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SCHOOL OF DESIGN



**When you choose design,
you choose a powerful tool
to create unique
solutions that enhance life.**



School of Design at Auro is a true celebration of the integral, integrated, transformable education. We provide an environment that encourages students to be free thinkers, expressing through creativity and intuition, experimenting by breaking boundaries, asking the tough questions, in the process developing their own unique personality and path.

Today, our societies and economies need creative professionals who have the ability to understand our ecosystems and offer solutions. Our ideology reflected through an interdisciplinary curriculum combines the pursuit of design and skill building with knowledge, theory and ecosystem thinking. Through this approach, we seek to nurture professionals who will create new value for economy, for society and for self.

Experience higher education that transforms

Combined with the Auro Transformational education approach and the multidisciplinary exposure of the Design School, students carve their own path and find exciting careers in the real world.

Free thinkers, this auro school is for you.

If you have a calling for Design, the Auro School is where you will find the freedom to express through creativity and intuition, ask tough questions, experiment and break boundaries.



WHEN YOU CHOOSE DESIGN, YOU CHOOSE A POWERFUL TOOL TO CREATE UNIQUE SOLUTIONS THAT ENHANCE LIFE.



Join the university with the 7 best schools on one campus

The School of Design at Auro University ranks high as the school of choice for creative minds from all over the country.

Auro is well-known for its integrated education that challenges students to go beyond academia.

School of Design at Auro combines the pursuit of design and skill-building with knowledge, theory and ecosystem thinking.

The Auro Edge

Auro provides a stimulating space to prove your worth

As Auro University is guided by the vision of Sri Aurobindo and The Mother, the aspects of Integral Education are also integrated into the Design curriculum. Whether you are from the farthest parts of the country or a localite in Surat and looking to pursuing a Bachelors or Masters Degree in Design, the School makes for a holistic and exciting learning experience.

Creating leaders with a powerful perspective

Design is the most powerful social and ecological tool and we invite students to go into the world, armed with the knowledge to transform the future landscape with their design thinking and expression



Amazing internships that students truly value

The School also sends students for experiential learning through field internships which are mandatory. It enables students to gain first-hand experience of the field and internalize how the real-world scenarios work.



A campus that lets your creativity thrive

With state-of-the-art facilities, a sports and health-conscious student community, fun events, stellar faculty and visiting lecturers from the business world, research emphasis and placement-focus, this is one campus where you can craft your career sharply for success.

UniquelyAuro

Encourage 'hands-on' approach to learning and skill development, both in the material as well as digital realm for enhanced value addition to any establishment they join.

A healthy Student faculty ratio of 1:10 to ensure optimum student engagement.



Dialogue based learning methodology.

Multi-disciplinary approach throughout the duration of the course to facilitate for horizontal mobility across various specializations in the field of Design.

Winter and Summer schools offered at the end of every semester to create opportunities for collaborative explorations with craftsmen and artisans invited from across the country.

Well-equipped workshops (Print & Printmaking, Ceramics, Wood & Metal, Weaving and Garment construction), fab-lab and Digital-lab for students and professionals.

Exposure to industry through a semester long internship

Industry experts as knowledge partners.

Encourage entrepreneurial zeal.

Research based approach in senior years.



course highlights
course structure
credits.

Bachelor in Design (B.Des) –4 years duration.

Interior Space Design:

The Interior Space Design course is based on fluid and cross-disciplinary approach to the field of Design. The course acknowledges the multifaceted nature of design space and tries to respond to it through a flexible need-based selection of subjects across design disciplines. Graduating students, through their topical specializations, are able to carve out their niche within the design profession. In the process, also becoming environmentally conscious and value-based responsible professionals.

Graphics and Communication Design:

The program for Communication Design at Auro University has a cross-disciplinary approach, which allows the students to create their own path, based on individual ideology. Lucrative professions like Illustration, Package Design, Information Design, Environmental Graphics, Web Design, Typography, Visual Identity Design, Motion Graphics, Graphic Animation, Copy-writing and more can be tapped. Entrepreneurship and corporate careers are both viable options – Independent creative practices, working in small creative studios, or can also work alone by collaborating with larger advertising agencies.

