



Department
of Design

Bachelor of Design Brochure

Batch of 2024

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Department of Design

The department of Design is one of the 17 departments in IITH.

The Department produces creators, innovators, problem solvers, communicators, and more. It offers three programmes: B.Des, M.Des, and PhD in the design discipline.

The Department of Design at IIT Hyderabad offers a vibrant environment for learning, practicing, 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 and Collaborative Design, Professional Ethics/Sustainability, Product Systems and Services, Design and Education, Wellness, Crowd Sourced Design.



Bachelor of Design

Bachelor in a Design course curriculum proposed by the Department of Design, IIT Hyderabad with the goal of tackling an increasing need and demand both with the academic & the professional aspect of the discipline for 4 year undergraduate programs in Design.

Bdes admissions take place through the highly competitive UCEED - Undergraduate Central Entrance Exam for Design, an all India competitive entrance exam.

The B.Des curriculum is designed as part of a four level structure leading to a gradual movement from general, foundational courses at level 1 to more specialized inputs at level 4. Specializations emerge at level 2 and they are as shown

Specializations

Interaction Design



Visual Communication



Product design



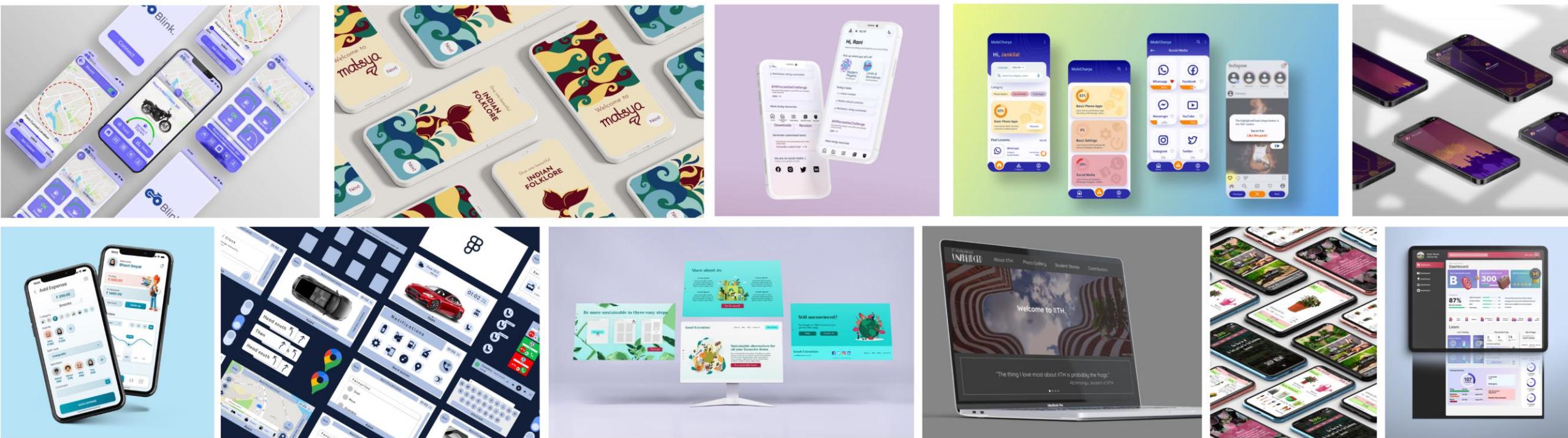
Film & Animation



But our curriculum has allowed us to follow our own niche specilizations!

