

# DESIGN AS A CAREER OPTION

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Many aspiring designers may think about high fashion, restaurant interiors and magazine graphics, when they consider careers in design. While the mobile phone featured may be well designed, good design isn't simply about the surface. Aesthetics are important, but only part of a bigger picture. Designers have to ask themselves questions such as: is the product they are creating really wanted? How is it different from everything else on the market? Does it fulfill a need? Will it cost too much to manufacture? Is it safe? Finding out what the customer wants is the first stage of what designers do. The designer then builds on the results of that inquiry with a mixture of creativity and commercial insight. Design affects every aspect of our lives. Whether it is the cup you drink your tea and coffee from, or your lap-top or spectacle frame, these have to be designed, as do shops, homes, schools, hospitals and offices. Scientists can invent technologies, manufacturers can make products, engineers can make them function and marketers can sell them, but only designers can combine insight into all these things and turn a concept into something that's desirable, viable, commercially successful and adds value to people's lives.

## Specialised Fields

Apparel/ Fashion is about men's, women's and children's wear, knitwear, shoes, hats, office wear, casual wear, sportswear, etc. Graphic design is to do with visual communication. It includes design for print (such as newspapers, magazines, and brochures), typography, advertising, packaging, multi-media, TV and film graphics, and illustration. Interior design is concerned with the design of living, working and leisure space inside buildings.

Jewellery design may be fashion jewellery and for precious stones and metals.

Product design includes everything from cars, bicycles, toys, home appliances, aircraft, to garden equipment.

Textile design may be for printed, woven and knitted textile for fashion, domestic and industrial use.

Other fields of design include ceramic, furniture, automobile/transportation, exhibition, footwear, lifestyle accessories etc.

## Do you have what it takes?

General interest in art and design, talent for sketching and drawing, a sense of colour and space, creativity, being well informed, self motivated, flexible, adaptable and persistent are some of the important qualities necessary for those aspiring for a career in design. Technical and theoretical studies are necessary to develop one's practical skills.

## Prominent Institutions

- National Institute of Design, Ahmedabad ([www.nid.edu](http://www.nid.edu))
- School of Interior Design, CEPT University, Ahmedabad ([www.cept.ac.in](http://www.cept.ac.in))
- National Institute of Fashion Technology (NIFT) ([www.niftindia.com](http://www.niftindia.com))
- Gemmological Institute of India, Mumbai ([www.gjionline.com](http://www.gjionline.com))
- Indian Institute of Gems & Jewellery, Mumbai ([www.iigj.org](http://www.iigj.org))
- Jewellery Design & Training Institute (JDTI), NOIDA ([www.jdtiindia.com](http://www.jdtiindia.com))
- MAEER MIT's Institute of Design, Pune ([www.iidpune.org](http://www.iidpune.org))

- Apeejay Institute of Design, New Delhi ([www.apeejay.edu](http://www.apeejay.edu))
- Symbiosis Centre of Design, Pune ([www.symbiosisdesign.ac.in](http://www.symbiosisdesign.ac.in))
- NIIFT (North-eastern India Institute of Fashion Technology), Mohali ([www.niiftindia.com](http://www.niiftindia.com))
- Indian Diamond Institute, Surat ([www.diamondinstitute.net](http://www.diamondinstitute.net))
- Srishti School of Art Design & Technology, Bangalore ([www.srishtibl.org](http://www.srishtibl.org))
- Indian Institute of Crafts & Design -Jaipur ([www.iicdindia.org](http://www.iicdindia.org))
- Pearl Academy of Fashion, New Delhi ([www.pearlacademy.com](http://www.pearlacademy.com))
- Indian Institute of Science, Bangalore ([www.iisc.ernet.in/depts/cpdm/](http://www.iisc.ernet.in/depts/cpdm/) OR [www.cpdm.iisc.ernet.in](http://www.cpdm.iisc.ernet.in))
- IIT Kanpur ([www.iitb.ac.in/design](http://www.iitb.ac.in/design))
- IIT Delhi([www.iitd.ac.in/acad/deptc-ntr/iddc/index.html](http://www.iitd.ac.in/acad/deptc-ntr/iddc/index.html))
- IIT Bombay(<http://www.idc.iitb.ac.in>)
- IIT Guwahati ([www.iitg.ac.in](http://www.iitg.ac.in)) (Listing is indicative)

## Placements & Prospects

This is the right time to get into the field of design as it is brimming with possibilities. Globalization has enhanced the reach of the designer. Securing admission into a prestigious institution is a challenge. However, having made it through, one can be sure of having the best platform for honing and guiding one's skills professionally. Placement is facilitated by the institutions through industry interface that students have during the course of their training. Freelancing and self employment re huge opportunities for a designer. However, surviving and thriving is based on one's ability to innovate, keep in touch with.