Class of 2016
DEPARTMENT OF DESIGN
IIT GUWAHATI
“I take pleasure to introduce our graduating design students of the batch 2016, from the Bachelors’ and Masters’ programs to you. The Department of Design has a vision to nurture some of the brightest technical minds of the country, and to develop in them, a passion for innovation in technology, with a firm understanding, appreciation and celebration of design. The Department prepares students for future contributions to technology, industry and society, led by a team of committed faculty, handpicked from various domains of expertise with a wealth of experience both in academic research and in industry. The curriculum is well defined and reflects the multidisciplinary nature of design. I cordially invite you to participate in the placement process at IIT Guwahati. I shall look forward to your participation in shaping the future careers of our students.”

MESSAGE FROM THE HEAD OF DEPARTMENT
Established in 1994, as an ‘Institute of National Importance’, IIT Guwahati has grown into being a preferred destination for people passionate about learning and innovation. IIT Guwahati has been ranked among the Top 100 Young Universities in the world by the Times Higher Education, one of the two Universities from BRICS nations. IIT Guwahati has several factors contributing to how in a short span of time it has established itself as one of the best institutes of its kind in the country. The programmes and courses that are offered at IIT Guwahati are perpetually evolving to adapt to the ever changing global requirements and along with the diversity of the fields of study, this has helped the institute become one of the nation’s nerve centers for research and development, and technical education. The faculty ensure that the students of the campus are ready to face the challenges of the professional world by providing them with a sound conceptual understanding of their respective disciplines. The institute also offers a plethora of opportunities to students for their holistic development, through the excellent facilities that it has for sports and general extracurricular activities.
ABOUT THE DEPARTMENT

The Department of Design - DoD is one of the thirteen departments at the Indian Institute of Technology Guwahati.

DISCIPLINES
The Department of Design nurtures Innovators, Creators, Communicators and Inventors. It offers three programs leading to B. Des., M. Des. and Ph.D. in the creative design discipline.

FACULTY
The Department comprises encouraging and energetic faculty, guiding students through every phase of design. Faculty members also provide consultancy to corporate institutions. Distinguished faculty, designers from renowned universities visit us every year and enrich our academic programme.

STUDENTS
Students from the Department have completed internships in companies and research labs both in India and abroad and have worked in national and international sponsored projects as part of the curriculum.

The department has an excellent placement record over the past years, with students working in leading companies. It follows a very comprehensive and innovative design curriculum throughout the design teaching, where-in the students are encouraged to channel themselves into specialised areas viz. Interaction Design, Human Computer Interaction, Usability Engineering, Design Management, Product Design, Graphic Design, Branding and Identity Creation, Animation and Transportation Design.
Department of Design advocates high quality design research and scholarly activities, in which, its competent laboratories play a major role. Members of the department are making use of these facilities and contributing to the community through projects and publications every year.

**USABILITY ENGINEERING LAB**
First of its kind in India. Major research areas include Usability engineering, e-learning technologies, Information systems etc. This lab has produced over 100 bachelor thesis projects so far. This lab uses advanced technologies such as eye-tracking devices, Observatories, Biometric softwares etc.

**Faculty-In-Charge:**
Prof. (Dr.) Pradeep Yammiyavar, FDRS

**Featured Project:**
HCI-virtual Laboratories (A part of NPTEL)

**NEW MEDIA LAB**
Multimedia and Visual communication are integral streams of Department of Design. Equipped with professional softwares like Final Cut Pro and advanced videography studios, New Media lab has witnessed many marvelous projects in the field of animation, multimedia and digital art.

**Faculty-In-Charge:**
Asst. Prof. Mriganka Madhukaillya

**WORKSHOP FACILITIES**
An Industrial design group is always incomplete without a well-equipped workshop. Department workshop consists of advanced prototyping machines like rapid prototyping tool, blow moulding machine etc. which are actively made use of by students and staff.
LABS & FACILITIES

E-KALPA LAB
An active contributor to design research community, E-kalpa lab is currently devoted to facilitate online design education to zealous Indian students. This laboratory is composed of wide range of facilities, from photography-videography studios to web-designing studios, clearly substantiating an eclectic approach to design education.

Faculty-In-Charge:
Prof.(Dr.) Ravi Mokashi Punekar

Featured Project:
D'Source - digital learning environment for design education in India

EMBEDDED-INTERACTIONS LAB
Embedded Interaction Lab (EILab) specializes in gesture and tangible user interfaces, with research focus on design for development. Research at EILab has been published in reputed international conferences, journals, national newspapers and appreciated with numerous awards. EILab has collaborated with various industries and research labs such as Nokia Research Center, Microsoft Research, IBM Research, Samsung and many more.

