

DELHI
TECHNOLOGICAL
UNIVERSITY



Department of Design

अभिकल्प विभाग

ADMISSION BROCHURE

B.Des 2022-23



DELHI
TECHNOLOGICAL
UNIVERSITY



Important Dates

| S.no. | Activities / Events | Date |
|-------|--|----------------------------------|
| 1. | Advertisement in newspapers | 13.05.2022 |
| 2. | Opening of website for online registration* | 20.05.2022, 10:00 am Onwards |
| 3. | Last date for Online Registration | 20.06.2022, 12:00 pm Midnight |
| 4. | Merit list of candidates for 1st round admission and wait-list on DTU website | 04.07.2022 |
| 5. | 1st Round of admission at DTU (Selected candidates are required to report along with original documents and bank draft for fee deposit) | 08.07.2022 |
| 6. | Display of vacant seats for 2 nd round on the DTU website | 11.07.2022 |
| 7. | 2 nd Round of admission (Selected candidates are required to report along with original documents and bank draft for fee deposit) | 15.07.2022 |
| 8. | Display of vacant seats for 3rd round on DTU website | 22.07.2022 |
| 9. | 3 rd Round of admission also the LAST DATE of Admission at DTU | 29.07.2022 |
| 10. | Display of Vacant Seats for Spot Round on the DTU website** | 05.08.2022 |
| 11. | Spot round of admissions at DTU (Selected candidates are required to report along with original documents and bank draft for free deposit) | 12.08.2022 |

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 2022 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 06.08.2022 also. For updated list DTU website.

ADMISSION BROCHURE

Bachelor of Design (B.Des.) 2022-23



Department of Design

DELHI TECHNOLOGICAL UNIVERSITY
(Formerly known as Delhi College of Engineering)

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Delhi Technological University

Established by Govt. of Delhi vide Act 6 of 2009



Prof. J.P. Saini

Vice-Chancellor



Message

Email: vcdtu@dce.edu

The Delhi Technological 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. Delhi Technological University was upgraded from Delhi College of Engineering by the Government of NCT of Delhi in 2009.

The Department of Design at DTU was started in the year 2018-19. The Design Programme has been prepared by experts drawn from top-notch institutes and universities to fulfill market & social needs. The programme structure is directed towards development of the ability to transform an abstract idea into everyday functional and usable products and services. Students will deal with 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. Department of Design at DTU is envisioned to provide excellent education, training and research through Bachelors of Design, Masters of Design and Doctoral programmes.

It gives me great pleasure to see that in just few years, the Department of Design has become a vibrant centre for academics as well as design related activities. I am happy to announce that the students from first batch have been placed by many leading organizations. 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, Prof. Ranganath M. Singari, the Faculty and the students for the accomplishments of the Department in its 4th year of operation. I extend my best wishes to all budding designers joining B. Des. and M. Des Programmes to enhance the learning experience.

Prof. J.P. Saini



Delhi Technological University

Established by Govt. of Delhi vide Act 6 of 2009



Prof. Ranganath M. Singari

Head, Department of Design



Email: 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.

