



# PROSPECTUS



School  
of Design

Bachelor, Master, and  
Diploma Programmes



Students at the Summer Programme in Auroville, building the FerrosHELL structure at La Grace hotel grounds.



“The human mind moves always forward, alters its viewpoint and enlarges its thought substance, and the effect of these changes is to render past systems of thinking obsolete or, when they are preserved, to extend, to modify and subtly or visibly to alter their value.”

— Sri Aurobindo and The Mother



Left: Student at the pottery wheel at the ceramics workshop. Top: Student practicing screen-printing at the print-making workshop.

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# AURO University

## Vision

To be a premier University of Integral and Transformational Learning for future leaders.

## Mission

A centre for value based education, the University is focused on providing to:

### **STUDENTS**

an environment for self-development; an institution that nurtures their potential based on their aptitudes and interests.

### **FACULTY**

a platform to be mentors and guides who shape the country's future leaders by imparting knowledge and skills; opportunities for research on emerging trends and industry practices.

### **THE INDUSTRY AND COMMUNITY**

students with intellectual competence, reality-based knowledge and personal integrity;  
students who strive for excellence and aspire to become socially responsible leaders.



“AURO University is an environment of collaboration and creativity driven by self-discovery of the ‘inner being’ that encourages, enables and empowers students in their intellectual, emotional and spiritual growth.”

**Mr. Hasmukh (H. P.) Rama**

Founder President, AURO University







# Academic Philosophy

Auro University aims at attaining integrality as its core idea. This it seeks to extend to all fields of education, at all levels and nurture it in every walk of life at the University and beyond. It aims at transformative education, the kind which develops evolved individuals – with the aim of bringing relevance and accountability in the design field, when sustainability has become a global challenge.

With the aim of envisaging a driving force that will permeate creative thinking in a fundamental way across schools and various disciplines, Auro University has set up the School of Design at its campus spread over 100 Acres along with its other Schools of Business, Hospitality, Information Technology, Law, Liberal Arts, Journalism & Mass Communication, and Sciences.





Top: Students setting up an installation for Design Connects international conference. Bottom: Student finishing up the exhibition display



# School of Design

‘Design’ is seen as activity which has always been central to the creation of culture. It is also the most powerful social and ecological tool with which human beings shape their environment of various places in space and time. ‘Design’ over a period of time has changed to mean a field of ‘Concepts’ rather than that of mere ‘Objects.’



# Annual Events at School of Design

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## Winter Programme

Related Study Program: 10–15 day documentation field trip, followed by an exhibition of drawings, photographs and video back at the campus.

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## Conferences and Webinars

Multi-day talk series showcasing widely known design professionals on campus, leading to inspiration and networking opportunities for students. Post the pandemic situation, we hold webinars to allow students to interact and get inspired by national and international designers on a weekly basis.

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## Guest Visits and Block Courses

We invite various national and international guests during the semester to inspire the students or to teach very specialised subjects in an intense week-long period.

## Summer Programme

Short and long workshops and/or community projects with expert designers and craftsmen, guest lectures, and more.

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## Juries and Displays

Every semester at the school ends with an expansive display of all the student work. Expert professionals from relevant fields are invited over for one or more days to review the work and provide constructive and valuable feedback to the students. Often it's during the juries that students gain utmost clarity.

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## Cultural Events and Field Trips

Apart from studies, regular events like film screenings, cultural evenings, sports tournaments, short field trips and more keep the students engaged.

# Prominent Guest Educators

We are extremely grateful for the support we have received from external guest educators since commencement—and the list keeps growing.

Adham Selim

Ajit Rao

Anant Ahuja

Ankur Choksi

Anil Suthar

Anju Modi

Amit Kharsani

Amrit Gangar

Ayaz Basrai

Bina Rao

Birwa Kureshi

Bruno Melotto

Dewina Kothari

Dwijaa Mehta

Ed Hollis, Prof.

Felix Padel, Dr.

Henry Hongmin Kim

Jagdish and Paresh Chitara

James Wescoat, Professor

Jay Thakkar

Judy Frater

Kamleshwar Das

Kamalika Bose

Kavita Shah

Krishna Mehta

Krunal Shah

Kushal Tikle

Mookesh Patel

Neelkanth Chhaya

Nehal Rachh

Nien Siao

Nikhil Rao

Parantap Bhatt

Prabodh and Prajwal Mendon

Prosenjit Ganguly

Rajarshi Smart

Rajeev Sethi

Rajesh Dahiya

Rajesh Sagara

Ramesh Annapindi

Rebecca Reubens

Rohit Purohit

Rooshad Shroff

S. Balaram

Sakthivel Ramaswamy

Scott Henderson

Shaista Perveen

Shashikala Ananth

Shamjibhai Valji Craftsman, Bhuj

Somesh Singh

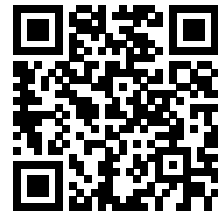
Swayam Mohanty

Upendra Raval, Dr.

