## Faculty

### Industrial Design

Prof. P. Kumaresan

Prof. B. K. Chakravarthy

Prof. G. G. Ray

Prof. Sandesh R.
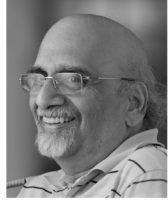
Prof. Purba Joshi
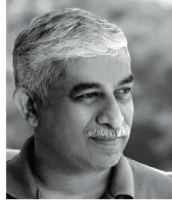
Prof. V. P. Bapat

### Interaction Design

Prof. R. Venkatesh

Prof. Anirudha Joshi

Prof. Ravi Poovaiah

Prof. Girish Dalvi

### Communication Design

Prof. Mandar Rane

Prof. G. V. Sreekumar

Prof. Raja Mohanty

Prof. Sudesh Balan

Prof. N. Sadhu

### Animation

Prof. Phani Tetali

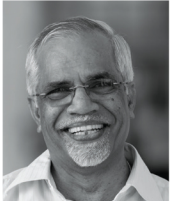Prof. Shilpa Ranade

Prof. Sumant M. Rao

Prof. Nina Sabnani

### Mobility & Vehicle Design

Prof. Nishant Sharma

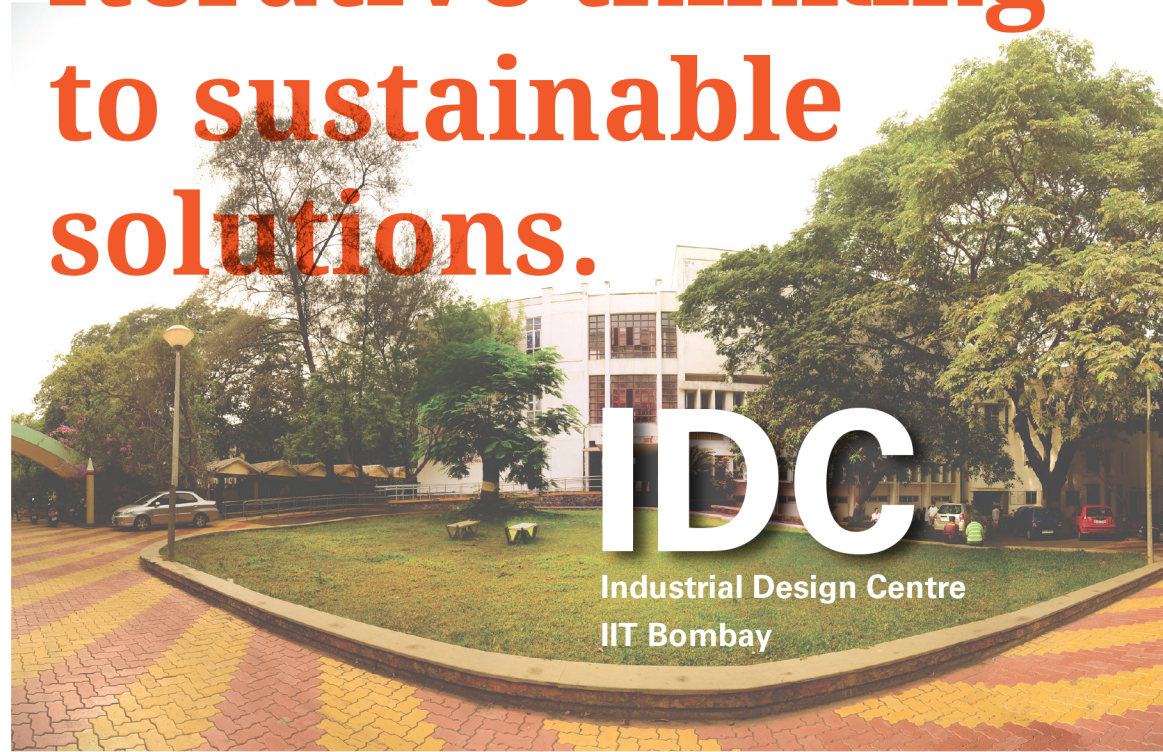Prof. K. Ramachandran

### Inter-disciplinary faculty

Prof. Alka Hingorani

Prof. Jayesh Pillai

Industrial Design Centre, Indian Institute of Technology Bombay, Powai, Mumbai— 400 076, India.
**T:** 022 2576 7801, 022 2576 7802, 022 2572 2545 **F:** 022 2576 7803
**E:** office.idc@iitb.ac.in **W:** www.idc.iitb.ac.in

