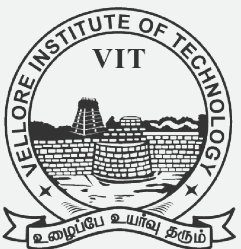


THINK SMART.
MAKE IT HAPPEN.



4-YEAR
B.DES. PROGRAM
@VIT | VELLORE





B.DES. PROGRAM ^{4-YEAR} @ VIT | VELLORE

VIT Vellore, one of the top private universities in India, is conducting design programs now. Already the first batch of M.Des.(Industrial Design) is going to pass out shortly. B.Des.(Industrial Design) program and PhD program in design are about to be started from this academic year. Already state-of-the-art studio / lab facilities have been created in a 12,000 sq.ft. area 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 of the facilities already established.

VIT School of Design (V-SIGN) is one of the newest schools in VIT, Vellore. It has started functional from July 2018 and presently MDes and BDes programs are offered under this new school. VIT 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 and NIT Tiruchirapalli. Over 50 years of combined industry experience from reputed companies in India and abroad of our faculty members add value to our design programs.

OVERVIEW

The main objective of B.Des. program is to create a new breed of problem solvers in the domain of INDUSTRIAL DESIGN. This bachelor level program is for students who are interested in engineering and also in arts and creativity.

The B.Des. (Industrial Design) program in VIT aims at imparting knowledge and skills in students on Arts, Science, Engineering, and Management aspects of INDUSTRIAL DESIGN and prepares them to become globally competitive professionals with competencies in smart product design.

This program encourages contemporary design thinking and gives a wider perspective on the thoughts and ideas of tomorrow. The B.Des. Program aims 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 technology in a balanced and harmonious manner.



FIRST INSTITUTE TO GET 4 STARS RATING IN INDIA

VIT - RANKED No.1 PRIVATE ENGINEERING INSTITUTION BY MHRD, GOVT. OF INDIA, NIRF RANKING, CONSECUTIVELY FOR THREE YEARS, 2016, 2017, AND 2018.



HIGHLIGHTS

- Best choice of professional education for +2 students with interests in engineering, arts and creativity.
- Curriculum is aimed at training designers with competencies in creating products for the Smart World.
- VIT is the first university in Tamil Nadu to offer M.Des. (Industrial Design) program (2016).
- VIT being an institution with strengths in engineering, technology, sciences, humanities and management, it will ensure imparting in-depth knowledge and skills through a multi-disciplinary approach.
- "Curriculum for Applied Learning" of VIT - Best suited for this DESIGN program.
- A program which will never run out of job opportunities.

PROGRAM DETAILS

Duration of B.Des. program: 4 Years

Eligibility: Pass with 60% marks in XII Board examination or equivalent with PCM (P-Physics, C-Chemistry, M-Mathematics) subjects from a recognized Board / University and having a qualified score of UCEED (Undergraduate Common Entrance Exam for Design).

PROGRAM CONTENTS

A 360 DEGREE EXPERIENTIAL LEARNING AND TRAINING IN ALL ASPECTS OF DESIGN

• Design History • Design Fundamentals 2D • Image Representation Techniques • Design and Society • Engineering Workshop • Form Studies • Design Studio - Problem Identification • Design Thinking • Design Fundamentals 3D • Fundamentals of Ergonomics • Graphic Design • Materials and Processes – Metals • Typography • Soft Skills • Packaging Design • Materials and Processes • User Experience Design • Interaction Design • Furniture Design • Product Semiotics • Electronics for Designers • Origami • Medical Product Design • Design Management • Mobility Design • Toy Design • Bio Inspired Product Design • Product Detailing and Mechanisms • Computer Modelling and Simulation Techniques • Sustainable product design • Smart Product Design

SCOPE OF EMPLOYMENT

The graduates from this program would become innovative designers in the field of Industrial Design. Employment can be found in both the private and public sectors. Employers include Design service providers and Product manufacturers in the automobile, furniture, medical, consumer electronics, FMCG and toy industries. Also one can choose to become an entrepreneur.

