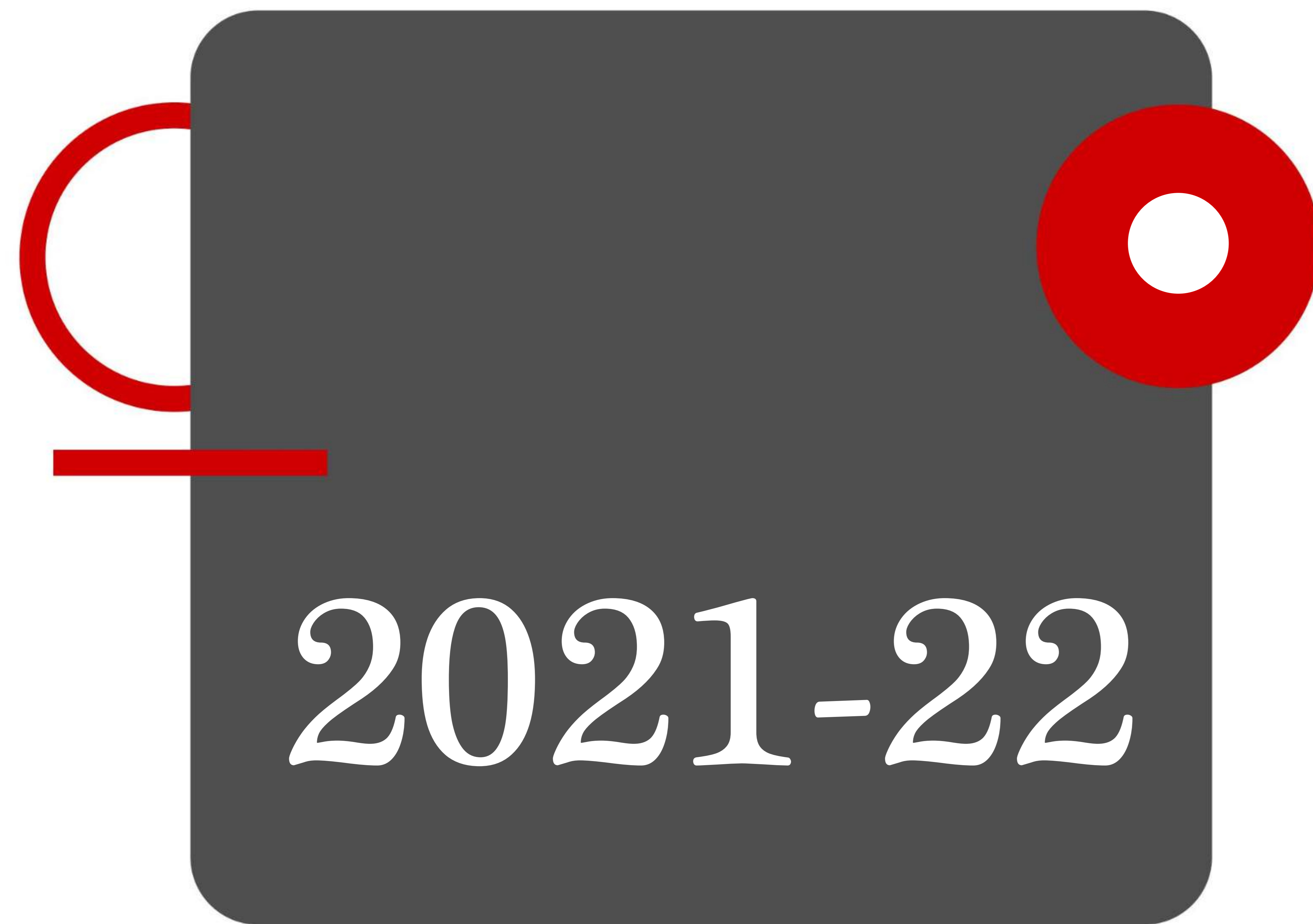
