

# IIT Bombay – B.Des (IDC School of Design)

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## 1. Program Overview

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- **Institute:** IDC School of Design, IIT Bombay (est. 1969; one of India's oldest design schools).
  - **Degree:** Bachelor of Design (B.Des), 4 years.
  - **Entry:** Through **UCEED** (all streams eligible).
  - **Seats:** ~37 for 2025 intake.
  - **Unique Path:** Option to switch to **Dual Degree (B.Des + M.Des)** after Year 3.
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## 2. Fields of Specialisation

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Students initially go through a **common foundation** in Years 1–2, then specialise.

- **Industrial Design** – consumer products, medical devices, appliances.
  - **Communication Design** – branding, typography, publication, visual storytelling.
  - **Animation Design** – 2D/3D animation, gaming, cinematic pre-visualisation.
  - **Interaction Design** – UX/UI, HCI, AR/VR.
  - **Mobility & Vehicle Design** – automotive, transport, futuristic mobility systems.
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## 3. Curriculum & Pedagogy

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- **Year 1–2:** Foundation in design thinking, sketching, model-making, digital tools.
  - **Year 3–4:**
    - Studio projects in chosen specialisation.
    - Electives across disciplines (e.g., XR design, sustainability, game design).
    - Industry projects (mandatory internships, final year capstone).
  - **Pedagogy:** Studio-based learning, strong faculty mentoring, interdisciplinary exposure (engineering + design).
  - **Dual Degree Option:** Extend 1 year → M.Des with thesis.
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## 4. Facilities & Labs

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- **Design & Innovation Studio** – model prototyping, fabrication labs.
  - **Animation & Visual Effects Labs** – Maya, Blender, Unreal Engine.
  - **HCI Lab** – UX testing, AR/VR systems.
  - **Vehicle Design Studio** – clay modelling, CAD-CAM, automotive prototyping.
  - **IDC Incubation Cell** – startup support, tie-ups with SINE IITB (Society for Innovation & Entrepreneurship).
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## 5. Opportunities

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- **Industry Placements:** Top recruiters from tech (Microsoft, Google, Adobe), automotive (Tata Motors, Honda, Mahindra), FMCG (ITC, Titan), consulting (Deloitte, EY).
  - **Entrepreneurship:** IDC + SINE incubator → spin-offs in product/UX startups.
  - **Higher Studies:** Graduates pursue M.Des/PhD globally (MIT Media Lab, Delft, RCA London).
  - **Cross-Disciplinary:** Strong IITB ecosystem allows collab with CS, EE, Mechanical depts. (e.g., AI-driven UX, IoT products).
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## 6. Real-World Alumni/Recruiter Examples

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- **Alumni in Leadership:**
    - Alok Nandi (President, IxDA Global).
    - Sridhar Iyer (Design head, TCS Interactive).
  - **Recruiters:** Microsoft, Google, Samsung R&D, Ola Electric, BYJU's, Adobe, Titan, Nutanix.
  - **Startup Founders:** Multiple IDC alumni lead design-first startups in AR/VR, product, and UI/UX consultancies.
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## 7. Pros / Cons Table

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Pros	Cons
Oldest IIT design school with strong legacy.	Highly competitive entry (UCEED Top ~50 rank needed).
Broadest range of specialisations among IITs.	Pressure of IIT academic + creative workload balance.
Dual Degree (B.Des + M.Des) option unique.	Intake is small (~37 seats), high cut-offs.
Strong industry connections (tech, auto, UX).	Specialisation choice comes later → some uncertainty.
Rich labs, incubation ecosystem (SINE).	Campus placement still lower visibility than IIT CS/EE.
Location advantage (Mumbai design & industry hub).	Cost of living in Mumbai is high compared to Guwahati/Roorkee.

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## 8. Known Pitfalls

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- **Expectation Gap:** Some students expect “art school style”; IDC is more **engineering + design hybrid**, heavier technical rigor.
- **Specialisation Choice:** You don't lock in from Day 1; first 2 years are common foundation. Some students find late specialisation misaligned with their initial interest.
- **Placements:** Not mass recruiters like CSE. More **niche, portfolio-based placements**; you must build a strong portfolio early.

