

# CEED 2012

COMMON ENTRANCE  
EXAMINATION FOR  
DESIGN

Information Brochure

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## 1. About CEED

Common Entrance Examination for Design (CEED) is an all India examination conducted by the Indian Institute of Technology Bombay (IIT Bombay), on behalf of the Ministry of Human Resources Development, Government of India.

The objective of CEED is to assess the candidate's aptitude for design, involving visual perception ability, drawing skills, logical reasoning, creativity, and communication skills.

### 1.1 What is new in CEED 2012?

- ★ CEED 2012 examination will be conducted on Sunday, 4<sup>th</sup> December, 2011 between 14:00 hrs to 17:00 hrs. This is approximately one month earlier than previous years.
- ★ The examination will be conducted in two Parts, A and B. All candidates must answer both Parts.

PART-A is a screening test.

PART-B will be evaluated for candidates who will be short-listed in the screening test

**1.2 Programmes:** CEED is a qualifying examination for the following postgraduate programmes in design:

#### (a) Master of Design Programmes

**IISc Bangalore:** M.Des. in Product Design and Engineering\*

**IIT Bombay:** M.Des. in (i) Industrial Design, (ii) Visual Communication, (iii) Animation, (iv) Interaction Design, (v) Mobility and Vehicle Design.

**IIT Delhi:** M.Des. in Industrial Design

**IIT Guwahati:** M.Des. in Design

**IIT Kanpur:** M.Des. in Industrial Design\*

\*GATE qualified candidates will also be considered for admission to these programmes.

#### (b) Ph.D Programmes in Design (IISc Bangalore, IIT Bombay)

Details may be obtained from respective web sites.

**1.3 Eligibility for CEED 2012:** Candidates must either have completed or be expecting to complete any of the following, by July 2012:

- Bachelor's degree in Engineering / Architecture / Design/ Interior Design or equivalent
- Professional Diploma in Design (NID/CEPT or equivalent of 4 years duration after 10+2)
- B.F.A. (4 year professional programme, after 10+2)
- G.D. Art (5 year programme after 10th) with one year professional experience
- Master's degree in Arts / Science / Computer Applications

The candidate is responsible for showing eligibility while seeking admission to the specific programme in which they are interested.

There is no age limit and a candidate can appear in CEED any number of times.

**1.4 Application Form and Brochure:** CEED Application Form must be submitted online, through the website [www.iitb.ac.in/gate](http://www.iitb.ac.in/gate). The application fee (non refundable) is Rs. 950/- (Rs. 475/- for SC/ST/PD Applicants).

**1.5 Instructions for Filling the ONLINE Application Form:**

The instructions for filling online application are given on the web page [www.iitb.ac.in/gate](http://www.iitb.ac.in/gate). Please read them carefully.

Once you have filled in the data online, please take a print out and send the same as per the details given below.

**Enclosures:**

Check all your enclosures as listed and tick in the appropriate boxes.

**Declaration by the Applicant:**

Read the statement and put your signature within the box. A signature in the form of ALL CAPITAL LETTERS will **NOT** be considered valid.

**Photograph:**

Paste a good contrast photograph of 3 cm width x 4 cm height within the box. Do not staple as the photograph will be scanned. **Do NOT sign on the photograph. Do NOT get it attested.**

**Signature of the Applicant:**

Put your signature, identical to the signature in item 13, within the box. A signature in the form of ALL CAPITAL LETTERS will **NOT** be considered valid.

**Check List for Mailing the Application:**

- Filled in Application Form
- Two identical signatures on the Application Form
- Photograph pasted on the Application Form
- SBI Cash Voucher / Demand draft for appropriate amount having validity of six months (write your name and application number on the backside of DD)
- Attested copy of SC/ST/PD/OBC [non creamy layer (\*)] certificate attached (if applicable)
- Attested copy of disability certificate attached (if applicable)
- Attested copy of the experience certificate (for G.D. Arts Candidates)

**(\*) NOTE FOR OBC (NON-CREAMY LAYER) CANDIDATES:**

Candidates are requested to submit OBC (NCL) Certificate in the **prescribed format as laid down by Government of India (why not give the 'prescribed format' like JAM?)** along with their filled up application.

