



# DEPARTMENT OF DESIGN

INDIAN INSTITUTE OF TECHNOLOGY, GUWAHATI



## PLACEMENT BROCHURE

CLASS OF 2019





## ABOUT THE INSTITUTE

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Established in 1994, as an 'Institute of National Importance', IIT Guwahati has grown into being a preferred destination for people passionate about learning and innovation. IIT Guwahati has been ranked among the Top 100 Young Universities in the world by the Times Higher Education, one of the two Universities from BRICS nations. IIT Guwahati has several factors contributing to how in a short span of time it has established itself as one of the best institutes of its kind in the country. The programmes and courses that are offered at IIT Guwahati are perpetually evolving to adapt to the ever changing global requirements and along with the diversity of the fields of study, this has helped the institute become one of the nation's nerve centres for research and development, and technical education. The faculty ensure that the students of the campus are ready to face the challenges of the professional world by providing them with a sound conceptual understanding of their respective disciplines. The institute also offers a plethora of opportunities to students for their holistic development, through the excellent facilities that it has for sports and general extracurricular activities.



## ABOUT THE DEPARTMENT

### The Department of Design

DoD is one of the thirteen departments at the Indian Institute of Technology Guwahati. The Department of Design nurtures Innovators, Creators, Communicators and Inventors. It offers three programs - B. Des., M. Des. and Ph.D. in the creative design discipline.

### Faculty

The department comprises encouraging and energetic faculty, guiding students through every phase of design. Faculty members also provide consultancy to corporate institutions. Distinguished faculty, designers from renowned universities visit us every year and enrich our academic programme.

### Students

Students from the department have completed internships in companies and research labs both in India and abroad and have worked in national and international sponsored projects as part of the curriculum. The department has an excellent placement record over the past years, with students working in leading companies. It follows a very comprehensive and innovative design curriculum throughout the design teaching, where-in the students are encouraged to channel themselves into specialised areas viz. Interaction Design, Human Computer Interaction, Usability Engineering, Design Management, Product Design, Graphic Design, Branding and Identity Creation, Animation and Transportation Design.







## LABS & FACILITIES

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*Department of Design advocates high quality design research and scholarly activities, in which, its competent laboratories play a major role. Members of the department are making use of these facilities and contributing to the community through projects and publications every year.*

### Usability Engineering Lab

First of its kind in India. Major research areas include Usability engineering, e-learning technologies, information systems etc. This lab has produced over 100 bachelor thesis projects so far. This lab uses advanced technologies such as eye-tracking devices, Observatories, Biometric softwares etc.

**Faculty-In-Charge:** Dr. Pradeep Yammiyavar, FDRS

**Featured Project:** HCI-virtual Laboratories (A part of NPTEL)

### New Media Lab

Multimedia and Visual communication are integral streams of Department of Design. Equipped with professional softwares like Final Cut Pro and advanced videography studios, New Media lab has witnessed many marvellous projects in the field of animation, multimedia and digital art.

**Faculty-In-Charge:** Sheetal Gokhale

### E-Kalpa Lab

E-kalpa lab is devoted to facilitate online design education. This laboratory is composed of wide range of facilities, from photography videography studios to web designing studios, clearly substantiating an eclectic approach to design education.

**Faculty-In-Charge:** Dr. Ravi Mokashi Puneekar

**Featured Project:** D'Source - digital learning portal for design education

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### Embedded-Interactions Lab

Embedded Interaction Lab (EILab) specializes in gesture and tangible user interfaces, with research focus on design for development. Research at EILab has been published in reputed international conferences, journals, national newspapers and appreciated with numerous awards. EILab has collaborated with various industries and research labs such as Nokia Research Center, Microsoft Research, IBM Research, Samsung and many more.

**Faculty-In-Charge:** Dr. Keyur Sorathia

**Featured Project:** Investigation of social acceptance of gesture controlled user interfaces among low socioeconomic- literacy user group (IBM Funded)

### Ergonomics Lab

Ergonomics lab majorly contributes in Design ergonomics, Human Factors in Man-machine systems, Visual and cognitive ergonomics etc. A large number of PhDs, Masters and Bachelor students have actively participated in its research projects over the years. Laboratory facilities include mobile eye-tracking devices, electro-oculography, critical flicker fusion testers etc.

**Faculty-In-Charge:** Dr. Debkumar Chakrabarty and Dr. Sougata Karmakar

**Featured Project:** Visual and tactile information Processing in Product Selection

### Sustainability and Social Innovation Lab (SSI)

SSI Lab aims to foray in the domain of Design for Sustainability with research and development focused on creating sustainable consumption and production patterns. Currently the lab is focusing on R&D of scale-appropriate agricultural tools and equipment with an eye on the three pillars of sustainability- social, economic, environmental.

