

interiors and
furniture
design



admissions 2011-2012

Prospectus 2011



communication
design

product
design

IILM School of Design

IILM INSTITUTE for HIGHER EDUCATION

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In the Gita, Lord Krishna says:
"I, residing in the intellect of my devotees, destroy the
darkness of ignorance by the resplendent light of knowledge"

The IILM Institute School of Design offers a four year Graduate Programme in Design. This is an autonomous programme which is not recognized by the UGC, AICTE, State Govt or Govt of India.

OUR vision



quality designers.

Design

Design is the emerging new profession in the knowledge economy, where concepts and ideas are blurring the borders and ruling the roost. In India, more than ever before, the profession is playing a challenging role for the development of both, the industry and the society.

Design is crucial to all businesses. Where companies are competing for market shares, design is the biggest differentiator. Designers today are increasingly occupying premium positions across all sectors on the Indian economy.

Innovation, ideation, creativity, problem-solving : design manifests itself into many avatars. Designers, today are better equipped to take on the world. Designers work upon building better products, making safer systems, making communication easy, setting up better office environs, fashioning garments and accessories. In short, designers affect the way we live, work and play.

Design as an activity adds value. It also helps to create opportunities for both businesses and employment.

There are 230 sectors of the economy that needs design inputs. There is a projected demand for about 10000 qualified designers per annum to service these sectors. More and more design institutions are being set up to cater to this growing demand for

IILM School of Design

Into our 4th year of operations, IILM was one of the pioneers in the private sector to set up an institute for design. Quick to respond to the demands of the industry, IILM set up the School of Design in August 2004. In this short span, we have been noticed by the academic and industrial circles for the quality of our education.

IILM believes in an integrated approach to teaching design. We have some of the best of design educators involved in teaching design. The approach has been to integrate skills, knowledge and process in all the design disciplines. All our faculty come from premier design institutions. We have benchmarked ourselves with the best of design institutes internationally.

The culture of learning at IILM's School of Design is hands-on. Students are encouraged to work on assignments and projects that contribute to their working skills as much as their thinking skills. The teacher-student interaction is thus professional and one-to-one. Classrooms, Workshops, Labs and even the corridors are fertile learning grounds. Senior students are given opportunities to work on live, professional projects to get a first-hand feel of a professional design assignment.

ACADEMIC programme



Academic Programme

All graduate students are first admitted into a two semester (one year) foundation programme. After successfully completing the foundation programme they branch out into different disciplines.

All the programmes are based on the understanding of the fundamentals of design, the required skills and getting exposure and experience through a structured and instruction based curriculum. In the final year the students submit a well-researched project thesis. This helps in inculcating in them a professional approach.

Profile of Design School Graduate

Competencies that the design student would attain:

- ☑ ability to think creatively and independently
- ☑ ability to creatively solve problems through

- ☑ exploration and experimentation
- ☑ sensitivity to the needs of the society
- ☑ ability to add value by bringing elements together to form an integrated solution
- ☑ ability and courage to experiment
- ☑ ability to challenge the status quo
- ☑ be environmentally responsible.
- ☑ have the knowledge, skill & technological proficiency to be professional.



LEARNING facilities

SUPPORT services



Information / Resource Center

IILM has a well stocked library, which provides latest and up-to-date reference material, reports, books, academic journals and audiovisual material for its users.

Reference Material

IILM library has a strong reference section consisting of latest editions of Indian and International journals covering all the areas in Management besides business magazines, CD ROMS/ video cassettes, annual reports of government departments, encyclopedias, trade and business directories, dictionaries, yearbooks etc.

Institutional Membership

IILM is an institutional member of American Centre Library and British Council Library, New Delhi. Both faculty members and students of the IILM Institute avail the services of these two libraries. IILM Institute library is also connected with Developing Libraries Network (DELNET), which is an electronic network of more than 100 major libraries of Delhi. The vast reading room of the library provides an environment conducive for complete concentration.