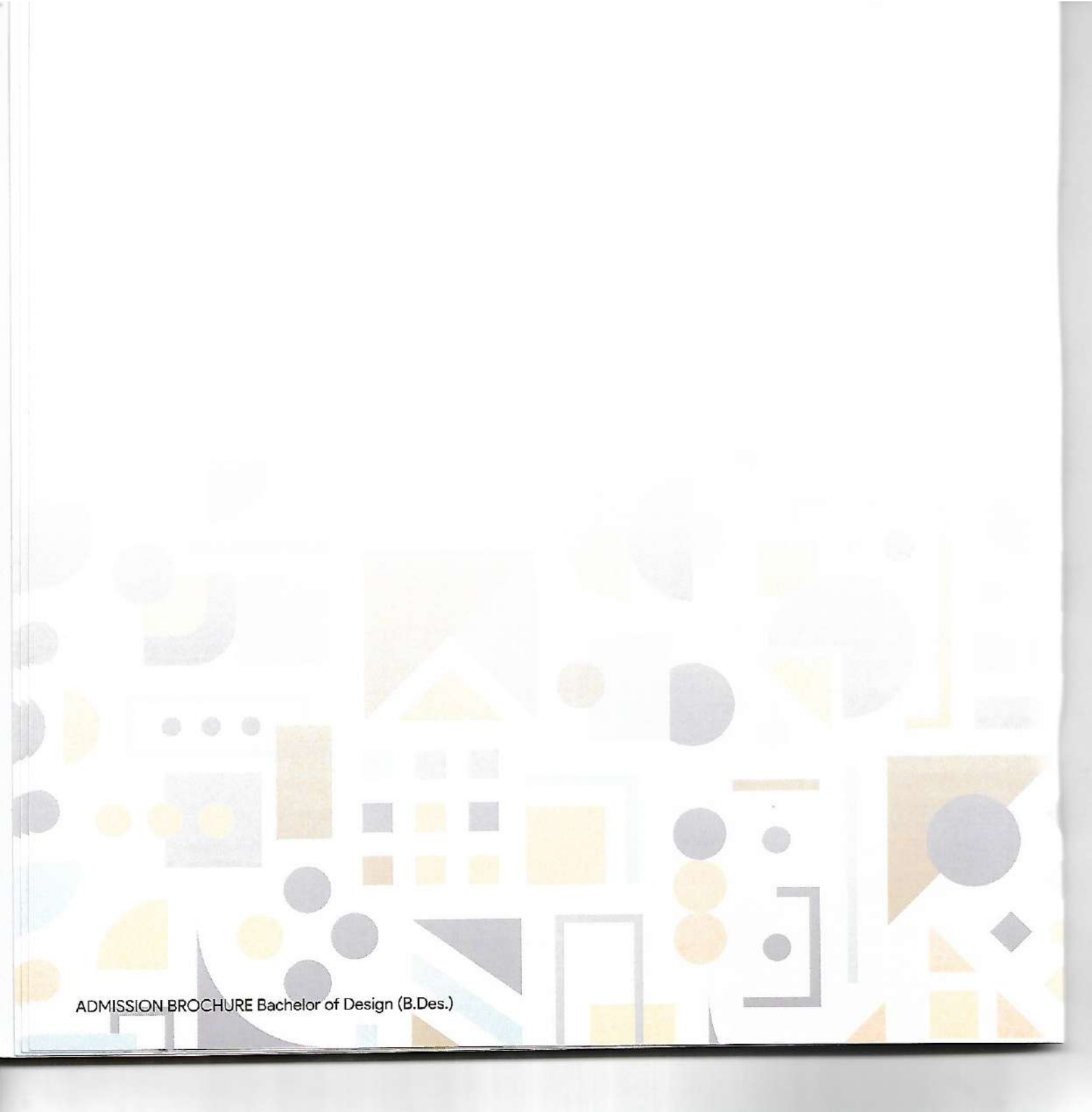
Within just four years the students of the Department of Design have taken the college by storm. Almost all students are integral parts of every society, sports team and other co curricular teams, even holding leadership positions in their first year. In addition, the students have also won numerous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

Over the span of four years the department has conducted many expert lecture, summer internship program and numerous workshop with the support of academicians and industry experts from India and abroad.

With our very own building for the Department of Design with 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

The background of the entire page is a complex, abstract geometric pattern. It consists of numerous overlapping shapes, including circles, squares, rectangles, and triangles, in a muted color palette of yellow, grey, and brown. The shapes are arranged in a way that creates a sense of depth and movement, with some elements appearing to be layered on top of others. The overall effect is a modern, artistic design that complements the text.

ADMISSION BROCHURE Bachelor of Design (B.Des.)



Delhi Technological University

Established by Govt. of Delhi vide Act 6 of 2009



Dr Madhusudan Singh Yadav

Dean UG



Message

Email: madhusudan@dce.ac.in

I am happy to share that Delhi Technological University is starting admission to its various programmes for the academic year 2022-23.

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 80 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.

Department of design, Delhi Technological University, believes 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 DOD a confident, able designers with the right skills to become an important part of the industry.

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.

Dr Madhusudan Singh Yadav



Delhi Technological University

Established by Govt. of Delhi vide Act 6 of 2009



Prof. Lalit K. Das

Honorary Distinguished Faculty



Message

Email: lalitdas@dtu.ac.in

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, UX-UI, Visual Communication, Fashion Design, Augmented and Virtual Reality etc. The students will have the opportunity 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 ambiance of design education. We want to produce the best designers.