Yatin Pandya

## thinking hands, working minds

The undergraduate program at the School of Design, AURO University is centred around the importance of creation. The workshops are the core of the program, enabling students to explore and experiment various media – digital and physical. An truly interdisciplinary approach prepares the base for the designer of tomorrow; who can combine and direct his/her career path in a unique way. Exposure to crafts, culture and society are inherent to allow students to attain a genuinely empathetic outlook.



Scan this QR code to view Auro Design Workshop facilities video on YouTube – a truly integrated design workshop space.





Bachelor of Design (4 Years)

B. DES.

## SPECIALISATIONS

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Interior Space Design

16

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Graphics and Communication Design

20

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Fashion and Textile Design

22



# Interior Space Design

**B. DES.**

Interior Space or an Intervening space is where the life pans out. It is an omnipresent environment against which a myriad of human actions, experiences and meanings manifest.

It has a reciprocal relation with the society in that it conditions a culture and in turn gets informed by it. In this sense the ideas of space, time, design, culture and habitation are intertwined in a way that solicits an inquiry.

To accommodate the ever-changing needs of contemporary culture in flux, the 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.

It is sought that the graduating students, through their topical specializations, are able to carve out their niche within the design profession as well as society.

Environmentally conscious and value based design approaches seek to create responsible professionals that become propelling forces guiding society into a relevant, appropriate and meaningful human habitation.

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## YEAR 1

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### Semester 1

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#### CORE COURSES (15 credits)

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Design Workshop 1

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History of Design 1

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Design Expression 1: Manual, Digital

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Communication 1

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#### TRANSDISCIPLINARY COURSES (4 credits)

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Structure in Nature / Maths & Music

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#### INDEPENDENT RESEARCH (1 credit)

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Crafts in India

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### Semester 2

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#### CORE COURSES (15 credits)

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Design Workshop 2

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History of Design 2

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Design Expression 2: Manual, Digital

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Psychology—Colour Perception

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#### TRANSDISCIPLINARY COURSES (4 credits)

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Analytical Expression / Geometry and Forms

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#### INDEPENDENT RESEARCH (1 credit)

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Crafts in India

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## YEAR 2

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### Semester 3

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#### CORE COURSES (15 credits)

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Design Workshop 3 : Spatial Exploration

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Building Components and Systems 1

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History of Architecture

---

Perception of Forms/Systems in Nature

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#### TRANSDISCIPLINARY COURSES (4 credits)

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Photography / Calligraphy

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#### INDEPENDENT RESEARCH (1 credit)

---

Crafts in India

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### Semester 4

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#### CORE COURSES (15 credits)

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Design Workshop 4

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Building Components and Systems

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History of Interior Design 1

---

Furniture Design 1

---

#### TRANSDISCIPLINARY COURSES (4 credits)

---

Digitech and System Design Interface — Craft & Technology / Building Materials and Products

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#### INDEPENDENT RESEARCH (1 credit)

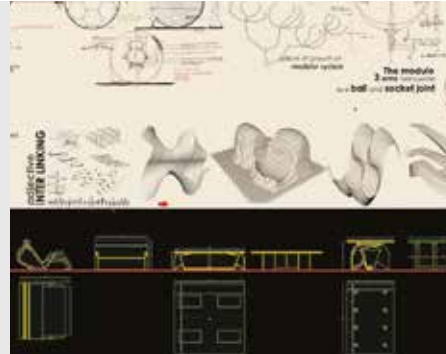
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Crafts in India

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# Interior Space Design

B. DES.



Left: Students working on the model for Bhatpore Senior citizen's library — a community project led by Krishna Shastri, Vicky Achnani and Priyanka Thakur. Right: Examples of space design.

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## YEAR 3

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### Semester 5

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#### **CORE COURSES** (15 credits)

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Design Workshop 5

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History of Interior Design 2

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Furniture Design 2

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#### **TRANSDISCIPLINARY COURSES** (4 credits)

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Colour and Light Interaction (Digital Technology) /  
Print-making & Textiles

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#### **INDEPENDENT RESEARCH** (1 credit)

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In the area of interest

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### Semester 6

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#### **TRAINING** (20 credits)

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Practical Training in the area of your own interest and  
Research Document for Thesis Project

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## YEAR 4

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### Semester 7

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#### **CORE COURSES** (15 credits)

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Design Workshop 7

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Design Management

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Professional Practice, Specification Writing, Quantity  
Analysis & Tendering

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#### **TRANSDISCIPLINARY COURSES** (4 credits)

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Interior Landscape and Sustainability / Sociology &  
Behaviour Patterns in Public Spaces

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#### **INDEPENDENT RESEARCH** (1 credit)

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In the area of interest

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### Semester 8

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#### **THESIS PROJECT** (20 credits)

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Thesis Project

# Graphics and Communication Design

B. DES.

Communication is the essence of human interaction. Ever since ancient times, communication has made technological advances possible in any field. Today, in the digital age, communication is what makes the world a village.

