



# Design & Innovation Center







### Chairman's Message

We have been associated with Education institutes with a history of more than 50 years. Over the years we have covered many areas of education and age groups, providing formal and all rounded education to students from various social backgrounds. Our aim is to continue expanding our bouquet of institutions year on year.

Looking at the global scenario, today those countries with good design have been able to cross more continents than those who worry little about how a product or

service functions or looks, therefore it is important to nurture these skills of our next generation and bring them to a global level.

With Khyati School of Design we wish to deliver well rounded designers, who will specialize in a particular area of design, and yet are able to come up with easy, user friendly, trendy and classic solutions, aware of national sensibilities and global expectations.

Come enlighten your future and become a part of the Khyati family.

- Kartik Patel



# Khyati Foundation

Nurturing education since 50 years



Khyati Foundation is an umbrella organization with education at its core and has been fostering institutes since more than 50 years.

Our bouquet of institutions provides education from KG to PG under one banner providing seamless education from basic schooling to professional and vocational courses, at diploma and degree level.

Currently our institutes include Khyati Institute of Integrated Law, Institute of Science, School of Nursing, College of Nursing, College of Physiotherapy, Institute of Valuation and School of Design. These campuses are spread over various locations in and around Ahmedabad, and are friendly, green and environmentally conscious spaces that provide an uncluttered ambience for learning.

We provide extracurricular activities to ensure students develop a wholesome education, not limiting them to activities on campus but also taking them on field trips, industrial visits, trade fairs and inter institutional competitions within the city, state, country and beyond. therefore our campuses provide bus services, hostel facilities, specialized laboratories, audio visual facilities, communication skills and library.



Extra-curricular,  
Co-curricular and  
Athletic opportunities  
apart from Academics

Sports,  
Cultural Events,  
Music Festivals,  
Craft Workshops,  
Industry Visits

Campus  
Life



Interaction with  
students from all  
over the country  
with diverse ethnic  
and religious  
backgrounds



## About KSD



Design is the emerging professional domain that students can choose. On the other hand the Indian consumer is becoming more aware and demanding of well designed, quality products & services that are user friendly.

Considering this, Khyati School of Design has been set up to provide quality education to aspiring designers. Set in a green campus, specially designed for design learning, to hone the senses, Khyati School of Design will look at global trends in teaching methods and curricula and apply localized versions of the same. Our faculty is experienced with several years in design education and professional fields. They are well travelled and exposed to the ways of the world and keep abreast with current educational trends as well as industry requirements. We believe in promoting inter-disciplinary and experiential learning and therefore will provide many opportunities for exposure on a real-time basis by encouraging participation in activities beyond the class room.

Design is applicable to every area of society and life. At Khyati School of Design we offer design courses in Visual Communication, Industrial Product, Interior & Furniture, Fashion & Costume and Lifestyle Accessory. Ensuring our students future, the school will actively build networks with Industry associations, design studios and companies paving the way for mutually beneficial placements.



B.Des. / M.Des.  
affiliation With  
State Owned  
University  
Hemchandracharya  
North Gujarat  
University  
(HNGU)

“  
WHY  
STUDY  
AT  
KSD  
”



Global curriculum,  
Local teaching  
methods

Workshops and  
Industrial Visits  
from 1<sup>st</sup> year

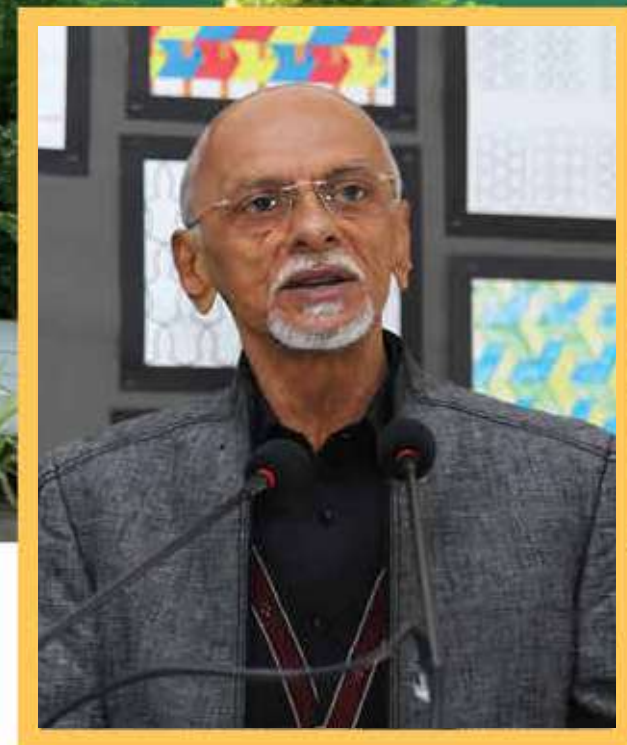


Overall  
personality  
development  
with inputs in  
language and  
soft skills



