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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 program 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 IIT’s (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 IIT Design Programme with its USP of interdisciplinary existing design programmes at other institutes within India, including other IITs.

2018 Batch Strength - 17

Areas of Specialization
Industrial Design
Visual Communication Design
UX/UI Design
Product Design
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.
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.
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 distinct study tracks:

- **Industrial Design**
- **Visual Communication Design**
- **User Experience & User Interface Design (UX/UI)**
- **Product Design**

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
- Design Thinking & Research Methods
- Topics in Motion Pictures
- Principles of Communication Design
AWARDS & RECOGNITIONS

- First Indian National James Dyson Award 2017 - for Project ‘Maattam’
- First Prize- Gandhian Young Technological Innovation Award 2018
- First Prize - Design Challenge at UX Now Conference 2017 at IITD-
- 2nd Prize - Pitney Bowes Design Challenge 2017 in INTERACT 2017
- First Prize- ‘The Red Dot International Design Award’ for 2017
- ‘International Design Association Special Prize ’in Product Design at Taiwan International Student Design Competition 2017
- First Prize- Gandhian Young Technological Innovation Award 2017
- Bronze - Lighting Design category 2017
- Special Mention- Honeywell Aerospace Design Challenge 2016
- 1st Prize - Make in India, Hackathon 2016
- A’ Design Award - Bronze Category 2016
- 2nd prize- Honeywell Aerospace Design Challenge 2016
- 1st prize- IMPRINT India initiative National Logo design competition
- 1st prize- Honeywell Aerospace Design Challenge 2015
- 1st prize- GOLDMAN SACHS Design Challenge 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 I SAMSUNG Smart App Challenge 2012
- 1st Prize- TRAI Logo Competition 2012
- 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 IDAICT,Gandhinagar
- 1st Prize-’Just Design’ for Waste Disposal System I RGB2007
- 1st Prize- ‘Rang De Basanti’ I RGB 2007
- Runner up- Media Category iPune Design Festival 2013
- 2nd Prize- Packinnova 2011
- 2nd Prize- Design of Transit System, Pune DesignFestival 2008
- 2nd Runners-up- NOKIA Bhasha 2011
- 3rd prize- USID NOKIA International Design Challenge 2009
- Finalist- “Perfect World” I WC Film Festival 2013
- Finalist- ICSIR Robot Design 2010
- Finalist- UNICEF Worldwide Video Contest 2009
- Best Developer Award- NOKIA Bhasha 2011
- 1st Prize- SAE Design Challenge 2010
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 and workshops, taken by visiting faculties and experts from IISc, IIT Bombay, IIT Guwahati, NIDs, Microsoft, few of them are listed below:

- **User Experience Design** - Jhumkee Sengupta Iyenger
- **Typography Workshop** - Dr. Uday Kumar
- **Human Computer Interaction** - Mr. Prabudha Agnihotri
- **Automotive Design** - Prof. Nishant Sharma
- **Storytelling Textile of Iranian & Indian Culture** - Dr. Mojgan Jahanara
- **Form Exploration** - Prof. Avinash Shinde
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 immense possibilities of tangible user interfaces, gesture based interactions, virtual reality and augmented reality.

Digital Media CINTIQ & iMac Lab:  
Equipped with direct input Wacom CINTIQ & iMac 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.

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.

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.

4i-Lab:  
The 4i 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.

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.

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.
### Interaction Design & User Experience
- Microsoft
- Go Jek
- Nokia
- Oracle
- Infosys
- Sapient
- 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

### 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 Studio
- Eicher
- Forbes
- Hero Honda
- JCB
- Tata
- TVS

### Startups
- D Cube
- Hexolabs
- Indesign
- Red Studio
- Thinking Threads
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