

The Graduation Project Manual

2021

1.1 WHAT IS THE GRADUATION PROJECT

The conclusion of the student academic tenure at the National Institute of Design Andhra Pradesh (AP) is marked by the culmination of the substantial investigation in the field of design on a topic closely allied to their discipline of the study. It is through the graduation project and subsequent documentation of the same that this investigation takes place. This is the final academic project for the student. A jury comprising of internal and external experts evaluates the students performance in the graduation project, after which, students are awarded undergraduate degree from NID AP. The graduation project is an opportunity for students to demonstrate their expertise as independent practitioners of design. However, this project must be done with academic rigour incorporating systematic inquiry and informed design decisions. The phrase 'Systematic Inquiry' implies the presence of a structure and method by which the student must carry out his/her project. The graduation project should reflect the thought leadership manifested through creativity and innovation. The graduation project should lead to new knowledge creation and should align with broader objectives of the institute and should reflect the students ability to:

- Apply his/her learning to current practices in the process of creating new forms of products, processes, services, or systems.
- Analyse and refine his/her ideas in an iterative manner on the basis of critique.
- Evaluate / reflect upon the creative processes he/she has followed.

While the points above represent a higher order of inquiry usually expected in research, its significance in design cannot be understated if the designer is also to be viewed as a 'reflective practitioner'. The graduation project reflects the students competence to excel in their chosen profession. This project orients the students to the needs and demands of the industry; it also helps students to make an informed decision about which career path they would like to follow upon graduation.

1.2 WHEN CAN STUDENTS BEGIN THEIR GRADUATION PROJECT ?

The graduation project is the final semester of any academic programme at NID and falls within the time table of the final semester - 8th semester in B.Des. However, students can start registering for the graduation project anytime after they have cleared their 7th Semester (B.Des.) juries.

1.3 WHAT IS THE DURATION OF THE GRADUATION PROJECT ?

The minimum time frame for graduation project is 16 weeks (4 months) and the recommended time frame is 24 weeks (6 months).

1.4 WHERE CAN STUDENTS UNDERTAKE THEIR GRADUATION PROJECT ?

Students may undertake an internship with any organisation in India or abroad. 'Organisation' here means a public sector organisation, any privately owned or managed firm, or an NGO. In a sponsored project, it is the sponsor who often determines the initial design brief and the expectations / scope of work for the project. In some cases this is done in consultation with the student. The students also have the option of undertaking self-initiated projects on a topic of their interest.

The institute also sponsors graduation project under its various departments - primarily, Research & Publications, Design Consultancy Services, and Outreach Programmes. The nature (topic, timescale, duration) of these projects differs periodically. A student interested in pursuing a graduation project with NID AP can approach its respective departments and Placement Office for details on what opportunities are available at that point in time.

1.5 DO STUDENTS GET PAID FOR THEIR INTERNSHIP ?

A student may undertake his/her project in two financial modes -

- A project sponsored by an organisation (or)
- A self-sponsored project

A sponsored project implies that the students are paid, therefore, receive a stipend for rendering their services to a firm / organisation. In a self-sponsored project, the students choose their path of inquiry independently; hence they do not receive any financial support, primarily in the form of stipend. The stipend that a company offers to an intern varies and depends on the company, its policies, its location and other contextual factors which may have a bearing on its finances. Students should understand that what is being offered to them is 'stipend' and not a salary. However they should also ensure that the stipend covers their basic sustenance costs (food, accommodation and transport) for the duration of the project. In order to minimise variance across stipend offered by different organisations, NID AP recommends INR 15,000 per month for a maximum of 6 months as the stipend to be offered to final graduation students. These guidelines are also sent to the sponsor, and are revised periodically.

