Placement Brochure

Class 2021-22

Bachelor of Design
Master of Design

Department of Design.

Dr. D. Udaya kumar

It gives me immense pleasure to introduce our graduating B.Des. (Bachelor of Design) and M.Des (Master of Design) students of 2022 batch. Our vibrant and diverse community of students, faculty and staff at the Department of Design of the Indian Institute of Technology Guwahati, are dedicated to the pursuit of excellence, transforming passion for learning, discovery, and problem solving into perfection in an efficient, interdisciplinary collaborative environment. Creativity and leadership are hallmarks of the Department of Design, cultivated in the great foundations of its B.Des. (Bachelor of Design) and M.Des (Master of Design) curricula.

Beyond the core curriculum, these most intellectually curious students who choose the department as their academic home find the broadest spectrum of specialties, to forge their own path from among our majors, minors and electives. Classes infused with personalized attention, team work in collaborative learning, inquiry based experiential studio, research centric teaching methodologies, hands on career training, international internship opportunities and local community engagement, all prepare our students for a dynamic future, into myriad of design careers in a global society. Opportunities for learning beyond the classroom also abound. A wide range of meaningful activities and experiences are designed to build and shape the future success of potential, promising students for novel and challenging design domains in industry, research, academics and society.

Our students take pride in a robust extracurricular community, with student led businesses, clubs, publications, advocacy groups, sports teams, and spiritual groups all thriving on a state of the art campus. In keeping with the ideal of cura personalis, care of the whole person, the department has invested immensely in student life.

As a result, our students grounded in a comprehensive education, core knowledge and skilled expression of complex ideas that today's employers want from prospective hires, are very desirable candidates in high ranking professional workforce. Studentships nourished at the department, create a lifetime sense of belongingness amongst our alumni, who continue to contribute in engaging and generous ways. The Department of Design takes pride in the many outstanding achievements of our alumni in innovation and entrepreneurship, research and service, to institutions of excellence, both locally and globally.

I am hereby welcoming you to your participation in the placement process at IIT Guwahati in shaping the future careers of our students, that together, we can make a difference, improving the world through their innovations and solutions to life's most pressing challenges.

About the Institute

Indian Institute of Technology, Guwahati

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

About the

Department of Design

DoD is one of the eleven departments at the Indian Institute of Technology Guwahati. The Department of Design nurtures Innovators, Creators, Communicators and Inventors. It offers three programs Bachelor in Design, Masters in Design and Ph.D. in the creative design discipline.

Faculty

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

Students

Students from the department have completed internships in companies and research labs both in India and abroad and have worked in national and international sponsored projects as part of the curriculum. The department has an excellent placement record over the past years, with students working in leading companies. It follows a very comprehensive and innovative design curriculum throughout the design teaching, where-in the students are encouraged to channel themselves into specialised areas viz. Interaction Design, Human Computer Interaction, Usability Engineering, Design Management, Product Design, Graphic Design, Branding and Identity Creation, Animation and Transportation Design.

About the

Labs and Facilities

Department of Design advocates high quality design research and scholarly activities, in which, its competent laboratories play a major role. Members of the department are making use of these facilities and contributing to the community through projects and publications every year.

Usability Engineering Lab

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

Faculty-In-Charge: Dr. Pradeep Yammiyavar, FDRS
Featured Project: HCI-virtual Laboratories (A part of NPTEL)

New Media Lab

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

Faculty-In-Charge: Sheetal Gokhale

E-Kalpa Lab

E-kalpa lab is devoted to facilitate online design education. This laboratory is composed of wide range of facilities, from photography videography studios to web designing studios, clearly substantiating an eclectic approach to design education.

Faculty-In-Charge: Dr. Ravi Mokashi Punekar
Featured Project: D'Source - digital learning portal for design education

Visual Communication Studio

VC Studio aims to be a centre for excellence in the field of visual communication design in Northeast region. It aims to nurture innovation and creativity in the field of visual communication, create design awareness and enhance visual sensitivity towards visual culture in the Northeast and develop a state of the art facility to support design and research in visual communication related fields.

