We, the students of Design Programme, IIT Kanpur, come from various regions of the country, possessing different skills, cultural backgrounds, interests and dreams; coming here together, to explore the mesmerizing field of Design and to create a mark in respective domains of our expertise!
The establishment of Design Programme has its roots in the growing expertise in the field of Visual Communication, Computer aided Design, Product Design, etc. within the IITK faculty starting from the 2000s.

The National Centre on CAD was established & in collaboration with MIT Media Lab Asia Project provided the immediate impetus to initiate a programme that would focus on form & function together in the areas of product design, visual communication & experience design.

The IIT Kanpur team visited 10 well known Design Institutes across the world & this resulted into a proposal of the Design Programme with its USP of interdisciplinary which clearly marked its difference from other design programmes.
Curriculum has been designed in such a way that theoretical learnings & practices can be converted into tangible services, products & experiences, which is supplemented by thorough research.

The contents of the courses are regularly updated to cater to the needs of the changing requirements & to remain sustainable. From studying the Design theory & practice to applying them in semester long projects, students go through various brainstorming sessions, ideations, sketches & prototypes, technical feasibilities for best possible outcomes.

**Specializations:**
- User Experience
- Interface Design
- Industrial Design
- Visual Communication
- Product Design

**Specific Electives**
- Interaction Design
- User Centred Design
- Form & Style
- 2D & 3D Visualizations
- Product Development
- Topics in Motion Pictures
- Communication Design
- Cognitive Psychology
Bronze - UXPLORER 2018
Semifinalist - ADOBE achievement Award 2018
1st - The Red Dot International Design Award 2017
1st - Gandhian Young Technological Innovation Award 2017
Bronze - Lighting Desing category
Special Mention - Honeywell Aerospace Design Challenge 2016
1st - Make in India Hackathon 2016
A’ Design Award - Bronze category 2016
2nd - Honeywell Aerospace Design Challenge 2016
1st - IMPRINT logo Design Competition
1st - Honeywell Aerospace Design Challenge 2015
1st - Goldman Sachs Design Challenge 2014
1st - Hackathon 2013 by Govt. of India
1st - Samsung splash India ON TV
Awarded 3 Best Apps | SAMSUNG Smart App Challenge 2012
1st Prize - TRAI Logo Competition 2012
Advanced Computer Human Interaction Lab:
The lab helps students to blend technology with human needs & foresee future of computer human interactions, equipped with latest systems such as Microsoft XBOX Kinect, PS3. It allows students to explore the immense possibilities of tangible user interfaces, gesture based interactions, virtual reality & augmented reality.

Digital Media Cintiq Lab:
Equipped with direct input Wacom Cintiq systems, this lab offers immense flexibility allowing the students to work on wide range of digital media like illustrations, 3D modelling & rendering etc.

Media Technology Centre:
The Media & technology centre is an attempt to encourage & cultivate a sense of appreciation & explore the skills involved in the new media for creative expressions. The centre aims to provide a meaningful platform to explore new horizons in the field of film-making, audio recording & creative designing.

Imagineering Lab:
The lab is equipped with state of the art manufacturing devices which facilitates the design evolution into complete products. It is a central facility for concept design & product realization. The lab is structured in a way to facilitate design, simulation & manufacturing.

Tinkering Lab:
Equipped with direct input Wacom Cintiq systems, this lab offers immense flexibility allowing the students to work on wide range of digital media like illustrations, 3D modelling & rendering etc.
Apart from the international & national opportunities, students get ample exposure through workshops & faculties from other renowned institutions.

Design principles are cemented into & further imbibed by students, through seminars & workshops, taken by visiting faculty from IISc, IIT Guwahati, NIDs, Aalto Design Factory, Helsinki etc. Few of them are listed below:

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<th>Topic</th>
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<td>USID Gurukul</td>
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<td>Typography</td>
<td>Dr. Uday Kumar</td>
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<td>Toy Design Workshop</td>
<td>Prof. Sundarshna Khanna</td>
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<td>Bicycle Design Workshop</td>
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<td>Form Exploration</td>
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<td>Usability &amp; interaction in Web Design</td>
<td>Rene' Schneider</td>
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<td>Automotive Styling</td>
<td>Prof. Nishant Sharma</td>
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<td>INTERACTION &amp; EXPERIENCE DESIGN</td>
<td>PRODUCT DESIGN</td>
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<td>Robert Bosch</td>
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**STARTUPS**

- D cube
- Hexolabs
- Indesign
- Red Studio
- Thinking Threads
Contact Information

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