

NATIONAL INSTITUTE OF DESIGN, ASSAM

An Institution of National Importance under DPIIT,
Ministry of Commerce and Industry,
Government of India

PROSPECTUS 2023-24

www.nidj.ac.in/admission



राष्ट्रीय डिज़ाइन संस्थान, असम
National Institute of Design, Assam

NOTE:

- Changes and updates to the admission guidelines, if any, will be highlighted on the official admissions website of NIDs / NID, Assam (www.nidj.ac.in/admission).
- Candidates are advised to refer this handbook only from the official admissions website of NIDs / NID, Assam admissions website and check for any updates on the website before submitting their application.
- All courses at NID, Assam are taught in English.
- Candidates must satisfy all of the eligibility criteria stipulated as per the guidelines in order to be eligible for admission.
- Records of exam-related documents will be retained by NID, Assam only for a period of one year from the date of declaration of final result.
- The courts and tribunals in Jorhat alone shall have exclusive jurisdiction to entertain and settle any dispute or claim regarding admission to NID, Assam.



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INSTITUTE INFORMATION



The National Institute of Design (NID), Assam is an autonomous Institution of National Importance under the Department for Promotion of Industry and Internal Trade (DPIIT), Ministry of Commerce and Industry, Govt. of India engaged in spreading design education, research and practice. It commenced its academic session from 29th July, 2019 in three programmes with current intake of 25 students' in each programme.

NID, Assam offers full-time four years B. Des. programme with specialisation streams of Industrial Design, Communication Design and Textile & Apparel Design with a multidisciplinary approach to design education.

The Institutes own campus with adequate infrastructure is ready and fully functional. Spread across 30 acres of land in Jorhat, architecturally indigenous in character and spatially imbuing our creative spirit, our campus is experientially organic and friendly with lots of fresh air, through both rain and sunshine!

FACILITIES

- Design Studios
- Design Library
- Wood & Bamboo Workshops
- Metal Workshop
- Digital & IT Centre
- Clay-Ceramic Studio
- Model Making Studio
- Mess & Cafe
- Girls & Boys Hostels
- Medical Service
- Design Shop
- Amphitheater
- Auditorium

The campus is located at:

**Village - Tocklai, Post Office - Rajabari,
Jorhat-Mariani Road, Jorhat, Assam, Pin 785 014.**

(on the bank of local river namely Tocklai river; Land mark-
near LIC Divisional Office - 200 mtr)

Distance of NID Assam campus from:

- i. Airport - 8.0 Km
- ii. Jorhat Railway Station - 2.5 Km.
- iii. Mariani Railway Station (Main Station) - 15.20 km.
- iv. INOX - 2 km.

*(All the location details are also available on the Google portal; The site can also
be viewed on google map)*



PROGRAMMES AND SEATS

NID, Assam offers full-time four year Bachelor's Programme in Design (B. Des.) with specialisation streams of Industrial Design, Communication Design, and Textile & Apparel Design with a multi-disciplinary approach to design education.

UG Programme	Seats
Industrial Design	25 [#]
Communication Design	25 [#]
Textile & Apparel Design	25 [#]

Seat Matrix is as follows:

GEN	EWS	OBC-NCL	SC	ST
50%		27%	15%	7.5%
30	8	20	11	6

Note:

- Successful candidates admitted to the B. Des. programme at NID, Assam will be required to attend a mandatory foundation programme of one-year duration.
- Allotment of a discipline of choice will be based on a candidate's performance in the Foundation Programme/ First Year.
- The B. Des. programme at NID, Assam has 75 seats including all categories.

#Indicative. Allotment of discipline may vary as per the resolution / decision of the Senate / Governing Council.



FOUNDATION YEAR



The one-year Foundation Programme introduces students to the fundamentals of design and helps develop ways of perception, aesthetic sensitivity, understanding of the multidisciplinary nature of design and relationship of design with human senses and emotions, culture, environment and ecology.

Basic design studio courses are augmented by introductory studies in Humanities. This allows the students to develop a world view, understanding of the Indian milieu and the socio-cultural context for Design to operate. The varied inputs over two semesters provide the necessary direction, stimuli, facilities, and experience to foster creativity and thereby help everyone discover their own identity and potential.



INDUSTRIAL DESIGN



Industrial Design is an amalgamation of new concepts, processes and approaches in object-user design both physical and digital in the current and future modern context. The design projects thematically relate to the context of the local, social, cultural, environmental perspective which is the current mandate for a sustainable futures.

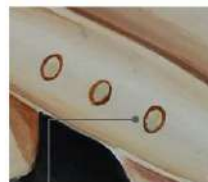
The program gives the students an opportunity to explore a vast canvas of possibilities in new age domains bringing global technology concepts to satisfying local needs based on human centric research, design leading to potential tangible and intangible solutions.