- **Workload:** Design studios + IIT's technical rigor = heavy continuous assessment load, not semester-end exam based.
- **Admission Constraint:** Non-Science students can join, but may struggle with technical project components (CAD, prototyping).

# IIT Guwahati – B.Des (Department of Design)

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## 1. Program Overview

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- **Institute:** Department of Design (DoD), IIT Guwahati (first IIT to start a full-fledged Design Department in 1998).
  - **Degree:** Bachelor of Design (B.Des), 4 years.
  - **Entry:** UCEED, but **only Science stream (PCM)** students are eligible.
  - **Seats:** ~56 for 2025 intake (largest among IITs).
  - **USP:** Integrates *engineering + design + ergonomics* with strong research orientation.
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## 2. Fields of Specialisation

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IIT Guwahati provides a **multi-track system** rather than hard silos. Students specialise through electives and projects in:

- **Industrial Design** – product/system design, consumer goods, heavy equipment.
  - **Communication Design** – branding, visual design, typography.
  - **Ergonomics & Usability Engineering** – human-machine systems, user safety, inclusive design.
  - **Interaction Design** – digital systems, UX/UI, AR/VR.
  - **Design Management** – integrating design with business strategy, innovation.
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## 3. Curriculum & Pedagogy

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- **Foundation (Year 1):** Drawing, geometry, model-making, materials & processes.
  - **Intermediate (Year 2–3):** CAD/CAE, ergonomics, human factors, systems design.
  - **Advanced (Year 4):** Major design projects, internships, entrepreneurship projects.
  - **Pedagogy:** Heavy **studio work + applied research orientation**. More emphasis on usability, ergonomics, and engineering precision compared to IDC (Bombay).
  - **Collaboration:** Students often work with engineering/mechanical departments on **product prototyping and usability testing**.
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## 4. Facilities & Labs

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- **Usability & Ergonomics Lab** – motion capture, VR-based testing.
  - **Product Development Labs** – 3D printers, CNC machines, prototyping.
  - **Interaction Lab** – AR/VR, mobile computing, gesture tracking.
  - **Design Research & Knowledge Management Lab** – human-centered design studies.
  - **National Knowledge Network Access** – high computing + research resources.
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## 5. Opportunities

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- **Placements:** Recruiters include Adobe, Microsoft, Nutanix, D.E. Shaw, Samsung, Honeywell, Tata Motors, Infosys.
  - **Industry Fields:** UX/UI, automotive ergonomics, wearable tech, smart products, accessibility design.
  - **Research Path:** Many students pursue PhD/MDes in **human factors, ergonomics, usability engineering** — Guwahati is a leader here.
  - **Entrepreneurship:** IITG's Technology Incubation Centre supports product design startups.
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## 6. Real-World Alumni/Recruiter Examples

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- Alumni in **UX design at Adobe, Google, Flipkart**.
  - **Automotive recruiters** like Tata Motors & Maruti Suzuki regularly take graduates into ergonomics & vehicle interface design.
  - Strong alumni footprint in **accessibility design & HCI research** (both academia + industry).
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## 7. Pros / Cons Table

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Pros	Cons
Largest B.Des intake → diverse peer network.	Only open to <b>Science (PCM)</b> background.
Strong focus on ergonomics, usability & applied research.	Less exposure to animation/visual media than IITB.
High-quality labs (ergonomics, AR/VR, product prototyping).	Guwahati is geographically remote (recruiter access lesser than Mumbai/Delhi).
Broad placement spread: tech, auto, design consultancies.	Requires handling heavy engineering + design workload.
Interdisciplinary collaborations with engineering depts.	Portfolio-driven hiring still puts pressure on self-motivation.

Pros	Cons
Campus environment: serene, creative, research-driven.	Travel/connectivity challenges compared to metros.

## 8. Known Pitfalls

- **Location Impact:** Some recruiters prefer metros → Guwahati students must travel for internships/placements.
- **Stream Restriction:** Arts/Commerce students excluded → narrower applicant diversity.
- **Ergonomics-heavy Orientation:** Students expecting animation/film/game design may feel limited compared to IDC (Bombay).
- **Portfolio Pressure:** Similar to IITB, students must self-build strong portfolios to attract non-campus recruiters.
- **Research Bias:** Strong research focus may frustrate those seeking purely creative/visual design exposure.

