



Decoding Design Careers

BY GAURAV JUYAL

www.GAURAVJUYAL.COM

Journey >>>

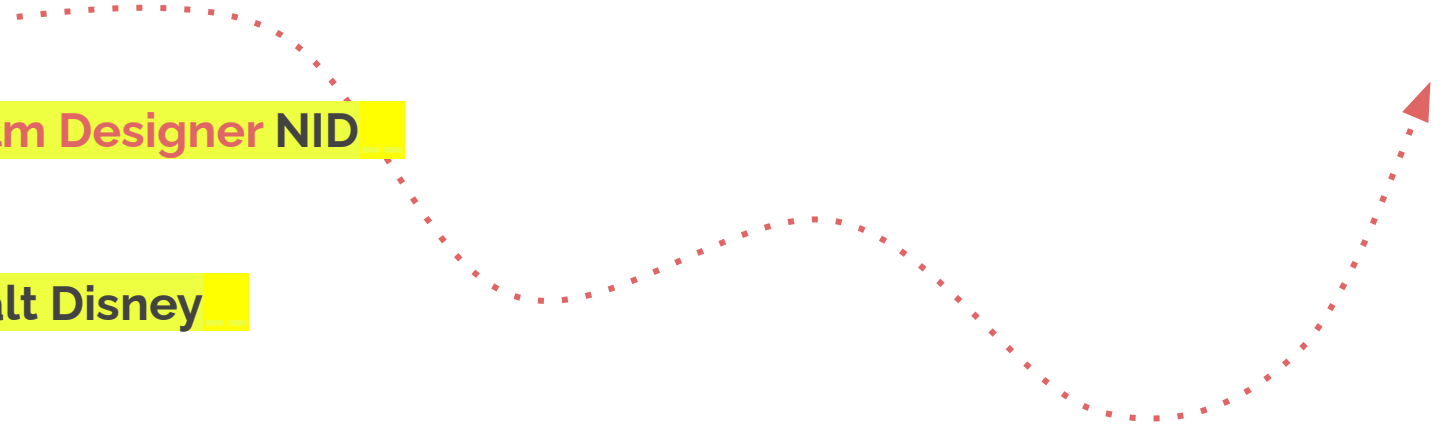
Animation Film Designer NID

Art Attack Walt Disney

Specialised Workshops Independent Professional

Educator Schools - Colleges

