



**Graphic Era**  
deemed to be **University**  
DEHRADUN

APPLY NOW



# SCHOOL OF DESIGN

Programs Offered —

- \* Bachelor of Design (B.Des.)
- \* Master of Design (M.Des.)

BROCHURE 2026-27

# About the University

## A Legacy of Excellence

Founded by Prof. (Dr.) Kamal Ghanshala with a vision to transform youth through quality education, Graphic Era began its journey in 1993 and evolved into Graphic Era Institute of Technology (GEIT) in 1997. In 2008, it was granted Deemed to be University status by the Government of India.

Today, Graphic Era stands as a NAAC 'A+' accredited university, ranked 52nd in Engineering, 52nd in Management, and 48th in the University Category by NIRF, Ministry of Education. With 6 NBA-accredited programs, the university fosters an industry-academia partnership through collaborations with Tata Technologies and IBM and hosts a DST-sponsored Technology Business Incubator for startups.

With global academic partnerships and student exchange programs across US, Europe, Australia, and Asia, Graphic Era provides a world-class learning experience. Its alumni shine at Apple, Google, Microsoft, HSBC, TCS, Wipro, Infosys, and the Indian Armed Forces, shaping the future with innovation and excellence.

**Be a part of this legacy!**



## Welcome to the School of Design

The School of Design at Graphic Era University cultivates the next generation of creative leaders. It empowers students with enhanced Human Intelligence (HI) for impactful problem-solving, while integrating emerging technologies such as Artificial Intelligence (AI)'s transformative role. The program's holistic pedagogy meticulously builds core competencies: progressing from a foundational mindset, through essential skills, systematic methodologies, and personal resilience, to advanced collaboration and cultural sensitivity.

The program offers specialized streams with in-depth coursework, hands-on learning, and industry engagement. This dynamic curriculum prepares graduates to deliver proven, real-world solutions to complex challenges, contributing meaningfully to both societal needs and business goals. The school provides a dynamic environment for entrepreneurship and innovation, ensuring its graduates are versatile, ethical, and ready to design the future.

### Vision

To be a globally recognized hub for design education, fostering innovation and leadership in shaping a human-centered future through design, research, and responsible technological integration.

### Mission

- Inspire creative, innovative, and empathetic design professionals, nurturing their holistic competence and enhancing their Human Intelligence (HI) for impactful problem-solving.
- Drive innovation and societal impact by fostering transdisciplinary, context-driven, ecologically conscious, and people-centered design methods across product, service, interaction, and visual communication. We focus on delivering proven solutions and enabling global collaboration to resolve societal issues.
- Integrate advanced technologies, including Artificial Intelligence (AI), into the curriculum, equipping students with proficiency in evolving design tools and practices.
- Foster hands-on learning through diverse courses, workshops, and industry engagement, providing an innovation-driven ecosystem for entrepreneurship.

# Key Facts & Achievements

## RANKINGS

**#48** University Category

**#52** Engineering Category

**#52** Management Category



Source: **NIRF 2025 Ranking**  
Ministry of Education,  
Govt. of India

**#02** in India for Research Quality

**#03** in India for Engineering

**#04** in India for Life Sciences

**#04** in India for Business & Economics

**#16** in India for Computer Science

**#645**

World University Ranking



World University Rankings 2026

**#41** Sustainability Rank in India

**#138** Southern Asia 2026

**Diamond**

I-Gauge Rating



WORLD UNIVERSITY RANKINGS

## ACCREDITATIONS

**NAAC A+**

Grade Accredited



Source: National Assessment & Accreditation Council (NAAC)

**UGC, AICTE, BCI, NMC, INC**

Programs approved by University Grants Commission (**UGC**), All India Council for Technical Education (**AICTE**), Bar Council of India (**BCI**), National Medical Commission (**NMC**), and Indian Nursing Council (**INC**)



**06 NBA**

Courses Accredited

The only University in the region to have **B.Tech (CSE, ECE, ME, CE, Biotechnology)** and **MBA** accredited by NBA



Source: National Board of Accreditation (**NBA**)

## STARTUPS

**₹500+ Cr** Valuation of Startup's

**100+** Incubated Startups

**90+** Startups Recognised

**8000+** Beneficiaries in 2025

**1000+** Interns Enrolled

## ACADEMIC SNAPSHOT

**900+** Distinguished Faculty Members

**14K+** Students

**22** Departments (8 Engineering & 14 Non-Engineering)

**100+** Programmes

## RESEARCH & INNOVATION

**Top 2%**

34 faculty members of Graphic Era University included in Stanford-Elsevier-list.

