SHIV NADAR

INSTITUTION OF EMINENCE DEEMED TO BE
— UNIVERSITY —
DELHI NCR

B.Des.
BACHELOR OF DESIGN

A 4-year program with an option to pursue
5-year Integrated B. Des. – M. Des. Degree

Admission 2023-24

Department of Design
School of Humanities and Social Sciences

Shiv Nadar Institution of Eminence Deemed to be University, Delhi NCR

Shiv Nadar Institution of Eminence Deemed to be University, Delhi NCR is the youngest institution to be in the top 100 of NIRF ranking. It is a comprehensive, multidisciplinary, research-focused, and student-centric university. It offers a full range of academic programs at the undergraduate, postgraduate, and doctoral level. The University's goal is to become internationally recognized for the quality of its research, creative endeavours and their applicability. It intends to improve quality of life, generating new insights and expanding the boundaries of human knowledge creation. Committed to excellence in teaching, research, and service, the University aims to serve the higher education needs of India and the world beyond.

Shiv Nadar IoE is built on a sprawling campus; spread over 286 acres located in a rapidly transforming rural-urban landscape in the National Capital Region. With state-of-the-art infrastructure, the University comprises academic wings, sophisticated labs, international standard sports facilities, amphitheatres, auditorium, conference rooms, and smart classrooms. It is aiming to become a centre for the creation and dissemination of new forms of knowledge and human creativity. The campus is an ecosystem of discovery with a plethora of living, thriving ecological diversity.

Department of Design at Shiv Nadar IoE

The Department of Design (DoD) was set-up with the mission of nurturing creative minds into outstanding design leaders with a passion for creating a difference in society. It is grounded in the philosophy of Liberal Education and intends to offer a holistic experience of design along with specialization in specific areas of interest. Through its research-centric, practice-oriented, innovation-driven design curriculum, the Department of Design aspires to become a centre of excellence in design education, research and practice.

Design is trans-disciplinary in nature which transforms knowledge from various disciplines including art, craft, architecture, engineering, humanities, and social sciences, etc. It is considered an applied art, and science of using the process of design thinking in conceiving products, systems, services that are innovative, sustainable and satisfies users' needs in specific and society at large. In the 21st Century, it is envisaged to play a crucial role in elucidating many complex and multifaceted problems of the society, environment, and economy. Currently, the Department offers a Bachelor of Design (B. Des.) with an option to pursue 5-year Integrated B.Des. - M.Des. and Design Minor program.

Our Advisors

The program at Shiv Nadar IoE has been developed with the guidance of several leading experts.

- **Professor Sam Pitroda**, an internationally respected telecom inventor, entrepreneur, development thinker, and policy maker, Pitroda has spent 50 years in information and communications technology (ICT) and related global and national developments.

- **Professor Ashoke Chatterjee**, former Executive Director and Distinguished Professor of National Institute of Design (NID), Ahmedabad with more than 25 years of experience in Design.

- **Professor Pradeep Yammiyavar**, An alumnus of the Indian Institute of Science, Bengaluru, IIT Bombay and NITK, with over 38 years of academic experience in multidisciplinary approaches to Design.

- **Professor Raman Saxena**, Founder, Universal Sustainable Inclusive Design (USID) Gurukul, Professor at IIIT Hyderabad in Design Thinking/ Human Centered Design.

- **Professor Indira Chowdhury**, Director, Centre for Public History, Srishti-Manipal Institute of Art, Design and Technology, India

- **Professor Suresh Sethi** is Chair of Industrial Design, School of Art & Design since 2020 at University of Chicago, Urbana Champaign, USA.

About the Bachelor of Design Program

The Bachelor of Design (B. Des.) program at the Shiv Nadar IoE intends to equip students with core competencies for the 21st century and beyond. It is a four-year interdisciplinary program, bringing together courses in Design, in the Social Sciences, Technology, and Management. The program also offers students the option of pursuing a five-year integrated program leading to a Master's degree in Design. Students can specialize in the following areas:

Streams for the B. Des. program:

- **Experience Design** (Digital Design, UX/UI, Augmented Reality, Virtual Reality)

- **Product – System Design** (Innovation Management, Service Design, Design Entrepreneurship, Design for rural and craft sectors)

