

# SHIV NADAR

INSTITUTION OF EMINENCE DEEMED TO BE

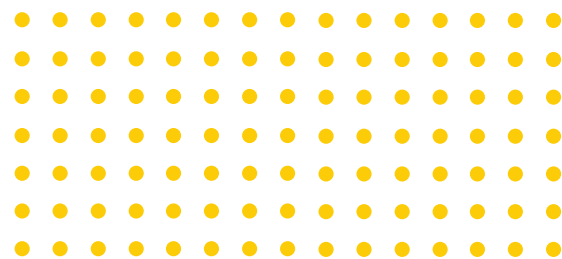
UNIVERSITY

DELHI NCR

MEMBER

ADI

Association of  
Designers of India

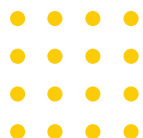


Admission 2024-25

# B.Des.

## Bachelor of Design

A 4-year future-oriented program  
with an option to pursue  
5-year Integrated B.Des.-M.Des. Degree



### Department of Design

Shiv Nadar Institution of Eminence  
Deemed to be University, Delhi NCR

## // Department of Design

Globally, Design has been accepted as a serious, independent discipline, both in practice and in academia. Shiv Nadar IoE started design in 2014 with a minor program under the Department of Art, Design, and Performing Arts. In 2017, the Department of Design was established with the mission of developing creative minds into outstanding design leaders for the 21st Century. It aspires to become a centre of excellence in design education, research, and practice through a future-looking, human-centred, research-driven, practice-oriented approach.

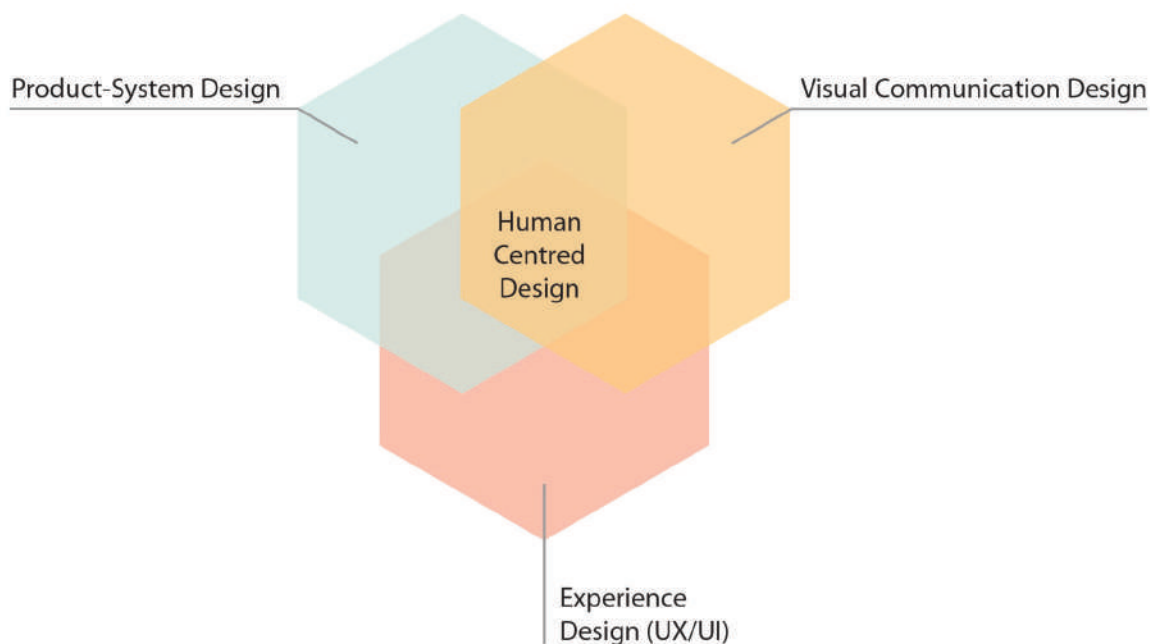
The Department envisages that if one wishes to be contemporary and relevant in design today and in the future, one has to keep pace with changes in technology. Future design leaders are likely to be creative minds, problem identifiers and solvers as well as aesthetically perceptive. In other words, a designer will be someone who can responsibly simplify complexity and plan for the future.

Currently, the Department offers a Minor in Design and a 4-year Bachelor of Design (B. Des.) program with an option to pursue a 5-year Integrated B. Des. – M. Des. Degree.

