



VIT<sup>®</sup>

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

# B.Des. (Industrial Design)

PROGRAMME

(4 year)



Change Perspective

UNDERGRADUATE ADMISSIONS  
2024-2025

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## 1. About VIT

VIT (Vellore Institute of Technology), established in 1984, was conferred with the status of a deemed university in 2001 by the Government of India. Over three decades, the institution has evolved into an innovator in higher education, expanding from 180 students to over 67,000. Today, it stands among India's most prominent and esteemed universities, offering top-ranked academic programs. The main campus is located in Vellore, with additional campuses in Chennai, VIT-AP at Amaravati, and VIT-Bhopal at Madhya Pradesh, established as State Private Universities later on. Designed with eco-friendly principles and equipped with cutting-edge infrastructure, VIT fosters an environment conducive to learning and living. Emphasizing quality in teaching, research, and innovation, VIT is dedicated to a student-centred culture, prioritizing excellence and consistency in learning, teaching, and research endeavours.

## 2. VIT School of Design (V-SIGN)

"The Bachelor of Design also referred as B.Des or B.Design is an undergraduate academic degree in the field of Industrial Design. It deals with creating products that are functionally good, aesthetically appealing and ergonomically comfortable. World Design Organization defines industrial design as a strategic problem-solving process that drives innovation, builds business success, and leads to a better quality of life through innovative products, systems, services, and experiences".

## 3. Curriculum

Our undergraduate programmes would encourage contemporary design thinking and would give a wider perspective to the thoughts and ideas of tomorrow. Our Bachelor of Design programme aims at developing skills, knowledge and aptitude among students so that they can bring about innovation in the product manufacturing industry. V-SIGN also offers bachelor programmes in the field of animation and visual communication. The teaching and delivery of the animation and visual communication courses are through high-level, faculty-guided studio practice, and actively promotes experimentation, reflection and the sharing of enthusiasm and influences.

**Curriculum :** <https://vit.ac.in/school/course/vsign/ug>

## 4. Facilities

VIT School of Design (V-SIGN) is one of the newest schools in VIT, Vellore. It has been functional from July 2018 and currently B.Des and M.Des programmes in the branch of Industrial Design are being offered by this new school. It offers one of the best facilities for design research, consultancy, training and growth for faculty members. The main objective of the programmes is to create a new breed of problem solvers in the domain of industrial design.



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 (PROduct aestheTICS), 3D-iD Studio with 30 iMacs, Smart PD Lab, Ergonomics Lab, and Painting Booth are some more facilities already established.

**Facilities:** <https://vit.ac.in/school/facilities/vsign>

## 5. Selection Procedure (UCEED/V-DAT (VIT-DESIGN APTITUDE TEST))

Selection is based on valid UCEED score/V-DAT (Design Aptitude Test) score with 10+2 marks in the qualifying Examination

### 5.1. UCEED

- UCEED (Undergraduate Common Entrance Exam for Design) Score will be considered for admissions to the B.Des. (Industrial Design) program.
- Applicants are advised to visit the website [www.uceed.iitb.ac.in](http://www.uceed.iitb.ac.in) for more information on UCEED.

UCEEDBROCHURE:

[https://www.uceed.iitb.ac.in/2024/assets/downloads/docs/UCEED2024\\_Information\\_Brochure.pdf](https://www.uceed.iitb.ac.in/2024/assets/downloads/docs/UCEED2024_Information_Brochure.pdf)

### 5.2. V-DAT (VIT-DESIGN APTITUDE TEST)

VIT DAT is the exam for the candidates who have not attended UCEED exams or not having valid UCEED score or disqualified in UCEED.

The selection process consists of three stages:

- VIT DAT - written exam of 2 hours duration consisting of objective type questions - MSQ & MCQ, short descriptive answers, and creative ability questions with no negative marking (Weightage 50%)
- Portfolio - presentation of original creative works like sketching, drawing, painting, craft works, and photography, etc. (Weightage 30%)
- Personal interview (Weightage 20%)

## 6. Eligibility

### 6.1 Nationality

The applicant should be either a Resident Indian National or a Non-Resident Indian National.

### 6.2 Age Limit

- Applicants born on or after 01.07.2002 are eligible to apply for B.Des admission for the academic year 2024.
- Applicants must present the original birth certificate as proof of their age during counselling/admission. Failure to do so will result in disqualification from the admission process.