If a candidate does not possess an OBC (NCL) Certificate at the time of application, he/she can submit the certificate by 15<sup>th</sup> November 2011 at the latest.

If a candidate could not submit OBC (NCL) Certificate, his/her claim will not be considered for OBC seats and he/she will be considered at par with General candidates.

**For your future reference, retain a copy of your application, or note down the following information:**

- Application No.
- Applicant's Name, as filled in the Application Form
- Date of Application Form posting
- Mode of Payment
- Choice of Examination Centre

*For any query, quote your Application No. and Choice of Examination Centre.*

**Application Submission:**

The application may be submitted in person at the counter of GATE Office, IIT Bombay or mailed only by **Registered Post or Speed Post** so as to reach the GATE Office, IIT Bombay on or before **14<sup>th</sup> October 2011**. The mailing address is:

GATE Office  
IIT Bombay  
Powai, Mumbai-400076

**1.6 Examination:**

The examination is from 1400 hours to 1700 hours on Sunday, 4<sup>th</sup> December, 2011 and will not have any break.

Candidates should report to the examination centre, at least half an hour before the scheduled commencement of the examination. Most of the centres are located outside the main city and candidates may have to walk a good distance from the campus main gate to reach the examination venue.

The seating arrangement will be displayed on the notice board of the examination centre.

A candidate has to bring his/her own pencils of different grades (e.g. H, HB, 2B, 4B, 6B etc.), sketch pens, poster colors, and other drawing materials for the examination. No drawing sheets have to be brought.

The question paper will be in English. No specific text book or guide book is recommended for preparation. Candidates may however polish up their drawing, rendering and visualization skills.

**1.7 Examination Centres:** Bengaluru, Chennai, Delhi, Guwahati, Kanpur, Kharagpur, Mumbai, and Roorkee

**1.8 Important Dates:**

Access to Application through website	12 <sup>th</sup> Sept. 2011 – 7 <sup>th</sup> Oct. 2011
Last Date for submitting of Application (Website closure)	Friday, 7 <sup>th</sup> Oct. 2011
Last Date for Receipt of Completed Application at the GATE Office, IIT Bombay	Friday, 14 <sup>th</sup> Oct. 2011
A Candidate can contact GATE Office, IIT Bombay for non-receipt of admit card	Tuesday, 22 <sup>nd</sup> November 2011
Date of Examination	Sunday, 4 <sup>th</sup> December 2011 (1400 to 1700 hours)
Announcement of Results	Friday, 20 <sup>th</sup> January 2012 (after 1000 hours)

**1.9 Result Declaration:**

Authority to declare the results is vested solely with GATE Office, IIT Bombay. In case any claim or dispute arises in respect of CEED 2012, the Courts and Tribunals in Mumbai and

Mumbai alone shall have the exclusive jurisdiction to entertain and settle any such dispute or claim.

CEED results will be mailed **only to those candidate who qualify in Part-A** and for other candidates results will be displayed on the website ([www.iitb.ac.in/gate](http://www.iitb.ac.in/gate)). Information provided by the candidates in the application and the results will be shared with the concerned design programmes, and may be used for statistical purposes.

The Score Card is valid for a period of two years from the date of declaration of the results. It cannot be treated as a proof of date of birth, category and disability status.

Duplicate score cards are normally not issued. A candidate needing a duplicate card for a valid reason should send an application to Chairman GATE, IIT Bombay, enclosing a crossed demand draft of Rs. 300/- (Rupees Three hundred only) drawn in favour of IIT Bombay, payable at Mumbai.

### **1.10 Applying for Admission to Various Programmes:**

Qualifying in CEED does not guarantee admission in any way. A candidate has to apply to respective institutes for admission and fulfill other requirements such as tests and interviews of the respective institutions for admission.

The announcement for admission to the postgraduate programmes in design will be notified separately by the different institutes, starting from November 2011.