Communication Design exists to Inform, Convince, and Entertain through diverse media. In a world surrounded by a complex web of information, the role of a communication designer is to employ innovative methods to clarify the message and present it in an ethical manner.

Communication designers can become part of the creative fabric through various professions like Illustration, Package Design, Information Design, Environmental Graphics, Web Design, Typography, Visual Identity Design, Motion Graphics, Graphic Animation, Copy-writing, and more. They can set up independent creative practices, or work in small creative studios, or can also work alone by collaborating with larger advertising agencies. Hence, entrepreneurship and corporate careers are both viable options.

The program for Communication Design at Auro University has a cross-disciplinary approach, which allows the students the ability to create their own path, based on individual ideology.



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## YEAR 1

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### Semester 1

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#### CORE COURSES (15 credits)

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Design Workshop 1

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History of Design 1

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Design Expression 1: Manual, Digital

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Communication 1

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#### TRANSDISCIPLINARY COURSES (4 credits)

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Colour & Light / Themes in Art & Culture 1

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#### INDEPENDENT RESEARCH (1 credit)

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Crafts in India

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### Semester 2

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#### CORE COURSES (15 credits)

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Design Workshop 2

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History of Design 2

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Design Expression 2: Manual, Digital

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Psychology—Colour Perception

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#### TRANSDISCIPLINARY COURSES (4 credits)

---

Drawing & Painting / 4D Design 1

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#### INDEPENDENT RESEARCH (1 credit)

---

Crafts in India

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## YEAR 2

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### Semester 3

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#### CORE COURSES (15 credits)

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Design Workshop 3: Graphics and Typography 1

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Visual Communication 1

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Illustration 1

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History of Graphic Design 1

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#### TRANSDISCIPLINARY COURSES (4 credits)

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Spatial Dynamics / Time, Light, Sound

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#### INDEPENDENT RESEARCH (1 credit)

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History of Typography

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### Semester 4

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#### CORE COURSES (15 credits)

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Design Workshop 4: Graphics and Typography 2

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Visual Communication 2

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Illustration 2: Language and Letter Form

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History of Graphic Design 2

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#### TRANSDISCIPLINARY COURSES (4 credits)

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Creative Computing / Introduction to Documentary  
(Film/Video/Animation/Digital Forms)

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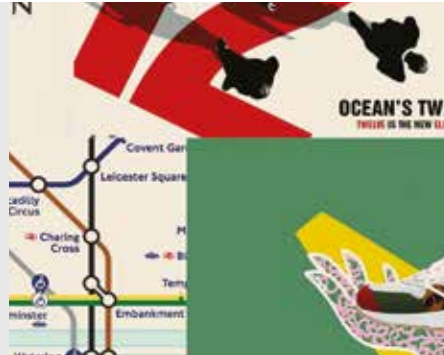
#### INDEPENDENT RESEARCH (1 credit)

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History of Graphics

# Graphics and Communication Design

B. DES.



Left: Students at the screen-printing workshop with Prajwal Mendon. Right: Examples of communication and user experience design.

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## YEAR 3

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### Semester 5

#### **CORE COURSES** (15 credits)

Design Workshop 5: Graphic Design, Typography, Communication Design

Package Design 1

Advertising 1

#### **TRANSDISCIPLINARY COURSES** (4 credits)

4D Design & Imaging / History of Advertising

#### **INDEPENDENT RESEARCH** (1 credit)

In the area of interest

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### Semester 6

#### **TRAINING** (20 credits)

Practical Training in the area of your own interest and Research Document for Thesis Project

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## YEAR 4

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### Semester 7

#### **CORE COURSES** (15 credits)

Design Workshop 7: User Experience and Visual Communication

Visual Narratives

Copyrighting for Advertising

#### **TRANSDISCIPLINARY COURSES** (4 credits)

Illustration—Children's Books or New Media / English—Narrative Writing

#### **INDEPENDENT RESEARCH** (1 credit)

In the area of interest

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### Semester 8

#### **THESIS PROJECT** (20 credits)

Thesis Project

# Fashion and Textile Design

**B. DES.**

Fashion has two connotations—as a noun and as a verb. As a noun, it means vogue, or trend—a manner of doing, way of style, mode and more. As a verb, it relates to form-making, to construct, build, manufacture, fabricate, and more.

Our curriculum will respond to both the aspects—designing and creating by making.

