

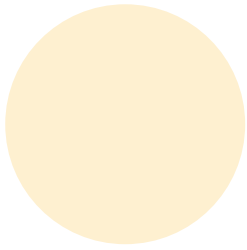


భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్  
भारतीय प्रौद्योगिकी संस्थान हैदराबाद  
Indian Institute of Technology Hyderabad

Department of  
Design | IIT Hyderabad

# PhD ADMISSIONS 2024-2025





# Introduction

## IITH

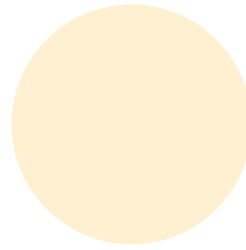
### Indian Institute of Technology Hyderabad

is one among the 2<sup>nd</sup> generation of IITs started by the Govt. of India. Today IITH offers 11 BTech programs, 1 BDes Program, 3 MSc programs, 18 MTech programs, 1 MDes program, 1 MA Program and 15 PhD programs in all branches of Engineering, Science, Liberal Arts, Design. The very foundation of IIT Hyderabad is based on research and innovation. The vibrant research culture is evident from the number of patents and publications that IITH has. Based on unique fractal academics, the course curriculum is carefully designed to keep the enthusiasm of the students and to keep them in pace with the state of the art.

IITH enjoys a very special relationship with Japanese Universities and Industries that goes beyond academic and research collaborations. In fact, some of the iconic buildings in IITH campus carry the signature of Japanese architecture. IITH is creating a unique holistic educational ecosystem that offers interactive learning, a highly flexible academic structure, cutting-edge research, strong industry collaboration, and entrepreneurship. It is providing an environment wherein students and faculty are not afraid to translate their dreams into realities.



# Department of Design



The **Department of Design** offers a vibrant environment for learning, practicing, research and exploring several facets of design. The department envisions to creatively engage in the space between technologies and society. This involves facilitating innovation in the key emergent areas such as Participatory & Collaborative Design, Communication & Interaction Design, Professional Ethics & Sustainability, Product Systems & Services, Design & Education, Wellness, Crowd Sourced Design etc. “Design” calls for thinking “from-the-scratch,” thinking “Out-of-the-box” and thinking in line with the needs of contemporary society and devising creative solutions. “Design” is essentially aimed at enhancing the user experience. Improvement of any process / service / equipment by incorporation of ingenious means is what defines “Good Design.” The Department of Design is committed to the growth of design education. To fulfill this vision, a joint PhD Programme with Swinburne University, Australia and a Design Minor programme has been initiated.

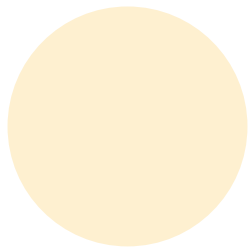
## VISION

The vision of the Design Department at IITH is to be recognized for its leadership in the discipline and the profession by advancing design excellence in evolving themes of design that positively impact daily lives and inherits cultural values. Through its interdisciplinary faculty strength, the department is keen to tackle social & global challenges, towards a more sustainable future, developing entrepreneurial mindsets, and aims towards academic and research excellence.

## MISSION

To prepare the new generation of designers to shape the quality of human experience in products, communications and system integrated solutions through design excellence. The Department of Design at IITH provides an inspiring, creative, collaborative, excellent research and student-centered learning environment while preparing responsible and thriving new generation of designers who apply their knowledge, skills and abilities to enrich the profession, the society and the global community with socially relevant design solutions keeping future perspective and sustainability in mind.





## Programmes at **DOD IITH**

### Department of Design currently offers:

- **Doctor of Philosophy (PhD)**
- **Master of Design (MDes) MoE and Self Sponsored,**
  - Visual Design
  - Product Design
  - Interaction Design
- **MDes by Practice**
- **MDes by Project**
- **Bachelor of Design (BDes)**
- **PG Certificate Program in Visual Design and UX (Online) with collaboration with Talentsprint**

### Design Minor

This provides an opportunity for students from different streams of Bachelor students of IITH to engage in a design oriented course.

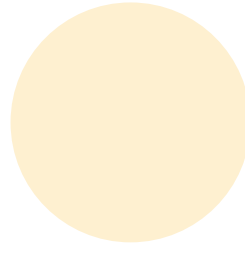
### Note -

For those students who are inclined towards Academia & Research, the Department offers a Direct BDes to PhD with few criterias as per Institute Norms.

Mdes by Project program is based on availability of the projects in the Department.

