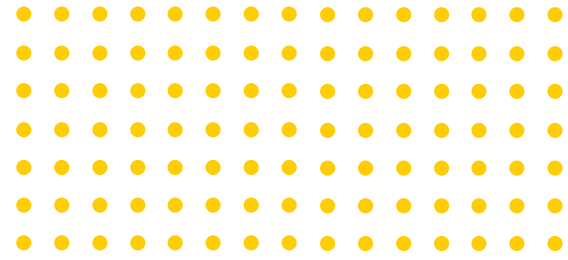


SHIV NADAR

INSTITUTION OF EMINENCE DEEMED TO BE

UNIVERSITY

DELHI NCR

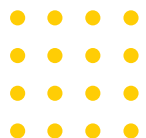


Admission 2024-25

B.Des.

Bachelor of Design

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



Department of Design

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

// Department of Design

Globally, Design has been accepted as a serious, independent discipline, both in practice and in academia. Shiv Nadar IoE started design in 2014 with a minor program under the Department of Art, Design, and Performing Arts. In 2017, the Department of Design was established with the mission of developing creative minds into outstanding design leaders for the 21st Century. It aspires to become a centre of excellence in design education, research, and practice through a future-looking, human-centred, research-driven, practice-oriented approach.

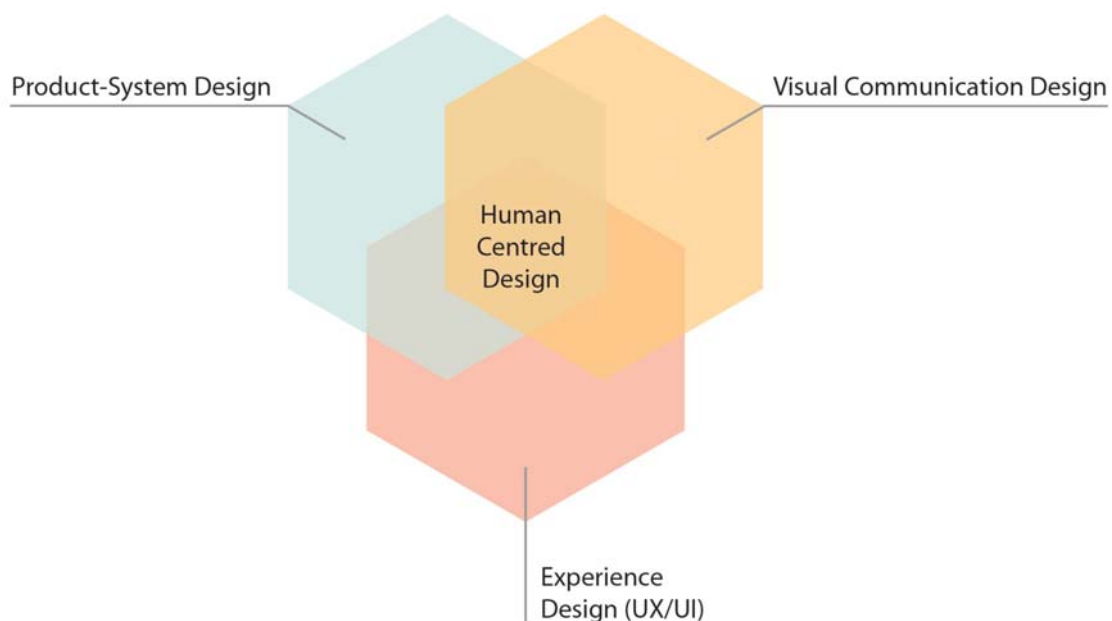
The Department envisages that if one wishes to be contemporary and relevant in design today and in the future, one has to keep pace with changes in technology. Future design leaders are likely to be creative minds, problem identifiers and solvers as well as aesthetically perceptive. In other words, a designer will be someone who can responsibly simplify complexity and plan for the future.

Currently, the Department offers a Minor in Design and a 4-year Bachelor of Design (B. Des.) program with an option to pursue a 5-year Integrated B. Des. – M. Des. Degree.

