

**SHAPING-YOU
THROUGH—UNIQUE
—CONNECTIONS**

Art & Design

IIAD

**INDIAN
INSTITUTE OF
ART & DESIGN**

Who we are

IIAD is a revolutionary learning space that nurtures explorers, experimenters and innovators with a global outlook through a design programme emerging from India.

We began the Indian Institute of Art and Design as an independent design school in collaboration with Kingston University, London. Our mission is to bridge gaps and build bridges between design, society and industry, by transforming how design is taught, learnt and practised in India.

"If we teach today's students as we taught yesterday's, we rob them of tomorrow."

- John Dewey

BRIDGING BUILDING

IIAD IS A BRIDGE BETWEEN

— ART & DESIGN

— STUDENTS & TEACHERS

SHAPING YOU THROUGH
UNIQUE CONNECTIONS

Art & Design

Evolve your own creative process through our unique pedagogy in a world-class learning environment.

— GAPS — BRIDGES

— DESIGN & INDUSTRY
— DESIGNERS & SOCIETY

— ACADEMICS & PROFESSIONALS
— CREATIVITY & TECHNOLOGY

SHAPING YOU
THROUGH MEANINGFUL
CONNECTIONS

Teaching & Learning

At IIAD, our renowned pool of faculty, mentors you and supports your learning towards exemplary personal growth.

SHAPING YOU THROUGH
POWERFUL CONNECTIONS

Academia & Industry

Become industry-ready and build your resume as you learn. Each course at IIAD is designed for you to evolve your passion into a creative profession.

Kingston Partnership

Graduate with a globally-recognised degree from Kingston University, London, the #1 design school in UK*.

Kingston
University
London

**Kingston
School
of Art**

This prestigious collaboration with a university of global repute enables our graduates to secure coveted career opportunities, as well as pursue further education from any international university.

*Source: Guardian University Guide league tables 2020



FROM KINGSTON UNIVERSITY, LONDON

The Indian Institute of Art and Design (IIAD) and Kingston University's Design School have come together to create a unique vision for one of the world's most innovative and forward looking curriculums in Design Education.

This partnership gives IIAD access to one of the best academic systems and quality assurance processes developed over decades by the world's best known British Design School. The IIAD curriculum brings together Kingston University's global outlook in conjunction with India's rich material heritage to create a modern and unique model for Design Education in India.

As Head of the Design School at Kingston, my visits to IIAD have left me deeply impressed by the way experienced academics have successfully channelised the abundant creative energy of students at this State-of-the-Art Campus in New Delhi. The faculty at IIAD have successfully shaped a robust community of practitioners by leveraging their very strong Industry Connect.

For Kingston, this collaboration with IIAD has become key to the Design School's vision of delivering to the highest possible standards.

Damian Chapman

Head of the Design School
Kingston School of Art

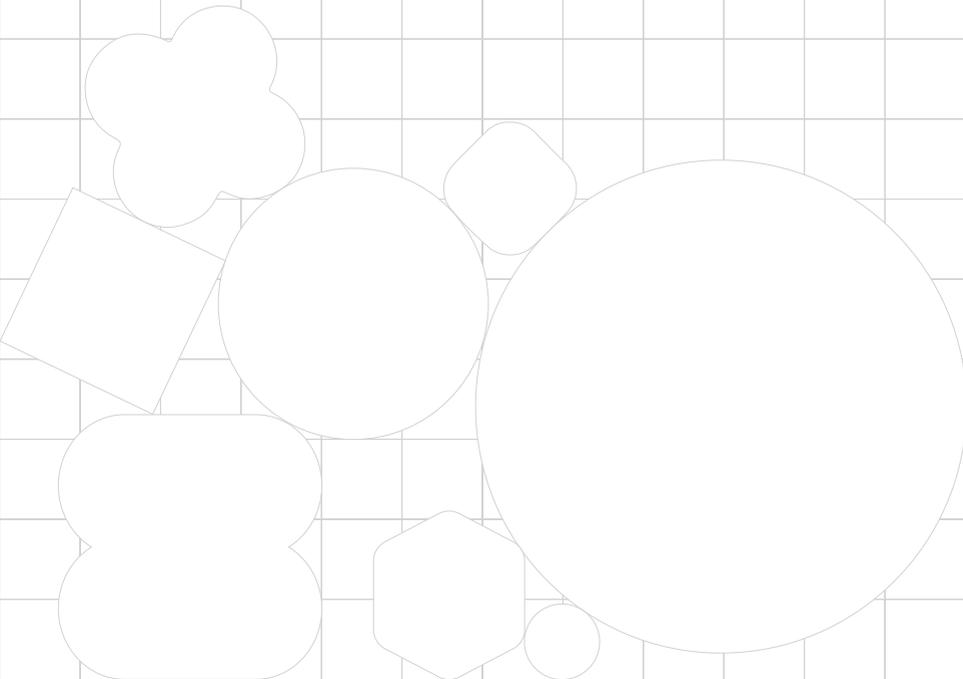
You have an individual voice which has its own reason for existence. Consider it, weigh it and then entertain it.

