

CEED 2015

INFORMATION BROCHURE



Indian Institute of Technology Bombay

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1 About CEED

Common Entrance Examination for Design (CEED) is a qualifying examination for admission to Master of Design (M.Des.) programmes at IISc Bangalore, IIT Bombay, IIT Delhi, IIT Guwahati, IIT Hyderabad and IIT Kanpur, and PhD programmes in Design at some Institutes. CEED is conducted by Indian Institute of Technology Bombay (IIT Bombay). The objective of CEED is to assess the candidates' aptitude for design involving visual perception ability, drawing skills, logical reasoning, creativity and communication skills. **Qualifying in CEED alone does not guarantee admission to any of the above programmes. Admitting Institutes may conduct further tests and/or interviews for the final selection/admission in addition to the weightage given to the CEED score.** Admitting Institutes will also verify the eligibility, the category certificates and other documents along with the CEED score. There is no age limit to appear for CEED. Besides, a candidate can appear for CEED any number of times. The CEED score is valid for a period of two years from the date of declaration of the results.

1.1 CEED 2015

- (i). CEED 2015 will be conducted on **Sunday, 7th December 2014 from 10:00 - 13:00.**

- (ii). The language of the question paper will be English.

- (iii). The examination will consist of two parts, Part A and Part B. Candidates have to attempt questions from both the parts. Part A contains multiple choice (MCQ) type questions and Part B consists of design and hand drawing type questions.

Part A will be conducted from 10:00 to 11:00 followed by Part B between 11:00 and 13:00.

Answers to Part A have to be given as one of the choices in the computer itself. Answers to Part B have to be given in the answer book provided by the invigilator. These answer books will be collected for manual correction at the end of the examination.

- (iv). Part A will be used as a screening test. If N is the total number of seats available in all the participating Institutes, then approximately the top 10xN candidates will be shortlisted from Part A. Part B will be evaluated only for the candidates who get shortlisted from Part A. **ONLY** the scores from Part B will be used for preparing the list of qualified candidates (merit list) in CEED 2015.

- (v). After the declaration of the results on 15th January 2015, CEED score cards will be available for downloading to all the qualified candidates from January 22, 2015 onwards. Hard copy of the CEED score cards will NOT be available and hence will not be sent to the qualified candidates.

1.2 Important Dates

Application submission	:	August 4 - September 1, 2014
Choice of Test centres	:	October 15 - 30, 2014
Availability of Admit cards for downloading	:	November 7 - December 6, 2014
Date of Examination	:	December 7, 2014
Announcement of Results	:	January 15, 2015
Availability of score cards for downloading	:	January 22, 2015

1.3 Examination Cities/Towns:

Bengaluru, Bhopal, Calicut, Chandigarh, Chennai, Delhi, Guwahati, Hyderabad, Kanpur, Kolkata, Mumbai, Nagpur, Pune and Thiruvananthapuram.

- *Choice of examination centres in a particular city/town will be allowed before the generation of the admit cards.*
- **CEED 2015 committee reserves the right to add and/or drop any examination city/town at its discretion**
- After the submission of the application, requests for the change of examination city will be accepted only until October 30, 2014 with a fee of Rs. 500/- to be paid in the form of a demand draft in favor of '**Registrar, IIT Bombay**', payable at Mumbai. After this date, change in the examination centre or city/town is NOT possible.

1.4 Programmes

CEED qualified students are eligible for the following postgraduate programmes in various institutes with the specialization as mentioned:

Programme	Institute	Specialization
M.Des.	IISc Bangalore	Product Design and Engineering*
	IIT Bombay	Industrial Design Visual Communication Animation Interaction Design Mobility and Vehicle Design
	IIT Delhi	Industrial Design
	IIT Guwahati	Design
	IIT Hyderabad	Visual Design
	IIT Kanpur	Design*
Ph.D.	IISc Bangalore IIT Bombay IIT Hyderabad IIT Kanpur	Design

*For the M.Des. programmes at IISc Bangalore and IIT Kanpur, the GATE qualified candidates will also be considered. Details of these programmes may be obtained from the web sites of the respective institutes.

1.5 Eligibility for CEED 2015

Candidates must either have completed or be expecting to complete any of the following, by July 2015:

- (i). Bachelor's degree in Engineering/Architecture/Design/Interior Design or equivalent (4 years programme after 10+2)
- (ii). Professional Diploma in Design (NID/CEPT or equivalent of 4 years programme after 10+2)
- (iii). B.F.A. (4 year professional programme, after 10+2)
- (iv). G.D. Art (5 year programme after 10th) with one year post qualification professional experience
- (v). Master's degree in Arts/ Science/ Computer Applications (2 year programme after 10+2+3)

NOTE: Candidates with 3 years Bachelors degree are not eligible. The candidate is responsible for proving the eligibility while applying for CEED.

1.6 Application submission

CEED application form must be submitted ONLINE, ONLY through the official website, www.gate.iitb.ac.in/ceed2015.

Application Fee:

Rs. 2,000/- for male (GN and OBC) candidates

Rs. 1,000/- for male (SC/ST/PwD) candidates

Rs. 1,000/- for all female candidates.

Note that this fee is non-refundable.

The application fee has to be paid through “**State Bank of India Collect Facility**”. Details of using this facility are given at the CEED website, www.gate.iitb.ac.in/ceed2015 and also in Appendix A.

Note: Bank may have additional service charges for the above transaction.