Computer Center

The institute has a dedicated computing facility on its campus. The campus is also wi-fi enabled. High speed Internet connectivity through a dedicated link with backups ensures an uninterrupted access to the information superhighway.

The computer centre at the Institute has a total of over 100 machines of 2.4 GHz. IILM Institute also has a sophisticated web-based intranet system that offers continuous interaction between the faculty and students. Apart from providing a life long web based email account, the intranet has facilities of online testing, discussions board and courseware exchange.

Design Studio and workshops

- ☑ spacious air-conditioned studios equipped with individual drawing tables, lockers, tracing tables and plan chests.
- ☑ a model-making workshop for developing models in Wood, Metal, plastics, clay and plaster-of-paris. The workshop is equipped with hand tools and machine tools required to work with such materials.
- ☑ presentation room where large-scale projection can be made for interactive sessions and seminars.

Student Support Services

Counseling

Students can avail of counseling facilities from professionally qualified counselors and faculty. Counseling is provided to:

- ☑ assist students in adjustment with self and the environment.
- ☑ explore career options and choice of courses while being at the Institute.

Student Affairs Center

The Student Affairs Centre focuses on holistic development of the students and provides support in all non-academic and co-curricular activities. The centre provides inputs towards the following:

- ☑ self managed learning teams (SMLT)
- ☑ personality development
- ☑ student societies

Recreation

Extra Curricular activities are an elixir of education process. To promote such activities the Institute provides a platform to the students to pursue their interests. The Institute has student led Events Committee for the following:

- ☑ debating society
- ☑ dramatics
- ☑ editorial

Accommodation

IILM Institute provides off-campus residency facilities adjacent to the Institute separately for boys and girls. The hostel, within one kilometre range of campus, is fully furnished with modern



infrastructure having recreational facilities and a homely environment. The facility includes boarding and lodging for student convenience. Students have a choice of a one room single suit or double occupancies. The rooms are fully furnished and well equipped with ultra modern facilities for conducive living environment.

Financial Assistance

Scholarships

We offer scholarships on the basis of performance in Analytical / Aptitude test and Personal Interview to selected number of candidates.

Foundation programme

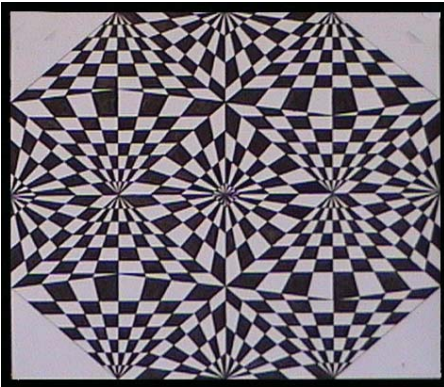
Foundation Programme

The two-semester Foundation Programme that occurs during the first year of the four-year programme in design provides a firm base to the student in design fundamentals and develops among students the basic understanding of design as a process. The programme also fosters among students the elementary skills in visual perception, drawing and representation skills that are essential during the subsequent semester are expected to kindle among students awareness about the environmental, social and cultural issue and an understanding of the role of design in that context.

The objective of the foundation programme can be

stated as under:

1. To develop basic cognitive and studio skills essential for a successful designer.
2. To nurture and stimulate creativity among Students.
3. To develop skills in the use of drawing systems as a mean of ideation, rendering and presentation.
4. To develop elementary understanding about materials, tools, software etc. used in the process of generation forms.
5. To give the students an overview of the socio-cultural, traditional and environmental context of design
6. To foster among students empathy of humanity and environment.
7. To develop understanding of design a problem



8. To cultivate among students a designer mindset.

Teaching and assessments

Teaching Methods: Lectures, demonstrations, studio assignments, computer presentation and workshop practice. All disciplines focus on studio based learning. Projects and assignments are given which become more complex as they advance towards the graduate diploma.

Assessment: Continuous weekly assessment, projects, written assignments /examination and Jury.