## // Bachelor of Design

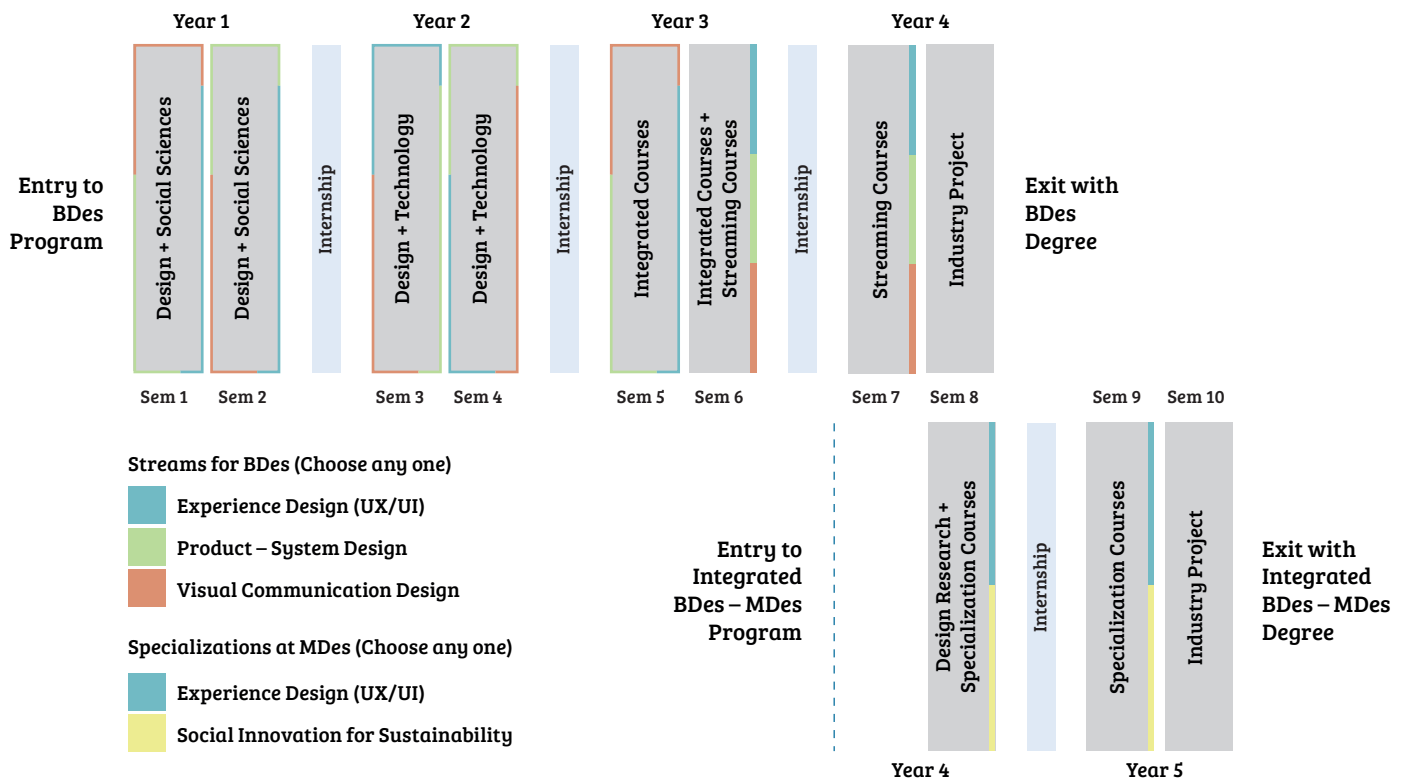
Bachelor of Design is a 4-year, future-oriented, trans-disciplinary program that uniquely curates knowledge and skills from Social Sciences, Arts, Engineering, and Management into Design. It was conceived after a year-long extensive and intensive consultation with prominent design experts & visionaries from academia and industry. It intends to equip students with core competencies for the 21st century and offers a choice-based streaming system, allowing students to specialize in the following domains:

- Experience Design (UI-UX)
- Product – System Design
- Visual Communication Design



The program also offers students the option of pursuing a 5-year (4+1) Integrated B. Des.-M. Des. Degree with specializations in Experience Design (UX/UI), and Social Innovation for Sustainability.

# Program Structure



B.Des. program is structured into 21 core courses, four choice-based streaming courses, four design projects, two summer internship, and a semester-long industry project.

The first year of the program covers foundational courses in design along with courses from social sciences covering applied fundamentals of society, culture, and psychology.

The second year of the program furthers foundational courses in design with technology-related courses, including applied electronics, software, coding, and a design project.

The third year of the program is focused on integrated courses like design research, design management, choice-based streaming courses, and two design projects.

The fourth year is for choice-based streaming courses in the 7th semester and industry projects in the final semester.

## Eligibility and Admission Routes

The program is open for all 10+2 (or its equivalent) qualified candidates from any stream with a minimum of 65% aggregate marks in the best four academic subjects and English as a compulsory subject. Students appearing/awaiting their results can also apply, provided the required documents fulfilling minimum eligibility criteria are submitted at the time of admission. Candidates can apply through any one of the following admission routes.