Learning Experience Designer BYJU'S





Dynamische Kopfform



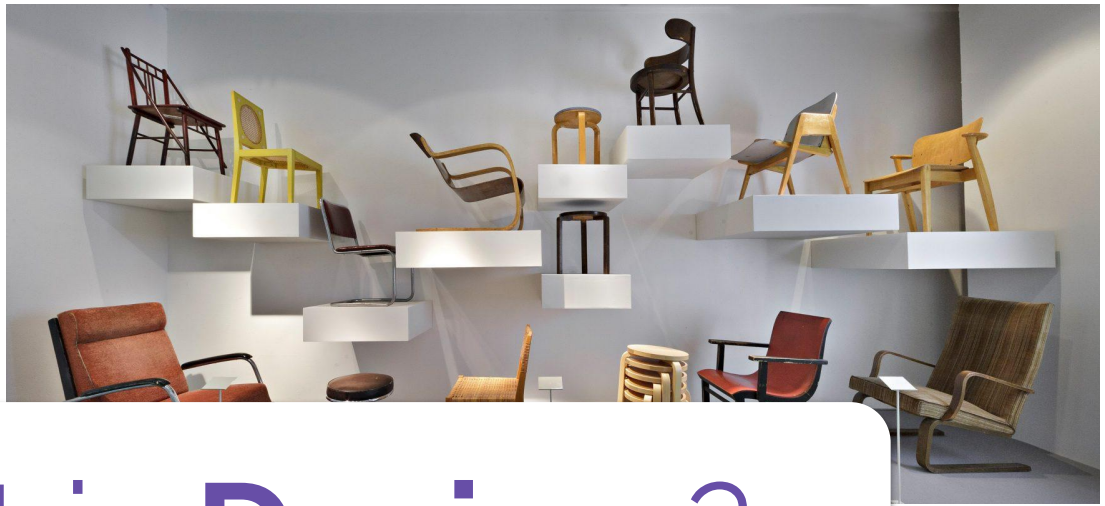
Feine Kreisstärke



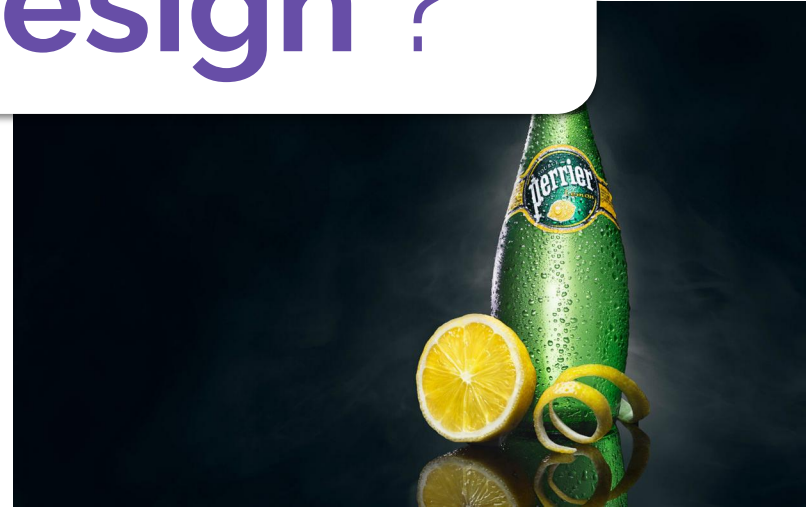
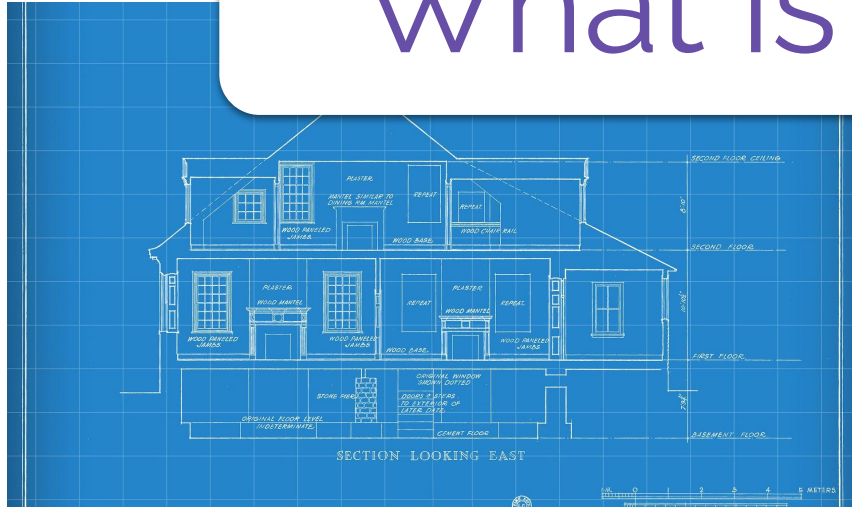
Gerade Kopfeder



Geöffnete Schwinge



What is Design ?



