

Dream.  
Dare.  
Design.





“

We don't follow trends,  
we start conversations.

We don't replicate the west,  
we redefine the world's idea  
of India.”



Communication  
Design



Fashion  
Design



Jewellery  
Design



Interior  
Design



Luxury Product  
Design

“

We Don't  
Teach  
Design,  
We  
Awaken It.”





**At DIA, design isn't a subject. It's a spirit — a dialogue between hands, hearts, and horizons.**

**We believe every space tells a story, every sketch holds emotion, and every creation reflects the world we wish to build.**

**Our classrooms are ateliers, where ideas take form through curiosity, craft, and collaboration. Where tradition meets innovation, and rebellion finds purpose.**

**We honour the artisan's hand and the**

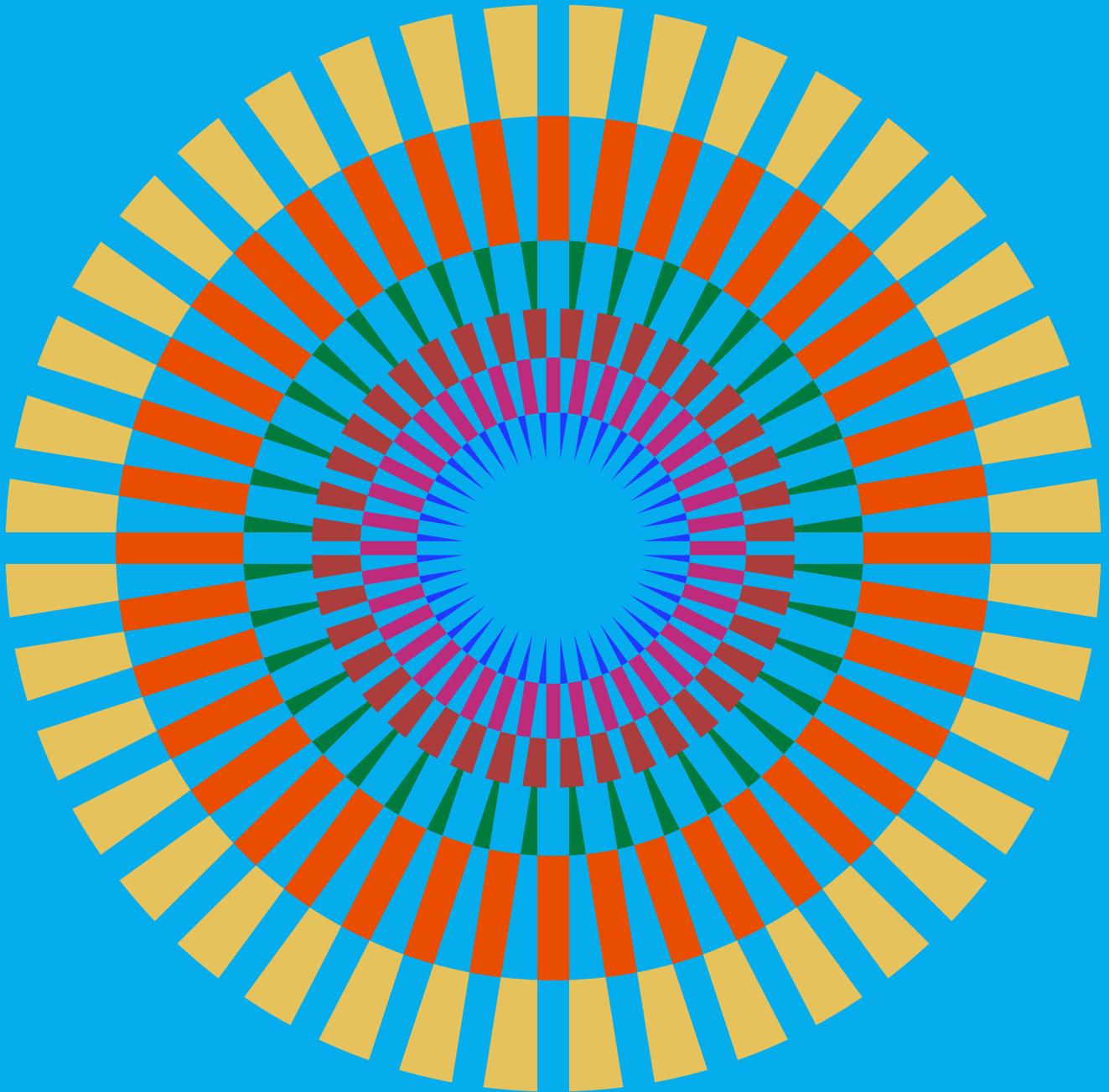
**designer's dream — weaving the wisdom of Banaras looms with the pulse of Milan runways, the intimacy of handmade forms with the precision of digital design.**

**From jewellery benches to interior models, from couture drapes to brand stories — DIA shapes creators who dare to design a new India — bold, conscious, and unapologetically original.**

**We are the new thread of Indian Design — rebellious, rooted, and rare.**

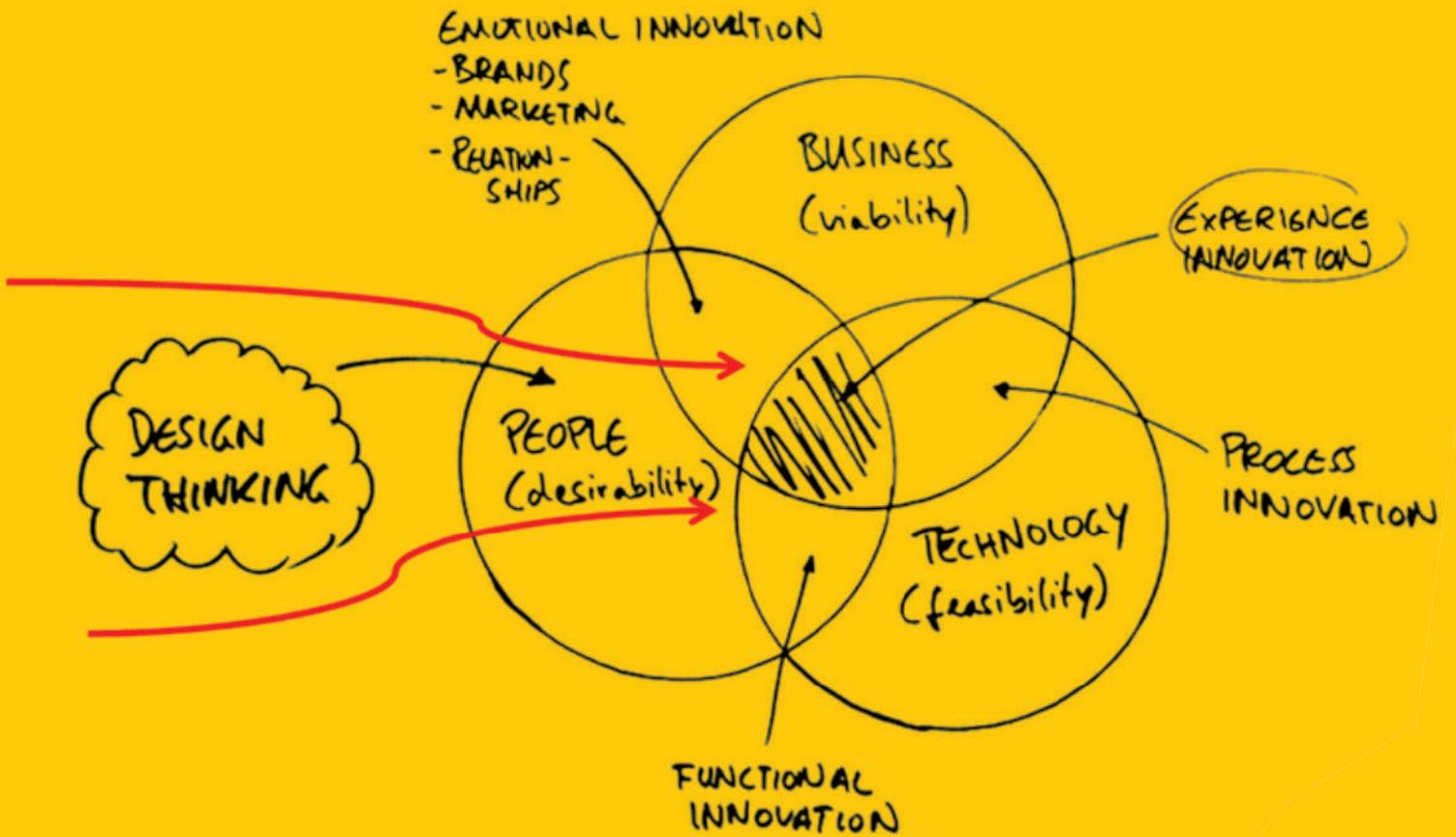


We Don't Begin with Design.  
We Begin with Disruption.”



Foundation  
Year 1





# Foundation Year 1

The Foundation Year at DIA is not a preparatory stage — it's a provocation. A space where young designers question, dismantle, and reconstruct the very idea of design. It's the year of becoming — where imagination misbehaves, curiosity collides with craft, and chaos becomes couture. At DIA, the foundation is a creative rebellion inspired by the experimental spirit and reinterpreted through India's bold, emotional lens. This is where students learn not just how to create, but why to create — and how to make that creation matter.



# Six Pillars Of Creative Awakening At Dia

## **PILLAR 1 : CONCEPT BEFORE CRAFT**

*Ideas Drive Form*

### CORE SUBJECTS

Design Overview

Drawing & Sketching

Design 2D

Design 3D

Material Studies & Explorations

Art Appreciation

### FOCUS

Idea-first thinking

Narrative, symbolism, and conceptual frameworks

### OUTCOMES

Students articulate meaning before making

Form emerges from thought, not trend

## **PILLAR 2: THE THEATRE OF MAKING**

*Process as Performance*

Core Subjects

Material Studies & Explorations

Design 3D

Design 2D

Craft Documentation

Colour Fundamentals

### FOCUS

Hands-on experimentation

Making as rhythm, gesture, and choreography

Material as metaphor

### OUTCOMES

Strong tactile and sensory intelligence

Comfort with uncertainty, process, and failure

## **PILLAR 3: HYBRID MINDS, FLUID PRACTICES**

*No Silos. Only Systems.*

### CORE SUBJECTS

Design Overview

CAD (Computer Fundamentals)

Environmental Studies

English (Communication)

Material Studies & Explorations

### FOCUS

Interdisciplinary thinking

Digital–physical hybridity

Communication as a design skill

### OUTCOMES

Designers fluent across fashion, media, space, craft, and technology

## **PILLAR 4 : INDIA AS IMAGINATION, NOT LIMITATION**

*Heritage as Innovation*

### CORE SUBJECTS

Craft Documentation

Environmental Studies

Art Appreciation

Elements & Principles of Design

### FOCUS

Indian craft as knowledge systems

Indigenous sustainability

Indian visual grammar

### OUTCOMES

Cultural confidence with global relevance

## **PILLAR 5: EMOTION AS INTELLIGENCE**

*Design with a Heartbeat*

### CORE SUBJECTS

Colour Fundamentals

Drawing & Sketching

Design 2D

Design 3D

English

### FOCUS

Emotional literacy

Sensory storytelling

Human-centred design

### OUTCOMES

Emotion becomes an intentional design tool

## **PILLAR 6: THE FLAMBOYANT MINDSET**

*Boldness as a Creative Responsibility*

### CORE SUBJECTS

Colour Fundamentals

Design 2D

Design 3D

Elements & Principles of Design

### FOCUS

Scale, drama, and expressive confidence

Spectacle as communication

### OUTCOMES

Fearless, visually confident designers

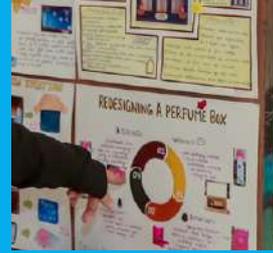
# A Four-Phase Creative Journey Workshops

	KEY FOCUS	CORE WORKSHOPS	OUTCOMES
<b>PHASE 1</b> <b>THE AWAKENING:</b> <b>UNLEARN TO SEE</b>	Perception, intuition, creative fearlessness	The Act of Seeing  Destroy to Design  The 100 Failures Project	Breaking fear of the blank page  Sharpened observation and intuition  Comfort with risk, play, and failure
<b>PHASE 2</b> <b>THE EXPLORATION:</b> <b>MATERIAL, EMOTION &amp; STORY</b>	Material intelligence  Emotional storytelling  Body and identity	Material Alchemy  Designing with Emotion  The Body as Canvas	Deep emotional-material sensitivity  Understanding craft, memory and form  Early wearable & spatial thinking
<b>PHASE 3</b> <b>THE COLLISION:</b> <b>INTERDISCIPLINARY PROVOCATIONS</b>	Cross-disciplinary experimentation  Design as voice and inquiry	Film × Fashion × Philosophy  Objects of Desire  The Protest Poster  The Sound of Space	Hybrid design thinking  Digital + physical fluency  Ethical, political, and cultural awareness
<b>PHASE 4</b> <b>THE EMERGENCE:</b> <b>IDENTITY &amp; MANIFESTO</b>	Self-definition  Design authorship	The Manifesto Project  Personal Mythology  The Portfolio as Exhibition	Clear personal design voice  Portfolio as narrative and experience  Confidence in presenting identity

# Learning Beyond The Classroom

Curated Visits & Field Immersion

Seeing, Sensing, Experiencing



## MUSEUMS, GALLERIES & DESIGN STUDIOS

Students explore how ideas transform into visual languages through narrative, symbolism, and concept-driven practice. Exposure to museums, contemporary galleries, and independent design studios helps students decode how meaning, context, and philosophy shape creative output.

*Examples:*

*National Gallery of Modern Art (NGMA), Kiran Nadar Museum of Art (KNMA), contemporary art galleries, independent design studios.*

## CRAFT CLUSTERS & ARTISAN WORKSHOPS

Students witness making as performance, observing gesture, rhythm, sound, repetition and process as living knowledge systems rather than static techniques. This exposure builds respect for craft as embodied intelligence and cultural memory.

*Examples:*

*Weaving clusters, pottery studios, embroidery and block-printing units, tribal and regional craft centres including the Madhya Pradesh Tribal Museum.*

## ARCHITECTURE, PUBLIC ART & INSTALLATIONS

Students experience space, scale, light, and material as emotional and sensory triggers. Architecture and public installations become tools to understand atmosphere, proportion, permanence, and movement.

*Examples:*

*Museums, memorials, heritage architecture, stepwells, temples, design installations, notable streets, and student-led exhibitions.*

## MARKETS, FESTIVALS & CULTURAL SPACES

India becomes a living design laboratory, rich in colour, material intelligence, ritual, and everyday innovation.

Students observe how design exists in daily life, tradition, celebration, and commerce.

*Examples:*

*Flower and spice markets, old city bazaars, Rangoli and colour traditions, Kala Ghoda Arts Festival, Serendipity Arts Festival, Kochi–Muziris Biennale.*

## DIGITAL FABRICATION & MEDIA LABS

Students explore how digital tools intersect with physical making, enabling interdisciplinary and future-facing design practices.

This exposure introduces hybrid workflows that blend craft, technology, sound, video, and fabrication.

*Examples:*

*Digital fabrication labs, maker-spaces, media labs with laser cutting, 3D printing, sound, and video experimentation.*

## DESIGN WEEKS, PERFORMATIVE & SPECTACLE SPACES

Students encounter bold visual language, scale, theatricality, and spectacle as forms of communication.

These experiences strengthen confidence, visual impact, and performative expression.

*Examples:*

*Fashion shows, stage design workshops, public installations, and art and performance festivals.*

# Learning With All 5 Senses

At DIA, learning extends beyond sight and skill. The Foundation programme is designed to engage the mind, body, emotion, and senses—recognising that creativity emerges from awareness, reflection, and lived experience.

## **MOTIVATIONAL SESSION: LEARNING FROM SUCCESSFUL INNOVATORS & BUILDING STUDENT STRENGTHS**

Focused sessions that cultivate a growth mindset by exposing students to real creative journeys. The emphasis is on identifying individual strengths, encouraging innovation, and providing mentorship and guidance through hands-on learning.

## **MEDITATION WORKSHOP FOR FOUNDATION STUDENTS**

Guided visualisation and body relaxation practices help build inner strength, emotional stability, self-discipline, mental clarity, and a positive attitude—supporting both creative focus and personal well-being.

## **FILMS EVERY WEEK / CULTURAL STUDIES**

Weekly film screenings introduce cinema as a source of cultural knowledge and visual literacy. Students learn to observe, analyse, and interpret narratives rather than relying solely on digital research.

## **MUSIC WITH DRAWING / JAMMING SESSION**

Sound and environment become active creative tools. Students draw and respond to music, exploring how rhythm, mood, and atmosphere influence movement, mark-making, and visual expression.