- **Visual Communication Design** (Media, Animation, Type Design, Branding and Packaging)
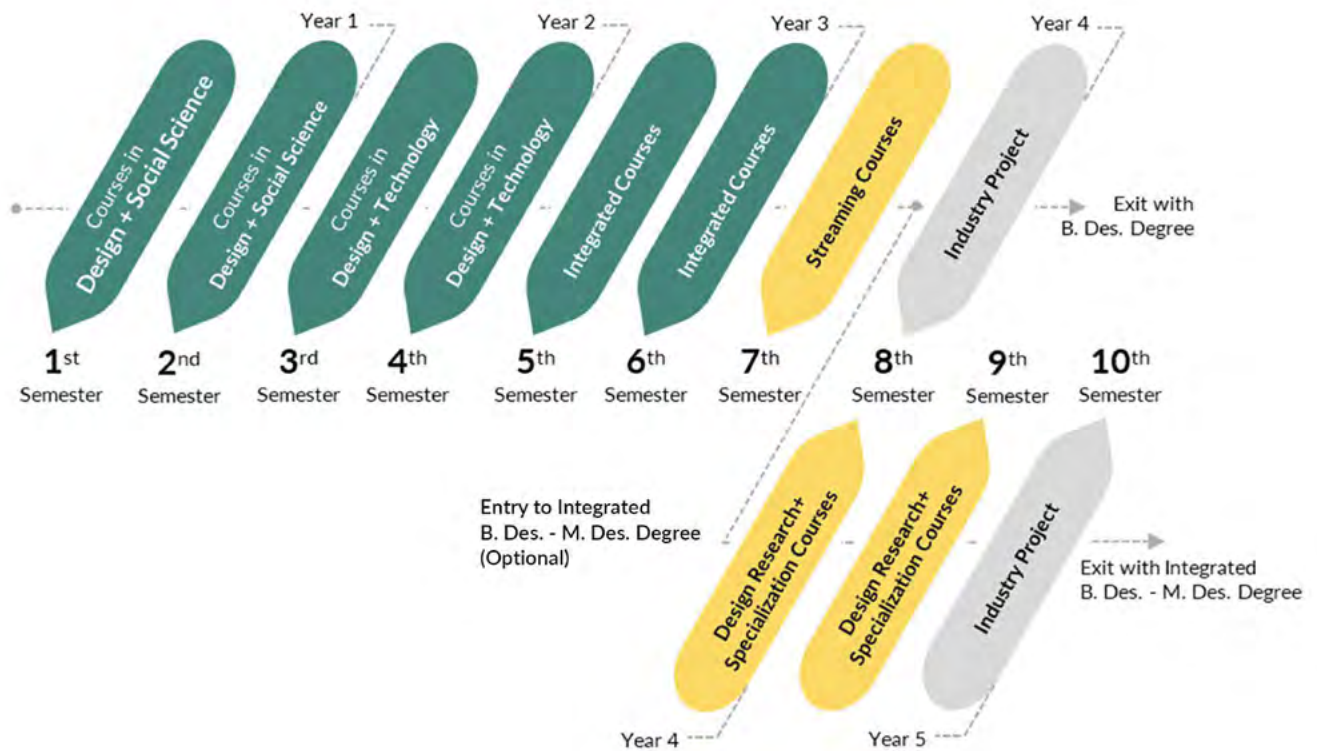
Specialisations for Integrated B. Des. – M. Des. program:

- **Experience Design** (Data Analytics, AI/ ML applications, XR,MR, Information Visualisation)

- **Social Innovation for Sustainability** (Complex systems, Future systems, Sustainability, Social Innovation, Culture and Technology)

Highlights of the B.Des. Program

- **Focus on Human Centered Design (HCD)**: HCD is a practice in which designers focus on the needs of users. The premise of the approach is that designers can co-create better solutions when they work with user populations, address the right problems, perform systems analyses and co-design small, simple interventions.

- **Our vibrant, multidisciplinary ecosystem**: Our program is one of the few which are situated within a School of Humanities & Social Sciences, and embedded firmly within a vibrant, multidisciplinary ecosystem. We recognize that a Design program relevant to the 21st century must be centred on human wellbeing, and on the whole of quality-of-life issues which must draw on the entire range of human knowledge and wisdom. Every student at Shiv Nadar IoE takes a common core curriculum SNU will offer that through this Department's links with sciences, arts and technologies available on its campus, and through SNU networks.

