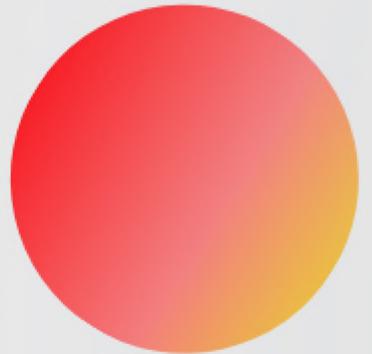


Placement Brochure 2022 – 2023

DEPARTMENT OF DESIGN

**Doctor of Philosophy
(PHD)**



Indian Institute of Technology

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.



Department of Design

PhD Program

Department of Design provides an opportunity regular full-time Ph.D. in Design that provides a platform to pursue **practice-based /led research** in art, design, and culture.

Research Areas

Photography & Film Making / Virtual Reality and Haptics / Architectural Design & Sustainability / Human-Computer Interaction / Computer-Aided Design / Design Theory and Methodologies / Artificial Intelligence & Art / Digital Heritage / Augmented Reality / System Design & New Media Design / Drone & Mobility / Typography & Type Design / Design Education / Game Design / IoT Design / Visual & Animation Design

Currently design dept. is focusing on **Practice-based Research** that is an original investigation undertaken in order to gain new knowledge partly by means of practice and the outcomes of the practice. In a doctoral thesis, the results of practice-based research would be fully described in text form with the inclusion of a creative outcome.

Joint Doctoral Programs

- **IITH-SUT Joint Doctoral Program (JDP)**
- IITH and Swinburne University of Technology (SUT), Australia are offering a joint doctoral program. The students admitted to the JDP will have an opportunity to spend up to one year at SUT supported by a scholarship from SUT.
- **IITH-Deakin University Joint Doctoral Program (JDP)**
- Candidate(s) chosen for JDP will spend up to 12 months at Deakin University, Japan depending upon the research requirements.



Design Innovation Centre

Design Innovation Centre at IIT Hyderabad is engaged in Innovation through design and technology along with partnering institution engages with mutually beneficial innovation activities. 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 and Collaborative Design, Professional Ethics/ Sustainability, Product Systems and Services, Design and Education, Wellness, Crowd Sourced Design. Prof. Deepak John Mathew is the Principal Design Investigator of DIC at IIT Hyderabad.

We aim to use design to the fullest to simplify the human lifestyle and to engage creative minds in innovating and experimenting with the design process and to understand its vast possibilities. We also strive to impart quality design education and design for sustainability. We believe in learning from the fields rather than theoretical knowledge.

DIC projects

- Digitization of Indian Heritage Monuments in Virtual & Augmented Reality
- Preservation of Culture through 360 Degree Animation
- Design Education for school

DIC Spokes

- Indiana Institute of Information Technology, Hyderabad
- Indiana Institute of Information Technology, Sri City
- Indiana Institute of Information Technology Design and Manufacturing, Kanchipuram

Hyderabad

1. International Institute of Information Technology, Hyderabad
2. Indian Institute of Information Technology, Chittoor
3. IIITDM, Kanchipuram

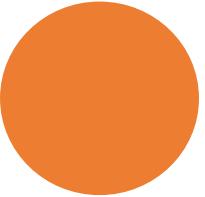


Message from Head of the Department

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. We are building an interdisciplinary research space where candidates are coming from various discipline such as visual communication, fine arts, architecture, textile design, automobile design. We have built a cross-functional knowledge sharing space to enable practice-based design centric research forum.

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.

Deepak John Mathew
Professor & Head, Department of Design



Our Advisors

IIT Hyderabad



Prof. Deepak John Mathew

Professor & Head, Department of Design

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



Prasad S Onkar

Assistant Professor

PhD: IISc Bangalore
Product Design, Computer Aided Conceptual
Design, 3D Sketching

Swinburne University of Technology



Kim Vines

Professor

School of Social Sciences, Media, Film and
Education
Creative Technologies, motion capture, VR



Boris Eisenbart

Professor (Associate)

Department of Interior Architecture and
Industrial Design
Interdisciplinary Product Development, Design
Theory and Methodology



Dr Alison De Kruiff

Lecturer

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Strategic & Transformative Design: Culture

