

# DESIGN ADMISSION GUIDE





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# Introduction

Design is a field where creativity, ideas, and problem-solving come together. It is not only about drawing or making things look beautiful, but also about creating useful and meaningful experiences for people. The design stream offers many career options such as fashion design, graphic design, interior design, product design, animation, communication design, and more.

Today, design has become an important part of every industry. From clothes, websites, and apps to furniture, advertisements, and films, designers play a major role in shaping the world around us. Students who enjoy creativity, observation, innovation, and expressing ideas visually often find the design field exciting and rewarding.

This guide is created to help students understand the design stream in a simple way. It includes information about different design courses, entrance exams, colleges, preparation tips, career opportunities, and important skills required in the field of design. Whether you are a beginner or someone planning a future in design, this guide will help you explore the opportunities available in this creative industry.



## Design Programmes for UG

For **UG programmes**, candidates who want to pursue Design can go for B.Des or B.F.Tech. Students from all the streams can apply for the B.Des. For **B.F.Tech**, Mathematics in Class 10+2 is compulsory.

**B.Des (Bachelor of Design)** focuses on creative fields such as fashion design, product design, communication design, and UI/UX design. It develops skills like design thinking, sketching, and problem-solving whereas **B.F.Tech (Bachelor of Fashion Technology)** focuses on the technical side of the fashion industry. It includes garment production, manufacturing processes, quality control, and industrial operations.

### List of UG Specialisations in Design

The list of Specialisations is as follows.

| Specialisation                         | Details                                                                                                                |
|----------------------------------------|------------------------------------------------------------------------------------------------------------------------|
| B. Des in Fashion Design               | Deals with the art of clothing, fashion illustration, garment construction and trend forecasting                       |
| B. Des in Leather Design               | Designing leather products like footwear, bags, belts, and lifestyle accessories.                                      |
| B. Des in Accessory Design             | Designing functional and aesthetic accessories such as jewelry, bags, watches, and eyewear                             |
| B. Des in Textile Design               | Creation of textiles through weaving, printing, embroidery, and surface ornamentation.                                 |
| B.Des in Knitwear Design               | Designing knitted apparel like sportswear, sweaters, and casual garments                                               |
| B. Des in Fashion Communication        | Fashion with media, branding, styling, photography, and digital strategy.                                              |
| B. Des in Film and Video Communication | Storytelling, direction, cinematography, editing, and scriptwriting.                                                   |
| B.Des in Exhibition Design             | Designing immersive exhibition spaces, museum layouts, and experiential environments.                                  |
| B.Des in Animation Film Design         | 2D/3D animation, visual storytelling, character development, and motion graphics.                                      |
| <u>B Des (UI/UX)</u>                   | UI/UX. Coding, story telling                                                                                           |
| <u>B.Des (Graphic Design)</u>          | Graphics, 2D, 3D, UI/UX                                                                                                |
| B.Des (Product Design)                 | Creating functional, user-centric, and sustainable physical products.                                                  |
| B.Des (Game Design)                    | Coding, 2D/3D animation, visual storytelling, character development, and motion graphics                               |
| B.Des (Design for Social Impact)       | Solving complex social, environmental, and community challenges using design thinking and human-centered methodologies |
| B.FTech in Apparel Production          | Deals with garment manufacturing, industrial engineering, and quality management                                       |



## Skills required to pursue UG Design courses

The skills required to become a Designer are:

- Creativity and Imagination
- Drawing and Sketching
- Observation Skills
- Communication Skills
- Basic Software Skills



## B.Des Eligibility

The eligibility criteria that must be fulfilled by candidates.

| Particulars                       | Details                                                                                                                                         |
|-----------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------|
| BDes Academic Qualifications      | The candidates should have <b>completed Class 12</b> from any stream ( <u>Science</u> , Arts, or <u>Commerce</u> ) or equivalent qualification. |
| BDes Marks Criteria               | They should have secured at least <b>50%</b> aggregate marks in Class 12 or an equivalent qualification.                                        |
| BDes Appearing or Passed Criteria | Those students appearing for Class 12 board exams and those who have already passed Class 12 are eligible.                                      |
| BDes Age Limit                    | Those who are <b>not more than 24 years</b> of age on 1st August of the year of BDes admission.                                                 |