Design disciplines

The 4-year programme in Design starts with a

Foundation Year which is common to all disciplines. On successful completion of the Foundation year, the students branch out to any of the four disciplines.

The students have an option of doing a 4-year Graduate Diploma in any of the following 4 disciplines:

- 1) Communication Design
- 2) Product Design
- 3) Interiors and Furniture Design

COMMUNICATION design

Graduate Diploma in Communication Design

Duration: 3 years full time (6 semesters)

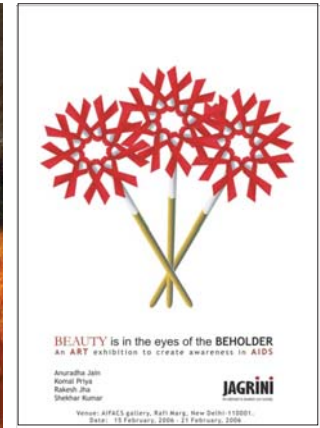
The Communication Design program educates and trains designers for the communication needs of industry and society.

In this programme emphasis is placed on the conception, creation, planning and realization of visual solutions to complex problems in contemporary culture. Students integrate methodology, prototyping, aesthetics, human factors, technology, materials, context and audience to

develop strategies and solutions that give form to print, screen and the built environment. Faculty emphasizes the objectives of design rather than the process of production, and encourages innovative visual ideas that inform, interpret, instruct or persuade the intended user across the spectrum of application.

Job Opportunities

Communication Design activities include design for print media, such as books, magazines, brochures, posters, newspapers, information graphics, and the creation of symbols and corporate identification devices. The profession also includes packaging, point-of-purchase display, product graphics, and environmental graphic design, as well as animation,



Pattern with Type
by Shekhar Kumar - II yr



Design for CD cover
by Rakesh Jha-II yr



Type & image integration
by Manveen Nagpal - II yr



Students' work from II and III yr

COMMUNICATION design

Flowchart of Communication Design

Year 2, Semester III

Graphic Design
 Typography
 Drawing
 Illustration
 Digital Techniques
 Photography
 History of Graphic Design

Year 2, Semester IV

Graphic Design
 Typography
 Publication Design
 Printing Technology
 Drawing
 Illustration
 Digital Techniques
 Photography
 History of Graphic Design

Year 3, Semester V

Graphic Design
 Illustration
 Art Direction for Advertising
 Publication Design
 Digital Techniques
 Photography
 Packaging Design
 Exhibition Design

Year 3, Semester VI

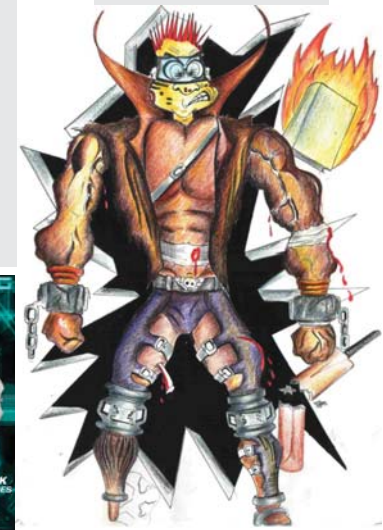
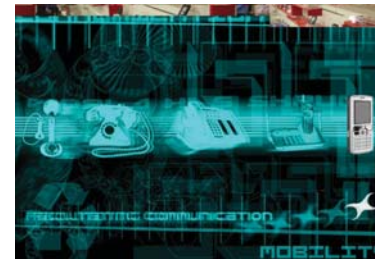
Publication Design
 Illustration
 Advertising- Campaign design
 Packaging Design
 Digital Techniques
 Photography
 Exhibition Design

Year 4, Semester VII

Concept Design and Process
 for New Media
 Illustration for New Media
 Advanced Art Direction for
 Advertising
 Design Project

Year 4, Semester VIII

Diploma Project



by Rakesh Jha-III yr

PRODUCT design

computer-based multimedia, interface and interaction design.

