

DELHI
TECHNOLOGICAL
UNIVERSITY



Department of Design

अभिकल्प विभाग

ADMISSION BROCHURE

B.DES 2023-24



DELHI TECHNOLOGICAL UNIVERSITY

FORMERLY DELHI COLLEGE OF ENGINEERING (DCE)

BAWANA ROAD, SHAHBAD DAULATPUR, DELHI

ADMISSION BROCHURE

BACHELOR OF DESIGN (B.DES.) 2023-24



Department of Design

DELHI TECHNOLOGICAL UNIVERSITY
(Formerly known as Delhi College of Engineering)



Message from Vice Chancellor

Prof. Jai Prakash Saini

Vice Chancellor, DTU

email : vcdtu@dtu.ac.in

The Delhi Technological University has an illustrious story spanning over eight decades. The university was initially established with the name of Delhi Polytechnic in the year 1941 to cater to the needs of Indian industries for trained technical manpower with practical and sound theoretical knowledge. Delhi Technological University was upgraded from Delhi College of Engineering by the Government of NCT of Delhi in 2009.

The Department of Design at DTU was started in the year 2018-19. The Design Programme has been prepared by experts drawn from top-notch institutes and universities to fulfil market & social needs. The programme structure is directed towards development of the ability to transform an abstract idea into everyday functional and usable products and services. Students will deal with business competitiveness with 'Design Thinking' that inherently has metamorphism, empathy, rationalism, empiricism, and systems thinking in its foundation.

Design links science, technology, aesthetics and humanistic values with overarching goal of sustainable growth and competitiveness. Department of Design has been established to provide facilities for design and other related programmes. Department of Design at DTU is envisioned to provide excellent education, training and research through Bachelors of Design, Masters of Design and Doctoral programmes.

It gives me great pleasure to see that in just few years, the Department of Designs has become a vibrant centre for academics as well as design related activities. I am happy to announce that the students from first batch have been placed by many leading organisations. I believe this is just a start and the Department will achieve great success in realizing its vision in the coming years. I would like to congratulate the Head of Department, Prof. Ranganath M. Singari, the Faculty and the students for the accomplishments of the Department in its 6th year of operation. I extend my best wishes to all budding designers joining B. Des and M. Des Programmes to enhance the learning experience.

A handwritten signature in dark ink, likely of Prof. Jai Prakash Saini, written in a cursive style.

Prof. Jai Prakash Saini



Message from Head of Dept.

Prof. Ranganath M. Singari

Head, Department of Design, DTU

email : ranganath@dce.ac.in

Delhi Technological University has a strong tradition of academic excellence, harnessing the power of interdisciplinary thinking, and bending academia with practice. The Department of Design has been established to emerge as a centre of excellence to promote design thinking, innovation and creativity. The combination of a flexible curriculum, a wide array of learning opportunities and a conducive learning environment is that hallmark of the Design programme of the Department of Design. Our invaluable and lifelong alumni network also provides a strategic advantage to the students looking to excel in the corporate, government and social sectors.

The goal of the B. Des. Programme is to develop students as innovative designers providing a strong foundation in the discipline along with vast exposure to the Industry and numerous ideas. In our Department we already have a congruence of Eminent Experts from various disciplines be it Academics, Research Organisations or Industries visiting and interacting with the students. These interactions create a world-class ecosystem of learning and experience sharing which is a need for every Educational Institution.

Within a very short span of 6 years, the Department has conducted many expert lectures and numerous workshops by Industry leaders. Department of Design also has a very successful Internship programme which runs during the summer vacation. Almost all students are integral parts of every society, sports team and other co-curricular teams, even holding leadership positions in their first & second year.

In addition, the students have also won numerous accolades inter-college competitions. With our very own building for the Department of Design and an emphasis on seeing the bigger picture from the social, technological and business perspective, our rich curriculum and renowned faculty, we are poised to make a mark upon the world.

Dear aspirants, I invite you to join us in our journey towards excellence and be a part of an inspiring and deeply rewarding learning experience.

A handwritten signature in blue ink, appearing to be 'R. Singari'.

Prof. Ranganath M. Singari



Message from Registrar

Dr. Madhusudan Singh Yadav

Registrar, 

email : madhusudan@dce.ac.in

I am happy to share that Delhi Technological University is starting admission to its various programmes for the academic year 2023-24.

Among India's premier institutions for higher education, Delhi Technological University has always ranked high in the wish list of candidates around the country. With over 82 years of service to humanity, DTU has forever held its own as an institute of great eminence and repute. The DTU alumni have made us proud throughout the history of this University and set excellent examples in every possible career domain.

