



॥वसुधैव कुटुम्बकम्॥

**SYMBIOSIS**  
INSTITUTE OF DESIGN



#DESIGNYOURDESTINY

A short guide to

**Symbiosis Institute of Design**



# Symbiosis International (Deemed University)

**Prof. Dr. S.B. Mujumdar** established Symbiosis on the principles of Vedic thought of "**Vasudhaiva Kutumbakam**" meaning "**World is one Family**". Symbiosis is a family of academic institutions imparting quality education for 50+ years. It is host to over 40,000 Indian and International students on campus. These campuses epitomize the Symbiosis vision, 'Promoting International Understanding through Quality Education', and are a beehive of international students from more than 85 countries all across the globe, being privy to Indian culture and hospitality.



- 50+ Years of Legacy
- 21,000+ Students
- Ranked amongst One of the Best Universities for Higher Education
- Internationalisation of Education
- Health Promoting University
- Promoting Global Citizenship, Eco-literacy and Employability



# About SID

Symbiosis Institute of Design (SID) was established in the year 2006 as a constituent of Symbiosis International (Deemed University) which celebrated its Golden jubilee year in 2021. Symbiosis Institute of Design is one of the best design schools in India and is located at Viman Nagar, Pune. With best in class infrastructure & experienced faculty members, SID stands as the first choice for many aspirants in the field of design education. We offer an under-graduate B.Des programme which is recognized world over.

## Our Graduates:

- become proficient in domain specific skills and knowledge.
- develop professionalism and entrepreneurship.
- share ideas, brainstorm solutions and catalyze each other's thinking.

## *4 Different Disciplines with 8 Specialisations*



# Campus Facilities



SID is one of the largest design institutes in the country having a built up area more than 80,000 sq.ft. The campus of Symbiosis Institute of Design at Viman Nagar houses state of the art design studios, laboratories, workshops, IT infrastructure, rapid prototyping lab, well-equipped classrooms, library, exhibition areas, seminar hall, conference hall etc. The campus also has amphitheater, ultra-modern auditorium and academic plaza for various activities including design shows. The entire campus is Wi-Fi enabled.

## Campus facilities include:

- Auditorium
- Amphitheatre and Campus Plaza
- In-house Medical Center
- Sports, Gymnasium, Yoga, Aerobics
- Mess and Cafeteria
- Hostel
- ATM
- Stationery Store
- Photocopy Centre

## About Library

The Library has a collection of books, national and international magazines, international journals, audiovisual material, Degree Projects. The library is divided into two main areas:

- Reading Hall
- Thinking Room

## Library Facilities:

- Computers
- Lockers
- A3 overhead scanner
- Bag shelf
- Auto entry
- Newspapers clippings
- Information displays
- Resource recommendations
- Library feedback
- Purchase suggestions
- Books shelving with DDC as well as color coding

# Design as a Career

When you think about the word Design, the first thing that comes to your mind is creativity, artistry, graphics, colors, illustrations, architecture and so on...

Think of everything you have touched today, the coffee mug, mobile phone, clothes, OTT Platforms, Social Media applications, chair, a packet of chips, everything has evolved from design ideas to final product.

Design is all around us. Every product or service we use are final products of the design process.

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***Design is the method of putting form and content together.  
Design, just as art, has multiple definitions; there is no single definition.  
Design can be art. Design can be aesthetics.  
Design is so simple, that is why it is so complicated.***



# B.Des

Symbiosis Institute of Design offers a 4 years Bachelor of Design (B.Des) undergraduate degree.

This programme is aimed at creating professionals who can contribute to the highly dynamic and competitive world of Design. The curriculum at SID offers an optimum mix of traditional skills, new media skills (with state of the art software) and soft skills.