**₹2648.99 Lac**

Research Project Funding from leading government agencies including DST, DBT, SERB, CSIR, UCOST, MoEF&CC and ISRO.

**₹3472.17 Lac**

Consultancy Project Funding

**15500+**

Research Publications

**240+**

Patents Granted

**2100+**

Patents Published



# Design

**Transdisciplinary Design Program Integrated with Artificial Intelligence (AI) and Emerging Technologies to Empower Human Intelligence (HI)**

The Bachelor of Design (B.Des.) and Master of Design (M.Des.) programs cultivate innovative, ethical, and user-centered designers, empowering them with enhanced Human Intelligence (HI) for creative problem-solving in a technologically advanced world. The B.Des. program builds a comprehensive foundation, guiding students from design fundamentals to specialized skills.

The program emphasizes a human-centered approach, preparing graduates to be versatile and adaptable designers. Building on this foundation, the M.Des. program is designed for advanced thinkers and leaders, moving beyond

conventional design to address complex, systemic challenges, disruptive technologies, and long-term consequences.

The M.Des. program equips students to navigate uncertainty and strategically shape preferred societal, technological, and environmental futures through advanced streams. This advanced program is dedicated to training leaders not just to be right about what's next, but to be ready for whatever comes next, preparing them for high-impact roles guiding organizations toward positive, resilient, and sustainable outcomes.



**Graduates from design programs find opportunities in established fields where shaping human experiences and creating meaningful solutions are paramount in the industry domains such as —**

- \* Technology
- \* Healthcare
- \* Banking & Finance
- \* Fashion
- \* E-Commerce
- \* Education
- \* Entertainment
- \* Media & Publishing
- \* Automotive
- \* Telecommunication
- \* Aviation
- \* Agriculture
- \* Logistics & Supply Chain
- \* Manufacturing
- \* Clean Energy / Greentech
- \* Government
- \* Consulting
- \* Smart Home & IoT
- \* Robotics
- \* Food & Beverage Technology
- \* Sports Tech.
- \* Sustainable Development
- \* Travel & Hospitality
- \* Urban Planning
- \* User Research Agencies
- \* Nonprofit Organizations
- \* Design Studio / Entrepreneurship

## **Our Approach**

**The design pedagogy is aimed at empowering future designers with building-in enhanced human intelligence (HI) for creative problem-solving with AI assisted holistic curriculum that cultivates intelligence, capacity, skills, tools, method, technique, and crucial additional factors in a developmental sequence, fostering well-rounded creative minds.**

Design education embraces the synergy of AI and HI, forging a 'hyper-transdisciplinary' approach. This empowers learners to tackle complex challenges through deep integration of knowledge, AI-augmented creativity, and ethically guided innovation. Cultivating both AI literacy and enhanced human intelligence will be central to shaping impactful design solutions for tomorrow's world.

# Building-in Areas of Expertise in Innovation

## Design Tools & Technologies

Equips students with the practical skills to translate concepts into tangible outputs using relevant software and methods.

- \* Design Thinking
- \* CAD Software
- \* Human Intelligence & Artificial Intelligence
- \* Ergonomics
- \* Prog. Languages
- \* XR Lab (AR+VR+MR)
- \* Emerging Technologies

## Design Innovation

Fosters creative problem-solving and the development of novel and impactful design solutions.

- \* Design Process
- \* HCI - Human Factors
- \* Inclusive Design
- \* Systems Thinking
- \* Managing Uncertainty
- \* Value Realization & Creation

## Design Strategy

Defines the overarching vision and framework for design decisions to achieve specific goals.

- \* User Research
- \* Design Direction
- \* Culture & Context
- \* Design Impact
- \* Socio-Business Design
- \* Strategic Design

## Business Design Management

Integrates design thinking with business principles for strategic decision-making and value creation.

- \* Business tools for Design
- \* Leadership & change maker
- \* Design management
- \* Professional communication
- \* Promotion & awareness
- \* Business strategy
- \* Project management

## Experience Design

Focuses on understanding and shaping meaningful and user-centric interactions across touchpoints.

