IDC
IIT Bombay

# Admission brochure

www.idc.iitb.ac.in

## Contact

**Industrial Design Centre**
Indian Institute of Technology Bombay,
Powai, Mumbai- 400 076, India

**office.idc@iitb.ac.in**

**022 -** 2576 7801, 2576 7802.
2572 2545-Extn: 7801 / 7802

# Important dates:

| | |
|---|---|
| Access to downloading the M.Des. application forms on IDC website: | **Friday, 18th March, 2016** |
| Last date for downloading M.Des. application forms: | **Monday, 28th March, 2016** |
| Last date for receipt of hard copy of completed M.Des. application forms: | **Thursday, 07th April, 2016** |
| Date for displaying the list of candidates called for M.Des. test and interview on IIT Bombay website http://www1.iitb.ac.in/academic/mdes.jsp : | **Friday, 22nd April, 2016** |
| Date for M.Des. written test: | **Sunday, 01st May, 2016** |
| Dates for M.Des. interview: | **Monday, 02nd May, 2016 and Tuesday, 03rd May, 2016** |
| Declaration of results on IIT Bombay website: | |
| *1st offer :* | **Monday, 16th May, 2016** |
| *2nd offer:* | **Tuesday, 31st May, 2016** |
| Payment of Fees: | |
| *1st offer:* | **Monday, 16th May, 2016 to Thursday, 26th May, 2016** |
| *2nd offer:* | **Tuesday, 31st May, 2016 to Friday, 10th June, 2016** |

# Admission requirements:

**Eligibility for M.Des. Program at IDC, IIT Bombay:**

The candidate should have a minimum of 55% marks (50% marks in case of SC / ST) or equivalent grades in the qualifying examination as mentioned overleave for individual streams.

The candidate should have also quallified through Commeon Entrence Examination for Design (CEED) in CEED 2015 or CEED 2016.

# Eligibility criteria for various streams:
## (In addition to the 55% or 50% clause mentioned before)

| | |
|---|---|
| **INDUSTRIAL DESIGN (ID)** | 1. Bachelor's degree in Design/Engineering/Architecture/ Interior Design: 10+2+4 years (minimum four year Bachelor's course).<br>2. Professional Diploma in Design: 10+2+4 years (minimum four year diploma programme). |
| **COMMUNICATION DESIGN (CD)** | 1. Bachelor's degree in Design/Engineering/Architecture/ Interior Design: 10+2+4 years (minimum four year Bachelor's course).<br>2. Professional Diploma in Design: 10+2+4 years (minimum four year diploma programme).<br>3. BFA (4 Year professional program with entry after 10+2)<br>4. GD Art (4 year program after 1 year foundation. Minimum entry requirement 10$^{th}$ pass).<br>***Note:*** All candidates with GD Art diploma will additionally require one year professional experience in design areas. |
| **ANIMATION DESIGN (AN)** | 1. Bachelor's degree in Design/Engineering/Architecture/ Interior Design: 10+2+4 years (minimum four year Bachelor's course).<br>2. Professional Diploma in Design: 10+2+4 years (minimum four year diploma programme).<br>3. BFA (4 Year professional program with entry after 10+2)<br>4. GD Art (4 year program after 1 year foundation. Minimum entry requirement 10th pass).<br>***Note:*** All candidates with GD Art diploma will additionally require one year professional experience in design areas. |

| | |
|---|---|
| **INTERACTION DESIGN (IN)** | 1. Bachelor's degree in Design/Engineering/Architecture/ Interior Design: 10+2+4 years (minimum four year Bachelor's course).<br>2. Professional Diploma in Design: 10+2+4 years (minimum four year diploma programme).<br>3. BFA (4 year professional program with entry after 10+2)<br>4. GD Art (4 year program after 1 year foundation. Minimum entry requirement 10th pass).<br>***Note:*** All candidates with GD Art diploma will additionally require one year professional experience in design areas.<br>5. Master's degree in Arts, Science and Computer Application. |
| **MOBILITY AND VEHICLE DESIGN (MD)** | 1. Bachelor's degree in Design/Engineering/Architecture/ Interior Design: 10+2+4 years (minimum four year Bachelor's course).<br>2. Professional Diploma in Design: 10+2+4 years (minimum four year diploma programme).<br>3. BFA Sculpture (4 year professional program with entry after 10+2) |

**NOTE:**
Applicants are free to apply to any number of streams. Separate application forms must be submitted for each stream along with applicable fee.

