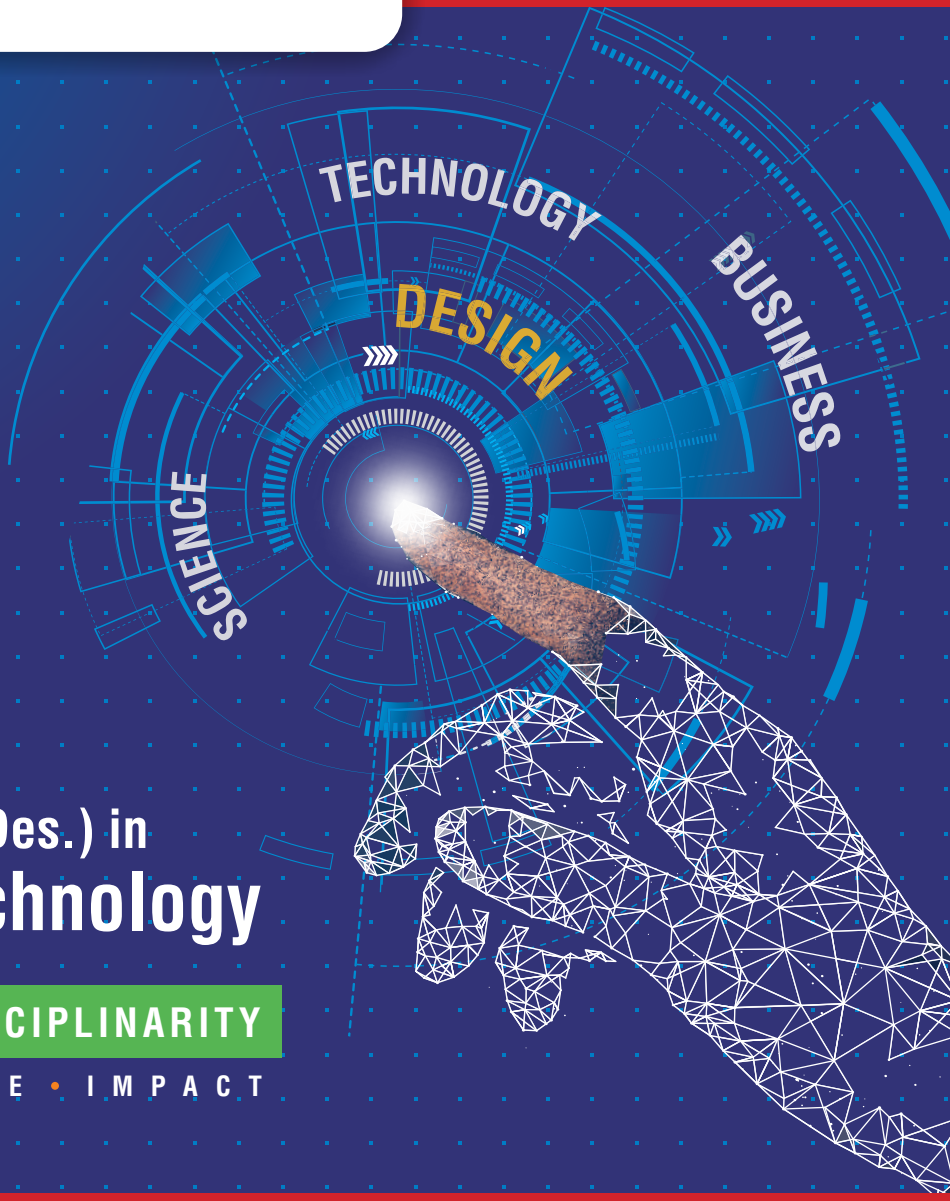
SVKM'S
NMIMS®
Deemed to be UNIVERSITY

SCHOOL OF DESIGN

design.nmims.edu



AICT Approved

NAAC Accreditation

MHRD / UGC

Bachelor of Design (B.Des.) in Humanising Technology

POWERED BY MULTI-DISCIPLINARITY

CHALLENGE • EVOLVE • IMPACT

"A designer is an emerging synthesis of artist, inventor, mechanic, objective economist, and evolutionary strategist."

