



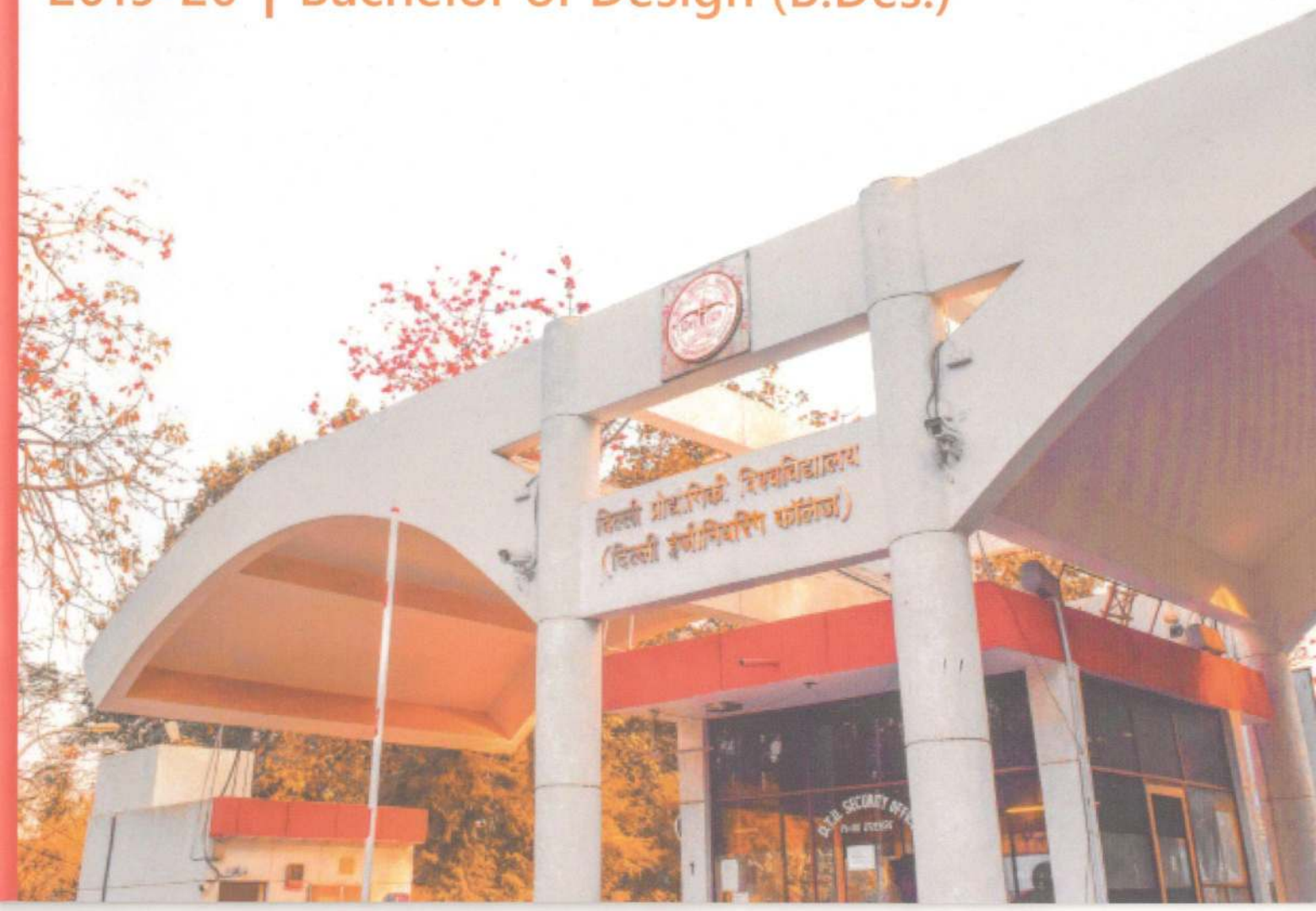
DELHI TECHNOLOGICAL UNIVERSITY

(formerly Delhi College of Engineering)

Govt. of NCT of Delhi

Admission Brochure

2019-20 | Bachelor of Design (B.Des.)



Important Dates

S. No.	Activity/ Event	Date
1.	Advertisement in newspapers	05.06.2019
2.	Opening of website for online registration*	08.06.2019, 10:00 am Onwards
3.	Last date for Online Registration	30.06.2019, 12:00 pm Midnight
4.	Merit list of candidates for 1 st round admission and waitlist on DTU website	04.07.2019
5.	1 st Round of admission at DTU(Selected candidates are required to report along with original documents and bank draft for fee deposit)	08.07.2019
6.	Display of vacant seats for 2 nd round on the DTU website	11.07.2019
7	2 nd Round of admission(Selected candidates are required to report along with original documents and bank draft for fee deposit)	15.07.2019
8.	Display of vacant seats for 3 rd round on DTU website	22.07.2019
9.	3 rd Round of admission also the LAST DATE of Admission at DTU	30.07.2019
10.	Display of Vacant Seats for Spot Round on the DTU website**	06.08.2019
11.	Spot round of admissions at DTU(Selected candidates are required to report along with original documents and bank draft for fee deposit)	14.08.2019

Note: Candidates are advised to read the brochure carefully and to visit the DTU website www.dtu.ac.in regularly for updates and other details about the entire online admission process.

*Candidates having valid UCEED 2019 score are required to apply. On the basis of the merit, candidates will be offered admission to B.Des. Programme. Visit the DTU website www.dtu.ac.in | www.dtuadmissions.nic.in

**Seats may fall vacant after 06.08.2019 also. For updated list visit DTU website.



Delhi Technological University

(Formerly Delhi College of Engineering)

Govt. of NCT of Delhi

Admission Brochure

**Bachelor of Design (B.Des.)
2019-2020**



दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY



(Formerly Delhi College of Engineering)

Prof. Yogesh Singh
Vice-Chancellor

E-mail: vcdtu@dce.edu



Message

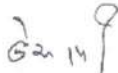
Delhi Technological University was upgraded from Delhi College of Engineering by the Government of NCT of Delhi in 2009. The University has an illustrious history spanning over eight decades. The university was initially established with the name of Delhi Polytechnic in the year 1941 to cater to the needs of Indian industries for trained technical manpower with practical and sound theoretical knowledge.

The Four Year B. Des. Programme has been prepared by experts drawn from top-notch institutes and universities. The programme structure is directed towards development of the ability to transform an abstract idea into everyday functional and usable products and services. Managers can fine tune business competitiveness with 'design thinking' that inherently has metamorphism, empathy, rationalism, empiricism, and systems thinking in its foundation.

Design links science, technology, aesthetics and humanistic values with overarching goal of sustainable growth and competitiveness. Department of Design has been established to provide facilities for design and other related programmes. Design Department is envisioned to provide excellent education, training and research through Bachelor of Design and other programmes.

The B.Des program at DTU was started in the year 2018-19 at the Department of Design. It gives me great pleasure to see that in just one year, the Department of Design has become a vibrant centre for academics as well as design related activities. I believe this is just a start and the Department will achieve great success in realizing its vision in the coming years. I would like to congratulate the Head of Department, the Faculty and the students for the accomplishments of the Department in its first year of operation.

I extend my best wishes to all budding designers who are joining B. Des. Programme to enhance the learning experience.


(Yogesh Singh)



दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY



(Formerly Delhi College of Engineering)

Prof. S. K. Garg
Pro Vice-Chancellor



E-mail: skgarg@dce.ac.in
skgarg63@yahoo.co.in

Message

I am happy to share that Delhi Technological University is starting admission to its various programmes for the academic year 2019-20.

Among India's premier institutions for higher education, Delhi Technological University has always ranked high in the wish list of candidates around the country. With over 75 years of service to humanity, DTU has forever held its own as an institute of great eminence and repute. The DTU alumni have made us proud throughout the history of this University and set excellent examples in every possible career domain.

At Delhi Technological University, we believe in student centered, industry relevant practices in which developing the society conscious student is at the core of all discussion, deliberation and decisions. With comprehensive curricula and highly competent faculty, the student is bound to emerge from DTU a confident, able professional with the right skills to become an important part of the industry. For academic and professional growth, students are encouraged to explore various subjects through Choice Based Credit System curriculum and myriad of extra-curricular activities for growth outside the classroom.

It is my immense pleasure that year after year, brilliant students from all over India and now from abroad are considering DTU as their destination for education and career building. My best wishes to all of you.

(S.K. Garg)



दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)



Prof. Ranganath M. Singari
Head of Department



E-mail: ranganath@dce.ac.in

Message

Delhi Technological University has a strong tradition of academic excellence, harnessing the power of interdisciplinary thinking, and blending academia with practice. The Department of Design has been established to emerge as a centre of excellence to promote design thinking, innovation and creativity.

The combination of a flexible curriculum, a wide array of learning opportunities and a conducive learning environment is the hallmark of the Design programme of Department of Design. Our invaluable and lifelong alumni network also provides a strategic advantage to the students looking to excel in the corporate, government and social sectors.

The goal of the B. Des. Programme is to develop students as innovative designers providing a strong foundation in the discipline along with a vast exposure to the Industry and numerous ideas.

Within just one year the students of the Department of Design have taken the college by storm. Almost all students are integral parts of every college society, sports team and other co curricular teams, even holding leadership positions in their first year. In addition, the students have also won numerous accolades in inter-college competitions.

With our very own building for the Department of Design already in construction and an emphasis on seeing the bigger picture from the social, technological and business perspective, our rich curriculum and renowned faculty, we are poised to make a mark upon the world.

Dear aspirants, I invite you to join us in our journey towards excellence and be a part of an inspiring and deeply rewarding learning experience.

(Ranganath M. Singari)

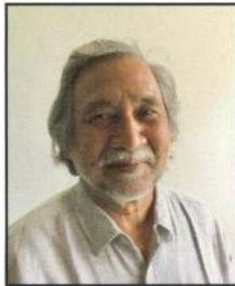


दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)



Prof. Lalit K. Das
Honorary Distinguished Faculty



E-mail: lalitdas@dtu.ac.in

Message

Man made world is changing at an accelerating pace. It is doubling every 10 years. 100 years in the 21st century will be more like 20,000 years of technological change. Realizing this, Delhi Technological University has initiated design education for humanizing technology through design and empowering mankind through designed technological development. As human aspirations and desire for global wellness advance, it will be challenging for designers to create the world of tomorrow that is inclusive, respectful and empowering not only to humankind but also the planet Earth. At DTU, we have built an excellent team of full time and expert visiting faculty. The laboratories will be the best in Delhi. We want to produce the best designers.

