

**IDC**  
**IIT Bombay**  
INFORMATION BROCHURE

2007

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## Industrial Design Centre

Industrial Design Centre offers Master of Design degree (M.Des) programmes in Industrial Design, Visual Communication, Animation and Interaction Design as well as a Ph.D. programme in Design.

The programme is meant to develop skills, knowledge and aptitude among students to become creative problem solvers who can bring about innovation in the manufacturing and communication industry.

Established in the year 1969, the Industrial Design Centre, has followed an integrated and interdisciplinary approach towards design education. The Centre over the past years has experimented with different methods in design education to develop a flexible structure to suit the needs of students.



## Programmes

### **M.Des in Product Design/ Industrial Design**

An Industrial designer is committed to the cause of improving the quality of human environment with products that are functional and aesthetic. He is a 'systems thinker' who finds creative solutions by correlating technical and ergonomic aspects with human needs. During the programme, students interact with the industry and with institutions and social organizations to understand, study, analyse and solve various kinds of existing problems. The choice and outcome of the final degree projects reflect the students aspirations to change the Indian product scene.

### **M.Des in Visual Communication**

The programme develops mature communications professionals who also have a deeper understanding of aesthetic aspects. In addition to finding solutions to communication needs, they also generate methodologies for solving communication problems. The emphasis is to shift from the traditional skills-driven intuitive design to creative problem solving, using appropriate media for effective communication. The students are given opportunities to learn new skills and to advance their level of understanding. The focus is on areas of unmet demand, such as projects of social and educational relevance rather than purely commercial values.

### **M.Des in Animation**

The Animation program in IDC will strive to create people with expertise who will eventually emerge as leaders to influence the future of Animation. IDC expects the students to assume direct responsibility for nearly all aspects of the film making process.

The students will have access to cutting edge IT capabilities and the proximity to other engineering disciplines which would facilitate cross disciplinary and collaborative projects, also new areas for animation applications can be explored and experimented with.

The proposed course content includes all areas of study essential to nurture a well rounded approach to learning and understanding in the field of animation.

### **M.Des in Interaction Design**

The M. Des programme in Interaction Design aims at imparting knowledge and furthering research into the domain of designing interactive experiences in media, products and computer design applications. It will create graduates with good analytical abilities, skilled with specific techniques, creative in their solutions, sensitive in their approach and knowledgeable about current practices of interaction design. The program will have a specific focus on the needs of Indian users and the Indian industry.

### **Ph.D. Programme**

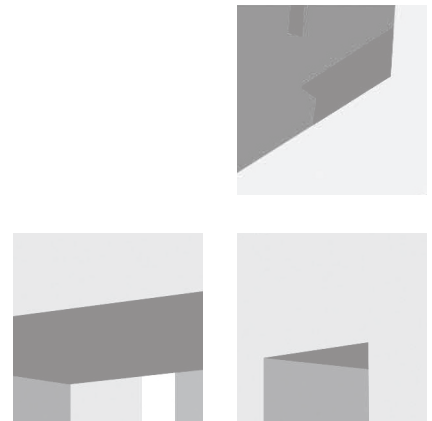
The broad objectives of the Ph.D. programme in Design is not only to keep pace with the expanding frontiers of knowledge but also to provide research training relevant to the socio-cultural and economic factors. The academic programme leading to the Ph.D. degree is broad-based and involves a minimum course credit requirement and research thesis. The Institute also encourages

research in interdisciplinary areas through a system of joint supervision and interdepartmental group activities. The presence of a strong research oriented faculty provides excellent opportunities for such programme.

### **Course Structure**

The first two semesters in the first year consist of theory courses and learning/instruction oriented projects. The second year is largely spent on design projects. Because of variation in the undergraduate backgrounds, the courses are kept flexible enough to level out the differences and bring all students on a common footing by the end of the second semester.

The project orientation is fully reflected in the course structure. The simple projects in Visual Communication, Product Design, Animation and Interaction Design are introduced in the 1st semester. Depending on their interest the students choose elective courses in the 3rd semester. In the last two semesters the students undertake three application oriented projects of varying duration and complexities. They also undertake a special project oriented towards design research.



