

DESIGN PROGRAMME

IIT KANPUR



PLACEMENT BROCHURE

2018-2019

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HISTORY

2018 Batch Strength - 17

Areas of Specialization

Industrial Design

Visual Communication Design

UX/UI Design

Product Design

Rooted in a commitment to introducing students to the world of creativity, the Design Programme at IIT Kanpur traces its history back to the growing expertise in Computer-Aided Design(CAD), Product Design and Visual Communication within the IITK faculty.

The establishment of UNDP-supported National Centre on CAD and the collaboration with MIT in the Media Lab Asia project provided the immediate impetus to initiate a program that would focus on form and function together in the areas of product design as well as visual communication.

The establishment of design programmes at other IIT's (Delhi and Guwahati) around the same time also acted as a spur, prompting an IITK team to visit 10 well-known design institutes across the world. This resulted in the proposal for the IIT Design Programme with its USP of **interdisciplinary** that clearly marked its difference from existing design programmes at other institutes within India, including other IITs.

Defining Design as a combination of form and function, the Design Programme envisions itself as an interdisciplinary space for **co-creation of design education, research and user-centric application**. We believe in developing a collaborative environment between students, researchers, academicians and business practitioners enabling knowledge sharing and experience exchange. Pedagogically, **we believe in Learning by Doing, experimentation, collaboration and innovation**.

We aim at creating the next generation of designers, design researchers and design leaders who will conceptualize and develop design solutions for the challenges faced by the industry and society. To do so, **we foster a passion based and student centric learning culture**.

We constantly explore creative ways of working and enhancing interaction to support world—class development in education, research and practical application context. We strive to build designers' ability to **research, discover, invent, innovate, ideate, make decisions and evaluate** for the purpose of improving the quality of life.



ABOUT

Design Programme is an interdisciplinary synthesis of design, aesthetics, technology, social sciences and marketing, while also adhering to the principles of sustainability.

Its distinguishing features includes:

- **Creativity in evolution of products/ services for betterment of society.**
- **Collaboration between students, researchers, academicians and business practitioners.**
- **A student-centric learning culture.**
- **A pedagogy of 'learning by doing', experimentation and innovation.**

The curriculum is planned in a 'manner to convert theoretical learning into tangible services & products, supplemented by thorough research'.

Subjects & course content is continually progressing to adapt to the changing arenas and sensibilities of design. From studying basics of design theory & practice to applying these in semester-long projects, the course provides adequate opportunity for brain-storming yielding product and services to meet social, environmental and business needs.

The programme offers distinct study tracks:

- **Industrial Design**
- **Visual Communication Design**
- **User Experience & User Interface Design (UX/UI)**
- **Product Design**

Students culminate their learning into a thesis project spread over a period of two semesters.

Specific Electives:

- Interaction Design
- User Centred Design
- Form & Style
- 2D, 3D Visual Design
- Cognitive Psychology
- Integrated New Product Development
- Management of Design & Innovation
- Design Thinking & Research Methods
- Topics in Motion Pictures
- Principles of Communication Design

AWARDS & RECOGNITIONS

- **First Indian National James Dyson Award** 2017 - for Project 'Maattam'
- **First Prize- Gandhian Young Technological Innovation Award** 2018
- **First Prize - Design Challenge at UX Now** Conference 2017 at IITD-
- **2nd Prize - Pitney Bowes Design Challenge** 2017 in INTERACT 2017
- **First Prize- 'The Red Dot International Design Award'** for 2017
- **'International Design Association Special Prize'** in Product Design at Taiwan International Student Design Competition 2017
- **First Prize- Gandhian Young Technological Innovation Award** 2017
- **Bronze - Lighting Design** category 2017
- **Special Mention- Honeywell Aerospace Design Challenge** 2016
- **1st Prize - Make in India, Hackathon** 2016
- **A' Design Award - Bronze Category** 2016
- **2nd prize- Honeywell Aerospace Design Challenge** 2016
- **1st prize- IMPRINT** India initiative National Logo design competition
- **1st prize- Honeywell Aerospace Design Challenge** 2015
- **1st prize- GOLDMAN SACHS Design Challenge** 2014
- **1st Prize - Hackathon** 2013 organized by Govt. of India for mobile app "FYI — For Your Information"
- **GE Innovation Award** 2012 for "Vardaan"