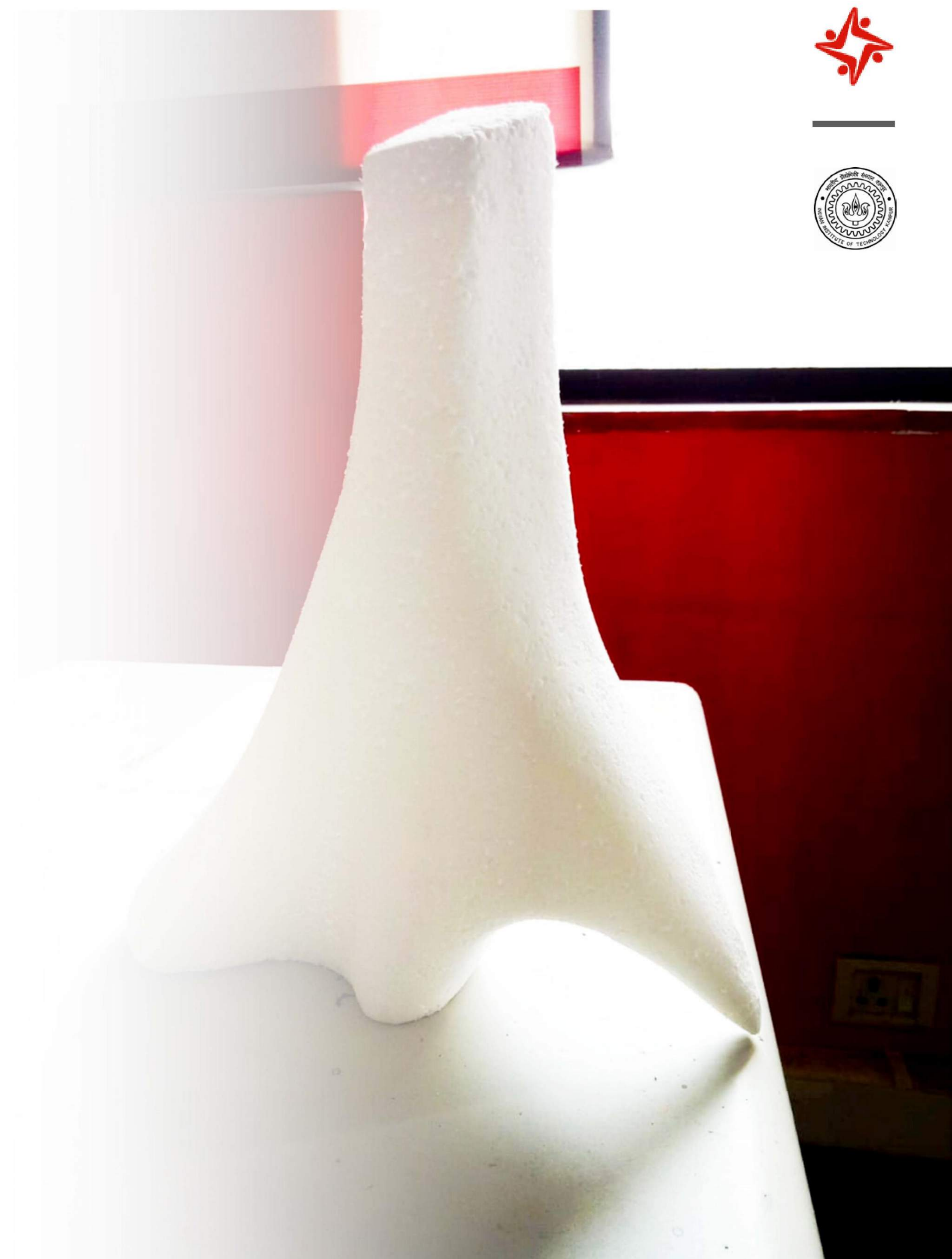


