

**TECHNOLOGY  
DRIVEN  
DESIGN**

**mitsd**  
mitaoe school of design

ALANDI - PUNE

Approved by AICTE

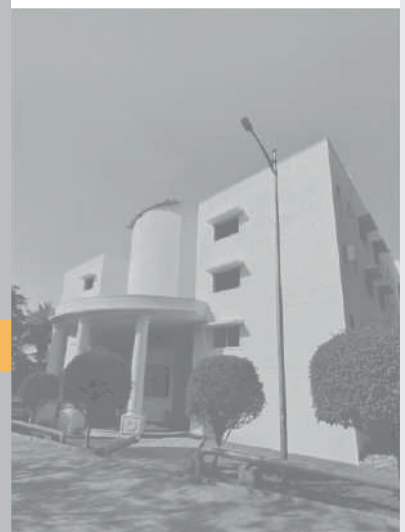
Affiliated to -

Savitribai Phule Pune University

Mentored by MITID - Loni Pune

Govt. regulated fees Structure

Apply through MAH B Design CET 2024 entrance exam



# Pedagogy : Core Pillars

## Tantra : Technology

Adopt the Latest technological advancements Learn, practice; create new technology enabled solutions

## Anubhav : Experience

User centricity through the mind of the individual the learner will get insights into how to understand human emotions to convert them into tangible solutions

## Nirantar : Sustainability

Evolving solutions using principles of sustainability as a basis for learning sustainable methods using planet centric resources to create designers of the future



# Pedagogy : Academic Structure

- **Foundation year** - Introduction to core discipline, this programme focuses on building creative thinking, research and drawing skills.
- **Second year** - Immersion in Design, In this year students understand the various approaches, processes and systems.
- **Third year** - Exploration & Practice, Students can explore & understand design ethnography, design research, Ergonomics, Design Process, Strength of Materials, History of Design, Green Design, Sustainable Design and System Design.
- **Final year** - Professional way, knowledge and skills to be professional to handle Industry projects & help students to expand their creative abilities by building a new system as per discipline from scratch.

## Design Plus

**DFEST** : Design Challenge, Annual Design Competition for Design/ institutions in india

**Design Voice**: Talk by design professionals monthly online / offline talk

**Photography Club** : Club of photography practices

**D.quest**: Discussion on social and non design related issues from local to global a forum to bring in. Perspective & exposure to issue/ events happening globally.

# Courses Offered

The Bachelor of Design is a 4 years professional program divided in 8 semesters.



**Product  
Design**

Product Design Programs offer the learners to understand the various approaches, processes and systems to address human needs by creating tangible products.



**User  
Experience  
Design**

User Experience Design Program offer the learners to understand the various approaches, processes and systems to address human needs by creating solutions.

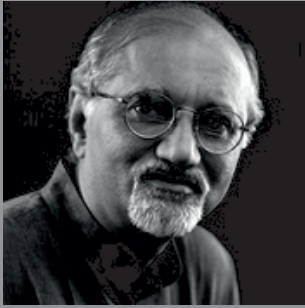


**Communication  
Design**

The Communication Design introduces students to various communication media like graphics, motion graphics, interaction and animation-film broadly.

## Why MIT Institute of Design, Alandi ?

- Focus on Technology adaptation for solution building along with blue sky thinking and skill enhancement.
- Collaboration with engineering disciplines for project viability, engineering/programming and prototyping.
- Exploring future technologies to build concepts/working prototypes which can be refined/implemented further in actual products.
- The course will have lot of avenues for students to cross learn by way of Major and Minor programs along with doing multiple courses in parallel.
- Subject specific immersion courses to generate interest in sustainability issues which can be solved through use of technology.



## MENTOR

**Prof. Uday Athavankar** Chief Mentor- MITID

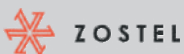
Prof Uday Athavankar has 50 years of extensive experience in Academics, Design consulting and architecture design.

He has been on the forefront of adopting new technology and systematization of research and implementing research methods into design education.

An Architect from J J School of Arts, Bombay joined Industrial Design centre, IIT Mumbai in early 70s and became one of the pioneering members in design education in India, and has worked on fundamentals of Design pedagogies.



### Placements & Internships Guided by MITID, Loni & Alandi Campus



## Rethinking Design Education

Industry 4.0 has created the need for Design Education 2.0. Disruption in the way design has been taught in India for the last 50 years needs to be revisited to make it contemporary, relevant, and sustainable. Design Education which evolved in India, based on its rich 'Craft' sensibilities has to be transformed into 'Technology' enabled.

At mitid - Alandi Campus we believe this would emerge as the next best practice for sustainable design education in the near future.

# Student Activity :



## Steps for Admission :

Register at [mitsd.edu.in](https://mitsd.edu.in)

Students will be guided for  
MAH-B.Design CET Entrance Exam

Students has to visit <https://cetcell.mahacet.org> for  
an entrance test schedule.

## Eligibility

Must qualify class **12th** from any stream ( State Board AISSCE/ IB / ISC)

## For More Details

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