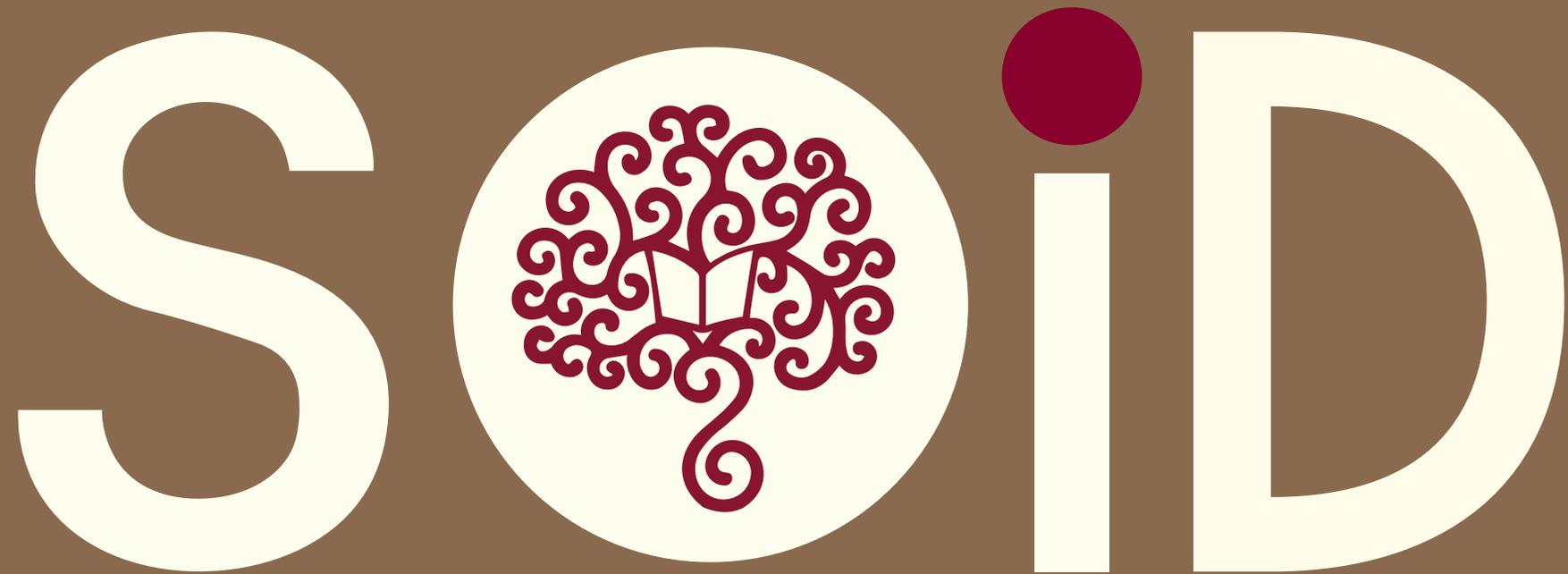


SILVER OAK
UNIVERSITY



Silver Oak Institute Of Design

SILVER OAK UNIVERSITY



ज्ञानं परमं भूषणम्
EDUCATION & INNOVATION

Silver Oak University, today is one of the most sought after educational campuses in the state of Gujarat, known for its out of the box initiatives and many innovative practices implemented, since its inception in the last twelve years.

The University has a vision to build the curriculum which can bridge the gap between Industry need and university graduates skill sets by adapting curriculum such that, it prepares the students who are industry ready.

Established in the year 2009, as an affiliated college with just an intake of 240 students, today it is a state private University (by Government of Gujarat) offering Diploma, Graduate, Post Graduate and PhD programmes with more than 11,000 students enrolled at campus. The campus is located within the city of Ahmedabad and thus preferred choice of many female students backed up by qualified and experienced faculty members, state of the art infrastructure, illustrious alumni and conducting co-curricular activities round the year

FACULTY OF TECHNOLOGY

11000+

COLLEGE OF ENGINEERING & TECHNOLOGY

Students

ADITYA SILVER OAK INSTITUTE OF TECHNOLOGY

COLLEGE OF HUMANITIES & SOCIAL SCIENCE

FACULTY OF COMPUTER APPLICATION

100 Different

INSTITUTE OF SCIENCE

courses

SCHOOL OF ANIMATION & MULTIMEDIA

100 + Design

INSTITUTE OF DESIGN

patents

INSTITUTE OF MANAGEMENT

constituent colleges
under one umbrella

COMMERCE COLLEGE

COLLEGE OF PHYSIOTHERAPY

1000 KW+

COLLEGE OF NURSING

rooftop solar panel

COLLEGE OF VOCATIONAL EDUCATION

15 experiential

CENTRE FOR RESEARCH

technical clubs



M.Tech IIT, Chennai
2001-03
Ph.D. Nirma University
2012
Technocrat, acclaimed
educationalist with 26
years in Technology &
Education

Dr. Saurin Shah
Provost

Message from Provost, Silver Oak University

“Good design has the power to transform & provide lasting solutions that improves our life. “ Having inspired by this thought.....