1.7 Instructions for Filling the ONLINE Application Form:

The instructions and other information regarding filling the online application form are available at the website, www.gate.iitb.ac.in/ceed2015. Please read them carefully. In order to complete the application submission procedure, you need the following items:

- (i). File containing your recent colour photograph (.jpg file)
- (ii). File containing your signature (.jpg file)
- (iii). Scanned copy of your category certificate (.pdf file) for SC/ST or OBC categories (Appendix B and C)
- (iv). Scanned copy of your PwD certificate (.pdf file) issued by an appropriate authority for PwD category (Appendix D)
- (v). Scanned copy of your eligibility certificate (.pdf file); degree certificate if the course is completed or the certificate from the Principal of your college (Appendix E) if the course is not completed (**Students with G.D. Art degree should also submit a certificate for the post qualification professional experience**)
- (vi). Details of **SBI collect** money transfer towards the application fee.

Please remember that the documents (i)-(v) are to be uploaded as electronic files during the application submission process. **Please make sure that these files are tagged with your application number as specified in the table below.** Paper copies of these documents or any other documents will not be entertained and hence should NOT be sent to the CEED office. Candidates should upload good quality colour photograph and signature. The Admit Card and the Score Card of CEED will include the photograph and signature submitted by the candidate. Submission of poor quality photograph and/or signature will lead to the rejection of CEED application. Adhere to the specifications for file naming, photograph and signature as given below:

1.7.1 File naming Specifications:

item	filename	example (for a candidate with application number C159876)
photograph	<your application no.>_photo.jpg	C159876_photo.jpg
signature	<your application no.>_sign.jpg	C159876_sign.jpg
eligibility certificate	<your application no.>_degree.pdf	C159876_degree.pdf
experience certificate	<your application no.>_exp.pdf	C159876_exp.pdf
category certificate	<your application no.>_catcert.pdf	C159876_catcert.pdf
PwD certificate	<your application no.>_pwdcert.pdf	C159876_pwdcert.pdf

1.7.2 Photograph Specifications:

- (i). The photograph must be taken in colour by a professional studio. Mobile phone photographs and self composed portraits are NOT acceptable
- (ii). The photograph must be taken against a white or a light blue background.
- (iii). The photograph should not be more than 3 months old.
- (iv). Face should occupy about 50% of the area in the photograph with eyes looking into the camera directly.
- (v). The main features of the face must not be covered by hair, cloth or shadow. Forehead, nose, cheeks, lip and chin should be clearly visible and both the eyes should be open.
- (vi). If you take the photograph with a spectacle, please note that the glare on the glasses is not acceptable in your photo. Glare can be avoided with a slight downward tilt of the spectacle or by removing the spectacle for the photo shoot.
- (vii). You must not wear spectacles with dark or tinted glasses; only clear glasses are permitted.
- (viii). Ask your photo studio to provide the image in a JPEG format that can be uploaded.
- (ix). **Maximum** pixel resolution for JPEG: 640x480 (0.3 Mega pixel) (Ask your studio to reduce it to this resolution if it is higher)
- (x). **Minimum** pixel resolution for JPEG: 320x240.

For your own benefit, it may be prudent not to intentionally change your facial features or hair style given in the photograph until the day of the exam.

1.7.3 Signature Specifications:

- (i). Please put your signature with dark blue ink on a white paper.
- (ii). Get the signature digitally photographed/imaged/scanned by a professional photo studio and get the image **cropped** to the required size.

- (iii). Only JPEG image formats will be accepted.
- (iv). **Maximum** pixel resolution for JPEG: 800x300.
- (v). **Minimum** pixel resolution for the image: 400x150. Mobile phone photographs of signatures are not acceptable.

1.8 Category Certificate

Candidates who claim to be in SC/ST/OBC category have to produce valid category certificates issued by appropriate authorities. Format of the certificates is given in the Appendix B and C. **OBC (NCL) certificates issued ONLY after March 31, 2014 are accepted.** Candidates who claim to be in PwD category should produce a valid medical certificate issued by the appropriate authority (Appendix D). CEED Merit List (Rank) will be prepared as per the category provided by the candidate while submitting the CEED application form. Hence it is the responsibility of the candidate to furnish the correct category certificate along with the submission of online application form.

1.9 Application Procedure

The following THREE-step procedure is necessary for the successful completion of the ONLINE Application. For more details, visit the CEED website, www.gate.iitb.ac.in/ceed2015.

1.9.1 STEP I : Registration

- (i). All the candidates must first REGISTER online before proceeding to fill the application form. You may do this by clicking the [Apply Online](#) link on the CEED website.
- (ii). During the registration, one must provide a valid email address and an active mobile number since the CEED office will use these contacts for all the future communications to the candidates.
- (iii). Once the registration page is submitted, an email will be sent to the registered email address with a link for validating the email address (in case one does not find the email in the Inbox, please check the Junk/SPAM folder). A password will also be sent to the registered mobile number which has to be used for completing the registration process. If a wrong email address and/or mobile number was provided, then one must register afresh with the correct details.
- (iv). Do not delete the email sent to you. This can be used for future reference.
- (v). When you click on the emailed link, you will be provided with a login screen, where you have to enter your email address as the *user id* and the password sent through SMS. On successful login, you will be provided an application form to fill in and an application number (C15 followed by a 4 digit number; eg., C159876).
- (vi). Note down your application number and proceed to Step II: Payment of fees

1.9.2 STEP II : Paying the application fee ONLINE

CEED applicants have to make the payment of CEED application fee through **SBI Collect** using Internet banking, Credit card or Debit card. For details about making payment through SBI collect, visit the CEED website, www.gate.iitb.ac.in/ceed2015.