## B.F Tech Eligibility Criteria

Check out the eligibility criteria for B.F.Tech.

| Particulars                      | Eligibility Criteria                                                                 |
|----------------------------------|--------------------------------------------------------------------------------------|
| B.F.Tech Academic Qualifications | The candidates must have completed Class 12 from a recognized board with Mathematics |
| B.F.Tech Marks Criteria          | at least 50-60% marks                                                                |
| B.F.Tech Age Limit               | 24 years (As of August 1)                                                            |

## Top UG Design Colleges in India

Some of the top colleges for Design are given below:

| College                                  | Popular Courses                        | Approx. Fees (Total) |
|------------------------------------------|----------------------------------------|----------------------|
| National Institute of Design             | B.Des                                  | ₹12–15 Lakhs         |
| National Institute of Fashion Technology | B.Des, B.FTech                         | ₹13–15 Lakhs         |
| Indian Institute of Technology Bombay    | B.Des                                  | ₹8–10 Lakhs          |
| IIAD                                     | B.Des                                  | ₹10 – 11 Lakhs       |
| Pearl Academy                            | Fashion, Styling, Communication Design | ₹20–30 Lakhs         |
| Symbiosis Institute of Design            | Communication, Fashion, Product Design | ₹18–20 Lakhs         |
| Unitedworld Institute of Design          | Multiple Design Courses                | ₹16–18 Lakhs         |
| MIT Institute of Design                  | B.Des                                  | ₹16–20 Lakhs         |

## Popular Design Entrance Exams for UG

Some of the entrance exam for Design are given below.

| Exam                | Application      | Exam Dates           |
|---------------------|------------------|----------------------|
| UCEED Exam          | October          | January              |
| NIFT Entrance Exam  | December         | February             |
| NID DAT Exam 2026   | November         | December             |
| FDDI AIST Exam 2026 | January          | May                  |
| Pearl Academy       | October-November | January, April, June |
| SEED                | August           | January/March        |
| IIAD DAT            | October          | March/May            |
| UID DAT             | November         | January/April        |
| MAH CET B.Design    | December         | April                |



## Exam Pattern for UG Design Entrance Exam

Almost all the design entrance exam have the same pattern and sections. Stage 1 or Prelims is written exam, having sections like English, logical and analytical reasoning, GK, Design Aptitude test, etc. whereas Stage 2/Mains consists of Studio Test or Interview.

| Component                           | Question Type           | Marks/Weightage |
|-------------------------------------|-------------------------|-----------------|
| English Language                    | MCQs                    | 10–15%          |
| Quantitative Ability                | MCQs                    | 10–15%          |
| Logical & Analytical Reasoning      | MCQs                    | 15–20%          |
| General Knowledge & Current Affairs | MCQs                    | 5–10%           |
| Design Awareness                    | MCQs & Visual Questions | 10–15%          |
| Observation & Visualization         | Visual Questions        | 15–20%          |
| Creative Ability                    | Drawing & Sketching     | 25–40%          |

## Career Scope after Pursuing Bachelors in Design

Check out the career scope and average salary in design roles.

| Profile             | Details                                                                                                                   | Average Salary (Approx) |
|---------------------|---------------------------------------------------------------------------------------------------------------------------|-------------------------|
| Fashion Designers   | Creates clothing, footwear & accessories by combining creativity, design skills and knowledge of trends & consumer needs. | INR 4.3 LPA             |
| Interior Designers  | Plans, designs, and improves the interior spaces of homes, offices, shops, hotels, and other buildings.                   | INR 4.2 LPA             |
| Textile Designers   | Designs textiles, blending the colours, textures, and patterns in their own unique way.                                   | INR 5 LPA               |
| UI/UX Designers     | Creates all the designs users see while going through the app or website.                                                 | INR 6.7 LPA             |
| Product Designers   | Create products based on the client's or company's requirements.                                                          | INR 12.5 LPA            |
| Graphic Designers   | Create visually appealing texts and images. They design creative content including illustrations, logos, etc.             | INR 3.9 LPA             |
| Jewellery Designers | Creates and develops designs for jewellery such as rings, necklaces, earrings, bracelets, bangles and other ornaments.    | INR 4.1 LPA             |
| Web Designers       | Creates the layout of a website and designs its aesthetics.                                                               | INR 3.3 LPA             |

## Design Programmes for Postgraduate (PG)

After completing graduation, students can pursue higher studies. **M.Des (Master of Design)** is for advanced learning and specialization in design fields. **M.F.M (Master of Fashion Management)** focuses on fashion business and management. **M.F.Tech (Master of Fashion Technology)** focuses on advanced technical knowledge in fashion production and technology.