As we move into the second year of admissions, here is an opportunity to convert your aptitude into passion and profession for better tomorrow.

Welcome to a career in Design at the Department of Design, DTU.

(Lalit Kumar Das)

Contents

1. General Information	1
2. Programme	3
3. Admission Eligibility	5
4. Seat Matrix	7
5. International Admissions	13
6. Application Process	14
7. Fee Structure	16
8. Withdrawal / Refund Policy	18
9. Documents Required	19

Contents

10. Admission Schedule with Important Dates	20
11. Course Structure	21
12. Infrastructure	26
13. Faculty @ DOD	30
14. Experts Visited	38
15. Board of Studies Members	40
16. Students @ DOD	41
17. Certificates and Formats	48

1 General Information

Delhi Technological University

Delhi Technological University (formerly known as Delhi College of Engineering) is one of the most well-known engineering institutions in India, with over 76 years of glorious tradition behind it. A non-affiliating, teaching, and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry. It aims to cause a major departure from the conventional system of education and research and aspires to imbibe a culture of scientific research in its management and technology disciplines and develop scientific temper by providing a seamless environment for integration of science, engineering, and management. The University also endeavors to provide the thrill of a corporate R&D environment with a planned focus on industry relevant projects. DTU has consistently been ranked among the top institutions of the country in reputed surveys.



Vision

"To be a world class university through education, innovation and research for the service of humanity"

Mission

1. To establish centres of excellence in emerging areas of science, engineering, technology, management, and allied areas.
2. To foster an ecosystem for incubation, product development, transfer of technology, and entrepreneurship.
3. To create an environment of collaboration, experimentation, imagination, and creativity.
4. To develop human potential with analytical abilities, ethics, and integrity.
5. To provide environment friendly, reasonable, and sustainable solutions for local & global needs.



2 Programme

Department of Design

Strategic role of design through innovation in enhancing national and industrial competitiveness is universally recognized and underpins the national policy of Govt. of India. The strategy to achieve this vision seeks spot light on strengthening quality design education and usages of design in different sectors.

In furtherance of this national design vision, Delhi Technological University has decided to provide facilities for excellent design education, research and training to suit the needs of the society.

Department of Design is envisioned to pursue excellence in design thinking, design scholarship and design practice for the betterment of society in a holistic manner.

Design is viewed as a driver of innovation and is recognized as key differentiator for providing competitive edge to products and services. It involves an integrated humanistic approach to design products, services and systems. It seeks to delve deeper in understanding of technological, commercial and societal context in conception, developments, and delivery of innovative products and services as well as tools, techniques, and methods required in the practice of design suitable to environment.

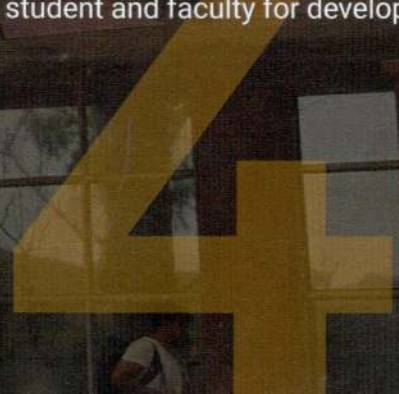


Vision

"To pursue excellence in design thinking, design scholarship, and design practice for the betterment of humanity and planet earth."

Mission

1. To develop centres of excellence in service design, interactive design, product design, visual communication, and allied areas.
2. To attract and nurture quality faculty with empathy having a passion for growth of self and others.
3. To attract energetic, innovative students and enable them to emerge as creative and caring design professionals.
4. To create facilities for incubation, product development, transfer of technology, and entrepreneurship.
5. To provide courses and facilities for other than design department student and faculty for developing inter-disciplinary activities and projects.



Admission Eligibility

Admission to Four Year Bachelor of Design (B. Des.) Programme is on the basis of UCEED 2019 Score.

No of Seats: 60

Delhi: 85%

Outside Delhi: 15%

Course duration: 4 Year

Delhi Region Candidates (85% of seats): Aspirants passing the qualifying examination from a recognized School / College / Institute located within the National Capital Territory (NCT) of Delhi will be considered for Delhi Region only.

Outside Delhi Region Candidates (15% of seats): Aspirants passing the qualifying examination from a recognized School / College / Institute located outside the National Capital Territory of Delhi will be considered for Outside Delhi Region only.

Note: If the centre of examination is located in the N.C.T. of Delhi, the aspirant shall be considered under the Delhi Region and if the centre of examination is located outside N.C.T. of Delhi, he/she shall be considered under the Outside Delhi Region.

Eligibility

The candidate should have passed the qualifying examination as given below: from any STREAM (Science, Commerce, and Arts & Humanities) are

eligible.

Senior School Certificate Examination (12-year course) of the Central Board of Secondary Education (CBSE), New Delhi.

Indian School Certificate Examination (12-year course) of the Council for Indian School Certificate Examination, New Delhi.

Any other examination recognized as equivalent to the Senior School Certificate Examination of CBSE.

The final examination of the 10+2 system, conducted by a Central or State Board recognized by the Association of Indian Universities (www.aiuweb.org).

- Intermediate or two year Pre-University examination conducted by a Board of University recognized by the Association of Indian Universities.
- Final examination of the two-year course of the Joint Services Wing of the National Defence Academy.
- Senior Secondary School Examination conducted by the National Institute of Open Schooling with a minimum of five subjects.
- Any Public School, Board, or University examination in India or a foreign country recognized as equivalent to the 10+2 system by the Association of Indian Universities (AIU).

- H.S.C vocational examination.
- A Diploma recognized by the All India Council for Technical Education (www.aicte-india.org) a State Board of Technical Education of at least 3 years duration.
- General Certificate Education (GCE) examination (London, Cambridge or Sri-Lanka) at the Advance level.
- High School Certificate Examination of the Cambridge University or International Baccalaureate Diploma of the International Baccalaureate Office, Geneva.
- Candidates who have completed Class XII (or

equivalent) examination outside India or from a Board not specified above should produce a certificate from the Association of Indian Universities to the effect that the examination they have passed is equivalent to the Class XII examination.

- In case the Class XII examination is not a public examination, the candidate must have Passed at least one public examination (Board or Pre-University)

Note: Aspirants who have appeared at the annual examination in the year 2019 and have been placed in compartment will not be eligible for admission for the year 2019.



Seat Matrix

	Delhi			Outside Delhi			
		CW	PD		CW	PD	Total
General	23	2	1	5	0	0	31
OBC	12	1	1	2	0	0	16
SC	7	0	1	1	0	0	9
ST	3	0	0	1	0	0	4
Total	45	3	3	9			60
SG	1						1
TP	1						1
KM	1						1
Grand Total							63

Reservation Policy

- Scheduled Caste (SC):** 15% of the total seats are reserved for Scheduled Caste candidates.
- Scheduled Tribe (ST):** 7.5% of the total seats are reserved for Scheduled Tribe candidates.
- Other Backward Class (OBC- NCL):** 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates. Please refer to Delhi governments list for OBC.
- Defence (CW):** 5% of the total seats in each category are reserved for candidates belonging to Defence sub-category in the following priority:
 - Priority I** - Widows/wards of Defence Personnel / Para - Military Personnel killed in action.
 - Priority II** - Wards of Defence personnel and ex-servicemen/ Para Military Personnel disabled in action and boarded out from service with disability attributed to military service.
 - Priority III** - Widows/wards of Defence Personnel/ Para-Military Personnel who died in peace time with death attributable to Military Service.

Sub-categories namely 'Defence' and 'Differently Abled Person' are available under each category (General, SC, ST, OBC-NCL).

Priority IV - Wards of Defence Personnel / Para Military Personnel disabled in service and boarded out from service with disability attributed to military service.

Priority V - Wards of serving Defence Personnel and ex-servicemen Para-Military / police personnel who are in receipt of the following Gallantry Awards:

S. No.	Awards
1	Param Vir Chakra
2	Ashok Chakra
3	Sarvottam Yuddh Seva Medal
4	Mahavir Chakra
5	Kirti Chakra
6	Uttam Yuddh Seva Medal
7	Vir Chakra
8	Shaurya Chakra
9	Yuddh Seva Medal
10	Sena / Nau Sena / Vayu Sena Medal**
11	Mention-in-Despatches
12	President's Police Medal for Gallantry**
13	Police Medal for Gallantry**

Priority VI - Wards of Defence Ex-servicemen.

Priority VII - Wards of Serving Defence personnel.

Note:

**** These medals are awarded for Gallantry as well as for distinguished service. Accordingly, it is notified in correspondence as under:**

- Sena Medal (G)/ NauSena Medal (G)/ VayuSena Medal (G) for the medal awarded for Gallantry.**
- Sena Medal (D)/ NauSena Medal (D)/ VayuSena Medal (D) for the medal awarded for Distinguished Service.**

However, for the purpose of reservation, only notification which states that the Medal has been awarded for Gallantry will be accepted and the Medal for Distinguished Services will not be accepted.

- Differently Abled Person (PD):** 5% of the total seats in each category are reserved for candidates belonging to 'Differently Abled Person' sub-category.
- Kashmiri Migrants (KM) (Supernumerary):** 01 (One) seat over and above the total intake, is available in the University. Under this category, first preference will be given to Kashmiri Migrant candidate:

- Who has passed the requisite qualifying examination from a school / college / institute located within the NCT of Delhi;

2. Whose parents are registered in Delhi upto 11.06.2001 as Kashmiri Migrant; and
3. Who is residing in the N.C.T. of Delhi.

Note: In case of seat remaining vacant, Kashmiri Migrant settled outside Delhi will be considered.

- g. **Single Girl Child (SG) only at DTU (Supernumerary):** 01 (One) seat in the Programme, over and above the normal intake, is earmarked for Single Girl Child candidate (Girl having no brother and sister alive) who has passed qualifying examination from a school located in NCT of Delhi for admission to B. Des. courses.
- h. **Central / State Board Topper (TP) only at DTU (Supernumerary):** 01 (One) seat in B. Des. Programme, over and above the normal intake, is earmarked for Central/State Board Topper of the Examination 2019. For claiming admission to this category, candidate has to produce a certificate issued from the respective board, at the time of reporting for admission at DTU. Since only one seat is available, it will be allotted to the applicant who has highest marks amongst all toppers for state boards.