- **Future-oriented curriculum**: The new curriculum includes future-oriented courses on Complex Systems, Artificial Intelligence, Machine Learning, Virtual and Augmented Reality, Sustainability and Systems Approach in different Design related fields. The university is home to an advanced and futuristic software platform created by Dassault Systèmes.

- **Dassault Systèmes 3-D EXPERIENCE** platform integrated into the courses and projects of the Design program.

- **Excellent career outcomes**: Find the job you want, or create your own, or pursue higher studies – our graduates have established an excellent track record of success (more details below). The university has a Career Development Center which supports students to pursue their career aspirations.

- **Choice-based Streaming and Specialisation**: provide students the flexibility to pursue their desired streams (for B.Des Degree), and specialisation (for Integrated B.Des. - M.Des. Degree) by selecting from a range of elective courses.

• Program Structure

• Eligibility and Admission Routes

The program is open for all 10+2 (or its equivalent) qualified candidates from any stream with a minimum of 55% aggregate marks and English as a compulsory subject. Students appearing/awaiting their results can also apply provided the required documents fulfilling minimum eligibility criteria are submitted at the time of admission. Candidates can apply through any one of the following admission routes.

ADMISSION ROUTE	QUALIFYING EXAM	SHORTLISTING FOR INTERVIEW
Route 1	UCEED - 2023	Based on score
Route 2	Any one of the following exams (2023) - JEE Main with paper 2 - NID DAT - NIFT DAT - NATA	Based on score
Route 3	Online Shiv Nadar IoE Design Aptitude Test	Based on score

Note: Shiv Nadar IoE Design Aptitude Test will be conducted in physical mode only at two centers: Shiv Nadar Institution of Eminence, Delhi NCR and Shiv Nadar University Chennai.

Program Details

First Semester

- Introduction to Design and Practices
- Elements and Principles of Design
- Human Behaviour, Psychology and Creativity
- Society, Culture and Design
- UWE/CCC Courses

Second Semester

- Product Form and Detailing
- Visual Communication 1
- Human Centred Design Methods 1
- Sustainable Design – Philosophy and Approaches
- UWE/CCC Courses

Third Semester

- Electronics for Designers
- Human Factors Engineering
- Visual Narratives
- Human Centred Design Methods 2
- UWE/CCC Courses

Fourth Semester

- Visual Communication 2
- Semiotics and Communication Theory
- Software and Coding
- Design Project 1
- UWE/CCC Courses

Fifth Semester

- User Experience Design
- System Analysis and Information Design
- Design Research 1
- Design Project 2
- UWE/CCC Courses

Sixth Semester

- Design Management
- Design Technologies
- Augmented & Virtual Reality (AR/VR)
- Design Project 3
- UWE/CCC Courses

Seventh Semester

- Elective 1
- Elective 2
- Elective 3
- Capstone Project
- UWE/CCC Courses

Eighth Semester

- Industry Project

List of Electives

Product - System Design

- Principles of Form
- Manufacturing Processes
- Product Detailing and Modelling
- Product, Service and System Design
- Design Management and Professional Practices
- Research Methods in Design
- Design for Sustainability

Experience Design (UX/UI)

- User Experience Design
- System analysis and Information Design
- UX Research Methods
- Interface Design
- Advance Interaction and Service Design
- Design for Virtual Reality
- Mixed and Extended Reality

Visual Communication Design

- Graphic Design
- Typography
- Advance Typography
- Visual Language
- Type Design
- Visual Narratives
- Motion Graphics
- Animation Design
- Game Design
- Packaing Design
- Research Methods in Visual Design

Degree Requirement

For Bachelor of Design (B. Des.)
- Core Courses: 82credits
- Elective Courses: 12 credits
- Projects/Research: 18 credits
- Industry Exposure: 06 credits
- CCC/UWE Courses: 42 credits

Total Credits: 160 credits

For Integrated B. Des. – M. Des. Degree
- Core Courses: 86 credits
- Elective Courses: 32 credits
- Projects/Research: 26 credits
- CCC/UWE Courses: 42 credits
- Industry Exposure: 08 credits

Total Credits: 194 credits

Teaching Methodology

Theory/ Lecture Component

It largely deals with the theoretical base of any course and is imparted through a series of interactive lectures. It includes audio-visual clips, case studies and incorporates small quizzes/tutorials to be prepared/ presented/ submitted by the students depending upon the discretion of the faculty members.

