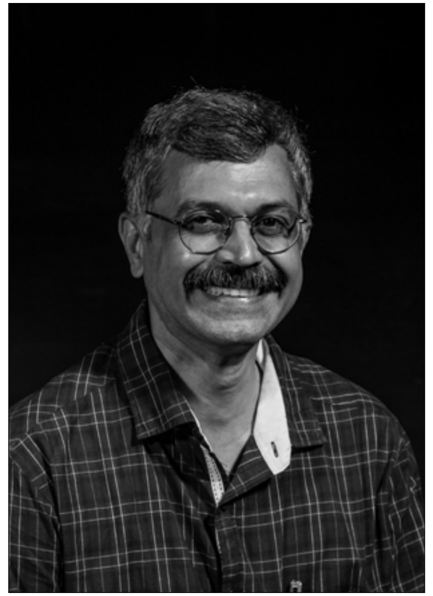
Head of Department

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 if 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 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

Manager

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.

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.

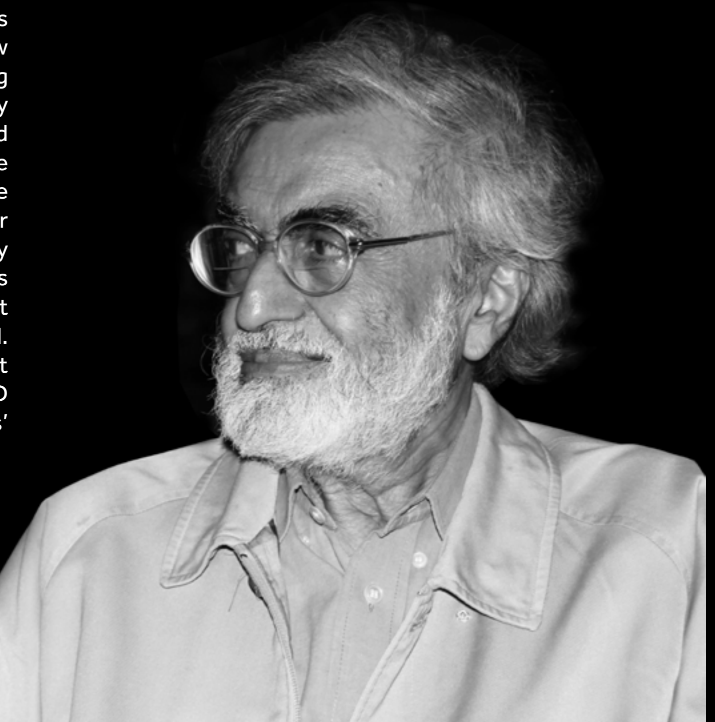
Have the requirements for being a designer changed over the last 50 years?

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.

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.

INFRASTRUCTURE

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

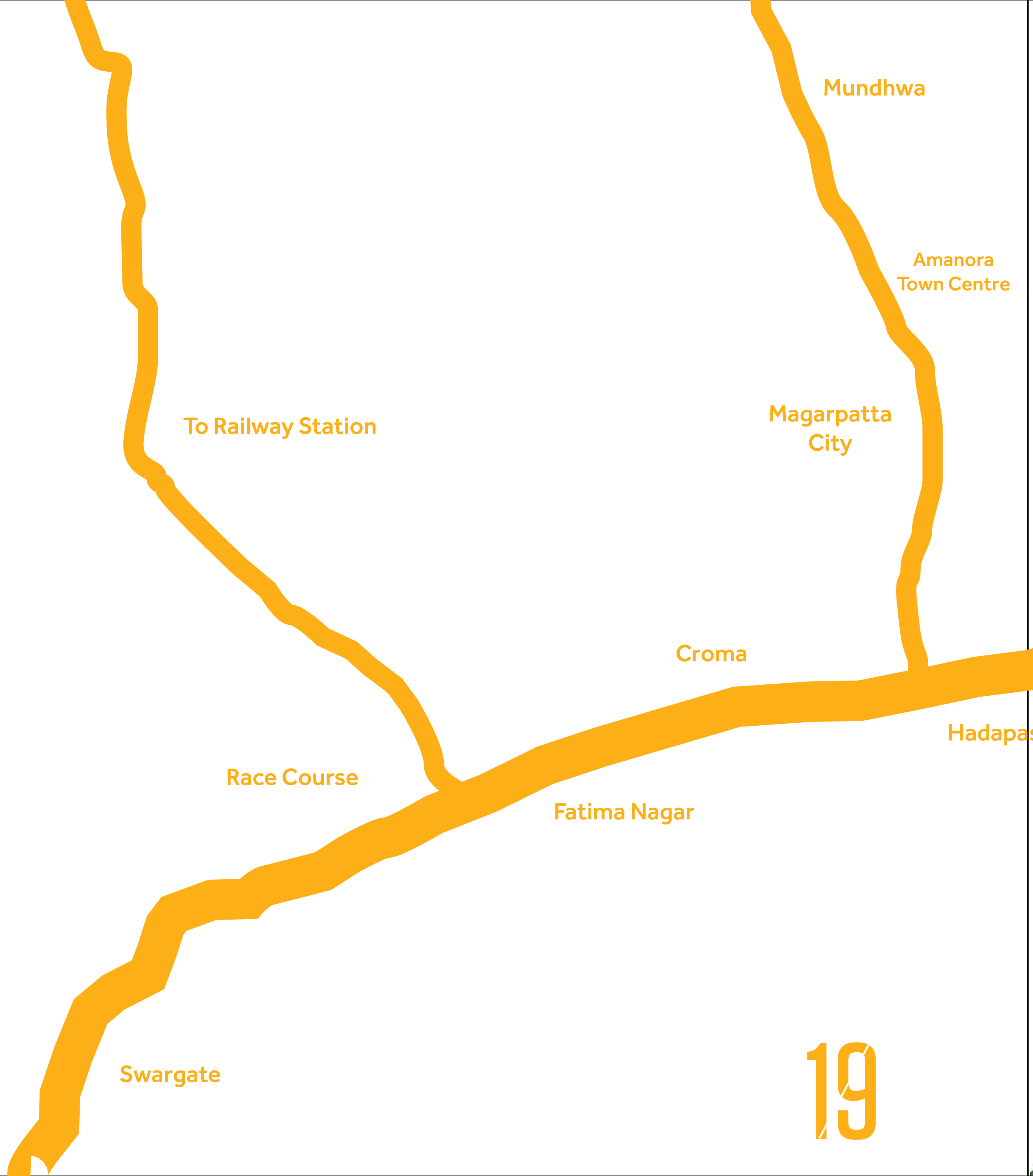
The design habitat is located at Rajbaug in Loni Kalbhor, 20 kilometers on the Pune Solapur highway east of the city. The Rajbaug farms once owned by the legendary showman, Raj Kapur and now also his final resting place, is spread over 125 acres on the banks of the Mula Mutha river. The beautiful environs 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.

HOW TO GET HERE

By Road:
Pune is well connected by road to all the major cities within the stae 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.

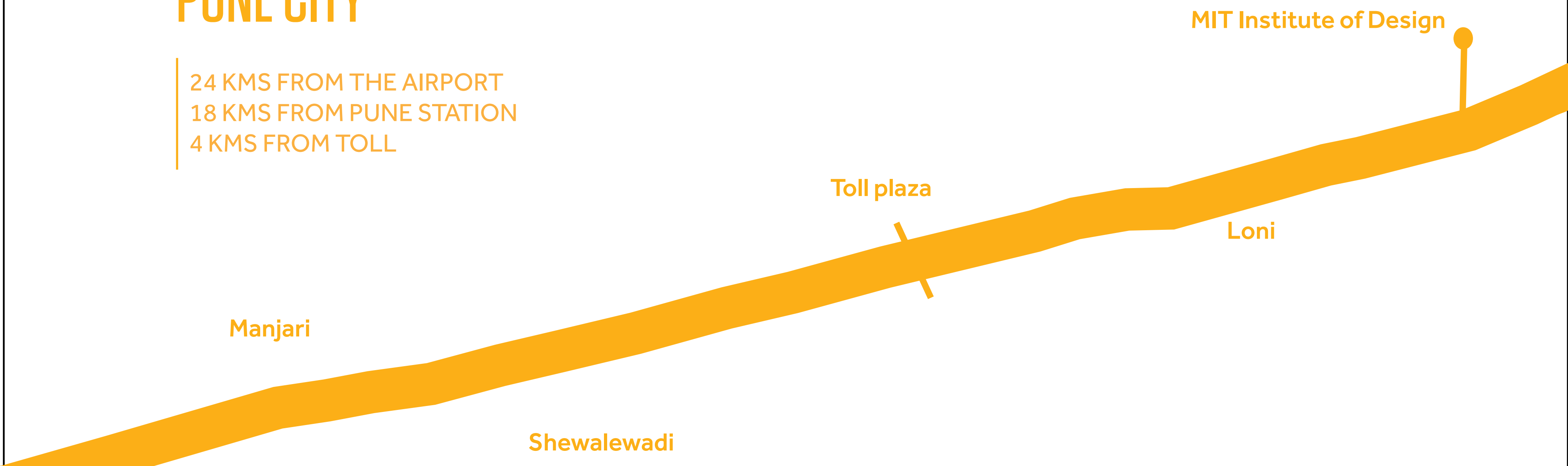
By Air:
The airport is situated in the Lohegaon area, about 12 km from the city. The airport is connected to all major cities in India.

By Train:
Pune has excellent railway services connecting all major cities.


Mundhwa
Amanora
Town Centre
To Railway Station
Magarpatta
City
Croma
Hadapasar
Race Course
Fatima Nagar
Swargate

PUNE CITY

24 KMS FROM THE AIRPORT
18 KMS FROM PUNE STATION
4 KMS FROM TOLL


MIT Institute of Design
Toll plaza
Loni
Manjari
Shewalewadi

ADMISSIONS

Admissions schedule for the academic year 2015-16.

Last date for submission -
31st January 2015
Design Aptitude test - 5th April 2015
Result of DAT - 18th April 2015
Studio test & Interview
GDP - 4th May to 9th May 2015
Final list – 11th May 2015
PGDP – 11th May to 14th May 2015
Final list – 15th May 2015

Fashion Programmes –
15th May to 17th May 2015
Final list – 18th May 2015

Commencement of Programme - 5th July 2015 (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.

Online application forms for the academic year 2015-16 are available on the website. The candidate has to submit a duly filled hard copy of the application form before the last date along with a demand draft of Rs. 2,500 /- (U.S. $45 for International Students) in favour of MITID, Pune, drawn on Pune branch as fees for Design Aptitude Test. Students can also pay the fees online through net banking, credit or debit cards.

The admission process is in two phases: MITID-DAT Design Aptitude Test conducted at various centers across the country.

Studio Test and Personal Interview conducted at MITID campus in Pune.

Admission is on the basis of MITID's 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. Based on scores obtained from MITID-DAT, shortlisted candidates will be called for second phase.

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's 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 weight age 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.

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)

University of Abertay Dundee (United Kingdom)

Northumbria University (United Kingdom)

Middlesex University (United Kingdom)

Kunsthochscule Berlin Weissensec School of Art & Design (Germany)

University for the Creative Arts (United Kingdom)

Strate College (France)

College for the Creative studies (USA)

George Brown College (Canada)

Politecnico Di Milano (Italy)

E.S.A.D, Orleans (France)

MITID is also a full time member of ICSID (International Council of Societies of Industrial Designers) and CUMULUS (International Association of Universities and Colleges of Art, Design and Media)

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.

DISCIPLINES

INDUSTRIAL DESIGN +

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 Diploma Programmes in

+ Product Design
+ Transportation Design
+ Interior Space and Furniture Design
+ Retail Design

INDUSTRIAL

PRODUCT DESIGN UG/ PG

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 UG/ PG

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 PG

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 UG/ PG

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 UG/ PG

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.

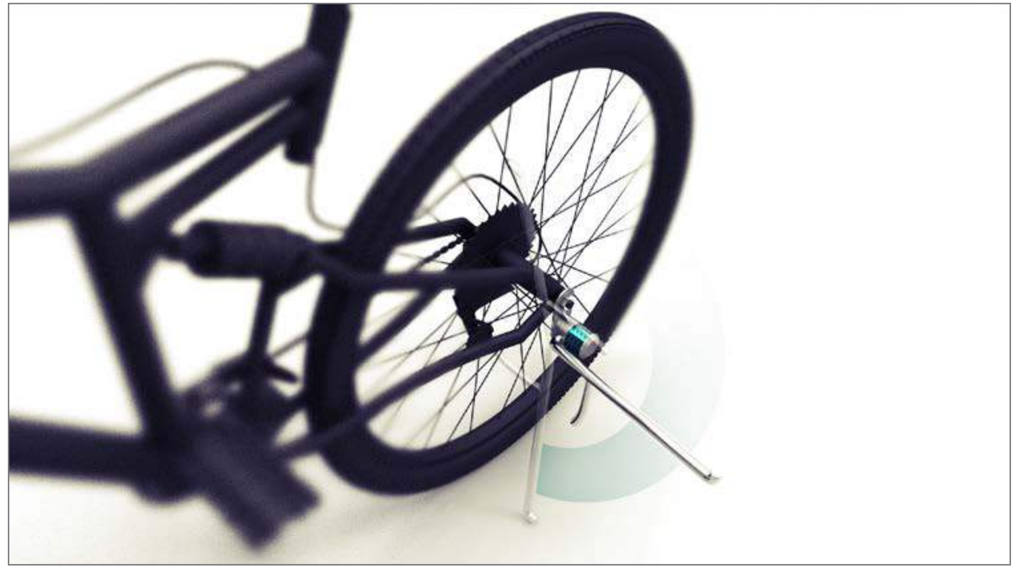
PRODUCT DESIGN

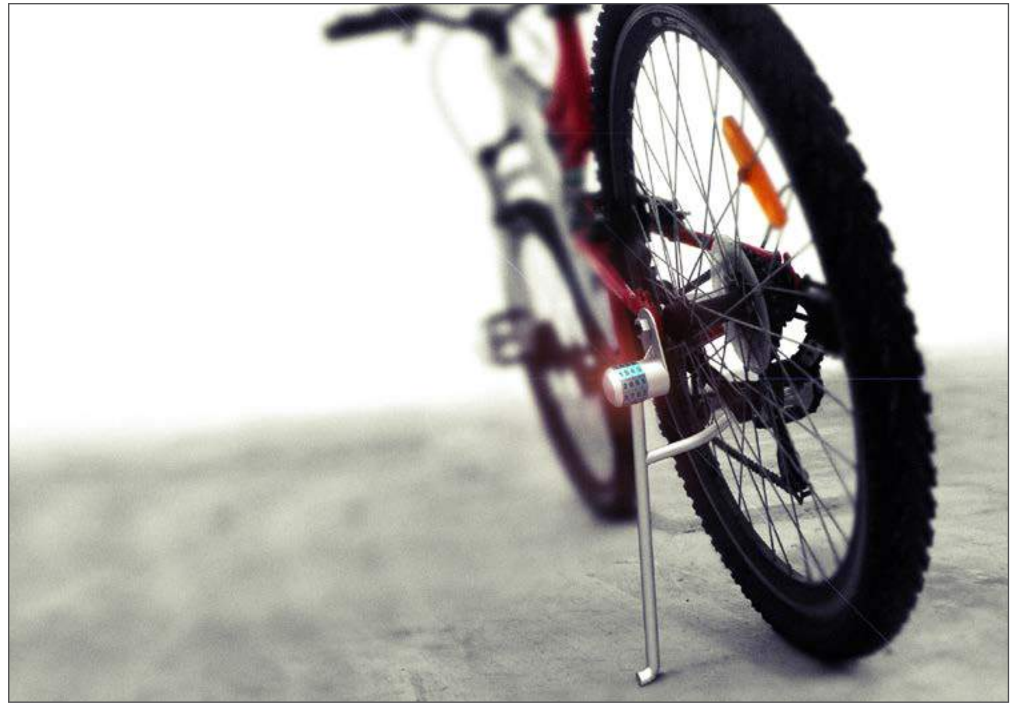
Sanjay Jain- **Head of Department**
Samson Mathai
Manasi Kanetkar
Jerome Sabestian
Sagar Modh

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

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.





reddot design award
best of the best 2013

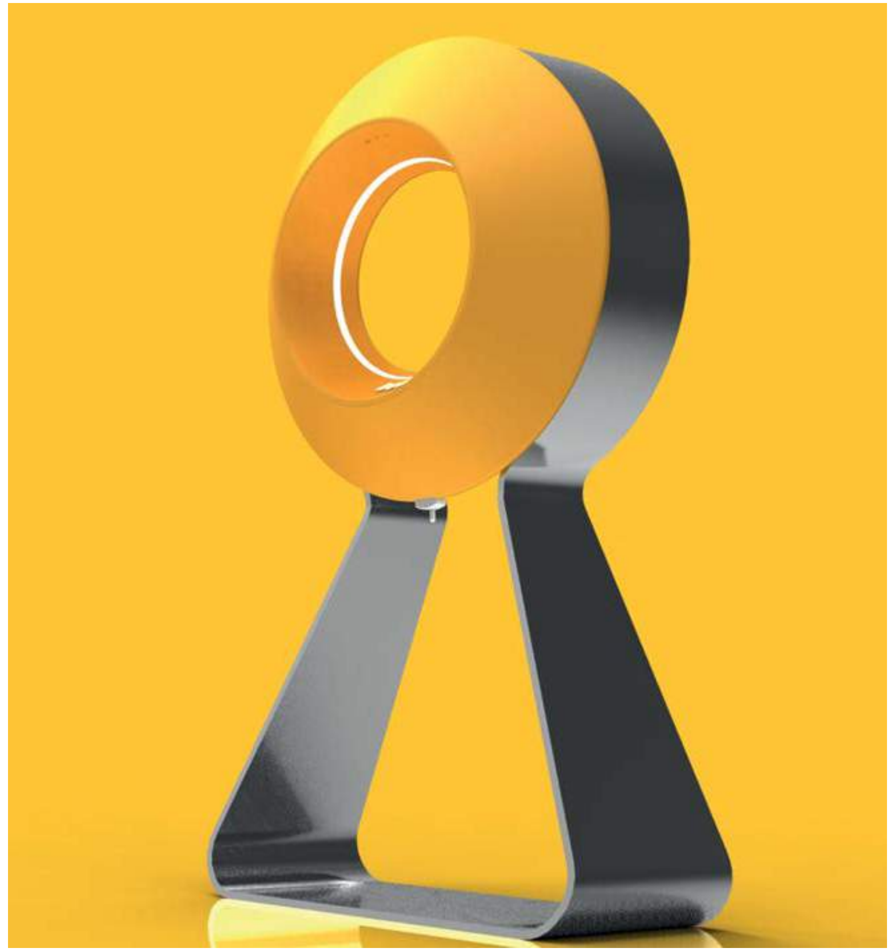
Anurag Sarda

2013 / Lucid Design, Bangalore

SEMESTER 9

Leglock redefines the kickstand and offers swift bicycle parking with its integrated stand-and-lock design.
Leglock is a locking solution for swift bicycle parking. It is a combined bicycle stand and lock that parks and locks the bicycle in just one step. The cyclist simply needs to turn the stand down and set the integrated number lock. The stand arcs down from its stowed position, unlike typical kickstands that rotate parallel to the wheel.
Leglock is sturdy and safe. It stays upright during riding due to the angle at which it is mounted and the internal three-teeth gear mechanism. It is structurally strong and easy to manufacture.