# Design eases our relationship with the environment, linking creativity and innovation to human need, and iterative thinking to sustainable solutions.

## IDC
### Industrial Design Centre
### IIT Bombay

# Who we are

The Industrial Design Centre (IDC), nestled in Indian Institute of Technology Bombay since 1969, is one of the oldest design schools with an outstanding reputation. We at IDC honour our commitment to address the unmet needs of the underprivileged population in the country using emergent technologies. In addition we also cater to the growing need for Design Education and help realize the potential of Design as a discipline in various aspects, to be able to achieve a sustainable life by offering a range of programmes in various disciplines of design.

The M.Des programmes are offered in Industrial Design, Interaction Design, Visual Communication, Animation Design and Mobility and Vehicle Design. Under the supervision of highly qualified faculty members from diverse fields, the M.Des programmes orient students to contemporary design theories and research, and equip them with skills to address real world problems in innovative ways.

The PhD programme at IDC is wide ranging and encourages inter disciplinary research. It involves a minimum course credit requirement and research thesis and offers a range of possibilities of interdepartmental collaborations and a stimulating academic environment throughout.

The Minor programmes, especially designed for undergraduate students, provide an insight into design thinking and thus nurture inter and trans-disciplinary interests.

With determination to shape the mind of students to be more thoughtful, analytic, creative and responsible in their approaches, the courses are consistently revitalized to include the emerging design practices that are shaped by new technologies, ideologies and philosophies and seek to achieve a balance between hands on project based learning and research.

The overarching vision of IDC is to enable a confluence of skills, talent, reason, imagination and empathy in a collaborative environment, which would in turn create potential for innovation in terms of solving real world problems. Such a conducive environment often leads to tangible results. A variety of students' projects undertaken at IDC have found their way into the real world and transcended from being curious engagements with problems to becoming viable solutions.

We believe that the convergence of humanities, arts, sciences, technology and design will empower us to respond to the needs and opportunities of our time in socially and environmentally responsible ways and inspire us to bring about change.

## "To reach out and make a difference to the quality of life"

Prof. B. K. Chakravarthy
Head of the Department

Students with their new designs

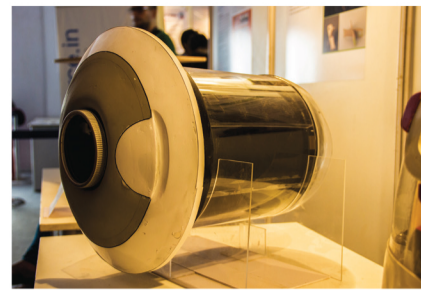Street play on the Environment

A class in progress

# Design Disciplines

## Industrial Design

The Industrial Design programme taps the potential of students by honing their skills, on the one hand, and exposing them to demanding field challenges, on the other. It enriches the understanding and attitude of students in the use of varied design processes and methods towards creative problem solving. It chisels their innovative and aesthetic sensibilities to foster the development of user centered products. This programme also facilitates active student interaction with industry, institutions and social organizations to enable them to understand, study, analyze and evolve design solutions.

Solid waste management in Mumbai

Window-mounted Solar Cooker

Rice Husk Solar Chulah

## Communication Design

The CD programme envisages developing professionals with knowledge, ability and maturity to handle communication design problems. Students are given seamless opportunities to learn new skills and create design methods and processes with a greater emphasis on problem solving. The programme includes niche specialisations such as typography, information visualization, interaction design, video/film making, exhibition design, animation, story telling, way-finding and signage systems, photography, etc.