## • IIT Delhi – B.Des (Department of Design)

### 1. Program Overview

- **Institute:** Department of Design, IIT Delhi (program started in 2022, making it one of the newer B.Des programs among IITs).
- **Degree:** Bachelor of Design (B.Des), 4 years.
- **Entry:** Through **UCEED** (all streams eligible).
- **Seats:** ~20 (smallest intake among IITs).
- **USP:** Compact batch size, focus on *product design + visual design* with strong technology integration.

### 2. Fields of Specialisation

Unlike IITB/IITG with wide specialisations, IIT Delhi keeps it **tight and focused**:

- **Product Design** – consumer products, hardware, IoT devices, mechanical-embedded integration.
- **Visual Design** – branding, identity, communication design.

*(Other domains like animation or mobility are not formal tracks, but optional electives from allied depts.)*

### 3. Curriculum & Pedagogy

- **Foundation:** Drawing, materials, digital tools, design thinking.
- **Intermediate:** Product form & function, user research, prototyping, visual storytelling.
- **Advanced:** Industry projects, UX electives, social impact design.
- **Pedagogy:**

- Lean, compact structure with **cross-department electives** (CS, Mechanical, Textile).
- High exposure to **interdisciplinary design-engineering projects**.
- **Unique Advantage:** Direct tie-ups with IITD's **Textile Dept** (wearables, smart fabrics) and **CSE Dept** (AI, AR/VR).

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## 4. Facilities & Labs

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- **Design Studio** – 2D/3D prototyping, visualization.
- **Maker Space & Fab Lab** – 3D printing, CNC machining.
- **Visual Communication Lab** – photography, branding, publications.
- **Shared IITD Labs:** Robotics, AI/ML, Textile labs for smart product design.

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## 5. Opportunities

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- **Industry Placements:** Early recruiters (Adobe, Ola Electric, Zomato design, consulting firms).
- **Startups:** Delhi-NCR has thriving design-tech ecosystem (PayTM, OYO, Zomato, Cars24).
- **Research:** IITD design school actively collaborates with AI/robotics labs → exposure to **intelligent systems design**.
- **Social Impact:** Projects often tied to healthcare, sustainability, education — aligned with Delhi govt/NGO networks.

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## 6. Real-World Alumni/Recruiter Examples

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*(Since it's a new program, no major alumni pool yet — but based on IITD's M.Des & collaborations):*

- Past design students from IITD have worked at **Adobe, TCS Interactive, Accenture Design Studio**.
- Active collaborations with **NID (Ahmedabad) + IIIT Delhi** on UX/AI/IoT research projects.

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## 7. Pros / Cons Table

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Pros	Cons
New, modern curriculum with industry-aligned focus.	New program → <b>limited alumni base</b> (no long placement history yet).
Small batch size (~20) → strong faculty-student mentoring.	Only <b>two main fields (Product, Visual)</b> → less variety.
Access to Delhi-NCR industry hub (startups, design consultancies, govt projects).	No dedicated tracks in animation, mobility, or ergonomics.
Interdisciplinary projects with IITD's strong engineering depts.	Labs are growing; not as established as IITB/IDC.

Pros	Cons
Exposure to social innovation and policy-linked projects.	Placement ecosystem still developing (students must rely on personal portfolios).

## 8. Known Pitfalls

- **Immaturity of Program:** Being new, course structure may evolve — some uncertainty in electives and long-term opportunities.
- **Limited Alumni Network:** Unlike IDC Bombay or DoD Guwahati, networking channels are still building.
- **Portfolio Dependency:** Without strong alumni placement trail, students must build solid personal portfolios for external opportunities.
- **Domain Limitations:** Students seeking animation, game design, or mobility design should prefer IITB/Hyderabad.
- **Competitive Entry:** Only ~20 seats — cut-offs are very high despite being new.

