RETHINK CREATIVITY
Undergraduate & Postgraduate Programs in Design
Based in the heart of Mumbai, ISDI is one of India’s leading schools of design and innovation.

ISDI offers cutting-edge and innovation focused programs that are based on intensive specialization.

The curriculum draws from strong fundamentals of liberal arts, critical observation, disruptive design thinking, exploration of emergent technologies and master classes.

ISDI empowers its students to tap into the full potential of their creativity. Students are carefully guided to use design for social and economic benefits and achieve unprecedented commercial success through innovation.

ISDI graduates become design leaders of the future who address real-world challenges by balancing high levels of creativity, technical capability and strong empathy for people.
ISDI’s first-year course enables students to explore design and innovation concepts, skills and critical practices, training them to become flexible thinkers and lifelong learners.

A sound knowledge of art history, prototyping, technology, creative writing and critical thinking is a must. To suitably equip them, The Foundation Year is packed with intensive seminars and studio classes.

The first-year curriculum constitutes a common experience for all incoming ISDI students, it sets the foundation for their ISDI experience.

During the first year, students work with advisors, in consultation with instructors, to define their goals and choose the appropriate specialization.

### AREAS OF FOCUS

- Drawing and Imaging
- Design Writing & Reading
- Art and Design Methodologies
- Design Research
- History of Objects
- Space and Materiality
- Societal Energy Sources & Sustainable Systems

### COMMUNICATION DESIGN

#### FUTURE OPPORTUNITIES

- Advertising Art Director
- Animator & Illustrator
- Creative Director - Film/Television
- Brand & Graphic Designer
- VFX, AR, VR Expert
- UI/UX and Interaction Designer
- Packaging Designer
### 4-Year Undergraduate Programs

#### Year 2, 3 and 4

#### Fashion Communication & Styling

**Future Opportunities**
- Fashion Journalist
- Fashion Photographer
- Fashion Show Producer and Choreographer
- Stylist
- Blogger & Social Media Expert
- Curator
- Fashion Public Relations

#### Fashion Design

**Future Opportunities**
- Fashion and Accessories Designer
- Stylists for Magazines, Films & Agencies
- Costume Designers for Films & TV Production
- Fashion Photographer
- Fashion Illustrator
- Visual Merchandiser
- Fashion Marketeer

#### Interior Design

**Future Opportunities**
- Movie Set and Exhibition Designer
- Designer of Retail Spaces
- Furniture Designer
- Residential Space Designer
- Visual Merchandiser
- Landscape Designer & Urban Planner
- Interior Stylist

#### Product Design

**Future Opportunities**
- Electronics Designer
- Digital Expert
- Automotive Designer
- Medical Innovator
- Lifestyle & Furniture Designer
- Sustainability Innovators
- Interface / Interaction Designer

### 11-Month Postgraduate Programs

#### Design Innovation

**Future Opportunities**
- Marketing
- Human Centred Design
- Service Design
- Design & Practice
- Branding
- Strategic Management Consultancy
- UX/UI

#### Fashion Business Management

**Future Opportunities**
- Fashion Designer & Stylist
- Fashion Merchandiser & Buyer
- Fashion Consultant
- Store Manager
- Fashion PR
- Brand Consultant
- Retail Operations
Year 2, 3 and 4

STRATEGIC DESIGN & MANAGEMENT

FUTURE OPPORTUNITIES

- Product or Service Design Manager
- Innovation Manager
- Product or Service Development Manager
- Consumer Insight & Experience Manager
- Design Experience Specialist
- Business Development Manager
- Creative and Innovation Officer

Parsons Faculty at ISDI

ISDI Summer Abroad

ISDI Student Life

World-class Faculty at ISDI
COLLABORATION WITH

ISDI - School of Design & Innovation has received curriculum development support from Parsons School of Design since its establishment in 2013. This unique partnership for curricular excellence ensures ISDI students have access to global contemporary curriculum, proven teaching-learning methods enabling our students to be the design leaders of the future.

EMPLOYERS & PARTNERS

ISDI - School of Design and Innovation has close tie-ups with acknowledged leaders from different fields and industries. This corporate partnership provides students with invaluable hands-on experience and creates a valuable network for their future. The interaction exposes them to the best and empowers them to become successful front-runners in their chosen careers.