

CPDM

Placement Brochure
2009-2010



Centre for Product Design & Manufacturing
Indian Institute of Science, Bangalore





Introduction

The Centre for Product Design and Manufacturing (CPDM) offers the industry opportunity to recruit students graduating from the Master of Design (M.Des) course specializing in Product Design and Engineering.

CPDM was established to pursue excellence in teaching, research and industry interaction in the area of Design.

Started in 1996, the Master of Design (M.Des) programme is a two year full-time graduate programme. It aims to impart education in the design and development of products that are innovative and competitive. The students are trained to approach product design with a holistic view point, integrating the various facets of design in a balanced and harmonious manner.

CPDM pioneered design research in India to make India self-reliant in terms of design knowledge and to develop capability to pursue basic research in Engineering design and Product Design. Research students are selected for either a doctoral degree (Ph.D) or a Masters degree (M.Sc Engg). The Centre is perhaps the only place in India pursuing an active research programme in Design spanning the broad areas of Design Theory and Methodology, Human Factors in Design, PLM and, Vehicle Design, Simulation and Testing.

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The Course



Core Courses

Elements of Design
 Creative Engineering Design
 Materials, Manufacturing and Design
 Product Visualisation, Communication and
 Presentation
 Product Planning and Marketing
 Product Design
 Computer Aided Design
 Design of Automotive Systems
 Design Management
 Mini Design Project
 Computer Aided Product Design
 Applied Ergonomics
 Mechanism Design
 Design and Society

Design and Fabrication Project

Electives

Elements of Engineering Design
 Advanced Materials and Manufacturing
 Mechatronics
 CAE in Product Design
 Design Creativity
 Methodology for Design Research

The two year M.Des course is spread over four semesters and two summer terms, with three taught semesters, covering courses dealing with engineering, aesthetics, ergonomics, materials, manufacturing, design methodology, CAD, CAE, marketing etc.

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Faculty Profile

Anindya Deb, Ph.D (Suny, Buffalo)

Professor and Chairman
Automotive Systems, CAE, FEM, Impact Dynamics

J.E. Diwakar, Ph.D (IISc)

Associate Chairman
Mechatronics, Mechanism Design, DFM

B. Gurumoorthy, Ph.D (Carnegie Mellon)
CAD, Geometric Modelling, PLM, Rapid Prototyping

Dibakar Sen, Ph.D (IISc)

Computer Aided Analysis and Synthesis of Mechanisms

Ashitava Ghosal, Ph.D (Stanford)

Robotics, Dynamics, Multibody Mechanical Systems Design

Satish Vasu Kailas, Ph.D (IISc)

Tribology, Contact Mechanics, Advanced Manufacturing

Amaresh Chakrabarti, Ph.D (Cambridge)

Design Synthesis, Design Creativity, Design Methodology

Jaywant. H. Arakeri, Ph.D (Caltech)

Experimental and Non-Linear Fluid Dynamics, Green Design

N.V. Chalapati Rao, PGDBA (IIM-B)

Packaging of Electronic Equipment, Electric Vehicles.

Mary Mathew, Ph.D (IISc)

Consumer and Prior Art Centric Product Design, Organisational
Designs for Patent Productivity.

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Research Labs <<

- Computer Aided Design Laboratory
- Computerized Anthropometry and Ergonomics Simulation Laboratory (SCALE)
- Innovation Design Study and Sustainability Laboratory
- Transportation System Design and Product Safety Laboratory
- Virtual Reality Laboratory
- Human Engineering Research Laboratory

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M.Des. Students 2010

Students holding diverse engineering degrees can pursue M.Des. at CPDM. To be eligible for admission to CPDM, candidates must have B.E/ B.Tech/ B.Des or equivalent degree or B.Sc AMIE or B.Arch Degree and a valid GATE or CEED score.

Amandeep Singh, Bachelor degree in Chemical Engg.
Interests: Product Styling, Biomimetics, Brand Establishment
Contact: warriors.of.god@gmail.com

Ambuj Kumar Raj, Bachelor degree in Architecture Engg.
Interests: Architectural Design, Transportation Design, Styling, Product Design, Graphics Design, 3D CAD Modeling, Fashion Design
Contact: ambujdesigns@gmail.com

Anas K A, Bachelor degree in Electronics & Communication Engg.
Interests: Design of household products, Graphic design, Interaction Design, Web design, Advertising
Contact: anaska1@gmail.com
Websites: <http://portfolio.antzfx.com> ; <http://twitter.com/antzfx>

Anjanakrishnan Kannadath, Bachelor degree in Civil Engg.
Interests: Civil Engineering, Architecture, Sketching
Contact: anjanakrishnan@gmail.com

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Devesh Yadav, Bachelor degree in Mechanical Engg.

Interests: Robotics, Mechanics, Product design, Solid Modeling, Automotive System Design

Contact: devesh38@gmail.com

Website: <http://coroflot.com/devesh>

Geo Paul E, Bachelor degree in Mechanical Engg.

Interests: Aerospace design, Green design, Sustainable product development

Contact: geopaule@gmail.com

Kishore Chandrasekhar Patnaik, Bachelor degree in Mechanical Engg.