## Faculty

There are fourteen faculty members who are supported by technical staff and workshop personnel in their educational, consultancy and research projects. The faculty at IDC comes from backgrounds like Industrial Design, Graphic Design, Architecture, Art, Engineering, Sciences and Ergonomics.

<b>Prof. U. Athavankar</b>	Product Design, Product Semantics, Cognition & Imagery	<b>Prof. Ravi Poovaiah</b> Head	Communication Design, Multimedia, Interacton Design
<b>Prof. V. P. Bapat</b>	Product Innovation, Plastic Product Design, Rapid Prototyping and Tooling, Design for Manufacture	<b>Prof. A. G. Rao</b>	Product Design, Basic Design, Bamboo Craft, Creativity
<b>Prof. B. K. Chakravarthy</b>	New Product Design, Product Form and Aesthetics, Innovation	<b>Prof. G. G. Ray</b>	Workstation Ergonomics, Automobile and Product Ergonomics
<b>Prof. Anirudha Joshi</b>	New Media Design, Internet, Multimedia, Interaction Design	<b>Prof. Shilpa Ranade</b>	Animation, Illustration
<b>Prof. Kiran Kulkarni</b>	Product Design, Basic Design	<b>Prof. G. V. Sreekumar</b>	Typography, Magazine Design, Font Design, Information Graphics
<b>Prof. K. Munshi</b>	Product Design, Design Management and Design Tools	<b>Prof. N. Sadhu</b>	Product and Visual Ergonomics, Human Computer Interaction
<b>Prof. Raja Mohanty</b>	Basic Design, Print Media, Illustration, Exhibition Design, New Media	<b>Prof. K. Trivedi</b>	Graphic Design, Indian Design Traditions, Exhibition Design

## Facilities

Studios and the labs at IDC provide an excellent opportunity for the student to execute and test out their design solutions. IDC has fully equipped Studios for metal, wood, plastic, plaster, ceramic with provisions for making and painting models as well as developing prototypes.

### **Computer facilities:**

The Computer facilities include PCs, Macintosh computers dedicated work stations suited to work in the areas of 2D and 3D representations, computer animation and interactive media and electronic publishing.

### **Animation Studio:**

The animation lab is equipped with high end computers running softwares like Maya for 3D animation and Animo for 2D animation. The lab also houses a printer and a state of the art scanner. Apart from these, traditional animation equipment like light boxes, a studio punch and a line tester are available. A collection of international animation films is available for viewing.

### **Typography Studio:**

The aim of Typography Studio is to develop a platform for research and facilitate design activities in the area of Font Design, Publication Design and Design for Children.

### **Interaction Design Studio:**

The Interaction Design Studio has facilities for making interaction design prototypes and the Usability Laboratory has facilities for conducting studies and evaluation of user centered design.

### **Ergonomic laboratory:**

The Ergonomics Laboratory conducts research in man and machine relationship. Products and machines can be tested for ergonomic appropriateness.

### **Photo and Video Studio:**

The Photo Studio has full fledged facilities for colour and black and white photography. Video facilities include Digital equipment like Mini DV cameras, digital cameras, etc.

### **Clay Styling Studio:**

Form generation and exploring different styles is a very important component of the design education at IDC. The Clay Styling Studio is equipped with stocks of styling clay, clay tools and ovens to help generate alternatives for styling in automobiles and products. Clay Styling helps in bringing very fine details of form transition.

### **Product Development Cell:**

The Product Development Cell undertakes research and development projects, culminating into working prototypes.

### **Bamboo Studio:**

Bamboo is the fastest growing biomass is eco friendly and a future material for designers. Bamboo craft with its unique traditions opens up new possibilities in 'design expression' with woven forms. Bamboo Studio intends to nurture the bamboo craft to create new products made of craft with industrial discipline and appropriate technologies.

### **IDC Library:**

IDC library is well stocked with books and design publications. IDC subscribes to major international design journals and magazines. The range covers design, graphics, photography, cinema, type design, typography, graphic design, ergonomics, design management, product design, environment design, interaction design, etc. A collection of films, CD ROMs, video cassettes and DVD's are also available.