Note:

- i. **In case of category (a) and (b), the vacant seats are interchangeable.**
- ii. **In case, sufficient numbers of eligible candidates from category (c) are not available, the vacancies will be treated as unreserved.**

- iii. **Seats under sub-category (e) are interchangeable within the sub-category if sufficient number of candidates is not available in a particular group.**
- iv. **In case, sufficient number of eligible candidate from the sub-categories mentioned at (d) and (e) are not available, the vacancies will be treated as unreserved in the respective category.**
- v. **Under CW sub-category, the seats will be filled based on the priority i.e. all eligible candidates of priority-I will be allotted seats based on their ranks until the ranks exhaust or seats exhaust under CW sub-category. Remaining vacant seats, if any, will be allotted to the priority-II in the similar way, and so on.**
- vi. **The reservation under CW sub-category is available only to such candidates who fall under the listed priorities.**
- vii. **It is the sole responsibility of the candidate to prove his/her eligibility for claiming reservation under any of the reserved categories / sub-categories. The candidates claiming reservation under SC / ST / OBC / KM / SG / TP categories, CW / PD sub-categories will be required to produce the original certificate of the respective reserved category / sub-category issued by the competent authority (as mentioned in this information brochure) at the time of document verification. If the reserved category / sub-category certificate is not found to be in order, no benefit of the reserved category / sub-category will be**

given and provisionally allotted seat to that candidate will stand automatically cancelled. Such candidates may be considered under General category / sub-category in respective state quota for subsequent rounds of counselling on submission of a request in this regard.

- viii. ***If two or more candidates have same UCEED score, then the student having higher aggregate marks in 12th will be ranked higher. In case 12th marks are also same, then student elder in age will be ranked higher.**

Certificates Required for Reserved Seats at the Time of Document Verification

Candidates applying for any reserved seat (i.e. SC, ST, OBC-NCL, CW, PD, KM, SG and TP) must produce the original certificates (as applicable) as mentioned below at the time of document verification. Please refer to the relevant sample formats given in 17.1 to 17.7

- i. Scheduled Caste (SC)/Scheduled Tribe (ST) /Other Backward Class (OBC-NCL):For admission to a seat reserved for Scheduled Caste/Scheduled Tribe/Other Backward Class (NCL), candidate must produce a certificate, in original, issued from the competent district authority stating the Scheduled Caste/ Scheduled Tribe/ Other Backward Class (NCL), to which the candidate belongs. A list of

approved authorities is given below:

- a. District Magistrate /Additional Magistrate /Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.
- b. Revenue Officer not below the rank of Tehsildar.
- c. Sub-Divisional Officer of the area where the candidates and/or his/her family normally resides
- d. Administrator / Secretary to Administration / Development Officer (Laccadive & Minicoy Islands).

Note:

1. **The candidate seeking admission under reserved categories has to mandatorily produce the caste/ category certificate in his/her name at the time of counselling. The certificate in the name of either of the parents (Mother/ Father) or any other family member is not acceptable and the candidate will not be entitled even for provisional admission.**
2. **The reservation certificate should be issued from the respective state/ region in which the reservation is being claimed, e.g. in case, a candidate claims the seat reserved for the Delhi Region category, he/she has to bring SC/ ST/**

OBC certificate issued by Govt. of NCT of Delhi and should have also passed his/her qualifying examination from a School/ College/ Institute located in National Capital Territory of Delhi.

OBC (NCL) candidates are required to produce a caste certificate issued after June 30, 2018 from the authorities as mentioned above. However, if the certificate is issued prior to June 30, 2018, it must be accompanied with an additional certificate regarding the present non-creamy layer status of the candidate, issued by the same competent authority. This additional certificate must have reference of his / her already issued original caste certificate.

ii. **Defence sub-category (CW):** For admission to a seat reserved for **Defence sub-category**, candidate must produce the following certificates (as applicable), in original, at the time of document verification of Defence candidates:

- a. Entitlement card in original issued by the Record Officer of the Unit/Regiment of Armed Personnel of the Armed Forces in case of Armed Personnel or from the Home Ministry in case of Para-Military forces.
- b. Widows/ Wards of the officers and men of Armed forces including Para-Military personnel who died or disabled on duty (both attributable to military service) must produce a certificate to that effect from the following authorities.
 - i. Secretary, Kendriya Sainik Board.
 - ii. Secretary, Rajya/ Zila Sainik Board.
 - iii. Officer-in-Charge, Record Office.

In case of Para-Military forces appropriate documents/ certificates issued by Competent Authority notified in this regard by the Para-Military forces headquarters must be produced. **A statement to the effect that the death/ physical disability (percentage to be mentioned) is attributed to military service is required to be included in the certificate.**

- c. Medical records in original.
- d. Special Pension Order and Passbook indicating special pension.
- e. Gallantry award certificate.
- f. Original ex-servicemen Identity Card/ Discharge Book/ Pension Payment Order.
- g. Dependency card issued by the competent authority in order to relate the relationship of the candidate with the Defence personnel/gallantry award recipient.
- h. Original Service Identity Card
- i. A certificate from the respective C.O. Unit in respect of serving personnel (Priority VII).

Note: A statement to the effect that the death/ disability is attributed to military service is required to be included in the certificate for Priority III & IV.

iii. **Differently Abled Person (PD) sub-category:** For admission to seat reserved for Differently Abled Person (PD) sub-category, the candidate must produce the following certificates in original at the time of document verification for

PD candidates:

- a. A certificate of physical disability issued by a duly notified Medical Board of a District/ Government Hospital set up for examining the physically challenged candidates under the provision of the Person with Disability (equal opportunities, protection of rights and full participation) Act 1995. The certificate should indicate the extent (i.e. percentage) of the physical handicap and should bear the Photograph of the candidate concerned. The certificate should be countersigned by one of the Doctors constituting the Board issuing the certificates.
- b. A certificate duly recommended by Vocational Rehabilitation Centre for the Handicapped, 9-11 Vikas Marg, Karkardooma, Delhi 110092.

iv. **Kashmiri Migrants:** The candidates seeking admission under **Kashmiri Migrants seat** must produce the following documents, in original, at the time of document verification:

- a. A certificate from the competent authority for getting admission against Kashmiri migrant quota is to be produced by the candidates at the time of counselling / admission. Such a certificate should be issued by the concerned Deputy Commissioner of Delhi or the Competent Authority outside Delhi. Photo Identity Card/Ration Card of the migrant must be produced at the time of counselling / admission.
- b. Provisional or original Senior School Certificate examination or an examination

recognized as equivalent thereto.

- c. Mark-sheet of the Senior School Certificate Examination or an examination recognized as equivalent thereto.
- d. Secondary School Examination or an examination recognized as equivalent thereto (showing the Date of Birth).
- e. Proof of property in Kashmir of the parent of the candidate.
- f. Proof of current residence such as Ration Card, Photo Identity Card issued by the Election Commissioner, Driving License, etc.

v. **Single Girl Child :** For claiming admission under this category, the Father / Mother / Guardian (in case parents are deceased) shall have to submit an affidavit to this effect, duly attested by the area District Magistrate / Additional Magistrate / Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner, at the time of document verification for admission at DTU.

vi. **Central/State Board Topper:** For claiming admission to this category, candidate has to submit a certificate issued from the respective board, at the time of document verification for admission at DTU.

International Admissions

Modes Of Admission and Seats Designated

Discipline	M1	M2(a)	M2(b)	M3(a)	M3(b)	M4(a)	M4(b)
B. Des	-	2	2	1	1	2	1

Mode 1(M1)- Admission through Direct Admission of Student Abroad(DASA)(5% seats based on supernumerary basis)

Mode 2(M2)- Direct Admission for foreign nationals: Applications routed through ICCR (4% seats supernumerary basis)

- a. 2% for foreign nationals from SAARC and ASEAN
- b. 2% for foreign nationals from countries other than (a) above

Mode 3(M3)- Direct admissions for foreign nationals- Direct application to DTU Portal/ Embassies in India (3% seats supernumerary basis)

- a. 1.5% for foreign nationals from SAARC and ASEAN
- b. 1.5% for foreign nationals from countries other than (a) above

Mode 4(M4)- Direct admission for foreign nationals - Direct application through study in India (SII)(3% seats supernumerary basis)

- a. 1.5% for foreign nationals from SAARC and ASEAN
- b. 1.5% for foreign nationals from countries other than (a) above

For further details refer to the Admissions Brochure for International Students 2019-20 available on the DTU website.

Application Process

For admission to B.Des. programme 2019, all candidates need to register and fill the application ONLINE only by accessing www.dtu.ac.in before June 30, 2019. The application process is completed only when a print out of the filled ONLINE application form is taken after paying the registration fee online. The candidate must bring a duly signed copy of the same along with two good quality photo (same as uploaded on online application form) affixed in the appropriate place on the form on the day of counselling.

Candidates are requested to ensure that they must fulfil all such requirements before filling and applying for programme. Incomplete application due to any reason is liable for rejection by the University. In this regard, no communication will be entertained.

6.1 Application Fee

The registration fee of Rs. 1000/- for Gen/OBC and Rs. 500/- for SC/ST/PwD, is to be paid online through credit / debit card / netbanking at the time of registration and choice filling. The registration shall not be complete without the payment of registration fee which is non-refundable and would not be adjusted towards any other fee. A convenience charge (online transaction) will be extra as per banking gateway on every online registration fee payment.

6.2 Rules for Seat Allotment

Merit list will be prepared on the basis of UCEED-2019 score.

6.3 First round of admission

- a. The list of selected candidates will be displayed for first round of admissions along with the admission schedule on the university website www.dtu.ac.in and department notice boards. In case some seats remain unfilled then second round/subsequent rounds of counselling may be conducted.
- b. The selected candidates in every round of admission shall deposit the requisite fee as per the given schedule in the Account Section of DTU through DD in the favour of 'Registrar, Delhi Technological University payable at New Delhi' and submit Fee Receipt back to the Department. Admission shall not be valid without payment of fee and submitting the fee receipt to the department.
- c. The candidates shall have to produce the relevant documents (as notified in Section 9) for verification at the time of admission. If a candidate fails to report for admission on the scheduled date OR he/she is not able to submit the required documents or fee, he/she shall

forfeit his/her claim for admission and the seat shall be offered to the next eligible candidate in the order of merit. Further, the candidate will not be eligible for subsequent rounds.