Reservation for various categories will be as per Government of India rules applicable at the time of admission.

A limited number of assistantships, based on merit, are available to CEED qualified students, to pursue the programmes.

The criteria for postgraduate admission and award of scholarship / assistance are different in different institutes. GATE office, IIT Bombay is not in a position to provide information in this regard. Some information on various programmes is given later in this brochure. For more details or any specific queries on admission and programme of any institute, the candidate should contact the concerned head / convener / coordinator.

Information on the programme may be obtained from the websites of the respective institutes, as given below.

<b>IISc Bangalore:</b> <a href="http://www.iisc.ernet.in">http://www.iisc.ernet.in</a>	CPDM: <a href="http://www.cpdm.iisc.ernet.in">http://www.cpdm.iisc.ernet.in</a>
<b>IIT Bombay:</b> <a href="http://www.iitb.ac.in">http://www.iitb.ac.in</a>	IDC: <a href="http://www.idc.iitb.ac.in">http://www.idc.iitb.ac.in</a>
<b>IIT Delhi:</b> <a href="http://www.iitd.ac.in">http://www.iitd.ac.in</a>	IDDC: <a href="http://www.iitd.ac.in/center/iddc">http://www.iitd.ac.in/center/iddc</a>
<b>IIT Guwahati:</b> <a href="http://www.iitg.ac.in">http://www.iitg.ac.in</a>	DOD: <a href="http://www.iitg.ac.in/design">http://www.iitg.ac.in/design</a>
<b>IIT Kanpur:</b> <a href="http://www.iitk.ac.in">http://www.iitk.ac.in</a>	DesignProgramme: <a href="http://www.iitk.ac.in/design">http://www.iitk.ac.in/design</a>

Candidates are encouraged to visit the respective institutes and meet the students and faculty of the design programmes to discuss the eligibility requirements and programme details.

## 2. Brief profiles of participating institutes and their design departments

### 2.1 Indian Institute of Science, Bangalore

#### Centre for Product Design & Manufacturing (CPDM)

The Centre for Product Design and Manufacturing (CPDM) aims to pursue excellence in teaching, research and industrial interaction activity in the field of product design beyond the graduate level. It offers a two-year Master of Design (M.Des.) programme in product design and engineering as well as the research degrees of M.Sc. (Engg.) and Ph.D. in design.

CPDM is well equipped with advanced infrastructure for carrying out research in different aspects of design including creativity, human factors, biomechanics, safety, CAD, CAE, PLM and design collaboration.

The M.Des. programme aims at developing skills, knowledge and aptitude among students so that they can, through creative problem solving, bring about innovation in the product manufacturing industry. The students are trained to approach product design from a holistic viewpoint integrating, in a balanced and harmonious manner, the industrial design and the engineering design perspectives to come up with products that are well engineered, aesthetic and ergonomic and with a better manufacturability.

The M.Des. curriculum requires a student to complete 64 credits consisting of 48 credits of core/elective courses and a 16-credit major project. The major project involves needs analysis, conceptual design, simulation and functional prototype fabrication of a new product with full documentation at every stage. The societal responsibility of the designer is sensitized through different project works during the M.Des. Programme.

Eligibility for applying to M.Des. programme is a degree in engineering / design / architecture. Selection for admission is based on performance in a design aptitude test (DAT) and interview to be conducted at the Centre towards the end of April /early May. Short-listing for DAT is done on the basis of applicants' CEED or GATE score. **Candidates who are awaiting their CEED/GATE score can apply by quoting their CEED/GATE registration number. Institute will get their scores from the CEED/GATE office.**

#### For further information

Institute Website : <http://www.iisc.ernet.in>  
Department Website: <http://www.cpdm.iisc.ernet.in>  
E-mail : chairman[at]cpdm.iisc.ernet.in,  
office[at]cpdm.iisc.ernet.in  
Postal Address : Convener  
M.Des. Programme  
Centre for Product Design and Manufacturing (CPDM)  
Indian Institute of Science, Bangalore - 560012.  
Phone : (080) 22932359, (080) 22933138, (080) 23601975  
Fax : (080) 23601975

## **2.2 Indian Institute of Technology Bombay**

### **Industrial Design Centre (IDC)**

The prime objective of the centre is an integrated and interdisciplinary approach towards design education. The design training at IDC is intended to develop an attitude among the young aspirants towards problem solving in design. The programme is designed in order to prepare them to go into the field and face a wide range of design challenges at the end of their education at the centre.