- (i). Use the SBI collect link www.onlinesbi.com

- (ii). Follow the instructions for payments
- (iii). Make the payment. You have to use your CEED application number as a reference during the payment
- (iv). Once the payment is successful, note down the **SBI collect reference number** and the **bank reference number**.
- (v). Once the payment is successful, proceed to Step III: Completing the ONLINE Application Form

1.9.3 STEP III : Completing the ONLINE Application Form

- (i). In the ONLINE application web page, login with the registered email address and password.
- (ii). Enter your personal details
- (iii). Choose an exam city. You have to provide three choices. If a particular city which you have given as the first choice has to be dropped by the CEED office, you will be automatically assigned the city of your second choice. If both the choices are not feasible, then the third choice will be allotted.
- (iv). Enter the payment details (SBI collect reference number and the bank reference number).
- (v). Upload the files containing photograph, signature, eligibility certificate and other supporting documents.
- (vi). You can “Save” the application form anytime, logout, and login back again to continue the application process.
- (vii). Before Clicking ‘Submit’, you must check whether the information filled by you is correct through the ‘**preview**’ option, as you cannot edit the form after submitting it.
- (viii). Once you submit the application form, you will get a confirmation page. Keep a copy of this. This is only for your reference. Please do not send this to the CEED office.
- (ix). If the application filling page remains idle for more than 30 minutes, the session will expire. In such a case, you have to login again and continue from your last saved session.

1.10 Admit cards

Admit cards will be available for downloading from the CEED website from **November 7 to December 6, 2014**. Please take a clear printout (in color) of the admit card before coming to the examination centre.

1.11 Reporting at the Examination Centre on December 7, 2014

- **Reporting time:** Candidates should report at the examination center at **08:30** (90 minutes before the scheduled commencement of the examination). This is to record the biometric information (thumb impression and photograph) before appearing for the examination. The photograph captured on the day of the examination will also be printed on the score card.

- **Identity proof:** The candidate should also bring an photo identity proof (**original**) along with the admit card to the examination centre. Candidates will not be admitted to the examination centre without a proper admit card and an identity proof (*college issued identity card, passport, driving license, PAN card, Voter ID or Aadhar card*).
- Candidates must bring their own pencils, sketch pens, poster colors, and other drawing materials for the examination. No drawing sheets are to be brought.
- Electronic gadgets such as mobile phones, calculators, etc., are **NOT** allowed in the examination hall. Use of any electronic gadget will make the candidate disqualified.
- The seating arrangement will be displayed on the notice board of the examination centre.

1.12 Preparation for the Examination

- No specific text book or guide is recommended for the preparation of CEED. Candidates may however hone their drawing, rendering and visualization skills.
- Some of the previous years' question papers are available in the CEED website. Candidates may refer to these question papers.

1.13 Result Declaration

Result Declaration Date: January 15, 2015.

CEED results will be displayed on the website, www.gate.iitb.ac.in/ceed2015. Information provided in the application form by the CEED qualified candidates will be shared with the participating departments and may also be used for statistical analysis. The CEED score card is valid for a period of two years from the date of declaration of the results. It cannot be treated as a proof of date of birth, category or disability status.

[**Note:** Authority to declare the results is vested solely with GATE-JAM-CEED Office, IIT Bombay. If any claim or dispute regarding CEED 2015 arises, the Courts and Tribunals in Mumbai and Mumbai alone shall have the exclusive jurisdiction to entertain and settle such dispute or claim.]

1.14 Applying for Admission to Various Programmes

- Qualifying in CEED does not guarantee admission to any programmes. Candidates must apply to the respective institutes for admission and fulfill other requirements such as tests and interviews of the respective Institutes to become eligible for admission.
- The announcement for admission to the postgraduate programmes in design will be notified separately by different institutes. Candidates are advised to visit the websites of respective institutes for information and application procedure for the programmes.
- Reservation for various categories will be as per Government of India rules applicable at the time of admission. A limited number of assistantships based on merit are available to the CEED qualified students to pursue the programmes.
- The criteria for postgraduate admission and award of scholarship/assistance are different in different institutes. GATE-JAM-CEED office, IIT Bombay is not in a position to provide information in this regard. Some information on various programmes is given in this brochure. For more details or any specific queries on admission and programmes of any

1.14 Applying for Admission to Various Programmes

institute, the candidate should contact the concerned head/convener/coordinator of the department.

Information on the programmes may be obtained from the websites of the respective institutes, as given below.

Institute	Department	website
IISc Bangalore	Centre for Product Design and Mfg.	http://www.cpdm.iisc.ernet.in
IIT Bombay	Industrial Design Centre	http://www.idc.iitb.ac.in
IIT Delhi	Instrument Design and Dev. Centre	http://iddcweb.iitd.ac.in/
IIT Guwahati	Department of Design	http://www.iitg.ac.in/design
IIT Hyderabad	Department of Design	http://design.iith.ac.in
IIT Kanpur	Design Programme	http://www.iitk.ac.in/design

Contact Address:

Chairperson, GATE-JAM-CEED 2015,
Indian Institute of Technology Bombay,
Powai, Mumbai - 400076
Phone: 9769917069, 9769957068, 022-25767068
Fax: 022-2572 3706
E-mail: ceedoffice@iitb.ac.in
Website: <http://www.gate.iitb.ac.in/ceed2015>

For any specific query on admission and programme, candidate should contact the head/convener/ coordinator of design programme at the concerned institute.

2 Brief profiles of design departments in participating institutes

2.1 Indian Institute of Science, Bangalore

Centre for Product Design & Manufacturing (CPDM)

The Centre for Product Design and Manufacturing (CPDM) aims to pursue excellence in teaching, research and industrial interaction activity in the field of product design beyond the graduate level. It offers a two-year Master of Design (M.Des.) programme in product design and engineering as well as the research degrees of M.Sc. (Engg.) and Ph.D. in design.

CPDM is well equipped with advanced infrastructure for carrying out research in different aspects of design including creativity, human factors, biomechanics, safety, CAD, CAE, PLM and design collaboration.

The M.Des. programme aims at developing skills, knowledge and aptitude among students so that they can, through creative problem solving, bring about innovation in the product manufacturing industry. The students are trained to approach product design from a holistic viewpoint integrating, in a balanced and harmonious manner, the industrial design and the engineering design perspectives to come up with products that are well engineered, aesthetic and ergonomic and with better manufacturability.

