

Department of Design

Placement Brochure 2024

Centre for Career
Development



Indian Institute of Technology Guwahati
भारतीय प्रौद्योगिकी संस्थान गुवाहाटी





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About

Indian Institute of Technology Guwahati

Indian Institute of Technology Guwahati was established in 1994 by an Act of Parliament.

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 is known for its exemplary design culture, and it's **21-year-old** design program hosting some of the best design talents in the country.

Department of Design

Department of Design, IIT Guwahati has been featured as top design institutions for placements. The department offers an interdisciplinary program for B.Des., M.Des., and PhD, enabling students to specialise in areas such as

- **Interaction (UI/UX) Design**
- **Product Design**
- **Visual Design**
- **Industrial Design**
- **Electronic Product Design** and more.

Recruiters such as Google, Microsoft, Atlassian, Cisco, Adobe, McKinsey, BCG etc., visit the campus annually to participate and recruit from our incredible cohort.

Message from The Director

Indian Institute of Technology Guwahati was established in 1994 by an Act of Parliament. The academic programme started with 65 students in three undergraduate programmes in 1995. The Institute is growing steadily and the total number of students in eleven departments, nine academic centres and five schools in numerous undergraduate and postgraduate programmes is now around **8600**. The Institute has excellent infrastructure for the all round development of its students.

The Institute has a very good *Lakshminath Bezbaroa* central library which provides library and information services to support teaching, learning, research activities by creating state-of-the-art facilities. The library is a window to world of latest information in sciences, engineering, technology, humanities & social sciences with a fast growing collection of books, journals, magazines both in print and digital format. It is housed on a four-storey building having a floor area of about **7500 sq. meter**. In-house services of the library are fully computerized and wi-fi facility is provided within library building for connecting to internet and accessing Institute's electronic resources. The sports facilities of the Institute are of international standard. The students graduating from this institute are motivated, bright, and very eager to perform after they graduate. Institute provides them quality education both in the classroom, and outside. IIT Guwahati has extensive facilities for cultural and creative activities too. For example, Technical Board promotes technology, creativity and innovation. IIT Guwahati helps in shaping up the bright minds with proper perspectives.

IIT Guwahati hosts two supercomputing facilities **PARAM-Kamrupa, 838 TF & PARAM- ISHAN, 250TF**, to carry out research activities in various scientific domains including forecasting weather and climate, bioinformatics, computational chemistry, molecular dynamics, artificial intelligence (AI) and machine learning and especially data science etc. Because of the excellent performance of the students of IIT Guwahati in all the fields of study and research, guided by the dynamic faculty members and with full support of the non-teaching employees, IIT Guwahati could feature in the coveted list young universities (under 50 years of age) of the world selected by the Times Higher Education (THE) magazine. IIT Guwahati is the only Indian entry to this elite list. IIT Guwahati continues to maintain its superior position even today in various International and national Rankings. IIT Guwahati gained **rank 32 globally** in the 'Research Citations per Faculty' category and overall **364 rank** in the **QS World University Rankings 2024** released recently. IIT Guwahati has retained the 7th position among the best engineering institutions of the country in the 'India Rankings 2023' declared by the National Institutional Ranking Framework (NIRF) of the Union Ministry of Education. IIT Guwahati has been also ranked 2nd in the 'Swachhata Ranking' conducted by the Govt. of India. IIT Guwahati has been ranked as the top-ranked University in 2019 for IT developers by HackerRank in the Asia-Pacific region. Also, IIT Guwahati ranks 6th globally in Sustainable Development Goal 7 (Affordable and clean energy) of the Times Higher Education Impact Rankings 2023.

*I cordially invite all prospective employers to visit **IIT Guwahati** and to participate in the on-campus placement and internship processes.*

*With Best Wishes,
P.K. Iyer*



Message from The Head of CCD

IIT Guwahati entered the elite list of the top 100 young universities of the world under 50 years in 2014. It is the best ranking for any Indian institute in the world university rankings. IIT Guwahati has been ranked 7 under the 'Engineering' category in the NIRF 2023 Ranking. IIT Guwahati gained rank 32 globally in the 'Research Citations per Faculty' category and overall 364 rank in the QS World University Rankings 2024. At this moment of pride and happiness, I take this opportunity to welcome you all.

In a short duration of over two decades, IIT Guwahati has been able to develop world-class facilities and resources. We are well recognized for our research and teaching facilities in India and abroad. IIT Guwahati has a vibrant academic ambience with a total student population of about 8600. There are eleven academic departments, five schools and nine interdisciplinary centres. The undergraduate programmes include B.Tech and B.Des. while postgraduate programmes comprise M.Tech, M.Des, MS(R), M.Sc., MA and MBA. In addition, all the academic departments/centres/schools offer PhD program.

Our students have continuously been able to display excellent potential and skill in their fields of academics and extra-curricular activities. Many of the students have visited foreign universities of repute to widen their knowledge and experience. The IIT Guwahati alumni are showing excellence in their respective fields. It is worth mentioning that recruiters from varied fields have responded very enthusiastically and rated our students very high. Their abilities are well attested by the excellent reports we receive from the recruiting companies.

We provide continuous support to the graduating students registered for placement by offering information and guidance. The Centre for Career Development (CCD) centrally handles all aspects of campus placements for graduating students. CCD looks after all the necessary activities for their placement. We have the required infrastructure to conduct parallel placement sessions, pre-placement talks, written tests, motivational talks, excellent accommodation arrangement in the guest house, etc., to organize campus hiring activities. Pre-final year undergraduate and postgraduate students participate in short-term (up to ten weeks) as well as long-term association (six months) internships. CCD also organises regular training sessions, webinars and seminars for students on soft-skill development.

Our CCD team take this opportunity to invite your esteemed organization to visit our campus for the recruitment of our students. It will be a great privilege for us to welcome you at the IIT Guwahati.

Thanks for your kind cooperation.

With best wishes,
Lalit Mohan Pandey



Message from The Head of Department

It gives me immense pleasure to introduce our B.Des. (Bachelor of Design) and M.Des. (Master of Design) students of 2024 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, and local community engagement, all preparing 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.

With best wishes,
Prof. Sougata Karmakar



Faculty of Design



Prof. Sougata Karmakar

Professor

Physical Ergonomics
Virtual Simulation
Cognitive Ergonomics



Prof. Amarendra Kumar Das

Professor

Industrial Design
Rapid Prototyping
Design for Disabled



Prof. Utpal Barua

Professor

Graphic Design
Design Drawing and Visualisation
Visual Design



Dr. Manoj Majhi

Associate Professor

Animation
Cartooning
Special Effects



Prof. D. Udaya Kumar

Professor

Visual Communication
Typography
Graphic Design



Dr. Keyur Sorathia

Associate Professor

Human Computer Interaction
Virtual Reality
Novel Interaction Methods



Dr. Mriganka Madhukailya

Assistant Professor

New Media Studies
Communication Design
Speculative Design



Shareka Iqbal

Assistant Professor

Architecture Design
Lighting Design
Parametric Modelling



Dr. Sharmistha Banerjee

Assistant Professor

Design for Sustainability
Bio-inspired Design
Medical Product Design

Faculty of Design



Dr. Abhishek Singh

Assistant Professor

Automotive Design
Product Design
Graphic Design



Dr. Pankaj Upadhyay

Assistant Professor

Industrial Design
Design for Social Innovation
Embodiment Design



Dr. Sheetal Gokhale

Assistant Professor

Graphic Design
Animation
Film & Visual Scripting



Dr. Abhishek Shrivastava

Assistant Professor

Interaction Design
Speech User Interfaces
New Media



Prof. Pratul Chandra Kalita

Professor

Design Management
Design Methods
Design for Development



Dr. Supradip Das

Assistant Professor

Product Design
Toy Design
Furniture Design



Dr. Urmi Salve

Associate Professor

Human Factor Engineering
Ergonomics
Research Methodology



Dr. Debayan Dhar

Associate Professor

Human Computer Interaction
User Experience Design
Usability Engineering



Dr. Shakuntala Acharya

Assistant Professor

Design for Education
Problem-based Learning
Sustainable Smart Cities

Faculty of Design



Dr. Ajeet Kumar

Assistant Professor

Additive Manufacturing
Advanced Product Design
Biomimetic Design



Dr. Santosh Jagtap

Associate Professor

Creativity and Problem Solving
Product Service Systems
User Experience Design



Prof. Prabin Kumar Bora

(Professor on contract)