Faculty-In-Charge: Dr. D. Udaya Kumar

Animation Research Lab

Animation Research Lab is an Open lab which fosters inter-disciplinary research involving application of animation in various research areas like films, gamification, animatronics, CGI, science, VR/AR, 3d printing, painting. It has executed projects with Microsoft, TCS etc.

Embedded- Interaction Lab

Embedded Interaction Lab (EILab) specializes in gesture and tangible user interfaces,with research focus on design for development. Research at EILab has been published in reputed international conferences, journals, national newspapers and appreciated with numerous awards. EILab has collaborated with various industries and research labs such as Nokia Research Center, Microsoft Research, IBM Research, Samsung and many more.
Faculty-In-Charge: Dr. Keyur Sorathia
Featured Project: Investigation of social acceptance of gesture controlled user interfaces among low socioeconomic- literacy user group (IBM Funded)

Ergonomics Lab

Ergonomics lab majorly contributes in Design ergonomics, Human Factors in Man-machine systems, Visual and cognitive ergonomics etc. A large number of PhDs, Masters and Bachelor students have actively participated in its research projects over the years. Laboratory facilities include mobile eye-tracking devices, electro-oculography, critical flicker fusion testers etc.
Faculty-In-Charge: Dr. Debkumar Chakrabarty and Dr. Sougata Karmakar
Featured Project: Visual and tactile information Processing in Product Selection

Sustainibility and Social Innovation Lab (SSI)

SSI Lab aims to foray in the domain of Design for Sustainability with research and development focused on creating sustainable consumption and production patterns. Currently the lab is focusing on R&D of scale-appropriate agricultural tools and equipment with an eye on the three pillars of sustainability- social, economic,environmental.

About the

Courses

Departmental Elective

- Design project
- Instructional design and multimedia
- Advanced product design and manufacturing processes
- Design seminar
- Collaborative design methods for new product development
- Typography
- Digital human modelling and simulation
- System design for sustainability
- Furniture and future
- Usability engineering
- System analysis and Information design
- Environment and Experiential design
- Creativity and innovation
- Product detailing
- Automobile Design

Pre-final Year

- Design Methods
- Design Analysis
- Introduction to Interaction design
- Graphic design studio
- Physical computing
- Applied ergonomics
- System approach to design
- Art design and society
- Animation fundamentals
- Tangible user interfaces

Final Year

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

Humanities and Social Sciences

- Culture and Media Studies Philosophy and Phonetics Business Economics
- Language and Linguistics
- Consumer Behaviour
- Cognitive and Applied Psychology
- Sociology of Science

Minor Courses

Apart from the design courses, selected students can take up a "Minor" course from other departments in the institute. Minor courses can be done in: Computer Sciences Mechanical Engineering Mathematics and Computing Electronics and Communication.

About

Bachelors in Design

The Department of design Office to its undergraduate students a B.des degree upon completion of the course. The course itself is a multidisciplinary in nature and serve the purpose of exposing the students to various aspects of design profession while simultaneously developing their capabilities and equipping them for their future careers. In addition to doing basic engineering courses, students enjoy a lot of freedom in choosing courses of their interest. The Department provides the perfect platform for its bachelors to excel in various disciplines like Graphic design, Interaction design Human factors engineering, Usability engineering and Product design. The knowledge gained by the students over four years is reflected in bachelors thesis project, a project done over the course of the final year.

No. of students : 32

About

Masters in Design

A multidisciplinary group with professional expertise; the students of Masters in Design in the Institute cover a wide range of industry, from Fine arts to Engineering and Architecture. With prior professional experiences, the students of Masters of design work in the field of Industrial design, Visual communication, and Interaction design, depending upon their inclination towards each field. A two year full-time course, the Master's program covers four semesters which are completely dedicated exclusively to the study of solving problems in a particular field backed up by significant core deep research.

Thesis Project

During the course of four semester The Master's program cover two thesis, a major and a minor. The Master's thesis is a year long project completed in two semesters. It enables the students to research, analyze and provide design solution in the field of any domain of Visual Communication Design, Product design, Transportation Design, Interaction design, Film and Video Design, or interdisciplinary within design.