India literally has innumerable kinds of people, that many communities, traditions, languages and even various geographical variations that leads to varied cultural expressions—each one has its own identity through their life style, expressing in various clothing.

India has been known for its textiles since millions of years. Vedic age also has mentioned various textiles for various purposes and wrap around in different manners by various people.

With globalization Indian fashion industry has interfaced with Far East, Middle East, Western, American, African and other fashion industries. The inherent character of fashion is CHANGE. It is changing very fast around the globe. Indian fashion has responded to this situation like a kaleidoscope—very fast and innovative; creating innumerable visual and cultural fashion delights.

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## YEAR 1

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### Semester 1

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#### **CORE COURSES** (15 credits)

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Design Workshop 1: Elements of Design/Geometry

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History of Design 1: World Art & Culture

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Design Expression 1: Visualization & Representation

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Communication 1

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#### **TRANSDISCIPLINARY COURSES** (4 credits)

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Natural Dye & Processes / Printing & Processes

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#### **INDEPENDENT RESEARCH** (1 credit)

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Textile Crafts of Surat

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## YEAR 2

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### Semester 3

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#### **CORE COURSES** (15 credits)

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Design Workshop 3: Fashion Studies Fundamentals

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Surface Development & Digital Design 1

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Traditional Indian Textiles: Surface Ornamentation

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History of World Art & Costumes

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#### **TRANSDISCIPLINARY COURSES** (4 credits)

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Introduction to Fashion Draping / Creative Writing

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#### **INDEPENDENT RESEARCH** (1 credit)

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Matani Pachedi

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### Semester 2

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#### **CORE COURSES** (15 credits)

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Design Workshop 2: Creative Thinking/Fashion Orientation

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History of Design 2: World Art & Culture

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Design Expression 2: Garment Construction

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Fashion Styling

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#### **TRANSDISCIPLINARY COURSES** (4 credits)

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Theatre & Costume / Madhubani Painting

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#### **INDEPENDENT RESEARCH** (1 credit)

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Crafts in India

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### Semester 4

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#### **CORE COURSES** (15 credits)

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Design Workshop 4: Garment Construction with Pattern Making

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Fashion Illustration & Pattern Making 1

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Traditional Indian Textiles: Dyeing & Printing

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History of Jewellery Design

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#### **TRANSDISCIPLINARY COURSES** (4 credits)

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Home Furnishing / Cosmetic Exploration & Expression

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#### **INDEPENDENT RESEARCH** (1 credit)

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Indian Textile Craft Study

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# Fashion and Textile Design

B. DES.



Left: Student at the weaving section in the Auro Design Workshop building. Right: Examples of fashion and textile design.



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## YEAR 3

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### Semester 5

#### **CORE COURSES** (15 credits)

Design Workshop 5: Pattern Making & Yarn Craft

Fabric Construction—Weaving

Fashion Forecasting

#### **TRANSDISCIPLINARY COURSES** (4 credits)

Accessory Design / Wardrobe Management

#### **INDEPENDENT RESEARCH** (1 credit)

In the area of interest

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### Semester 6

#### **TRAINING** (20 credits)

Practical Training in the area of your own interest and  
Research Document for Thesis Project

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## YEAR 4

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### Semester 7

#### **CORE COURSES** (15 credits)

Design Workshop 6: Design & Technicalities –  
Production / Garment Construction

Care & Renovation of Textiles

Traditional Indian Textiles: Hand-loom

#### **TRANSDISCIPLINARY COURSES** (4 credits)

Fashion Entrepreneurship / Sustainable Product  
Development

#### **INDEPENDENT RESEARCH** (1 credit)

In the area of interest

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### Semester 8

#### **THESIS PROJECT** (20 credits)

Thesis Project

# research + innovation + relevance

The post-graduate program at the School of Design, AURO University is centred around the need for the transformation of society in synchrony with the environment. This program brings together students who are research-minded, curious, and look towards the future. With education that goes beyond the studios and classrooms, extending to our cutting-edge workshops and into the real world—this design program utilizes freedom and multidimensionality as the vehicles of exploration.



Master of Design (2 Years)  
Micro-Master of Design (1 Year)

# M. DES. MM. DES.

## SPECIALISATIONS

Interior Architecture and Design	30
Interior Product and Furniture Design	32
Graphics and Communication Design	34
User Experiences and Interfaces	36
Fashion and Textile Design	38
Fashion Apparel and Merchandising	40

# Interior Architecture and Design

‘Interiority’ as a fundamental obligation of architecture in creation of spaces has been one of the important contribution of modern and contemporary discourse on architecture.

As such, Interior architecture as a discipline seeks to convey a position in its own right.