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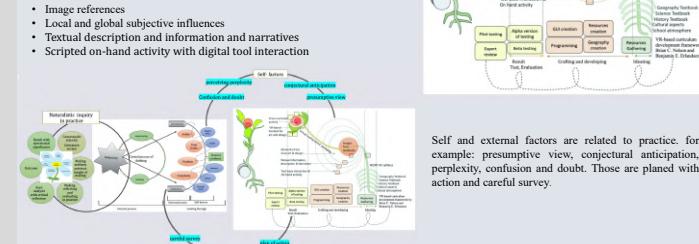
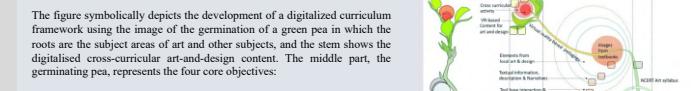
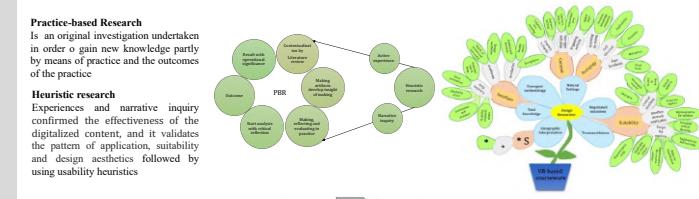
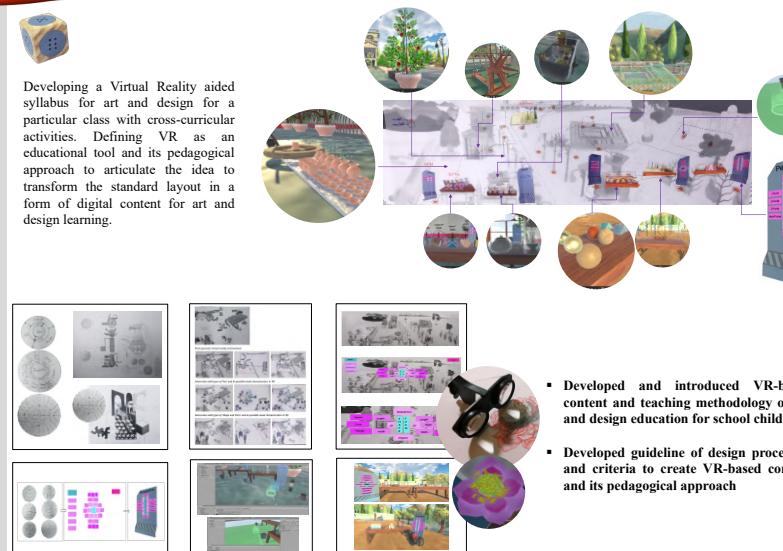
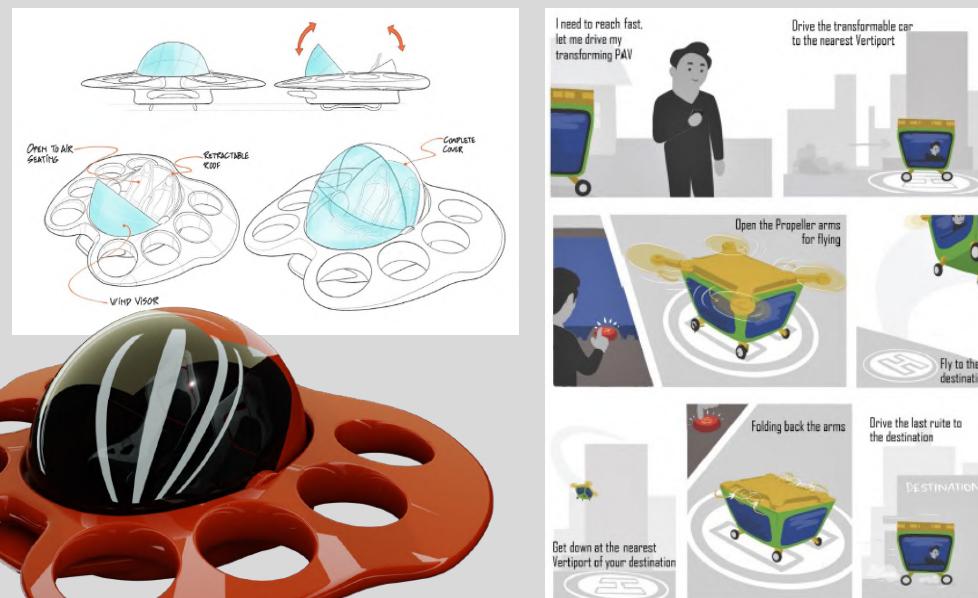
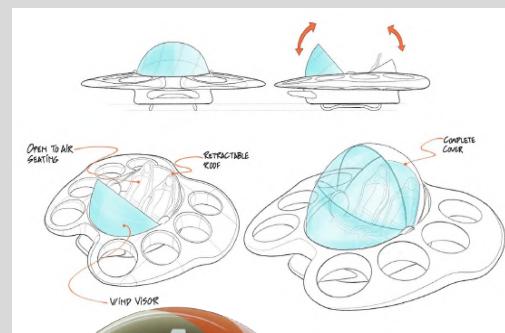
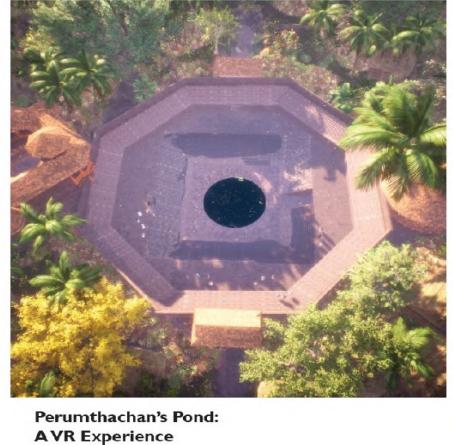
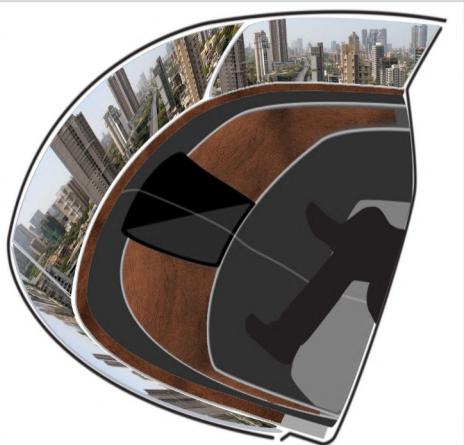