The M.Des. curriculum requires a student to complete 64 credits consisting of 48 credits of core/elective courses and a 16-credit major project. The major project involves needs analysis, conceptual design, simulation and functional prototype fabrication of a new product with full documentation at every stage. The societal responsibility of the designer is highlighted through different project works during the M.Des. Programme.

Eligibility for applying to M.Des. programme is a recognized bachelor's degree in engineering / design / architecture. Selection for admission is based on performance in a design aptitude test (DAT) followed by an interview that are conducted at the Centre towards the end of April /early May each year. Short-listing for DAT is done on the basis of applicants' CEED or GATE scores. *Candidates who are awaiting their CEED/GATE scores can apply by quoting their CEED/GATE registration number. Institute admissions office will retrieve their scores from the CEED/GATE office or relevant website.*

For further information, visit the Institute website <http://www.iisc.ernet.in> and the Department website <http://www.cpdm.iisc.ernet.in>.

Contact details:

E-mail : chairman@cpdm.iisc.ernet.in,
office@cpdm.iisc.ernet.in
Postal Address : Convener, M.Des. Programme,
Centre for Product Design and Manufacturing (CPDM),
Indian Institute of Science,
Bangalore - 560012
Phone : (080) 22932359
Fax : (080) 23601975

2.2 Indian Institute of Technology Bombay

Industrial Design Centre (IDC)

The prime objective of the centre is an integrated and interdisciplinary approach towards design education. The design training at IDC is intended to develop an attitude among the young aspirants towards problem solving in design. The programme is designed in order to prepare them to go into the field and face a wide range of design challenges at the end of their education at the centre.

Ph.D. Programme in Design

A Ph.D. programme in Design has been recently started at IDC. Information on the programme may be obtained from the website of IDC, IIT Bombay.

Master in Design Programme

The courses for M.Des. commence with developing in the students perceptual abilities, skills and techniques, social and general awareness. It leads them to a series of projects, characteristic of the problems of a country like India and pertaining to the industry, government, private institutions and other organizations.

Industrial Design: An Industrial Designer is committed to improve the quality of human environment with products that are functional, ergonomic and aesthetic. Correlating technical and ergonomic information with its real human needs creatively, is the testing ground for the student. The students interact with industries, institutions and social organisations during their projects to understand, study, analyze and solve various existing problems. The choice and outcome of the final degree projects reflect the student's aspirations to change the global product scene.

Mobility and Vehicle Design: While facing a big challenge in terms of changing life styles, environmental issues and increasing population density and highly competitive environment, the auto companies are strengthening product development functions, including design. International auto majors are setting up design studios in India to meet this challenge. The demand for competent design professionals is to grow many folds to man these studios.

Masters program in Mobility and Vehicle Design envisages developing graduates with skills and knowledge, which will make them competent designers for auto industry in India. The studies include the understanding and identifying the transportation and mobility issues facing the country along with developments in other countries and finding creative solutions. The course covers broad spectrum from personal to mass transportation. Lectures are supported by hand-on exercises and projects.

Visual Communication: The programme envisages developing graduates with better maturity in handling communication design problems, a deeper understanding of aesthetic aspects, and generating methodologies for solving communication problems. The emphasis is to be a creative problem solver, who can effectively use various design methods and systematically find appropriate solutions. The students are given opportunities to learn new skills in different media and to advance their level of understanding. The students are encouraged to take up projects that solve social and educational needs through visual media.

Animation: The programme aims to draw upon our rich resource of indigenous images and narratives for socially, culturally and contextually relevant animation and to equip animation makers with skill levels at par with international standards while allowing for experimentation and explorations using diverse media, techniques and tools. Students are encouraged to take on cross disciplinary and collaborative projects; also new areas for animation applications can be explored and experimented with. Students also have the opportunity to do full scale individual projects as well as research oriented projects.

Interaction Design: Interaction Design graduates will have good analytical abilities, will be skilled with techniques, creative in their solutions, sensitive in their approach and knowledgeable about current practice in the field. The programme has a focus on the needs of Indian users and the Indian industry, but it also provides a global perspective. The curriculum is flexible and encourages self-development. It offers students core courses relevant to Interaction Design, a choice between a Product Design track and a Visual Communication track and a range of electives and projects.

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).

Industrial Design:

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

Mobility and Vehicle design:

- (i) Bachelor's degree in Engineering / Architecture / Design/ Interior Design, or equivalent
- (ii) Professional Diploma in Design (NID/CEPT, or equivalent)
- (iii) BF (4 year professional programme in Fine art/Commercial art after 10+2)

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

Selection Process:

For M.Des programme, shortlisted candidates with valid CEED score will be called for the departmental written test and interview. CEED Score as well as marks obtained in written test and interview are considered for final admission.

M.Des. Programme for Foreign Nationals

- (i) A minimum of 60% marks or equivalent grades at the qualifying examination.
- (ii) Valid TOEFL score (for candidates from non-English speaking countries)
- (iii) Outstanding portfolio (to be evaluated by PG of IDC, IIT Bombay).

For further information, visit the Institute website <http://www.iitb.ac.in> and the Department website <http://www.idc.iitb.ac.in>.

Contact details:

E-mail : office.idc@iitb.ac.in
Postal Address : Head of the Department,
Industrial Design Centre
Indian Institute of Technology Bombay
Mumbai - 400 076.
Phone : (022) 25767801, (022) 25767802
Fax : (022) 25767803

2.3 Indian Institute of Technology Delhi

Interdisciplinary Master of Industrial Design Programme

The two-year M.Des. programme caters to the requirement of industry for innovators and designers capable of creating high quality design of products for competitive markets. It is open only to graduates in Engineering and Architecture. Candidates for full time M. Des. with Institute fellowship or self-finance must have a valid CEED score. GATE score is not considered.