Textile and Fashion Design

The Textile and Fashion industry demands new ideas, innovations, and user specific solutions to upgrade the market. It also needs inputs on forthcoming issues, styles and comforts. The Masters program at Auro University hones candidates with technological soundness and appropriate solutions to emerging trends. It also opens up opportunities to refine, and to acquire knowledge on application of latest digital tools in design.

The program addresses Research Methods and Analysis, Yarns and Textiles, History of Fashion and Costume, Fabric Sourcing, Dying and Printing, Advance Pattern Making, Fashion Styling, Advance Computer Software, Application of Looms Technology, Textile Finish etc. Graduates of this program can pursue a career as Fabric consultant, Textile Designer – for Furnishing/ Apparel/ automobile, Fashion Designer, Apparel Designer, Pattern Maker, Costume Designer for Films/Theatre, Sustainable Textile Designer, etc. on global platforms.

Masters in Design (M.Des) – 2 years duration.

Interior Architecture and Design

‘Interiority’ as a fundamental obligation of architecture in creation of spaces has been one of the important contributions of modern and contemporary discourse on architecture. To accommodate the ever-changing needs of contemporary culture and life, the course is based on fluid and cross-disciplinary inquiry to the field of Design. The course acknowledges the multifaceted nature of design space and tries to respond to it through developing a critical understanding backed by intense research. Students follow an interdisciplinary approach, which leads to Innovation, Collaboration and Design. At the core, this course attempts to critique and resolve dichotomy of Arts and Sciences, Crafts and Technology, Tradition and Modernity and Nature and Culture and shape an apt all-inclusive pan-optic vision for the future.

The school has a unique combination of expert, scholarly faculties from various fields, which makes for an exciting learning environment.

Graphics and Communication Design

The relatively new field of Graphic Design has proven to be rapidly evolutionary, further sprouting into innumerable different applications with evolving contexts and technologies.

It is a field where the professionals adopt and adapt to new visions and may even go through numerous directions throughout their career. The Masters Program in Graphics and Communication Design is a future-focused program that allows creative professionals to forward their journey into visual design by explorations in cutting-edge technology and their applications in the design field. Students are expected to take a research oriented approach for creating innovations in one of the many branches of Graphics and Communication Design. As career opportunities, graduates can pursue roles in areas like strategic branding, augmented reality, virtual reality, digital media, type design, and more



Fashion and Textile Design:

The inherent character of fashion is CHANGE. It changes very fast around the globe. Post globalization, Indian fashion has responded to this situation like a kaleidoscope— very fast and innovative; creating innumerable visual and cultural fashion delights. From form-making to construction, building, manufacturing, fabricating and much more, our curriculum responds by allowing the design student to understand the historical and cultural significance of fashion and textile design, while adopting an innovative mindset, to thrive in a highly competitive field with tremendous global reach.

Product Design:

Objects are integral to contemporary living and they shape the world around us. In contemporary times, with scientific and technological advancements, the design of these objects has become a specialized activity requiring creative imagination on one hand and an in-depth knowledge of technology and material processes on the other. Objects today are mass produced through complex industrial processes and hence the term 'Product'. The professionals having expertise in designing and making of these objects are Product Designers - the makers, sketchers, inventors, experimenters, idea generators, thinkers and tinkerers. They work in an interdisciplinary, interactive and collaborative way. The course curriculum takes on the demands of this exciting field in a thorough, detailed manner, studying the past and understanding the present to cultivate a product designer of the future.

