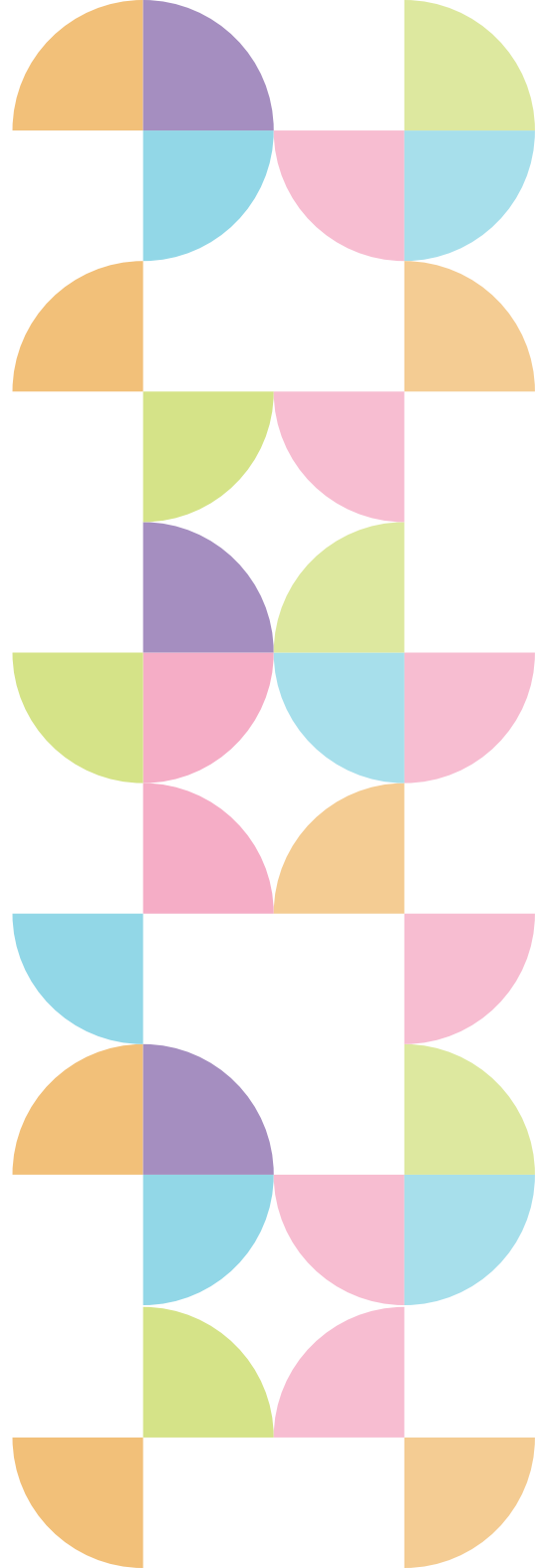


# PROSPECTUS







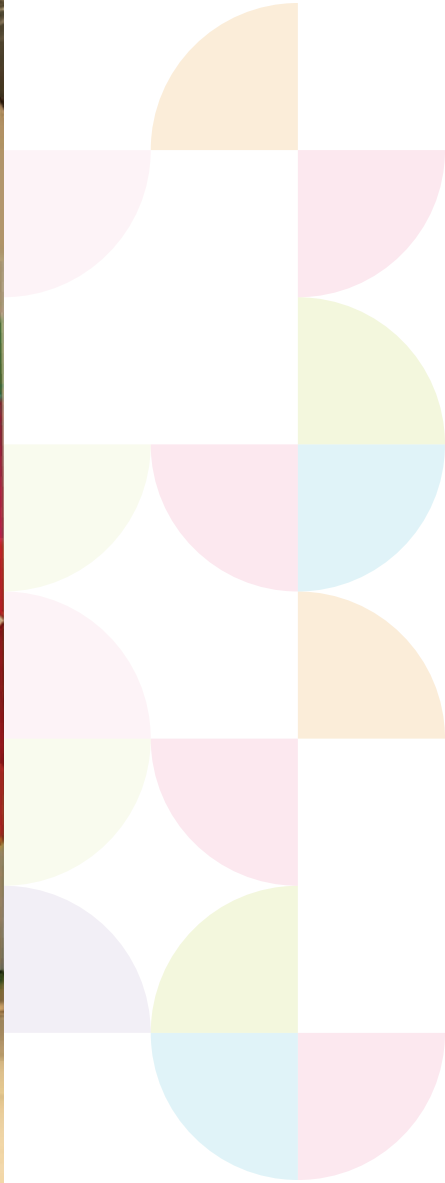
## PREFACE

From the stone age up until the digital era, humans have craved & crafted a better quality of life by innovating and designing from the ground up.