### **Ph.D. Programme in Design**

A Ph.D. programme in Design has been recently started at IDC. Information on the programme may be obtained from the website of IDC, IIT Bombay.

### **Master in Design Programme**

The courses for M.Des. commence with developing in the students perceptual abilities, skills and techniques, social and general awareness. It leads them to a series of projects, characteristic of the problems of a country like India and pertaining to the industry, government, private institutions and other organisations.

### **Industrial Design:**

An Industrial Designer is committed to improve the quality of human environment with products that are functional, ergonomic and aesthetic. Correlating technical and ergonomic information with its real human needs creatively, is the testing ground for the student. The students interact with industries, institutions and social organisations during their projects to understand, study, analyze and solve various existing problems. The choice and outcome of the final degree projects reflect the students' aspirations to change the Indian product scene.

### **Mobility and Vehicle Design:**

While facing a big challenge in terms of changing life styles, environmental issues and increasing population density and highly competitive environment, the auto companies are strengthening product development functions, including design. International auto majors are setting up design studios in India to meet this challenge. The demand for competent design professionals is to grow many folds to man these studios.

Masters program in Mobility and Vehicle Design envisages developing graduates with skills and knowledge, which will make them competent designers for auto industry in India. The studies include the understanding and identifying the transportation and mobility issues facing the country along with developments in other countries and finding creative solutions. The course covers broad spectrum from personal to mass transportation. Lectures are supported by hand-on exercises and projects.

### **Visual Communication:**

The programme envisages developing graduates with better maturity in handling communication design problems, a deeper understanding of aesthetic aspects, and generating methodologies for solving communication problems. The emphasis is to be a creative problem solver, who can effectively use various design methods and systematically find appropriate solutions. The students are given opportunities to learn new skills in different media and to advance their level of understanding. The students are encouraged to take up projects that solve social and educational needs.

### **Animation:**

The programme aims to draw upon our rich resource of indigenous images and narratives for socially, culturally and contextually relevant animation and to equip animation makers with skill levels at par with international standards while allowing for experimentation and

explorations using diverse media, techniques and tools. Students are encouraged to take on cross disciplinary and collaborative projects; also new areas for animation applications can be explored and experimented with. Students also have the opportunity to do full scale individual projects as well as research oriented projects.

### **Interaction Design:**

Interaction Design graduates will have good analytical abilities, will be skilled with techniques, creative in their solutions, sensitive in their approach and knowledgeable about current practice in the field. The programme has a focus on the needs of Indian users and the Indian industry, but it also provides a global perspective. The curriculum is flexible and encourages self-development. It offers students core courses relevant to Interaction Design, a choice between a Product Design track and a Visual Communication track and a range of electives and projects.

### **Eligibility for M.Des. Programme:**

The candidates should have a minimum of 55% marks (50% in case of SC/ST) or equivalent grades in the qualifying examination (as listed below).

### **Industrial Design:**

- (i) Bachelor's degree in Engineering / Architecture / Design/ Interior Design, or equivalent
- (ii) Professional Diploma in Design (NID/CEPT, or equivalent)

### **Mobility and Vehicle design:**

- (i) Bachelor's degree in Engineering / Architecture / Design/ Interior Design, or equivalent
- (ii) Professional Diploma in Design (NID/CEPT, or equivalent)
- (iii) BFA (4 year professional programme in Fine art/Commercial art after 10+2)

### **Visual Communication, Animation and Interaction Design:**

- (i) Bachelor's degree in Engineering / Architecture / Design/ Interior Design, or equivalent
- (ii) Professional Diploma in Design (NID/CEPT, or equivalent)
- (iii) B.F.A. (4 year professional programme, after 10+2)
- (iv) G.D. Art (5 year programme after 10th) with one year professional experience
- (v) Master's degree in Arts / Science / Computer Applications

### **Selection Process:**

For M.Des programme, shortlisted candidates with valid CEED score will be called for the departmental written test and interview. A weightage of 25% will be given to CEED score and the remaining weightage will be divided between the written test and the interview.

