



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

ADMISSIONS
2022

Department
of Design





INTRODUCTION

Indian Institute of Technology Hyderabad

IIT Hyderabad is one among the 2nd 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 and 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 from 1st semester till 8th semester. 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 people. 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

The Department of Design currently offers:

Doctor of Philosophy (PhD)

Master of Design (MDes) – Sponsored & Self-Sponsored

MDes by Practice

MDes by Project (3 Years)

Admission into 3 year regular program is based on availability of the projects in the Department.

PROGRAMMES FOR PROFESSIONAL

Executive MDes (6 Months)

PG Certificate Program in Visual Design and User Experience (Online)

Bachelor of Design (BDes)

For those students who are inclined towards Academia & Research, the Department offers a Direct BDes to PhD and Direct MDes to PhD with few criterias of grade requirement by the institute.

In the near future Design Department envisions to offer the following professional courses:

MDes in Design Studies

MDes by Research

DESIGN MINOR

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



DOCTOR OF PHILOSOPHY (PhD)

A regular full time PhD 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 / Research Themes

- ▶ 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 & Film Making
- ▶ System Design & New Media Design
- ▶ Typography & Type Design
- ▶ Virtual Reality and Haptics
- ▶ Visual & Animation Design



Interdisciplinary PhD in

- *Artificial Intelligence and Art*
- *Gender and Design*
- *AI and Architecture*

PhD Eligibility Criteria

MDes / MArch / MTech / MPhil / MFA / MA / MSc / 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 meeting ANY ONE of the following criteria as regards performance in the qualifying degree:

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

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

Selection Process

The selection procedure depends upon the applicant's interest area and topic of interest and the suitability with the department research area.

The application process is online, and selection is based on the candidate's area of interest, research proposal and performance in personal interview, academic qualification and design portfolio.



MASTER OF DESIGN (MDes)

MDes (sponsored) is a two year full-time MHRD funded programme which aims to provide broad understanding of design along with student-driven specialization in varied domains like Visual Communication, Moving Images, Interaction Design, Product Design and Photography.

To fulfill the students' need, the department offers electives relevant to the specialisation area along with common core subjects such as Elements of Visual Design, Product Design, Evolution of Design, Design Methods etc.

MDes (self-sponsored) is similar to the regular two-year full time programme, with a tuition fee of Rs. 20,000 per credit for 48 credits in 24 months. The admission fee of Rs. 1 lakh will be absorbed in the tuition fee. There is no scholarship in this category.

Eligibility Criteria

The candidates should have a valid CEED score and a minimum of 55% marks (50% marks in case of SC/ST) or equivalent grades in the qualifying examination, which are:

- Bachelor's degree in Engineering / Architecture / Design / Interior Design or equivalent (4 years' duration after 10+2)
- Professional Diploma in Design (NID/CEPT or equivalent of 4 years' duration after 10+2)
- BFA (4 year professional programme after 10+2)
- Professional experience Master's degree in Arts / Science / Computer Applications (2 year programme after 10+2+3)

For more details, please visit the CEED website - <http://www.ceed.iitb.ac.in/2021/>



Selection Process

The qualifying exam is the Common Entrance Examination for Design (CEED). The candidate will be shortlisted for Design Aptitude Test (DAT) based on CEED score. Based on the DAT scores, the candidates are screened and shortlisted candidates will have to appear for Personal Interview. The final selection will be based on the candidate's performance in Design Aptitude Test (DAT), Personal Interview, Academic Performance and Design Portfolio.

For the Self-sponsored category, CEED qualification is not mandatory. However, students should fulfill other eligibility criterias required for admission in the Master of Design program.

The application process is online. For further details and latest updates on the admission, please visit the department website - design.iith.ac.in

MDes by Practice

MDes by Practice at the Department of Design at IITH has been envisioned to fill the gap of the growing necessity of design representation as a key strategic pillar for many forward-looking organisations. A fully online, evening hours (4 pm - 7 pm, Monday to Friday), the course provides valuable hands-on and customized modules to combine design thinking and rapid experimentation to minimize the risk of design experimentation and maximize outcomes. The students will learn how to test one's assumptions, validate solutions, and build value in this unique project-based participatory process during this two-year course. Designed with a focus on working professionals and entrepreneurs, this two-year program will be practice-led. The course structure provides flexibility to the students to choose subjects/projects from different design domains as per their interests and area of specialisation. It also provides an opportunity to bring one's own industry project to the classroom.