# PhD in Design

---



A regular full time **PhD (Doctor of Philosophy)** in Design provides a platform to pursue practice based and practice led research in art, design and culture.

Practice-based Research is an original investigation undertaken in order to gain new knowledge partly by means of practice and the outcomes of the practice.

**Practice-led Research** is the nature of practice that leads to new knowledge that has operational significance for that practice.

**Practice-led Research** is concerned with the nature of practice and leads to new knowledge that has operational significance for that practice. The main focus of the research is to advance knowledge about practice, or to advance knowledge within practice. In a doctoral thesis, the results of practice-led research may be fully described in text form without the inclusion of a creative outcome.



# Research Areas

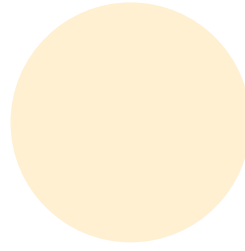
Architectural Design & Sustainability | Artificial Intelligence & Art | Augmented Reality | Computer Aided Design | Design Education | Design Theory and Methodologies | Digital Heritage | Drone & Mobility | Game Design | Human Computer Interaction | IoT Design | Photography & Art and Design | Ai and Art | System Design & New Media Design | Typography & Type Design | Virtual Reality and Haptics | Visual & Animation Design | Design education for schools and colleges | Teaching learning methods through AR , VR and MR for school education | Game based learning for school education | Urban aerial mobility design | Design and development of autonomous urban vehicles | Tangible and Intangible heritage | Chat GPT and Design AI and Design | Understanding the role of affect and cognition in Design processes

through multiple approaches which include think-aloud protocol studies, phenomenological studies, new media approaches of Virtual reality, Augmented reality, mixed reality experiences. Studies also include neurocognitive approaches with EEG, EMG, GSR and other physiological measurements | Usability and user experience of advanced interfaces with different modalities of interaction, specifically in the Indian context. To develop applications for different user contexts like geriatric care, rural education, interactive design applications, Analyse the data to gain insights and provide design guidelines for effective engagement with the stakeholders | Digital Heritage and Preservation for traditional craft | Documenting and Designing Folklore and Culture for Future Generations



# Funded Projects

---



— **“Creating Digital Immersive Heritage Experience, Risk Assessment and Vernacular Architecture Analysis of Five Historically Significant Temple Marvels\* of Kashi”**

**PI:** Dr Shiva Ji

**Number of seats:** 02

**Post 1:**

**Qualification:** M.Arch/M.Des/M.Tech

**Mandatory:**

Candidates with knowledge in Virtual Reality and Augmented Reality / Digital Experience Design OR Game Developer only should apply. Knowledge of 3D modeling, VR&AR and skills such as C#, C++ , Unity, Reality Capture, Cinema 4D, Unreal Engine, Blender, Oculus, etc., is required.

**Desirable:** Conservation and/or research experience and knowledge of Indian vernacular architecture and heritage would be an added advantage.

**Post 2:**

Qualification: M.Arch/M.Des/M.Tech

**Mandatory:**

Candidates with knowledge in Conservation / Disaster Management / Risk Assessment only should apply. Knowledge of GIS, Heritage is required.

**Desirable:** Knowledge of Digital tools, mapping and documentation, 3D modeling would be an added advantage.

**Funding Agency:** DST



# Eligibility & Selection Process

## Eligibility

PhD (Doctor of Philosophy)

M.Des. / M.Arch. / M.Tech. / M.Phil. / MFA / M.A / M.Sc / Postgraduate Diploma in Design of NID, Ahmedabad and equivalent.

For general category students and/or for students where no concession in academic performance is called for, eligibility requires the following criteria as regards to performance in the qualifying degree:

(1) A minimum of 60 percent marks (55% marks for SC/ST) in the final academic year of the program.

(2) Candidates with MA/MSc should have qualified CEED/GATE/NET or equivalent examinations to be eligible for Teaching Assistantship.

For Heritage Architecture & Digital Experience Design Project, Candidates with knowledge in Virtual Reality and Augmented Reality / Digital Experience Design

only should apply. Knowledge of 3D modeling, VR&AR and skills such as C#, Unity, Reality Capture, Cinema 4D, Unreal Engine, Blender, Oculus, Conservation / Disaster Management / Risk Assessment only should apply. Knowledge of GIS, Heritage is required.