- d. A candidate can send his authorised representative with all the required documents and fee to report for admission in case he/she is unable to report for admission in person. The authorized representative must come with the duly signed authorization letter.

6.4 Second/ subsequent rounds/ spot round of admission (Subject to availability of seats)

- a. A list of seats available for admission during second/ third/ spot round of admission will be displayed on the DTU admission website as per the schedule given.
- b. The second/ subsequent rounds for all the programmes will be held at the same venue i.e. respective department. No separate communication will be sent in this regard.

15

Fee Structure

The annual fee of the B. Des. programme has to be deposited by the candidate at the time of admission in the form of a DD drawn in favour of the **"Registrar, Delhi Technological University payable at New Delhi"**. Candidates must note that the admission fee must be paid in single instalment failing which the admission offer will be withdrawn immediately. Waitlisted candidates (if offered admission during counselling) will be given one day time to deposit the admission fee.

If the admission fee is not paid within the stipulated date then the offer of admission given to them will be withdrawn automatically and the seat will be offered

to the next eligible candidate.

The detailed fee structure is given on the next page.

Fee Concession for Students belonging to economically weaker sections

Fees concession is available to all the desirous and eligible students of DTU. The students whose family income from all sources is less than Rs. 4,50,000/- per annum are eligible.

Bachelor of Design (B. Des.) fee structure

	Particulars	AY 2019-20 1 st Year (Rs.)	AY 2020-21 2 nd Year (Rs.)	AY 2021-22 3 rd Year (Rs.)	AY 2022-23 4 th Year (Rs.)
1.	Tuition Fee	99,500/-	1,14,500/-	1,30,500/-	1,40,300/-
2.	Non Govt. Component				
2.1	Student Welfare Fee (Co-curricular activities, Training & placement, Extra Curricular Activities, Annual Gathering, Students welfare, Institutional Development, outsourcing, conference, seminar, workshop, innovative projects, skill development activities, and Misc. Expenditure on Unspecified Items)	20,000/-	20,000/-	20,000/-	20,000/-
2.2	Facilities & Services Charges (Research initiatives, training programmes, Awards, automation, facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	28,000/-	35,000/-	35,000/-	36,000/-
2.3	Economically weaker section fund	5,000/-	5,000/-	5,000/-	7,000/-
2.4	Examination fee (Examination Infrastructure strengthening, expenditure on examination activities, confidential printing etc.	13,000/-	15,000/-	15,000/-	15,000/-
2.5	Premium amount for mediclaim of student (per-annum)	500/-	500/-	500/-	700/-
	Total	1,66,000/-	1,90,000/-	2,06,000/-	2,19,000/-

Withdrawal / Refund policy

The University follows the following policy for the remittance and refund of fee, if a student chooses to withdraw from programme of study in which he/she is enrolled:

S. No.	Percentage of Refund of aggregate fee*	Point of Time when Notice of Withdrawal is served to HEI
1.	100%	15 days before the formally notified last date of admission
2.	80%	Not more than 15 days after the formally notified last date of admission.
3.	50%	More than 15 days but less than 30 days after formally notified last date of admission.
4.	00%	More than 30 days after formally notified last date of admission.

*Inclusive of course fee and non-tuition fee but exclusive of caution money and security deposits.

Documents Required

The candidates should report at the venue mentioned by the respective departments on the specified date and time for admission round in person (or through an authorized representative) along with the following original documents and one set of self attested photocopies, two photographs, printout of the registration form and demand draft for the annual fee made in the favour of **"Registrar, Delhi Technological University payable at New Delhi"**.

The following is a list of the documents required for admission in B. Design proramme in DTU:

- a. Date of Birth proof
- b. All mark sheets and certificate of qualifying examination.
- c. SC/ST/OBC/Persons with disability Certificate(s) whichever applicable, on the basis of which reservation is claimed. OBC candidates must produce necessary financial document to support their category as per Annexure-5.
- d. Valid UCEED Score Card in Original.
- e. Medical Fitness Certificate

19

Admission Schedule

S. No.	Activity/ Event	Date
1.	Advertisement in newspapers	05.06.2019
2.	Opening of website for online registration*	08.06.2019, 10:00 am Onwards
3.	Last date for Online Registration	30.06.2019 at 12:00 pm Midnight
4.	Merit list of candidates for 1 st round admission and waitlist on DTU website	04.07.2019
5.	1 st Round of admission at DTU(Selected candidates are required to report along with original documents and bank draft for fee deposit)	08.07.2019
6.	Display of vacant seats for 2 nd round on the DTU website	11.07.2019
7	2 nd Round of admission(Selected candidates are required to report along with original documents and bank draft for fee deposit)	15.07.2019
8.	Display of vacant seats for 3 rd round on DTU website	22.07.2019
9.	3 rd Round of admission also the LAST DATE of Admission at DTU	30.07.2019
10.	Display of Vacant Seats for Spot Round on the DTU website**	06.08.2019
11.	Spot round of admissions at DTU(Selected candidates are required to report along with original documents and bank draft for fee deposit)	14.08.2019

Note: Candidates are advised to read the brochure carefully and to visit the DTU website www.dtu.ac.in regularly for updates and other details about the entire online admission process.

*Candidates having valid UCEED 2019 score are required to apply. On the basis of the merit, candidates will be offered admission to B.Des. Programme. Visit the DTU website www.dtu.ac.in | www.dtuadmissions.nic.in

**Seat may fall vacant after 06.08.2019 also. For updated list visit DTU website.

Course Structure

The four-year **Bachelor of Design (B. Des.)** programme is offered at DTU in the following areas of specialisation:

1. Visual Communication
2. Product Design
3. Interactive Design

Course Structure of First Year

1st Year B. Des.

FIRST SEMESTER	
DD 101	World of Design
DD 103	Sketching 2D/3D & Rendering
DD 105	Elements of Design
DD 107	Tinkering Studio
DD 109	Computer Graphics 2D
FEC XX	Foundation Elective I*
DD 111	Design Project 1

SECOND SEMESTER	
DD 102	Design Methodology & Methods
DD 104	History of Design
DD 106	Communication Studio and Semiotics
DD 108	Materials & Processes for Designers
DD 110	Computer Aided 3D Visualization
FEC XX	Foundation Elective II*
DD 112	Design Project 2

*Please refer to list of Foundation Electives available to students during the first four semesters on page 23

2nd Year B. Des.

THIRD SEMESTER	
DD 201	Physical Ergonomics
DD 203	Design and People
DD 205	Basics of Interaction Design
DD 207	Basics of Photography and Videography
DD 209	Visual Design
FEC XX	Foundation Elective 3*
DD 211	Design Project 3

FOURTH SEMESTER	
DD 202	Cognitive Ergonomics
DD 204	Video Editing and Composition
DD 206	Colour, Context, and Composition
DD XXX	Elective- I
DD XXX	Elective- II
FEC XX	Foundation Elective IV*
DD 212	Design Project 4

Fourth Semester Electives

ELECTIVE - 1	
DD 222a	Traditional Practices in Modern Design
DD 222b	Packaging Design
DD 232a	Typography- I
DD 232b	Systems of Representation
DD 242a	Ethnographic Studies in Interaction Design
DD 242b	New Media Studies

ELECTIVE - 2	
DD 224a	Form Studies
DD 224b	Creative Tinkering
DD 234a	Animation-1
DD 234b	Branding & Identity Design-1
DD 244a	Process and Methods in Interaction Design
DD 244b	Augmented/Virtual Reality Devices

***Please refer to list of Foundation Electives available to students during the first four semesters on page 23**

Foundation Electives

The following are the Foundation Electives available to the students for the first four semesters.

FEC1	Sports-I
FEC2	Sports-II
FEC3	Physical Education , Health and Sports
FEC4	NSS
FEC5	NCC
FEC6	Corporate Social Responsibility
FEC7	Introduction to Environmental Sciences
FEC8	Environment Development and Society
FEC9	Spoken Skills in English
FEC10	Communication Skills
FEC11	Soft Skills and Personality Developments
FEC12	Business Communication and Presentation Skills
FEC13	Public Speaking
FEC14	Appreciation of Short Stories
FEC15	Appreciation of Poetry & Prose
FEC16	Appreciation of Fiction
FEC17	Financial Literacy
FEC18	Financial Statements Analysis
FEC19	Basics of Accounting
FEC20	Theatre
FEC21	Dance
FEC22	Yoga
FEC23	Digital Film Making
FEC24	Music

FEC25	Universal Human Values 1: Self and Family
FEC26	Universal Human Values 2: Self, Society and Nature
FEC27	Professional Ethics & Human Values
FEC28	Emotional Intelligence
FEC29	Art of Happiness
FEC30	Nutraceutical
FEC31	Food Chemistry
FEC32	Logical Reasoning
FEC33	Computer Fundamentals
FEC34	Geography in Everyday Life
FEC35	Psychology for Everyday Living
FEC36	French
FEC37	Mandarin Chinese
FEC38	Japanese
FEC39	German
FEC40	Spanish
FEC41	Entrepreneurship Development
FEC42	Public Administration
FEC43	Cyber Law
FEC44	Engineering Exploration
FEC45	Technical Communication
FEC48	Sketching and Rendering
FEC49	Tinkering Studio and Elements of Design

3rd Year B. Des.

FIFTH SEMESTER	
DD 301	Universal Design
DD 303	Design Thinking
DD 3XX	Elective-3
OE XXX	Open Elective
DD 311	Design Project - 5
DD313	Internship - 1

SIXTH SEMESTER	
DD 302	Sustainable Design
DD 3XX	Design Management
DD 3XX	Elective-4
DD 3XX	Elective- 5
DD 312	Design Project-6
DD 314	Internship-2

Fifth Semester Electives

ELECTIVE - 3	
DD 321	Research Techniques in Cognition, Perception, and Creativity
DD 331	Typography-2
DD 341	Animation-2
DD 351	Taxonomy of Product Design

Sixth Semester Electives

ELECTIVE - 4	
DD 323	Psychology and Behaviour Science
DD 333	Photography-2
DD 343	Usability Insights

ELECTIVE - 5	
DD 325	Data Visualization
DD 335	Visual Narratives and Storytelling
DD 345	Design and Programming

4th Year B. Des.