# M.Des for International Students:

*Any one who is not a national of India, will be considered as an international student for the purpose of admission and fees. Please refer to http://www.ir.iitb.ac.in/?page_id=26 for definition.*

**For M Des degree:**
Admissions are made on the basis of academic performance in their undergraduate program which is same as the eligibility criteria for Indian students mentioned before and portfolio (details with the application form).

The information for international students for the above program can be found on the website of Dean for International Relations:
***http://www.ir.iitb.ac.in/?page_id=26***

Dean for International Relations website:
***http://www.ir.iitb.ac.in/***

The fee structure as well as the application procedure is given on our website:
***http://www.ir.iitb.ac.in/wp-content/uploads/Edit_full-prog-while-applying.pdf***

The formalities are given at:
***http://www.ir.iitb.ac.in/?page_id=26#joining***
***http://www.ir.iitb.ac.in/wp-content/uploads/Full-Prog-formalities1.pdf***

# Application form:

All candidates who have qualified CEED 2015 or CEED 2016 can apply for admission to M.Des. for various streams (ID, MD, IN, CD, and AN) in Industrial Design Centre, IIT Bombay.

Sponsored candidates (by industry) can apply for admission after having qualified through CEED2015 or CEED 2016, if they have qualifications as per the required eligibility criteria in respective streams.

Application forms are available on the IITB website. Candidates must download the forms available on:
http://www1.iitb.ac.in/academic/mdes.jsp
The application form duly filled in along with enclosures and demand draft of application fee should be submitted to:

**Deputy Registrar (Academic)**
Indian Institute of Technology Bombay
Powai, Mumbai 400-076
Telephone: 2576-7066, 2576-4008

# Application fees:

Application fees for various categories (in Indian Rupees):

| Gender | General | OBC(NC) | SC/ST | PwD* |
|---|---|---|---|---|
| Male | 300 | 300 | 150 | 150 |
| Female | 150 | 150 | 150 | 150 |
| Third(T) | 300 | 300 | 150 | 150 |

*PwD: Person with Disability

Fee is to be paid by Demand Draft drawn on any Nationalized bank (preferably State Bank of India/ Canara Bank) in favour of **"Registrar, IIT Bombay", payable at Mumbai branch.**

Please write your name, phone number and email address on the reverse of the demand draft.

**Applications without Demand draft will not be considered.**

OBC(NC) candidates may note the limit of annual income of Rs. 6 lacs for determining the creamy layer among Other Backward Classes (OBCs) candidates.

The OBC-NC certificate issued for financial year 2015-16 by the Competent Authority in the prescribed format must be submitted along with the application form.

The OBC(NC) reservation update information are available in the public domain ***http://www1.iitb.ac.in/academic/mdes.jsp*** **under "OBC Reservation Update".**

# Admission process:

CEED
(Qualifying exam for M. Des)

↓

Apply with valid CEED score 2015/2016 (A)

↓

IDC-CEED Merit List for each stream:
ID, CD, IN, AN & MD

↓ **Using category-wise multiplying factor**

Interview call list

↓

Written Test (B) & Interview (C) at IDC

↓ **Final Merit Score (A+B+C)**

Final Merit List

↓ **Final Merit List Cutoff**

Final Admission List  with wait list

↓ **Fees Payment**

Final Admission wait list to operate, if
selected candidates do not take admission

# Admission process:

***The admission process consists of a written test and Interview for each of the streams. Written test may include a material / studio test, which will be communicated to the applicants to be called for written test and interview.***

1. Applicants who qualify in CEED 2015 or CEED 2016 are eligible to apply to M.Des program at IDC, IIT Bombay.

2. All applications will be scrutinized to verify whether they meet the eligibility criteria of the streams applied to. Those applications not conforming to eligibility criteria will be rejected. The applicants will have to appear in admission test and interview in IDC, IIT Bombay in the month of May 2016.