*"Where you innovate, how you innovate and what you innovate are design problems."*  
-Tim Brown, CEO and President of IDEO

Since time immemorial, design has played a crucial role in deciding the standards of human living. Everything we use, perceive and experience from our waking moments in this digital age are a direct outcome of design. With the rising significance of design, designers are consigned with progressively complex and critical challenges. Design education has become mandatory as it is the foundation for the art of understanding and appreciating patterns in everyday life. DOT School of Design was conceived with the idea of recognizing patterns and making meaningful connections.

**Welcome to Our Testament**







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DOT  
SCHOOL  
OF DESIGN



# WHY DESIGN EDUCATION?

*"The whole point of human-centered design is to tame complexity, to turn what would appear to be understandable, usable, enjoyable" - Don Norman, Researcher, Professor & Author*

*Design is a fundamental part of our world. It's a life skill that will enable you to process the world around you differently. Design education helps in imbibing design thinking, where you learn to resolve problems more efficiently, more innovatively, more creatively, respond to stimulus more consciously. Design education is relevant to a diverse range of fields including engineering, manufacturing, architecture, advertising, marketing, visual merchandising, film, publishing, theatre, communication, fashion, interior design, spatial design, business development, branding, etc.*

## Scope of Design Education :

- **Exponentially increasing consumption** : The annual consumption rate of design services in India is estimated to increase by 400% in the next 4 years.
- **Growing Job Opportunities** : The number of available jobs in this sector outnumbers the supply of design professionals. India produces about 2,400 design professionals a year whereas the requirement for the same is around 9000 to 10,000.
- **Specialized Practice** : Because there are a plethora of design fields, one can easily specialize in particular area of expertise. The industry is such that the designer can easily make their mark with their particular style or mode of work.
- **Sunrise sector** : The vibrant and dynamic design field is on the uprise with many companies preferring more creative professionals. The design world is constantly evolving and redefining itself.







# HISTORY

In 2014, a group of working professionals identified two glaring problems in the field of design. One was the growing voice from the design industry about the lag in the skill set of design graduates and the other was the increasing lack of awareness about the importance of design when developing products. Having identified these problems, the working professionals formed an educational institution named dschool, to provide a foundational design course for design enthusiasts. dschool provided a platform for the students to learn, explore and discover a career path through design programmes that emphasized maximum practical exposure.

Around the same time, Vista institute of design, a branch of dschool, was providing certified programmes in various design fields. Their updated syllabus was designed around real-life projects that provided their students hands-on experience in the design industry. The syllabus and the curriculum of Vista Institute of Design were University accredited for providing diplomas in disciplines such as Interior Design, Fashion Design, Textile Design, Graphic Design and Illustration Design.

In 2020, dschool and Vista Institute of Design came together to form ***DOT School of Design***, aiming to bridge the gap between industry requirements and academia. DOT School of Design now stands as a platform for students to explore their design interests in alignment with creating a solid career path in the design field.

# DOT's PEDAGOGY



## VISION

*To bring DOT as one of the foremost multi-disciplinary college in design education and research.*

## MISSION

*To create design awareness among everyone and offer world-class design education to the students passionate about design.*



We aim to achieve our vision by being a pioneer in design education by inculcating design values and design thinking in our students, grooming them into socially, economically and culturally contributing design professionals and involving them in many real-time projects. Our mission will be accomplished by educating our students for the future and by bringing in current hands-on training that serves the needs of the future socio-economic and environmental changes & challenges. We want to educate artists and creative professionals by instilling aesthetic judgment, professional knowledge and collaborative skills. We aim to create more skilled design professionals each year competing internationally.

**DOT School of Design** has collaborated with Alagappa University, a NAAC accredited 'A+' grade and Government of Tamil Nadu approved University, for B.Des / M.Des. Alagappa University is the only university that offers professional design courses in Tamil Nadu.









# TEACHING FRAMEWORK

Design being a combination of intellectual, emotional and physical inputs, DOT's teaching framework is built on 5 strong foundation principles addressing these inputs. They are as follows:

