

DELHI  
TECHNOLOGICAL  
UNIVERSITY



# Department of Design अभिकल्प विभाग

# ADMISSION BROCHURE

B.DES 2023-24



**DELHI TECHNOLOGICAL UNIVERSITY**

FORMERLY DELHI COLLEGE OF ENGINEERING (DCE)

BAWANA ROAD, SHAHBAD DAULATPUR, DELHI



# ADMISSION BROCHURE

**BACHELOR OF DESIGN (B.DES.) 2023-24**



## Department of Design

**DELHI TECHNOLOGICAL UNIVERSITY**

(Formerly known as Delhi College of Engineering)





# Message from Vice Chancellor

Prof. Jai Prakash Saini

Vice Chancellor, DTU

email : [vcdu@dtu.ac.in](mailto:vcdu@dtu.ac.in)

The Delhi Technological University has an illustrious story 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 fulfil 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 Designs 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 organisations. 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 6th year of operation. I extend my best wishes to all budding designers joining B. Des and M. Des Programmes to enhance the learning experience.

A handwritten signature in dark ink, appearing to read 'Jai Prakash Saini'.

Prof. Jai Prakash Saini





# Message from Head of Dept.

Prof. Ranganath M. Singari

Head, Department of Design, DTU

email : ranganath@dce.ac.in

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 the 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 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 Organisations 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 a very short span of 6 years, the Department has conducted many expert lectures and numerous workshops by Industry leaders. Department of Design also has a very successful Internship programme which runs 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.

A stylized handwritten signature in blue ink, consisting of a large 'R' followed by a series of loops and a final horizontal stroke.

Prof. Ranganath M. Singari





# Message from Registrar

Dr. Madhusudan Singh Yadav

Registrar, ~~DTU~~

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 2023-24.

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 82 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



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# IMPORTANT DATES

S. No.	Activities/Events	Dates
1.	Advertisement in newspaper	07.04.23
2.	Opening of website for online registration*	10.04.23
3.	Last date of online registration	20.05.23
4.	Merit list of candidates for 1st round and waitlist	24.05.23
5.	1st round admissions at DTU(Selected candidates are required to report along with original documents and DD)	30.05.23
6.	Display of vacant seats for 2nd round on the DTU website	02.06.23
7.	2nd Round of admission (Selected candidates are required to report along with original documents and bank draft for fee deposit)	14.06.23
8.	Display of vacant seats for 3rd round on DTU website	21.06.23
9.	3rd Round of admission also the LAST DATE of Admission at DTU	27.06.23
10.	Display of Vacant Seats for Spot Round on the DTU website**	04.07.23
11.	Spot round admissions at DTU	11.07.23





Welcome to the  
**DEPARTMENT  
OF DESIGN**



# General Information

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## 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 82 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

## Vision

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

## Mission

- 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

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## 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

## Vision

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

## Mission

- 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 2023 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

## Eligibility:

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

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](http://www.aiuweb.org)).

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



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. 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.

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 A Diploma recognized by the All India Council for Technical Education ([www.aicte-india.org](http://www.aicte-india.org)) a State Board of Technical Education of at least 3 years duration.

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

**NOTE:** Aspirants who have appeared at the annual examination in the year 2023 and have been placed in compartment will not be eligible for admission for the year 2023.



# DESIGN







# HOUSE



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# Seat Matrix







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 a disability attributed to military service.

**Priority III -** Widows / wards of Defence Personnel/ Para-Military Personnel who died in peacetime 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.

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

6. **Kashmiri Migrants (KM) (Supernumerary):** 01 (One) seat over and above the total intake, is available in the University.

**Note:**

In case of seat remains vacant, Kashmiri Migrant settled outside Delhi will be considered.

**Single Girl Child (SG) only at DTU (Supernumerary):** 01 (One) seat in the Programme, over and above the normal intake is earmarked for a 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.

8. **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 2023. 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.

**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.

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

ib. 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.

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).



**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.

i. **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

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## 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 2 (M2)**– Direct Admission for foreign nationals: Applications routed through ICCR (4% seats supernumerary basis)

a. 2% for foreign nationals from SAARC and ASEAN

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

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

a. 1.5% for foreign nationals from SAARC and ASEAN

b. 1.5% for foreign nationals from countries other than (a) above



# Application Process

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For admission to B. Des. programme 2023, all candidates need to register and fill the application ONLINE only by accessing [www.dtu.ac.in](http://www.dtu.ac.in) before May 20, 2023.

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 or 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 non-refundable registration fee of Rs. 1500/- for Gen/OBC/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 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-2023 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](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.

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

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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 2023-24 1st Year (Rs.)	AY 2024-25 2nd Year (Rs.)	AY 2025-26 3rd Year (Rs.)	AY 2026-27 4th Year (Rs.)
1	Tuition Fee	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,	20,000/-	20,000/-	20,000/-	-
2.2	Facilities & Services Charges	36,000/-	36,000/-	36,000/-	-
2.3	Economically weaker section fund	10,000/-	10,000/-	10,000/-	-
2.4	Examination fee (Examination Infrastructure strengthening)	15,000/-	15,000/-	15,000/-	-
2.5	Premium amount for mediclaim of student (per-annum)	700/-	700/-	700/-	-
<b>Total</b>		2,29,000/-	2,36,700/-	2,46,700/-	-



# Withdrawal/Refund Policy 8

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%	Premium amount for mediclaim of student (per-annum)
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.