Practical Component

In line with the practice-based learning objective of the programme, the practical component of any course focuses on the application of theoretical learning in practical situations. It may be through a small hands-on exercise in studios, or small projects and assignments.

Guest Lectures/ Workshops

Experts from academics and industry are invited for guest lectures and workshops at regular intervals to expose and sensitize students towards the state-of-the-art trends in Industry, problems, needs and issues relevant to 21st Century.

Industrial Visits/ Internships

Industrial Visits/ Internships are expected to assist students in discovering their area of interest where they fit best for employment. Industrial visits will encourage students to work on live projects. An internship of a minimum of eight weeks at the end of the second semester is mandatory for every student. The student must present a seminar and submit a report to the department after completion of the internship. In the case of extension of the internship period, flexibility may be provided on the recommendation of the departmental head.

Learning Outcomes

The curriculum of B. Des. is envisaged in such a way that after completion of the program, students gain knowledge and skills that would help them in acquiring leadership positions as researchers and practitioners. The program prepares them for applying design thinking to various areas (depending on their interest) in solving problems through innovative solutions.

Knowledge and Understating

The core courses offer the fundamental knowledge and understanding of design as a field of study and its scope of application in varied knowledge domains. The elective courses are chosen by students (depending on her/his area of interest) that equip them with the knowledge of specific domains where they can comfortably apply design thinking and knowledge.
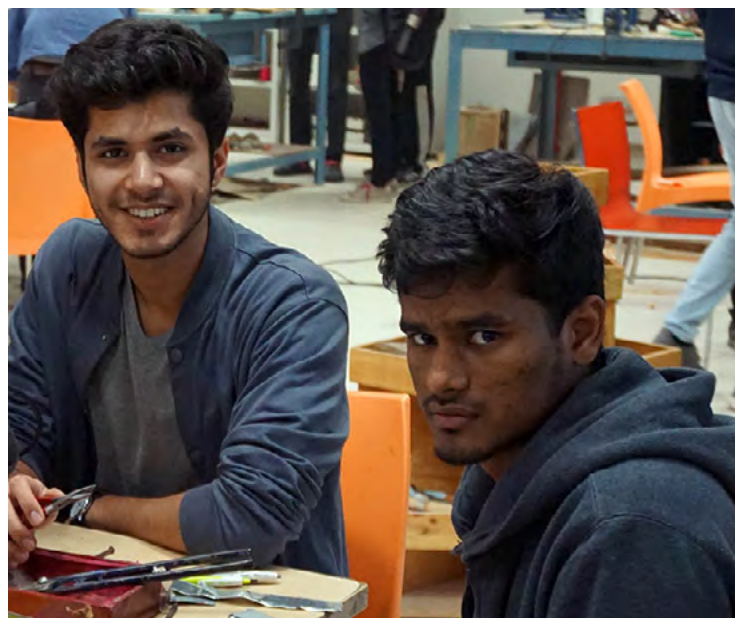
Practical Skills

Practice-based learning will equip students with practical skills on how design thinking and knowledge can be applied to solving practical problems in real-life situations. Exposure of various design-related industries through industrial visits and internship will help them gain insights into the skills required by the society and where they can fit themselves.

Research Capabilities

B. Des. program structure emphasises on design research (with the semester research project and bachelor's thesis project) that enables students in conducting cross-disciplinary research work independently as well as within groups in a multidisciplinary environment.

Design Management and Communication Skills

The interdisciplinary and collaborative nature of design enables students in management and communication skills. In design, the students have to articulate their ideas as well as suggest the material and processes for achieving it. These help them develop their communication and management skills.

Facilities

The 286-acre residential campus houses 2200 students, 250+ faculties and staff members. To ensure comfortable living of all the residents, the campus boasts of various a large plethora of in-house resources including cafes serving a large variety of food, grocery stores for daily needs, a fully equipped medical centre, indoor sports complex, student recreational centre, central library, post office, saloon, and also an in-house Bank on top of two ATMs.