Seed - Germany
1919



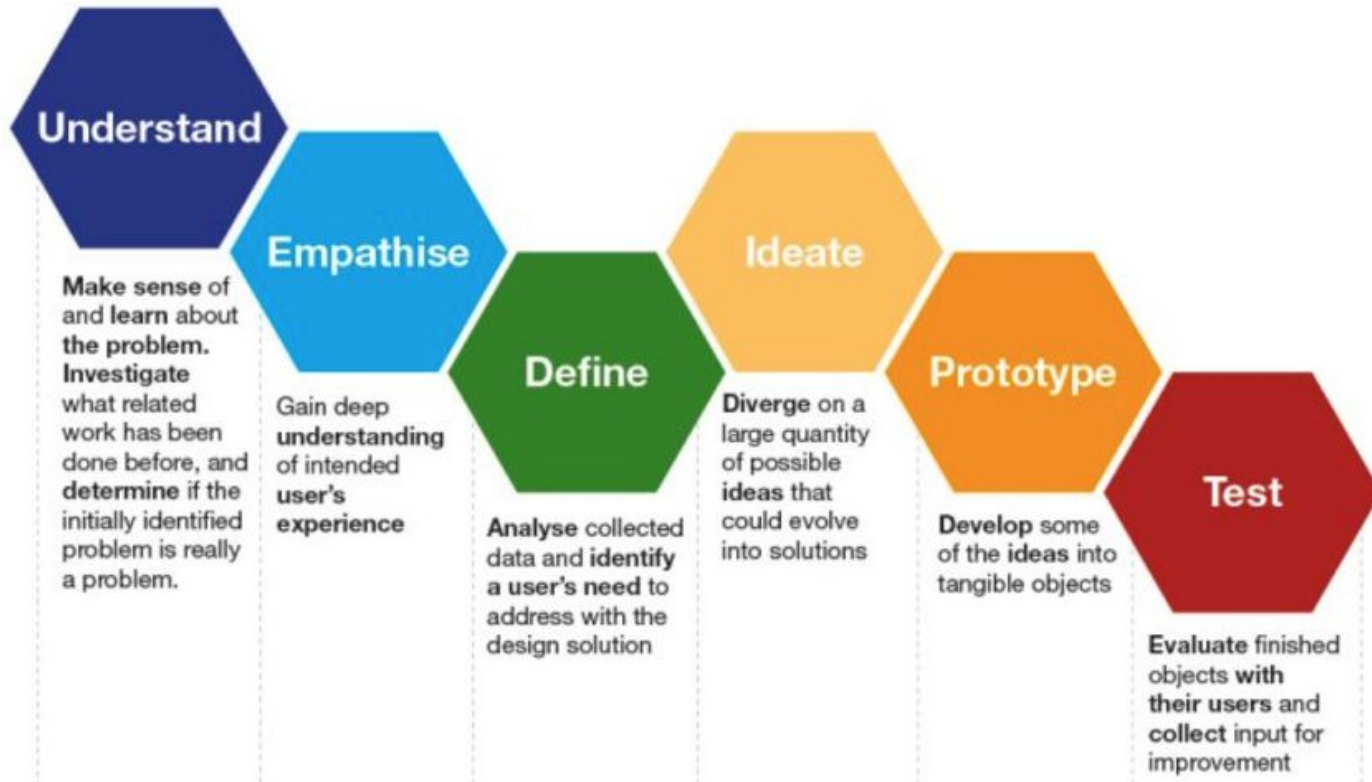
Fruit - India
1961



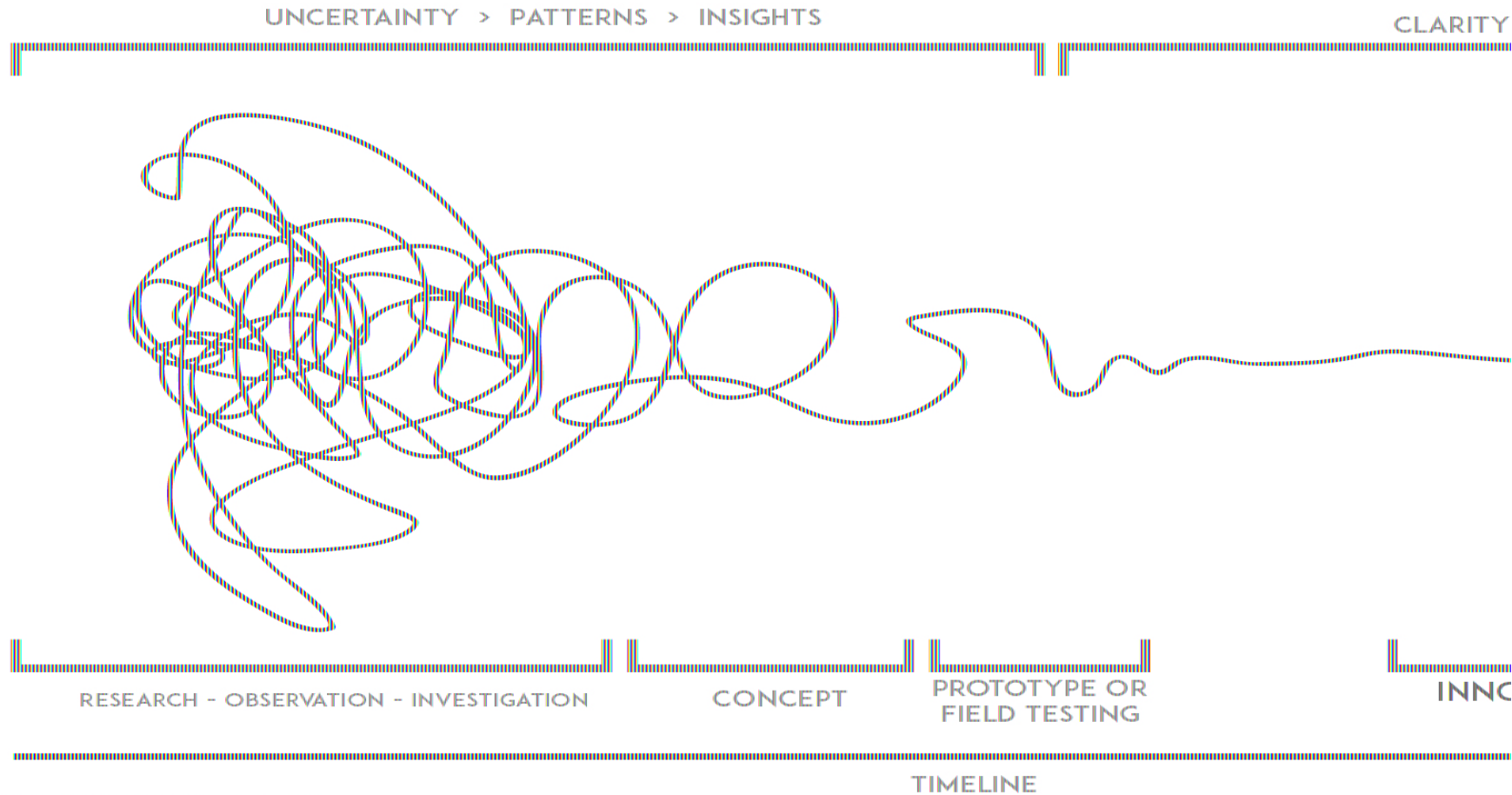
Design

A process that helps us **manifest an idea** responsibly, **keeping all the stakeholders in mind**; learning on the go and collaborating when needed.

Stanford D.School Design Thinking Process



THE PROCESS OF DESIGN THINKING





FRYER & BROWN
AUCTIONEERS
EST. 2014



What Design is **'Not'** !



Traditional Design Umbrella



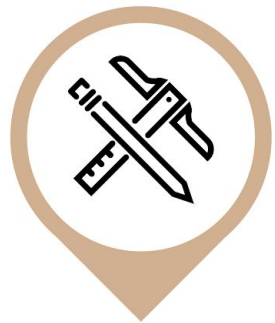
Visual Communication

(Where Communication is the soul)

Industrial Design

(Enabled by Industrial Processes)