The four major disciplines at SID are:

- **Communication Design**
- **Industrial Design**
- **Fashion Communication**
- **Fashion Design**

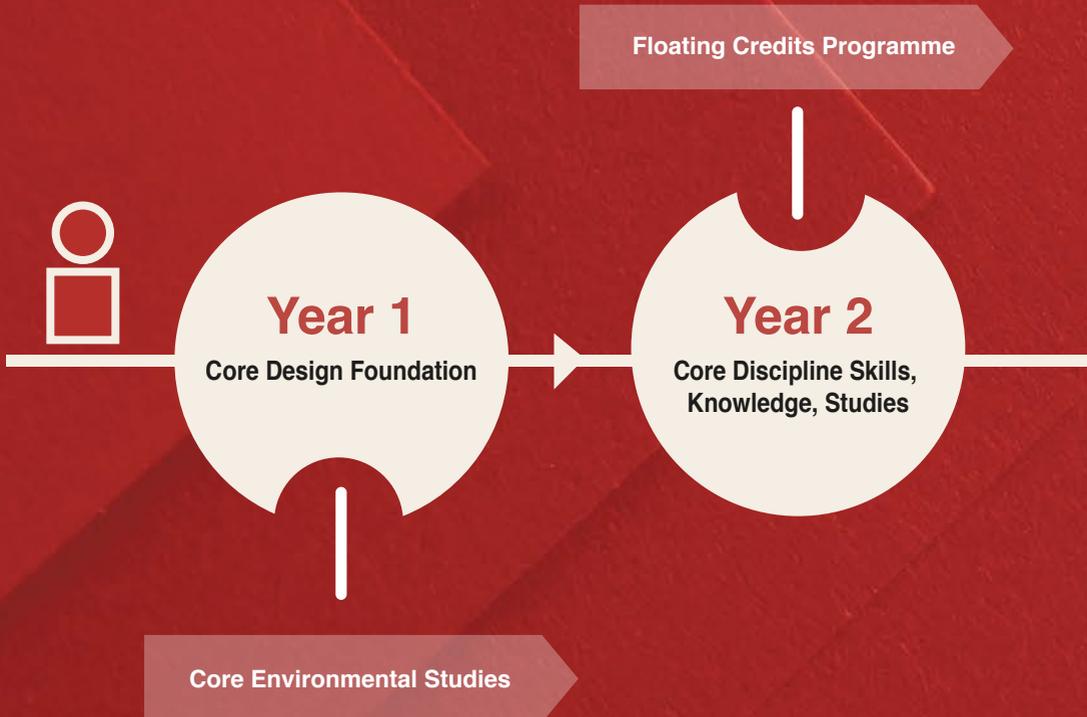
## PROGRAMME OUTCOMES

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- Proficiency in domain specific skills and knowledge.
- Logical and critical thinking empowered intellectual and creative abilities.
- Research orientation and innovative practices for real world problem solving.
- Sensitivity towards socio-cultural, political, economic and environmental considerations.
- Develop professionalism and entrepreneurship.



# Progress of an SID Student



**Integrated Disaster  
Management Programme**

**Craft Documentation Project**

## **Year 3**

**Core Discipline Studios,  
Internships, Projects**

**Floating Credits Programme**

**Inter Disciplinary Electives 1&2**

## **Year 4**

**Core Discipline Studios,  
Internship, Degree Project**

**Internship**



# Communication Design

The goal of the Communication Design discipline is to develop a keen understanding and mastery of communication design principles, theories, and skills.

Specialisations offered:

- Graphic Design
- User Experience Design
- Animation Film Design
- Video Film Design



## CAREER PROSPECTS

- Advertising & Branding
- Publication Design
- Logo Design
- Illustration Design
- Packaging
- Web Design & Digital Content
- Type Design

## 1 GRAPHIC DESIGN

Graphic Design explores various languages of visual art in the areas of Graphics that enhances both the functional and the artistic means of communication.

With advent of technology more emphasis is given on the use of different software for visualization and creation of designs.

Students communicate ideas by creating and combining symbols, texts, fonts, images to form visual messages.