# Documents Required

# 9

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 -2023 Score Card in Original.**
- e. **Medical Fitness Certificate.**



# Admission Schedule

# 10

## Important Dates

S. No.	Activities/Events	Dates
		07.04.23
1.	Advertisement in newspaper	10.04.23
2.	Opening of website for online registration*	20.05.23
3.	Last date of online registration	24.05.23
4.	Merit list of candidates for 1st round and waitlist	30.05.23
5.	1st round admissions at DTU(Selected candidates are required to report along with original documents and DD)	02.06.23
6.	Display of vacant seats for 2nd round on the DTU website	14.06.23
7.	2nd Round of admission (Selected candidates are required to report along with original documents and bank draft for fee deposit)	21.06.23
8.	Display of vacant seats for 3rd round on DTU website	27.06.23
9.	3rd Round of admission also the LAST DATE of Admission at DTU	04.07.23
10.	Display of Vacant Seats for Spot Round on the DTU website**	11.07.23
11.	Spot round admissions at DTU	

**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 UCEED 2023 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](http://www.dtu.ac.in) | [www.dtuadmissions.nic.in](http://www.dtuadmissions.nic.in)

\*\*Seats may fall vacant after 04.07.23 also. For updated list visit DTU website.



# Course Structure

# 11

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
- Film Design
- Fashion Design

## 1st Year **B.Des.**

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

Second Semester	
DD 101	Design Methodology & Methods
DD 103	History of Design
DD 105	Communication Studies and Semiotics
DD 107	Materials & Processes for Designing
DD 109	Computer Aided 3D Visualization
FEC XX	Foundation Elective II*
DD 111	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-1
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 2



# Foundation Electives

FEC1	Sports-1
FEC2	Sports-2
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 Development
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 1: 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**

### Elective - 3

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

## 6th Semester **Electives**

### Elective - 4

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

### Elective - 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**

### Elective - 6

DD 421	Model Making and Prototyping
DD 431	Graphic Design
DD 441	Augmented and Virtual Reality

### Elective - 7

DD 423	Mobility Design
DD 433	New Media Studies
DD 443	Advanced Material Processes and Finishes

### Elective - 8

DD 425	Applied Ergonomics
DD 435	Advanced Animation and Moving Image Design
DD 445	Augmented and Virtual Reality

### Elective - 9

DD 427	Medical Equipment Design
DD 437	Branding-2
DD 447	Service Design



# Fashion Design **Electives**

The list of Fashion Design elective is as follows:

Elective No.	Elements of Fashion Studies
DD 262	Fashion Illustration
DD 266	Fashion Design Electives
DD 361	Pattern - Drafting and Draping
DD 362	Garment Construction & Fabric Ornamentation
DD 366	Fashion Forecasting
DD 461	Visual Merchandising & Retail Merchandising
DD 463	Fabric studies and Introduction to Traditional Indian Textile
DD 465	Apparel Manufacturing (Mass Manufacturing in Garments)
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 organized during Vacation
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**

The list of Fashion Design elective is as follows:

<b>Elective No.</b>	<b>Electives for B. Des. in Film Design</b>
DD 272	Theory of Cinema Culture & Media Practices
DD 276	Sequential Ar
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 fashion design students is as follows:

<b>S. No.</b>	<b>List of Courses/ Workshop to be organized during Vacation</b>
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



# THE SKY







**FULL  
OF STARS**



# PRODUCT DESIGN

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Product design is the process of creating new products or improving existing ones. It involves the ideation, conceptualization, development, and testing of physical or digital products with the aim of meeting the needs and wants of customers while considering the feasibility of production and profitability. Product design is a critical aspect of the success of any product. A well-designed product can increase customer satisfaction and loyalty, improve brand recognition, and boost sales. It plays an important role in user experience, boost sales, and increase brand recognition. Product design encourages innovation by challenging designers to think outside the box and develop new and creative solutions to problems. This can lead to breakthrough products that change the way people live and work.

Product design has the potential to make a significant impact on people's lives by improving the way they interact with products and services. Product design is a growing field with many career opportunities. As more companies recognize the importance of good design, the demand for skilled product designers is increasing. Product design involves solving complex problems and overcoming technical and creative challenges. This can be rewarding for those who enjoy intellectual challenges and problem-solving. Ultimately, it's a field that can offer a lot of personal and professional fulfillment for those who are passionate about creating innovative and user-centered products. The future of product design is exciting and full of possibilities.