Electronic Product Design
Image Processing
Computer Vision

Curriculum Bachelor of Design

B.Des. - Year I

- Introduction to Design
- Representation Techniques
- Elements of Design
- Applied Science for Design
- Tinkering Studio
- Electrical Sciences
- Engineering Drawing
- Sports and Games/ Performing Arts I
- Form, Order and Structure
- Principles of Visual Design
- Visualization and Illustration
- Introduction to Computing
- Computing Laboratory
- Basic Electronics Laboratory
- Engineering Mechanics
- Sports and Games/ Performing Arts II

B.Des. - Year II

- Introduction to Design
- Elements of Drawing
- Materials and Processes
- Photography and Videography
- Digital Imaging
- Design Drawing and Illustration Techniques
- Introduction to Design
- Elements of Form
- Plastics and Composites
- Fundamentals of Ergonomics
- Modelling and Simulation Techniques
- Graphic Representation Techniques
- Introduction to Graphic Design
- Introduction to Ergonomics

Curriculum Bachelor of Design

B.Des. - Year III

- Introduction to Interaction Design
- Design Methodology
- Design Analysis
- Product Design Modeling and Simulation
- Graphic Design Studio
- Design Project
- Physical Computing
- Product Analysis
- Indian Symbolology And Communication
- Photography Basics
- Product Design
- Applied Ergonomics
- Design Ergonomics
- System Approach to Design
- Art Design and Society
- Animation Fundamentals
- Fine Mechanics and Movements
- Tangible Interfaces
- Instructional Design and Multimedia
- Digital Media in Design
- Digital Media in Design
- Elements of Videography
- Animation Fundamentals
- Product Planning and Strategy

B.Des. - Year IV

- New Media Studies
- Design Project III
- Project – Phase I
- Media Study and Analysis
- Advanced Manufacturing and Processes
- Interactive Communication Project
- Furniture Design
- Design Management
- Design Management and Professional Practice
- Project Phase II
- Design Seminar
- Interdisciplinary Design Project
- Design Exhibition Project
- Project I
- Project II

Curriculum Master of Design

M.Des. - Year I

- Design: An Introduction
- Visual Design: Principles and Applications
- Ergonomics
- Design Methods
- Form Studies
- Graphic Design
- Design Project
- Product Design Prototyping & Advanced Manufacturing
- Interaction Design
- Creativity Innovation and Design Management
- Collaborative Design Methods for New Product Development
- New Media Studies
- Lighting Design
- Typography
- Digital Human Modelling and Simulation in Product

- Automobile Design
- Representation Techniques for Animation
- Tangible User Interfaces
- Ergonomics of Industrial Manufacturing
- System Design For Sustainability
- Graphic Design Studio
- Interaction to Toy Design

M.Des. - Year II

- Usability Engineering
- System Analysis and Information Design
- Environmental and Experimental Design
- Creativity and Innovation
- Product Detailing
- Thesis Project

Curriculum **M.Des. Electronic Product Design**

EPD - Year I

- Introduction to Industrial Design
- Product Design Methods
- Image Processing with Machine Learning
- Biomedical Devices
- Design of Embedded Systems
- Basics of Digital Signal Processing
- Pattern Recognition and Machine Learning
- IoT Enabled Smart Grids
- Bio signals in medical device design
- Fundamentals of Sensors and their Applications
- Ergonomics in Product Design
- Rapid Prototyping and Development
- Interaction Design
- Product Form and Structures
- Design for Environmental Sustainability

- Embodiment Design
- Systems thinking

EPD - Year II

- Thesis Project (Phase I)
- Expert Workshop
- Elective III
- Thesis Project (Phase II)