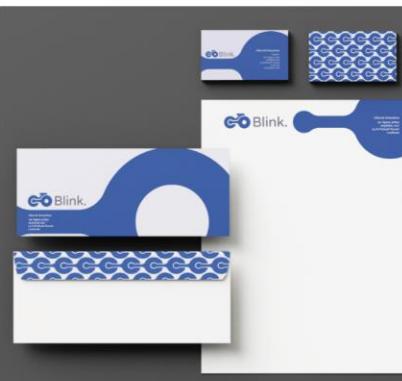
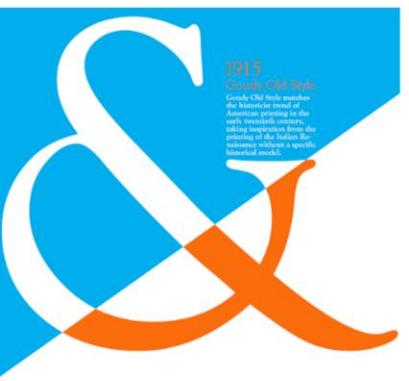
UX and Interaction Design

Students' work



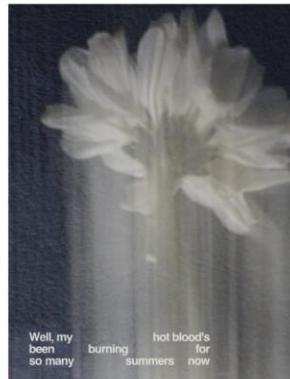
Graphic Design

Students' work



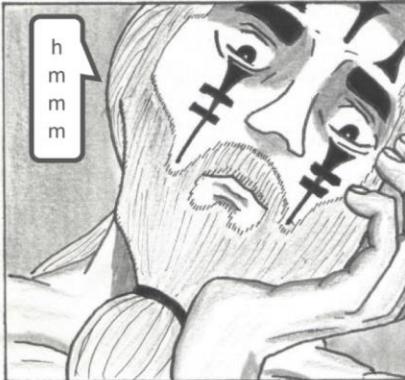
Film & Photography

Students' work



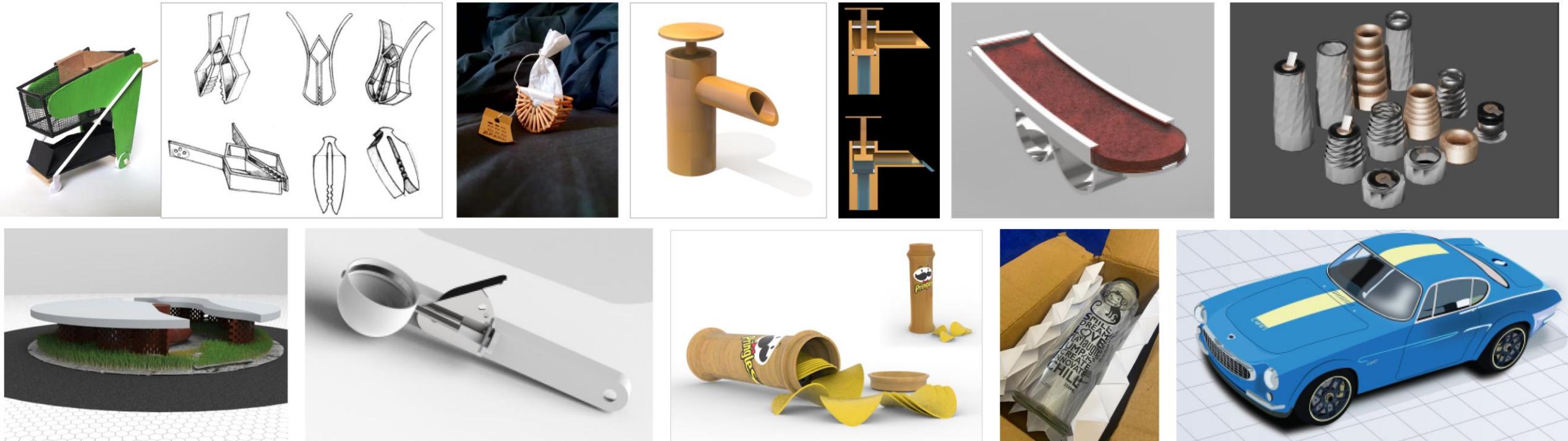
Illustration

Students' work



Product and Automobile Design

Students' work



Why Hire Us?