- Buckminster Fuller

NMIMS (Deemed to be University)

Built on an inspiring legacy of 41 years, NMIMS stands proud as a Deemed-to-be University, offering multiple disciplines across multiple campuses. What started as an institute in a small building has caught the attention of the world, thanks to their 17 specialized schools. NMIMS School of Business Management, Mumbai ranked amongst The Top 100 Global B-Schools by Financial Times MiM Ranking 2022.

The School of Design

The school of design, with its top-notch staff and infrastructure, trains professionals with skill sets suited for the future. The school of design, which provides an AICTE-approved undergraduate degree programme (B. Des) in Humanising Technology, places a strong emphasis on the value of trans-disciplinarily. This curriculum's generalist design foundation develops into a focus on delivering seamless user experiences while utilising cutting-edge tools, design that is human-centered with practice-based education and active learning.

Vision

To prime designers to craft value-enhancing, future-scoped solutions in an increasingly digitised world.

Mission

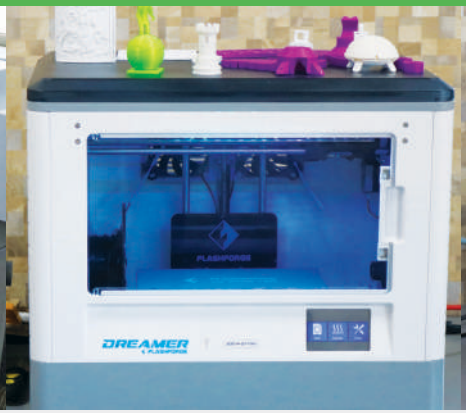
- To nurture students in immersive, holistic, multidisciplinary learning engagements.
- To prepare students to be innovative professionals who will create value by humanising technology in emergent scenarios.

B.Des (Humanising Technology)

Design Product Experiences for the future.

The role of a designer today is varied and comprehensive-it combines design with technology to serve business and social needs; it entails designing communications to designing businesses. This unique program caters to the minutest nuances and gives a multidisciplinary edge to the ever evolving field of design. Our well-trained, visionary faculty ensure that our students are trained for a bright career in design.

What is humanising technology? Simply put, it is the act of design to make technology accessible, usable, and delightful. Technology requires to transform into human-friendly roles to seamlessly integrate into our lives. A multi-skilled, transdisciplinary approached program becomes relevant.



Program Objectives

- The program teaches students to face and solve the design challenges in the modern world.
- To create designs that will make technology accessible and consumable to the users.
- To expose students to multidisciplinary fundamentals like sociology, psychology and business.
- To open up numerous career avenues with our future-scoped, transdisciplinary, multi-skilled and industry focused program.

Curriculum

Our curriculum is a progressive tenet of using Design as a focal point to address problems considering the interpretations from cognitive, behavioural science, and business. More importantly, considering technology as an opportunity and an enabler.

This trans-disciplinary program is based on seven fundamentals broadly classified as **Design Centric** and Design **Influencers**. The **Design Centric** comprises the core design modules, while the **Design Influencers** include modules in Technology, Psychology, Sociology, and Business. Together, they equip the students with design sensibilities and problem-solving skills to build experiential solutions.

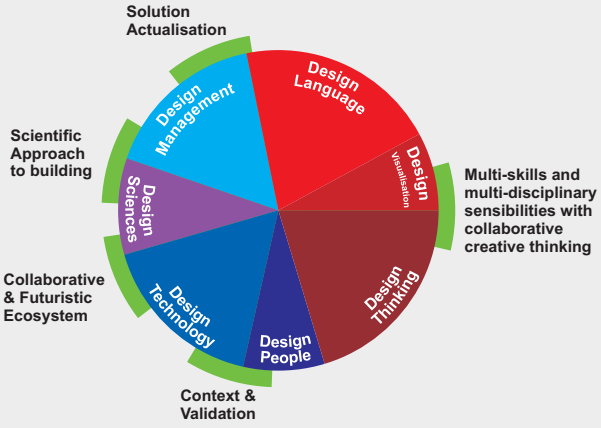
Facilities

- State of the art WiFi enabled, Smart-boards equipped studios plus projection facility.
- The Builder's sanctum to prototype with different materials with hand and powered machines and tools.
- One of the few design schools in India to house a Rapid Prototyping Lab (including a 3D printer, laser cutter and CNC milling machine.
- A Tinkering lab with a wide range of electronics for prototyping, including proto-boards like the Arduino, the Raspberry-Pi, various kinds of sensors, LEDs, drivers to explore and build with.
- The School of Design also houses the XR reality lab with high-end computing machines and state of the art head mounted devices.
- It is the only school in India to include a Usability lab (Test Drive) in its facilities to evaluate the solutions designed therein. This facilitates user- centricity and value build in design .
- A well-stocked library with up-to-date knowledge resources in design as well all other faculties of the university.

