

Parul[®]
University
Vadodara, Gujarat

They Say,

**EVERY
GREAT
DESIGN
BEGINS
WITH AN
EVEN
GREATER
STORY!**



Tell yours while you
**EXPLORE, EXPERIMENT,
EXPERIENCE AT**



**PARUL
INSTITUTE OF
DESIGN**

Our Goal:

NEW-AGE CREATORS FOR A BETTER TOMORROW

As digital transformation revolutionizes every vertical in the business environment, it has become essential to focus on **leveraging the power of technology** and design to bridge the gap between consumers and the products. Over the last decade, **design has taken the front wheel** within every organization to ensure products are more accessible and customer-centric.

Design is simple. Designing is complicated. With the world of design continually evolving, it is imperative for the curriculum to be in tune with the skills and knowledge to meet the complex needs of the rapidly globalizing business world. At Parul Institute of Design (PID), we believe in creating the designers of tomorrow to script a future of creative design through our holistic and comprehensive learning approach.

The What?

A WORLD IN ITSELF.

Parul Institute of Design is a **state-of-the-art design institute** located in the green, vibrant and ever-evolving campus of Parul University. The institute offers an **avant-garde infrastructure**, top-notch facilities and resources, and top-of-the-line practical exposure with its **comprehensive curriculum**.

Awarded as the Best Designing Institute of the Year in 2022, Parul Institute of Design is among one of the most sought-after design institutes in the country. The Faculty of Design is composed of **expert professionals from premier design institutes such as National Institute of Design (NID) and National Institute of Fashion Technology (NIFT)** along with an advisory board made up of eminent personalities of the design, art, and fashion world.

THE WHAT, WHERE, AND WHY OF PARUL INSTITUTE OF DESIGN

The Why?

IT'S DIFFERENT HERE!

At PID, **innovation, imagination, and craftsmanship** converge to create a sustainable and vibrant learning environment giving a safe space for creativity to be nurtured and turning design into a way of life. The Faculty of Design is a place for **dreamers, thinkers, and makers** exploring creativity with no boundaries.

Students here progress through **phases of discovery and development through design thinking** which allows them to develop a mindset of growth to find better solutions and ways for a certain problem. Design thinking enables students to become more **optimistic, empathetic, and creative** to develop **futuristic solutions for complex problems**.

The Where?

IN THE CULTURAL CAPITAL OF GUJARAT.

Culture inspires design & art and design inspires a culture; they are intertwined. And these things come from being inspired. Being inspired leads to the creation of exceptionally unique and out-of-the-box designs and what better way to be inspired than the **culturally-rich city of Vadodra. Known as the Sanskari Nagari**, Vadodra is the cultural capital of Gujarat and has been home to eclectic architectural styles and is a prime example of design masterpieces spread across various timelines.



Pioneering Pathways,
Designing Futures!



PID is the **First Design
Institute in India** To Have a

**NAAC
GRADE A++**

By the National Assessment and Accreditation Council (NAAC)
Making it Among the **Top 1.2% Universities of India**

And To be

**RANKED AMONG
TOP 50 UNIVERSITIES IN
INDIA** Innovation Rankings 2023

National Institute Ranking Framework (NIRF),
Ministry of Education (MoE), Government of India.



The PID Advantage:



INFRASTRUCTURAL HAVEN

Dedicated studios and unique spaces to inspire.

HIGHLY INDIVIDUAL-DRIVEN

With a one-on-one mentoring approach, the spotlight is on 'you'.



MULTIDISCIPLINARY EXPERIENCE

Set in a cross-section of multiple academic disciplines.

INTERNATIONAL EXPOSURE

Global design learning through international learning opportunities.



LEARNING FROM THE EXPERTS

Top-notch faculty comprising professionals from NIDs, NIFTs, and premier design schools.

ADVANCED START-UP ECOSYSTEM

Excellent exposure to the world of entrepreneurship and innovation.



DESIGN REDESIGNS

The Way we
Communicate, Think, Process &
Understand Things

Inherently messy, ever-evolving, and potentially dynamic, design has the power to change the world through its meaningful and life-centric approach. To create, innovate, and bring new designs, the not-yet-existing designs, into the world, it is imperative for designers to understand the complexity of the world we live in. Design has the power to influence emotions and trigger responses and serve a purpose for everything in this world.

What PIP Aims to Do:

Foster an environment that encourages and promotes design thinking and creativity that enables students to create sustainable solutions for a harmonious and affordable lifestyle through expression of individuality, in turn promoting socio-cultural equality and a cordial world.

