

**Common
Entrance
Examination for
Design**



Information Brochure



**Organizing Institute
Indian Institute of Technology Bombay**



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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 2013?

1. Applicants have to fill the application online and upload the image files of their Photo and Signature in JPEG format and other documents in PDF format. They should not send the hard copy of the application or any other documents to the CEED office.
2. The non-refundable application fee has been exempted for Women applicants. Application fee for Men of general category is Rs. 1500 (Rs. 750 for SC/ST/PD).
3. CEED 2013 examination will be conducted on Sunday, 25 November, 2012 from 0900 hrs to 1200 hrs. This is approximately one week earlier than previous years. Note that the Exam will be held in the Forenoon session.
4. Admit card can be downloaded from the CEED Application webpage from 2nd November 2012. Sending Admit cards by post has been discontinued.
5. The examination will be conducted in two Parts, A and B. All candidates must answer both Parts.
 - A. Part A contains only multiple choice type questions, and
 - B. Part B contains design and hand drawing type questions
6. Part-A is a screening test, which will be conducted by an online computerized program. PART-B will be evaluated for candidates who will be short-listed in the screening test. Part B score only will be used for merit list and qualified list for CEED 2013.
7. Candidates must report to the center one hour before the start of the exam. This is required to record biometric information (Photograph and fingerprint) before appearing for the examination.

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 2013: Candidates must either have completed or be expecting to complete any of the following, by July 2013:

- (i) Bachelor's degree in Engineering / Architecture / Design/ Interior Design or equivalent (4 years duration after 10+2)
- (ii) Professional Diploma in Design (NID/CEPT or equivalent of 4 years duration after 10+2)
- (iii) B.F.A. (4 year professional programme, after 10+2)
- (iv) G.D. Art (5 year programme after 10th) with one year post qualification, professional experience
- (v) 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 submission: CEED Application Form must be submitted online, through the website www.gate.iitb.ac.in/ceed2013. The application fee for Male applicants (non refundable) is Rs. 1500/- (Rs. 750/- for SC/ST/PD Applicants). There is no application fee for Female applicants. Candidates who claim to be in SC/ST/OBC category have to produce valid certificates issued by appropriate authorities. Format of the certificates is given in the annexure A. Those who claim PD category should produce Medical Certificate issued by appropriate authority.

1.5 Instructions for Filling the ONLINE Application Form:

The instructions and other information regarding filling online application are given on the web page www.gate.iitb.ac.in/ceed2013. Please read them carefully. The applicant has to upload photo, signature and other documents. They need not have to send any hard copy. Specifications for photograph and signature are as follows.

CEED 2013 Online Application Interface requires that copies of your photograph Photograph Requirements and signature be uploaded as an electronic file.

Please pay attention to upload good quality photographs. Poor quality of photographs submitted will lead to rejection of your CEED application, without any refund of the application fees. The CEED Score Card will be printed with the photograph you submit.

Photograph Specifications

1. The photograph must be in colour and must be taken by professional studios. Mobile phone photographs and self composed portraits are NOT acceptable.
2. Photograph must be taken in a White or a very light background.
3. The photograph must be taken after 1 June 2012, and not older.
4. Face should occupy about 50% of the area in the photograph, and with a full face view looking into the camera directly.
5. The main features of the face must not be covered by hair of the head, any cloth or any shadow. Forehead, both eyes open, nose, cheeks, lip, and chin should be clearly visible.
6. If you normally wear spectacles, glare on glasses is not acceptable in your photo. Glare can be avoided with a slight downward tilt of the glasses or by removing the glasses for the photo shoot.
7. You must not wear spectacles with dark or tinted glasses, only clear glasses are permitted.
8. Ask your photo studio to provide the image in a JPEG format and also on a standard 4.5 cm x 3.5cm print
9. Maximum pixel resolution for JPEG: 640x480 (0.3 Mega pixel) (Ask your studio to reduce it to this resolution if it is higher)
10. Minimum pixel resolution for JPEG: 320 x 240.
11. For your own benefit it may be prudent not to intentionally change your facial features or hair style as in the photograph until the day of the exam.