1.6 HOW DO STUDENTS SELECT THEIR GRADUATION PROJECT ?

Selection of an appropriate topic for the project is the first and the most important step. Students might wish to explore a subject, theme or area of study that features strongly in

their earlier work; and they might wish to investigate this work in greater depth. The students might also wish to pursue a topic of personal interest that has till date not featured in any of their works at NID AP. Alternatively they might choose their projects based on the direction their career might take. It is essential for students to have a keen interest in the topic they wish to pursue as they will need to sustain their interest and motivation throughout the graduation project. The appropriateness of the topic is discussed primarily with the student's guide followed by the discipline coordinator.

The initial search for an appropriate topic / subject for the graduation project may commence at the beginning of the pre-final semester of the students under graduation at NID AP. Students can select their projects through personal initiatives, faculty contacts or through opportunities available with the Industry Academia Interface Cell of NID AP (if any).

1.7 HOW TO APPROACH COMPANIES / ORGANIZATIONS FOR GRADUATION PROJECT ?

Initial contact should be made by prospective / eligible students with the company by email after identifying the sectors of their choice. Communication should include covering letter, graduation project guidelines and portfolio reflecting professional ethics. Student's are advised to avoid mass mailing with same covering letter. Content of covering letter can vary depending on the industry being approached.

After establishing initial contact, few communications may remain unreturned. If any company acknowledges the graduation project guide lines that are irrefragible and willing to engage the student in the company, the student shall revert and request the company to share the project brief by email. At this point, the communication would be addressed to the student by the company keeping the internal faculty guide, the discipline coordinator and academic office in the loop.

Further to this, the project brief shall be shared with faculty guide / discipline coordinator to asses the viability of the graduation project based on guidelines outlined by NID AP.

If there occurs a conflict between the project brief sent by the company and the guidelines mandated by NID AP in terms of deliverables, same shall be reorientated / communicated to the company with inputs from the guide / discipline coordinator and Chief Coordinator (Academics). In such given situations, the student shall closely work with respective guide / discipline coordinator for a resolution that addresses the objective of graduation project before arriving at a decision on the final project brief.

After a decision is made regarding the project brief that leverages the deliverables of the company and NID AP, the student shall send final confirmation by email to the company, accepting the offer, keeping academic office in the loop. The student is required to submit the graduation project registration form duly signed and approved by the internal faculty guide and the discipline coordinator to the academic office.

1.8 WHO CAN BE A STUDENTS GUIDE ?

The guide should be a in-house faculty member from any discipline at NID AP. The faculty guide in conjunction with the student will work out a schedule for periodic reviews during the course of the project. Students shall obtain confirmation by email from the guide of their preference.

1.9 WHAT IS THE GRADUATION PROPOSAL ?

Every graduation project needs to begin with a project / research plan. This plan needs to be articulated in the form of a written proposal that is formulated in consultation with the student's guide at the institute. This plan is known as the final graduation proposal. Before the student can set on his/her projects he/she needs to submit a proposal for scrutiny by the guide. Writing the proposal enables the students to define a framework for the scope of the project and so on. The final graduation proposal mainly comprises:

The (Working) Title

Background / Context : This section focuses on the purpose of the graduation project, the research focus of the project, the design brief given by the sponsor / client, the importance of the project from the student's perspective as well as that of the sponsor's and the learning outcomes.

Background Study / Literature Review: This section will focus on the work that has already been carried out in this area.

Objectives: The strategies/plans/steps followed by the student to attain the aims and objectives of graduation project.

Problem Setting / Research Questions: Identifying the problems or challenges of a given situation in context and formulating an appropriate research question that can lend a proper direction to the project.

Methodology: The approaches and methods the student plans to employ to answer the research question.

Time Frame: This will give an idea about how the graduation project will be structured over the six month period, that is, the sequence of various stages of the project and the approximate time that will be required to complete each of these stages.

Deliverables: This refers to what the student foresees as the outcome/s of the project in the form of tangible deliverables.

Budget Estimates: This refers to what the student foresees in terms of cash flow based on the outcome/s of the project in the form of tangible deliverables.