Interdisciplinary
coursework



Strong Foundational
Knowledge



Unique
specialisations



Exposure to
industry



Robust research
culture



Experienced and
dynamic faculty



Rigorous skill
training

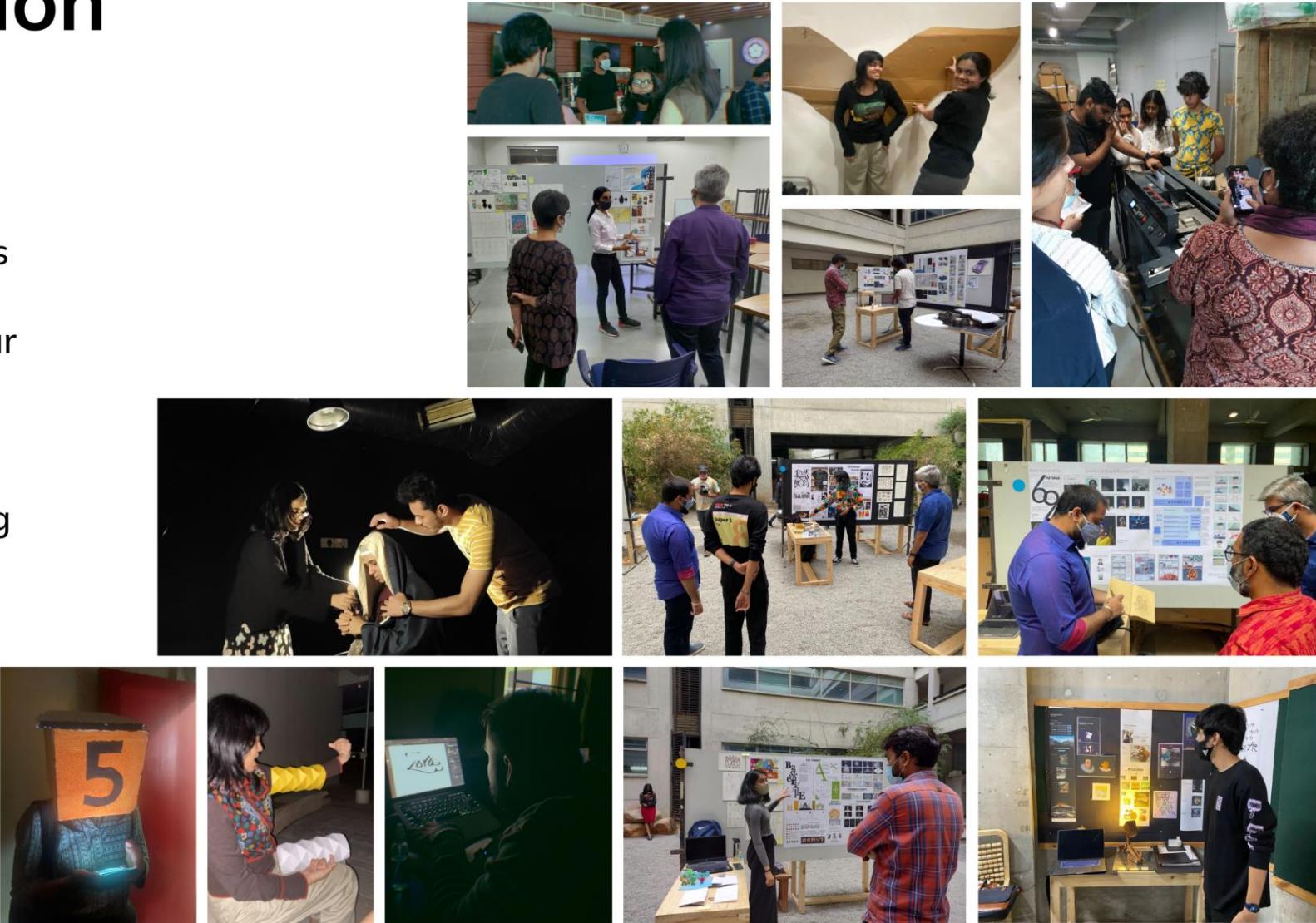


Up to date with
design trends

B.Des in Action

Our work is collaborative and hands-on.