Meenakshi Mishra

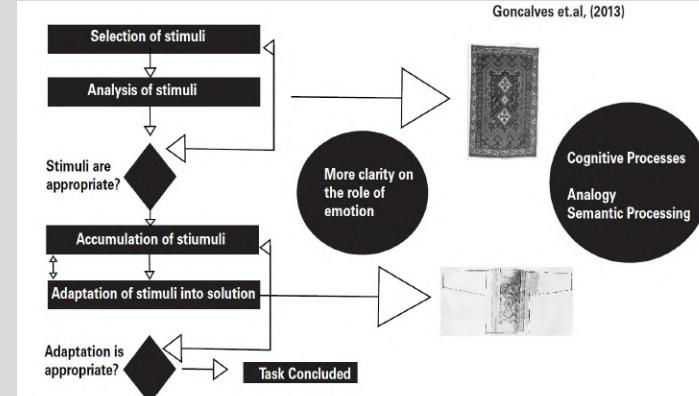
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What we do?

- Product design- Research on drone design
- Interaction design- Research on virtual reality aided educational content design
- Practice-based research on 3D environment design
- Educational game design- Strategy on VR aided game design



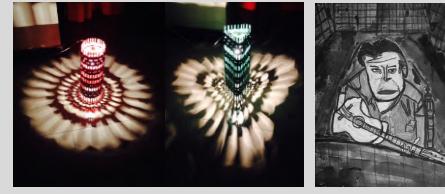
Self and external factors are related to practice, for example: presumptive view, conjectural anticipation, perplexity, confusion and doubt. Those are planned with action and careful survey.