## **COOKING WITH INTERPRETATION / EXPRESSION / MANIPULATION**

Taste is introduced as a sensory and conceptual dimension of art. Through food-based explorations, students understand flavour, presentation, and memory as tools for creative interpretation.

### FOUNDATION FILM CLUB

Throughout the Foundation programme, student work, studio processes, and classroom experiences are continuously documented with professional filming support. The final Foundation Film, launched at the Foundation Exhibition, captures the students' journey, responses, and creative evolution from the first day to the end of the semester.

### THE FOUNDATION OUTCOME

By the end of the year, every DIA student leaves not with answers, but with a direction. A visual philosophy, a material language, and an artistic conscience. Their portfolio becomes a personal manifesto, bold, intellectual, and evocative, ready to speak on any global stage.

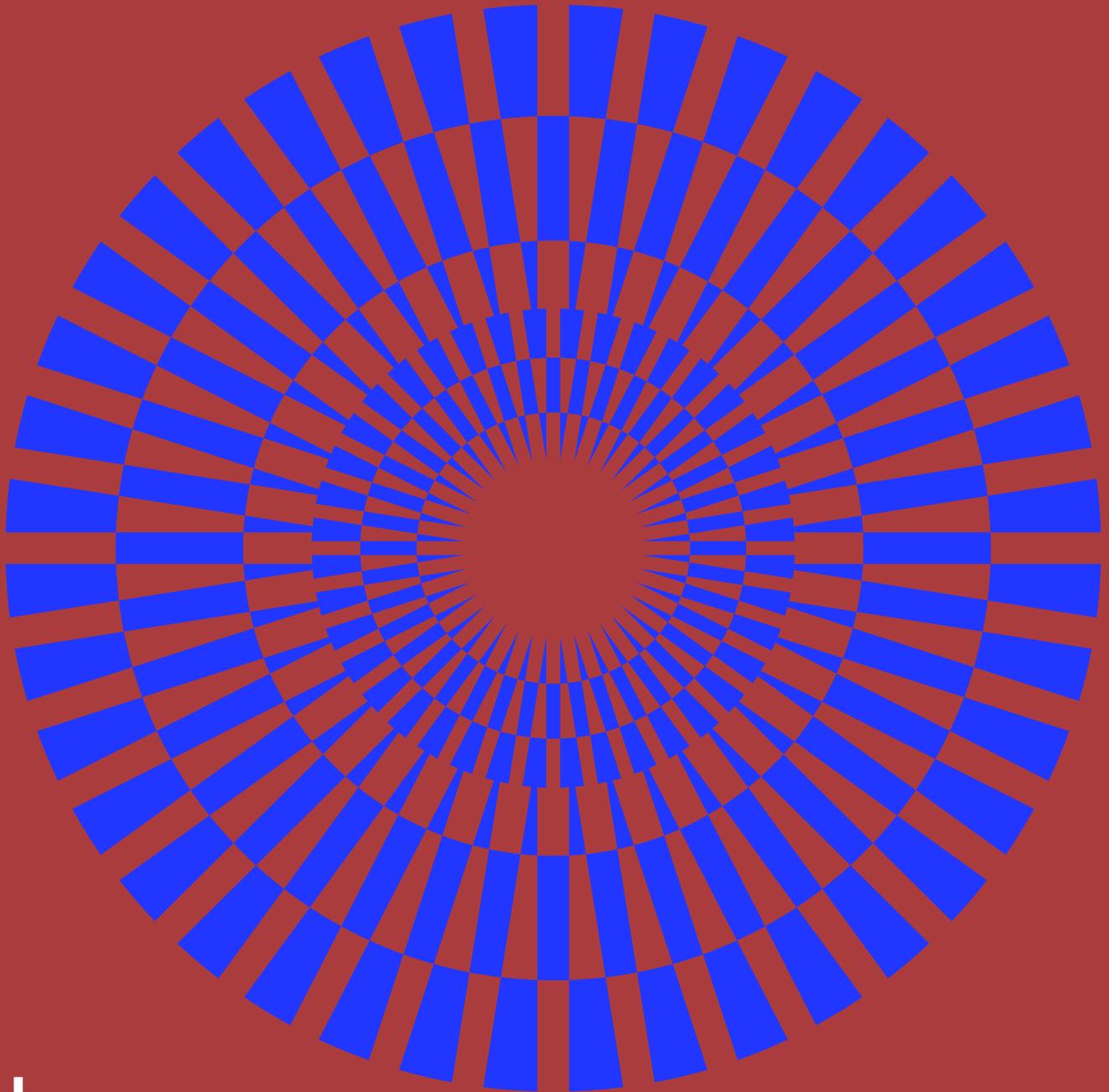


The DIA Foundation is not where design begins. It's where identity does.





We Don't  
Just Design Products.  
We Design Desire, Responsibly.”



Luxury  
Product  
Design





# Luxury Product Design

B.Des 4 Years

Luxury is no longer about excess — it's about essence. At DIA, product design is a philosophy of purpose, emotion, and ethics. We create designers who can merge beauty with responsibility, craft with technology, and heritage with innovation. From handbags and footwear to home objects and collectible furniture, DIA's product designers shape the new world of conscious luxury — where every object tells a story of sustainability, culture, and timeless design.

## Luxury in India

Rooted in heritage, craftsmanship, and cultural symbolism

Defined by exclusivity, personalization, and heirloom value

Shaped by rituals, emotion, and artisanal mastery

Influenced by royal legacy and evolving lifestyles

## Global Luxury

Anchored in design excellence, innovation, and superior craftsmanship

Defined by material quality, precision, and controlled exclusivity

Driven by brand narratives, experiences, and sustainable practices

Focused on lifestyle enhancement over status

## The Indian Twist

Luxury in India is emotional + experiential, traditional + modern, craft + technology, spanning affordable to ultra-luxury.

## Growth Journey Of Luxury Product Design Student

01

### Foundation Of Product Design

- Basics of product design
- Luxury fundamentals
- Affordable luxury concept

Phase 1: THE FOUNDATION OF LUXURY  
(Semesters 1 & 2)

02

### Specialisation

- Elective Choice & Global exposure
  - Food Court Model
- Curated to craft clusters, design studios, manufacturing units, museums, and luxury retail environments.

Phase 2: THE MAKER'S MIND & THE MARKET'S EYE  
(Semesters 3 & 4)

03

### Super Specialisation

- Finding your own style within the elective choice.
- Refining entrepreneurship skills
- Understanding how to create and build value in creative and cultural businesses.

Phase 3: THE BUSINESS OF BEAUTY  
(Semesters 5 & 6)

# Specialisations & Categories

DIA's Luxury Product Design program offers six pathways blending heritage, innovation, and sustainability:



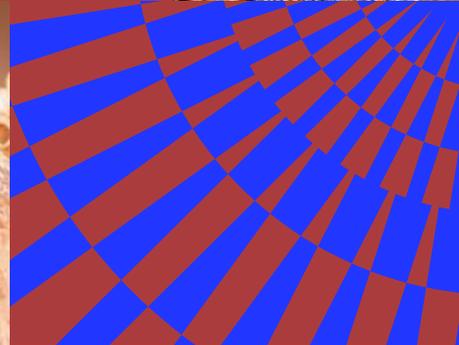
**Luxury Accessories:** Bags, shoes, belts, eyewear; merging ergonomics with emotion.



**Home & Lifestyle Products:** Ceramics, lighting, decor, fragrance; personal, poetic spaces.



**Furniture & Furnishings:** Small furniture, textiles, modular pieces; sustainable and heirloom-worthy.



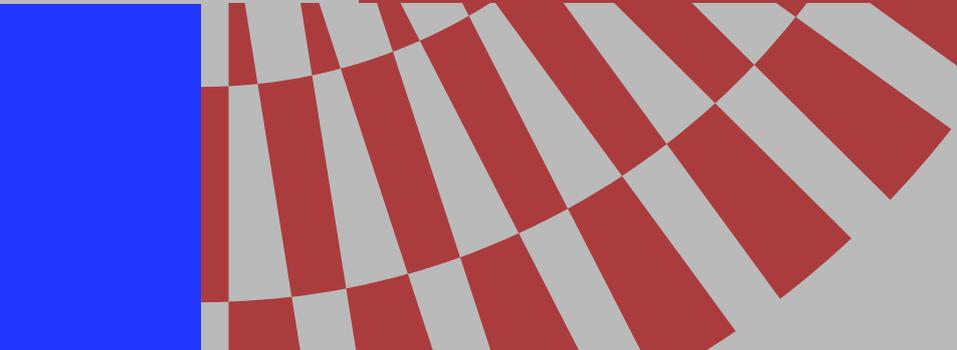


**Sustainable Product Systems:** Circular design, biomaterials, ethical production; reimagining waste as wonder.



**Material Innovation:** Organic & next-gen materials; translating biology into beauty.

**Digital Product Design:** AI, parametric design, AR prototyping; where hand meets algorithm.



# Program Philosophy

## FUNCTION FANTASY RESPONSIBILITY

*“Designing Luxury that Performs, Inspires, and Endures.”*

### CORE MODULES

- Product Design Studio I, II & IV
- Ergonomics I & II
- Behavioural Science
- Packaging Design
- Product Detailing
- Interactive Experience Design
- Emotional & Sensory Design
- Luxury UX & Experience Design
- Storytelling & Narrative Design for Luxury
- Serve–Seduce–Sustain Evaluation Framework

## MATERIAL AS MINDSET

*“Luxury is material intelligence.”*

### CORE MODULES

- Materials & Explorations II
- Prototyping Workshop II (Metal & Wood)
- Rapid Prototyping (3D / 4D Printing)
- Material Innovation & Sustainable Alternatives
- Material Library & Testing Lab
- Surface & Material Emotion Studies
- Soft + Hard Hybrid Luxury Projects

## CRAFT & CODE

*“The soul of craft meets the precision of technology.”*

### CORE MODULES

- Digital Design & CAD Systems
- Rapid Prototyping & 3D / 4D Printing

- Prototyping Workshop (Manual + Machine)
- Craft + Digital Hybrid Studio
- Indian Crafts for the Global Luxury Market
- Technology Integration in Luxury Products
- Laser Etching & CNC Carving Workshops
- Craft Documentation & Immersion

## THE FUTURE IS REGENERATIVE

*“Beyond sustainability: luxury must give back more than it takes.”*

### CORE MODULES

- Design Research for Responsible Futures
- Entrepreneurship & Circular Business Models
- Circular & Regenerative Design Studio
- Life Cycle Assessment (LCA) & Carbon Tools Lab
- Upcycling & Repair Workshop
- Sourcing Ethics & Supply Chain Transparency
- Cradle-to-Cradle & Certification Frameworks
- Modular & Long-Life Product Systems

## DESIGNING THE EMOTION OF LUXURY

*“Luxury is emotional, not material”*

### CORE MODULES

- Behavioural Science for Luxury
- Culture & Design Studies
- History of Design & Luxury Heritage
- Presentation & Narrative Skills
- Luxury Psychology & Consumer Behaviour (India + Global)
- Luxury Brand Storytelling
- Sensory Design & Ritual Creation
- Cultural Semiotics in Luxury
- Emotion-Driven Experience Mapping

# A Three-Phase Journey Workshops & Masterclasses

## PHASE 1 THE FOUNDATION OF LUXURY

*“Learning to  
Feel, Form, and  
Function.”*

SEMESTERS 1–2

### WORKSHOPS:

#### MATERIAL & SUSTAINABLE DESIGN STUDIO

**OUTCOME:** Functional mini-objects  
or a small product line demonstrating  
material intelligence and sustainability.

#### EMOTION & SENSORY DESIGN LAB

**OUTCOME:** Concept-led luxury object  
or mini collection expressing a defined  
emotional narrative.

#### DESIGN COMMUNICATION: SKETCH-TO-DIGITAL LAB

**OUTCOME:** Portfolio-ready design sheets from  
concept to digital form.

#### MASTERCLASS:

#### MATERIAL EMPATHY — DESIGNING FOR LONGEVITY

**OUTCOME:** Understanding emotional durability,  
material cycles, and timeless aesthetics in luxury  
design.

## PHASE 2 THE MAKER'S MIND & THE MARKET'S EYE

*“Where Craft Meets  
Technology and  
the Future Takes  
Form.”*

SEMESTERS 3–4

### WORKSHOPS:

#### CRAFT REVIVAL STUDIO

**OUTCOME:** Contemporary heritage-  
inspired collection.

#### MATERIAL ALCHEMY

**OUTCOME:** Concept luxury object  
showcased sustainably.

#### DIGITAL GOLDSMITH & HYBRID MAKING LAB

**OUTCOME:** Hybrid prototypes  
combining CAD-CAM and handcraft.

#### PARAMETRIC LUXURY

**OUTCOME:** Parametric prototype + renders  
showing multiple form variations.

#### VISUAL STORYTELLING LAB

**OUTCOME:** Visual narrative portfolio capturing  
product and process.

#### MASTERCLASS:

#### CRAFT + CODE: REDEFINING THE HANDMADE

**OUTCOME:** Integrating craftsmanship with  
technology through CNC carving, laser etching,  
and modular assembly.

## PHASE 3 THE BUSINESS OF BEAUTY

*“Designing Brands,  
Building Legacies.”*

SEMESTERS 5–6

### WORKSHOPS:

#### ZERO-WASTE DESIGN BOOTCAMP

**OUTCOME:** Functional luxury  
prototypes with minimal waste.

#### CIRCULAR SYSTEMS & LIFECYCLE MAPPING

**OUTCOME:** LCA mapping + circular  
redesign concept.

#### ECO-LUXURY BRANDING

**OUTCOME:** Launch-ready brand deck  
+ sustainable product concept.

#### ENTREPRENEUR'S LAB

**OUTCOME:** Pitch presentation + business prototype.

#### EXPERIENCE DESIGN & LUXURY RETAIL

**OUTCOME:** Scale model or real installation  
demonstrating brand experience.

#### DIGITAL MARKETING & BRAND LAUNCH STRATEGY

**OUTCOME:** Brand launch deck with campaign plan.

#### MASTERCLASS:

#### THE FUTURE OF RESPONSIBLE LUXURY

**OUTCOME:** Insights on merging sustainability, culture,  
and emotion in modern luxury.

# The Business Of Design Module

Final Year Entrepreneurship & Incubation Module

	KEY FOCUS	MODULES	WORKSHOPS
<b>PHASE 1 THE GLOBAL LUXURY PRODUCT ECOSYSTEM</b>	Global luxury markets, Indian craft economy, consumer behavior, material culture, IP protection	<ul style="list-style-type: none"> <li>• Global Luxury Product Landscape</li> <li>• Indian Luxury Product Economy</li> <li>• Global Luxury Consumer Material Culture &amp; IP</li> </ul>	Hermès Home, Loewe Foundation Craft Prize Mentors, Jaipur Rugs, Klove Studio, McKinsey Luxury Analysts
<b>OUTCOME</b>	Understanding global & Indian luxury ecosystems, material culture, and consumer behavior		
<b>PHASE 2 LUXURY BRAND BUILDING &amp; PRODUCT-CENTRIC STRATEGY</b>	Brand DNA, product positioning, visual identity, trend foresight, consumer psychology	<ul style="list-style-type: none"> <li>• Brand DNA</li> <li>• Product Positioning</li> <li>• Visual Identity &amp; Storytelling</li> <li>• Trend Foresight</li> <li>• Consumer Psychology</li> </ul>	Raw Mango, Good Earth, Nappa Dori, Fornasetti
<b>OUTCOME</b>	Luxury Product Brand Book + Strategic Identity Deck		
<b>PHASE 3 BUSINESS &amp; FINANCIAL INTELLIGENCE FOR LUXURY PRODUCT DESIGNERS</b>	Pricing, sourcing, supply chains, D2C models, export readiness, funding, IP	<ul style="list-style-type: none"> <li>• Pricing Logic</li> <li>• Material Sourcing &amp; Supply Chains</li> <li>• D2C Business Models</li> <li>• Export &amp; International Retail</li> <li>• Funding &amp; IP</li> </ul>	EPCH India, FDCI Home & Lifestyle, Industree Foundation, Design Patents Experts
<b>OUTCOME</b>	Viable Luxury Business Model + Costing Sheet + D2C Strategy		

	KEY FOCUS	MODULES	WORKSHOPS
<b>PHASE 4 GLOBAL ENTREPRENEURSHIP &amp; CULTURAL BUSINESS MODELS</b>	Global luxury markets, Indian craft economy, consumer behavior, material culture, IP protection	<ul style="list-style-type: none"> <li>• Europe Case Studies</li> <li>• Japan Case Studies</li> <li>• USA Case Studies</li> <li>• India Case Studies</li> </ul>	Tokyo Design Lab, Salone Satellite Designers, Jaipur Rugs Foundation
<b>OUTCOME</b>	Knowledge of global luxury practices, craft-to-luxury pipelines, social impact entrepreneurship		
<b>PHASE 5 THE DIA LUXURY PRODUCT INCUBATOR</b>	Brand creation, mentorship, craft collaboration, luxury product launch	<ul style="list-style-type: none"> <li>• Brand Creation Mentorship</li> <li>• Showcase Simulations</li> <li>• Training</li> </ul>	Annual DIA Luxury Designpreneur Award
<b>OUTCOME</b>	Launch-ready Luxury Product Brand with brand strategy, visual identity, product prototypes, pricing, and investor-ready pitch deck		



# Global Connect & Industry Tie-Ups At DIA

## International Partnerships

Polimoda, Italy – Luxury Business  
Domus Academy, Milan – Product Futures  
London College of Fashion – Luxury Branding  
ECAL, Switzerland – Product Design & Luxury Trends  
Design Academy Eindhoven – Innovation Labs

## Indian Collaborations

Good Earth | Raw Mango | Nappa Dori | Jaipur  
Rugs | Klove Studio | OMO | Perenne  
Vikram Goyal (Viya Home) | Abhijit Bansod  
(Studio ABD) | Ayush Kasliwal (AKFD Studio)

## STUDENT OUTCOMES:

### Luxury Product Brand Concept

Research-backed, craft-driven, story-rich

### Professional Brand + Product Deck

Category positioning, material philosophy, craft mapping

### Financial & Market Expansion Plan

Pricing, margins, supply chain, export roadmap

### Global-Standard Portfolio

Product design, branding, craft innovation

### Mentor Network & Incubation

Access to Indian & global designpreneurs

## LUXURY AROUND THE WORLD: THE FUTURE IS SUSTAINABLE

- Global luxury market: USD 367B (2024) → USD 570B (2030); shift from fast fashion to slow, sustainable luxury
- 60%+ of Gen Z buyers demand eco-ethical, responsibly made products
- Major brands (Hermès, Loro Piana, Gucci, Louis Vuitton) investing in bio-leathers, recycled metals, organic dyes, carbon-neutral production
- Designers must master lifecycle design, circular economy, and material storytelling

## INDIA'S EMERGING ROLE IN GLOBAL LUXURY

- India's luxury & lifestyle market projected at USD 200B by 2030
- Shift from imported to ethical, handcrafted, homegrown luxury
- Studios blending organic materials, recycled wood, textiles, terracotta, and metalwork into global collections
- Rising demand from eco-conscious buyers, wellness homes, boutique hotels
- Indian designers gaining global recognition for mindful, modern luxury

## THE SHOWCASE CULTURE

DIA celebrates design as experience — objects speak, spaces narrate, materials perform.