### 6.3 Qualifying Examination

- The final examination must be from the 10+2 system of Higher Secondary Examination conducted by the State Board, Central Board of Secondary Education (CBSE, New Delhi), or The Council for Indian School Certificate Examination (ISCE, New Delhi), Intermediate, or Two-year Pre-University Examination conducted by a recognized board/university, or an equivalent examination.
- NIOS Board and Open schools recognized by JEE are acceptable.
- Students who have appeared for their standard XII examination and are awaiting results are also eligible to apply, provided they submit their passing certificate by the notified date.

### 6.4 Subject Eligibility in the Qualifying Examination

- A pass with minimum overall aggregate of 60% in any stream in the qualifying examination.
- In case, applicants belong to SC/ST community or hail from Jammu and Kashmir/ Ladakh and the North Eastern States of Arunachal Pradesh, Assam, Manipur, Meghalaya, Mizoram, Nagaland, Sikkim and Tripura, 10% relaxation is provided (i.e.,) **50% minimum aggregate** as per the condition, in the qualifying examination.

### 7. Admission Procedure

- Merit list will be prepared on the basis of 10+2 marks and valid UCEED score/10+2 marks and performance in VIT-DAT score (VIT-Design Aptitude Test )
- The shortlisted applicants will be called for counselling ( virtual )
- The fact that a candidate has qualified and has been called for the counselling does not guarantee admission to him / her. This depends upon the availability of seats.

### 8. Online Application Form

- Applications must be submitted online via the website:  
<https://admissions.vit.ac.in/bdes-industrial-design-2024-applications>
- Candidates should register with a valid email ID and mobile number, as all correspondence will be communicated through these registered email/mobile number only.
- **Application cost is Rs.1350/- and it is non-refundable.**

#### Steps to be followed for online application:

**Step 1:** Register yourself by clicking on "New applicant."

**Step 2:** Verify your registered email address by using the OTP received from VIT.

**Step 3:** Once OTP is validated, a password will be sent to your registered email address.

Keep this email ID and password secure until the admission process is complete.



**Step 4:** Fill out the application form online using Net banking, Debit card, Credit card, or Paytm.

**Step 5:** Pay the non-refundable application fee of Rs.1350.

**Step 6:** Upload age proof certificate, 12<sup>th</sup> markstatement, UCEED score card (If available).

**Applicants need to upload the following mentioned documents on the application portal, subject to their availability within the specified timeframe.**

- Copy of Age proof certificate / Copy of Aadhar Card
- Copy of XII Hall Ticket (for applicants awaiting results)
- Copy of XII Mark statement (for all attempts)
- Copy of UCEED score card (If available)
- Copy of Community Certificate (for SC/ST applicants)
- Copy of Nativity Certificate (For Applicants hailing from North Eastern States and Jammu & Kashmir/ Ladakh)

## 9. Declaration of Results

- The results of shortlisted candidates will be announced. Shortlisted candidates will then be invited for online counselling

## 10. Online Counselling Procedure

- BEING CALLED FOR ONLINE COUNSELLING DOES NOT GUARANTEE A SEAT.
- Seat allotment is based on the candidate's rank, and seat availability.
- Details regarding seat allotment, instructions for admission fee payment, and downloading the allotment letter will be communicated to candidates through the counselling portal.
- Provisional admission will be cancelled if the candidate does not meet the eligibility norms.

## 11. Tuition Fees

Tuition Fees (Per Annum)	INR 1,73,000
Caution Deposit (Refundable) (One time payment)	INR 3,000
Total fees to be paid for the first year	INR 1,76,000





## 12. Document Submission at the time of Admission

The following documents in original should be submitted at the time of reporting to the Institute:

### Original Documents

- XII Mark statements of all attempts of qualifying examination
- Transfer Certificate / School leaving Certificate
- Migration Certificate (if issued by the board)
- Student Profile (<https://admissions.vit.ac.in/freshersportal/login>) – (Signed by Student & Parent)
- Affidavit by the Student ([https://vit.ac.in/files/admissions/Affidavit\\_Student.pdf](https://vit.ac.in/files/admissions/Affidavit_Student.pdf)) – (Signed & Notarized)
- Affidavit by the Parent ([https://vit.ac.in/files/admissions/Affidavit\\_Parent.pdf](https://vit.ac.in/files/admissions/Affidavit_Parent.pdf)) - (Signed & Notarized)
- Hostel Affidavit (<https://vit.ac.in/campuslife/hostels>) - (Signed & Notarized)
- Certificate of Physical Fitness ([https://vit.ac.in/files/admissions/PhysicalFitness\\_Certificate.pdf](https://vit.ac.in/files/admissions/PhysicalFitness_Certificate.pdf)) - (Certified by authorized Physician)
- Undertaking form (<https://vit.ac.in/sites/default/files/Undertaking.pdf>) - (Signed by Student & Parent)
- Recent passport size colour photos – 2 Nos.