Eligibility criteria

Same as MDes regular. Only working professionals with a minimum of two years of experience from a registered organization/start-up. A NOC should be obtained by the candidate from the industry in which he/she is currently working. CEED score is not mandatory.

Selection Process

Design Aptitude Test (DAT) followed by Interview and Portfolio review.



MDes by Project through Research

MDes by Project through Research is a 3-year regular program where students will get an opportunity to work on a pre-approved funded project. The number of seats depends on the requirements of the running projects under individual faculty.

Eligibility Criteria

Same as MDes regular. Financial assistance is provided through funded projects with a valid CEED score. CEED is not mandatory for the candidates who have worked on the funded/sponsored projects in IITH for more than 6 months duration.

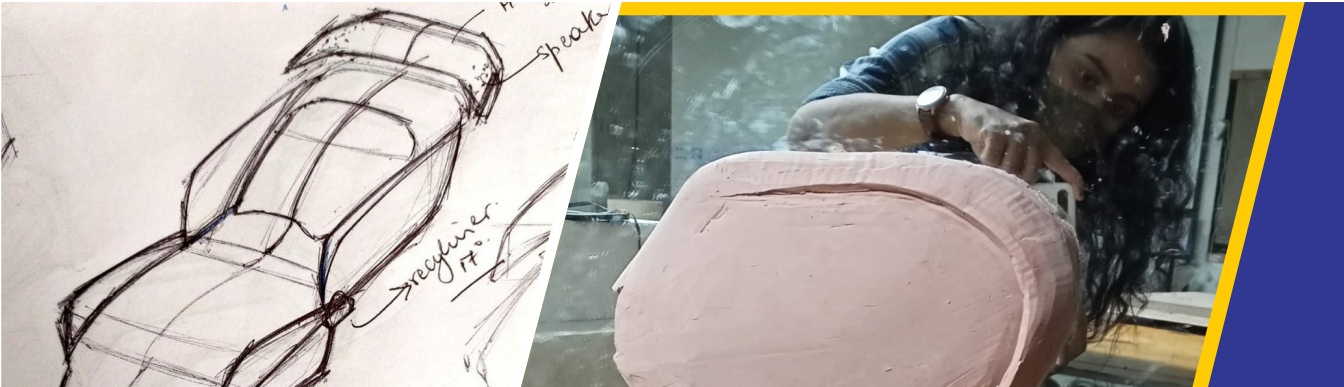
Selection Process

Design Aptitude Test (DAT) followed by Interview and Portfolio review.

No. of Projected Seats (2022)*

	Open	EWS	OBC-NCL	SC	ST	Total
Master of Design						
Sponsored	04	01	03	01	01	10
Self-sponsored	NA					40
MDes by Practice (Self-sponsored)	NA					50
MDes by Project through Research	NA					Based on availability of the projects

* The projected number of seats is tentative and subject to changes based on the availability of accommodation and academic/other infrastructure.



BACHELOR OF DESIGN (BDes)

BDes is a four year full-time undergraduate programme in design. The BDes curriculum is designed as part of a four level structure leading to a gradual movement from general foundational courses at the introductory level to more specialized and detailed domains at the final stage. The students are encouraged to develop their own interest areas with design thinking, problem solving, being creative and innovative as their core ability. They will have the freedom to work in the areas of their interest in the core specialized domains of design such as – Product Design, Visual Communication and User Experience Design.

Eligibility Criteria

The candidates should have qualified and obtained a rank in UCEED. The candidate should have passed in all subjects in the qualifying examination (Class XII or equivalent) in 2021 or 2022. Those who appeared for the first time in their qualifying examination (Class XII) in 2020 or earlier are NOT eligible.

Selection Process

The qualifying exam is Undergraduate Common Entrance Examination for Design (UCEED). The candidate will be shortlisted as per their rank and choice of place given.