“  
Qualitative Teaching,  
not Quantitative  
10:1 Student - Faculty  
Ratio  
”





### Dean's Message

It is indeed a privilege to be able to steer the future of many young people in the creative world. I am committed to share with the management and my faculty / colleagues a long journey where we together ring in a new era for design education in India.

Design is a way of life to be fully explored with all 5 senses and 6 emotions, guiding

the young minds to creatively solve design problems and build a beautiful, aesthetic and functional future.

If you have butterflies in your tummy when you see beauty, know that you are a creative person with your right brain in overdrive, you belong to a community of people with wild ideas and simple solutions. To pursue this dream, you are welcome to join us at Khyati School of Design.

- Pankaj Patel



## Faculty & Mentors



### Prof. Pankaj Patel

Academic Dean  
NID 1971 - 76  
Industrial Design with specialization in Textiles  
40 years in Design Thinking & Management



### Sadasivan Iyer

Post Graduate in Plastic Engineering  
Faculty & Program Head in Product Design, NID  
Senior Faculty at NIFT Gaandhinagar  
30+ years in managing Technical Education in various states of India



### Vasav Bhatt

Architect - CEPT 1997  
Practicing Architect  
Visiting Faculty at Anant, CEPT and other institutes



### Aastha Gohil Quetel

Graduate Diploma in Film & Video Communication Design, NID - 2009  
Master in Screenwriting, Edinburgh, UK-2013  
Film maker & Academician with 10 years of industry experience nationally as well as internationally former senior writer for IBD Percept



### Sweta Dalal

Bachelors in Fashion & Lifestyle Accessory Design, National Institute of Fashion Technology, 2004 - 08  
Program Co-ordinator - Lifestyle & Accessory Design Department, UID Gandhinagar  
Empaneled Accessory Designer at Office of DC(Handicrafts), New Delhi



### Ranjeet Kumar

Fashion & Lifestyle Accessory Design, National Institute of Fashion Technology, 2004 - 08  
Visiting Faculty at NIFT, UID and other institutes.  
Proprietor at Mankey Films Pvt. Ltd. for



### Ritesh Singh

Fashion & Textile Design, National Institute of Fashion Technology, 2006- 10  
Founder & Design Head - Woven Tales  
Lead Designer at "Gurjari" (Govt. Of Gujarat)



### Vijay Tiwari

Bachelors in Textile Design,  
National Institute of Fashion Technology, 2004 - 08  
Senior Fashion Designer, Chhaya mehra, Noida  
Fashion & Textile Faculty, Ruchi's Institute of Creative Arts, Allahabad

## Faculty & Mentors



### Shalini Kumari

Interior & Lifestyle, Post Graduate in Ceramic and Glass Design from NID  
Bachelors in Fashion & Textile Design, NIFT, 2010-2014  
6 years of experience in Interior & Lifestyle



### Vidhi Patel

M.Sc. in Animation, Gujarat University  
Award winning documentary short films "Vama" & "Mujhe Ek Baar Phir Se School Jana Hain"  
8+ Years of Industry as well as Academic Experience  
Worked as branding designer, graphic designer and motion graphic designer



### Ajay Kannaujiya

Graduate Diploma Programme in Design, NID 2009-13  
Animation & Film Designer  
Director & Editor of Award-winning documentary "Ghumantu" (2013),  
fiction film "Toba Tek Singh" & documentary "Natu Mistry - Ek Dhun" (2012)



### Himanshu Desai

MA Creative Practices for Narrative Environments, Central Saint Martin's College of Art and Design,  
University of the Arts, London, UK  
Design Professional & Consultant  
Visiting faculty at NID, PDPU & other Universities



### Parvati Modi

Post Graduate in Apparel Design & Merchandising, NID  
Senior Designer, Raheja Tex Fab Pvt Ltd  
Designer, Bharat Silks, Bangalore  
Fashion Faculty, Skyblue Design Institute