Faculty-In-Charge:
Asst.Prof. Keyur Sorathia

Featured Project:
Investigation of social acceptance of gesture controlled user interfaces among low socio-economic-literacy user group (IBM Funded.

ERGONOMICS LAB
Ergonomics lab majorly contributes in Design ergonomics, Human Factors in Man-machine systems, Visual and cognitive ergonomics etc. A large number of PhDs, Masters and Bachelor students have actively participated in its research projects over the years. Laboratory facilities include mobile eye-tracking devices, Electro-oculography, Critical flicker fusion testers etc.

Faculty-In-Charge:
Prof.(Dr.) Debkumar Chakrabarty Asst. Prof.(Dr.) Saugata Karmakar

Featured Project:
Visual and tactile information Processing in Product Selection

Asst.Prof. (Dr.) Saugata Karmakar
Admissions Through the competitive Joint Entrance Examination IIT-JEE, applicants clear a further Aptitude Test for Architecture & Design, for admission into the B.Des programme.

The Department of Design offers to its undergraduate students a B.Des degree upon completion of the course. The course itself is multidisciplinary in nature, and serves the purpose of exposing the students to various aspects of the design profession while simultaneously developing their capabilities and equipping them for their future careers. In addition to doing basic engineering courses, students enjoy a lot of freedom in choosing courses of their interest.

The department provides the perfect platform for its bachelors to excel in various disciplines like Graphic design, Interaction design, Human factors engineering, Usability engineering and Product design. The knowledge gained by the student over four years is reflected in his Bachelor’s Thesis Project (BTP), a project done over the course of the final year.

**BACHELOR COURSEWORK**

The courses are accompanied by 4 dedicated Semester Projects, inter-disciplinary courses and an Industrial Seminar. Ours is the second batch to graduate with minor degree in various engineering fields.
# Bachelors Coursework

## Sophomore Year
- Elements of design
- Materials & processes
- Photography & videography
- Digital drawing and illustration techniques
- Elements of form
- Plastics and composites
- Fundamentals of ergonomics
- Modelling and simulation techniques
- Introduction to graphic design Engineering drawing

## Pre-Final Year
- Introduction to interaction design Design methods
- Graphic design studio
- Physical computing
- Applied ergonomics System approach to design
- Art design and society Animation fundamentals
- Tangible user interfaces

## Final Year
- New media studies
- Interdisciplinary design project
- Design management and professional practice
- Design exhibition project

## Departmental Electives
- Design project
- Instructional design and multimedia
- Advanced manufacturing and processes
- Design seminar
- Collaborative design methods for new product development
- Typography
- Digital human modelling and simulation
- System design for sustainability
- Furniture and future
- Usability engineering
- System analysis and information design
- Environment and experiential design

## Creativity and Innovation
- Product detailing

## Humanities and Social Sciences
- Consumer Behavior
- Cognitive and Applied Psychology
- Sociology of Science
- Culture and Media Studies
- Philosophy and Phonetics
- Business Economics
- Language and Linguistics

## Minor Courses
Apart from the design courses, a selected crop of students are allowed to take up a "Minor" course from other departments in the institute. Minor courses can be done in:
- Computer Sciences
- Mechanical Engineering
- Mathematics and Computing
- Electronics and Communication
MASTERS IN DESIGN

A multi-disciplinary group with professional expertise; the students of Master of Design in the institute cover a wide range of the industry from fine arts to engineering and architecture. With prior Professional experiences, the Students of Masters of Design work in the field of Industrial Design, Visual Communication and Interaction Design depending upon their inclination towards each field.

A two year full time course, the Master’s program covers four semesters which are completely dedicated exclusively to the study of solving problems in a particular field backed up by significant and core-deep research.

Thesis Project

During the course of four semester, The Master’s program covers two thesis, a major and a minor. The Master Thesis is a yearlong project, completed in two semesters. It enables the students to research, analyse and provide design solutions in the field of any domain of Visual Communication Design, Product Design, Transportation Design, Interaction Design, Film and Video design or interdisciplinary within design.

