# Admission to Post Graduate Programme
# in
# M.Des. (Industrial Design) - (2 Year)
# (2023 - 2024)





## INFORMATION BROCHURE

# Index

## 1. About VELLORE INSTITUTE OF TECHNOLOGY (VIT)

### Introduction

Dr. APJ Abdul Kalam was right in saying, "Dreams transform into thoughts and thoughts result in action" because Vellore Institute of Technology (VIT) is a dream of Dr. G. Viswanathan (Chancellor, VIT) come true. Founded in 1984 as Vellore Engineering College, it has grown by leaps and bounds to attain its present status as VIT, one of the premier institutions in India.

VIT was established with the aim of providing quality higher education on par with international standards. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The campus has a cosmopolitan atmosphere with students from all corners of the globe. Experienced and learned teachers are strongly encouraged to nurture the students. The global standards set at VIT in the field of teaching and research spur us on in our relentless pursuit of excellence. In fact, it has become a way of life for us. The highly motivated youngsters on the campus are a constant source of pride. Our Memoranda of Understanding with various international universities are our major strength. They provide for an exchange of students and faculty and encourage joint research projects for the mutual benefit of these universities. Many of our students, who pursue their research projects in foreign universities, bring high quality to their work and esteem to India and have done us proud.

### Our strengths in a Nutshell

- More than 67,000+ students from all quarters of India and also from 54 different countries across the globe.

- 1900+ fully-qualified and highly experienced faculty and 230 adjunct professors from foreign universities.

- 280+ MoUs with academic and research institutions in India and abroad.

- 1000 industry partners  Highest number of research publications in India as per the Scopus Database (2016-2022).

### An Overview of Academics at VIT

- A healthy culture of diversity and inclusivity on campus

- Focus on teacher and learner autonomy and wellbeing

- Emphasis on multidisciplinary and transdisciplinary approaches to learning and research

- FFCS (Fully Flexible Credit System), and PBL (Project Based Learning) for better learning

- Fully digitized academic portals to facilitate effective employability skills

- Hack-a-thons / Make-a-thons aimed at honing problem solving skills

- 8th module of every subject handled by industry experts, to enable contextualisation of concepts learned in the classroom.

# VIT UNIVERSITY
(Estd. u/s 3 of UGC Act 1956)

## Ranking and Accreditations

**NATIONAL INSTITUTIONAL RANKING FRAMEWORK (nirf)**

9th best University
10th best in Research
12th best in Engineering

**SHANGHAI RANKING**

World's Top 601-700
India's Top 2-3

**QS WORLD UNIVERSITY RANKINGS**

Asia's Top 173
346th in the World
in Engineering and Technology

**THE WORLD UNIVERSITY RANKINGS**

World's Top 801-1000
18th In India

**NAAC**

A++ Accredition by
National Assessment and
Accreditation Council (NAAC)

**TOP 2%**

48 VIT Professors are among the top 2%
scientists in the world,
Stanford University Study, 2022

**FICCI** (Federation of Indian Chambers of Commerce and Industry)

Excellence in Implementing Institutional
Social Responsibility award by
Federation of Indian Chamber of
Commerce and Industry
(FICCI), Nov-2022

**Our Management Programmes are accredited by**

ACBSP GLOBAL BUSINESS

AACSB ACCREDITED

## 2. M.Des. (Industrial Design) — Programme Overview

**About the Programme :** The 2-year M.Des. (Industrial Design) program at VIT prepares students for careers in a variety of roles in design industry. Students are given holistic training in designing, developing, producing, and marketing various products and services. In this program, students are trained in the design and development of computer-based product designs using advanced digital sketching tools like Cintiq or Wacom. The USP of this design program is 'design solutions to solve real world problems, needs or opportunities using emerging technologies designing for the smart-world'.