## Selection Process

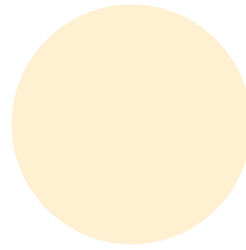
PhD (Doctor of Philosophy)

The selection procedure depends upon the applicant's interest area and topic of interest and the suitability with the respective guide. Please write to the department/ faculty with your Ph.D. proposal and see if the guide is interested in the area. Admission is based on the candidate's area of interest and performance in Personal Interviews, Academic qualification, and Design Portfolio. All candidates are required to upload one zip file containing the following: Ph.D. proposal | Portfolio of work/publications | Copies of certificates





# Facilities at DOD IITH



The Department of Design offers a vibrant environment with state of the art technology and facilities such as Photography Studio, Animation Studio, Clay Studio, Wood & Metal Workshop, Printing Lab, IT Labs, 3D Printing Facility, Book Binding, Silk Screen Printing and a library.

## Photography Studio

Photography Studio at Department of Design provides state of the art facilities for professional photography and videography. Studio also provides audio-video editing and colour correction facilities for professional production. Here, students and researchers are encouraged to use modern inhouse facilities to innovate and experiment in the field of photography and filmmaking.

## Animation Studio

The Department of Design's philosophy on animation is 'the narrative inspires the medium'. The Animation lab is a blend of traditional and modern animation technology. The students experiment with traditional processes of using paper, pencil, light boxes, puppets, clay, paper cut outs, sand, oil paint on glass, pixilation and moving of objects to narrate stories.

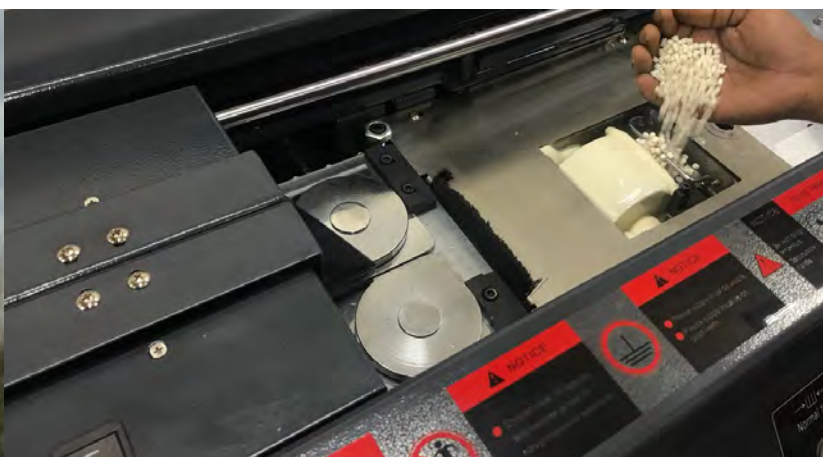
The modern technologies include drawing and painting displays, latest software on high end computers, 360-degree cameras and Head Mounted Displays (HMD's) to produce work such as Digital 2D, 3D, whiteboard, motion graphics, explainer videos, GIF's, Visual Effects (VFX), projection mapping, Augmented Reality (AR) and Virtual Reality (VR) animation.

## Printing Lab

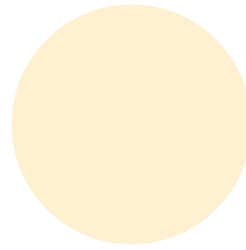
Equipped with two large format printers and a screen printing machine, this lab has facilities to perform all processes from printing up to the finishing. Lab provides in-house facilities such as trimming, binding and thermal lamination to the students to explore and carry out their work more efficiently in one place. A 3D printer capable of printing finished working models provides opportunities to the students not only to print the prototype but also develop the working products.

## Clay Studio

Unique to IIT Hyderabad, clay studio is equipped with high-end tools and machineries required for both traditional potter making and specialized automaotive design.



# Facilities at DOD IITH



## Wood and Metal Workshop

The wood and metal workshop is equipped with high standard machines, power tools and hand tools to facilitate working with different materials such as metal, wood, acrylic, bamboo etc. Some of the highlights are Wood Carving CNC machine, Laser Cutting machine, Vacuum Forming machine, Panel saw, Table Saw, Spindle Moulder, Chain and Chisel mortiser, Wood lathe, Metal Lathe, Tig Welding, Arc Welding, Paint Booth etc. Students use this in-house facility for model making and fabrication with high precision.

## VR Cave / AR-VR Lab

VR cave at IIT Hyderabad is a virtual reality space; primarily an empty room in the shape of a cube in which each of the surfaces comprising the walls, floor and ceiling may be used as projection screens to create a highly immersive virtual environment. Furnished with modern equipment and technology such as stereoscopic eyewear, wands, data gloves, joysticks etc., lab provides an ideal immersive virtual reality environment for the students and researchers.