/ Product Design
/ Technically Complex Product



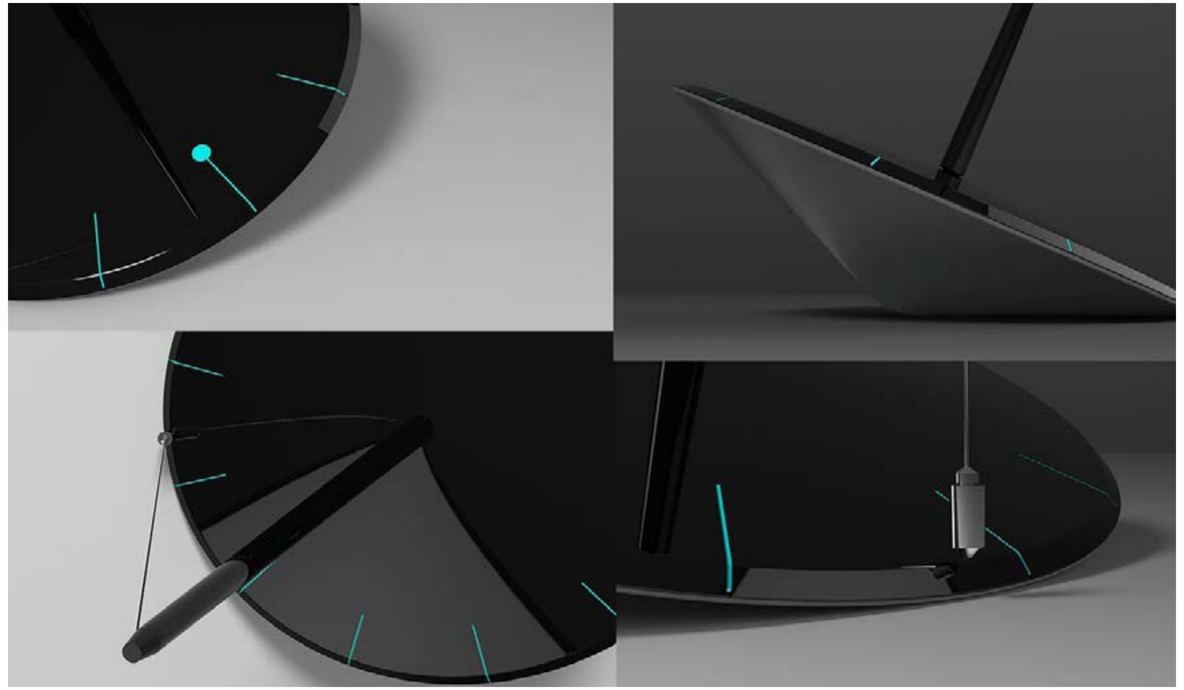
Ashish Sanklecha

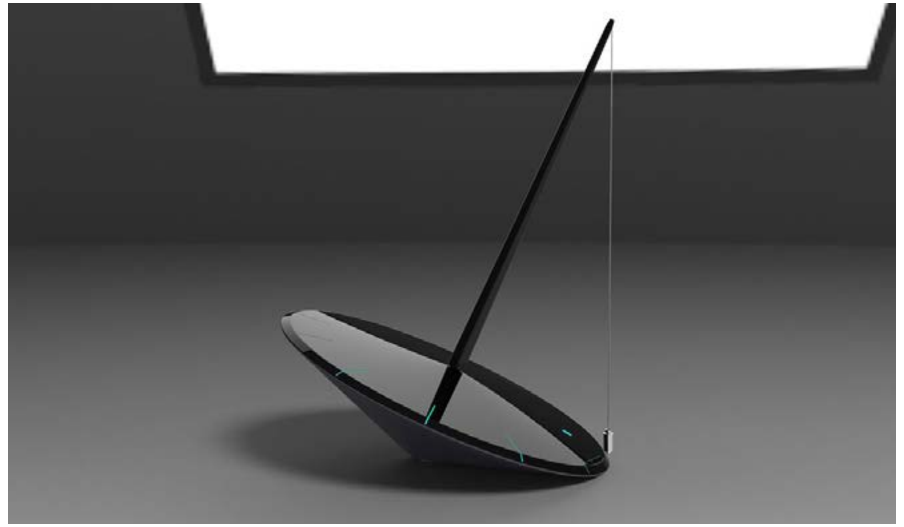
Technically Complex Product

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 filteration and cooling.

/ Product Design
/ Branding





WINNER
2014 LEXUS DESIGN AWARD

Student/s name

Rajeev Dave / Stuti Mazumdar

SEMESTER 4

PAUSE is a radical design that redefines the perception of time. The concept brings together time telling devices from different eras to create a playful yet potent design

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

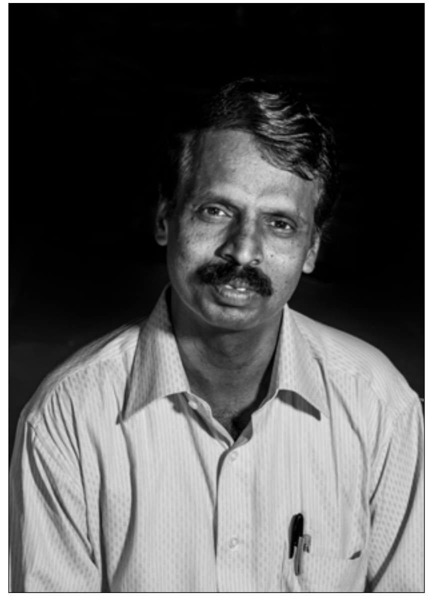
Asst. Professor

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.

TRANSPORTATION DESIGN

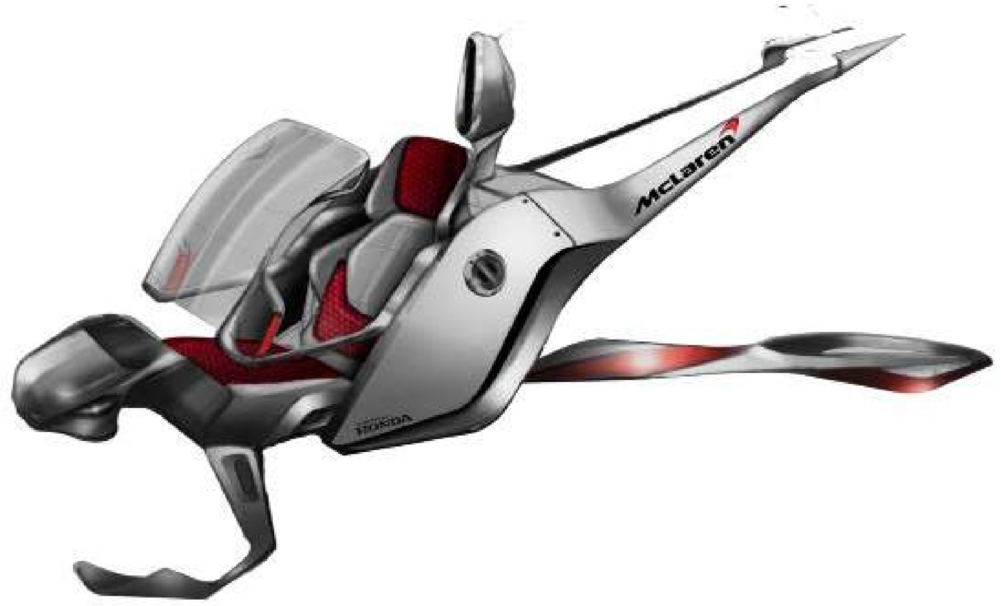
Gaurang Shah - **Head of Department**
Chaitanya Kachare
Donshong Koren
Sandeep Varma
Vibhor Sharma

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

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.



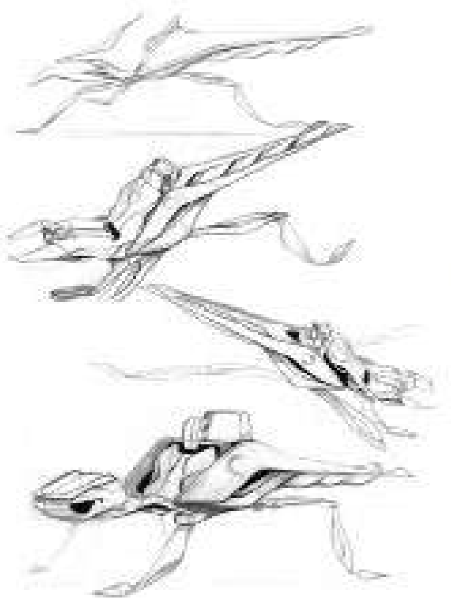
Tejas Rasam

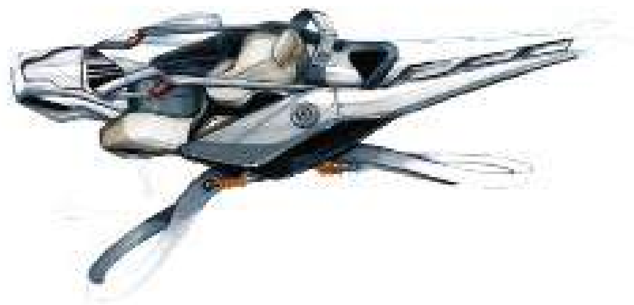
Nature inspired vehicle

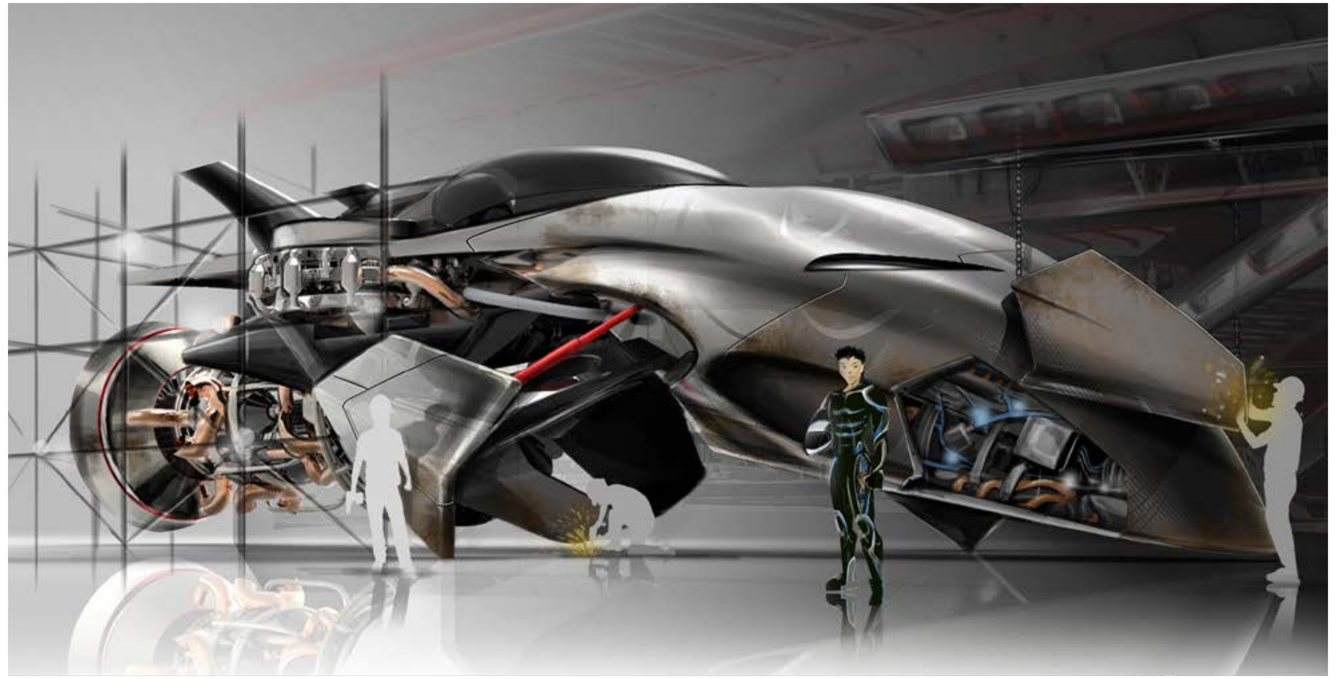
SEMESTER 4

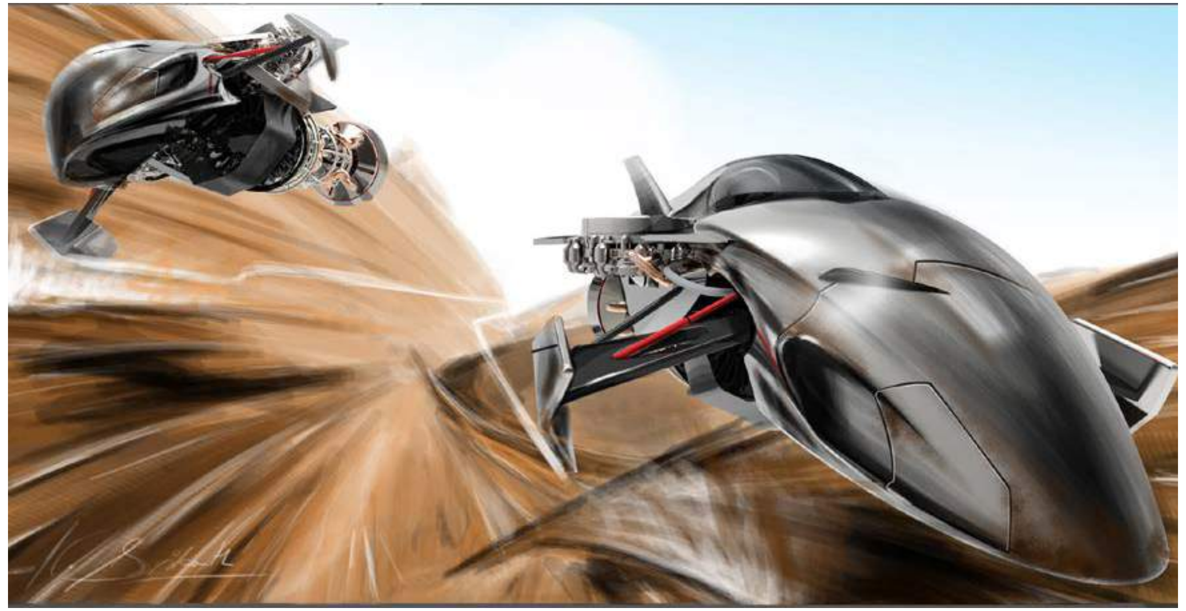
Water-strider

The brief was to design a vehicle inspired from nature and its properties.
The water-strider is designed agility on water with a short flight range.