- **The Green Edit:** Annual sustainable design exhibition featuring eco-luxury products.
- **The Object Salon:** Furniture, lifestyle artefacts, and collectible objects in immersive installations.
- **The Crafted Future:** Collaboration with Indian artisans reimagining heritage materials. Material Futures Lab: Live bio-based material experiments (mycelium, banana fibre).
- **The Brand Room:** Final-year brand & product launch presentations to mentors and investors.
- **Beyond Objects:** Cross-department showcase merging jewellery, interiors, and product design.

# The DIA Luxury Product Graduate

**Luxury Product Designer:** Lifestyle objects, accessories, furniture for high-end brands.

**Sustainable Systems Designer:** Circular, regenerative, eco-ethical product systems.

**Material Innovator:** Bio-leathers, recycled metals, plant-fibre.

**Brand & Experience Designer:** Luxury identities and customer experiences.

**Design Researcher:** Future materials, trends, and sustainable business models.

**Entrepreneurs & Brand Founders:** Conscious luxury labels and artisanal collectives.

**Houses:** Hermès, Arper, Rosenthal, Nappa Dori, Godrej Design Lab.



# Notable Alumnus



*Ms. Sikha  
Agarwal*

Karigar Collective, India  
(Creative Director & Founder)  
Website – [www.onnaliving.in](http://www.onnaliving.in)

*Mr. Shreyansh  
Jaiswal*

Shreyansh Designs, India  
(Founder & Designer)  
Website – [www.shreyanshdesigns.com](http://www.shreyanshdesigns.com)



*Ms. Eshu  
Tomar*

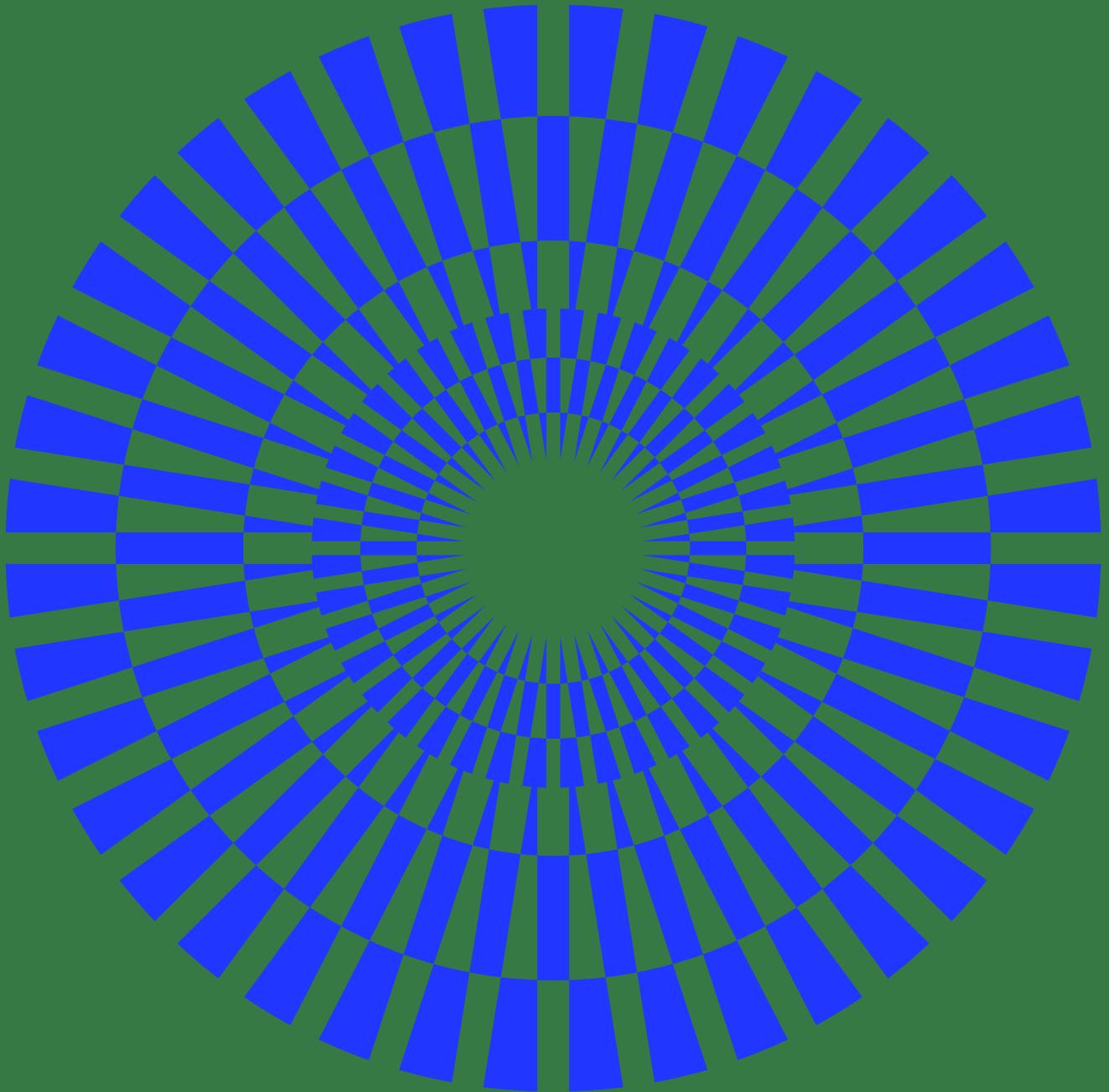


Manish Malhotra, India  
(Senior Executive Merchandiser)  
 [eshu-tomar-8b5978158](https://www.linkedin.com/in/eshu-tomar-8b5978158)





We Don't  
Decorate Spaces  
We Design Worlds.”



Interior  
Design





# Interior Design

The Interior Design Department at DIA isn't about furniture and finishes — it's about creating worlds that move people. We design spaces that perform as beautifully as they look — spaces that tell stories, shift moods, and redefine how humans live, work, and feel. DIA's interiors emerge from the intersection of craft and code, material and emotion, performance and poetry. They are Indian in soul, global in intelligence, and timeless in impact.



## What We Stand For

01

A commitment to innovate, ethics and social responsibility

02

A studio culture that encourages curiosity, experimentation, and collaboration

03

Preparing designers who are confident creators and thoughtful contributors to society

04

Learning that blends hands-on craft, technology, and research

05

Design that responds to people, culture, and climate

## Our Educational Promise

Every student who enters the program leaves with:



A strong design voice



The ability to transform space into experience



The confidence to thrive in the global design landscape

# Program Philosophy

Interior design is not decoration—it is the architecture of human experience.

Observation to  
articulation

Design Perception  
& Expression

Industry-ready  
precision

Technical Fluency  
& Digital Craft

Empathetic,  
climate-aware  
design

Human-Centric  
& Sustainable Thinking

Tactile material  
wisdom

Material Intelligence  
& Making Culture

Practice-ready  
designers

Professional Identity  
& Industry Integration



Design with Depth,  
Build with Purpose”

Contextual  
cultural  
intelligence

Culture, Heritage  
& Craft Ecology

World-aware  
perspective

Global Exposure  
& International Design Literacy

Connected  
design  
ecosystems

Interdisciplinary Collaboration &  
Systems Thinking

Future-facing  
innovation

Innovation, Technology  
& Future-Ready Systems

Responsible  
design values

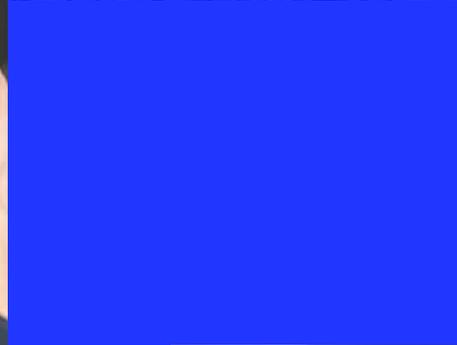
Design Ethics, Sensitivity  
& Social Responsibility

# Program Objectives

DIA's Luxury Product Design program offers six pathways blending heritage, innovation, and sustainability:



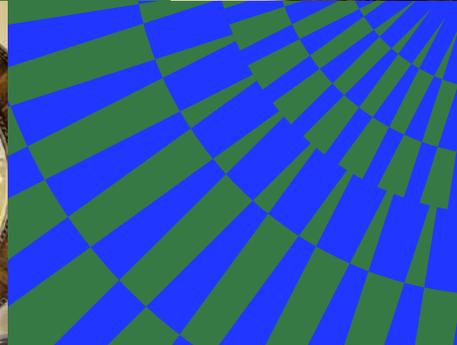
**To cultivate design thinkers** with strong foundations in aesthetics, form, proportion, and spatial intelligence.



**To develop competent professionals** through rigorous training in drawing, CAD-BIM workflows, and material technologies.

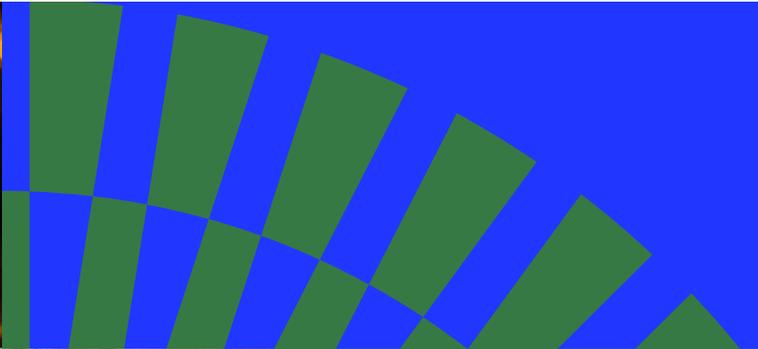


**To empower students with global exposure** through masterclasses, workshops, industry collaborations, and interdisciplinary studios.



**To foster design ethics, sensitivity, inclusivity, and social responsibility** as core components of professional identity.





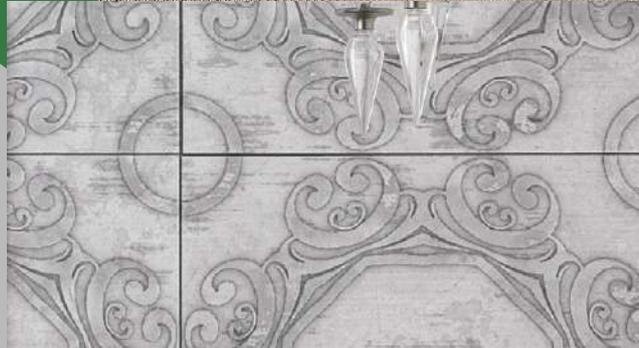
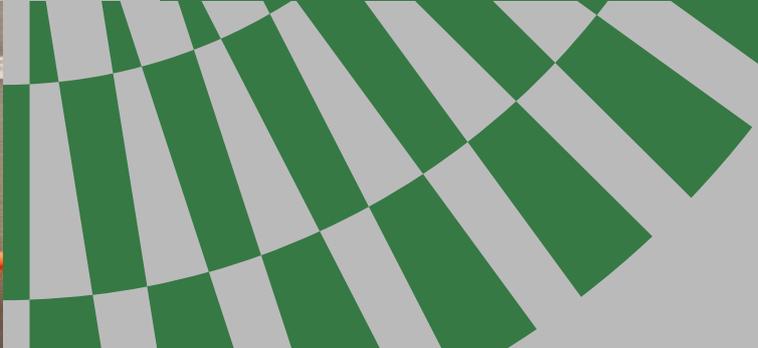
**To promote human-centric and sustainable design**, grounded in ergonomics, environmental psychology, and climate-responsive principles.



**To encourage research, craft knowledge, and cultural awareness**, celebrating Indian traditions while integrating contemporary international discourses.



**To prepare graduates for a dynamic industry** through entrepreneurship development, professional practice training, internships, and portfolio building.



# Curriculum Structure & Learning Journey

A studio-led, industry-integrated programme designed to build future-ready interior designers with strong conceptual depth, technical expertise, and professional confidence.

## YEAR 01

### FOUNDATION

**Building perception, sensitivity, and design thinking.**

- Visual thinking & spatial awareness
- Drawing, craft laboratories & digital fundamentals
- Culture, history & human-centred design principles

## YEAR 02

### CORE INTERIORS

**Establishing technical and spatial competence.**

- Residential & commercial interior design studios
- Construction systems, lighting & building services
- CAD & BIM foundations
- Climate-responsive design strategies

## YEAR 03

### ADVANCED & EXPERIENTIAL

**Expanding scale, complexity, and professional understanding.**

- Hospitality, retail & adaptive reuse studios
- Furniture design, digital fabrication & parametric tools
- Professional practice, costing & project management

## YEAR 04

### TRANSFORMATION & INDUSTRY INTEGRATION

**Transitioning from student to professional designer.**

- Design-led or research-based thesis
- Portfolio development & personal brand building
- 20-week professional internship
- Graduation exhibition

**Flexible Learning Pathways - Aligned with NEP's choice-based framework.**

- Choice-based electives
- Interdisciplinary pathways across design domains
- Integrated research + practice approach



