

**Placement Brochure 2023**

# **DEPARTMENT OF DESIGN**



భారతీయ సాంకేతిక విజ్ఞాన సంస్థ ప్రాదర్శాభాద్  
భారతీయ ప్రौద్యోగికి సంస్థాన హైదరాబాద్  
Indian Institute of Technology Hyderabad

## About

# 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 B.Tech programs, 1 B.Des Program, 3 M.Sc programs, 18 M.Tech programs, 1 M.Des program, 1 MA Program and 15 Ph.D. programs in all branches of Engineering, Science, Liberal Arts and Design. IIT Hyderabad offers 2 years M.Tech Program to the foreign Nationals in 9 different departments.

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. At IITH students are given with a plethora of choices, which they diligently choose with the help of a faculty advisor. From 14-15 academic year onwards all B.Tech programs started offering courses that are of smaller credits; called the fractal academics; very 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.

IIT Hyderabad in the past couple of years has been highly successful in building tie-ups with leading academic institutions around the globe. 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 will 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.



What a beautiful shot, isn't it ?



## About

# Department of Design

The Department of Design offers a vibrant environment for learning, practicing, research, and exploring several facets of design. This involves facilitating innovation in the key 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. The design courses are very carefully designed to keep the enthusiasm of the students and develop a process driven methodology. The department envisions to creatively engage in the space between technologies and people.

The Department of Design enjoys a very special relationship with the Japanese Universities and Industries that goes beyond academic and research collaborations. The Department of Design is creating a unique holistic educational ecosystem that offers interactive learning, a highly flexible academic structure, cutting-edge research, and strong industry collaboration. 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.

## **Message from our Head of Department**



Our endeavor is to create an institute that will provide a space for free and uninhibited thinking, a space where faculty and students can experiment with novel ideas without the fear of failure. Our core principles rely upon the commitment of developing scholarly and well-informed student-citizens who are critical thinkers, culturally aware, and mindful of their civic responsibilities as future global leaders. Each student of the IITH design community is profoundly valuable.

I cordially invite you to participate in the placement process at IIT Hyderabad. I shall look forward to your participation in shaping the future careers of our students.

**Prof. Deepak John Mathew**

Professor & Head, Department of Design

Master of Fine Arts; MSU, Badodara  
PhD in Design Education; CASE, MSU, Vadodara

# Our Mentors



**Prof. Deepak John Mathew**

Professor & Head, Department of Design

Master of Fine Arts; MSU,Badodara  
PhD in Design Education; CASE, MSU,  
Vadodara



**Prasad S Onkar**

Assistant Professor

Ph.D: IISc Bangalore  
Product Design  
Computer Aided Conceptual Design  
3D Sketching



**Neelakantan P K**

Assistant Professor

Ph.D: IIT Bombay  
Architectural Design  
Early stage design process  
Aesthetics



**Delwyn Jude Remedios**

Assistant Professor

Animation  
Graphic Novels  
Illustrations



**Ankita Roy**

Assistant Professor

Publication and Book Design  
Ancient Scripts  
Tessellations & Geometrical patterns



**Dr. Shiva Ji**

Assistant Professor

Ph.D: IIT Guwahati  
Design for Sustainability  
Sustainability Assessment  
LCA

# Our Mentors



**Srikar A V R**  
Assistant Professor

Product design  
Materials and processes  
Workplace design and ethnography



**Prof. Seema Krishnakumar**  
Assistant Professor

Information Design & Data visualisation,  
Storytelling,  
Interactive media.



**Dr. Mohammad Shahid**  
Assistant Professor

Ph.D: IIT Guwahati  
Typography  
Design Research  
Visual Branding



**Dr. Chakravarthy B. K.  
IIT Bombay**  
Adjunct Professor

Product Styling and Perception  
Creativity and Innovation



**Ajith Abraham George**  
Adjunct Professor

Areas of Interest: Sound Design & Mixing  
and Sound Engineering



**Dr. Ambarish Kulkarni**  
Adjunct Professor

Areas of Interest: Product Development,  
Engineering Design & VR

# **Masters in Design**

# MDes Curriculum

## Sem 01

Design Fundamentals  
History of Art & Design  
Design Process and Methodology  
Contemporary Visual Culture  
Design Drawing and Sketching  
Design Lecture Series

## Sem 03

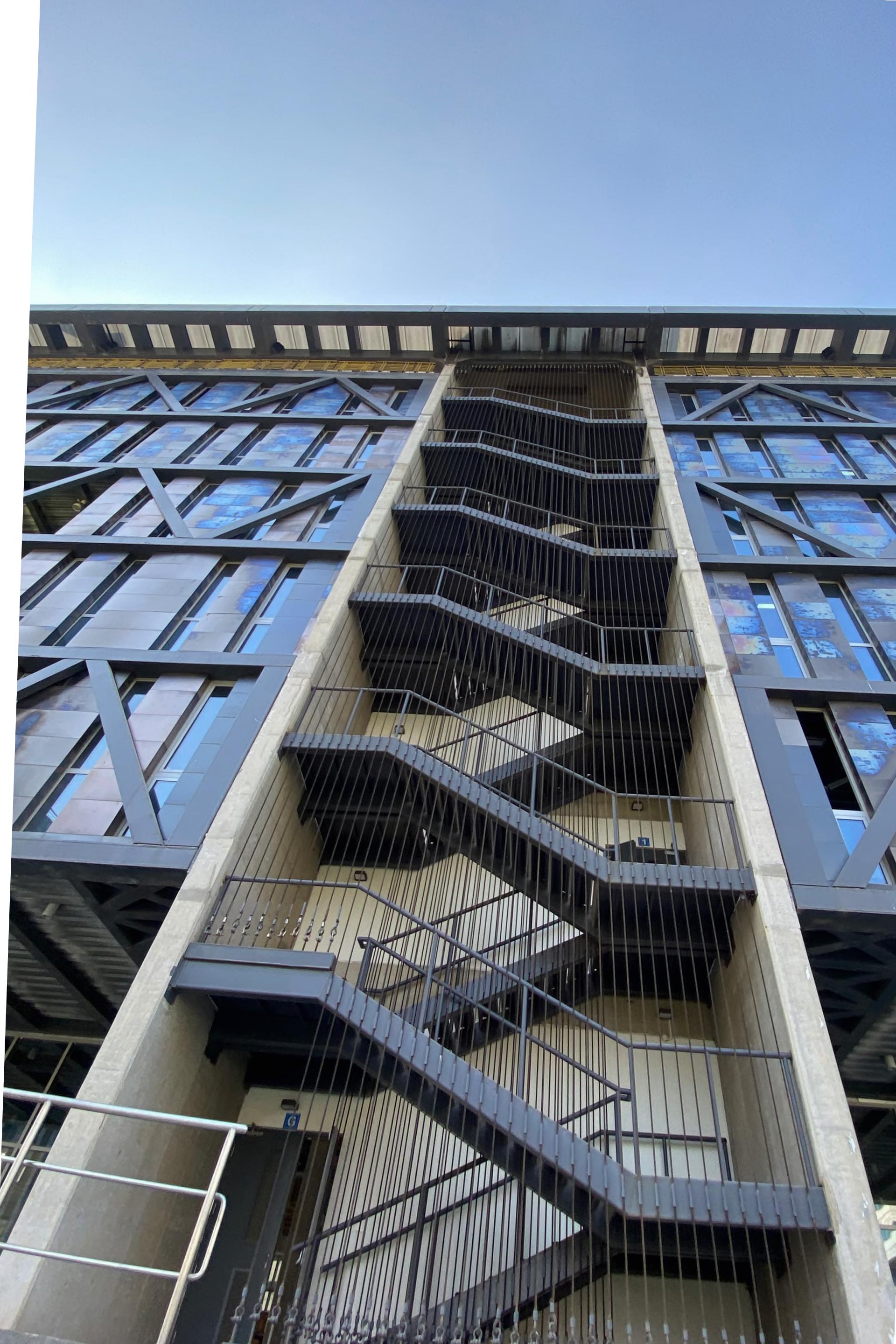
Design Research Seminar  
Entrepreneurship Skills  
Master Project 1  
Master Project 2  
Internship/Training

## Sem 02

Graphics and Information Design  
IXD, AI & Virtual Environments  
Photography and Digital Imaging  
Moving Images & Animation  
Film Making  
Strategies for Sustainable Design  
Space Design