## Work Environment

IDC has an informal work culture. The work load is heavy but this is balanced by a very open and relaxed atmosphere. Having a very good student-teacher ratio (around 5:1) ensures a great deal of personal interaction. Regular presentations are held of all student projects with participation of faculty, students and external examiners to check on the progress and to get feedback. The Institute is fully net worked with internet connectivity both at classrooms as well as hostel rooms.



## Teaching Assistantship

The Institute believes that young graduates need to be encouraged to take up postgraduate studies.

On the basis of merit, limited number of students are provided monthly assistantships of Rs. 5000 for helping in various types of academic activities like teaching, research at the institute.

The students will be considered for assistantships based on the following norms:

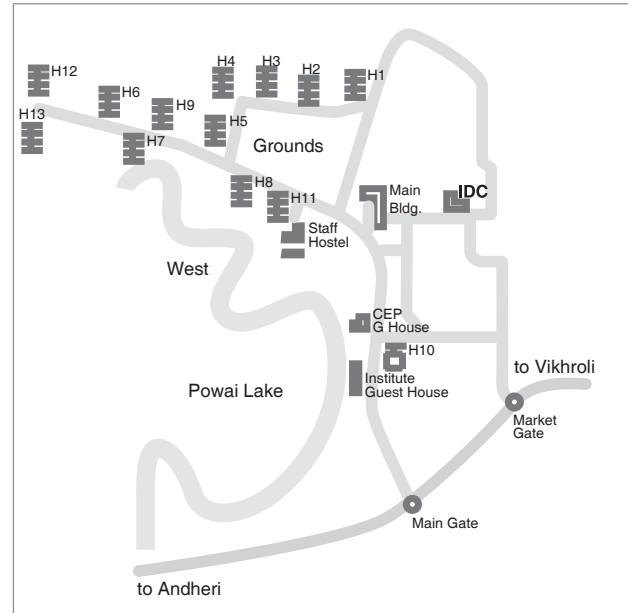
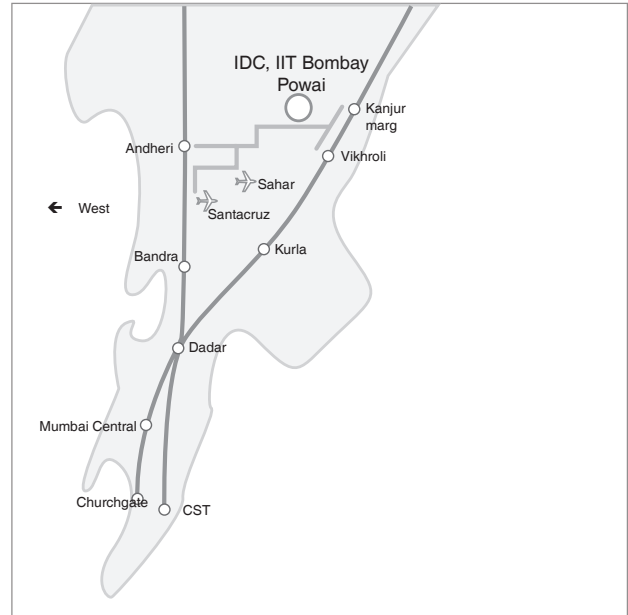
1. Students who have a valid CEED score.
2. The students who join the institute will be interviewed by a departmental committee at the start of the session and then will be allotted either teaching or research assignment which will require 8 hours of work per week.
3. The assistantship will be revived at the beginning of each semester and will be extended, based on performance of assistance of individual students.
4. The assistantship will also be subject to satisfactory academic performance of the students.
5. The assistantships will be available for a maximum period of 23 months for M.Des students.

## How do I reach IDC?

**From CST Station/ Dadar:** Take a slow local train on the Central line to Thane/ Kalyan. Get down at Vikhroli or Kanjurmarg station. Take an auto to IIT, Powai (Fare upto Rs. 15.) Enter the campus from the Market gate (the first gate you come across). Drive straight in to reach IDC.

**From Mumbai Central /Churchgate:** Take a fast or slow local train on the Western line to Andheri/ Borivali/ Virar. Get down at Dadar, change over platform to the Central line. Take a slow local train on the Central line to Thane/ Kalyan. Get down at Vikhroli or Kanjurmarg station. Take an auto to IIT Powai (fare upto Rs. 15). Enter the campus from the 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 bus routes from East side. Auto charges from Andheri Station to IIT would be around Rs. 80.