Faculty Profile

An educational experience is complete only with committed, talented and inspiring faculty. The School of Design is proud to have well-qualified academicians with practitioner experience. All the faculty members are from National Institutes (IIT, SPA, NITIE) and Industries.

Seven Fundamentals of the B.Des. Program



Suggestive module in B.Des. Program in (Humanising Technology)

Design	Technology	Science	Business
Design Drawing	Interface Design	Social Anthropology	Project Management
Data Visualisation	Interaction Design	Ethnography	Marketing
Typography	Creative Coding	Usability Testing	Managing Finances
Ideation & Prototyping	Immersive Experiences	Cognitive Ergonomics	Business Communication
Communication Design	Web & Mobile Experiences	Behavioural Design	IPR for Designers
Storytelling	Connected Experiences	Design Research	Creative Entrepreneurship
Digital Skills			

Learning goals

Year I & II — Foundation Program

Familiarising in multi-skilling and multi-disciplinarity.

Year III — Project Centric Program

Application & practice of these learnings through projects in emergent technology whilst interrogating one's individual lean.

Year IV — Professionalising

Professionalising of student through an industry internship and an industry relevant capstone project and dissertation.

Career Opportunities

With design dominating most sectors today, it spells good news for budding designers.

Thanks to our intensive, immersive, and all-encompassing curriculum, aided with the necessary practical training, our graduates can easily land a lucrative job in consulting, hospitality, IT, banking, healthcare, education, tourism, and other sectors.

Possible Job Profiles:

- Interaction Designer
- Experience Designer for Emerging Technology
- Design Researcher
- UX & UI Designer
- Data Visualizer

Higher Education

The students can opt for a master's degree in design in India or abroad, given the awarded degree is internationally recognised as well. Selected students are pursuing higher education at world class universities across the globe.

- Royal College of Arts (School of Design)
- University of Nottingham
- Loughborough University
- TU Delft
- California College of the Arts
- Parsons School of Design

Entrepreneurship

The opportunities are endless. For those wanting to fly solo, the scope is limitless. While the world of start-ups beckon.

Placements and Internships Partners

JCB, hfi, tGC THE GAMIFICATION CO, Deloitte., nexweave, EY Building a better working world, VMLY&R, AXIS BANK, pwc, saathealth BUILDING HEALTHIER COMMUNITIES, Walmart Global Tech India, The Minimalist, PARALLAX, LearningMate™, YUJDesigns Partners in Design

Eligibility

To apply, the aspirant should have passed 10+2 or equivalent examination in any stream and should have obtained a minimum of 50% aggregate marks from a recognized Board. International Baccalaureate Diploma (I.B. certificate / & D.P. awarded candidates) are eligible only if they have cleared their I.B. exam with total of 24 credits (compulsory) and passed 3 H.L. & 3 S.L. mandatorily.

Degree: B.Des.

(Humanising Technology)

Mode: Full Time

Duration: 4 Years

Intake: 30 Students

We are here to help:

Call: (022) 4235 5555/5821/5898/

(022) 4233 5190

Email: sod@nmims.edu

Website: www.design.nmims.edu

Stay Connected

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How to Apply?

Step 1 : Registration & Payment of Application Fees

Step 2 : Appear for Studio Test

Step 3 : Appear for Personal Interview & Submission of Portfolio

Step 4 : Declaration of Merit List

For detailed information and registration please visit: **https://nmimsdat.in/**

NMIMS-DAT

SVKM'S

Narsee Monjee Institute of Management Studies

(Declared as a Deemed-to-be University under Section 3 of the UGC Act, 1956)

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