As we move into the fifth 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.

A handwritten signature in black ink, which appears to read 'Lalit K. Das'.

Prof. Lalit K. Das

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General Information

1



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 80 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.

DTU 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.

The University

Mission

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

Vision

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

Programme 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, 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.

The Department

Mission

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

Vision

- To develop centres of excellence in service design, interactive design, product design, visual communication, and allied areas.
- To attract and nurture quality faculty with empathy having a passion for growth of self and others.
- To attract energetic, innovative students and enable them to emerge as creative and caring design professionals.
- To create facilities for incubation, product development, transfer of technology, and entrepreneurship.
- To provide environment friendly, reasonable, and sustainable solutions for local & global needs.

Admission Eligibility

3

Admission to Four Year Bachelor of Design (B. Des.) Programme is on the basis of **UCEED 2022** Score.

No of Seats: 120

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).

1 Intermediate or two year Pre-University examination conducted by a Board of University recognized by the Association of Indian Universities.

2 Final examination of the two-year course of the Joint Services Wing of the National Defence Academy.

3 Senior Secondary School Examination conducted by the National Institute of Open Schooling with a minimum of five subjects.

4 Any Public School, Board, or University H.S.C vocational examination.

5 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.

6 General Certificate Education (GCE) examination (London, Cambridge or Sri-Lanka) at the Advance level.

7 High School Certificate Examination of the Cambridge University or International Baccalaureate Diploma of the International Baccalaureate Office, Geneva.

8 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.

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

Note: Aspirants who have appeared at the annual examination in the year 2022 and have been placed in compartment will not be eligible for admission for the year 2022.

Seat Matrix

| Category | Delhi | | | Outside Delhi | | | Total |
|-------------|-------|----|----|---------------|----|----|-------|
| | | CW | PD | | CW | PD | |
| General | 39 | 2 | 1 | 7 | 0 | 0 | 49 |
| OBC | 25 | 1 | 1 | 5 | 0 | 0 | 32 |
| SC | 14 | 0 | 1 | 3 | 0 | 0 | 18 |
| ST | 8 | 0 | 0 | 1 | 0 | 0 | 9 |
| EWS | 10 | 0 | 0 | 2 | 0 | 0 | 12 |
| Total | 96 | 3 | 3 | 18 | | | 120 |
| SG | 1 | | | | | | 1 |
| TP | 1 | | | | | | 1 |
| KM | 1 | | | | | | 1 |
| Grand Total | | | | | | | 123 |

Reservation Policy

1 Scheduled Caste (SC): 15% of the total seats are reserved for Scheduled Caste candidates.

2 Scheduled Tribe (ST): 7.5% of the total seats are reserved for Scheduled Tribe candidates.

3 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.

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

4 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.

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:

- 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:

1. Sena Medal (G)/ NauSena Medal (G)/ VayuSena Medal (G) for the medal awarded for Gallantry.
2. 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.

e. Differently Abled Person (PD): 5% of the total seats in each category are reserved for candidates belonging to 'Differently Abled Person' sub-category.

f. 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:

1. 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 2022. 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 subcategory. 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, 2021 from the authorities as mentioned above. However, if the certificate is issued prior to June 30, 2021, 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

5

Modes of Admission and Seats Designated

| Discipline | M1 | M2(a) | M2(b) | M3(a) | M3(b) |
|------------|----|-------|-------|-------|-------|
| B. Des. | - | 4 | 6 | 6 | 2 |

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

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

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

a. 2% for foreign nationals from SAARC and ASEAN

b. 2% for foreign nationals from countries other than (a) above

For further details refer to the Admissions Brochure for International Students 2022-23 available on the DTU website.

Application Process

6

For admission to B. Des. programme 2022, all candidates need to register and fill the application ONLINE only by accessing www.dtu.ac.in before June 30, 2022. 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 fulfill 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. 1500/- for Gen/OBC/SC/ST/P - wD, 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.

6.2 Rules for Seat Allotment

Merit list will be prepared on the basis of UCEED-2022 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.

Fee Structure

7

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. Wait-listed 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.

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.