# IIT Hyderabad – B.Des (Department of Design)

## 1. Program Overview

- **Institute:** Department of Design (DoD), IIT Hyderabad (est. 2015 for B.Des; one of the fastest-growing IIT design schools).
- **Degree:** Bachelor of Design (B.Des), 4 years.
- **Entry:** Through **UCEED** (all streams eligible).
- **Seats:** ~26 (moderate intake size).
- **USP:** Multidisciplinary exposure + emphasis on **interaction, spatial, and visual design** with **new media experiments** (AR/VR, AI, generative design).

## 2. Fields of Specialisation

IIT Hyderabad is known for **fluid, cross-disciplinary training**, not rigid silos. Key domains:

- **Product Design** – functional + aesthetic consumer/industrial products.
- **Visual Design** – branding, graphics, communication design.
- **Spatial Design** – interior, exhibition, environment design.
- **Interaction & UX Design** – digital interfaces, service design, AR/VR, gamification.
- **Emerging Media Design** – experimental domains like AI-driven art, generative design, IoT-based experiences.

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## 3. Curriculum & Pedagogy

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- **Foundation (Year 1):** Drawing, 3D modeling, basic engineering, storytelling.
  - **Year 2-3:** Exploration across **spatial, product, and interaction design**, plus electives in **media, UX, AR/VR**.
  - **Year 4:** Final-year thesis + industry projects.
  - **Pedagogy:**
    - Studio-driven + experimentation-heavy.
    - Encourages **interdisciplinary collabs** with departments like AI/ML, liberal arts, electrical engineering.
    - Focus on **“Design Futures”** (sustainability, smart systems, urban spaces).
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## 4. Facilities & Labs

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- **Fab Lab & Prototyping Studios** – 3D printing, laser cutting, wood/metal workshops.
  - **VR/AR Interaction Labs** – Unity, Unreal, XR hardware.
  - **Spatial Design Studios** – exhibition, built environments.
  - **Design Research Labs** – user studies, HCI testing.
  - **Collaborations:** Part of IIT-H's **Tech Hub** → access to AI/ML + data science research centers.
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## 5. Opportunities

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- **Industry Placements:** Recruiters include Microsoft, Adobe, Samsung, Infosys, Ola Electric, Deloitte Digital, Zomato.
  - **Niche Roles:** AR/VR design, UX consulting, spatial/experience design, service design.
  - **Entrepreneurship:** Hyderabad startup ecosystem (T-Hub, WE-Hub) is strong; students incubate in media/interaction startups.
  - **Research/Global Path:** IIT-H ties with Japanese universities (Tokyo Tech, Keio) for design research → exposure to **international design thinking**.
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## 6. Real-World Alumni/Recruiter Examples

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- Alumni in **UX at Microsoft, UX Research at Deloitte, AR/VR labs at startups**.
  - Recruiters like **Samsung R&D, Honeywell, Infosys Design, Zomato Design team**.
  - Student-led projects have won **CII Design Awards & UX India recognitions**.
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## 7. Pros / Cons Table

Pros	Cons
Broadest design exposure (product, visual, spatial, UX, AR/VR).	Smaller alumni base compared to IITB/IDC.
Strong integration with AI/ML + emerging media labs.	Less emphasis on automotive/mobility design.
Hyderabad ecosystem (T-Hub, media startups) → great entrepreneurial exposure.	Curriculum still evolving; can feel experimental/less structured.
Cross-disciplinary tie-ups with engineering & liberal arts.	Placement ecosystem not as historically strong as IITB/Guwahati.
Labs geared toward <b>new media + digital futures</b> .	Spatial design focus may not appeal to those expecting core industrial design.

## 8. Known Pitfalls

- **Expectation Misalignment:** Students seeking “classic design” (industrial/ergonomics-heavy) may find IITG or IITB better.
- **Portfolio Pressure:** Recruitments still depend on **self-driven projects + strong portfolio**; campus placement base is smaller.
- **Rapidly Evolving Curriculum:** Flexibility can be overwhelming for students who prefer structured specialization.
- **Location Factor:** While Hyderabad is a tech hub, it’s not a **traditional design hub** like Mumbai/Bangalore.
- **Batch Size:** Moderate intake (~26) means fewer peers compared to IITG (~56), limiting peer diversity.