# Workshops & Masterclasses



Industry Immersion | Craft Intelligence | Global

## **Learning to See: Space, Light & Emotion**

*Spatial perception*

**Experts:** Abin Chaudhuri (Abin Design Studio), Kaoru Mende (LPA, Japan)

**Institutions:** LPA Lighting Design, Philips Lighting

## **Craft & Culture in Indian Interiors**

*Living traditions*

**Experts:** Gauri Mohan (Dastkar), Jasleen Dhamija (Legacy Reference)

**Institutions:** Dastkar, Khamir, Craft Council of India

## **Space as Emotion: Lighting & Atmosphere**

*Lighting psychology*

**Experts:** Sourabh Gupta (Archohm), Michael Anastassiades (UK)

**Institutions:** Archohm, Jaquar Lighting Academy

## **Craft Intelligence in Contemporary Interiors**

*Tradition × innovation*

**Experts:** Gunjan Gupta (IKKIS), Sunita Kohli (K2 India)

**Institutions:** IKKIS Studio, Moradabad Craft Cluster

## **Parametric Thinking for Interior Systems**

*Craft × code*

**Experts:** Mamun Rashid (FabLab), Studio Symbiosis

**Institutions:** Fab Lab India, Zaha Hadid Architects (Global Talk)

## **Retail & Brand Experience Design**

*Experiential interiors*

**Experts:** Ashiesh Shah, Vibhor Sogani

**Institutions:** Asian Paints ColourNext, Nykaa Design Team

## **Codes, Contracts & Practice Norms**

*Professional practice*

**Experts:** Ar. Anuj Prasad (Designwise India)

**Institutions:** COA, RIBA India, IGBC

## **Experiential Storytelling in Spaces**

*Museum & exhibition design*

**Experts:** Sonal Motla, Siddhartha Das

**Institutions:** CSMVS Museum, V&A Museum (UK)

## **Furniture Futures: Materials & Ergonomics**

*Human-centered furniture*

**Experts:** Sandeep Sankhla

**Institutions:** Godrej Design Lab, Cane Craft Assam

## **Design Leadership & Studio Entrepreneurship**

*Practice building*

**Experts:** Ayaz Basrai (The Busride), Shabnam Gupta (The Orange Lane)

**Institutions:** Domus Academy (Italy)

## **Advanced Visualization & XR Storytelling**

*VR / AR interiors*

**Experts:** Studio Tessellate, Fractal Works

**Institutions:** Unreal Engine India, Matterport

## **Thesis Excellence & Portfolio Narrative**

*Research articulation*

**Experts:** Bijoy Jain (Studio Mumbai – Reference)

**Institutions:** NID, CEPT University, SPA Delhi

## **Personality Development & Professional Confidence**

*Career readiness*

**Experts:** Dale Carnegie India, Gensler HR Teams

**Institutions:** IDF, LinkedIn Learning



## **HANDS-ON WORKSHOPS**

### **Material Play & Sensory Making**

*Tactile exploration*

Institutions: Crafts Council of India, Dastkar

### **Design Perception & Sketching Bootcamp**

*Seeing & recording*

Communities: Urban Sketchers India, INTACH

### **Best-Out-of-Waste Product Lab**

*Upcycling systems*

Institutions: Goonj, Chindhi Library

### **Indian Craft Immersion**

*Artisan-led making*

Institutions: Khamir, Kala Raksha, Delhi Haat Artisans

### **Ergonomics & Human Factors Lab**

*Inclusive design*

Experts: Prof. Ritu Gulati

Institutions: Accessibility Specialists NCR

### **Interior Construction & Joinery**

*Making fundamentals*

Institutions: IKEA Maker Lab, Bamboo India

### **Climate-Responsive Interiors Lab**

*Passive systems*

Institutions: CEPT, Auroville Earth Institute

### **Furniture Prototyping Workshop**

*Form & structure*

Studios: Studio Barcode, Moor Design Studio

### **Sustainable Interior Systems**

*Green materials*

Institutions: TERI, IGBC, GRIHA Council

## **Exhibition & Set Fabrication**

*Spatial storytelling*

Studios: Studio Lotus, National Crafts Museum

## **Digital Tools Mastery (BIM)**

*Industry documentation*

Institutions: Autodesk Certified Trainers, BIMLabs

## **Hospitality Interior Detailing**

*FFE & BOQs*

Studios: HBA India, Lemon Tree Hotels

## **International Design Culture Workshop**

*Global literacy*

Institutions: Parsons School of Design, Royal Danish Academy, Design Museum London

## **Portfolio & Personal Branding**

*Designer identity*

Institutions: Behance India, Tink Creative Studio

## **Entrepreneurship & Design Business**

*Studio economics*

Institutions: TiE Delhi-NCR, 91Springboard, FICCI

## **Social Impact & Community Design**

*Design for society*

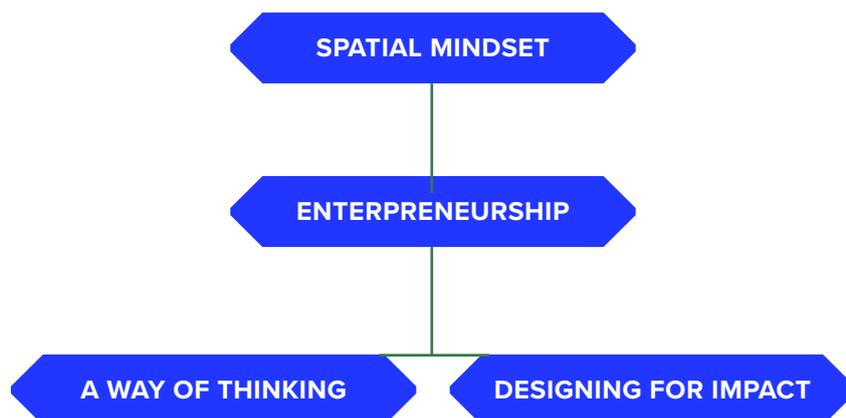
Institutions: Goonj, Aga Khan Trust for Culture

# The Business Of Design Module

Final Year Entrepreneurship & Incubation Module  
Capstone Business Module for Interior Design

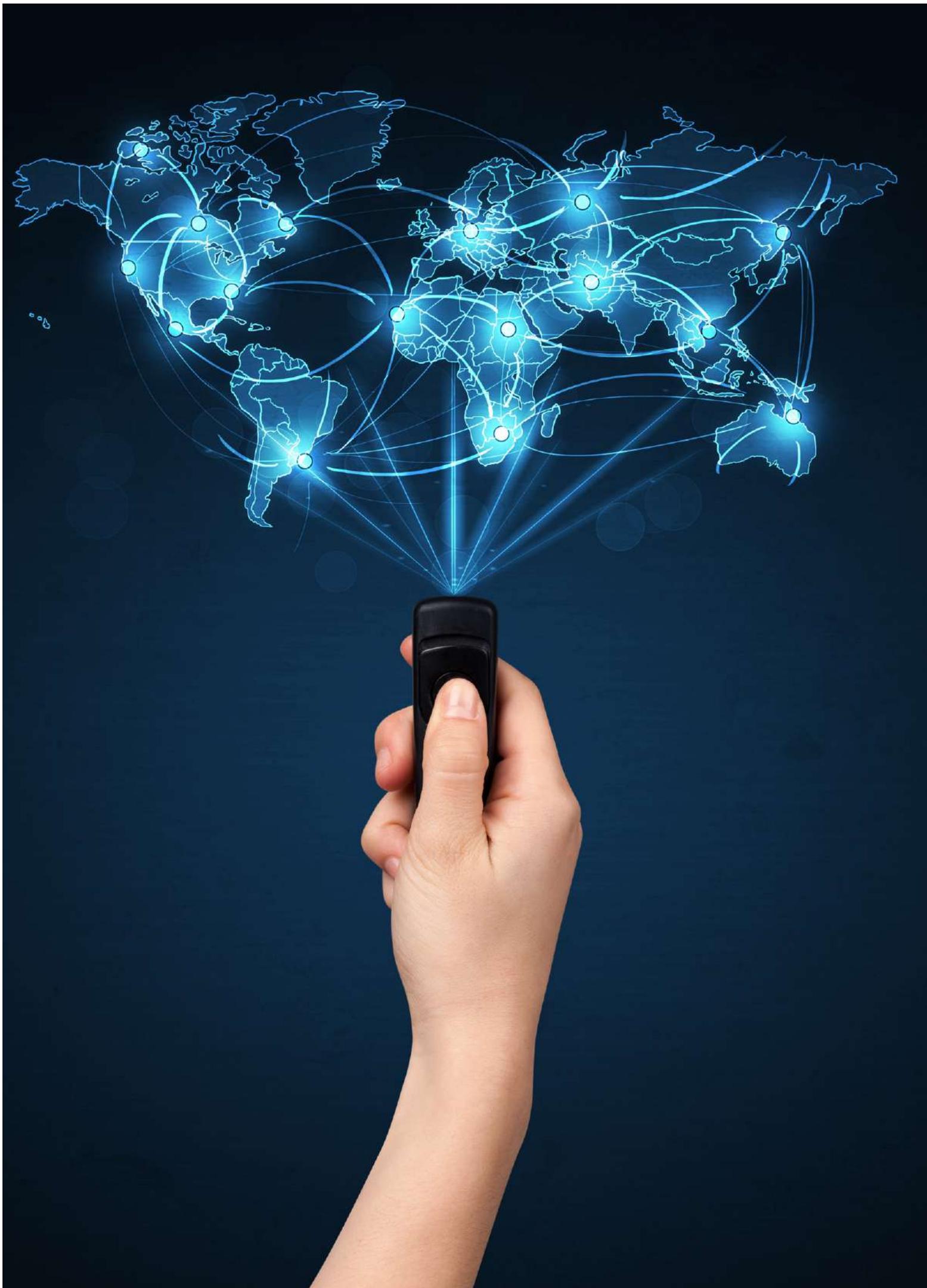


*“WHERE SPACE MEETS STRATEGY.”*





	TOPIC	GUEST SPEAKERS	OUTCOME
<b>PHASE 1 THE GLOBAL INTERIOR DESIGN ECONOMY</b>	Global interior markets, luxury studios, experience-led spaces, consumer psychology, and intellectual property in spatial design.	RIBA members, founders of boutique interior studios, senior professionals from global design firms.	Clear understanding of the economic, cultural, and commercial impact of interior design at global and Indian scales.
<b>PHASE 2 BRAND BUILDING FOR INTERIOR DESIGNERS</b>	Brand DNA creation, positioning strategies, visual identity systems, signature design language, trend research, and client pitching.	Design brand consultants, studio founders, visual identity specialists, portfolio mentors.	A complete Brand Identity Book and Visual Strategy Deck tailored to each student's design philosophy.
<b>PHASE 3 STUDIO MANAGEMENT</b>	Pricing models, costing and BOQs, vendor and supply-chain systems, contracts, digital marketing, product-led revenue streams, and funding basics.	Design entrepreneurs, legal consultants for creative practices, marketing strategists, investment and startup mentors.	A Studio Business Plan with pricing strategy, marketing roadmap, and scalable practice framework.
<b>PHASE 4 GLOBAL DESIGN CULTURES &amp; BUSINESS MODELS</b>	International and Indian design ecosystems, craft-led entrepreneurship, export-ready furniture and lighting brands, and social-impact spatial models.	Global design educators, Indian studio founders, craft-led entrepreneurs, international collaborators.	Strategic frameworks to translate global design intelligence into culturally rooted, market-ready Indian interior practices.



# Global Connect & Industry Tie-Ups

## INTERNATIONAL COLLABORATIONS



## INDIAN PARTNERS



## INDUSTRY ACCESS



## INDUSTRY JURY

Hospitality, Retail, Furniture, Lighting, Design-Tech Leaders, Senior Architects, And Studio Founders

# The DIA Interior Graduate



## DIA PREPARES GRADUATES WHO:



**Design With Purpose:**  
Balancing Aesthetics,  
Function, And Human  
Experience.



**Think Craft As System:**  
Integrating Tradition,  
Materials, And Technique  
Into Contemporary  
Interiors.



**Lead With Impact:**  
Managing Projects That  
Combine Technical  
Precision With Emotional  
Resonance.



**Operate Globally:**  
Navigating India, Europe,  
And The Middle East With  
Professional Fluency And  
Creative Imagination.

## CAREER PATHWAYS

Interior Designer / Interior Architect

Lighting & Acoustic Consultant

Sustainable Fit-Out Strategist

Furniture & Product Designer

Brand Environment & Exhibition Designer

Entrepreneur / Studio Founder



# Notable Alumnus



Mr. Shivam  
Sharma

Blueprint Interiors, India  
(Founder & Designer)

 [blueprint.interi0rs](https://www.instagram.com/blueprint.interi0rs)

Ms. Sumedha  
Sharma

Tarkett, India  
(Graphic & Interior Designer)  
 [creativesumedhasharma](https://www.linkedin.com/company/creativesumedhasharma)



Ms. Chanchal  
Kashyap

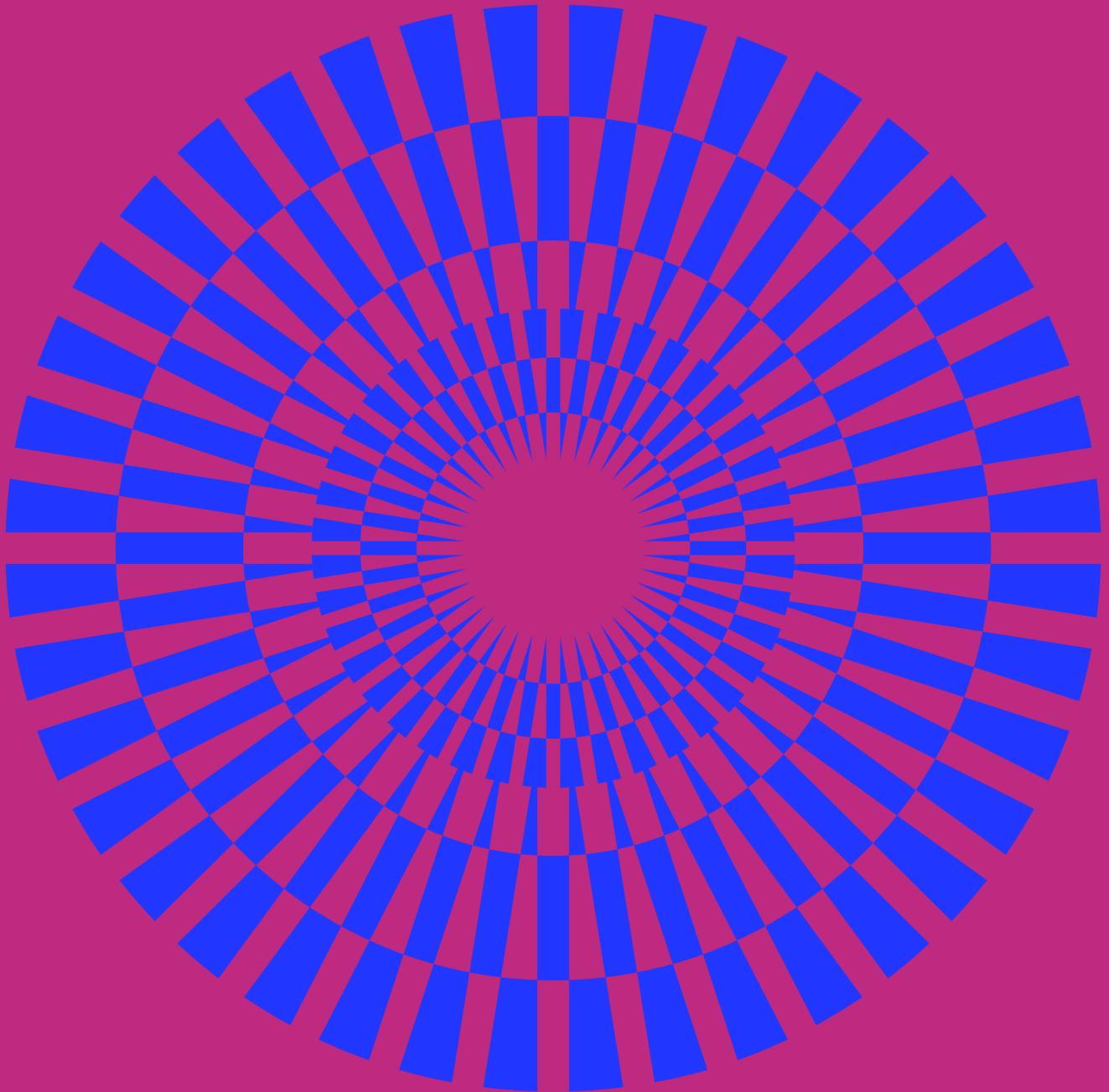


D Decor, India  
(Founder & Event Designer)

 [ddecor367](https://www.instagram.com/ddecor367)



We Don't  
Follow Fashion,  
We Redefine It.”



Fashion  
Design





# Fashion Design

B.Des 4 Years

The Fashion Department at DIA is not a discipline — it's a movement of imagination. We exist to provoke, question, and reinvent the idea of fashion as culture, art, and identity. At the intersection of craft, chaos, and technology, DIA nurtures a new generation of visionary makers — rebels with precision, dreamers with discipline. Our studios are laboratories of theatre and thought, where drapes become dialogues and garments become philosophies. We encourage students to build their own worlds, not follow existing ones. Here, process is poetry, experimentation is elegance, and failure is a form of fashion.

Our curriculum cultivates designers through nine interlinked pillars, each strengthening a distinct dimension of the creative voice — conceptual, cultural, material, performative, digital, analytical, and ethical. Together, these pillars form an ecosystem where students learn to ideate, make, innovate, perform, contextualize, and regenerate.



With this approach we ensures that every DIA graduate enters the industry with:

**Conceptual depth**

**Technical mastery**

**Cultural intelligence**

**Digital fluency**

**Research rigour**

**Performance sensibility**

**Sustainable ethics**

**A distinct Indian perspective with global relevance**

This philosophy is not just a curriculum,

it is the **blueprint for the next generation of Indian fashion.**

# Program Philosophy



## Body, Identity & Movement

*Figure • Form • Drape • Identity • Performance • Styling • Embodiment*

**Key Focus:** Ergonomic and expressive garment design, body as cultural canvas, styling and performance integration.

**Modules:** Draping & Grading, Fashion Illustration, Cinematic Styling, Patternmaking, Theatre Costume & Performance, Identity-Based Styling, Movement & Gesture Labs.