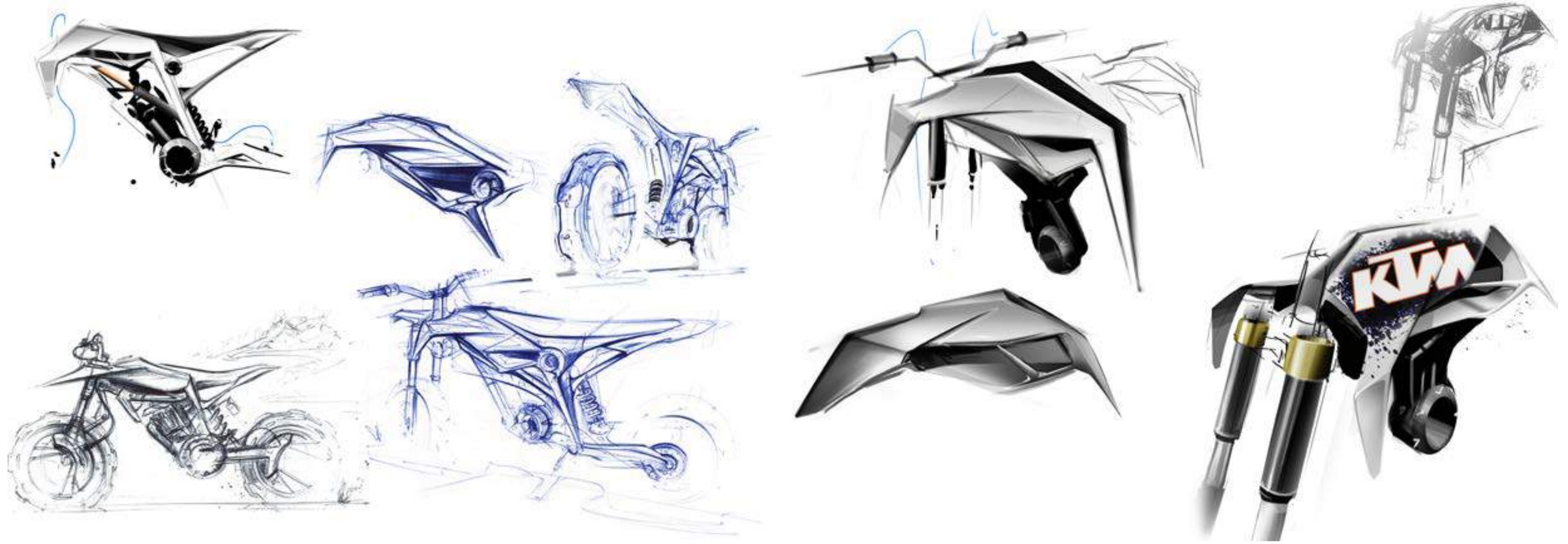
Student name

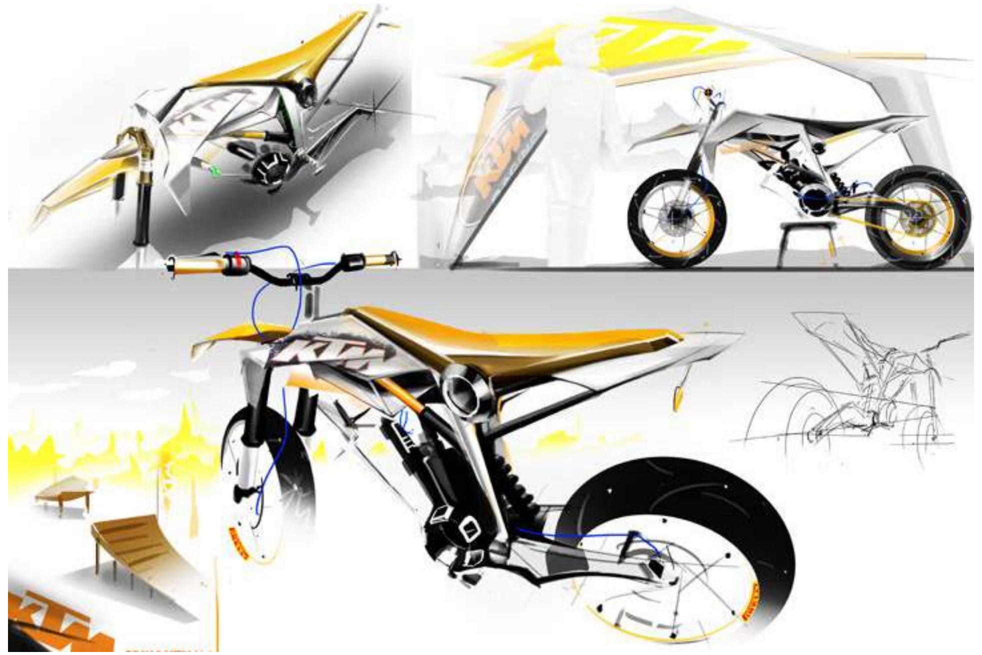
Shrikant Kanchinadham

SEMESTER 5

Computer Aided Surfacing project

Garuda is the answer to aerobic race machines. These vehicles comprise of a high power jet engine and provide a cockpit for the pilot Inspired by stealth machines;





Student name

Shrikant Kanchinadham

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 hospital, ARAI and Billcare.

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 theTrax 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 fascinted by the possibilities of automotive clay.

Sandeep Varma

Asst. Professor

TRANSPORTATION DESIGN

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 production 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 deferent segments of cars to understand more and more about the technology, types of materials, trims and finishes etc. used in different brands.

Vibhor Sharma

Asst. Professor

TRANSPORTATION DESIGN

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 Odyssea.

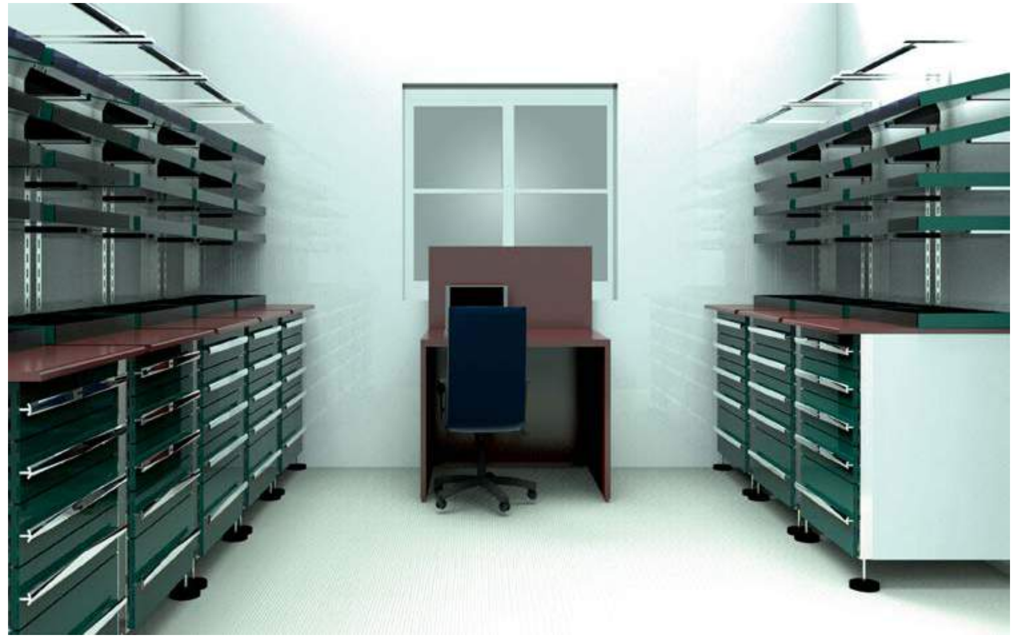
INTERIOR SPACE & FURNITURE DESIGN

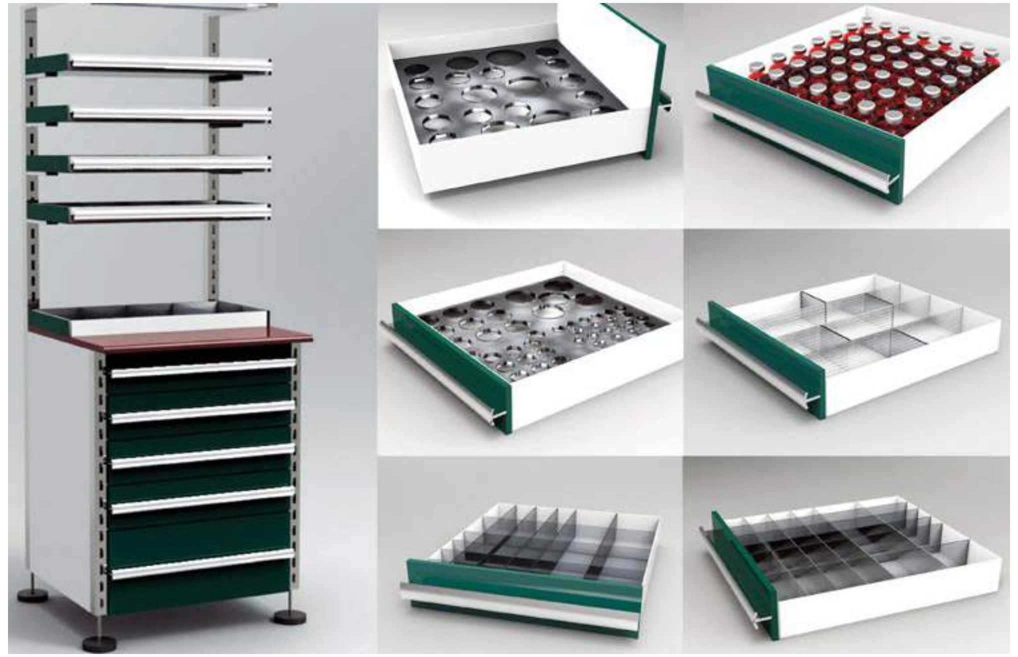
Vasudha Karhadkar - **Head of Department**
Amit Deshmukh

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.





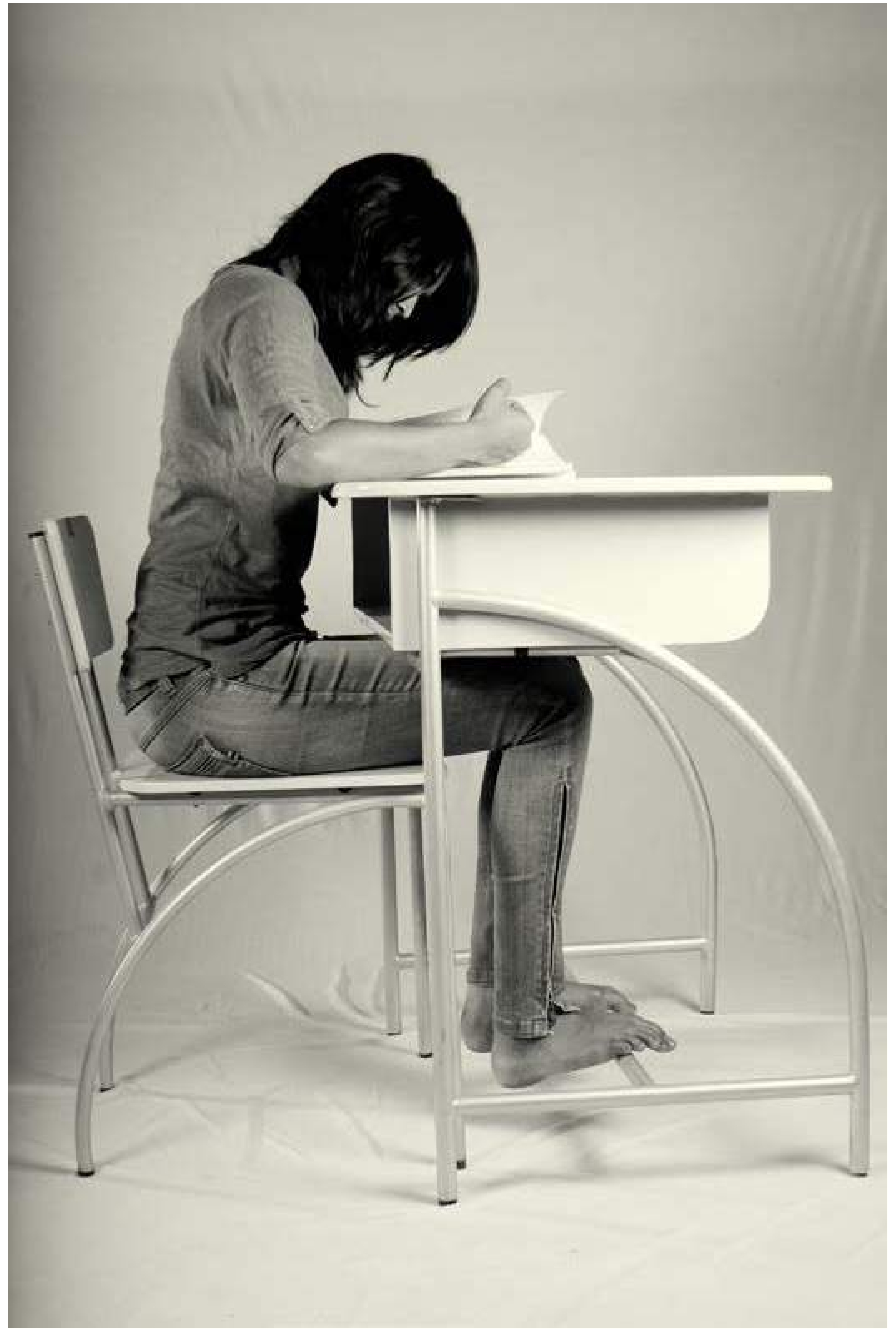
Ranjit Sarve

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 scenareo 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 fur- niture unit.

Amit Deshmukh

Associate Professor

INTERIOR, SPACE & FURNITURE DESIGN

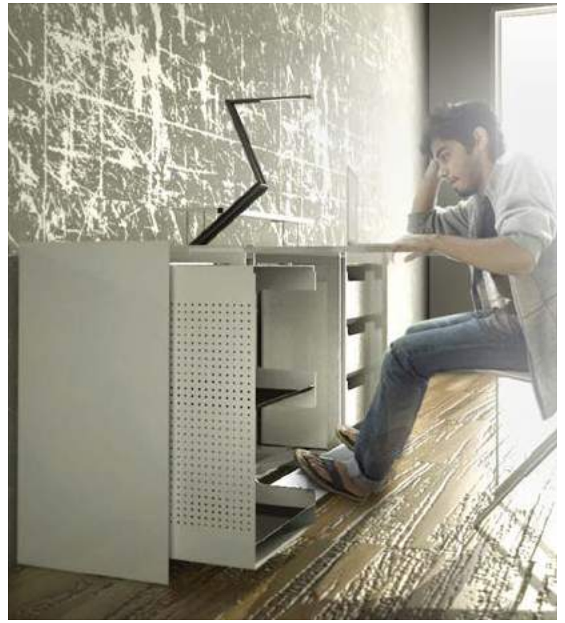
Amit has done Bachelors in Architecture from Pune & Masters in Industrial Design from SPA, N. Delhi.

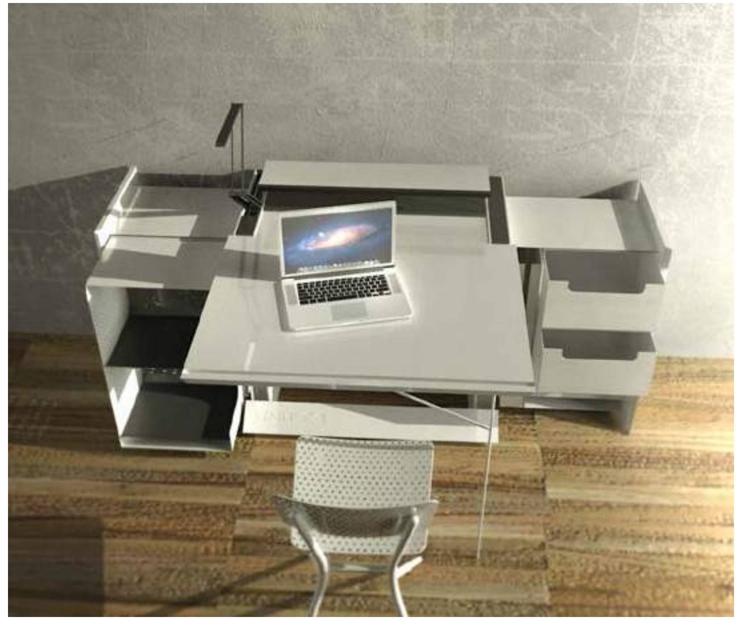
He has joined MIT after an experience from all forms of the design profession. His work includes a work in industry – a work under Institute (NID) - & with professional sector of the design field.

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.