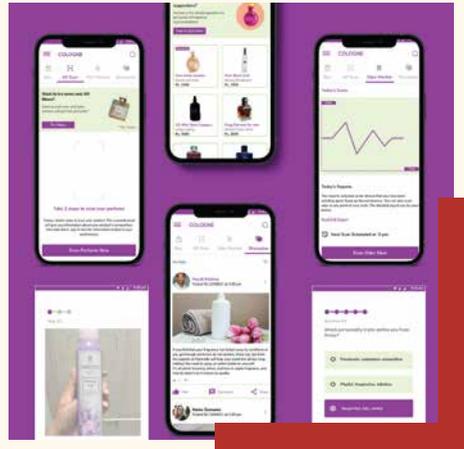


# 2 USER EXPERIENCE DESIGN

User Experience Design is a process of designing meaningful and appropriate experience for users.

It involves studies about user behavior towards a product or service, thus giving multiple opportunities to the students to explore their creative potential in crafting memorable user experiences.

The students are trained to visualize and create the look and feel of interface design. Usability, interaction design, information architecture, visual design, ease of use, human-device interaction are all integral parts of user experience design. This domain not only works on the look and function of a product/application but also deals with needs and emotions of the user.



## CAREER PROSPECTS

- Mobile Application Design
- Web Design
- UX Consultant
- UX Researcher
- Digital Content Writer for Applications

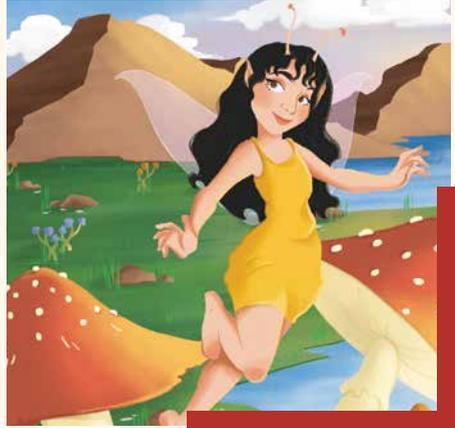


# 3 ANIMATION FILM DESIGN

Animation Film Design is a creative medium through which narratives are communicated to the audience via graphics.

The Animation Film Design programme at SID facilitates the learning of the classical process of developing high-quality traditionally animated films, which employ detailed drawings and plausible movement.

Students explore the 2D and 3D world of reality and fantasy.



## CAREER PROSPECTS

- Visual Storyteller
- Motion Graphics
- Cartoon Stunts
- Animated Graphics / Video games
- Special Effects

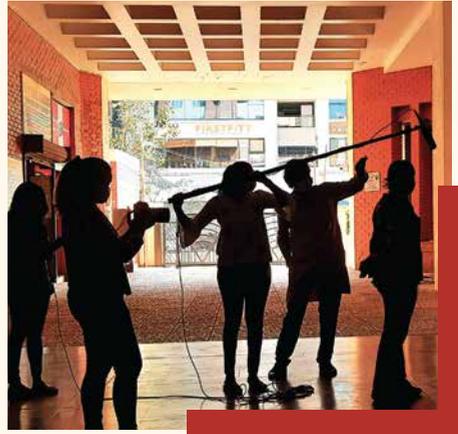


# 4 VIDEO FLIM DESIGN

Video Film Design has gained popularity in the Indian design industry over the years with continuous evolution in the use of different types of media and adapting to changing technologies.

Narration & communication of messages through Films, Videos, Documentaries forms an integral part of Video Film Design.

Students are trained in the art of storytelling through visual media, film language and acting for moving images.



## CAREER PROSPECTS

- Set Design
- Handling Filming Equipment's
- Identify Locations & Props
- Pre and Post Shoot Management
- Handling Camera, Lights & Costumes



# Industrial Design

In the Industrial Design program, students are sensitized by going through research areas like user study & market research pertaining to their topics resulting in holistic design solutions.