DESIGN BEYOND STANDARD TEACHING & LEARNING METHODS

Explore the Dynamic
World of Design

THROUGH OUR CURATED COURSES AND PATHWAYS

Exploring Self & Environment

- Connecting to Create
- Looking Within
- Acknowledging Design in the Environment

Unlearning For Better Learning

- Hands-on Experiential Learning
- Liberal Thought Conditioning

Designer

Creating For A Cause

- Indigenous Methods
- Rooted in Indian Craft Ecosystem
- Sustainable & Functional Design
- Impact that is Transformative

DESIGN BEYOND BOUNDARIES

OPEN
SPACES FOR
COLLABORATIVE
LEARNING

While art and design may be fundamentally different disciplines, their convergence results in a functionality and expressivity that breaks all the barriers. Art & design are important for communication and making sense of the world and that's why PID campus offers a space where design students can cohesively work together with fellow students from Fine Arts and Arts streams.



DESIGN BEYOND CLASSROOMS

EXPLORING POTENTIAL BEYOND CURRICULUM!

In a field as creative as design, it is imperative to go beyond academics when learning to enhance skills, boost creativity, and broaden perspectives and horizons. Co-curricular activities take students beyond the four walls of classrooms and give them an opportunity to hone their skills, build confidence, enhance their social and organizational skills, and learn new things that can change the way they think and view the world.