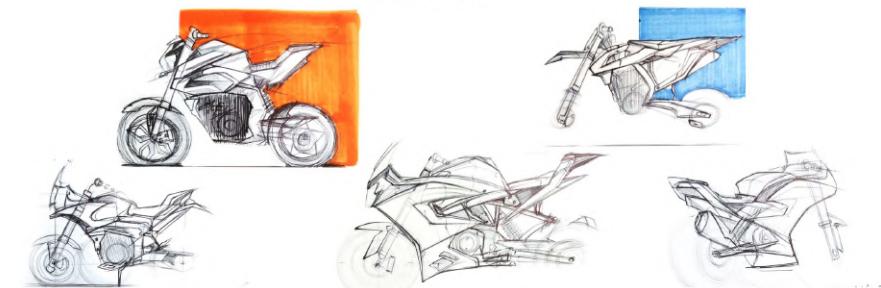
Extended research interest

- Doodling
- Game design
- Photography
- Sketching
- Product design

- Experiment with various digital tool to create artwork
- Doodling and illustration
- Exploring idea by using heterogeneous materials



SKETCHES



PhD Scholar

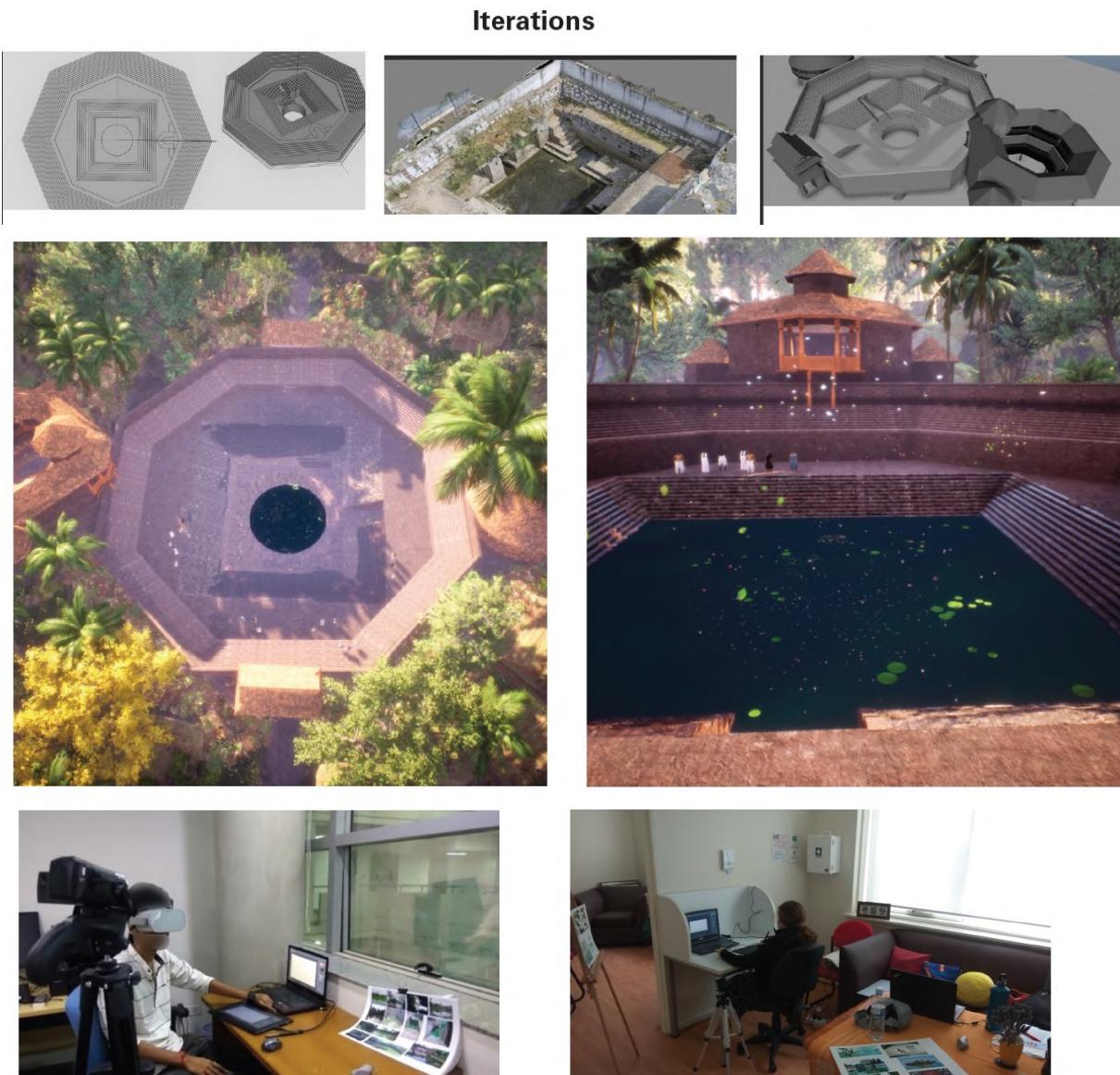
Vimal Krishnan R (Joint PhD Scholar 2015-2022)
IIT Hyderabad and Swinburne University of Technology