1. Cost of studio materials.
2. Cost of model / prototype production.
3. Cost of NID machine time if any.
4. Cost of services outside NID.
5. Cost of travel and local conveyance during the graduation project.
6. Cost of final graduation document for the sponsor.
7. Cost of three guide visits by student.
8. Cost of one round trip by air and local hospitality for the guide during his/her visit to the sponsor (If applicable).
9. Contingencies (10%) on point 1 to 8 above.
10. Stipend (remuneration per month x number of months).
11. Contribution to NID by the sponsor for academic supervision and research.
(₹5,000/- by cheque in the name of 'National Institute of Design Amaravati')
12. Total (Specify the sum of points 1 to 11 above).

1.10 WHEN AND HOW DO STUDENTS REGISTER FOR THEIR GRADUATION PROJECT ?

Ideally, students should register their graduation projects within the first 45 days of the semester or else the window for the registration will be provided only in the next semester's initial 45 days. However as mentioned in 1.2 the registration process can begin immediately once they have cleared their 7th semester juries.

Students can commence their projects only after registering them with the Academic and Placement Office. Students can register their graduation projects on the conditions that:

- They have a minimum cumulative SGPA of 5.0 and above and should have cleared all courses and projects with a pass status. For this the student must -
 - a) Complete all their courses and get clearance from the Academic Office.
 - b) Fill in the final graduation registration form (Available with Academic Office).
 - c) Attach a copy of their final graduation proposal along with a time schedule, an itemised budget of expenses expected to be incurred during the project, and a confirmation letter from the sponsor addressed to NID AP agreeing to the graduation project guidelines.
 - d) Get the registration form signed by Academic Office, respective Guide, the Discipline Coordinator, the Chief Coordinator (Academics) and the Director.
 - e) Submit two copies of registration form to the Academic Office.

The graduation project can commence only after the registration process is complete. It is important to note that the four to six months duration of the graduation project begins from the date of registration.

1.11 RESEARCH ETHICS

Ethics has a major role to play in the research or background study conducted for a graduation project. Design studies at NID AP are fundamentally inter, multi or trans-disciplinary. Therefore, they bring into their ambit ethical principles of various disciplines. Honesty and integrity of the research conducted is a decisive factor in determining the relevance of the graduation project. Students must avoid fabricating data and misrepresenting facts or findings. Some instances of unethical practices include:

- Misleading people with false information about the project.
- Concealing from subjects the actual reason for investigation into a particular topic whilst seeking their help/ advice/ cooperation.
- Using contacts to gain confidential information.
- Betraying people's confidence or trust in one's encroaching on people's privacy without their consent.
- Causing stress or anxiety to other through one's behaviour during the investigation.

While documenting final graduation document, the student must avoid plagiarism of any kind. Examples of plagiarism are:

- The student trying to pass off another persons ideas and words as his/her own by using them without acknowledgment.

- The student not acknowledging the help and cooperation of other people who work with him/her, or endorse those persons who gave the student permission to use their work. The student needs to acknowledge this in the document clearly.
- The student could use footnotes/endnotes to do this, besides putting the name of those individuals in the acknowledgment sections.
- Quoting text/passages from a book, journal paper, newspaper, report, website, or any other source and not acknowledging and referencing the source directly in the text or by means of footnotes/endnotes.
- Not giving credit to photographs or illustrations.

Plagiarism will lead to the following disciplinary action:

- The student may be asked to rewrite his/her document with all instances of plagiarism removed.
- In severe cases of plagiarism, where the student has copied existing work and submitted it as his/her own, he/she will be expelled from the institute.