3. A category-wise merit list for each stream would be prepared based on the CEED marks of the eligible candidates, called ***IDC-CEED merit list.***

4. Out of all candidates who apply to various streams in IDC, an ***Interview Call list*** will be made for each stream. This list for each stream will have a limited number of top scoring applicants from ***IDC-CEED merit list.***

5. ***Interview Call list*** is decided on the basis of category-wise seats available in each stream and by using a multiplying factor for each category.

6. The multiplying factor for all categories is 8 (eight). eg. If the number of seats in General category is 10 for a particular stream, then 80 candidates available from the General category will be called for written test and interview. This would be applicable to all categories.

7. The written test and interview will carry 100 marks each.

# Admission process:

8. After the written test and interview, a category wise ***Final merit list*** using ***final scores*** will be prepared. The final score would be the total of CEED marks, written test and Interview marks with 30%, 40% and 30% weightage respectively.

9. A Final merit list would be constituted based on the above final score. Admission would be offered from this list based on seats available for each category.

10. A cutoff, called ***Final merit list cutoff*** would be applied to the ***Final merit list.*** This would be 50% for General, 45% for OBC(NC) (ie. 90% of GENERAL), and 33% for SC/ST/PwD (ie. 2/3 of GENERAL) respectively.

    Candidates with ***final score*** that is less than the ***Final merit list cutoff*** for their respective category will not be considered for admission even if a seat is available in that category.

    For instance, only those General category candidates who score 50 or above in the ***Final merit list*** will be considered for admission. Similarly, only those OBC(NC) category candidates who score 45 and above in the ***Final merit list*** will be considered for admission and only those SC/ST/PwD category candidates who score 33 and above in the ***Final merit list*** will be considered for admission.

11. The ***Final merit list cutoff*** is fixed in advance by the institute. It is the measure of a certain minimum aptitude and abilities expected in a candidate aspiring to pursue the academically challenging and demanding course.

# Seats available for academic year 2016-17

| | General | OBC(NC) | SC | ST | Total |
|---|---|---|---|---|---|
| **Industrial Design** | 7 | 5 | 2 | 1 | 15 |
| **Communication Design** | 7 | 4 | 2 | 1 | 14 |
| **Interaction Design** | 6 | 3 | 2 | 1 | 12 |
| **Animation Design** | 6 | 2 | 2 | 1 | 11 |
| **Mobility and Vehicle Design** | 5 | 2 | 1 | 1 | 9 |
| **Total** | **31** | **16** | **9** | **5** | **61** |

**NOTE 1**
A total of 2 seats, which is 3% of total available seats (61) are reserved for PwD applicants.
The PwD seats will be used up from the parent birth category that the PwD applicant belongs to.
**NOTE 2**
The total intake is capped at 61 with the number of OBC(NC), SC and ST category seats being 16, 9 and 5 respectively. The OBC(NC), SC and ST category seats are transferable between streams, and **strictly not between quota categories**. This is done to maximize intake of candidates from these categories.
For example, if ID stream gets only four eligible OBC candidates instead of the quota of 5, then the remaining one OBC(NC) seat may be transferred to any other stream which may have more than their share of eligible OBC(NC) candidates.

