



DEPARTMENT OF DESIGN  
Delhi Technological University

# Master of Design



ADMISSION BROCHURE

2021-22

# Important Dates

S. No.	Activity / Event	Date
1.	Advertisement in newspapers	12.05.2021
2.	Opening of website for online registration	15.05.2021
3.	Last date for Online Registration	14.06.2021
4.	Design Aptitude Test, Interview	25.06.2021- 27.06.2021
5.	Selected candidates along with list of waitlisted candidates.	30.06.2021
6.	1st Round of admission at DTU (Selected candidates are required to report along with original documents and bank draft for free deposit)	06.07.2021
7.	Announcement of seats for second round.	09.07.2021
8.	2nd Round of admission at DTU (Selected candidates are required to report along with original documents and bank draft for fee deposit)	14.07.2021
9.	Announcement of seats for third and final round.	17.07.2021
10.	3rd Round of admission at DTU (Selected candidates are required to report along with original documents and bank draft for free deposit)	20.07.2021
11.	Registration	01.08.2021

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

\*Candidates having valid CEED score are required to apply. On the basis of the merit, candidates will be offered admission to M.Des. Programme. Visit the DTU website [www.dtu.ac.in](http://www.dtu.ac.in) / [www.dtuadmissions.nic.in](http://www.dtuadmissions.nic.in)

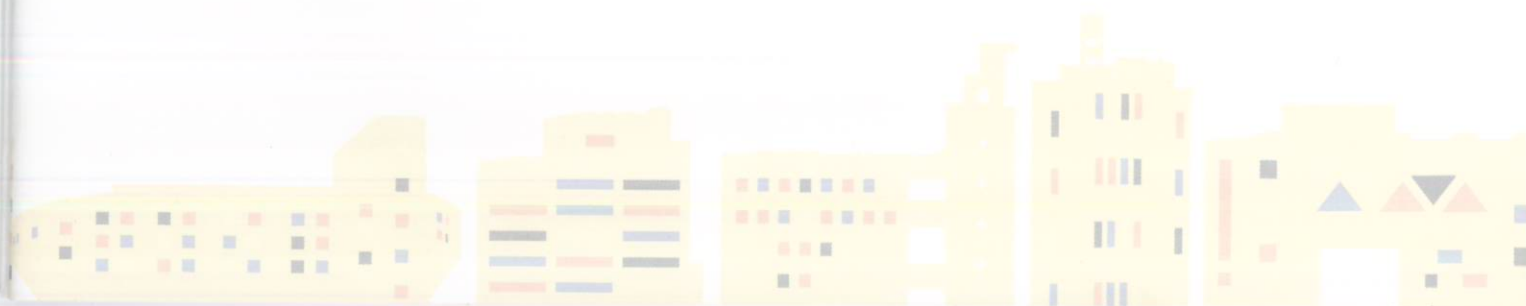
# Admission Brochure

## Master of Design (M.Des.)

2021-2022



**Delhi Technological University**  
(Formerly Delhi College of Engineering)  
Govt. of NCT of Delhi





# दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

DTU  
Delhi Technological  
UNIVERSITY

Prof. Yogesh Singh  
Vice-Chancellor  
E-mail: vcdtu@dce.edu



## Message

Delhi Technological University formerly known as Delhi College of Engineering 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.