## GRADUATION

DESIGNER

## CAREER INCUBATION

INDUSTRY  
CONNECT

D-SPARC

## PROFESSIONAL PRACTICE

PROFESSIONAL  
INTERSHIP

GRADUATION  
PROJECT

DESIGN  
MANAGEMENT

## PRODUCTION METHODS

HAND  
CRAFT

INDUSTRIAL  
MACHINES

DIGITAL  
TOOLS

ADDITIVE  
MANUFACTURING

## MULTI DISCIPLINARY

INDUSTRIAL  
DESIGN

UI/UX  
DESIGN

COMMUNICATION  
DESIGN

FASHION  
DESIGN

INTERIOR  
DESIGN

## DESIGN VALUES

ARTS &  
AESTHETICS

DESIGN  
HISTORY

USER - CENTERED  
APPROACH

FORM, SPACE  
& ORDER

LIBERAL  
ARTS

LEARN THROUGH  
TRAVELLING

### **1. Six design values:**

From the moment of comprehending a problem to working towards creating a design solution, the process has been non-linear, compelling the designer to make several decisions. The major decision-making factors, involved in this non-linear process are Art & aesthetics, Design history, User-centric approach, Form space & order, Liberal arts and Learn through travelling. As a designer, learning the method of problem-solving through these major decision-making factors, helps in ameliorating the design value, both in the product and in the designer.

### **2. Five disciplines – Multi-disciplinary:**

Design being an interdisciplinary field, we believe that laying out a platform for various design fields, like Industrial Design, Communication Design, UI/UX Design, Fashion Design and Interior Design under a single roof will help the students to work parallel in all streams of design. Our curriculum also has rudimentary modules in other design fields.

### **3. Four production methods:**

*“Genius is when an idea and the execution of that idea are simultaneous” – Albert Einstein*

As it is important to focus on creating a good design concept using design values, executing it into a final product is equally significant. A designer with just concepts and without the knowledge of creating the end product is defective. Students will be taught various production methods like

**Handcraft** - Art studios for pottery and painting, a manual weaving lab, hand working carpentry space.

**Industrial Machines** – Metal workshop, Woodworking workshop, Printing technology lab, Photography darkroom, Garment construction lab, Pattern making workshop.

**Digital tools** – Resource lab, Sound design lab, Photography lab, Dolby Atmos video room, etc.

**Additive manufacturing** – 3D Printing machine, Laser cutting machine, etc.

### **4. Three professional practice assistance:**

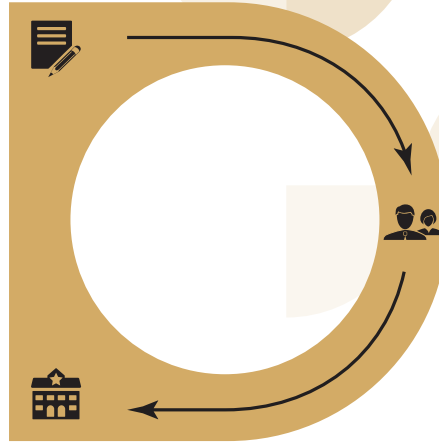
Education doesn't stop with learning the core modules and production methods alone. DOT focuses on three major additional skills that will help the students to get trained in their profession before they enter the industrial world. Our students get equipped with the best design management skills, fabricating a project from its brief till the final execution in their graduation project and helping them in finding the best industrial internship opportunities to understand the professional methods beforehand.

### **5. Two career connects:**

It's beautiful when career and passion comes together. The great design minds that are developed during their learning period at the institution, need to be placed at the right industrial platform or should be given an opportunity to start up on their own. DOT has two intense career-connect operations to assist with the student's career. INCO (Industry Connect) aims to create a mutually beneficial platform for both the industry and the students to collaborate and grow. D-SPARC, a design-focused incubation and research community for passionate problem solvers to innovate and research.

# ADMISSION PROCEDURE

**EARLY  
APPLICATION**



**PERSONAL  
INTERVIEW**

**ADMISSION INTO  
DOT SCHOOL OF DESIGN**

Fill out the application form which is available on our website (online) with all the particulars and submit to us.

+

Once you have submitted the application form our admission coordinator will fix an appointment for the personal interview.

→

Candidates who cleared the personal interview will get their admission into

**DOT School of Design**

**STEP 1**

**STEP 2**

**STEP 3**

DOT School of Design has a niche admission procedure to take in quality students who are truly passionate to take design and creative fields. The benefits of having our own selection process is that they only learn from the best but also learn along with the best.





# DOT DAT- SCHOLARSHIP EXAM

The DOTDAT-Scholarship Exam presents a prestigious opportunity for aspiring students to pursue their educational ambitions through scholarship support. This rigorous assessment consists of two distinct rounds, each geared towards recognizing exceptional talent and potential.