We encourage our students to bring in their own stories to carve the world with their unique vision. Our graduates develop into purposeful professionals who can lead change in an ever evolving creative industry.

- Usha Patel, Director Academics, IAD

SHAPING—YOU THROUGH—MEANINGFUL —CONNECTIONS

Teaching & Learning



Programmes

THE-NEW OF-THE-21ST — CREATIVITY

IIAD offers undergraduate and postgraduate programmes, which shape you into competent professionals with leadership qualities, ready to take on the challenges of the creative industry in a fast-changing world.

Undergraduate and
Postgraduate programmes

CURRENCY CENTURY

UNDERGRADUATE DESIGN COURSES 1 + 3 years

Undergraduate design courses start with a 1 year Foundation followed by 3 years in the chosen field.

Fashion Design
Communication Design
Fashion Communication
Interior Architecture & Design

UNDERGRADUATE BUSINESS COURSE 3 years

Undergraduate business course is of 3 years duration leading to a Bachelor's Degree.
Fashion Business Management

POSTGRADUATE COURSE 1 + 1 years

The postgraduate course starts with a 1 year PG Diploma, with an option to exit after successful completion. Students who progress to the second year, will graduate with a Master's degree.

Master's in Fashion Business Management

How we teach

Our five pronged approach to learning-teaching focuses on your individual strengths to develop you into an exemplary pi-designer.

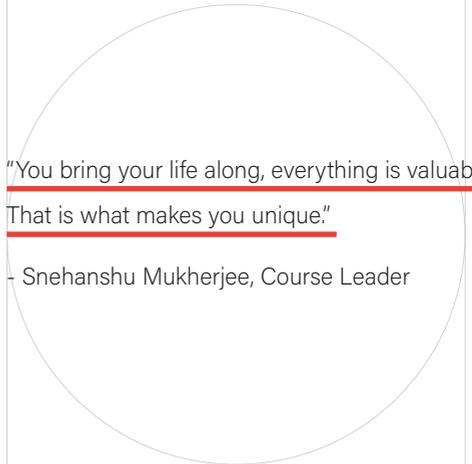
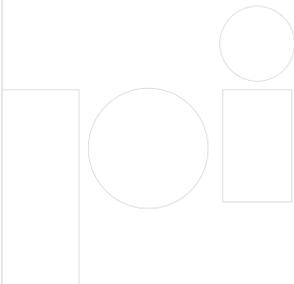
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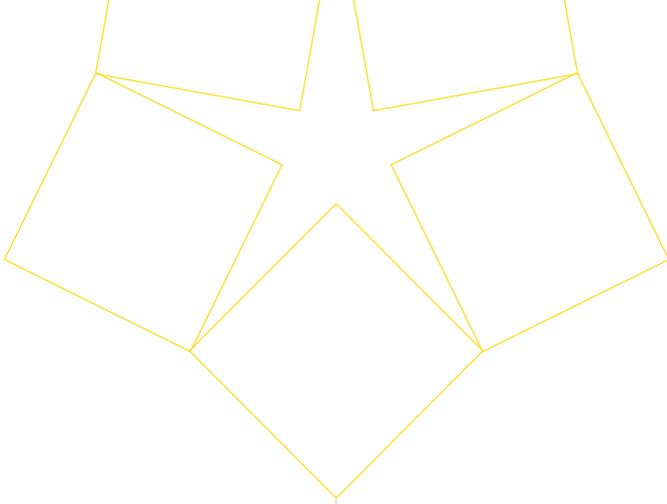
LEARNER CENTRIC

We put you, the learner, at the centre of the learning process and inspire you to discover your individual creative expression.

"You bring your life along, everything is valuable.
That is what makes you unique."

- Snehanshu Mukherjee, Course Leader





02

PROJECT-BASED LEARNING

The open-ended nature of our curriculum encourages a spirit of inquiry and active exploration of real-world challenges through carefully crafted projects.

03

THINKING THROUGH MAKING

You develop your creative process through hands-on working, wherein the act of making shapes your creative thinking.

04

INTERDISCIPLINARY APPROACH

Specialists from varied fields contribute to a common domain of knowledge by bringing in multiple perspectives, which gives you an integrated learning experience.

05

INDUSTRY INTERFACE

We make our graduates industry-ready for a highly competitive world through various interactions, master classes, live projects and 8+16 weeks of Learn On-Site internships.

Foundation

1 year

Foundation is a bridging program, aiding your transition from school to un-school. The journey of all undergraduate design students begins with one year of Foundation. It provides students a creative pathway to enter the open-ended, exploratory and experimental environment of design education at IIAD. Students gradually evolve into self-directed & independent learners, ready to take on the challenges of their chosen design discipline.

