



POST GRADUATES
2020-21

PRIYADARSHINI INSTITUTE OF
ARCHITECTURE & DESIGN STUDIES

**Department of
Industrial Design**

PIADS



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PRIYADARSHINI INSTITUTE OF ARCHITECTURE AND DESIGN STUDIES

Design is a language which roots from
our cultures and lifestyles...

Department of Industrial Design



DIRECTOR, PIADS
Prof. Habib Khan
B. Arch, M. Arch
(Univ. Of Illinois, USA)

Principal
Prof. Pradeep P. Padgilwar
M. Tech. (Structures)



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PRIYADARSHINI INSTITUTE OF ARCHITECTURE AND DESIGN STUDIES

**Leading College of Architecture in Central India
(with 25 years of experience)**

**Ranked 23rd in India's Best Architectural Colleges,
2020 survey conducted by India Today**



masters in industrial design

In 2005, PIADS Nagpur started a two year full time Post Graduate course consisting of four semesters, M.Des in Industrial Design which is affiliated to Rashtrasant Tukdoji Maharaj Nagpur University (RTMNU), Nagpur and approved by the Council of Architecture, Delhi with the intake of 20 students.

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The Industrial Design programme inculcates user-centric approach and processes using creativity, design thinking and design process to bring new ideas, products, and value to companies, communities, and people.

The program emphasis is on diverse domains such as human factors, cognitive ergonomics, form studies, studio skills, exploration, solution finding, personal expression, aesthetics, craftsmanship, and entrepreneurship in the creation of lifestyle products for the global consumer market.

industrial design

Approved by COA, New Delhi
College Code : MH26
Recognized by Gov. of Maharashtra
DTE Course Code : 421659410
Affiliated to R.T.M. Nagpur University,
Code : 271

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WHO SHOULD STUDY INDUSTRIAL DESIGN?

If you are artistic and want to create, but you eventually want to work on product that range from daily use to the mind-blowing futuristic objects, So, what do you study? Product Design. It's a degree you can do so much with. Basically every industry has a need for someone like you. This course is an excellent option for professionals and graduates in architecture and design who want to develop and extent their professional expertise.

WHERE CAN THE DEGREE TAKE YOU TO?

Jobs directly related to your degree include:

- Clothing/Textile Technologist
- Color Technologist
- Exhibition Designer
- Furniture Designer
- Industrial/Product Designer
- Interior and Spatial Designer

Fields where your degree would be useful include:

- Advertising Art Director
- Automotive Engineer
- Graphic Designer
- Materials Engineer
- Product Manager
- Production Designer - Theatre/TV/Film
- Purchasing Manager
- Stylist



learning outcomes

The learning outcomes in this master course make the students experience a complete view of the skills that are necessary to perform product design. Application of aesthetics, mechanics, materials, and concept development as facets of mass-produced products.

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Project-based learning is intended to develop the students' knowledge and skills in handling interaction between professionals in different areas. With a good understanding of the necessary skills in negotiating all the stages of the product development process, the students will at the end of the course be able to assert their role as a design professional.

The courses will aim at developing new competence in product design in the field of materiality, methodology and a sustainable environment. Through teaching that is focused on product innovation, innovative processes and best practice, students will continually develop knowledge and skills in establishing a suitable balance between social utility, ecological concerns and economic value creation in their work.

project-based learning

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The programme will be planned as a progression and a context which will result in a rounded, multi-disciplinary understanding of the field, with an emphasis on integration of theory and practice.

Subject areas and topics will be taught by means of lectures, seminars, group discussions, assignments, studio workshops and tutorials. The problem-solving method for cross-disciplinary project work will be widely used as a general methodology in addition to the method for implementing specific product design tasks.

The organization of cross-disciplinary collaboration will be carried out both individually and/or in groups. Work such as report writing, literature studies, assignment writing and subject reports (individual or in groups) will be part of the learning process.



teaching and working methods

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Courses will be evaluated in accordance with the approved research formulations, and in accordance to demonstration of acquired knowledge, skills and general competence described in the learning outcomes of the study programme. Based on this, the general evaluation criteria are the following:



- **Consistency** (coherence and logical construction).
- **Relevance** (to product design profession and to society).
- **Context** (users, significance within area of use, environment, production etc.).
- **Originality** (choice of subject, approach/design methodology and/or result).
- **Professionalism** (project management, execution and presentation of material).

assessment



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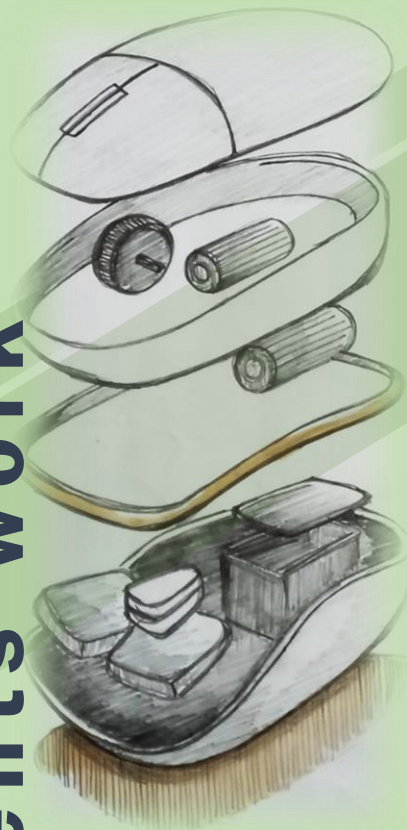
studio workshops

Due to the focus on materials and processes in this study programme, the studio workshops play a significant role in the educational experience of product design students.