## Round 1

- MCQ Test
- Audio Visual
- Sketching

## Round 2

- Hands On

*"Design is really an act of communication, which means having a deep understanding of the person with whom the designer is communicating"*

*- Donald A. Norman, Author, Professor, and Designer*





# PROGRAMS

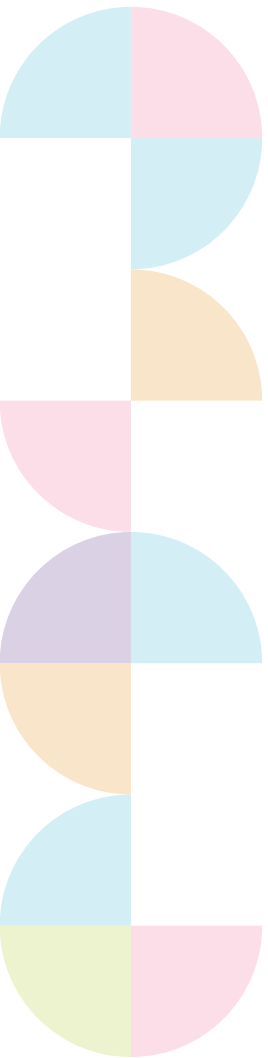
## **BACHELOR PROGRAMS :**

- B.Des in Industrial Design
- B.Des in Fashion Design
- B.Des in Communication Design
- B.Des in Interior Design
- B.Des in User Experience Design

## **MASTER PROGRAMS :**

- M.Des in Interior & Furniture Design
- M.Des in Communication Design
- M.Des in Industrial Design





**INTERIOR  
DESIGN**

**FASHION  
DESIGN**

**UI/UX  
DESIGN**

**INDUSTRIAL  
DESIGN**

**COMMUNICATION  
DESIGN**







# UNDER - GRADUATE PROGRAMS

## FULL-TIME REGULAR COURSE - B.Des

A bachelors program for a design course trains the students extensively through all the stages of the design process, from identifying the problem to delivering the solution in the client's language. The experience needed to tackle any industry requirements which otherwise would take longer to learn is taught using expeditionary teaching techniques for the students in our programs. Students are evaluated based on projects, juries & presentations along with written examinations.

The first-year syllabus is common across all discipline. Students start specializing in their respective domains from their second-year.

# POST - GRADUATE PROGRAMS

## FULL-TIME REGULAR COURSE - M.Des

Progress in your design education with a masters degree program. Learn to expertise and specialize in your stream with our comprehensive curriculum designed to equip you with the necessary skills & advanced techniques to tackle the cutting edge requirements of the industry.



## CAREER OPPORTUNITIES

Industrial Design is a broad spectrum of field and discipline. Students can concentrate in any specific field as a designer like product designer, automobile designer, toy designer, ceramic designer, furniture designer, user experience designer, design researcher, interaction designer, package designer, accessory designer and more.



# INDUSTRIAL DESIGN

*B.Des / M.Des Program*

Industrial Design is a profession that involves creating real goods and services that are utilized on a daily basis by millions of people all over the world.

With our teaching approach, students are not only encouraged to learn but also to increase their creative zeal and industrial knowledge through practical exercises. Putting ideas into practice, students will explore more practical activities and resolve authentic problems. Over the course of time, students will be moulded into confident individuals with strong fundamentals like basic geometry, representation of shadow and highlights, before you step up to advance concepts like form study, color finish and materials, product process, human ergonomics.

Students submit a graduation project by the conclusion of their final year that displays all the knowledge and abilities they have acquired and refined throughout the course of the programme. They finish their industrial design bachelor programme with a jury evaluating their work, prepared for a reputable placements.

DOT is confident in its ability to provide students quality education with our renowned faculty from prestigious universities, industry professionals serving as advisors, regular syllabus updation and industry-viable infrastructure. Enrolling in our Industrial Design course will enable you to polish your talents and get ready with a wide range of employment options.



## CAREER OPPORTUNITIES

Fashion Design students can start their career as a fashion designer, retail manager, merchandiser, buyer, fashion stylist, fashion consultant, textile designer, fashion illustrator, style editor, fashion journalist, quality analyst, trend forecaster, event manager and entrepreneur among other positions depending on their interests and skills.



## FASHION DESIGN

### *B.Des Program*

For those that have a knack for clothing design and are on point with their understanding of the newest trends, fashion designing is a fantastic career choice.

With our teaching approach, students are not only encouraged to learn but also to increase their creative zeal and fashion knowledge through practical exercises. Putting ideas into practice, students will explore more practical activities and resolve authentic problems. With strong foundational concepts like fashion illustration, design essentials and sewing clothes, you will gradually become familiar with complex ideas like design processing, methods for acquiring materials and fashion entrepreneurship.

Students submit a graduation project by the conclusion of their final year that displays all the knowledge and abilities they have acquired and refined throughout the course of the programme. They finish their fashion design bachelor programme with a jury evaluating their work, prepared for a reputable placements.