Observe + Explore + Experiment + Discover + Reflect + Communicate + Visual Skills + Material Transformation + Design and Context + Research Skills + Design Process

SHAPE YOUR VOCABULARY

With a learner-centric, studio-based approach you **acquire a broad spectrum of design skills and build your design vocabulary**. From hand-sketching to experimenting with materials, you will develop a sensitivity for a variety of media. These explorations also give you an impetus to discover your personal style of expression.

BUILD YOUR PERSPECTIVE

You develop creative and critical thinking skills as well as research and problem solving techniques that prepare you for your future design learning. You learn to ask meaningful questions, and find ways to get answers. Through both theoretical and analytical approaches, you **explore cultural, social and commercial perspectives to understand how context shapes design**.

BRIDGE TO SPECIALISATION

The year culminates with a Capstone Project where you get an opportunity to demonstrate your design learnings by **working on a project brief that is based on your future field of specialisation**. The project enables you to articulate your individual creative process and expression through a personalised visual and design language. After successfully completing the Foundation year, students progress seamlessly into the undergraduate design course of their choice.

Bridging You and Design



"It is amazing how even with a common brief, we all tend to think from different perspectives."

- Terukula Shyam, 2019-23



Fashion Design

UG 1+3 years

For the fast-paced fashion industry of the 21st century, we prepare you to overcome design challenges through innovative thinking and techniques. In an intensive studio based environment, we equip you with contextual research, proficiency in visualization, and fluency with materials to shape your personal creative process and style statement.

Building Shapes & Forms + Engaging with Materials + Body & Movement + Fluidity & Drape + Transform & Restructure + Sustainability + Reverse Engineering + Craft Practices + Industry Practices + Learn On-site Internships + Graduate Collection

FASHION FUNDAMENTALS

As you foray into the realm of fashion and materials, you will discover the trail from yarn to fabric, and how to manipulate materials to develop interesting surfaces and forms. **The body becomes the 'canvas of exploration' and you build a sensitive approach towards body type and gender.** You also learn technical skills such as pattern cutting, stitching techniques and machine operations.

CONSCIOUSLY CREATIVE

You explore diverse facets of a theme, researching the history and contemporary context of a garment, and deconstructing it to understand how it is made. Work collaboratively with traditional artisans in their habitat, under the auspices of a brand, for a live experience of translating indigenous crafts to a marketable line of wear. Projects on sustainability expose you to **ethical fashion practices like zero-waste pattern cutting and draping, minimal seam construction and upcycling.**

BUILDING FOR THE MARKET

Through studio based projects, live projects and internships, you develop yourself as an **independent thinker, while forging professional connections and building entrepreneurial skills.** The course culminates with the Major Design Project, which gives you an opportunity to showcase your creativity, individual style and your representation of fashion. You emerge as a self-aware designer with a distinct design sensibility, ready to lead and shape your design practice with ease.

Bridging Imagination and Wearability



"I wish I had studied like this. In today's world, it's hard to stay connected, it's easy to be deracinated, but here I see an appreciation for our crafts and heritage."

- Tarun Tahilani, Fashion Designer



Communication Design

UG 1+3 year

Communication designers create compelling messages and design solutions through the use of appropriate language, visuals, moving images and digital experiences. This course prepares you to address the needs of a hyper-connected world through a wide array of visual media ranging from digital and web to print and publications.

Visual Language + Digital Narratives + Spatial Narratives + User Experience & Interface + International Competition Briefs + Collaboration + Complex Design Process + Industry Practices + Learn On-site Internships + Major Design Project

BUILDING NARRATIVES

Discover the inner storyteller in you to engage, inform, persuade, educate and entertain a diverse audience. Learn new methods of visualisation and communicate through words, visual imagery and symbols to develop a unique narrative and voice. Through digital interactive platforms you will **weave images, music and narrative together in a singular voice that gives expression to characters, situations and experiences in the contemporary context.**

TOOLS OF COMMUNICATION

You learn to apply both traditional and contemporary skills and techniques, across complex media applications. Along with a variety of hand skills such as illustration and storyboarding, you also learn digital tools such as Adobe Creative suite for publication and animation, Invision for UI/UX, Glyphs for type-design, and SketchUp for spatial design. **Practise human-centered design with methodologies such as scenario planning, user journey maps, empathy maps and systems thinking.**

DESIGN WITH A PURPOSE

Work on social design projects and evolve into a design professional committed to "designing for a better future". Exposure to diverse areas within this versatile discipline opens up opportunities to focus on your area of interest. During the Major Design Project, work in sectors ranging from social to business to entertainment. **Create a distinct brand identity for yourself while building your network and entrepreneurial skills.**

Bridging Visual Communication and Strategy



"The way of teaching at IIAID is one of a kind because there are no textbooks. You are learning by doing everything."