1.12 GUIDE VISITS (Refer to Note at the end of the document)

A student needs to have periodic meetings with his/her respective guide in order to share and discuss the progress of the work done, seek critique from the guide, redefine brief as required, and also to look at new direction for design development. Three guide visits to NID are mandatory. The duration of the visit may range from one day to a week depending on the requirement of the project, and the dates may be fixed in consultation with the guide. The guide can also meet the client during the course of the graduation project and conduct a mid project review, provided the client bears the travel expenses of the guide. For graduation project undertaken abroad, at least one guide visit is recommended. The student needs to remain in constant touch with the faculty guide.

1.13 USE OF RESOURCES AT NID AP

When the student visits NID for consultation with his/her guide as well as during the final graduation documentation phase, he/she may use the Library and IT facilities at the Institute.

1.14 DISPUTE REDRESSAL

In case of conflict of opinion or dispute with the client, the student may need to consult his/her guide or the respective discipline coordinator for effective redressal of the problem.

A large, stylized logo in a light orange color is positioned in the background. It consists of a lowercase 'n' followed by a lowercase 'i'. The 'n' has a thick vertical stem and a rounded top. The 'i' has a thick vertical stem and a large, rounded dot that curves around to the right, forming a partial circle. The text 'Part 2 Graduation Document' is overlaid on the right side of the 'i' part of the logo.

*Part 2
Graduation
Document*

2.1 GRADUATION DOCUMENT

The final graduation document is a lens through which the student's project will be appreciated and assessed not only by his/her peers, the guide, and the jury panel, but also faculty members, visiting faculty, research schools, and industry members. Therefore, it is imperative that the student adheres to the highest standards of quality while writing the final graduation document.

Final report shall ideally be of 8,000 – 12,000 words of original writing.

2.2 THE STRUCTURE OF THE FINAL GRADUATION DOCUMENT

A broad structure for a final graduation document would read like this:

- **Title** (Subtitle if required).
- **Originality and Copyright Statement:** Sign and insert the originality and the Copyright Statement (Available with Academic Office).
- **Acknowledgments.**
- **Table and contents.**
- **Non-Disclosure Agreement:** If the student has signed an NDA for their project, it should be mentioned here and a copy of the 'NDA' needs to be inserted in the document after Table of Contents.
- **Abstract/Synopsis:** A brief description of the project (Max 1000 Words).
- **Original Project Proposals:** As discussed with the students guide/discipline coordinator and submitted thereafter. Here the student identifies design opportunities.
- **Introduction:** The general background for the project/study; the purpose of the study; guiding questions; the area/setting of the project/research; the limitations and possibilities; the importance of the study; the definition of the terms and so on.
- **Information about the client and design brief.**
- **Objective/aim of his/her project:**
Background study / literature review / data collection / scenario Building:
This should show the importance of the project in the context of work already done in the area. Here, the student refers to earlier projects at NID AP or elsewhere depending on the nature of his or her project, the student may need to refer to published literature, gather information from the internet, meet the stake holders and the target groups, refers to case studies, precedent studies, gather information from the client etc.
- **The Design Process:** Here, the student should include data and the means of obtaining it; the methodology; the problems and how he/she will specifically treat each problem.
- **Methodology/ies used for data collection:** Here, the focus will be on communicating the findings of the project, the relationship of these findings to literature and to practice.
- **Analysis and Synthesis:** This includes the refined design brief for design assessment and design criteria and may need to be communicated to the client.

- **Design Development:** This stage will include initial design explorations, design alternatives, structure, form and final design explorations.
- **Design Validation:** This phase includes prototyping and mock-ups, design alternatives / dummy / sampling / user studies.
- **Consolidation:** This stage involves refinement / creation of the final concept or product / product specification / industry testing.
- **Ethical Issues:**
Conclusion / Learning from the project / reflection on the project prototypes, scale models, film / animation, or any other deliverables in tangible form as per the requirement of the discipline.
- **References:** References, footnotes and endnotes to be formatted as per the MLA (Modern Language Association) Harvard / Numeric Style.
- **Glossary.**
- Image credits.
- **Appendix or Appendices.**

The structure of the final graduation document should ideally reflect the design process followed. There are several design processes, and they would vary across and within disciplines depending on the project.

