Department Of Design

M.Des in Industrial Design

Indian Institute of Technology, Delhi
Training & Placement Brochure
Extending a warm Welcome!

M.Des. programme at IIT Delhi, is one of the oldest design programme in the country and is entering into silver jubilee year of its inception. During these 25 years, the programme has grown leaps and bounds and has produced some outstanding designers and leaders who have excelled in design practice, design research, design education and innovation driven entrepreneurship. The success of the programme has also made it one of most competitive programme in the country with an acceptance rate of less than 5%. The present batch of M.Des students are well prepared to take up design challenges posed by the industry and those faced by our society. On behalf of the department and faculty, we wish them best and expect that they will put to use the design skill and knowledge acquired here in transformation of existing conditions of the country into preferred ones.

P. V. Madhusudhan Rao
Head of Department, Department of Design, IIT Delhi
. . . It was done not by accident, but by design

Sherlock Holmes

. . . so is this brochure
Our strengths

**20** batch size
Limited seats offered to the best of applicants (4% selection rate). Be assured of quality when it is about our batch!

**1.5 years** average work experience
Experience in diverse industrial profiles makes us aware of how businesses work. We’re good with work ethics & professionalism!

“We believe in a systematic approach to design. Our solutions are backed up with intensive research and analysis, to validate the problem at hand. Final outcome is a strategic & visual treat!

Achievements

Published a paper on “Redesigning religious rituals for sustainable future”, selected and presented at the LeNS World Distributed Conference at Bangalore.

International Winner (1st Prize) of Clean Energy Challenge (Mar 2019).

1 of the 6 winners of Industrial Research & Development Unit Startup Action Plan (2019)

Offered design consultancy (user study) for Digital Village & HDFC’s Digi Gaon Project, both under Ministry of EIT, GOI

Participated in Smart India Hackathon, Kaira Looro, Solve MIT and others.

We come from diverse backgrounds with a special expertise, and other skillset acquired from courses & peers over time!
We, as M.Des students, undergo rigorous courses for 3 semesters along with 1 industrial internship and 1 design project. Final semester is a thesis internship / independent project undertaken on campus. Opportunities where recruiters can associate with our batch are highlighted in orange.

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our academics

Core Courses
Design Thinking and Innovation Methods
Applied Ergonomics
Communication and Presentation Skills
Product Interface & Design
Form and Aesthetics
Adv. Mat. Processes & Die Design
Computer Aided Product Detailing
Framework of Design
Social Immersion

Elective Courses
Design for User Experience
Design for Usability
Media Studies
Vehicle Design
Special Topics in Design

Application of Courses
Summer Internship
Thesis Internship
Design Projects (2)

Department of Design offers a rigorous curriculum with subjects that enhance design knowledge as well as impart experiential learning. Design projects and internships make the student self dependent and capable of taking an innovation from idea to implementation stage. Continuous evaluation & mentoring by world-class faculty makes each student ethically strong and professionally ready.

Currently, Department of Design offers 1 specialization: M.Des in Industrial Design. Out of 500+ applications, only 20 students are selected. The demographics are thoughtfully planned so as to encourage peer learning!
our labs

UI UX LAB
User Testing, Eye Tracking, EEG, Ergonomic Testing Tools are some of the facilities made available in UI UX Lab. It is primarily used for studying user behavior towards digital products.

PROTOTYPING LAB
3D Printing, Vacuum Forming, Clay Modelling along with a range of Power Tools is made available in the Prototyping Lab. It is accessible for us 24x7.

AR-VR LAB
VR devices and trackers available in the AR VR Lab enable students to create environments and test them live. Many academic & industrial projects are done with the help of this lab.

VEHICLE LAB
3D Sculpting, Clay Tables, Ovens are some of the provisions in the Vehicle Lab used by students for automotive modelling. Cintiq Drawing Stations make it a favorite place for many.

SOCIAL INNOVATION LAB
Projects relevant to larger social good are taken up in the Social Innovation Lab. It is a breeding ground for rural entrepreneurial ideas, and a place for most brainstorming sessions.