## Design for Sustainability Lab

Sustainability is a holistic approach which the lab intends to engage for issues to handle with research, development and educational activities. The lab intends to take-up local / regional / national challenges and strive for strategic sustainable solutions. It's objective is to foster a balance between people, society and economy and regenerate the carrying capacity of life-supporting ecosystems. The proposed lab would take up research projects, consultancy projects, and academic assignments, etc., in a leading role to inculcate attentive minds towards causes serving three aspects of sustainability in real life.

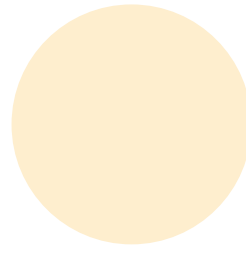
## Virtual Experience Design Lab

The lab intends to explore virtual dimensions of perception and visualization for research in architecture and design. The lab will connect academics and research for fresh and innovative ideas into this domain. The output could be in the form of virtual reality, augmented reality, mixed reality for an immersive experience to the user. The lab would look for fitting applications for virtual architecture experience & projection computations for optimization of system, form, material and processes.



# Faculties @

## DOD IITH



### **Prasad Onkar, PhD**

#### **Associate Professor & Head, Department of Design**

**Research Interests:** Virtual Reality, Haptics, Interaction Design, Product Design, 3D Printing, Affect- Cognition Interaction and Design Innovation

Prasad Onkar completed his PhD in Computer-Aided Conceptual Design from Centre for Product Design and Manufacturing (CPDM), IISc Bangalore. He holds Master of Technology (M. Tech.) degree in Product Design and Manufacturing from Visvesvaraya Technological University, Belgaum, Karnataka, and Bachelor of Engineering (B. E.) degree in Mechanical Engineering from Karnatak University, Dharwad, Karnataka. Prior to joining IIT Hyderabad, he was Assistant Professor at Department of Design at IIT Guwahati. He was also a Visiting Researcher at Virtual Prototyping Lab in the Department of Mechanical Engineering at Politecnico di Milano, Milan, Italy. He is also the convener of Unnat Bharat Abhiyan (UBA) and member of Rural Development Centre of the Institute.



### **Deepak John Mathew, PhD**

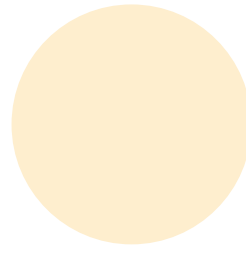
#### **Professor**

**Research Interests:** Digital Heritage Preservation, AR/VR, XR, Photography and Imaging, Design Education, Design Innovation, Autonomous Passenger Drones, Art and Design Education for School, AI and Art

Deepak John Mathew is involved in setting up the design Department at IIT Hyderabad. He has been instrumental in designing and developing the dual postgraduate programme in Photography Design. He also set up the Photography Design discipline and started an International Postgraduate Certificate Programme in Photography at the institute in collaboration with University for Creative Arts, Farnham, UK. Deepak has curated a number of exhibitions at NID, including those featuring the works of the famed photographers such as Henri Cartier-Bresson, Anne Maniglier, and Raghu Rai. He had five solo shows in the UK and India, exhibited his work at many international and national exhibitions and has authored several papers and a book titled "Principles of Design through Photography". He is a regular contributor and columnist to magazines like Indian Architecture and Builder and Better Photography.

# Faculties @

## DOD IITH



**Neelakantan, PhD**  
**Assistant Professor**

**Research Interests:** Architectural Design, Space Design, New Media Design, Aesthetics, Urban Studies, Visual Design, Visual Culture, Performance Studies

Neelakantan's critical and creative enquiries, instead of rooting within domains tend to be more in the form of lines of thinking which nudge or pass through Architectural Theorization, Design Theorization, Embodied Knowledges and Practices, Aesthetics, Urban Studies, Space, Place, Visual Culture and Performance Studies. These lines tend to be particularly attracted to in-betweens and inter-disciplines and look forward to encountering Anthropology, Literature and Philosophy.



**Delwyn Remedios**  
**Assistant Professor**

**Research Interests:** Animation, Illustration & Film Making, Narratives, Visual Design, 360 Degree Animation, Character Design, Colors

Being an international award winning experimental animation filmmaker, his animation work explores a variety of mediums such as Traditional, Digital, Sand, Whiteboard, Explainer Videos, Motion Graphics, Stop-motion, GIFs, Projection Mapping and 360-Degree Virtual Reality animation. He has worked in the eLearning industry as a Visual Designer and has contributed to areas of Visual Storyboards, Character Designs, Illustrations, Motion Graphics, Info Graphics and Animation Production. Other industry projects include Children Book Illustrations, Book Cover Designs, Visual Representation of Oral Traditions, Graphic Novels, Comics, Caricatures, Mascot Design, Mural Art and Graffiti. He is the author and illustrator of a web comic series Shayne's World. At IIT Hyderabad, he teaches courses in Animation, Filmmaking and Illustration.