Department of design, Delhi Technological University, believes in student centered, industry relevant practices in which developing the society conscious student is at the core of all discussion, deliberation and decisions. With comprehensive curricula and highly competent faculty, the student is bound to emerge from DOD a confident, able designers with the right skills to become an important part of the industry.

It is my immense pleasure that year after year, brilliant students from all over India and now from abroad are considering DTU as their destination for education and career building. My best wishes to all of you

Dr Madhusudan Singh Yadav

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IMPORTANT DATES

S. No.	Activities/Events	Dates
1.	Advertisement in newspaper	07.04.23
2.	Opening of website for online registration*	10.04.23
3.	Last date of online registration	20.05.23
4.	Merit list of candidates for 1st round and waitlist	24.05.23
5.	1st round admissions at DTU (Selected candidates are required to report along with original documents and DD)	30.05.23
6.	Display of vacant seats for 2nd round on the DTU website	02.06.23
7.	2nd Round of admission (Selected candidates are required to report along with original documents and bank draft for fee deposit)	14.06.23
8.	Display of vacant seats for 3rd round on DTU website	21.06.23
9.	3rd Round of admission also the LAST DATE of Admission at DTU	27.06.23
10.	Display of Vacant Seats for Spot Round on the DTU website**	04.07.23
11.	Spot round admissions at DTU	11.07.23



Welcome to the
**DEPARTMENT
OF DESIGN**

General Information



Delhi Technological University

Delhi Technological University (formerly known as Delhi College of Engineering) is one of the most well-known engineering institutions in India, with over 82 years of glorious tradition behind it. A non-affiliating, teaching, and research University, DTU is poised to create an environment of a synergetic partnership between academia and industry.

DTU aims to cause a major departure from the conventional system of education and research and aspires to imbibe a culture of scientific research in its management and

technology disciplines and develop scientific temper by providing a seamless environment for integration of science, engineering, and management.

The University also endeavors to provide the thrill of a corporate R&D environment with a planned focus on industry relevant projects. DTU has consistently been ranked among the top institutions of the country in reputed surveys.

The **University**

Vision

"To be a world class university through education, innovation and research for the service of humanity"

Mission

- Establish centres of excellence in emerging areas of science, engineering, technology, management, and allied areas.
- To foster an ecosystem for incubation, product development, transfer of technology, and entrepreneurship.
- To create an environment of collaboration, experimentation, imagination, and creativity.
- To develop human potential with analytical abilities, ethics, and integrity.
- To provide environment friendly, reasonable, and sustainable solutions for local & global needs.

Programme

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Department of Design

Strategic role of design through innovation in enhancing national and industrial competitiveness is universally recognized and underpins the national policy of Govt. of India. The strategy to achieve this vision seeks spot light on strengthening quality design education and usages of design in different sectors.

In furtherance of this national design vision, Delhi Technological University has decided to provide facilities for excellent design education, research and training to suit the needs of the society.

Department of Design is envisioned to pursue excellence in design thinking, design scholarship

and design practice for the betterment of society in a holistic manner.

Design is viewed as a driver of innovation and is recognized as key differentiator for providing competitive edge to products and services. It involves an integrated humanistic approach to design products, services and systems. It seeks to delve deeper in understanding of technological, commercial and societal context in conception, developments, and delivery of innovative products and services as well as tools, techniques, and methods required in the practice of design suitable to environment.

The **Department**

Vision

"To pursue excellence in design thinking, design scholarship, and design practice for the betterment of humanity and planet earth."

Mission

- To develop centres of excellence in service design, interactive design, product design, visual communication, and allied areas.
- To attract and nurture quality faculty with empathy having a passion for growth of self and others.
- To attract energetic, innovative students and enable them to emerge as creative and caring design professionals.
- To create facilities for incubation, product development, transfer of technology, and entrepreneurship.
- To provide environment friendly, reasonable, and sustainable solutions for local & global needs.

Admission Eligibility

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Admission to Four Year Bachelor of Design (B. Des.) Programme is on the basis of UCEED 2023 Score

No of Seats: 120

Delhi: 85%

Outside Delhi: 15%

Course duration: 4 Year

Delhi Region Candidates (85% of seats):

Aspirants passing the qualifying examination from a recognized School / College / Institute located within the National Capital Territory (NCT) of Delhi will be considered for Delhi Region only

Outside Delhi Region Candidates (15% of seats):

Aspirants passing the qualifying examination from a recognized School / College / Institute located outside the National Capital Territory of Delhi will be considered for Outside Delhi Region only

Eligibility:

The candidate from any STREAM (Science, Commerce, and Arts & Humanities) should have passed the qualifying examination as given below:

Senior School Certificate Examination (12- year course) of the Central Board of Secondary Education (CBSE), New Delhi.