The Department of Design is equipped with premium facilities for us to execute our projects. The students have experience working in the sound and photography studio, the printing & binding lab, with 3D printing and CNC machines.



Curriculum

Freshman Year

Departmental Core Theory

Elements of Design
Principles of Design
Design, Culture, and Society
Film Appreciation
Evolution of Design
Digital Fabrication
Product Design
Animation
Interaction Design
Graphic Design
Photography

Sophomore Year

Departmental Core Theory

Illustrations and Drawing
Typography
Ergonomics
Programming for Designers
Storyboarding
Design for Sustainability
Data and Information Visualisation
Sound Design
Semester Project 1

Departmental Electives

Web and Interaction	Computer-Aided Design
Form Language	Publication Design
Advanced Graphic Design	Branding & Identity
Product Photography & Studio	UI & UX
Elements of Film Making	Character Design
Script Writing	Advanced Animation
Materials and Design	Film Editing

Junior Year

Departmental Core Theory

AI in Design
Semiotics
System Design
Semester Project 2 & 3

Departmental Electives

Furniture Design	Experimental Animation
Nature and Form	Visual Effects
Type Design	Product graphics and packaging
Graphic Narratives	Advertising
Documentary Photography	Spatial Design
Digital Heritage	Tangible Computing
Game Design	Virtual Environments in Design
Motion Graphics	Lifecycle Analysis
Film Editing	Automobile Design Explorations

Senior Year

Departmental Core Theory

Design Management and IPR
Professional Practice
Entrepreneurship and Business Planning
Design Research Seminar
Semester Project 4 / 6th Semester Internship
Final Thesis Project

Liberal Arts & Creative Arts

Students also have Liberal and Creative Arts Courses related to a diverse range of disciplines including AI, neuroscience, sociology, psychology, literature, painting, history, etc.

Students



Ishani Churi

Graphic Design
Visual Design
UI/UX

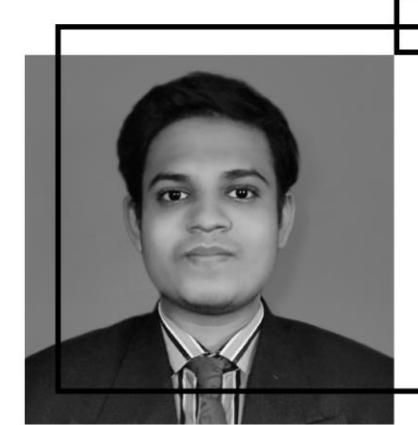
Portfolio →



Ishwari D

Visual Communication
Graphic Design
Illustration

Portfolio →



Shreyas Vyas

Product Design
Graphic Design
Illustrator
UI/UX

Portfolio →



Pranati K.

User Experience Design
Information Design
Interaction Design
Visual Design

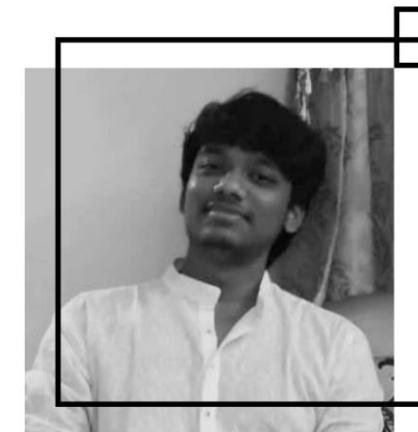
Portfolio →



Utkarsh S.