### Paul David Martin

Fashion Photographer & Stylist



### Aditya Shahakar

Masters in Design, SPA Delhi 2018  
Design Patent (Hydration System for High Latitude Mountaineers) Pepsico, Mountain dew  
Design Patent (Traffic shed In Hot areas) & Lead Experience Designer, Infosys  
Project Lead - Microsoft Employee experience design, DP world Logistics platforms



### Kalyani D

Masters of Design, NIFT, Delhi  
Ministry of Textiles, Head Quarters, New Delhi - Project Officer  
for Cluster of Kinnhal Craft of North Karnataka.  
Won Award For Best Innovative Handicraft Project from Ministry of Textiles, Central Government, 2019





**Bachelor Degree (BDes)**  
**Fashion & Costume Design**  
 Duration : 4 Years



## Fashion & Costume Design

4 years Duration ( 8 Semesters fulltime study program )

Understanding fabric, textiles in relation with human proportions is a prerequisite for any fashion designer. Designing for the seasons, keeping the cultural context and climatic conditions in mind, and using the right fibre for the occasion ensures wearable and comfortable clothing.

Fashion and Costume requires knowledge of fabrics, hand and machine manufactured techniques, weaves and printing, handcrafted and machine produced. Natural fibre and dyes knowledge as well as technical and smart fabrics, modern printing methods are introduced to the students. Embellishing of clothes and couture, introduction to embroidery styles and methods will also be taught by bringing them in contact with masters and living legends of the field.



## Highlights of the program

- Fashion Design Fundamentals
- Fashion Photography
- Humanities & Design
- History of Fashion Evolution & Trends
- Makeup & Styling
- Media & Fashion PR
- Fashion Marketing
- Design Criticism
- Fabric Sciences
- Fashion Production
- Event Planning & Theme Design
- Boutique & Management Practices
- Traditional Textile





## Bachelor Degree (BDes) Lifestyle Accessory Design

Duration : 4 Years



## Lifestyle Accessory Design

4 years Duration ( 8 Semesters fulltime study program )

Lifestyle Accessory Design is a unique degree program offered by Khyati School of Design. It has a well-articulated curriculum that encompasses an entire range of lifestyle accessories like Jewelry, Handbags, Footwear, Timewear, Eyewear, Interior Accessories, Handicrafts, Playful Accessories and Visual Merchandising.

Way of life - manner of living. The style in which a person or groups of people pursue their life is known as lifestyle. There are many factors like attitude, habits, economic level, moral values, interests etc., that influence an individual's lifestyle.

Products that are designed to appeal to a consumer by association with a desirable lifestyle.

The course structure has been premeditated in such a manner that it develops cohesive proficiency in problem solving, design process, manufacturing processes, user - centricity, fashion forecasting & trend studies, marketing & management in the domain of lifestyle accessories.



## Highlights of the program

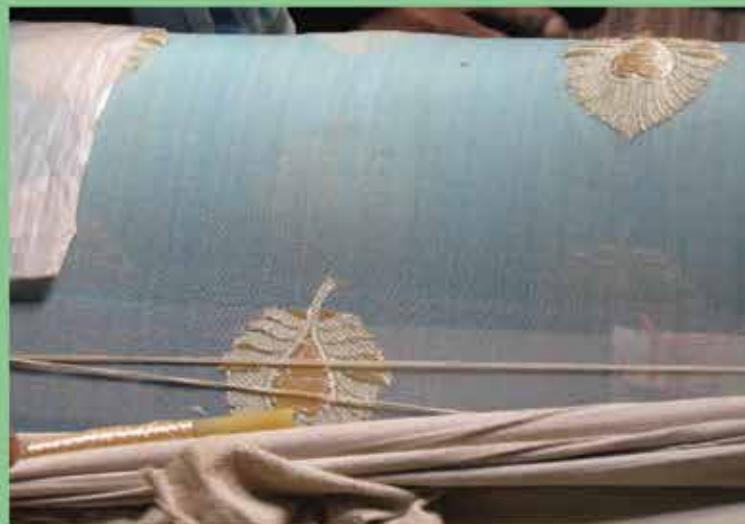
- Sketching & Rendering
- Digital Drawing
- Form Semantics
- Materials, Processes & Techniques
- Craft Studies
- Visualization Skills
- History
- Fashion Forecasting & Trend Analysis
- Photography & Product Styling
- Kinematics
- Packaging
- Brand Identity
- Anthropometry & Ergonomics
- Corporate Gifting Accessories





## Bachelor Degree (BDes) Textile Design

Duration : 4 Years



## Textile Design

4 years Duration ( 8 Semesters fulltime study program )

Food, shelter and clothing are the basic needs of everyone. Clothing is made from textiles and our homes are made more comfortable and attractive by the use of textiles.