पुरानी दिल्ली a film
Purani Dilli

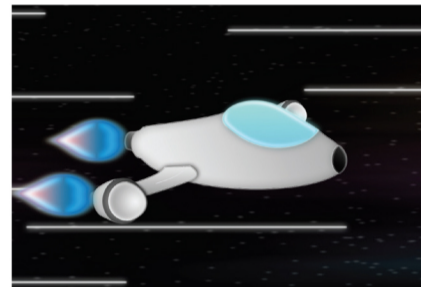Film on unprotected Heritage Havelis

Young India, Then & Now

Pune Bus Route Transit Map

## Animation

Animation Design Programme is structured in a way which encourages students to assume direct responsibility for nearly all aspects of the film making process - from concepts to drawing, shooting, camera, sound and music to techniques like character development, storyboarding, animatics and animation to editing. Mediums of exploration range from traditional hand drawn animation, claymation, sand animation, stop motion animation to state of the art digital animation. Such kinds of explorations enable students to arrive at their own styles having learnt the basic essential techniques.

चासनी
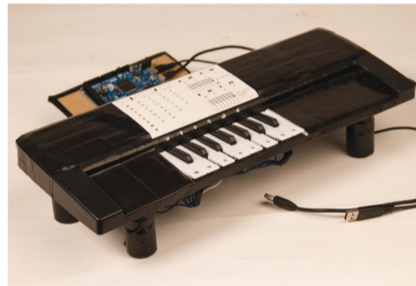CHASNI

Film to sensitize society on acid attacks

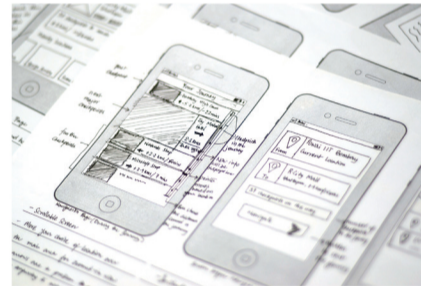An educational film on Theory of Relativity

Clay based character animation

## Interaction Design

Interaction Design focuses on interactive media, mobile communication applications, interfaces for software applications, interactive gaming and learning applications. The current program is specifically designed according to the needs of Indian users and industry. Students have access to state-of-the-art IT capabilities and prototyping technologies.
Its proximity to other engineering disciplines facilitates cross-disciplinary and collaborative projects.

Single-handed Devanagari Text Keyboard

Conceptualization of an interface

Interactive Visualization for Bollywood Data

## Mobility & Vehicle Design

The programme creates mobility designers that can ride contemporary challenges of environmental impact, lifestyle dynamics, population density and competition. With lectures, hands-on exercises and projects, the course covers a broad spectrum from personal to mass transportation. Students learn to design after identifying, understanding and anticipating mobility issues here and abroad. With international auto majors setting up design studios in India, the demand for component design professionals is poised to grow manifold.

Quadracycle

Mumbai local train

Electric motor cycle

## BDes programme

The B.Des Programme is a four year bachelors programme that gives students a firm, holistic and balanced foundation in design. They learn the skills and methodology that is needed for design intervention across a broad spectrum under the able guidance of well experienced faculty.

## Ph.D programme

The broad objectives of the PhD programme in Design are to keep pace with the expanding frontiers of knowledge and also to provide research training relevant to socio-cultural and economic factors. The Institute encourages research in interdisciplinary areas through a system of joint supervision and interdepartmental group activities. The presence of a strong research-oriented faculty provides excellent opportunities for such a programme.

Research area- Story telling and Narrative Storyteller Pappuram, with his patron Madan

Research area- Visual Perception of Form
Typical to Atypical Continuum of Auto Rickshaw Designs

## Minor Courses

A minor course in Design for B.Tech students of IIT Bombay is conducted at IDC to introduce design thinkers and hands on working among budding engineers of the country.

Working in groups at Shenoy Innovation Studio