The **detailed fee structure** is given on the next page.

Bachelor of Design (B. Des.) Fee Structure

| S. No. | Particulars | AY 2022-23 1st Year (Rs.) | AY 2023-24 2nd Year (Rs.) | AY 2024-25 3rd Year (Rs.) | AY 2025-26 4th Year (Rs.) |
|--------|---|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| 1 | Tuition Fee | 1,40,300/- | 1,47,300/- | 1,55,000/- | 1,63,000/- |
| 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) | 36,000/- | 36,000/- | 36,000/- | 36,000/- |
| 2.3 | Economically weaker section fund | 7,000/- | 10,000/- | 10,000/- | 10,000/- |
| 2.4 | Examination fee (Examination Infrastructure strengthening, expenditure on examination activities, confidential printing etc. | 15,000/- | 15,000/- | 15,000/- | 15,000/- |
| 2.5 | Premium amount for mediclaim of student (per-annum) | 700/- | 700/- | 700/- | 700/- |
| | Total | 2,19,000/- | 2,29,000/- | 2,36,700/- | 2,46,700/- |

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

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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 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 UCEED -2022 Score Card in Original.**
- e. Medical Fitness Certificate**

Admission Schedule

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Important Dates

| S.no. | Activities / Events | Date |
|-------|--|----------------------------------|
| 1. | Advertisement in newspapers | 13.05.2022 |
| 2. | Opening of website for online registration* | 20.05.2022, 10:00 am Onwards |
| 3. | Last date for Online Registration | 20.06.2022, 12:00 pm Midnight |
| 4. | Merit list of candidates for 1st round admission and wait list on DTU website | 04.07.2022 |
| 5. | 1st Round of admission at DTU (Selected candidates are required to report along with original documents and bank draft for fee deposit) | 08.07.2022 |
| 6. | Display of vacant seats for 2 nd round on the DTU website | 11.07.2022 |
| 7. | 2 nd Round of admission (Selected candidates are required to report along with original documents and bank draft for fee deposit) | 15.07.2022 |
| 8. | Display of vacant seats for 3rd round on DTU website | 22.07.2022 |
| 9. | 3 rd Round of admission also the LAST DATE of Admission at DTU | 29.07.2022 |
| 10. | Display of Vacant Seats for Spot Round on the DTU website** | 05.08.2022 |
| 11. | Spot round of admissions at DTU (Selected candidates are required to report along with original documents and bank draft for free deposit) | 12.08.2022 |

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 2022 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 06.08.2022 also. For updated list DTU website.

Course Structure

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

Visual Communication

Product Design

Interaction Design

Fashion Design

Film Design

1st Year B.Des.

| First Semester | | Second Semester | |
|----------------|-----------------------------|-----------------|-------------------------------------|
| DD 101 | World of Design | DD 102 | Design Methodology & Methods |
| DD 103 | Sketching 2D/3D & Rendering | DD 104 | History of Design |
| DD 105 | Elements of Design | DD 106 | Communication Studies and Semiotics |
| DD 107 | Tinkering Studio | DD 108 | Materials & Processes for Designers |
| DD 109 | Computer Graphics 2D | DD 110 | Computer Aided 3D Visualization |
| FEC XX | Foundation Elective I* | FEC XX | Foundation Elective II* |
| DD 111 | Design Project 1 | DD 112 | Design Project 2 |

*Please refer to the list of Foundation Electives available to students during the first four semesters on page 24.

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 III* |
| DD 211 | Design Project 3 |

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

4th Semester Electives

| Elective - 1 | |
|--------------|--|
| DD 222 | Traditional Practices in Modern Design |
| DD 224 | Packaging Design |
| DD 232 | Typography- I |
| DD 234 | Systems of Representation |
| DD 242 | Ethnographic Studies in Interaction Design |
| DD 211 | New Media Studies |

| Elective - 2 | |
|--------------|---|
| DD 226 | Form Studies |
| DD 228 | Creative Tinkering |
| DD 236 | Animation-1 |
| DD 238 | Branding & Identity Design-1 |
| DD 246 | Process and Methods in Interaction Design |
| DD 248 | Augmented/Virtual Reality Devices |

*Please refer to the list of Foundation Electives available to students during the first four semesters on page 24.