**Outcomes:** Design functional, expressive garments, create culturally informed styles, adapt for stage, film, editorial, and performance contexts.

## Concept & Narrative Design

*Ideation • Storytelling • Cultural Insight • Brand Thinking • Creative Direction*

**Key Focus:** Conceptual voice, narrative intelligence, trend translation, pitching ideas.

**Modules:** Design Projects (Women's, Men's, Kids, Resort, Graduation), Fashion Business & Strategy, Fashion Film Direction, Trend Forecasting, Narrative Design Systems, Brand Identity, AI for Concept Development.

**Outcomes:** Craft compelling narratives, build cohesive collections, brand stories, digital pitches, and lead creative direction.

## Material & Textile Innovation

*Textiles • Craft • Fibre Futures • Surface • Technology • Bio-Design • Material Emotion*

**Key Focus:** Material literacy, craft-tech integration, sustainable and bio-based innovation.

**Modules:** Woven & Print Design, Leather Sourcing, Fabric Studies, Creative Technology (TUKAcad & CLO3D), Bio-Based Materials, Smart Textiles, Circular Couture Lab, Material Innovation Workshop.

**Outcomes:** Decode and engineer textiles, innovate with sustainable materials, revive crafts, design emotionally resonant surfaces.

# Global × Indian Fashion Cultures

*Cultural Identity • Anthropology • Craft Ecologies • Global Luxury • Ritual & Region • Dress Systems*

**Key Focus:** Material literacy, craft-tech integration, sustainable Cultural literacy, identity-driven design, global-local fashion positioning.

**Modules:** Trend Analysis, History of Fashion, Traditional Textiles & Embroidery, Apparel Production, Luxury Anthropology, Cultural Semiotics, International Exposure (Paris/Milan/Japan/Dubai).

**Outcomes:** Build globally relevant, culturally rooted collections; position Indian identity on international platforms.

# Theatre, Performance & Costume Futures

*Costume Design • Character • Stagecraft • Light • Movement • Film • Performance Narratives*

**Key Focus:** Functional, narrative-driven garments for stage, screen, and performance; integrate lighting, choreography, psychology.

**Modules:** Cinematic Styling, Fashion Photography, Makeup & Styling, Draping, Costume Studios, Period & Fantasy Costume, Light × Textile Interaction, Digital Costume Pre-Visualisation.

**Outcomes:** Design performance costumes, engineer movement-ready garments, create cinematic and stage-ready wardrobe narratives.

# Fashion Research & Historiography

*Research • Context • Archives • Fieldwork • Theory • Critical Analysis • Documentation*

**Key Focus:** Research, cultural & material analysis, connecting insights to design strategy.

**Modules:** History of Fashion, Trend Analysis, Traditional Textiles, Fashion Research Lab, Ethnographic Methods, Visual Research, Archive Studies, Critical Theory, Guided Collection Research.

**Outcomes:** Conduct rigorous research, produce high-quality documentation, inform design with analytical depth, prepare for postgraduate or research-driven roles.

# Periodical Narratives & Silhouette Evolution

*Historical Systems • Global Timelines • Indian Fashion Eras • Reconstruction • Revivalism*

**Key Focus:** Historical fashion reconstruction, heritage reinterpretation, silhouette evolution.

**Modules:** Periodical Runway, Historical Pattern Reconstruction, Global Dress Timelines, Silhouette Re-engineering, Revivalism Labs, Runway Through Time Showcase.

**Outcomes:** Reconstruct historical patterns, create contemporary silhouettes, produce research-driven portfolios and showcases.

# Digital Fashion & Process Systems

*Virtual Sampling • CAD • 3D Draping • Tech Packs • AI Workflows • Digital Visualisation*

**Key Focus:** Digital prototyping, AI-integrated workflows, hybrid physical-digital design.

**Modules:** CAD & 3D Draping, Creative Technology, Digital Product Creation, Virtual Sampling, PLM Systems, 3D Rendering, Tech Pack Development, Virtual Runway Integration.

**Outcomes:** Prototype digitally, simulate fabrics and drape, prepare industry-standard tech packs, reduce waste, design for hybrid ecosystems.

# Sustainability & Circular Luxury

*Regeneration • Longevity • Craft • Ethics • Circularity • Low-Impact Systems*

**Key Focus:** Sustainable design, circularity, longevity, ethical leadership, craft preservation.

**Modules:** History of Fashion, Traditional Textiles, Apparel Production, Circular Systems & Repair, Upcycling, Design for Disassembly, Biomaterials, Eco-Dyeing, LCA, Longevity Engineering, Regenerative Systems.

**Outcomes:** Build circular design systems, innovate with biomaterials, evaluate environmental impact, create repairable and regenerative garments, integrate sustainability in concept, material, and pr.

# Workshops & Masterclasses



## **PHASE 1 — YEAR 2: THE MAKER'S HAND**

*Introduces craft intelligence, form exploration, cultural grounding, and visual storytelling.*

### **SEMESTER 3 — Foundations of Form, Craft & Visual Thinking**

*Workshop 1 — The Weave Intelligence Atelier (Visit)*  
Expert: Mr. Noor / Banaras Tour (Master Weaver)  
Outcome: Weave Texture Board, Mini Handloom Swatches, understanding drape, fall, structure

*Workshop 2 — The Draping Playground: Sculpting the First Silhouette*  
Expert: Ms. Meenakshi Ramrakhiani (Amity University)  
Outcome: Silhouette Exploration Portfolio, photographed drape experiments

*Workshop 3 — Haute Handcraft Bootcamp: Stitches of Excellence*  
Expert: Seamstress from Péro / equivalent luxury brand  
Outcome: Couture Craft Sampler Book  
*Masterclass 1 — Fashion as Culture: Objects, Eras &*

Identity  
Expert: Ms. Ritu Kumar  
Outcome: Cultural sensitivity & historical awareness

### **SEMESTER 4 — Trend Literacy, Feminine Structure & Digital Foundations**

*Workshop 1 — Trend Oracle Lab: Decoding the Future*  
Expert: Ms. Natasha (Editor, Vogue)  
Outcome: Trend Forecast Report + Colour & Material Card

*Workshop 2 — Advanced Draping Atelier: Bodice, Movement & Form*  
Expert: Ms. Vandana Narang (NIFT PM-GC)  
Outcome: Draped Bodice Portfolio + technical sketches

*Workshop 3 — Visual Merchandising Theatre: Space, Light & Narrative*  
Expert: Ms. Geeta Arya (Good Earth)  
Outcome: VM Concept Board

*Masterclass 2 — Women's Wear Couture Construction (Intensive)*

Expert: Mr. Neelanjan Ghosh (Jajabor)  
Outcome: Finished couture garment

*Masterclass 3 — Indian Draping Techniques: Regional & Contemporary*  
Expert: Ms. Dolly Jain (Celebrity Saree Draper)  
Outcome: Regional + contemporary drape portfolio

## **PHASE 2 — YEAR 3: THE DESIGNER'S EYE**

*Menswear mastery, digital innovation, kidswear, styling, and brand foundations.*

### **SEMESTER 5 — Menswear Mastery & Digital Futures**

*Workshop 1 — Menswear Tailoring Lab*  
Expert: Mr. Dinesh (Study by Janak)  
Outcome: Menswear Construction Kit

*Workshop 2 — Digital Haute Studio: CLO × TUKA Innovation Lab*  
Expert: Mr. Vijay Dua (CAD Specialist)  
Outcome: 3D Menswear Look + tech pack

*Workshop 3 — Textile Heritage Revival Atelier*



Expert: Ms. Sharmila Dua (NID)  
Outcome: Craft Revival Surface Panel

*Masterclass 4* — Blazer, Coat & Jacket Engineering  
Expert: Mr. Naved  
Outcome: Advanced menswear mastery

*Masterclass 5* — Craft × Future Innovation Dialogue  
Experts: Anju Modi / Madhu Jain  
Outcome: Future-forward surface concepts

### **SEMESTER 6 — Kidswear Play, Styling & Brand Foundations**

*Workshop 1* — Kidswear Pattern Atelier  
Expert: Chicco / FirstCry trainer  
Outcome: Kidswear Block Patterns

*Workshop 2* — Cinematic Styling Lab  
Expert: Ms. Sanjana Kapoor (Prithvi Theatres)  
Outcome: Character Style Boards + short video

*Workshop 3* — Brand Capsule Simulation  
Expert: Ms. Sikha (Onna Living)  
Outcome: Mini Brand Deck

*Masterclass 6* — Fashion Storytelling for Stage & Screen  
Experts: Harpreet & Rimple (Couture Costume Designers)  
Outcome: Story-to-style mapping

**PHASE 3 — YEAR 4:**  
**THE CONCEPT ATELIER**  
*Collection ideation, film & digital narratives, final showcase.*

### **SEMESTER 7 — Collection Ideation, Film & Digital Narratives**

*Workshop 1* — Concept Moodboarding & Material Exploration  
Expert: Payal Khandwala  
Outcome: Moodboard + Fabric Experiments

*Workshop 2* — Fashion Film & Runway Direction  
Expert: Tarun Vishwa  
Outcome: Short Fashion Film

*Workshop 3* — 3D Digital Draping & Lookbook Creation  
Expert: Shalini Gupta  
Outcome: Digital Lookbook

*Masterclass 7* — Celebrity / Performance Costume Analysis  
Experts: Manish Malhotra / JJ Valaya  
Outcome: Costume Analysis Portfolio

### **SEMESTER 8 — Collection Finalization & Showcase**

*Workshop 1* — Couture Collection Construction Lab  
Expert: Sahil Kochhar  
Outcome: Final Collection Garments

*Workshop 2* — Runway & Fashion Show Simulation  
Expert: Vidyun Singh (FDCI)  
Outcome: Show Deck + Runway Recording

*Workshop 3* — Portfolio & Lookbook Lab  
Expert: Atul Kasbekar  
Outcome: Final Lookbook + Online Portfolio

*Masterclass 8* — Fashion Entrepreneurship & Brand Strategy  
Experts: Shubhika (Papa Don't Preach) / Rahul Mishra  
Outcome: Brand Pitch Deck

# The Business Of Design Module

Final Year Entrepreneurship & Incubation Module

<p><b>PHASE 1 UNDERSTANDING THE GLOBAL FASHION ECONOMY</b></p>	<p>Weeks 1–3: Explore how design powers economies, culture, and consumer behaviour.</p>	<p><b>Week 1 — The Global Creative Economy</b> How design drives value worldwide, mapping emerging markets, role of innovation, storytelling &amp; culture</p> <p><b>Week 2 — The Indian Fashion Business Landscape</b> Domestic vs export fashion, independent designers, ateliers, manufacturing ecosystems</p> <p><b>Week 3 — The New-Age Consumer</b> Gen Z behaviour, sustainability expectations, emotional buying, experience-driven retail</p>
<p><b>OUTCOME</b></p>	<p>Understanding global &amp; Indian luxury ecosystems, material culture, and consumer behavior</p>	
<p><b>WORKSHOP/ MASTERCLASS</b></p>	<p><b>2-Day Workshop — Market Mapping &amp; Trend Economics Lab</b> Outcome: Market map, competitor grid, consumer mood report, opportunity zones</p> <p><b>1-Day Masterclass — How Fashion Markets Really Work</b> Expert: Aishleen Pasricha (Fashion Strategist, WGSN) Outcome: Build a Business Lens — mindset needed before creating a brand</p>	
<p><b>PHASE 2 BRAND BUILDING &amp; DESIGN STRATEGY</b></p>	<p>Weeks 4–6: Transition from designer to brand creator.</p>	<p><b>Week 4 — Brand DNA &amp; Narrative Identity</b> Purpose, philosophy, ethos, story frameworks, aesthetic signature</p> <p><b>Week 5 — Positioning &amp; Visual Identity</b> Premium, luxury, sustainable, craft-focused or digital-first, tone of voice, visual system</p> <p><b>Week 6 — Market Insight, Trend Logic &amp; Customer Psychology</b> Cultural mapping, forecasting, persona mapping</p>
<p><b>OUTCOME</b></p>	<p>Students create a Brand Concept Book + Positioning Strategy</p>	
<p><b>WORKSHOP/ MASTERCLASS</b></p>	<p><b>2-Day Workshop — Brand DNA Forge: Build Your Brand from Zero</b> Outcome: Brand archetype, story world, design philosophy anchor, mood, colour, visual identity boards → Complete Brand DNA Booklet</p> <p><b>1-Day Masterclass — The Art of Emotional Branding</b> Expert: Karan Torani (Designer &amp; Founder, TORANI) Outcome: Articulate first brand story pitch</p>	

<p><b>PHASE 3 BUSINESS &amp; FINANCIAL INTELLIGENCE</b></p>	<p>Weeks 7–9: Designers become strategic thinkers.</p>	<p><b>Week 7 — Pricing, Costing &amp; Margins</b> Cost sheets, margin logic, value-based pricing <b>Week 8 — Supply Chain, Vendors &amp; Production Strategy</b> Craft-led supply chains, industrial production, quality systems <b>Week 9 — Commerce Models &amp; Funding</b> D2C strategy, marketplaces, pop-ups, investor decks, grants</p>
<p><b>OUTCOME</b></p>	<p>Viable business model draft + financial feasibility sheet</p>	
<p><b>WORKSHOP/ MASTERCLASS</b></p>	<p><b>2-Day Workshop — The Fashion Commerce Lab</b> Outcome: Cost sheet, margin ladder, production calendar, cashflow draft <b>1-Day Masterclass — How to Pitch Your Fashion Business</b> Expert: Sanjay Nigam (Founder, Fashion Entrepreneur Fund &amp; “Pitch to Get Rich”) Outcome: 1-slide “business spine” — foundation for future pitch</p>	
<p><b>PHASE 4 GLOBAL ENTREPRENEURSHIP &amp; CULTURAL BUSINESS MODELS</b></p>	<p>Weeks 10–11: Expand perspective beyond brand-specific examples.</p>	<p><b>Week 10 — Global Design Entrepreneurship Insights</b> Comparative craft-driven, heritage, innovation-first, and sustainability-centered ventures <b>Week 11 — Building Indian Brands for Global Audiences</b> Export pathways, cultural authenticity, community impact, balancing tradition + innovation</p>
<p><b>OUTCOME</b></p>	<p>Frameworks to scale Indian identity into international opportunity</p>	
<p><b>WORKSHOP/ MASTERCLASS</b></p>	<p><b>2-Day Workshop — Cultural Commerce Studio</b> Outcome: Culturally grounded product idea, market relevance map, value chain &amp; community integration plan <b>1-Day Masterclass — Designing a Brand with Cultural Intelligence</b> Expert: Prahlad Kakar (Advertising &amp; Branding Expert) Outcome: Refined cultural positioning for each student’s business idea</p>	
<p><b>PHASE 5 THE DIA INCUBATOR: “THE BUSINESS OF BEAUTY”</b></p>	<p>Weeks 12–16: Launchpad for turning ideas into brands.</p>	<p><b>Week 12 — Enterprise Ideation &amp; Brand Mapping</b> Link collection with business concept, refine value proposition <b>Week 13 — Prototype, Product Mix &amp; Pricing Strategy</b> Capsule lineup, signature products, costing &amp; price ladder <b>Week 14 — Pitch Deck Creation</b> Visual storytelling, business articulation, market validation narrative <b>Week 15 — Investor Pitch Simulation</b> <b>Jury reviews, critique, revision for clarity</b> <b>Week 16 — Final Brand Presentation</b> <b>Full brand deck, feasibility plan, portfolio integrated with business strategy</b></p>
<p><b>OUTCOME</b></p>	<p>Launch-ready brand blueprint with strategy, design, pricing, and storytelling</p>	
<p><b>WORKSHOP/ MASTERCLASS</b></p>	<p><b>2-Day Workshop — Build Your Brand Sprint</b> Outcome: Business model canvas, market-entry strategy, product + pricing blueprint, supply chain plan <b>1-Day Masterclass — The Founder Mindset</b> Expert: Falguni Nayar (Founder &amp; CEO, Nykaa) Outcome: Clarity on operational realities, resilience, and scaling a fashion business</p>	

# Global Connect & Industry Tie-Ups At DIA

Connects Indian design voices to the world stage

International tie-ups and exchange programs with global institutes

## Study tours & collaborations

Première Vision (Paris), Pitti Uomo (Milan), London Fashion Week, Heimtextil (Germany), Maison & Objet (Paris)

## Learning beyond classrooms

through culture, context, and collaboration



# The DIA Fashion Graduate

Graduates design with cultural intelligence and global relevance, balancing aesthetics with purpose. They:

Treat textile & craft as process and philosophy.

Create collections communicating concept, material innovation, and storytelling.

Navigate atelier, runway, and retail, adapting to evolving industry needs.

Lead with sustainability, inclusivity, and entrepreneurship.