Graduate Diploma in Product Design

(Curriculum developed by NID)

Product design concerns itself with the design of objects and systems that affect the way we live, work and play. It deals with form, function, colour, graphics, packaging, safety and maintenance.

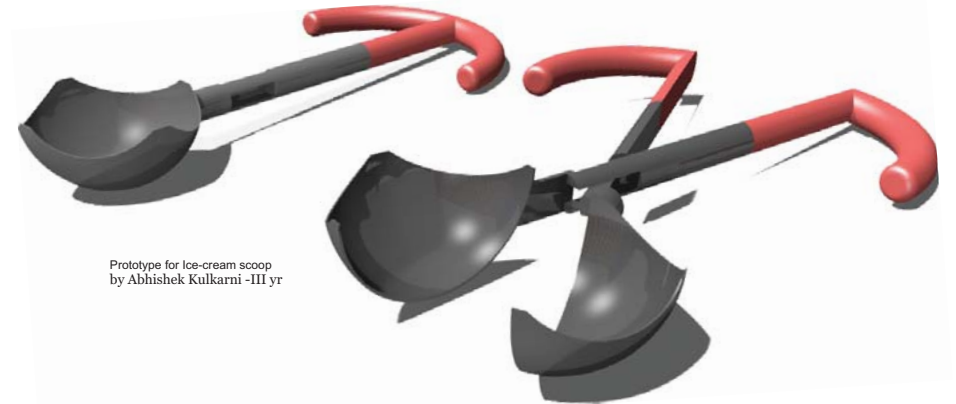
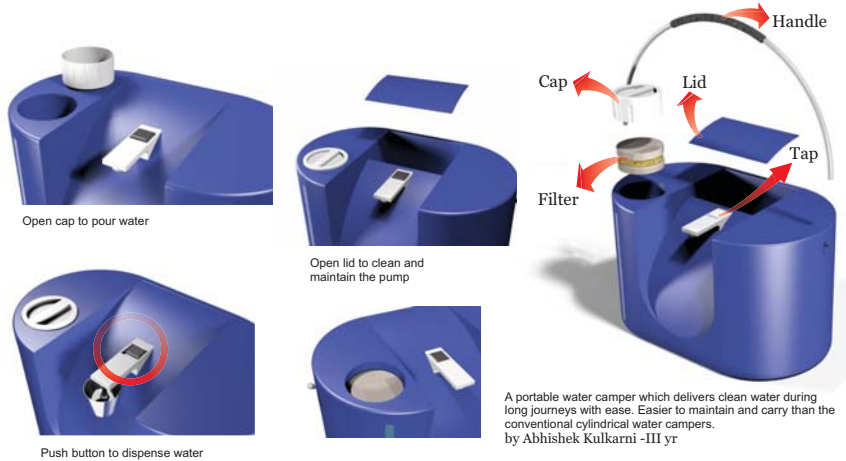
The course enables a student to design product that are functionally better, aesthetically appealing, easy-to manufacture and considerate to the environment.

Students are taught basics of form and colour, materials and processes, skill courses on drawing and CAD . The design skills are acquired with the design projects the students do every semester which grows with increased complexity.

Job opportunities

Job opportunities for Product Designers are:

- ☑ set up own design studios
- ☑ work with design departments of manufacturing industries
- ☑ work with small and medium scale industries
- ☑ work on lifestyle products and promote their own brand