Some of the popular courses in PG in design stream are given below.

| Course                             | Duration |
|------------------------------------|----------|
| M.Des (Master of Design)           | 2 Years  |
| M.FTech                            | 2 Years  |
| Master of Fashion Management (MFM) | 2 Years  |
| MA in Design                       | 2 Years  |
| MBA in Design Management           | 2 Years  |

## List of PG Specialisations

Different specialties are available because there are numerous subjects where the Master of Design degree is offered. Below is a table of the main specialties.

| PG Specialisations      |                                    |                        |
|-------------------------|------------------------------------|------------------------|
| Fashion Design          | <u>Interior Design</u>             | <u>Apparel Design</u>  |
| Textile Design          | <u>UI/UX Design</u>                | <u>Knitwear Design</u> |
| <u>Furniture Design</u> | <u>Game Design</u>                 | <u>Toy Design</u>      |
| Automotive Design       | <u>Film &amp; Video Design</u>     | <u>Leather Design</u>  |
| <u>Web Design</u>       | <u>Footwear Design</u>             | Product Design         |
| <u>Graphic Design</u>   | <u>Ceramics &amp; Glass Design</u> | Industrial Design      |

## Skills Required to pursue PG Design

Some of the skills required to pursue PG in design is given below.

- Advanced Design Thinking
- Analytical Thinking
- Research Skills
- Advanced Software Skills
- Portfolio Development
- Presentation Skills



## Eligibility Criteria for Design PG Programmes

Candidates can see the general outline of the eligibility below:

- A UG degree in BDes, BSc, BA, or BVoc,
- In a relevant field like Fashion Design, Product Design, Industrial Design, and more
- With at least 55% marks
- Candidates must have a degree/diploma/post-graduate degree programme of a minimum three years (after 10+2 level), or must be appearing for the final examination of such a program. Or must have passed the GD Arts diploma programme (10+5 level).

Different institutes have different criteria, one should always read the handbook

## PG Design Colleges in India

Other than NIFTs and NIDs, there are many government colleges in India which offer M.Des courses. Candidates can see table listing these best government colleges known or M.Des courses in India below.

| College                                                          | Type       | Entrance Exam       | Approx. Total Fees |
|------------------------------------------------------------------|------------|---------------------|--------------------|
| National Institute of Design (Ahmedabad, Bengaluru, Gandhinagar) | Government | NID DAT M.Des       | ₹10–13.5 Lakh      |
| National Institute of Fashion Technology (All Campuses)          | Government | NIFT PG             | ₹6.5–7 Lakh        |
| Indian Institute of Technology Bombay                            | Government | CEED                | ₹2.5–5 Lakh        |
| Indian Institute of Technology Delhi                             | Government | CEED                | ₹1.6–4 Lakh        |
| Indian Institute of Technology Guwahati                          | Government | CEED                | ₹2.4–5 Lakh        |
| Indian Institute of Technology Hyderabad                         | Government | CEED                | ₹4–5 Lakh          |
| Indian Institute of Technology Kanpur                            | Government | CEED                | ₹3–4 Lakh          |
| Indian Institute of Technology Roorkee                           | Government | CEED                | ₹2–4 Lakh          |
| School of Planning and Architecture Delhi                        | Government | CEED/GATE           | ₹2–3 Lakh          |
| Symbiosis Institute of Design                                    | Private    | SID Entrance Test   | ₹8–9 Lakh          |
| Srishti Manipal Institute of Art Design and Technology           | Private    | Portfolio/Interview | ₹12–14 Lakh        |
| MIT Institute of Design                                          | Private    | DAT/Interview       | ₹8–10 Lakh         |
| IIAD                                                             | Private    | IIAD DAT            | ₹8–10 Lakh         |
| Pearl Academy                                                    | Private    | Entrance Test       | ₹10–14 Lakh        |