B. Des - Graphics & Communication Design

Semester 1

Course Details	Course Credits
MD -1 Data Science	2
MD-2 History	2
ID -1 Gender and Society	2
AEC-1 Communication Skills in English	2
VAC-1 Environment Science	2
Major: Design workshop - I	4
Minor: Design Expression - I	4
SoL 1	2
Digital Exploration-I	2
Total Credits	22

**Proposed by the School of Design*

Semester 2

Course Details	Course Credits
MD -3 Social Work	2
MD-4 Creative Writing	2
ID -2 Sustainable Development	2
AEC-2 French	2
VAC-2 Design, Technology and Innovation	2
Major: Design workshop – II	4
Minor: Design Expression – II	4
SoL 2	2
Digital Exploration-II	2
Total Credits	22

**Proposed by the School of Design*

B. Des - Interior Space Design

Semester 3

Course Details	Course Credits
Major: Design workshop - III	4
Major: Building Components & Systems - I	4
Minor- History of Architecture	4
AEC- Transdisciplinary-I	2
SoL-3	2
Internship (Winter School)	4
Transdisciplinary-II	2
Total Credits	22

**Proposed by the School of Design*

Semester 4

Course Details	Course Credits
Major –Design Workshop - IV	4
Major- Building Components and Systems - II	4
Minor- History of Interior Design	2
AEC- Transdisciplinary-III	2
SEC-1 Leadership	2
SEC- Transdisciplinary-IV	2
SoL-4	2
Internship (Summer School)	4
Total Credits	22

Semester 5

Course Details	Course Credits
Major –Design Workshop - V	4
Major-Furniture Design - I	4
Minor-Advance Digital Technology	4
SEC- Professional Practice	2
FIC-1	2
Internship (Winter School)	4
Transdisciplinary-V	2
Total Credits	22

**Proposed by the School of Design*

B. Des - Interior Space Design

Semester 6

Course Details	Course Credits
Major –Internship (22 weeks duration)	20
Total Credits	20

Semester 7

Course Details	Course Credits
Major – Design Workshop-VII	4
Major- Seminar	4
Major-Environmental Graphics	2
Research Methodology	4
Project Proposal	2
Internship (Winter School)	4
Transdisciplinary-VI	2
Total Credits	22

**Proposed by the School of Design.*

Semester 8

Course Details	Course Credits
Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
Research Project/Dissertation	12
Total Credits	20

B. Des - Product Design

B. Des - Product Design

Semester 1

Course Details	Course Credits
MD -1 Data Science	2
MD-2 History	2
ID -1 Gender and Society	2
AEC-1 Communication Skills in English	2
VAC-1 Environment Science	2
Major: Design workshop - I	4
Minor: Design Expression - I	4
SoL 1 2	2
Digital Exploration-I	2
Total Credits	22

**Proposed by the School of Design*

Semester 2

Course Details	Course Credits
MD -3 Social Work	2
MD-4 Creative Writing	2
ID -2 Sustainable Development	2
AEC-2 French	2
VAC-2 Design, Technology and Innovation	2
Major: Design workshop - II	4
Minor: Design Expression - II	4
SoL 2 2	2
Digital Exploration-II	2
Total Credits	22

**Proposed by the School of Design*

Semester 3

Course Details	Course Credits
Major: Design workshop - III	4
Major: Perception of Forms: Systems in Nature	4
Minor- History of Materials, Technology & inventions	4
AEC- Transdisciplinary-I	2
SoL-3	2
Internship (Winter School)	4
Transdisciplinary-II	2
Total Credits	22

**Proposed by the School of Design*

Semester 4

Course Details	Course Credits
Major –Design Workshop - IV	4
Major- Material Explorations	4
Minor- History of Product Design in India	2
AEC- Transdisciplinary-III	2
SEC-1 Leadership	2
SEC- Transdisciplinary-IV	2
SoL-4	2
Internship (Summer School)	4
Total Credits	22

Semester 5

Course Details	Course Credits
Major –Design Workshop - V	4
Major-Fabrication & Industrial processes	4
Minor-Advance Digital Technology	4
SEC- Professional Practice	2
FIC-1	2
Internship (Winter School)	4
Transdisciplinary-V	2
Total Credits	22

**Proposed by the School of Design*

B. Des - Product Design

Semester 6	Course Details	Course Credits
	Major –Internship (22 weeks duration)	20
	Total Credits	20

Semester 7	Course Details	Course Credits
	Major – Design Workshop-VII	4
	Major- Seminar	4
	Major-Environmental Graphics	2
	Research Methodology	4
	Project Proposal	2
	Internship (Winter School)	4
	Transdisciplinary-VI	2
	Total Credits	22