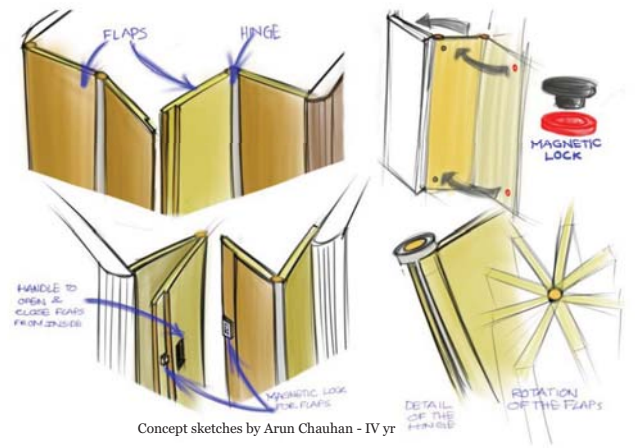


Flowchart of Product Design

Year 2, Semester III	Year 2, Semester IV	Year 3, Semester V	Year 3, Semester VI	Year 4, Semester VII	Year 4, Semester VIII
<ul style="list-style-type: none"> Elements of Form -I Ergonomics -I Skill Project - I Skill Project- II History of Design Materials & Process-II Representation Techniques SLA Anthropology & Social Sciences Elective - Creativity 	<ul style="list-style-type: none"> Elements of Form -II Ergonomics -II Materials & Processes - II Design management - I Introduction to CAD Fund. Of Design Research Basic Photography Design Project - I SLA- Aesthetics Craft Documentation (Vacation) 	<ul style="list-style-type: none"> Research Methods Advanced CAD - I Design project - II Elective- Materials Explorations Design project - III Seminar Literature Review Skill project- III 	<ul style="list-style-type: none"> Skill project - IV Advanced Manufacturing Techno Aesthetic Detailing Design project - IV Product Photography Design Management -II Internship (Vacations) 	<ul style="list-style-type: none"> Communication Skills Elements of Form - III System Design Design Management - III Colloquium Paper Portfolio and Exhibition Preparations 	<ul style="list-style-type: none"> Thesis Project



Concept sketches for coffee mug by Abhishek Kulkarni, IV yr



Concept sketches by Arun Chauhan - IV yr

INTERIORS AND FURNITURE design

Interiors & Furniture Design

Graduate Diploma in Interiors and Furniture Design

Duration: 3 years full time (6 semesters)

By definitions this discipline creates spaces and spatial relationships within interiors of buildings. These help in creating an environment that meets the physical and psychological needs of the individuals who use them, whether they be personal or public spaces.

The programme introduces the students to the principles of relationships and balance of interactive forces which create and control the interior environment in which people live, work and entertain. It also develops their ability to manipulate

space, light, furniture and furnishings of an interior. They learn to explore the functional, visual, spatial and environmental aspects of interior design.

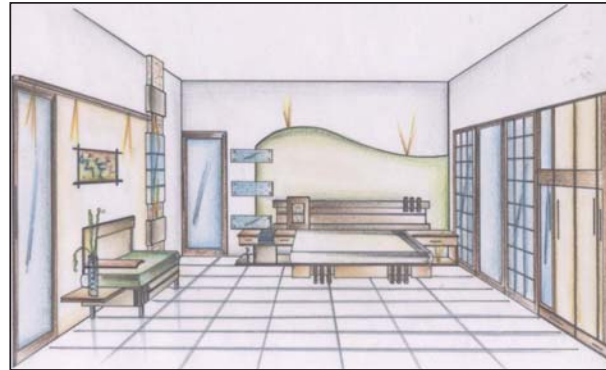
Job Opportunity

They can work as:

- ☑ design consultants
- ☑ entrepreneurs
- ☑ teachers
- ☑ technical sales advisor