## IIT Roorkee – B.Des (Department of Design)

### 1. Program Overview

- **Institute:** Department of Design (DoD), IIT Roorkee.
- **Degree:** Bachelor of Design (B.Des), 4 years.
- **Entry:** Through **UCEED** (but only **Science stream with PCM** eligible).
- **Seats:** ~20 (small batch size).
- **USP:** Emphasis on **product design, ergonomics, and manufacturing** with tie-ins to IITR’s strong mechanical & engineering ecosystem.

## 2. Fields of Specialisation

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IIT Roorkee offers a **broad multidisciplinary design foundation** with electives in:

- **Product Design** – functional and aesthetic product development.
- **Material & Manufacturing Design** – focus on materials, processes, prototyping.
- **Ergonomics & Human Factors** – usability, safety, human-machine interaction.
- **UX & Interaction Design** – digital product interfaces, usability testing.
- **Visual Communication Design** – graphic design, branding, identity.

*(Not as broad as IIT Hyderabad in new media, but stronger in **manufacturing + ergonomics** due to IITR's traditional strengths.)*

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## 3. Curriculum & Pedagogy

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- **Year 1:** Foundation courses in drawing, visual design, prototyping basics.
  - **Year 2–3:** Deeper focus on **materials, ergonomics, manufacturing processes** + design studios.
  - **Year 4:** Capstone projects (industry-linked or research-driven).
  - **Pedagogy Style:** Balanced between **studio-based projects** and **engineering-backed design**.
  - **Cross-Department Exposure:** Students often work with **Mechanical, Civil, and Architecture** departments.
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## 4. Facilities & Labs

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- **Ergonomics Lab** – motion analysis, user studies, HFE research.
  - **Product & Manufacturing Workshop** – CNC machining, additive manufacturing, prototyping.
  - **Interaction & UX Lab** – usability testing, digital experience design.
  - **Material Design Labs** – tie-ins with IITR's engineering labs for composites, smart materials.
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## 5. Opportunities

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- **Industry Placements:** Recruiters include Tata Motors, Hero MotoCorp, Samsung, Infosys, Adobe, and design consultancies.
  - **Fields:** Product innovation, automotive ergonomics, UX/UI, manufacturing design.
  - **Research:** Students often move into **ergonomics, HCI, or materials-focused M.Des/PhD**.
  - **Entrepreneurship:** IITR has a strong startup cell (**TIDES incubation center**) → supports product and UX startups.
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## 6. Real-World Alumni/Recruiter Examples

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- Alumni working in **product design roles in automotive + FMCG sectors**.

- Recruiters: Tata Motors, Adobe, Deloitte, Hero, Infosys Design, Samsung.
- IITR's design graduates are also involved in **sustainability-driven product design startups**.

## 7. Pros / Cons Table

Pros	Cons
Strong engineering–design integration (ergonomics, manufacturing).	Only open to <b>Science PCM</b> background students.
Labs and facilities for <b>materials &amp; ergonomics</b> are strong.	Smaller alumni footprint in design compared to IITB/IITG.
Good placement connections in <b>auto &amp; manufacturing</b> .	Visual/animation/media design less emphasized.
Smaller batch size → closer faculty mentorship.	Remote location → fewer industry interactions than Delhi/Mumbai.
Access to IITR's strong engineering labs for prototyping.	Startup ecosystem weaker compared to IIT-H (Hyderabad) or IIT-B (Mumbai).

## 8. Known Pitfalls

- **Narrower Scope vs IIT Hyderabad:** Lacks exposure to AR/VR, emerging media, and animation.
- **Industry Location Gap:** Roorkee is not an industry hub; recruiters mainly come via centralized placement, not local connects.
- **Portfolio Building Pressure:** As with all IIT design schools, strong self-driven portfolio is needed.
- **Batch Size Constraint:** ~20 students → less peer diversity and design community compared to IITG/IITB.
- **Stream Restriction:** Arts/Commerce students cannot apply.