B.Des. Studio

Every Bachelor of Design (B. Des.) students is allotted a personal working space apart from the regular classroom/studio/workshop space. The space will be a common design studio for each batch of students. This studio space is functional 24x7 and acts as a centre for brainstorming, peer discussion, and collaboration.

3D Printing Studio

3D printing technology is expected to radically expand the boundary laid by traditional manufacturing processes. It provides designers with the flexibility of realising very complex shapes or geometries quickly with ease. In the current times, it is considered mandatory for every designer to have hand-on experience with 3D printing technologies.

Applied Electronics Studio

With the advent of technologies like the internet of things (IoT), embedded intelligence etc. application-oriented electronics and coding knowledge has become mandatory for every designer. Applied electronics studio provides the basic facilities to students for fabricating parts and function where electronics is required. Open-source electronics platform like Arduino and Raspberry Pi comes very handy in quickly executing most common functionalities. The Studio acts as an exciting space for students to explore various types of sensors, motors, actuators etc. to achieve a variety of functions and embed it in their products.

3D Modelling and Fabrication Studio

A product idea at conception, or sketched on a piece of paper, or digitally modelled in software is incomplete unless it is realised as a tangible entity. Product Modelling and Fabrication Studio facilitates this transition from an idea to a physical model or a prototype. This transition being an important step in the design process also provides an opportunity for novice designers in acquiring fabrication skills and experience of learn-by-doing.

Visual Design Studio

Visualization is one of the crucial steps of any design process. The Visual Design Studio facilitates students with modern tools and techniques to convert their potential ideas into creative concepts. The studio is equipped with iMac and PCs, Wacom Cintiq, DSLR Camera and Photography accessories, Videography camera, Lightbox, and Printer facilities to support all kind of creative activities.

Virtual Reality Lab

The Virtual Reality Studio consists of a state-of-the-art VR kit for design and development of future oriented projects. The lab has various VR kits such as HTC VIVE Pro 2.

Central Library

The Central Library has an extensive collection of books, scientific and technical journals, and electronic reference materials for satisfying the academic and research needs of students and faculty community. It has a collection of about 40000 documents including reference and textbooks.

Career and Employment

Design being a transdisciplinary field of study presents a large number of career options and employment possibilities. Department of Design believes that the best way to lay a strong foundation for a stable career is to be informed and prepared. SNU's Career Development Centre (CDC) facilitates all such activities on behalf of the Department (for more details https://snu.edu.in/career-development).

Industry Placement

Design has become ubiquitous, and an increasing number of companies are considering its knowledge desirable, making B. Des. graduates adept for a wide range of industry placements. **Career Development Center (CDC)** facilitates industry placement through field visits, mentorship programs, workshops and training, and individual career counselling.

Entrepreneurship

Promoting entrepreneurship is central to the vision of Shiv Nadar University. The transdisciplinary, creative, and innovative nature of B. Des. program make its graduates to come up with novel patentable solutions and even step into the world of entrepreneurship. Atal Incubation Centre (AIC) set up at the University with the support of Atal Innovation Mission NITI Aayog to serve as an active catalyst for the development of promising entrepreneurs. It is a step to assist budding entrepreneurs in their start-up journey and to support developing start-up ecosystem in India.

Academic Placement

Student interested to pursue design further acquires sufficient knowledge, and skills to compete for any Doctoral Programme in India and abroad. At the undergraduate level, previous batches of design minor students have got academic placements in institutes like Parsons School of Design (New York), School of Art Institute of Chicago, ArtCenter College of Design (California) etc.

Fees and Scholarship

Program	Tuition fee (INR)*	Living Expenses (Hostel fee** + Mess charges + Laundry) (INR)*	Total (INR)*
Bachelor of Design	4,50,000	1,75,840	6,25,840

*Tuition, Hostel, Mess and Laundry Fees: may be revised annually by 5-8%
** The hostel fee mentioned in the above table is for twin sharing non-AC rooms. Any other type of accommodation, including AC or single rooms will be charged additionally.