DESIGN BEYOND BOOKS

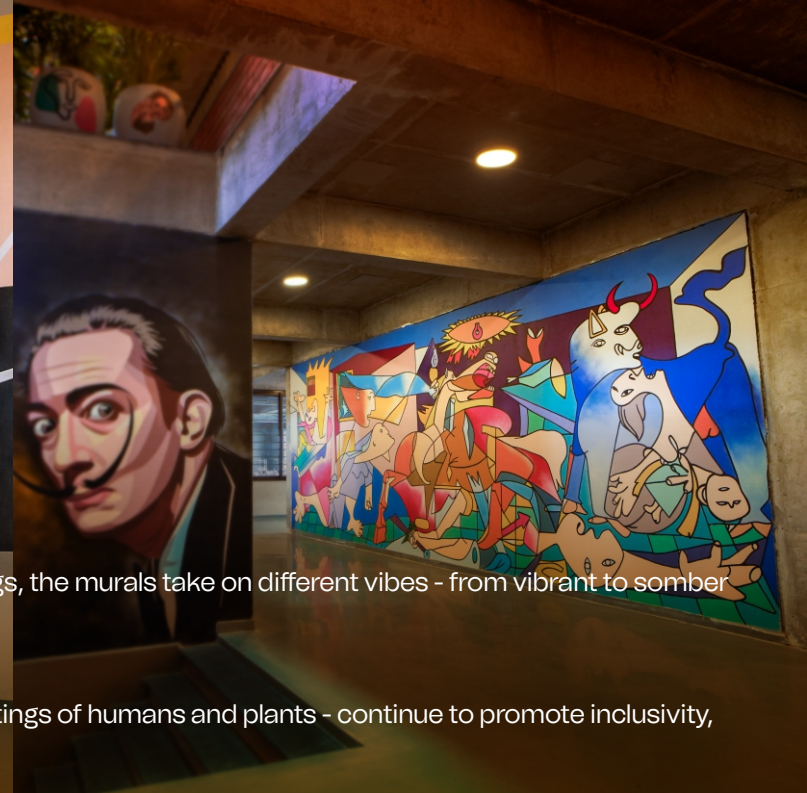
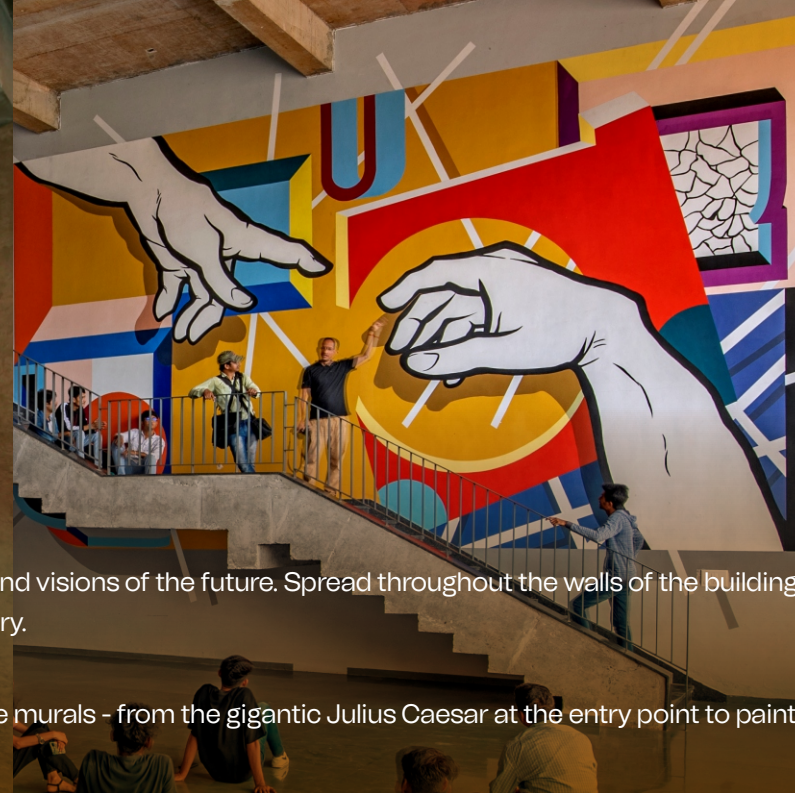
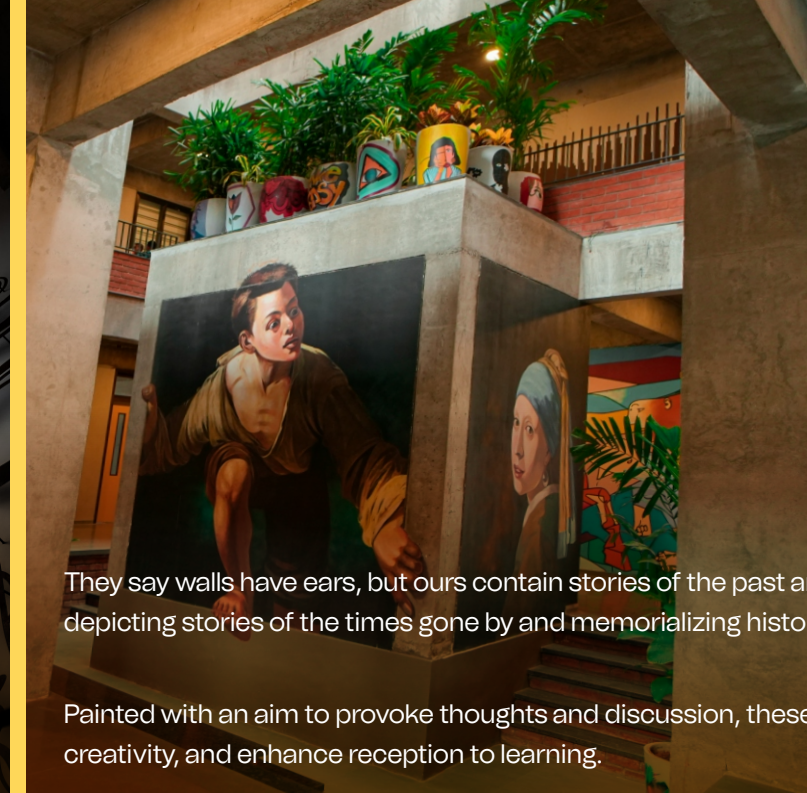
ENHANCING CREATIVITY THROUGH EXPERIENTIAL LEARNING!

Conceptual learning goes a long way as it allows students to first-hand experience creation and innovation. These hands-on workshops aim to inculcate a spirit of innovation, enhance their well-being, and promote awareness about traditional and contemporary design and art forms among them. In addition, these workshops allow them to learn new aspects, gain new perspectives, and understand different avenues of creation.



The Art of Learning THROUGH WORKSHOPS & SEMINARS

- VFX Shooting Techniques Workshop
- Ad Film Workshops
- Portfolio Making Workshop
- User Experience Workshop
- Lighting Techniques Workshop
- Fashionista Exhibition
- Sound Design Workshop
- International Animation Day Celebration
- Storytelling Through Proses Workshop
- Scrap Furniture Design Workshop
- Calligraphy Competition
- Pithora Painting Workshop
- Bamboo Workshop
- Storytelling Through Stop Motion
- Miniature Runway Show



They say walls have ears, but ours contain stories of the past and visions of the future. Spread throughout the walls of the buildings, the murals take on different vibes - from vibrant to somber depicting stories of the times gone by and memorializing history.

Painted with an aim to provoke thoughts and discussion, these murals - from the gigantic Julius Caesar at the entry point to paintings of humans and plants - continue to promote inclusivity, creativity, and enhance reception to learning.