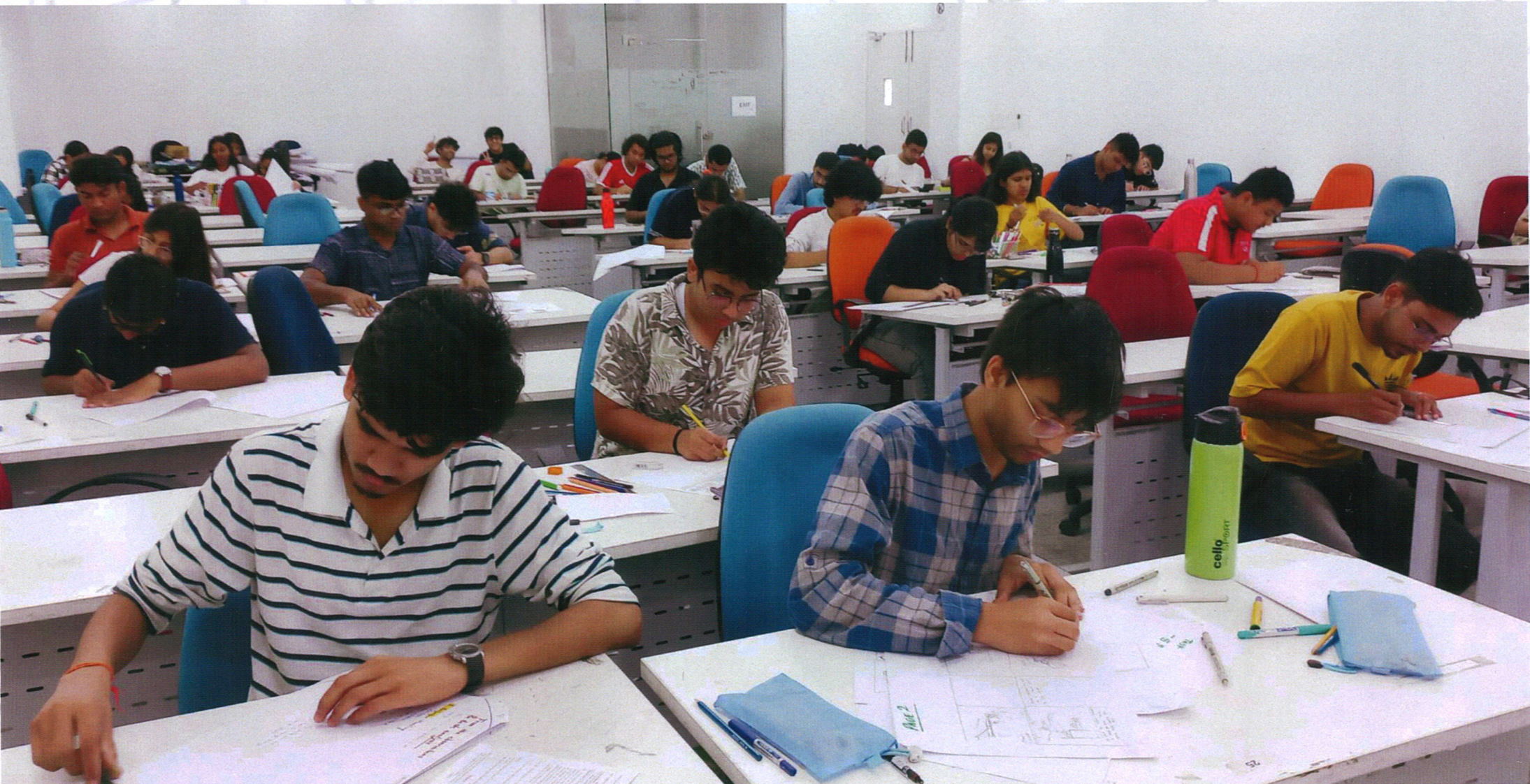


# INTERACTION DESIGN

Interaction design is a field of design that focuses on designing the way people interact with technology and digital products. It involves designing the user interface and the overall user experience of a digital product such as a website, mobile app, or software application. The goal of interaction design is to create a seamless and intuitive experience for the user, making it easy and enjoyable to interact with the product. Interaction design is concerned with the usability of a digital product, which refers to how easy and intuitive it is to use. This involves designing a user interface that is simple, clear, and easy to navigate, as well as ensuring that the product is accessible to users with different abilities.

It is an iterative process that involves testing and gathering feedback from users. This feedback is used to improve the design and ensure that the product meets the needs of the user. Interaction design can help to increase user engagement by creating a more interactive and engaging experience. By incorporating interactive elements such as animations, micro-interactions, and gamification, interaction designers can create a more immersive and enjoyable experience that keeps users engaged and coming back for more. The future of interaction design is likely to be shaped by several emerging trends and technologies. By focusing on user needs and creating interfaces that meet those needs, interaction designers can help companies build better products, reduce costs, and enhance their brand reputation.







# VISUAL COMMUNICATION

Visual communication design is a field that involves using visual elements, such as typography, images, and color, to convey messages and ideas to an audience. It is a multidisciplinary field that encompasses various design disciplines, such as graphic design, user interface design, web design, and motion graphics. Visual communication designers use their creative and technical skills to design and produce various forms of visual media, including logos, brochures, posters, websites, mobile apps, and videos. They aim to create visually appealing and effective designs that communicate a message or convey a particular emotion or mood to the audience. The use of emerging technologies such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI) is expected to increase in the coming years. These technologies will provide new opportunities to create more interactive and immersive designs.