ARCHITECTURE



FASHION DESIGN



FILM



GAME DESIGN



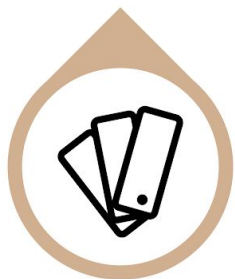
GRAPHIC DESIGN



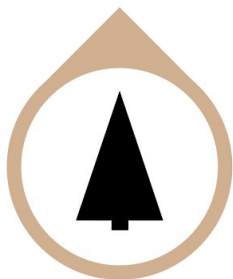
ILLUSTRATION



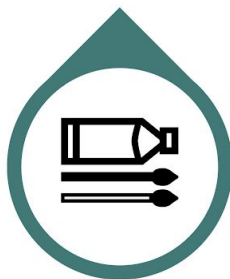
Specialization in Design



INTERIOR DESIGN



LANDSCAPE DESIGN



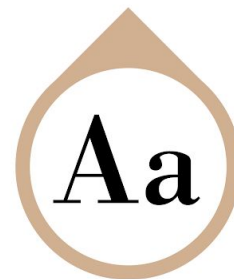
PAINTING



PHOTOGRAPHY



TELEVISION



TYPE DESIGN

Fashion & Lifestyle

- Fashion Design
- Fashion & Lifestyle Design
- Apparel Design and Merchandising
- Textile Design
- Knitwear Design
- Leather Design
- Accessory Design
- Jewellery Design
- Fashion Styling and Image Design

Communication Design

- User Experience Design
- Graphic Design
- Communication Design
- Fashion Communication
- Animation & Visual Effects
- Animation Film Design
- Film & Video Communication
- Digital Video Production
- Mass Communication
- Fashion Media
- Photography

Industrial Design

- Ceramic & Glass Design
- Spatial Design
- Retail & Exhibition Design
- Transportation Design
- Product Design
- Product & Interface Design
- Interior Design
- Furniture & Space Design
- Toy & Game Design
- Automobile Interior Design
- Sports Equipment Design

Environmental Design

- Architecture
- Town Planning
- Civil Construction
- Urban Design

Management & Technology

- Fashion Marketing & Management
- Fashion Retail Management
- Fashion Business Management
- Bachelor of Fashion Technology (B.F. Tech)

National Institute of Design (NID)

NID Entrance Exam 2023 - NID DAT 2023 Prelims on January 8, 2022.

Design Aptitude Test (DAT) is a two-tier process

- 1) Candidates first appear in **DAT Prelims**,
- 2) Shortlist candidates have to next appear in **DAT Mains**.

The DAT Prelims question paper will have two parts - Aptitude (30% weightage) and Design (70%).

The Aptitude part will contain questions on **Quantitative Aptitude, Logical Reasoning, GK and Current Affairs, and English**.

Studio Test (M.Des candidates also need to appear in a Personal Interview).

B.Des: 425 seats

M.Des: 347 seats

NID (Ahmedabad-Bangalore-Gandhinagar)

Animation Film Design

Film & Video Communication

Product Design

Exhibition Design

Ceramic & Glass Design

Furniture & Interior Design

Textile Design

Graphic Design

Toy and Game

Transportation and Automobile

Design

Universal Design

Design for Retail Experience

Strategic Design Management

Interaction Design

Information Design

Game Design

New Media Design

NID Ahmedabad Bangalore Gandhinagar	128 seats Bdes 275 seats M Des
NID Bhopal	86 B Des
NID Vijayawada	75 B Des
NID Kurushetra	75 B Des

National Institute of Fashion Technology (NIFT)

B.Des and M.Des courses :

General Ability Test (GAT) : Computer-Based Test

Creative Ability Test (CAT) : Pen-paper mode

Exam will be conducted in two stages:

1. Stage 1 - Written tests (GAT and CAT)
2. Stage 2 - Situation Test(B. Des)/ GDPI (M. Des)

The question paper will be available in English language only.