DESIGNING CREATIVE FUTURES

THROUGH INNOVATIVE COURSES

PRODUCT
DESIGN



INTERIOR
DESIGN



FASHION
DESIGN



FILM
&
TV

VISUAL
COMMUNICATION



ANIMATION &
VFX



Diploma Courses

- Diploma in Design in **Product Design**
- Diploma in Design in **Fashion Design & Technology**
- Diploma in Design in **Interior & Furniture Design**
- Diploma in Design in **Visual Communication**

DIPLOMA IN DESIGN OPENS DOORS TO A WIDE RANGE OF CAREERS

- Illustrators
- Book Designers
- Advertising
- Web Designer
- Game Designer
- Graphic Designer
- UX/UI Designer
- Fashion Illustrator/Writer

Bachelor's Courses

- Bachelor of Design in **Product Design**
- Bachelor of Design in **Interior & Furniture Design**
- Bachelor of Design in **Fashion Design & Technology**
- Bachelor of Design in **Visual Communication**
- Bachelor of Science in **Animation & VFX**
- Bachelor of Science in **Film & TV Production**

BACHELOR OF DESIGN OPENS PATHWAYS TO DESIGN BRILLIANCE

- Graphic Designer
- Illustrator
- Textile Designers
- Costumer Designer
- Digital Media Designer
- Interior Designer
- Fashion Designer
- Design Manager



Master's Courses

- Master of Design in **Fashion Merchandising**
- Master of Design in **Building & Infrastructure**
- Master of Design in **Interior Design**

BEGIN A TRANSFORMATIVE CAREER JOURNEY WITH MASTERS OF DESIGN

- Virtual Merchandiser
- Interior Designer
- Communication Designer
- Industrial Designer
- Design Researcher
- Fashion Designer/Expert
- Fashion Consultant
- Visual Designer
- Product Designer Analyst





MODELS FLAUNTING THE **STUDENTS'** CREATION ON THE RAMP

GRADUATING STUDENTS' FASHION SHOW

Bhakti Kubavat
Celebrity Show-stopper

Shraddha Dangar
Celebrity Show-stopper

Netri Trivedi
Celebrity Show-stopper



Cultivating **Couture** At OUR TOP-NOTCH **FASHION DESIGNING FACILITIES**



GARMENT CONSTRUCTION LAB
Equipped with modern sewing machines, this lab allows students to develop their own creations through hands-on training on basic and advanced sewing techniques.



SEWING & PATTERN MAKING LAB
With state-of-the-art resources, students learn to create stylized patterns for beautiful garments.



DYEING AND PRINTING LAB
The most important part of the textile design studios, this lab enables students to gain hands-on training and insights into the various types of dyeing and printing techniques.



TEXTILE AND WEAVING LAB
A top-of-the-line studio, this lab provides students with resources to learn about the technical, practical, and fundamental aspects of weaving and learn about textile creation.



DRAPING LAB
Equipped with mannequins and dress forms, this lab is designed with a purpose of teaching students the art of draping, various styles of draping, and outfit customization.



GREEN ROOM STUDIO
This Green Room Studio is a creative space where students get the opportunity to learn about grooming, make-up, and outfit management and organization.

A Realm of **Innovation** At

OUR **INTERIOR DESIGN, PRODUCT DESIGN, & VISUAL LAB**



PAINTING STUDIO

This wonderful art studio equipped with paints, easels, and canvases aims to provide insights to students about different painting styles and allows them to express their emotions freely.



METAL WORKSHOP

Equipped with basic and advanced power tools, this lab allows students to create out-of-the-box products.



WOOD WORKSHOP

This workshop is equipped with advanced tools and workstations providing top-notch resources to the students to turn ordinary pieces of wood into extraordinary art.



LASER CUTTING LABORATORY

With state-of-the-art resources, students learn to create stylized patterns for beautiful garments.



CERAMIC STUDIO

Ceramic studio fosters a creative environment which allows students to create their own sculptures, traditional wall art, product design, and other artistic materials.



3D PRINTING LABORATORY

Equipped with state of the art 3D printers, this lab allows students to make 3-dimensional objects of their designs.



SOUND ROOM

Sound room/studio has been created specifically and dedicatedly for students learning sound engineering and film-making.



24 FRAMES (STUDIO)

A state-of-the-art studio equipped with green screen, advanced overhead lights, surround sound system, and a set, 24 Frames is made for students to express their creative skills.