As the importance of user experience continues to grow, visual communication designers will play a significant role in creating designs that are both visually appealing and user-friendly. Visual communication designers need to have a strong understanding of design principles, color theory, typography, and layout. It plays a critical role in creating and maintaining brand consistency. Designers need to ensure that all visual elements are consistent with the brand's identity and values, from the logo to the color scheme and typography. Understanding of user behavior and be able to design intuitive interfaces that meet the needs of the target audience is important. Overall, the main features of visual communication design in the industry are focused on effective communication, attention-grabbing visuals, brand consistency, user-centered design, and technical skills.







# FASHION DESIGN

Fashion design is the art of designing clothing, footwear, and accessories. It involves creating and developing designs that are aesthetically pleasing, functional, and in line with current trends or styles. Fashion designers use their creativity, knowledge of fabrics and materials, and technical skills to create original designs, select colors and patterns, and produce prototypes or samples. They also work closely with manufacturers and suppliers to ensure that their designs are produced and marketed effectively. Fashion design is a dynamic and fast-paced industry that constantly evolves, reflecting changes in society, culture, and technology. It has a significant social influence, as it can be used to express cultural and societal values. There are many different fields within fashion design. Some of the most common ones include Apparel Design, Accessory Design, Costume design, etc.

Fashion design allows individuals to express their unique personalities and styles through the clothing they wear. It can be a powerful form of self-expression and a way to communicate one's identity to the world. Fashion design offers various career opportunities, including fashion designing, fashion merchandising, fashion journalism, and fashion photography. It can provide individuals with a fulfilling and rewarding career path. Fashion design is a highly creative field that requires a unique blend of artistry, technical skill, and business acumen. It involves creating new designs, selecting fabrics, and combining colors and patterns to produce unique clothing and accessory items. Fashion design is a rapidly evolving field that is constantly changing. Trends come and go, and designers must be able to adapt to new styles and ideas quickly.







# FILM DESIGN

Film design refers to the process of creating the visual and aesthetic aspects of a film. It encompasses a variety of disciplines, including production design, art direction, set decoration, costume design, makeup, and visual effects. The goal of film design is to create a cohesive visual language that enhances the story being told on screen. This involves working closely with the director and other key members of the film crew to develop a unified vision for the film's look and feel. Film design can also involve extensive research and planning to ensure that the sets, costumes, and props accurately reflect the time period, location, and mood of the story. It requires a keen eye for detail and the ability to work collaboratively with other creatives to bring a film to life. Film design can be a powerful tool for amplifying diverse voices and perspectives. By showcasing a range of cultural and artistic influences, film design can help to create a more inclusive and diverse film industry.

Film design is a highly creative field, and the future of film design is likely to be characterized by even more innovative and boundary-pushing designs. This could help to inspire new ideas and approaches in other creative fields as well. The visual elements of a film can help to convey the mood and tone of a scene or the entire film. For example, the use of color and lighting can evoke a particular emotion or atmosphere. The purpose of film design is not only to support the narrative but also to create a memorable and enjoyable viewing experience. Film design is a multidisciplinary field that encompasses several design aspects, including production design, art direction, set decoration, costume design, makeup, and visual effects. Film design is a collaborative process that involves multiple designers and technicians working together to create a cohesive visual language for a film.







# DARE TO DESIGN







EVENTS TO  
ENJOY



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# OUR FACULTY







# **Prof. Ranganath M. Singari**

## **Head, Department of Design**



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 at Delhi Technological University has been initiated and functioning under guidance of Prof. Ranganath. He is also Editor-in-Chief of IJAPIE. 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 (6 awarded and 3 under submission) 10 B.Des, 5 M.Des, 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, Cognitive Design, and Interaction Design.





# **Prof. Lalit Kumar Das**

## **Honorary Distinguished Faculty**

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 academician, educated at Faculty of Fine Arts, M S University, Vadodara, now with an experience of more than 30 years in the field of creative sector. As an academician, he was a Dean and Sr. Associate Professor at Indian Institute of Crafts & De`sign, Jaipur; and visiting Faculty and Jury member at NIFT- Delhi, Kangra and Raebareli; NIDKurukshetra; 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.

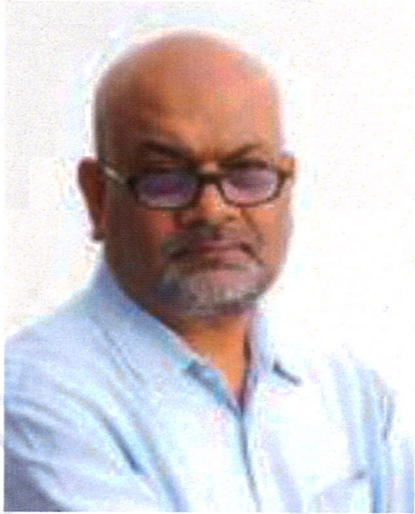
### **Qualifications**

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





# **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.

### **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.

### **Qualifications**

BFA, MFA, PhD (Pursuing)

### **Areas of interest**

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





Joined DTU on: 20-9-2018

# **Mr. Partha Pratim Das**

## **Asst. Professor**

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.

### **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.

### **Qualifications**

B. Arch –IIT Roorkee  
M. Arch- CEPT University  
PhD (Pursuing)- DTU Delhi

### **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.

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.