## Sem 04

Thesis/Final MDes Project



# Class Demography

Product Design . Industrial Design

Interaction . UI, UX . AR-VR

Visual . Branding . Graphic Design

Motion . Animation . Film . 3D . Photography



**TOTAL  
STRENGTH** **46**

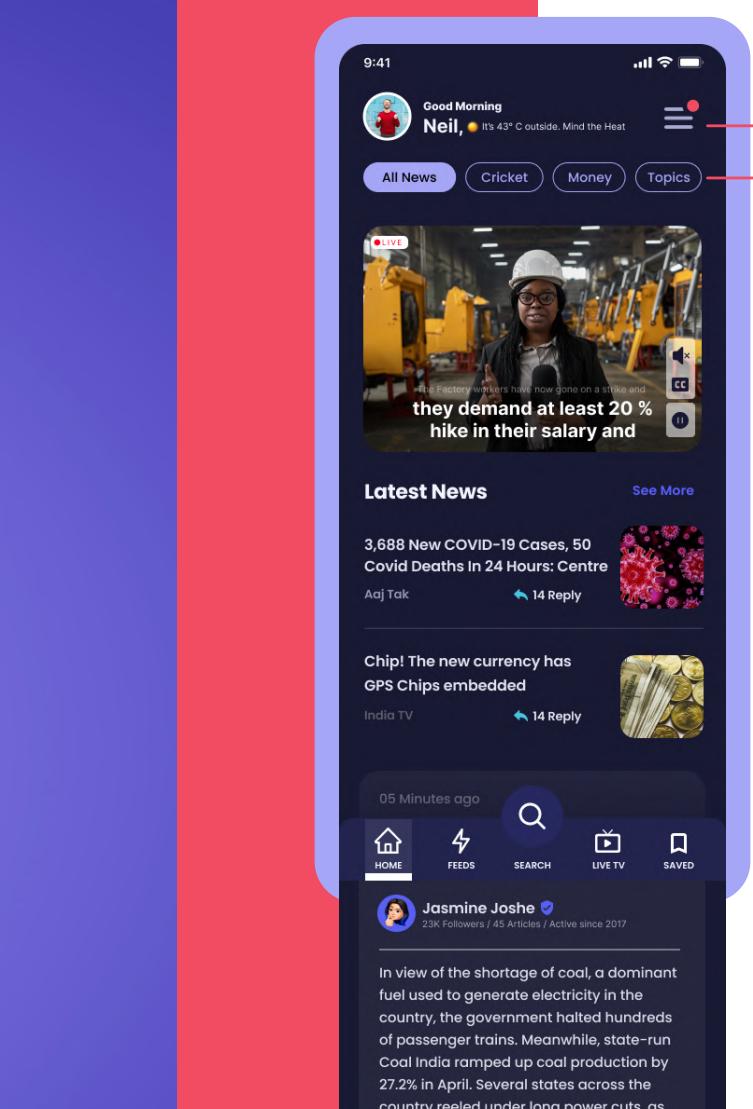
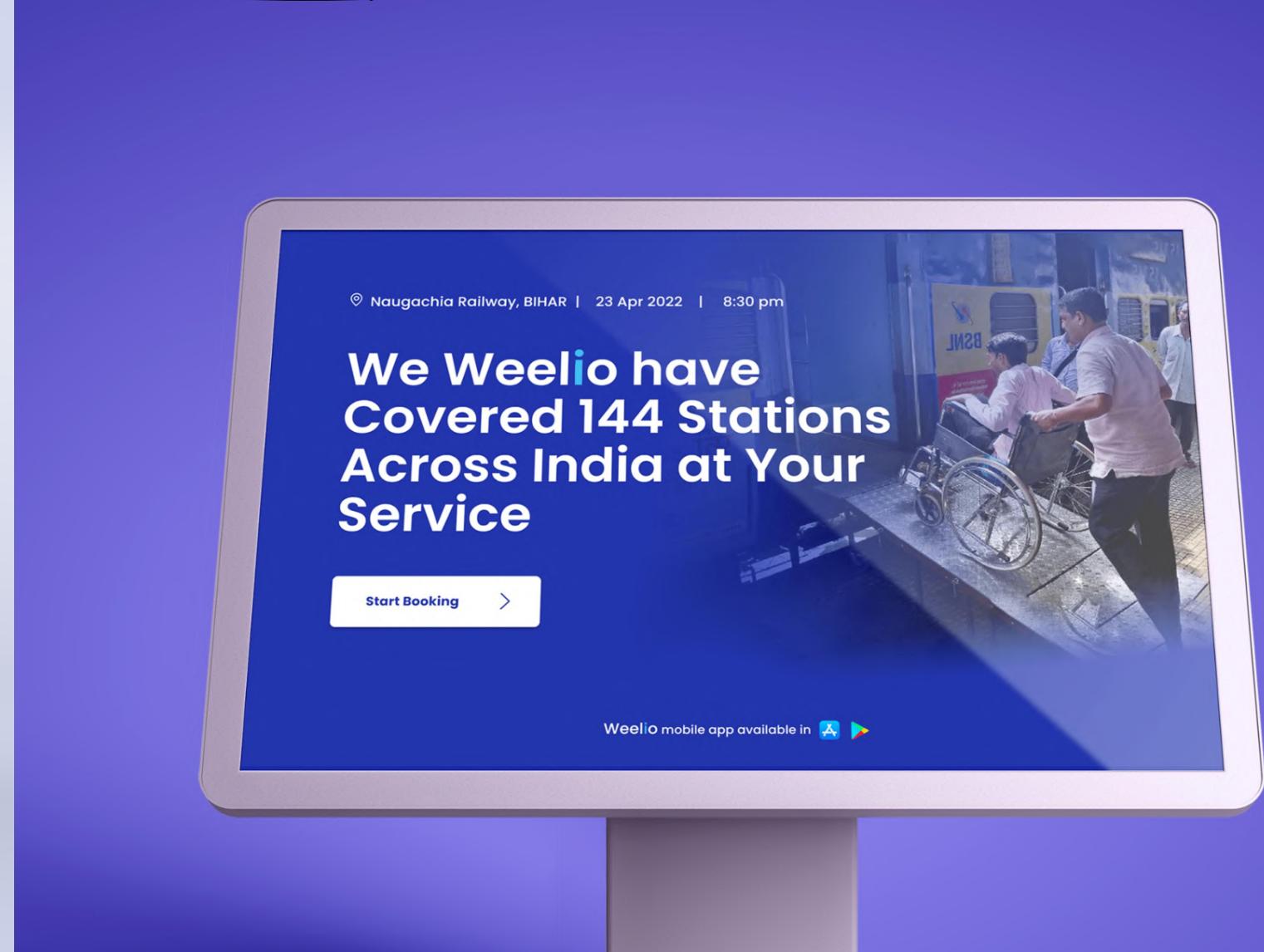
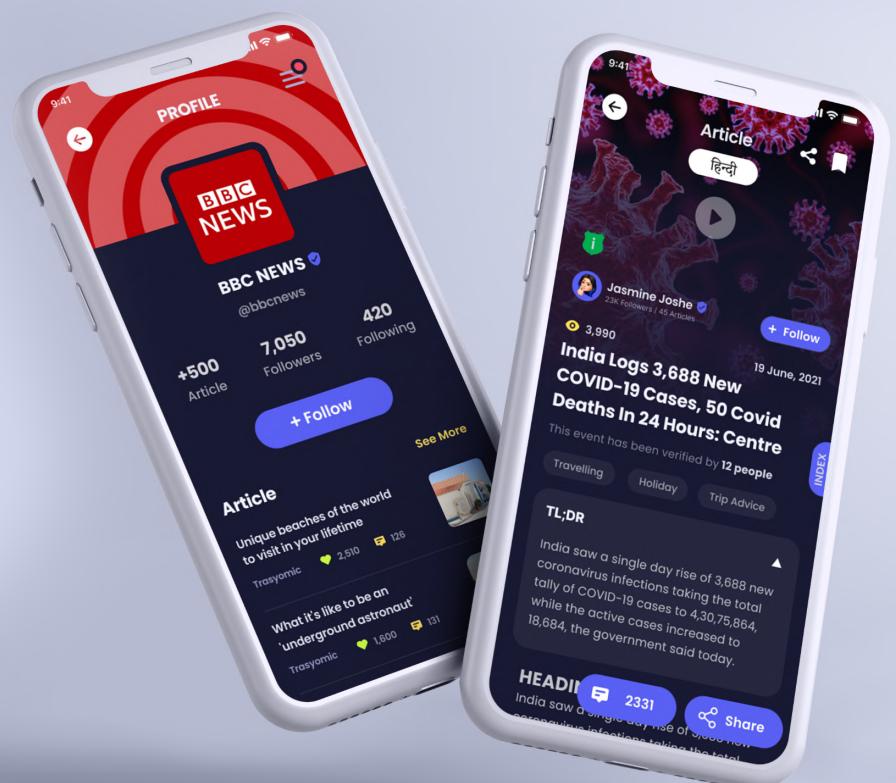
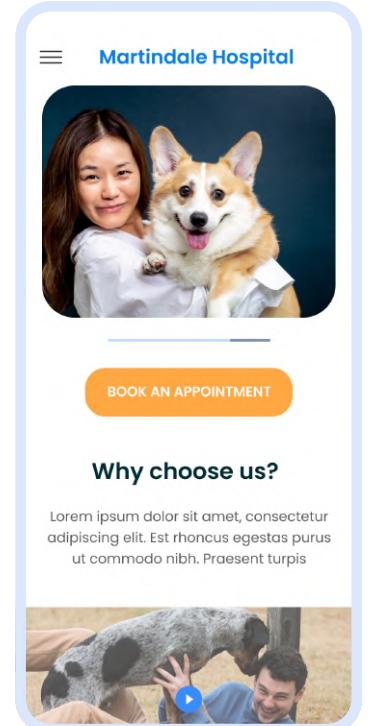
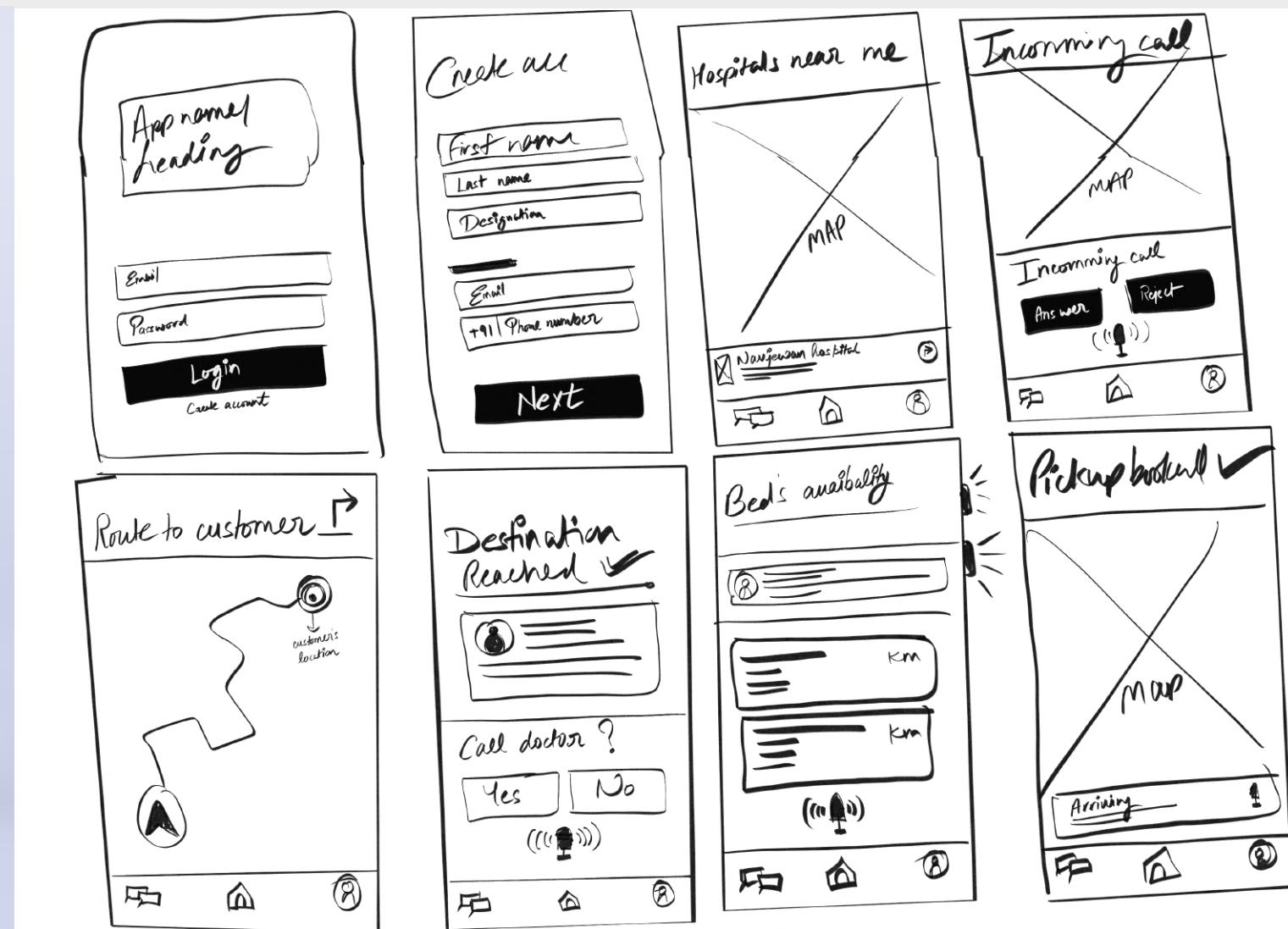
# Graphics and Information Design