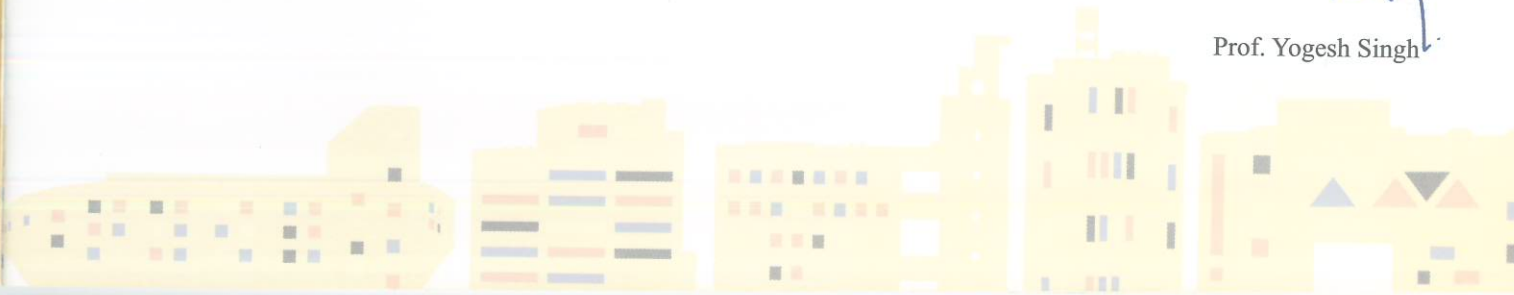
The structure of the M.Des. Programme is directed towards development of the ability to transform an abstract idea into everyday function and usable products and services. Industrialist can fine tune business competitiveness with 'design thinking' that inherently has metamorphism, empathy, rationalism, 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. The Department is envisioned to provide excellent education and research through Master of Design and other programmes.

The Design Department at DTU was started with the B.Des. programme in the year 2018-19. It gives me great pleasure to share that in just few years, the Department of Design has become a vibrant centre for academics as well as design related activities in the DTU campus and outside. This year 2021, we are launching M.Des. programme for the graduate students of any discipline. I believe within 5 years the Department will achieve great success in realizing its vision of the university. I would like to congratulate the Head of Department Prof. Ranganath M. Singari, the Faculties and the students for the accomplishments of the Department in its first 3 years of operation.

I extend my best wishes to all designers joining M.Des. Programme to enhance the learning experience and their future endeavour.

Prof. Yogesh Singh





# दिल्ली प्रौद्योगिकी विश्वविद्यालय DELHI TECHNOLOGICAL UNIVERSITY

(Formerly Delhi College of Engineering)

DTU  
Delhi Technological  
UNIVERSITY

Prof. Ranganath M. Singari  
Head, Department of Design  
E-mail: ranganath@dce.ac.in



## Message

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

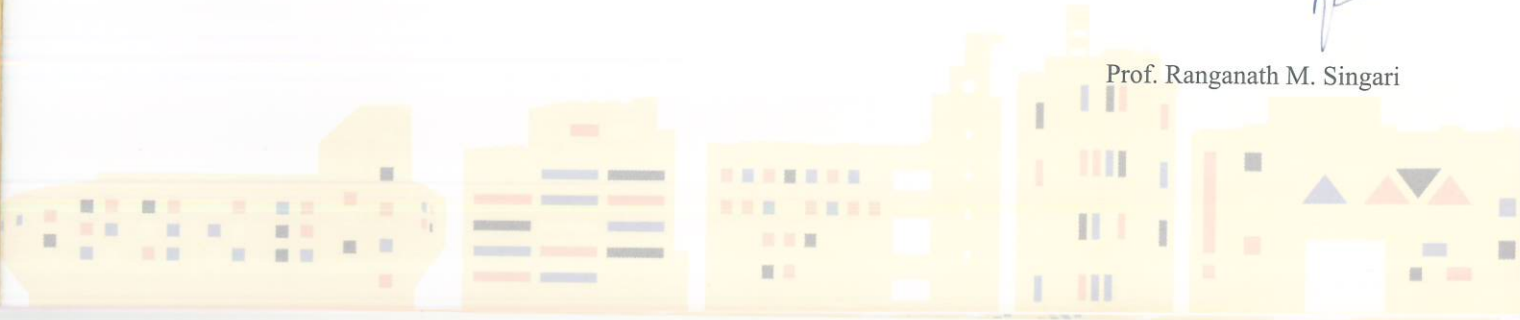
The combination of a flexible curriculum, a wide array of learning opportunities and a conducive learning environment is that hallmark of the Design programme of Department of Design. Our invaluable and lifelong alumni network also provides a strategic advantage to the students looking to excel in the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

The goal of the M. 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. In our Department we already have a congruence of Eminent Experts from various disciplines be it Academics, Research Organizations or Industries visiting and interacting with the students. These interactions create a world class ecosystem of learning and experience sharing which is a need for every Educational Institution.