SEVENTH SEMESTER	
DD 401	Design Research
DD 4XX	Elective-6
DD 4XX	Elective-7
DD 4XX	Elective-8
DD 4XX	Elective-9
DD 413	Internship - 3

EIGHTH SEMESTER	
DD XXX	Design Seminar
DD XXX	Design Degree Show
DD 412	B Des Project

Seventh Semester Electives

ELECTIVE - 6	
DD 322	Model Making and Prototyping
DD 332	Graphic Design
DD 342	Augmented and Virtual Reality

ELECTIVE - 7	
DD 324	Mobility Design
DD 334	New Media Studies
DD 344	Advanced Material Processes and Finishes

ELECTIVE - 8	
DD 326	Applied Ergonomics
DD 336	Advance Animation and Moving Image Design
DD 346	Design for UX

ELECTIVE - 9	
DD 328	Medical Equipment Design
DD 338	Branding-2
DD 348	Service Design

25

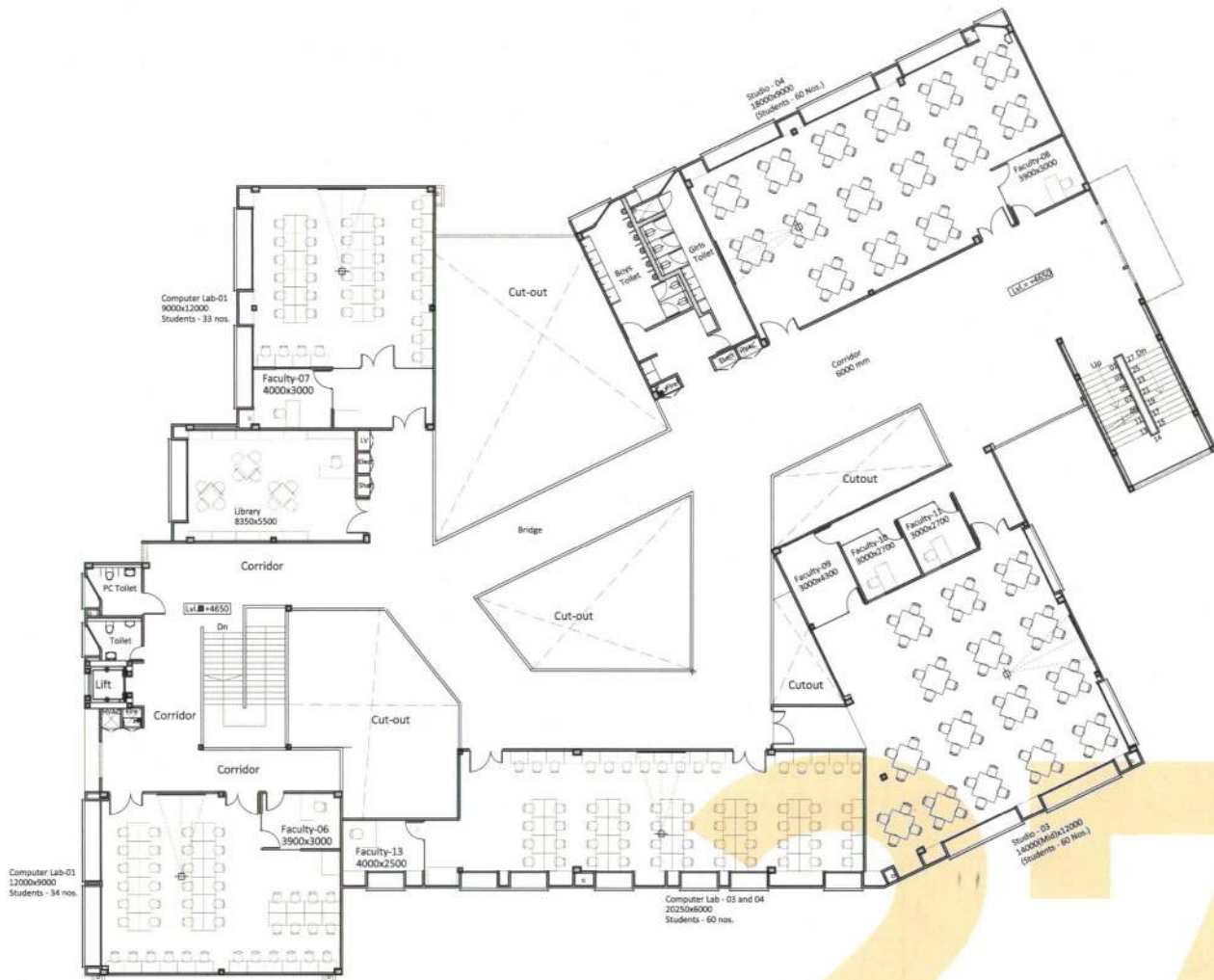
Infrastructure

12.1 Proposed Building for the Department of Design (under construction)

A new building for the Department of Design is under construction. The building should come up within the next six months. The plans for the proposed buildings are given below:



Proposed Building for the Department of Design (under construction)



First Floor Plan

12.2 Proposed Labs

Apart from the existing studios and laboratories, the following labs have been proposed for the Department Of Design.

Prototyping Labs

Students have to explore various materials (e.g. Metals, natural materials, plastics, POP, Clay etc.) for translating their ideas into tangible outcome by using prototyping facilities like the hand, power tools and machines.

The Industrial Design specialization expects students to design new and creative products for the various sectors of economy and society. CAD modelling and prototyping are an important aspect of the academic journey.

Prototyping Facility				
Hard material Lab	3D Printing Lab	CAD Lab	Clay Modelling Lab	Soft Material Lab

Physical Ergonomics Labs

To understand human interaction with the machine, the study of human anatomy and its dimensions in order to resolve various problems associated with human interaction with the product.

To understand user perception and cognitive perspective of users. Further they are useful in studying perception and emotions. It would be useful

for the design faculty and students to understand these for further exploration of virtual and augmented reality.

User study and Experience Facility		
Perception and Cognitive Studies	Virtual Reality	Augmented Reality

Photography Studio:

A state of the art Photography Studio is proposed for Department of Design in its new building with hi-end equipments and facilities like professional DSLR cameras with Lenses, tripod, shades, external flash, backdrops, and necessary props. These facilities will be available for students to execute their design projects as well as to perform teaching activities in (Hands-on) practical classes.

Video and Sound Design Lab:

Lab for Visual Communication students to work

on various projects during the course of study, Department of design will provide a variety of equipment, including field recording devices, film equipment, audio related equipment, facilities in its Video and Sound Design lab.

State of the Art Computer Lab/ iMac Lab

The digital editing stations are a combination of high powered PC and Apple workstations. All are networked and equipped with video-editing and image-manipulation software, each complete with full audio capability to aid students especially of visual communication to execute their design projects. Proposal has been initiated to build specialist sound recording resources, a dedicated capture studio for doing live action, green screen ,and motion mapping work along with high-

end editing booths in an acoustically controlled environment.

Printing Facility for Visual Communication:

This facility will provide various high-quality, large-format inkjet printing and vinyl cutting in colour, grayscale and black and white for students of design.

Advanced Design Studio (Centre for design excellence)

Central advanced facility for prototyping by using high-end machines to develop technologically advanced outcomes.

29

Prof. Ranganath M. Singari

Head of Department of Design

ranganath@dce.ac.in

Currently Heading the Department of DESIGN, DTU, Prof. Ranganath M. Singari is a professor of department of Mechanical, Production & Industrial Engineering, Delhi Technological University. He is a graduate from Karnataka University, postgraduate and doctorate from University of Delhi. He has more than 24 years of experience in industry, teaching, and research. He joined Delhi College of engineering during July 1998 in the Department of Production and Industrial Engineering. He has made contribution in the areas of Production Engineering, Metal Cutting, Advanced Machining, Industrial Engineering, and Automation. The Centre for Excellence, CAPIER (Centre for Advanced Production and Industrial Engineering research) at Delhi Technological University has been initiated and functioning under guidance of Prof. Ranganath. He is also Editor-in-Chief of IJAPIE (international journal of Advanced Production and Industrial Engineering). He is reviewer of National and International Journals. He also has experience organizing Faculty/Staff Development programs, Workshops, and Seminars. He initiated International Conference on Advanced Production and Industrial Engineering (ICAPIE) at DTU. ICAPIE'16, ICAPIE'17, & ICAPIE' 18 were great success. He has experience of guiding 2 PhD, 12 MTech, and 65 BTech. He has published a good number of papers in journal and conferences. He is a life member of ISTE, ISME, and CSI.



Qualifications

BE, ME, DMS, Ph.D.

Areas of interest

Materials & Methods, Optimization Techniques, Advanced Manufacturing, Product Design & Development, Industrial Design, Innovative Design and Practice.

"Connected with both art and science, the word DESIGN is framed with Positivity, Imagination, Creativity and Innovation together which creates a separate world for Design."

-Prof. Ranganath M. Singari

Prof. Lalit Kumar Das

Honorary Distinguished Faculty

lalitdas@gmail.com

Lalit Kumar Das pioneered Industrial Design education at IIT Delhi. He has developed a programme that is an excellent blend of design sensitivities and industrial propensities. Very many of his students have distinguished themselves at National International level.



Lalit graduated in Civil Engineering from IIT Kanpur. Thereafter he did his Masters of Technology in Design Engineering from IIT Delhi and then Master of Art in Industrial Design from the Royal College of Art, London.

He has widely travelled and has worked at the Industrial Design Center, I.IT. Bombay and at the Department of Fine Art, University of Manitoba, Canada, and now at Delhi Technological University.

Post retirement he has been teaching courses at IIIT Jabalpur, School of Planning & Architecture and Lady Irwin College and is an external expert on the senate of NID Ahmedabad. He is also member of the Govt. Of India Design Clinic Scheme for MSME and practices Ceramic art as a hobby.

At Delhi Technological University he holds a five-year appointment as Distinguished Honorary Faculty

Qualifications

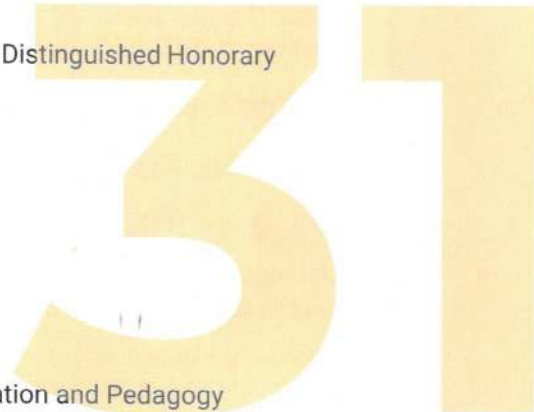
B.Tech. in Civil Engineering from IIT Kanpur (1969)

M.Tech. in Design Engineering from IIT Delhi (1971)

M.A. in Industrial Design from Royal College of Art, U.K. (1974)

Areas of interest

Industrial Design, Design Thinking, Sustainable Design, Design Education and Pedagogy



Prof. S. G. Ranjan

Design Educator

sgranjan12@gmail.com

Joined DTU on: 18-4-2018

S G Ranjan is a senior designer, artist, and academician, educated at Faculty of Fine Arts, M S University, Vadodara, now with an experience of more than 30 years in the field of creative sector.