One-time fee payments
Applicable Entrance Fee:
Admission Fee: INR 25,000 (payable one time, non-refundable)
Refundable Security Deposit: INR 25,000 (payable one time and refundable at the time of leaving the university)

- ## Scholarships

- **Dean's Scholarship:** The scholarship from the School Dean is given to the UCEED qualified students only. The students will get a 50,000 INR waiver in tuition fee for 2023. They can avail it if they accept the offer and pay the fees within 10 days of receiving the offer letter. The same can be extended to consequentyears based on exemplary performance of the student.

- **Sports Scholarship:** Students with ranking in their sport from 1 to 100 ranks issued by their respective sports federations in India are eligible to apply.

- **Gifted Student Scholarship:** The University attracts outstanding academic rank holders who are eligible for the Gifted Student Scholarship.

- **Scholarship for candidates from low-income households:** The University supports students from low-income households with a full scholarship covering all academic and living expenses. Students have to qualify through the regular selection process of the university. The number of scholarships are decided by the Scholarships Committee and their decision is final and binding.

Faculty

Name & Designation	Teaching Interest	Research Interest
Dr. Prakash Kumar MDes, PhD (IIT Guwahati) Associate Professor	Product Design, Ergonomics, Design methods, Form Studies, Product Semantics, Manufacturing Processes, Advanced Ergonomics	Design for Small Scale Industry, Design for Special Needs, Low Cost innovation, Design for Children's Learning/ Educational Toy Design
Dr. Vikash Kumar MDes, PhD (IIT Guwahati) Assistant Professor	Fundamentals of Visual Design, Design Thinking, Research Methods in Design, Strategic Design Management, Interaction Design, System and Service Design, Sustainable Design.	Products, systems and service design for sustainability; Pedagogical approaches for learning sustainable design; Methods and tool for sustainable design; Innovation, Culture as a tool for sustainability.
Dr. Subhajit Chandra MDes, PhD (IIT Guwahati) Assistant Professor	Visual Communication Design, Digital Product Design, Information Design, Typography & Type Design, and Design Semantics and Research.	Non-Latin Typography & Type Design, Reading Psychology, Cognitive aspect of Visual Design, Design Computing and Cognition Research, Data-Driven Design Research.
Ms. Snigdha Banerjee MDes (IIT Bombay) Assistant Professor	Animation, Storytelling, Visual Communication, Indian Art and Aesthetics.	Visual Narrative, Evolution of Animation, Indian Art and Aesthetics, Ethnography, Craft Documentation

Prof. Pradeep G. Yammiyavar
Distinguished Professor and Advisor

An alumnus of IISc, IITB & NITK, with over 38 years of Academic multidisciplinary experience in the domains of Engineering, Design Technology and Social Sciences. From 1984 to 2021, he served at IISc Bangalore - as a Principle Research Scientist and later IIT Guwahati as a Senior Professor (HAG). His area of specialisation is in the domain of Creative Design & Technology with focus on HCD - HCI Human Computer Interaction (HCI) and User Experience Design (UX-UI). Conferred with a National Award for Innovation in Teaching and curriculum design in 2016, Prof. Pradeep G. Yammiyavar is an educator of national eminence.

Sports Facilities

Career Development Centre

Atal Incubation Centre

- A part of Atal Innovation Mission (AIM) of the NITI Aayog, GoI.
- Out of 1719 academic applicants, NITI Aayog selected only 7 institutions.

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KEY DATES FOR ADMISSION

For candidates applying via Route - 1 or Route - 2

Candidates who qualified UCEED/NID/NIFT/ NATA/JEE with Paper - 2 in 2023, can apply between	Shortlisted candidates will be invited for Online Interview between	Selected candidates will receive the offer letters by
May 26, 2023 – June 30, 2023	July 5, 2023 - July 8, 2023	July 15, 2023
July 1, 2023 - July 11, 2023	July 12, 2023 - July 14, 2023	July 17, 2023

For candidates applying via Route - 3

Candidates, opting for Shiv Nadar IoE - Design Aptitude Test, can apply between	Candidates will take Online Shiv Nadar IoE - Design Aptitude Test on	Shortlisted candidates will be invited for Online Interview between	Selected candidates will receive the offer letters by
June 11 - June 30, 2023	July 2 - July 5, 2023	July 6 - July 8, 2023	July 10, 2023
July 1 - July 15, 2023	July 17 - July 20, 2023	July 22 - July 25, 2023	July 26, 2023

ADMISSION COORDINATOR

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