They spend a considerable amount of time in the studio workshops manipulating and testing ideas and methods in various materials under the guidance of professionals. Potential new products are discussed both regarding new concepts and new use of materials.

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product sketching



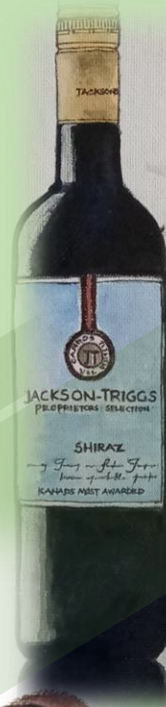
students work

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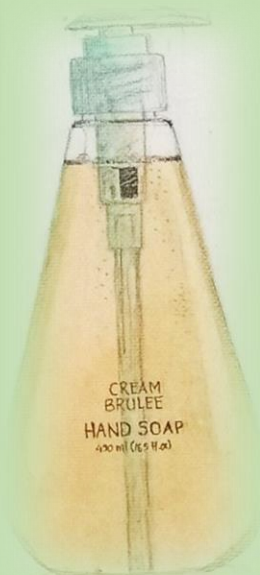
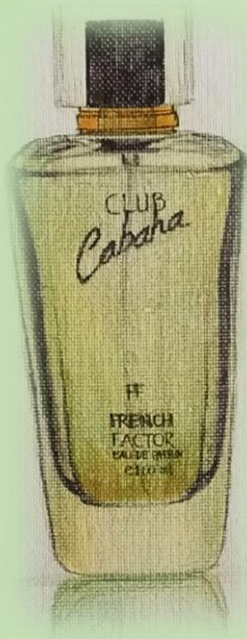
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students work



product rendering



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mood lamp, 3rd semester design ,
by kaustubh deoghare