As an academician, he was a Dean and Sr. Associate Professor at Indian Institute of Crafts & Design, Jaipur; and visiting Faculty and Jury member at NIFT- Delhi, Kangra and Raebareli; NID- Kurukshetra; MRID- Vadodara; UPES-Dehradun; Pearl Academy- New Delhi; College of Art- New Delhi.

S G Ranjan has worked with CCIC of India Ltd. (Ministry of Textiles, Govt. of India) as a designer for Handicrafts and Hand Looms products. Later he joined at Arabesque Pvt. Ltd. London and Living Stone Pvt. Ltd. London as a Sr. Designer for Handicraft products for International Market. Partner Director- K2K Designs, New Delhi. Design Head- Handicraft Mega Cluster Mission and National Centre for Design and Product Development, New Delhi.

Recognised Artist with Lalit Kala Akademi (National Academy of Fine Arts), Ministry of Art & Culture, Govt. of India. Participated in many National & International Art Shows since 1980.

Recipient of UNESCO SEAL OF EXCELLENCE- 2006 award for South Asia Programme for Stone craft.

Qualifications

Graduate in Painting (5 years) – 1981 and Post Graduate in Print Making (2 years) – 1983 from Faculty of Fine Arts, M. S. University, Vadodara, Gujarat.

Areas of Interest

Art- Design, Music- Theatre, Heritage, and Travelling. Emphasis on Creative arts and Product development in the Craft sectors for social development and Creative knowledge sharing.

Life Membership – INTACH, New Delhi and Riverside Sports Club, East Delhi.

Neeraj Rathee

Asst. Professor

neerajrathee@dtu.ac.in

Joined DTU on: 5-9-2018



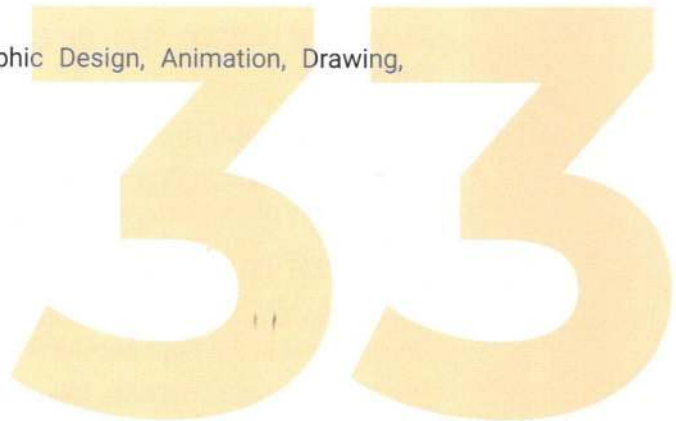
Neeraj Rathee is an alumni of College of Art, Delhi (MFA, BFA), Delhi University with specialisation in Applied Art & Animation. He has been awarded with Swapan Biswas Award (Foundation), Pt. Ravi Shankar Award (highest awards in Applied art specialization, MFA) along with many prizes in 56th –61st Annual Art Exhibitions (College of Art, New Delhi). He has received 'Teacher Appreciation Award' (2016-17) for adopting outstanding teaching practices in School of Journalism, Film production and Creative arts, Lovely Professional University. Prior to joining DTU, he has more than four years of experience in teaching in the leading universities like College of Art (New Delhi), Lovely Professional University (Punjab) and World University of Design (Haryana).

Qualifications

BFA, MFA

Areas of interest

Visual Communication, Branding, Identity Design, Graphic Design, Animation, Drawing, Illustration, Design Research



Partha Pratim Das

Asst. Professor

parthapratimdas@dtu.ac.in

Joined DTU on: 20-9-2018

Partha Pratim Das is passionate about simple yet powerful solutions. He holds a Bachelors Degree in Civil Engineering from Jorhat Engineering College (JEC) Assam, an M. Tech in Environmental Science and Engineering from North Eastern Regional Institute of Science and Technology (NERIST) Arunachal Pradesh and another Masters in Industrial Design from Indian Institute of Technology Delhi (IIT Delhi). He is currently pursuing PhD from IIT Delhi.



Qualifications

B.E in Civil Engineering, Jorhat Engineering College (JEC) Assam

M.Tech in Environmental Science and Engineering, North Eastern Regional Institute of Science and Technology (NERIST)

M.Des in Industrial Design, Indian Institute of Technology Delhi (IIT Delhi)

PhD (Pursuing) Indian Institute of Technology Delhi (IIT Delhi)

Areas of interest

Human Centered Design, Design for Sustainability, Design Thinking, Systems Design, Design for Experience, Grassroots Innovation

Varun Singh

Asst. Professor

varunsingh@dtu.ac.in

Joined DTU on: 25-9-2018

Varun Singh is passionate about Art, Design and Architecture. He graduated as an Architect from the prestigious IIT Roorkee. Later, he went on to pursue his Master's degree in Architecture from CEPT University with a majors in History, Theory and Criticism. He has held two solo exhibitions of his paintings and other artwork. He has worked with many acclaimed architects and had previously taught Art and Architecture at SSAA, Gurgaon. He maintains a wide outlook towards life to incorporate various aspects like psychology, sociology, art theory, design theory, pedagogy etc. into a holistic mixture that feeds the design temperaments.



Qualifications

B. Arch –IIT Roorkee

M. Arch- CEPT University

Areas of interest

Architectural Design, Visual Design, Art, Design Research, History Theory, and Criticism

35

Taruna Singh

Asst. Professor

tarunasingh@dtu.ac.in

Joined DTU on: 26-9-2018



Taruna Singh has pursued Master's in Design from National Institute of Design, and prior to that her Bachelors in Fashion & Lifestyle accessory design from National Institute of Fashion Technology. She holds experience in Accessory design, Product design, Merchandising and research. Having hands on experience on the product and exploring different techniques and process on materials. In past positions she has demonstrated the ability to complete complex research & design projects from the process of gathering information to the presentation of findings. She is an organized critical thinker with the ability to look at data and see the larger picture.

Qualifications

B.Des – NIFT Bangalore

M.Des- NID Gandhinagar

Areas of interest

Accessory Design, Product Design and Development, Design Thinking, Craft Innovation & Design, Design Research

36

Dr. Ravindra Singh

Asst. Professor

ravindra@dtu.ac.in

Joined DTU on: 1-11-2018

Ravindra Singh is passionate about human-centric design; designing a product for an extensive variety of users. His major research interest are Universal Design, Innovative Product Design, Sustainability, and Frugal Design. He received his Master of Design (MDes) and Doctoral degree (PhD) in Design from Indian Institute of Information Technology, Design and Manufacturing, Jabalpur (IIITDM) and has authored research papers in referred journals and international conferences.



Qualifications

BTech in Mechanical Engineering from UPTU, Lucknow

MDes in Industrial Design from Indian Institute of Information Technology, Design and Manufacturing, Jabalpur

Ph.D in Universal Design from Indian Institute of Information Technology, Design and Manufacturing, Jabalpur

Areas of interest

Universal Design, Human Centric Design, Sustainable Design, Frugal Design, Design Research, Innovative Product Design

37

Experts Visited

During the first year of its operation the Department of Design was visited by many distinguished personalities in the field of Design. They conducted lectures and workshops exposing the students to a wide variety of ideas.

Experts of Academia	
1.	Prof. G.V. Sreekumar Professor and Head, IDC, IIT Bombay Area Expert: Visual Design and Typography
2.	Prof. Puneet Tandon Joint Professor Design and Mechanical Engg. IIITDM Jabalpur Area Expert: Mechanical Engineering and Product Design
3.	Dr. Shailendra K. Kushwaha Advisor at Faculty of Fine Arts, MRID, Baroda Area Expert: Fine Arts
4.	Prof. Sunil Pandey IIT, Delhi Area Expert: Materials and Manufacturing
5.	Aqeel Ahmed Senior Assistant Professor, MSU, Baroda Area Expert: Ceramics Design

Experts of Industry

1.	Mr. Chandrashekhar Bheda Consultant, ITC Geneva Area Expert: Textile Design	6.	Ms. Bindoo Ranjan Centre Head, NID Delhi Area Expert: Sustainable Development of Handicrafts
2.	Mr. Ajay Gupta Principal Designer, Firstouch Solutions Area Expert: Product Design	7.	Mr. Aakash Kumar Associate Director User Experience, makemytrip.com Area Expert: Ui/UX Design
3.	Mr. Neeraj Sahai Senior Creative Director, Picture Studio Area Expert: Communication Design	8.	Mr. Rishabh Manocha Creative Director, Vanitas Collections Pvt. Ltd. Area Expert: Fashion Design
4.	Mr. Anuj Prasad Founder Director, Desmania Design Pvt. Ltd. Area Expert: Product, Packaging and Graphic Design	9.	Mr. Shailan Parker Partner at PhotoDesign Area Expert: Photography and Graphic Design
5.	Ms. Yamini Iyer Alumnus, NID Ahmedabad Area Expert: Product Design	10.	Ms. Pooja Ratnakar Co-Founder and Partner at Potli Co-Founder of Kolkata based NGO Kadam Area Expert: Fashion and Textile Design

Board of Studies Members

The Board of Studies of the Department of Design, DTU is comprised of the following members-

Member Name	Designation
Prof. Ranganath M. Singari, Head of Department(Ex-officio)	Chairman
Prof. G.V. Sreekumar, Head, IDC, IIT Bombay	Member(External)
Prof. Puneet Tandon, Head, Design, IIITDM Jabalpur	Member(External)
Prof. S.K.S. Kushwaha, MRID Baroda	Member(External)
Mr. Neeraj Rathee(Asst. Prof. DOD, DTU)	Member

Students @ DOD

16.1 Student Details

The following is the list of students enrolled in the Bachelors of Design programme (Batch of 2018).