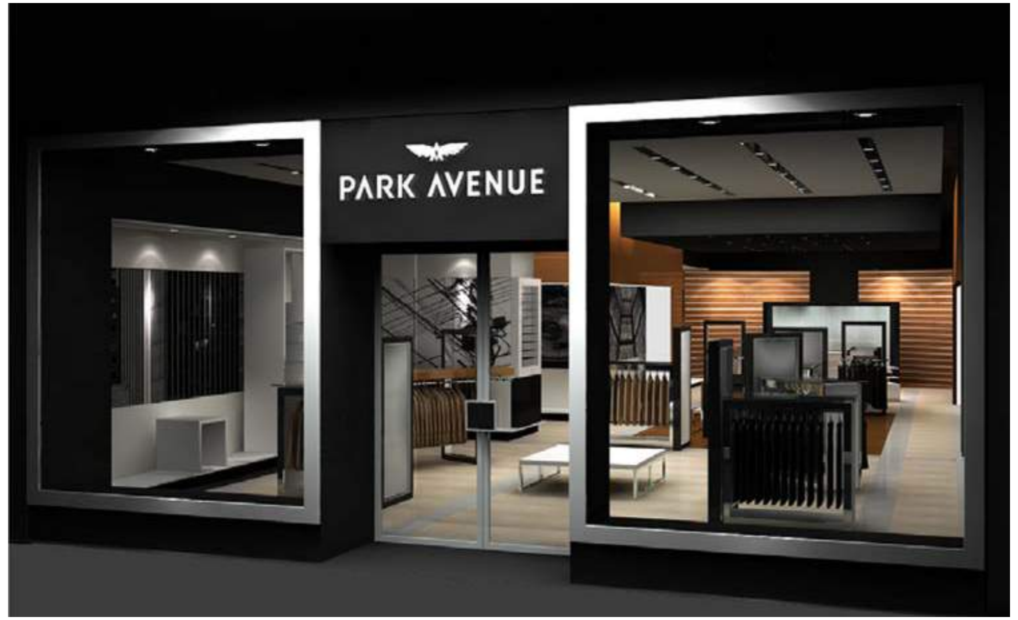
RETAIL DESIGN

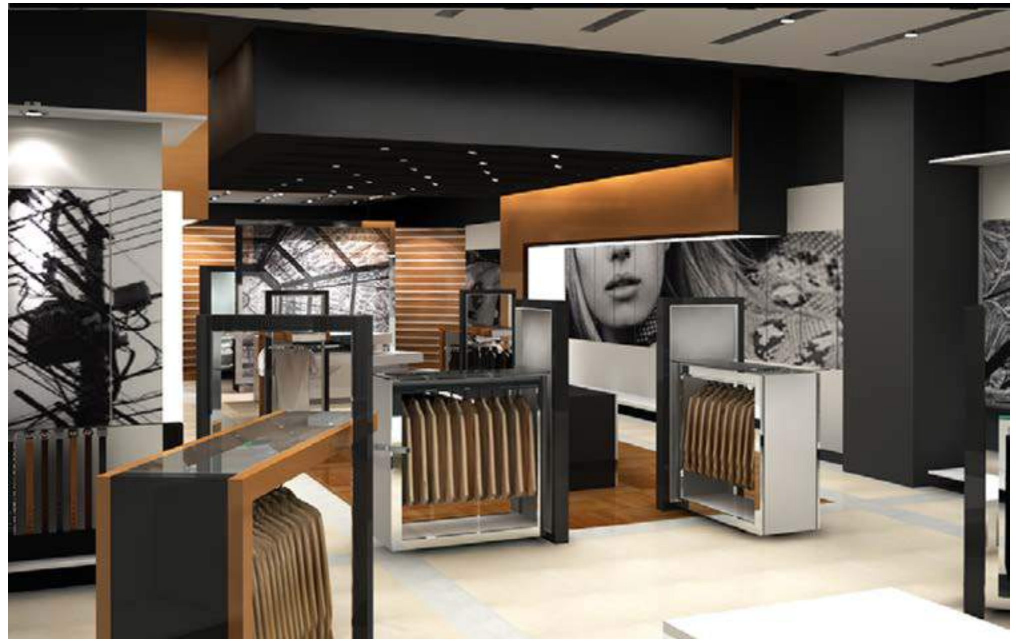
Rajan Iyer - **Head of Department**
Harsha Shamnani
Sandeep Anjara

Visiting Faculty
Arvind Merchant
Dhara Kabaria
Jatin Bhatt

Pritharshv Pushkar
Santosh Kumar

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

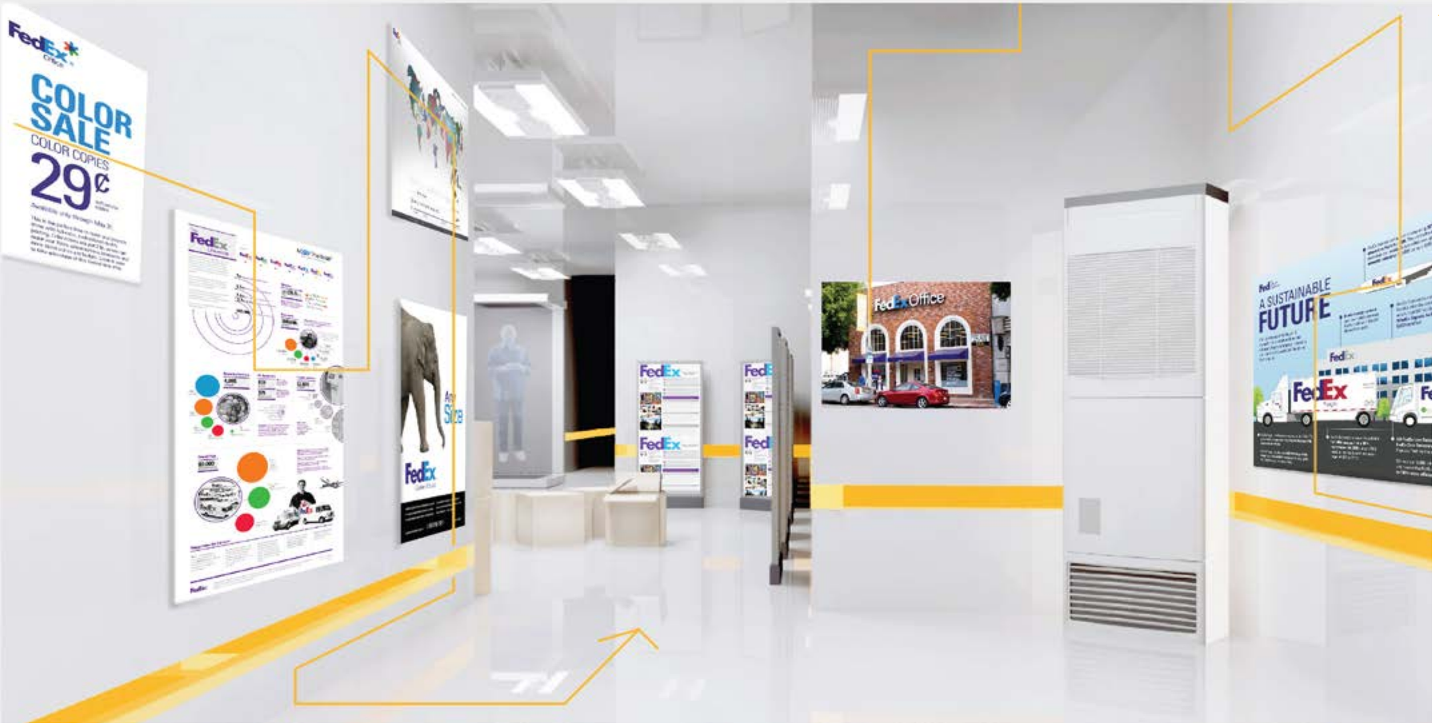
Graduation project

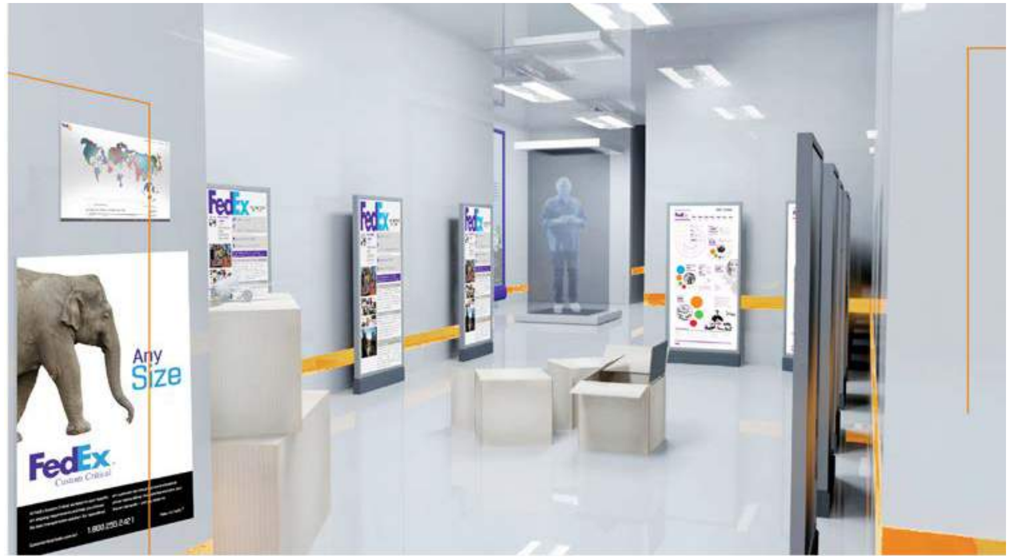
SEMESTER 9

Client: FITCH / PARK AVENUE
Project Guide: Prof. Pritharshv Pushkar

The project redifenied 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.

/Retail and Exhibition Design
/Exhibition Design Project





Harsh Bangalia

Exhibition Design

SEMESTER 5

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

Harsha Shamnani

Asst. Professor

RETAIL DESIGN

Harsha Shamnani completed her post graduation in Architecture (Theory and Design) in 2010 from CEPT University, Ahmedabad.

Harsha is an architect with experience in academics and practice. She has handled projects from residential to institutional scale, from concept development to detailing. She brings her flair for varied kinds and scales of spaces to her current assignment in Retail and Exhibition discipline. She is also strong with different forms and their semantics.

She participated in the ICSID conference in Mumbai in 2013, thus giving her a platform to contribute to society at large. She strives to learn continuously for and with her students.

The translation of theoretical concepts into real experiential spaces. She loves to experience varied kinds of spaces and discovering different nuances of it.

Sandeep Anjara

Asst. Professor

RETAIL DESIGN

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 companies 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.

< INDUSTRIAL DESIGN

USER EXPERIENCE DESIGN

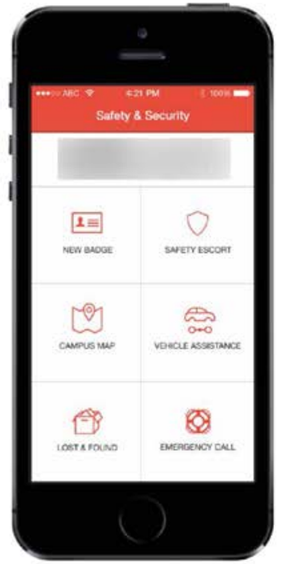
Debayan Dhar - **Head of Department**

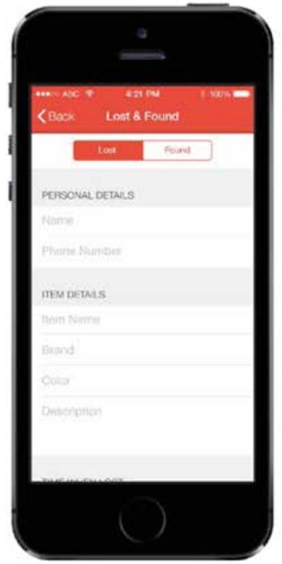
Visiting Faculty
Carolien Klep
Kiran Sabnis
Neha Modgil
Nitin Urdhwareshe
Soumitra Bhatt

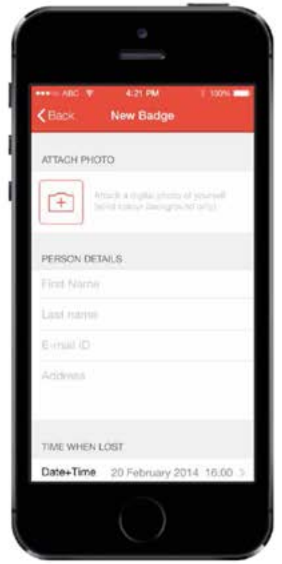
The aim of the Program is to study concepts, methods, and techniques of information architecture, usability engineering, information and interaction design, visual design, ethnography and prototype engineering with a focus on artifacts where user experience is essential.

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.


Safety & Security
NEW BADGE
SAFETY ESCORT
CAMPUS MAP
VEHICLE ASSISTANCE
LOST & FOUND
EMERGENCY CALL


Back
Lost & Found
Lost
Found
PERSONAL DETAILS
Name
Phone Number
ITEM DETAILS
Item Name
Brand
Color
Description


Back
New Badge
ATTACH PHOTO
PERSON DETAILS
First Name
Last name
E-mail ID
Address
TIME WHEN LOST
Date+Time
20 February 2014 16:00

Aniket Patni

Graduation project

SEMESTER 9

Client: Mindstix
Project Guide: Prof. Pritharshv Pushkar

The project envisioned the design of an Enterprise Mobility Kit, designed as a got to plug and play component library.

DISCIPLINES

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 Diploma Programs in

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

COMMUNICATION

GRAPHIC DESIGN UG/PG

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 UG/PG

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 UG/PG

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.

GRAPHIC DESIGN

Ranjana Dani - **Head of Department**
Paresh Choudhury
Shakti Banerjee
Rajendra Thakre
Utkarsha Malkar
P. Ramakrishnan
Bappa Das
Yogesh Gite
Shirish Kathale

Visiting Faculty
Abhishek Singh
Anita Iyer
Anita Narayan
Babu Udupi
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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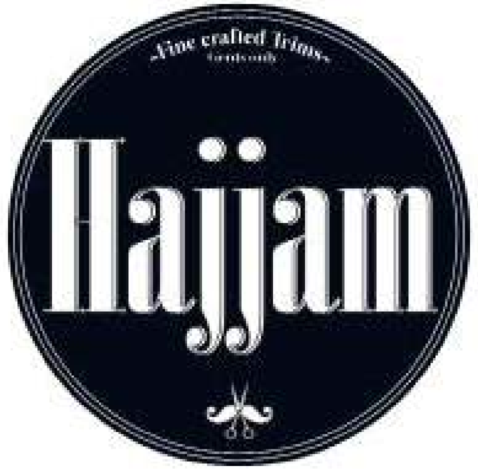
Hajjam
~Fine Crafted Trims~
Gents only
OUR CLASSICS
900
300
~Fine crafted Trims~
Gents only



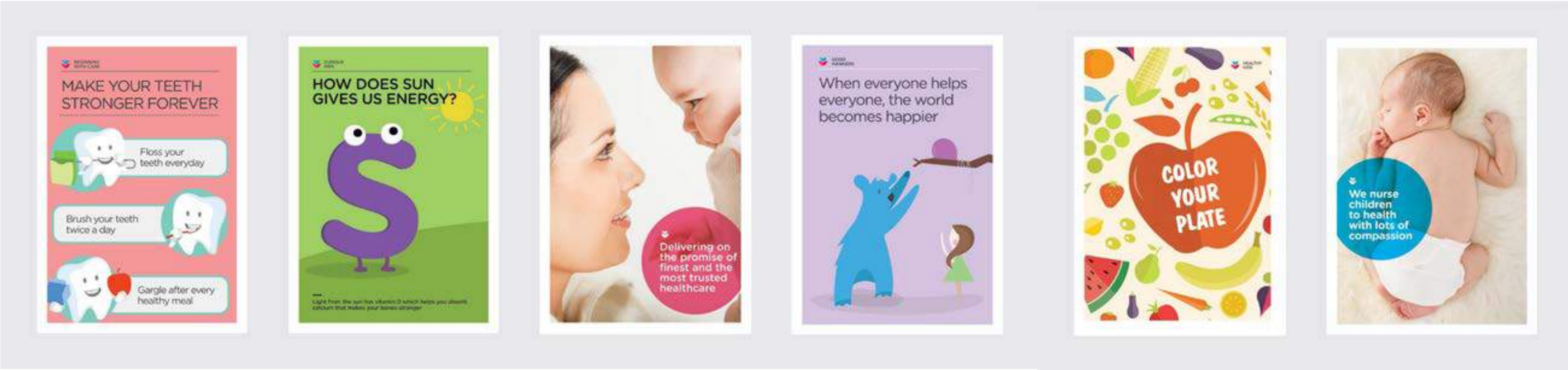
Shivang Joshi

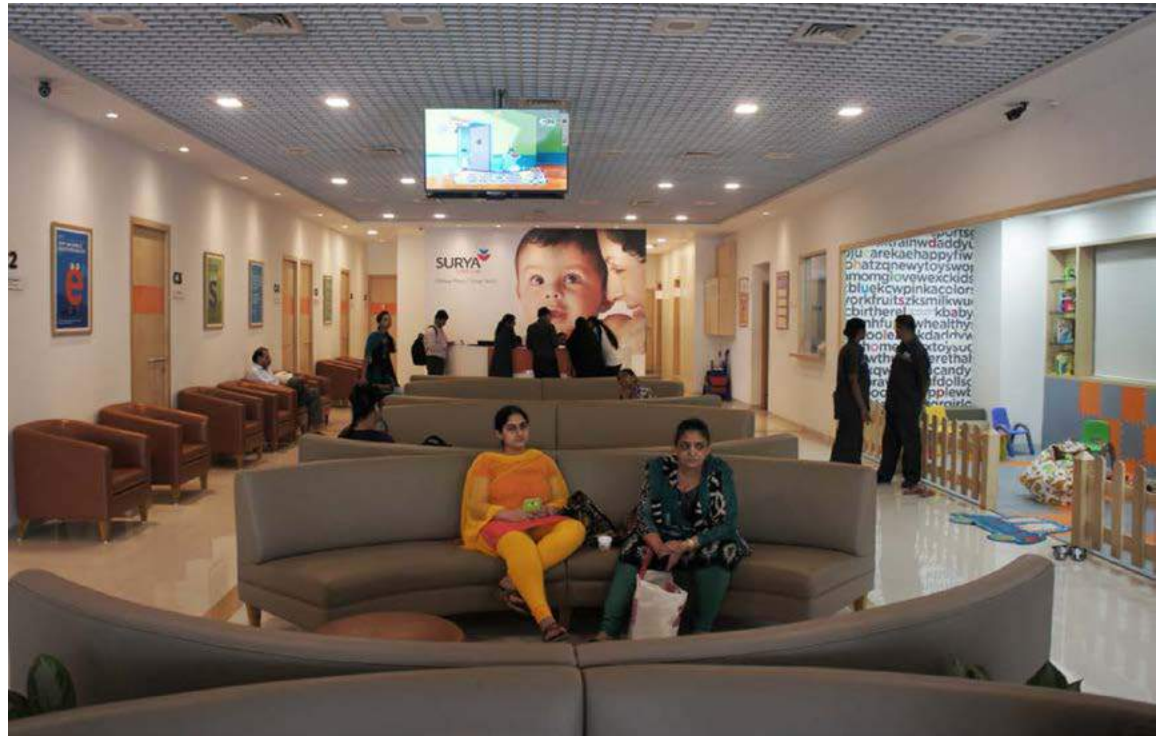
Classroom project

SEM 8

Branding - Hajjam
Mentor – Ranjana Dani

Hajjam ('barber' in Urdu) was designed as a retail service providing its customers with a quaint old-fashioned Indian hairdressing experience. As a boutique, it provides professional, quality services to the well heeled. The unique challenge of this branding exercise was to develop a personality that clings to every part of the Hajjam experience.Conventional Indian tools and methods are used, for example: straight razors, post-shave alum and head massages are all part of the Hajjam's repertoire.