Textiles have such an important bearing in our daily lives that everyone needs to know something about them. From the earliest times, people have used textiles of various types for covering or modesty, warmth, personal adornment, to display personal wealth and even for biomedical and technical purpose.

Textiles span everything from design for fashion and interiors, to industrial products and gallery exhibitions.

At Khyati School of Design, the Textile Design curriculum is designed to immerse yourself in the study of the structure, color, and patterning of cloth through imagery development, dyeing, repeat pattern design, textile construction and surface embellishment.

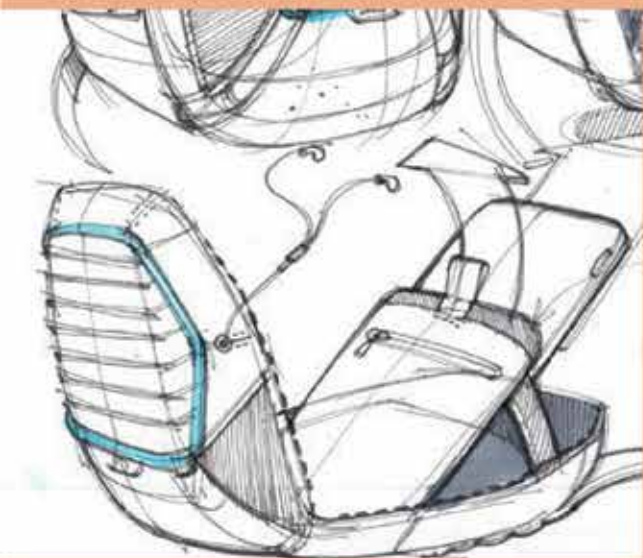
We prepare you for the rapidly evolving world and develop your own research and design approaches and push the boundaries of current textile practice. Skilled innovators will always have the edge.



## Highlights of the program

- Fiber to Fabric
- Fabric Structure
- Weaving
- Printing
- Dyeing
- Surface Embellishment
- CAD for Textiles
- Traditional Textiles
- Craft Research
- Fabric Quality
- Pattern Making
- Entrepreneurship Management
- Sustainable Design
- Styling
- Home Furnishing
- Dobby & Jacquard
- Industrial Training





## Bachelor Degree (BDes) Industrial Product Design

Duration : 4 Years



## Industrial Product Design

4 years Duration ( 8 Semesters fulltime study program )

A product designer must have excellent interpersonal skills to unearth the need of certain products. Being able to think strategically & analytical skills are prerequisite for problem solving. Integration of technology, electronics and engineering is required for many household and industrial products.

Products today have to meet many requirements and compliances. They must be energy efficient which goes without saying, they should be sustainable, comply with evolving environmental norms which is possible when the lifecycle assessment is carried out to determine their reusability and recyclability. Systems thinking, ergonomics, inclusivity for all kinds of users yet aesthetically appealing and cost effective in use of materials and technology are the inputs that a future Industrial / Product designer is expected to bring to the table by default.

To achieve this level, it is imperative that the methodology is as hands on as possible, exposure to processes and development, involving inter-disciplinary teams working simultaneously to achieve the best results will be encouraged.



## Highlights of the program

- Product Design Fundamentals
- Photography
- Humanities & Design
- Materials & Processes
- History of Industrial Design
- Anthropometry & Ergonomics
- CAD & Digital Rendering WACOM
- Manufacturing Processes
- Package Designing
- Design Ethnology
- Sustainable - Green Design
- Creative Intervention
- Product Innovation & Patenting





## Bachelor Degree (BDes) Visual Communication

Duration : 4 Years



## Visual Communication

4 years Duration ( 8 Semesters fulltime study program )

Visual Communication entails aspects of audio visual forms of communication; including Graphic design, Film media, animation, print technology, typography, font design, packaging, etc. The course enables students to understand, conceptualize and execute projects and campaigns for promotional activities or to tell stories. Information technology encourages the exploration in the field of computer graphics, multimedia and web design. Students are trained to use their senses to create aesthetical sensible and meaningful designs for the chosen media.