Signature Specifications

1. Please put your signature with a black or dark blue ink on a white paper.
2. Get the signature digitally photographed/image scanned by a professional photo studio, and get the image cropped by the studio itself.
3. Only JPEG image formats will be accepted.
4. The maximum pixel resolution for the image is 800 x 300.
5. The minimum pixel resolution for the image is 400 x 150.
6. Mobile phone photographs of signatures are not acceptable.

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

1.6 Examination:

CEED 2013 will be conducted from 0900 hours to 1200 hours on Sunday, 25th November, 2012 and will not have any break. Following are key features of the exam:

1. The examination will be conducted in two Parts, A and B. All candidates must answer both Parts.
 - A. PART-A is a screening test, which will be conducted by an online computerized program, and only candidates who secure a minimum cut-off mark qualify to be evaluated for Part B.
 - B. PART-B will be evaluated only for candidates who will be short-listed in PART-A.
 - C. Part B score only will be used for merit list and qualified list for CEED 2013.
2. All the candidates must answer both the parts. The short-listing will take place only during the evaluation stage of the examination, after the day of examination.
3. Candidates may attempt any question of the exam (of Part A or Part B) during the given three hour period. There is no requirement to attempt them in any particular sequence. Within the given three hour window, they can choose to spend any amount of time answering Part A (computer) and Part B (pen-paper). Questions to both the parts will be visible on the computer screen any time during the exam.
4. The 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.
5. The question paper will be in English. No specific text book or guide book is recommended for preparation. Candidates may however hone their drawing, rendering, and visualization skills.
6. Candidates should report to the examination centre at 8:00 am (one hour before the scheduled commencement of the examination). This is to register and provide biometric information (thumb impression and photograph) before appearing for the exam. The photograph captured on the day of the exam will be printed on the score card.
7. The seating arrangement will be displayed on the notice board of the examination centre.

1.7 Examination Centres: Bengaluru, Chennai, Delhi, Guwahati, Kanpur, Kolkatta, and Mumbai.

After submission of the application, request for change of examination city will be accepted till October 25, 2012 with a fee of Rs. 400/- to be paid in the form of demand draft in favor of 'IIT Bombay'.

1.8 Important Dates:

Access to Application through website	6 th Aug. 2012 – 31 st Aug. 2012
Last Date for submitting of Application (Website closure)	Friday, 31 st Aug. 2012
Admit card can be downloaded from	Thursday, 2 nd November 2012
Date of Examination	Sunday, 25 th November 2012 (0900 to 1200 hours)
Announcement of Results	Thursday, 26 th December 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 2013, 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 Part-B** and for other candidates results will be displayed on the website (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 2012.

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.

IISc Bangalore: CPDM: <http://www.cpdm.iisc.ernet.in>

IIT Bombay: IDC: <http://www.idc.iitb.ac.in>

IIT Delhi: IDDC: <http://iddcweb.iitd.ac.in/>

IIT Guwahati: DOD: <http://www.iitg.ac.in/design>

IIT Kanpur: Design Programme: <http://www.iitk.ac.in/design>

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 global 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 through visual media.

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. CEED Score as well as marks obtained in written test and interview are considered for final admission.

M.Des. Programme for Foreign Nationals

- (i) A minimum of 60% marks or equivalent grades 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.idc\[at\]iitb.ac.in](mailto:office.idc[at]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 and OBC Non Creamy Layer. For the SC/ST 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://iddcweb.iitd.ac.in/>
E-Mail : [nitinkj\[at\]iddc.iitd.ac.in](mailto:nitinkj[at]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 for studies and application in design and occupational wellbeing involving various human factors
- 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 members 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 communication 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 Batch/B.Des 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

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 product" transformation. 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 betterment of our civilization. We pursue a synthesis based approach where knowledge from varied fields are drawn 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 selection, computer-aided manufacturing, opto- electronics, microprocessor and micro-controller, artificial intelligence, and smart 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
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 2013
GATE-JAM Office
Indian Institute of Technology Bombay
Powai, Mumbai 400076

Phone: 022-25767068
Fax: 022-2572 3706
E-mail: ceedoffice@iitb.ac.in
Website: <http://www.gate.iitb.ac.in/ceed2013>