3-D rendering of an interior for a bedroom by Richu Kohli



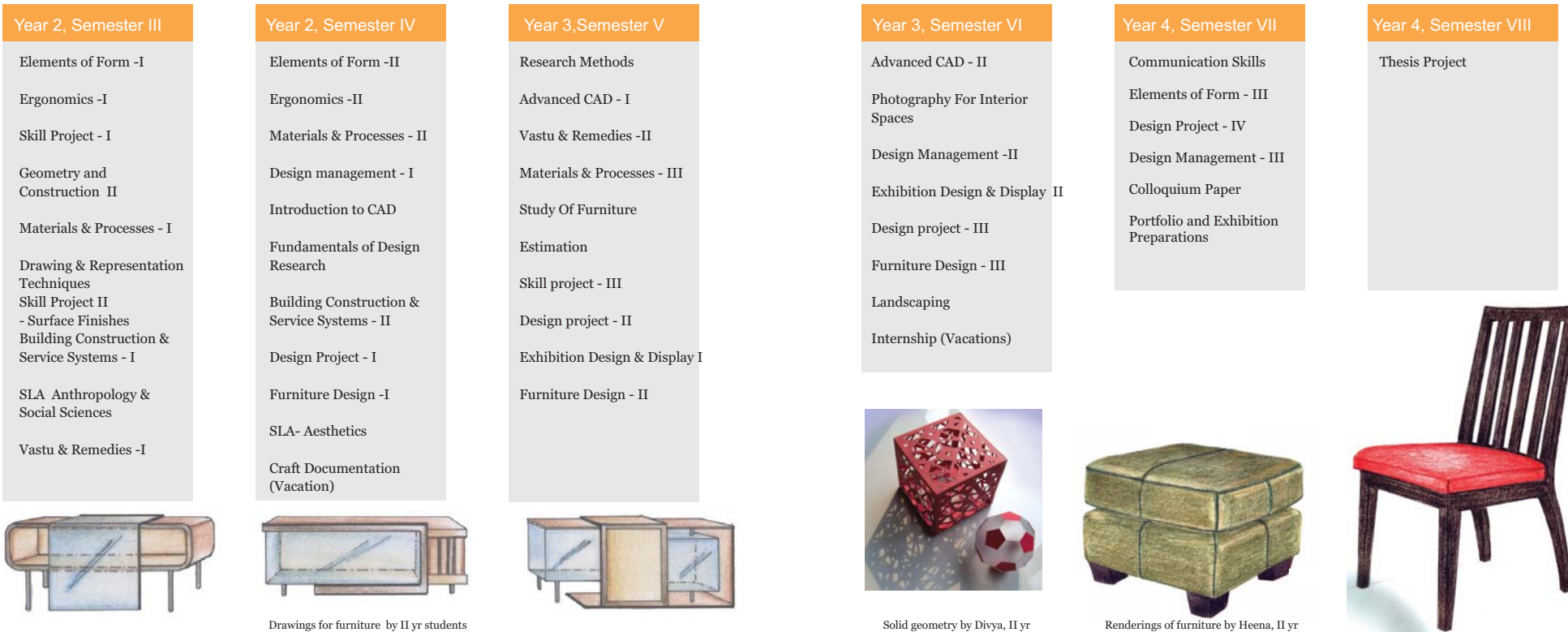
Perspective Drawings by II yr students

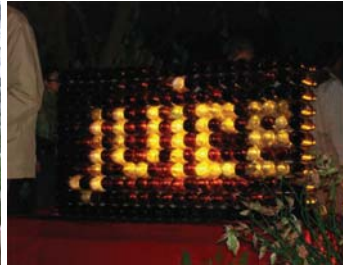


3-D rendering of an interior for a Kitchen by Richu Kohli

INTERIORS AND FURNITURE design

Flowchart of Interiors and Furniture Design





“Internship at desmania was an enriching experience. Working on live projects ranging from products to packaging and applying the design process in every project keeping in mind the timeline gave me the real taste of the industry. Interaction with clients to vendors helped me understand how the system works holistically.

Abhishek Kulkarni,
Product Design



“Stepping inside an ad-agency for the first time is never an easy job. It's supposed to be glamorous, stylish, fast-paced and very, very competitive. Entering Publicis India, however, I did receive a warm welcome. Glamour, pace and style soon went out of the window, and what remained was truckloads of hard work. Not one to complain though, I must admit that I worked hard enough to pave my way towards a future opening at the agency. All that I had learned at college was put into practice, and in addition, there were a lot of things that I learnt on-the-job. What's more, this great learning experience wasn't dull or boring, but a complete joyride all the way. Regular parties, group lunches, chilled out environment it was nothing less than going to the college again. All in all, a fabulous experience.