- **1st Prize- SAMSUNG** Splash India on T.V.
- **Awarded 3 Best Apps I SAMSUNG** Smart App Challenge 2012
- **1st Prize- TRAI Logo Competition** 2012
- **1st Prize- ESCORTS** Tractor of 2020 Design Contest 2009
- **1st Prize- UMO** Boycott Bad Design 2009
- **1st Prize- Design Challenge** 2008 **YAHOO R&D**, Bangalore
- **1st Prize- RE-kriti**—2008 IDAllCT,Gandhinagar
- **1st Prize- 'Just Design'** for Waste Disposal System I RGB2007
- **1st Prize- 'Rang De Basanti'** I RGB 2007
- **Runner up- Media Category IPune Design Festival** 2013
- **2nd Prize- Packinnova** 2011
- **2nd Prize- Design of Transit System, Pune Design Festival** 2008
- **2nd Runners-up- NOKIA** Bhasha 2011
- **3rd prize- USID NOKIA** International Design Challenge 2009
- **Finalist- "Perfect World"** I **WC Film Festival** 2013
- **Finalist- ICSIR** Robot Design 2010
- **Finalist- UNICEF** Worldwide Video Contest 2009
- **Best Developer Award- NOKIA** Bhasha 2011
- **1st Prize- SAE** Design Challenge 2010

WORKSHOPS

Apart from the international and national opportunities, students get ample exposure through workshop conducted by industry experts and faculties from other renowned institutions.

Design principles are cemented into and further imbibed by students, through seminars and workshops, taken by visiting faculties and experts from IISc, IIT Bombay, IIT Guwahati, NIDs, Microsoft, few of them are listed below:

- **User Experience Design - Jhumkee Sengupta Iyenger**
- **Typography Workshop - Dr. Uday Kumar**
- **Human Computer Interaction - Mr. Prabudha Agnihotri**
- **Automotive Design - Prof. Nishant Sharma**
- **Storytelling Textile of Iranian & Indian Culture - Dr. Mojgan Jahanara**
- **Form Exploration - Prof. Avinash Shinde**

FACILITIES/INFRASTRUCTURE

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Advanced Computer Human Interaction Lab:

The lab helps students to blend technology with human needs and foresee future of computer human interactions; equipped with latest systems such as Microsoft XBOX, Kinect. It allows students to explore the immense possibilities of tangible user interfaces, gesture based interactions, virtual reality and augmented reality.

4i-Lab:

The 4i stands for Innovation, Integration, Incubation and Implementation. It is an enabling laboratory with an objective to facilitate design evolution into complete products, envisaged as a central facility for concept design and product realization. The laboratory environment is structured to digitally integrate the processes of design, simulation and manufacturing.

Digital Media CINTIQ & iMac Lab:

Equipped with direct input Wacom CINTIQ & iMac systems. This lab offers immense flexibility allowing the students to work on wide range of projects involving digital media, including illustrations, digital visualization, 3D modelling and rendering etc

Tinkering laboratory:

A platform for creative minds to come out of their 'Think Space' to hands—On 'Tinker Space', to transform their ideas into real-time engineering objects, to products and patents. Equipped with all basic manufacturing units & heavy machines dedicated for fabrications are available.

Materials and Crafting Studio:

Equipped with wide variety of tools and machines to help stir students' imagination. Importance is given to the ability of crafting with various materials to create products, forms, objects, prototype

Rapid Prototyping Lab:

Design Programme houses a rapid prototyping machine and a state of the art 3D Scanning machine. With full color prototyping ability, students can create final prototypes with a high level of finish. To further complement product design studies, the lab is equipped with a 3D Scanner, that help scan any physical three dimensional model into a virtual 3D.

Media Technology Centre:

The Media & Technology centre is an attempt to encourage and cultivate a sense of appreciation and explore the skills involved in the new media for creative expressions. The centre aims to provide a meaningful platform to explore new horizons in the field of filmmaking, audio recording, and creative designing.

PAST RECRUITERS

Interaction Design & User Experience

Microsoft
Go Jek
Nokia
Oracle
Infosys
Sapient
Naukri
Honeywell
Yahoo R&D
Ibibo Interactive
Capital Dynamics
Bharti Soft Bank
Samsung Research India
Hewlett-Packard Company
Cognizant Technology Solutions
Research in Motion
Tata Consultancy Services

Visual Communication

Dentsu
E-Mantras
Pencil Sauce
Tata Elxsi

Product Design

Elephanta Design
Forbes Marshall
Godrej
Haier
Indian Tobacco Company
Ingersoll Rand
LG
Videocon
Desmania

Automobile

Ashok Leyland
Bajaj
DC Studio
Eicher
Forbes
Hero Honda
JCB
Tata
TVS

Startups

D Cube
Hexolabs
Indesign
Red Studio
Thinking Threads

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