**Proposed by the School of Design.*

Semester 8	Course Details	Course Credits
	Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
	Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
	Research Project/Dissertation	12
	Total Credits	20

B. Des - Fashion and Textile Design.

Semester 1	Course Details	Course Credits
	MD -1 Data Science	2
	MD-2 History	2
	ID -1 Gender and Society	2
	AEC-1 Communication Skills in English	2
	VAC-1 Environment Science	2
	Major: Design workshop – I	4
	Minor: Design Expression – I	4
	SoL 1	2
	Digital Exploration-I	2
	Total Credits	22

**Proposed by the School of Design*

Semester 2	Course Details	Course Credits
	MD -3 Social Work	2
	MD-4 Creative Writing	2
	ID -2 Sustainable Development	2
	AEC-2 French	2
	VAC-2 Design, Technology and Innovation	2
	Major: Design workshop – II	4
	Minor: Design Expression – II	4
	SoL 2	2
	Digital Exploration-II	2
Total Credits	22	

**Proposed by the School of Design
Common for all specializations*

B. Des - Fashion and Textile Design.

Semester 3

Course Details	Course Credits
Major: Design workshop – III	4
Major: Fashion Illustration	4
Minor- History of Design	4
AEC- Transdisciplinary-I	2
SoL-3	2
Internship (Winter School)	4
Transdisciplinary-II	2
Total Credits	22

**Proposed by the School of Design*

Semester 4

Course Details	Course Credits
Major –Design Workshop - IV	4
Major- Fibre science	4
Minor- Indian Traditional Textiles	2
AEC- Transdisciplinary-III	2
SEC-1 Leadership	2
SEC- Transdisciplinary-IV	2
SoL-4	2
Internship (Summer School)	4
Total Credits	22

B. Des - Fashion and Textile Design.

Semester 5

Course Details	Course Credits
Major –Design Workshop - V	4
Weaving	4
Minor-Advance Digital Technology	4
SEC- Professional Practice	2
FIC-1	2
Internship (Winter School)	4
Transdisciplinary-V	2
Total Credits	22

**Proposed by the School of Design*

Semester 6

Course Details	Course Credits
Major –Internship (22 weeks duration)	20
Total Credits	20

B. Des - Graphics & Communication Design

Semester 3	Course Details	Course Credits
	Major: Design workshop - III	4
	Major: Typography	4
	Minor- History of Graphic Design	4
	AEC- Transdisciplinary-I	2
	SoL-3	2
	Internship (Winter School)	4
	Transdisciplinary-II	2
Total Credits	22	

**Proposed by the School of Design*

Semester 4	Course Details	Course Credits
	Major –Design Workshop - IV	4
	Major- Visual Communication	4
	Minor- History of Graphic Design-II	2
	AEC- Transdisciplinary-III	2
	SEC-1 Leadership	2
	SEC- Transdisciplinary-IV	2
	SoL-4	2
	Internship (Summer School)	4
Total Credits	22	

Semester 5	Course Details	Course Credits
	Major –Design Workshop - V	4
	Major-Package Design	4
	Minor-Advance Digital Technology	4
	SEC- Professional Practice	2
	FIC-1	2
	Internship (Winter School)	4
	Transdisciplinary-V	2
Total Credits	22	

**Proposed by the School of Design*

B. Des - Graphics & Communication Design

Semester 6	Course Details	Course Credits
	Major –Internship (22 weeks duration)	20
	Total Credits	20

Semester 7	Course Details	Course Credits
	Major – Design Workshop-VII	4
	Major- Seminar	4
	Major-Environmental Graphics	2
	Research Methodology	4
	Project Proposal	2
	Internship (Winter School)	4
	Transdisciplinary-VI	2
Total Credits	22	

**Proposed by the School of Design*

Semester 8	Course Details	Course Credits
	Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
	Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
	Research Project/Dissertation	12
Total Credits	20	

Industry Experts & Advisory Members

B. Des - Fashion and Textile Design.

Semester 7

Course Details	Course Credits
Major – Design Workshop-VII	4
Major- Seminar	4
Major-Environmental Graphics	2
Research Methodology	4
Project Proposal	2
Internship (Winter School)	4
Transdisciplinary-VI	2
Total Credits	22