**If you come by Air:** International flights land at Sahar Airport which is about 8 kms from IIT. The Domestic Airport- at SantaCruz is about 12 kms. Its' best to take a Pre-paid taxi (costs about Rs. 300 from Airport to IIT Bombay, Powai) available at the Airport to come to IIT. Auto rickshaws and regular taxis are also available at both the airports for reaching IDC at IIT, Powai.



**Location of IDC in IIT campus**

## Admission Requirement

### Eligibility for M.Des. Programme

The candidates should have a minimum of 55% marks (50% in case of SC/ST) or equivalent grades in the qualifying examination (as listed below). Candidates with 45% or higher marks with relevant experience of 2 years and exceptionally outstanding portfolio may also be considered.

#### Industrial Design:

- (i) Bachelor's degree in Engineering/ Architecture/ Design/ Interior Design, or equivalent
- (ii) Professional Diploma in Design (NID/CEPT, or equivalent)

#### Visual Communication, Animation and Interaction Design:

- (i) Bachelor's degree in Engineering/ Architecture/ Design/ Interior Design, or equivalent
- (ii) Professional Diploma in Design (NID/CEPT, or equivalent)
- (iii) B.F.A. (4 year professional programme, after 10+2)
- (iv) G.D. Art (5 year programme after 10th) with one year professional experience
- (v) Master's degree in Arts/ Science/ Computer Applications

### Qualifying Examination

All applicants who would like to be considered for admission must have passed CEED (Common Entrance Exam for Design)

### Application Forms

The candidates who have qualified through CEED will have to further apply to IIT Bombay. Separate application forms are issued in the month of April for admission.

For application forms write to:

**Deputy Registrar (Academic),  
Indian Institute of Technology Bombay,  
Powai, Mumbai - 400076**  
Tel: **25767066, 25767059**  
Website: <http://www.iitb.ac.in>

enclosing a self addressed stamped (Rs. 15/-) envelope of about 27 x 12 cm and demand draft for Rs. 300/- ( Rs. 150/- for SC/ST ) for each application payable to:

**'Registrar, Indian Institute of Technology Bombay'**  
Payable at Mumbai

### Admission Test / Interview

The candidates who have qualified through CEED will have to further apply and appear for an admission test and interview, at IDC, IIT Bombay in the month of June. Sponsored candidates (by Industry) or self financed students are also eligible to apply for admission after having qualified through CEED.

Selected candidates will be informed by letter through post. Candidates have to fulfil normal medical tests of IIT for the purpose of admission.

### Admission Procedure

The test will be held on **June 21 and 22, 2007 at 9.00 a.m.** at IDC. This will be followed by an interview on the same day afternoon, and on **June 22, 2007**. The list of selected candidates (provisional) will be displayed at IDC on **June 29, 2007**. The selected candidates (provisional) will also be informed by letter through post.

The candidates selected for admission (provisional) will be required to pay the admission fees and other deposits from **July 16, 2007 to July 20, 2007**. Wait listed candidates will have an opportunity for admission if any of the selected candidate do not pay the fees in time.

The selected candidates after payment of requisite fees will be required to register for the course on **19th and 20th July 2007. The course starts on July 25th 2007**. Once the semester starts, you will not be able to take any break till the winter vacation which starts on 1st December 2007.

## Important Dates

April 2, 2007	Issue of Application forms
May 4, 2007	Last date of issue of Application forms by post and at counter
May 4, 2007	Last date of receipt of completed Application forms by post and counter
June 1, 2007	Last date of issue of Call letters and Admit card
June 21, 22, 2007	Entrance Test and /or Interview
June 29, 2007	Results declared
July 4, 2007	Admission letters to selected candidates
July 4 to July 13, 2007	Payment of fees
July 16, 2007	Offer of admission to wait listed candidates
July 16, 2007	Admission letters to wait listed candidates
July 16 to July 20, 2007	Payment of fees by wait listed candidates
July 19 to July 20, 2007	Registration and orientation programme
July 25, 2007	Instruction begins

## FAQs

### Designer Who?

A Designer is a professional who creates new products, interfaces and environments or improves those that already exist. A designer by nature is a highly creative person and enjoys solving problems. Designers constantly keep in touch with new materials, processes and technology and readily understand aesthetic, social and functional needs of users.