“I got a chance to do a 2 months training with India's leading newspaper Hindustan Times. Hindustan Times has got more than just running the daily newspaper. Working in this prestigious organization has been a learning experience of a lifetime, where I not only got to learn about this industry but also that how important teamwork is to make a successful design. I was mainly working in new media design where I got to design various newsletters. It's never an easy task to start a career as a trainee because usually people do not take you seriously. But here your works speaks for yourself, was always treated like a responsible professional and if appreciated at times then also criticized too for my mistakes, but every day was a new beginning.

Anuradha Jain,
Communication Design



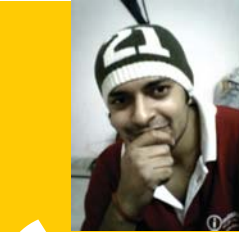
“Training at JWT Fortune was a great learning experience. Working on Live projects and Interacting with the some of the creative minds in the industry helped me in having an evolved approach towards various Design Scenarios. Understanding the importance of a Process and its application made me realize the importance of Design methodology followed by our intuition.

Rakesh Jha,
Communication Design



“I have done my summer training in PUBLICIS INDIA (Advertising Agency) under the product categories of TEACHER'S and HP printers. I designed CD covers, danglers, airport pops, in-shop signage, packaging for Teacher's Highland Cream, Cochin Light Box and boardings for TEACHER'S Scotch Whiskey and also did HP adaptation ads for printers.

In PUBLICIS INDIA (Advertising Agency) I was exposed to appropriate and efficient usage of time and software(s). I had hands on experience in various media, layout and typography. I was given opportunity to ideate and improvise on them.



“I did my one and a half months summer training from USHA LEXUS a home appliance company which manufactures a varied range of products from desert coolers to water filter. I got a chance to work under Mr. Ajay Tank, Head of Design Usha Lexus. He is a good designer as well as a good man who gave me all the support and feedback on how to work in an industry. In this training, I got hands on experience on how to work in an industry. I was polished further with various manufacturing processes and how design decisions were critical in manufacturing of a product. In concise, this time period will hold an invaluable experience in my design career, to be my first step into design world.

Vipul Desai,
Product Design



“I started my diploma project with the company Designwise India headed by Mr. Mukul Goyal. My project brief was to design a range of Mobiles(Kinetic Sculptures) for Indian market. It starts from realizing the thoughts from subconscious mind to putting them down on papers, napkins. Today buyers identify little bit of them in their products. I tried to bridge the gap between design and art. Project includes to cheat with the designs and reshape them to suit production issues help them to maximizing the company's profit and satisfy the target user. I understood how the industry works and gained exposure to various issues of designing a product.”

Shashank Yadav,
Product Design



“Working with Whirlpool Global Consumer Design Asia Studio, Gurgaon Whirlpool gave me an insight into the industry's outlook towards design innovation. At whirlpool I understood the business of design innovation which includes ideation and implementation of design concepts at an industrial scale keeping in mind the design language of the organisation. Minds Eye Design Pvt Ltd, Ahmedabad It was an opportunity to learn the process involved in product designing reiterating the fact that the methodology followed by the college is of paramount importance. It was an eye opener towards industrial culture of design. This time period will hold an invaluable experience in my design career, to be my first step into design world.

Arun Chauhan,



“I did my summer training from DORSET INDIA PVT LTD. under the guidance of Mr. Rajan Hakhu who was very supportive and guided me well through the training period. It was my first exposure in a manufacturing unit where I learnt various processes involved in manufacturing of door handles and locks. It being a production unit I saw the processes practically and also learnt how to make, not just conceptual design but also feasible enough to manufacture. In the whole process of learning I designed a door handle keeping in mind the processes and feasibility. The company helped me in making the final successful prototype.

Charu Rathore,
Product Design