## **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



# PHD SCHOLARS (FULL TIME)



**Anuradha Kumari**  
(M.E, B.E)

Thesis Guide/ Supervisor  
**Dr. Ravindra Singh &  
Prof. Lalit Kumar Das**

Area of Research  
"A framework for frugal design and its  
assessment"



**Mohd Tayyab**  
(M.Tech , B.Tech)

Thesis Guide/ Supervisor  
**Prof. Ranganath M Singari  
& Prof. Peer M Sathikh**

Area of Research  
"Development of green product design"



**Shraddha Chadha**  
(M.des , B.Des)

Thesis Guide/ Supervisor  
**Dr. Ravindra Singh &  
& Prof Lalit Kumar Das**

Area of Research  
"Learning framework for children with special  
needs: A case study approach"



**Monica Singh**  
(MFA, Jamia Millia Islamia, Central University)  
(BFA, College of Art, Delhi University)

Thesis Guide/ Supervisor  
**Prof. Ranganath M Singari  
& Prof. Mihir Bholey**

Area of Research  
"Cognitive Design Research on Colors: A  
study from Visual Psychological Perspective"



**Awani Sankritya**  
(M.des , B.Des)

Thesis Guide/ Supervisor  
**Dr. Ravindra Singh &  
Prof. Lalit Kumar Das**

Area of Research  
"Development of green product design"



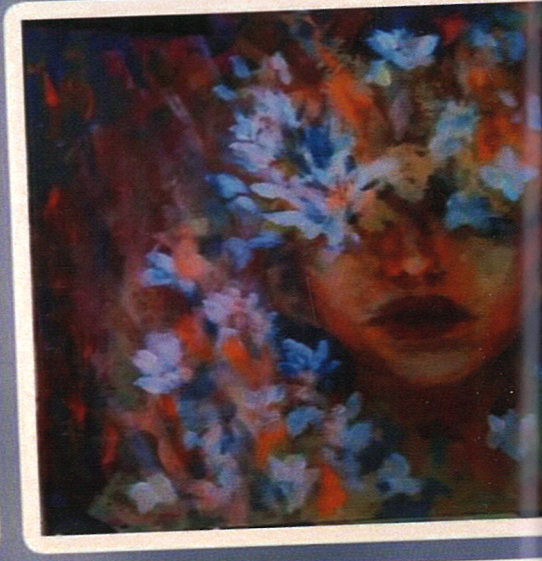
**Utkarsh Chaudhary**  
(M.Voc , B.Voc)