MAKE YOUR TEETH STRONGER FOREVER
Floss your teeth everyday
Brush your teeth twice a day
Gargle after every healthy meal
HOW DOES SUN GIVES US ENERGY?
Delivering on the promise of finest and the most trusted healthcare
When everyone helps everyone, the world becomes happier
COLOR YOUR PLATE
We nurse children to health with lots of compassion



Prayag Shah

Graduation project

SEMESTER

Faculty Guide: Prof. Paresh Choudhury

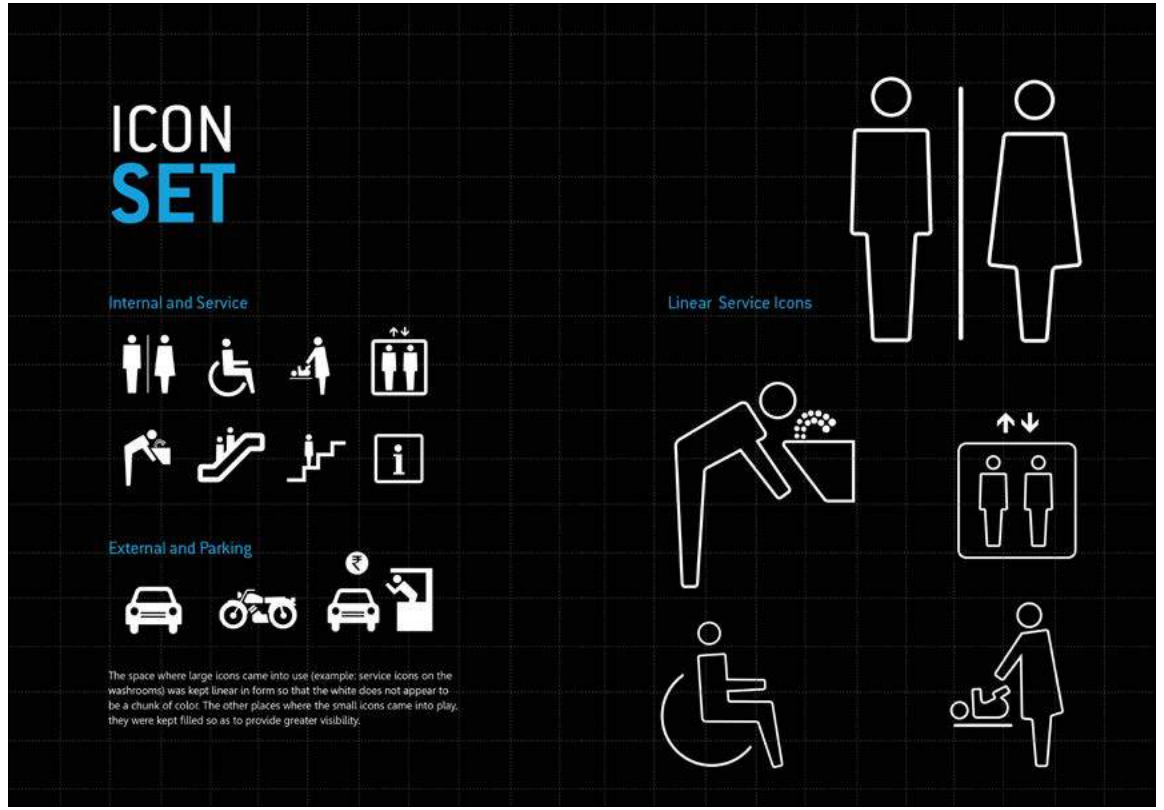
Documentation of the Brand Environment Design for Surya Child Care Hospital a mutli speciality pediatric hospital done under Leaf Design Pvt. Ltd.

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.

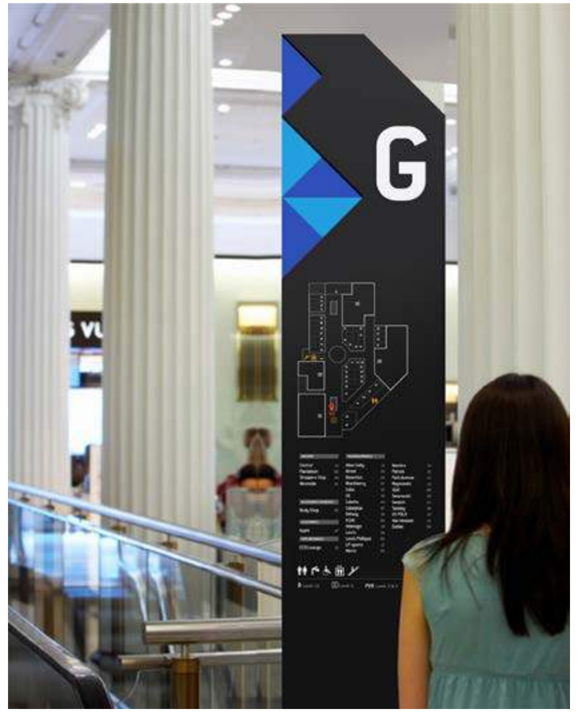
Sourajit Sengupta

Wayfinding

SEMESTER 9


ICON
SET
Internal and Service
Linear Service Icons
External and Parking

The space where large icons came into use (example: service icons on the washrooms) was kept linear in form so that the white does not appear to be a chunk of color. The other places where the small icons came into play, they were kept filled so as to provide greater visibility.



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.

Paresh Choudhury

Professor

GRAPHIC DESIGN

Paresh Choudhury post graduated in Visual Communication from the MS University (MSU), Baroda in 1993. He studied further as a sabbatical scholar in 'Environment Graphic Design / Curating Exhibitions' at University of the Arts London (UAL) and 'Business Management' at Access College London (UCL) in Wimbledon in 2010 - 2011.

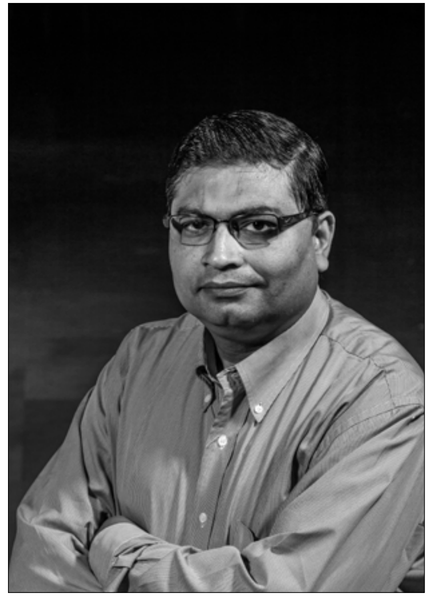
He joined MITID in 2007. His passions are packaging design and typography. His research papers on Typography have been published and invited to present at various international design events like Association Typographic International (ATYPI), Amsterdam and DesignEd Asia, Hongkong.

His formative career began in advertising in New Delhi with premier agencies like Lintas, TBWA, Mudra, Leo-Burnett, and McCann-Erickson in various capacities as Visualizer, Art Director, Design Consultant, Principal Designer. His work for Mother Dairy brought him the Advertising Club Award 95.

He then formed a Graphic Design & Illustration studio called, Lemon-T Design, providing graphic design and storyboarding to practically all the leading advertising agencies in New Delhi. His portfolio includes clients like Coca Cola, Dabur, Fanta, Discovery Channel, Microsoft, Mother Diary, Nestlé, Gillette, Escorts, among others.

His illustrative work has been exhibited at Gallery Visual Art-UK, Cork Street, London, June, 2008; Harvest Show, Gallery Stainless Steel, New Delhi, 2008; Solo show, Rabindra Bhawan, LKA, New Delhi, 2008; Himalayan Odyssey, Travancore Palace, New Delhi. 2007.

He is a fanatical cook and an enthusiastic traveller.



Shakti Banerjee

Asst. Professor

GRAPHIC DESIGN

Shakti Banerjee is a graduate from National Institute of Design (NID, 1994) specializing in Graphic Design. He has been in the creative field of Print, film, visual effects, motion graphics, Broadcast and Advertising for 20 years. He has been a visiting faculty at NIFT, Hyderabad in 2010 for Graphic Design & Design Management courses.

He joined MIT ID in 2012 as Assistant Professor of Graphic design and teaches courses such as Campaign Design, Systems Design, History of Graphic Design and Motion graphics.

He started his career in 1994 in Print media with The Times of India, Bennett & Coleman group as a Design Officer, moving on to the India Today Group.

Later he moved to Ramoji Film City where he established "Mantra" a State de Art Visual effects Studio. He lead an award winning vfx and animation team in numerous film projects Hey Ram, Lajja, Tumbin, Yahaan, Koi Mil Gaya, Company, etc. He worked with the legendary director Mrinal Sen in his film Amar Bhubon, Sandeep Ray's Bombays Bombatte that highlighted the character Feluda – a fictional character devised by Satyajit Ray. He was also involved in numerous Hollywood movies as vfx lead such as Nightfall and Bipper.

Later he joined UTV, Mumbai and worked as a core team member films like Metro and Hattrick.

He has done visual effects for ad films for Bajaj DTSi, British Airways, Deustche Bank, etc. Shakti worked for many international projects for Duboi LTC, France for a French film Les Asterix Aux Les Olympics.

Prior to joining MITID, he was the Promotions & Graphics Head at the ZEE TV Network , Hyderabad.

Rajendra Thakre

Asst. Professor

GRAPHIC DESIGN

Rajendra Thakre studied Master of Fine Arts at Lalit Kala Vibhag, Nagpur, graduating in 2003 in Photography.
In a 14 year span, he has worked with various ad agencies, design houses and IT companies as a visual and graphic designer. His work in calligraphy and photography have won him numerous awards.

Utkarsha Malkar

Asst. Professor

GRAPHIC DESIGN

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 sunsequently 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.

P. Ramakrishnan

Asst. Professor

GRAPHIC DESIGN

Ramakrishnan studied MA at Mumbai University, graduating in 2000 in History. He is a Master of Fine Art (MFA) from the Annamalai University, specializing in Graphic Design. He also holds a PG Diploma in Computer Graphics, Diploma in Applied Art and Diploma in Instructional Designing.

He has more than 15 years of experience in providing insight and expertise in the design, development, and implementation of Instructor Led Training (ILT) in the corporate & academic sector. He has worked in various capacities as a design faculty, design & training head in Mumbai Education Trust (MET), Teknopoint, Comart Lithographers.

He is also an Adobe Certified Instructor. He has conducted various workshops and trainings in the corporate & academic sector

He is a painter who works for the cause of reviving some of the ancient forms of Indian paintings. He is also passionate about Indian archaeology and likes writing articles on ancient Indian temples. This takes him to some of the ancient monuments of India to study ancient architecture and temple frescos.

Bappa Das

Asst. Professor

GRAPHIC DESIGN

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.

Shirish Kathale

Asst. Professor

GRAPHIC DESIGN

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. Vishwmohan Bhatt, Parveen Sultanaji, Sivamani among others.

Yogesh Gite

Asst. Professor

GRAPHIC DESIGN

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.

ANIMATION DESIGN

Chandan Bhattacharya - **Head of Department**
Sham Patil
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

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.

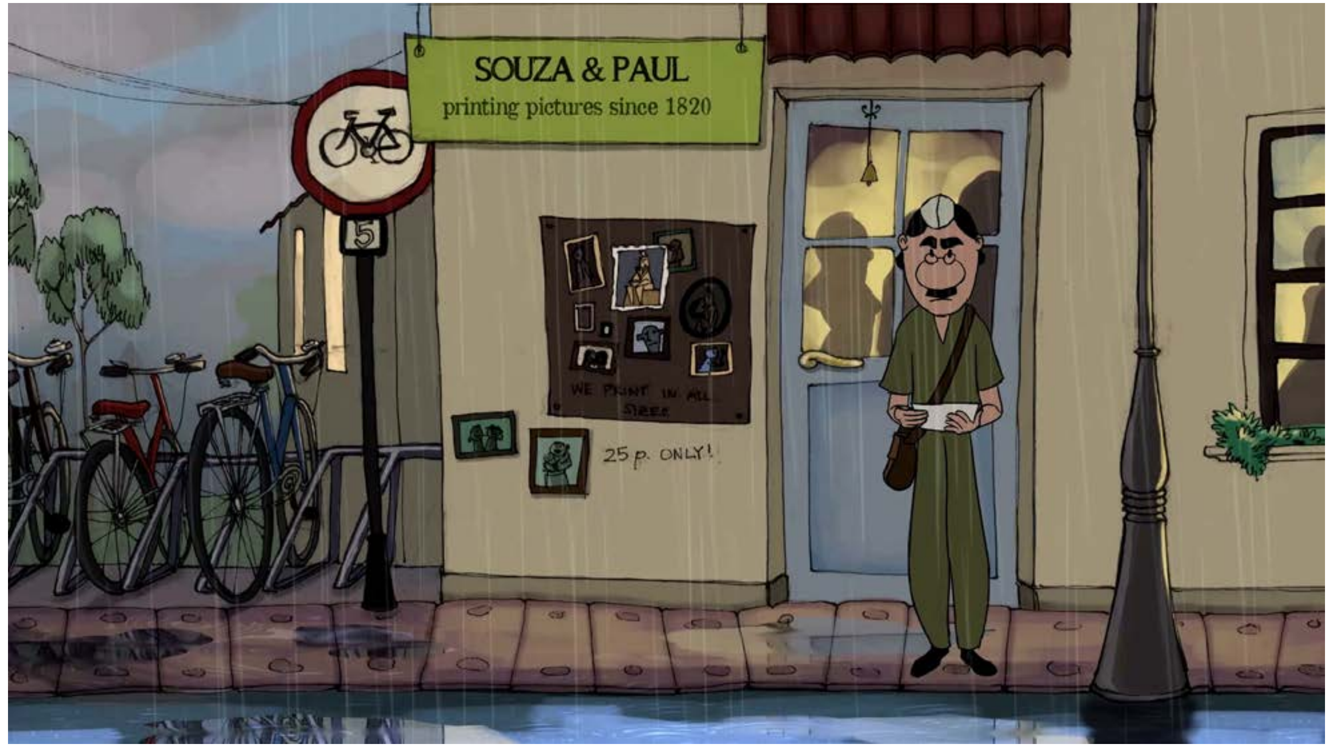
Pratik Dhamapurkar

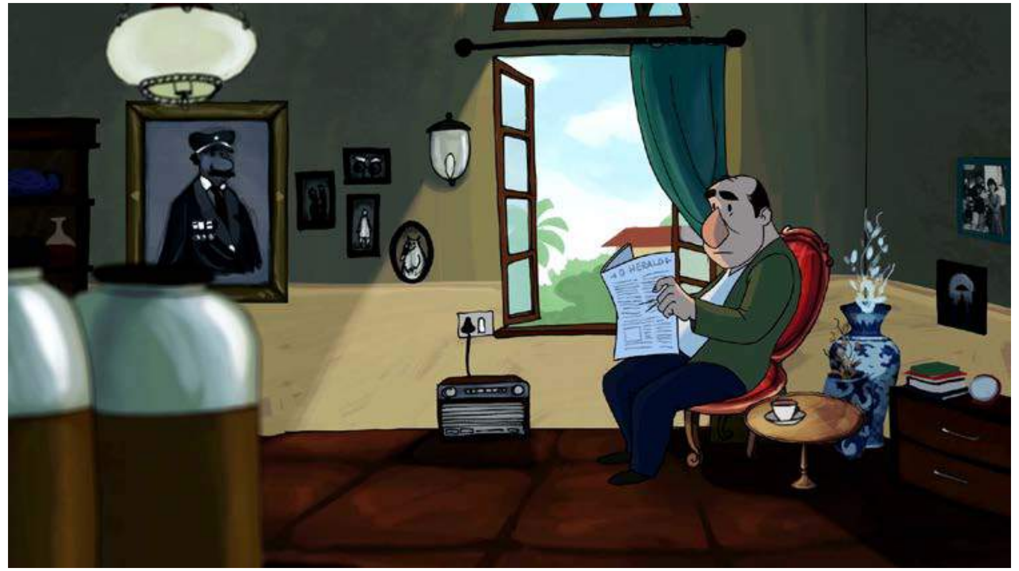
3D Animation Short Film

SEMESTER 4

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.