- Seher Krishna, 2016-20



Fashion Communication

UG 1+3 year

Fashion Communication is at the intersection of visual communication, marketing and brand promotion as well as fashion styling & imaging. It is the promotion of fashion and lifestyle brands through the visual medium across a diverse landscape of marketing, branding, PR and social media

Fashion Process & Analysis + New & Digital Media + Branding & Marketing + Trend Analysis & Forecasting + Research Methods + Industry Practice + Internships + Major Design Project

FASHION CONTEXT & TRENDS

Through contemporary debates around fashion, art, aesthetics, architecture, sustainability, craft, culture and environment issues, you develop a range of creative concepts using different mediums to engage, inform, persuade and communicate to a varied audience. You will understand the underlying principles and skills required to **visualise and creatively communicate the essence of the brand through various mediums to a large audience.**

COMMUNICATION & PROMOTION

Explore meaningful ways in different mediums, such as image and film to develop visual identities using the latest creative software. Comprehend market analysis to enhance consumer awareness and market diversity. Through these, you will **confidently master novel, well researched, and contemporary brand and promotional messaging for local and international brands.**

BRAND STRATEGY

Work on fashion communication projects where you demonstrate a range of research and writing skills. Create a distinct brand identity for yourself while building your networking and entrepreneurial skills. Work on projects in sectors ranging from social to business, aggregating a diverse portfolio for yourself. Thereby, you will enhance your **creative abilities, proficiency in communication and inculcate self direction.**

Bridging Fashion and Communication



"The Education at IIAD is Indian in spirit and global at heart "

- Jessica Toppo, Student at IIAD



Interior Architecture & Design

UG 1+3 years

An interior architect creates spaces and experiences, responding to how humans interact with and inhabit spaces. At the intersection of architecture, interior and experience design, this course provides a multi-disciplinary approach to transforming existing spaces. There is a focus on adaptive reuse, refurbishment and retrofitting as well as technical services.

Built Environment + Body & Space + Material Exploration + Anthropometrics & Ergonomics + Building Services + Digital Skills + Industry Practices + Learn On-site Internships + Craft Practices + Major Design Project

FUNDAMENTALS OF SPATIAL DESIGN

You will probe into the history, theory and psychology of space making and building structures. **To understand how humans interact with interior spaces**, you explore principles such as anthropometrics, ergonomics and aesthetic harmony. Conceptual learning is balanced with practical skills such as technical drawing, model-making, drafting, rendering and digital skills such as SketchUp, AutoCAD, Rhino, Grasshopper and Arduino to visualise and realise your ideas in 2D and 3D.

BEYOND THE SPACE

Working on live projects, you gain experience of meeting clients, giving regular presentations, and recording on-site observations. Through site visits and master classes you gain in-depth **knowledge of technical services such as material applications, plumbing, electrical, lighting, air conditioning, firefighting and other building services**. You also learn to support your design process with primary research which includes market surveys and interviews of the stakeholders.

TRANSFORM SPACES

Explore different avenues such as Residential, Retail, Hospitality and Office as well as Exhibition and Furniture design. The course culminates with a Major Design Project where you **respond to the needs of a built environment, while challenging norms**. You showcase your design abilities and sensibilities as an Interior Architect in a year-end design exhibition.

Bridging Function and Aesthetics

"My journey at IAD has been an enriching experience - both in terms of professional and personal growth."

- Mansi Almadi, 2017-21



Fashion Business Management

UG 3 years
PG 1+1 years

In the rapidly evolving business of fashion, the focus is shifting towards new technology, social and environmental causes, omnichannel retail and digital dominance. We prepare you to respond to these new realities by combining the study of fashion with an in-depth understanding of retail operations, supply chain, consumer behaviour, market trends and brand promotion.

Elements of Fashion + Fashion Brands + Principles of Management + Product Development + Retail Management + Logistics & Supply Chain + Customer Relationship Management + Entrepreneurship + Fashion Forecasting + Brand Promotions + Business Strategies

DECONSTRUCTING A BRAND

Start with learning about **how a fashion brand's commercial and management aspects are closely related to its creative vision.** Get an understanding of the nuances of fashion elements, principles of management, logistics, supply chain management and financial aspects. Discover how brands drive their marketing and promotional strategy across multiple consumer touch points.

TOOLS OF THE TRADE

With a blend of academic theory, industry knowledge and direct business experience, develop an integrated understanding of strategic business management. You are exposed to fashion forecasting, new product development, visual merchandising, apparel quality management, fashion retail operations, as well as application of statistical tools. Right from the onset, we prepare you for the challenges of a multi-skilled career.

READY FOR BUSINESS

We shape you for professional practice, also setting the stage for your entrepreneurial venture: **you learn to pitch a business idea, make business plans and design business strategies.** The Capstone Project gives you firm grounding into the working of the industry, problems faced by them and developing workable solutions. Make your mark with a live industry project, submit a dissertation or prepare a business plan for your own start-up venture.

