Design is intelligence made visible.

Prof. S. G. Dhande (ME and CSE)
Computer Aided Design, Design of Embedded Systems

Prof. J. Chaterjee (IME)
Knowledge Management and Design

Prof. B. Bhattacharya (ME)
Intelligent System Design, Axiomatic Design, Biodesign

Prof. S. Khandekar (ME)
Thermal and Environmental Design

Prof. J. Ramkumar (ME)
Design for Manufacturing and Assembly

Prof. N. Tiwari (ME)
Rapid Prototyping and Design

Prof. S. Roy (HSS)
User-Experience Design, New Media Design

Prof. M. Jha (HSS)
Design anthropology

Prof. Braj Bhushan (HSS)
Cognitive Design

Prof. S. T. Roy (HSS)
Design Theory, Design Culture

Prof. K. Patil (HSS)
Communication Design

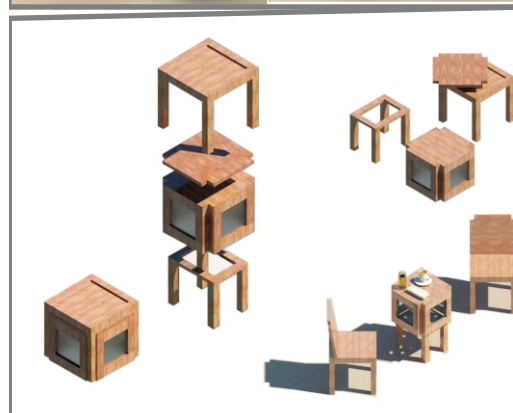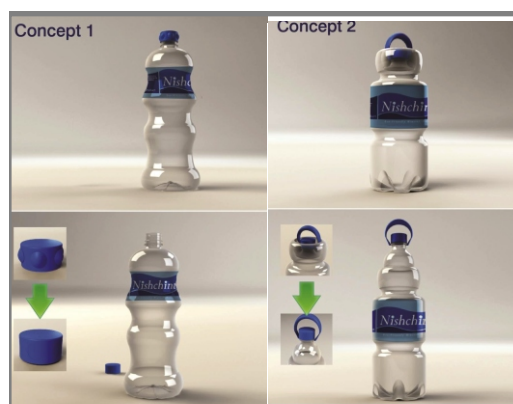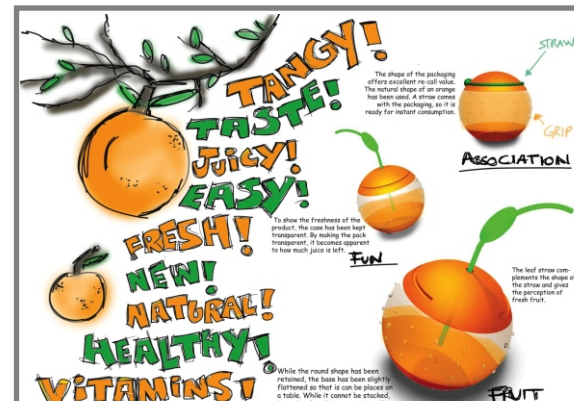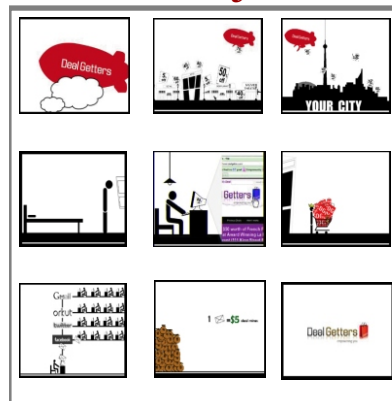**Prof. M. Agrawal (CSE)**
Abstractions and Design

Prof. P. Sensharma (EE)
Electrical System Design

Prof. A. Sharma (ChE)
Micro and Nanofabrication in Design

Student Projects

"**Design** is where **science and art break even.**"

Collaborations and Internships

Aalto University, Finland
Helsinki University of Technology
USID Foundation
IDC, IIT Bombay
Stanford India Biodesign Program
Onio Design
E Mantras
Thinking Threads Pvt. Ltd
Samsung

Previous Placements

Nokia
Honeywell
TATA ELXSI
E Mantras
Videocon
ITC
TVS Motors
TATA Motors
Infosys
Wipro
TCS
Cognizant
MakeMyTrip

ADEX

Annual Design Exposition (ADEX) is a showcase of a year's worth of endeavours from the Master of Design students at IIT Kanpur. The exposition shows a wide range of projects in variety of fields. It is aimed at changing interaction of Design Programme with the industry and the design community. It is organised every year in the last week of March.

Domains

PRODUCT DESIGN
VISUAL COMMUNICATION
INTERACTION DESIGN
PACKAGING DESIGN
AUTOMOBILE DESIGN
SUSTAINBLE DESIGN
MEDIA ART
FILM AND ANIMATION
INTELLIGENT PRODUCTS
MEDICAL PRODUCT DESIGN
EDUTAINMENT DESIGN

About Design Programme

"
A **Design** isn't finished until somebody is using it.
"

Design Programme aspires to foster a wholesome design experience amongst students coming from various backgrounds and transform them to creative designers and innovators who in a chain-reaction way would change the world around.

The curriculum reflects a balance of knowledge building related to design principles and methodology, technology, aesthetics, materials, management and power of abstraction. An integrated iterative design approach is followed involving defining the problem rather than solving a problem, studying the users in need, generating feasible ideas and concepts and finally prototyping the product with field testing followed by further iterations.

The four modes of Design nurturing at the programme are discourse based learning, agile learning, apprentice learning and experiential learning. Backed by state-of-the-art infrastructure, students are given freedom and encouragement to explore virtually any creative field of their interest and nurture themselves as designers for the new challenges of the world.
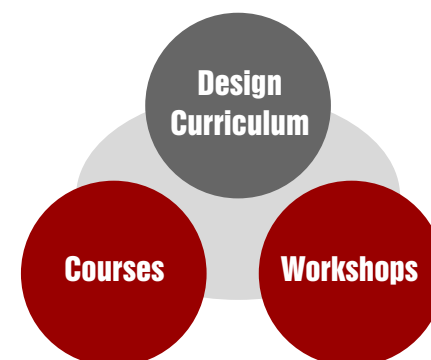
Compulsory

Design Theory
Design Practice
Advanced Design Practice
Design Project
Advanced Design Project
M.Des Thesis

Electives

New Integrated Product Development
Psychological Principles of Design
Elements and Principles of Design
Special Studies/ Project
Marketing Management
Modern Art
Introduction to Art Criticism and Appreciation
Introduction to the Art of Video Making

Design Curriculum

Courses

Workshops

Workshops

Ergonomics
Visual Communication
Product Design
Abstraction
Materials and Manufacturing
User Experience Design
Visual Narratives
Basic Electronics
Human Factors in Design
Design Processes
Design Thinking

Contacts

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2012-13

Design Programme
INDIAN INSTITUTE OF TECHNOLOGY KANPUR
Department *Brochure*

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