DOT is confident in its ability to provide students quality education with our renowned faculty from prestigious universities, industry professionals serving as advisors, regular syllabus updation and industry-viable infrastructure. Enrolling in our Fashion Design course will enable you to polish your talents and get ready with a wide range of employment options.



## CAREER OPPORTUNITIES

Communication Design graduates have countless opportunities to put their abilities to use in a range of businesses, including publishing houses, advertising agencies, digital media firms, human-centered research groups and non-profits. They can work on a variety of projects in the fields of art direction, branding and visual identity design, packaging design, social media design, illustration, publication design, photography. They can start their own business or work as a freelance designers.





# COMMUNICATION DESIGN

## *B.Des/M.Des Program*

A discipline that combines design and information creation, Communication Design is focused on how media interact with audiences.

With our teaching approach, students are not only encouraged to learn but also to increase their creative zeal and communication knowledge through practical exercises. Putting ideas into practice, students will explore more practical activities and resolve authentic problems. Over the course of time, students will be strong and confident with the basics like principles of design, typography, color and form before advanced lessons like user interface and user experience (UI/UX), digital graphics, publication design, advanced photo manipulation.

Students submit a graduation project by the conclusion of their final year that displays all the knowledge and abilities they have acquired and refined throughout the course of the programme. They finish their Communication Design bachelor programme with a jury evaluating their work, prepared for a reputable placements.

DOT is confident in its ability to provide students quality education with our renowned faculty from prestigious universities, industry professionals serving as advisors, regular syllabus updation and industry-viable infrastructure. Enrolling in our Communication Design course will enable you to polish your talents and get ready with a wide range of employment options.



## CAREER OPPORTUNITIES

Students can aspire to start working as furniture designer, set designer, residential Interior design consultant, model maker, kitchen, bathroom & wardrobe designer and even an interior decorator. They can also find employment opportunities with architectural firms, construction firms, hotels and health resorts, design studios, real estate companies, set design companies, exhibition design companies or practice independently as a lighting designer, visual merchandiser and interior & spatial designer.





# INTERIOR DESIGN

## *B.Des/M.Des Program*

Everything in Interior Design revolves around how we use spaces. It has a significant impact on how we live, work, play and even recover on a daily basis.

With our teaching approach, students are not only encouraged to learn but also to increase their creative zeal and interior knowledge through practical exercises. Putting ideas into practice, students will explore more practical activities and resolve authentic problems. Over the course of time, students will be moulded into confident individuals with strong fundamentals like history of interior design, elements, graphics and principles of design, before exploring advanced concepts like interior services, cost estimation, furniture design & its construction detailing, lighting and colors.

Students submit a graduation project by the conclusion of their final year that displays all the knowledge and abilities they have acquired and refined throughout the course of the programme. They finish their Interior Design bachelor programme with a jury evaluating their work, prepared for a reputable placements.

DOT is confident in its ability to provide students quality education with our renowned faculty from prestigious universities, industry professionals serving as advisors, regular syllabus updation and industry-viable infrastructure. Enrolling in our Interior Design course will enable you to polish your talents and get ready with a wide range of employment options.



## CAREER OPPORTUNITIES

User Experience Design is a broad spectrum of field and discipline. Students can concentrate in any specific field like UX designer, UX researcher, information architect, interaction designer, visual designer, UI designer, UX writer or content strategist, usability analyst, UX manager or director, UX consultant or freelancer, product manager, UX educator or trainer, UX evangelist or advocate etc.



# USER EXPERIENCE DESIGN

## *B.Des Program*

User Experience Design (UX Design) is a discipline centered on user needs, ensuring products and services are user-friendly and enjoyable. It involves research, design and ongoing improvement to optimize user interactions.

With our teaching approach, students are not only encouraged to learn but also increase their creative zeal and design knowledge through practical exercises. Putting ideas to practice, students will explore more practical activities and resolve authentic problems. Over the course of 4 years, students will be exposed to the design of the entire process of acquiring and integrating the product, including aspects of branding, design, usability and function. The goal of UX design is to create easy, efficient, relevant and all-around pleasant experiences for the user.

Students submit a graduation project by the conclusion of their final year that displays all the knowledge and abilities they have acquired and refined throughout the course of the programme. They finish their User Experience Design bachelor programme with a jury evaluating their work, prepared for a reputable placements.

DOT is confident in its ability to provide students quality education with our renowned faculty from prestigious universities, industry professionals serving as advisors, regular syllabus updation and industry-viable infrastructure. Enrolling in our User Experience Design bachelor course will enable you to polish your talents and get ready with a wide range of employment options.