Within very short span of 3 years the Department have conducted over many expert lectures and numerous workshops by Industry leaders. Department of Design also have a very successful Internship programme which run during the summer vacation. Almost all students are integral parts of every society, sports team and other co-curricular teams, even holding leadership positions in their first & second year. In addition, the students have also won numerous accolades in inter-college competitions. With our very own building for the Department of Design 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.

Prof. Ranganath M. Singari





दिल्ली प्रौद्योगिकी विश्वविद्यालय  
**DELHI TECHNOLOGICAL UNIVERSITY**  
(Formerly Delhi College of Engineering)



Prof. Lalit K. Das  
Honorary Professor, Department of Design  
E-mail: lalitdas@dce.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. Design program at DTU is fast evolving into a multi-discipline design school with foray in new directions. The students will have the opportunity to specialize in Product Design, U-UI, Visual Communication, Fashion Design, Augmented and Virtual Reality etc. The students will have the opportunities to carve their area of specialization. At DTU, we have built an excellent team of full time and expert visiting faculty. The design discipline has its own building providing the creative ambience of design education. We want to produce the best designers.

As we move into the fourth 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.

Prof. Lalit K. Das



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2.

## 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, 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.

3



## 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 course and facilities for other than design department student and faculty for developing inter- disciplinary activities and projects.



3.

## Admission Eligibility

Admission to Master of Design (M. Des.) Programme

No of Seats: = 45

15 Interaction Design

15 Product Design

15 Visual Communication

Course duration: 2 Years

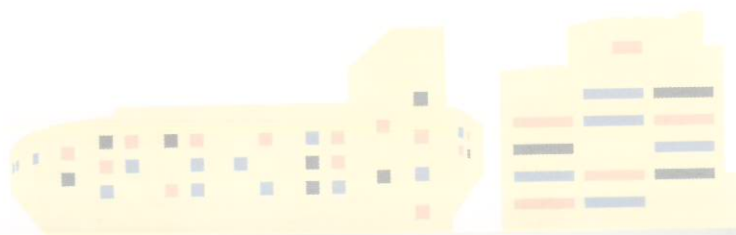
### Eligibility

The candidate should have a minimum of 55% marks (50% marks in case of SC / ST / PwD ) or equivalent grades in the qualifying degree for individual streams.

The candidate should be a Graduate in a Professional Degree (i.e. 4 - year Professional course) eg: Bachelor of Engineering, Bachelor of Technology, Bachelor of Architecture, Bachelor of Design and Bachelor of Fine Arts or any Equivalent Degree.

The candidate should have also qualified through common entrance examination for Design 2021 (CEED 2021) with a valid CEED Scorecard.

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3.

## Seat Matrix

Categories	Number of Seats
General	18 (1 PD)
OBC	12 (1 PD)
SC	7
ST	3
EWS	5
<b>Total</b>	<b>45</b>

## Reservation Policy

- a. **Scheduled Caste (SC):** 15% of the total seats are reserved for Scheduled Caste candidates.
- b. **Scheduled Tribe (ST):** 7.5% of the total seats are reserved for Scheduled Tribe candidates.
- c. **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.
- d. **Economically Weaker Section (EWS):** 10% of the total seats are reserved for EWS category as per the office order DHE.1(119)/Estt./2018- 19/2549-76 dated 17/06/2019.



5.

## Application Process

For admission to M. Des. programme 2021, all candidates need to register and fill the application ONLINE only by accessing [www.dtu.ac.in](http://www.dtu.ac.in) before June 14, 2021. 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 Interview.

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.

### 5.1 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 / net banking 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.

### 5.2 First round of admission

- a. The list of selected candidates along with waitlisted candidates will be displayed on June 30, 2021. along with the admission schedule on the university website [www.dtu.ac.in](http://www.dtu.ac.in) and department notice boards. In case some seats remain unfilled then second round/subsequent rounds of counselling may be conducted.