Nikita Prabhudesai

Classroom / Client

SEMESTER 9

Faculty Guide: Prof. Chandan Bhattacharya

A local postman gets accused of tampering of mail. In his defence, he decides to investigate and find out the real criminal, only to discover an innocent dream of a local resident.

The film is hand drawn on a tablet, taking 1.5 years to complete. The Mailbox explores the themes of friendship, social fear and alienation

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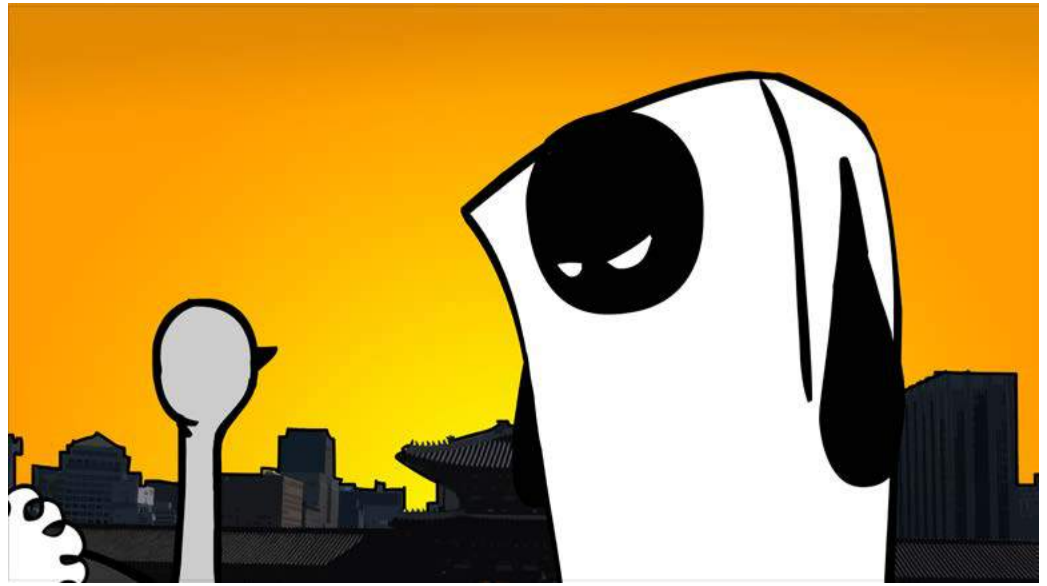
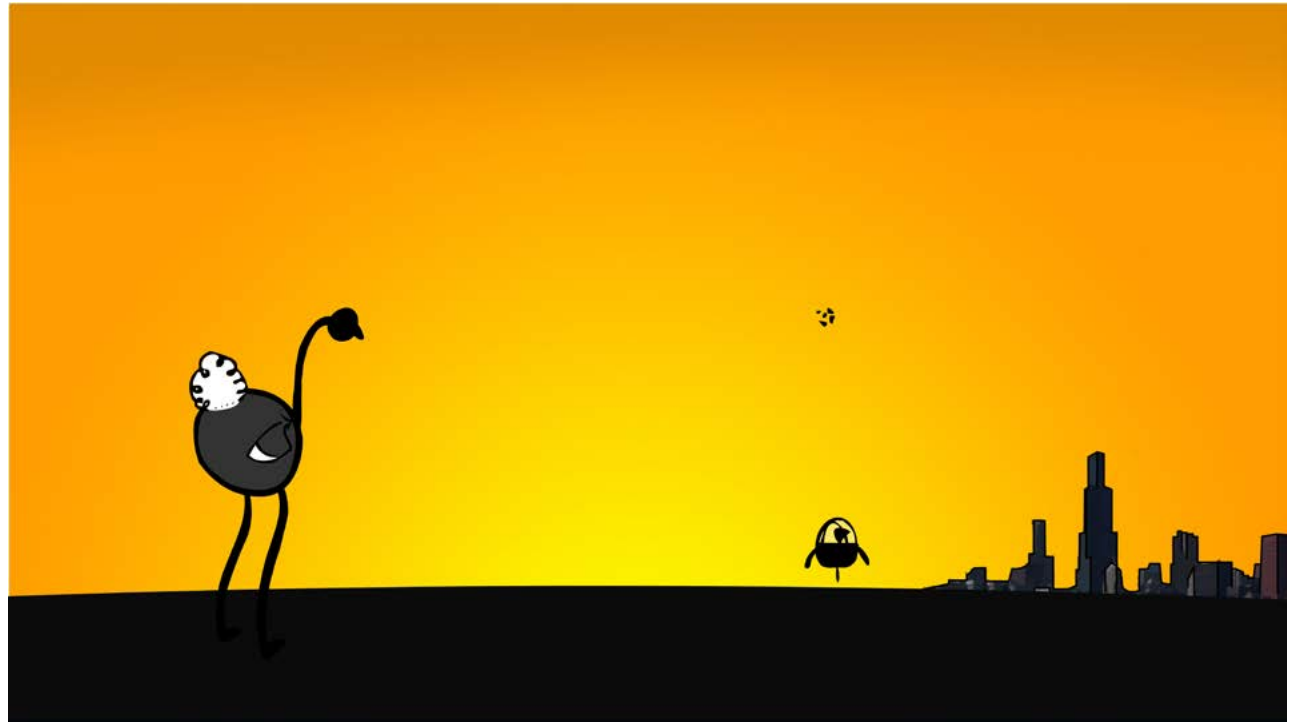


Student name

Shantanu Verma

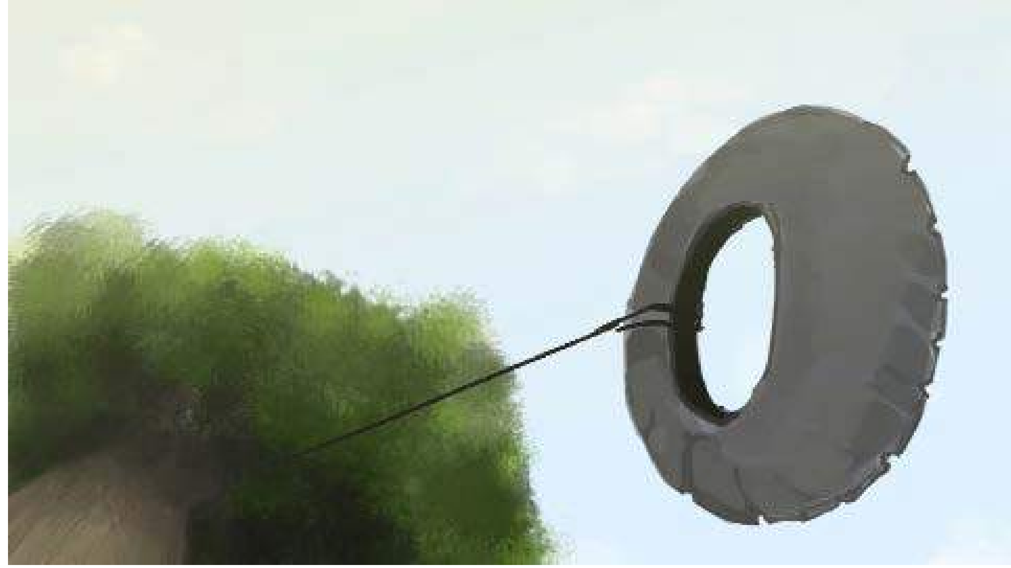
SEMESTER 7

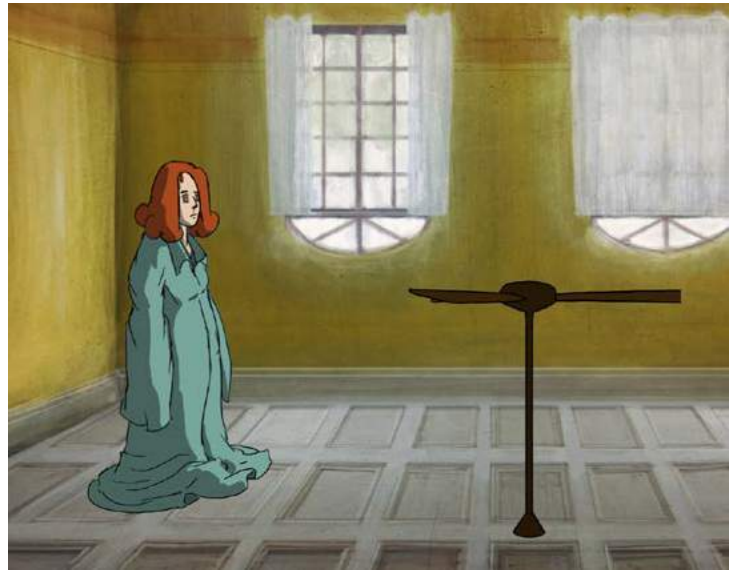
Faculty Guide: Asst. Prof. Aroop Dwiwedi

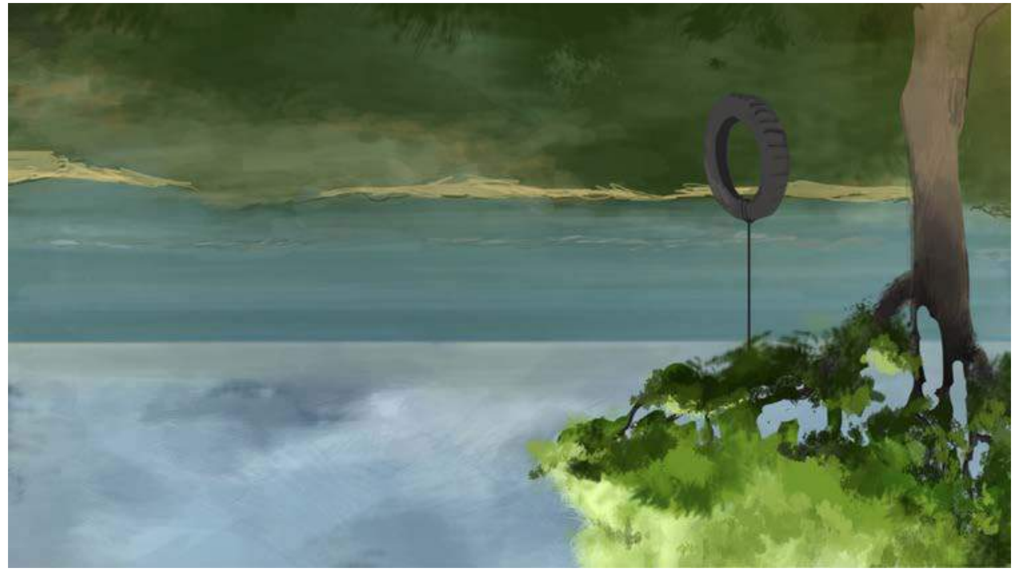


The Predestined Paradox

The film is about a time traveller caught in a loop of events that “predestines” or “predates” him or her to travel back in time.







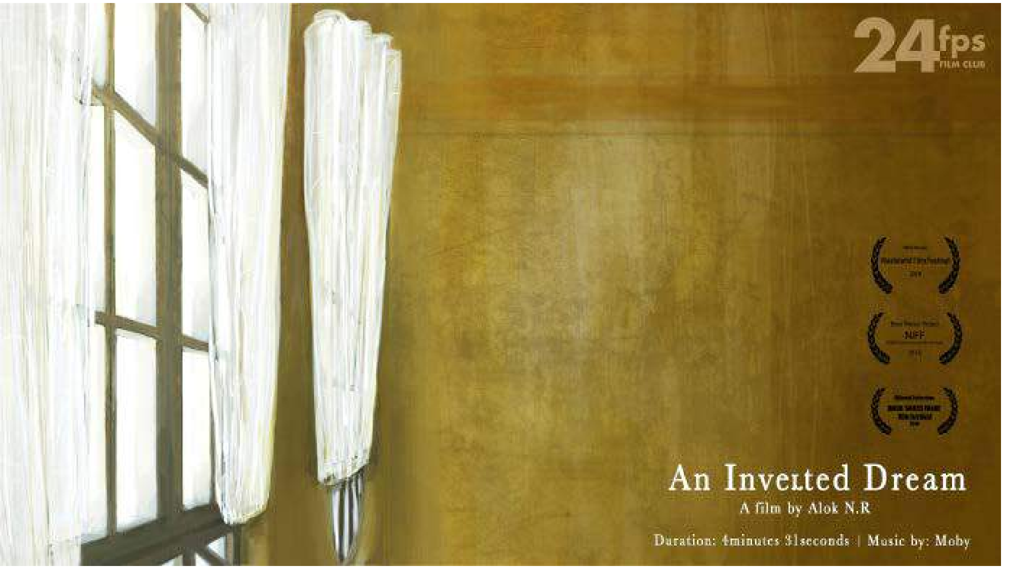
Alok N.R.

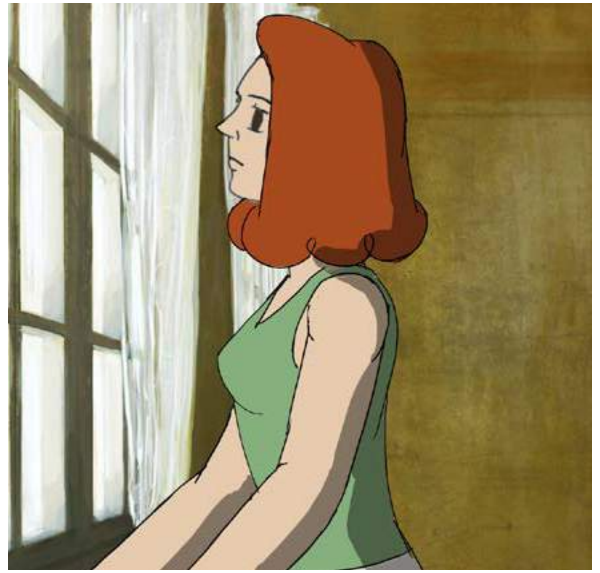
Classroom / Client

SEMESTER 9

Faculty Guide: Asst. Prof. Binoj John

Set to the song 'Wait for Me' by Moby , An Inverted Dream, is an animated short film. Its about a girl who wakes up in an upside down house. Where is she? How did she get there? The film follows her trying to unravel the answers.


24fps FILM CLUB
An Inverted Dream
A film by Alok N.R
Duration: 4minutes 31seconds | Music by: Moby



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 Dwiwedi

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 charted 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.

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 Subramanium
Vithal Rao

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.

G. Nagarajan

Asst. Professor

FILM & VIDEO DESIGN

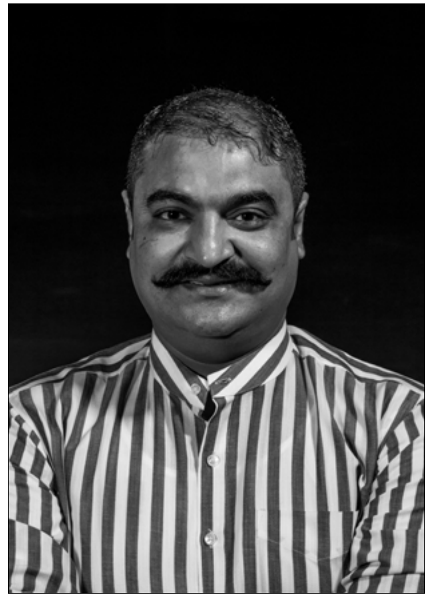
Nagarajan graduated in 1978 from the Institute of Film Technology, Chennai, one of the premier Institutes run by the Government of Tamil Nadu and obtained a Diploma in Film Editing with distinction.

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.



Nimesh Gour

Asst. Professor

FILM & VIDEO DESIGN

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.

DISCIPLINES

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
+ Fashion Promotion & Imaging
+ MA Fashion Design
+ MBA Fashion Management & Marketing course

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

MA 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.