No. of students : 29

Student Profiles

B.Des Profiles

The strength of the graduating B.Des students lies in their diverse interests, and an ability to work on collaborative projects with reputed companies. Some examples of roles that they can fulfil in the industry are as follows: UX Researcher, Interaction designer, Product designer, Product Styling and Development

Domain Preferences

Industrial Design : 5

Interaction Design (UI/UX) : 19

Visual Communication : 8

Student Profiles

M.Des Profiles

The core competency of M.Des students lies in their diverse backgrounds and previous industry experience, thus enabling them to have a unique perspective in tackling design related problems. They are flexible and can fulfil the following roles in the industry: UX Researchers, Interaction designers, Product Styling, Art director, Graphic designers etc.
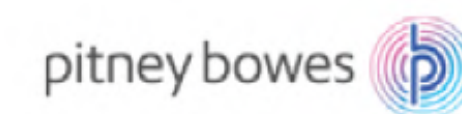
Domain Preferences

Industrial Design : 8

Interaction Design (UI/UX) : 15

Visual Communication : 6

Past Recruiters

Placement opportunities for the graduates have been very bright and they have been recruited by reputed Organizations.

Microsoft   NUTANIX   SAMSUNG   sprinklr   Adobe

Myntra   Directi   CISCO   OLA   Razorpay

amazon.in   BOSCH   infoedge   Sapient

IBM   TIMESINTERNET   Honeywell   pitney bowes   Infosys

Summer Internship and
Project Collaborations

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

Academic Internships

MIT Media Labs
Canegie Mellon University
Northeastern University
University of British Columbia
Boston Arizona State University
KAIST
University of Ghent
TU Berlin
TU Delft
Carleton University
Canada Karlstad University
Sweden EPFL
Middlesex University

Noteworthy Achievements

Alumni Undertaking

YOURDOST, Founded-December,2014

Founder- Richa Singh (B.Des, Class of 2005)

According to an earlier study by the World Health Organisation (WHO), Indians are among the worst hit by depression, with nearly 36 percent of the population having a major depressive episode. While one person in India commits suicide every four minutes, younger Indians are among the worst hit. That's why Richa Singh, an IIT Guwahati alumnus, started www.yourdost.com, an emotional support system for people to discuss problems with qualified and experienced individuals, in anonymity. Available as a free service both through its web portal and mobile app, YourDOST, according to Inc 42, has close to 70,000 users which is growing at about 40% month-onmonth basis.

MINDTICKLE, Founded-2011

Founder-Mohit Garg, Krishna Depura, Deepak Diwakar, Nishant Mungali (B.des -2007)

MindTickle Inc. promises to cut training time for sales people who need to be kept up-to-date on rapidly changing products and to make them more effective in handling potentially difficult sales situations. It recently raised $12.5 million for cloud-based software that promises to fix some of those problems in a Series A round led by New Enterprise Associates.

Placement Procedure

Phase I

Organizations register on our placement portal. https://iitg.ernet.in/tnp/

They are given a username and password from the Placement Cell for their account on the portal. On this account, organizations must fill out details under the 'Edit Job Application Form' and the 'Job Profile and Salary' tabs where they are required to provide us with a detailed salary structure with base salary, perks,emoluments and other remuneration clearly and separately mentioned and information pertaining to the Job Profiles being offered. (Detailed instructions may be found on the portal itself) Suitable dates for a Pre-Placement Talk (PPT) are decided as per mutual convenience. PPTs are held after class hours (i.e. after 5 PM).

Phase II

The recruitment session would begin in December 2021 and would continue till May 2022. Dates for visiting the campus for recruitment are allotted to the organizations based on several parameters but this is mostly dependent on the interest shown by both the organization and the candidates and other factors which include the CTC being offered. The organization can negotiate or confirm the date with the placement cell. A compromise formula is worked out by the placement cell if there is a clash in interest/dates.

Phase III

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

Get in Touch

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Centre for Career Development

IIT Guwahati

Looking forward to your participation.
CCD Welcomes you!