**Proposed by the School of Design*

Semester 8

Course Details	Course Credits
Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
Major –Online Course / MOOC's in the area interest AND/OR research AND/OR Dissertation	4
Research Project/Dissertation	12
Total Credits	20

Courses	Fees/Yr
B. Des Specializations offered in 1. Interior Design, 2. Graphics and Communication, 3. Fashion and Textile Design, 4. Product Design	315,000.00
M. Des. (2 year) Specializations offered in 1. Interior Design, 2. Graphics and Communication, 3. Fashion and Textile Design, 4. Product Design	250,000.00

Additional 21000 will be charged with first semester fees where 10,000 is for refundable Security Deposit and rest is for Alumni and FOL charges

Nirav Katrodiya
(Bachelor in Visual Art)
– Textile Designer.

Vicky Achnani
(M.Arch) -
Specializes in Digital and
Physical fabrication.

Rohan Nanavati
(Master in Visual
Communication) –
Founder of Roar Studio
specializes in creating
Brand Identity.

Mitul Desai
(M.Arch) –
Practicing Architect
and Photographer.

Binita Pandya
(MTRP) – Founder of
ENSO Architects
specializing in Interior
space-making and
Appropriate Construction
Techniques.

Anand Jariwala
(M.Arch) – Specializes
in Advanced
Computational
Architecture and
Visualization.

Raj Thakkar
(B. Design) – Expertise
in residential and
commercial
space design.

Krishna Mistry
(B.Arch) –
Practicing Architect.

Suman Dutta -
(MVA, Advertising) –
Co-founder of Jugnoo
Studio specializes in
Branding, Advertising
and Space design.

Vaishnavi Desai
(M.S in Communication
Design) – Specializes in
Brand Identity.

Kunal Lapsiwala -
(Masters in Visual Communication) –
Freelancer and specializes in
Visual communication techniques.

Niraj Vaidhya
(M.Sc in Fashion Design)
– Founder of Ethnic feel
and specializes in Fashion
conceptualization.

**Aliakbar
Gulamhussainwala**
(MIAD, Furniture Design)
– Collaborative practice
with Bamboo artisans.

Vivian Prakash
(M.Arch) –
Practicing Architect.

Dharya Prajapati
(B. Arch) – Practicing
Architect specializing in
Digital and Physical
fabrication techniques.

Priyanka Thakur
(B.Arch) – Specializes
in Digital and Physical
fabrication.

School of Design - Curriculum for Masters in Design (M.Des) Program

Interior Architecture and Design

Year 1 - Semester 1

Core Courses (16 Credits)
 Intuitive Material Exploration
 Innovation and Design Thinking
 Semiotics and Semantics
 Design Movements & History
 (National and International)
 Transdisciplinary Courses (4 Credits)
 Workshop Technology and skills
 Concepts of 'GREEN'

Year 1 - Semester 2

Core courses (16 Credits)
 Design Workshop 1
 Technology — Perception and
 Production
 Professional Overview — Policy and
 Marketing
 Transdisciplinary courses (4 Credits)
 History, Theory and Criticism
 Transdisciplinary Workshop

Year 2 - Semester 3

Core courses (16 Credits)
 Design Workshop 2
 Seminar
 Research Paper Publication
 Transdisciplinary courses (4 Credits)
 Sociology / Psychology
 Economics of Design

Year 2 - Semester 4

Core courses (16 Credits)
 Design Workshop 3
 Seminar — Multiple views
 Transdisciplinary courses (4 Credits)
 Portfolio Presentation
 Paper Publication

Year 1 - Semester 1

Core courses (16 Credits)
 Intuitive Visual Language Exploration
 Innovation and Design Thinking
 Semiotics and Semantics
 Origins of Contemporary
 Communication Design
 Transdisciplinary courses (4 Credits)
 Art Workshop — Mural Design
 Contemporary Visual Design
 Technologies (Print and Web Design)