**Programme Core Courses :** Form and Colour Studies / Design Methodology / Art, Design and Society / Industrial Design / Basic Ergonomics / Computer Aided Product Design

**Programme Elective Courses :** Human Factors in Design / Entrepreneurship and Startups / Medical Product Design / Transportation Design / Sustainable Product Design / Smart Product Design / Design Strategy and Innovation / Service Design User Experience Design / Design Workshop / Interaction Design / DIY Design / Culture embedded design / Nature of Materials and Processes / New Technologies for Design /Product Detailing/ Design Communication/ Integrated Design Research/ Creativity and Innovation/ Craft, Creativity and Post-Modernism/ Product Planning And Strategy

### Infrastructure

**PROTICS Studio :** This studio enables studies on form & colour for the development of new designs. All simulation models in soft materials for aesthetic studies are created here. The studio is well equipped to make mock-up models and prototypes using various materials. There is a dedicated Paint Booth with a Front open dry type filtering system and an air compressor. This facility is for professional quality spray painting of product models.

**3D-iD Studio:** This Industrial Design studio is meant for creating three- dimensional products / objects. It is equipped with 40 high-end iMacs. Students learn to build 2D and 3D models of products using image creation software tools.

**iD-Innovation Lab :** This laboratory facilitates the entire cycle of product design - experimentation to create designs in its final form. This Lab is well equipped with Wacom tablets such as Cintiq and Intuos for digital sketching and image manipulation. It is also equipped with machines for 3D Scanning and 3D Printing.

**Smart PD Lab :** The Smart Product Design laboratory mainly focuses on the development of futuristic products. Today, end users demand products with extended functionality, increased complexity, enhanced smartness and impeccable aesthetics. 'Smart' products are products that have the ability to identify and respond to changes in the environment and the user's needs. This is achieved through the integration of mechatronics into product design by enhancing control in the products using electronics, including microprocessors and micro-controllers.

**Ergonomics Lab :** The discipline of 'Human Factors & Ergonomics' deals with the designing of products and systems to match the abilities of people in order to improve user satisfaction, safety, performance and productivity. Studies on the physical factor of the human-product-interaction in a controlled environment, depending on the usage are done in the Ergonomics Lab. These studies are also done in the virtual environment using software tools like Delmia. This lab is equipped with devices like Electronic Digital Goniometer, Absolute axis Goniometer, Algometer, BLC Dynamometer, Polar Heart Rate Monitor, Holtain, Harpenden, Anthropometric Set and the Jamar Digital Hand Evaluation Set.

### Scope of Employment

♦ This Programme prepares students to become industry leaders and equip them to tackle the complexity of design problems in the 21st century by creating products, systems, and environments which help to innovate and improve everyday user experience.
♦ Career options include design and leadership positions in various industries like consumer electronics, home appliances, healthcare products, education, transportation, furniture, digital design, OTT platforms, and IT.
♦ Curriculum includes training in becoming a professional in design companies or a designer in start-ups / leading product manufacturing houses or a successful entrepreneur.

### Curriculum and Syllabus

For Curriculum and Syllabus please refer https://vit.ac.in/sites/default/files/vsign/M.Des-Syllabus-AY-2022-23.pdf

## 3. About The VIT SCHOOL OF DESIGN ( V-SIGN)

VIT School of Design (V-SIGN) offers Bachelor programmes in Industrial Design (B.Des), Multimedia & Animation (B.Sc.) and Visual Communication (B.Sc.). Also, V-SIGN offers a Master Degree Programme in **M.Des. (Industrial Design)**. It offers one of the best facilities for design research, consultancy, training and growth for faculty members. We have faculty members who are highly qualified from institutes like IIT Bombay, IIT Guwahati, IISc Bangalore, NIT and international animation and production studios such as DreamWorks, Technicolor, TATA ELXSI, etc. Over 200 years of combined industry experience of our faculty members from reputed companies in India and abroad add value to our design programs.

