



Unitedworld Institute of Design (UID), Ahmedabad

I. Application & Exam Schedule:

Location	Last Date to Apply	Exam Date	Application Links:	Application Fees
Ahmedabad	15-Jan-20	26-Jan-20	http://bit.ly/33WzRrb	2000/-

II. Programs Offered:

Programme	Degree	Specialization	No. of seats
Communication Design	B Design	Visual Communication (Graphics)	60
	B Design	Interaction Design.	60
	B Design	Animation & Motion Graphics, Game Design	60
	M Design	Visual Communication (Graphics)	15
Industrial Design	B Design	Product Design	60
	B Design	Automobile & Transportation Design	60
	B Design	Interaction Design.	60
	M Design	Product Design (Industrial)	15
Fashion Design	B Design	Fashion Design, Intimate Wear & Lingerie Design	60
	B Design	Lifestyle & Accessory Design	60
	M Design	Apparel & Textile Design - Textile & Knitwear Design	15
Interior Design	B Design	Interior Design	60
	M Design	Furniture & Interior Design	15

III. Entrance Exam Pattern:

Phase	Date	Section	Pattern	Time	Details									
I	26 Jan 2020	Aptitude Test- (UID DAT will be conducted across 19 test centres in the country)	Undergraduate DAT Paper- 21 Questions. <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Section</th> <th>Marks</th> <th>Questions</th> </tr> </thead> <tbody> <tr> <td>Part A</td> <td>50</td> <td>16</td> </tr> <tr> <td>Part B</td> <td>50</td> <td>5</td> </tr> </tbody> </table>	Section	Marks	Questions	Part A	50	16	Part B	50	5	3 hrs	This design entrance exam will comprise of- 1. General IQ Test 2. Critical Analysis Test 3. Creative Ability Test.
			Section	Marks	Questions									
Part A	50	16												
Part B	50	5												
Postgraduate DAT Paper- 18 Questions. <table border="1" style="margin-left: 20px;"> <thead> <tr> <th>Section</th> <th>Marks</th> <th>Questions</th> </tr> </thead> <tbody> <tr> <td>Part A</td> <td>50</td> <td>13</td> </tr> <tr> <td>Part B</td> <td>50</td> <td>5</td> </tr> </tbody> </table>	Section	Marks	Questions	Part A	50	13	Part B	50	5	3 hrs	This design entrance exam will comprise of- 1. General IQ Test 2. Critical Analysis Test 3. Creative Ability Test.			
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II	April 2020	Studio Test (Will be conducted at the campus of UID, Ahmedabad)	Two Creative situation tests	60 mins each	Candidates who clear the UID Aptitude Test are then shortlisted to appear for the situation test round which is conducted on the campus of Unitedworld Institute of Design.									
			Personal interview and Portfolio assessment	10-15 Mins										

IV. Past Papers: Link - <https://silica.co.in/uid-sample-papers.html>

V. Studio Test:

#	Course	Questions	Material	Time
1	Fashion Design	Construct an inverted cone (standing on its vertex) with the materials provided. Not necessary to use all.	1. Toothpicks, 2. straws, 3. 10 small paper cups, 4. rubber bands.	1 HR
		Make a model to depict any one emotion of the following and give a description of your 3D model. Emotions: a) Wonder b) Love c) Anger	1. Paper cups, 2. Toothpicks, 3. Quilling paper colourful strips 4. Aluminium thin wire	1 HR

			5. Rubber band	
2	Design	Depict idiom 'Cutting corners' in a 3D structure.	1. Aluminium Wire -3mm 2. 15 candy sticks 3. Clay 4. Quilling stripes 5. Mount board 6. Glue 7. 4 papers - White, Pink, Yellow, Blue	1 HR
		Make a trophy for 'Best Dad'	1. Clay 2. Rubber band 3. Cardboard 4. Wire 5. Fevicol	1 HR

VI. Interview Questions:

#	Questions
1	Why do you want to do designing?
2	Which are the best two qualities you have?
3	What is the size of the brick?
4	How many bricks are used in one wall?
5	Who is your idol in your life?
6	Tell us about your hobbies.
7	What do you like most of your city?
8	Why do you select UID?

VII. Portfolio Review:

#	Questions
1	Which colour scheme have you used in your portfolio work?
2	How did you manage your time to make your portfolio?
3	What is your opinion of current design innovations?

VIII. Tips To Crack The Exam:

#	Tips
1	Work on drawing and sketching skills for CAT rounds.
2	The Jury can be asked for on the spot sketching. So practice perspective, light and shadow.
3	It is important to have basic knowledge of the field of work you are interested in. Read a lot of books, newspapers, generally be world-aware, watch movies, watch TV, watch web-content & generally consume content from India & the world.
4	You should be aware of the basics of design like Design principles, color schemes, texture etc, for portfolio round.
5	Prepare the proper explanation for your portfolio, like process, techniques, medium, concept, material you have used, inspiration etc.
6	Try to add at least 2-3 3D works in your portfolio.

All the Best!

SILICA Team