Designing Futures: Igniting Innovation through Creativity and Compassion

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At the Department of Design, IIT Hyderabad, we believe that design is not just a discipline—it is a mindset, a force for change, and a tool for building a better world. As the Department prepares for the next phase of its exciting journey, I take this opportunity to reflect on our collective achievements and share a glimpse into the creative energy that defines our vision.

In just a few years, the Department of Design has evolved into a nursery of creative thinkers, critical problem solvers, and socially conscious innovators. With our applied, hands-on approach, we focus not only on aesthetics and usability but also on impact—be it for sustainability, technology integration, or inclusive development.

We offer a vibrant suite of programs:

- Bachelor of Design (B.Des), nurturing fresh minds into design thinkers and makers
- Master of Design (M.Des), fostering specialization in three emerging areas of
  - Product Design – Focusing on tangible innovations, manufacturing, ergonomics, and sustainability.
  - Visual Communication – Bridging storytelling, identity, and critical social narratives through diverse media.
  - Interaction Design – Shaping experiences in digital and physical interfaces using UX, HCI, and emerging tech.
- PhD in Design, advancing research in AI + design, healthcare, heritage, sustainability, and more

What sets us apart is our interdisciplinary ecosystem. Our students and faculty collaborate with peers from Computer Science, Materials Science, BioTech, and Liberal Arts.

We encourage design rooted in empathy, blending human-centred approaches with new-age technologies like AI, XR, AR/VR/MR, 3D printing, and sustainable material practices.

Our students have won national and international awards, filed design registrations, and secured industry-supported capstone projects. Faculty members lead cutting-edge research in climate-conscious design, digital heritage, and smart product development. Our labs buzz with collaborative innovation, where design meets real-world challenges.

At DoD, creativity is not limited to studios—it spills into our design fests, workshops, community outreach programs, and designathons, where students push boundaries and imagine future possibilities. Whether it's a wearable health monitor for rural clinics, a climate-resilient shelter prototype, or a story-driven animation—our students' work echoes design with purpose.

Design thinking, to us, is more than a tool—it's a way to engage with life. It teaches us to observe deeply, question critically, ideate freely, and act responsibly. And in an era of rapid change, these are the traits that will define the innovators of tomorrow.

We are equipped with state-of-the-art teaching and research laboratories, design studios, maker spaces, 3D printing and prototyping workshops, photography and media labs, and user experience testing facilities. These resources provide comprehensive support for students and researchers to translate ideas into impactful solutions—right from sketch to screen to society.

Our crew with BDes final year students, 2021-2025

The DoD hosts several interdisciplinary research labs that foster innovation, technology integration, and social impact. The Digital Heritage Lab pioneers AR/VR-based cultural preservation, while the Design for Sustainability Lab advances eco-innovation and circular economy practices. The Graphic Design and Film Labs focus on visual experiences, the Human-Centered Interaction Design & Health Lab focuses on design solutions for well-being, particularly indoor air quality. The INDREA XR and Interaction Design Lab explores cutting-edge interfaces and immersive technologies, and the Design Innovation Center and CoDE for MSMEs Lab supports industry-centric, sustainable product development. These labs enable hands-on research, industry collaboration, and real-world problem solving, aligning with the department's applied and future-focused vision.

Our commitment to excellence is evident in the achievements of our students, many of whom have won national and international design awards, registered designs and IP, and secured competitive internships and placements with leading firms. Our placement record remains consistently strong, with top companies from across the design, tech, and creative sectors hiring from our programs.

Industry engagement is a cornerstone of our pedagogy. We run regular industry lecture series, design clinics, and collaborative workshops led by a vibrant pool of visiting faculty and seasoned professionals from companies and institutions around the globe. This interface ensures that our students are exposed to cutting-edge practices and real-world challenges early in their academic journey.

In recent years, the department has also hosted marquee events like ICoRD 2025, marking a significant milestone as we welcomed global participants into our new, purpose-built design building. Such platforms reinforce our position as a hub for design-led innovation and research in India. At DoD, we believe that the future belongs to those who can imagine it—and build it. Our mission is to nurture that mindset in every student who walks through our doors. We welcome aspiring designers, researchers, and industry collaborators to engage with us and co-create a more thoughtful, sustainable, and inspiring world.

To all young readers of KirIITH—if you've ever looked at the world and wished to make it better, more beautiful, or more just—design is your language. And at IIT Hyderabad's Department of Design, you'll find the platform, mentors, and peers to help you shape your dreams into tangible realities. We look forward to continuing this journey—of learning, unlearning, creating, and reimagining—with you.

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