### **M.Des. Programme for Foreign Nationals**

- (i) A minimum of 60% marks or equivalent grades (6.0/10.0 or 2.4/4.0) at the qualifying examination.
- (ii) Valid TOEFL score (for candidates from non-English speaking countries)
- (iii) Outstanding portfolio (to be evaluated by PGC of IDC, IIT Bombay)

### **For further information:**

Institute Website: <http://www.iitb.ac.in>

Department Website: <http://www.idc.iitb.ac.in>

E-mail: [office\[at\]idc.iitb.ac.in](mailto:office[at]idc.iitb.ac.in)

Postal Address: Head of the Department, Industrial Design Centre  
Indian Institute of Technology Bombay  
Powai, Mumbai - 400 076.

Phone : (022) 25767801, (022) 25767802

Fax : (022) 25767803

## **2.3 Indian Institute of Technology Delhi**

### **Interdisciplinary Master of Industrial Design Programme**

The two-year M. Des. programme caters to the requirement of industry for innovators and designers capable of creating high quality design of products for competitive markets. It is open only to graduates in Engineering and Architecture. Candidates for full time M. Des. with Institute fellowship or self-finance must have a valid CEED score. GATE score is not considered.

Applicants for the M. Des. Industrial Design Programme at IIT Delhi must have minimum CGPA of 6.75 on a 10 point scale or 60% marks in aggregate for General Category. For the reserved category, this is relaxed by 5%. Candidates should confirm their eligibility and CEED score requirements from prospectus available at the IIT Delhi website. Full-time sponsored candidates are also advised to clear the CEED Test which is essentially an aptitude test. There is also reservation of seats for OBC Candidates. For cut-off criteria, please see IIT Delhi website or contact the Coordinator.

The focus of the programme is upon the art and science of industrial design for creating innovative product concepts. The curriculum includes aesthetics, ergonomics, communication skills, materials, design methodology, design for manufacture, CAD, Human Computer Interaction Design, behavioral science, and professional practice. It involves extensive studio work with hands on practice and is a project based, industry and consumer oriented programme. The thesis projects are often supported by the industry and there is close interface with the industry throughout the programme of study. The programme emphasizes development of free hand conceptualization skills, CAD modeling skills on mid level platforms and above all design thinking skills and detailing over a diverse range of products.

#### **For further information:**

Institute Website: <http://www.iitd.ac.in>

Department Website: <http://webold.iitd.ac.in/~iddcweb/try.html>

E- mail: [nitinkj@iddc.iitd.ac.in](mailto:nitinkj@iddc.iitd.ac.in)

Postal Address: Coordinator  
Interdisciplinary Master of Industrial Design Programme  
Indian Institute of Technology Delhi  
Hauz Khas, New Delhi - 110016.

Phone: (011) 26591431, 26596729,

Fax: (011) 26582037, (011) 26582277

## 2.4 Indian Institute of Technology Guwahati

### Department of Design

#### Master of Design Program (MDes), Department of Design, IIT Guwahati

Amongst the premier technical institutions in the country, the Department of Design, IIT Guwahati has commenced its two year post graduate **Master of Design (M.Des.)** program from the academic year **2007- 2008**.

IIT Guwahati now offers Design programs at all three educational levels:

- 4 year **Bachelor of Design** program leading to **B.Des.** degree
- 2 year **Master of Design** program leading to **M.Des. degree** and
- **Doctoral studies in Design** leading to **Ph.D.**

The programs encourage inter-disciplinary and intra-disciplinary studies that integrate holistic perspectives in creative pursuits engaging design and technology as applicable to the following thrust areas viz. New Product Design and Development; Communication Design and New Media; Usability Engineering and Interaction Design including HCI and Ergonomics. The B.Des undergraduate program, offers courses in design and technology that enhance conceptual level skill sets and understanding of principles of aesthetics, technology, ergonomics, utility and function to evolve 'human-centric' design solutions as applicable to Product Design and Communication Design.