Applicants for the M.Des. Industrial Design Programme at IIT Delhi must have minimum CG PA of 6.75 on a 10 point scale or 60% marks in aggregate for General Category and OBC Non Creamy Layer. For the SC/ST Category, this is relaxed by 5%. Candidates should confirm their eligibility and CEED score requirements from prospectus available at the IIT Delhi website. Full-time sponsored candidates are also advised to clear the CEED Test which is essentially an aptitude test. There is also reservation of seats for OBC Candidates. For cut-off criteria, please see IIT Delhi website or contact the Coordinator.

The focus of the programme is upon the art and science of industrial design for creating innovative product concepts. The curriculum includes aesthetics, ergonomics, communication skills, materials, design methodology, design for manufacture, CAD, Human Computer Interaction Design, behavioral science, and professional practice. It involves extensive studio work with hands on practice and is a project based, industry and consumer oriented programme. The thesis projects are often supported by the industry and there is close interface with the industry throughout the programme of study. The programme emphasizes development of free hand conceptualization skills, CAD modeling skills on mid level platforms and above all design thinking skills and detailing over a diverse range of products.

For further information, visit the Institute website <http://www.iitd.ac.in> and the Department website <http://iddcweb.iitd.ac.in>.

Contact details:

E-mail : nitinkj@iddc.iitd.ac.in
Postal Address : Coordinator,
Interdisciplinary Master of Industrial Design Programme,
Indian Institute of Technology Delhi, Hauz Khas,
New Delhi - 110016
Phone : (011) 26591431, 26596729
Fax : (011) 26582037, (011) 26582277

2.4 Indian Institute of Technology Guwahati

Department of Design: Master of Design Program (M.Des)

Amongst the premier technical institutions in the country, the Department of Design, IIT Guwahati has commenced its two year post graduate **Master of Design (M.Des.)** programme from the academic year **2007- 2008**.

IIT Guwahati now offers Design programs at all three educational levels:

- 4 year Bachelor of Design program leading to B.Des. degree
- 2 year Master of Design program leading to M.Des. degree and
- Doctoral studies in Design leading to Ph.D.

The programs encourage inter-disciplinary and intro-disciplinary studies that integrate holistic perspectives in creative pursuits engaging design and technology as applicable to the following thrust areas viz. New Product Design and Development; Communication Design and New Media; Usability Engineering and Interaction Design including CHI; and Ergonomics. The B.Des undergraduate program, offers courses in design and technology that enhance conceptual level skill sets and understanding of principles of aesthetics technology, ergonomics, utility and function to evolve 'human-centric' design solutions as applicable to Product Design and Communication Design.

The 2 year Master in Design (M.Des. - Design) program offers students advanced elective based studies in the above fields, encouraging more real life projects involving intensive research work. The student can choose from a range of courses including Design core/Technology/Electives/Projects in the field of their interest. Presently the courses cover the domain of Product Design and Development, Design Semantics, Usability Engineering, Interaction Design, Experiential Design, Environmental Design, Human-Computer Interaction Design, Ergonomics, studies in Occupational Hazard and Safety, and Design Management, New Media, Communication Design and Film, etc.

The students are encouraged to undertake projects involving intensive analysis and synthesis in the form of conceptual design, simulation and making functional prototype.

Institute Teaching Assistant ship For the M.Des. Program: Assistant ships are provided to regular students (Indian nationals) at the rate of Rs. 8000 per month as per terms and conditions of the Institute.

Terms & Conditions: Selected regular candidates will get Institute Assistant ship subject to the conditions prescribed by the regulations which include:

- (i). A student must have a valid CEED score at the time of admission (or B. Des./ B.Arch./ B.Tech. degree from an IIT with CPI 7.0 or above).

- (ii). Students receiving assistant ship from the Institute or from any other funding agencies will be required to perform academic duties assigned to them by the department as per rules in force from time to time.
- (iii). The continuation of the assistantship/fellowship will be subject to satisfactory performance of the duties assigned by the department and satisfactory progress in the postgraduate program.
- (iv). Financial assistance will be for a period of two years.

Studios and Laboratories for Design research

Well-established workshop and laboratories have been set up in the Department of Design to support research and development activities in the above fields. Some of the advanced facilities for design research and development include:

- Rapid Prototyping machine
- Eye tracking device for usability testing
- Product Photography lab
- Cane and bamboo processing machinery
- Ergonomics lab for studies and application in design and occupational well being involving various human factors
- Advance computing facilities for CAID and CAD
- Animation, Graphic and Digital Art studio
- Macintosh Studio with Non-linear Video Editing
- Workshop with facilities for wood/metal/plastics/clay working
- Supporting infrastructure includes Conference Room and Presentation rooms with facilities for audio-visual presentations.

The faculty members are presently engaged in Design research in the following thrust areas:

- New product design and development
- Visual Studies in Communication Design
- Information Design
- Design and Culture
- Drawing and Digital Art
- Advanced Manufacturing
- Ergonomic research in product design and communication design studies
- Usability Engineering and Testing
- Studies in Human Computer Interaction

Eligibility for Regular M.Des. Candidates

- (a) 4-year Bachelors' degree or equivalent in Design, Engineering, Architecture, Interior Design or a Design related field **OR** 4-year Professional Diploma in Design of NID or Professional Diploma of CEPT (5-year programme)
- (b) A minimum of 55% marks or equivalent grades in the qualifying degree/diploma.

Note: All candidates (except those having Batch/B.Des degrees from an IIT with a minimum CPI of 7.0) must possess a valid score of Common Entrance Examination for Design (CEED).

Selection Process

- (i). All candidates applying for the M.Des. program in Design must possess a valid CEED score.
- (ii). Final selection for admission to the M.Des. program is based on the CEED score and on performance in a creative interactive session and personal interview to be conducted at the Department of Design in May/June. Candidates are encouraged to present a portfolio of their earlier work.