In V-SIGN, the department of Industrial Design creates young designers with skills, knowledge and competence to enable professional practice of designing products and services used by people every day. Department of Multimedia provides essential technical and creative skills for students to unleash talents on different elements of multimedia and Visual communication.

Already state-of-the-art studio / lab facilities have been created in a sprawling new building for teaching, training, model-making, prototyping, and experimenting. PROTICS Studio, 3D-iD Studio, iD-Innovation Lab, Smart PD Lab, Ergonomics Lab, Multimedia Lab, Green Matte Studio, Edit Suite, Art Workshop, Animation Lab.

Our programs would encourage contemporary design thinking and would give a wider perspective to the thoughts and ideas of tomorrow. Our programs aim at developing skills, knowledge and aptitude among students so that they can bring about innovation in the product manufacturing industry. The students are trained to approach product design from a holistic viewpoint - integrating the aesthetics, ergonomics, and engineering in a balanced and harmonious manner.

VIT School of Design (V-SIGN) is having one of the best infra-structures in India for training product designers. We are training our students with a 360 degree experiential learning in all aspects of design. Our curriculum is aimed at training designers with competencies in creating products for the Smart World.

### Placements & Collaboration with Foreign University

Our design students are placed in Technovert, Smartivity, Startoon labs, Infosys, Cognizant, and TE Connectivity. Also we have collaboration with foreign University such as Full Sail University, Guang dong University of Technology, University of Canberra , Tabriz Islamic Art University, and Universidade de Sao Paulo.

## 4. ELIGIBILITY CRITERIA, ACADEMIC QUALIFICATION & FEES STRUCTURE

### Eligibility Criteria

♦ The applicant for admission should be a Resident Indian National and should have graduated from institutions located in India.

♦ Foreign and NRI / PIO candidates must apply separately. For further details, please visit the International Relations tab on VIT website.

♦ Candidates must have valid score in **CEED** (Common Entrance Examination for Design) is mandatory.

♦ Candidates appearing for their final degree exam / final semester exam in the current year are also eligible to apply.

♦ The candidates should produce statement of final year marks and Provisional Degree Certificate

   **before August 15th, 2023**, failing which admission will be cancelled.

### Academic Qualification

♦ A full-time degree from any recognised University/Institute in any Engineering or Architecture or Design degree with a minimum aggregate of 60% or first class alone are eligible to apply.

♦ Applicants from Open University / Correspondence mode are not eligible.

### Tuition Fee

| Particulars | M.Des. (Industrial Design) Tuition Fee |
|---|---|
| TUITION FEES | ₹ 1,76,000.00 |
| CAUTION DEPOSIT ( Refundable) | ₹ 3,000.00 |
| TOTAL FEES | ₹ 1,79,000.00 |

**(Caution Deposit Rs.3,000/- is applicable for First Year only)**

## 5. ONLINE APPLICATION FORM

♦ **The applicants should apply online at www.vit.ac.in by paying a Non-refundable application fee of Rs.1,200/- (rupees thousand two hundred only)**

♦ **The applicant should also have their scanned copy of all documents with photo and signature ready to upload.**

## 6. ADMISSION PROCEDURE & INTERVIEW

♦ **The list of short-listed candidates will be published on VIT website (OR) personal SMS and E-mail will be sent to the registered mobile number and E-mail ID, for an Interview at VIT Vellore Campus.**

♦ **Short listed Candidates will have to pay Rs. 1 lakh towards advance fee. If the candidate withdrawn their admission , the processing fee of Rs.11,800 will be deducted from the advance fee, but it will be adjusted in the tuition fees once the candidate joins the Institute. Candidates who fail to pay the advance at the time of processing will not be considered for Admission.**

♦ **Allotment of seat for a programme is final and cannot be changed to another programme under any circumstances.**

♦ **If the applicant fails to qualify in the prescribed qualifying examination, the provisional admission accorded will stand cancelled and the fee remitted will be forfeited.**