The 2 year Master in Design (M.Des. - Design) program offers students advanced elective based studies in the above fields, encouraging more real life projects involving intensive research work. The student can choose from a range of courses including Design core/Technology/Electives/Projects in the field of their interest. Presently the courses cover the domain of Product Design and Development, Design Semantics, Usability Engineering, Interaction Design, Experiential Design, Environmental Design, Human-Computer Interaction Design, Ergonomics, studies in Occupational Hazard and Safety, and Design Management, New Media, Communication Design and Film, etc.

The students are encouraged to undertake projects involving intensive analysis and synthesis in the form of conceptual design, simulation and making functional prototype.

#### Institute Teaching Assistantship

For the M.Des. Program, assistantships are provided to regular students (Indian nationals) at the rate of Rs.8000 per month as per terms and conditions of the Institute.

#### Terms & Conditions:

Selected regular candidates will get Institute Assistantship subject to the conditions prescribed by the regulations which include:

- (i) A student must have a valid CEED score at the time of admission (or B. Des. / B. Arch. / B. Tech. degree from an IIT with CPI 7.0 or above).
- (ii) Students receiving assistantship from the Institute or from any other funding agencies will be required to perform academic duties assigned to them by the department as per rules in force from time to time.
- (iii) The continuation of the assistantship/fellowship will be subject to satisfactory performance of the duties assigned by the department and satisfactory progress in the postgraduate program.
- (iv) Financial assistance will be for a period of two years.

#### Studios and Laboratories for Design research

Well-established workshop and laboratories have been set up in the Department of Design to support research and development activities in the above fields. Some of the advanced facilities for design research and development include:

- Rapid Prototyping machine
- Eye tracking device for usability testing
- Product Photography lab
- Cane and bamboo processing machinery
- Ergonomics lab with EEG/EMG and measuring devices and software for Anthropometrical Studies
- Advance computing facilities for CAID and CAD
- Animation, Graphic and Digital Art studio
- Macintosh Studio with Non-linear Video Editing
- Workshop with facilities for wood/metal/plastics/clay working

Supporting infrastructure includes Conference Room and Presentation rooms with facilities for audio-visual presentations.

The faculty are presently engaged in Design research in the following thrust areas:

- New product design and development
- Visual Studies in Communication Design
- Information Design
- Design and Culture
- Drawing and Digital Art
- Advanced Manufacturing
- Ergonomic research in product design and visual design studies
- Usability Engineering and Testing
- Studies in Human Computer Interaction

### **Eligibility for Regular M.Des. Candidates**

- a) 4-year Bachelors' degree or equivalent in Design, Engineering, Architecture, Interior Design or a Design related field **OR**  
4-year Professional Diploma in Design of NID or Professional Diploma of CEPT (5-year programme)
- b) A minimum of 55% marks or equivalent grades in the qualifying degree/diploma.

### **Note:**

All candidates (except those having BTech/BDes degrees from an IIT with a minimum CPI of 7.0) must possess a valid score of Common Entrance Examination for Design (CEED).

### **Selection Process**

1. All candidates applying for the MDes program in Design must possess a valid score of All India Common Entrance Examination for Design (CEED).
2. Final selection for admission to the MDes program is based on the CEED score and on performance in a creative interactive session and personal interview to be conducted at the Department of Design in May/June. Candidates are encouraged to present a portfolio of their earlier work.