PLACEMENT
BROCHURE

IIT KANPUR



DESIGN
PROGRAMME



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01

HISTORY

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.

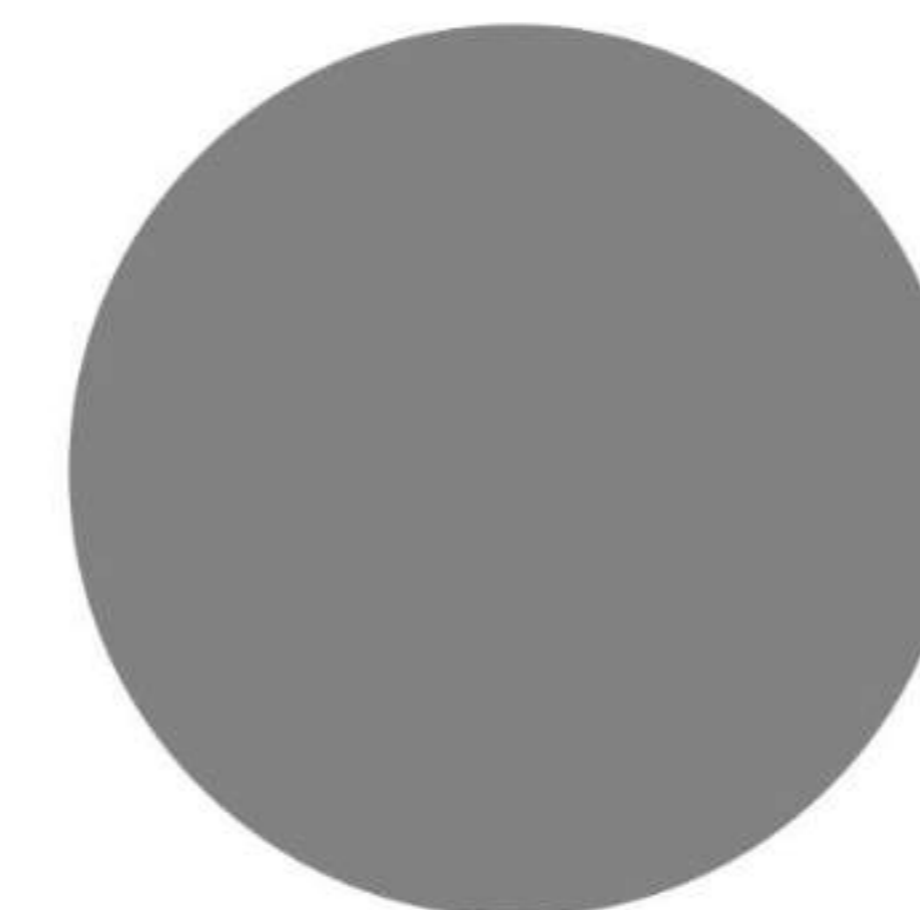
This resulted in the proposal for the IITK Design Programme with its USP of interdisciplinary that clearly marked its difference from existing Design programmes at other institutes within India, including other IITs.

02

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.



WORDS FROM THE HOD - Prof. Dr. Nachiketa Tiwari



Namaste!

The Design Programme at IIT Kanpur, which got started about two decades back as a humble initiative, is now a firmly established program of international repute. Right from its inception, we have nurtured some of the best designers and innovators, who are now working with top-notch organizations across the world. Many of our alumni have started their own ventures, and are making us proud. The Design Programme at IIT Kanpur has some of the most talented and experienced faculties from diverse professional and experiential backgrounds. Thus, we are truly inter-disciplinary. Our students have the privilege of choosing a very wide variety of courses, including the ones offered by other programs and departments. We train our students to solve really tough but important problems through collaboration, doggedness, and an open mind.

On behalf of the department and other faculty members I wish them the very best! Hope they can keep uplifting the name of their institution through all their future endeavors.

We encourage our students to look beyond the bounds of IITK when seeking collaboration. Thus, our students have had collaborative projects with several universities and academic institutes including Stanford, Alto, NTU Singapore, PUJ Columbia, AIIMS New Delhi, and PGI Lucknow. Such learning has helped our students to shine across the world, and they have earned laurels in scores in international and national conferences, and design and innovation competitions. Their wide-spectrum skills and can-do attitude helps them succeed professionally. If you are interested in engaging with the Design Programme at IITK, please call me at +91-512-259-6526, or email me at ntiwari@iitk.ac.in.

OUR STRENGTH

16

Year 2019

20

Year 2020

Areas of Specialization:

- Industrial Design
- Visual Communication
- User Experience Design
- Interaction Design



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.



03

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.

04

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 brain-storming 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
 - Integ- Integrated New Product Development
 - Management of Design Innovation



05

AWARDS & RECOGNITIONS

- The Gandhian Young Technological Innovation (GYTI) Award 2020
- Winner- "Microsoft India Design Challenge 2020"
- 1st and 2nd Prize- "1st NDIN Design Competition 2019-20"
- 1st Prize- "Secure Himalaya Hackathon December 2019 organised by United Nations Development Programme"
- Bronze medal- "Uxplorer 2018"
- Winners- "Gandhian Young Technological Innovation Awards/Appreciations 2018"
- Winners- "UX Now Design Challenge 2017"
- 1st runner up- "Pitney Bowes Design Challenge 2017"
- First indian national award winner- "James Dyson Award 2017"
- 1st prize- "Red Dot Awards 2017"
- 1st prize- "Gandhian Young Technological Innovation Awards/Appreciations 2017"
- Bronze- "Re-imagine Education Awards-2016 by The Wharton School"
- 1st prize- "IEEE HTC 2016"
- Bronze- "A' Design Awards 2016"
- 1st Prize- "Make in India, Hackathon 2016"
- Special Mention- "Honeywell Aerospace Design Challenge- 2016"

