

5.5 Year Professional Education Master of Design (Integrated Pathway)

1. Age limit and eligibility criteria for admission to the relevant programme(s): The age limit and eligibility criteria shall be the same as those specified under Point 5.1 & 5.2 of the Admission Handbook 2027-28.

The link of the admission portal: <https://admissions.nid.edu/NIDA2027/Default.aspx>

2. The 5.5-Year Professional Education Master of Design (Integrated Pathway) is structured under the following Discipline Streams and Specialization categories:

- a) Communication Design
 - Graphics Design
 - Design for Moving Images (clubbing film and Animation Design)
 - Interaction Design
- b) Industrial Design
 - Product Design
 - Transportation & Automobile Design
- c) Textile & Apparel Design
 - Textile Design
 - Apparel Design

3. The Breakup of Seats for 5.5 Year Professional Education Master of Design (Integrated Pathway) course as per reservation policy & Intake:

Admission Intake for 5.5 Year Professional Education Master of Design (Integrated Pathway) A.Y. 2027-28										
S. N.	Discipline	Specialization	Gen	EWS	OBC (NCL)	SC	ST	Intake Capacity (Other than Supernumerary)	Supernumerary	Total (Including Supernumerary)
			50%		27%	15%	7.50%		15%	
1	Communication Design	Graphic Design	4	1	2	1	1	9	1	30
2		Interaction Design	4	1	2	1	1	9	1	
3		Design for Moving Images	4	1	2	1	1	9	1	
1	Industrial Design	Product Design	5	1	4	2	1	13	2	30
2		Transportation & Automobile Design	5	1	4	2	1	13	2	
1	Textile & Apparel Design	Textile Design	5	1	4	2	1	13	2	30
2		Apparel Design	5	1	4	2	1	13	2	
Grand Total								79	11	90

National Institute of Design Madhya Pradesh offers 5.5 Year Professional Education Master of Design (Integrated Pathway) in following Disciplines

Communication Design:

1. Graphic Design:

This specialization enables students to translate stories, ideas, concepts, and complex information into clear, engaging, and meaningful visual forms. Students explore mediums such as branding, typography, illustration, photography, advertising, publications, and environmental graphics to communicate effectively across different contexts. The focus is on developing visual thinking, conceptual clarity, and the ability to create communication that is both purposeful and aesthetically compelling.

2. Interaction Design

This specialization focuses on designing digital products and experiences such as mobile applications, websites, smart screens, interactive installations, and emerging digital interfaces. Students learn to understand human behaviour, interaction patterns, needs, and intuitive responses to create experiences that feel natural, accessible, and seamless. The specialization also introduces contemporary tools, technologies, and emerging practices for designing advanced interactive experiences.

3. Design for Moving Images

This specialization explores storytelling, narratives, and communication through time-based and moving-image mediums such as animation, filmmaking, motion graphics, and stop-motion. Students learn to develop narratives for entertainment, social communication, cultural expression, and emotionally engaging experiences. The course combines storytelling, visual language, sound, movement, and technology to help students create compelling narratives suited to different audiences, contexts, and communication objectives.

Industrial Design:

1. Product Design

The Product Design specialization focuses on the design and development of innovative, functional, user-centered and manufacturable products for diverse contexts. It integrates design research, human factors and ergonomics, materials, manufacturing processes, engineering, technology, prototyping and visualization to address user needs and emerging societal and market requirements. Students have the possibility to explore a wide range of products, including consumer products, furniture, appliances, tools, electronics, lifestyle products, assistive products and healthcare / MedTech solutions. The specialization prepares students for professional roles in product design, product development, design consultancy, manufacturing, R&D, innovation and entrepreneurship.

2. Transportation & Automobile Design

The Transportation & Automobile Design specialization focuses on the design of present and future mobility solutions, with emphasis on automobiles, electric vehicles, two-wheelers, commercial vehicles, public transportation and emerging mobility systems. The specialization integrates transportation design, automotive design, ergonomics, human-centered design, mobility experience, materials and CMF, digital modelling, visualization and prototyping. Students shall examine evolving mobility needs, sustainability, connectivity, electrification and emerging transportation technologies to develop user-centered and context-responsive mobility solutions. The specialization prepares students for careers in automotive and transportation design, EV and mobility companies, vehicle interiors / exteriors, CMF, mobility experience, transportation research and design-led innovation.

Textile and Apparel Design:

1. Apparel Design

The Integrated Programme in Apparel Design focuses on advanced apparel design, garment construction, surface ornamentation, pattern making, draping, fashion systems, and user-centric design. It integrates textile knowledge, material exploration, technology, sustainability, and design research to enable students to develop innovative apparel concepts, prototypes, and collections for diverse applications, including ready-to-wear, couture, lifestyle and performance apparel, kids wear, sports wear, intimate wear, costume design, virtual apparel, retail, circular and adaptive clothing, and emerging fashion segments, preparing graduates for professional practice and entrepreneurial opportunities.

2. Textile Design

The Integrated Programme in Textile Design focuses on advanced textile design, innovative woven and knitted structures, surface development, material innovation, and emerging textile technologies. It integrates traditional and contemporary textile practices with sustainable materials, smart textiles, and technical applications, enabling students to explore textile conceptualization, material and yarn development, weaving, knitting, surface design, textile structures, and textile product and collection development. The programme offers diverse applications across apparel and fashion, home furnishings, sports textiles, technical and protective textiles, lifestyle products, sustainable and functional textiles, and emerging textile sectors.