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

Important Dates

Access to Application through website	6th Aug. 2012 – 31st Aug. 2012
Admit card can be downloaded from	Thursday, 2nd November 2012
Date of Examination	Sunday, 25th November 2012 (0900 to 1200 hours)
Announcement of Results	Thursday, 26th December 2012 (after 1000 hours)

**FORM OF CERTIFICATE TO BE PRODUCED BY SCHEDULED CASTES
AND SCHEDULED TRIBES CANDIDATES**

1. This is to certify that Shri/ Shrimati/ Kumari* _____ son/daughter*
of _____ of Village/Town* _____ District/Division*
_____ of State/Union Territory* _____ belongs to the
_____ Scheduled Caste / Scheduled Tribe* under :-

- * The Constitution (Scheduled Castes) Order, 1950
- * The Constitution (Scheduled Tribes) Order, 1950
- * The Constitution (Scheduled Castes) (Union Territories) Order, 1951
- * The Constitution (Scheduled Tribes) (Union Territories) Order, 1951

[As amended by the Scheduled Castes and Scheduled Tribes Lists (Modification Order) 1956, the Bombay Reorganisation Act, 1960, the Punjab Reorganisation Act, 1966, the State of Himachal Pradesh Act, 1970, the North Eastern Areas (Reorganisation) Act, 1971, the Scheduled Castes and Scheduled Tribes Orders (Amendment) Act, 1976 and the Scheduled Castes and Scheduled Tribes Orders (Amendment) Act, 2002]

- * The Constitution (Jammu and Kashmir) Scheduled Castes Order, 1956;
- * The Constitution (Andaman and Nicobar Islands) Scheduled Tribes Order, 1959, as amended by the Scheduled Castes and Scheduled Tribes Order (Amendment) Act, 1976;
- * The Constitution (Dadara and Nagar Haveli) Scheduled Castes Order, 1962;
- * The Constitution (Dadara and Nagar Haveli) Scheduled Tribes Order, 1962;
- * The Constitution (Pondicherry) Scheduled Castes Order, 1964;
- * The Constitution (Uttar Pradesh) Scheduled Tribes Order, 1967;
- * The Constitution (Goa, Daman and Diu) Scheduled Castes Order, 1968;
- * The Constitution (Goa, Daman and Diu) Scheduled Tribes Order, 1968;
- * The Constitution (Nagaland) Scheduled Tribes Order, 1970;
- * The Constitution (Sikkim) Scheduled Castes Order, 1978;
- * The Constitution (Sikkim) Scheduled Tribes Order, 1978;
- * The Constitution (Jammu and Kashmir) Scheduled Tribes Order, 1989;
- * The Constitution (Scheduled Castes) Order (Amendment) Act, 1990;
- * The Constitution (Scheduled Tribes) Order (Amendment) Act, 1991;
- * The Constitution (Scheduled Tribes) Order (Second Amendment) Act, 1991;

2. # This certificate is issued on the basis of the Scheduled Castes / Scheduled Tribes* Certificate issued to Shri /Shrimati* _____ father/mother* of Shri /Shrimati /Kumari* _____ of Village/Town* _____ in District/Division* _____ of the State State/Union Territory* _____ who belong to the Caste / Tribe* which is recognised as a Scheduled Caste / Scheduled Tribe* in the State / Union Territory* _____ issued by the _____ dated _____.
3. Shri/ Shrimati/ Kumari * _____ and / or* his / her* family ordinarily reside(s)** in Village/Town* _____ of _____ District/Division* of the State Union Territory* of _____.

Signature: _____
Designation _____
(with seal of the Office)

Place: _____ State/Union Territory* _____
Date: _____

* Please delete the word(s) which are not applicable.

Applicable in the case of SC/ST Persons who have migrated from another State/UT.

IMPORTANT NOTES

1. The term "ordinarily reside(s)**" used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.
2. Officers competent to issue Caste/Tribe certificates:
 - (i) District Magistrate / Additional District Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / Ist Class Stipendiary Magistrate / City Magistrate / Sub-Divisional Magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner.
 - (ii) Chief Presidency Magistrate / Additional Chief Presidency Magistrate / Presidency Magistrate.
 - (iii) Revenue Officers not below the rank of Tehsildar.
 - (iv) Sub-divisional Officer of the area where the candidate and/ or his family normally reside(s).
 - (v) Administrator / Secretary to Administrator / Development Officer (Lakshdweep Island).
3. Certificate issued by any other authority will be rejected.