- Winner- "OzCHI 24 Hour International Design Challenge by University of Melbourne"
- 1st Prize- "UXNOW 2015 Design Challenge by MakeMy-Trip"
- 1st Prize- "IMPRINT India National Logo Design Competition"
- Won- "India Design ID Challenge 2015 by Asian Paints"
- 1st Prize- "Goldman Sachs Design Challenge"
- 1st Prize- "Honeywell Aerospace Design Challenge- 2015"
- Shortlisted among top 5 apps- "Microsoft Hackathon 2015"
- 1st Prize- "Design Challenge at UXNOW INNOVATION IN TRAVEL A UX 2014"
- 1st Prize- "Hackathon 2013 organized by Govt. of India for mobile app"
- GE Innovation Award 2012 for "Vardaan" wheelchair-
- 3 Best Apps, Samsung Smart App Challenge 2012-
- 1st Prize- "Samsung Splash India on TV 2011"
- 3 Best Apps in Samsung Splash India on TV 2011
- 2nd Runners up- "Nokia Bhasha 2011"
- Best Developer Award- "Nokia Bhasha 2011"
- 1st prize- "SAE Design Challenge 2010"
- Finalist- "UNICEF Worldwide Video contest 2009"
- 3rd Prize- "USID NOKIA Challenge 2009"
- 1st Prize- "UMO Boycott Bad Design 2009"
- 2nd Prize- "National Design Challenge 2009"
- 3rd Prize- "Nokia USID International Design Challenge 2009"
- 2nd Prize- "Design of Transit System for Pune Design Festival 2008"
- 1st Prize- "Just Design in RGB 2007"
- 1st Prize- "RGB 2007 for short film 'Rang De Basanti'"

06

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- Ihumkee 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
- Form Exploration Workshop- Prof . Avinash Shinde



07

FACILITIES/INFRASTRUCTURE

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 theimmense possibilities of tangible user interfaces, gesture based interactions, virtual reality and augmented reality.

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 product design studies, the lab is equipped with a 3D Scanner, that help scan any physical three dimensional model into a virtual 3D.



Imageneering-Lab:

Imageneering 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 the students to work on wide range of projects involving digital media, including illustrations, digital visualization, 3D modelling and rendering etc.

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.



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.

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 creative designing.

08

OUR ALUMNI

Rajamanohar Raj
Co-Founder and
CEO, Aqua Connect



Paridhi Verma
Design Lead, Google



Prachi Jain
Design Director,
Philips healthcare



**Lokesh
krishnamoorthy**
Senior Experience De-
signer, Adobe



Senthil Kumar
Design Leader, Salesforce



Bharat Sarkar
Senior Designer, Microsoft



Surojit Dey
Interaction Designer,
Philips healthcare



Our Alumni have been our constant source of support and inspiration, comprising highly knowledgeable and skilled people of their respective fields: be it in corporate jobs, entrepreneurial ventures, research, leadership or academia. Being in touch with them since the beginning of our venture-it has been extremely rewarding and fun.

OUR ALUMNI

Mayank Tiwari
Head Of User Experience,
Blue Yonder



Nishant Rai
Experience Design Lead,
Ericsson



Anand Sangani
Senior Experience
Designer, Amazon



Manjiri Deshpande
Principal UX Manager,
Microsoft



Rahul Mitra
Senior User Experience
Designer, Adobe



Prantik Banerjee
Senior Designer Manager,
Microsoft



Hariprasad KV
Lead UX Designer,
Honeywell



09

PAST RECRUITERS

Interaction Design & User Experience:

Microsoft, Go Jek, Nokia, Oracle, Robert Bosch, Sapient, Naukri, Honeywell, Yahoo R&D, Directi, Fractal Analytics, Samsung Research India, Hewlett-Packard Company, Cognizant Technology Solutions, Reliance Jio, Seimens, Tata Consultancy Services, Mathworks and Infosys.

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 Design, Eicher Motors Ltd., Hero MotoCorp, JCB, Tata, TVS.

Startups

D Cube, Hexolabs, Indesign, Red Studio, Thinking Threads, VMock and Solv.



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CONTACTS

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