## Popular Design Entrance Exams for PG

Some of the popular exams for Design are CEED by IIT Bombay, NIFTEE by NTA, CUET by NTA, NID DAT by NID, etc. Check the list given below.

| Exam               | Application      | Exam Dates           |
|--------------------|------------------|----------------------|
| CEED Exam          | October          | January              |
| NIFT Entrance Exam | December         | February             |
| NID DAT Exam       | November         | December             |
| Pearl Academy      | October-November | January, April, June |
| SEED               | August           | January/March        |
| IIAD DAT           | October          | March/May            |
| UID DAT            | November         | January/April        |
| CUET PG            | December         | March                |
| GATE               | August           | February             |

## Exam Pattern for PG Design Entrance Exam

The common pattern for Design Entrance exam is given below.

| Component                    | Question Type     | Marks/Weightage    |
|------------------------------|-------------------|--------------------|
| Design Aptitude              | MCQs & Subjective | 20–30%             |
| Logical Reasoning            | MCQs              | 15–20%             |
| Analytical Ability           | MCQs              | 15–20%             |
| Design Awareness             | MCQs              | 15–20%             |
| Communication Skills         | Subjective        | 10–15%             |
| Creativity & Problem Solving | Subjective        | 20–30%             |
| Portfolio/Interview          | Evaluation        | Institute-specific |

## Tips to create a portfolio

Here are some useful ideas that you can refer to for making a portfolio.

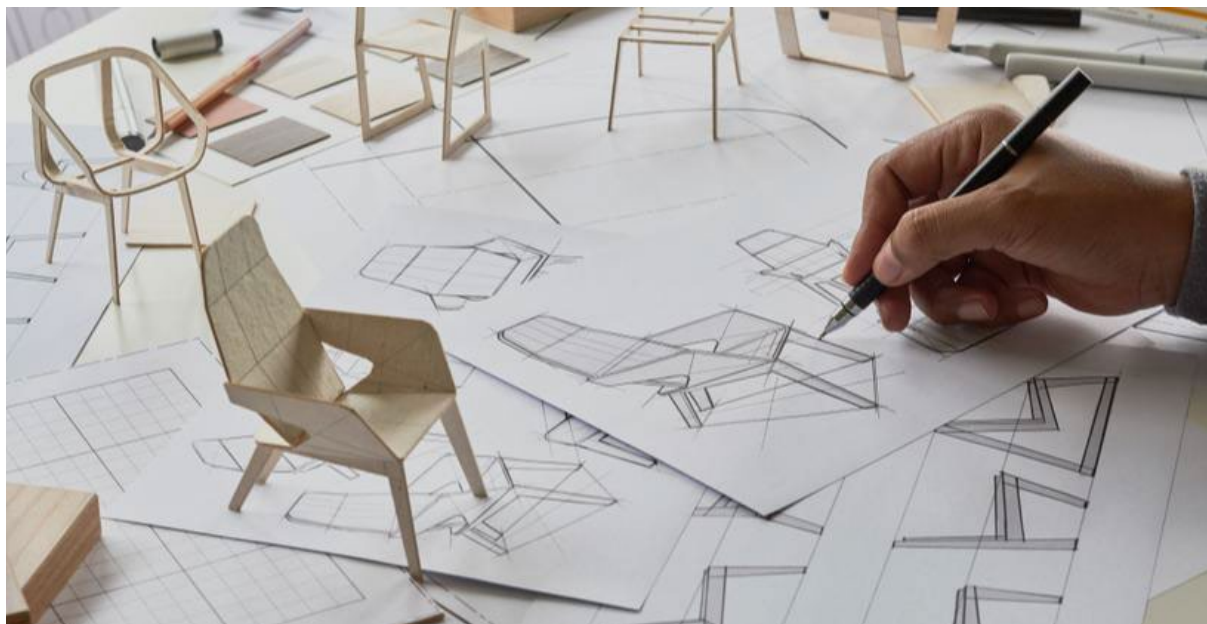
1. If your portfolio is aligned with your interests and passion, there is more chance the portfolio will click. So, when choosing projects, you may check if they are aligned with your area of interest or expertise.
2. If you pick a topic that is outside your sphere of interest, get ready to put in double the effort. Do the research and let loose your creativity.
3. Remember, the portfolio is not about how much work you have done, but what kind (or the quality) of work you have done.
4. Normally, you can pick 10–15 items for making the portfolio. Make sure that the chosen items are your best work. The items among other things must demonstrate your hold over different themes, color combination, and designs.
5. If the portfolio has to be carried around, keep it within a manageable proportion. Or else, be ready for a nightmare moving them from one place to another.
6. The portfolio should show your range of work, so don't stuff it with similar types of work.
7. Label each item properly. These short labels will help the jury get a quick idea of what the item is all about.