# Faculties @

## DOD IITH



**Shiva Ji, PhD**  
**Assistant Professor**

**Research Interests:** Design for Sustainability, Sustainability, Assessment, LCA, New Age Products/Services, Virtual & Augmented Reality, Architectural Heritage Reconstruction

Shiva Ji is a practicing Architect, and Assistant Professor in Department of Design and Department of Climate Change at IIT Hyderabad. He has attained B.Arch, MDes, MBA and PhD in sustainability assessment methods in built environments from IIT Guwahati. He has over 13 years of cumulative experience in industry and academics. He has accomplished several projects in the field and has over 39 designs launched in the market. He is involved with many research projects using state of the art technology in domains of architecture and design. He is a member with several national and International organizations and has chaired various technical sessions and conferences.



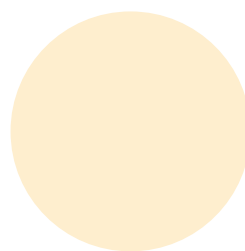
**Seema Krishnakumar**  
**Assistant Professor**

**Research Interests:** Visual Storytelling, Data Visualisation, Information Design, Interaction Design, Interactive Narratives, Multimedia and Photography

Seema has more than a decade long experience as a visual communicator, documentary photographer and design faculty. She has worked for several government and non- governmental organisations as a designer. Earlier she worked with DJ Academy of Design, Kerala State Institute of Design and National Institute of Design. Currently she is pursuing her PhD at IDC, IIT Bombay. She holds a Masters in Communication Design from Pratt Institute, New York where she was also a Fulbright - Nehru fellow for the same.

# Faculties @

## DOD IITH



**Ankita Roy**  
**Assistant Professor**

**Research Interests:** Typography, Ancient Scripts, Geometry & Tessellations, Kufic Calligraphy, Architectural Decoration, UX-UI, Paper Engineering and Book Design

Ankita did her graduation from the prestigious National Institute of Design, Ahmedabad and Masters in Visual Communication from IDC, IIT Bombay including a brief stint as Research Assistant at Nanyang Technological University in Singapore. Ms. Roy has over a decade long experience in the Design and Publishing Industry. Her research works have been published and cataloged at prestigious libraries in India and the World over. Her work - “Brahmi -Rediscovering the Lost Script” has been widely acclaimed for its ingenious approach with lucid but engaging visual story-telling. She is currently researching the painting traditions of Bundelkhand.



**Mohammad Shahid, PhD**  
**Assistant Professor**

**Research Interests:** Design Research, Experimental Typography, Visual Culture, Visual Branding, Graphic Design, Indic Script, Communication Design

Mohammad Shahid has a diverse design background with a Bachelor of Design (BDes) in Textile Design from National Institute of Fashion Technology (NIFT), Master of Design (MDes) and PhD in Design, both from Department of Design, IIT Guwahati with core specialisation in Visual Communication/Graphic Design. His PhD thesis is based on “Understanding the visual vocabulary of the title design and its role in Bollywood movie posters.” His current research area is experimental typography where he is exploring different ways of making alphabets (especially Indic Script) learning more playful and engaging.

# Faculties @

## DOD IITH



**Srikar AVR**  
**Assistant Professor**

**Research Interests:** Product Design, Furniture Design, System Design, Advanced Materials, Workplace Design and Ethnography, 3D Printing, Rapid Prototyping

Srikar is an Architect and an Industrial Designer by profession. He is a Product Design, PG alumnus of National Institute of Design. He also did another Masters in Strategic Design and Innovation from Politecnico di Milano, Italy. Srikar has led global consulting assignments with iconic furniture manufacturing brands like Herman Miller and Steelcase. With 13 years of industry experience, he also worked in various capacities as a Design leader with brands like Kohler, DuPont, Godrej and Nokia in the areas of R&D, Design and Innovation, Advanced Materials in Design, CSRs, Sustainability, Analytics, Workplace Strategy. With his passion for research and teaching young minds; he travelled widely and been an active visiting faculty in leading design and architecture Institutes in India and abroad. He has been nominated as India design ambassador for Scandinavia (Norway and Sweden) representing Godrej for the company's efforts in the field of Healthcare design innovations. He is also a member of CoA, WDO, IADRA, CII etc.