For further information, visit the Institute website <http://www.iitg.ac.in> and the Department website <http://www.iitg.ac.in/design>.

Contact details:

- E-mail (for Enquiries) : dodoff@iitg.ernet.in
- Postal Address : Convener, M.Des Programme
Department of Design
Indian Institute of Technology Guwahati,
Guwahati -781039.
- Phone (for Inquiries) : Design Office - (0361) 2582500, Head of Department - (0361) 2582451

2.5 Indian Institute of Technology Hyderabad

Department of Design

Department of Design is the youngest of academic disciplines to be hosted by IIT Hyderabad. It comes into being through post-graduate studies in the form of Mater of Design (M.Des.) and PhD in Design. The M.Des. is a two year full-time program aiming to provide broad-based understanding of design along with student-driven specialization in varied domains. Beginning with an M.Des. in Visual Design (began July 2014) focusing on experiencing the world based on what and how our eyes see, the post-graduate studies intend to diversify into other domains like user-interface design, moving images, contemporary photography, design education, design for well-being, collaborative design, urban environments, managing creative industries, and mobility design. PhD in Design (begins July 2014), provides a platform to pursue practice based and practice led research in art, design, culture, creative practices and related areas. The doctoral program aims to retain and bring the practice-oriented spirit into research in/through/on design, beside other more traditional modes of doing research in design. The department envisions to creatively engage in the space between technologies and people. This involves engaging in the key emergent areas such as: enabling of rights-based and equitable development work, user

operated technologies, participatory and collaborative design, professional ethics/ sustainability, product systems and services, design and education, wellness and crowd sourced design. Ph.D. Programme in Design Ph.D. in Design (Full time / Part time) provides a platform to pursue practice based and practice led research in art, design, culture, creative practices and related areas Master in Design Programme M.Des. is a two year full time Programme which aims to provide broad-based understanding of design along with student-driven specialization in varied domains like architectural and spatial design, visual communication, industrial design, interaction design and photography.

The Specialization to be offered in the academic year 2015-16 is M.Des.in Visual Design.

Eligibility criteria:

For M.Des.: The candidates should have a valid CEED score and a minimum of 55% marks (50% marks in case of SC/ST) or equivalent grades in the qualifying examination, which are,

- Bachelor's degree in Engineering / Architecture / Design/ Interior Design or equivalent (4 years duration after 10+2)
- Professional Diploma in Design (NID/CEPT or equivalent of 4 years duration after 10+2)
- B.F.A. (4 year professional programme, after 10+2)
- G.D. Art (5 year programme after 10th) with one year post qualification, professional experience
- Master's degree in Arts / Science / Computer Applications (2 year programme after 10+2+3)

For Ph.D.: M.Des. / M.Arch. / M.Tech. / M.Phil. / MFA / M.A / M.Sc / Postgraduate Diploma in Design of NID, Ahmedabad and equivalent.

For general category students and/or for students where no concession in academic performance is called for, eligibility requires meeting ANY ONE of the following criteria as regards performance in the qualifying degree:

- (i). A minimum of 55 percent marks (50% marks for SC/ST) in the final academic year of the programme
- (ii). A minimum of 55 percent marks (50% marks for SC/ST) in aggregate or as specified by the university (any one of them)
- (iii). A first class as specified by the university
- (iv). A minimum CPI of 5.5 (5.0 CPI for SC/ST) on the scale of 10; with corresponding proportional requirements when the scales are other than on 10 – for example, on a scale of 8, the minimum will be 4.4

All candidates are required to upload one zip file containing the following:

- (a) PhD proposal,
- (b) portfolio of work and/ or publications

Selection Process:

For M.Des. programme: Shortlisted candidates with valid CEED score will be called for the departmental aptitude test and interview. CEED Score will be used for shortlisting the candidates for aptitude test and interview. The marks obtained in the aptitude test, interview, portfolio are considered for final admission.

For PhD: Candidates are shortlisted based on the proposal. Final selection is based on presentation, suitability of their proposal to the department and interview.

For further information, visit the Institute website <http://www.iith.ac.in> and the Department website <http://www.design.iith.ac.in>.

Contact details:

E-mail (for Enquiries) : djm@iith.ac.in
Postal Address : Head, Department of Design
Room No. 95,
Indian Institute of Technology Hyderabad, Ordnance Factory Estate Yeddumailaram,
Telangana - 502205
Phone (for Inquiries) : (040) 23017120
FAX : (040) 23016032

2.6 Indian Institute of Technology Kanpur

Design Programme (DP)

The Design Programme at IIT Kanpur has been conceived as a centre for creative minds, which stimulates students to bring about synthesis of varied knowledge domains for creative problem solving. The students, through their practical projects, are taught to address social issues by developing and providing innovative design solutions through a multi-disciplinary approach. Not only does the Programme encourage new and radical concepts, but also it facilitates the "concepts to product" transformation. The Programme acts as a hub which fosters interactivity among students, faculty and industry to create a complete learning experience.

The traditional analysis approach brings depth to particular streams of knowledge like science, technology, arts or the humanities. This in itself is of little help when it comes to the betterment of our civilization. We pursue a synthesis based approach where knowledge from varied fields are drawn together for the advancement of society. No branch of scientific enquiry is complete in itself. The human need and want is so complex that it calls for a deep understanding of various fields or domains. It is only through extensive teamwork that one can begin to understand an issue holistically. A designer works as a bridge between diverse fields in a team to solve problems - be these day to day problems or big machines.