2.3 TITLE OF THE DOCUMENT

The title must be clear and concise and should reflect the nature of the project. It may be supported by a subtitle that will make it more explanatory. The title of the document should reflect the theme of the project as it acts as an inter phase to the content. The title will also be indexed in the library catalogue and once archived, it is through this title that the graduation project will be referred to by peers, faculty and research scholars. Hence, the student may wish to be creative but must ensure that the title does not confuse the reader or cause ambiguity.

For instance, 'Visible-Invisible' may be an interesting and creative title from a student's point of view, but ambiguous for a reader. Chances are that someone coming across such a title in an online library catalogue will never be able to figure out what the project is all about. Therefore, the student must add a subtitle that reflects the nature of the project. For instance, in this case, the title could change into 'Visible-Invisible: Design Furnishings For an Export House.'

2.4 THIRD PERSON NARRATIVE TO BE USED IN THE FINAL GRADUATION DOCUMENT

The final graduation document submitted by the student is a comprehensive research document chiefly comprising the identification of a problem/field of study, scope of the study, various methods used for data collection, analysis of the problem, and findings and conclusions. Therefore it is recommended that the student avoids the use of first and second person pronouns while writing the document. Instead, it is recommended that he/she uses pronouns of the third person in the document, as academic writing must be formal in tone. The student may use first person pronouns in the Acknowledgments section of the document

First Person Pronouns: I, Me, My, Mine, We, Us, Our, Ours

Second Person Pronouns: You, Your, Yours

Third Person Pronouns: He, She, It, Him, Her, Hers, Its, They, Them, Their, Theirs

Here are three examples, the first note is written using the first person pronouns, while the second and third ones use third person pronouns:

First Person: I was expected to conduct a study of various looms used to weave this cloth. I began to explore the cultural and symbolic significance these looms held in the craft person's lives and I found it extremely interesting. I had to ensure that I noted down the craft persons responses in great detail; I felt it was my responsibility to do so. The other member in my group were given other tasks; we were documenting the same weaving tradition after all! I enjoyed speaking to the families of craft persons whose livelihood was dependent on weaving this cloth. I spoke to Asha and Nisha. Asha complained about less salary. Nisha told me, "I studied till only 10th and took to weaving soon after." I was touched and angered at the same time by the poverty in the craft persons lives and asked myself, "What on earth has happened to all the government schemes?" I would eventually start examining the raw materials used in weaving the cloth- this too was important section of our study and I did not want to ignore it.

Second Person: the student was expected to conduct a study on various looms used for weaving this cloth. She begin to explore the cultural and symbolic significance these looms held in the craft persons' lives. It was important that she accurately noted down the craftsperson's responses, as these were crucial to the finding of her study. These craftsperson's led extremely bleak lives. The meager income they earned through weaving was not enough to sustain their families. The student interacted with Asha and Nisha, the only women from the locality who had taken up weaving as a profession. While Asha complained about how wages for female weavers was lower than the ones male craftsperson's, Nisha had to discontinue her education and take up weaving in order to support her family. It was found that though government schemes were in place, their implementation was extremely skewed. For the next stage of her study, the student

examined the raw materials used for weaving this cloth.

Third Person: The final graduation document is meticulous study on various looms for weaving this cloth. The document begins by exploring the cultural and symbolic significance. These looms held in the craft persons lives. The accurate description of the craft persons is indeed a crucial input in the document. The meager income day earned through weaving was not enough to sustain their families. This document records the experiences of Asha and Nisha – The only women in the locality who had taken up weaving as a profession. While Asha explained about how wages for female weavers was lower than the ones for male craft persons, Nisha had to discontinue her education and take-up weaving in order to support her family. It was found that though government scheme were in place, their implementation was extremely skewed. The next section of the document focuses on raw material used for weaving this cloth.