- \* Multi-Sensory Design
- \* Human Interface
- \* Nature & Sustainability
- \* Design Futures
- \* Product Lifestyle
- \* Holistic User Experience



# Program Outcomes

**PO1 (Analyzing):** Identify and analyze complex design challenges by applying critical thinking and contextual awareness across cultural, societal, and technological domains.

**PO2 (Understanding):** Understand user needs, behaviors, and values through empathy-driven approaches to create inclusive, human-centered design outcomes.

**PO3 (Applying):** Apply design thinking methodologies and creative problem-solving processes to address real-world design problems effectively.

**PO4 (Evaluating):** Conduct and evaluate design research using appropriate qualitative and quantitative methods to generate informed insights.

**PO5 (Synthesizing):** Integrate diverse inputs-technical, emotional, and aesthetic-into cohesive and impactful design solutions.

**PO6 (Reflecting):** Demonstrate professional ethics, self-awareness, and reflective practice in individual and collaborative design work.

**PO7 (Creating):** Conceptualize and develop original, adaptive, and future-oriented design ideas using imagination, iteration, and prototyping.

**PO8 (Sustaining):** Evaluate the social, environmental, and ethical implications of design choices, promoting sustainability and responsible innovation.

**PO9 (Collaborating):** Function effectively in interdisciplinary teams, managing roles and responsibilities across the design and development process.

**PO10 (Communicating):** Express design ideas, processes, and outcomes clearly through visual, verbal, and written communication tailored to varied audiences and contexts.

# Infrastructure

- \* Drawing Studios
- \* Illustration and Graphic Design Studios
- \* Photography Studio
- \* Sound Mixing and Recording Studio
- \* Cinematography Studio
- \* CAD Studio
- \* Visual Merchandising Studio
- \* Prototyping Workshops (such as Wood, Metal, Plastic, Paint shop, Assembly workshop)
- \* Ergonomics Lab
- \* Fabrication Lab
- \* Mechatronics lab
- \* CNC Lab and Laser Cutting Shop Floor
- \* 3D Printing Facility
- \* Material Testing lab
- \* IoT Lab
- \* AR/VR Lab & Usability Lab
- \* Creative Display Studio



# Bachelor of Design (B.Des.)

The seamless integration of human and artificial cognition leveraged through Emerging Technologies is the core of our practice. This dynamic, transdisciplinary method builds a foundation for leading innovation in user-environment-centered problem-solving and creative product development.

The Bachelor of Design (B.Des.) program is a comprehensive undergraduate program that cultivates innovative, ethical, and user-centered designers equipped with enhanced Human Intelligence (HI) for creative problem-solving in a rapidly evolving, technology-driven world.

Students embark on a structured learning journey, progressing from foundational design learning to specialized skill development across the following streams:

- \* Animation and Game Design
- \* Graphic and Visual Communication Design
- \* Industrial Product Design
- \* Interior and Spatial Experience Design
- \* User Experience and Interaction Design

The curriculum develops well-rounded creative thinkers by integrating design theory and practice across physical, digital, and

visual domains, while fostering awareness of AI's role in the future of design.

The program emphasizes a human-centered approach, encouraging students to conduct user research, analyze complex social and cultural challenges, and create sustainable, accessible, and effective solutions for users and businesses alike. Whether designing tangible products, digital experiences, or visual stories, learners apply human-centered methodologies, engage with diverse tools and emerging technologies (including AI), and understand the strategic value of design in addressing societal needs and advancing business goals.

B.Des. graduates emerge as versatile, responsible designers prepared to shape the future of products, experiences, and communication, contributing meaningfully to human well-being and economic growth.

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## Admission Procedure —

Merit will be prepared on the basis of the qualifying exam.

## Eligibility Criteria —

**Academic Qualification:** To be eligible for the Bachelor of Design (B.Des.) program, a candidate must have passed 10+2 examination.

**Entrance Exam:** Candidate's admission may be based on Graphic Era's entrance test, or a personal interview, unless they have a valid score from a national-level entrance exams like UCEED / NID-DAT / NIFT Entrance Exam.

## Provisional Admission —

Seats to be allocated based on projected scores (12th), calculated basis the candidate's 10th percentage.



# B.Des. (Animation and Game Design)

**Highlight Areas** — 2D/3D Animation, Character Designer, 3D Modeller, Environment Designer, Immersive Experience, VFX Design, Game Design.