Foundation Electives

| | |
|-------|--|
| 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 | Cyber Law |
| FEC45 | Technical Communication |
| FEC49 | Sketching and Rendering |
| FEC50 | 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 3XX | Design Project - 5 |
| DD 313 | Internship - 1 |

| Sixth Semester | |
|----------------|--------------------|
| DD 302 | Sustainable Design |
| DD 304 | Design Management |
| DD 3XX | Elective - 4 |
| DD 3XX | Elective - 5 |
| DD 312 | Design Project - 6 |
| DD 314 | Internship - 2 |

5th Semester **Electives**

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

6th Semester **Electives**

| Electives - 4 | |
|---------------|----------------------------------|
| DD 332 | Psychology and Behaviour Science |
| DD 342 | Photography-2 |
| DD 352 | Usability Insights |

| Electives - 5 | |
|---------------|------------------------------------|
| DD 324 | Data Visualization |
| DD 334 | Visual Narratives and Storytelling |
| DD 344 | Design 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 |

7th Semester **Electives**

| Electives - 6 | |
|---------------|-------------------------------|
| DD 421 | Model Making and Prototyping |
| DD 431 | Graphic Design |
| DD 441 | Augmented and Virtual Reality |

| Electives - 7 | |
|---------------|--|
| DD 423 | Mobility Design |
| DD 433 | New Media Studies |
| DD 443 | Advanced Material Processes and Finishes |

| Electives - 8 | |
|---------------|--|
| DD 425 | Applied Ergonomics |
| DD 435 | Advanced Animation and Moving Image Design |
| DD 445 | Augmented and Virtual Reality |

| Electives - 9 | |
|---------------|--------------------------|
| DD 427 | Medical Equipment Design |
| DD 437 | Branding-2 |
| DD 447 | Service Design |

Initiating **Fashion Design** and **Film Design** as Specialisation in B.Des., Department of Design

Initiating Fashion Design and Film Design curriculum in B.Des., Department of Design, to add specialization in Fashion Design from Aug 2020 onwards and to add specialization in film design from August 2022.

It was submitted to the Academic council (Agenda 23.13) held on 15th May 2020 that the Department of Design would like to add new electives in B.Des. For introducing specialization in Fashion Design from August 2020, in which 20 more students with existing intake may be taken in Department of Design. Detailed syllabus and scheme of Examination were placed in Annexure at page 50 to 59 in the agenda note.

The Academic Council considered to start Fashion Design specialization course in B.Des. in the Department of Design.

The Academic council has also approved the scheme of Examination and syllabus of Fashion Design specialization.

Similarly for initiating Film Design from August 2022

It was submitted to the Academic council (Agenda 30.21) held on 22nd September 2021 that the Department of Design would like to add new electives in B.Des. For introducing specialization in Film Design from August 2022.

- Students having a valid UCEED score will be admitted to B.Des., in Department of Design. Students can take electives of their choices concerning various specialization like Product Design, Interaction Design, Visual Communication, Fashion Design and Film Design.
- Requirement: A valid UCEED score
- Existing students who have not completed their second year and are interested in Film Design may take Film Design electives.
- All the subjects are as per existing B.Des., curriculum. Special baskets of electives have been added to the existing curriculum.

Fashion Design Electives

(i) The list of Fashion Design elective is as follows:

| Elective No. | Subject Core | Fashion Design Electives |
|--------------|--------------|---|
| 1. | DD 262 | Elements of Fashion Studies |
| 2. | DD 266 | Fashion Illustration |
| 3. | DD 361 | Pattern - Drafting and Draping |
| 4. | DD 362 | Garment Construction & Fabric Ornamentation |
| 5. | DD 366 | Fashion Forecasting |
| 6. | DD 461 | Visual Merchandising & Retail Merchandising |
| 7. | DD 463 | Fabric studies and Introduction to Traditional Indian Textile |
| 8. | DD 465 | Apparel Manufacturing (Mass Manufacturing in Garments) |
| 9. | DD 467 | Fashion Management-Entrepreneurship, Marketing and Retail |

List of other courses / workshop for fashion design students is as follows:

| S. No. | List of Courses / Workshop to be organize during Vacations time |
|--------|---|
| 1. | Stitching workshop |
| 2. | Craft Documentation |
| 3. | Fashion Styling |
| 4. | Portfolio |

Apart from this, DOD, FD will also give exposure on the following subjects or areas of work:

- Industry work experience
- Fashion design workshops
- Computer aided design (software based): Adobe suite, NED graphics and other softwares
- Knitwear
- Kids Wear
- Any other customer specified course like Men's wear / Indian ethnic wear etc.