SN	Name of The Student	E-mail ID
1	ABHISHEK SINGH	abhishek_bd2k18@dtu.ac.in
2	ADARSH DALABEHERA	adarsh.dlo@gmail.com
3	ADITYA BANSAL	aditya_bd2k18@dtu.ac.in
4	AKASH KUMAR SETH	sethakash@gmail.com
5	AKASH SAVIO SEN	akashsen_bd2k18@dtu.ac.in
6	AKSHITA MISHRA	akshita_bd2k18@dtu.ac.in
7	ANGAD BHALLA	angad.bhalla12164@gmail.com
8	ANIRUDH KUNDU	anirudh_bd2k18@dtu.ac.in
9	ANKIT KUMAR	ankitkumar_bd2k18@dtu.ac.in
10	ANSHITA GOEL	anshitaigoel_bd2k18@dtu.ac.in
11	ARSHIA GUPTA	arshia_bd2k18@dtu.ac.in
12	DEBADITYA SEKHAR JENA	debaditya_bd2k18@dtu.ac.in
13	DHRUVI JHANJI	dhruvijhangi@gmail.com
14	DIRGHA TAYAL	dikshatayal@gmail.com
15	DIVYANSH	divyanshdesham@gmail.com
16	GOPIKA GOPAKUMAR	gopika_bd2k18@dtu.ac.in
17	HARSH SOKAL	harsh_bd2k18@dtu.ac.in
18	HIMANG SHAKKARWAL	himang_bd2k18@dtu.ac.in
19	HRISHIKESH MADHAV	hrishikeshmadhav.cat@gmail.com
20	IPSHITA SINGH	ipsita_bd2k18@dtu.ac.in
21	ISHIKA GOSWAMI	ishika_bd2k18@dtu.ac.in
22	ISHITA DOBHAL	ishita_bd2k18@dtu.ac.in
23	JAYESH KERKETTA	jivesh_bd2k18@dtu.ac.in
24	JIVESH SAINI	jayesh_bd2k18@dtu.ac.in

25	KANISHK GAUTAM	kanishk_bd2k18@dtu.ac.in
26	KARTIK BASUMATARY	kartik_bd2k18@dtu.ac.in
27	KASHYAP JYOTI DUTTA	kashyap_bd2k18@dtu.ac.in
28	KETAN PRAJAPATI	ketan_bd2k18@dtu.ac.in
29	MEDHANKAR SHEEL	shulmedhankar@gmail.com
30	MIMANSA TRIPATHI	tripathi.mimmansa@gmail.com
31	MITHRAVINDA KG	mithravinda_bd2k18@dtu.ac.in
32	NAMAN CHADHA	naman_bd2k18@dtu.ac.in
33	NIPUN SHARMA	nipun_bd2k18@dtu.ac.in
34	PRANOY KANUNGO	pranoy_bd2k18@dtu.ac.in
35	PRASHANT SINGH	prashant_bd2k18@dtu.ac.in
36	PURAJIT SONOWAL	purajit_bd2k18@dtu.ac.in
37	PUROO KUMAR ROY	puroo_bd2k18@dtu.ac.in
38	RAGHAV BYALA	raghav_bd2k18@dtu.ac.in
39	SAHIL R	sahil_bd2k18@dtu.ac.in
40	SALAVADHI SAGAR	ssalawadi@gmail.com
41	SAMRIDH GUPTA	samridh_bd2k18@dtu.ac.in
42	SAOUMYA MANDHAR	saumayamandhar@gmail.com
43	SIDDHARTH SHARMA	siddharth166@gmail.com
44	SNEHAL KUMAR	snehal_bd2k18@dtu.ac.in
45	SNEHANSHU BINDAL	snehanshu_bd2k18@dtu.ac.in
46	VIBHOR AGARWAL	vibhor_bd2k18@dtu.ac.in
47	VINEET KAPIL	vineet_bd2k18@dtu.ac.in
48	YAMINI GUPTA	ygyaminigupa9@gmail.com
49	YOGESH PADIYAR	yogeshpadiyal2034@gmail.com
50	HRUTUJA MESHAM	hrutuja_bd2k18@dtu.ac.in
51	KHUSHBU ANAND	khushbu_bd2k18@dtu.ac.in
52	ARNAV GUPTA	arnav_bd2k18@dtu.ac.in
53	NIKHIL SRIVASTAVA	nikhil_bd2k18@dtu.ac.in
54	SAMARTH YADAV	samarth_bd2k18@dtu.ac.in
55	KETKI SHARMA	ketki_bd2k18@dtu.ac.in
56	SHIRSHA BISWAS	shrishaviswas2000@gmail.com
57	AYUSHI SURI	ayushi_bd2k18@dtu.ac.in

16.2 Student Testimonials

About: I'm indecisive, I overthink, and face awkward situations every now and then. I like music, dance, and fine arts. I'm fascinated by everything around me, and find trees extraordinarily beautiful. I write sometimes.

Vineet Kapil
Student, 1st Year,
B. Des. Programme
Department of Design, DTU



“After coming to this place, I changed my outlook towards a lot of things; for the positive, that is. It's a field where 'unlearning' is as important as 'learning'.

Apart from the network we become a part of, and the brand name that comes with it, Design and DTU is a perfect combination because of its technological advantages, hard working societies in every field, and the location- where countless events, competitions, and exhibitions happen.

The courses offered are not only handpicked from the major art, design, technology, and humanities colleges of India and abroad, but some are completely new and exclusive to DTU, never heard of before in India. We were exposed to a plethora of disciplines right in the first year.

It took me only few months to familiarize myself about the strong connections of the department right from the beginning. We've had sessions with the UCEED Chairman, Civilian awardees, many NID and IIT alumni currently working as professionals, and even performing artists on a weekly basis. Their words and experiences are indeed priceless to reflect upon.

And the best part of all is that it's evolving. Not linearly, but exponentially.

”

About: I'm interested in knowing how the human mind works, and how to apply that to every day things. An avid quizzier and debator, I write and sing, and produce music too. Learning new things is important as creativity succumbs to stagnation.

Angad Bhalla
Student, 1st Year,
B. Des. Programme
Department of Design, DTU



“

B.Design at DTU is great.

Sure, the course is new and is still finding its ground, but has been doing so far better than other colleges offering the same course, owing to the institution it is part of, and the city it is in.

We have teachers with a total of 4 doctorates between them, with all of them having master's degree in design, arts, and architecture, with their UG backgrounds being either design, architecture, fine arts, or engineering. They're either from NID, IIT, or other nationally renowned colleges.

The pioneer of the Department of Design, IIT Delhi, is part of the honorary visiting faculty; and guest lectures are held every Wednesday by internationally acclaimed designers and civilian awardees.

Our classmates are double-digit UCEED rankers who chose design here at DTU over other branches at DTU, IITs, and other tier 1 and 2 engineering colleges. We have people who dropped out of top-tier science and commerce colleges in DU as well as other parts of the country, to be a part of this sanctum of creativity.

Our subjects cover a variety of important and lesser taught topics right from the foundation year, with focus on personal choice and all-round development in the later years in the form of electives.

We're going to leave a mark in the field of design very, very soon. Come, join us.

”

About: The next few lines are about a design learner who believes that the soul lies in details. I aspire working in different sectors of design and developing my skills over time. Designing and cooking are two things I cannot live without. In short, these are colours to my life without which, my world would be black and white.

Vibhor Agarwal

Student, 1st Year,
B. Des. Programme
Department of Design, DTU



“

Being the very first batch, there was always a dilemma of whether to join the newly opened B.des or not. In due course of time, I can surely say that my decision of joining and being the part of 'the very first batch of DTU' is truly great.

We have an amazing set of faculty members specialising in all the possible dimensions required for learning and also a lovely bunch of peers ready to help always

'Learning while exploring' has been always the procedure of choice at Department of Design which actually develops the inner design sense and brings out a unique style statement in you.

The level of exposure is tremendous. Every Wednesday, a guest lecture is organised which boasts the most renowned industry experts ranging from associative design director of MakeMyTrip to the founder of Desmania studio. It is an opportunity that every design student aspires for.

So join us on the DOD boat and sail in the sea of creativity, having the best faculty rowing the boat to the island where your potential lies.

”
45

About: A curious mind, who seeks knowledge and loves to build new interests and tries to excel in them. A trained Kathak dancer and an aspiring designer, who wishes to create and work in the creative field in the years to come. An individual who is determined to explore and make a foothold in the area of sustainable and universal design.

Shirsha Biswas

Student, 1st Year,
B. Des. Programme
Department of Design, DTU



“

While choosing a college, one looks at three major aspects: the course, the faculty, and campus life. DOD, DTU won't disappoint you in any of the spheres. The curriculum is really good for development in all areas of design, and the campus is one of the best in Delhi. There are various cultural and tech societies and a great sports complex as well. We have various events happening round the year which helps one to interact with people from different branches and develop various other skills other than what they are studying in their course. Our faculty members are from renowned colleges and are eager to help us with any problems. We are also visited by guest lecturers every week who are working in renowned companies and are graduates from NIDs or IITs.

It can be said that DTU is doing far better than many other government and private institutes offering the same course. One would not happen to regret their decision to join DOD at DTU.

46”

About: A design enthusiast who has worked in versatile sectors of design and is aspiring to do so in the coming years. A nature and dog lover whose mind starts grooving on listening to music. Likes to experiment and try different stuff like photography, music production, calligraphy and many more. A believer of nature friendly design and designing with care.

Gopika Gopakumar

Student, 1st Year,
B. Des. Programme
Department of Design, DTU



“

Even though DOD is a new batch, it is constantly looked after by heads of prestigious institutes like IIT, IIIT, MRID etc . Faculty members are from different design disciplines who serve as an aid for the students considering internal and external study affairs and competitions. As noted upon observation, we are given proper sketching basics as opposed to other design colleges; which is something necessary for designing even if computer aided graphics are in trend right now.

Not having a proper department building won't be an issue as a new department is being built as you would be knowing. And professors are doing a great job in trying to implement facilities that are really helpful for us students in proper learning experience.

”

Certificates and Formats

The formats of some of the required certificates are printed below for the guidance for the candidates. Separate certificates bearing the same data as specified in these sample formats are also acceptable. Original certificates, as prescribed, should be signed by the authorities mentioned therein, under the legible seal of office.