Interior architecture or a positive Intervening space is where the life pans out. It becomes an omnipresent backdrop against which a myriad of human actions, experiences and meanings manifest. It has a reciprocal relation with the society in that it conditions a culture and in turn gets informed by it. In this sense the ideas of space, time, Architecture and Design, culture and habitation are intertwined in a way that solicits an inquiry.

The vision and conceptual thought process is based on an interdisciplinary approach, which will lead to:

1. Innovation — finding new relevant ways forward
2. Collaboration — between various strands of design disciplines and craft: the way to get innovative.
3. Design — mapping the distinct future boldly as a value based continuum.

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.

To accommodate the ever-changing needs of contemporary culture in flux, 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.

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

M. DES. /  
MM. DES.

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## YEAR 1

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### Semester 1

#### CORE COURSES

---

Intuitive Material Exploration

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Innovation and Design Thinking

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Semiotics and Semantics

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Design Movements & History  
(National and International)

#### TRANSDISCIPLINARY COURSES

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Workshop Technology and skills

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Concepts of 'GREEN'

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### Semester 2

#### CORE COURSES

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Design Workshop 1

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Technology – Perception and Production

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Professional Overview – Policy and Marketing

#### TRANSDISCIPLINARY COURSES

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History, Theory and Criticism

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Transdisciplinary Workshop

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## YEAR 2

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### Semester 3

#### CORE COURSES

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Design Workshop 2

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Seminar

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Research Paper Publication

#### TRANSDISCIPLINARY COURSES

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Sociology / Psychology

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Economics of Design

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### Semester 4

#### CORE COURSES

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Design Workshop 3

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Seminar – Multiple views

#### TRANSDISCIPLINARY COURSES

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Portfolio Presentation

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Paper Publication

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# Interior Product and Furniture Design

In the contemporary lifestyle, the idea of an 'efficient space' has taken much attention of the designers. Today the objects in a space are no longer mute occupiers but have an active interaction, both, with space on one hand and its users on the other. In short, the smartness of this objects affect their value.

Interior Products and Furniture elements play a quintessential role in defining the functional efficiency, utility and aesthetics not only in an Interior architecture space but also at the level of urban environment.

In a utilitarian sense, as tools, they can very well be imagined as an extensions to the human body, thus

improving overall efficiency and productivity.

Key aspects that define product and furniture design today are ergonomics, versatility, efficiency, high-end material technology and integration of industrial mass production systems.

They also turn inwards to learn and integrate material sensibilities, tactility and aesthetic richness of Indian crafts.

Product and Furniture design, as discipline, has pushed its boundaries towards highly scientific understanding of human body and resultant application of sophisticated technology to ensure optimum level of comfort at work or at leisure.

Product and Furniture Designer today seeks to blend art, craft, science and technology of human comfort into ever-newer forms of material expression.

M. DES. /

MM. DES.



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## YEAR 1

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### Semester 1

#### CORE COURSES

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Intuitive Material Exploration

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Innovation and Design Thinking

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Semiotics and Semantics

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Design Movements & History  
(National and International)

#### TRANSDISCIPLINARY COURSES

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Crafts Workshop

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Philosophy – Culture and Aesthetics

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### Semester 2

#### CORE COURSES

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Design Workshop 1

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Technology – Perception and Production

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Professional Overview – Policy and Marketing

#### TRANSDISCIPLINARY COURSES

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Craft Sector: Products and Furniture Focus –

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Traditional crafts of various States of India

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Digital Technology

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## YEAR 2

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### Semester 3

#### CORE COURSES

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Design Workshop 2

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Seminar

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Research Paper Publication

#### TRANSDISCIPLINARY COURSES

---

Sociology / Psychology

---

Economics of Design

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### Semester 4

#### CORE COURSES

---

Design Workshop 3

---

Seminar – Multiple views

#### TRANSDISCIPLINARY COURSES

---

Portfolio Presentation

---

Paper Publication

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# Graphics and Communication Design

The relatively new field of graphic design has proven to be rapidly evolutionary. It is perhaps the only field in design that has further sprouted 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 considers this ever-changing nature of the field as its core. Using the principles of graphic design as a base, the program 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.

Graduates from this program shall aim to take the profession to its next step, and creating the new, the unseen.

As career opportunities, graduates may pursue roles in areas like strategic branding, augmented reality, virtual reality, digital media, type design, and more.

M. DES. /

MM. DES.