Film Design Electives

| Elective No. | Electives for B.Des. in Film Design |
|--------------|--|
| DD 272 | Theory of Cinema Culture & Media Practices |
| DD 276 | Sequential Art |
| DD 371 | Experimental Film Making |
| DD 372 | Film Editing and Compositing |
| DD 376 | Character Design |
| DD 471 | Motion Graphics and Animation Fundamentals |
| DD 473 | Current Trends and Social Media |
| DD 475 | Film Project |
| DD 477 | Production Management |

List of other courses / workshop for film design students is as follows:

| S. No. | List of Courses / Workshop to be organize during Vacations time |
|--------|---|
| 1. | Animation workshop |
| 2. | Story Telling and Script Writing |
| 3. | Stage and Sound Design |
| 4. | Film Direction |

Apart from this, DOD, FD will also give exposure on the following subjects or areas of work:

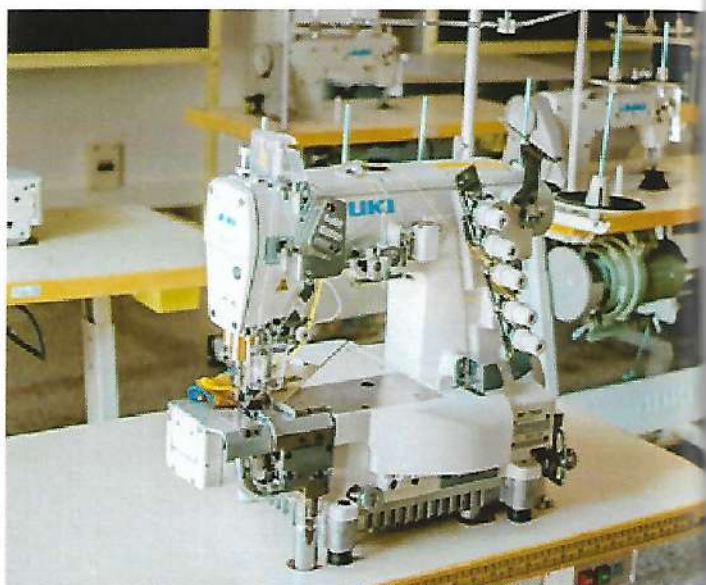
- Film Industry work experience
- Television Industry workshops
- Computer aided design and software based activities in Film Design