Thesis Guide/ Supervisor  
**Prof. Ranganath M Singari  
&Dr. S. L Bhandarkar**

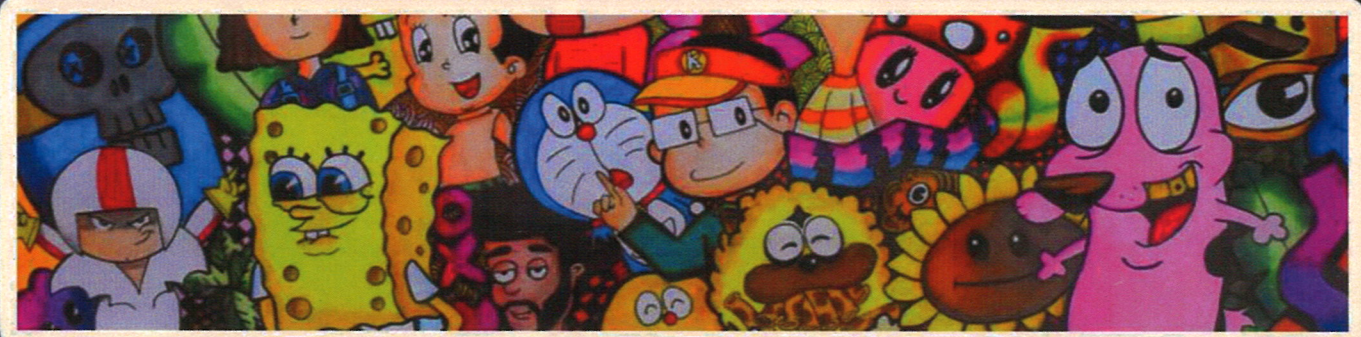
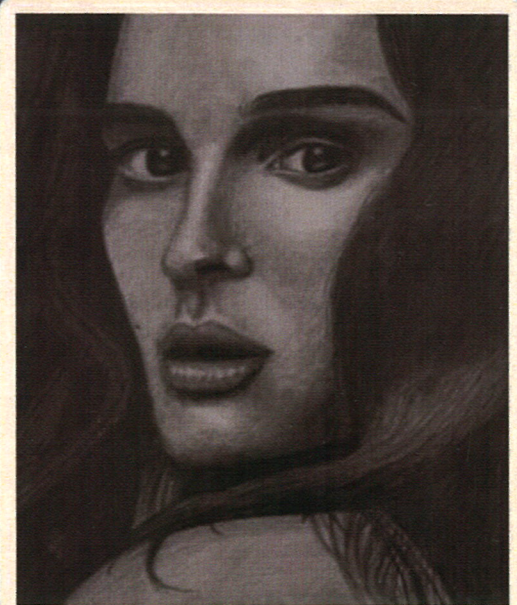
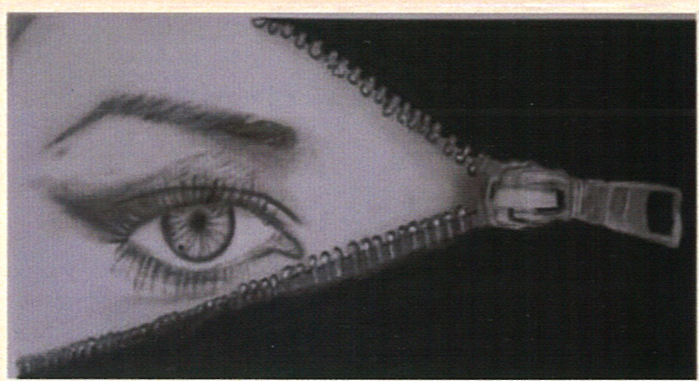
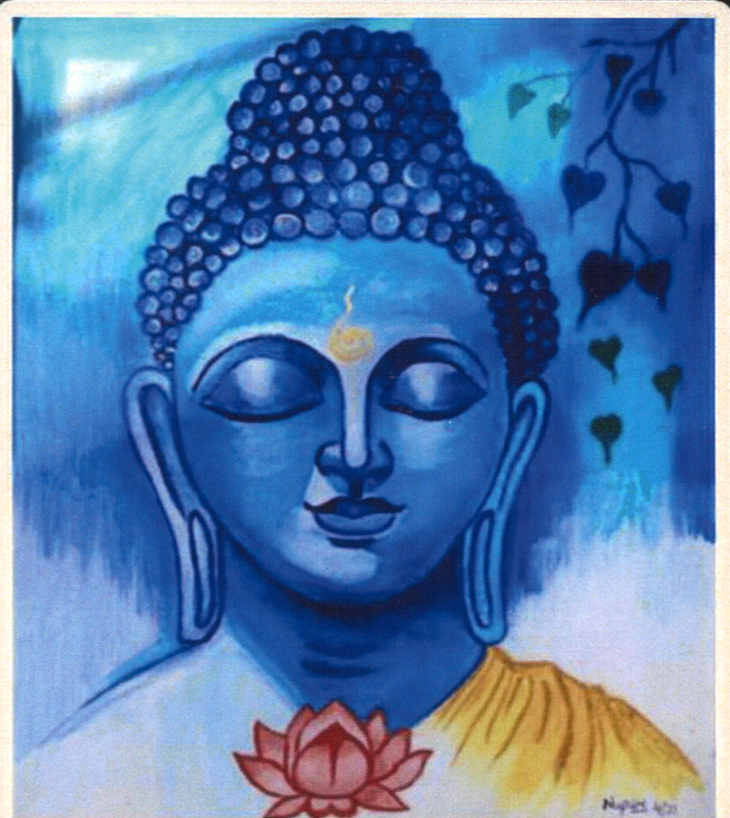
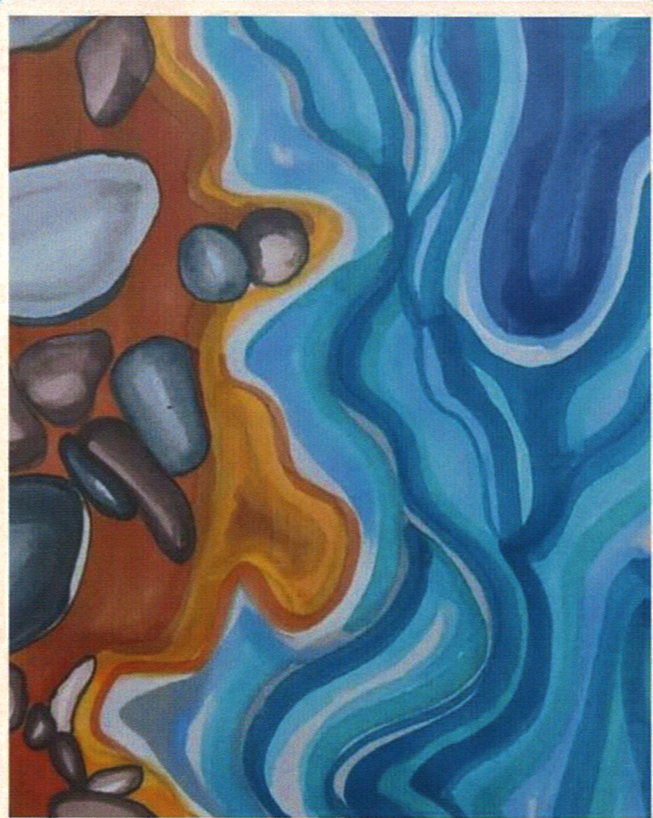
Area of Research  
"Mobility Design / Transport Design/  
Sustainable Transport/ Urban Congestion"



# STUDENT







# ARTWORKS



# Certificates & Formats

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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.