## Career Scope and Salary After PG in Design

Check out the career scope after pursuing PG in Design.

| Career                      | Details                                                                                              | Fresher's Salary (Approx)        | Experienced Salary (Approx)  |
|-----------------------------|------------------------------------------------------------------------------------------------------|----------------------------------|------------------------------|
| <b>Fashion Designer</b>     | Students with fashion designing as major subject in M.Des can take this course.                      | INR 2.5 to INR 4 lakhs           | INR 15 - INR 50 lakhs        |
| <b>Product Designers</b>    | Many students from IITs take up this profession.                                                     | INR 4 to 7.8 LPA                 | up to 1 crore annually       |
| <b>Industrial Designers</b> | They combine business, art and engineering to create and develop concepts for manufactured products. | INR 2.4 Lakhs to INR 6.0 Lakhs   | INR 20 - INR 30 lakhs        |
| <b>Art Director</b>         | To become Art Director, one needs industry experience, good portfolio, and leadership skills.        | INR 1.8 lakhs to INR 5.0         | Up to INR 24 lakhs           |
| <b>UX/UI Designer</b>       | They combine user interface and user experience to create visually appealing digital interfaces.     | INR 3.5 to INR 6.5               | INR 12 lakhs to INR 25 lakhs |
| <b>Graphic Designers</b>    | They build designs for brochures, logos, layouts and advertisements.                                 | INR 1.98 lakhs to INR 3.20 lakhs | INR 10 lakhs to INR 25 lakhs |





## PhD in Design

After a master's degree, students can choose a PhD. This involves research in design, fashion, or related areas. It is suitable for those interested in teaching, academic work, or advanced research. They can opt this, if they want to go for teaching career.

A PhD in Design is suitable for students interested in research, academics, innovation, and advanced design studies. The duration is around 3 to 6 years.

### Areas of Research in Design for Ph.D

Some of the areas for Ph.D in Design is given below.

- Design Research
- User Experience (UX)
- Sustainable Design
- Fashion Innovation
- Textile Research
- Human-Centered Design
- Product Innovation
- Visual Communication

### Skills Required at PhD Level

Some of the skills required for PhD is given below.

- Critical Thinking
- Academic Writing
- Data Collection and Analysis
- Advanced Research Skills
- Teaching and Mentorship
- Problem-Solving at Research Level

### Top Institutes Offering PhD in Design

Some of the institutes that offers Ph.D in design are given below.

| Colleges                                      | Fee (Approx)              |
|-----------------------------------------------|---------------------------|
| IIT Guwahati                                  | INR 3.34 Lakh             |
| IIT Hyderabad                                 | INR 3.34 Lakh             |
| IIT Bombay                                    | INR 6.74 Lakh - 8.08 Lakh |
| IIT Delhi                                     | INR 2.26 Lakhs            |
| National Institute of Design (NID), Ahmedabad | INR 2.29 Lakhs            |
| National Institute of Design (NID), Bangalore | INR 2.29 Lakhs            |

## Career Opportunities After PhD

Some of the career options after PhD in design is given below.

| Career Option            | Sector              |
|--------------------------|---------------------|
| Design Professor         | Education           |
| Research Scientist       | Research Institutes |
| Innovation Consultant    | Industry            |
| UX Research Lead         | Technology          |
| Design Policy Researcher | Government & NGOs   |