Interests: Product Design, 3d Solid Modeling, CAE, Mechanisms

Contact: kcpatnaik@gmail.com

Mahesh Nilakantha Dharua, Bachelor degree in Mechanical Engg.

Interests: Rapid Prototyping, Tribology, Sketching, Rendering

Contact: mahesh.dharua@gmail.com

Pankaj Upadhyay, Bachelor degree in Mechanical Engg.

Interests: Sketching and Rendering, 3D modelling, Conceptual Design

Contact: pankaj.nitsil@gmail.com

After screening based on GATE / CEED scores, a Design Aptitude Test (DAT) and interview are conducted at the Institute (during April). Selection is based on the combined performance in the test and interview.

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M.Des. Students 2010

Pavan Sridharan, Bachelor degree in Marine Engg.

Interests: Design - sketching, conceptualization, design research
engineering - marine, mechanical, electrical, automotive

Contact: pavan@cpdm.iisc.ernet.in

Prashant Dayal, Bachelor degree in Mechanical Engg.

Interests: Automotive Design, 3D Modelling & Rendering, User
Interface Design

Contact: prashdayal@gmail.com

Renjith Koshy John, Bachelor degree in Production Engg.

Interests: Sketching, Automotive and Concept Design, 3D
Modelling, Manufacturing

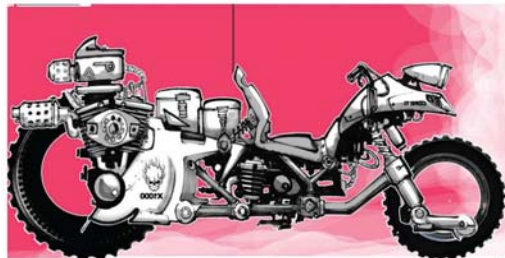
Contact: dittus@gmail.com

Sudheer Katikatala, Bachelor degree in Mechanical Engg.

Interests: Automobile design (Two wheelers), 3D Animation....

Contact: sudheer.katikatala@gmail.com

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Sharath Kumar Shankara, Bachelor degree in Mechanical Engg.

Interests: Transportation and automotive engineering, sketching, CAD/CAM

Contact: hifi.sharu@gmail.com

Website: <http://coroflot.com/sharathks>

Urvesh Avinash Bharambe, Bachelor degree in Mechanical Engg.

Interests: Machine design, Semiotics in Products, 3D Modelling, DFM, Design management, Design methodology

Contact: bharambeurvesh@gmail.com

Website: <http://flickr.com/photos/35341848@N03/>

Vajnath Jagannath Rode, Bachelor degree in Polymer Engg.

Interests: CAD CAM CAE, Mould Design, Plastic Product Design, PLM, Composite Design, Design Management

Contact: rodevajnath@gmail.com

Vikranth H N, Bachelor degree in Mechanical Engg.

Interests: Applied mechanics, Aircrafts, Automotive Engg, CAD, Biomechanics, Human Factors

Contact: vikranthmvit@gmail.com

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Activities

M.Des. students undergo summer training or internship in the industry for a period of two to three months after the second semester, to gain hands-on experience of working with the industry and handling live projects.

- Ripples

Ripples is an annual event for the students to showcase their designs. The event also enables interaction with general public and industry.

- Dee Cube

This is an initiative of the students of CPDM to provide a common accessible forum (for all practitioners of design from academia and industry) to discuss varied issues related to design and its interaction with society at large.

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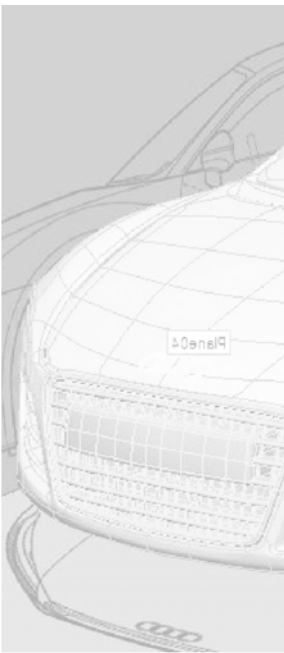
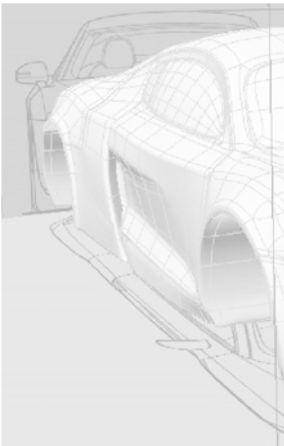
Placements <<

Ashok Leyland
BPL Engineering Services
BPL Telecom
Crompton Greaves
Delmia Solutions
Desmania
Elephant Design
Featherlite
Fed Ex Corporation
GE Medical Systems
General Motors
Geneva Innovations
HFCL
JKM-Dearim Automotive
Larsen & Toubro
Mahindra & Mahindra
Maruti Udyog
Microchip Technology Designs
Punjab Tractors
SAN Motors
Suzuki, Japan

Tata Elxsi Ltd.
Tata Motors
TVS Motors
Videocon
VIP Luggage

Our alumni are working in leading organisations in India and abroad. This is a partial list.

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