User Experience
Interaction Design
Visual Design
Motion Design

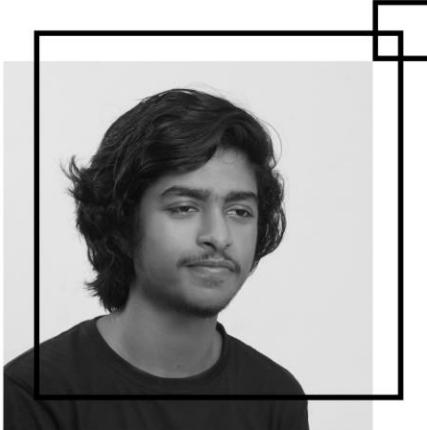
Portfolio →



Pracheet Padher

Automobile design
Interaction design
Product design

Portfolio →



Athul Krishna

Graphic Design
Illustration
UI/UX

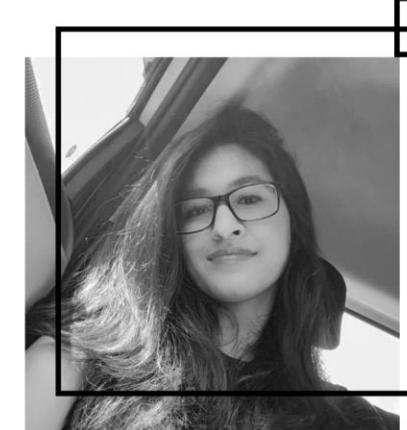
Portfolio →



Saksham Sharma

Film making and Film editing
2D and rotoscoping
Game Design
Animation

Portfolio →



Bhavi Goyal

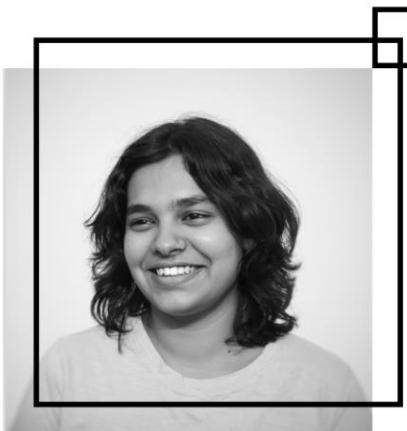
Visual Communication
Graphic Design
UI/UX

Portfolio →



Finaa Rabiya

Illustration
Graphic Design



Akanksha P

Interaction Design
Product Design
Graphic Design
Illustration



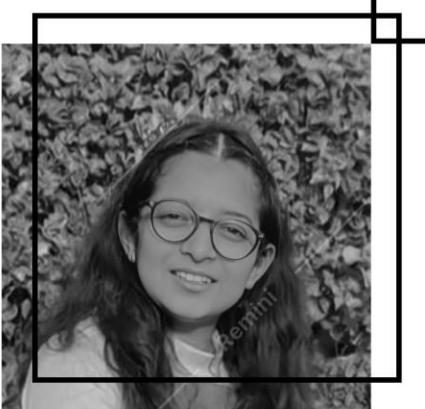
Akshat Verma

Interaction design
Graphic design
Visual design



Kaushek H.

Visual Communication
Graphic Design
Photography
Illustration



Anshika Shah

Graphic Design
Visual Design
UI/UX



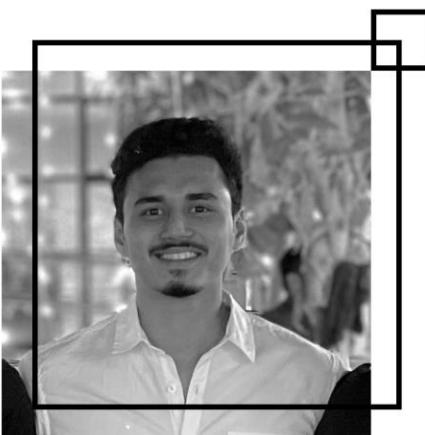
Krutali Jadav

Visual Communication
Motion Graphics
Graphic Design
Illustration



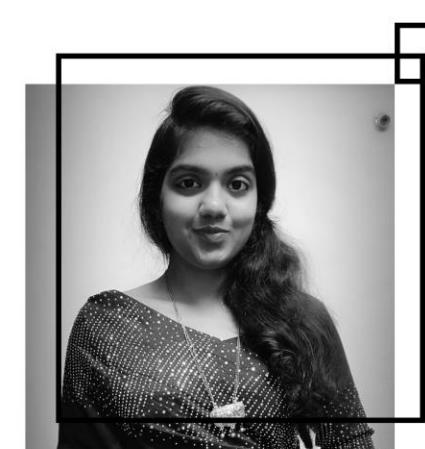
Raphael A.G.