*"Design is not just what it looks like and feels like.  
Design is how it works."*

*- Steve Jobs, co-founder of Apple, Inc.*









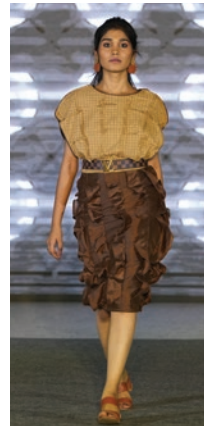


# DOT INITIATIVES

DOT Initiatives are our initial steps to make design education available for everyone. As a Design college, it is our responsibility to provide quality education and spread awareness about design to everyone. By DOT initiatives, we aim at providing an international standard curriculum. Our practical and hands-on pedagogy improves thinking and creative capacities of the students. Through DOT initiatives we provide a clear platform for students to improve and invest their imagination to be efficient human beings and outstanding designers.









# DOT SPOTLIGHT

Mr & Ms FASHION BLUSH 2023, this ramp was a beginning for all the fashion students to showcase their designs and walk the ramp with confidence. Spotlight is a fashion show for all the young designers to come and showcase their talents and get to network within the industry. Through this event we aim at creating a platform for younger generations to explore more about the industry.





# INCO

(Industry Connect)

As an initiative to create design professionals who are prepared to meet the fierce requirements of the creative & design fields, DOT School of Design has rolled out the Industry Connect Program (INCO). INCO aims to create a mutually beneficial platform for both the industry and the students to collaborate and grow.

## Benefits

- Collaborative design projects between the industry and the students of our college
- Internship and placement opportunities for the students
- Offering research & final year thesis projects based on the live requirements of the industry
- A platform for the students to be exposed to the various sectors of the design industry by means of workshops, seminars, etc
- Industries collaborate with the academic researchers at our college to create new education modules to ensure relevant and updated syllabi

**INCO**

An Industry Connect program of  
DOT School of Design





# D-SPARC

(DOT - Strategic Progress & Advanced Research Community)

D-SPARC an initiative by DOT School of Design helps students to start their own companies or businesses. The goal is to provide a platform for innovation and incubation of ideas and concepts for the development of society through art, design and technology.

## D-SPARC helps the design aspirants

- Get into research by developing their own research project under continuous mentorship
- Discover entrepreneurial expertise by developing business thinking skills to plan, run, expand and grow business
- Incubate business ideas and develop strategies that can scale up the potential businesses into profitable ventures
- Give relevant career guidance about opportunities prevailing to professionally grow in each individual's career

**DSPARC**  
DOT - STRATEGIC PROGRESS & ADVANCED RESEARCH COMMUNITY





# Fab Lab

Fablab is a coworking open experimentation space at DOT School of Design for technological, educational, cultural and scientific ventures. The lab provides space and technology to anyone interested who may be a designer or student for their live projects. In addition, a designer can also recruit DOT students in their projects or can take mentorship from DOT faculties.

## Benefits

- Encourage continuous and after-school learning through workshops, classes, seminars and mentoring
- Develop new products and innovate existing ones
- Bring the products to the level of mass manufacturing with a state of art equipments and technology
- Making their workspace, equipment and other resources to interested candidates within DOT community and design enthusiasts
- Create a safe, secure and open environment for experimentation with technology





# CLAP

Creative Learning Assistance Program (CLAP) is a non-profit initiative to extend progressive education modules to students from government educational platforms. Our goal is to help government schools incorporate creative courses for their students for comprehensive skill development. Our aim is to help the government school kids in honing their skill sets, get more exposure to various ideologies and imbibe creative thinking for problem-solving.

Students from government school backgrounds who have finished their 12th exam, and wish to pursue a career in the creative fields can take the creative quotient test organized by CLAP to be eligible for a 100% scholarship in any design or creative bachelor programs offered at DOT School of Design.





# DOT Art Gallery

The surreal experience encapsulated by art mandates a space that can accommodate its effervescence. Hence, DOT Art Gallery, an initiative by DOT School of Design, was installed to provide a fluid space for the proliferation of art and art forms.

DOT Art Gallery is the answer to the city's rising demand for fluid spaces with a certain sensibility to provide a place and time for artists to explore all mediums of art from performing arts to visual arts. An opportunity for all independent artists, performance groups, art communities and creative event managers to use the space at DOT Art Gallery. The gallery aims to create a platform for holistic knowledge sharing and a space for creative expression. The gallery aspires to blur the distinction between the art community and the general audience by imbuing a sense of communion through art.





# D-tour

D-tour is an initiative by DOT school of Design to help students explore and get inspired through travel. The genuine purpose of D-tour is to expand the classroom towards all over India and give the young design students exposure to the real world. India is a country dripping with culture and history and the agenda of D-tour is to take the students to places that surprises them with history and inspire them to think different beyond their abilities. The students will learn how to get accustomed to the fast moving world, by getting inspired and exposed to various live studios.