18 participating NIFTs : **5, 199 seats.**

National Institute of Fashion Technology (NIFT)

List of UG Programs

- B.Des. (Fashion Design)
- B.Des. (Leather Design)
- B.Des. (Accessory Design)
- B.Des. (Textile Design)
- B.Des. (Knitwear Design)
- B.Des. (Fashion Communication)
- B.FTech. (Apparel Production)

List of PG Programs

- M.Des. (Master of Design)
- M.F.M. (Master of Fashion Management)
- M.FTech. (Master of Fashion Technology)

Industrial Design Centre (IDC) IIT Bombay

Bachelor of Design (B.Des)

UCEED B.Des /CEED M.Des/Phd : B.Des at IIT Bombay, IIT Guwahati, IIT Hyderabad or IIITDM Jabalpur

Seats 115

Industrial Design Centre IDC

Industrial Design,

Visual Communication,

Animation Design,

Interaction Design & Mobility and Vehicle Design

Other Design Colleges - Not in accordance to any ranking

Symbiosis

UPES

MIT-ID

IICD

DJ Academy

Pearl Academy

Anant University

UID

Nirma

WUD

JKLU

The Design Village

PREPARATION

I. DRAWING

II. COMPOSITION

III. COLOR

IV. MATERIAL SKILLS : MULTI MATERIAL MODEL MAKING

V. GK AND CURRENT AFFAIRS

Indian Art & Craft, Culture, People, History

VI. PREVIOUS YEAR QUESTION PAPERS

VII. PORTFOLIO

DRAWING

A. FREEHAND SKETCHING

Straight lines, Circles, Figure of 8,

Light to Dark control,

Thick to Thin Line Control

B. HUMAN, ANIMAL PLANT FORM

Life sketching: Pose and draw.

Gesture drawing

Expressions

Body weight and balance

Relative Proportions

Shading and rendering

Observe texture and forms

C. ANALYTICAL DRAWING

Orthographic drawing: Front, Side, Top views of an actual object

Isometric Drawing: simple ribbon, and 3D polygon in Iso , real life object in Iso

Object drawing,

Exploded views

D. PERSPECTIVE DRAWING

Simple geometry in 1-point, 2-point and 3-point perspective

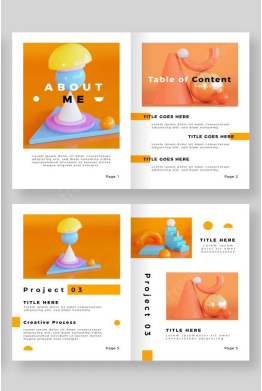
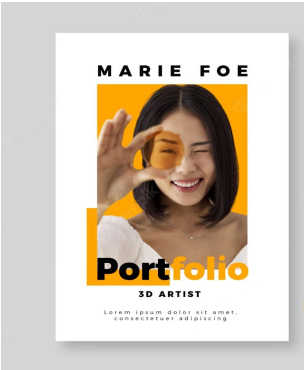
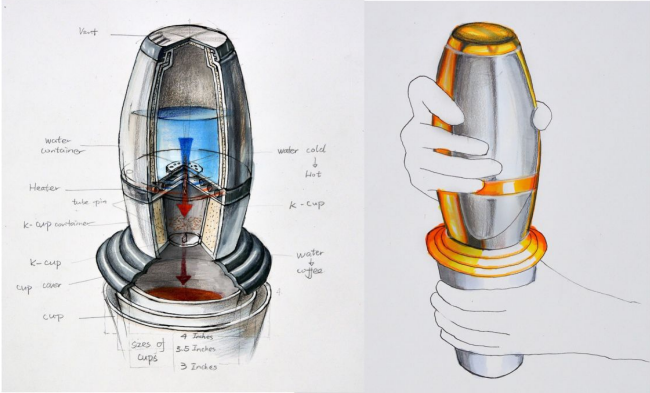
Life sketching in perspective

Scenario building in perspective

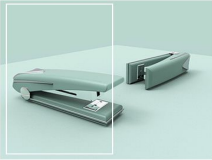
E. OBSERVATION SKILLS

Note surroundings, objects, details

PORTFOLIO



FORM SEMANTICS



RETRO

The design of this stapler has connotations of elements which leads to the formation of a retro stapler being inspired by an ambassador.

COLOR
Tiffany Blue

TRIM

Clean, elegant and minimal are the characteristics that define a trim design. This has been inspired by the tailored outdress.