### Why you?

If you are firm in your views and looking for a career which will give the creative streak in you an outlet and also provide you with a good living, design may be the profession for you. A learner at IDC is expected to be self motivated and hard working, with an open mind.

### What if I have applied for more than one programme?

There will be two different interviews for Industrial Design and Visual Communication /Animation /Interaction Design and if you have applied for more than one of the programmes, you will have to

appear for both the interviews. You have to bring examples of your work reflecting your capabilities

### How do I prepare for the test?

The test will be about one and half hours duration. It will test your ability to creatively and appropriately solve simple design problems. Importance is given to the following - Problem Analysis, Creativity, Alternate Concepts, Justifications for your Solutions and Visual and Textual Presentation Skills.

You need to bring your own drawing/writing aids such as pencils, brushes, colours, paints, etc. for the test.

### What is the interview like?

You will be given opportunity to present before a panel of 3-4 faculty members to present design related initiatives and creative work done by you. This could include earlier student projects or professional works. The interviews are conducted in an amicable atmosphere and there may be questions about your future plans, your background, your portfolio, your strengths and weaknesses and your aptitude to design, creativity and openness to new ideas.

### How can I best present my work?

You can compile some selected works of yours into a folder with actual printed materials, photographs, samples etc. If you have large paintings or artwork, take photographs of them instead of bringing the originals all the way to Mumbai. You can also bring slides, CD or Video of your work (but remember, the time for presentation/interview will have to be within 10-15 minutes).

### What is the basis for selection?

The admission committee decides your admission on an overall criteria of your academic background, work experience, performance in design test, portfolio, your maturity and personality among other things and CEED score.

### Do I need to have my own computer?

IDC expects students to have their own personal laptop/ PC to take care of basic computing needs. All the classrooms have wireless connection. However high end works-stations are provided by the department for advanced work.

## Fees, Deposits and Hostel Rent

Fee structure is subject to change.

\* Fees (except Deposits) are not refundable.

# Likely to be revised.

	Students staying in hostels	Students not staying in hostels
At the time of Admission*	Rs.	Rs.
Admission fee	150	150
Provisional Certificate	100	100
Medical Examination	100	100
Student Welfare fund	200	200
Modernisation	500	500
Grade Card	150	150
Identity Card	25	25
Courses of Study Bulletin	100	100
Institute Day fee	50	50
Valedictory function fee	50	50
<b>Total (1)</b>	<b>1425</b>	<b>1425</b>

### Deposits

Institute Security Deposits	1000	1000
Library Security Deposits	1000	1000
Mess Security Deposits	1000	---
<b>Total (2)</b>	<b>3000</b>	<b>2000</b>

Annual Charges* Annual Insurance Premium	126	126
<b>Total (3)</b>	<b>126</b>	<b>126</b>

### Per Semester\*#

	Students staying in hostels	Students not staying in hostels
Gymkhana	100	100
Exam fee	300	300
Registration fee	300	300
Tuition fee	2500	2500
Medical fee	50	50
Hostel rent	550	---
Hostel Estate Charges	300	---
Hostel Subsidy	1750	---
Electricity & Water Charges	300	---
Student Benevolent Fund	100	100
Medical Fund	50	50
Internet Charges	250	250
Hostel Maintenance Fee	500	---
<b>Total (4)</b>	<b>7050</b>	<b>3650</b>
<b>Grand Total (1+2+3+4)</b>	<b>11601</b>	<b>7201</b>

- In addition to above, refundable Mess Advance of Rs. 2000 and Semester Mess Advance of Rs. 7000 is to be paid before occupying the hostel for those who opt for staying in hostel.

- Candidates from reserved categories (SC/ST) are fully exempted from paying the Tuition Fees.

- The students who are staying in quarters such as Tansa, Tulsi and OIP Quarters, are required to pay license fees, water and electricity charges, F.R. etc. as applicable for occupation of the quarters as per the Estate Office Rules.

- To utilize and maintain any motorized vehicle in the campus is prohibited.