We believe in holistic growth and mindful development which is why we continuously immerse ourselves in activities around us. Such exposure lends team spirit, confidence, interpersonal skills along with memorable experiences we’d recall even years from now!
... we believe design is a blend of strategy & creativity

... let’s glance at some of our work
INTERACTION DESIGN

**Academic Projects**

UX Management software for Design Professionals

Household waste management and segregation awareness

Wayfinding & Indoor navigation for heritage museum

**Industrial Projects**

Blockchain innovations in Agriculture & Supply Chain

Internal forum for call centre management

Interactive Laser Projector

Digital Coach for Swimming

App, Web & Dashboard design for B2C companies

(Left) App UI Process
(Top) Dashboard UI of a software for Design Professionals,
(Bottom) App UI for floor layout of a Museum
PRODUCT DESIGN

Academic Projects

- Saarathi- The economic stair climbing wheelchair
- Design of science toy for visually impaired
- Healthy portable seating solution

Industrial Projects

- DIY Physics experiments for Class XI and XII (CBSE)
- Design, prototyping, DFA/DFM, fit & finish analysis for Endoscopy Simulator
- Digital Twin framework for smart factory

(Left) Development of a Home Air Purifier
(Top) Conceptual sketch for a helmet
(Bottom) CAD renders for headphones
TRANSPORTATION DESIGN

Academic Projects

- Uber taxi for elite experience
- Cruise design for elite experience
- Concept vehicle for mars
- Concept vehicle for Indian armed forces
- Electric skateboard for millennials

Workshop Projects

- Mini-truck design for Peugeot, Rome
- Concept vehicle for Shanghai for the year 2025

(Left) From Sketch to Prototyping: Bicycle concept
(Top) CAD Model of a conceptual car
(Bottom) Conceptual model for a ship
**Academic Projects**

Representing poetry through paintings & typography (abstract & emotive)

New emoticon design as per Indian context

**Campus Projects**

Banner, brochure, invitation & exhibition design for Design Degree Show, Open House etc.

Decoration planning & implementation for Rendezvous

**Industrial Projects**

Research in Data Visualization

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(Left) Emoticon design for Indian context
(Top) Emotive typography for poetry
(Bottom) Storyboard for brochure
how to **recruit?**

**Steps & Processes**

1. **IIT Delhi Sends An Invite**
   Once you show interest, a mail is sent by the placement office along with relevant information and a registration link.
   
   Interested in recruiting? Send us a mail at design.iit.delhi@gmail.com

2. **Company fills JNF/ TNF**
   JNF : Job Notification Form, TNF : Training Notification Form needs to be filled by the recruiter. Once it is frozen, the opening is listed on IIT Delhi recruitment portal.

3. **Shortlist. Interview. Recruit.**
   Interested students apply through the portal. Resume(s) and portfolios are made available via mail. Recruiters shortlist, interview and then hire the candidates!

**Important Dates**

1. **1 August ‘19**
   Registrations open for both internship & job placement.

2. **17-18 Aug ‘19**
   First batch of interviews for Thesis Internship.

3. **Sep - Oct ‘19**
   Open window for subsequent Thesis internship interviews.

4. **1-6 Dec ‘19**
   First window for job interviews, slotted according to JNF filled.
Industries

Designations Offered
We constantly maintain a healthy communication channel with and amongst all our alumni. Pioneering in fields of design leadership, teaching, research, corporate jobs, entrepreneurship, they never hesitate to interact with the upcoming talent of their department on a regular basis.

Session by Praveen Nahar (alumni), NID Director
our faculty

P. V. Madhusudhan Rao
Professor & Head Of Department
Guest researcher to US government's National Institute of Standards & Technology (NIST)
Visiting scientist to Stanford University & Massachusetts Institute of Technology (MIT)
Co-Founder of Assitech Lab, Khosla School of Information Technology
Authored 150+ Research papers of Product Design & Manufacturing, CAD, CAM

Jyoti Kumar
Associate Professor & Course Coordinator
Authored 40+ Research papers in HCI and Cognitive Aspects of UX
Honorable speaker at UX Now, renowned UX conference
UXD consulting, teaching and research for Human Factors International
Leader of social innovation projects

Srinivasan Venkataraman
Assistant Professor
Member of Programme Committee of 20th International Conference on Engineering Design
Distinguished paper award at the International Conference on Research into Design
Co-Guest Editor for Special Issue on Function Modeling
Assistant Programme Chair of the 19th International Conference on Engineering Design

Jay Dhariwal
Assistant Professor
Post Doctoral Research in Massachusetts Institute of Technology on understanding how the weather conditions affect the people's usage of outdoor public spaces
Innovator and Creator of upcoming tech

Sumer Singh
Assistant Professor
Sustainability Design enthusiast constantly developing new ideas
Board Member of Footwear Design & Development Institute
Established the design schools at M S Ramaiah School of Adv. Studies & MIT, Pune
Student Coordinator
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... looking forward to a fruitful professional relationship

... see you on campus!