## CAREER PATHWAYS:

- Fashion Designer / Textile Designer
- Creative Director / Fashion Stylist
- Sustainable Design Consultant
- Visual Merchandiser / Fashion Buyer
- Fashion Entrepreneur / Studio Founder
- Trend & Material Forecaster

## FASHION AROUND THE WORLD

- Key global events: Paris, Milan, London, New York, Shanghai, Tokyo Fashion Weeks — setting the rhythm of global fashion.
- Global apparel market: USD 1.77 trillion (2024); India emerging as a design & production hub.
- India's apparel market: 12–17% CAGR by 2025; e-commerce projected USD 18.76B by 2030, ~30% CAGR.
- International fashion houses increasingly view India as a design partner, signaling a shift from “Made in India” to “Designed in India”.

## INDIA TODAY

- India leads a fashion & textile renaissance, merging craft heritage with modern design thinking.
- Fashion & apparel industry valued at over USD 100B, driven by sustainability, luxury retail, and homegrown labels.
- Indian designers shape global narratives — from Paris to New York runways.
- Textile clusters in Kutch, Banaras, Bengal collaborate with digital creators, translating craft into contemporary fashion.
- The new Indian designer is globally aware yet locally rooted, redefining luxury through craft, culture, and conscious creation.

## THE SHOWCASE CULTURE

- DIA's annual Fashion Showcase celebrates individuality & innovation.
- Runways as storytelling spaces, where process meets performance.
- Students present sustainable collections, conceptual garments, and brand capsules.
- Each show redefines Indian fashion for global audiences.



# Notable Alumnus



*Mr. Sarthak  
Saxena*

Kardo, India  
(Head of Design)  
Website - [www.kardo.co](http://www.kardo.co)

*Mr. Malkeet  
Singh*

Stylist, Movement Director &  
Global Model

 [curled.jpg](#)



*Ms. Saloni  
Agarwal*

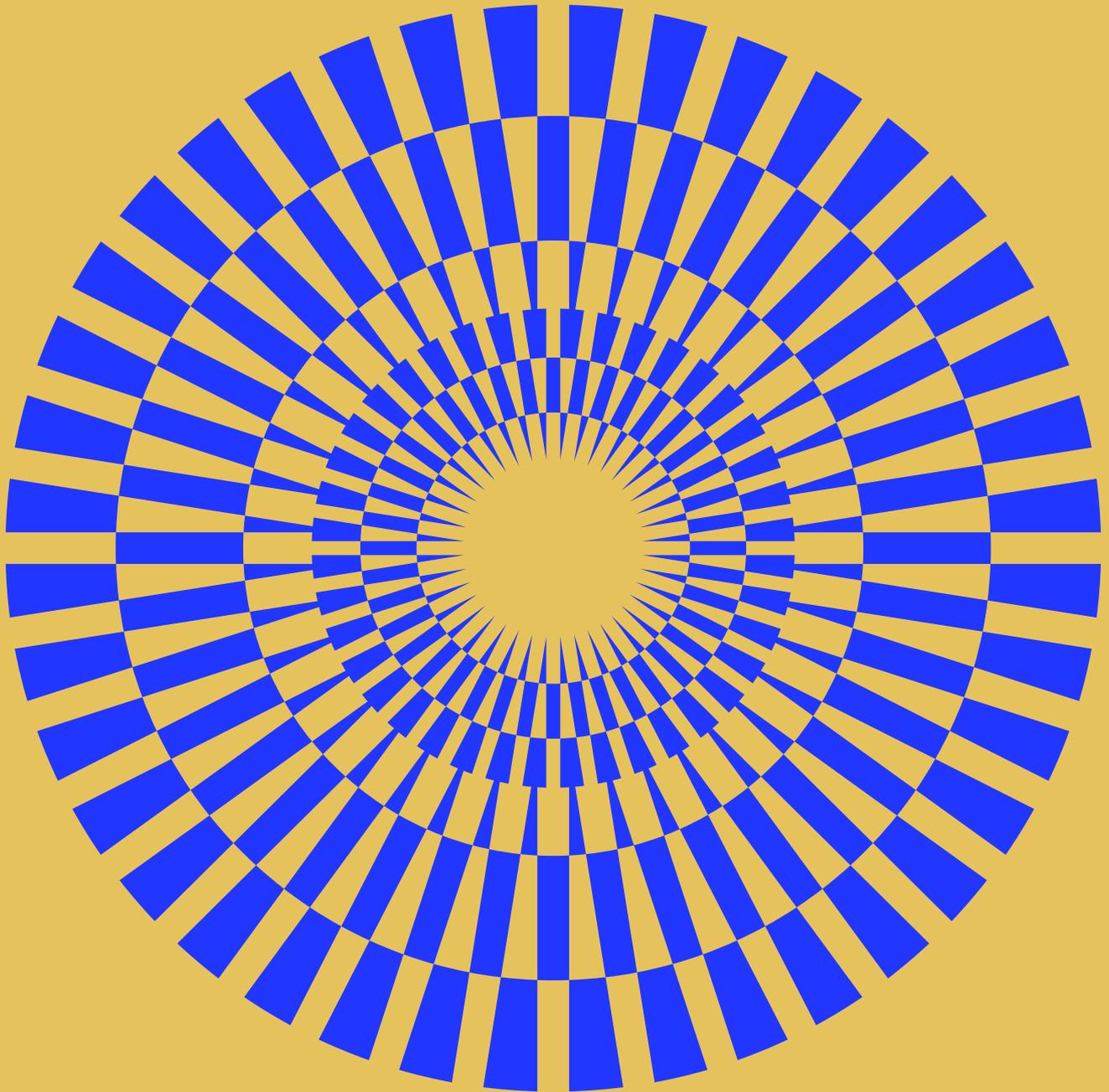
Arem, India  
(Creative Director & Founder)

 [aremindia](#)





“We Don't  
Create Content  
We Create Culture.”



Communication  
Design





# Communication Design

B.Des 4 Years

Communication Design at DIA is more than visuals, it's the art of influence, identity, and imagination. We design the stories that shape perception, behaviour, and belonging, turning messages into movements, brands into experiences, and design into dialogue. Our department bridges art, technology, psychology, and storytelling. Training creators who don't just follow trends, but build the narratives that define our time. DIA's communication designers speak in pixels, poetry, and code. Fluent in both the language of business and the language of emotion.



## PROGRAM VISION

The Communication Design programme at IMS DIA prepares new-age creators who blend visual storytelling, branding, interaction, and emerging media with clarity and purpose. Students learn to design communication systems that influence perception, shape culture, and respond to real-world needs.

The curriculum integrates traditional craft with digital innovation — from illustration and typography to immersive media, motion graphics, and experience design. Our focus is to build designers who think critically, create responsibly, and communicate with impact.

Aligned with NEP guidelines, the programme offers a flexible structure, hands-on learning, and access to an incubation environment where ideas transform into meaningful visual and interactive experiences. Through collaboration with industry and faculty expertise, IMS DIA aims to shape confident, future-ready communication designers.

# Growth Journey of Communication Design Student



## PHASE 1 THE AWAKENING

SEMESTER 1 & 2

### FOUNDATION OF COMMUNICATION DESIGN

- Basics of communication design
- Observation-Ideation
- Sketching-Drawing-Cad
- Word to image and reverse

## PHASE 2 THE EXPERIMENTATION

SEMESTER 3 & 4

### SPECIALISATION (Elective Choice and Industry Interface)

- Graphic Design
- UX Design
- Photography
- Character Creation
- Visual Storytelling
- Filmmaking
- Animation
- Branding

## PHASE 3 THE MANIFESTATION

SEMESTER 5 & 6

### SUPER SPECIALISATION

- Expertise in the chosen specialisation
- Linking all the arms of communication design for a creative goal - campaign, persuasion or changing the world for sustainable living
- Understanding and immersion in the ecosystem, leading to your own startup supported by the incubation centre.



# Program Philosophy

Transformation Pillars of Communication Design

Every message begins with an idea — students learn to design meaning before choosing the medium.

Concept  
is Everything

We teach narrative design, empowering students to craft stories that shift mindsets, not just sell products.

From Message  
to Movement

Students learn to decode behaviour and psychology to create communication rooted in empathy and connection.

Design for Emotion,  
Not Just Attention

Learners design seamlessly across AR, film, gaming, interfaces, and immersive environments.

Digital + Physical  
+ Virtual Worlds

We shape designers who translate Indian heritage and humour into global, contemporary communication.

India's Voice,  
World's Vision

“Design is thinking  
made visual.”  
~ Saul Bass

Design for Ethics  
& Sustainability

Students are trained to create responsibly — guided by clarity, integrity, and social awareness.

Data as  
Narrative

Students turn data into compelling stories that reveal problems, imagine solutions, and influence society.

Inclusivity  
is Standard

We teach communication that reaches everyone — designing for diverse abilities, cultures, and senses.

Typography  
as Voice

Students treat type as image — shaping characters that speak with personality, tone, and emotion.

Strategy Leads  
Creativity

Here, creativity is guided by strategy — turning insight into precise, intelligent design decisions.

# Curriculum Structure & Learning Journey

YEAR  
01

## FOUNDATION

### The Eye. The Hand and The Algorithm

- Typography I – Micro-Aesthetics & Variable Systems
- Visual Syntax & Semiotics
- Creative Coding & Algorithmic Thinking
- Design History – From Gutenberg to GPT
- Kinetic Typography & Motion Literacy
- 3D Foundations for Communication
- Prompt Engineering & Synthetic Media
- Interaction Design I – Web & Mobile
- CAD tool Intermediate – Graphics and UX

### Seminars:

- Introduction to Fashion Communication (Interdisciplinary)
- Understanding Space Design (Interdisciplinary)
- Understanding Product Design and its philosophy (Interdisciplinary)

YEAR  
02

## REVELATIONS & ENTANGLEMENT

### Where ideas deepen, and designers learn to think, feel, and create as a connected ecosystem.

- Cognitive Psychology for Designers
- Data Visualization & Information Architecture
- Visual Storytelling
- Photography & Photo-Art
- Digital Ecosystem (Adobe Suite)
- Branding Principles & Visual Identity
- Graphic Design Principles
- XR Design I – Spatial UI/UX
- Colour & Form in Design
- 3D Animation
- Designing for AI – Conversational & Agentic UI
- Service Design & Social Innovation
- The Entrepreneur & the Startup

### Seminars:

- Writing for Forming Thoughts
- Introduction to Visual Culture
- Indic Script Engineering & Bi-Scriptural Typography
- AI / Service Design
- Generative Design (Digital Craft for XR & IoT)
- Characterization – Study of Characters



YEAR  
03



## PRAXIS, FUTURES & PROFESSIONAL MASTERY

Where designers refine their voice, forecast the future, and step into real-world creative leadership

- Critical & Speculative Design
- Bio-Design & Sustainable Systems
- Advertising & Marketing Ecosystem
- Advanced XR Studio – Mixed Reality Overlay
- Transdisciplinary Studio I
- Printing Technology
- Advertising Filmmaking
- Design Strategy & Brand Foresight (Elective)
- Critical Design Analysis (Elective)
- Design Strategy & Management
- Sound Design & Sonic Branding
- Advanced Communication Design Concepts: Critical Contexts & Futures
- Thesis Prep – Research Methodologies
- Advanced AI Studio – Co-Creation
- Short Filmmaking
- Illustration Techniques & Content Exploration
- Computational Design & Dynamic Identities (Elective)
- Narrative Environments & Experiential Graphic Design (Elective)

### Seminars:

- Brand Audit
- Discourse Analysis (Visual & Media Discourse)
- Blockchain Narratives – Designing Trust in Decentralized Media
- Neurodiversity in Experiential Design – Inclusive Futures of Engagement

YEAR  
04

## LAUNCHING YOUR DESIGN IDENTITY TO THE WORLD

“From Student to Professional — Your Design Voice Takes Centre Stage.”

- Capstone Project / Thesis Studio
- Final Portfolio Development
- Exhibition Design & Curation
- Design Ethics & Intellectual Property Rights (IPR)
- Civic Design & Gov-Tech Interfaces
- Creative Leadership & Art Direction
- Animation Filmmaking
- Business Development

# Workshops & Masterclasses



## PHASE 1: THE AWAKENING

*“Finding Voice, Building Sensitivity, Discovering Story.”*

### 1. Storytelling as Performance

Expert: Deepa Kiran / Story Arts Foundation  
Key Learning: Physical storytelling, puppetry, props-based narration, audience engagement, performance pitch.

### 2. Data Visualization for Storytelling

Expert: To be finalised  
Key Learning: Turning raw datasets into visual narratives; infographics + dashboard storytelling.

### 3. Frame by Frame (Hand-drawn Animation)

Experts: Dhimant Vyas / Vaibhav Kumaresh  
Key Learning: Film rhythm, frame-based storytelling, 24-fps hand-drawn animation; 30-sec motion piece.

### 4. Design for Sound

Experts: Asheesh Pandya / Asish Banerjee / Sivadasa K. / Pandit Dishari  
Key Learning: Emotional soundscapes, narrative

through silence, rhythm-based sound identity.

### 5. Cross-Cultural Narratives

Expert: DRAW (Design Research Workshop)  
Key Learning: Designing for cultural differences; comparative communication prototypes.

### 6. Observe & Make

Expert: Senior Creative Designer  
Key Learning: Research-to-idea process, experimentation, reframing, visualizing, fabricating ideas.

### 7. Acting & Empathy

Expert: Ashok Purang  
Key Learning: Character immersion, empathy in communication, performance-based storytelling.

### 8. Motion + Interaction Hybrid

Expert: IXDF Mentor  
Key Learning: Blending motion graphics with interaction; micro-interaction prototypes.

### 9. UI/UX for Emotion

Expert: Vivek Verma or UX

Lead (Zepto/ex-agency)  
Key Learning: Emotional UI, empathy maps, user psychology, team-based prototype.

### 10. Craft + Digital Fusion

Expert: Craft Designer  
Key Learning: Converting Indian craft stories into digital narratives and visual communication.

## PHASE 2: THE EXPERIMENTATION

*“From Insight to Innovation — Designing New Realities.”*

### 1. AR/VR Narratives

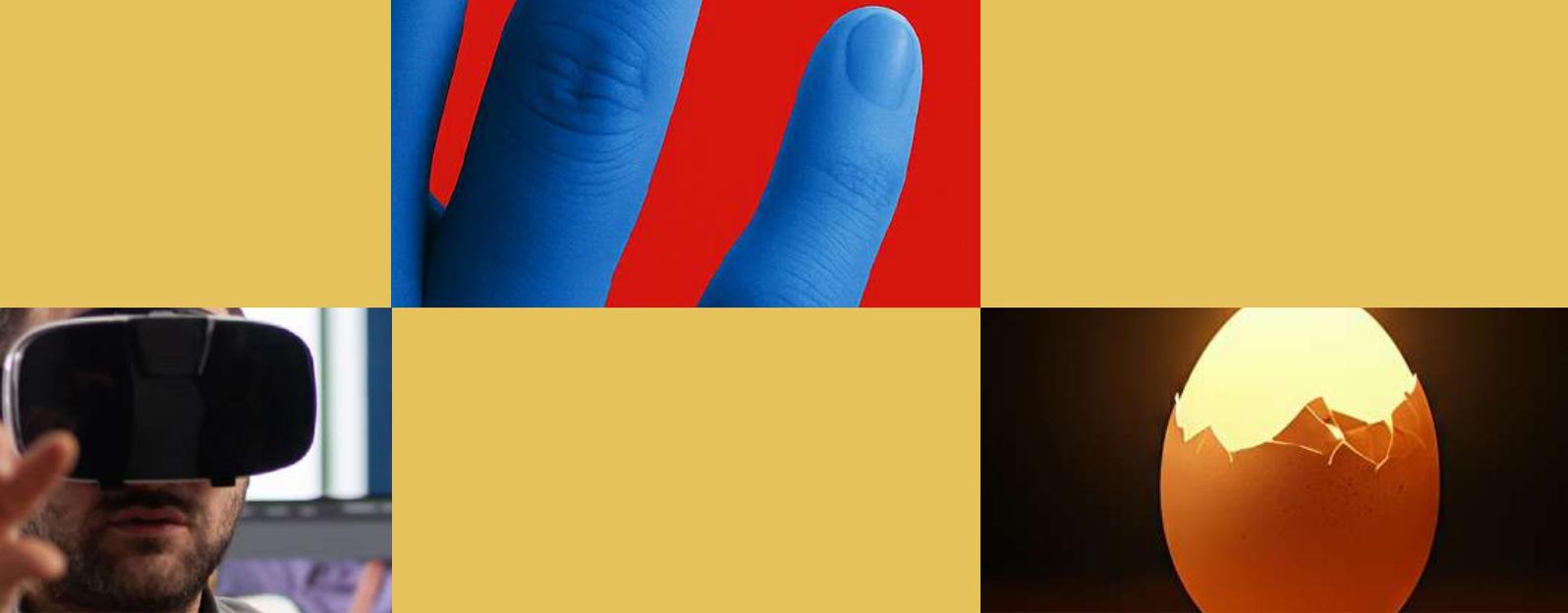
Experts: SmartVizX / Meraki Studio  
Key Learning: Immersive storytelling, Unreal/Unity workflows, AR/VR exhibition prototypes.

