

# SDF 2025<sup>TM</sup>

**STUDENT DESIGN FEST**

[www.studentdesignfest.in](http://www.studentdesignfest.in)

future By Design



# STUDENT DESIGN FEST 2025

SDF is not just an event—it's a bridge between school and higher education for creative minds. With the theme "Circular Economy", we help Class 12 students explore, experience, and evaluate creative and design careers before making college decisions.

Student Design Fest is specifically curated for Class 12th students who have a creative mindset but may be unaware of the vast opportunities in design and creative fields. It is especially valuable for students seeking alternatives to conventional courses that can bring meaningful impact to society.

At SDF, students can participate, assess, and explore multiple creative domains, gaining insight into careers that extend beyond traditional paths.



**EDITION**

**DELHI**



**PLACE**

Delhi

**VENUE**

Appeejay Institute of Design

**ADDRESS**

54, Tughlakabad Institutional Area,  
Mehrauli-Badarpur Road,  
New Delhi-110062

**DATE**

October 15th & 16th, 2025

**TIME**

8.30am to 12.30pm



# EDITION CHENNAI

<b>PLACE</b>	Chennai, Tamil Nadu
<b>VENUE</b>	Jain Public School
<b>ADDRESS</b>	Tirumudivakkam Main Rd, Chromepet, Chennai, Thirumudivakkam, Tamil Nadu 600044
<b>DATE</b>	October 25th, 2025
<b>TIME</b>	8.30am to 12.30pm





# WHAT ARE THE CREATIVE CAREERS



Animation & Effects



Architecture



Fashion & Apparel



Visual Design



Gaming & Technology



Studio Art



Product & Interior Design



Music & Performing Art



Culinary



Media & Creative Writing



Photography



Film & Production



Marketing

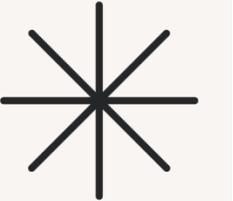


Education





# WHAT ARE THE CREATIVE CAREERS



# WHY THIS MATTERS NOW



43.3M

## Students in Higher Education

India currently has **43.3 million students enrolled in higher education.**  
*(British Council)*



28.4%

## Gross Enrollment Ratio

Gross Enrollment Ratio (GER) in higher education stands at **28.4%**, indicating room for expansion and better career guidance. *(British Council)*



\$30B

## Creative Economy Value

The **creative economy in India** is valued at **over USD \$30 billion**, employing a growing share of the workforce. *(The Times of India)*



20%

## Creative Exports Growth

**Creative exports grew ~20% last year**, generating over \$11 billion in revenue. *(The Times of India)*

- Media & Entertainment sector (animation, gaming, OTT, events) projected to grow at a CAGR of ~8.3% between 2023–2028. (PwC)
- These numbers highlight that design, creativity, and media are thriving, high-potential sectors, making early exposure critical for students' paths.



# OUR AUDIENCE: INDIA'S FUTURE CREATIVE LEADERS

## Who They Are

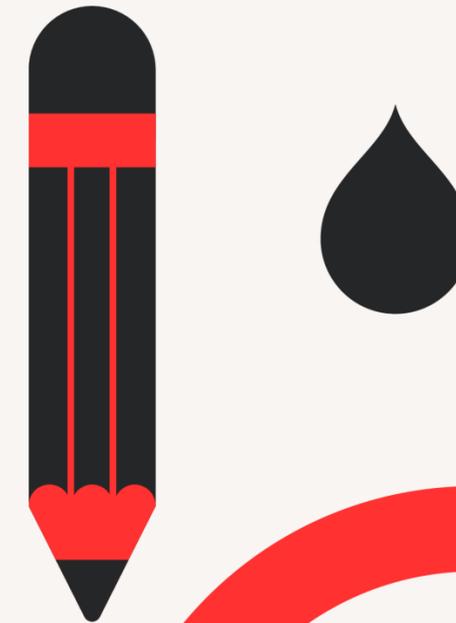
**Class 12 students** passionate about design and creative careers, representing diverse disciplines:

- Graphic Design & Visual Communication
- Architecture & Spatial Design
- Product & Industrial Design
- UX/UI & Digital Experience
- Animation & Game Design
- Fashion & Textile Design

Plus **teachers and career counsellors** (2 per school) actively guiding students toward design education.