Crafting **Illusions** At

OUR **VFX, ANIMATION, & FILM-MAKING** FACILITIES



EDITING STUDIO

Equipped with latest editing tools, equipment, and software, this lab taps into the creative potential of the aspiring filmmaking students.



SCREENING THEATER

A vast space for production, post-production, and distribution of the films and media curated by the students.



PHOTOGRAPHY STUDIO

Equipped with latest cameras, stunning lights, and aesthetic backdrops, this studio provides a vast space for filming, indoor photography, and other media production.



VFX STUDIO

This studio is equipped with the latest technology allowing students to create stunning visual effects for their films, commercials, and other media projects.

Learning from top Mentors who made waves in the world of art, design & Fashion

**MR. PRABHAS
CHANDRA PANDEY**

Delhi University

Specialization
ANIMATION & VFX



**MR. DEEPAK
VISHWAKARMA**

NID

Specialization
**SCULPTURE &
CERAMICS**

**MS. DHVANI
THAKKAR**

NIFT, MICA

Specialization
**FASHION
COMMUNICATION**



**MR. GOPALKRISHNA
VINAY PAI KANE**

Domus Academy,
Milan

Specialization
PRODUCT DESIGN



**MS. PALAK
PATEL**

NIFT, SOFT, Pune

Specialization
FASHION DESIGN



**ANUJ
SHARMA**

NID

Specialization
FASHION DESIGN



**AMRIN
KHAN**

NIFT

Specialization
FASHION DESIGN



**DR. BHAKTI
PATEL**

IIT Madras

Specialization
PRODUCT DESIGN



**MS. TARUNA
SHAIENDRA VASU**

NIFT

Specialization
FASHION DESIGN



**DR. MEHUL
GOR**

IIT Roorkee

Specialization
PRODUCT DESIGN

**DR. ANAND
JOSHI**

NIFT

Specialization
FASHION DESIGN



**DR. UNNATI
JOSHI**

IIT Roorkee

Specialization
PRODUCT DESIGN



**MR. SAMEER
BAKSHI**

NID

Specialization
PRODUCT DESIGN



**MS. DHARA VINOD
PARMAR**

NIFT

Specialization
**FASHION
MERCHANDIZING**



**MRS. KHUSHBU
PATEL**

CEPT, Politecnico
Di Milano

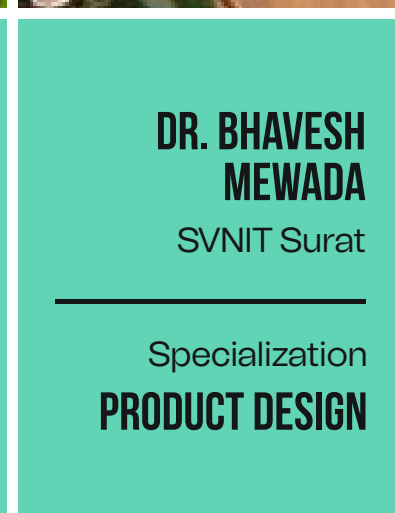
Specialization
INTERIOR DESIGN



**DR. BHAVESH
MEWADA**

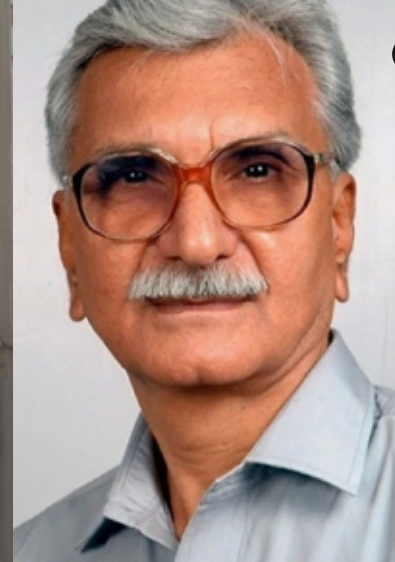
SVNIT Surat

Specialization
PRODUCT DESIGN



GUIDED BY THE MAESTROS

Learning From The People OUR STAR-STUDDED ADVISORY BOARD



**Prof. Parmanand
Palwadi**

PROFESSIONAL PHOTOGRAPHER

Recipient of the Gaurav Puraskar award and Photographer of the Year award from AMC, Prof. Parmanand has had a reputed professional photography career for nearly four decades. He began his professional career under the guidance of German photo-educator Mr. Staub Christine of ULM School Of Design. He has a postgraduate degree in Visual Communication from National Institute of Design and has 16 years of experience with NID.



