

# About dESIGNtUTOR

- An initiative by senior alumni from NIFT, Delhi and NID, Ahmedabad, dESIGNtUTOR is a mentoring and coaching service for senior school students interested in pursuing a career in Design/Fashion or Architecture at reputed National and International institutions.



# What is Design

- A problem solving process involving
  - Identification of needs
  - Exploration of information & research
  - Finding solutions
- Creativity with a purpose & direction



# Who is a designer?

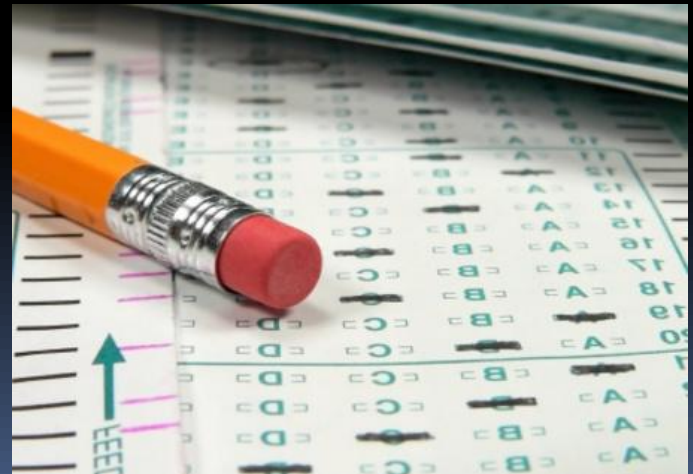
- Someone who
  - Looks at a problem innovatively.
  - Presents his ideas and concepts
  - Has an eye for detail and keen observation.
  - Has a good aesthetic sense.
  - Is sensitive to environment.



dESIGNtUTOR  
inspired design mentoring

# What do Designers do?

- Define the problem
- Brainstorm and create ways to solve it.
- Sketch, illustrate and communicate their ideas visually
- Build prototypes
- Test their ideas
- Refine their design



# Can you be a designer

- Are you curious about things?
- Do you like solving problems?
- Do you like to see things working better?
- Do you like making things?
- Do you find it easy to draw your ideas?
- Do you have keen observation?





# Domains of design

- Communication design
- ❖ Graphic design
- ❖ Animation film design
- ❖ Exhibition design
- ❖ Film and video communication



# Domains of design

## ➤ Textile/Apparel Design

- ❖ Textile design

- ❖ Fashion/Apparel design

- ❖ Lifestyle accessory design

- ❖ Leather/Footwear design



dESIGNtUTOR  
inspired design mentoring



# The business of design

- Product development
- International sourcing
- Industrial engineering
- Merchandising/marketing
- Production planning
- Brand management
- Service design



dESIGNtUTOR  
inspired design mentoring

# Design Prospects

- A young profession in India.
- Shortage of designers nationally.
- In a technology driven world design is all pervasive.
- It gives economic competitiveness to the manufacturing industry.
- Design education is beneficial to all professions.



# Employment Prospects

- Export and Manufacturing companies
- Buying & Sourcing Agencies
- International & National Brands
- Professional design studios
- Media , Publishing and advertising
- IT industry
- Design Management Companies
- Research and development Firms
- Freelance Entrepreneurs



# Design Schools

## ➤ Skill Sets For Admissions

- Ability to sketch
- Logical approach
- Futuristic thinking
- Power to visualize random thoughts
- Lateral thinking
- Common sense



# Entrance Test Format

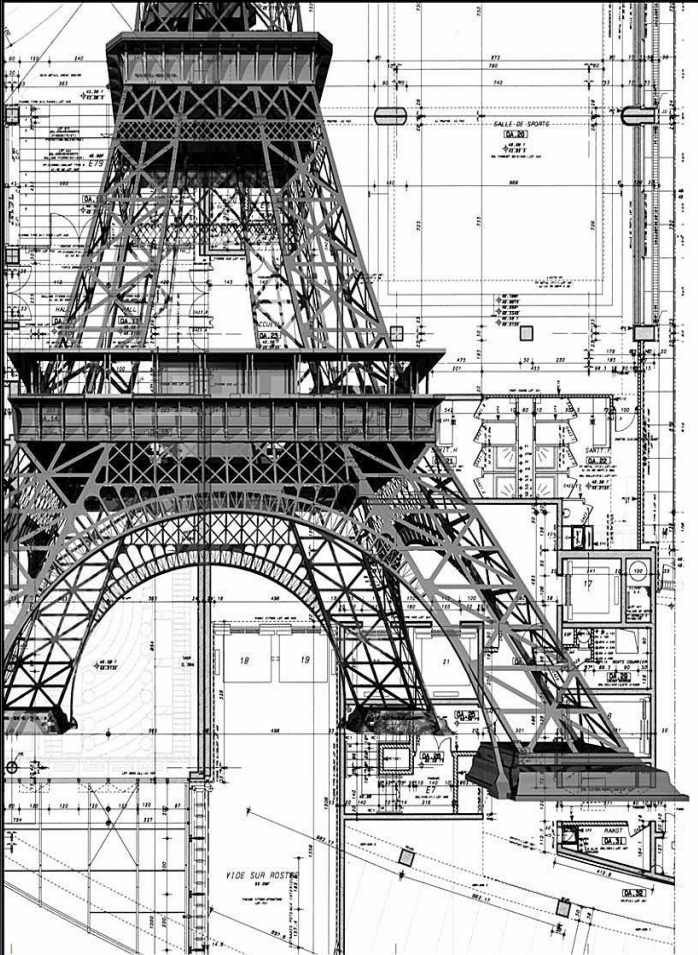
- Stage 1
- Creative ability test (CAT)
  - Object drawing
  - Perspective drawing
  - 3D visualization
  - Color concepts
- General Ability test(GAT)
  - Mathematics
  - Logical reasoning
  - English and General Awareness



# Entrance Test Format

- Stage 11
- Studio Test /Workshop
  - AV Perception
  - Observation Skills
  - Thematic 3 d model making
  - Interviews
- Situation Test
  - Thematic 3 d model making

# Architecture



dESIGNtUTOR  
inspired design mentoring



# Architecture Domains

- Architecture
  - Planning
  - Interiors
  - Civil Construction
- 



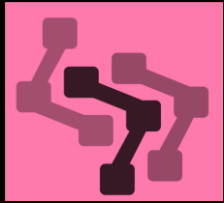
# Entrance Test Format

- **Aesthetic Sensitivity Test (online)**
  - Analytical Reasoning
  - Architecture Awareness
  - Mental Ability
  - English vocabulary
- **Drawing Test (offline)**
  - Proportionate Sketching
  - Light & Shadow
  - Perspective drawing
  - Logo design
  - Elements of design

# How to Prepare...

- Use your common sense and lateral thinking.
- Improve your observation skills.
- Work on your creative skills
- Think out of the box
- Build on your general awareness
- Practice Maths, Logical reasoning , English comprehension and vocabulary.





- Any Questions?

dESIGNtUTOR, Gurgaon  
[designtutor@rediffmail.com](mailto:designtutor@rediffmail.com)

9811525259/9811433300/  
9818375642

Join us on Facebook...