The use of third person pronouns ensures objectivity in the document. It correctly establishes that the student / writer gives foremost importance to the subject or topic being discussed, making the relation between the student / writer and the reader a secondary one. The third person narrative makes the document objective and lends greater authority to the student's work. The third person narrative also seems less biased when arguments are presented. The third person narrative also strongly establishes that it is the student's individual point of view that is being expressed throughout the document. Also the final graduation document is based on factual details and must refrain from including personal opinions and views, made very obvious by the frequent use of self-referential – I. it is necessary that the third person narrative be used consistently through the document in order to ensure effective reading. Simply, put the third person narrative is similar to narrating a story, wherein the student, as a participative, but impersonal observer, explain the detail various stages of her project – right from the introduction to the conclusion.

2.5 THE VISUAL LANGUAGE OF FINAL GRADUATION DOCUMENTS

Cover Page : the cover page of the final graduation document should have the following information for easy retrieval:

- **Title of the Project :** Eg: A song and A Story: An Animation Film Based on a Folktale from Andhra Pradesh.
- **Volume Number :** (not required if the documentation has a single volume). Eg. : Vol 1 of 2, Vol 2 of 3.
- **Student's Name :** First Name, Surname, Discipline, Faculty and Programme. Eg. : Industrial Design, Faculty of Industrial Design, B.Des., Name of the Faculty Guide (and Co-Guide wherever applicable) : First Name, Surname.

- **Campus** : National Institute of Design, Andhra Pradesh.
- **Year** : Mention the year in which the document will be submitted.
- **Print** : **Printing of the document is not encouraged unless it's mandated by NID AP.**
Acceptable sizes in which the document must be submitted:

A4 Portrait (210mm x 297mm), A4 landscape (297mm x 210mm),
A4 square (210mm x 210mm)
A3 Portrait (297mm x 420mm), A3 landscape (420mm x 297mm),
A3 square (297mm x 297mm)

All technical drawing or prints should be appended to the document or as a separate volume if required. In case the final graduation document covers copious data, it is always better to divide the document into two or three volumes instead of submitting a single cumbersome document. It is preferable to have one volume with double sided pagination.

It is important to note that the contents will determine which of the above size and orientation best suit a student's documentation.

Margins : It is essential to maintain a one inch 2.5 cm margin on the left hand side, so that there is adequate space for binding. Margins from the top, right and bottom sides should not be less than 1.5 cm.

Typography : It's advisable to use fonts that are legible. Both Serif and San Serif fonts can be used in your documents. It is also essential to vary the size, weight, and style of the fonts used for different elements of the text, for example – the font size, style and weight used for headings, sub – headings, body text, quoted passages inserted into the main text, text as captions for images or tables, footnotes etc. should be vary to delineate hierarchy or emphasis as per the requirements.

Images : Images sourced or photographed for the document should be ideally have a resolution of no less than 300 dpi. The tiff format is preferred. Images placed in document should be sized appropriately so that they are readable. Each image / table / illustration / figure needs to be numbered and captioned the source of images that do not belong to the author and have been obtained from the internet, books, or from someone else, need to acknowledge in the document.

Digital Tools : Software applications such as InDesign, Photoshop and Illustrator, are used extensively during documentation.

2.6 SUBMISSION OF THE GRADUATION DOCUMENT

Submission of final graduation document can take place only after a minimum of 16 weeks from the date of registration of the graduation project. Students can choose to submit their final graduation document any time of the academic year before last date of submission mandated by NID AP.

The student is expected to submit the document as soft copy in PDF Format only.

If the project is an industry sponsored one, then the student should send a copy of the document to the sponsor/client.

Submission requirements vary across disciplines and depend on the nature of the project. For instance in communication Design, the student is expected to simultaneously submit a DVD of his/her film along with the final graduation document to the academic office, after getting the technical quality of the film checked and approved by the department. Likewise apart from soft copy of the document, a submission may include one or more of the following:

A set of technical drawings, a set of samples, films, videos, mock ups. The student must consult their respective guides and discipline coordinators on this.