**Faculty-In-Charge:** Sharmistha Banerjee and Pankaj Upadhyay







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### Visual Communication Studio (VC Studio)

VC Studio aims to be a centre for excellence in the field of visual communication design in Northeast region. It aims to nurture innovation and creativity in the field of visual communication, create design awareness and enhance visual sensitivity towards visual culture in the Northeast and develop a state of the art facility to support design and research in visual communication related fields.

**Faculty-In-Charge:** Dr. D. Udaya Kumar and Dr. Prasad Bokil

### Animation Research Lab

Animation Research Lab is an Open lab which fosters inter-disciplinary research involving application of animation in various research areas like films, gamification, animatronics, CGI, science, VR/AR, 3d printing, painting. It has executed projects with Microsoft, TCS etc. **Faculty-In-Charge:** Charu Monga

### Workshop facilities

An Industrial design group is always incomplete without a well-equipped workshop. Department workshop consists of advanced prototyping machines like rapid prototyping tool, blow moulding machine etc. which are actively made use of by students and staff.





## BACHELORS IN DESIGN

*Admissions through the competitive Joint Entrance Examination IIT-JEE for admission into the B.Des programme.*

*The Department of Design offers to its undergraduate students a B.Des degree upon completion of the course. The course itself is multidisciplinary in nature, and serves the purpose of exposing the students to various aspects of the design profession while simultaneously developing their capabilities and equipping them for their future careers. In addition to doing basic engineering courses, students enjoy a lot of freedom in choosing courses of their interest. The department provides the perfect platform for its bachelors to excel in various disciplines like Graphic design, Interaction design, Human factors engineering, Usability engineering and Product design. The knowledge gained by the student over four years is reflected in his Bachelor's Thesis Project (BTP), a project done over the course of the final year.*

### Bachelor Coursework

The courses are accompanied by 4 dedicated Semester Projects, inter-disciplinary courses and an Industrial Seminar.

#### Sophomore Year

Elements of design  
Materials & processes  
Photography & videography

Digital drawing and illustration techniques  
Elements of form  
Plastics and composites

Fundamentals of ergonomics  
Introduction to graphic design  
Engineering drawing





## Departmental Electives

Design project  
Instructional design and multimedia  
Advanced manufacturing  
and processes  
Design seminar  
Collaborative design methods  
for new product development  
Typography  
Digital human modelling and simulation  
System design for sustainability  
Furniture and future  
Usability engineering  
System analysis and Information design  
Environment and Experiential design  
Creativity and innovation  
Product detailing  
Automobile Design

Culture and Media Studies  
Philosophy and Phonetics  
Business Economics  
Language and Linguistics

## Minor Courses

Apart from the design courses, selected students can take up a “Minor” course from other departments in the institute. Minor courses can be done in: Computer Science Mechanical Engineering Mathematics and Computing Electronics and Communication

## Pre-Final Year

Design Methods  
Design Analysis  
Introduction to Interaction design  
Graphic design studio  
Physical computing  
Applied ergonomics  
System approach to design  
Art design and society  
Animation fundamentals  
Tangible user interfaces

## Final Year

New media studies  
Interdisciplinary design project  
Design management and  
professional practice  
Design exhibition project

## Humanities and Social Sciences

Consumer Behaviour  
Cognitive and Applied Psychology  
Sociology of Science





## MASTERS IN DESIGN

*A multi-disciplinary group with professional expertise; the students of Master of Design in the institute cover a wide range of the industry from fine arts to engineering and architecture. With prior Professional experiences, the Students of Masters of Design work in the field of Industrial Design, Visual Communication and Interaction Design depending upon their inclination towards each field. A two year full time course, the Master's program covers four semesters which are completely dedicated exclusively to the study of solving problems in a particular field backed up by significant and core-deep research.*

### Thesis Project

During the course of four semester, The Master's program covers two thesis, a major and a minor. The Master Thesis is a yearlong project, completed in two semesters. It enables the students to research, analyse and provide design solutions in the field of any domain of Visual Communication Design, Product Design, Transportation Design, Interaction Design, Film and Video design or interdisciplinary within design.

The Minor project in the program lasts for a semester and is completely dedicated to teaching Professional Research methods to students.