## **Certificates given below:-**

1. Certificate in Respect of Defence Category (CW)
2. Medial fitness certificate
3. Certificate for Differently Abled Person (PD)
4. Suitability Certificate for Availing Admission against Differently Abled Person (PD)
5. Certificate for Availing Admission Against Kashmiri Migrant Quota
6. Affidavit for Single Girl Child
7. Form for Withdrawal of Admission



# 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)

1. Killed in Action on \_\_\_\_\_ during on \_\_\_\_\_.
2. Disabled in Action on \_\_\_\_\_ and boarded out from service on \_\_\_\_\_ during \_\_\_\_\_.
3. Died in peacetime on \_\_\_\_\_ with death attributable to military service.
4. Disabled in peacetime and boarded out from service with disability attributable to military service.
5. Gallantry Award Winner (\_\_\_\_\_).
6. Ex-Serviceman
7. Serving Soldier

(Category \_\_\_\_\_ above)

Mr/Miss \_\_\_\_\_  
son/daughter of the above-named officer/JOO/OR is eligible for Admission to 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)

place your  
picture here

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

Mark of Identification \_\_\_\_\_

Signature of the Candidate \_\_\_\_\_

Place: \_\_\_\_\_

Date: \_\_\_\_\_

Name & Signature of the Medical  
Officer with Seal and Registration  
Number

\*Strike whichever is not applicable



# 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 engineering studies.

(\*Strike out whichever is not applicable)

Seal of Office

Date

*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.*



# Suitability Certificate for Availing Admission Against Differently Abled Person

(TO BE SUBMITTED AT THE TIME OF COUNSELLING/ADMISSION)

place your  
picture here

Certified that Shri/Km/Smt \_\_\_\_\_ Son/daughter/

wife of Sri/ Smt \_\_\_\_\_ is physically handicapped

due to \_\_\_\_\_

and he/she is fit for undergoing the course(s) \_\_\_\_\_

\_\_\_\_\_ at DTU.

**Name & Signature of The Officer In-charge**

Vocational Rehabilitation Centre for  
Physically Handicapped 9,10 11  
Karkardooma, Vikas Marg, Delhi-110092



# Certificate for Availing Admission Against Kashmiri Migrant Quota

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.



# Affidavit for Single Girl Child

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

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

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

That I am a citizen of India.

That Miss \_\_\_\_\_ born on \_\_\_\_\_ is the only  
(Single) Girl child of the deponent. That the deponent has no living male /female Child other than the  
above one.