Branding . Infographics . Data visualisation . Typography . Illustrations  
Graphic Design . Logo Design . Publication . Graphic Novel



# UX Design and Interaction Design

UX Design . UI Design . UX Research . Microinteraction design  
Augmented Reality . Virtual Reality . 3D Environment Development

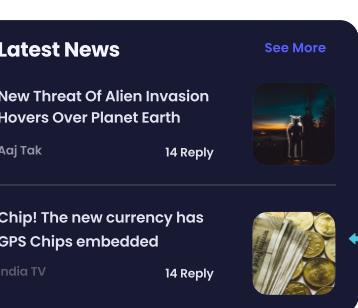
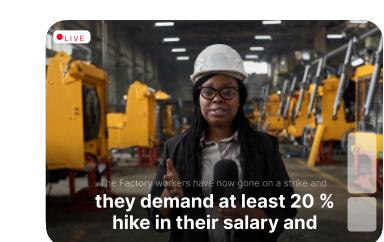


## Homepage (Iteration 01)

According to the questions answered by the user during onboarding the home screen cards will change. The cards are designed on the basis of time and detail variations. Some cards will take less time to be consumed with limited information while other cards will take slightly more time to consume but will have plenty of information. Hence, different cards can be shown to a Heritage News Consumer, Dedicated News Consumer, Proactive News Consumer and Passive News Absorber.