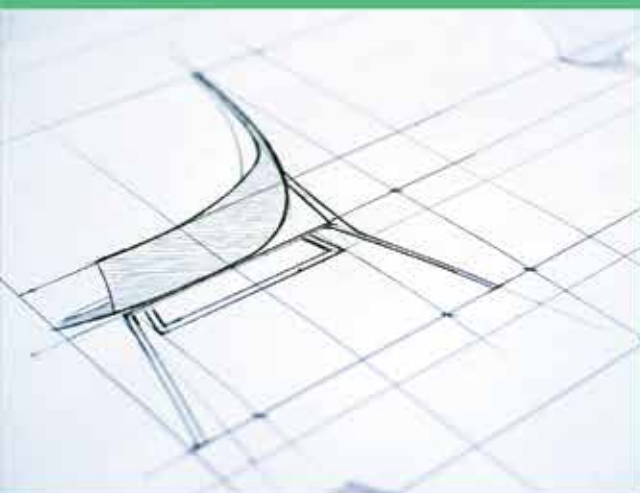
Digital technology has changed the way we perceive the world and is an integral part of the course delivery. The combination of art, science and technology has transformed human experience. Blogs, Social Media, Virtual Reality, Gaming and other online content have changed the way we communicate across cultural and geographical lines. Government, business, industry, marketing, branding, everyone is using this mode of visual communication that is a mix of graphic, film, typography and print. The input in Multi-Media provide the students new challenges with technological advancements in the field of Visual Communication.



## Highlights of the program

- Information Graphics
- Photography
- Instructional Design
- Copy, Storytelling & Scriptwriting
- Content Strategy
- Virtual Reality
- Typography
- Interactive Workshops
- Animation
- Documentary & Feature Films
- Editing & Production
- Print & Packaging
- Advertising & Social Media
- Signage & Exhibition
- Brand Identity Design
- Broadcast Graphics & Film Titles
- Marketing Communications
- Interactive Workshops





## Bachelor Degree (BDes) Interior & Furniture Design

Duration : 4 Years



## Interior & Furniture Design

4 years Duration ( 8 Semesters fulltime study program )

A good interior designer has to be in tune with their client. Without understanding the need, purpose, context and personal preferences of an individual or a group of persons, it is just another space. Therefore the focus at Khyati School of Design will be to first expose the students to understand human psychology, sociology and anthropology & then exposure to the elements like space, colour, furniture, light, texture, services, etc.

The goal here is not to be excellent craftsmen/women, but to be excellent designers who design using their senses and create livable and working spaces for the senses. Comfortable, ergonomic, economical in use and maintenance a place where one can find solace from the chaos of the outer world. Observation skills will be honed, empathy towards others in tandem with one's own sensibilities and understanding of design and aesthetics. The preparation of a brief will be central to the process employed. General knowledge about lifestyles in various parts of world, sound and light response to space and moods. The method of education will be hands on and experiential, learning by doing.



## Highlights of the program

- History of Craft, Art & Architecture
- Heritage & Conservation Studies
- Craft Techniques
- Exploring & Application of Materials
- Anthropometry & Ergonomics
- Drawing & Visualization
- Public, Private & Personal Spaces
- Exhibition spaces
- Corporate spaces
- Conceptualization
- 3D Software
- RSP & Industrial Design





## Master Degree (M.Des.) Fashion & Styling

Duration : 2 Years



## Fashion and Styling

2 years Duration (4 Semesters fulltime study & research program)

Fashion Clothing is exploring fabric, textile and patterns creatively merged with silhouette and image makeover. Understanding human proportions to create charismatic wearable, add to the confidence and personality of an individual. Fashion and styling serves a step above to understand add on values to wearable clothing. Appreciating & utilizing craft or curating fashion shows. Creating a brand new garment to convert it into a theme based professional photo-shoot to boost the Fashion as a brand or a statement.

Previous decade's turn was textile and fashion which has emerged today as fashion and styling, thus styling is an equally important element to complement the value of fashion clothing.

This course gives a holistic understanding of the fashion world & styling. It not only trains you to understand the pulse of ever changing trends & styles but gives you a personalized mentoring from industry experts and gives a unique research scholarship opportunity right from the first year till the end of the course.