- Product Design
- Interior Space Design



## CAREER PROSPECTS

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- Human-centred Design
- Consumer and Industrial Product Design
- Systems Design
- Sustainable Design
- Computer-aided Industrial Design
- Transportation Design

## 1 PRODUCT DESIGN

Product Design is an important aspect of the broader discipline of Industrial Design. Product Design combines art, science and technology to create new products for the ever-evolving market with a keen focus on its usability and functionality.

The Product Design discipline guides the students to explore various materials, engineering drawing, understanding ergonomics, exploring need of the market and product representation techniques.

Students are able to visualize, create, problem solve and give solutions for various consumer products. The design process includes sketching, 3D modelling, prototyping and use of computer aided industrial designing software.

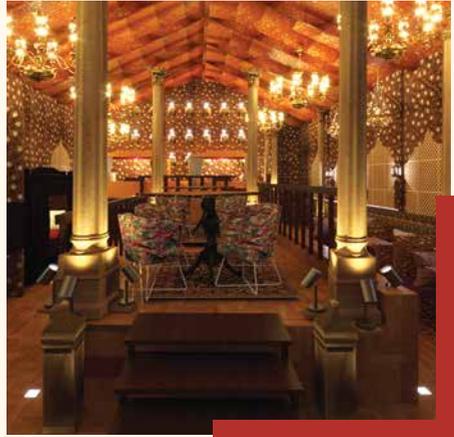
# 2 INTERIOR SPACE DESIGN

The Interior Space Design specialization combines multiple learnings starting from concept development, planning of space, inspection of space & site, understanding materials and construction science to the execution of the space design.

Students are able to design spaces & integrate harmony between type of space and materials to be used to design the same.

Design is created keeping in mind architecture, technology, material & ergonomics.

With the use of various design software, students are guided to design conceptual as well as specific spaces.



## CAREER PROSPECTS

- Furniture Design
- Residential and Office Space Design
- Retail and Recreational Space Design
- Lighting Design
- Inclusive Design



# Fashion Communication

The Fashion Communication programme covers areas such as graphic design, visual merchandising, exhibition and space design, event design and art direction, branding and publication design, fashion forecasting and styling specific to the fashion and lifestyle industry.



## CAREER PROSPECTS

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- Fashion Stylist
- Visual Merchandiser
- Branding Consultant
- Editorial/ Media Content writer
- Event Planner/ Designer

## 1 FASHION COMMUNICATION

Fashion Communication is one of the newest, most exciting area of the fashion and lifestyle industry.

With globalization a number of prêt and luxury brands have established themselves in the Indian Retail Market.

In today's competitive scenario, the success of a brand is measured by its unique identity and communication, thus creating a great demand for fashion communication experts.

# Fashion Design

The programme provides an insight into the remarkable efforts that go into building a successful fashion business, and helps students to develop their skills, confidence and imagination. Internship, workshops, guest lectures and Industry visits are an integral part of the curriculum.



## CAREER PROSPECTS

- Fashion Designer
- Pattern Maker
- Illustrator
- Fashion Stylist
- Consultant/ Freelancer
- Textile Expert

## 1 FASHION DESIGN

The Fashion Design programme at SID provides students with a comprehensive vision where students gain practical hands-on experience in their course enabling them to confidently enter career paths in fashion design, pattern making, garment manufacturing, craft studies, fashion merchandising and so on.

This is overseen by a team of professional faculty who instruct, inspire and mentor students utilizing their technical and design expertise while also encouraging the development of individual style

This has ensured that SID holds a coveted position among the top fashion design schools in the country.