Prof. Arun Gupta

SENIOR PROFESSOR AND HOD, FILM & VIDEO
AT NID, AHMEDABAD (RETD. 2021)

Prof. Arun Gupta is a renowned name in the field of film making and scriptwriting and teaches film appreciation and film history. Before his retirement in 2021, he was serving as a Senior Professor and HOD at NID, Ahmedabad. He is also the pioneer of the international film festival, Alpavirama and the author of the book on Bollywood Villains, called "Purab aur Paschim."

Ms. Rashida Tyebjee

CREATIVE DIRECTOR,
ART DIRECTOR, AND ARTIST

Ms. Rashida Tyebjee has been a significant contributor to the art industry and has worked as a visualizer, creative director, art director, and an artist for the last five decades. She has worked with numerous clients catering to their advertising needs and has offered crucial insights into a wider area of communication and design service.



Akhil Verma

EXECUTIVE PRODUCER AT
COSMOS MAYA INDIA PRIVATE LIMITED

Mr. Akhil Verma is an expert in creative direction and in media and communications. Starting out as an animator, he has worked his way up to production, project management, and resource optimization in the last 20 years. He has served as the Senior Creative at Lucas & Mayo Entertainment, Head of Operations at Artha Animation, and currently holds the position of Executive Producer at Cosmos Maya India Pvt. Ltd.



Sanjiv Waeerkar

FOUNDING MEMBER OF THE ANIMATION
SOCIETY OF INDIA (TASI)

For the last 30 years, Sanjiv Waeerkar has been delivering top notch animation projects in the industry and has been the pioneer of outsourcing animation business in the country. He is the founding member of one of the most prominent animation bodies in the country, The Animation Society of India. He is often invited as the jury for all International and National Events connected with animation in India.



Mrs. Malti Mehta

DIRECTOR AT EDUCATIONAL MULTI
MEDIA RESEARCH CENTER (EMMRC)

Malti Mehta is a course director for film production and management, digital film editing, and creative writing for media & films. Her long list of achievements include Head of the Centre for Development Communication, Coordinator of the Indo-Japan Students Exchange Program, Vice President of the Gujarat Indo-Japan Friendship Association, President of the Association of British Scholars, and Regional Coordinator of the Network of Women in Media, among others.



Rutvij Mistry

PROFESSOR, DEPARTMENT OF SCULPTURE,
FACULTY OF FINE ARTS, MSU

Rutvij Mistry, born and brought up in the cultural city of Vadodara and hailing from a family with rich interest in culture, had a keen interest and passion for Fine Arts and Performing Arts. He took up teaching as his profession and since 2008 has been associated with the Department of Sculpture, Faculty of Fine Arts, MSU. He has been to New York, USA & worked at the ceramics studio MUD, SWEAT & TEARS as a Studio Potter.



Mr. Lalit Lad

FILM, SONG, AND
PLAY WRITER

Mr. Lalit Lad is a renowned film and play writer and has written over 300 episodes of Gujarati and Hindi telefilms that have been broadcasted on Doordarshan. He has written Chakkar Dot Com, which is a short film, Chaki Kahe Chaka Jo Baka, which is a romantic comedy, and a Gujarati movie Kookh. He has contributed to the daily humorous columns in prestigious newspapers such as Gujarat Samachar and Divya Bhaskar. In his career, he has also written over 40 books and novels.



Turning Experiences into Real-life Learning through Practical Exposure

Gracing the international runways



Students from PID displayed their curated garments at the International Fashion Show organized by Montrose Runway Fashion Week & Khadi Council of India in Pokhara, Nepal.

Vadodara Film & Design Festival



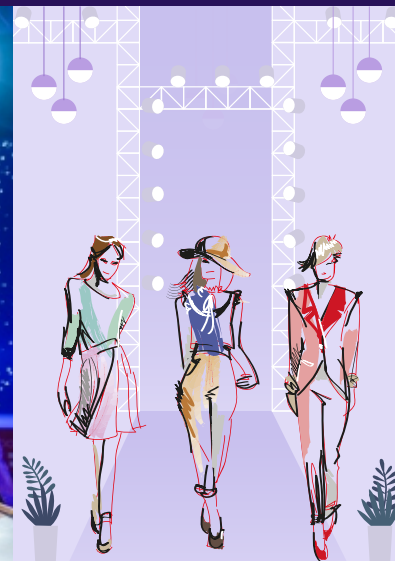
At the Vadodara Film & Design Festival, students got an opportunity to learn from the experts and eminent personalities of the film and design industry through masterclasses and talk sessions.