## Application Process

- b. The selected candidates 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' Admission shall not be valid without payment of fee.
- 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 round.
- 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 authorised representative must come with the duly signed authorisation letter.



6.

## Fee Structure

The annual fee of the M. 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

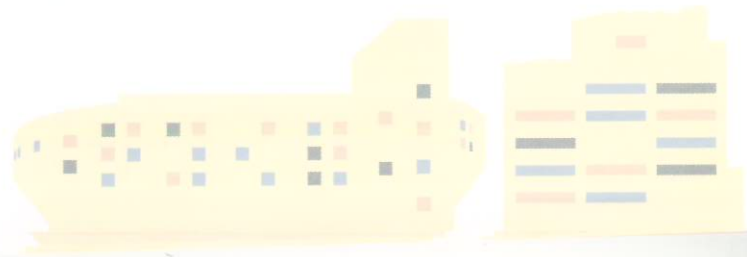
given to them will be withdrawn automatically and the seat will be offered to the next eligible candidate.

**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.

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## Master of Design (M.Des.) fee structure

S. No.	Particulars	AY 2021-22 1st Year (Rs.)	AY 2022-23 2nd Year (Rs.)
1.	Tuition Fee	1,19,500	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
2.2	Facilities & Services Charges (Research initiatives, training programmes, Awards, automation, facilities, entrepreneurship activities and any misc. expenditure on unspecified items)	30,000	36,000
2.3	Economically Weaker Section Fund	5,000	7,000
2.4	Examination fee (Examination Infrastructure strengthening, expenditure on examination activities, confidential printing etc.)	15,000	15,000
2.5	Premium amount for medi-claim of student (per-annum)	500	700
<b>Total</b>		<b>2,06,000</b>	<b>2,19,000</b>





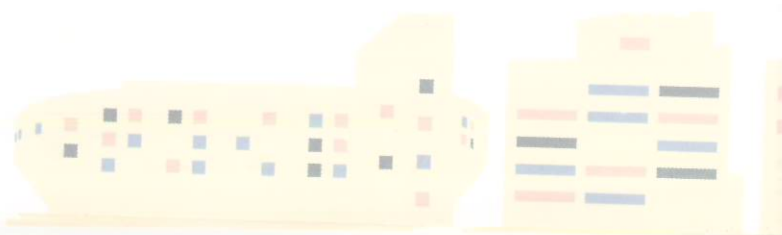
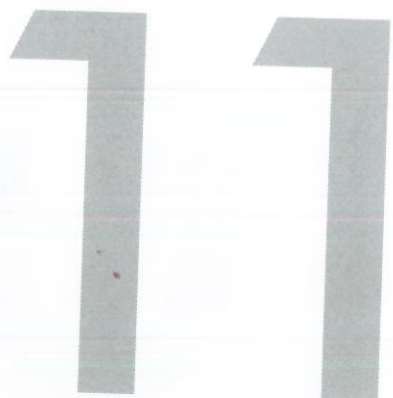
7.

## Withdrawl/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.	0%	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.*



8.

## 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 M. Design programme 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 CEED Score Card in Original.
- e. Medical Fitness Certificate.



# 12

# Course Structure

## Course Structure for Visual Communication Programme

### 1st Year M.Des.

FIRST SEMESTER
Visual Culture & Media Practices
Communication Design Fundamentals
Image Fabrication & Visualization
Video, Sound & Cinematography
Design Project 1

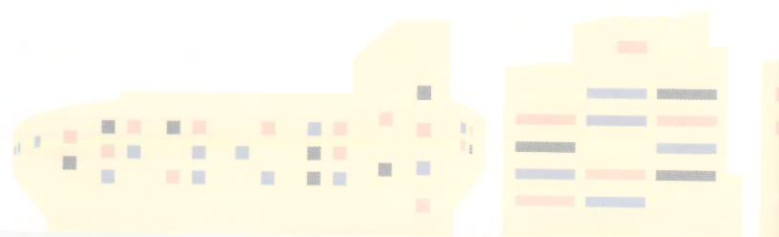
SECOND SEMESTER
Experimental Communication
Space and Service Design
Narrative Contexts and Advanced Illustration
Motion Graphics and Animation Fundamentals
Design Project 2

### 2nd Year M.Des.

THIRD SEMESTER
Organizational model for entrepreneurship
Major campaign planning & Design
Advanced Animation & game design
Design Project 3
Internship
Design Research Seminar

FOURTH SEMESTER
Sponsored/ Self Sponsored Project

# 15



10.

