



ADMISSIONS  
**2025**

**INSTITUTE  
OF DESIGN**  
NIRMA UNIVERSITY

4-year Bachelor of Design in  
**COMMUNICATION DESIGN**  
**PRODUCT & INTERACTION DESIGN**

# Interested in a Design Career?

Design is a fundamental human activity but a comparatively new profession. Today, Design is critical to the development of the economic and social life of human societies. Design activity is concerned with innovation, functionality and value for all stakeholders involved in the offering of products and services. It is a human-centered profession, increasingly amalgamating technology. We at the Institute of Design, Nirma University, welcome interested and committed young candidates who wish to build a professional career in Design.

## About us

Nirma University is among India's leading universities located in Ahmedabad (Gujarat). The Institute of Design at Nirma University, was established in 2017. We offer a 4-year, Bachelor of Design programme in two disciplines.

- **B.Design in Product and Interaction Design**
- **B.Design in Communication Design**

We provide design aspirants, opportunities to learn through several pedagogies—Contextual inquiry, User research, Project work and Prototyping concepts and strategies.

The learning is reinforced through apprenticeships and internships during summer vacation each year. Students do 4 internships in their 4 year academic career. This gives them an exposure to the design needs of companies and organisations.

The 4-year Programme begins with a common Foundation year, followed by 3 years in the chosen specialization. The 8th semester comprises of the Degree/Major Research Project in the industry or a self-initiated Research project.

## Who can Apply

The candidates seeking admission in the first year of degree programme leading to Bachelor of Design (B.Des.) shall have passed the HSC examination (10+2) or any other recognised examination considered equivalent by Nirma University with minimum 50% aggregate marks.

OR

The candidates holding 10+3 diploma approved by State Board of Technical Education or any other Board/University considered equivalent by Nirma University with minimum 50% aggregate marks will also be eligible.

## Admission Process

Interested candidates may apply with their Undergraduate Common Entrance Examination in Design (UCEED 2025) Part A scores. This will be followed by Situation Test and Personal Interview conducted by Nirma University at Ahmedabad, Delhi and Pune.

### Merit Weightage

1. UCEED 2025 Part A Score: 60% Marks
2. Situation Test and Personal Interview: 40% Marks

Candidates are required to submit their portfolio in digital copy to the institute as well as bring it for the Personal interview.



# Important Dates

STAGE	DATES
Commencement of Online Registration	Monday <b>21<sup>st</sup> Oct.</b> '24
Offline UCEED examination (conducted by IIT Bombay)	Sunday <b>19<sup>th</sup> Jan.</b> '25
Last Date of Registration for Institute of Design	Saturday <b>25<sup>th</sup> Jan.</b> '25
• First round of Offline Situation Test and Personal Interview at <b>Ahmedabad, Pune</b>	<b>Sunday 2<sup>nd</sup> Feb.</b> '25
• Declaration of Merit List of First round and Provisional Offer letter to be issued	Saturday <b>15<sup>th</sup> Mar.</b> '25
• Second Round of Offline Situation Test and Personal Interview at <b>Ahmedabad</b>	<b>Sunday 13<sup>th</sup> April</b> '25
• Declaration of Merit List of Second Round and Provisional Offer letter to be issued	Friday <b>18<sup>th</sup> April</b> '25
Last date of payment of Fees by selected candidates will be informed along with the provisional admission offer letter.	
Commencement of Semester	<b>July 2025</b>

## CONTACT

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Linkedin: @ Institute of Design Nirma University

APPLY NOW!



## How are we Unique?

- Dynamic curriculum.
- Faculty with diverse backgrounds.
- Outcome based education.
- Collaborative learning in teams.
- Rigorous Industry internships and field work.
- Project based learning with integration of analog and digital technologies.
- Learning and evaluation through project work, presentation and feedback.
- Professional inputs by industry experts and senior design practitioners.
- 115 acre Green campus and multi-faculty university environment.
- Hostel facilities on campus for female students.



## Selection Process

1. Marks of UCEED 2025 Part A score.
2. Situation Test.
3. Personal interview of candidates evaluating general awareness, aptitude and interests, understanding of social and cultural issues etc. The candidate's ability to articulate thoughts through creative work done (portfolio) may be shown to the Interview panel.
4. NRI students who have passed their qualifying examination will be exempted from giving the Entrance Test. Their evaluation for Merit will be based on:
  - The minimum qualifying marks as per Nirma University rules of higher secondary education or equivalent exam for the country of residence.
  - Online Personal Interview.
  - Submission of two letters of recommendation from senior school teachers.
  - Portfolio shared through email.



'Brilliant', has been selected as one of the Winners of CII Young Designer Awards 2024 in 'Design for Social Impact' category.