Applicants to be called for written test & interview, if available in the ***IDC-CEED merit list,*** using the multiplying factor of 8.

| | General | OBC(NC) | SC | ST | Total |
|---|---|---|---|---|---|
| **Industrial Design** | 56 | 40 | 16 | 8 | **120** |
| **Communication Design** | 56 | 32 | 16 | 8 | **112** |
| **Interaction Design** | 48 | 24 | 16 | 8 | **96** |
| **Animation Design** | 48 | 16 | 16 | 8 | **88** |
| **Mobility and Vehicle Design** | 40 | 16 | 8 | 8 | **72** |

**NOTE 3**
16 PwD candidates (2 x 8) will be called for written test and interview from across all streams, if available.

# Terms used:

1. **IDC-CEED merit list:** Post-scrutiny list of applicants with valid application sorted as per their CEED marks arranged in descending order.

2. **Interview call list:** Selected candidates from IDC-CEED merit list to be called for written test and interview.

3. **Written test and interview:** The written test is a design aptitude test of the relevant streams. This may include a material / studio test. Interview will be based on the candidate's portfolio, stream specific design aptitude, academic background, and general as well as design-awareness.

4. **Final score:** The candidates' total score arrived at by the formula: Final score = CEED marks X (0.30) + test marks X (0 .40) + interview marks X (0.30)

5. **Final merit list:** List of candidates after written test and interview, arranged in descending order of final score.

6. **Final merit list cutoff:** Candidates with final score below this cutoff will not be considered for admission even if a seat is vacant in the specific category.

7. **Final admission list:** Final list of candidates offered admission in the first and second lists. The first list is an offer of admission to eligible candidates as per the final merit list. In case a candidate offered admission in the first list does not confirm admission by paying fees within the stipulated time, a second list is published offering the seat to the next eligible candidate in the final merit list.

# Fees, deposits and hostel rent

| Particulars | GN/OBC | | SC/ST | Institute Staff |
|---|---|---|---|---|
| Revised fees payable (₹) at the time of admission | Non-Sponsored Category | Sponsored Category | | |
| **Admission Fee** | 1400 | 1400 | 1400 | 1400 |
| **Grade Card** | 300 | 300 | 300 | 300 |
| **Medical Examination** | 200 | 200 | 200 | -- |
| **Provisional Certificate** | 200 | 200 | 200 | 200 |
| **Student Welfare Fund** | 1000 | 1000 | 1000 | 1000 |
| **Modernisation** | 1500 | 1500 | 1500 | 1500 |
| **Identity Card** | 400 | 400 | 400 | -- |
| **Courses of Study Bulletin** | -- | -- | -- | -- |
| **Institute Day Fee** | -- | -- | -- | -- |
| **Valedictory Function Fee** | -- | -- | -- | -- |
| **Total (A)** | **5000** | **5000** | **5000** | **4400** |

## DEPOSIT

| | | | | |
|---|---|---|---|---|
| **Institute Security Deposit** | 1000 | 1000 | 1000 | -- |
| **Library Security Deposit** | 1000 | 1000 | 1000 | -- |
| **Mess Security Deposit** | 1000 | 1000 | 1000 | -- |
| **Total (B)** | 3000 | 3000 | 3000 | -- |

| | | | | |
|---|---|---|---|---|
| **Annual Medical Insurance** | 126 | 126 | 126 | -- |
| **Premium(Once in year)** | | | | |
| **Total (C)** | **126** | **126** | **126** | -- |