Design Labs



Proto Lab
Dr. Supradip Das



Usability Engineering Lab
Dr. Debayan Dhar



Visual Communication Studio
Prof. D. Udaya Kumar and
Dr. Sheetal Gokhale



New Media Lab
Dr. Mriganka Madhukailya



Design Future Studio
Dr. Abhishek Shrivastava



**Design & Technology
Management Lab**
Prof. Pratul Chandra Kalita



Embedded Interaction Lab
Dr. Keyur Sorathia



Ergonomic Lab
Prof. Sougata Karmakar



**Sustainability & Social
Innovation Lab**
Dr. Sharmistha Banerjee

Design Labs



Visualization Lab

Prof. Utpal Barua



Fine Mechanics Lab

Prof. Amarendra Kumar Das



Kinesis/ Automotive Styling-Lab

Dr. Abhishek Singh



Multimedia Animation Communication & Mobilization Lab

Dr. Manoj Majhi



Design for Additive Manufacturing & innovation

Dr. Ajeet Kumar



Bamboo Studio

Dr. Supradip Das

51

Students

Bachelors in Design

Batch of '24



33

Students

Masters in Design

Batch of '24



29

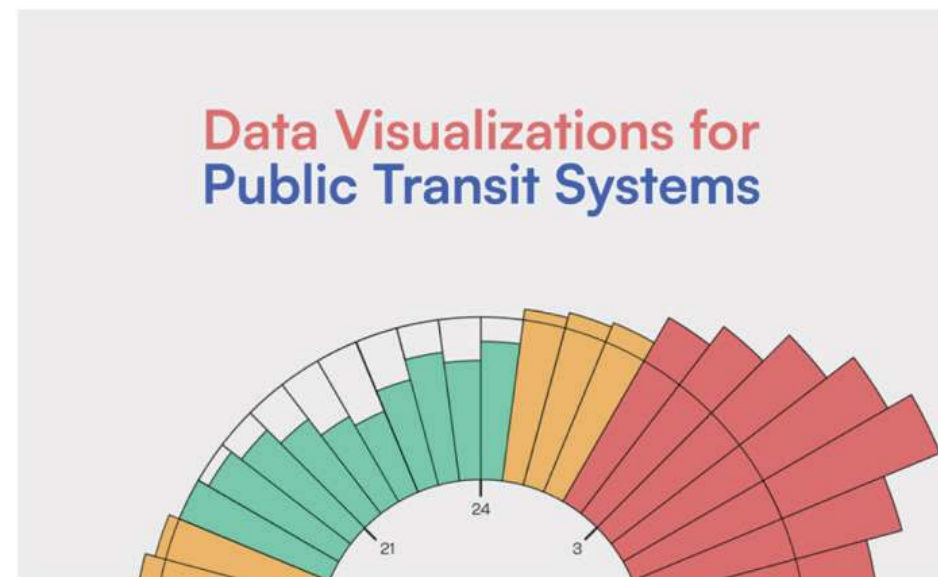
Students

Electronic Product Design

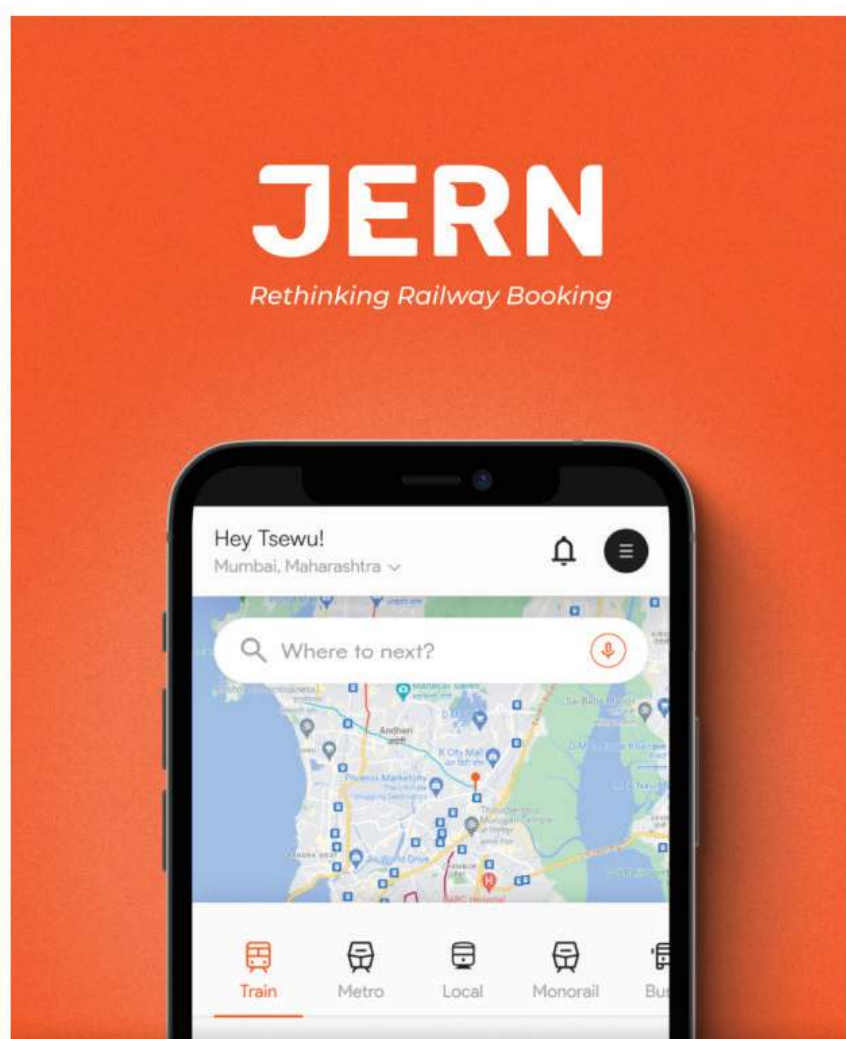
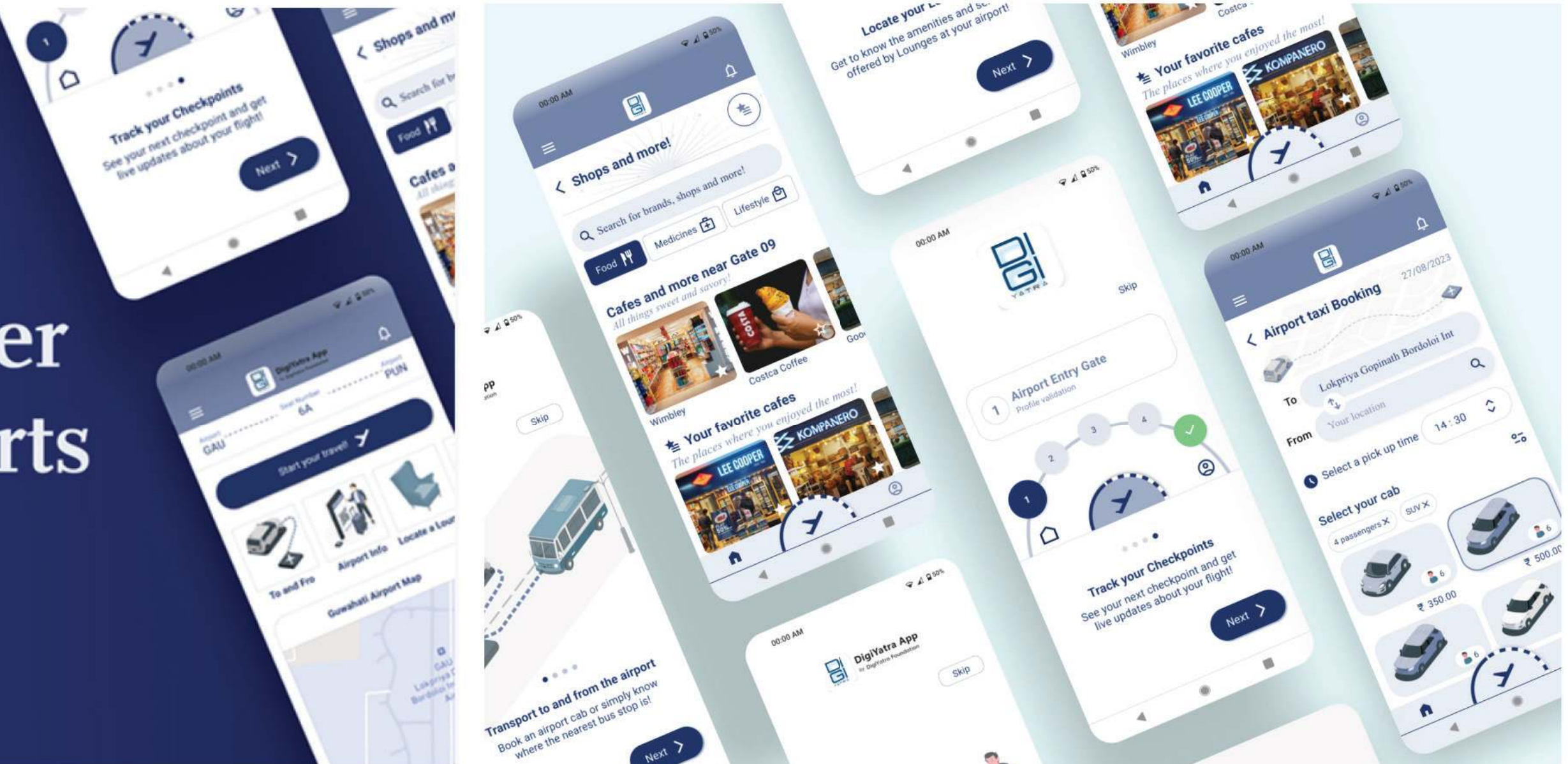
Batch of '24