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## YEAR 1

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### Semester 1

#### CORE COURSES

---

Intuitive Visual Language Exploration

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Innovation and Design Thinking

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Semiotics and Semantics

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Origins of Contemporary Communication Design

#### TRANSDISCIPLINARY COURSES

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Art Workshop — Mural Design

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Contemporary Visual Design Technologies  
(Print and Web Design)

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### Semester 2

#### CORE COURSES

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Design Workshop 1

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Futuristic Visual Design Technologies  
(Motion Design, AI, VR)

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Professional Practice: Systems, Ethics and Legalities

#### TRANSDISCIPLINARY COURSES

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Art Workshop — Experimental Screen and Block  
Printing

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Content and Copy Writing Workshop

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## YEAR 2

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### Semester 3

#### CORE COURSES

---

Design Workshop 2

---

Seminar

---

Research Paper Publication

#### TRANSDISCIPLINARY COURSES

---

Design and Intellectual Property Rights Laws

---

Introduction to Strategic Branding

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### Semester 4

#### CORE COURSES

---

Design Workshop 3

---

Seminar — Multiple views

#### TRANSDISCIPLINARY COURSES

---

Portfolio Presentation

---

Paper Publication

# User Experiences and Interfaces

Human life and culture are shaped with multiple layers of experiences. Experience design is a field that employs a human-centric approach to design, thereby focusing more on the creation of valuable and joyful experiences for users, in addition to focus on the end product.

The Masters Program in User Experience and Interfaces at Auro University delves into a design approach that is based on gaining a concrete understanding of the user through various research methods as well as gaining a clarified understanding of the design problem.

Based on user cognisance, interface explorations allow the designer to craft experiences that transcend the perception of a space, product, or a service. User Experience design deals with various scales of design, and may exist in 2D, 3D or 4D applications.

Students graduating from this program are envisaged to perceive the design field with a different eye, focused on the user — operating with empathy, and constantly creating newer niches in the field of human experiences; by adding greater purposes to design solutions.

Professionally, a career can be pursued in many different domains like UX design for technology, robotics, experiential space design, innovative retail experiences, product design, and more.

**M. DES. /**

**MM. DES.**

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## YEAR 1

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### Semester 1

#### CORE COURSES

---

Intuitive Visual Language Exploration

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Innovation and Design Thinking

---

Semiotics and Semantics

---

History of Human-centered Design

#### TRANSDISCIPLINARY COURSES

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Immersive Spaces

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Information Architecture

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### Semester 2

#### CORE COURSES

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Design Workshop 1

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Interfaces for Accessibility

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Digital Interface Design – The Front End

#### TRANSDISCIPLINARY COURSES

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Machine Learning and Design

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The Future of Future

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## YEAR 2

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### Semester 3

#### CORE COURSES

---

Design Workshop 2

---

Seminar

---

Research Paper Publication

#### TRANSDISCIPLINARY COURSES

---

Sonic Experiences

---

Technology and Sustainability

---

### Semester 4

#### CORE COURSES

---

Design Workshop 3

---

Seminar – Multiple views

#### TRANSDISCIPLINARY COURSES

---

Portfolio Presentation

---

Paper Publication

# 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 programme at Auro University hones candidate with technological soundness and appropriate solutions to emerging trends. It also opens opportunity for candidate to refine, and to acquire knowledge on application of latest digital tools in design.

The programme 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.

Students are exposed to different industrial and craft production through field visits. Graduate candidates are guided through a Directed Study which culminates in the production of a final collection, portfolio, or project.

Graduates of this programme can pursue 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. at global platforms.

**M. DES. /**

**MM. DES.**

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## YEAR 1

### Semester 1

#### CORE COURSES

Intuitive Material Exploration

Innovation and Design Thinking

Semiotics and Semantics

Textile Design Movements  
(National and International)

#### TRANSDISCIPLINARY COURSES

Crafts Workshop — Weaving

Printing Processes

### Semester 2

#### CORE COURSES

Design Workshop 1

Digital Technology and Textiles

Contemporary Field — in context of Art, Architecture,  
Design and Technology

#### TRANSDISCIPLINARY COURSES

Crafts — Indian Textiles

Workshop — Print & Print-making

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## YEAR 2

### Semester 3

#### CORE COURSES

Design Workshop 2

Seminar

Research Paper Publication

#### TRANSDISCIPLINARY COURSES

Textiles and International Market

Textiles of the Far East

### Semester 4

#### CORE COURSES

Design Workshop 3

Seminar — Multiple views

#### TRANSDISCIPLINARY COURSES

Portfolio Presentation

Paper Publication

# Apparel Design and Merchandising

In the global market, Merchandising in the apparel Industry has found a special niche. The emerging profession is perceived as a connection between creative and innovative design solutions for the quicksilver market and its responses.

The course enables the professional as a bridge between Industry and Market by becoming Fashion Forecaster, Fashion Merchandiser, Fashion Brand Maker or Fashion Journalist.

The programme addresses Research Methods and Analysis, Fashion System and Operations, Graphic Design, Visual Merchandising, Product Development and Marketing, Photography, Fashion Communication, Global Economy, Legal Affairs, Branding, etc.

The programme may involve field trips, training and seminars as tool of learning. The programme prepares individuals to develop knowledge base and skills to serve the industry professionally.

