



“ CELEBRATING DREAMS ”

School Of Engineering and Technology

now offers

Post Graduate Diploma in Product Design

Welcome

At ITM university Gwalior, we empathize that a degree offered by us is an important investment in your career and your future. Our empathy stems from the fact that although we are a young university, people like you have made us credible in a very short time. We return the favor by providing you the best of education and opportunities for your all round development. School of design is an attempt in this direction. We hope your interest in this course is partially encouraged by the fact that we have been honoured as “most innovative university”. Our post-graduate diploma course in Product Design is another innovative course relevant to your professional career. You will not only learn from professionals but also get to work on projects the university is engaged in.

Product Design

Industrial design is a use of applied arts and sciences to improve the aesthetics, ergonomics, function and use of a product or a service. Although deep rooted in many cultures, Industrial design became a professional course in Bauhaus, Germany only after World War I.

Industrial design over the years has been divided into specialized areas like Product design, visual communication, transportation design, interaction design etc. Product design is one particular specialization which focuses on industrially made products, mass produced or otherwise.

The course will empower the student with all the necessary skills and confidence. This will help them work as an efficient team member in research and development setups in industries and agencies. The primary objective of this course though is to create self employed individuals who are sensitive to the needs of society around them and design and deliver products /services accordingly. The training and support provided by institute will ensure the commercial success of these ventures to a large extent. The students from the program will also be industry ready and if they show interest in joining the industry, they will be well received and rewarded

Unique pathways

The graduates taken into this program will be gradually converted into design professionals over a period of two years (four semesters). The first two semesters of skill development will qualify them as creatives. Students will then move to the third semester of professional design assignments. In the final semester, the students take up a project of their choice which should be executed at par with industry standards.

At ITM we want you to be the master of your career. In our design school we hence offer three pathways. You have to select and switch between these after each semester. These pathways are :

1) Social entrepreneurship

India today needs a large number of social entrepreneurs who can cater to its huge rural economy. With an orientation towards social entrepreneurship you get access to be part of this revolution as designer of goods and services relevant to rural India

2) Product innovation

With an eye on joining industrial sector of your choice you will be armed with all the skills needed for this sector. Machine tools, marine, FMCG, Consumer appliances are some of the sectors who will welcome you as innovators.

3) Lifestyle design

ITM university patronizes country's finest artists and craftsmen. You will get to work and learn with these men and women to create your own range of lifestyle products. Although we hope you will start your own business with your design, you are equally eligible to join industry catering to this huge market.





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Classroom Resources

The classrooms are designed to dispense and rehearse various brainstorming and ideation techniques. They also serve as exhibits of student's work over the course.

CAD Labs

The students will be exposed to heavy computing setup for handling technically heavy work as well as impressive product visualization. the students will also get exposure to popular product design softwares as well as rendition techniques using designer-friendly gadgets. The labs are loaded with workstations, High definition screen, pen tablets, large format printers and 3d scanners.

Prototyping Studio

The prototyping studio is complete with both traditional hand tools and power tools as well as rapid prototyping machines. The studio has the equipments to work with wood, metal, composites, foam and fabrics. The studio and trainers can even handle batch production of designs.

Model Studio

Scale models and design mock-ups are an important skill to be acquired during this course. A dedicated studio allows them to explore various material like ceramics, composites, foam, paper and fabrics for this purpose. Besides making models, the studio is equipped for project documentation also.

Areas of Design Research

- Design issues in areas of health and sanitation in rural areas
- Design paradigm in low-income households
- Product responses to marketing paradigm in rural India
- Product design for communities dedicated to particular services
- Product design for agricultural productivity
- Low-energy product design
- Product design for alternative energy technologies

Contact

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FOR ADMISSION
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2014-2015 BATCH
STARTS IN JULY

FOR DETAILS
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APPLY NOW !!!!