The Minor project in the program lasts for a semester and is completely dedicated to teaching Professional Research methods to students.
**FIRST YEAR COURSES**
- Collaborative design methods in new product development
- Design - an introduction
- Design methods
- Ergonomics
- Ergonomics research technique
- Form studies
- Graphic design
- New media studies
- Product design prototyping and advanced manufacturing process
- Visual design - principle and application
- Semester Thesis Project

**SECOND YEAR COURSES**
- Usability engineering
- System analysis and information design
- Ergonomics research technique
- Interaction design
- Design semantics
- Product detailing
- Digital Human Modelling and Simulation
- Environment and experiential design
- Automobile design
- Creativity, innovation and design management
- Tangible User Interface
- Lighting design
- Masters Thesis Project
BDES PROFILES
The strength of the graduating B Des students lies in their diverse interests, and an ability to work on collaborative projects with reputed companies. Some examples of roles that they can fulfill in the industry are as follows:
UX Groups
IT Product development
Design-oriented business operations
Customer experience management
Design services and consulting
Media and entertainment
Identity and brand management
Research and development

MDES PROFILES
The core competency of M Des students lies in their diverse backgrounds and previous industry experience, thus enabling them to have a unique perspective in tackling design related problems. They are flexible and can fulfill the following roles in the industry:
Strategic Design Managers
Brand Strategists
Product Styling and Development
UX Groups
Customer Experience Managers
IT Product Development
Media and Entertainment
PAST RECRUITERS

Placement opportunities for the graduates have been very bright and they have been recruited by reputed organizations.
SUMMER INTERNSHIPS & PROJECTS
COLLABORATION

An important aspect of the design program is industrial and professional experience and research through internships in various industries, companies and universities both in India and abroad.

ACADEMIC INTERNSHIPS
MIT Media Labs
Carnegie Mellon University,
Northeastern University,
Boston Arizona State University
KAIST, South Korea
University of Ghent, Belgium
TU Berlin, Germany
TU Delft, Netherlands
Carleton University,
Canada Karlstad University,
Sweden EPFL, Switzerland
Middlesex University, UK
PHASE I
Organizations register on our placement portal. https://auto.iitg.ernet.in/placement/

They are given a username and password from the Placement Cell for their account on the portal.

On this account, organizations must fill out details under the ‘Edit Job Application Form’ and the 'Job Profile and Salary' tabs where they are required to provide us with a detailed salary structure with base salary, perks, emoluments and other remuneration clearly and separately mentioned and information pertaining to the Job Profiles being offered. (Detailed instructions may be found on the portal itself)

Suitable dates for a Pre-Placement Talk (PPT) are decided as per mutual convenience. PPTs are held after class hours (i.e. after 5 PM).

PHASE II
The recruitment session would begin in December 2015 and would continue till May 2016.

Dates for visiting the campus for recruitment are allotted to the organizations based on several parameters but this is mostly dependent on the interest shown by both the organization and the candidates and other factors which include the CTC being offered.

The organization can negotiate or confirm the date with the placement cell. A compromise formula is worked out by the placement cell if there is a clash in interest/dates.

PHASE III
Organizations visit the campus on the decided date and can conduct written technical/aptitude tests, group discussions, interviews as a part of their selection procedure. Organizations have to furnish the list of selected candidates as soon as possible after the completion of the selection procedure. As per the placement policies of the institute as soon as a student has been offered a job, he or she is ineligible to continue in the selection processes of other organizations or apply to other organizations. Job offers are to be routed only through the placement cell. Organizations are requested not to contact students directly.
**FREQUENT ASKED QUESTIONS**

**How well is Guwahati connected with the rest of the country?**
Guwahati, gateway for North East India, is well connected by air, rail and road with the rest of the country. There are direct air services from/to Mumbai, New Delhi and Kolkata with connectivity to all major cities in the country and direct train services from/to all the metropolises and other major cities.

**Where will we be accommodated?**
Subject to availability of rooms in the institute guest house, accommodation could be arranged at a nominal rate for delegates from a company if they do intimate their requirements to us well in advance.

**When does the placement session begin and for how long does it continue?**
The Placement Session would begin in December 2015 and continue till May 2016. Companies are encouraged to visit the campus before the placement session begins to give Pre-Placement Talks to our students and introduce them to the job profiles of their company. This does have a direct bearing on the interest shown by students when the company visits the campus later for placements.

**We are under the impression that we can recruit students only if their discipline is related our Industry. Is this so?**
No, the institute imposes no restrictions in this regard. Companies can opt to recruit students from any department or discipline.