Graduates of this programme can seek work in various Apparel Industries, which include Ready to Wear, Specialized Fashion, Active Sportswear, Functional Clothing, Design Education and Marketing etc. at National or International platforms.

**M. DES. /**

**MM. DES.**



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## YEAR 1

### Semester 1

#### CORE COURSES

Intuitive Material Exploration

Innovation and Design Thinking

Semiotics and Semantics

Design Movements and History  
(National and International)

#### TRANSDISCIPLINARY COURSES

Communication Skills – Research and Writing

Digitech — Audio / Video / Advertising

### Semester 2

#### CORE COURSES

Design Workshop 1

Digital Technology — Smart textiles and  
Computerised Production

Trend Forecasting / e Commerce / Branding

#### TRANSDISCIPLINARY COURSES

Surface Finishes and Products (Craft Based)

Fashion Media

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## YEAR 2

### Semester 3

#### CORE COURSES

Design Workshop 2

Sustainable Design — Marketing Strategy

Management of Fashion — Policy for Fashion

#### TRANSDISCIPLINARY COURSES

Fashion Photography & Branding

Apparel Merchandising

### Semester 4

#### CORE COURSES

Design Workshop 3

Seminar — Multiple views

#### TRANSDISCIPLINARY COURSES

Advertising — Creative Presentation

# skills + craft + digital technology

To create a knowledge, innovation, entrepreneurial and vocational support system to the Field of Design, the School of Design seeks to introduce a Diploma programme in Design that inducts students at 10th (SSC or Equivalent) level. This is in accordance with NEP 2020 vision of India centric education system to create a 'vibrant knowledge society' and thereby replacing the earlier (10+2) format by a more liberal (5+3+3+4) system at Primary and Secondary education level leading to higher education.



Top: Students learning calligraphy at the Winter workshop with Amit Kharsani, one of the leading calligraphy artists of India.

# Diploma in Design Technology

D. DES.  
TECH.

Education forms a pivotal instrument for any developing nation, its progress and well-being. Over a decade or so, achieving a global presence for India has been a top priority on all national agendas. Reading in conjunction the NITI (National Institution for Transforming India) aayog 2015 and NEP (National Education Policy) 2020. There are important implications for Higher Education Institutions in co-evolving a shared vision of national development priorities.

With radical and innovative ways to expand the reach of specialised fields of knowledge and making education more liberal as constituted by the NEP 2020, School of Design strives to reach out to students seeking career goals in Design field much earlier in their education process.

Cognitive development of mind to think in abstract ideas, to deal with multiple concepts simultaneously and to imagine future consequences of actions occurs around the age of 15-18. And therefore 10th grade would be an

appropriate level to give access to students seeking career in various disciplines.

Design is a vast field. Its canvas of informing young minds is very wide. Some exposure is required by them to paint their own canvas of various Design fields in the offering.

Early induction can be one of the ways to train students in their chosen field. Their thought process could be focussed towards design thinking and process. This would also help early grasping and exposure to Crafts skill, Digital interface, various Technologies and Execution aspects of the profession.

# Diploma in Design Technology (D. Des. Tech.)

Diploma in Design Technology programme is a Three Year (6 Semesters) full time course that can be opted by candidates having successfully completed their (10th SSC or Equivalent).

The broad based curriculum matrix has four core components in various proportions through which the course evolves, these are: 1. Crafts Skill, 2. Digital Technology, 3. Material Technology and Services, 4. Thought Process.

The key focus areas across 3 years are as follows:

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**YR1** *Sem 1* Knowing Design Elements and their Expression

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*Sem 2* Connections of Design Elements, Formation of Culture

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**YR2** *Sem 3* Evolution of various Design Fields and their Expressions

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*Sem 4* Evolution of Design Profession and Industry

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**YR3** *Sem 5* Exposure to Profession and Industry

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*Sem 6* Innovative Way forward

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## YEAR 1

### Semester 1

#### COURSES

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Sketching

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Colours / Painting

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Sculpture & Experiment with Material

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Manual and Digital Drafting

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Culture / Festivals / Expression

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Communication – English Language

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### Semester 2

#### COURSES

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Drawing – Manual & Digital

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Material Exploration

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Site Visits

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Workshops – Wood, Metal, Ceramics, Print

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## YEAR 2

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## Semester 3

### BLOCK COURSES

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#### Communication Design (4 weeks)

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Typography

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Graphic Expression

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Symbolism and Identity

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Materials / Printing Processes

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Digital Production

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#### Textile & Fashion Design (4 Weeks)

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Fabrics and Crafts

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Forms and Material Explorations (Cutting /  
Patterning)

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Machine Stitching

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Digital Production

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#### Interior Space Design (4 Weeks)

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Space Organisation

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Materials and Construction

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Manual and Digital Expressions

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#### Project Execution (Field Work – 4 weeks)

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Construction Sites

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Printing Processes

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Dress Making and Patterning

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## Semester 4

### BLOCK COURSES

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Advance Technology

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Applied Digital Expressions

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Specialised Fields

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Field Work (Crafts and Technology)



Top: Student working during the Poetics of Bamboo workshop led by Vicky Achnani and Avinash Engineer.