Interaction Design



Enhancing Passenger Experience at Airports



Demeter World
Demeter Commerce Private Limited

Harsh Parashar
UX/UI Designer

Design Internship Work Showcase
Mar - May '23

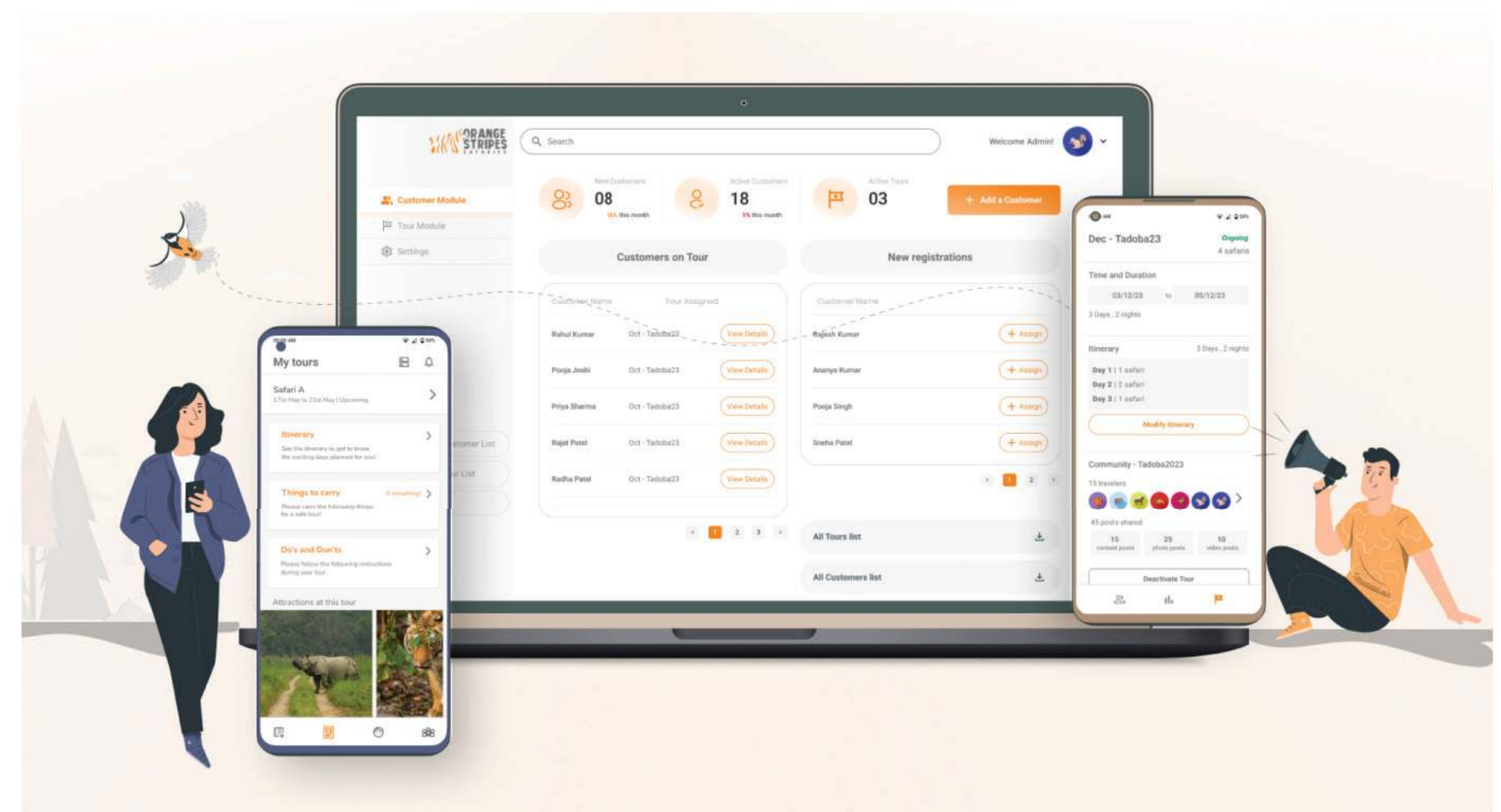
THE SHOE FACTORY
UX Design Project

GLOBAL SOURCING HUB OF AGRICULTURE PRODUCTS