Switch between top three topics as selected during onboarding

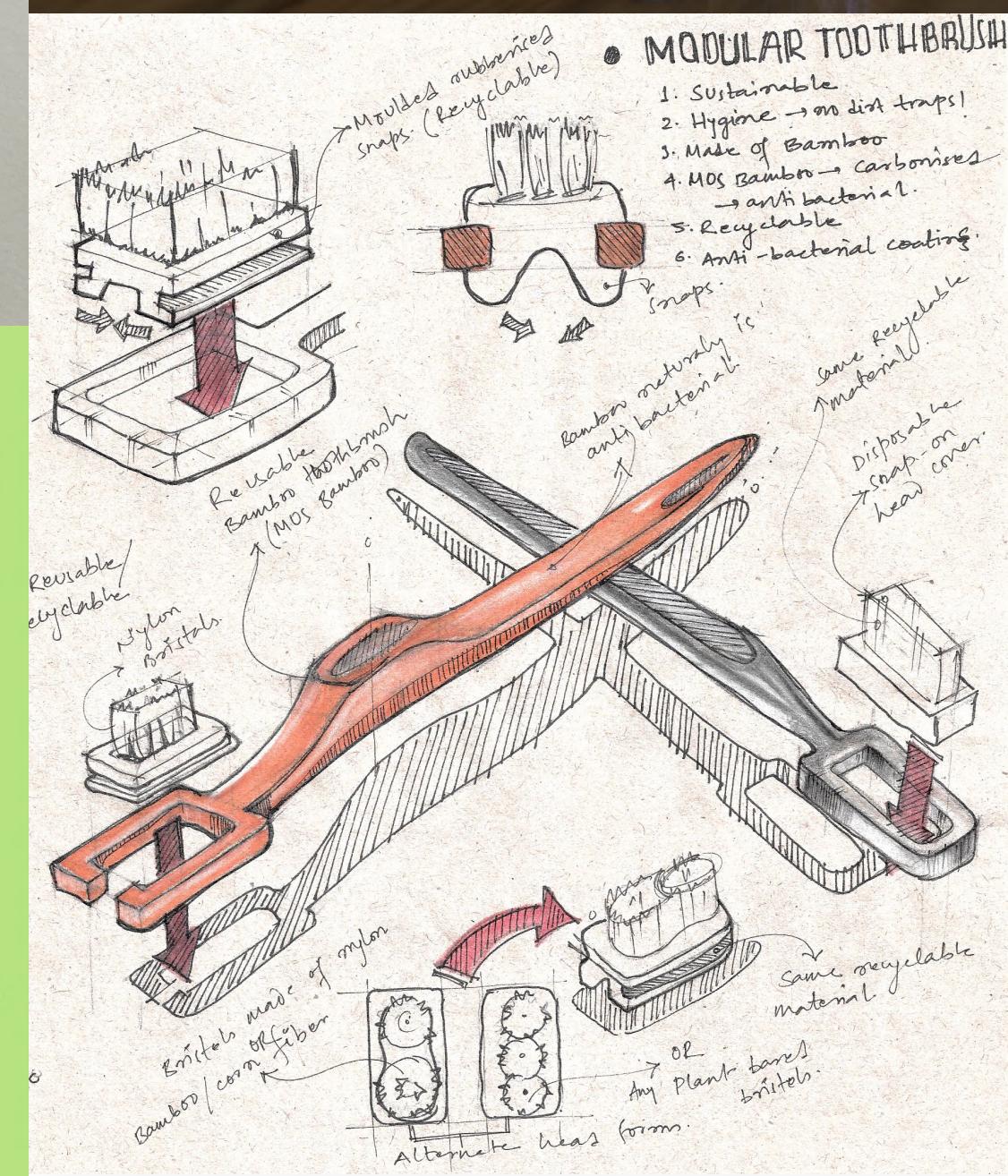
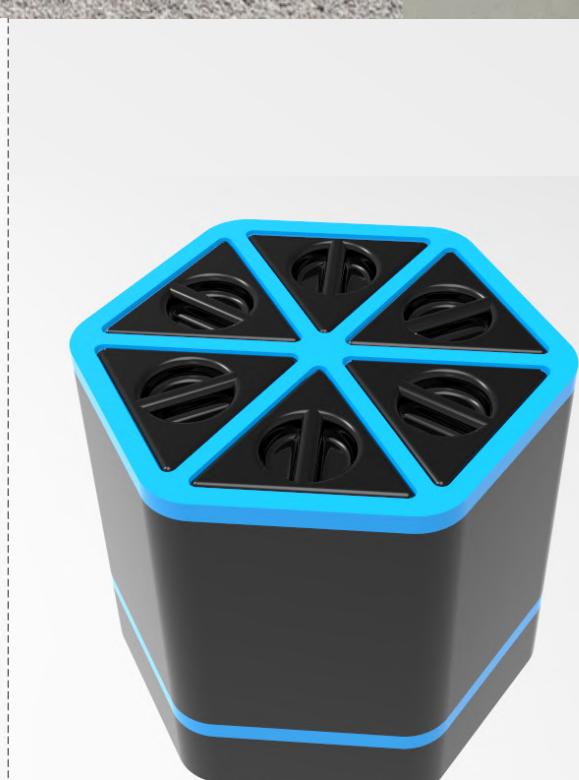
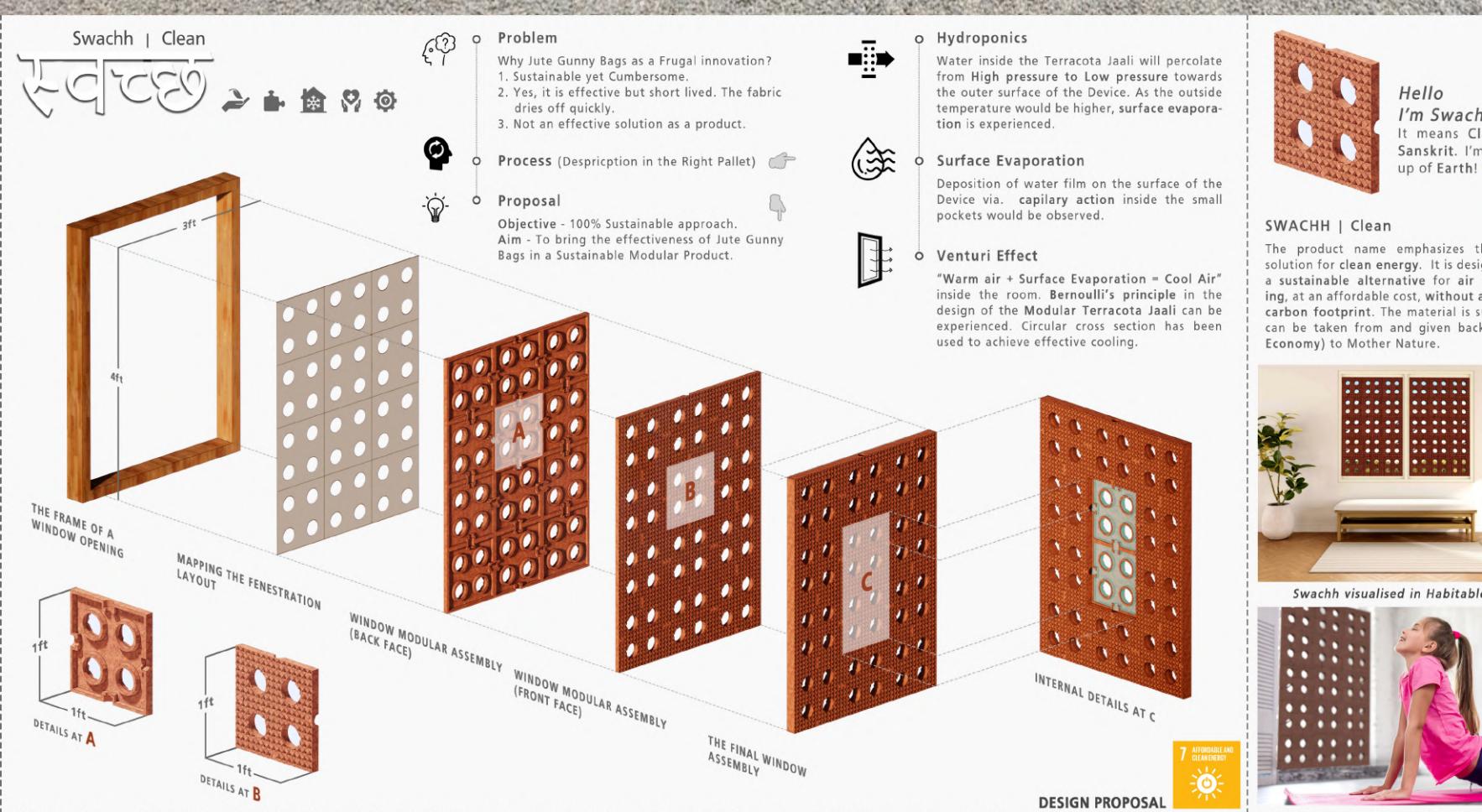
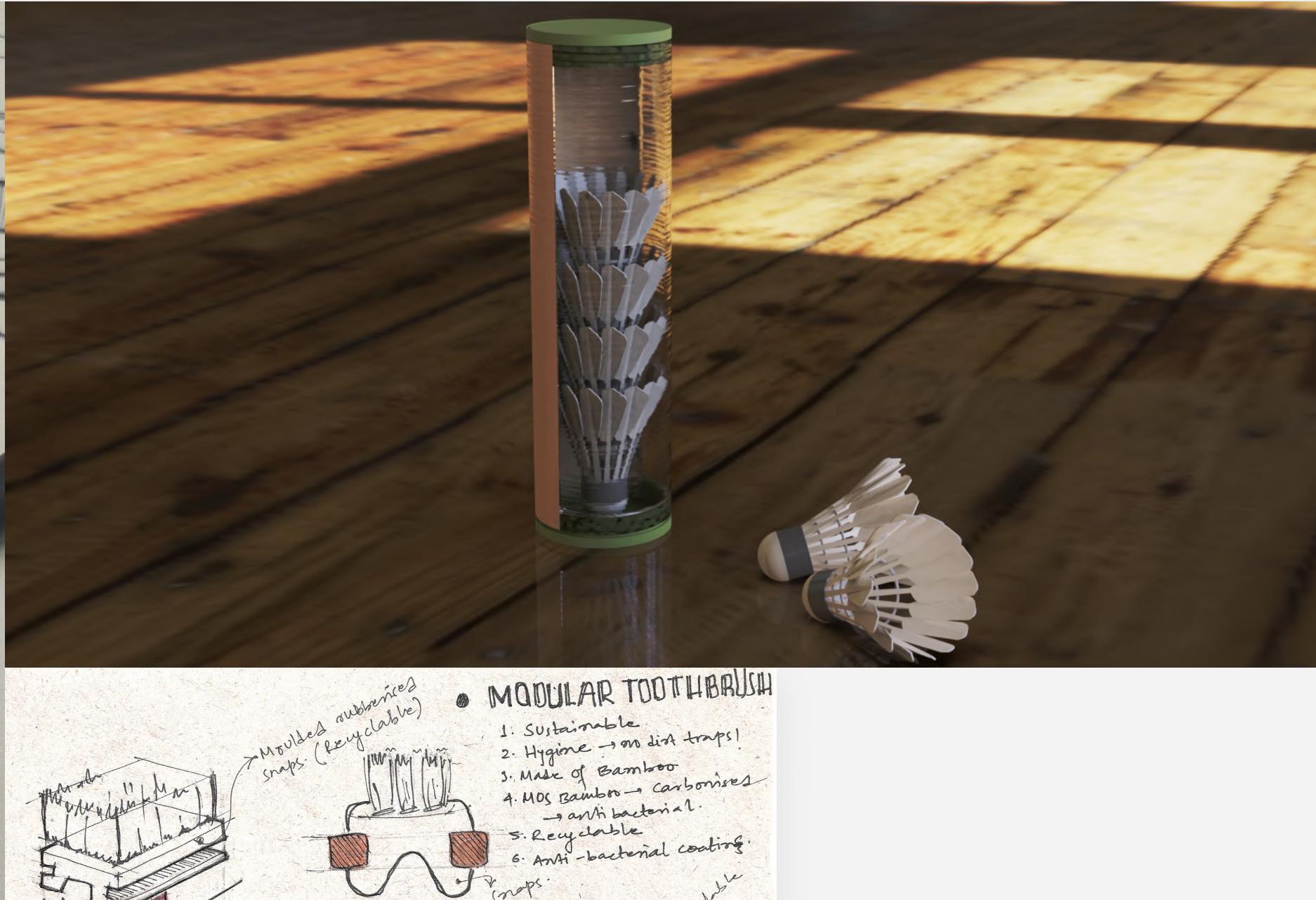
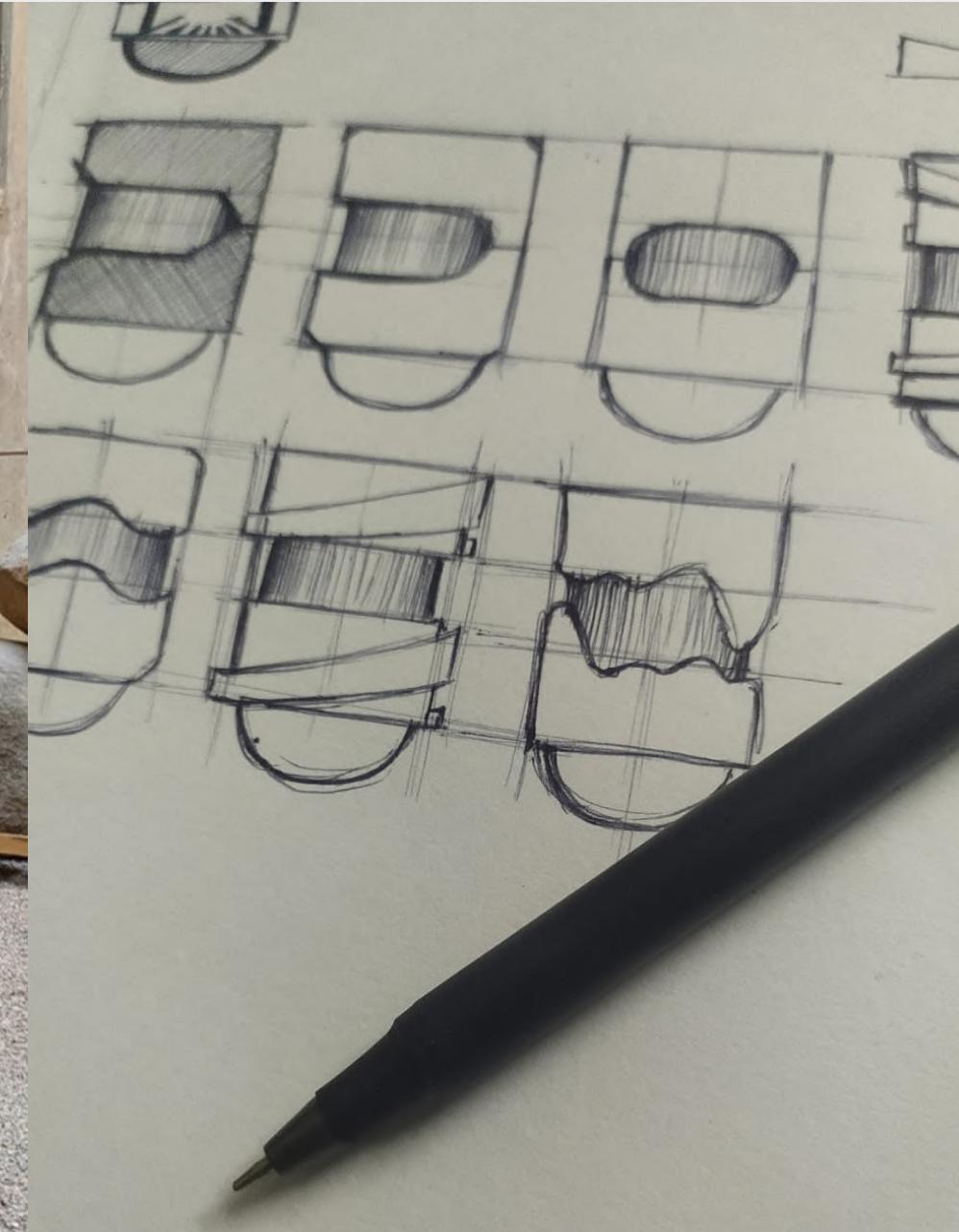
## Homescreen Cards