Research Topic: The Role of Perception of Affective Quality in Graphic Design Inspiration and Ideation

The various cognitive processes involved in design have been mapped to standard ontological processes in the field of cognitive science. This research contributes three points on emotion in conceptual design inspiration and ideation:

- **The Role of Perception of Affective Quality in Conceptual Graphic Design Inspiration and Ideation**
- **Conceptual linkages with constructivist theories of emotion and other model of emotion may also be established**
- **To generate rich/contextual descriptions of perceptions of affective quality, the thesis proposes adopting the descriptive and interpretive phenomenological methodologies.**

The overall study presents design thinking as a specific human endeavour that involves the rich interaction of human cognition and emotion



IIT Hyderabad

Swinburne University of Technology

PhD Scholar

Sumana Som (Joint PhD Scholar 2016-2022)
IIT Hyderabad and Swinburne University of Technology

Research Topic: Designing virtual reality aided content for school

Developing a Virtual Reality aided content for art and design for a particular class with cross-curricular activities. Defining VR as an educational tool and its pedagogical approach to articulate the idea to transform the standard layout in a form of digital content for art and design learning.

- Developed and introduced VR-based content and teaching methodology of art and design education for school children
- Developed guideline of design procedure and criteria to create VR-based content and its pedagogical approach

The result of the research is a taxonomy of VR content creation that includes five guidelines. The study significantly pointed the *Transformative experiences and alternative methodological approaches* by connecting diverse ideas such as narrative inquiry, reflectivity, and Heuristics those altogether works as a creative stimulus.



PhD Scholar

Priyabrata Rautrey (Joint PhD Scholar 2017-2022)
IIT Hyderabad and Swinburne University of Technology

Research Topic: Forms exploration of Personal Aerial Vehicle designs

To Explore The Forms In Personal Aerial Vehicle (PAV) Designs Suitable For Personal Mobility In India's Growing Cities. The research contributes to creating new knowledge on users' insights and how to harness them to develop PAVs forms suitable for future customers.

- **Evaluating VTOL technologies from a designer's perspective**
- **Translation of users' insights into design parameters**
- **Formulation of form parameters**

Research project highlights the importance and methodology to develop the product form, which can be applied to any technology-driven product at the time of design