Silver Oak University, a trusted name for imparting quality education, has initiated Silver Oak Institute of Design (SOID), along with existing various academic verticals.

Silver Oak Institute of Design is all set, to mentor and guide the students to become competent professionals in the field of Design. Equipped with state of the art infrastructure, presence of most intellectual and experienced mentors as well as faculty members, to impart quality of design thinking, creativity and innovation in future designers, equipping them with continuously upgrading industrial standards.

A good design has an impact on every facet of the life, which includes the creation as well as upgradation of existing designs. Good designers are the ones who are real innovators and play an important role in improving the way we live and interact with the world around us.

I heartily welcome you to the Silver Oak Institute of Design!

- Dr. Saurin Shah



NID 1971-76
Industrial Design with
specialization in Textiles
40 years in Design
Thinking
& Management

Prof. Pankaj Patel
Chief Mentor

Message from Chief Mentor

It is indeed a privilege to be able to steer the future of many young students in the creative world. I am blissfully committed to share my experience and expertise with the management and my faculty/colleagues a creative journey where we together ring in a new era for design education in India.

Design is a way of life to be fully explored with all the senses and emotions to explore a meaningful way of creations. Guiding the young minds to creatively solve, undress problems and build from there a beautiful, esthetic, and functional future has been my passion as a design educationalist.

If you have butterfly in your tummy when you see beauty and function, know that you are a creative person with your right brain in overdrive, you belong to a community of people with wild ideas and simple solutions. To pursue this dream, you are welcome to join us at Silver Oak Institute of Design.

- Prof. Pankaj Patel



Ritesh Singh
Associate Dean

Fashion and Textile Designer from NIFT (Gandhinagar) continues his journey with his love and passion for handloom and handicraft, holds over 25 Fashion shows under his name at National and International level. He is Design head at "Garvi Gurjari" (GSHHDC) and advisor at "SEWA". His passion for Design Education is witnessed by many Design Colleges across India.



Bhanwar Rathore
Chief Advisor

Dr. Bhanwar Rathore is a NIFT and IIT Alumni. He further pursued his Masters and Doctorate studies in Fashion Design. As a Fashion Designer, he started his career as a designer in Arvind Mills but the educator soul instigated him to help the students and create awareness about the Design Education across India and abroad. Dr. Bhanwar Rathore has 17 years of experience in the field of design education. Moreover, he has also been honoured as "Man of the Year" for his contribution in the field of Design Education by Times of India for three consecutive years 2017, 2018, 2019.



Narendra Patel
Visual Communication (Animation)

Graduated in fine art 1973, Concluded his M Des. In visual communication (Animation Film) from NID-1980 Credit also goes to him to become the first graduate and first professor in animation film in India. Being the only qualified animation designer, he served as a faculty at NID & contributed in developing Animation Film Course at NID. He has been an outstanding design professional known for many landmark projects, animated advertisements & promotional films. He is known for his in depth services in graphics, branding, packaging, exhibition, web designing, user interface, and software development. His presence is seen in many premium Design institutions starting from NID, DA-IICT(Gandhinagar), IICD (Jaipur), NIRMA University (Ahmedabad). He believes "Designing is more challenging today due to rapidly changing technology & material science. we also need to keep synchronized our knowledge with the growing challenges in the Indian industry."



Vasav Bhatt
Architect & Interior Designer

An Architect with an experience of working with legendary personalities like Mr A.D.Raje & Padmashree Dr.B.V.Doshi, served in a vast versatile field of Architecture & Urban Planning. He has proven his mark with his belief "The best buildings spring from their surroundings, both natural and cultural as well from people who will occupy them. The purpose of our work is to create harmonious buildings and to make the act of dwelling both publicly & privately more meaningful." His contribution in Architecture & Interior spaces speak by itself on his belief. He is known as an educator as well as an expert on "Art of Detailing in Design". He has been contributing his expertise in many Design education institutions of repute on key areas of working drawings, design studio & final year Design projects. His work speaks for his personality as an Architect, Designer & Educator.