## Board of Studies

The board of studies of the Department of Design, DTU is comprised of the following Members.

MEMBER NAME	DESIGNATION
PROF. RANGANATH M SINGARI, HoD, DoD, DTU	CHAIRMAN
PROF. G.V.SREEKUMAR, IIT BOMBAY	MEMBER (EXTERNAL)
PROF. PUNEET TANDON, IIITDM JABALPUR	MEMBER (EXTERNAL)
PROF. S.K.S KUSHWAHA, MSU BARODA	MEMBER (EXTERNAL)
MR. NEERAJ RATHEE, DoD, DTU	MEMBER

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11.

# 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.

## 11.1 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 any physical defects wich 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 regiregistration number

\*Strike whichever is not applicabe.



# Certificates and Formats

## 11.2 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

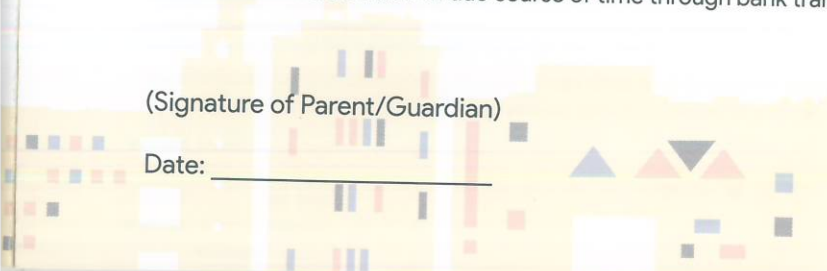
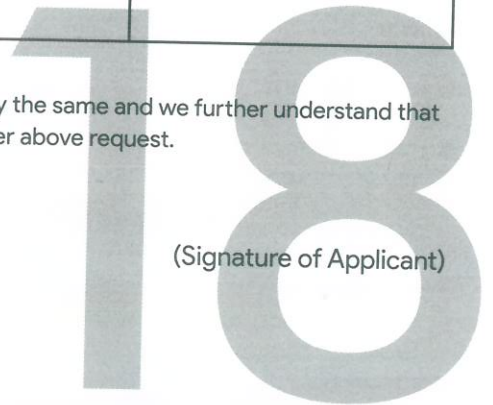
### UNDERTAKING

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: \_\_\_\_\_

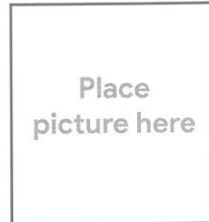
(Signature of Applicant)



## Certificates and Formats

### 11.3 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>

# 19

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



# Admission Enquiry

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

**Prof. Ranganath M. Singari**

Chairperson

Admissions, M. Des.

Head, Department of Design

Email: ranganath@dce.ac.in

Phone: +91 9654528868

Landline: +91-11-27871017

**Parth Pratim Das**

Deputy Chairperson

Admissions, M. Des.

Asst. Prof, Department of Design

Email: parthapratimdas@dtu.ac.in

Phone: +91 8876914075

**Design Credits-**

Kashyap Dutta, +91 9871483579

Snehanshu Bindal, +91 8849947415

Mohd. Tayyab, +91 6395523958

**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.



# DEPARTMENT OF DESIGN



**DELHI TECHNOLOGICAL UNIVERSITY**  
(formerly Delhi College of Engineering)  
Govt. of NCT of Delhi

Cover by-  
**Ketan Prajapati**  
94253-50576