### Copy of documents (1 set)

- Copy of Provisional Admission Letter
- Aadhar card / Age proof certificate
- X & XII mark sheet
- UCEED score card (If available)
- Transfer Certificate/School Leaving Certificate
- Migration Certificate
- Community Certificate (For SC/ST only)
- Nativity Certificate (For candidates hailing from Jammu and Kashmir, Ladakh and the North Eastern states)

### Additional Documents required from NRI/Foreign students

- Passport Copy (Student & Parent)
- Employer Certificate (original)
- Sponsorship letter (original)

All copies of documents will be archived and will not be returned for any reason.

## 13. Withdrawal Procedure

- Candidates can request withdrawal either online or by submitting in person.
- The necessary form for withdrawal/clearances must be obtained to facilitate the withdrawal process.



- The withdrawal application date is considered as the date of submitting the clearance form.
- Refund will be processed through account transfer to the bank account mentioned in the withdrawal request. Accurate bank account details must be provided.

## 14. Refund of Fees

The policy announced by AICTE / UGC, will be adopted, as and when announced.

## 15. Hostel

A home away from home, the hostels at VIT are more than four walls and a roof. They are designed to offer comfortable, safe, inclusive, and secure living, fostering opportunities to forge lasting friendships and ease the transition from home to college. The residential staff is consistently available to support students from diverse backgrounds, promoting a sense of community.

Living on campus provides students with opportunities to:

- Develop stronger interpersonal and communication skills
- Establish relationships with faculty and staff members
- Connect with a diverse population
- Engage in campus leadership, organizations, and activities

For more details: <https://vit.ac.in/campuslife/hostels>

## 16. Campus Life

Every effort by the management and administrative boards aims to ensure that every student perceives VIT as a vibrant, enjoyable, and resourceful community to enrich their academic years. Acknowledging the impact these formative years can have on shaping national and global expectations, VIT endeavours to promote, introduce, and expand all initiatives that shape their intellect. By introducing clubs, chapters, and college festivals, students are not only exposed to a competitive environment within the university but also to reputable universities and colleges across the country.

For more details: <https://vit.ac.in/campuslife/overview>

## 17. Anti-Ragging

- At VIT, great emphasis is placed on maintaining a ragging-free campus. An Anti-Ragging Committee, chaired by the Director of Students' Welfare, includes Assistant Directors, Students' Welfare as members and nominated Faculty members from each school as Coordinators. Each school also appoints Coordinators, alongside a team of squad members comprising both faculty and staff.



- If any student experiences any form of ragging or harassment, they can bring the grievance to the attention of the Chairperson or any Committee member from their respective schools for appropriate action and resolution.

## 18. Important Dates

Last date to apply online  
Result Declaration  
Counselling

May 31st, 2024 (Tentatively)  
Refer Website  
Refer Website

## 19. Accreditation and Ranking



Accredited with the highest  
grade A++ by NAAC



Ranked #11  
Best Engineering Institution  
of India



Ranked #163 in Asia by  
QS World University  
Ranking - Asia, 2024.

## 20. Placements (2023 Graduated Batch)\*

**947**

No. of  
Companies

**4,493**

No. of Super  
Dream Offers

**3,540**

No. of  
Dream Offers

**6,532**

No. of  
Regular Offers

**14,565**

Overall  
Offers

**₹1.02 cr.**

Highest  
Package (Per Annum)

**Includes Internships & Placements (10LPA & Above)**

\*For all programmes

## 21. Contact

**Director (UG Admission)**  
Vellore Institute of Technology  
Vellore 632 014, Tamilnadu, India  
Phone No.: 044 4627 7555  
Email : bdes@vit.ac.in  
Website : www.vit.ac.in