## Sidebar Popup

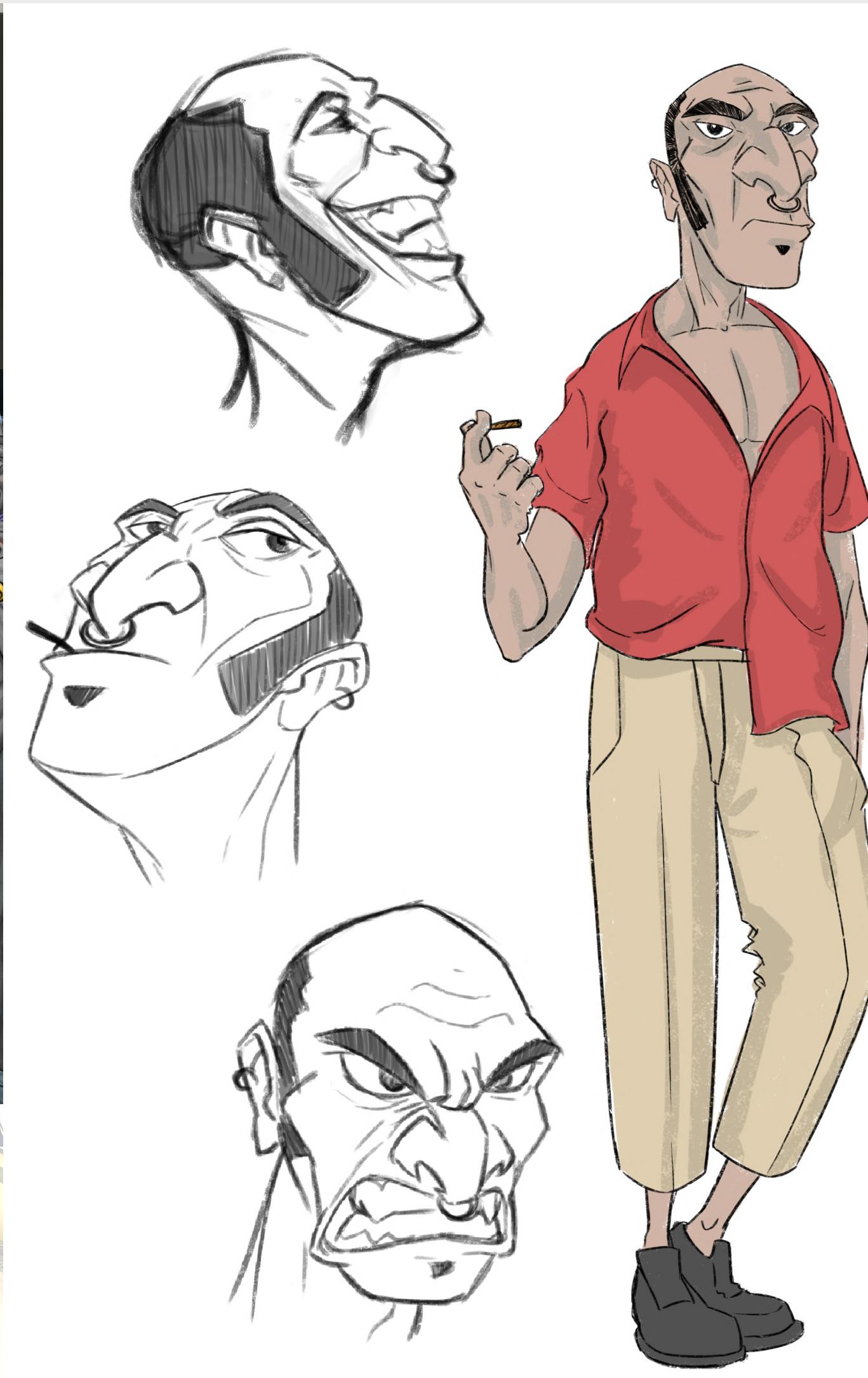
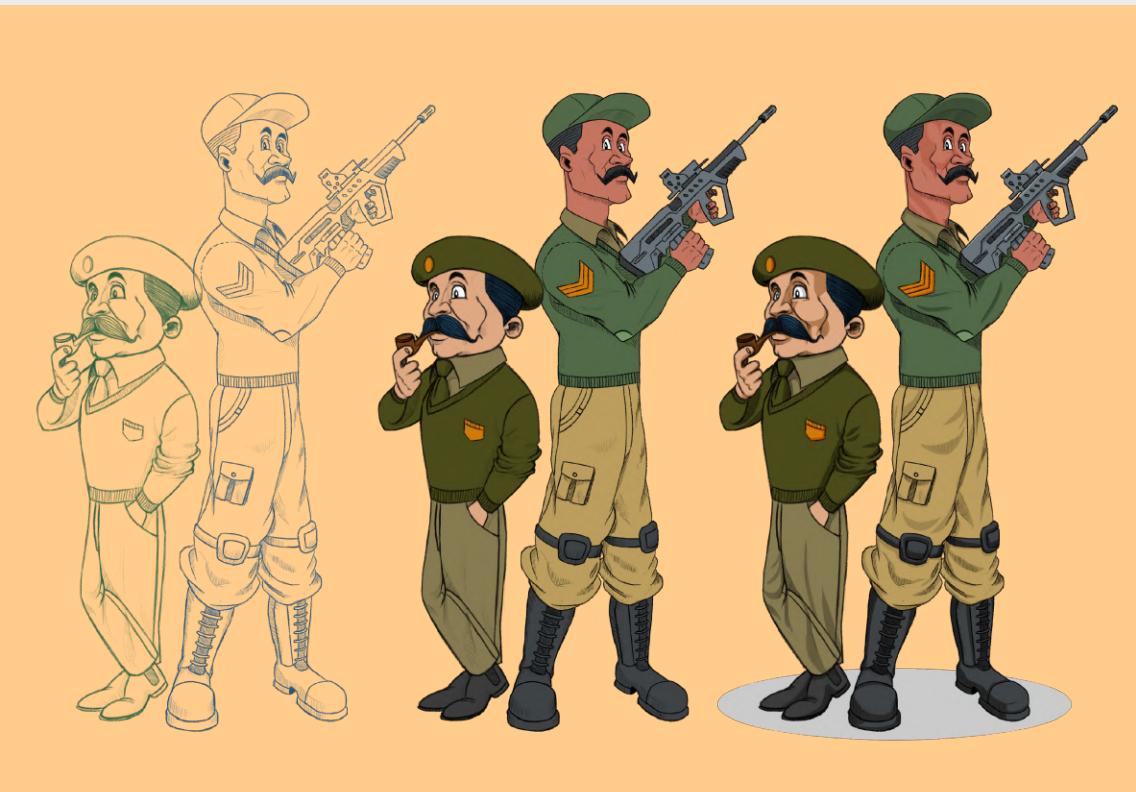
# Product Design

Advance Materials . Products . Ergonomics . Sustainable Design  
Industrial Design



# Animation and Film making

Character Design . Animation . 3D Animation . Stop Motion Animation  
Film Making . Storyboarding



# **Bachelors In Design**

# BDes Curriculum

## Sem 01

Elements of Design  
Design Culture and Society  
Colour  
Environmental Exposure  
Introduction to Design  
Principles of Design  
Evolution of Design  
Digital Fabrication – 1 & 2  
Form  
Workshop and Material Explorations  
Design Drawing

## Sem 02

Product Design  
Animation  
Film Appriication  
Interaction Design  
Graphic Design  
Photography  
Design Process and Methodology  
Creative coding

## Sem 03

Design for sustainability  
Universal Design  
Data and Information Visualization  
Sound Design  
Web and Interaction  
Advanced Product Design  
Advanced Graphic Design  
Product Photography & Studio Lighting

## Sem 04

Semester Project – 1  
Illustrations and Drawing  
Typography  
Ergonomics  
Programming for Designers  
Storyboarding  
Elements of film making  
Publication Design  
Branding and Identity  
UI/UX  
Advanced Animation

## Sem 05

Semester Project – 2  
Semiotics  
AI in Design  
Embodiment Design  
Nature and Form  
Graphic Narratives  
Documentary photography  
Digital Heritage  
Game design  
Motion Graphics  
Film Making

## Sem 06

Semester Project – 3  
System Design  
Design Creativity and Innovation  
Lifecycle Analysis  
Product graphics and packaging  
Contemporary photography  
Service Design  
Virtual environments in design  
Documentary film making  
Experimental Animation

## Sem 07

Semester Project – 4/ Internship  
Design Management and IPR  
Professional Practice  
Entrepreneurship and Business Planning  
Design Research Seminar

