DESIGN PROGRAMME
IIT KANPUR

Placement
Brochure 2014-15

CONTENT

HISTORY

2015 Batch Strength - **31**

Area of Specialization-
Industrial Design
Visual communication
User Experience Design
Interaction Design
Engineering 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 programme 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 IITs (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 IITK Design Programme with its USP of **interdisciplinary** that clearly marked its difference from existing Design programmes at other institutes within India, including other IITs.

VISION

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.
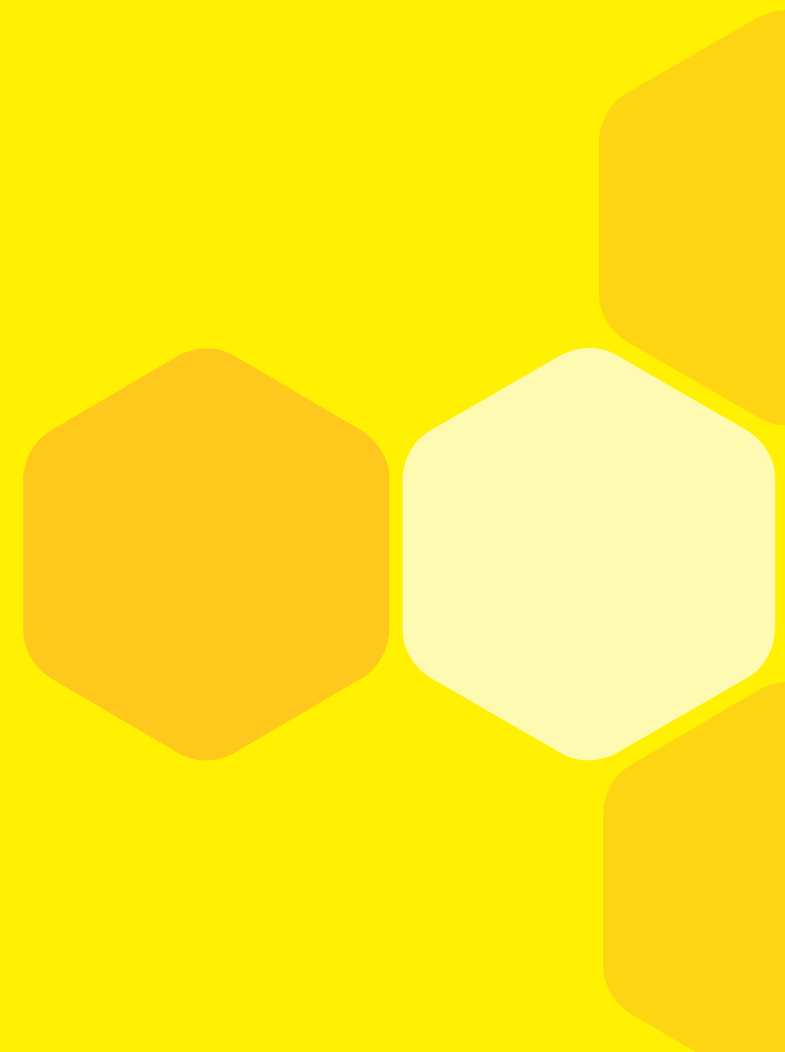
ABOUT

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.**

COURSE CURRICULUM

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 brainstorming yielding product and services to meet social, environmental and business needs.

The programme offers three distinct study tracks:

- **User Experience & Interaction Design**

- **Industrial Design**

- **Visual Communication**

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
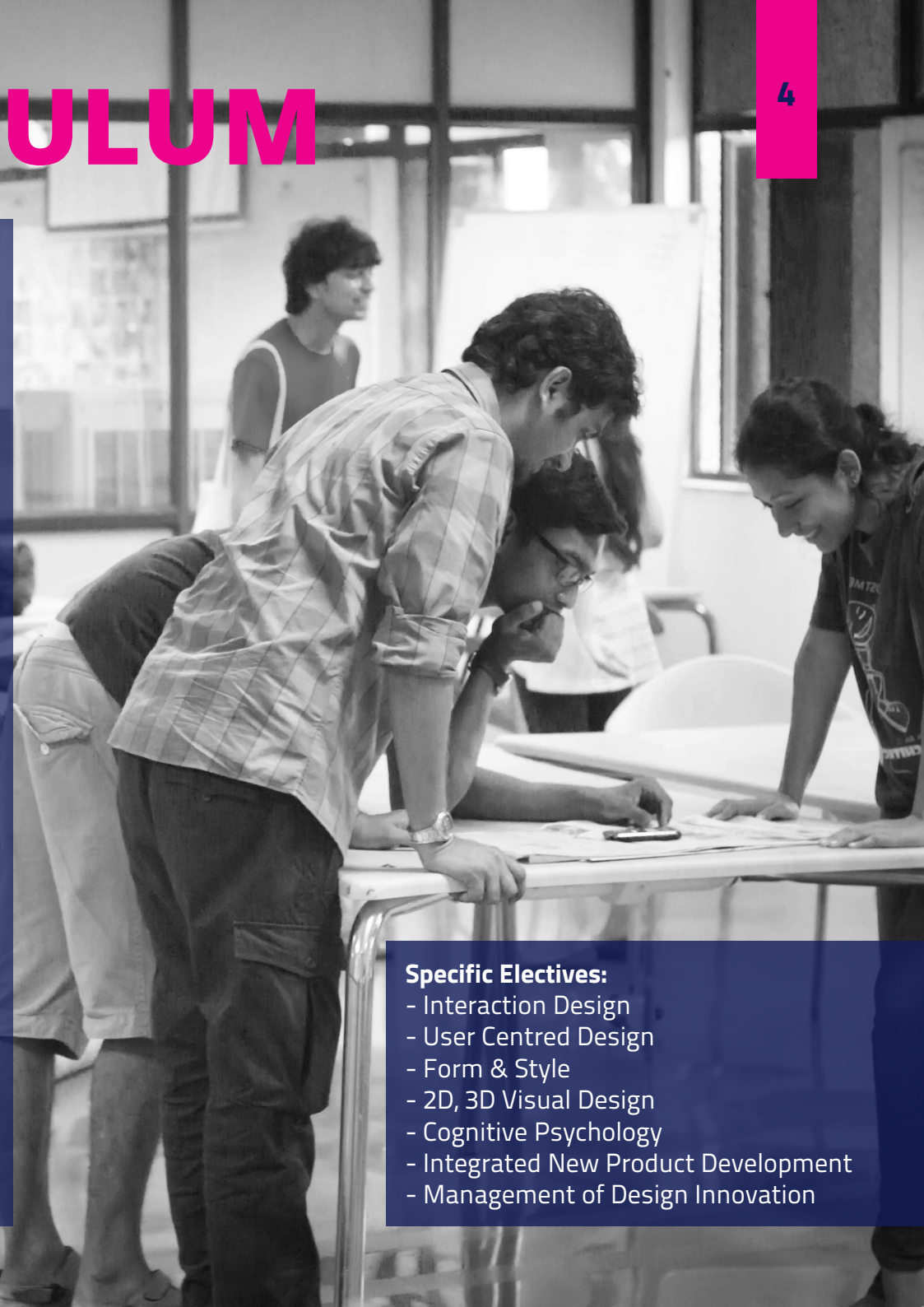
AWARDS & RECOGNITIONS

It gives us immense pride to see Design Programme, year after year, achieving laurels and bringing glory to the Design Programme at IIT Kanpur. Our meticulous and persevering students, along with the guidance of dedicated faculties have won accolades at prestigious design platforms & competitions. Some are listed below:

- **1st prize** | **GOLDMAN SACHS** Design Challenge 2014
- **Best Thesis Project** | **Pune Design Festival** 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** | **SAMSUNG** Smart App Challenge 2012
- **1st Prize** | **TRAI** Logo Competition 2012
- **Best Developer Award** | **NOKIA** Bhasha 2011
- **1st Prize** | **SAE** Design Challenge 2010

- **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 | DAIICT, Gandhinagar
- **1st Prize** | 'Just Design' for Waste Disposal System | **RGB** 2007
- **1st Prize** | 'Rang De Basanti' | **RGB** 2007
- **Runner up** | Media Category | **Pune 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" | **WC Film Festival** 2013
- **Finalist** | **ICSIR** Robot Design 2010
- **Finalist** | UNICEF Worldwide Video Contest 2009

WORKSHOPS

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

Design principles are cemented into and further imbibed by students, through seminars & workshops, taken by visiting faculties from IISc, IIT Guwahati, NIDs, Aalto Design Factory, Helsinki etc. Few of them are listed below:

- **User Experience Design - Jhumkee Sengupta Iyengar**

- **PD6 - Aalto Design factory**

- **USID Gurukul**

- **Typography Workshop - Dr. Uday Kumar**

- **Toy Design Workshop - Prof. Sundarshan Khanna**

- **Bicycle design workshop - T.I cycle**

- **'Code' Design Workshop by Hindustan Unilever Limited**

- **Usability & Interaction in Web Design - René Schneider**

FACILITIES

The state-of-the-art technology learning laboratories prepare the students for careers in industries and also higher studies through hands-on-experience.

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, Nintendo Wii, and Sony Eye Toy. It allows students to explore the immense possibilities of **tangible user interfaces**, **gesture based interactions**, **virtual reality and augmented reality.**

4i-Lab:

The 4 i's 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 Lab:

Equipped with direct input **Wacom CINTIQ** 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**, **prototypes**.

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 Model.

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**. Centre also provides **audio-video recording** of seminars, workshops and conferences.

PAST RECRUITERS

Interaction Design & User Experience Design

Nokia
Oracle
Infosys
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

Product Design

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

Visual Communication

Dentsu
E-Mantras
Pencil Sauce
Tata Elxsi

Automobile

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

Start Ups

D Cube
Hexolabs
Indesign
Red Studio
Thinking Threads

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