♦ **The Required Documents in originals are needed for verification and a set of photocopies may be provided.  (Please refer page no.9).**

### 7. <u>DOCUMENTS TO BE SUBMITTED AT THE TIME OF ADMISSION</u> (Originals and Photo Copies)

The following documents are required to be submitted at the time of Admission in Original and Copies:

**<u>Originals</u>**

- Check List (Ready format will be provided by PG Admissions)
- Transfer/Migration/College Leaving Certificate obtained from the Institute last studied.
- Four copies of recent passport size colour photograph
- Student Profile https://vtop.vit.ac.in/studentprofile/
- Physical Fitness Certificate https://vit.ac.in/files/admissions/PhysicalFitness_Certificate.pdf
- Affidavits are to be signed separately by the student & parent in Rs.20/- Stamp Paper

     https://vit.ac.in/files/admissions/Affidavit_Student.pdf

     https://vit.ac.in/files/admissions/Affidavit_Parent.pdf

**<u>Photo copies</u>**

- X and XII Std. Marks statement
- Mark Sheets of all semesters - Year / Semester wise OR Consolidated
- Qualifying Degree / Provisional Certificate (If already received)
- Valid CEED Score Card
- Community Certificate (only for SC/ST categories)
- Conduct Certificate (Original)
- Provisional Admission letter
- Admission First year Fee receipt - including Hostels (if any)

**Important Notes:**

- University Registration Number will be generated to the candidates those who have submitted the above documents only.
- In due of original TC submitted, a TC from VIT will be issued on completion of the course.
- The candidates should produce statement of final year marks and provisional degree certificate **before 15th August, 2023** failing which admission will be cancelled with the forfeit of admission fee.

## 8. GENERAL DISCIPLINE

All applicants admitted to the Institute shall maintain good conduct, pay the requisite tuition fees and other charges by the due dates, attend their classes regularly and abide by the rules and regulations of the Institute.

If at any point of time, the conduct and character of a Student is not satisfactory or is of suspicious nature, the Management reserves the right, without assigning any reason, to make him/her vacate the hostel or expel him/her from the Institute.

### 8.1. Measures for prevention of ragging at the Institution level :

♦ Ragging is totally prohibited in the institution and anyone found guilty of ragging and / or abetting ragging, whether actively or passively, or being a part of a conspiracy to promote ragging, is liable to be punished in accordance with the regulations as well as under the provisions of any penal law for the time being in force.

♦ Ragging Juniors in any form is forbidden. If anyone is found ragging his/her juniors, he/she can be rusticated from the Institute.

♦ It is mandatory that Applicants and parents who are attending interview has to sign an undertaking in ``20 non-judicial stamp paper as per the information given in Annexure - I & II (as per UGC Regulations-2009, www.ugc.ac.in).

## 9. HOSTEL ACCOMMODATION

Separate hostel accommodation is available for boys and girls.

♦ Hostel accommodation will be provided only to those Applicants whose residence is beyond 100 kms radius from the Institute.

♦ For details regarding Establishment Charges, Mess, etc., please visit VIT website www.vit.ac.in

## 10. ADMISSION CANCELLATION PROCESS / REFUND OF FEES:

The refund will be made as per the norms of the UGC and Institute guide lines.

### 10.1. Academic Cancellation: (Documents to be submitted in the Office of PG Admissions)

♦ Apply online in website: Fresher withdrawal
♦ Collect the No Dues Certificate Form from Office of PG Admissions.
♦ Original Provisional Admission Letter
♦ Migration / Transfer / College Leaving Certificate with Original. (if not submitted at the time of admission)
♦

### 10.2. Hostel Cancellation: (Documents to be submitted in the concerned Hostel Office)

♦ Write an application with Parent Signature.
♦ Collect the No Dues Certificate Form from concern Hostel Office.
♦ Hostel Admission Letter

## 11. APPENDIX—I

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**Nativity Certificate**

**(For applicants from Jammu & Kashmir, Ladakh and North Eastern States)**

Certified that Mr. / Ms. …………………………………………………………… an applicant for admission to PG Degree Pro-gramme in …………….................... in the year ………………………., son / daughter of Shri. / Smt …………………………………..................... …………………………………………. residing at……………………………………………… in ………………………………………. District of …………………………………….. State is a native of ………………………………… State.