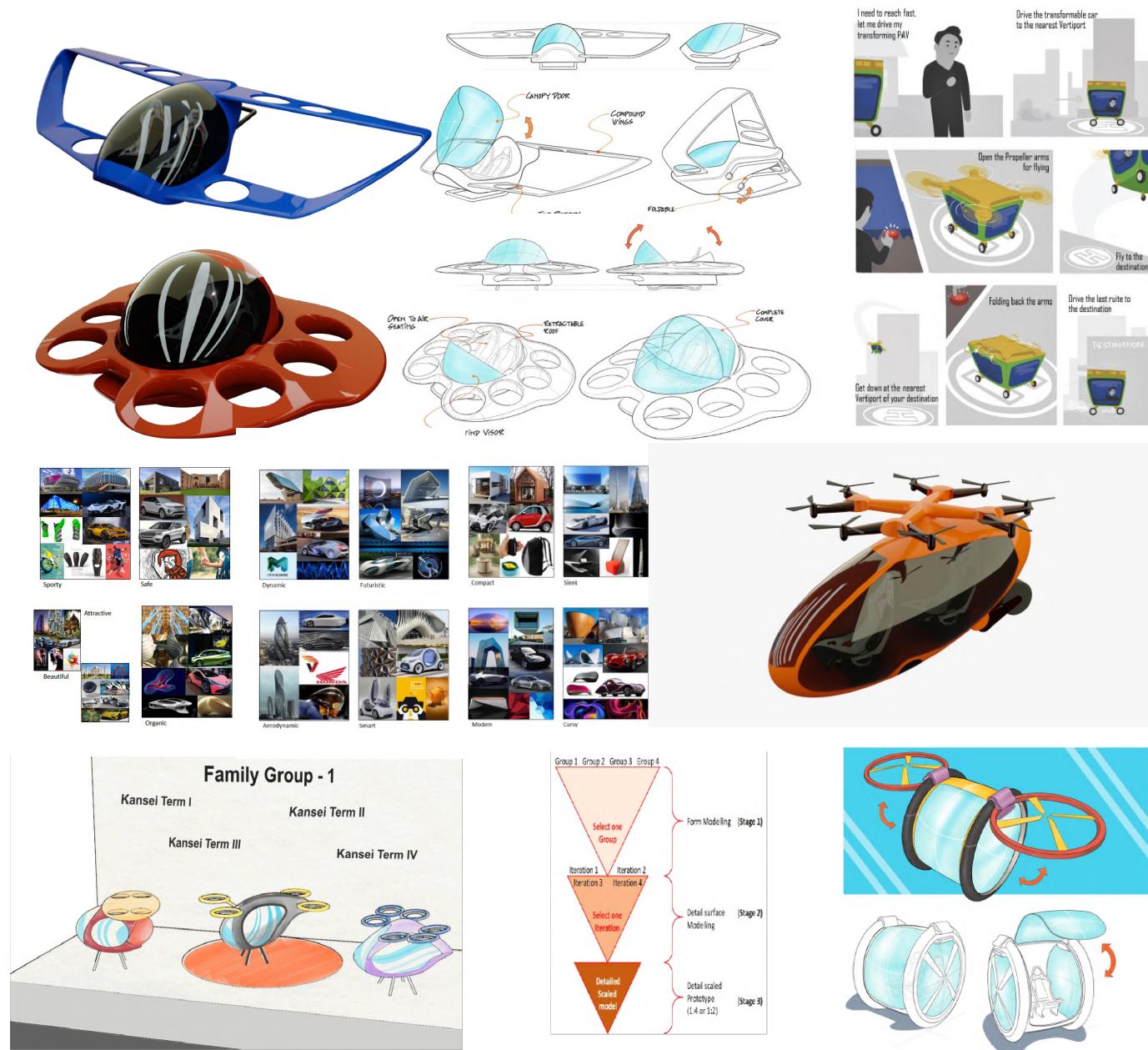


Figure 1: Concept for a display of Family Groups in exhibition

Figure 1: Process of creating artifacts as a part of the research

PhD Scholar

Upasna Bhandari (2018 - Pursuing)
IIT Hyderabad

Research Topic: To develop and test the curriculum for ‘Form in Design’ in a Grade 5 CBSE classroom to enable Multicultural Knowledge as a 21st Century Skill

Establishing the need for learning Design as a regular subject in Primary classes for achieving 21st Century Skills. Development of a Basic Design curriculum and syllabus suitable for grade 5 students of India. Implementation of the curriculum in the classroom for one academic term through teacher training and classroom implementation.

- **Development of ‘Form in Design’ curriculum suitable for grade 5 CBSE students through literature review and Expert Panel Review.**
- **Classroom implementation of the syllabus as a regular subject in a real-time grade 5 classroom of a CBSE school in India**
- **Development of assessment parameters for measuring the effectiveness of learning ‘Form in Design’ towards 21st Century Skill of Multicultural Knowledge**

Research Project demonstrates development of Design curriculum suitable for primary school students and provides empirical evidence of its effectiveness towards learning of 21st Century Skills. The results and additional findings from the classroom experiment can be aligned to the goals of National Education Policy 2020.