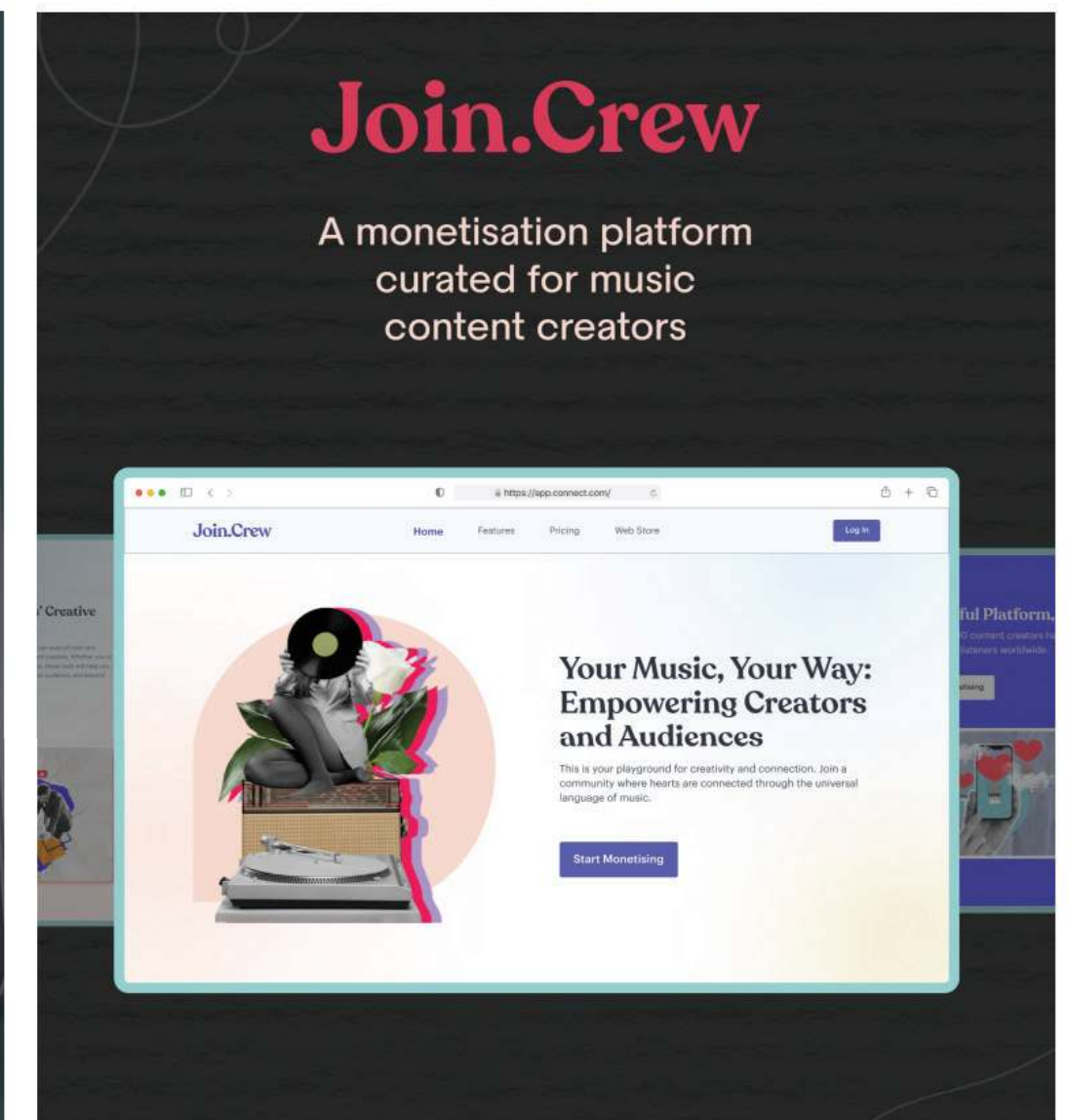
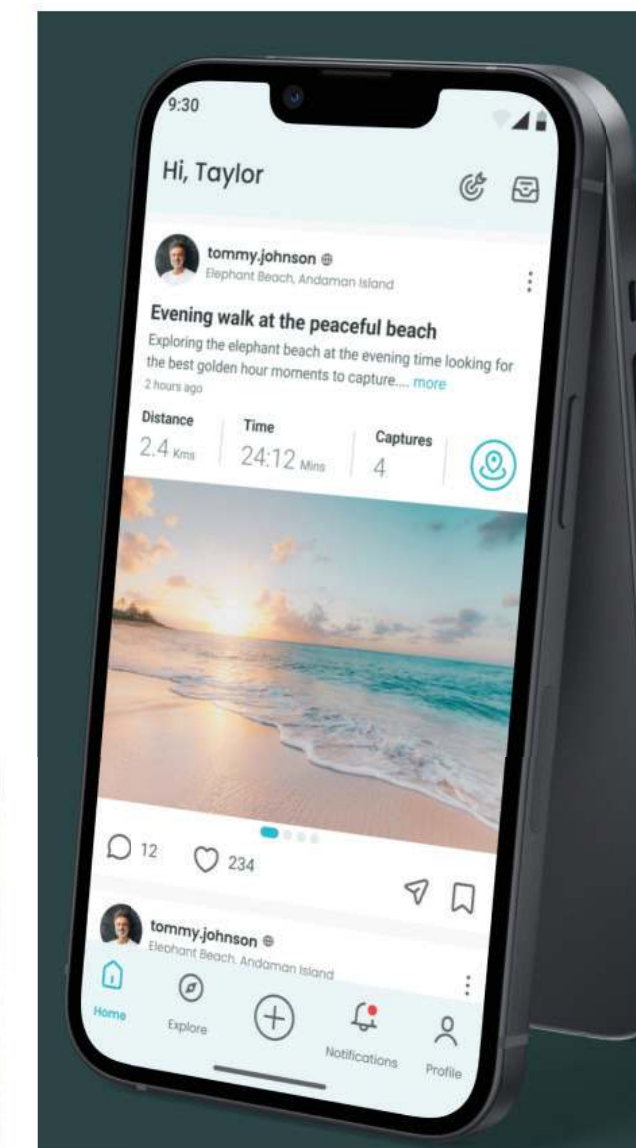
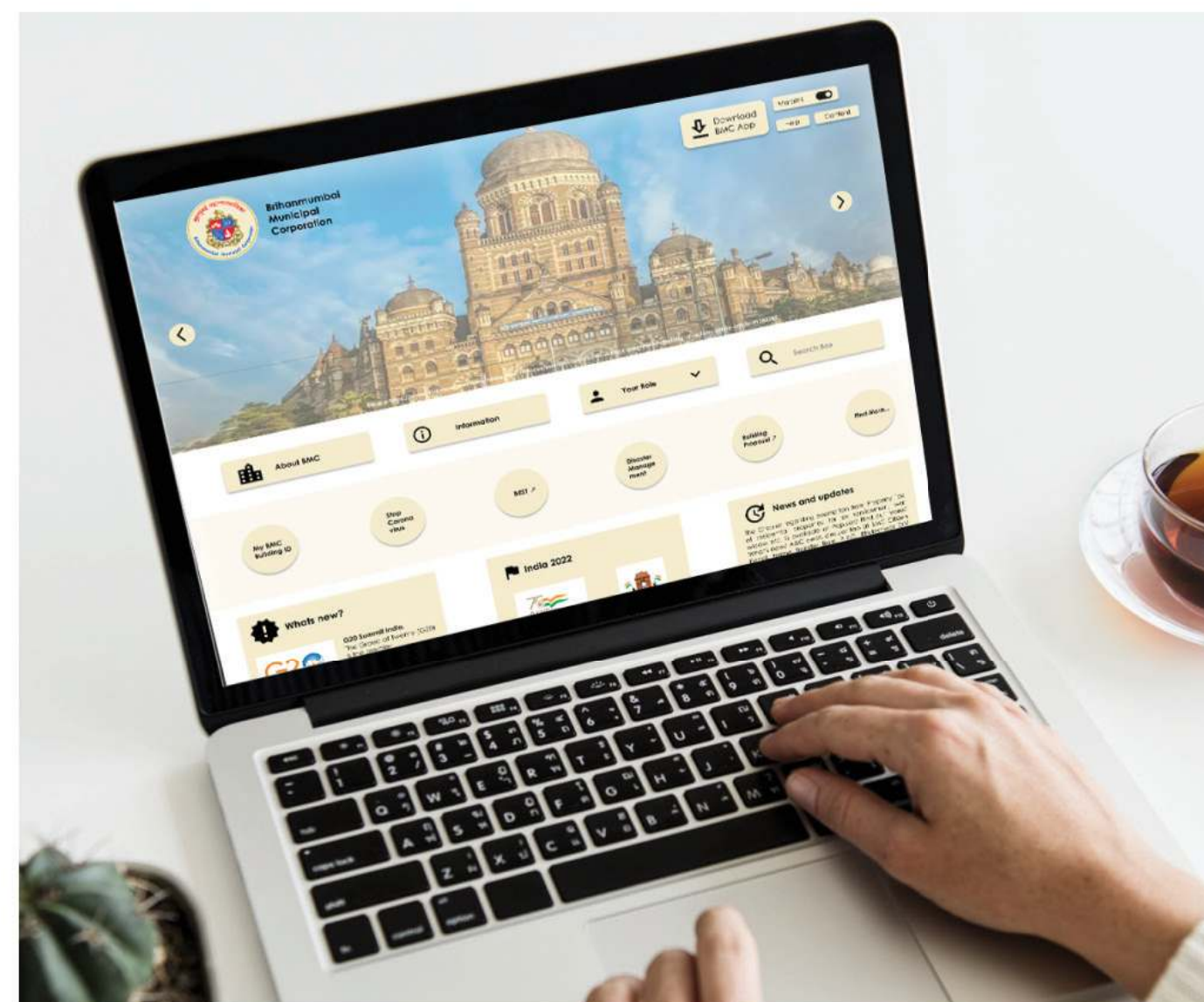
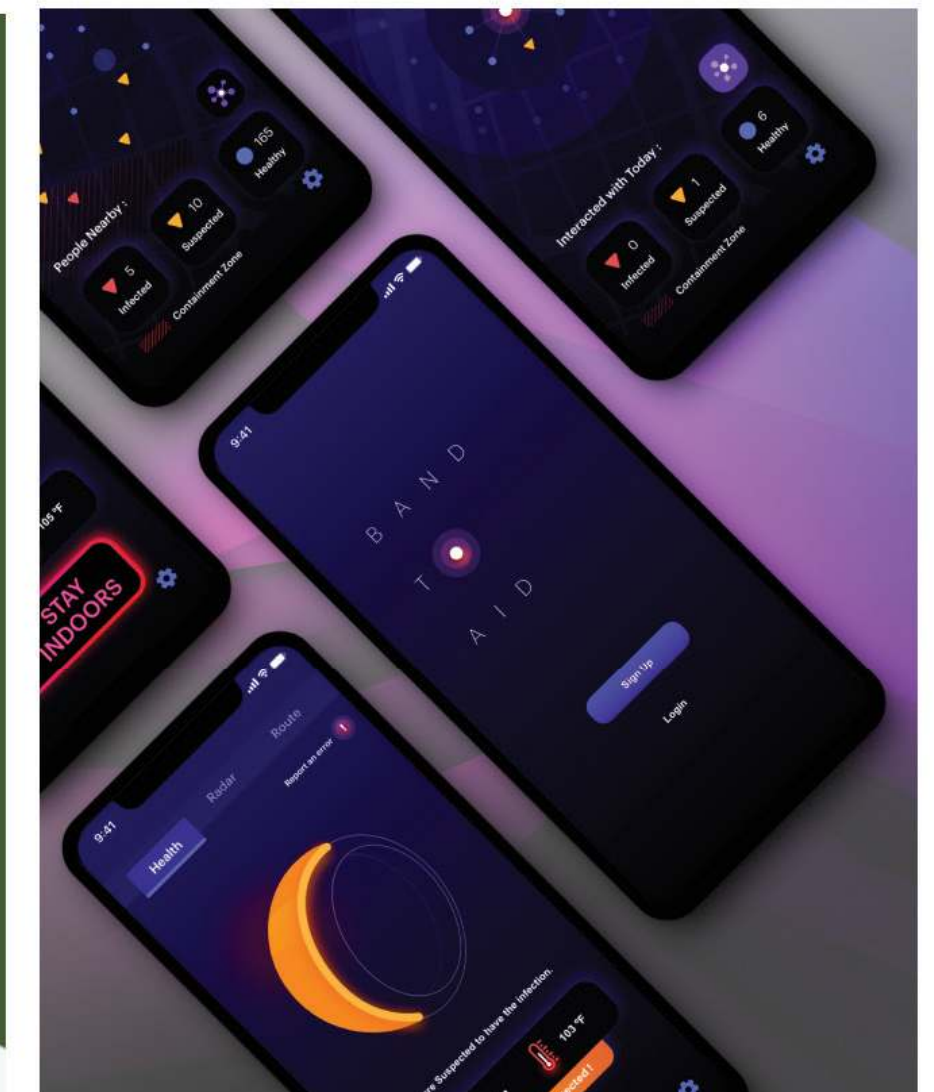
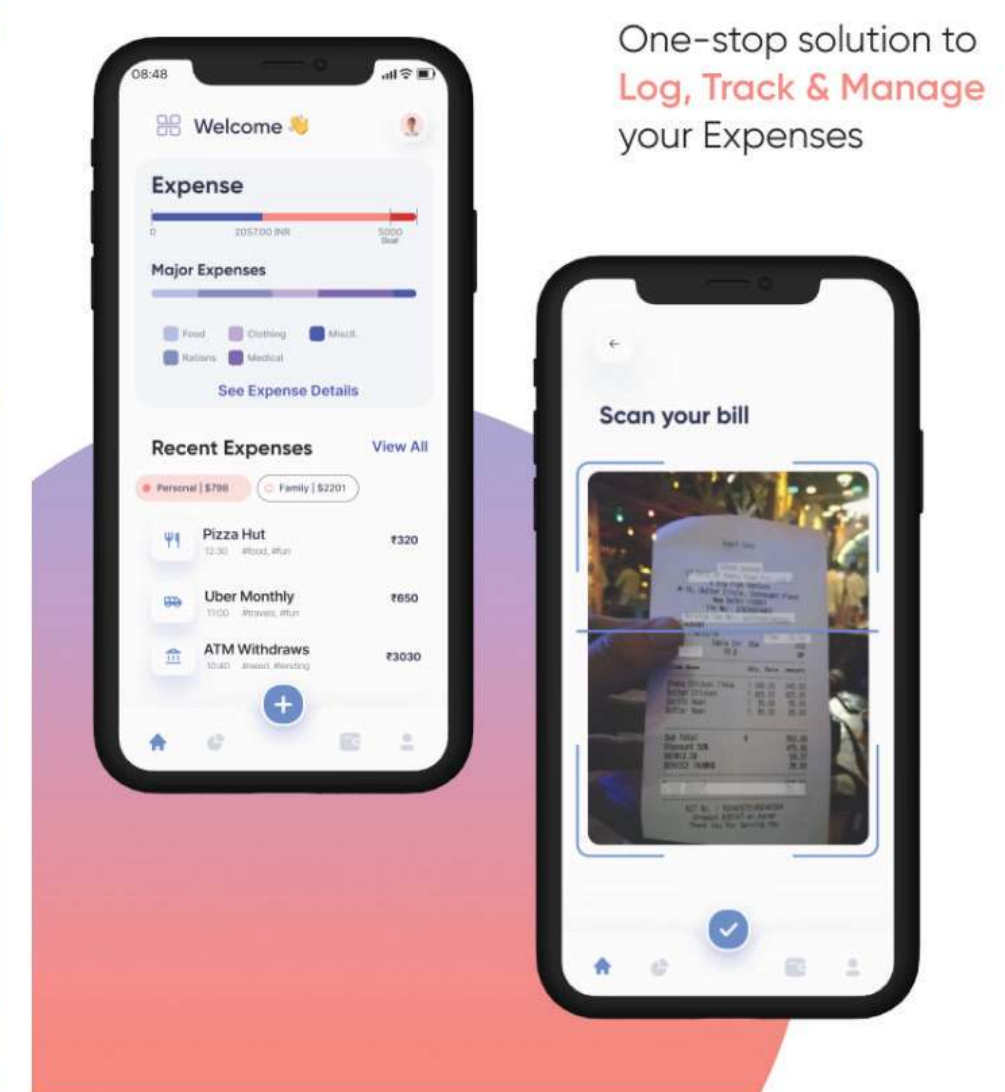
Welcome
To the next-generation shoe store
Your one-stop for all kind of footwear needs