### 2. Service Design Studio

Experts: Quicksand Design Studio / Systems Thinker  
Key Learning: Journey mapping, blueprinting, emotion-led service communication systems.

### 3. Communication as Theatre

Expert: Performative Campaign



Creative Director  
Key Learning: Space + performance + audience participation; live storytelling systems.

#### **4. Sustainability & Circular Design**

Expert: Dr. Gyanendra K. Attri (or younger practitioner)  
Key Learning: Eco-material storytelling, lifecycle mapping, sustainable communication campaigns.

#### **5. Design for Luxury & Culture**

Expert: Abhay Gupta (Luxury Connect)  
Key Learning: Cultural luxury storytelling, brand worlds, brand film prototyping.

#### **6. The AI Designer**

Experts: Sujit Kumar Pradhan / Roshni Tarani  
Key Learning: AI-assisted creativity, generative workflows, future-forward prototypes.

#### **7. Immersive Exhibition Design**

Experts: NID / Shenoy Innovation Studio  
Key Learning: Physical + digital installation design, AR/VR exhibition integration.

#### **8. The Brand Story Lab**

Expert: Mriganka Majumdar (Fabusse)  
Key Learning: Brand tone, voice, identity, film direction; full brand book + visual campaign.

### **PHASE 3: THE MANIFESTATION**

*“From Prototype to Profession — Designing for the Real World.”*

#### **1. Immersive Exhibition Design**

Experts: NID / Shenoy Innovation Studio  
Key Learning: Experiential installations + AR/VR integrated pop-up exhibitions.

#### **2. The Brand Story Lab**

Expert: Mriganka Majumdar (Fabusse)  
Key Learning: Professional brand strategy, digital identity, brand film + brand book.

#### **3. Portfolio + Personal Branding**

Experts: Two industry

mentors (branding + portfolio expert)

Key Learning: Industry-ready portfolio, digital presence, personal brand identity.

#### **4. Industry Challenge Studio**

Expert: Brand Head / Creative Director  
Key Learning: Real-world campaign execution; external jury evaluation.

#### **5. Global Futures Lab**

Expert: Senior Designer from Google / Meta / Amazon  
Key Learning: Speculative futures, AI ethics, future communication systems.

#### **6. The Billion-User Interface Lab**

Expert: Product Lead from UPI (NPCI) / Jio / GovTech  
Key Learning: Designing for India-scale users—vernacular, voice-first, low-literacy UX.

#### **7. Virtual Production for Designers \*(optional if you want to include)**

Expert: To be finalized  
Key Learning: Mixed reality workflows; LED XR sets; virtual shoots for brand storytelling.

# The Business Of Design Module

Final Year Entrepreneurship & Incubation Module.  
Capstone Business Module for Communication Design.

	KEY FOCUS	GUEST SPEAKERS EXPERTS	OUTCOME
<b>PHASE 1 GLOBAL COMMUNICATION DESIGN ECONOMY</b>	Branding & Advertising ecosystems, Global & Indian design value chains, Creative economy & GDP impact, Consumer Experience (CX) mapping, Cultural localisation, Policy frameworks, and IPR fundamentals.	Sudhindra V (Fractal Ink), Jay Dutta (DesignUp), Lulu Raghavan (Landor & Fitch), Mohor Ray Dahiya (Codesign).	Students gain a strategic understanding of how the design industry operates— learning how brands, agencies, markets, culture, and policy intersect— empowering them to think like future creative leaders and business-ready design professionals.
<b>PHASE 2 BRAND BUILDING FOR COMMUNICATION DESIGNERS</b>	Brand creation & narrative strategy, market positioning, personal & studio brand DNA, touchpoint experience design, digital presence & platform strategy, community-building, and brand ethics/ governance.	Ashraf Malik, Shriya Mukherjee, Harish Bijoor, Ambi M.G. Parameswaran, Sorav Jain.	Students develop a strong strategic brand identity— building their personal and studio brand architecture, positioning, visual system, and digital ecosystem— preparing them to stand out as credible, differentiated, future-facing design professionals.
<b>PHASE 3 BUSINESS &amp; FINANCIAL INTELLIGENCE</b>	Financial foundations & revenue models, creative supply chain systems, workflow & delivery governance, pricing & commercial models, contracts & legal risk, client acquisition & CRM pipelines, digital marketing & D2C strategy, global markets & funding pathways, investor readiness & pitch design.	Ashraf Malik, Shriya Mukherjee, Harish Bijoor, Ambi M.G. Parameswaran, Sorav Jain.	Students develop a strong strategic brand identity— building their personal and studio brand architecture, positioning, visual system, and digital ecosystem— preparing them to stand out as credible, differentiated, future-facing design professionals.

	KEY FOCUS	GUEST SPEAKERS EXPERTS	OUTCOME
<p><b>PHASE 4</b>  <b>GLOBAL DESIGN</b>  <b>CULTURES &amp;</b>  <b>BUSINESS MODELS</b></p>	<p>Global branding &amp; identity systems, cross-cultural UX/UI &amp; product design, international advertising languages, film–animation–motion ecosystems, XR &amp; immersive communication, global typography &amp; publishing cultures, data visualization across regions, India’s cultural storytelling for global markets, social-impact design and interconnected design philosophy.</p>	<p>Featuring creative leaders and global teams such as Pentagram, Google, Meta, Amazon, Nendo, Nippon Design Centre, Elephant Design, DY Works, Lintas Strategy, Sony UX, Flipkart &amp; Swiggy UX Teams, Pixar, Red Chillies VFX, MIT Media Lab, TCPL Packaging, NYT Graphics, ZEIT Online.</p>	<p>Learners gain a global design worldview— understanding how branding, UX, advertising, motion, spatial design, typography, and data storytelling differ across major regions—while mastering how to translate Indian cultural intelligence into globally relevant creative solutions. By the end, students develop a globally benchmarked portfolio, cross-cultural design fluency, and the ability to design for global markets using an Indian-origin creative lens.</p>



# Global Connect & Industry Tie-Ups At DIA

## Global Design Agencies & Strategy Firms

Partnership avenues with leading global branding, advertising, and strategy powerhouses across the US, UK, Europe, and Brazil.

## Indian Design Houses, Agencies & Startups

Exposure to India's top branding, communication, UI/UX, and multi-disciplinary studios shaping contemporary design practice.

## UX, Digital & Technology Companies

Connections with global and Indian leaders in product design, digital ecosystems, immersive tech, UX research, and data visualization.

## Film, Animation, VFX & Immersive Media Studios

Access to world-class cinematic, animation, visual effects, and spatial storytelling ecosystems across India and abroad.

## Print, Publishing & Packaging Ecosystems

Engagement with renowned publishing houses, print specialists, packaging innovators, and global editorial design teams.

## Startups, Incubators & Funding Bodies

Interface with entrepreneurial networks, innovation labs, accelerator programs, and national/global startup platforms.

## Corporate, Government & Institutions

Collaborative opportunities with leading corporations, global universities, public-sector bodies, and international development organizations.



## COMMUNICATION AROUND THE WORLD

### USA & EUROPE TODAY

- The Communication Design industry is the engine of global storytelling — spanning advertising, digital media, gaming, film, UX/UI, branding, and motion graphics.
- In the U.S., design is powered by conceptual thinking and technological integration — brands like Apple, Nike, Netflix, and Adobe lead with design-driven strategy.
- Europe focuses on cultural branding, typographic mastery, and sustainability in communication — London, Amsterdam, and Berlin are hubs for ethical and emotional design.
- Design teams are now cross-disciplinary: strategists, filmmakers, coders, psychologists, and artists work together to create experiences that are both intelligent and emotional.

### INDIA TODAY

- India is experiencing a creative boom in communication design — driven by start-ups, luxury brands, streaming platforms, and digital-first companies.
- India's design industry has crossed USD 8.5 billion, with communication design leading growth in UI/UX, visual branding, digital content, film design, and motion storytelling.
- Indian designers are shaping global campaigns, app interfaces, and cultural experiences from Mumbai to New York, Delhi to Dubai.
- The new Indian creative generation is redefining aesthetics — rooted in storytelling, emotion, and cultural authenticity — a voice the global market is now actively seeking. DIA COMMUNICATION DESIGN PHILOSOPHY

# The DIA Communication Design Graduate

DIA graduates are future storytellers, equal parts designer, strategist and cultural thinker. They emerge ready to work as:

Brand & Communication Designers

Motion & Film Designers

Digital Experience Designers (UI/UX)

Creative Directors / Visual Strategists

Cultural Storytellers & Visual Journalists

Entrepreneurs / Creative Studio Founders



# Notable Alumnus



*Mr. Rahul  
Chandra*

Zepto, India  
(Creative Director)

 [rahul-chandra-bb3461122/](#)

*Mr. Rishi  
Dangwal*

Cleansheet Communications, Canada  
(Jr. Art Director)

 [rishi-dangwal/](#)



*Mr. Sylvester  
Singh*

HSAD, INDIA  
(Associate Creative Director)

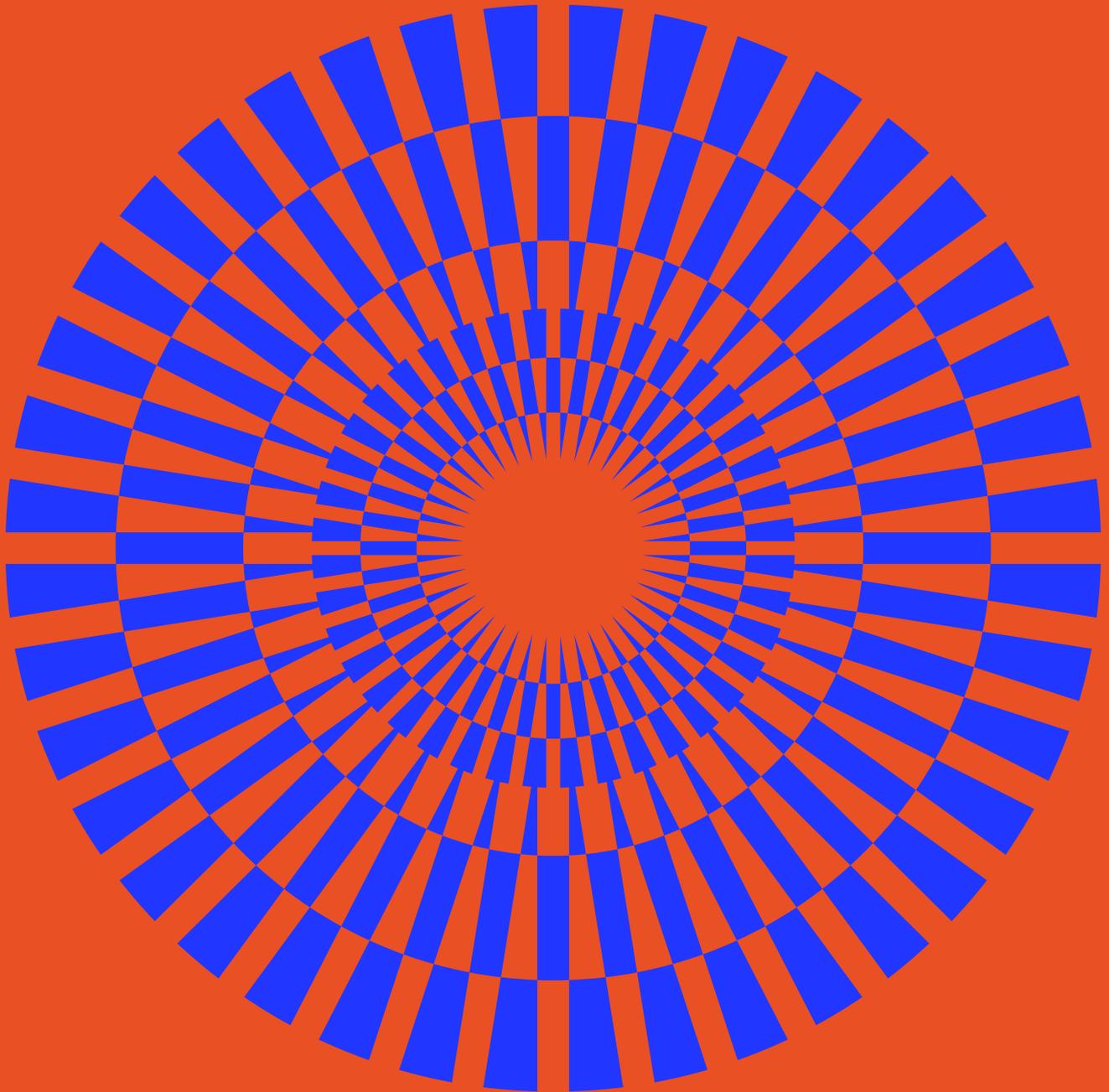
 [sylvester-singh-b63988114/](#)





“

We are not a jewellery school. We are a design movement — where the karigar meets the coder, the artisan meets the algorithm, and the sparkle meets the soul.”



Jewellery  
Design





# Jewellery Design

At DIA, jewellery is not merely adornment — it's architecture for the body, storytelling through material, and emotion set in metal. Our approach bridges centuries of Indian craftsmanship with the new language of digital innovation — from hand chasing and gemstone setting to 3D printing and parametric modelling. Students learn to see beyond ornament — to create pieces that move, transform, and communicate. They study cultural symbolism and human behaviour, explore sustainability through recycled metals, and experiment with AI-driven forms. Each creation becomes a dialogue between past and future — between the hand that makes and the mind that imagines.



**LEVEL 1**

Design  
(Nabucak & CAD)

Balance artistry  
with precision

**LEVEL 2**

Technology  
(CAD, gemology,  
manufacturing))

Storytelling through  
material, and emotion  
set in metal

**LEVEL 1**

Business  
(Enterprise)

Navigate business  
environments  
from start-up to  
established

### The 3 Levels of Academic Excellence

# Program Philosophy



## Material Intelligence

*Understanding matter before mastering form*

### **CORE COMPETENCIES:**

- Gemmology, diamond grading & valuation
- Metallurgy for jewellery
- Jewellery manufacturing techniques
- Technical & orthographic drafting
- Surface development & finishing
- Material experimentation across gold, silver, glass, enamel, resin, recycled and alternative media
- Wearable technology fundamentals (sensors & smart components)
- Material documentation & standards

# Narrative Jewellery

*Designing jewellery as language, memory & meaning*

## **CORE COMPETENCIES:**

- Trend forecasting & cultural analysis
- Surface ornamentation & development
- Visual mapping & creative ideation
- Mood boards & conceptual storyboards
- Narrative building & symbolism
- Semiotics in jewellery
- Conceptual jewellery studio practice

# Digital Craftsmanship

*Where technology becomes a creative ally*

## **CORE COMPETENCIES:**

- 2D CAD (CorelDRAW)
- Matrix / MatrixGold
- Digital sculpting (ZBrush)
- CAD–CAM workflows
- 3D printing & rapid prototyping
- Digital ornamentation mapping
- Digital rendering & presentation
- AI tools for jewellery concepting
- AR/VR narratives & Unreal Engine environments

# Heritage To Haute Couture

*Reviving craft legacies through contemporary design*

## **CORE COMPETENCIES:**

- History of jewellery
- Design crafts & traditional manufacturing techniques
- Lost-wax casting (historical to contemporary)
- Indian craft cluster studies
- Heritage motif & symbolism research
- Street style, cultural observation & trend interpretation
- Contemporary Indian luxury market anthropology

# Sustainable Storytelling

*Ethics, ecology & responsibility in luxury design*

## **CORE COMPETENCIES:**

- Sustainability & design frameworks
- Lab-grown diamonds (CVD & HPHT)
- Sustainable materials lab
- Circular design strategies
- Life cycle assessment (LCA) for jewellery
- Supply chain traceability & documentation
- Market behaviour & responsible sourcing
- Live industry sustainability projects

# Brand & Market Intelligence

*From creative vision to commercial reality*

## **CORE COMPETENCIES:**

- International markets & demographic analysis
- Fundamentals of management & marketing
- Branding & visual merchandising
- Retail ecosystems & consumer behaviour
- Product positioning & market-to-concept workshops
- Costing, pricing & professional practice
- Enterprise development
- E-commerce & digital retail
- Portfolio & pitch development

# Contemporary Jewellery Studies

*Jewellery as cultural, conceptual & critical practice*

## **CORE COMPETENCIES:**

- Global contemporary jewellery movements & practitioners
- Conceptual development & alternative wearability
- Body, identity & socio-cultural exploration
- New material & hybrid media experimentation
- Curatorial, exhibition & gallery literacy
- Critical writing & articulation
- Cross-disciplinary collaborations
- International benchmarking & global platforms