Minal Patel
Architect & Town Planner

Architect, Urbanist and Academician in the field of Architecture and Urban Design and Planning since last 30 years. She has started her journey as academician from 2007 while on board of studies at Nirma University & Ganpat University School of Architecture. Involved with IED, V.V. Nagar as Urban Planning Head, worked with UID as PG program Head, Faculty at CEPT in Urban Planning Housing and involved with teaching and as jury at SVIT Vasad, SMAID V.nagar in various capacities.



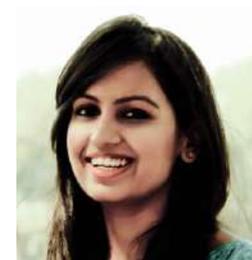
Vijay Tiwari
Textile Design

Design Graduate from NIFT (Gandhinagar) B.Des. having over 13 years of experience in the Fashion industry and education. He has created a benchmark in Woven Handloom Fabrics for Varanasi Weaver's Project 2008 with the great collection of wearables. Students favorite design mentor at various design colleges in India as well as senior visiting faculty at NIFT (Gandhinagar).



Shalini Tripathi
Textile Design/ Ceramic & Glass Design

Energetic Designer from NIFT (Gandhinagar) B Des. Textile Design, & M Des. NID (Ahmedabad) Ceramic and Glass Design, has been exploring Design Professional & Education since more than seven years. She has worked with different companies in Apparel and Textiles sectors to Tiles and Design sectors, also involved with companies to plan long-term Design strategies for start-ups in India on different platforms like online education, health, and sustainability. She has her own Visual Communication one-stop solution company & actively involved as visiting Faculty at NIFT Gandhinagar.



Anjana Singh
Fashion & Textile Design

Fashion Design graduate from NIFT, Kangra. Having proficiency in surface design technique and fabric handling. Worked for renowned fashion brands over the years for international market. Design head for leading brands. Assistant Creative Director and lead costume designer for renowned television shows and OTT platforms

SOID

Silver Oak Institute of Design

SOID identifies Design as one of the building blocks of society. It aims at inspiring students to visualize in a way that helps them stand out and make a difference.

Our education philosophy is unique in a way which aims towards its implementation of National Education Policy 2020, which believes, universal high quality education is the best way forward for developing and maximizing our country's rich talent and resources for the good of the individual, the society, the country, and the world at SOID. We offer fair opportunities to every creative students after 10th from Diploma till Bachelor of Designing, as well as interchange of learning place to presume the best experience in becoming versatile design professional.

We aim to provide design education to all sections of the society and make our students impeccable individuals in the Design World. Our courses are meaningfully designed for commercial excellence making our students versatile individuals. We give our students cross field exposure, a practical learning environment that includes workshops, seminars, and master classes by reputed designers, and training from people in the industry to give them a very realistic insight into the industry.

We have one of the best infrastructural facilities, a knowledge center and well-equipped labs backed by a team of pre-eminent academic contributors and faculty members. Further, we also offer industrial collaborations to give our students the best practical exposure, thereby equipping them with Industry-ready skill sets and transforming them into competent professionals.

Flexible Design Education Philosophy

Bachelor in Design (B.Design) - 4 Years (8 Semesters)

Eligibility to pursue B.Design

Students passing or appearing for Grade 12 exams from any State, Central or International Higher Secondary Education Board as well as students passed in Grade 10 + 3 years of recognized Diploma certified by any State Government or from any recognized Private Institute or UGC approved Private University, with equivalency to 12th from respective state education board.

Lateral Entry Eligibility at SOID's B.Design Programme

Transfer of credits and credit exemption program allows the students to get direct entry in admission for the Advance Certificate (2nd Year) in B.Design, in any domain of their choice.

Students having completed 3 years Diploma in Design, (after 10th/SSC) from any recognized Diploma College/ UGC approved Govt. or Private University from any State or have completed one year of Design Study (after 12th HSC) at any recognized Design College or University, are eligible to enter the second year directly in B.Design at SOID. The credits for the first year shall be adjusted after analyzing and mapping the syllabus and credits.

Students having completed 2 years of Design study (after 12th/HSC), from any recognized Design College/ UGC approved Govt. or Private University from any State or have completed Two years of Design Study from any recognized Design College or University, are eligible to enter the Third year directly in B.Design at SOID, in respective domain specialization. The credits for the two years shall be adjusted after analyzing and mapping the syllabus and credits.