Showcase of Website UX Design and Branding Work for Design Internship at Demeter World

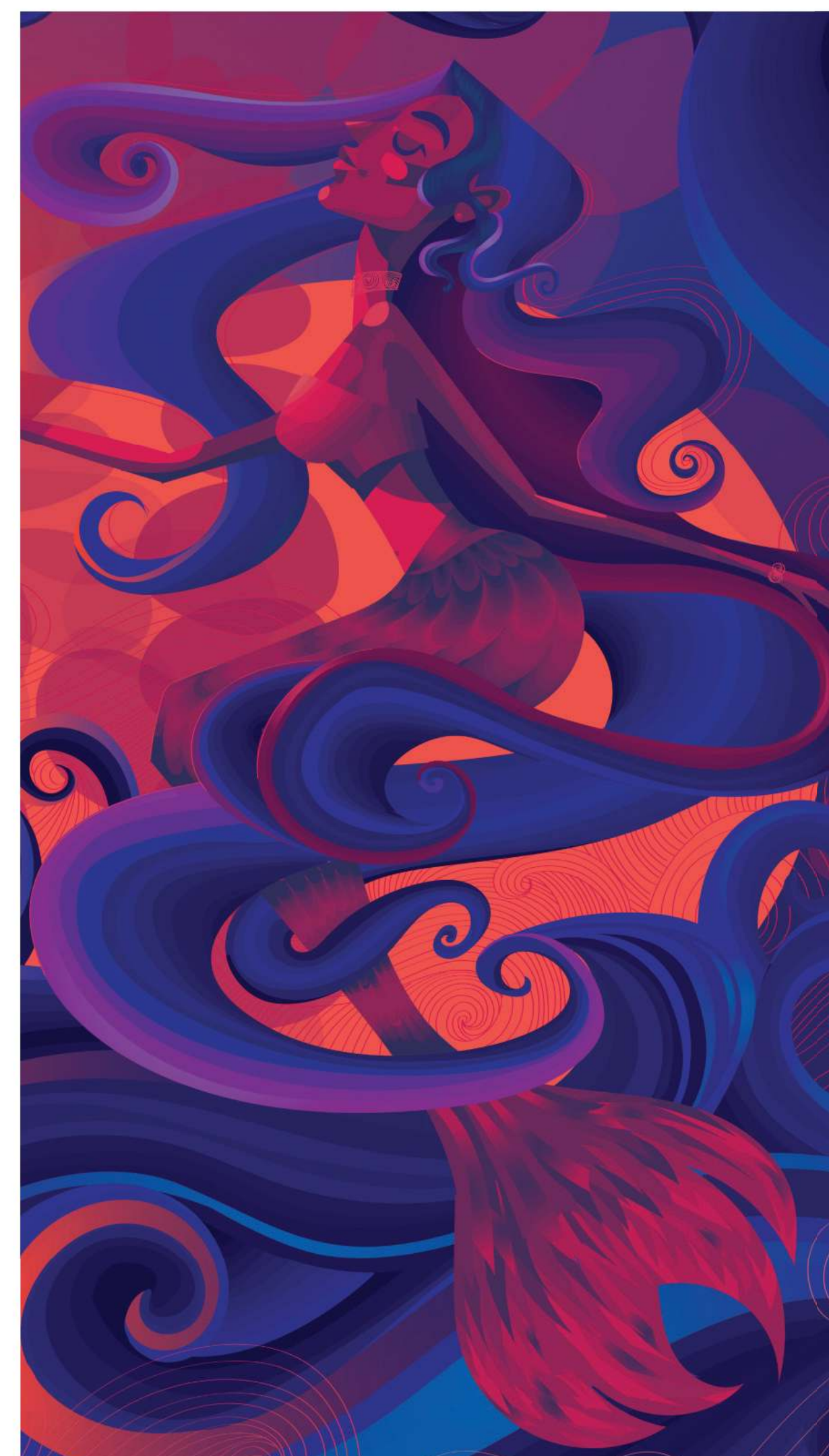
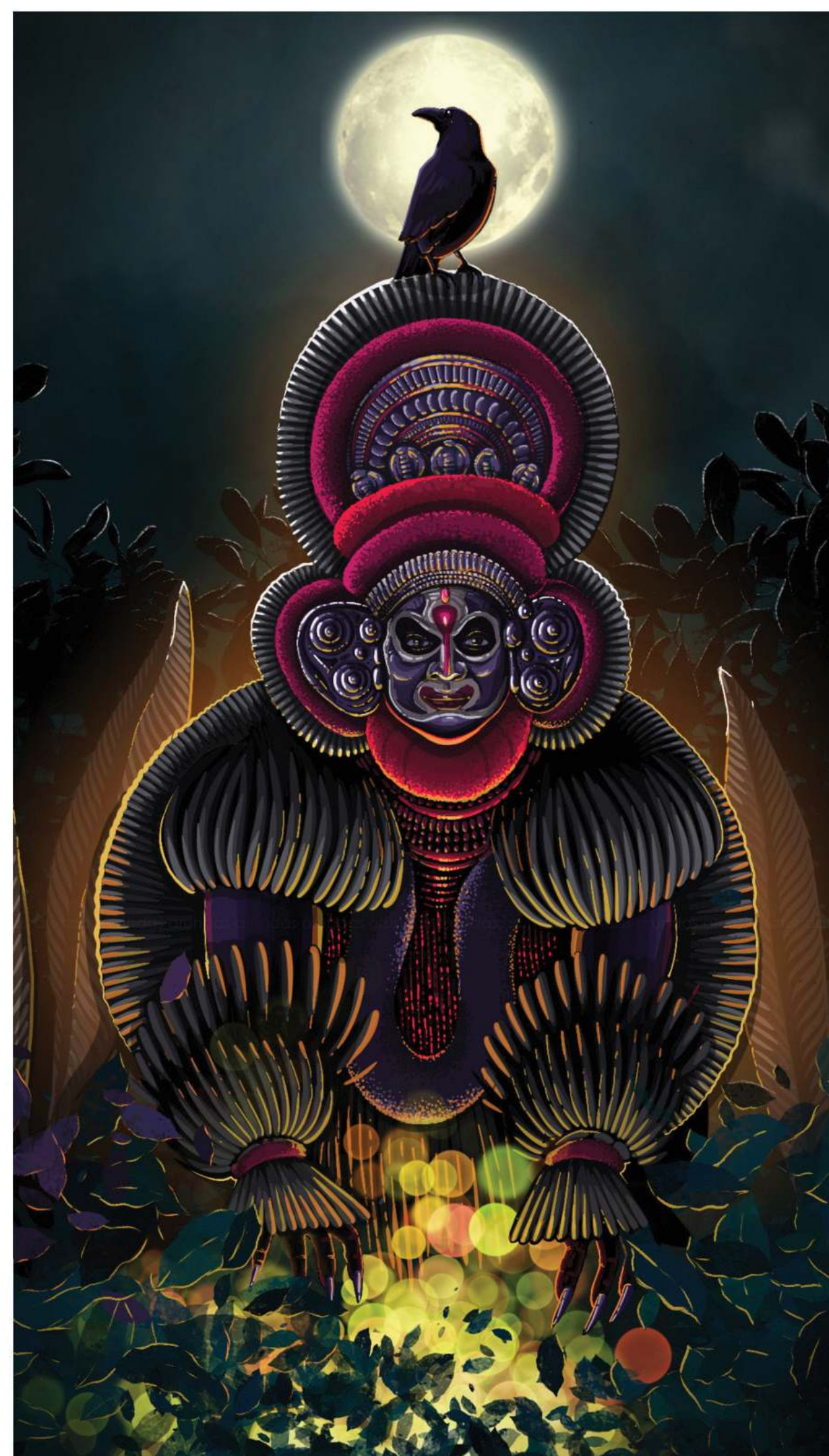