## About IIT

The Indian Institute of Technology Bombay is one of the six higher Institutes of technology in the country set up with the objectives of making available facilities for higher education, research and training in various fields of Science & Technology. The institute, established in 1958, is located at Powai in a campus extending over 220 hectares amidst picturesque surroundings with Vihar and Powai lakes on either side.

Undergraduate, postgraduate and doctoral programmes are offered by Aerospace, Chemical, Civil, Computer Science and Engineering, Earth Sciences, Electrical, Mechanical and Metallurgical Engineering and Materials Science Departments as well as by certain Interdisciplinary groups.

The Industrial Design Centre (IDC) of the Institute offers a two year M.Des Programme in Industrial Design, Visual Communication, Animation and Interaction Design. M.Sc and Ph.D. programmes in Applied Geology, Bio-Technology, Chemistry, Mathematics, Physics and M.Sc. programme in Applied Statistics and Informatics are offered by the respective Science Departments. The Institute has a Humanities and Social Sciences Department which offers doctoral programmes and has started 3 semester M.Phil programme from 1993. The School of Management offers a 2 years Master of Management programme and also a doctoral programme.

The Institute on an average admits about 900 candidates for the undergraduate programmes and different postgraduate programmes every year. In addition to these, the CEP cell (Continuing Education Programme) organizes short courses in specialized topics both for practising engineers as well as for teachers from engg. colleges; and conducts seminars on scientific and technological developments. Under Quality Improvement programme, teachers from various engineering colleges are trained to obtain their Masters/ Ph.D. degrees.



## Research Facilities

All the departments of the Institute have well equipped research laboratories and workshop facilities. In addition, there are a number of central facilities which include Computer Centre, Central Library and Workshop, Xerox and Photography Sections. The Central Library has over the years acquired a very large collection of books, back volumes of periodicals, standards of specifications and other literature. The Library has now more than three lakhs books and volumes and subscribes to over 1500 current journals in Science, Engineering and Humanities and Social Sciences.

### **Department of Science and Technology (DST)**

has sponsored the setting of a Regional Sophisticated Instrumentation Centre (RSIC) to provide a wide range of modern analytical Instruments for use in advanced research.

**Centre of Studies in Resources Engineering (CSRE)** sponsored by the Department of Education, Ministry of Human Resources Development, Govt. of India is concerned with the area of Remote Sensing pertaining to resource identification, exploitation and management.

**Advanced Centre for Research in Electronics (ACRE)** which has been set up in collaboration with the Defence R and D organization is engaged in research and development of electronic components.

**Centre for Environmental Science and Engineering (CESE)** funded by the Department of Education is concerned with air and water quality management, computer aided design for waste water engineering systems, low waste techniques etc.

**Centre for Technology Alternatives for Rural Areas (CTARA)** is concerned with the development of technologies for the Konkan Region.

**Computer Aided Design Centre (CAD Centre)** has been established with an aim to inculcate CAD culture in the Indian Chemical and Metallurgical Industry. The Institute has a variety of computing systems in support of academic and research activities. These include DEC ALPHA, SUN SPARC, SGI Power Indigo 2, and DRS 6000 systems. All these systems are interconnected via a campus-wide Ethernet and are being used as file and computer servers. Student hostels have computing setups connected to the campus network using dedicated serial connections provided by our telephone exchange. There are X window terminals available in many departments to support visual computing. This local network is hooked onto the nation-wide ERNET WAN via leased circuit. We also have satellite WAN connection for reliability. Through these WAN links, the Institute has full Internet access.

The location of IIT Bombay in close proximity to several leading R & D Centres and major Industrial establishments offers excellent opportunities for research programmes in collaboration with them. The Industrial Research and Consultancy Centre (IRCC) coordinates collaborative projects with Industry and other research organizations such as BARC, TIFR and CSIR.

### **Student Amenities**

The Institute is fully residential and has 13 hostels for students. Each hostel is an independent entity with its own mess facilities, recreation areas, etc. However students may be permitted to have their own arrangements for accommodation. Extra curricular activities are provided by the students gymkhana. These activities include sports, cultural programmes, social service and the NCC. Various clubs of the gymkhana encourage individual talents like painting, modelling, music, photography etc. A swimming pool is an additional recreation facility. A well planned Student Activities Centre (SAC) is functioning.

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