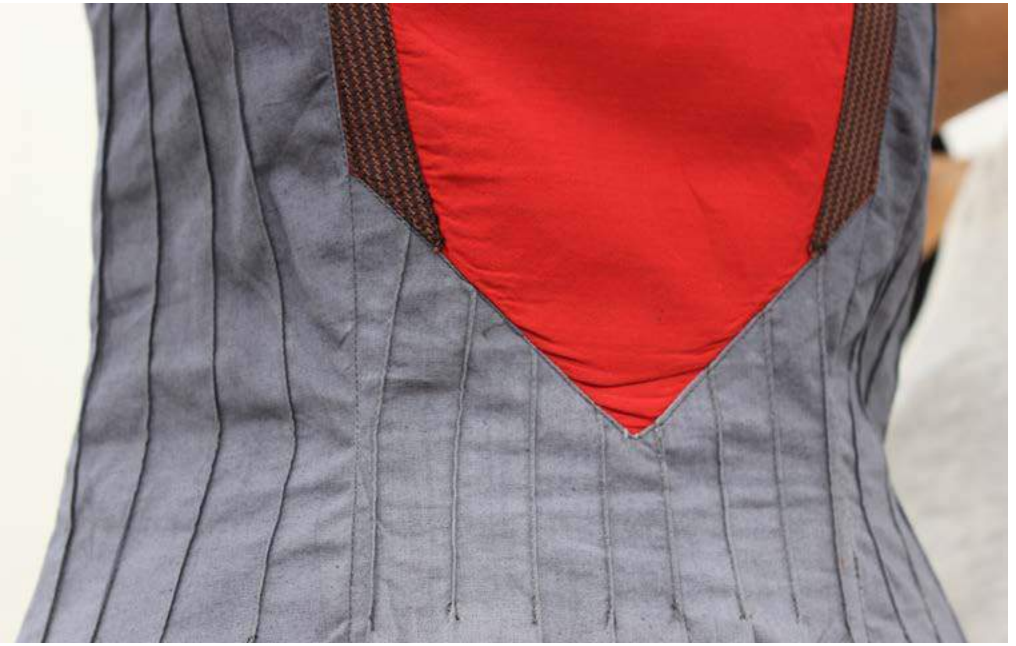
FASHION DESIGN

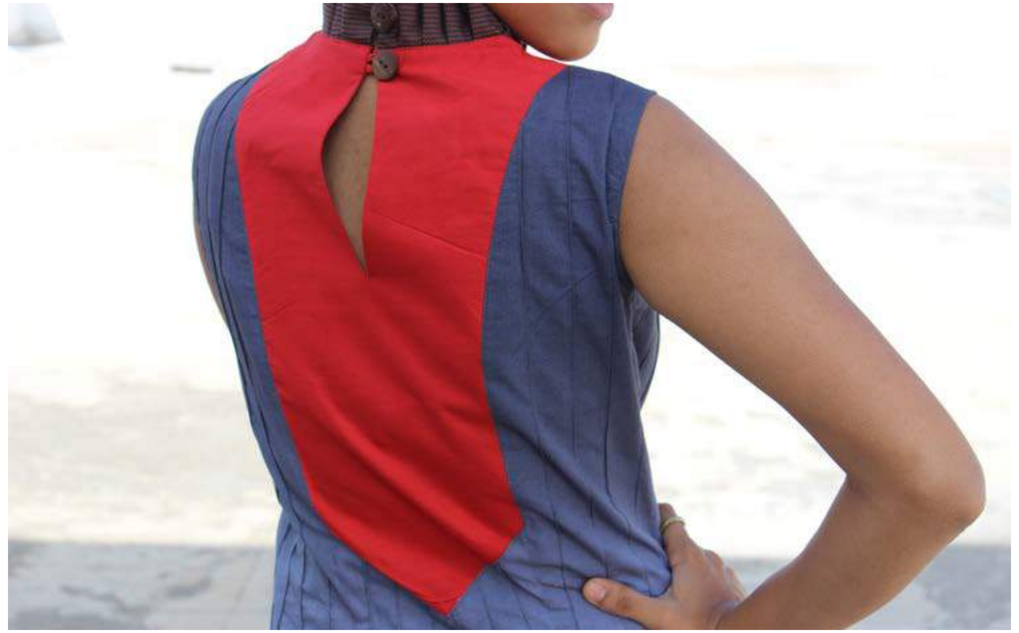
Alana Savant - **Head of Department**
Arshiya Kapoor
Ezra Bhimathati
Maithilee Wala
Piyush Bhaakhariya

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

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





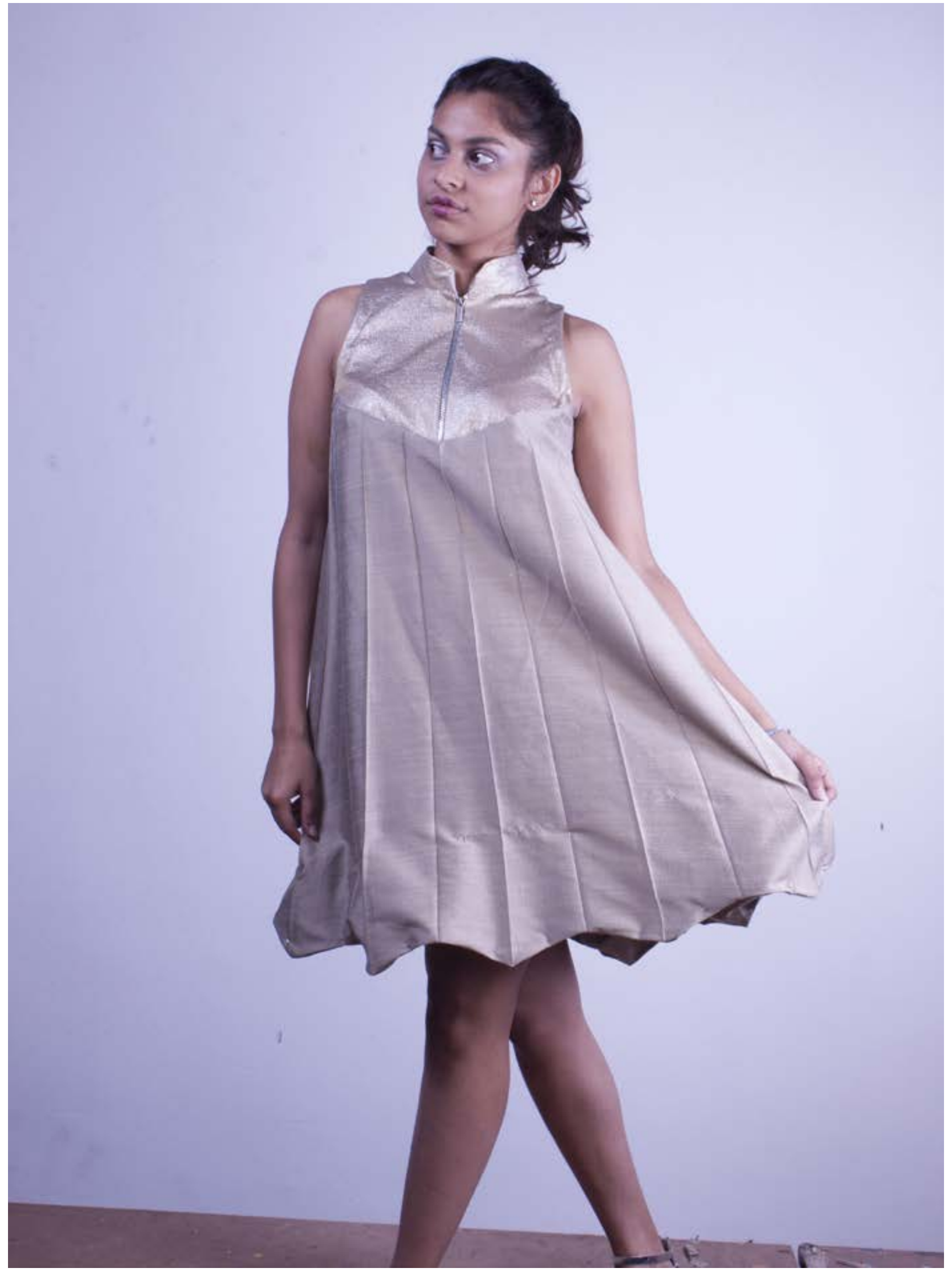
Prachi Dhandhania

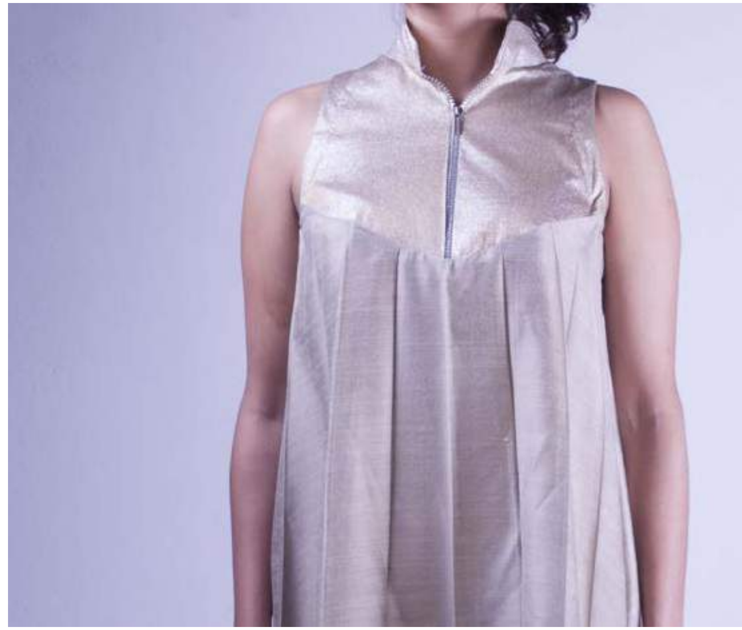
Tools of the Trade

SEMESTER 3

Faculty 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.





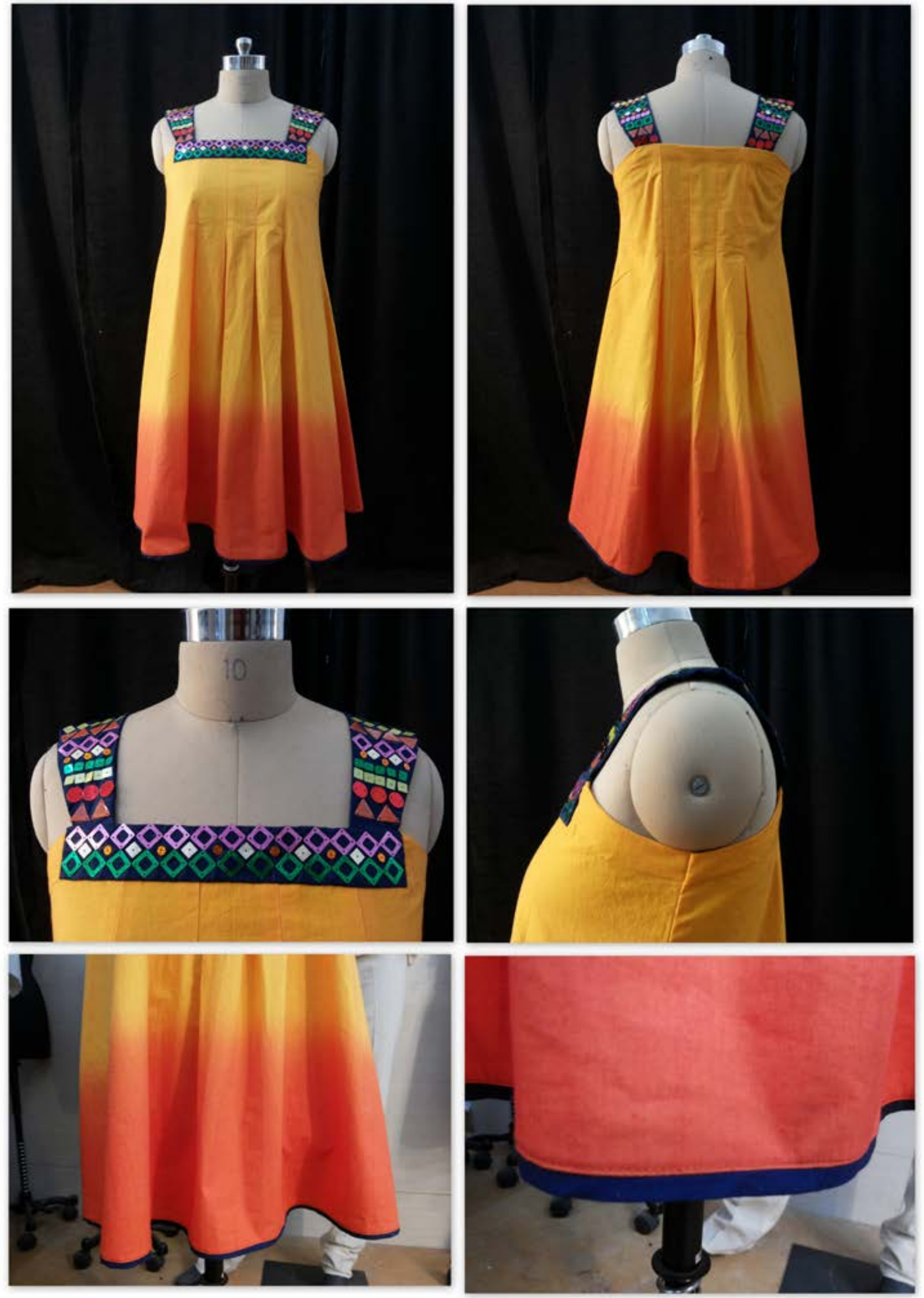
Yashojit Basu

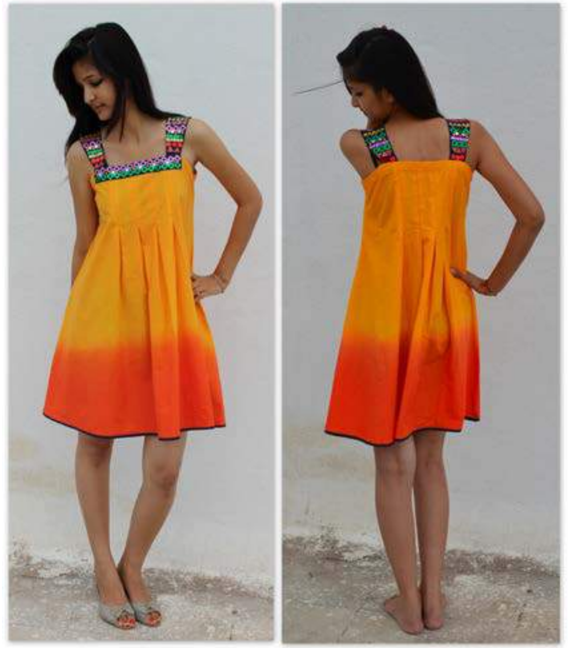
Tools of the Trade

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 earned Post Graduate Diploma Programmme 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.

Piyush Bhaakhariya

Asst. Professor

FASHION DESIGN

Piyush Bhaakhariya has a Bachelor's Degree in Fashion & Apparel Design from the National Institute of Fashion Technology, Gandhinagar, [2004 - 2008].

Piyush has worked on the corporate projects on Uniform design introducing denim fabrics for school children's, working professionals, blue color workers, field workers & Engineers for the Chiripal Group, and Torrent Power and Torrent Pharmaceuticals. He has also worked as a senior Designer in Hutheesing Design Company and developed the range of Men's Royal Costumes. He has also worked with renowned Designers Shyamal & Bhumika.

He has been actively working in the craft sector in rural areas across India and done several projects on "Design Intervention and technical development" with NGO's for the upliftment of women employment under the Ministry of Textiles & NIFT.

He is a Guest Faculty at NIFT. He believes in retail therapy and counts Vogue magazine as essential reading.

Ezra Bhimathati

Asst. Professor

FASHION DESIGN

Asst. Prof. Ezra Bhimathati studied M.Des (Knitwear Design) from the National Institute of Fashion Technology, Chennai He is also a MBA from the ICFAI University and MA in Economics from the University of Madras.

Ezra found his calling in design education. He been a faculty at NIFT, Chennai for 7 years before joing the Fashion design program at MITID.

He has been actively involved in designing syllabus for various subjects like Design Process, Product Development (Knits – Flat and Circular), Fashion Trends Forecasting, Visual Merchandising, Retail and Brand Management.

His interests lie in organizational innovation, emerging retail and fashion trends, brand management etc.

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.