Year 1 - Semester 2

Core courses (16 Credits)
 Design Workshop 1
 Futuristic Visual Design Technologies
 (Motion Design, AI, VR)
 Professional Practice: Systems, Ethics
 and Legalities
 Transdisciplinary courses (4 Credits)
 Art Workshop — Experimental
 Screen and Block Printing
 Content and Copy Writing Workshop

School of Design - Curriculum for Masters in Design (M.Des) Program

Graphics and Communication Design

Year 2 - Semester 3

Core courses (16 Credits)
 Design Workshop 2
 Seminar Research
 Paper Publication
 Transdisciplinary courses
 Design and Intellectual Property
 Rights Laws
 Introduction to Strategic Branding

Year 3 - Semester 4

Core courses (16 Credits)
 Design Workshop 3
 Seminar — Multiple views
 Transdisciplinary courses (4 Credits)
 Portfolio Presentation
 Paper Publication

Textile and Fashion Design

Year 1 - Semester 1

Core courses (16 Credits)
 Intuitive Material Exploration
 Innovation and Design Thinking
 Semiotics and Semantics
 Textile Design Movements (National
 and International)
 Transdisciplinary courses (4 Credits)
 Crafts Workshop — Weaving
 Printing Processes

Year 1 - Semester 2

Core courses (16 Credits)
 Design Workshop 1
 Digital Technology and Textiles
 Contemporary Field — in context of
 Art, Architecture, Design and
 Technology
 Transdisciplinary courses (4 Credits)
 Crafts — Indian Textiles
 Workshop — Print & Print-making

Year 2 - Semester 3

Core courses (16 Credits)
 Design Workshop 2
 Seminar
 Research Paper Publication
 Transdisciplinary courses (4 Credits)
 Textiles and International Market
 Textiles of the Far East

Year 2 - Semester 4

Core courses (16 Credits)
 Design Workshop 3
 Seminar — Multiple views
 Transdisciplinary courses (4 Credits)
 Portfolio Presentation
 Paper Publication

Placement companies and students statistics

- 100% students pursue a semester-long internship during their sixth semester of B.Design.
- Major firms associated are Future Group, Okhai, Sidhant Agrawal, Dhaaga Handcrafts, Firangi Yarn, Tambour, Bhavik Shah, Darshi Shah & Bhavin Trivedi for Fashion & Textile Design students.
- NEUF, Sopan, Workshop Inc., Design Work Group, Raj Mistry, Ideafactor/geoform, Essteam, Andblack, Incept and Miracle Design Works for Interspace Design students.
- Motad Advertising, Social 101 Marketing Agency, Beyondesign, Carat Late, Gem Yes Design Studio, Yellow, Digital Door, Please See and Creative Co for Graphics and Communication Design students.



Knowledge Partners and Collaborators:

- Nirav Katrodiya (Bachelor in Visual art) (GND Art Studio)
- Niraj Vaidhya (M.sc in fashion design) (Ethnic feel)
- Premal Shah (B.Tec in Textile Processing) (Riddhi fashion)
- Darukh and Deeba (Sustainable Design Studio)
- Rohan Nanavati (Master in visual communication) (Roar studio)
- Anand Jariwala (M.A.A.A.D) (Dot)
- Raj Thakker (B. Design) (Dreams designer studio)
- Krishna Mistry(B.arc) (Dot)
- Suman Dutta (MVA) (Jugnoo Studio)
- Varun Chug (M.Design, Fashion Management) (Florence Clothing Company)
- Dharya Prajapati (B. Arch) (Bhavik Architects)
- Binita Pandya (MTRP) (Enso Architects)
- Vaishnavi Desai (M.S in Communication Design) (Freelancer)

Clubs



School of Design runs a popular movie club screening mainstream as well as art movies across the genres.



Choice Based Credit System (CBCS) details

Auro University offers a bouquet of elective courses to encourage cross-disciplinarity amongst its various Schools.

Some of the courses offered by School of Design are:

- **Sculpture making.**
- **Experiencing Ecology**

Faculty

Prof. Krishna Shashtri

Mr. Avinash Engineer

Mr. Abhijit Pariyal

Ms. Vaishali Bhatt

Ms. Ashima Arora

Dr. Prunal Khawani