**FORM OF CERTIFICATE TO BE PRODUCED BY OTHER BACKWARD CLASSES APPLYING FOR ADMISSION TO
CENTRAL EDUCATIONAL INSTITUTIONS (CEIs), UNDER THE GOVERNMENT OF INDIA**

This is to certify that Shri / Smt. / Kum* _____ Son /
Daughter* of Shri / Smt.* _____ of Village/Town*
_____ District/Division* _____
in the _____ State belongs to the _____ Community
which is recognized as a backward class under:

- (i) Resolution No. 12011/68/93-BCC(C) dated 10/09/93 published in the Gazette of India Extraordinary Part I Section I No. 186 dated 13/09/93.
- (ii) Resolution No. 12011/9/94-BCC dated 19/10/94 published in the Gazette of India Extraordinary Part I Section I No. 163 dated 20/10/94.
- (iii) Resolution No. 12011/7/95-BCC dated 24/05/95 published in the Gazette of India Extraordinary Part I Section I No. 88 dated 25/05/95.
- (iv) Resolution No. 12011/96/94-BCC dated 9/03/96.
- (v) Resolution No. 12011/44/96-BCC dated 6/12/96 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 11/12/96.
- (vi) Resolution No. 12011/13/97-BCC dated 03/12/97.
- (vii) Resolution No. 12011/99/94-BCC dated 11/12/97.
- (viii) Resolution No. 12011/68/98-BCC dated 27/10/99.
- (ix) Resolution No. 12011/88/98-BCC dated 6/12/99 published in the Gazette of India Extraordinary Part I Section I No. 270 dated 06/12/99.
- (x) Resolution No. 12011/36/99-BCC dated 04/04/2000 published in the Gazette of India Extraordinary Part I Section I No. 71 dated 04/04/2000.
- (xi) Resolution No. 12011/44/99-BCC dated 21/09/2000 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 21/09/2000.
- (xii) Resolution No. 12015/9/2000-BCC dated 06/09/2001.
- (xiii) Resolution No. 12011/1/2001-BCC dated 19/06/2003.
- (xiv) Resolution No. 12011/4/2002-BCC dated 13/01/2004.
- (xv) Resolution No. 12011/9/2004-BCC dated 16/01/2006 published in the Gazette of India Extraordinary Part I Section I No. 210 dated 16/01/2006.

Shri / Smt. / Kum. _____ and / or his family ordinarily reside(s) in
the _____ District / Division of _____ State. This is also to certify that he/she
does not belong to the persons/sections (Creamy Layer) mentioned in Column 3 of the Schedule to the Government of India,
Department of Personnel & Training O.M. No. 36012/22/93-Estt.(SCT) dated 08/09/93 which is modified vide OM No.
36033/3/2004 Estt.(Res.) dated 09/03/2004 and further modified vide OM No. 36033/3/2004-Estt. (Res.) dated 14/10/2008 or the
latest notification of the Government of India.

Dated:

District Magistrate / Deputy Commissioner /
Competent Authority

Seal

* Please delete the word(s) which are not applicable.

NOTE:

- (a) The term 'Ordinarily' used here will have the same meaning as in Section 20 of the Representation of the People Act, 1950.
- (b) The authorities competent to issue Caste Certificates are indicated below:
 - (i) District Magistrate / Additional Magistrate / Collector / Deputy Commissioner / Additional Deputy Commissioner / Deputy Collector / Ist Class Stipendiary Magistrate / Sub-Divisional magistrate / Taluka Magistrate / Executive Magistrate / Extra Assistant Commissioner (not below the rank of Ist Class Stipendiary Magistrate).
 - (ii) Chief Presidency Magistrate / Additional Chief Presidency Magistrate / Presidency Magistrate.
 - (iii) Revenue Officer not below the rank of Tehsildar' and
 - (iv) Sub-Divisional Officer of the area where the candidate and / or his family resides.