A Three-Phase Journey

# Workshops & Masterclasses



## PHASE 1

### FOUNDATIONAL ART, MATERIAL & CONTEMPORARY CULTURE

Semester 1–2

WORKSHOPS	EXPERT	OUTCOME
Visual Mapping & Creative Ideation Lab <i>Concept building through visual research</i>	Ms. Apoorva	Personal design direction & aesthetic mapping
Sketch-to-Form: Foundations of Jewellery Drawing <i>Freehand and technical sketching</i>	Mr. Prashanto Mukherjee, Sculpture Artist	Concept-ready jewellery sketch portfolio
Material Exploration & Gemmology Touch Session <i>Sensory gemstone and material study</i>	Ms. Gaurav Gupta, GIA	Material literacy & gemmological documentation
<b>MASTERCLASS</b> Designing for Contemporary Culture — From Observation to Innovation <i>Cultural signals to design narratives</i>	Ms. Parridi Sahai, Mine of Design	Culture-led jewellery concept framework

**PHASE 2**  
**TECHNICAL PRECISION, MARKET & SUSTAINABILITY**  
*Semester 3–4*

WORKSHOPS	EXPERT	OUTCOME
Market Insight to Concept Workshop <i>Consumer research to positioning</i>	Mr. Suyash Rastogi, Jewel111	Market-led concept & positioning strategy
Sustainability Materials Lab <i>Ethical sourcing &amp; circular design</i>	Mr. Ashok Mondal	Sustainable jewellery design proposal
Diamond & Gemstone Valuation Clinic <i>Grading, pricing &amp; certification</i>	Ms. Pragati, PGL Labs	Professional gemstone valuation skills
Tech-to-Prototype Production Sprint <i>Design to technical execution</i>	Ms. Anushka, CAD Specialist	Technical pack & rapid prototype
<b>MASTERCLASS</b> Future-Ready Jewellery: Market Intelligence, Innovation & Ethical Practice <i>Commercial viability with responsibility</i>	Ms. Vishwadeepti Abrol, Indian Karigar	Market-aware, ethical design approach

**PHASE 3**  
**PRODUCTION, RETAIL & INDUSTRY INTEGRATION**  
*Semester 5–6*

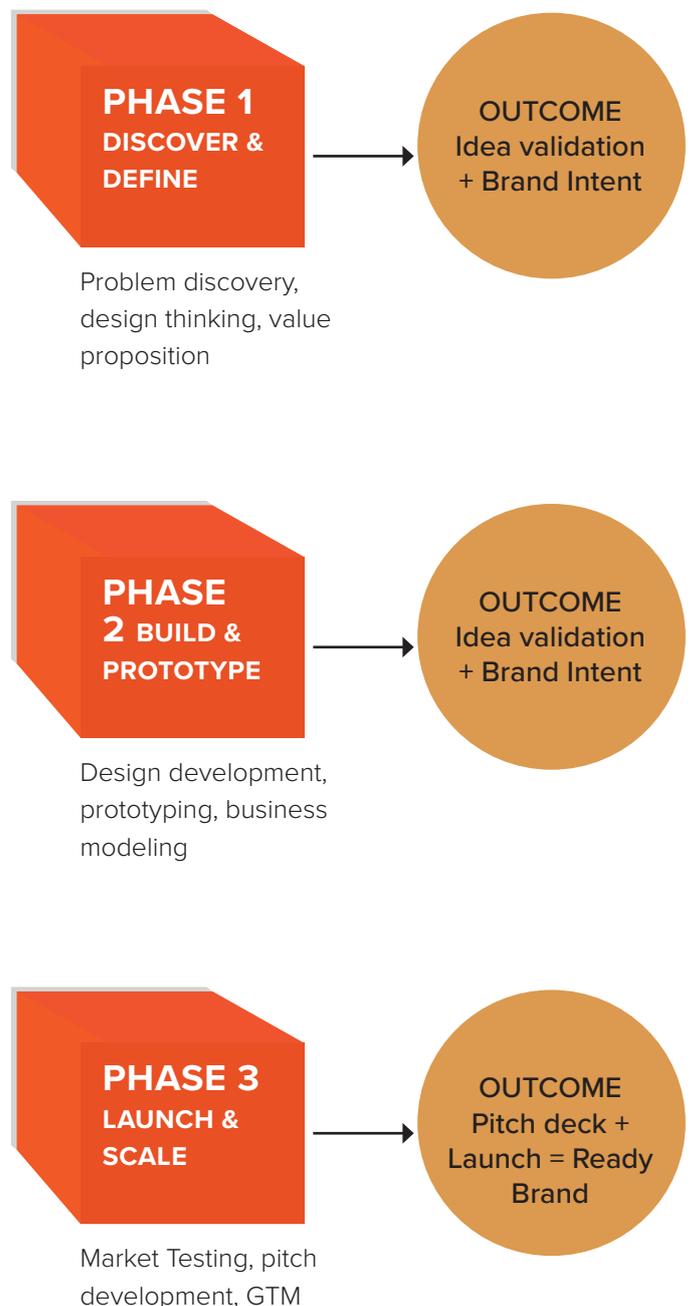
WORKSHOPS	EXPERT	OUTCOME
CAD-to-CAM Production Workflow Lab <i>Digital design to manufacturing</i>	IZZARI	Production-ready digital output
Lost-Wax Casting Hands-On Workshop <i>Traditional &amp; digital casting</i>	Jewellery Manufacturing Unit	Cast sample & process documentation
Retail Experience & Product Positioning Simulation <i>Pricing, perception &amp; luxury value</i>	Manohar Lal Saraf	Retail-aligned product strategy
<b>MASTERCLASS</b> Bridging Digital Design and Scalable Manufacturing in the Jewellery Industry <i>Creativity aligned with production systems</i>	Jewellery production & digital manufacturing leader	Industry-ready manufacturing perspective

# The Business Of Design Module

Final Year Entrepreneurship & Incubation Module  
Startup & enterprise Incubation Track



## 3-PHASE PROGRAM STRUCTURE (12-16 WEEKS)







**PHASE 1**  
**DISCOVER &**  
**DEFINE**

**WEEKS 1–4**

**GOAL**

Entrepreneurial foundation & idea validation

**KEY COMPONENTS**

- Problem & opportunity mapping (craft · luxury · costume · contemporary)
- Design thinking for venture creation
- Craft ecosystem & luxury value chains
- Brand vision, purpose & differentiation

**OUTPUTS**

- Business / problem statement
- Early concept sketches
- Value proposition canvas
- Feasibility & competitor analysis
- Brand intent document

**PHASE 2**  
**SELECT**  
**SPECIALISATION**  
· **BUILD &**  
**PROTOTYPE**

**WEEKS 5–10**

**SPECIALISATIONS**

Fine Jewellery · Costume · Theatre · Bridal · Contemporary Street Fashion

**GOAL**

Prototype development & business model creation

**KEY COMPONENTS**

- Design development & prototyping (manual + CAD)
- Craft cluster collaboration & material trials
- Business & financial modelling
- Digital systems for jewellery startups
- Portfolio & brand documentation

**OUTPUTS**

- Prototype collection (3–8 pieces)
- 3D models & renders
- Business model canvas
- Pricing & costing sheets
- Brand identity starter kit
- Digital presence mock-up

**PHASE 3**  
**LAUNCH &**  
**SCALE**

**WEEKS 11–16**

**GOAL**

Transition from concept to validated micro-enterprise

**KEY COMPONENTS**

- Market testing (pop-ups / digital showcases)
- Startup pitch clinic & storytelling
- Go-to-market strategy
- Incubation & growth planning

**OUTPUTS**

- Investor-ready pitch deck
- Market testing report
- Six-month growth roadmap
- Showcase-ready collection
- Brand launch website / social platform
- D2C & digital commerce strategy

## **THE DIA INCUBATOR — “THE BUSINESS OF BEAUTY - WEEKS 12–16**

### **FEATURES**

- Real ventures developed as final-year projects
- One-on-one mentorship with founders & investors
- Industry collaborations: CII · FDCI · EPCH
- Training in pitching, investor communication & brand storytelling
- DIA Designpreneur Award

### **OUTPUTS**

Launch-ready brand with identity, pricing, business plan & pitch deck

## **SUSTAINABILITY + BUSINESS = ETHICAL LUXURY - WEEKS 5–10**

### **SPECIALISATIONS**

- Circular economy models: rent · recycle · upcycle
  - Carbon-conscious production & responsible sourcing
  - Global certifications & traceability
  - Value through longevity, not trends
- At DIA, sustainability is a mindset — not a module.

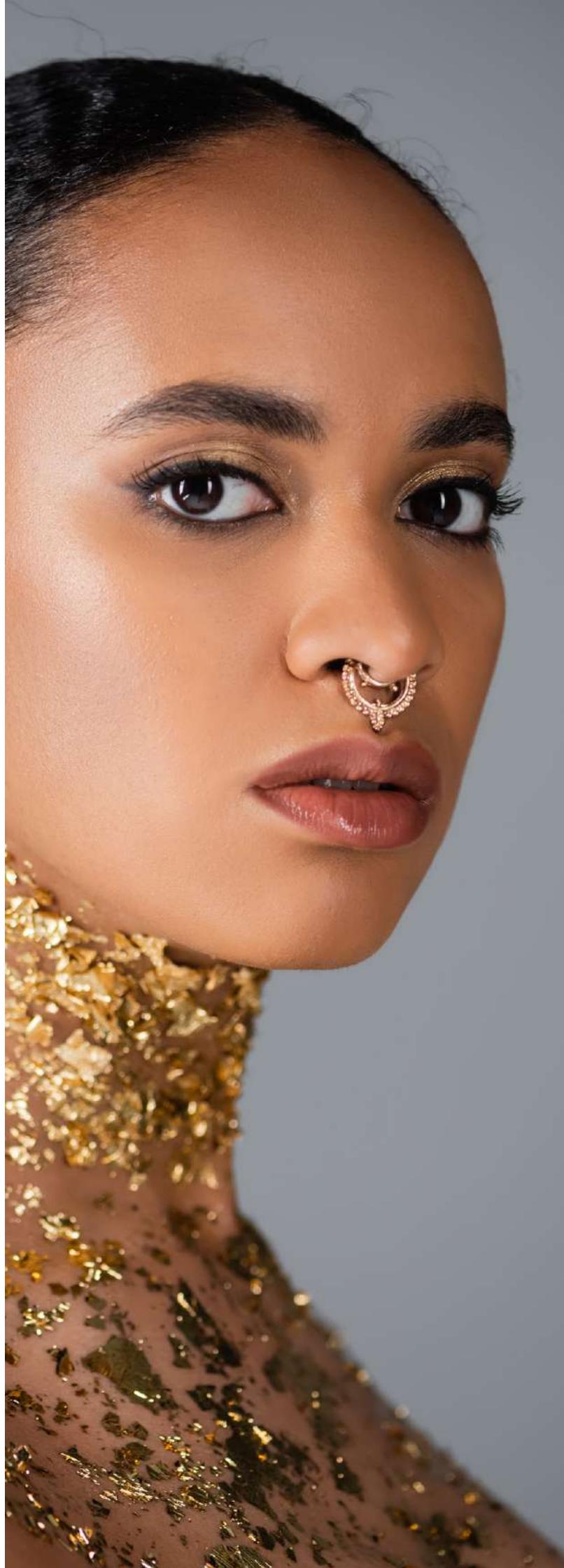
### **GLOBAL CONNECT & INDUSTRY TIE-UPS**

- Academic partnerships: UK · Italy · Germany
- Collaborations with Indian jewellery brands & design entrepreneurs
- Industry-led juries across design & business disciplines

### **FINAL OUTCOME**

Every graduate leaves with:

- A launch-ready business or creative enterprise
- Professional brand deck & financial plan
- Integrated digital portfolio
- Mentor network for post-graduation growth



# Global Exposure At DIA



## Learning Without Borders

Students gain global insight through collaborations, industry immersion, and digital innovation.

## International Collaborations

Partnering with studios in Milan, Paris, Dubai, Tokyo for exposure to luxury and craft philosophies.

## Industry Immersion & Field Engagement

Hands-on visits to Jaipur, Surat, Geneva for manufacturing, retail, and market insights.

## Global Workshops & Knowledge Exchange

Sessions with artisans, gemmologists, technologists from India and abroad, blending heritage and innovation.

## International Platforms & Showcases

Projects showcased at Couture Las Vegas, Dubai Jewellery Week, Baselworld, Milan Design Week.

## Digital Jewellery Innovation Labs

Training in AR try-ons, AI design visualisation, and parametric form-generation for next-gen luxury experiences.

# The DIA Jewellery Graduate

## JEWELLERY AROUND THE WORLD

- **From Ornament to Experience:** Jewellery conveys identity, sustainability, and memory.
- **New Materials, New Luxury:** Lab-grown diamonds (USD 100B market by 2032), recycled gold, ceramics, titanium, and digital materials redefine innovation.
- **Craft x Code:** 3D printing, CAD-CAM, laser sintering, and AR try-ons transform design and production.
- **Personalisation & Bespoke Design:** Luxury houses like Cartier, Bulgari, Van Cleef & Arpels embrace custom, narrative-driven jewellery.
- **Metaverse of Adornment:** Digital jewellery, NFT collections, and avatar accessories shape the future of luxury.

## INDIA: THE NEW DESIGN CAPITAL

- Industry valued at **USD 100B (2024)**, projected **USD 168B by 2030**.
- **2nd largest global market** and top exporter of precious & semi-precious jewellery.
- **4.6M+ workforce**, with design innovation at the core.
- **Jaipur, Surat, Kolkata:** From production hubs to global design destinations.
- Indian designers influence red carpets & royal wardrobes, blending tradition and luxury.
- **Gen Z demand:** Bespoke, ethical, and conscious jewellery fuels domestic growth.

## THE SHOWCASE CULTURE

At DIA, every jewel tells a story—transforming classrooms into galleries and students into curators of experience.

- **Roots Reborn:** Annual craft exhibition blending kundan, bidri, meenakari with experimental student designs.
- **Digital Atelier:** 3D-printed prototypes, AR try-ons, and wearable tech redefining digital luxury. Jewellery Film Festival: 60-second films combining design, movement, and storytelling.
- **Brand Foundry Showcase:** Final-year students launch debut labels with identity, visuals, packaging, and immersive experiences.
- **Cross-Disciplinary Collaborations:** Jewellery students collaborate across Fashion, Communication, and Luxury Product design for runways, pop-ups, and brand worlds.

### Jewellery Designers & Product Developers:

Creating contemporary collections for luxury houses, ateliers, and emerging brands.

### Digital Goldsmiths & CAD Experts:

Designing for 3D printing, AR fittings, and virtual collections in the metaverse.

### Creative Directors & Visual Merchandisers:

Shaping brand narratives, campaigns, and spatial showcases for leading jewellery and fashion labels.

### Craft Revivalists & Design Researchers:

Collaborating with artisans across India to reimagine heritage techniques for global markets.

### Wearable Tech Innovators:

Blending design, sensors, and sustainability into intelligent adornments.

### Entrepreneurs & Brand Founders:

Building purpose-driven labels rooted in craftsmanship, emotion, and digital storytelling.

# Notable Alumnus

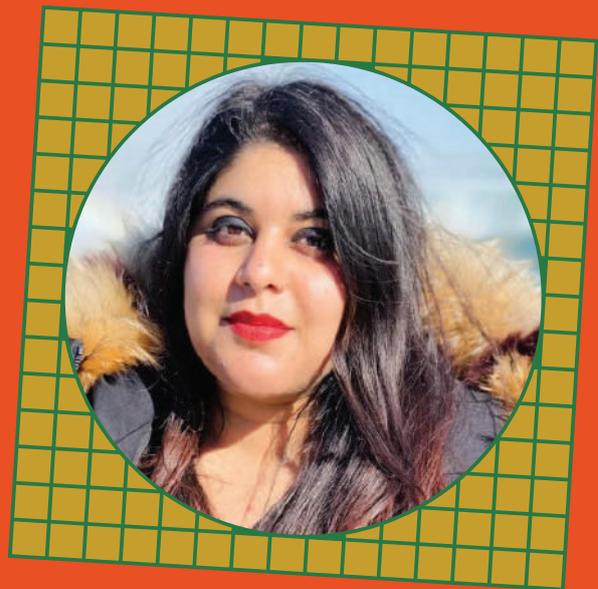


*Ms. Simran  
Chhabra*

Simran Chhabra Jewels, India  
(Creative Director & Founder)  
Website - [simranchhabra.com](http://simranchhabra.com)

*Ms. Shivika  
Sahni*

Design by Nature Gems, Canada  
(Operations Manager)  
 [shivikasahani](https://www.linkedin.com/in/shivikasahani)



*Ms. Xu  
Liangyu*

Jutuo Jewelry, China  
(Head of Design)  
 [xu-liangyu-a87508110](https://www.linkedin.com/in/xu-liangyu-a87508110)