FACILITIES

State of the art laboratories, studios, and classrooms in a sprawling 12,000 sq.ft. area consisting of the following:

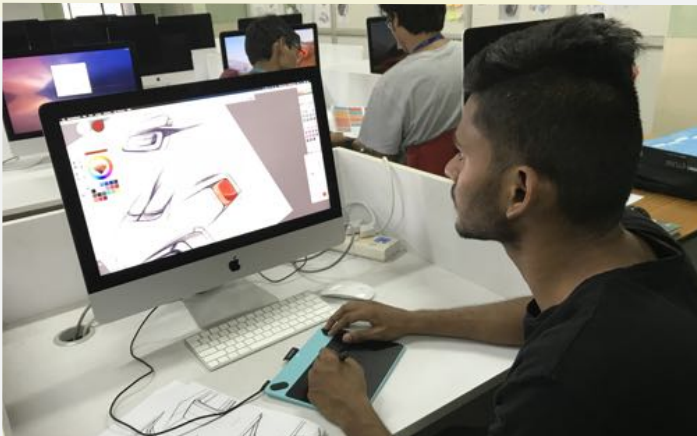
- PROTICS Studio
- 3D-iD Studio
- iD-Innovation Lab
- Smart PD Lab
- Ergonomics Lab
- Green Hall
- Blue Hall
- Paint Booth
- Smart Classrooms
- Exhibition Hall

PROTICS STUDIO

The name of this studio is an abbreviation of PROduct aestheTICS/ semioTICS/ syntacTICS/ pragmaTICS. This studio is for exploring studies on form & colour and developing new designs. All simulation models in soft materials for aesthetic studies will be done here. It is equipped to make mock-up models in POP, clay, thermocol, plasticine, cardboard, paper, HIPS, acrylic, binding wire and wood. Small models in aluminium and sheet metal can also be done here. There are machinery / equipment to do operations such as turning, drilling, grinding, buffing, sanding, bending, pressing, riveting, cutting, gluing and fabricating. There is a dedicated Paint Booth with a Front open dry type filtering system and an air-compressor. It is equipped with hook type product hangers and bed type rotating table for professional quality spray painting of product models.

3D-iD STUDIO

Three Dimensional Industrial Design studio is presently equipped with 30 Nos. of high-end iMacs. There are Wacom tablets such as Cintiq and Intuos with all the iMacs for digital sketching and image manipulations. Students learn to build 2D and 3D models of products using software tools such as Alias, Sketchbook Pro, Fusion 360, Solidworks, Illustrator, Photoshop and CorelDraw. This studio is also equipped with machines for 3D Scanning, 3D Printing and Laser Cutting.



SMART PD LAB

Smart Product Design laboratory mainly focuses on the development of innovative futuristic products. Consumers demand products with extended functionality, increased complexity, enhanced smartness and impeccable aesthetics. Smartness means the ability of products to identify and respond to changes in the environment and user's needs. This is achieved through the enhancement of control in the products using electronics, including microprocessors and micro-controllers. In short, it is about integrating mechatronics into product design.

CONTACT US

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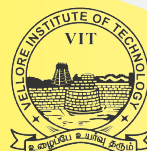


iD INNOVATION LAB

It is a laboratory for experimenting and building a product design in its final form & colour. Typical materials used here are wood, sheet metal, steel, aluminium, and engineering plastics. There is machinery to do operations such as turning, milling, drilling, grinding, buffing, pressing, forming, shearing, bending, welding and thermoforming.

ERGONOMICS LAB

'Human Factors & Ergonomics' is the discipline of designing products and systems to match the abilities of people in order to improve user satisfaction, safety, performance and productivity. Studies on the physical factors of the human-product-interaction in a controlled environment, depending on the usage, are done in Ergonomics Lab. These studies are done also 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, Jamar Digital Hand Evaluation Set, etc.



VIT[®]

Vellore Institute of Technology

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