

Macmillan, NID launch online design education course

Our Regional Bureau
AHMEDABAD, 21 JANUARY

Macmillan India Ltd and National Institute of Design (NID), Ahmedabad, have jointly launched an online design education programme on the internet.

On successful completion of the online courses, participants would be conferred a 'certificate of learning' from NID. This programme offered on www.develop.emacmillan.com/nid is titled 'The Good Design Series'. It is a series of short-term courses on a wide range of design-related subjects. The series is being launched with a course on graphic and industrial design for effective packaging aimed at working executives from a broad spectrum of industries and services.

Macmillan India managing director Rajiv Beri said, the online programme is a joint initiative by NID and Macmillan to make design education accessible to all

through the medium of the internet. This short-term online courses aims at setting benchmarks in internet-based education by promoting breakthrough thinking and developing perspectives in the area of design, for using design as a tool to gain competitive advantages in business, he added.

NID executive director Darlie Koshy said it is now an established fact that in the emerging knowledge-centric economy, design innovation and product development are integral to strategic product creation, which help earn premiums and capture markets. The value creation has shifted to product creators and therefore design comes in as a powerful strategic tool.

He said, sensitisation to design is also becoming crucial for career advancement of individuals. The website is the latest initiative by eMacmillan, the e-business division of Macmillan India, headed by vice-president Raj Joshi.