

DJAD is

A unit of GKD Charity Trust, founded by late, Cav. Dr. G.K.Devarajulu, Founder Chairman of LMW Group of companies.

A member of International Council of Societies of Industrial Design (ICSID).

A founder member NEED consortium on invitation from NID.

Signatory to MOU with Northumbria University, England, for design education.

Lead by Prof. S. Balaram, as Dean who was the former Chairman, Professional Education Programme of NID.

DJAD strengths

Imparts excelent personalised professional design education.

Backed by LMW, the industrial giant of India.

90% of the faculty are practising professionals.

Limited intake of students ensuring personalized attention.

Live professional projects undertaken in classroom.

Very strong industry linkages & 100% placement assistance.

Active participation in National and International Design competition, seminars and festivals.

Sprawling peaceful campus with seperate furnished hostels for boys and girls.

State of the art digital studios and workshops.

Round the clock learning atmosphere.

Active film club, music club and opportunities for informal learning.

DJAD offers

Four Year Undergraduate Programme

Eligibility: 10+2 pass. Age: 17+

Starts with one year common foundation of design basics. Students then have an option of choosing either Communication design, Industrial Design or Accessory Design from second year onwards. Specialisation in any of the following areas is gained through students choice of projects in that area.

Communication Design

*Graphic Design
Film and Video Design
Animation Design*

Industrial Design

*Product Design
Interior Design
Furniture Design*

Accessory Design

*Leather Goods Design
Jewellery Design
Interior Accessories
Retail Design &
Visual Merchandising*

2-3 year Post Graduate Programme

Eligibility: Degree in any field Age:20+

The student can opt for any of the two disciplines i.e. Product Design or Communication Design. This flexible programme enables the student to choose their own subject of interest. Time duration will vary between 2-3 years depending on the candidates previous education and experience.

For last date on submitting the filled in application forms, and for entrance test dates kindly visit our website www.djad.in

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'Save the Endangered Species'
One of the series of posters done during an illustration course



An installation evoking the emotional contrast between the attracting nature of a flower as against the repelling nature of an evil eye doll



Modular planters for an apartment
Category life style accessories



Students and the Dean DJAD at Clayfingers Pottery, Thrissur, Kerala for an electives workshop

Pollachi Highway, Othakkalmandapam, Coimbatore 641032
Contact us on 0422-3094300/ 301/ 302
Email us at office@djad.in
Visit us at www.djad.in

D J Academy of Design

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