# Per semester fees

| Particulars | GN/OBC | | SC/ST/PwD | Institute Staff |
|---|---|---|---|---|
| **Revised fees payable (₹) at the time of admission** | **Non-Sponsored Category** | **Sponsored Category** | | |
| **Tuition + Stationery Fee** | 5000 | 25000 | -- | -- |
| **Exam Fee** | 500 | 500 | 500 | 500 |
| **Registration Fee** | 500 | 500 | 500 | 500 |
| **Gymkhana** | 750 | 750 | 750 | -- |
| **Hostel Seat Rent** | 500 | 500 | 500 | -- |
| **Electricity & Water Charges** | 2500 | 2500 | 2500 | -- |
| **Medical Fee** | 1000 | 1000 | 1000 | -- |
| **Student Benevolent Fund** | 1000 | 1000 | 1000 | 1000 |
| **Hostel Estab. Charges** | 2000 | 2000 | 2000 | -- |
| **Medical Fund** | -- | -- | -- | -- |
| **Contribution to Hostel Subsidy** | 6000 | 6000 | 6000 | -- |
| **Internet Charges** | -- | -- | -- | -- |
| **Hostel Maintenance Fee** | -- | -- | -- | -- |
| **Total (D)*** | **19,750** | **39,750** | **14,750** | **2,000** |
| **Grand Total (A+B+C+D)** | **27,876** | **47,876** | **22,876** | **6,400** |

* Students not staying in hostel are exempted from the payment of hostel fees. Candidates from reserved categories (SC / ST / PwD) are fully exempted from paying the Tuition Fees.

**Non-sponsered categories:**
1. Teaching Assistantship (TA)
2. Research Assistantship (RA)
3. Govt. / Sem Fellowship awardees (QIP / UCG / CSIR / DAE / DST / DBT / NBHM etc.)

**Sponsored categories:**
All other categories i.e SW, EX, SF, CT, TAP, PA, PS etc. In addition to above, refundable mess advance of Rs. 2000/– and Semester Mess Advance of Rs. 13000/– is to be paid before occupying the hostel by way of DD in favour of concerned hostel.

# How do I reach?

**BY TRAIN:**

***From CST Station/Dadar/Kurla (Central Railway)***
Take a slow local train on the Central Railway line to Thane/Kalyan. Get down at Vikhroli (west) or Kanjur Marg (west) station. Take an autorickshaw to IIT, Powai. Enter the campus from the IIT Market gate (the first gate you come across), drive straight in to reach IDC.

***From Mumbai Central/Churchgate/Bandra (Western Railway)***
Take a fast or slow local train on the Western Railway line to Andheri/Borivali/ Virar. Get down at Dadar, cross to the Central Railway line. Take a slow local train on the Central line to Thane/Kalyan. Get down at Vikhroli (west) or Kanjur Marg (west). Take an autorickshaw to IIT, Powai. Enter the campus from the IIT Market gate (the first gate you come across), Drive straight in to reach IDC.

Alternatively, you can get down at Andheri Station on Western Railway and take a bus from Andheri (East) to Powai. If you take a rick from Andheri, enter the campus through the Main Gate (near SBI bank). Drive straight in, turn right near Canara Bank and turn left thereafter to reach IDC.
In **Mumbai Metro Rail** (Versova-Andheri-Ghatkopar), Saki Naka is the closest station to Powai.
In **Mumbai Mono Rail**, Chembur is the station closest to Powai.

