



Department of
Design

Shiv Nadar University

| Master of Design
Admission Brochure 2019 – 20

Important Dates

10 April, 2019

Submission of online application starts ([click here](#)).

17 June, 2019 (extended)

Submission of online application closes.

18 June, 2019

Candidates shortlisted for DAT and Interview will be informed through e-mail.

4 July – 5 July, 2019

Design Aptitude Test and Interview at SNU campus.

8 July, 2019

Declaration of the result on SNU website.

About the Department

Department of Design (DoD) was set-up with the mission of nurturing creative minds into outstanding design leaders, with a passion for creating a difference in society. It is grounded in the philosophy of Liberal Education and intends to offer programs that provide students with holistic interdisciplinary education along with specialisation in their specific areas of interest. Through its multidisciplinary, research-centric, innovation-driven, practice-oriented design curriculum, the Department aspires to become a centre of excellence in Design Education, Research, and Practice.

Design as an activity is considered fundamental to human beings. Every human being designs and everyone is a designer. However, as a professional field of study, it evolved since 1920s by transforming knowledge from various disciplines including art, craft, architecture, engineering, humanities, and social sciences etc. It is often considered an applied art, and science of using the design process in conceiving products, systems, services that are innovative, sustainable and satisfies users' need in specific and society at large.

Design is envisaged to play a critical role in elucidating many complex and multifaceted problems of the 21st Century. Taking cognizance of this fact, DoD offers programs which prepare students for the problems, needs, and applications relevant to 21st Century. Currently, the Department offers Master of Design (M. Des.) and Design Minor programs. In the near future, the department plans to introduce Undergraduate (B. Des.) and Doctoral (PhD) Programs in Design.

Master of Design Program

Master of Design (M. Des.) program at DoD is a two-year, full-time, practice-intensive program. In line with the philosophy of liberal education in design, the program is open to candidates from various disciplines. The program offers experiential-based learning in a liberal, multi-disciplinary, research-centric environment. It intends to provide students with holistic as well as in-depth knowledge of their specific areas of interest.

As the M. Des. program at SNU is expected to attract creative minds from various disciplines, first year of the program provide students with an overview of design, focusing on developing their basic skills, and knowledge essential for designing. The semester-long project in the 2nd semester helps in applying the learnt knowledge, and skills on a practical problem. Also, the 8-week long mandatory internship helps in understanding the practice of design in industry.

The second year of the program offers a year-long design research project and a set of electives which is to be chosen from a pool of electives covering different specialisations. A student may choose to be a specialist or a generalist designer based on the selection of electives from the same or different specialisations.

The maximum student intake for M.Des. Program is 20 per year.

- Structure of M. Des. Program

| Code | Course Title | Type of Course | Credits |
|---|--|----------------|-------------------|
| Semester 1 | | | |
| DES 501 | Introduction to Creative Design | Core Course | 3 credits |
| DES 502 | Elements and Principles of Design | Core Course | 4 credits |
| DES 503 | Creative Design – Morphology and Methods | Core Course | 4 credits |
| DES 504 | Human Factors Engineering | Core Course | 4 credits |
| DES 505 | Electronics and Software for Designers | Core Course | 2 credits |
| Semester 2 | | | |
| DES 506 | Art and Craft Culture of India | Core Course | 3 credits |
| DES 507 | Visual Communication Design | Core Course | 4 credits |
| DES 508 | Semester Research Project | Mandatory | 4 credits |
| DES509 | Technical Writing and Creative Communication | Core Course | 2 credits |
| DES xxx | Elective 1 | Elective | 4 credits |
| Industry Exposure/Internship in India or abroad for a minimum of 8 weeks (It is mandatory for the student to present a seminar and submit a report to the department after completion of internship). In case of extension of internship period, flexibility in terms of semester registration may be provided. | | | |
| Semester 3 | | | |
| DES xxx | Elective 2 | Elective | 4 credits |
| DES xxx | Elective 3 | Elective | 4 credits |
| DES xxx | Elective 4 | Elective | 4 credits |
| DES 521 | Master's Research Project -1 | Mandatory | 4 credits |
| Semester 4 | | | |
| DES xxx | Elective 5 | Elective | 4 credits |
| DES 521 | Master's Research Project -2 | Mandatory | 8 credits |
| Total credits requirement for completion of M.Des. | | | 62 credits |

Eligibility and Shortlisting Criteria

The minimum entry qualification for applying to the Master of Design (M. Des.) Program is as follows:

- Candidate should have completed an undergraduate degree of **minimum 4 years (after 10+2 level) in any discipline**, from a recognized university or institution at the time of admission with a minimum of 55% or equivalent.

Or,

- Candidate should have completed an undergraduate degree of **minimum 3 years (after 10+2 level) in any discipline**, from a recognized university or institution with a minimum of 55% or equivalent along with at least one-year post-undergraduate degree work experience.

Or,

- Candidate should have completed a master's degree of **minimum 2 years (after 10+2+3 level) in any discipline**, from a recognized university or institution at the time of admission with a minimum of 55% or equivalent.

Applications who meet the entry qualification will be shortlisted for the Design Aptitude Test (DAT), and Personal Interview based on the following criteria.

- **Candidates with a valid CEED scorecard** will be shortlisted based on cut-off percentile which will be decided by the University admission team based on the number of application received.

- **Candidates without a valid CEED scorecard** will be shortlisted based on the relevance of work experience and/or their creative work demonstrated through a portfolio.

Shortlisted candidates will be invited for the Design Aptitude Test (DAT) followed by a Personal Interview to be conducted at Shiv Nadar University Campus on **Thursday, 4 July and Friday, 5 July 2019**. Based on the performance in DAT and interview a merit list will be prepared, and selected candidates will be offered admission into the program.

