

SIAD

Southern Institute of Art & Design



*Education is for improving the lives of others and for leaving your community and world better than you found it.
Marian Wright Edelman*

Welcome to Southern Institute of Art and Design, a college with a difference.
Discover a world of education that sees you for who you can be rather than who you are.

SIAD is more than just a college. It is a place where the right mix of resources, inspiration and training come together to ensure you are equipped as a creative professional ready to meet the demands of a highly competitive global industry.

Our vision

SIAD aims to create an educational environment on Art and Design, based on innovation, comprehension, professionalism, experimentation, professionalism, passion and originality by imparting quality and skilled creativity through our unique academic program.

How we envision our students

We look forward to training and molding students into professionals to help them emerge as trendsetters. We see our students as elements of change and innovation in any field they choose to apply their learning and skills.

Changing the face of education

*Unique course structure
Creative methods of teaching
Individual student attention*

Design Process



We, at SIAD, owe our unique culture and distinctive academic philosophy to our exceptionally talented and passionate faculty. They bring with them years of enriching experience from reputed campuses around the globe and this rare combination ensures that our students walk out as talented professionals

Courses Offered

BA (Hon) Visual Communication

Subject Disciplines:

Graphic Design

Animation & Moving Image

Photography

Illustration

Course Philosophy

The Visual Communication design process is primarily concerned with the power and value of concepts and ideas in the dissemination of knowledge and messages, both persuasive and informative, to defined audiences.

Visual Communicators are involved in the process of identifying visual issues and analyzing methods of resolution and transmission.

The course is about the identification, analysis, synthesis, hypothesis and solution of a wide range of communication problems, using words and images as the visual means, employing graphic, typographic, photographic, electronic, linguistic, illustrative, video, three dimensional communication and other relevant subject techniques as a means to achieving the end objective.

Features

An advanced curriculum that seeks to emulate the professional environment by focusing on projects

Diploma in Foundation Studies (Art & Design) as a pre-requisi to educate students on appropriating higher education in art and design, (leading to BA Visual Communication in SIAD)

Academic freedom for students to find their own focus and direct their energies towards developing their talent

An exclusive "guidance" principle where the faculty sets down the framework and defines the process while the student fills in the gaps with their work

Access to extensive research opportunities

An unmatched staff - student ratio of 10:1

Well equipped library facility

Appropriate designated working areas in studios

Access to specialist workshops and equipment

An internship period during the BA visual communication course that prepares the students for the competitive rigors of the professional world

Career counseling support

The Course Aims

The Course aims to educate visual communicators who will be conscious of the complex nature to modern society, be mindful of ethical issues and the need to produce good visual design to communicate with an increasingly sophisticated global audience.

Students will develop knowledge and skills in associated design disciplines and be versatile and resourceful in producing creative communication concepts, realized by appropriate use of contemporary visual media.

Admissions

Students applying for our courses have to undergo the following procedures:

Application form - Available at the college office or can be downloaded from the website www.siad.in

Application forms should be submitted to the admission office within one week.

Interview - Shortlisted candidates will be asked to come for interview.

Course Duration

1 + 3 years (Dip. in foundation + 3 years B.A (Honours) Visual Communication.

Pre - requisite

Successful completion of class 12 or equivalent in Higher Secondary School. Portfolio if any.



*Visual
art*