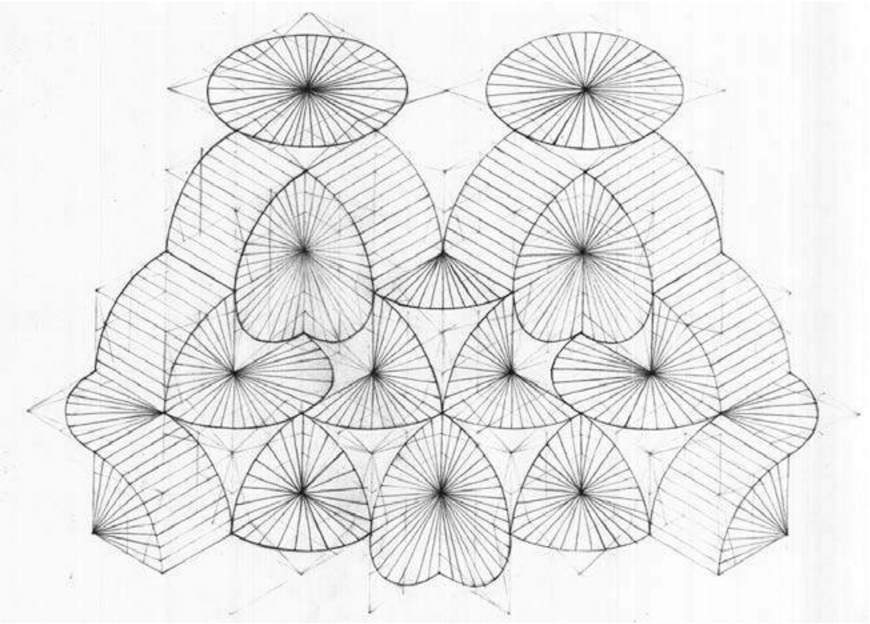
PRE-DESIGN

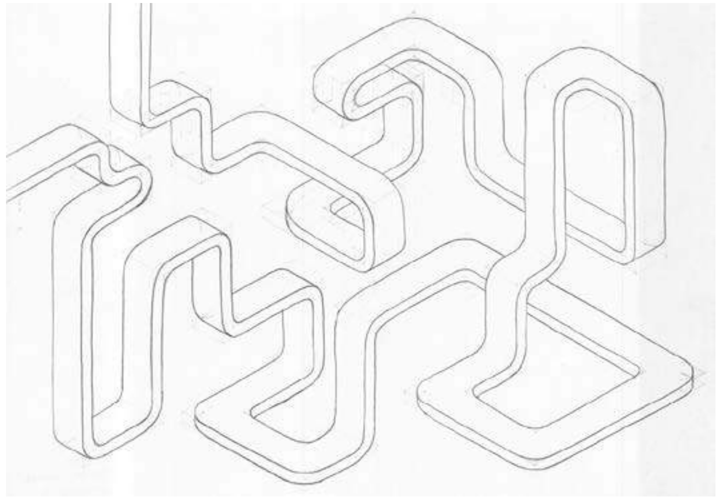
Dhimant Panchal - **Head of Department**
Ajay Patil
Milind Dhobley
Neelam Bhosale
Priyanka Shinde
Shripad Kulkarni
Yugendra Gupta

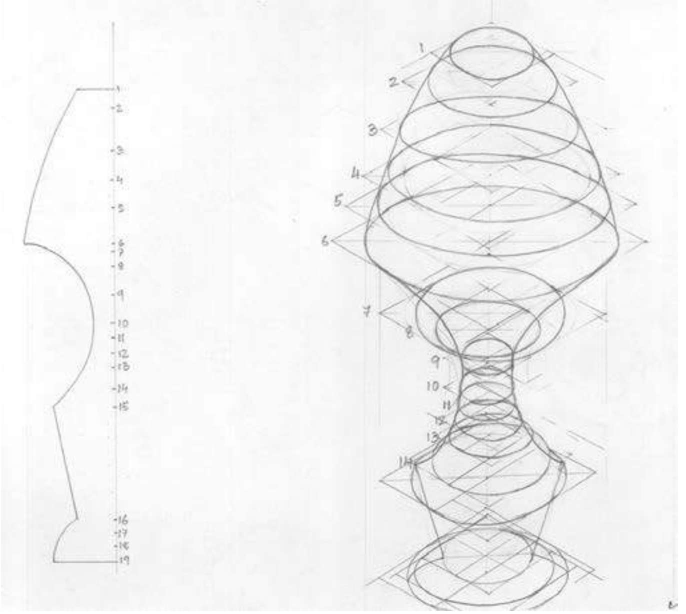
Predesign takes its name from the fact that learners for the first time are introduced to a special way of learning that challenges them to reawaken their ability of innovative thinking that has been hitherto lying dormant.

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.



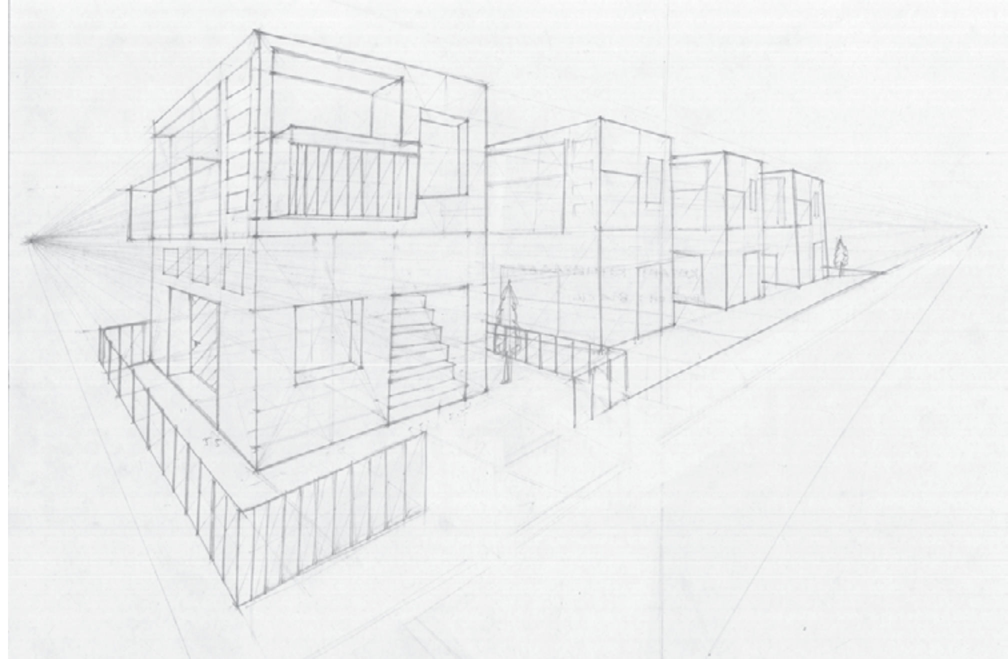


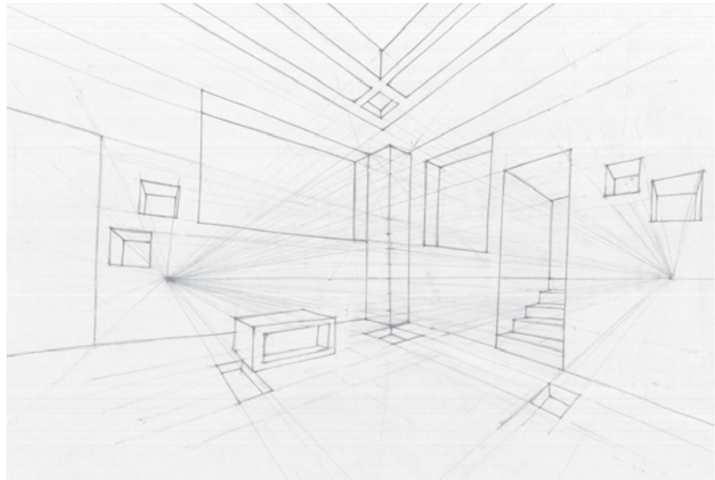


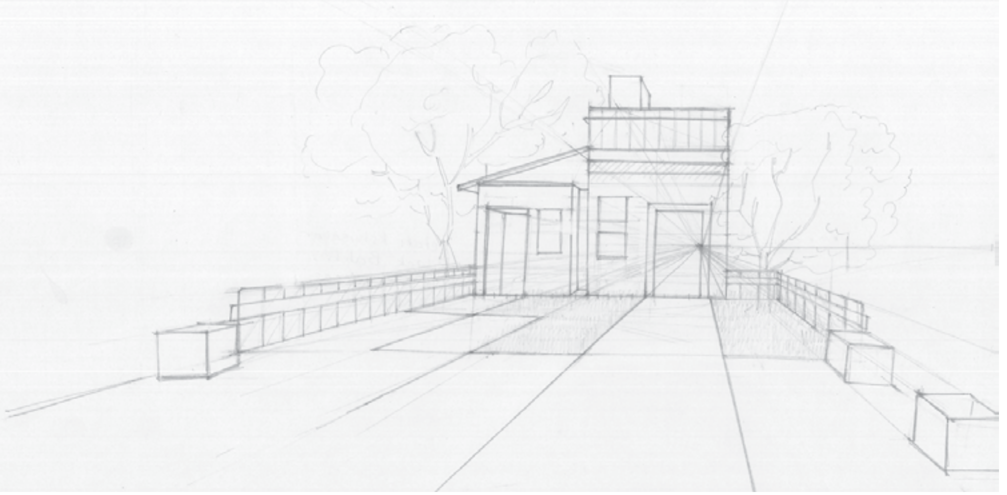
Student name

Isometric Drawing

SEMESTER 1



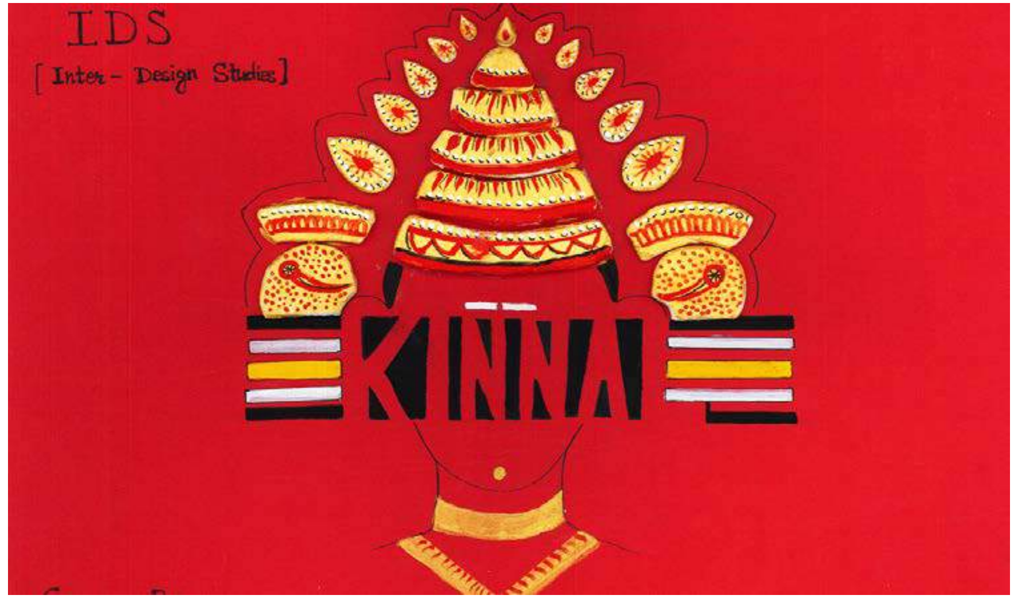


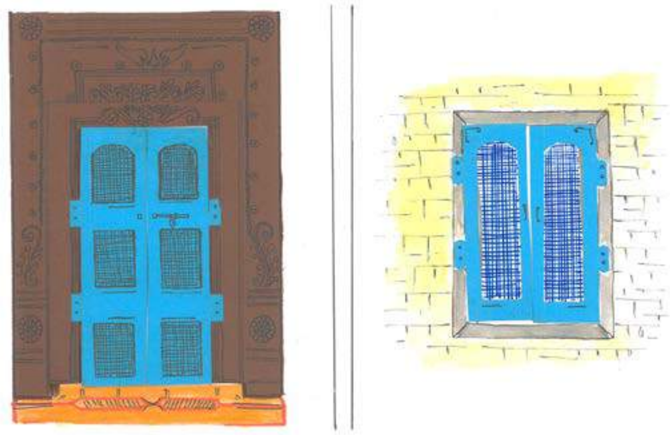


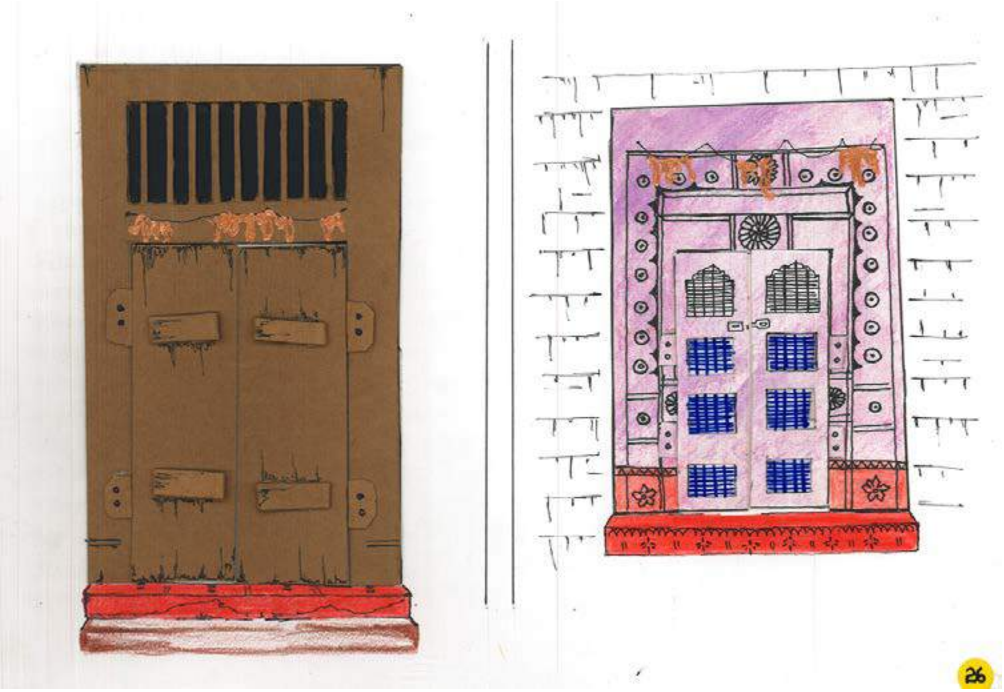
Ketki Kshrisagar

Perspective Drawing

SEMESTER 2


IDS
[Inter - Design Studies]
KINNA





Ankit D'souza

Inter Design Studies

SEMESTER 2

Dr. Milind Dhobley

Associate Professor

PRE-DESIGN

Dr. Milind M. Dhobley studied Applied Arts (Graphic Design) photography and marketing management. He is UGC- NET qualified in Visual Arts and completed his Ph.D. in Applied Arts from RTM Nagpur University.

Dr. Dhobley brings his extensive teaching experience at the College of Architecture and the College of Applied Arts to the Foundation Program at MITID.

He has been a reseacher for the University of Pune besides being the Chief Exam Coordinator, Senior Supervisor, Paper setter and Examiner. He has been part of the syllabus committee for Applied Arts and Architecture.

He also practices as a photographer for advertising and design projects and has worked with the Vidarbha Heritage society, Sampoorna Bamboo Kendra, and worked for Bastar Art in Chhattisgarh.

He is passionate traveller and Photographer.

Ajay Patil

Asst. Professor

PRE-DESIGN

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

He brings 14years 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

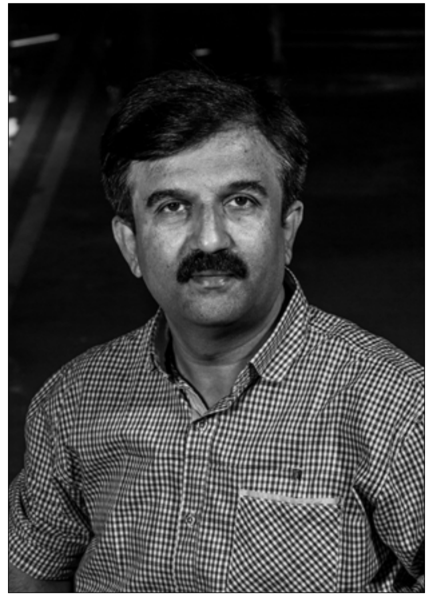
PRE-DESIGN

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 has a Graduation 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 publlications - Chitramudra, Youvakmudra etc.

Illustration, travelling and pottery are other areas of interest.



Shripad Kulkarni

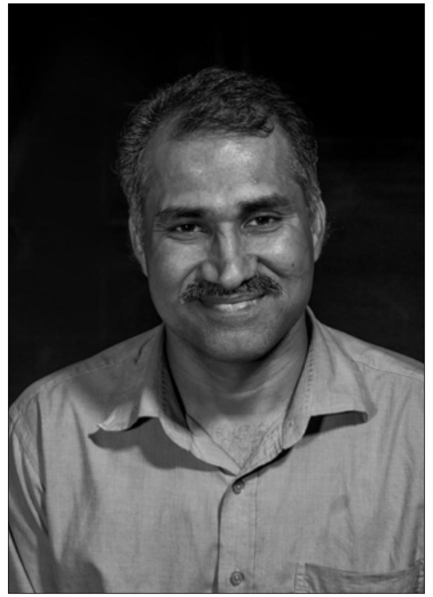
Asst. Professor

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 television 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.

TRAINING,INTERNSHIPS & PLACEMENTS

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.

17th D North
4AM Designs
Abhikalp Design Studio
ACG Group
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
Clarice Technologies
Claro Partners, Spain
Climb Media
Cognito India
Colourcraft Studio
Connect Creative
Contract Advertising (I) Ltd.
Crompton Greaves Limited
Crystaline 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
DSYN Media Careers
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
General Motors India
Glitch
Godrej & Boyce
Grey Orange Robotics Pvt. Ltd.
Griphin
Hindustan Motors Ltd.
Honda R & D
HopMotion Animation Pvt. Ltd.
Hunter Douglus 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
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
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
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
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
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
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
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
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

/ DISCLAIMER

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Chaitanya Shete, Aditya Tambe

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