### **For further information**

Institute Website : <http://www.iitg.ac.in>, [www.iitg.ernet.in](http://www.iitg.ernet.in)

Department Website : <http://www.iitg.ernet.in/design>

E-mail (for Enquiries) : [dodoff\[at\]iitg.ernet.in](mailto:dodoff[at]iitg.ernet.in)

Postal Address : Convener, M.Des Programme  
Department of Design

Indian Institute of Technology Guwahati, Guwahati -781039

Phone (for Enquiries) : Design Office: (0361) 2582500; Head of Department: (0361) 2582451

## 2.5 Indian Institute of Technology Kanpur

### Design Programme (DP):

The Design Programme at IIT Kanpur has been conceived as a centre for creative minds, which stimulates students to bring about synthesis of varied knowledge domains for creative problem solving. The students, through their practical projects, are taught to address social issues by developing and providing innovative design solutions through a multi-disciplinary approach. Not only does the Programme encourage new and radical concepts, but also it facilitates the "concepts to function" transition. The Programme acts as a hub which fosters interactivity among students, faculty and industry to create a complete learning experience.

The traditional analysis approach brings depth to particular streams of knowledge like science, technology, arts or the humanities. This in itself is of little help when it comes to the ultimate goal of knowledge—the betterment of peoples' lives. We pursue the synthesis approach where knowledge from all fields comes together for the advancement of society. No branch of scientific enquiry is complete in itself. The human need and want is so complex that it calls for a deep understanding of various fields or domains. It is only through extensive teamwork that one can begin to understand an issue holistically. A designer works as a bridge between diverse fields in a team to solve problems - be these day to day problems or big machines.

The Design Programme encourages students from a wide variety of backgrounds and stages of professional experience. Its core courses emphasize creativity and concepts in a broad spectrum. A core laboratory for ideation, incubation, innovation and implementation (4i laboratory) facilitates students to transform their creative ideas into products. Several other advanced laboratories and studios of the Institute are also available to the students to study form and aesthetics, ergonomics, material testing, computer-aided manufacturing, opto-electronics, microprocessor and micro-controller, virtual instrumentation, aerodynamics and polymers. In addition, the Media Technology Centre that houses the state of the art equipment and software encourages students to explore the fields of media arts and communication design.

Candidates with a bachelor's degree in Engineering, Design or Architecture and a valid CEED/GATE score are eligible to apply for the two-year Master of Design Programme. Candidates holding degrees in Fine Arts or Interior Design are not eligible to apply. CEED and/or GATE scores are used for short listing the applicants. Short listed candidates are called for an interview which may be preceded by a brief written assignment.

#### For further information

Institute Website : <http://www.iitk.ac.in>  
Department Website: <http://www.iitk.ac.in/design>  
Email : [head\\_des\[at\]iitk.ac.in](mailto:head_des[at]iitk.ac.in)  
Postal Address: Head  
Design Programme  
Top Floor, Helicopter Building  
Indian Institute of Technology Kanpur  
Kanpur – 208 016  
Phone: (0512) 2597509, (0512) 2596617.  
Fax: (0512) 2597408

**Contact Address:**

Enquiries about CEED may be addressed to:

Chairman GATE 2012  
GATE Office  
Indian Institute of Technology Bombay  
Powai, Mumbai 400076

Phone: 022-25767068  
Fax: 022-2572 3706  
E-mail: [gateoffice@iitb.ac.in](mailto:gateoffice@iitb.ac.in)  
Website: <http://www.iitb.ac.in/gate>

***For any specific query on admission and programme, please contact the head / convener / co-ordinator of design programme at the concerned institute.***

**Important Dates**

<b>Access to Application through website</b>	<b>12<sup>th</sup> Sept. 2011 – 7<sup>th</sup> Oct. 2011</b>
<b>Last Date for submitting of Application (Website closure)</b>	<b>Friday, 7<sup>th</sup> Oct. 2011</b>
<b>Last Date for Receipt of Completed Application at the GATE Office, IIT Bombay</b>	<b>Friday, 14<sup>th</sup> Oct. 2011</b>
<b>A Candidate can contact GATE Office, IIT Bombay for non-receipt of admit card</b>	<b>Tuesday, 22<sup>nd</sup> November 2011</b>
<b>Date of Examination</b>	<b>Sunday, 4<sup>th</sup> December 2011 (1400 to 1700 hours)</b>
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