Application Procedure

All interested applicants shall apply online from the link given below.

Link to admission portal -

<https://applications.snu.edu.in/OnlineAppPG/public/application/Register/index>

Please follow the instructions carefully.

1. Register yourself on the admission portal using a valid email id.
2. You will receive an account activation mail on the registered mail id. Activate your account by clicking the link.
3. Log in and follow the instructions.
4. Program Selection: Choose **Master of Design – Full Time**.

5. Fill all the mandatory fields.
 - Basic Information.
 - Communication Address.
 - Permanent Address.

6. Fill all the mandatory academic details.
 - School Details.
 - Degree Details (Click **Add Degree** to add more than one degree)

7. Relevant Examination: Enter CEED details if a valid score card is available.

8. Add the following if applicable
 - Employment details
 - Additional details
 - Publication details

9. Online upload of the following documents is required
 - Passport size colour photograph
 - Current CV
 - All Mark Sheets/Degree Certificates (10th Standard onwards)
 - CEED Scorecard (if applicant have a valid CEED scorecard)
 - Portfolio of sample works in Design (in .pdf format up to a max. size of 2 MB).

10. After online submission, print the completed form and send by speed post to the University at the address given with following documents.
 - Completed form
 - Demand Draft for the application fee (If online fee payment mode is not used)

11. Please note that the application is not deemed complete until we receive all the necessary prescribed documents. You will be required to pay a non-refundable application fee of **₹ 1,200 (One Thousand Two Hundred Only)** by credit/debit card or Demand Draft drawn in favour of **Shiv Nadar University** payable at **NOIDA**.

N.B. A candidate may note that the University reserves the right to accept or reject any application based on its departmental screening criteria; hence all applications may not be shortlisted for DAT and interview. Therefore, no requests for refund of the application fee shall be entertained whether or not the candidates are called for DAT and interview.

Supporting documents may be sent by Speed Post to:

Coordinator, M. Des. Admission

Dr. Vikash Kumar (Cabin no. C219B)

Assistant Professor

Department of Design (SoHSS), Shiv Nadar University.

P.O. – Shiv Nadar University,

NH – 91, Tehsil Dadri, Greater Noida,

Gautam Buddha Nagar, UP – 201314, India.

Email: vikash.kumar@snu.edu.in

Mob: +91 – 81302 96790

Or, contact –

Subhajit Chandra, Assistant Professor,

Department of Design (SoHSS), Shiv Nadar University.

Email: design@snu.edu.in; Mob: +91 – 80112 69714

Program Fee and Assistantship

| Academic Fees | | | |
|-----------------------|---------------|---------------|----------------------|
| | Year 1 | Year 2 | Total Payable |
| Tuition Fees – Actual | ₹ 2,50,000 | ₹ 2,50,000 | ₹ 5,00,000 |

| Hostel Fees | | | |
|-----------------------|---------------|---------------|----------------------|
| | Year 1 | Year 2 | Total Payable |
| Tuition Fees – Actual | ₹ 86,500 | ₹ 86,500 | ₹ 1,73,000 |

| Refundable Security Deposit | |
|------------------------------------|----------|
| Security Deposit | ₹ 75,000 |

| Other Fees | |
|-------------------------|----------|
| One Time Admission Fees | ₹ 25,000 |

| Teaching Assistantship – Stipend | | | |
|--|---------------|---------------|--------------|
| | Year 1 | Year 2 | Total |
| ₹ 12,000 per month for 5 months every semester (for 20 months max. for full program) | ₹ 1,20,000 | ₹ 1,20,000 | ₹ 2,40,000 |

1. Teaching Assistantship is available to meritorious students and will be given as per University policy.
2. Continuation of financial assistance is subject to satisfactory performance evaluated continuously, and compliance with all University regulations. The student is required to maintain a minimum CGPA of 7.00 (out of 10.00).
3. All charges are payable at the beginning of the Academic Year as per schedule announced separately.
4. **Mess and Laundry Charges:** In addition to the above, the use of mess and laundry services from the University authorized resident vendor is mandatory for all resident students irrespective of the degree program they are pursuing. We collect ₹ 21,500 per semester for the mess and ₹ 2,250 per semester for laundry, which is passed through to the vendors. These charges are collected by the University at the beginning of every semester and paid to the vendor. These charges may vary from year to year based on inflation and the decisions of the relevant student body and Dean-Student Welfare and will be communicated at the beginning of each academic year.
5. Security deposit is refunded upon Graduation after deduction of any recoveries.

About Shiv Nadar University

Shiv Nadar University is a comprehensive, multidisciplinary, research-focused, and student-centric University offering a full range of academic programs at the undergraduate, postgraduate, and doctoral level. With state-of-the-art infrastructure, the University comprises of academic wings, sophisticated labs, international standard sports facilities, amphitheatres, auditorium, conference rooms, and smart classrooms. The University's goal is to become internationally recognized for the quality of its research and creative endeavours and their applicability to improving quality of life, generating new insights and expanding the boundaries of human knowledge creativity. Committed to excellence in teaching, research, and service, the University aims to serve the higher education needs of India and the world beyond.

Shiv Nadar University is built on a sprawling campus; spread over 286 acres located in a rapidly transforming rural-urban landscape in the National Capital Region. Aiming to become a centre for creation and dissemination of new forms of knowledge and human creativity, the campus is an ecosystem of discovery with plethora of living, thriving ecological diversity. Australian egrets to Lesser Whistling teals the enthralling beauty of the campus never fades as the wide horizon captures the rays of rising sun every day.