The Design Programme encourages students from a wide variety of backgrounds and stages of professional experience. Its core courses emphasize creativity and concepts in a broad spectrum. A core laboratory for ideation, incubation, innovation and implementation (4i laboratory) facilitates students to transform their creative ideas into products. Several other advanced laboratories and studios of the Institute are also available to the students to study form and aesthetics, ergonomics, material selection, computer-aided manufacturing, opto- electronics, microprocessor and micro-controller, artificial intelligence, and smart polymers. In addition, the Media Technology Centre that houses the state of the art equipment and software encourages students to explore the fields of media arts and communication design. Candidates with a bachelor's degree in Engineering, Design or Architecture and a valid CEED/GATE score are eligible to apply for

2 Brief profiles of design departments in participating institutes

the two-year Master of Design Programme. Candidates holding degrees in Fine Arts or Interior Design are not eligible to apply. CEED and/or GATE scores are used for short listing the applicants. Short listed candidates are called for an interview which may be preceded by a brief written assignment.

For further information, visit the Institute website <http://www.iitk.ac.in> and the Department website <http://www.iitk.ac.in/design>.

Contact details:

E-mail (for Inquiries) : head_des@iitk.ac.in
Postal Address : Head, Design Programme,
Helicopter Building,
Indian Institute of Technology Kanpur,
Kanpur - 208 016
Phone (for Enquiries) : (0512) 2597509, (0512) 2596617
FAX : (0512) 2597408

Appendix A:

Instructions for making payment through SBI Collect

Payment of CEED Application fee has to be made through SBI Collect facility using Internet banking, Credit cards or Debit cards.

Follow the Instructions given below for making your payments.

Steps to be followed:

- Access <https://www.onlinesbi.com>
- Click on **State Bank Collect**
- Click Checkbox to accept '**Terms & conditions**'
- Then click on '**Proceed**'
- Select State as '**Maharashtra**'
- Select Type of Category as '**Educational Institutions**'
- Click on 'Go'
- Select the Name of the institution as "**CEED, IIT Bombay Application Fee**"
- Select the payment category as per the table given below

Category	Fees to be paid
General/ OBC male candidates	Rs. 2,000/=
SC/ST/PwD male candidates	Rs. 1,000/=
All female candidates	Rs. 1,000/=

- On the next screen, Enter Name, Date of Birth, mobile number and your CEED 2015 Application number
- Proceed as instructed and Click on '**Submit**'
- On the next screen, verify the details and click on '**Confirm**'. If there is any correction go back and do the correction.
- Now you will be taken to payment gateway
- Select appropriate '**Mode of Payment**'
- Check the charges/commission applicable for selected 'Mode of Payment'
- Pay 'online' using Internet Banking/Credit Card/Debit Card and print the receipt for your record

Appendix B:

FORM OF CERTIFICATE TO BE PRODUCED BY SCHEDULED CASTES AND SCHEDULED TRIBES CANDIDATES

1. This is to certify that Shri/Smt/Kumari* _____ son/daughter* of _____ of Village/Town* _____ District/Division* _____ of State/Union Territory* _____ belongs to the _____ Scheduled Caste / Scheduled Tribe* under:-

- * The Constitution (Scheduled Castes) Order, 1950
- * The Constitution (Scheduled Tribes) Order, 1950
- * **The Constitution (Scheduled Castes) (Union Territories) Order, 1951**
- * The Constitution (Scheduled Tribes) (Union Territories) Order, 1951

[As amended by the Scheduled Castes and Scheduled Tribes Lists (Modification Order) 1956, the Bombay Reorganization Act, 1960, the Punjab Reorganization Act, 1966, the State of Himachal Pradesh Act, 1970, the North Eastern Areas (Reorganization) Act, 1971, the Scheduled Castes and Scheduled Tribes Orders (Amendment) Act, 1976 and the Scheduled Castes and Scheduled Tribes Orders (Amendment) Act, 2002]

- * The Constitution (Jammu and Kashmir) Scheduled Castes Order, 1956;
- * The Constitution (Andaman and Nicobar Islands) Scheduled Tribes Order, 1959, as amended by the Scheduled Castes and Scheduled Tribes Order (Amendment) Act, 1976;
- * **The Constitution (Dadara and Nagar Haveli) Scheduled Castes Order, 1962;**
- * The Constitution (Dadara and Nagar Haveli) Scheduled Tribes Order, 1962;
- * The Constitution (Pondicherry) Scheduled Castes Order, 1964;
- * The Constitution (Uttar Pradesh) Scheduled Tribes Order, 1967;
- * The Constitution (Goa, Daman and Diu) Scheduled Castes Order, 1968;
- * The Constitution (Goa, Daman and Diu) Scheduled Tribes Order, 1968;
- * The Constitution (Nagaland) Scheduled Tribes Order, 1970;
- * The Constitution (Sikkim) Scheduled Castes Order, 1978;
- * The Constitution (Sikkim) Scheduled Tribes Order, 1978;
- * The Constitution (Jammu and Kashmir) Scheduled Tribes Order, 1989;
- * The Constitution (Scheduled Castes) Order (Amendment) Act, 1990;
- * The Constitution (Scheduled Tribes) Order (Amendment) Act, 1991;
- * The Constitution (Scheduled Tribes) Order (Second Amendment) Act, 1991;

2. # This certificate is issued on the basis of the Scheduled Castes/ Scheduled Tribes* Certificate issued to Shri /Smt* _____ father/mother* of Shri /Smt/Kumari* _____ of Village/Town* _____ in District/Division* _____ of the State State/Union Territory* _____ who belong to the Caste/Tribe* which is recognized as a Scheduled Caste/Scheduled Tribe* in the State / Union Territory* _____ issued by the _____ dated _____.

3. Shri/ Smt/ Kumari * _____ and/or* his/her* family ordinarily reside(s)** in Village/Town* _____ of _____ District/Division* of the State Union Territory* of _____.

Place: _____ State/Union Territory* _____
Date: _____

Signature: _____

Designation _____
(with seal of the Office)

* Please delete the word(s) which are not applicable.