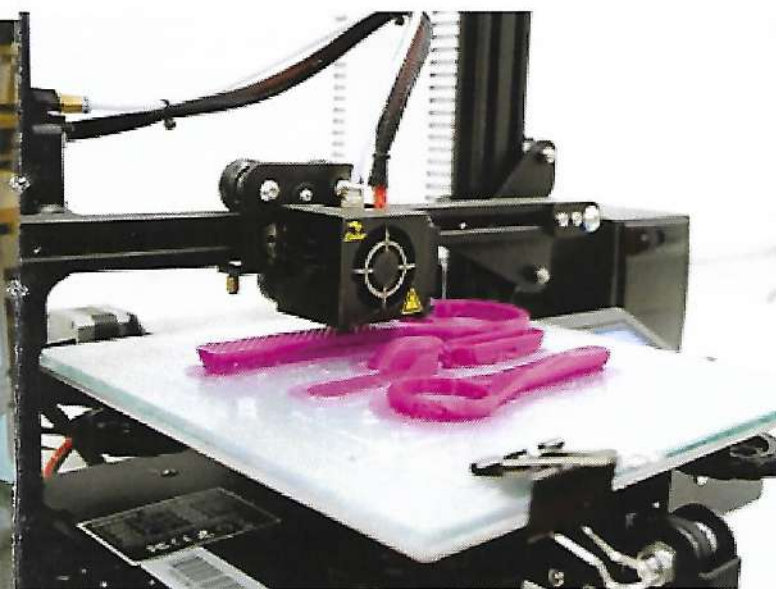
Infrastructure

12

12.1 Building of the Department of Design











Faculty @ DTU

Prof. Ranganath M. Singari

Head, 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 and Automobile Engineering, Delhi Technological University. He is a graduate from Karnataka University, postgraduate and doctorate from University of Delhi. He has more than 28 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, Product Design, Industrial Design 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 of 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, ICAPIE'19 & ICAPIE'21 were great success. He has experience of guiding PhD (5 awarded and 3 under submission), 22 MTech, and 90 BTech. He has published a good number of papers in international journal and conferences. He is a life member of ISTE, ISME, and CSI. Centre for Industrial Design and Ergonomics (CIDE) has been initiated at department of design by Prof. Ranganath during September, 2020. The first international conference ICDM was successfully held during January 2022 with ELSEVIER, Materials Today Proceedings.

Qualifications

BE, ME, DMS, Ph.D.

Areas of interest

Materials & Methods, Optimization Techniques, Ergonomics and Industrial Design.

"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. Lalit Kumar Das

Honorary Distinguished Faculty



lalitdas@dtu.ac.in

Prof. 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.I.T. 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 Ahmadabad. 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

Joined DTU on: 18-4-2018

Prof. S G Ranjan is a senior designer, artist, and academican, 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 academican, 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.

He has organised many summer internship programmes and expert lectures in the department of design, DTU. He has worked as coordinator for new building for the department of design. Presently he is also looking after the development of film design studio in department of design.



sgranjan12@gmail.com

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.

Prof. Arunotpal Thakur

Design Educator

Prof. Arunotpal Thakur is a Post Graduate in Apparel Merchandising & Marketing from National Institute of Fashion Technology, New Delhi and an MBA from Instituto de Empresa Business School, Madrid. He has an Economics degree with Honours from Patna University.

He has held senior executive level positions in the Fashion Industry for more than 25 years in the Far-East, South Asia & Europe in organisations like Tata International Ltd., Busana Apparel Group (Jakarta), LVMH, Inditex (Zara, Bershka etc) & Tendam (Cortefiel, Springfield etc.)

The first international conference ICDM was successfully held during January 2022 with ELSEVIER, Materials Today Proceedings. Prof. Arunotpal Thakur was the convenor of ICDM. He has experience of several expert lectures and hands-on experiences/workshops in the area of design. Presently he is also looking after the development of fashion design studio in department of design.



arunotpal@dtu.ac.in

Qualifications

Post Graduate in Apparel Merchandising & Marketing from National Institute of Fashion Technology, Delhi
MBA from Instituto de Empresa Business School, Madrid.
Economics Honours from Patna University

Areas of interest

Fashion, Design Thinking & General Management

Mr. Neeraj Rathee

Asst. Professor

Joined DTU on: 05-09-2018

Mr. 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).

He has organised many summer internship programmes and expert lectures in the department of design, DTU. He has worked as coordinator for B.Des. examinations during 2018 and 2019. Presently he is also looking after the development of graphics design studio in department of design. He is also member secretary of board of studies, department of design since 2018.



neerajrathee@dtu.ac.in

Qualifications

BFA, MFA, PhD (Pursuing)

Areas of interest

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

Mr. Partha Pratim Das

Asst. Professor

Joined DTU on: 20-9-2018

Mr. 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. He has organised many expert lectures in the department of design, DTU. He also worked as deputy chairman, admissions for both B.Des. and M.Des. during 2021. Presently he is also looking after the placements of department of design.

Presently he is also looking after the development of interaction design studio in department of design. He is also faculty coordinator of Centre for Industrial Design and Ergonomics, CIDE DTU.



parthapratimdas@dtu.ac.in

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

Mr. Varun Singh

Asst. Professor

Joined DTU on: 25-9-2018

Mr. 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.