## Sem 08

Thesis/Final Project

# B.Des Demography

Product Design . Industrial Design

Interaction . UI, UX . AR-VR

Visual . Branding . Graphic Design

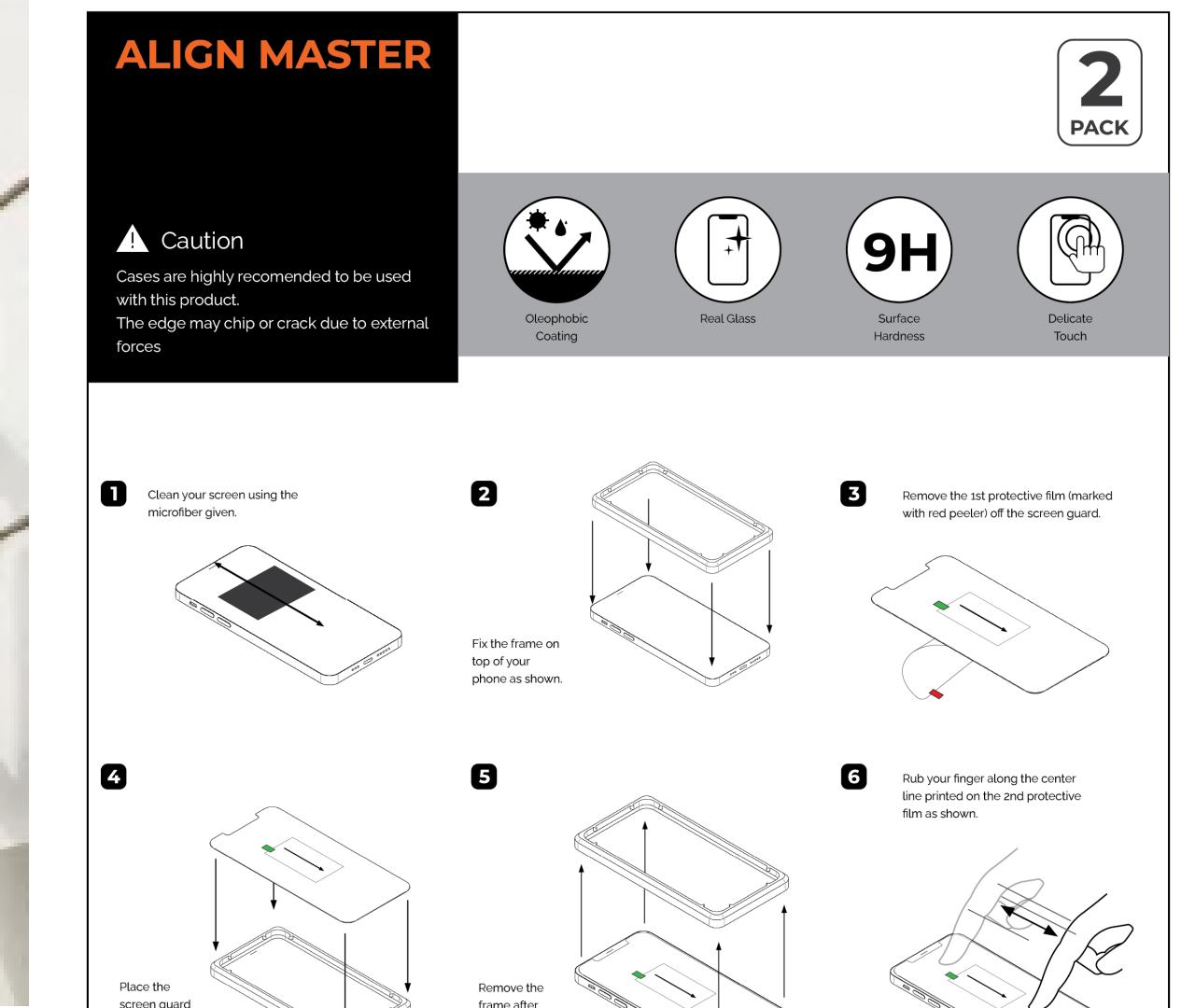
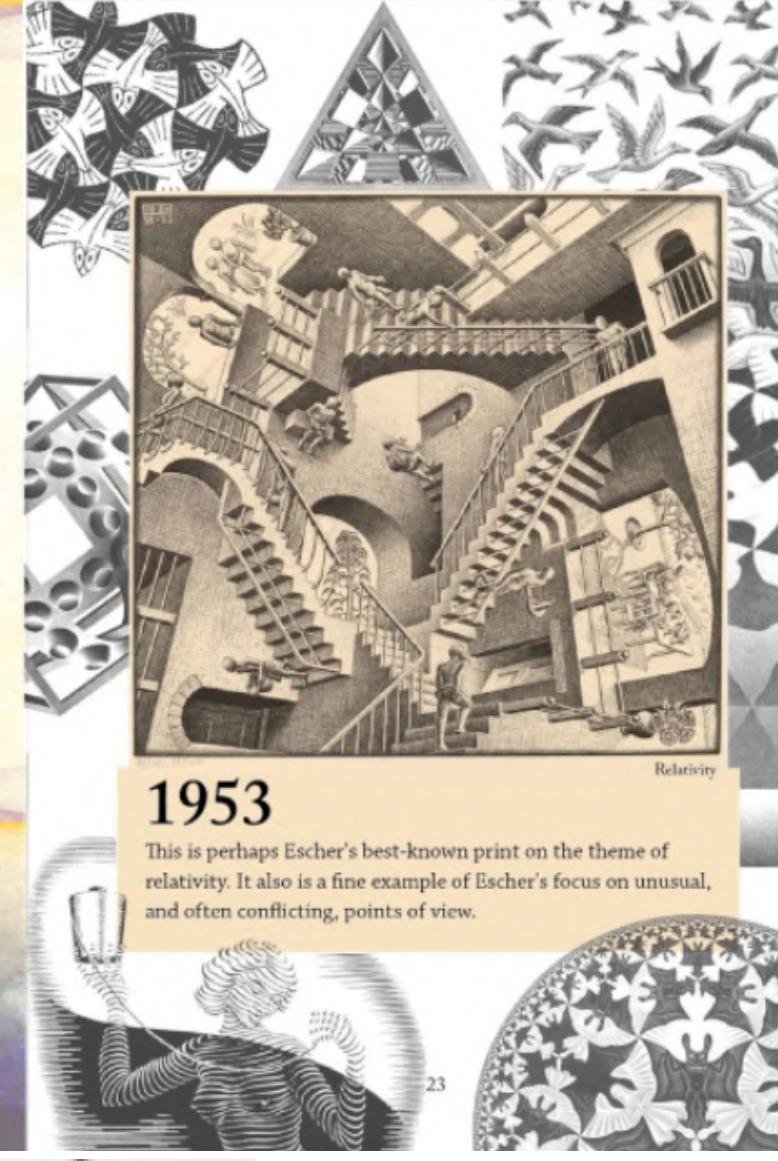
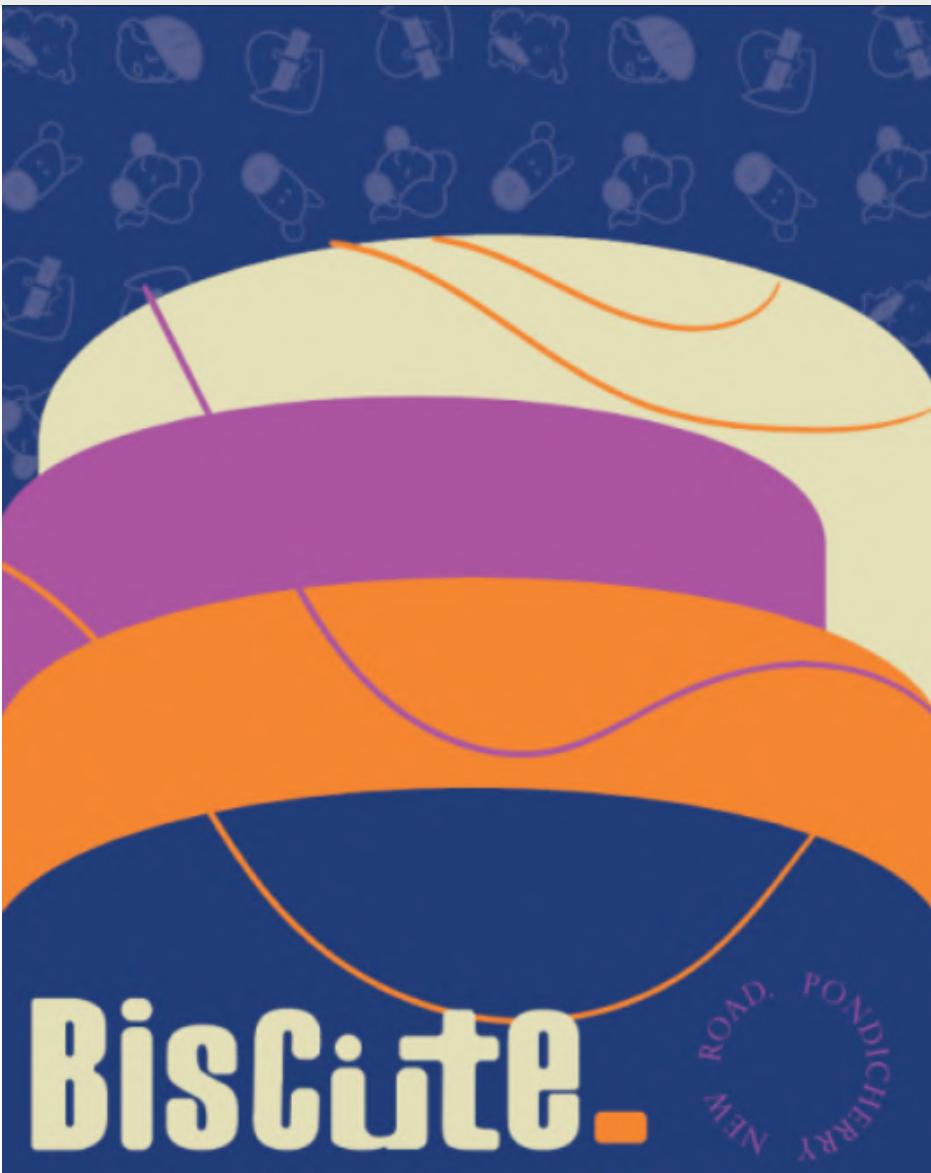
Motion . Animation . Film . 3D . Photography

**TOTAL  
STRENGTH** **10**



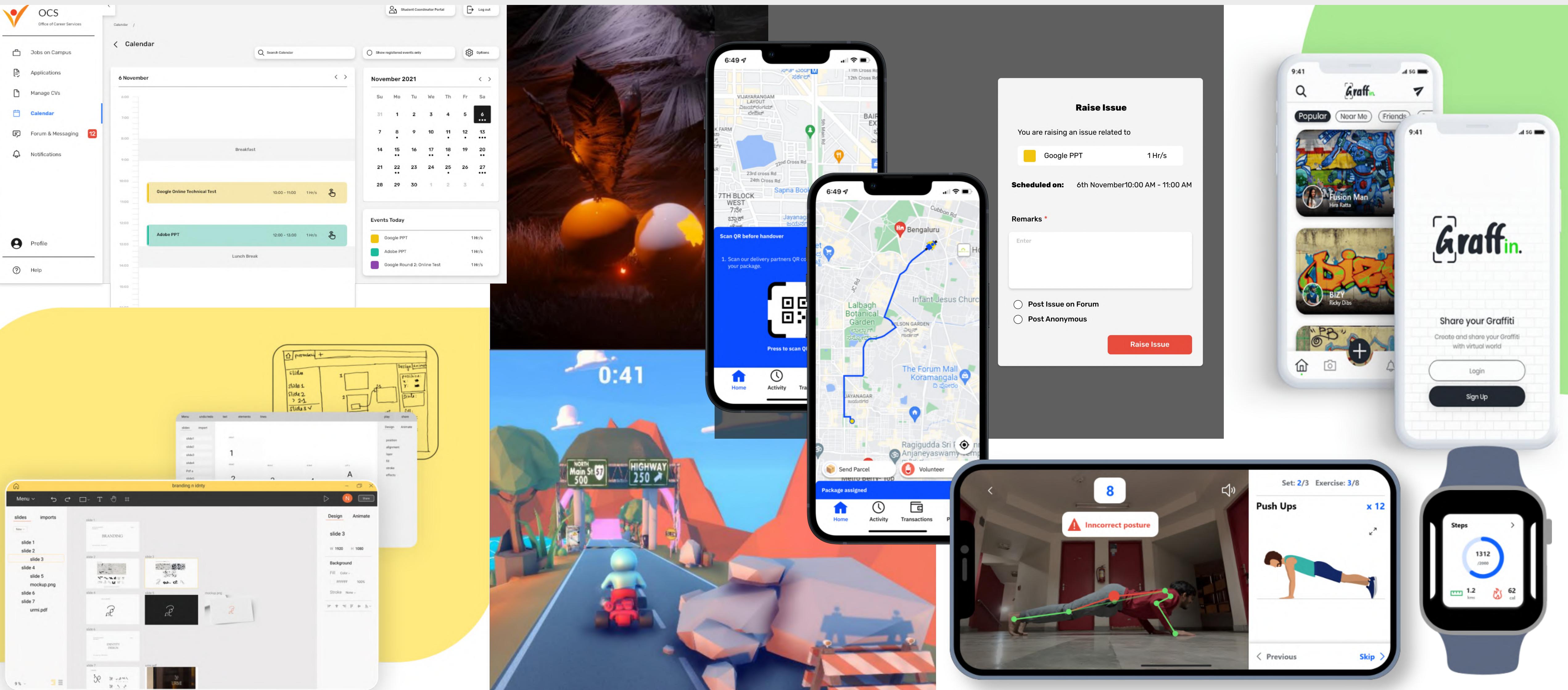
# Graphics and Information Design

Branding . Infographics . Data visualisation . Typography . Illustrations  
Graphic Design . Logo Design . Publication . Graphic Novel