## Our Students say...

“ **SANJAY PADNIJAREDATH,**

AFD, 1<sup>st</sup> Year

*SID as an institution is one that enhances the creative and design abilities of its students to its best. The nurturing nature and guidance of the faculty, infrastructure and the exposure to an amazing college life makes it all worth it.*

“ **KHUSHEE PAREKH,**

PD, 2<sup>nd</sup> Year

*The PD course is very well structured and the faculty are very helpful and knowledgeable.*

“ **ARNAB BANIKYA,**

UED, 3<sup>rd</sup> Year

*The course curriculum is latest as per the requirements of the industry.*

“ **RUEBEN MANOJ,**

GD, 3<sup>rd</sup> Year

*SID has Great infrastructure and facilities for Communication Design. It has a safe environment for students.*

“ **KABIR SINGH,**

ISD, 4<sup>th</sup> Year

*I have been encouraged and supported by the Industrial Design faculty from the beginning which has helped me immensely to put out my best work.*



## Student Welfare at SID

SID has a special committee for the welfare and well-being of students.

- We give importance to physical, emotional and mental well-being of our students.
- We have dedicated counsellors, doctors and a health care center at every campus of Symbiosis.
- Various events and activities are organized to engage with students and inculcate values like empathy, teamwork, respect and tolerance.





## Internationalization

Promoting international understanding through quality education is one of the primary goals of Symbiosis International (Deemed University).

SID offers educational opportunities and international exposure to our faculty and students.

- SID International Cell facilitates Student Exchange and Study Abroad programmes for the students at SID.
- We organize various seminars with international design experts to facilitate students with knowledge and information about international education.
- Admissions of international students are centralized for all the constituent institutes of Symbiosis International (Deemed University).

## INTERNATIONAL COLLABORATIONS AT SID



Universidad  
Carlos III de Madrid



Amsterdam University  
of Applied Sciences



**SIU has International students from 85 different countries studying in its 47 different institutes in campuses spread across 5 cities.**

# Placements at SID

Symbiosis Institute of Design has an Industry Interaction Cell that facilitates coordination between the industry and the students. The cell operates all year round and communicates the best opportunities to our students for their summer internships and final placements. We have a year-on-year rise in the number of well-known companies connected with SID for absorbing our students. We are proud to maintain our high placement statistics and the fact that our alumni are working with reputed design firms in India & abroad. The cell also organizes various activities to develop student capabilities to meet the Industry recruitment standards.

- We have major employers from the area of design, technology, fashion, multimedia and others.
- Pre-placement as well as placement interactions are arranged for the eligible students through this cell.
- Students often get absorbed in the industry during their internship based degree project



## Major Employers

- Accenture
- Amazon
- BCG
- Brillio
- Capgemini
- Cognizant
- Deloitte
- Fidelity
- Hexaware
- IBM
- IKS Health
- Infosys
- L&T Infotech LTD.
- Pantaloons - Aditya Birla Fashion and Retail Ltd.
- Porter
- PWC
- Reliance Brands Limited
- Siemens Digital Industries Software
- TCS
- Zensar

- 21N78E
- 3mindsdigital
- 7ty7
- 88gb
- Abaca Studio
- Adish
- AMPM Designs
- Amura Marketing Technologies
- Anchanto
- Aoreindia
- Appulu India
- Asian Paints
- Axis Bank
- Bajaj Auto
- Bajaj Finserv
- Basil Homes
- Biggerpicture
- BlissClub
- Bombay Gourmet
- BragBox
- Branding Tales
- Brands Jar
- Bridelan & Bridelan
- Buffalosoldiers
- Calyxpod
- CancerMitr
- Capio
- CCS
- Chitralkha Studios
- Cleverharvey
- CliqHR
- Clumsy Designs
- Codewalla
- Cognilements
- Cogoport
- Commscope
- Constellar
- Consulting
- CreateBytes
- CronJ IT
- Datacreek
- Design Brewery
- Design
- Dimensions
- Design horse
- Designerrs
- Design Academy
- Dinero
- Dominix Global Design
- Doodlage
- Dressfolk
- Drink water Design Studio
- Durian Industries Ltd
- Eastern Enterprise
- ElasticRun
- Empirici designs
- Energy Exemplar
- eQ Technologic
- Eumo
- EY GDS
- FinIQ
- Firebrand
- First Cry
- Flexmag Crafts Pvt. Ltd.
- Flexmotiv Technologies Pvt. Ltd.
- Flytbase
- Fonte Fashions India / Rubans
- Freedomtree Design
- Futuring Design
- Futuristic Labs
- Gauri Dhawan
- Grassroot Design
- H&M, Kuwait
- Hashtag147
- Hausandkinder
- Hawkins Cookers
- HomeGrown
- Horizon creative
- Hurix
- Igebra.ai
- InDesign Elements
- IndieGood
- Collaboration
- Infoedge
- INKONIQ
- InnerHour
- Intelisys Investments And Trading
- Jubilant FoodWorks Ltd.