He has organised many summer internship programmes in the department of design, DTU. He also worked as deputy chairman, admissions for B.Des. during 2019 and 2020. Presently he is also looking after the interior and exterior design of the department. He is also involved in architectural planning activities of various committees in DTU.



varunsingh@dtu.ac.in

Qualifications

B. Arch – IIT Roorkee
M. Arch- CEPT University

Areas of interest

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

Ms. Taruna Singh

Asst. Professor

Joined DTU on: 26-09-2018

Ms. 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.



tarunasingh@dtu.ac.in

She has organised many expert lectures in the department of design, DTU. She is also working as deputy chairman, admissions for both B.Des. 2022. Presently she is also looking after the development of lifestyle and accessory design studio in department of design. She is also faculty coordinator of Centre for Industrial Design and Ergonomics, CIDE DTU. The first international conference ICDM was successfully held during January 2022 with ELSEVIER, Materials Today Proceedings. Ms. Taruna Singh was organising secretary of ICDM.

Qualifications

B.Des – NIFT Bangalore

M.Des- NID Gandhinagar

Ph.D (Pursuing) – DTU Delhi

Areas of interest

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

Dr. Ravindra Singh

Asst. Professor

Joined DTU on: 01-11-2018

Dr. 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.

Presently he is also looking after the development of product design studio in department of design. He is also faculty coordinator of research activities in department of design. The first international conference ICDM was successfully held during January 2022 with ELSEVIER, Materials Today Proceedings. Dr. Ravindra was organising secretary of ICDM. He has experience of several expert lectures and hands-on experiences/workshops in the area of design.



ravindra@dtu.ac.in

Qualifications

B Tech in Mechanical Engineering
UPTU, Lucknow

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

Ph.D in Universal Design
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

Board of Studies Members

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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 Secretary |

Achievements 2018-2022 16



Yamini Gupta
Winning Entry
Microsoft Student Design
Challenge 2021



Team Hexcode
Winning Entry
Salesforce Design
Challenge 2021



Team RADAR
Winning Entry
Philips Student Service
Design Challenge 2021



Anshuman Pandey
Gold Prize
TEDA CUP 2021 International
young designer competition



Sahitya Kashyap
Gold Medal
India Skills Regional
Competition (North)



Team SAR
Finalists (Best in Academia)
UMO Design X Social Global
Innovation Challenge 2020



Multiple Teams
Winning Entry
D'source Corona
Design Challenge



Team Arth
Featured
James Dyson Award
International design competition



Team Theal & Hexcode
Bronze & Silver Prize
Bronze - UXplorer Awards 2021
Silver - UXplorer Awards 2021



Delhi's Chime
Winning Entry
PortBlair International Film
Festival



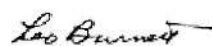
Anshuman Pandey
Grand Finalist
Toycathon 2021
NaviQ won under navigation
for blind challenge.



Anshuman Pandey
Grand Finalist
Product Design Category

Top Recruiters

17



Certificates & Formats

18

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.

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)

- a. Killed in Action on _____ during on _____
 - b. Disabled in Action on _____ and boarded out from service on _____
_____ during _____.
 - c. Died in peace time on _____ with death attributable to military service
 - d. Disabled in peace time and boarded out from service with disability attributable military service.
 - e. Gallantry Award Winner (_____)
 - f. Ex-Serviceman
 - g. 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 _____

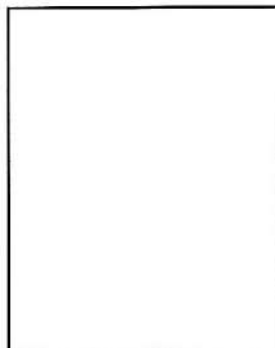
His /Her Ex-Serviceman Widow Identity Card No. is DLH-01 _____
NO. _____ /

RSB SECRETARY

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

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 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 Office In-Charge
Vocational Rehabilitation Center of 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
_____. The medical board must have one orthopedic specialist as its member.

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

Place: _____

Date: _____

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

17.6 Affidavit for Single Girl Child

(To be issued by Medical Board from Government Hospital)

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 2020 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)

Admission Inquiry

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 : dod.head@dtu.ac.in
Phone : +91 9582885956
Landline : +91-11-27871017

Ms. Taruna Singh

Deputy Chairperson
Admissions, B. Des. 2022
Asst. Prof, Department of Design
Email : dod.office@dtu.ac.in

Designed by

Shubhankar Bhatia +91 7292015353
Ritwik Tanwar +91 7678384683

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Department of Design
DELHI TECHNOLOGICAL UNIVERSITY

ADMISSION BROCHURE

BDes 2022-23