students work



DISCOVER

DEVELOP

RESEARCH

EVALUATION

FINALIZATION

TEST

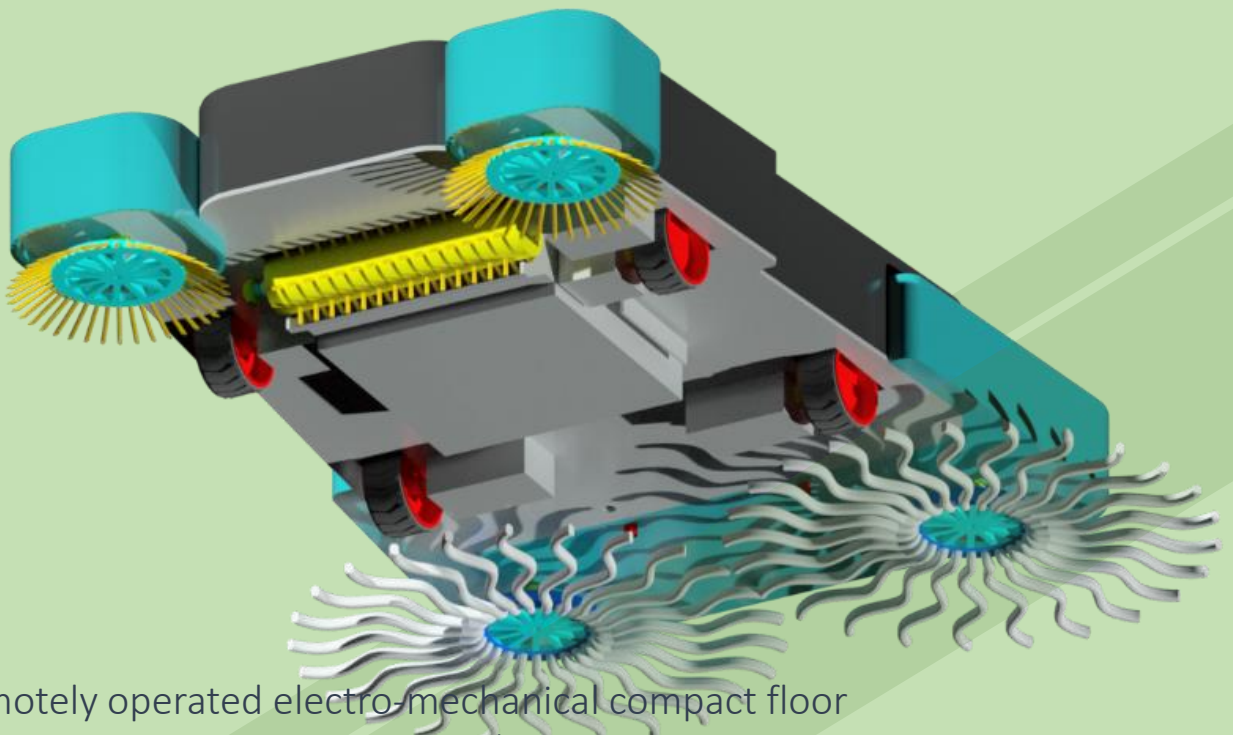


mood lamp
designed by arpita das



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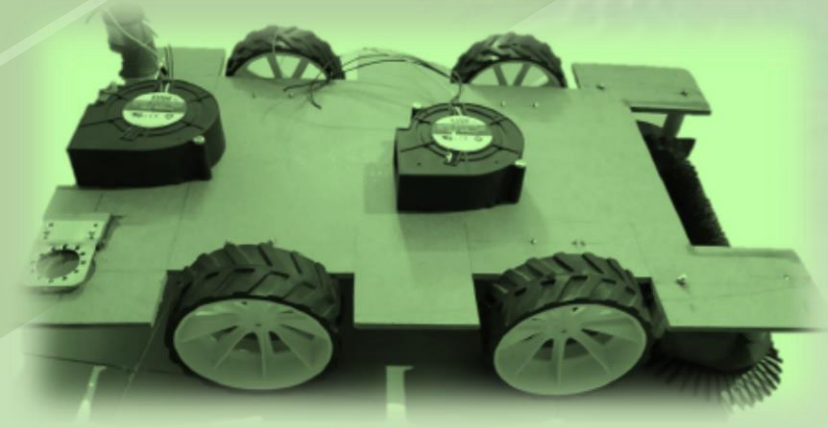
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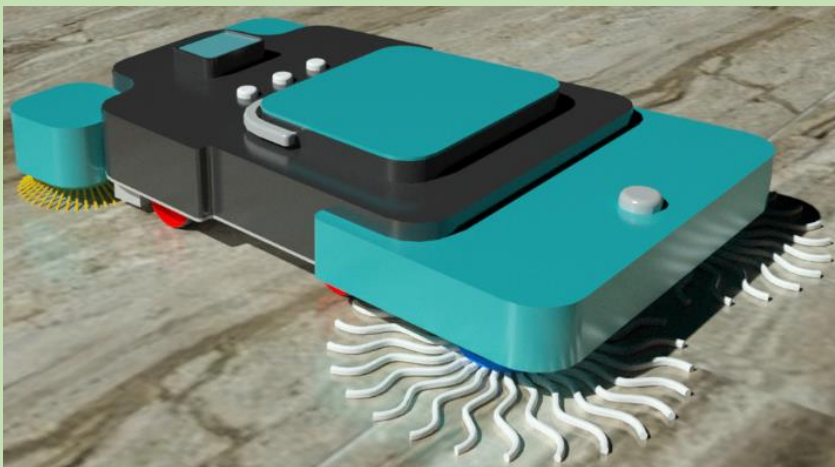
Remotely operated electro-mechanical compact floor cleaning machine with Infra red / Bluetooth connectivity.

By
SARANG PRAMOD HOLEY
M.DES, IVTH SEM,

students work



working prototype



3d simulation

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students work



Fourth semester product design
thesis project work by students.



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GUEST LECTURE ON “USER EXPERIENCE DESIGN”

Mr. Shirish Kaner,
Mechanical Engineer,
M.Des, IDC, IIT Mumbai

Mr. Nilesh Rahate
Architect & Industrial Designer
M.Des SPA. New Delhi
Cube Design, Pune

guest lectures



WORKSHOP ON “DESIGN & INNOVATION”

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Spacewood Nagpur (Head Office)
T-48, MIDC Hingna Road, Nagpur,
Maharashtra - 440016, India.



industrial visits

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Professionals with good product design knowledge and skills are highly sought after by private manufacturing companies, development organizations where they are required to prepare and evaluate different policies, strategies, guidelines, concepts, frameworks, programs and be involved in more detailed design and management.

industrial visits



B.R.T.C. at Chichpalli, B.H.A.U at Chandrapur,

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Admission and Eligibility to M.Des. (Industrial Design) :
Minimum 50% marks in B.Arch. degree course or
equivalent course.

The student should have cleared the Common
Entrance Test (M.H.C.E.T) conducted by Directorate of
Technical Education, Govt. of Maharashtra, (DTE
Mumbai)

For further details regarding admission, check
the DTE Link below periodically:

www.dtemaharashtra.gov.in

For further assistance:

Website : www.piads.in

Email : piadsngp@gmail.com

Address : Priyadarshini Institute of
Architecture & Design Studies,
Priyadarshini Campus, Digdoh Hills,
Off. Hingna Road, CRPF Campus,
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Contact Nos. : +91-9607812399



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