## IIITDM Jabalpur – B.Des (Design Discipline)

### 1. Program Overview

- **Institute:** IIITDM Jabalpur (established with focus on **Design + IT + Manufacturing**).
- **Degree:** Bachelor of Design (B.Des), 4 years.
- **Entry:** Through **UCEED** (but **only Science PCM** stream eligible).
- **Seats:** ~66 (largest intake among design schools under UCEED, even bigger than IIT Guwahati).
- **USP:** Strongest integration of **design + technology + manufacturing**; produces graduates who can sit between *engineering R&D* and *design studios*.

## 2. Fields of Specialisation

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IITDM Jabalpur design program spans **both creative and technical design tracks**:

- **Product Design** – industrial goods, smart products, embedded hardware.
  - **Visual Design** – graphics, branding, digital communication.
  - **Interaction Design** – UX/UI, HCI, AR/VR prototypes.
  - **Communication Design** – media design, visual storytelling.
  - **Craft & Culture Design** – integration of traditional Indian crafts + technology.
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## 3. Curriculum & Pedagogy

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- **Year 1:** Core foundation in drawing, CAD, design fundamentals.
  - **Year 2–3:** Studios in **product, UX, visual design** + electives from IT/manufacturing.
  - **Year 4:** Industry-linked project, portfolio + dissertation.
  - **Pedagogy:**
    - **Hybrid model** — emphasis on CAD, product engineering, and prototyping.
    - Greater **manufacturing + IT coursework** than pure design programs at IITB/IITH.
    - Encourages **interdisciplinary project teams** (design + CS + manufacturing).
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## 4. Facilities & Labs

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- **CAD & Product Engineering Labs** – Creo, CATIA, SolidWorks.
  - **Prototyping Workshop** – CNC, 3D printing, laser cutting.
  - **Craft & Culture Studio** – Indian crafts + digital media integration.
  - **Visual & Media Labs** – Adobe, Blender, VR prototyping.
  - **HCI Labs** – interaction design, service design studies.
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## 5. Opportunities

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- **Placements:** Tata Consultancy Services (Design Unit), Wipro Design, Infosys, Adobe, Samsung, Hero, Tata Motors, ITC.
  - **Career Roles:** Product design engineers, UX/UI designers, HCI researchers, CAD specialists, design managers.
  - **Research:** Many go on to **design-tech postgraduate programs** in India (IITB, IISc) and abroad (Delft, MIT, Aalto).
  - **Entrepreneurship:** IITDM has a **Design & Innovation Incubator** — known for startups in product and AR/VR.
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## 6. Real-World Alumni/Recruiter Examples

- Alumni working at **Adobe, Microsoft, Ola Electric, Infosys Design, Samsung R&D**.
- Many alumni move into **CAD/CAE-intensive roles** (bridging mechanical design + product aesthetics).
- Recruiters often place students in **UX roles in IT services companies** (Infosys, Wipro) vs. creative agencies.

## 7. Pros / Cons Table

Pros	Cons
Largest B.Des intake → wide peer base.	Only open to <b>Science PCM</b> stream.
Strong hybrid focus: <b>design + IT + manufacturing</b> .	Less emphasis on pure animation/media design.
Excellent labs for CAD, prototyping, manufacturing.	Recruiters skewed toward <b>IT services</b> more than top-tier design studios.
Cultural design + craft integration is unique.	Portfolio-driven hiring outside IT remains self-dependent.
Strong placement base in engineering + UX hybrid roles.	Alumni branding less powerful than IITB/IDC.

## 8. Known Pitfalls

- **Recruiter Mix:** Unlike IITB/IITH (which see Google/Adobe design labs), IIITDM placements often dominated by **Infosys, Wipro, TCS Design Units** → can feel like “IT-heavy design”.
- **Creative Limitation:** Animation, game design, or visual-heavy specialisations are weaker.
- **Batch Size vs Faculty:** ~66 students = largest batch, but faculty strength is comparatively smaller than IIT Bombay/Guwahati.
- **Location Factor:** Jabalpur is not a design/tech hub, so **industry interaction is more limited** than metro IITs.
- **Perception Gap:** Some recruiters perceive IIITDM more as “engineering with design” rather than **pure design school**.

