



## PLACEMENT BROCHURE 2013-14



**Design** Programme  
Indian Institute of Technology Kanpur

# ABOUT

## Design Programme

The Design Program at IIT-Kanpur was established with the objective of advancing our intellectual and scientific understanding of the theory and practice of design, along with the system of design process management and product semantics. The programme, since its inception in 2002, aimed at training post-graduate students in the technical, aesthetic and ergonomic practices of the field and to help them to comprehend the broader cultural issues associated with contemporary design. True to its interdisciplinary approach, the faculty members are from varied fields of like mechanical engineering, computer science, bio sciences, electrical and chemical engineering , humanities and design. The students for Design Programme are a chosen mix of designers, engineers and architects.

The Design programme of IITK is unique in offering its students an opportunity to get soaked in all the elements and principles of design . They are introduced to the core aspects of User interface design, Visual Design and Product design through class room sessions and workshops . This has been helping the students to explore themselves and pursue their calling.

Design Programme students also interact and work with students across the globe through industry sponsored projects in collaboration with Design Factory,Aalto University,Helsinki, Finland, DAAD exchange programme and internship in various institutes like ENSAM, France; MIT,USA and NUS, Singapore .



## Student Intake

The admissions to the M.Des programme is based on the GATE (Graduate Aptitude Test in Engineering) and CEED (Common Entrance Exam for Design) examination which is followed by an interview and test at the design programme . Students are chosen from varied backgrounds of design , architecture and engineering. There are currently **54 masters** students and **9 Phd** scholars in the department.



# Curriculum

The curriculum at design programme is designed to allow students to get immersed In a design thinking methodology to solve problems from various areas . In addition to design methodology based courses, the varied domain knowledge of the faculty allows several electives in specialized domains to be offered to the students.

Courses on "Design Theory" unveils the fundamental principles of design problem solving broadly coverings the history, philosophy and cultural complexity concerning aesthetics and functionality of design.In "Design Practice" focus is on aspects like Axiomatic Design, Algorithmic Process of Design, Theory of Inventive Problem Solving, Product Planning and Specification, Benchmarking and Product Ramping.

Students have to take up several projects in Engineering Design & Visual Communication as part of course work which designed to convert theoretical learning into Tangible Products & Services supplemented by Studies in Design, Interactive Design, Form & Style, 2D and 3D Visual Design, Elements & Principal of Design, Management of Design Innovation etc.



# Courses

## I SEMESTER

Design Theory  
Design Practice -I  
Design Project -I  
One elective

## II SEMESTER

Design Practice -II  
Design Project -II  
Two electives

## III and IV SEMESTER

M.Des. Thesis

## ELECTIVES

Creative Visualization  
2D and 3D Visual Design  
Topics in Motion Pictures  
Elements and Principles of Design  
Studies in Form and Style  
Interaction Design  
Management of Design and Innovation  
Design Culture and Society  
Introduction to Critical Art Appreciation  
Psychological Principles & Design  
Methods for Design Research  
Special Studies/Project Course in Design  
Integrated New Product Development



In Design Programme, research has been two fold. One driven by professors based on their area of specialization, trying to integrate their findings into solutions that take a product or visual form.

Manufacturing and material research, Smart systems research, Bio materials and Bio-mimetic have been some of the research areas of the faculty. A major area has been to explore innovative product design suiting Indian needs.

The second means of research has been that of students who explore an issue and find solutions for the observed problem with the user and production aspects in mind. Contemporary problems of India like socioeconomic problems, ecofriendly transport system, mobility for the physically handicapped, design interventions in the form or toys for mentally challenged children are some of them.

In addition, there have been extensive research done by students in sustainability issues and applications on internet for education. All these have been done as a part of the M.Des Thesis. Research emphasis is mostly on user research and solution conceptualization. Students as a part of research are encouraged to do lot of user testing and field surveys. Lot of design solution formulation techniques is practiced as a part of searching for the best fit solution.



# Research

## Workshops

Academic study at Design Programme is not only pursued through course work; but it is also imbibed through various workshops, conducted by designers from industry and other visiting faculty to nurture the M.Des students.

Visiting faculty from IISc, IIT Guwahati, NID and Aalto Design Factory, Helsinki have also conducted workshops on topics like defining the design problem, ergonomics, visual design, product development in a day, etc

Being a highly inter-disciplinary course, workshops are also conducted by other faculty from other departments within the institute like Industrial and Management Engineering, Computer Science and Engineering etc.

## Internships

Students from the design programme have done internships with industry and academic leaders such as Samsung Design Delhi , Stanford India Bio-Design programme , Onio Design and the National University of Singapore . Additionally students from the design programme also visit the Aalto Design Factory , Helsinki , Finland to work on projects for companies like KONE and biolan as part of a academic collaboration.



# Past Recruiters

## Interaction Design and User Experience Design

- Cognizant
- Nokia
- Oracle
- Yahoo
- Infosys (CDG)
- Honeywell
- Hewlett Packard
- Cordys
- Tata Consultancy Services
- RIM (Research in Motion)
- Loud Cloud
- Ibibo interactives

## Product Design

- Videocon
- Haier India
- Forbes Marchall
- Elephant Design
- Godrej
- Tata Elxsi
- Ingersoll Rand
- ITC
- LG

## Visual Communication

- E-mantras
- Dentsu
- Tata Elxsi
- Pencil Sauce

## Automobile

- Eischer
- Ashok Leyland
- JCB
- Tata motors
- Forbes motors
- DC Studio
- Bajaj
- Hero Honda
- TVS

## Startups

- Hexolabs- media and technology
- Red Studio
- D Cube
- Indesign
- Thinking Threads Pvt. Ltd.

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