Transportation Design
Industrial Design
UX Design
Illustration



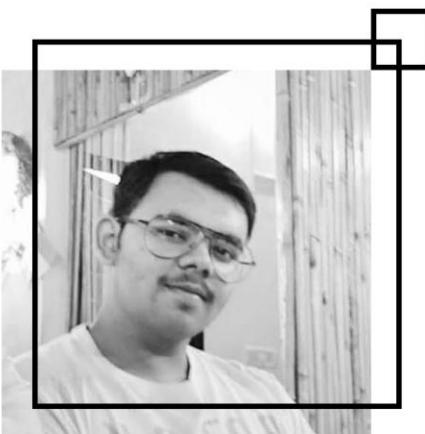
Arnav Patil

Product Design
Automobile Design
Graphic Design



Arundhathy T.

Graphic Design
Visual Design
UI/UX



Ayush S Kiron

Interaction design
Motion graphics
Graphic design

Mentors

A interactive faculty with different exposure of experience in different fields of design creativity and learning allows us to learn anything and everything from them.



Dr Deepak J Mathew

Professor & Head, Department of Design
Master of Fine Arts; MSU Vadodara
PhD in Design Education; CASE, MSU Vadodara



Dr. Neel P K

Assistant Professor
B.Arch; Master of Urban Planning
Advanced Degree in Art & Aesthetics;
JNU New Delhi
PhD; IIT Bombay



Seema Krishnakumar

Assistant Professor
B.Tech; Cochin University of Science and Technology
MDes; NID Ahmedabad
MS Communication Design; Pratt Institute
PhD; IIT Bombay



Delwyn Remedios

Assistant Professor
BMM; St Andrews College of Arts Science and Commerce
PGDP; National Institute of Design



Dr Prasad Onkar

Assistant Professor
BE Mechanical Eng; Karnataka University
MTech Product Design & Manufacturing; VTU, Belgaum
PhD in Computer-Aided Conceptual Design; CPDM IISc Bangalore



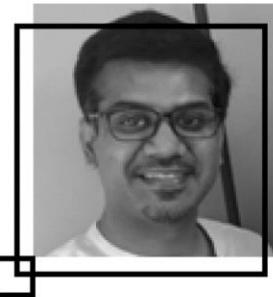
Dr Shiva Ji

Assistant Professor
B.Arch; APJ Abdul Kalam University, Lucknow
MDes; NID Ahmedabad
MBA; IGNOU; New Dehli
PhD; IIT Guwahati



Ankita Roy

Assistant Professor
B.Des Graphic Design; NID Ahmedabad
M.Des Visual Communication; IIT Bombay



Srikar A V R

Assistant Professor
MDes Product Design; NID Ahmedabad
MS Design and Innovation; Politecnico de Milano, Italy



Dr Mohammad Shahid

Assistant Professor
B.Des; NIFT Kolkata
M.Des; IIT Guwahati
PhD; IIT Guwahati



Dr B K Chakravarthy

Assistant Professor
BE (Mechanical); Osmania University, Hyderabad
M.Des; IDC, IIT Bombay
PhD; Department of Management Studies, IIT Delhi



Ajith George

Sound recording and sound engineer from Film and Television Institute of India, Pune
Senior Audio Engineer, Real Image Media Technologies Pvt. Ltd., Chennai

Internship Time

Time

Summer

2-4 months

May - August 2023

(Between 6th and 7th semester)

Reach out to us!

Contact

We are designers, innovators, creatives, leaders, and thinkers seeking to explore, experiment, and apply our skills. We're in search of opportunities which will help us contribute and grow.

Delwyn Remedios

Faculty Placement Advisor
Department of Design
Email: delwyn@des.iith.ac.in

Pranati Kompella

Student Internship Coordinator
B.Des, Department of Design
Email : bd20bdes11015@iith.ac.in

Pracheet Padher

Student Internship Coordinator
B.Des, Department of Design
Email : bd2bdes11020@iith.ac.in