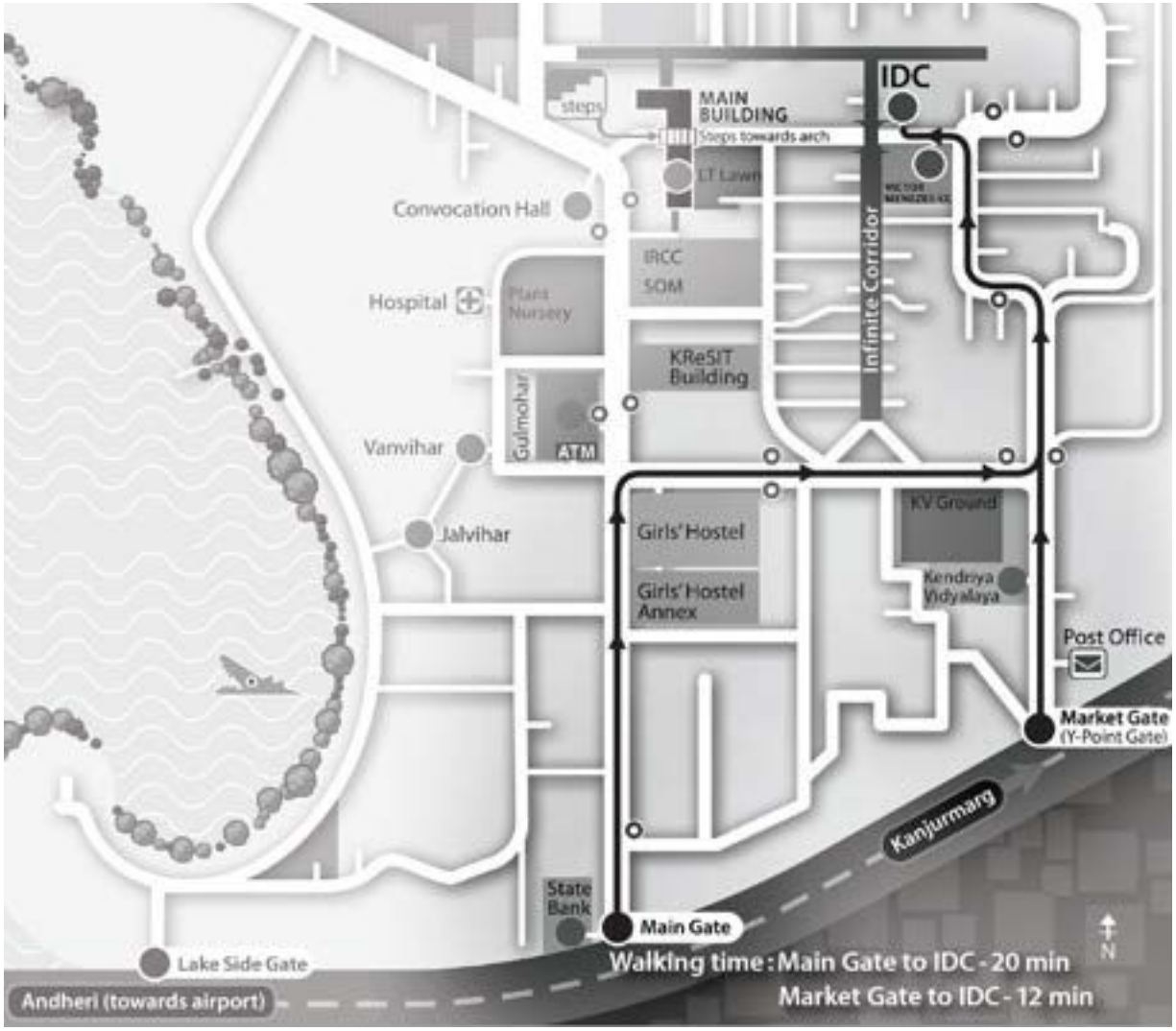
**BY AIR:**

International flights land at Sahar Airport which is about 8 kms from IIT, Powai. The domestic airport (CSI) at Santa Cruz is about 12 kms from Powai. It is best to take a pre-paid taxi available at the airport to go to IIT, Powai.
Autorickshaws and regular taxis are also available at both airports for reaching IDC at IIT, Powai.

Virar
Kalyan
Borivali
Sanjay Gandhi National Park
Thane
IIT, Powai
Versova
Andheri
Andheri
Saki Naka
CSI Airport
Ghatkopar
Ghatkopar
Bandra
Kurla
Tilak Nagar
Chembur
Vashi
Chembur
Wadala Depot
Dadar
Wadala
Panvel
CST
Chattrapati Shivaji Terminus (Victoria Terminus)
Churchgate
RAILWAY LINES
Western Line
Harbour Line
Central Line
Monorail
Mumbai Metro

# How to reach Industrial Design Centre

Map is not to scale
Map does not cover all areas
Internal Bus Stop



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