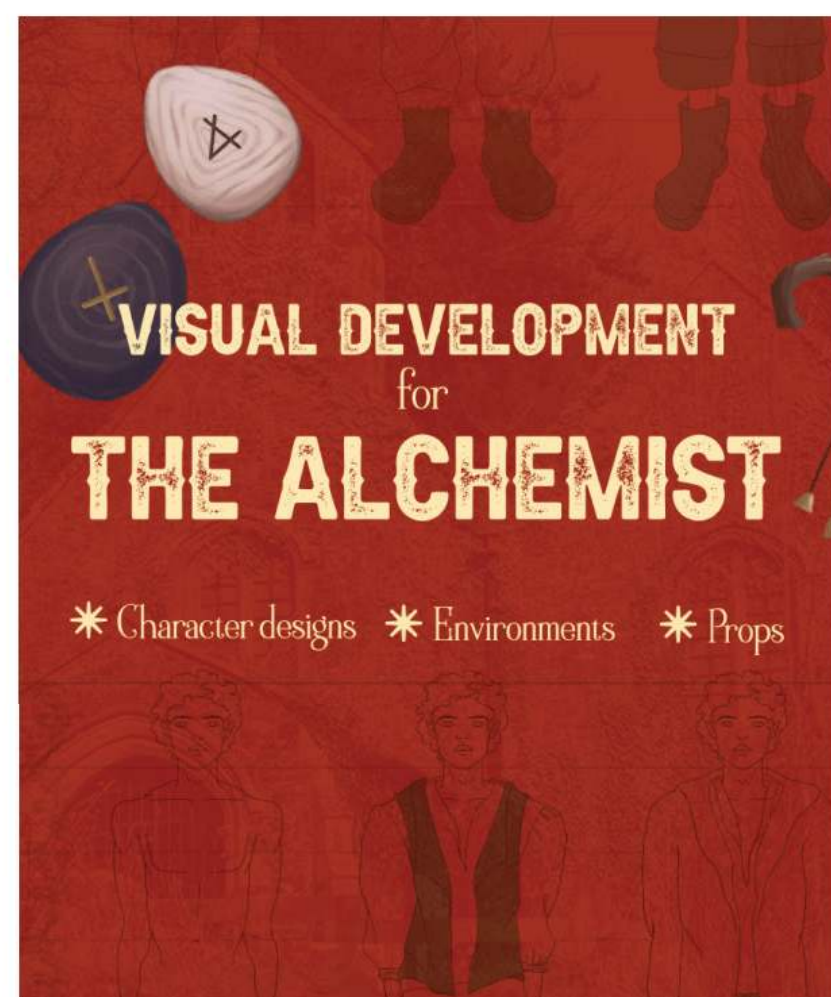
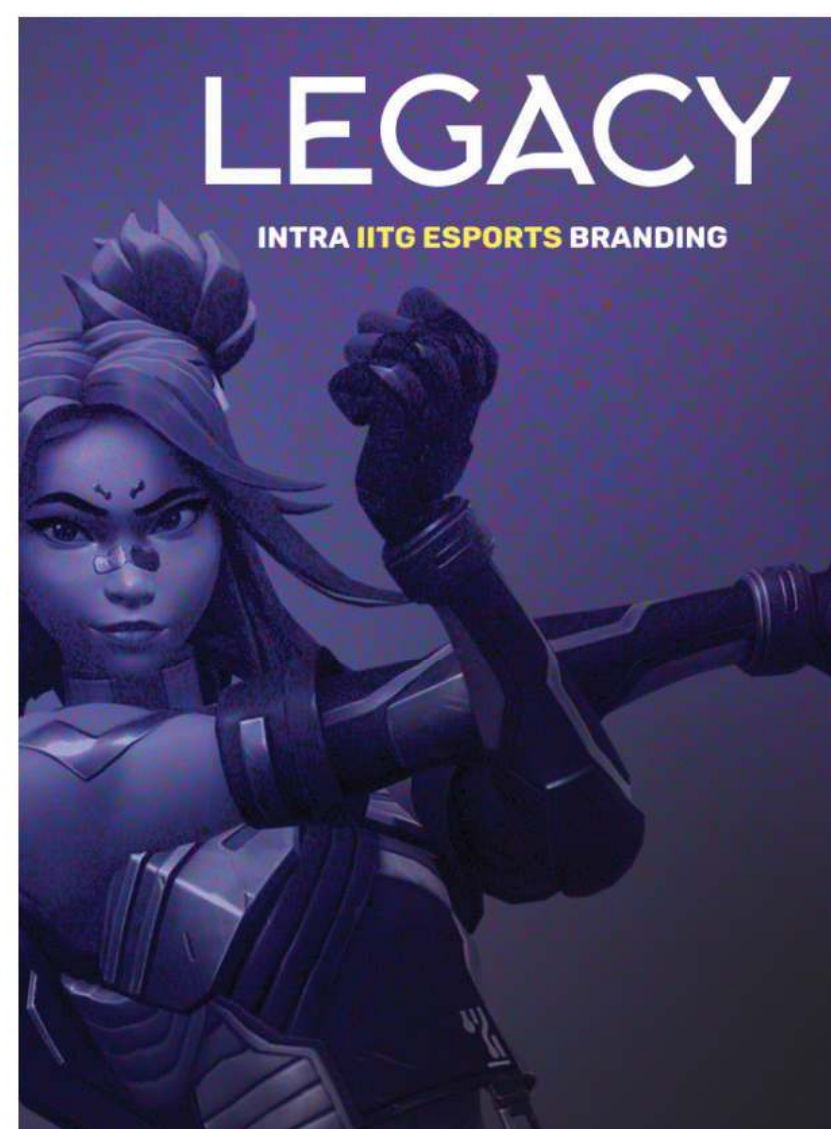
Designing a seamless shopping experience for users to find the perfect pair, quickly and easily.