Grow Together

Learn in a vibrant community of designers, educators and thinkers.

"Faculty are the best books we have. We learn from them both inside and outside the studio"

- Amana Abdullah, 2018-22

Let's build



At IIAD, we have built an open environment infused with creativity, a spirit of inquiry and a space to learn and evolve. A team of passionate individuals and collaborative networks come together to reimagine design education in India.

Our distinguished faculty members are experienced educators and practitioners - they bring their research as well as industry affiliations to the campus.

lifelong connections

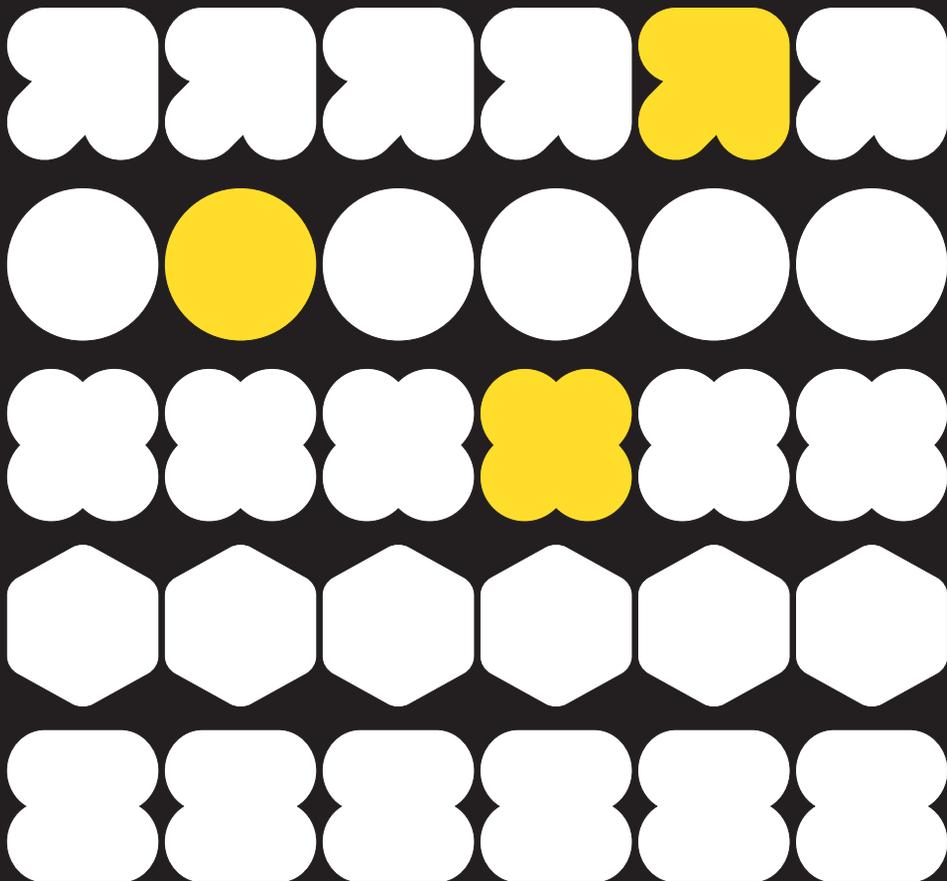


“Learning design is a great tool to develop your own self. It teaches you to transform with empathy and inclusivity.”

- Hemanshi Sagar, Faculty Member

SHAPING-YOU
THROUGH——POWERFUL
——CONNECTIONS

Academia & Industry



IIAD & Industry

GRADUATE-WITH-A READY-FOR-THE WORLD

By bringing the industry to the classroom, we create an integrated experience filled with Live projects, Master classes, Learn On-site Internships and exciting career opportunities. This makes you an employable professional with a competitive edge in a fast-moving industry.



'IIAD is the place to be - the next generation designers
are growing and evolving here!'

- Ruchi Batra, Design Director, IBM iX

— RESUME — PROFESSIONAL

8+16 LEARN ON-SITE INTERNSHIPS

Mould yourself during two on-site internships for 8 weeks and 16 weeks at different points of your course.

LIVE PROJECTS

Work on real-world design opportunities with business organisations. Make client presentations and take your idea into production.

MASTER CLASSES

Get access to the best from the industry as they come on-campus to guide you through your design journey.





Damian Chapman, Head of Design School, Kingston University, interacts with our students about emerging trends in design education & industry



Member of Parliament, Shashi Tharoor, and Sunil Sethi, Chairman, Fashion Design Council of India, interacting with students

Students showcasing their creative work to Upendra Singh (Secretary, Ministry of Textiles) during the Graduate Show



Nishtha Dewan, Senior Associate Interior, Morphogenesis, discusses career opportunities with Interior Architecture and Design students



Students discuss the work with Amardeep Behl (Managing Director, AB Design Habit & Co. Pvt Ltd), Dadi Pudamjee (Founder, The Ishara Puppet Theatre) and Anthony Lopez (Founder and Chief Creative Director, Lopez Design)



Career opportunities

The scope of design extends to multiple roles in various industry verticals. Depending on your area of interest and expertise, the dynamic professional world of today has several opportunities for creative professionals.