**SDF** provides the ideal platform for university admissions teams to connect with qualified prospects, announce scholarships, and identify exceptional talent—all at the perfect moment in their decision-making journey.



# WHAT HAPPENS AT SDF: **STUDENT EXPERIENCE**

At SDF, students actively create, challenge, and engage rather than just observe.

## Core Components (8:30 AM – 1:00 PM):



### Designation

Teams solve real-world design challenges under time constraints.



### Seminars & Masterclasses

Sessions led by industry experts, entrepreneurs, and academic leaders.



### Meet & Greet with Universities / Mentors

Students interact, ask questions, and explore programs.



### Career Counselling Zone

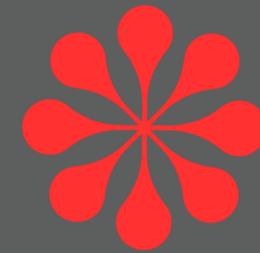
One-on-one or small group sessions to discuss pathways: UX, graphic design, game design, animation, product design, motion graphics, and more.



### Certificate & Recognition

Participation certificates for all, special awards for winners.

Only Class 12 students may participate, with **up to 2 teachers** allowed.





# STUDENT BENEFITS (WITH CERTIFICATES)



## Benefits for Schools & Teachers

**For Schools / Administration**  
Showcase your school as **progressive and future-oriented**, valuing holistic student growth. Enhance school prestige: "X students participated in a **national-level creative fest.**" Attract parents and students seeking **future-ready, experiential learning opportunities.**

**For Teachers / Counsellors**  
The 2 accompanying teachers gain **firsthand exposure** to emerging careers and university expectations. Can provide informed guidance to future batches. Professional development opportunity: witness **industry trends and curriculum demands.**

**For School Branding & Differentiation**  
Affiliation with SDF provides **visibility across networks, media, and partner universities.** Schools offering this experience attract **high-achieving students** and gain credibility with parents.

## Participation Certificates

Every student receives an official **SDF 2025 Participation Certificate.** Certificates can be added to **resumes, portfolios, LinkedIn profiles, and scholarship applications.** Signals **initiative, creativity, and early exposure,** standing out during admissions or internships. Students gain a credential **before entering college,** giving them a competitive edge.

## Confidence & Decision Power

Students leave with **clarity, confidence, and direction,** entering college with intention rather than uncertainty.



## Career Clarity & Exposure

Explore **125+ creative career paths** beyond conventional streams. Interact with universities and industry professionals to understand curriculum, career opportunities, salary prospects, and market trends. Identify disciplines that **align with interests and skills:** visual design, UI/UX, product design, motion, AR/VR, spatial design, etc.

## Hands-On Learning & Portfolio Development

The **Designathon** allows students to create real projects for portfolios. Masterclasses and seminars provide **insights and tools beyond textbooks.**

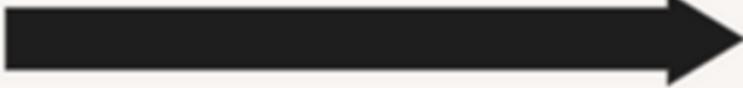


# IMPLEMENTATION



## How to Participate

1. Confirm your **Class 12 student group** and nominate up to **2 teachers**.
2. Prepare students using **pre-read, workshops, and orientation materials** we provide.
3. Attend the event (8:30 AM – 12:30 PM) fully engaged.
4. Collect certificates, network, and reflect post-event.



## What the School Gets

- Participation slots for students (**guaranteed seats**).
- Official **certificates for all participants**.
- Recognition in event communications and school shout-outs.
- Access to **follow-up support**: mentorship, webinars, interviews for interested students.



## Why You Must Act Now

- Creative and design careers are **central to India's future economy**.
- Students deserve **exploration and exposure** before committing to conventional degrees.
- **Limited spots** available to maintain quality experience.