A student is eligible to appear before the final graduation jury only after he/she submits the Document in Digital Format to the Academic office. In addition to this he/she is required to submit a performance report which has to be seen and signed by his/her sponsor and his/her guide.

Ideally, the graduation document should be submitted within 24 weeks from date of commencement of the graduation project. A student stands eligible to graduate / convocate the same calendar year based on his/her compliance to the registration process and submission of the final graduation document on or before the final date of submission mandated by NID AP. However, submission before this date only ensures a jury date. The convocation and award of final graduation in the same year is subject to the outcome of the evaluation and the students ability to complete the follow up before the specified date.

2.7 EXTENSION

An extension for submission is not allowed, except in those cases where the students cannot complete the project due to a serious illness or any other unavoidable circumstances such as a family member's sudden demise, or an inexplicable conflict of interest with the sponsor; in which case, the student must submit a written request for extension to the Chief Coordinator Academics. The student will need to justify the duration of extension required through his/her guide. The Chief Coordinator Academics will use his/her discretion to grant the permission based on whether he/she is convinced of the need and genuineness of the reason. The maximum extension that can be allowed for graduation project submission is upto 1 semester, provided the total duration, including the extension does not exceed 1 academic year.

2.8 RE – REGISTRATION

In case a student fails to submit the project within the stipulated time frame of 24 weeks, the institute will not send the project for evaluation by the jury. In such a case, the student will have one more opportunity to complete the graduation project, subject to the recommendations of the faculty guide for the first project and the respective discipline coordinator. If the faculty guide, discipline coordinator and the chief coordinator (Academics) disapprove the attitude and initiative reflected in the first attempt, no further attempt shall be granted. If this is the case, he/she will be issued a Course Completion Certificate, which will indicate the total time spent at the institute, the courses studied and their duration. If the student fails to submit the project on time, even after the second attempt then he/she will be asked to discontinue the programme.

Registering for a fresh project would involve re-registering charges of INR 5,000/- as amount which is periodically revised.

2.9 RIGHTS OVER THE STUDENT'S DESIGN

In case a client sponsors the project, the sponsoring organisation will own the rights of the design, provided the sponsor pays the prescribed contribution to NID AP towards education and research promotion. NID AP / faculty guide, along with the student - designer will own the copyright of the final graduation document.

NID AP will hold the rights to publish the work for promotion of the institute. In case the sponsor does not commercially develop the sponsored work within two years of submitting the final graduation document (unless extension is sought in specific cases); the design rights will automatically revert to NID AP.

In case the design solution presented for the graduation project is not sponsored by any client, and it presents scope for further development or implementation, or the possibility of commercial exploration, the institute in consultation with the student will follow the necessary steps to achieve these ends. In such cases, the IPR will rest with the institute, while royalty will be shared. In all his/her dealings with the sponsor, a student must ensure that he/she does not violate the sponsor's and NID AP's intellectual property rights as per the IPR policy guidelines in force at the time. The institute will take no responsibility in case a student is involved in infringement of rights of the sponsoring agency.

3.1 THE JURY DATE

The Academic office in consultation with the students guide schedules the jury. The student is expected to find the venue for the jury from the academic office and set up his/her presentation on the day of the jury.

3.2 THE JURY PRESENTATION

There are various approaches / methods by which graduation projects are required to be presented before the final graduation evaluation jury. A schedule therefore discuss with his/her guide the type and format of documentation accepted and also the approaches / methods through which the findings of the project are to be presented. It is advisable for the student to display all the exploratory sheets, sketch books / diaries, mock-ups, prototypes, models, installation, film and other supplementary material (including literature) he/she may have made during the course of the project.