Smoother, fluid transitions in the upper body



Uniform curvatures throughout the form to give a friendly, welcoming look



Homogenous buttons with bronze ring on the circumference to distinguish



A warm, light colour scheme is chosen to give the product cordial yet sophisticated and contemporary look

COMMUNICATION DESIGN



Communication Design is an ever evolving discipline. It focuses on a balance between the timeless rooted foundation areas and subjects of the new far reaching global advances. The discipline functions under two main divisions; the pragmatic and the narrative. The former that envelops sub disciplines of Interaction and User experience Design, and the latter that envelops a stronger hold on direct Storytelling and Narratives. The campus located in Assam, the North Eastern region of the country, has great potential to serve globally as well as locally. The region is a boon to the Institute and vice versa. The discipline aims to heighten the sensibilities of the students towards the environment and diverse cultures to achieve a stronger social connect.

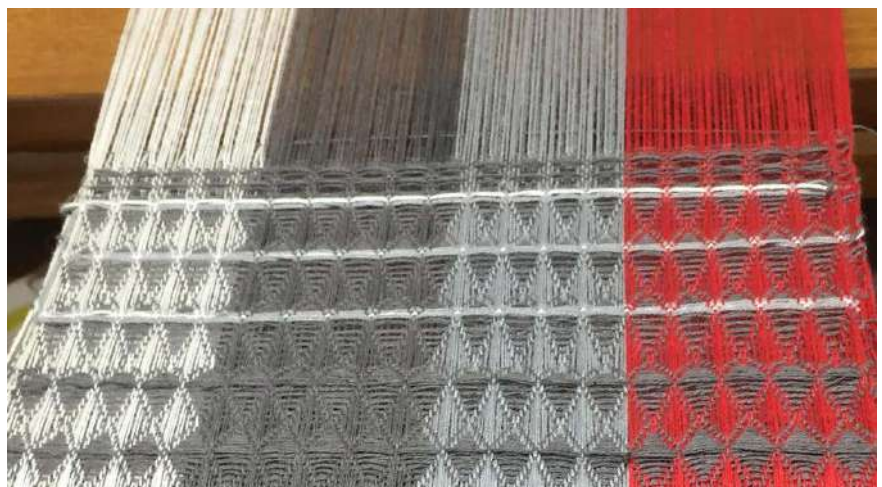


TEXTILE AND APPAREL DESIGN



Textile and Apparel Design focuses on inventive approaches to the development and realisation of contemporary textiles and fashion. The structure of the course allows technology and skills to inform the design process and foster creativity.

Students on this journey encounter the entire spectrum from natural fiber and materials to exploring the latest in 3D surfaces and fiber technologies (pattern and texture). Our curriculum is intricately intertwined with the study of the indigenous techniques and technology and a thorough understanding of local resources.



ELIGIBILITY CRITERIA

Admission to academic programme 2023-2024 at NID, Assam will be based on the common Design Aptitude Test (DAT). The website www.nidj.ac.in/admission provides details of eligibility criteria, age limits, reservation policy, test centres, dates of both stages of Design Aptitude Test (DAT).

FEES STRUCTURE*

Tuition Fees	₹2,14,400 /=
Refundable Security Deposit	₹10,000 /=
Total Fees for the first year (two semesters)	₹2,24,400 /=
Hostel Fees	₹49,800 /=
Mess Fees	₹72,000 /=

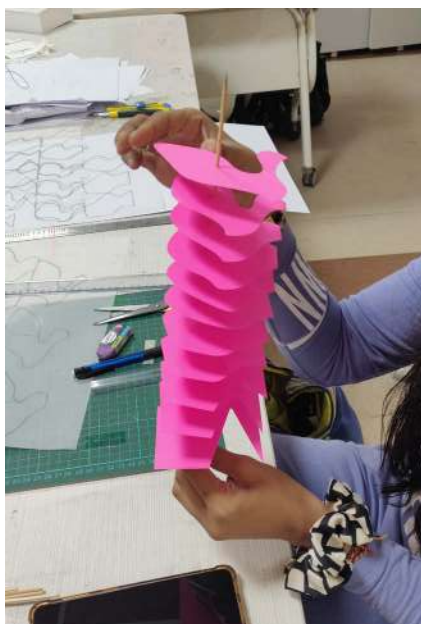
ON CAMPUS HOSTEL ACCOMMODATION

Hostel Accommodation Facility for girls and boys separately is available on the campus.

** The fee structure is subject to revision on semester / yearly basis as per the resolution / decision of the Senate / Governing Council.; The Hostel & Mess fees may also vary due to the conduct of offline / online classes.*



GALLERY



GALLERY



GALLERY - LIFE AT NID, ASSAM



"NID, Assam at Jorhat envisions design education, research and practice, with a focus on creativity & innovation in making things meaningful, usable, inclusive and delightful. We look ahead to connecting with social, health, livelihood and lifestyle sectors' needs and wants, both through digital and indigenous technologies and cultures."

~Prof. V. Ravishankar, **DIRECTOR**



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