## Certificates in Fashion & Textile Design Programs

Certificates and Diplomas in Fashion and Textile Design can be done after Class 12. Check out the certificates offered in Fashion and Textile Design.

| Course Type | Program / Institute                        | Duration  | Focus Area                                            | Expected Fees (INR)(Approx.) |
|-------------|--------------------------------------------|-----------|-------------------------------------------------------|------------------------------|
| Certificate | Continuing Education (CE) / NIFT           | 1 Year    | Garment construction, draping, and fashion management | ₹80,000 – ₹1,500,000         |
| Certificate | Professional Certificate / Pearl Academy   | 11 Months | Womenswear, fashion styling, and celebrity makeup     | ₹2,000,000 – ₹4,000,000      |
| Diploma     | Advanced Diploma / JD Institute            | 1–2 Years | Pattern making, textile science, and apparel design   | ₹1,500,000 – ₹3,000,000      |
| Diploma     | Diploma in Fashion Design & Retail / IGNOU | 1 Year    | Retail management, merchandising, and basic design    | ₹10,000                      |
| Diploma     | Textile Design & Technology / SASMIRA      | 1 Year    | Weaving, fabric printing, and textile testing         | ₹50,000 – ₹1,00,000          |





## Certificates in UI/UX & Product Design Programs

Candidates can do these certificates after class 12<sup>th</sup>. Check out the certificates offered in UI/UX and Product Design.

| Course Type | Program / Institute                                    | Duration   | Focus Area                                                      | Expected Fees (INR) (Approx.) |
|-------------|--------------------------------------------------------|------------|-----------------------------------------------------------------|-------------------------------|
| Certificate | UX Design Professional Certificate / Google (Coursera) | 6 Months   | Wireframing, Figma, user research, and prototyping              | ₹3,000 – ₹15,000              |
| Certificate | Interaction Design Courses / IxDF                      | Self-paced | Design psychology, information architecture, and HCI            | ₹10,000 – ₹15,000/            |
| Certificate | Advanced UI/UX Program / upGrad or Springboard         | 3–6 Months | Portfolio building, user testing, and job placement             | ₹60,000 – ₹1,50,000           |
| Certificate | UX/UI Design Career Track / Springboard                | 6–9 Months | Mentorship, real-world projects, and job guarantee              | ₹1,50,000 – ₹2,50,000         |
| Diploma     | Executive Post Graduate Diploma / MIT ID (Pune)        | 1 Year     | Product strategy, digital interface design, and user experience | ₹2,50,000 – ₹4,50,000         |





## Frequently Asked Questions (FAQs) About Design Careers

### 1. Can Commerce students pursue UI/UX Design?

Yes. Students from any stream, Commerce, Science, or Arts can pursue UI/UX Design. What matters more is your creativity, problem-solving ability, observation skills, and interest in understanding user needs. Many successful UI/UX designers come from non-design backgrounds.

### 2. Is Mathematics compulsory for Design?

No, mathematics is not compulsory for most design courses and entrance exams. However, basic math concepts such as percentages, ratios, geometry, and logical reasoning may be asked in exams like NIFT, UCEED, and CEED. A strong foundation in basic mathematics can be helpful but advanced mathematics is usually not required.

### 3. Which design field offers the highest salary?

Salary depends on your skills, experience, portfolio, and the company you work for. Generally, fields such as UI/UX Design, Product Design, Interaction Design, Service Design, and Design Management offer some of the highest salary packages. Graduates from top institutes often receive better opportunities.

### 4. How important is drawing in Design?

Drawing is useful, but it is not everything. Basic sketching helps you communicate ideas quickly. However, many design fields such as UI/UX Design, Animation, Design Research, and Design Management focus more on creativity, problem-solving, and digital tools than on advanced drawing skills.

### 5. Can I prepare for Design Entrance Exams without coaching?

Yes. Many students clear design entrance exams through self-study. You can prepare by:

- Practicing sketching regularly.
- Improving observation and creativity skills.
- Solving previous years' question papers.
- Reading about current affairs, design, and general knowledge.
- Attempting mock tests and sample papers.
- Consistency and regular practice are often more important than coaching.