Indian School Certificate Examination (12-year course) of the Council for Indian School Certificate Examination, New Delhi.

Any other examination recognized as equivalent to the Senior School Certificate Examination of CBSE. The final examination of the 10+2 system, conducted by a Central or State Board recognized by the Association of Indian Universities (www.aiuweb.org).

NOTE: If the center of examination is located in the N.C.T. of Delhi, the aspirant shall be considered under the Delhi Region and if the Center of examination is located outside N.C.T. of Delhi, he/ she shall be considered under the Outside Delhi Region.

1. Intermediate or two year Pre-University examination conducted by a Board of University recognized by the Association of Indian Universities.

2. Final examination of the two-year course of the Joint Services Wing of the National Defence Academy.

3. Senior Secondary School Examination conducted by the National Institute of Open Schooling with a minimum of five subjects.

4. Any Public School, Board, or University H.S.C vocational examination.

5. Candidates who have completed Class XII (or equivalent) examination outside India or from a Board not specified above should produce a certificate from the Association of Indian Universities to the effect that the examination they have passed is equivalent to the Class XII examination.

6. General Certificate Education (GCE) examination (London, Cambridge or Sri-Lanka) at the Advance level.

7. High School Certificate Examination of the Cambridge University or International Baccalaureate Diploma of the International Baccalaureate Office, Geneva.

8. A Diploma recognized by the All India Council for Technical Education (www.aicte-india.org) or a State Board of Technical Education of at least 3 years duration.

9. In case the Class XII examination is not a public examination, the candidate must have passed at least one public examination (Board or Pre-University)

NOTE: Aspirants who have appeared at the annual examination in the year 2023 and have been placed in compartment will not be eligible for admission for the year 2023.

DESIGN





HOUSE

4

Seat Matrix

Category	Delhi			Outside Delhi			Total
		CW	PD		CW	PD	
General	39	2	1	7	0	0	49
OBC	25	1	1	5	0	0	32
SC	14	0	1	3	0	0	18
ST	8	0	0	1	0	0	9
EWS	10	0	0	2	0	0	12
Total	96	3	3	18			120
SG	1						1
TP	1						1
KM	1						1
Grand Total							123

1. **Scheduled Caste (SC):** 15% of the total seats are reserved for Scheduled Caste candidates.

2. **Scheduled Tribe (ST):** 7.5% of the total seats are reserved for Scheduled Tribe candidates.

3. **Other Backward Class (OBC- NCL):** 27% of the total seats are reserved for Other Backward Class (Non-Creamy Layer) candidates. Please refer to Delhi governments list for OBC.

Sub-categories namely 'Defence' and 'Differently Abled Person' are available under each category (General, SC, ST, OBC-NCL).

4. **Defence (CW):** 5% of the total seats in each category are reserved for candidates belonging to Defence sub-category in the following priority:

Priority I - Widows/wards of Defence Personnel/Para- Military Personnel killed in action

Priority II - Wards of Defence personnel and ex servicemen/ Para Military Personnel disabled in action and boarded out from service with a disability attributed to military service.

Priority III - Widows / wards of Defence Personnel/ Para-Military Personnel who died in peacetime with death attributable to Military Service.

Priority IV - Wards of Defence Personnel / Para Military personnel disabled in service and boarded out from service with disability attributed to military service.

Priority V - Wards of serving Defence Personnel and ex-servicemen Para-Military / police personnel who are in receipt of the following:

Gallantry Awards:

- 1 Param Vir Chakra
- 2 Ashok Chakra
- 3 Sarvottam Yuddh Seva Medal
- 4 Mahavir Chakra
- 5 Kirti Chakra
- 6 Uttam Yuddh Seva Medal
- 7 Vir Chakra
- 8 Shaurya Chakra
- 9 Yuddh Seva Medal
- 10 Sena / Nau Sena / Vayu Sena Medal**
- 11 Mention-in-Despatches
- 12 President's Police Medal for Gallantry**
- 13 Police Medal for Gallantry**

Priority VI - Wards of Defence Ex-servicemen.

Priority VII - Wards of Serving Defence personnel.