Admission Routes	Eligibility for Application	Qualifying Exam	Shortlisting for Admission
Route 1	10+2 (with 65% aggregate marks in the best four academic subjects including English	UCEED 2025 score	Portfolio Review + Interview
Route 2		JEE with paper 2A	Portfolio Review + Interview
Route 3		SNUSAT	Portfolio Review + Interview
Route 4		Valid SAT Score	Portfolio Review + Interview

## Labs and Studio

Product Modelling & Fabrication Studio

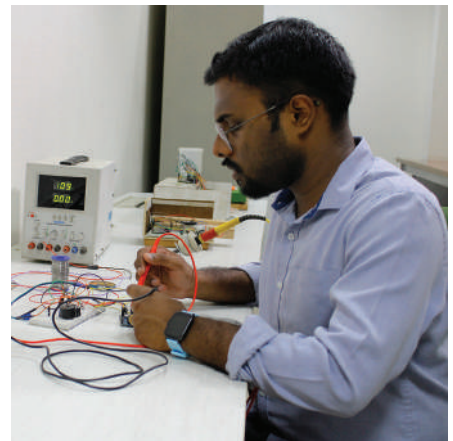
Digital Design Studio

Applied Electronics and IoT Lab

Visual Design Studio

3D Printing Studio

Virtual Reality Lab



## Past Recruiters



Capitalflo

Gainsight



## Higher Education



## Faculty Profile



**Dr Prakash Kumar**

Associate Professor, PhD IIT Guwahati

Product Design, Ergonomics, Low-cost innovation, Design for bottom of Pyramid, Design and development of low cost innovations for unorganized industries, Assistive technologies, smart connected products.



**Dr Subhajit Chandra**

Assistant Professor, PhD IIT Guwahati

User Experience Design (UX/UI), Visual Design, Non-Latin Typography & Type Design Reading Psychology Cognitive Studies in Visual Design New Media Technology and Design, Virtual and Augmented Reality.



**Dr Vikash Kumar**

Assistant Professor, PhD IIT Guwahati

Experience Design, Product-Service System design for Sustainability, Design Pedagogy, Social Design and Innovation, Sustainable Design Methods, Design led Entrepreneurship, Cognition and learning, Smart and Connected Products



**Ms Snigdha Banerjee (visiting faculty)**

Assistant Professor, M. Des, IDC IIT Bombay

Animation, Visual Narrative, Evolution of Animation, Indian Art and Aesthetics, Ethnography, Craft Documentation, Visual communication design, visual narrative and cognition, narratives in learning.



**Prof Pradeep Yammiyavar**

Distinguished Professor & Advisor, PhD IISc Bangalore

Interaction design, HCI, augmented reality, virtual reality, health, social systems computing; E- Governance; E-Commerce; E- Medicine. Design Semantics; Products, Graphics, Marketing, Strategy, Packaging, Branding, and Soft skills. Architecture built environment, smart cities; Engineering Psychology, Cognitive Science.

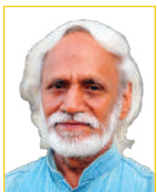


**Prof D Udaya Kumar**

Adjunct Professor, PhD IDC, IIT Bombay

Designer of the Indian Currency Symbol

Visual Communication, Graphic Design, Typography, Information Graphics, Architecture, Design Education and Research



**Prof Singanapalli Balaram**

Distinguished Visiting Professor, PG NID and Royal College of Arts London

Former faculty and chairman of Education, NID, Ahmedabad, former Dean of DJ

Academy of Design,

Universal Design, Design Thinking, Design Ethics, Story Telling Techniques

# // Highlights of Bachelor of Design Program //



## Focus on Human Centred Design

Co-create solutions by considering the needs of societies with complex, systemic problems



## Future-Oriented Curriculum

Acquire competencies that prepare you for the complex, impactful challenges of the 21st Century



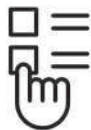
## Dassault Systemes 3D Experience

Work with advanced futuristic 3D experience platforms from Dassault System



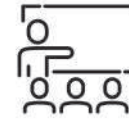
## Vibrant Multidisciplinary Ecosystem

Draw human knowledge and wisdom from a range of Core Curriculum Courses and University Wide Electives



## Choice Based Streaming

Flexibility of pursuing the desired stream by selecting from a range of elective courses



## Globally Acclaimed Faculty

Engage with the best mentors who are actively engaged in research and practice



## Attractive Option for doing a Minor

Combine B. Des. with a minor program in Science, Engineering, Management, or Humanities



## Dedicated Career Development Center

Career development via industry workshops, mentorships, and skill-development modules



## Contact

Dr. Vikash Kumar (Admission Coordinator)

Email: [design@snu.edu.in](mailto:design@snu.edu.in)

Tel: +91- 120 7170100, Extn: 385

Mob: **+91- 8448430531** (09:00 am – 05:00 pm)