Basic certificate in B.Design

Semester 1&2

Advance certificate in B.Design

Semester 3&4

Basic certificate in D.Design

Semester 1&2

Advance certificate in D.Design

Semester 3&4

Advance Diploma in B.Design

Semester 5&6

Bachelor in Design

Semester 7&8

Diploma in Design

Semester 5&6

Eligibility Criteria for B.Design

Candidates with 10+2 or equivalent in any stream (Science /Commerce /Humanities or Arts) with an aggregate of minimum 40%, are eligible to apply. Candidates appearing for Class XII examination in the current academic year, or awaiting results may also apply. Candidates are accepted from CBSE/ISC/State/IB/NIOS or any other equivalent Indian or International Higher Secondary Board. Candidates will be selected based on Creative Test, Portfolio & Personal Interview at SOID.

Silver Oak Institute of Design offers a 4-years (8 semesters) Bachelor in Design programme through 4 specializations. SOID aims to nurture the talent and singularity in Design students in following domains :

1. Fashion & Textile Design
2. Interior & Furniture Design
3. Visual Communication Design
4. Product Design

Please note that the lateral entry admissions shall be subject to terms and conditions of Silver Oak University.

Eligibility Criteria for D.Design

Candidates with 10th pass at secondary school level program with an aggregate of minimum 40% are eligible to apply. Candidates appearing for Class 10th examination in the current academic year, or awaiting results may also apply. Candidates will be selected based on creative aptitude test at SOID. After completing the Diploma at SOID, students can seek transfer of credits for higher studies, directly in second year of B.Design at SOID.

Silver Oak Institute of Design offers a 3-years (6 semesters) Diploma in Design programme through 2 specializations. SOID aims to nurture the talent and singularity in design students in following domains :

1. Fashion Design
2. Interior Design

For more information, E brochure, and admission form, visit:

Website: soid.silveroakuni.ac.in

Email: admission.soid@silveroakuni.ac.in

Communication contact: +91-79-66046304 / +91 7069091515

FASHION & TEXTILE DESIGN

SOID offers an integrated Fashion Design Degree Program that encompasses every significant detail that would help our students stand out in the most competitive industry.

The fundamentals of a fashion design entails understanding the variety of textiles, their interactions with distinct types of human bodies and learning the factors that include the development of a garment. These factors involve cultural values, seasonal changes, occasions and person's comfort, style and personality, just to name a few.

We offer an in-depth knowledge of different types of textiles. The course helps the students in recognizing the difference and properties of natural and man-made fibers, difference between handmade and machine-made, various surface development techniques, dyeing methods and paying attention to significant details of garment construction from casual to couture. Hence, the students make right fabric choices, use color theories to their advantage and focus on proper fitting and finishing details which helps them go towards the most promising direction.

Our students learn from the best faculty in classrooms equipped with the best resources. Further, we offer special sessions that are arranged with master craft persons and pioneers of the industry.



HIGHLIGHTS

- Fashion Illustration
- Textile Science
- History of Fashion
- Fashion Forecasting & Trend Studies
- Fashion Styling
- Fashion Photography
- Pattern Making
- Garment Constructions
- Draping
- Visual Merchandising
- Fashion Marketing
- Digital Representation Technique
- Traditional Indian Textile
- Surface Design Technique
- Industry Internship & Graduation Project

INTERIOR & FURNITURE DESIGN

Interior Designing is the art and science of playing with the available space to create the right mix of purpose, mood, and aesthetics. Designing the space revolves around the client. Therefore, understanding the needs, values, aesthetics, cultural background and environmental conditions of the client is of paramount importance to create their perfect living space. Creating that perfect space with a sense of belongingness for the clients comes to be the core responsibility of any Interior Designer.

Our Interior Design syllabus is a detailed course structure where students learn different textures and materials. They are further exposed to technical aspects like structural study, color theory, human psychology, anthropology, lighting, etc. followed by exploration with space, shapes, colors, and textures. We encourage students to let their creativity flow while keeping the client's aesthetic values, comfort, needs, lifestyle, cultural values, and economic conditions as their priority. After all, creating the right working/living space which is going to be a part of one's life for the longest time is no less than creating magic !