## First Year Courses

Collaborative design methods in new product development  
Design - an introduction  
Design methods  
Ergonomics  
Ergonomics research technique  
Form studies  
Graphic design  
New media studies  
Product design prototyping and advanced manufacturing process  
Visual design - principle and application  
Introduction to Toy Design  
Semester Thesis Project

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## Second Year Courses

Usability engineering  
System analysis and information design  
Ergonomics research technique  
Interaction design  
Design semantics  
Product detailing  
Digital Human Modelling and Simulation  
Environment and experiential design  
Automobile design  
Creativity, innovation and design management  
Tangible User Interface  
Lighting design  
Masters Thesis Project





## STUDENT'S PROFILES

### B.Des Profiles

The strength of the graduating B.Des students lies in their diverse interests, and an ability to work on collaborative projects with reputed companies. Some examples of roles that they can fulfil in the industry are as follows: UX Groups, IT Product development, Design-oriented business operations, Customer experience management, Design services and consulting, Media and entertainment, Identity and brand management, Research and development, Product Styling and Development

### M.Des Profiles

The core competency of M.Des students lies in their diverse backgrounds and previous industry experience, thus enabling them to have a unique perspective in tackling design related problems. They are flexible and can fulfil the following roles in the industry: Strategic Design Managers, Brand Strategists, Product Styling and Development, UX Groups, Customer Experience Managers, IT Product Development, Media and Entertainment



## PAST RECRUITERS

Placement opportunities for the graduates have been very bright and they have been recruited by reputed organizations.



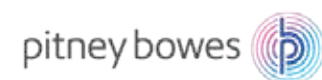


# SUMMER INTERNSHIPS & PROJECTS COLLABORATION

An important aspect of the design program is industrial and professional experience and research through internships in various industries, companies and universities both in India and abroad.

## Academic Internships

MIT Media Labs  
Carnegie Mellon University  
Northeastern University  
Boston Arizona State University  
KAIST  
University of Ghent  
TU Berlin  
TU Delft  
Carleton University  
Canada Karlstad University  
Sweden EPFL  
Middlesex University





# PLACEMENT PROCEDURE

## Phase I

Organizations register on our placement portal.  
<https://iitg.ernet.in/tnp/>

They are given a username and password from the Placement Cell for their account on the portal. On this account, organizations must fill out details under the 'Edit Job Application Form' and the 'Job Profile and Salary' tabs where they are required to provide us with a detailed salary structure with base salary, perks, emoluments and other remuneration clearly and separately mentioned and information pertaining to the Job Profiles being offered. (Detailed instructions may be found on the portal itself)

Suitable dates for a Pre-Placement Talk (PPT) are decided as per mutual convenience. PPTs are held after class hours (i.e. after 5 PM).

## Phase II

The recruitment session would begin in December 2018 and would continue till May 2019. Dates for visiting the campus for recruitment are allotted to the organizations based on several parameters but this is mostly dependent on the interest shown by both the organization and the candidates and other factors which include the CTC being offered. The organization can negotiate or confirm the date with the placement cell. A compromise formula is worked out by the placement cell if there is a clash in interest/dates.

## Phase III

Organizations visit the campus on the decided date and can conduct written technical/aptitude tests, group discussions, interviews as a part of their selection procedure. Organizations have to furnish the list of selected candidates as soon as possible after the completion of the selection procedure. As per the placement policies of the institute as soon as a student has been offered a job, he or she is ineligible to continue in the selection processes of other organizations or apply to other organizations. Job offers are to be routed only through the placement cell. Organizations are requested not to contact students directly.



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## FREQUENTLY ASKED QUESTIONS

### **How well is Guwahati connected with the rest of the country?**

Guwahati, gateway for North East India, is well connected by air, rail and road with the rest of the country. There are direct air services from/to Mumbai, New Delhi and Kolkata with connectivity to all major cities in the country and direct train services from/to all the metropolises and other major cities.

### **Where will we be accommodated?**

Subject to availability of rooms in the institute guest house, accommodation could be arranged at a nominal rate for delegates from a company if they do intimate their requirements to us well in advance.

### **When does the placement session begin and for how long does it continue?**

The Placement Session would begin in December 2018 and continue till May 2019. Companies are encouraged to visit the campus before the placement session begins to give Pre-Placement Talks to our students and introduce them to the job profiles of their company. This does have a direct bearing on the interest shown by students when the company visits the campus later for placements.

### **We are under the impression that we can recruit students only if their discipline is related our industry. Is this so?**

No, the institute imposes no restrictions in this regard. Companies can opt to recruit students from any department or discipline.

## GET IN TOUCH

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