**D** tour TRAVEL  
XPLORE  
DESIGN  
REPEAT





Faculties from esteemed institutions



Updated IT lab



Interaction spaces



Avant-garde studios & workshops



Industrial expert advisors





# INFRASTRUCTURE

DOT School of Design is equipped with state-of-the-art infrastructure designed to train and inspire students. Studios at DOT are technologically well equipped. Laboratories and research facilities are the backbone of a hands-on design education and each department is uniquely furnished to serve their distinctness. At the same time, we are fully aware of the demands of an ever-evolving design field and are well prepared to adapt to those changes. On the whole, our infrastructure is meticulously assembled to provide students an environment that influences them to experiment on ideas, innovate on design and ultimately advance their scholastic practices.





Well resourced workshops



Wide studio space



CNC equipped lab



Photography lab

# WORKSHOPS & LABS



Sound & dubbing studio



Block printing and dyeing studio



Apparel & pattern making lab





AV room



Library



Dinning & cafeteria



Amphitheatre & spacious outdoor



Hostel facilities

# COMMON FACILITIES



Student's store



Locker facilities



DOT Art gallery










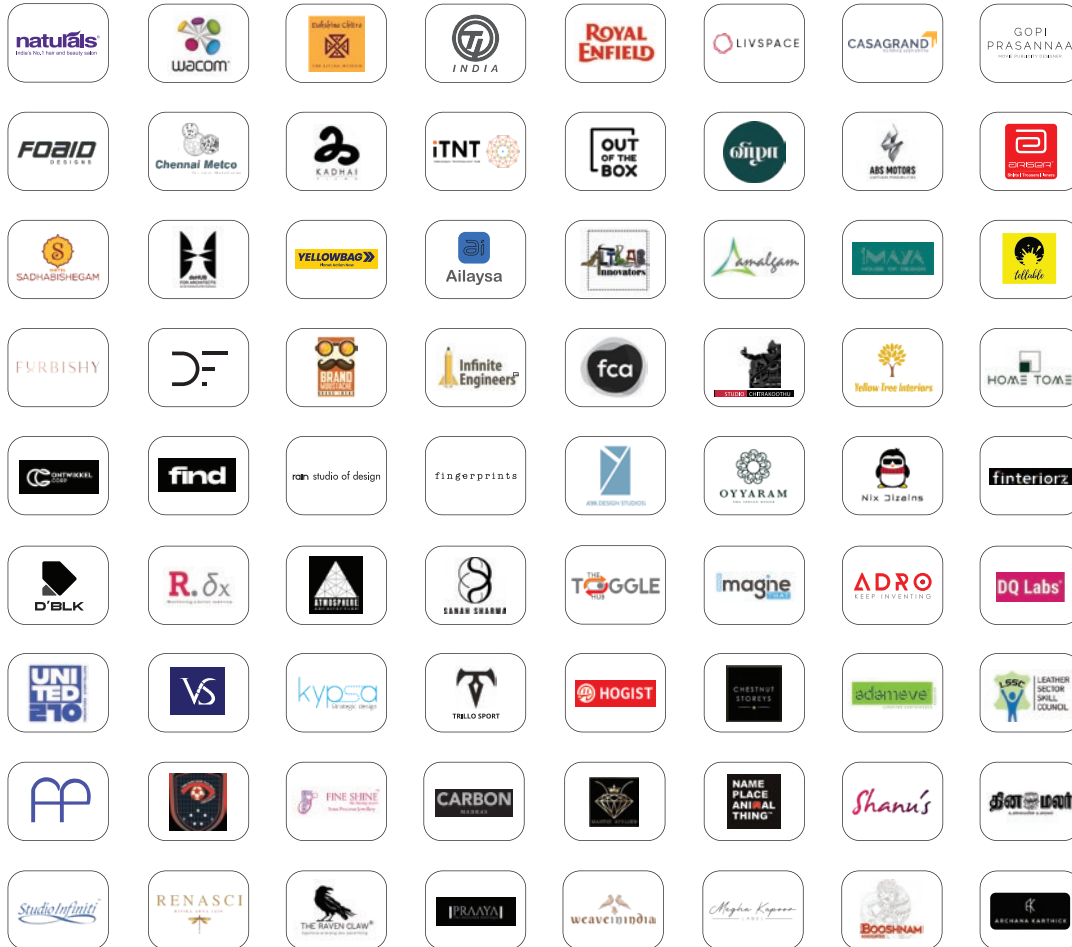
# LEARNING CULTURE

Design is an instinct, an art, a profession and the future of innovation. It requires passion, practice and patience. The students at DOT School of Design are moulded into the next generation of designers. The culture here reflects the values, principles and ideals that are vital to the holistic growth of the design industry.