COLOR
Sage Green



Graphic Design and Visual Communication







Details of the new Logo.



Dynamische Kopfform



Feine Kreislücke



Gerade Kopffeder



Geöffnete Schwinge



Aa

Aa

Lufthansa Head Bold

ABCDEFGHIJKLMN	12345
OPQRSTUVWXYZÄÖÜß	67890
abcdefghijklmnopqrstuvwxyz	&%\$€
opqrstuvwxyzäöüß	.,!/?=)(/

Lufthansa Head Light

ABCDEFGHIJKLMN	12345
OPQRSTUVWXYZÄÖÜß	67890
abcdefghijklmnopqrstuvwxyz	&%\$€
opqrstuvwxyzäöüß	.,!/?=)(/

Notes/sources:

[1] [2] I used the first 5,000 words for 7 of Shakespeare's works;

(1)(2) I used the first 5,000 words for 7 of Shakespeare's works: Hamlet, Romeo and Juliet, Othello, Macbeth, As You Like It, Winter's Tale, and Troilus and Cressida. For Melville, I used the first 35,000 words of Moby Dick.

This data viz uses code by Amelia Bellamy-Royds in this isfiddle

Satori Graphics

Id

**MAGAZINE
DESIGN
ADOBE
INDESIGN**

Can you recall your first moments film making? What brought them about? What did you film for the first pieces you created?

I was in the lower hamlets summer uni course doing film production and our goal was to create a short film. Everyone was 14/15 at the time and we didn't know what we were doing so the production was rather unorganised and the final product was terrible. But it gave me a good sense of what

thing and editing was like and that's my origin story. From there I was always writing stories and also my mum got a DSLR camera, so I was doing photography from when I was right up until I was 17. I started my own YouTube, started doing music videos and that's where my experience for editing comes from.

What lessons did you learn have helped shape you as a maker today

I learned that you have to be more than any one role. You can not be just a director, or just a writer. To get the best out of life, you have to be able to do multiple things: editing, directing, writing, cinematography etc. It's better to be self-sufficient (even though harder) than to rely on people. A job that does not fit your style

What do you
change in
industry?

More creative
seeing from
selling drugs

on the road
annoying a
like this be
black youth
to strive for
more little
that's all it
there isn't
taken on the
very much
evolve and

By big problems
writing/directing
track record
telling. We
be from a

the brave
shoes are
America an
very small
could argue
40 best sho
moment. Th
aim, to be a
content tha
in film and

What are you doing to help these changes?

I'm creating content I would
like to create and at a fast rate.
I'm always putting out new

work every month, new films, new trailers and it's always work created from my own imagination. I'm collaborating with other writers, always bringing a young aspiring director to the sets and I think that's important. I don't want to be sitting in a room 10 years now being told that I have

ent for a 1x show like *Dr. Who*. A dull drama about British people with too much money and no imagination. We need more shows like *misfits* and *youngers* but more interesting storyline.



VISUALS

...not already are all of the biggest
...to be able to do it. I think it's
... Why do you even think
... what he's pushing for
... a mission? Are you

OWN
MEASURES
OF
SUCCESS;
MINE IS
USING
MY ART TO
CONNECT
WITH
PEOPLE
ACROSS THE
WORLD"