**Saurav Khuttiya Deori, PhD**  
**Assistant Professor**

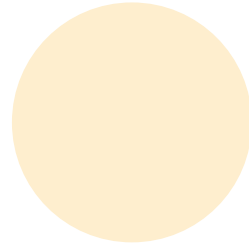
**Research Interests:** Visual ethnography research, Heritage preservation, Branding- identity designs and print publications, Graphic Design

Saurav Khuttiya Deori has pursued his master's and Ph.D. programs at the Indian Institute of Technology Guwahati with interest in Visual communication. His Ph.D. research includes studies on architectural ornamentations of the early monuments of the Ahom dynasty of Assam. For his Ph.D. work, Saurav was the recipient of the 'Best Thesis Award' for the year 2021-2022 of the Department of Design, IITG. He was also associated with a thematic project under the Design Innovation Centre (DIC), IIT Guwahati, funded by the Ministry of Education, Govt. Of India. The project aims to develop various promotional tools to uplift the tourism industry of Assam. Saurav has worked on multiple branding, print and publishing projects for IIT Guwahati, Directorate of cultural affairs, Govt. of Assam and Govt. of Bodoland Territorial Council, India.

# Adjunct Faculties @

---

## DOD IITH



### **Ajith Abraham George**

**Research Interests:** Sound Design & Mixing and Sound Engineering, Innovation in Sound and Music, Intervention in Sound, Multi Language Sound and Music

With 25 years of experience in the field of Audio engineering, Ajith has been involved in many films as a Mix Engineer or Sound Designer across many languages. He was instrumental in setting up the KR Narayanan National Film Institute in Kottayam Kerala the third National film Institute in India, and a consultant at SJCC college of Communication the first multimedia institute in Kerala.



### **Nina Sabnani, PhD**

**Research Interests:** Animation, Illustration & Film Making, Narratives, Visual Design, Storyteller, Character Design, Colors

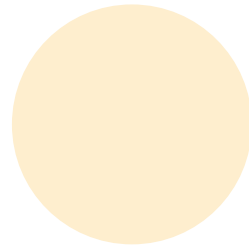
Nina Sabnani is an artist and storyteller who uses film, illustration and writing to inform and enlighten her audience. Graduating from the Faculty of Fine Arts, Vadodara she received a master's degree in film from Syracuse University, NY, which she pursued as a Fulbright Fellow. Her doctoral thesis on the Kaavad tradition has been published by Niyogi books; Kaavad Tradition of Rajasthan, a Portable Pilgrimage. Her animated films are often rich collaborations with artists and folk fablers and have earned critical acclaim. Her film Hum Chitra Banate Hain won the National Award in 2016. In 2018 she received The Big Little Book award: a lifetime achievement award for Illustration at the Tata Lit Live Festival, Mumbai. In 2021 she was conferred with The Legend of Indian Animation award from Toonz Media Group. Nina's research interests include exploring the dynamics between words and images in animated films and book illustrations. She taught at NID Ahmedabad for 22 years and retired from IDC, IIT Bombay in 2021. At present, she is associated with Srishti Manipal Institute of Art Design, and Technology, Bangalore; and School of Design UPES, Dehradun, IIT Bombay and IIT Hyderabad. Nina currently lives in Chennai.



# Adjunct Faculties @

---

## DOD IITH



### **Ambarish Kulkarni, PhD**

**Research Interests:** Design Research, Product Development, Engineering Design & VR, Design Education, Innovation by Design

Ambarish has been a Senior Lecturer in Computer Aided Engineering (CAE) in the School of Engineering (SOE) at the Swinburne University of Technology (SUT) since 2017. He has over 12 years of industry experience in conducting applied research and over 10 years of academic experience in Product/ Process Development, Engineering Design/Virtual Reality (VR) and contributed over 40 papers, articles and reports.