The students are groomed to be creators and constructive critics of their peers and their own works. This enables them to understand their roles as valuable members and participants to shape the physical, social, cultural, economic and environmental future of the society. The students are trained to reach their maximum potential through dedication, smart work and practical knowledge. Our faculties mentor the students to graduate from DOT as design professionals with strong fundamentals to sculpt their own path of success.



# DOT ASSOCIATES





# STUDENT TESTIMONIALS

"What makes DOT stand out is its dedicated and knowledgeable faculty who stay current with industry trends. The hands-on experience, along with comprehensive safety training, has been invaluable in shaping my understanding of interior design."

**Nithyashree V K**, *B.Des Interior Design - 3rd year.*

"DOT has broadened my understanding of industrial design beyond just products. Participation in D-Tour provided invaluable insights into the design industry. DOT's multidisciplinary approach, both within and outside the college, has enriched my experience."

**Avanti Bodke**, *B.Des Industrial Design - 3rd year.*

"Initially, I expected a traditional college experience, but it pleasantly surprised me. Starting with fundamental design assignments transformed my learning into an enjoyable journey, enhancing my skills and knowledge."

**Nandana S R E**, *B.Des Communication Design - 1st year.*

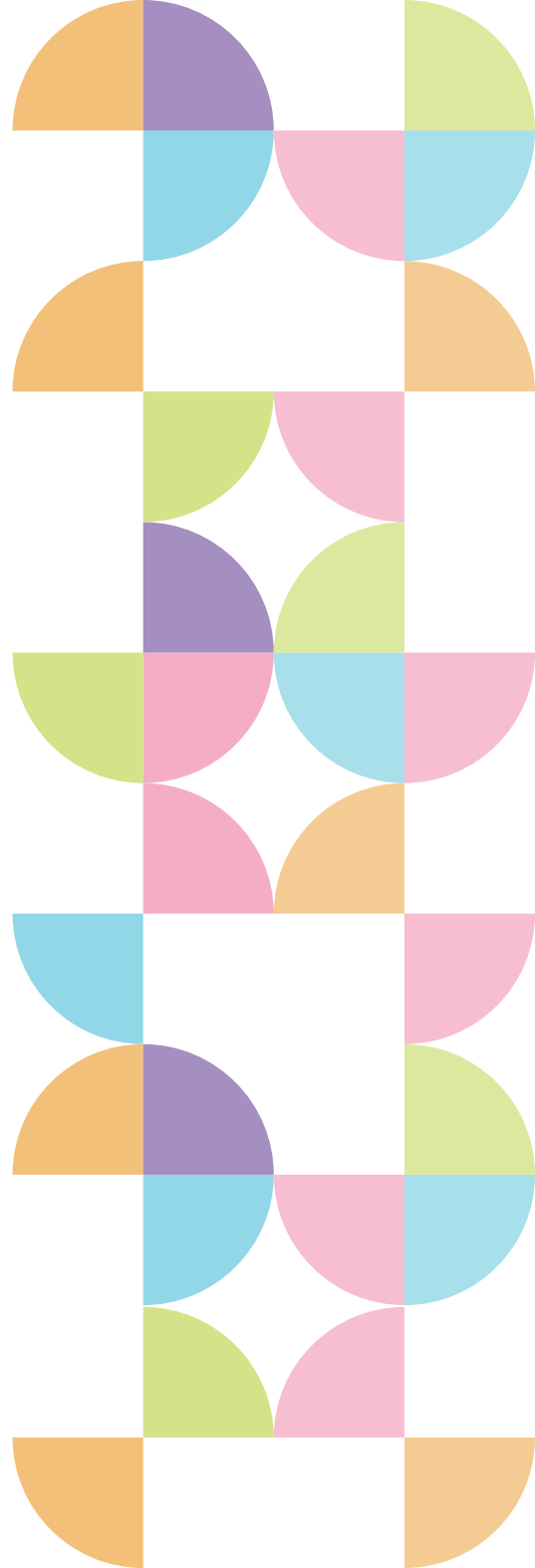
"DOT has been a revelation for me. Instead of traditional lectures, it's all about practical learning and hands-on projects. I've made great friends who share my passion, and the college encourages thinking outside the box."

**Deetchana S G**, *B.Des Fashion Design - 1st year.*

"My college experience at DOT has been both enjoyable and educational. The approachable faculty has helped me acquire new knowledge and skills."

**Swarnamalika S**, *B.Des Interior Design - 1st year.*







Published by



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