Fashion Designer — **Fashion Stylist** —
Fashion Blogger — **Fashion Merchandiser** —
Fashion Buyer — Print & Publication Design —
Interaction Design (IxD) — Experience (XD) —
Interior Designer — **Interior-Architect** —
Exhibition Designer — **New Media Design** —
Heritage and Conservation Designer —
Fashion Entrepreneur — Advertising Design —
Fashion Buyers & Sourcing agent —

Bridging Your Passion & Profession



"With all the experience and the professional knowledge we were put through, IIAD has made me grow a lot as a designer and has helped me achieve things in my life today."

- Ayesha Singh Bisen, 2017-21

Costume Designer — Fashion Product Manager

Fashion Forecaster — Fashion Retail Merchandiser

Visual Merchandiser — **Brand Strategy & Identity Design**

User Experience (UX) & User Interface (UI) Design

Interior Stylist — Experience Designer

Event Design — Design Researcher — Animation

Photography & Film — Fashion Market Manager

Fashion Digital & Social Media Marketeer

Fashion Publicist — **Fashion Brand Manager**

Career Services

A dedicated Career Services Cell at IIAD works as a bridge between the aspirations of a student and the needs of the industry.

The cell supports students to prepare for placements through mock-interviews, one-on-one counselling and by organising workshops in portfolio development, CV writing and interview skills. The cell also plans systematic interactions with the Industry throughout the year to help our students expand their networks and connections in the design industry. They provide various opportunities for internships and placements.

SELECT INDUSTRY PARTNERS



DECATHLON

HEMANT &
NANDITA



morphogenesis.

the industry for student internships and placements.

"The Industry Conclave organised by IIAD was a phenomenal concept. There is a gap between academia and the professional world. Events like these are helpful both for the students and the industry professionals."

- Abhishek Bij, Partner and Lead Designer, Design Plus Architects

IIAD is connected with 200+ organizations across the



fabindia
CELEBRATE INDIA



IBM



ADITYA BIRLA GROUP



USERFACET



studiolotus



Leo Burnett



BIBA



UNIQLO



H&M

Pi - Hall of Fame

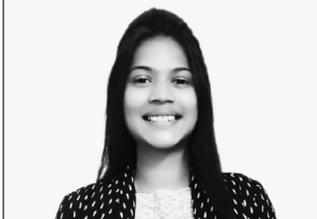
We think of our designers as adaptable constants, infinitely changing for the times, yet remaining constant like the number pi (π).

Our pi.designers make their mark in the industry with notable achievements and coveted positions across the spectrum. They continue to do great work and stay connected with us through our alumni network.

Esther Lily Asha Toppo
Communication Design

Interned at **SoStronk**
Placed at **SoStronk**

2022 BATCH



Anoushka Mann
Interior Architecture & Design

Interned at **Studio Lotus**
Placed at **Office Banao**

2022 BATCH



Nishil Sharma
Interior Architecture & Design

Interned at **BDA Architects**
Placed at **Design Plus Architects**

2022 BATCH



K. Muthulakshmi
Fashion Business Management

Interned at **Aditya Birla Fashion & Retail**
Placed at **Aditya Birla Fashion & Retail**

2021 BATCH



Krutika Sharma
Fashion Design

Interned at **Eka Design Studio**
Placed at **Eka Design Studio**

2021 BATCH



Aakansha Kumari
Fashion Business Management

Interned at **Decathlon**
Placed at **Decathlon**

2022 BATCH



Janvi Khera
Communication Design

Interned at **Mudnwater**
Placed at **Yatra**

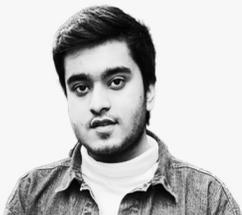
2022 BATCH



Abhiveer Mehta
Fashion Design

Interned at **Shivan And Naresh**
Placed at **Amit Aggarwal**

2021 BATCH



Anjali Esther Joshy
Communication Design

Interned at **Niswey**
Placed at **Legato Healthcare Technologies**

2021 BATCH



Anu priyanka Kerketta
Interior Architecture & Design

Interned at **Metarsh Studio**
Placed at **Mangrove Collective LLP**

2021 BATCH



Life at IIAD

WELCOME-TO-THE —

Life at IIAD is action-packed, full of energy, rigour and fun. The campus is alive with students taking their work beyond the studios into the atrium, cafeteria and other recreational spaces.

INFRASTRUCTURE

Our campus reflects the dynamic needs of 21st century design education. The 75,000 square feet campus is purpose-built to suit the pedagogical practices and curriculum at IIAD.