Applicable in the case of SC/ST Persons who have migrated from another State/UT.

IMPORTANT NOTES

1. The term “ordinarily reside(s)**” used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.
2. Officers competent to issue Caste/Tribe certificates:
 - i. District Magistrate / Additional District Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / Ist Class Stipendiary Magistrate / City Magistrate / Sub Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.
 - ii. Chief Presidency Magistrate / Additional Chief Presidency Magistrate / Presidency Magistrate.
 - iii. Revenue Officers not below the rank of Tehsildar.
 - iv. Sub-divisional Officer of the area where the candidate and/ or his family normally reside(s).
 - v. Administrator / Secretary to Administrator / Development Officer (Lakshdweep Island)
3. Certificate issued by any other authority will be rejected.

Appendix C:

FORM OF CERTIFICATE TO BE PRODUCED BY OTHER BACKWARD CLASSES APPLYING FOR ADMISSION TO CENTRAL EDUCATIONAL INSTITUTIONS (CEIs), UNDER THE GOVERNMENT OF INDIA

This is to certify that Shri/Smt./Kum*. _____
Son/Daughter* of Shri/Smt.* _____ of Village/Town*
_____ District/Division* _____ in
the _____ State belongs to the _____ Community
which is recognized as a backward class under:

- (i) Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.
- (ii) Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.
- (iii) Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.
- (iv) Resolution No. 12011/96/94-BCC dated 9/03/96.
- (v) Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96.
- (vi) Resolution No. 12011/13/97-BCC dated 03/12/97.
- (vii) Resolution No. 12011/99/94-BCC dated 11/12/97.
- (viii) Resolution No. 12011/68/98-BCC dated 27/10/99.
- (ix) Resolution No. 12011/88/98-BCC dated 6/12/99 published in the Gazette of India Extraordinary Part I Section I No. 270 dated 06/12/99.
- (x) Resolution No. 12011/36/99-BCC dated 04/04/2000 published in the Gazette of India Extraordinary Part I Section I No. 71 dated 04/04/2000.
- (xi) Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 21/09/2000.
- (xii) Resolution No. 12015/9/2000-BCC dated 06/09/2001.
- (xiii) Resolution No. 12011/1/2001-BCC dated 19/06/2003.
- (xiv) Resolution No. 12011/4/2002-BCC dated 13/01/2004.
- (xv) Resolution No. 12011/9/2004-BCC dated 16/01/2006 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 16/01/2006.

Shri/Smt./Kum. _____ and/or his family ordinarily reside(s)
in the _____ District/Division of
_____ State. **This is also to certify that he/she does not belong to the persons/ sections (Creamy Layer) mentioned in Column 3 of the Schedule to the Government of India, Department of Personnel & Training O.M. No. 36012/22/93-Estt.(SCT) dated 08/09/93 which is modified vide OM No. 36033/3/2004 Estt.(Res.) dated 09/03/2004 and further modified vide OM No. 36033/3/2004-Estt. (Res.) dated 14/10/2008 or the latest notification of the Government of India.**

Dated:

District Magistrate/Deputy Commissioner/Competent Authority

Seal

* Please delete the word(s) which are not applicable.

NOTE:

- a) The term 'Ordinarily' used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.
- b) The authorities competent to issue Caste Certificates are indicated below:
 - (i) District Magistrate / Additional Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / Ist Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of Ist Class Stipendiary Magistrate).
 - (ii) Chief Presidency Magistrate / Additional Chief Presidency Magistrate / Presidency Magistrate.
 - (iii) Revenue Officer not below the rank of Tehsildar' and
 - (iv) Sub-Divisional Officer of the area where the candidate and / or his family resides.

(Certificates issued only after March 31, 2014 will be accepted)

Appendix D:

FORMAT OF THE CERTIFICATE FOR PERSONS WITH DISABILITY (PwD)

Name and address of the Institute/Hospital:

Certificate No.:

Date:

This is to certify that Shri/Smt/Kumari* _____ son/daughter* of _____ Age ____ years, Registration No. _____ is a case of Locomotor disability/ Cerebral Palsy/ Blindness/ Low vision/ Hearing impairment/ Other disability* and has been suffering from degree of disability not less than _____ % (_____). The details of his/her above mentioned disability is described below:

(IN CAPITAL LETTERS)

Note:-

1. This condition is progressive/non-progressive/likely to improve/not likely to improve.*
2. Re-assessment is not recommended/is recommended after a period of _____ months/years.
3. The certificate is issued as per PWD Act, 1995.

* Strike out which is not applicable.

Sd/-
(DOCTOR)

Sd/-
(DOCTOR)

Sd/-
(DOCTOR)

Seal

Seal

Seal

Signature/Thumb impression of the patient

Countersigned
Medical Superintendent/CMO/Head of Hospital (with seal)

Recent Attested Photograph showing the disability affixed here.

Appendix E:

CEED 2015: Certificate from Principal/Head of the Department

This to certify that Mr./Ms. _____ is enrolled as a student at our College/Institute for the degree _____ (name of the degree), which is one of the following

(Please tick one of the following options)

- Bachelor's degree in Engineering/Architecture/Design/Interior Design or equivalent (4 years duration after 10+2)
- Professional Diploma in Design (NID/CEPT or equivalent of 4 years duration after 10+2)
- B.F.A. (4 year professional programme, after 10+2)
- Master's degree in Arts / Science / Computer Applications (2 year programme after 10+2+3)

Name of the College/Institute: _____

(Please tick one of the following options)

- He/She is currently in the final year of the above degree programme.
- He/She appeared in the final semester/year examination of the above degree but has a backlog to be cleared from an earlier semester/year, and therefore cannot produce a course completion certificate now

Date:

Signature and office seal of
Principal/Head of the Department