17.1 Certificate in Respect of Defence Category (CW)

CERTIFICATE FOR AVAILING ADMISSION AGAINST DEFENCE QUOTA OFFICE OF THE ZILA/RAJYA SAINIK BOARD

This is to certify that Master/Miss _____
Son/daughter of _____
resident of _____

the above named officer/ JOO / OR pertains to the category marked below:- (Select one from below)

- Killed in Action on _____ during on _____
- Disabled in Action on _____ and boarded out from service on _____
_____ during _____.
- Died in peace time on _____ with death attributable to military service
- Disabled in peace time and boarded out from service with disability attributable military service.
- Gallantry Award Winner (_____)
- Ex-Serviceman
- Serving Soldier

(Category _____ above)

Mr/Miss _____
son/daughter of the above named officer/JOO/OR is eligible for Admission in DTU against the Defence quota under priority _____

His /Her Ex-Serviceman Widow Identity Card No. is DLH-01 _____

NO. _____/

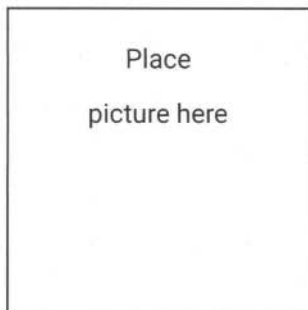
(Round stamp of Office)

RSB SECRETARY
(Zila/Rajya Sainik Board)

17.2 Medical Fitness Certificate

(To be signed by a registered medical practitioner holding a Medical Degree)

(TO BE SUBMITTED AT THE TIME OF ADMISSION)



I certify that I have carefully examined Mr./Ms.* _____
Son/daughter of Shri _____
whose signature is given below. Based on the examination, I certify that he/she is in good mental and physical health and is free from any physical defects which may interfere with his/her studies including the active outdoor duties required of a professional.

Marks of Identification _____

Signature of the Candidate _____

Place: _____

Date: _____

Name & signature of the Medical Officer with seal and registration number

* Strike whichever is not applicable.

17.3 Certificate for Differently Abled Person (PD)

To be issued by Medical Board from Government Hospital

Name of the candidate: Mr./Ms.* _____

Father's Name: _____

Permanent Address: _____

Percentage loss of earning capacity (in words): _____

Whether the candidate is otherwise able to carry on the studies and perform the duties of an engineer/architect satisfactorily: _____

Name of the disease causing handicap: _____

Whether handicap is temporary or permanent: _____

Whether handicap is progressive or non-progressive: _____

The candidate is FIT / UNFIT to pursue the engineering studies.

(*Strike out whichever is not applicable)

Member
(Orthopedic Specialist)

Member

Principal Medical Officer

Date: _____

Seal of Office _____

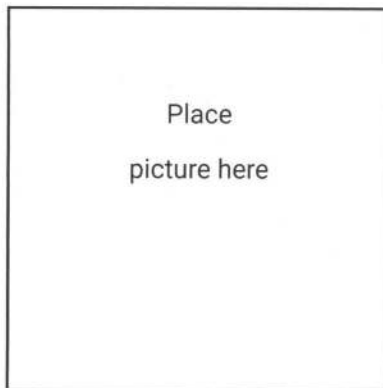
Note:

The medical board must have one orthopedic specialist as its member.

Candidate having temporary or progressive handicap will not be considered against these seats.

17.4 Suitability Certificate for Availing Admission against Differently Abled Person (PD)

(To be submitted at the Time of Counselling/Admission)



Certified that Shri/Km/Smt. _____ Son/daughter/wife of Shri/
Smt. _____ is physically handicapped due to _____
_____ and he/she is fit for undergoing the course(s) _____
_____ at DTU.

Name & Signature of The Officer In-charge
Vocational Rehabilitation Centre for Physically Handicapped
9,10,11 Karkardooma, Vikas Marg, Delhi-110092.

17.5 Certificate for Availing Admission Against Kashmiri Migrant Quota

Kashmiri Migrant Quota

(To be submitted at the Time of Admission)

Certified that Shri/Km/Smt. _____
son/daughter/wife of Shri/_____ resident of _____

_____ is registered as migrant from Jammu & Kashmir. The Registration number is _____
dated _____.

It is also certified that Shri/Km/Smt. _____ is registered in
Delhi/_____ as J & K Migrant on _____.

Name & Signature of
Deputy Commissioner/Competent Authority
(Office Stamp)

Place: _____

Date: _____

Note: No other document then this will be accepted by the University for claiming reservation against the Kashmiri Migrant Seat.

17.6 Affidavit for Single Girl Child

For claiming admission in this category, the Father/Mother/Guardian (in case parents are deceased) shall have to submit affidavit / self-attested to this effect duly attested by area District Magistrate / Additional Magistrate / Deputy Commissioner / Collector / Additional Deputy Commissioner / Deputy Collector / 1st Class Stipendiary Magistrate / City Magistrate (not below the rank of 1st Class Stipendiary Magistrate), Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.

SPECIMEN OF AFFIDAVIT / SELF-ATTESTED FOR ONLY (SINGLE) GIRL CHILD CATEGORY (on non-judicial paper of Rs.20/- duly attested by 1st class Magistrate)

I _____ (name)
father/mother of Miss _____
resident of _____
_____ (full address to be given) do hereby, solemnly declare and affirm
as under:

That I am a citizen of India.

That Miss _____ born on _____ is the only (Single) Girl Child of the deponent.

That the deponent has no living male /female Child other than the above one.

Place: _____

Dated: _____

DEPONENT

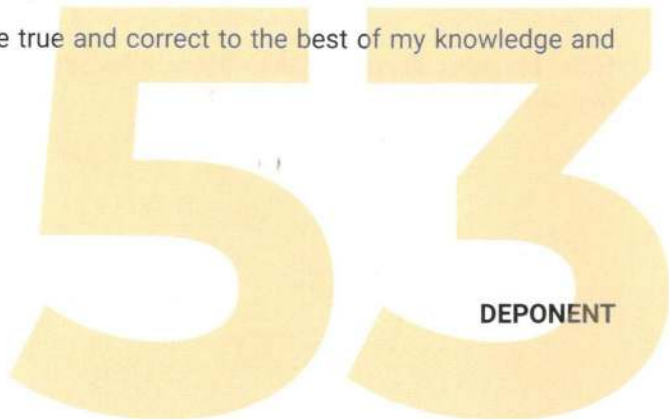
VERIFICATION

Verified that the contents of the above affidavit / self-attested are true and correct to the best of my knowledge and belief and nothing has been concealed therein.

Place: _____

Dated: _____

DEPONENT



17.7 Form for Withdrawal of Admission

1. Department of Design Admission No. _____
2. Name of Candidate _____
3. Parent /Guardian's Name _____
4. Communication Address _____

5. Telephone _____ Mobile _____
6. Email Address _____
7. UCEED 2019 Rank _____ Region _____
8. Category / Sub-category _____

Bank Account Details

- Name of the Bank Account Holder _____ (in favour of whom Bank Transfer is to be made)
- Relationship of the Bank Account Holder with the Candidate _____
- Bank Detail of above person to be furnished in the given format:

Name of the Bank	Address of the Bank	Complete Bank Account No.	IFSC CODE of the Bank Branch

UNDERTAKING

We understand and know the refund rules of the University and agree to abide by the same and we further understand that the refund would be made in due course of time through bank transfer only as per above request.

(Signature of Parent/Guardian)

Date: _____

(Signature of Applicant)

Reaching DTU

DTU, is situated in North - West Delhi, India. It is approximately 32 kilometers from the Indira Gandhi International Airport, New Delhi.

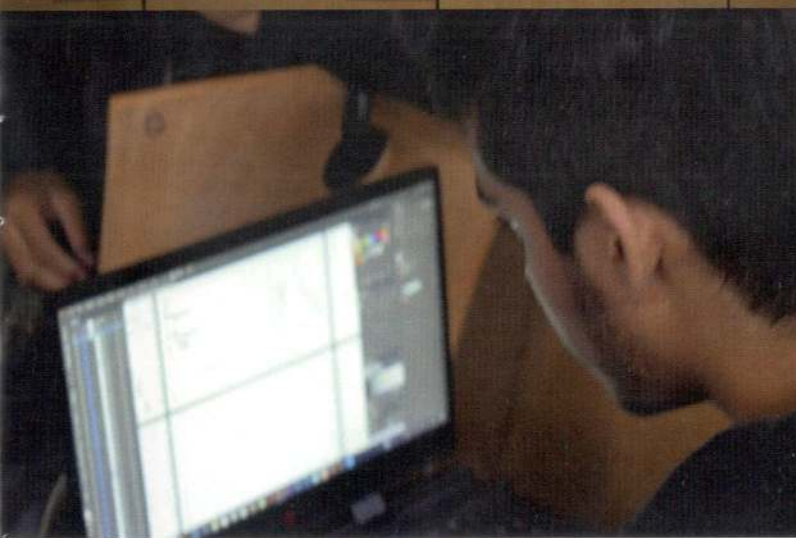
By Metro



Bus Routes

Residents having easy access to the Inner Ring Road can board a bus (Mudrika, 442, 479) for Wazirpur Bus Depot or the Azadpur Bus Terminal. After reaching the Wazirpur depot the commuter may board Route No. 889 which will take him/her to the University.

West Delhi residents can board Route No. 879 which will take them directly to DTU campus.





Admission Enquiry

For any query regarding admission to B. Des. Programme, you may contact:

Prof Ranganath M Singari

Chairperson

Admissions, B. Des.

Head, Department of Design

Email: ranganath@dce.ac.in

Phone: +91 9654528868

Landline: +91-11-27871017

Varun Singh

Deputy Chairperson

Admissions, B. Des.

Asst. Prof, Department of Design

Email: varunsingh@dtu.ac.in

Phone: +91 9811619865

Design Credits-

Angad Bhalla- Student, 1st Year, B. Des

Raghav Byala- Student, 1st Year, B. Des

Samridh Gupta- Student, 1st Year, B. Des

Vineet Kapil- Student, 1st Year, B. Des

Disclaimer: This brochure contains information about admission process, tuition fees, programs, campus life of the Delhi Technological University applicable at the time of printing. Amendments of the information in this brochure may be updated from time to time without prior notification. The truthfulness of the information contained in this brochure is therefore not guaranteed by the University at any given time and is always subject to verification. The user is kindly requested to verify the correctness of the published information with the University at all times. Failure to do so will not give rise to any claim or action of any nature against the University by any party whatsoever.



Delhi Technological University

(Formerly Delhi College of Engineering)

Govt of NCT Delhi