STUDIO SPACES

3D MATERIAL WORKSHOP

GARMENT CONSTRUCTION LAB

PHOTOGRAPHY LAB

DIGITAL LAB

KNOWLEDGE RESOURCE CENTER

ON-CAMPUS STATIONARY AND

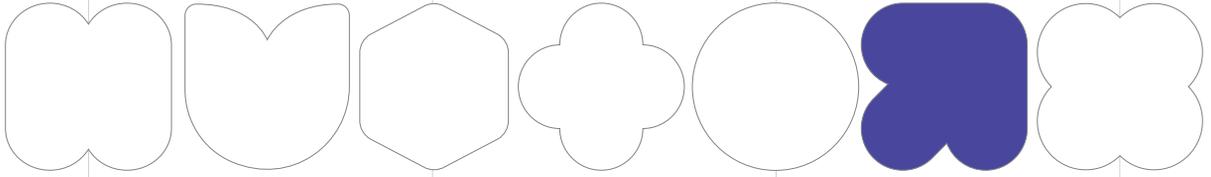
PRINT SHOP

RECREATIONAL SPACES &

CAFETERIA



HUSTLE



ACCOMODATION

Separate facilities for girls and boys are conveniently located and equipped with all basic amenities. These locations have accessibility to daily needs such as shopping, entertainment, health and medical requirements.

OUTSTATION TRIPS

Our annual academic trips open up India's real treasures – less-visited craft pockets, where you live and learn directly from artisans.

Past trips have included Fatehpur Sikri at Agra, Virasat-e-Khalsa at Anantapur, Maheshwar, Pushkar, Barmer, Lucknow, Varanasi, Pondicherry, Nagaland and Bhutan

CITY AS A CLASSROOM

Discover the capital city of Delhi with its museums, craft-hubs, art galleries, expos and industry - learn and live where all the action takes place.

Students performing during
our Annual Fest REMIX 2020



ON THE CAMPUS

Through various extracurricular activities, explore your areas of interest and hobbies, and find your community of like-minded people.

Take an active role in on-campus activities, join a club and organise interesting events for students. Become a part of IIAD's intercollege fest REMIX - and participate in various events such as music, dance, photowalk, installation competition, to name a few.



Dance performance during Diwali

**Get on stage. Showcase your talent.
Participate in annual events and
campus celebrations.**



Theatre during Interdisciplinary project - script, costumes, sets, lighting & performance by students

Music Society's performance during an Inter-college event



Students selling their design creations during the Annual Fest REMIX

Admissions

BRIDGE-THE — GAP BETWEEN-YOUR — AND-YOUR —

Start the Admission Process Today

Step 1:

Register at IIAD's Online Application Portal and submit the Application Form.

www.apply.iiad.edu.in



Step 2:

Appear for the IIAD Entrance Test (iDAT / iMAT) and Personal Interview*

**As per your chosen course*

For more details go to www.iiad.edu.in



— PASSION — PROFESSION

ELIGIBILITY

Undergraduate

Candidates with 10+2 or equivalent in any stream (Science, Commerce, Humanities/Arts) with a minimum aggregate of 50% are eligible to apply. Candidates appearing for Class XII examination in the current academic year or awaiting results may also apply.

Postgraduate

Graduates in any stream or discipline from a recognized Institute/University are eligible to apply. Final year graduate students or students awaiting results may also apply.

Scholarships

IIAD provides merit-cum-means scholarships to deserving students. All students who qualify the IIAD Entrance Test are eligible to apply for scholarship. The information about applying for a scholarship form will be made available along with the offer of admission.

Contact details

Indian Institute of Art and Design (IIAD)
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M: +91 98 7138 3633

E : apply@iiad.edu.in

Find out about the world of IIAD at our blog, 'The Circle'

For more details go to www.iiad.edu.in

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Youtube IIAD

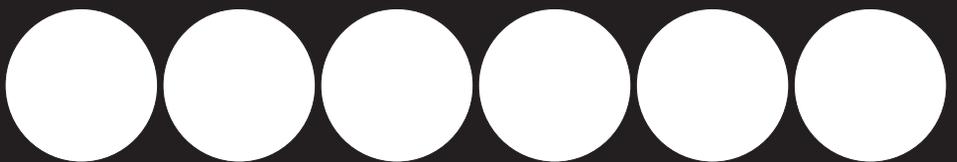
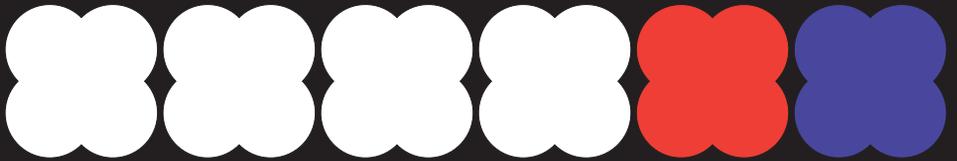
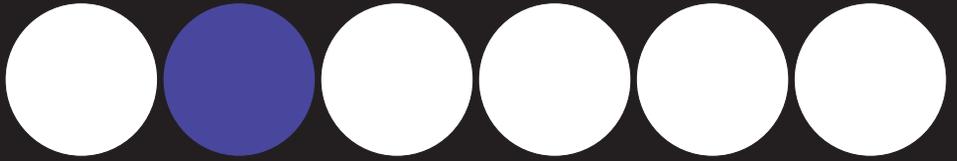