-LYKZ

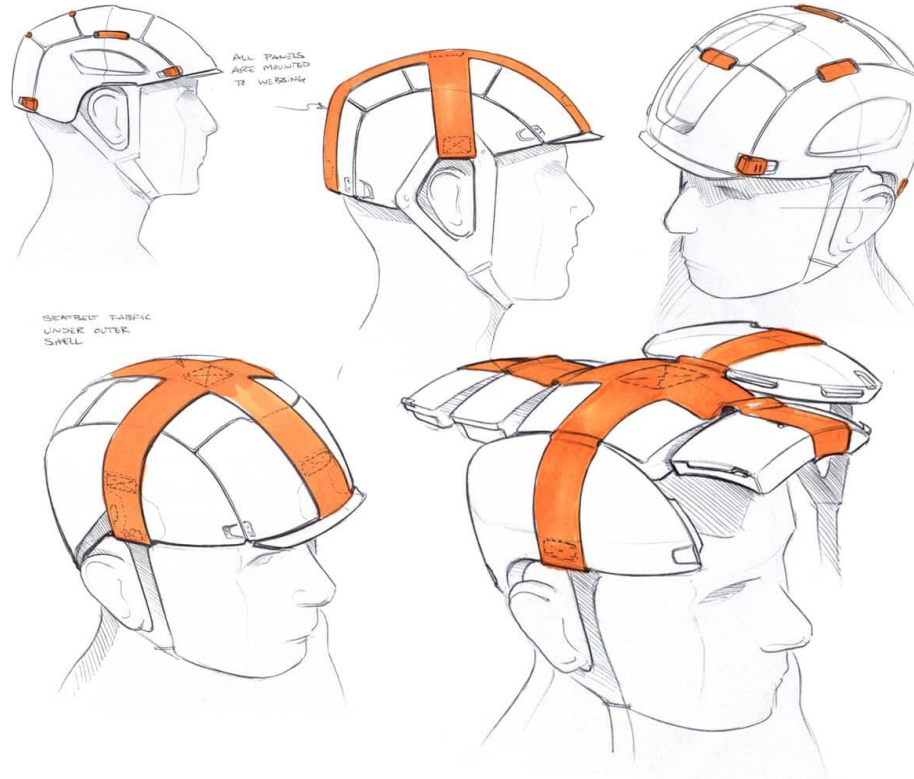
Packaging Design



Signage Design



Product Design & Industrial Design









About



Polygons | The Flat 4-in-1 Measuring Spoon

[Project We Love](#)[Wilmington, DE](#)[Product Design](#)**\$1,022,120**

pledged of \$10,000 goal

36,863

backers



3000 years ago



yesterday



NOW

Support

Pledge US\$ 5 or more

Our Gratitude

...and a virtual high five!
We'll keep you updated with the journey
and all the developments of the greatest
spoon ever!

ESTIMATED DELIVERY

Nov 2017

30 backers

Pledge US\$ 12 or more

1 set of Polygons (CHEAPER
SHIPPING)

This is the latest pledge tier with the
revised cheaper shipping rates

You will receive 1 set of Polygons spoons

INCLUDES:

- Polygons Tablespoon
- Polygons Teaspoon

ESTIMATED DELIVERY

Jan 2017

SHIPS TO

Anywhere in the
world

16,784 backers

Transportation Design

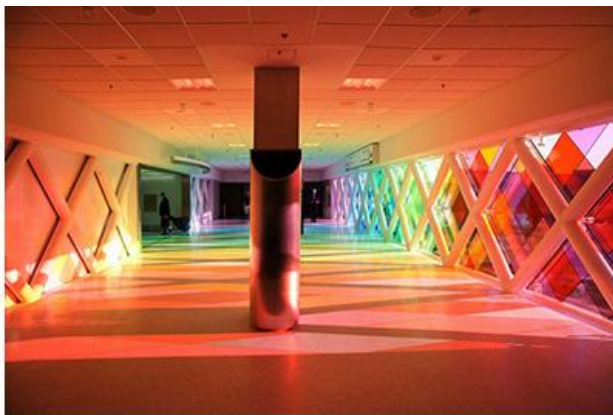


Furniture Design



Glass and Ceramics





Fashion, Apparel and Textiles





Functional Apparel :



Tech. Integrated & Material Innovation



UX

&

UI

DESIGN



Interaction Design



Technical Jobs in the Video Game Industry



Game Designers

Visual or creative vision and design of a video game. Typically in the form of sketches, concept art, animations, or storyboards.



Computer Programmers



Animators



Software Developers



Audio Engineers

Architecture : CEPT , SPA, IIT, NIT, others.





Indian Spaceship Designer : Sushmita Mohanty



WWW.GAURAVJUYAL.COM

talk@gauravjuyal.com