Signature of Tahsildar or Revenue Authority

Name            :

Designation    :

Place            :

Date            :

**Office Seal**

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## 12. APPENDIX—II

**COMMUNITY CERTIFICATE (FOR SC / ST ALONE)**

Certified that Mr. / Ms. …………………………………………………………… an applicant for admission to PG Degree Programme in

…………………………….. in the year ………………………., son / daughter of Shri. / Smt ………………………………………………………….

……………………………………………………………………………. residing at……………………………………… in

……………………………………. District of ……………………………………………………………………… belongs to the

……………………………………………………………. Caste/Tribe.

Which is recognized as a Scheduled Caste / Scheduled Tribe under the Constitution (Scheduled Castes) Order 1950 / The Constitution (Scheduled Tribes) Order, 1950, as amended by the Scheduled Castes and Scheduled Tribes |Orders Amendment Act, 1976.

Signature of Competent Authority

Name          :

Designation   :

Place         :

Date          :

**Office Seal**

### 13. (A) IMPORTANT DATES (Tentative)

| | | |
|---|---|---|
| **Issue of online Application form** | **23rd February, 2023** | **(Thursday)** |
| **Last date of submission of application** | **31st May, 2023** | **(Wednesday)** |
| **Last date to upload documents** | **31st May, 2023** | **(Wednesday)** |
| **Date for Online Interview (Tentative)** | **12th & 13th June, 2023** | **(Monday & Tuesday)** |
| **Result / Seat allotment** | **19th June, 2023** | **(Monday)** |
| **Last Date to Pay Advance Fee (1 Lakh)** | **24th June, 2023** | **(Saturday)** |
| **Last date to Pay Balance Fee** | **30th June, 2023** | **(Friday)** |
| **Orientation Program** | **To be announced** | |
| **Commencement of classes** | **To be announced** | |

| | |
|---|---|
| **The Director PG-Admissions**<br><br>**Vellore Institute of Technology**<br><br>**Vellore –632 014, Tamil Nadu, INDIA**<br><br>**Phone: +91-416 220 2188 / 2060**<br><br>**Email: mdesadmission@vit.ac.in** | **The Dean**<br><br>**VIT School of Design (V-SIGN)**<br><br>**VIT, Vellore-632 014**<br><br>**Phone : 0416-2204041 (Office) /**<br><br>**Email :  dean.vsign@vit.ac.in** |
| **The Deputy Director/Chief Warden**<br><br>**Men's Hostels**<br><br>**Vellore Institute of Technology**<br><br>**Vellore –632 014, Tamil Nadu, INDIA**<br><br>**Phone: +91-416-2202525, 2202060, 2202127**<br><br>**Fax:+91-416 2244705**<br><br>**Email: cw.mh@vit.ac.in** | **The Deputy Director/Chief Warden**<br><br>**Ladies Hostel**<br><br>**Vellore Institute of Technology**<br><br>**Vellore –632 014, Tamil Nadu, INDIA**<br><br>**Phone: Phone: +91-416 2202710**<br><br>**Fax: +91-416 4207074**<br><br>**Email: cw.lh@vit.ac.in** |

### (B) CONTACTS DETAILS

### (C) LEGAL JURISDICTION

All suits and actions arising out of or relating to Vellore Institute of Technology, Vellore shall be instituted within the jurisdiction of courts at Vellore, Tamil Nadu only. The Registrar of the Institute shall be the legal person in whose name the Institute may sue or be sued.