For more details, please visit the UCEED website - <http://www.uceed.iitb.ac.in/>

No. of Seats (2022) : 20

	OPEN	EWS	OBC-NCL	SC	ST	Total
BDes IITH	9	2	5	3	1	20



DESIGN MINOR

Design Minor provides an opportunity for students from different streams to engage in a design oriented course. Some of the courses offered are: Principles of Animation, Moving Images, Digital Heritage, Installation and Design Basics.

FACILITIES

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.

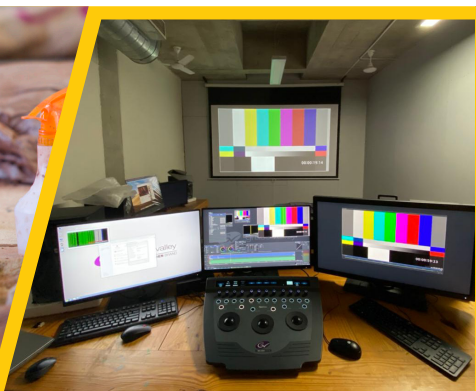
Wood and Metal Workshop

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

**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, PhD**Professor & Head, Department of Design**

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.

**Research interests:**

Virtual Reality, Haptics, Interaction Design, Product Design, 3D Printing, Affect-Cognition Interaction and Design Innovation

Prasad Onkar, PhD**Assistant Professor**

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.



Neelakantan, PhD

Assistant Professor

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.

Research Interests:

Architectural Design



Delwyn Remedios

Assistant Professor

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.

Research Interests:

*Animation, Illustration
& Film Making*



Shiva Ji, PhD

Assistant Professor

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.

Research interests:

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



Seema Krishnakumar

Assistant Professor

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.

Research interests:

Visual Storytelling, Data Visualisation, Information Design, Interaction Design, Interactive Narratives, Multimedia and Photography



Ankita Roy

Assistant Professor

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.

Research interests:

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



Mohammad Shahid, PhD

Assistant Professor

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.

Research interests:

Design Research, Experimental Typography, Visual Culture, Visual Branding

***Research interests:***

*Product Design,
Furniture Design,
System Design,
Advanced Materials,
Workplace Design and
Ethnography*

Srikar AVR**Assistant Professor**

Prof. Srikar is an Architect and an Industrial Designer by profession. He is an alumnus of National Institute of Design where he did his post-graduation in Product 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. He and his teams won multiple national and international accolades for their design work that positively impacted various businesses.

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.

ADJUNCT PROFESSOR



Research interests:
*Innovation by Design,
Creativity and Aesthetic
Perception*

B. K. Chakravarthy, PhD

Dr. B. K. Chakravarthy is a professor at IDC School of Design, IIT Bombay. Drawing on his academic research as well as his vast industrial experience, he brings to his classroom a teaching methodology that is grounded in recent case studies from the industry. He has been instrumental in translating research conducted at various departments and laboratories of this premier institute into actual usable products that reach the market. For his contributions to teaching, innovation and entrepreneurship at IIT Bombay, he was awarded the Institute Chair Professorship in 2015.



Research interests:
*Product Development,
Engineering Design & VR*

Ambarish Kulkarni, PhD

Dr. 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.



Research interests:
*Sound Design & Mixing
and Sound Engineering*

Ajith Abraham George

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.