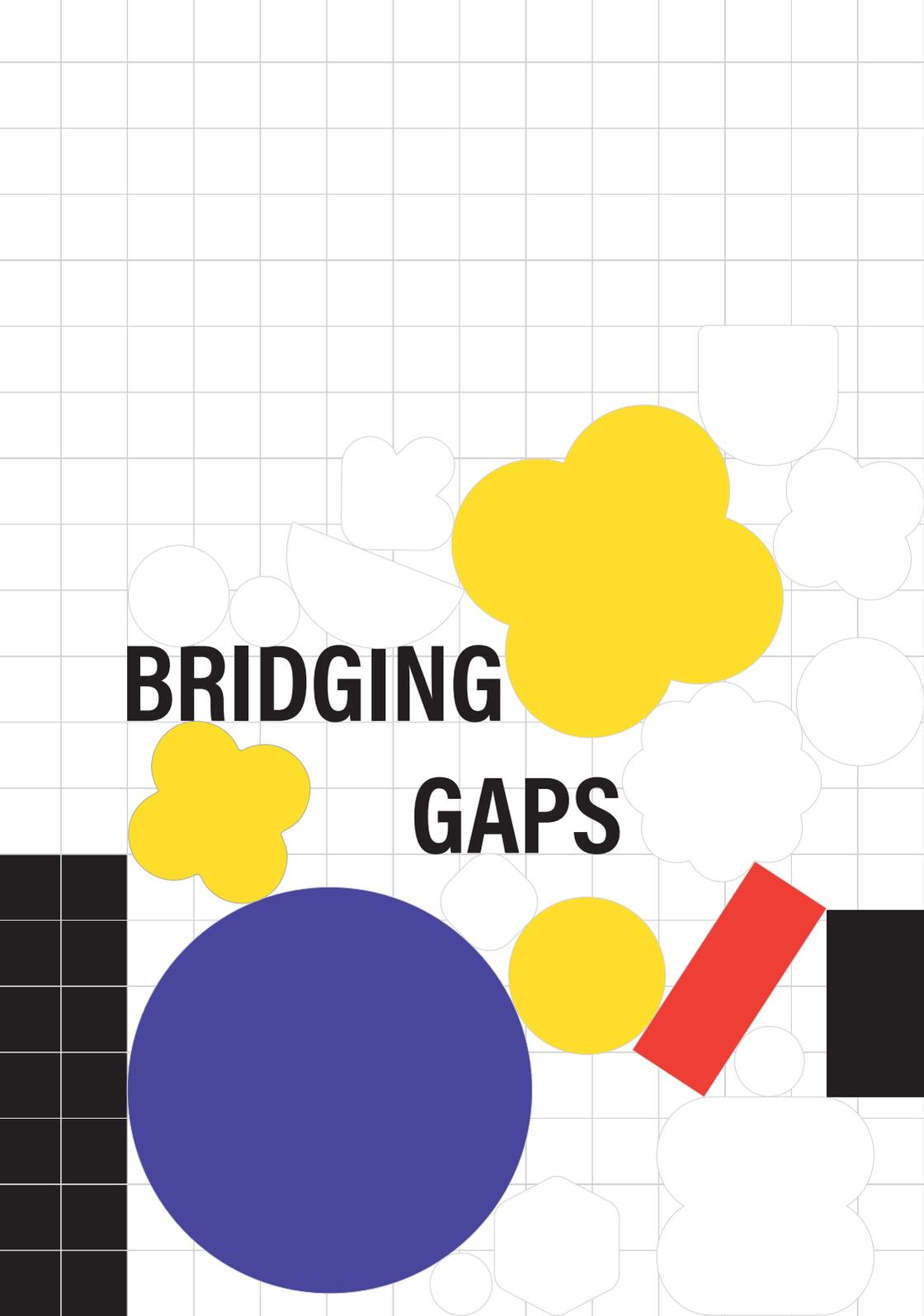
Design by Lopez Design

Printed on Munkin Polar



The paper used in this publication has an FSC, a PEFC and EU Ecolabel certifications, a mark of responsible and sustainable forestry practices in its making process.





BRIDGING

GAPS

YOUR—BRIDGE
TO-THE———WORLD
OF———DESIGN

www.iiad.edu.in