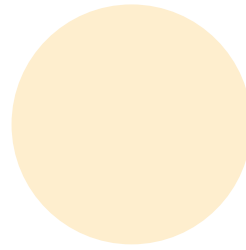
### **Shuhita Bhattacharjee, PhD**

**Research Interests:** Victorian Literature and Culture, Postsecular Theory, Gender, Sexuality, Postcolonial Studies, Posthuman Theory, Thing Theory, Cinema of the Diaspora, Graphic Novels, New Woman Literature, Anglo-Indian Literature

Shuhita interests have been in the areas of Victorian Literature and Culture, Postsecular Theory, Studies on Religion and Secularism, Gender, Sexuality and Queer Theory, Postcolonial Studies, Posthuman Theory, Cultural Studies, Thing Theory, Literature and Cinema of the Diaspora, Graphic Novels, Popular Literature and Culture, New Woman Literature, Discourses of the Hijab, and Anglo-Indian Literature. A significant aim of her first monograph is to complicate the predominant geopolitical assumption of a modern 'crisis of faith' and 'decline' of religiosity. She is currently working on second monograph in which she examine the representations of colonial idols in fin-de-siècle literature and culture. A particular interest area is the notion of dark humour and subalterity in contemporary cultural discourses and performances.

# Design Team @

## DOD IITH



**Vijay Kumawat**  
**Technical Superintendent**

**Research Interests:** Graphic and Visual Design, History of Graphic Design, Design Interventions, Deep Learning and AI, Digital conservation and preservation, Signage Systems, Identity Design, Design Strategy, Print Making, Book Design, VR/AR/XR

Vijay Kumawat is a Design Graduate from NIFT Himachal Pradesh. He has worked with various organizations and institutes like NID Gandhinagar, NID Bangalore, D'source - Ekalpa by MHRD - Government of India, GMR Group, Elite Techno Groups by Formula one Racing Marshalls, Wacom Design Challenge, Vivaran/Tabledege, Archaeological Survey of India, Action for India, GSEB, CII, Hyderabad Runners, Airtel, AICTE and National Stock Exchange Report Design. He is working for the Design Innovation Centre supported by the Ministry of Education, IIT Hyderabad (Hub). His interest area includes Graphic and Visual Design, History of Graphic Design, Design Interventions, Design Prototyping, Digital conservation and preservation, Signage Systems, Identity Design, Design Strategy, Printing and Bindings, Book Design, and Organising Design Events. In upcoming years he wanted to learn deep learning, VR, and Metaverse Technologies.



**Rajkumar Bejjanki**  
**Technical Superintendent**

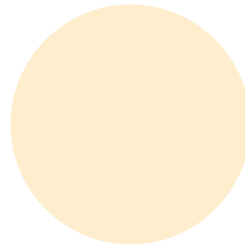
**Research Interests:** Transmedia Branding, Instructional Design, Art & Illustration, Calligraphy, Photography, Filmmaking

Rajkumar Bejjanki is a Post Graduate in 'Mass Communications' from the 'University of Hyderabad' and also holds a 'Bachelor of Fine Arts (Painting)' from 'Potti Sreeramulu Telugu University, Hyderabad'. He has more than a decade of work experience in visual communications with high-profile organizations and start-ups, and some professionally stimulating organizations like Tech Mahindra, ICRISAT, Ubiquus, Trianz Holdings, and the National Institute of Open Schooling. He has also worked closely with communication designers and marketers in companies such as Glaxo Smith Kline, ICRISAT, Biocon and Tata Steel. His primary areas of interest are transmedia branding, instructional design, art & illustration, calligraphy, photography, and filmmaking.

# Design Team @

---

## DOD IITH



**Vivekananda Chary**  
**Junior Technician**

**Research Interests:** Design Thinking, Wooden Work, Prototyping, Metal Work, Intricate work, Mechanical Interventions

Vivekananda Chary is a Diploma holder in Interior design from 'Lakhotia Institute of Design Hyderabad' currently pursuing graduation from Prof. G Ram Reddy Center for Distance Education Osmania University Hyderabad. He has ten years of experience in the home interior and has worked on several projects in Hyderabad. His primary areas of interest are furniture design, mechanical innovations, conceptual product design, prototyping, laser cutting, engraving, and CNC products. He holds a design patent for Rethinking the design of an electric truck carrier, while another patent is under examination.



**Priyadarshan Borra**  
**Junior Technician**

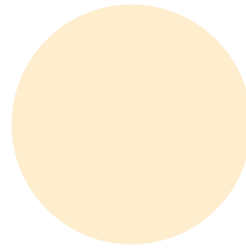
**Research Interests:** Stores and Purchase, Architecture, Space Design, Photography

B R Priyadarshan has completed his bachelor's in Architecture from Jawaharlal Nehru Fine arts and Architecture University, Hyderabad. He has worked in various architectural firms involved in designing buildings, churches, and commercial projects. His area of interest includes Architectural design for commercial and residential projects. At IITH he is involved in designing the entrance gate tower, bus stops, foot over bridge near the faculty and staff towers.