Technical Superintendent

Rajkumar Bejjanki
Vijay Kumawat

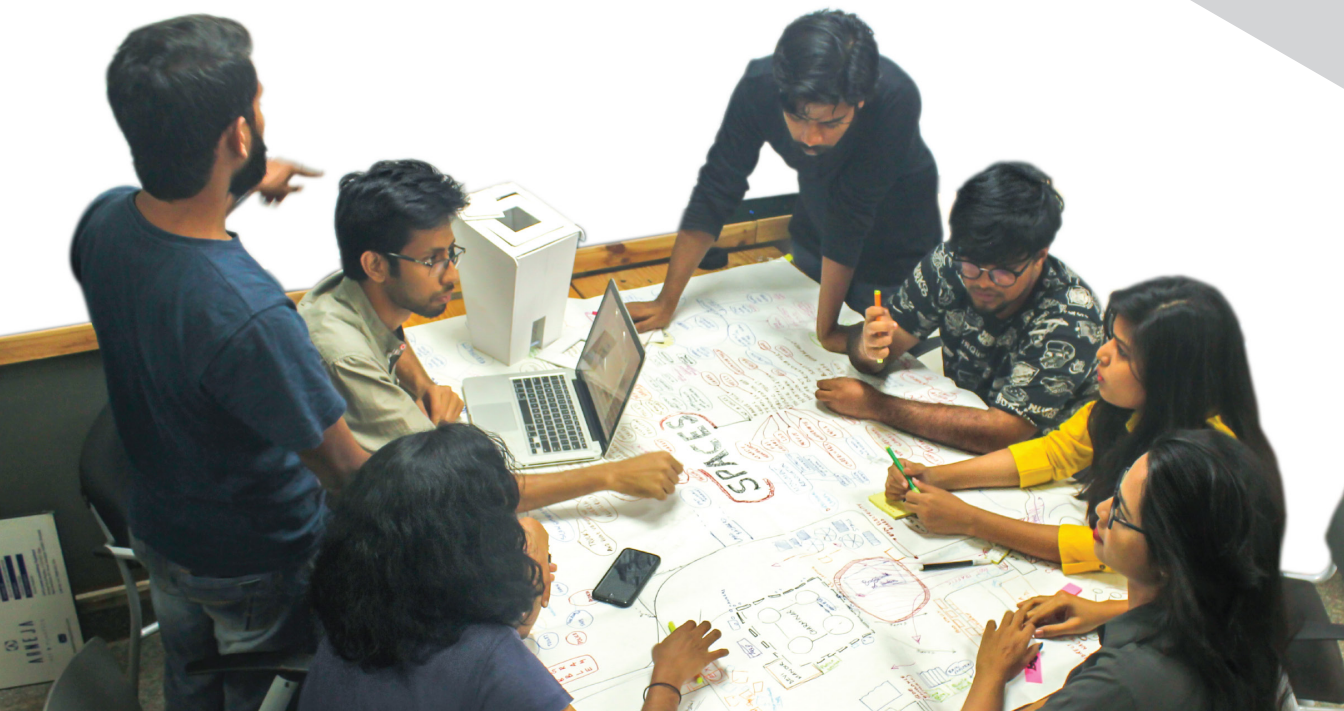
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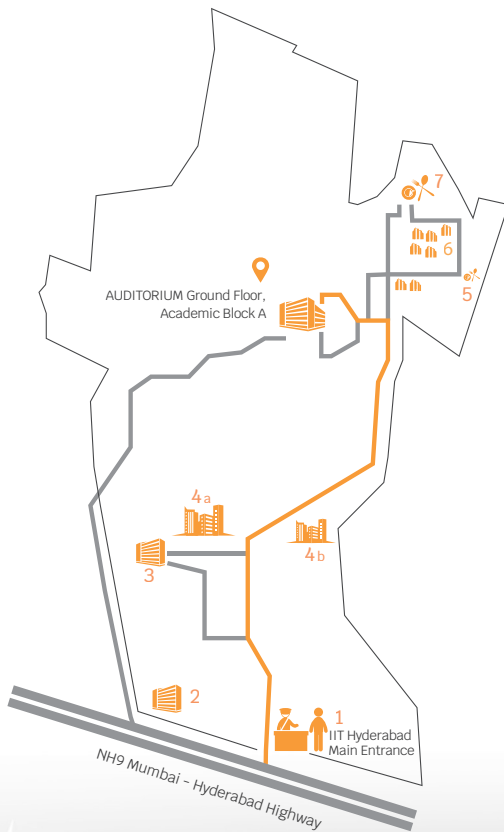
Priyadarshan Borra
Vivekananda Chary

Abani Kumar Das
Chintha Anjali
Gino Joseph
Jagadeesh P
Lijin Lohithakshan

FOR IMPORTANT DATES ABOUT ADMISSIONS,

Visit the department website <https://design.iith.ac.in/> or
institutes website <https://iith.ac.in/>





Reaching Hours & Transportation

- ▶ **Secundarabad - 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)
- 📍 AUDITORIUM Ground Floor, Academic Block A



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