- KalystCo
- Life & Half
- Light Forms
- LiveWire
- LLE
- Lovestruckcow
- Lucid
- Malpani
- Mindstix
- Mother Child Tech Hub Pvt. Ltd.
- NACL Studio
- Newzera Tech Labs Pvt. Ltd.
- Ogee Studio
- Optimist Brand Design LLP
- Otaku
- Outhouse
- Pallavi Poddar
- Paperplane
- Pathquest - Pacific Global Solutions Ltd.
- Pearlpet
- Phionike Design-Tech Studio
- Post Card India
- Pune Gas System Pvt Ltd
- Raycreate
- Rentanattire
- Rosetta Products
- Royal Enfield
- SAS Pune
- Scaler
- Schbang Digital
- Soultions Pvt Ltd
- Selvel Global
- Semporro Digital (Spectra Cube)
- Sharpersstudio
- ShilpaAhuja.com
- Smytten
- Stratedgy
- Studio Carbon
- Studio Vitamin D
- Studio Yuvaan
- Stylumia



- Intelligence Technology Pvt. Ltd.
- Surreal Design Studio
- Synoriq
- TalentServe
- Tata Trust
- The Banana Design Co.
- The Forbidden Fruit
- The Indian Ethnic
- The Machani Group
- The One Off, India
- Think Design
- Toddleapp.com
- Touchmagix
- Trahul Shah
- Tyanni.com
- Unomono Advertising LLP
- UpCloud Technology
- Urbaneluxury.com
- Urvashi Kaur
- Velocita Brand Consultant
- Vertice Global Private Limited
- Vertices Partners
- Virohan Org
- Voltas Ltd.
- Wardo Inc.
- Ware Innovations
- WESTERN UNION
- White Light Elements
- WisdmLabs
- Wisdom Circle
- XYXX Apparels Pvt.
- YUJ Designs
- Zouk
- Zucol



## Our Alumni in Leading Roles

SID has 2700+ alumni working with well known organizations, have their own startups, are design entrepreneurs & successful professionals.

The Alumni cell at SID invites our alumni graduates to interact with the current students. Alumni are invited as guest speakers, jury members for internship, job opportunities and mentoring.

## ● SOME EMINENT ALUMNI



### Nihal Pimpale

Chief Design Officer,  
UST - Moonraft



### Siddharth Parija

Producer - Films and Content,  
Media Monks



### Rucha Virkar

Senior Strategic Designer,  
Boston Consulting Group



### Devika Kool

Interaction Designer,  
Google via Pro Unlimited



### Shashank Nimkar

Founder and CEO,  
Earth Tatva - Recycle  
Ceramic



### Indrakshi Pattanaik

Fashion Stylist and  
Consultant, Tiny Fingers



### Harnish Shah

Founder and CEO,  
3 Minds Digital and  
Design Pitchdeck



### Alok Kumar

Founder and Managing Director,  
Jigsaw Design Pvt. Ltd.