# Design Team @

---

## DOD IITH



**Abani Kumar Das**  
**Executive Assistant**

**Research Interests:** Stores and Purchase, Administration, Procurement, Inventory Management, Department Management

Abani joined IIT Hyderabad in 2021 and continues to be a valuable member of our department. His working expertise are Stores and Purchase, Administration, Procurement, Inventory Management, Department Management.



**Anjali Chintha**  
**Multi-skill Assistant**

**Research Interests:** Stores and Purchase, Administration, Procurement, Inventory Management, Department Management

Anjali Chintha has completed her intermediate and is now pursuing graduation from Dr.B R Ambedkar Open University, Hyderabad. She joined IIT Hyderabad in 2021 and continues to be a valuable member of our department.



**P Jagadeesh**  
**Assistant - Workshop**

**Research Interests:** Carpentry, Metal Welding, Prototyping, Machine and Equipment Maintenance

P Jagadeesh has a diploma in carpentry from Word and Deed ITI. He joined Department of Design at IITH in 2016 and has experience in welding and woodworking. He supports student projects in product design.

# Dates & Information

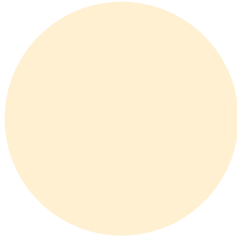
FOR IMPORTANT DATES  
ABOUT ADMISSIONS,  
**Visit the department website**  
**[design.iith.ac.in](https://design.iith.ac.in)**

---

FOR GENERIC AND  
APPLICATION DETAILS  
**Visit institute website**  
**[iith.ac.in](https://iith.ac.in)**

---





# Map & Transportation

## **~ Secunderabad - IIT Hyderabad Campus**

- 3 Hours approx (buses, MMTS till lingampally,  
cabs - auto accessible)

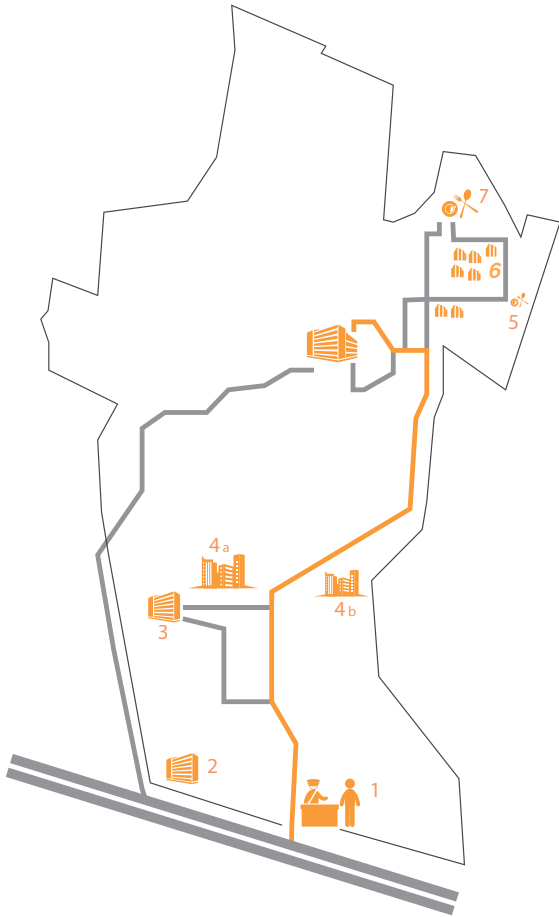
## **~ Rajiv Gandhi International Airport Hyderabad - IIT Hyderabad Campus**

- 1 Hour 30 Minutes approx (buses till patancheru, cabs - auto accessible).

## **~ Lingampally - IIT Hyderabad Campus**

- 1 Hour approx (buses, cabs - auto accessible)

**~ People coming by bus/cab/self-driven modes can easily access IIT Hyderabad as Campus is on Mumbai - Hyderabad highway (NH 65) - 2.5 kms from Kandi Junction**



1. IIT Hyderabad Main Entrance
2. Estate Office
3. Labs
4. a/b - Housing
5. Refreshment Canteen
6. Hostels/ATM/Bank
7. Dining Hall (LDH/UDH)





# Reach Out to Us

**For general enquiries:** *office@des.iith.ac.in*

**Head of the department:** *head@des.iith.ac.in*

**MDes admissions:** *mdes.admissions@des.iith.ac.in*

**PhD admissions:** *phd.admissions@des.iith.ac.in*

**Indian Institute of Technology Hyderabad, Kandi,  
Sangareddy, Telangana – 502284 Phone : (040) 2301 6500**

**design.iith.ac.in**