// Bachelor of Design

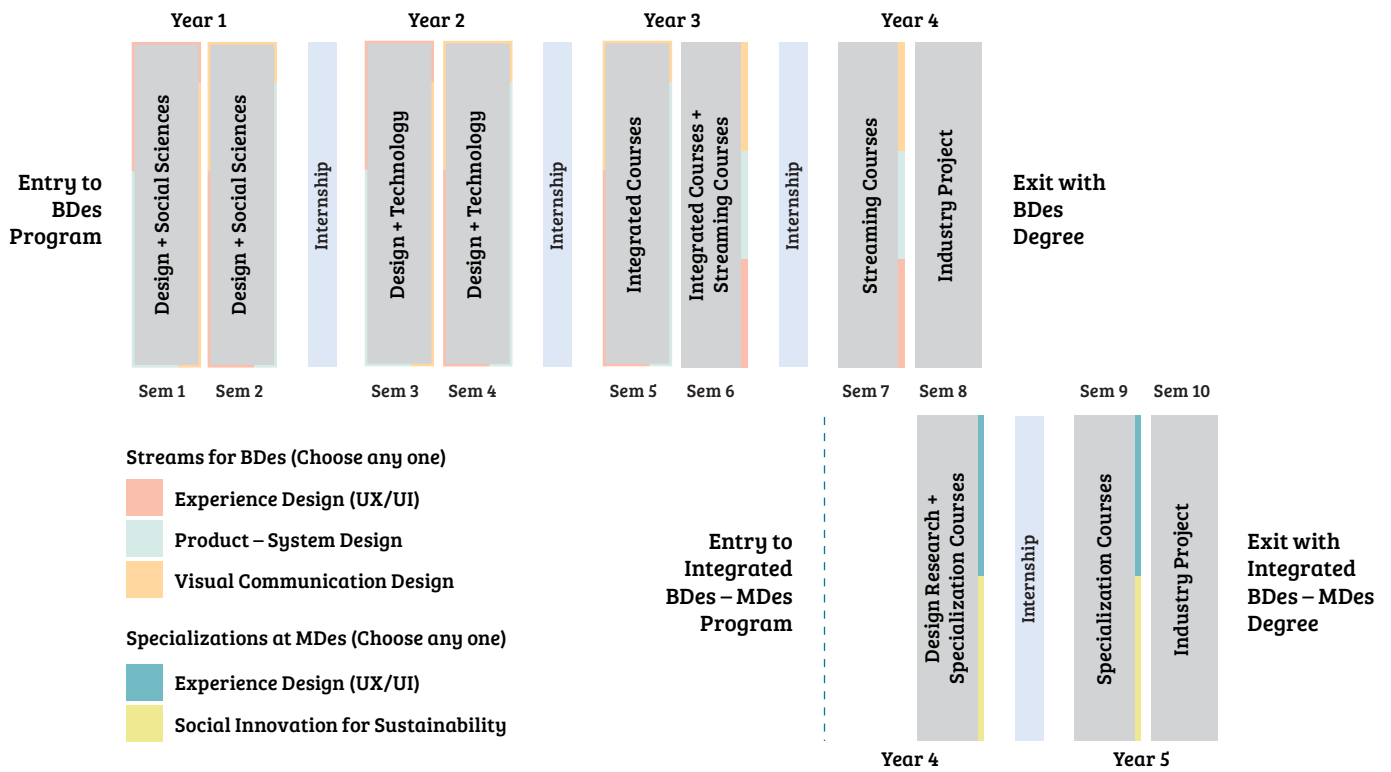
Bachelor of Design is a 4-year, future-oriented, research-focused, trans-disciplinary program that uniquely curates knowledge and skills from Social Sciences, Arts, Engineering, and Management into Design. It was conceived after a year-long extensive and intensive consultation with prominent design experts & visionaries from academia and industry. The program follows T-shaped learning where design students acquire cross-stream competencies in the first two years and then develop depth in any one stream through a choice-based elective system. It prepares students for the complex and multifaceted problems of the 21st Century, allowing them to specialise in the following domains:

- Experience Design (UI-UX)
- Product – System Design
- Visual Communication Design



The program offers students the option of pursuing a 5-year (4+1) Integrated B. Des. -M. Des. Degree. A student may choose this option after completing the first six semesters without backlog.

Program Structure



B.Des. program is structured into 160 credits to be earned through core courses, streaming courses, design projects, summer internships, and a semester-long industry project.

The first year covers foundational courses in design, along with courses from social sciences covering applied fundamentals of society, culture, human behaviour, and psychology.

The second year furthers foundational courses in design with technology-related courses, including applied electronics, software, coding, and a design project.

The third year is focused on integrated courses like design research, design management, sustainable design, choice-based streaming courses, and two design projects.

The fourth year is for choice-based streaming courses in the 7th semester and industry projects in the final semester.