## Activities and Events

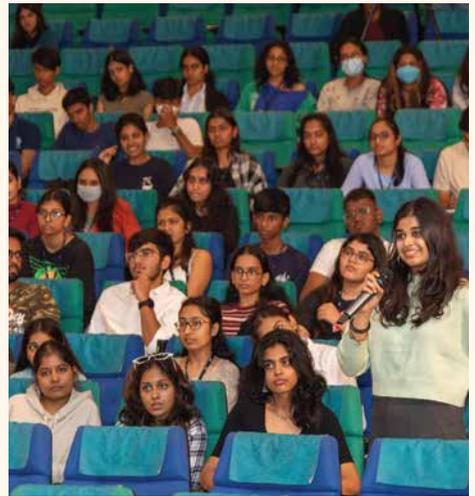
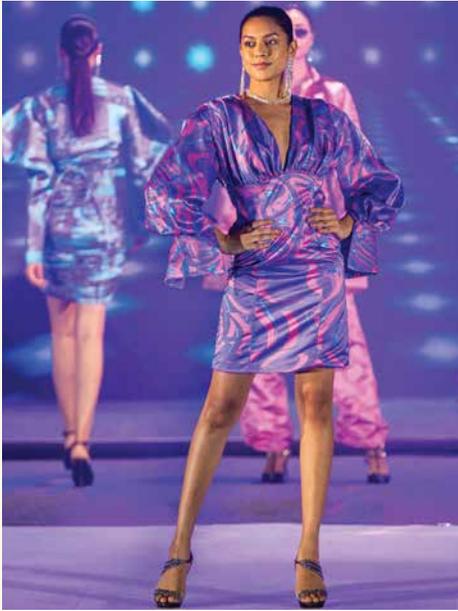
At SID we conduct various activities, events, workshops and seminars to cover all areas of student's interests. We also have various clubs like Dance, Music, Photography and Film.

### DESIGN SHOWCASE



Design Showcase (Student Exhibition & Fashion Show) is an annual event presented by Symbiosis Institute of Design, showcasing the Degree Projects of the design graduates.







## CHHAP

Chhap is an annual design seminar on Visual Identity Design. Industry Experts and Educators interact and present work related to brand identity design. The event comprises of sessions and workshops for students.



## SHILPKATHA

Shilpkatha is an annual craft sustenance initiative celebrating the heritage, pride and diverse cultures of India. The craft revivalists share their valuable insights and artisans exhibit their crafts and organize craft demonstrations. Students display their craft documentation projects during this event.





## TYPOFEST

The event features a day of workshops on Typography and Calligraphy. The seminar includes presentations & workshops



## LAKSHYA

A 24-Hour Sketch-a-thon is an ambitious, one of a kind endeavor to celebrate and honor the basic skill of sketching.



## D'EDGE

A special guest lecture series on Design Management for our 4th-year students to bridge the gap between academia and industry. The theme for this lecture series is design startups and entrepreneurship.



## INDUSTRY VISITS

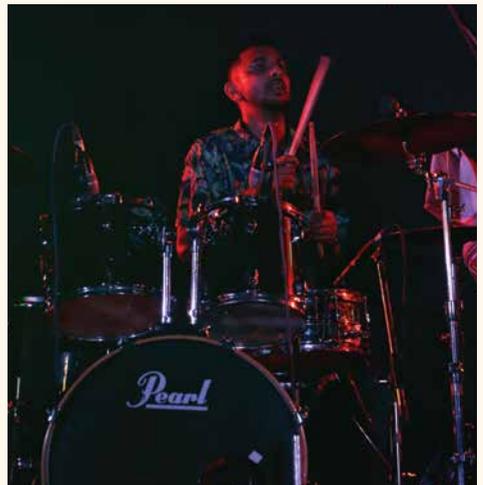
Industry visits are arranged for students to places that are related to the ongoing courses and form an integral part of co-curricular activities. Students understand working of various enterprise in their domain





## FUNDAMENTAL

The annual student fest Fundamental (FDM) is organised every year at the SID Campus. There is a line up of talent shows and varied events planned over the span of 3 days. Students can enjoy the Headliners and shop from the Design Store.





## SPORTS

Symbiosis Institute of Design is well equipped with sports facilities like football, basketball, skating rink, volleyball, throw ball and table tennis along with a modern gymnasium.





## Contact us

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