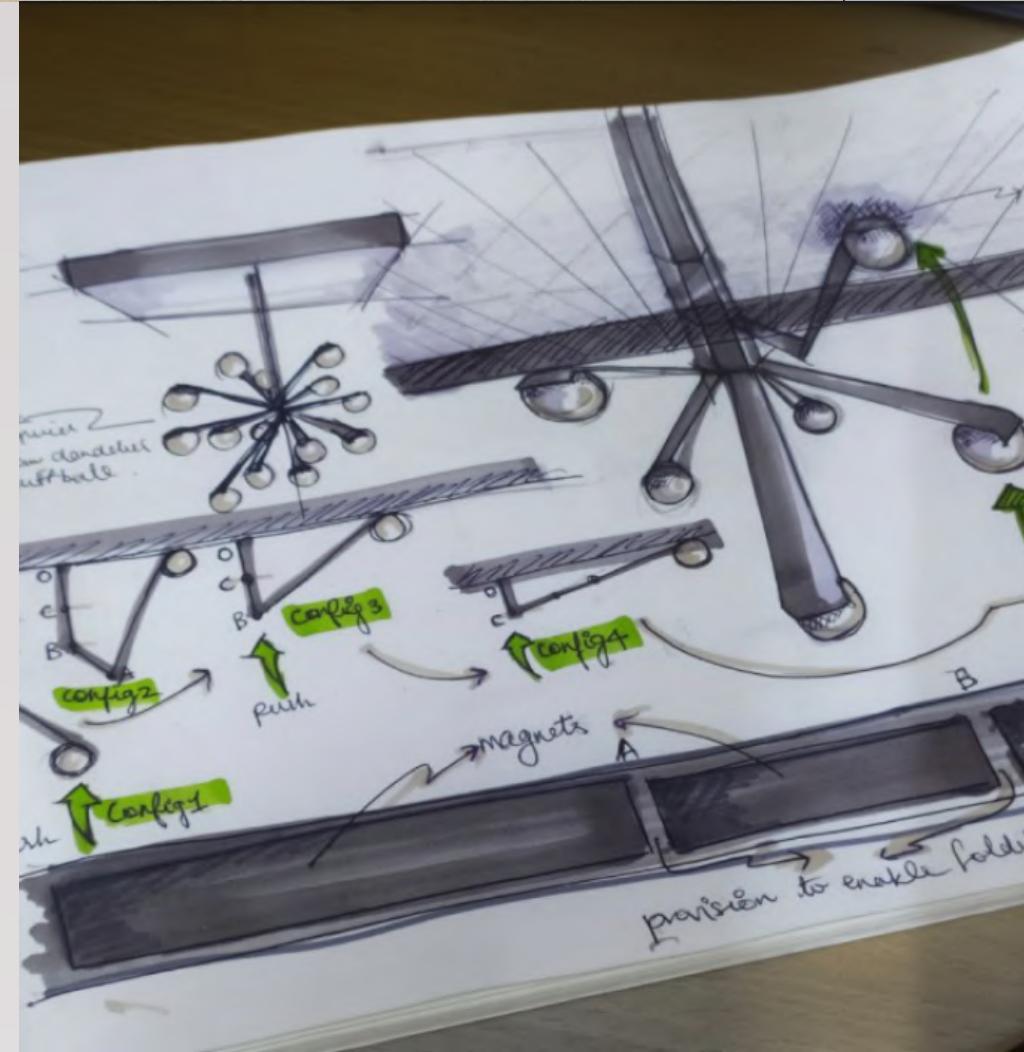
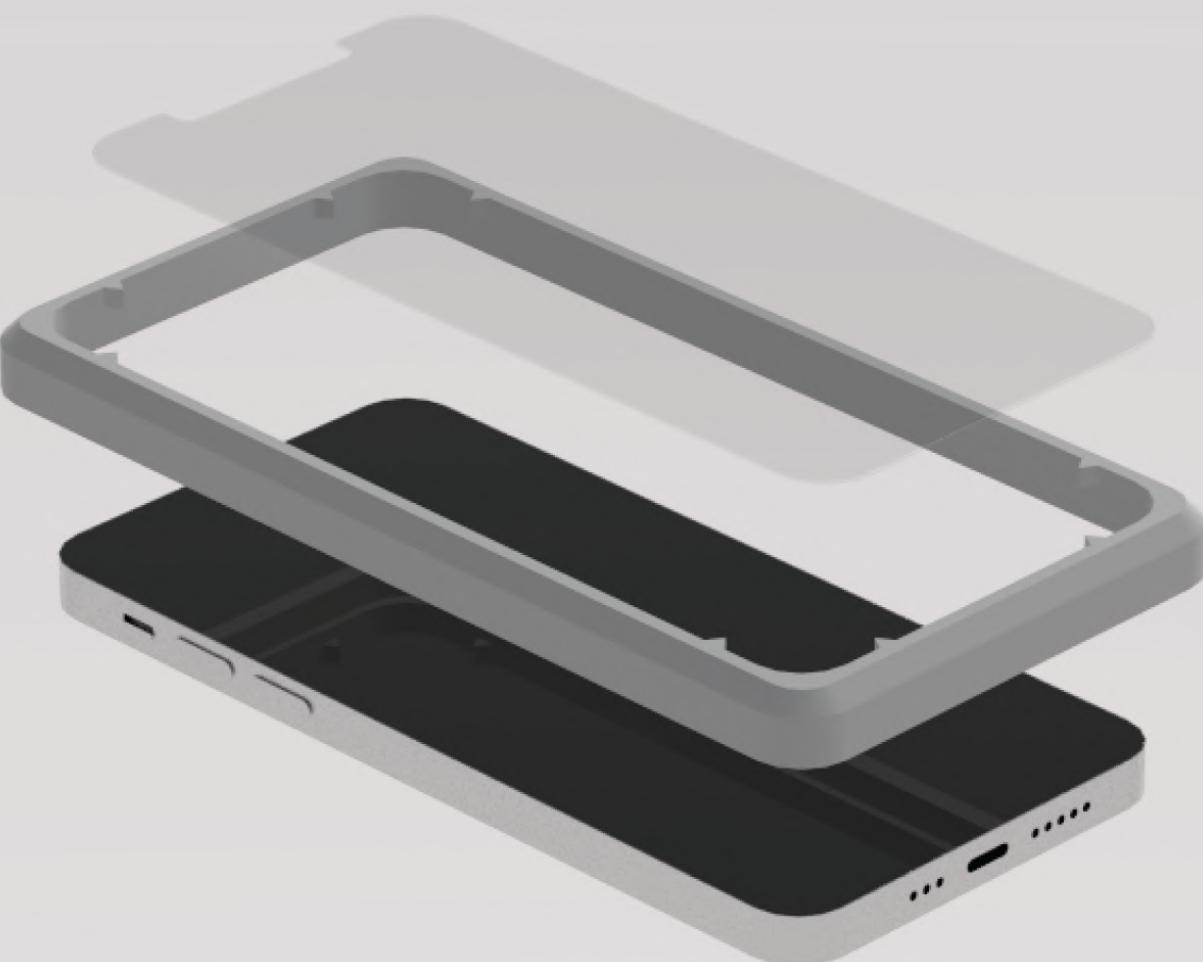
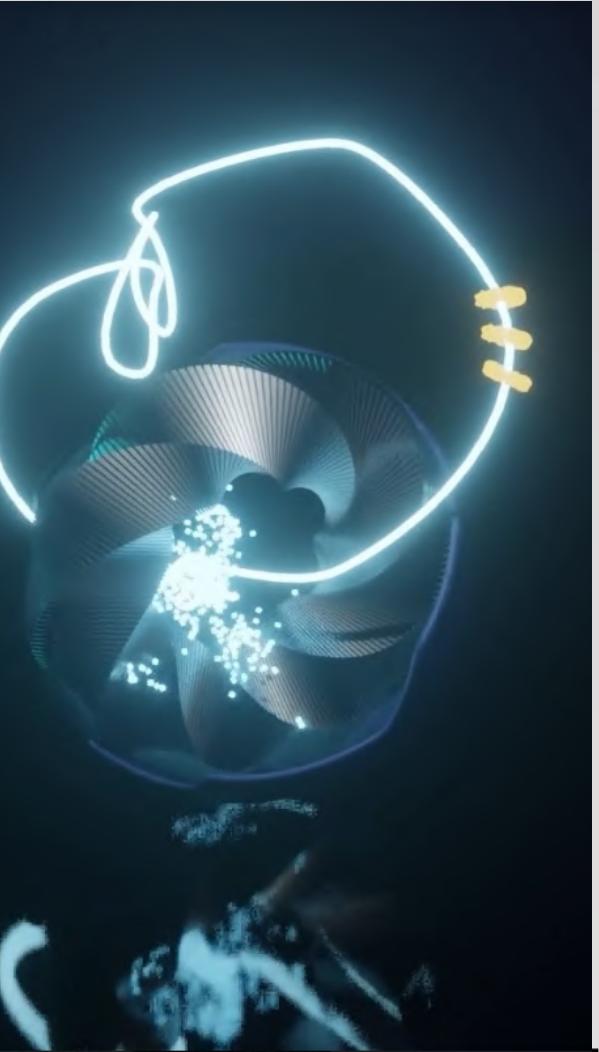
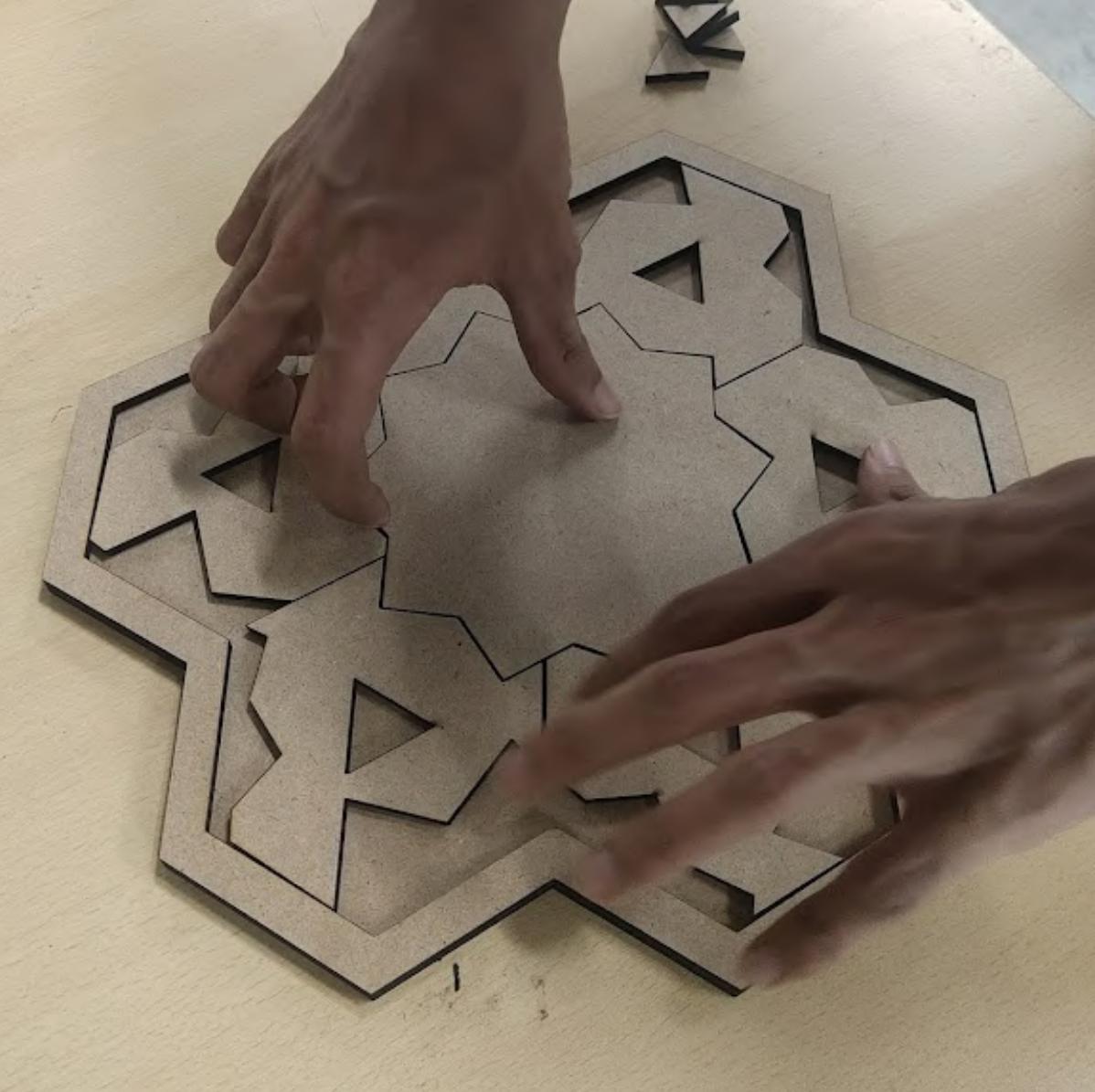
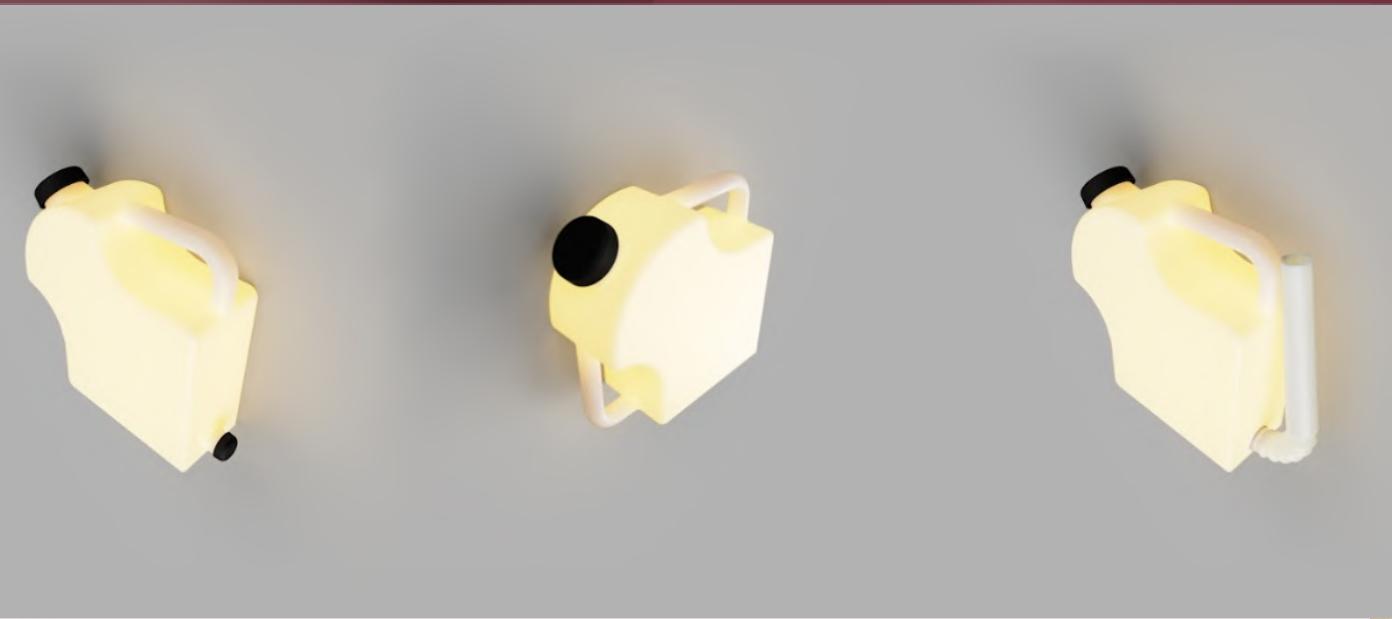
# UX Design and Interaction Design