Redefining product design

A student from PID broke the barriers of traditional design to incorporate a new feature into the earbuds and landed a paid internship at one of the top audio devices companies, Boult Audio in Gurgaon.

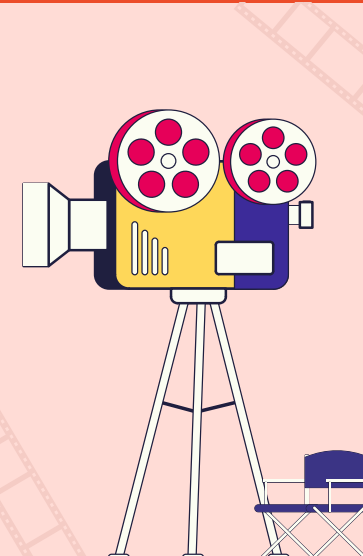


Vadodara Fashion Week



Shining spotlight on the films we make

Students from different batches at PID who curated their own short films using the filmmaking and editing studio reached new heights when their films were nominated at several national and international film festivals.



Diving into the world of design with experts

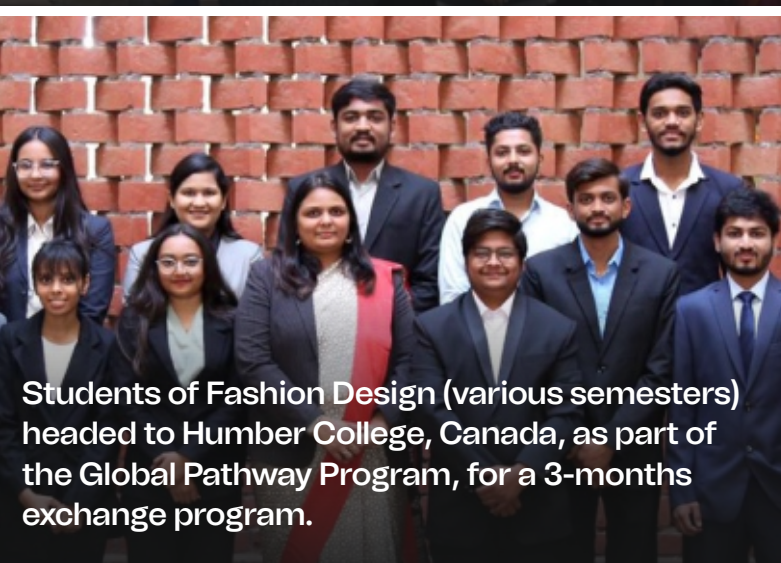
Events such as VFDF and VFW bring together experts from different creative fields such as film and tv, fashion and textile, and animation, among others which enables students to learn about the cores and fundamentals of the creative process from the experts.



LIFE AT PID



As part of our Global Advanced Pathway Program, pictured here are students of Semester - 6 who opted for a Semester Exchange Program with Vilinius Kolegija in Lithuania, Europe.



Students of Fashion Design (various semesters) headed to Humber College, Canada, as part of the Global Pathway Program, for a 3-months exchange program.



Jake Bellew, a noteworthy documentary filmmaker from California, USA, engaged in a session with the students of B.Sc. (Film & TV) at PID campus.



Fashion Design student Kinjal Papat, got an opportunity to intern with Judeth Studio (Lithuania) for a period of 3 months.



An audiovisual artist, Giulianna Montenegro from Peru, in a masterclass session with PID students.

Design Across the Globe

Students from PID get a chance to experience global learning and gain new perspectives and knowledge by spending a semester abroad in countries and cities dipped in rich design and artistic history through the global semester exchange and pathway programs.



Group of students who participated in a 3-month Student Exchange Program with Ryerson University, Toronto, Canada.



Students of Fashion Design Dept. participated in a fashion show in Nepal organized by KDCl x Montrose Runway Week.



Marina Ozerenchuk (Actor & Filmmaker) from Russia, acting as a mentor and jury member for Film & Animation students.

“

Hear from the **Design Students** WHO EXCELLED IN THEIR **CREATIVE JOURNEY**



As a student of Parul Institute of Design (PID), I have a great time learning from faculties who are NID alumni. Their rich experience and vast knowledge has truly enriched my learning trajectory. In addition to this, as a student of PID, I also have the privilege of interacting with top celebrities and expert designers, which has offered me unbelievable insights. I credit my institution for shaping me into a knowledgeable and well-rounded design enthusiast.