## Highlights of the program

- History of fashion and styling
- Photography
- Elements of fashion
- Red carpet styling
- Costume design project
- Retail design
- Window display design
- Fashion accessory design
- Personal styling
- Image makeover
- Commercial styling
- Latest Trends
- Fashion psychology
- Fashion forecasting
- Fashion marketing
- Internship & Placements





## Master Degree (M.Des.) User Experience Design

Duration : 2 Years



## User Experience Design

### 2 years Duration (4 Semesters fulltime study & research program)

Our Masters of design in User Experience (UI-UX) program is a unique collaboration with India's leading UX Design and thinking organization, IMAGINXP. UX design is the process of creating digital products by focusing on meaningful and personal experiences. This program is crafted to provide education in design and technology to bring out easy to use and simple products.

Smart digital aided products from small echo dot to digitally driven Tesla cars are the best examples of the perfect blend of Ux Designers Performing as important team players in any smart products industry today.

UI-UX Designers with a focus on digitalization and digitally smart products are employed by all industry segments including leading IT services, solutions, product and consulting organizations, financial services, banking, insurance media, education and hospitality. Along with a holistic training this program gives an advantageous opportunity to get hands on mentoring by industry experts with assured participation in live projects. It also offers a very unique research scholarship right from the first year till the end of the course.



### Highlights of the program

- History of User experience
- Fundamentals of Design
- Design Thinking & Innovation
- Evolution of UX
- Cognitive Design & Ethnography
- UX Design
- Information & Data study
- Digital Experience Strategy
- User interface Design
- Interaction & UI Design
- Customer experience & survey
- UX Design for upcoming technologies
- Omnipresent & customer experience
- Service design & enterprise UX
- Internship & Placement
- Imagin 6D UX Process

Industry &  
Knowledge  
Partner







**Master Degree (M.Des.)**

## **Interior & Spatial Design**

**Duration : 2 Years**



## **Interior & Spatial Design**

**2 years Duration (4 Semesters fulltime study & research program)**

This program aims at training professionals to be able to efficiently deal with a collaborative synthesis of age old historic skills and knowledge with the experimental spatial practice. This unique approach aims to mould the coming generation to efficiently create across the disciplines.

Interior & Spatial Design program takes you beyond the interior spaces, which includes megamalls, exhibitions as well as small concept cabins of retails outlets.

This exceptional opportunity not only provides the key interior and spatial design training but gives an advantageous opportunity to get hands on mentoring by industry experts with a chance of participation in live projects and exhibitions. It also offers a very unique research scholarship right from the first year till the end of the course.



## **Highlights of the program**

- History of interior and spaces
- Photography
- CAD
- Concept development
- Execution management
- Design for living spaces
- Design for commercial spaces
- Exhibition and display design
- Interactive workshops
- Live Sight visits
- Internship & Placements
- Human Anthropology
- Design construction & Detailing
- Design thinking & Management



# FACILITIES



Design Studio  
Workshop  
Cafeteria  
Hostel  
Sports Ground  
Pick-up & Drop  
Computer Lab



Khyati School of Design is located away from the disturbances of the city in a green, self-contained campus in Rancharda, Ahmedabad. Ahmedabad is one of the emerging education hubs of India. The institute has on-campus and off-campus hostel facilities with separate wings for girls and boys. The canteen is located on campus & serves homely, multi-cuisine food.

## Eligibility

Bachelor Degree Course from any Recognized University

## Admission Procedure



## Hostel Facility

AC / Non AC Accommodation  
Twin Sharing Accommodation  
Canteen Facility







## DESIGN THINKING & WORKSHOPS



Khyati School of Design has been set up to provide quality education to design aspirants. We believe in inter-disciplinary and experiential learning and therefore, provide many opportunities for exposure on a real-time basis by encouraging activities beyond the classroom.

Khyati School of Design will look at global trends in teaching methods and curricula and apply them in localized versions. Our faculty team is experienced with several years in education and professional fields. They are well travelled and abreast with current educational trends as well as industry requirements.





**Craft Workshops**  
with specialized mentors and artisans from all over the country.

“  
I learnt many techniques from this workshop & making my own jewellery was the best part.  
-Riddhi Thakor,  
Jewellery Smithing Summer Workshop  
”



**Lino Printing**



**Tie & Dye Hands-on Workshop**



“  
The artisans & faculty were extremely skilled & knowledgeable which made the workshop very insightful.  
-Tanisha, Cane & Bamboo Summer Workshop  
”





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Ahmedabad, Gujarat-382115

Social Media presence