UX Design . UI Design . UX Research . Microinteraction design  
Augmented Reality . Virtual Reality . 3D Environment Development



# Product Design

Advance Materials . Products . Ergonomics . Sustainable Design  
Industrial Design



# Animation and Film making

Character Design . Animation . 3D Animation . Stop Motion Animation  
Film Making . Storyboarding



## Prominent Recruiters

Bosch	Godrej	Newzera	Swiggy	Value Labs
Brane	HCL	Optum	TCS	
Gainsight	Infosys	Phenom people	Truminds	

## Internship Recruiters

Ambitionbox	GE Digital	Mahindra Finance	Porter	Svaya Robotics
Bosch	Grab On	MagicBricks	Prototyze	TATA 1mg
Book My Show	Infosys	Mindtickle	Red Baton	TATA Elxsi
Captain Fresh	I'm Beside You	Moneytor	Scala	Unikwan
GDC	L & T	Optum	Snapdeal	

# Contacts



## Office of Career Services

Indian Institute of Technology,  
Hyderabad, Telangana, India 502285

EMAIL

[office.placement@iith.ac.in](mailto:office.placement@iith.ac.in)

PHONE

+91 40 2301 6810, +91 8331036118

## Dr. Deepak John Mathew

Head of Department  
Department of Design

EMAIL

[djm@des.iith.ac.in](mailto:djm@des.iith.ac.in)

PHONE

+91 7673950467

## Delwyn Jude Remedios

Faculty Incharge  
Department of Design

EMAIL

[delwyn@des.iith.ac.in](mailto:delwyn@des.iith.ac.in)

PHONE

+91 91601 97791

# Contacts



## MDes Placement Coordinators

### Gokul R

Placement Coordinator  
Master of Design

**EMAIL**

[md21mdes14023@iith.ac.in](mailto:md21mdes14023@iith.ac.in)

**PHONE**

+91 7012132814

### Manali Bapat

Placement Coordinator  
Master of Design

**EMAIL**

[md21mdes14004@iith.ac.in](mailto:md21mdes14004@iith.ac.in)

**PHONE**

+91 9404225418

### Rucmenya Bessariya

Placement Coordinator  
Master of Design

**EMAIL**

[md21mdes14006@iith.ac.in](mailto:md21mdes14006@iith.ac.in)

**PHONE**

+91 9711101488

### Sushmita Mandal

Placement Coordinator  
Master of Design

**EMAIL**

[md21mdes14038@iith.ac.in](mailto:md21mdes14038@iith.ac.in)

**PHONE**

+91 8826800408

## BDes Placement Coordinators

### Shreyas KB

Placement Coordinator  
Bachelor of Design

**EMAIL**

[bd19bdes11005@iith.ac.in](mailto:bd19bdes11005@iith.ac.in)

**PHONE**

+91 9449880491

### Mandira VR

Placement Coordinator  
Bachelor of Design

**EMAIL**

[bd19bdes11006@iith.ac.in](mailto:bd19bdes11006@iith.ac.in)

**PHONE**

+91 9324385155