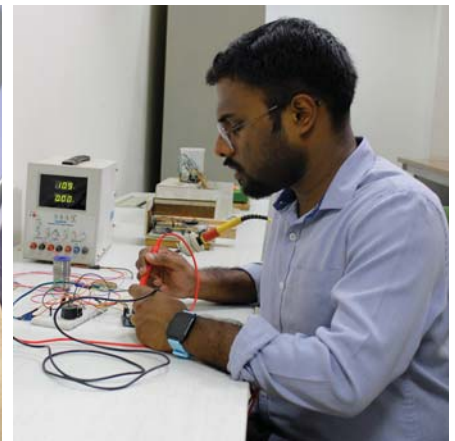
Eligibility and Admission Routes

The program is open for all 10+2 (or its equivalent) qualified candidates from any stream with a minimum of 65% aggregate marks in the best four academic subjects 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 Routes	Eligibility for Application	Qualifying Exam	Shortlisting for Admission
Route 1	10+2 or equivalent (with minimum 65% aggregate marks in the best 4 academic subjects including English)	UCEED 2024	Interview
Route 2		JEE Main Paper 2A / NATA	Interview
Route 3		SNUSAT / College Board SAT	Portfolio + Interview

Labs and Studios

Product Modelling & Fabrication Studio
Digital Design Studio
Applied Electronics and IoT Lab
Visual Design Studio
3D Printing Studio
Virtual Reality Lab



Industry Placements

In the industry, design students were recruited by companies/institutions for various roles, like UI/UX designer, visual designer, product designer, industrial designer, brand design associate, associate UX designer, customer experience designer, UX research assistant, graphic designer, design specialist, etc. The average CTC of the past M.Des. batches was above ten lakh.



Higher Education

Design minor (UG) students in higher education have been accepted for master's degrees in the best institutions worldwide.



Faculty Profile



Prof Pradeep Yammiyavar

Distinguished Professor & Advisor, PhD IISc Bangalore

Interaction design, HCI, augmented reality, virtual reality, health, social systems computing; E- Governance; E-Commerce; E- Medicine; Design semantics; Product graphics, Marketing strategy, Packaging, Branding, and Soft skills. Architecture built environment, Smart cities; Engineering psychology, Cognitive science.



Dr Prakash Kumar (on sabbatical leave)

Associate Professor, PhD IIT Guwahati

Product design, Ergonomics, Low-cost innovation, Design for bottom of pyramid, Design and development of low cost innovations for unorganized industries, Assistive technologies, smart connected products.



Dr Subhajit Chandra

Assistant Professor, PhD IIT Guwahati

User experience design (UX/UI); Visual design; Non-Latin typography & type design; Reading psychology; Cognitive studies in visual design; New media technology and design; Virtual and augmented reality.



Dr Vikash Kumar

Assistant Professor, PhD IIT Guwahati

Experience design; Product-Service System design for sustainability, Design pedagogy; Social design and innovation; Sustainable design methods; Design led entrepreneurship; Cognition and learning; Smart and connected products



Ms Snigdha Banerjee

Assistant Professor, M. Des, IDC IIT Bombay

Animation; Visual narrative; Evolution of animation, Indian art and aesthetics; Ethnography; Craft documentation; Visual communication design, visual narrative and cognition, narratives in learning.

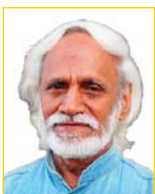


Prof D Udaya Kumar

Adjunct Professor, PhD IDC, IIT Bombay

Designer of the Indian Currency Symbol

Visual communication, Graphic design, Typography, Information graphics, Architecture, Design education and research



Prof Singanapalli Balaram

Distinguished Visiting Professor, PG NID and Royal College of Arts London

Former faculty and chairman of Education, NID, Ahmedabad, former Dean of DJ Academy of Design,

Universal design, Design thinking, Design ethics, Story telling techniques



Prof Lalit Kumar Das

Distinguished Visiting Professor, MA Industrial Design, Royal College of Art, London, former faculty and Head of IDD Center, IIT Delhi

Sustainable Design, Non-parochial non-partisan framework for study of design, Values in decision making for sustainable product design; Forecasting future design possibilities; Citizen-centric e-governance.

// Highlights of Bachelor of Design Program //



Focus on Human Centred Design

Co-create solutions by considering the needs of societies with complex, systemic problems



Future-Oriented Curriculum

Acquire competencies that prepare you for the complex, impactful challenges of the 21st Century



Dassault Systemes 3D Experience

Work with advanced futuristic 3D experience platforms from Dassault System



Vibrant Multidisciplinary Ecosystem

Draw human knowledge and wisdom from a range of Core Curriculum Courses and University Wide Electives



Choice Based Streaming

Flexibility of pursuing the desired stream by selecting from a range of elective courses



Globally Acclaimed Faculty

Engage with the best mentors who are actively engaged in research and practice



Attractive Option for doing a Minor

Combine B. Des. with a minor program in Science, Engineering, Management, or Humanities



Dedicated Career Development Center

Career development via industry workshops, mentorships, and skill-development modules



Contact

Dr. Vikash Kumar (Admission Coordinator)

Email: design@snu.edu.in

Tel: +91- 120 7170100, Extn: 385

Mob: **+91- 8448430531** (09:00 am – 05:00 pm)