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## YEAR 3

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## Semester 5

### BLOCK COURSES

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#### Communication Design (6 weeks)

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Business Ethics/Modality

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Execution and Costing

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Market Situations

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#### Textile & Fashion Design (6 Weeks)

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Business Modality

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Trending

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Market Situation

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#### Interior Space Design (6 Weeks)

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Site Supervision

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Bill of Quantities (BOQ)

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Estimation & Costing

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## Semester 6

### BLOCK COURSES

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#### Communication Design (18 weeks)

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Practical Project Execution

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Project Report Submission

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– OR –

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#### Textile & Fashion Design (18 Weeks)

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Practical Project Execution (with Production House, Mass Production, Marketing, etc.)

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Project Report Submission

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– OR –

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#### Interior Space Design (18 Weeks)

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Practical Project Execution (with Contractors, Designers, Interior Products Execution)

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Project Report Submission

# Eligibility Criteria

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## B. Des.

- Class XII (10+2), 50% minimum aggregate marks or equivalent grade.
- Provisional admissions available to Class XII (10+2) based on their Class X performance.
- In case the student has received the Class XII certificate from abroad or has been an IB student and has received IB diploma an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.
- Applicants are welcome from any stream – Arts, Commerce or Science.
- Class X (10) + 3 / 4/ 5 year Diploma from a Govt. Approved college in Architectural Assistantship / Civil Engineering / Interior Design / Fine Arts are also eligible.

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## M. Des. / MM. Des.

- Class XII (10+2) + 4 / 5 year Bachelor's Degree from a Govt. Approved college in Design (B. Des.) / Architecture (B. Arch.) / Fine Arts (B. F. A.) / Engineering (B. E. / B. Tech.) with 50% minimum aggregate marks or equivalent grade.
- Applicants are welcome from any stream – Arts, Commerce or Science.

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## D. Des. Tech.

- Class X (10), 50% minimum aggregate marks or equivalent grade.
- In case the student has received the Class X certificate from abroad or has been an IB student and has received IB diploma an equivalence certificate issued from Association of Indian University (AIU) must be attached with the application form.

# Admissions

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## Duration

B. Des. — 4 years, full-time  
M. Des. — 2 years, full-time  
MM. Des. — 1 year, full-time  
D. Des. Tech. — 3 years, full-time

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## Commencement

All the programmes commence during Fall semester, which would be around July–August.

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## Register Online

Scan the QR code below to visit the online registration web-page.

Fill and submit the form to be contacted by our Program Office.

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## Fees & Scholarships

For information on fees and scholarships, please get in touch with the AURO University Admissions Office.

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## Admissions Office

For any information related to admissions, please get in touch with the AURO University Admissions Office on

- P: +91 261 4088100 / 04
- E: [admissions@aurouniversity.edu.in](mailto:admissions@aurouniversity.edu.in)







## Advisory Board

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**Prof. Krishna Shastri**

Chairperson, School of Design, AURO University

---

**Dr Rajan M. Welukar**

Vice Chancellor, AURO University

---

**Prof. Gurudev Singh**

Dean, Navrachana University, Baroda

---

**Prof. Jaimini Mehta**

Practicing Architect, Hon. Director of  
Centre for the Study of Urbanism and  
Architecture, Baroda

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**Dhimant Panchal**

Director & H.O.D. Product Design & Director  
Design Center, MAEER'S MIT, Pune

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**Ajit Rao**

Practicing Architect and Animator, Pune

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**Ravi Hazra**

Professor, IDC, IIT Bombay

---

**Dr. R. Athwankar**

Professor, IDC, IIT Bombay

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**Subroto Bhowmick**

Textile and Graphic Designer of  
international repute. Former Design  
Director at Calico Museum, Ahmedabad  
and currently Creative Consultant at  
Mudra Communication



Left: Eminent guest speakers at the Design Connects international conference. Top: Faculty and students working in the wood-working workshop.



DESIGN  
CONNECTS

INKscript



DESIGN IS  
JOY

Left: Mata Ni Pachedi workshop with Rajesh Sagara.  
Top: School of Design, AURO University activity identities  
— clockwise from top: Design Connects Conference Series,  
Inkscrip student-driven Newsletter, Auro Design Workshop,  
and Design is Joy Webinar Series.



Top: Students sketching at the Toorji ka Jhalra stepwell in Jodhpur at the Related Study Program led by Abhijit Pariyal, Rohan Nanavati and Zankruti Gandhi.

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