# IIT Indore – B.Des (Department of Design)

## 1. Program Overview

- **Institute:** IIT Indore (Design Department established very recently, with first B.Des batch in 2024).
- **Degree:** Bachelor of Design (B.Des), 4 years.

- **Entry:** Through **UCEED** (all streams eligible, subject to IIT norms).
  - **Seats:** Small first batch (~15–20; still evolving).
  - **USP:** Strong focus on **interdisciplinary design for systems & sustainability** — unlike other IITs, which are more product/visual centric.
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## 2. Fields of Specialisation

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IIT Indore has structured its program around **grand societal challenges**:

- **Urban System Innovation** – smart cities, infrastructure design, sustainable urban mobility.
- **Educational Technologies** – learning systems, ed-tech products, inclusive education design.
- **Healthcare Systems** – medical devices, hospital systems, telemedicine interfaces.
- **Sustainable Energy Systems** – renewable energy, green product design, energy-efficient systems.

*(This thematic approach makes it **unique** among IITs — more system-level problem solving than product aesthetics.)*

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## 3. Curriculum & Pedagogy

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- **Year 1:** Foundation in design thinking, drawing, CAD, materials.
  - **Year 2–3:** Studio projects focused on **urban, healthcare, ed-tech, sustainability** domains.
  - **Year 4:** Capstone project (industry-linked or social impact driven).
  - **Pedagogy Style:**
    - **Problem-based learning** (design challenges linked to UN SDGs).
    - Encourages **multi-department collaboration** (mechanical, computer science, biosciences).
    - More **research-driven** than aesthetics-driven.
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## 4. Facilities & Labs

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- Still in **development phase**, but being tied into IIT Indore's strong labs:
    - **Healthcare Lab** – biomedical engineering, medical device prototyping.
    - **Urban Systems Research Labs** – IoT, GIS, smart mobility studies.
    - **Energy Systems Labs** – renewable systems, sustainable product design.
    - **Design Studios** – core prototyping and digital design facilities (growing).
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## 5. Opportunities

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- **Industry Placements:** Being new, placement ecosystem is not established. Likely recruiters: **ed-tech firms, health-tech startups, sustainability consultancies, urban design agencies**.
- **Research Path:** High potential for **M.Des/PhD abroad** due to thematic problem-based focus.
- **Entrepreneurship:** Indore has an emerging startup culture (esp. in **ed-tech & healthcare**). Students may spin off early-stage innovations.

- **Cross-Sector Roles:** Graduates likely to work in **policy-linked design**, sustainability consulting, health-tech innovation — slightly different than classic UX/product designer path.

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## 6. Real-World Alumni/Recruiter Examples

- No alumni yet (first batch just started).
- Based on **faculty collaborations**, likely future opportunities:
  - **Healthcare startups (Dozee, Niramai).**
  - **Urban tech labs (Smart Cities Mission, NITI Aayog-linked projects).**
  - **Global sustainability research programs (MIT Energy, Delft Design for Sustainability, RCA London Design Futures).**

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## 7. Pros / Cons Table

Pros	Cons
Thematic, future-facing curriculum (urban, healthcare, sustainability).	No alumni yet; placement visibility is untested.
Strong alignment with UN SDGs and global design research trends.	Labs and facilities still developing.
High scope for research-driven careers.	Small batch size → limited peer network.
Cross-disciplinary access (engineering, biosciences, energy labs).	Recruiter base not yet established (students must self-drive opportunities).
Unique niche vs other IITs (system-level innovation focus).	Less exposure to animation, visual media, or traditional product aesthetics.

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## 8. Known Pitfalls

- **Newness Risk:** Program is unproven — requires self-driven students who can thrive without legacy placement support.
- **Limited Peer/Alumni Network:** Unlike IITB or IITG, networking will be weak for early batches.
- **Recruiter Uncertainty:** Companies may be unsure about the role definition for IIT Indore B.Des grads.
- **Lab/Infrastructure Catch-up:** Still being built — first few batches may face resource constraints.
- **Expectation Management:** Students expecting “classic design school” (animation, branding, visual media) may feel mismatch — it is more **research + problem-driven**.