PRUTHVI BHAGAT
Visual Communication



I consider myself fortunate to have access to the state of the art resources, which have transformed my learning experience. Resources like libraries, tools, and reference materials along with labs and classrooms filled with the latest equipment & technology have allowed me to explore and enhance my creative potential to the fullest.

MUKUND PATEL
Product Design



I can't stress enough on the incredible exposure I receive to top platforms and design exhibitions, not just locally and nationally, but internationally too! PID is committed to provide enriching experiences which have broadened my horizons and have developed in me an invaluable understanding of design on a global level.

AESHA MEHTA
Interior Design



They say, the first impression is the last impression. Well, the magnificent PID building understood this assignment. PID's 6 storied building enamors you at your first visit itself! It is adorned by vibrant wall paintings, sculptures, thought provoking pieces, and inspiring murals, which makes the environment creative, jolly, and productive.

KARAN BHANUSHALI
Product Design



I am thrilled to share my peak experience as a fashion student at PID. The institute successfully hosted the Vadodara Fashion Week, where we as students received a one-of-a-kind opportunity to showcase our creative fashion creations by curating stunning outfits. The ramp was walked by famous models from across the country, and Gujarati actresses were roped in as the show stoppers for the dazzling event.

JUHI LAKHANI
Fashion Design

A World of **Applause!**

STORIES OF PID REACHING THE PINNACLE OF SUCCESS



**BEST DESIGN INSTITUTE
OF THE YEAR 2022**

**BEST INSTITUTE THEME
OF THE YEAR 2022**

**BEST TYRO DESIGNER
OF THE YEAR 2022**

**BEST SHORT FILM
OF THE YEAR 2022**

Various Films made by PID students receive nominations in **International Film Festivals** such as

San Francisco Indie
Short Festival 2022

The Fear Faire
Film Festival 2022

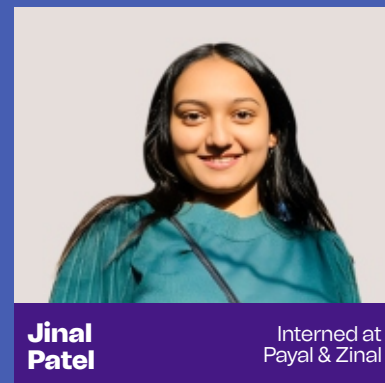
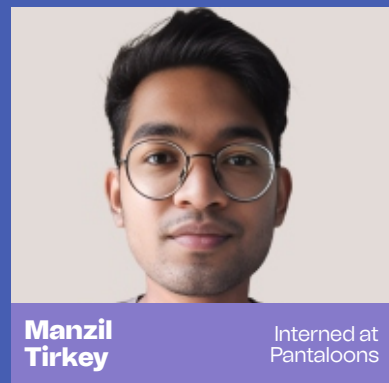
On Earth
Awards 2022

Design for Success!

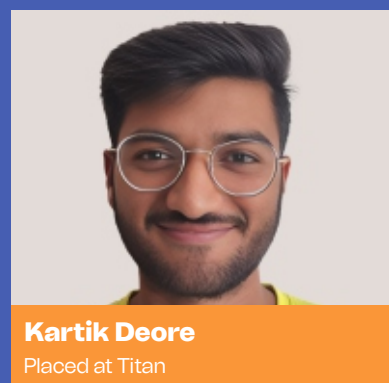
STORIES OF DREAMS FULFILLED THROUGH PLACEMENTS

Be it internships or placements, PID offers a vast avenue of opportunities for the students to kick-start their creative journey in the world of design and allied fields. With 2000+ recruiters on campus during the placement season and 20,000+ placements annually, Parul University believes in finding the right fit for every student here.

Internships FOR EXPERIENTIAL LEARNING



Placements TO START THEIR CAREER TRAJECTORY



About Parul University

WHERE DREAMS FIND PURPOSE!

Situated at the heart of the cultural capital of Gujarat, Vadodara, Parul University is a testament to the fusion of rich cultural heritage history and the contemporary 21st century. Since its establishment in 1993 to being recognized as Parul University in 2015 under the Gujarat Private Universities Act 2009, the University has emerged as the Best Private University in Western India and has evolved into one of the leading educational institutions of the country. In 2023, the university was accredited with the highest grade of NAAC A++ by the governing body, National Assessment and Accreditation Council. In the same year, it ranked among the Top 50 universities in India in the NIRF Rankings 2023.



EXPLORE, EXPERIMENT, EXPERIENCE

*Together We Can Change the
Future of Design!*



PARUL
INSTITUTE OF
DESIGN

Parul[®] University

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