PhD Scholar

Meenakshi Mishra (2020 - Pursuing)

IIT Hyderabad

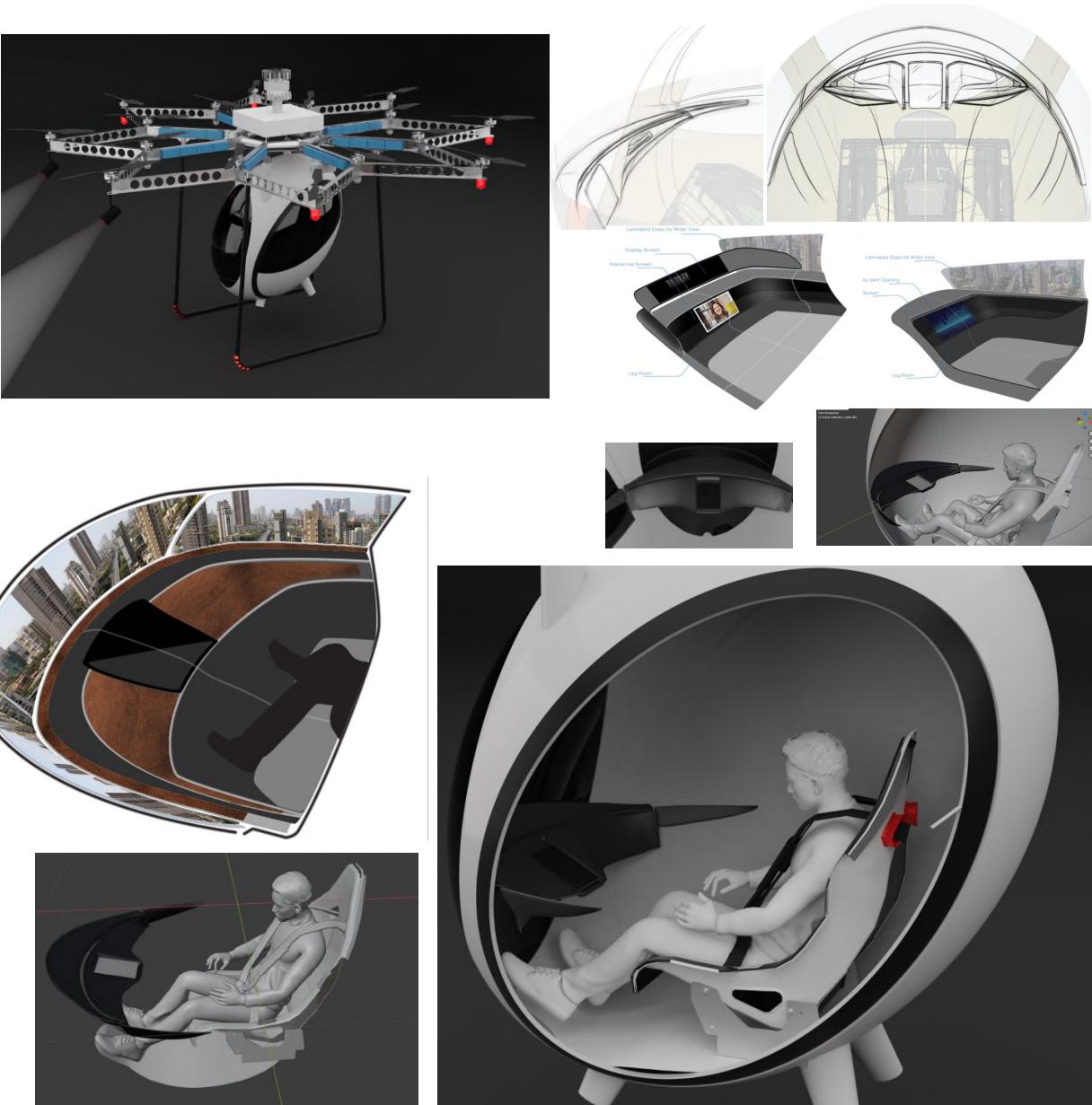
Research Topic: To Design and Develop Interior Human-Machine Interaction within Cabin Space of Fully Autonomous Passenger Drones for Indian Urban Cities for Last-Mile Connectivity

Research Objectives:

- To study and identify the color scheme for passenger drone interior cabin.
- To develop user interaction and user behavior within the fully autonomous passenger drone interior cabin in India which includes: To populate and create various possibilities of how a user will interact with a passenger drone interior cabin in the Indian context.
- To design, develop and test the HMI screens and framework for interior cabin.

Research Results

- Framework development for color theme prediction for a futuristic mode of transportation.
- Cabin interior HMI development.



Official Contacts



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