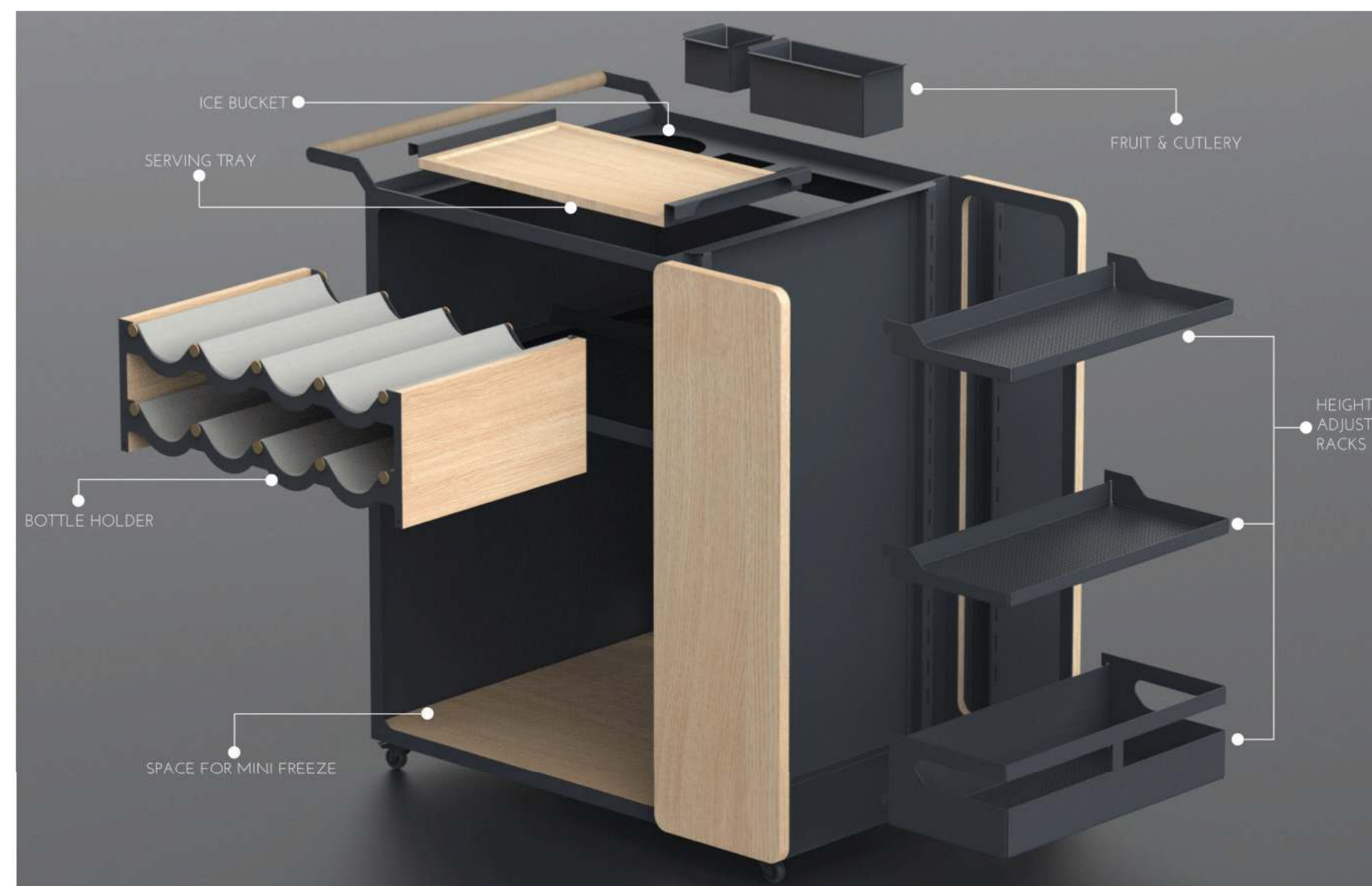
Interaction Design



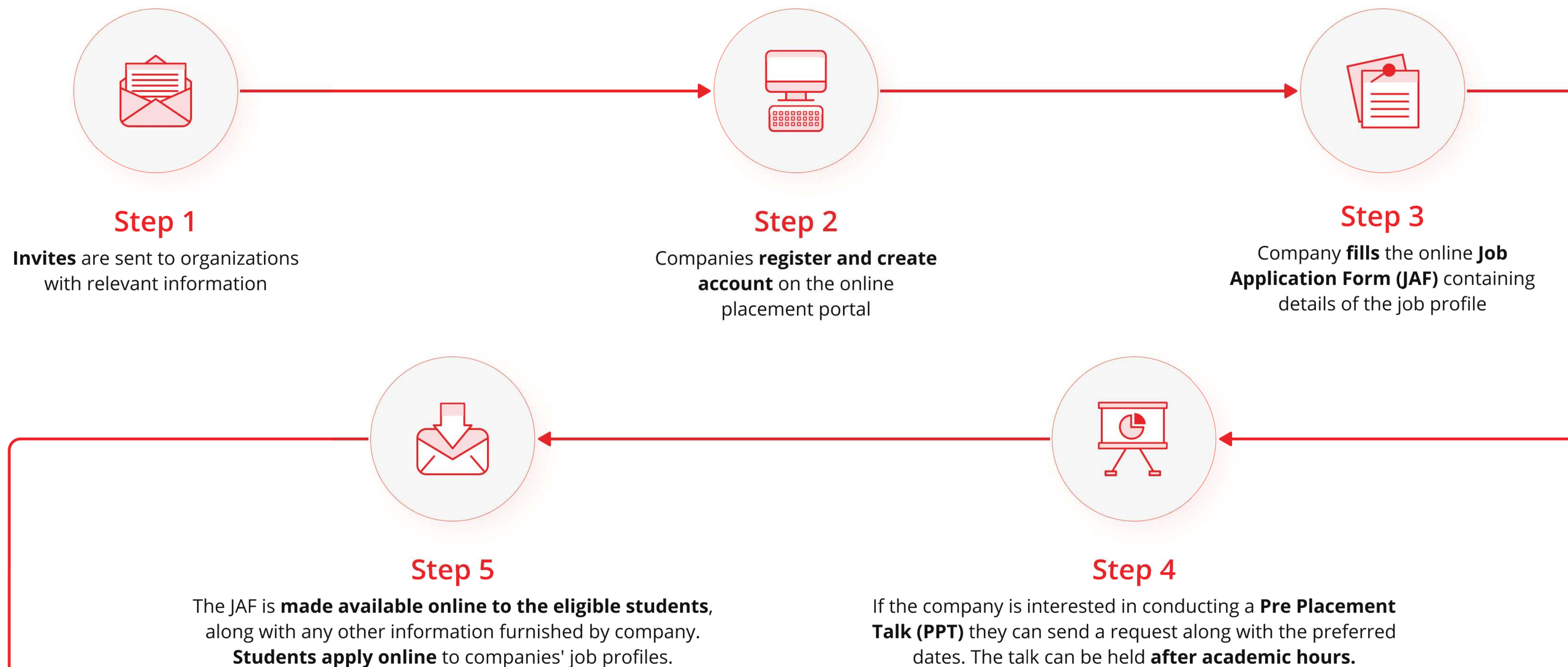
Visual Design



Product Design



Hiring Process





Step 6

The **resumes of all interested students** become available to the company (view/download) on their portal account. Organisations can **short-list students**. Companies are also requested to **maintain a waitlist of students** who can be interviewed in the event of non-availability of some of the shortlisted students.



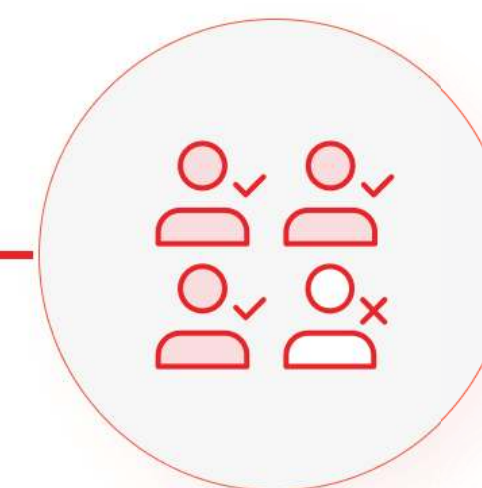
Step 7

Companies **visit the campus** on the **allotted date(s)** and conduct tests and/or interviews according to their **selection procedure**



Step 9

The CCD Office also **coordinates the signing of offer letters** by students who have been selected to ensure that they reach the company/organisation as early as possible



Step 8

The company has to **furnish the final list of selected students** soon after the **completion of the selection procedure**. As per the placement policies of the institute, as soon as a student is offered a job, he or she is ineligible to continue in the selection processes of other companies.

Past Recruiters

Industry



















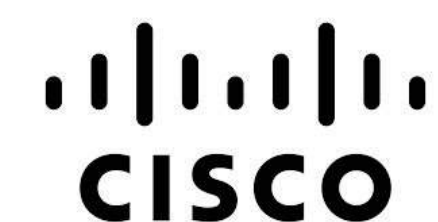



Academic Collaborations

- MIT Media Labs
- Carnegie Mellon University
- Northeastern University
- University of British Columbia
- Hanyang University
- KAIST
- University of Ghent
- TU Berlin
- TU Delft
- Carleton University
- Canada Karlstad University
- Sweden EPFL
- Middlesex University



HCL



ATLASSIAN



Deloitte.

Gainsight

Flipkart 

 Myntra



brillio

APPDYNAMICS
part of Cisco

infoedge

Groww

paytm



DevRev

ATHER

AngelOne



GAN.ai



BCG
BOSTON
CONSULTING
GROUP

CarTrade



ENPHASE.

Placement **Coordinators**



Deep Shikha

Student Placement Coordinator

+91 8790385384

s.deep@iitg.ac.in



Dr. Abhishek Shrivastava

Faculty-in-charge (Student Placement)

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www.iitg.ac.in/ccd

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Assam, India - 781039