3.3 THE JURY PANEL

The jury panel typically consists of:

- The student's faculty guide at NID AP;
- A faculty member from his/her discipline or the broad faculty stream in which his/her discipline falls;
- Another faculty member who chairs jury proceedings and also belongs to another faculty stream;
- An external expert (from the industry, an independent designer, or an academician) who is selected based on the nature / domain / subject of the student's project.

3.4 THE JURY PROCESS

The jury must begin by introducing the student to all members on the panel. Then the student leaves the room for a short while. During the student's absence the required feedback is communicated to the panel members by the guide, in addition to discussing the student's project, and the manner in which he/she worked on various stages of the graduation project. Thereafter, the student has to make a presentation to the panel on various aspects of his/her project. The student is allotted 20 minutes to present his/her work. The panel will put forward questions to the student during or after his/ her presentation, based on which a discussion may ensue for 10 minutes. The final graduation document is circulated among the jury panel members in advance so that they are familiar

with the project and preside the jury with questions / points of discussion. Hence, it is recommended that during the jury, the student must not repeat the same facts that have already been stated in his / her final graduation documentation. The student may talk about the process and experiential aspects instead.

A final graduation jury would typically last 45 minutes. On completion of the project presentation, the student leaves the room for a short while. During the student's absence from the jury, the panel deliberates on the worthiness of the work presented and the possibility of awarding the final graduation to the students.

3.5 ASSESSMENT CRITERIA

Since the graduation project engages students from various disciplines in a process of independent inquiry and evaluation, it necessarily entails a diverse range of outcomes. Hence it is important, for both the panel members and the student, to arrive at some mutually agreed and understood criteria that can be established for assessment. The general criteria used by panel include assessment of the following aspects:

Research: Use of sufficient range and number of relevant and up-to-date sources.

Methodology/ Design Process: A clear and appropriate approach to the research and the development of the subject.

Critical Engagement: Reflection coupled with a critical and analytical approach to the subject. This should include the development and sense of a clear academic position or viewpoint, with some critical reflection on why that position or viewpoint has been adopted.

Originality: Original insights or perspectives that illuminate the chosen subject, and in the case of exceptional work, develop it beyond existing parameters.

Context: The recognition and development of a subject within either the student's own discipline and/or wider historical/cultural conditions.

Structure: The organisation and presentation of ideas within a coherent structure.

Presentation: The dissertation should be presented in a professional manner in terms of appearance and layout (including an appropriate quality and quantity of illustrations and references). A graduation project will be graded as per the prevailing credit and evaluation guideline of the institute at the time of jury. The institute may revise these guidelines periodically.

3.6 JURY OUTCOMES

There may be three possible outcomes of the jury:

- The student passes the viva, in which case the jury recommends that he/she be awarded the NID AP B.Des. without any modifications to the submitted manuscript or additional to the work conducted.
- The student is asked to do some minor and major follow up work on specific aspects of his/her project. This may or may not include the documentation.
- If the work is not meritorious enough (in quality or quantity of original work) to be awarded NID AP's B.Des., the student is asked to redo their graduation project. This involves re-registering with a new project. ■

Note : The global pandemic has fundamentally changed our workplace but we remain committed to new ways of teaching, learning and working in order to create insightful leaders from each one of you. While the pandemic is posing a tough challenge to all, as a design community we too are continuously finding ways and means to keep the positive spirit alive. Because of this continuing situation, and the strong likelihood that prohibitions on off-line activities will remain in place, we do not expect to be able to conduct the programme in it's traditional form to safeguard the principles of health, safety and equal opportunity for all our beloved students.

We are working consistently towards resuming institutes operations in phased manner with changing developments. All decisions are purely responses to the ongoing pandemic to support your health and safety.

We encourage you to plan your schedules getting in touch with the academic office, your internal faculty guide and discipline coordinator for updates on graduation project. The above guide lines are general in nature and may be altered in context to changing developments due to ongoing pandemic.

Additional guidelines with updates will be emailed to students from the academic office.