**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.

**DEPONENT**

Place: \_\_\_\_\_

Dated: \_\_\_\_\_



# 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. CEED 2022 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

## 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 the above request

\_\_\_\_\_  
Signature of Parent/Guardian

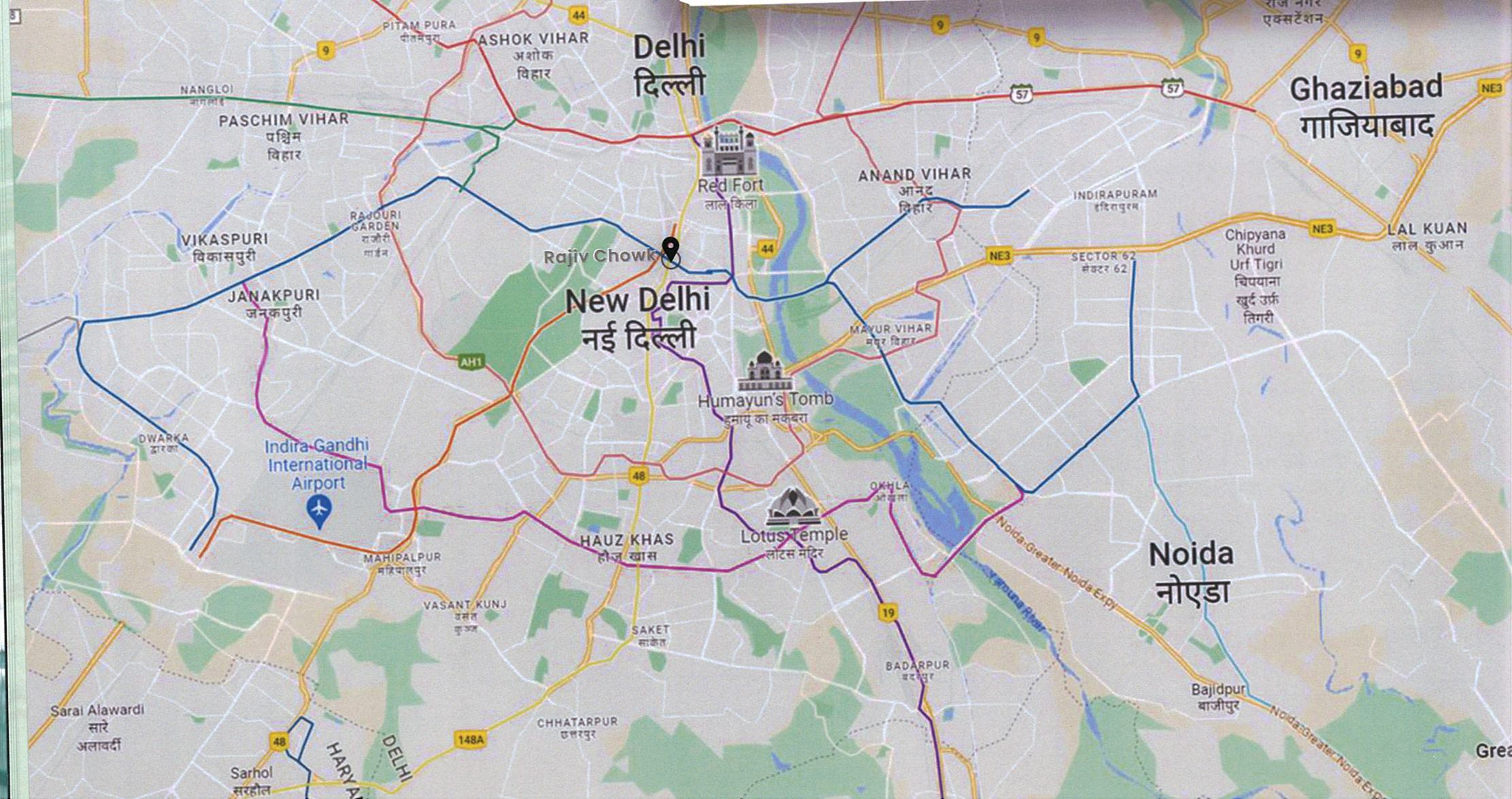
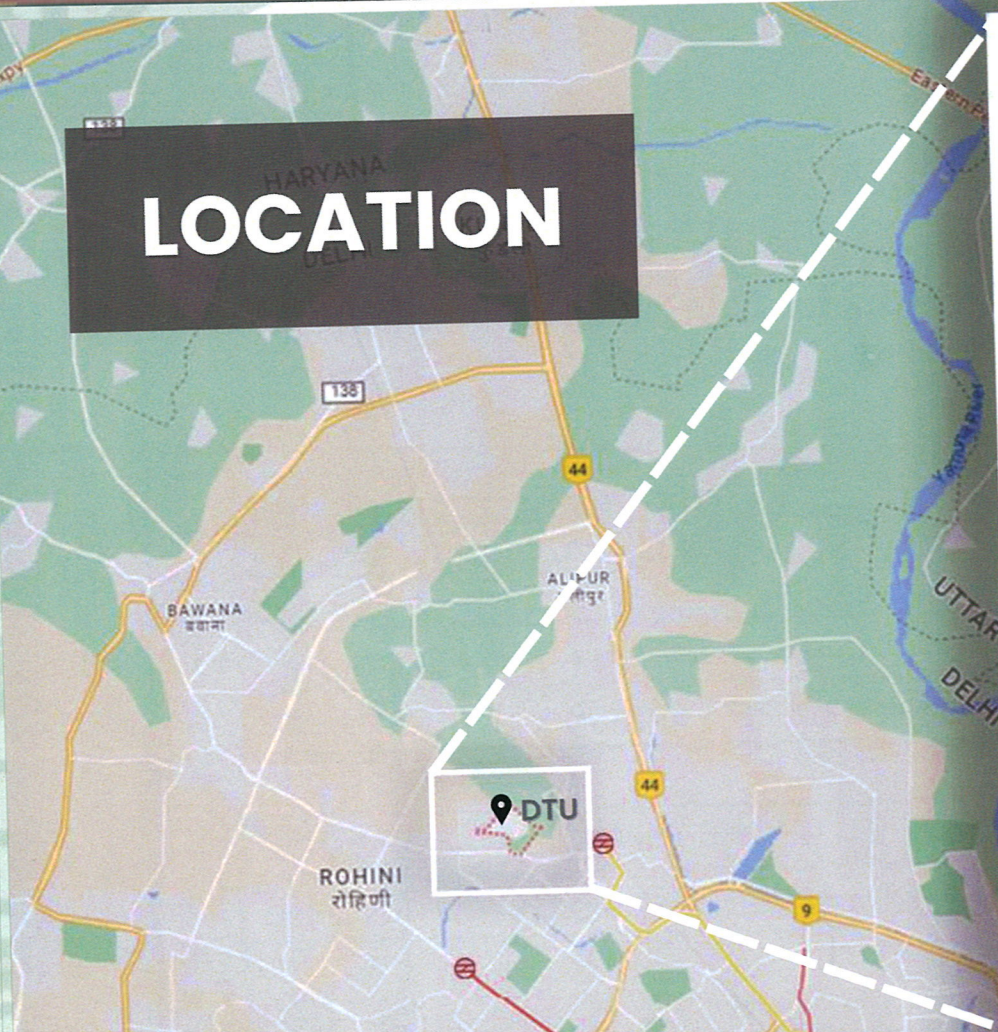
Date: \_\_\_\_\_

\_\_\_\_\_  
Signature of Applicant



# LOCATION

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# Admission enquiry

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## **Prof Ranganath M. Singari**

Chairperson

Admissions, B. Des.

Head, Department of Design

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Landline : +91-11-27871017

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Deputy Chairperson

Admissions, B. Des. 2023

Prof, Department of Design

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Phone : +91 76659 96651

## **Design Mentor**

### **Ms. Monica Singh**

Design Educator & Artist

Email : [monicasingh.dtu@gmail.com](mailto:monicasingh.dtu@gmail.com)

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*Monica Singh*

### **Disclaimer:**

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# DEPARTMENT OF DESIGN



## ADMISSION BROCHURE 2023

The Department of Design DTU is envisioned to pursue excellence in Design Thinking and Design practice for the betterment of society in a holistic manner.