HIGHLIGHTS

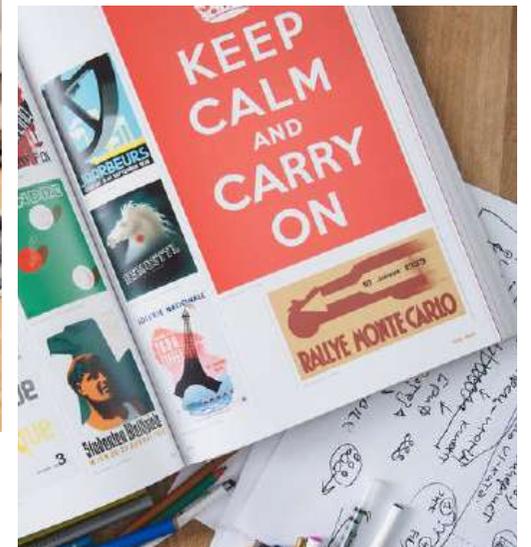
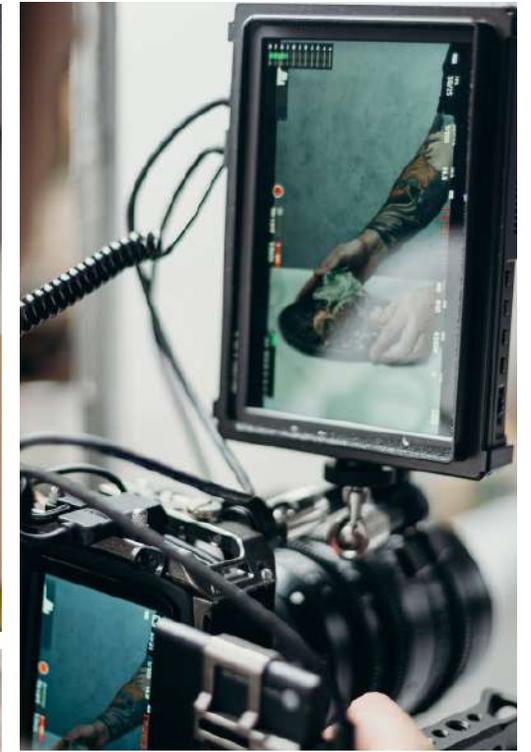
- Ergonomics
- History of Art & Craft and Architecture
- Visualization and Drawing
- Material Exploration
- Craft Techniques
- Digital Representation Technique
- Industrial Design
- Exhibition Space Design
- Personal and Public Space Design
- Industry Internship
- Graduation Project

VISUAL COMMUNICATION

In the world we live in today, digitization is the inevitable truth of life. Our lives revolve around digital media. Every minute, we process information from numerous sources in the form of videos, images, ads, graphics, reels, and much more. Hence, every business requires a certain form of communication in order to sell their products and or services. Thus, Visual Communication Designing shapes our lives directly and indirectly in the ways we hardly even realize. It has become an incredibly significant field of study in today's time offering a wide spectrum of opportunities.

Visual communication design is an impressive amalgamation of both communication design and graphic design. Whither Graphic Design is a highly specialized discipline focusing on creating key visual elements, and Communication Design is a more generalized field focusing on formulating broader campaigns or strategies, visual communication design can be thought of as existing somewhere in between the two. It is the practice of creating strategic visuals to express a specific message or tell a specific story to an audience.

We at SOID teach our students the use of colour theory, typography, drawing, design software, data visualization, design for web and print, branding and identity design. Our course intersects closely with other disciplines including user experience, photography and illustration to help students shape their career paths in the fields as diverse as graphic designing, professional digital photography and retouching, digital or analogue illustration and publication, professional digital animation, advertising, website design, and marketing. We help our students develop sound technical and creative skills in the right proportion to give competent designers in the blooming field of Visual Communication.



HIGHLIGHTS

- Typography
- Photography
- Information Graphics
- Print and Packaging Design
- Corporate Identity Design
- Storytelling and Script Writing
- Exhibition Design
- Social Media
- Animation Design
- Ads Films & Documentaries
- Industry Internship
- Graduation Project

PRODUCT DESIGN

Product Designing is identifying problems and crafting creative and effective solutions for the same. The art of aligning the needs in sync with the business goals to create a product that can sustain for the long run is rather tricky.

In today's world where all kinds of products exist meeting all kinds of needs, creating an exclusive commodity that could stand out needs observation, in-depth market analysis, and hefty brainstorming. Our Product Designing course is just the right package of all the skill sets that are needed for this complicated process. We train the students to have a thinking pattern enabling them to envision things in a particular way. We encourage them to keep ethics as their priority while meeting the business goals, where the products they create are not just aesthetically pleasing, user-friendly, and cost-efficient but also environmentally friendly, energy-saving, recyclable, reusable, and ethically produced. We train them to use the apt technology and utilize the best quality materials to give the best. Hence, they make no compromise with the technology and quality of materials used making the end product a competitive advantage.



HIGHLIGHTS

- Ergonomics
- Material Exploration & Application
- History of Art & Craft
- Sustainable Design
- Digital Representation Technique
- Product Photography
- Manufacturing Process
- Packaging Design
- Fundamental of Product Design
- Product Innovation and IPR
- Industry Internship
- Graduation Project



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