This specialization trains designers to create immersive digital experiences through imaginative thinking, problem-solving, and interactive world-building. It blends visual storytelling, character design, environment creation, and interactive systems to produce engaging virtual experiences.

The curriculum builds from visual composition, animation, and game mechanics to advanced 3D modeling, rigging, motion capture, real-time rendering, and prototyping. Students work across the full digital pipeline—storyboarding, asset creation, engine integration, playtesting—and use VFX and AI-assisted tools for content generation, animation support, and smarter game behavior.

Students learn to craft narratives, design intuitive gameplay, build expressive characters and virtual worlds, and create impactful interactive experiences. This prepares graduates to innovate across animation, games, and emerging virtual media.

## Career Opportunities

- \* Animation Designer
  - \* Game Designer
  - \* VFX Artist/VFX Designer/FX Designer
  - \* 3D Animator / 3D Modeller
  - \* Environment Designer (VFX)
  - \* Storyboard/Concept Designer
  - \* Motion Graphics Designer
  - \* Animation Director
  - \* Technical Director (TD) - Animation
  - \* Character - Technical Director (TD)
  - \* VFX Supervisor
  - \* Compositing Supervisor
  - \* TD (Technical Director - VFX)
  - \* VFX Producer/Coordinator
  - \* Technical Artist (Game)
  - \* Game Animator
- and many more...

## Top Recruiters



# B.Des. (Graphic and Visual Communication Design)



**Highlight Areas** — Graphic Design, Motion Graphics, Branding, Packaging, Advertisement, Corporate Communication, Social Media, Digital Media, Illustration.

This specialization equips designers to create compelling visual narratives and brand experiences through visual literacy, critical thinking, and persuasive communication. It blends design principles with storytelling, emphasizing typography, composition, information design, motion graphics, and the ethical use of AI-assisted tools.

Students progress from fundamentals of visual composition and typography to advanced skills in branding, identity systems, digital media design, and animation. They learn to craft visual identities, design for print and digital platforms, create motion graphics, and apply strategic thinking to advertising and campaigns.

Graduates are prepared to communicate effectively, build strong brands, and create impactful visual content while navigating an evolving media landscape with awareness of business goals and socio-cultural responsibilities.

## Career Opportunities

- \* Graphic Designers
  - \* Animation Designers
  - \* Visual Communication Designer
  - \* Brand Identity Designer
  - \* Advertising Designer
  - \* Motion Graphics Designer
  - \* 2D /3D Modeller
  - \* Character Designer
  - \* User Interaction Designer
  - \* Brand Strategist (with design focus)
  - \* Campaign Designer
  - \* Publication Designer
  - \* Packaging Graphics Designer
  - \* Illustrator
  - \* Creative Director
  - \* Environmental Graphic Designer
- and many more...

## Top Recruiters

# B.Des. (Industrial Product Design)

**Highlight Areas** — Industrial Products, Lifestyle Accessories, Healthcare Products, Toys, Jewellery, Furniture, Consumer Electronics Gadgets, Lighting Products, Agricultural Products, and Mobility Products.



This specialization trains designers to conceive and refine physical products by creating intuitive, efficient, and desirable solutions. It blends aesthetics with engineering to emphasize functionality, ergonomics, manufacturing feasibility, and awareness of AI-driven production and business contexts.

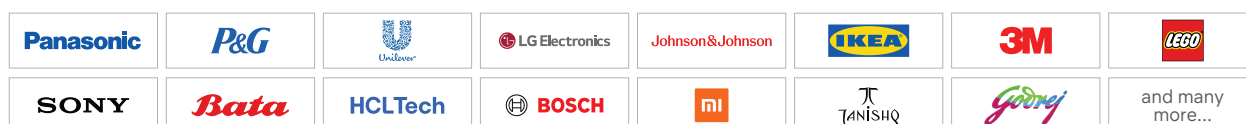
The curriculum moves from foundational courses in spatial reasoning and problem-solving to advanced skills in 3D modeling, rendering, prototyping, and testing. Students apply design research, conduct user testing, explore sustainable practices, and consider market viability.

The program culminates in the creation of complex product systems and smart, connected products with ethical focus. Graduates are prepared to innovate across industries—from consumer goods and furniture to transportation and medical equipment—through a human-centered, technologically informed approach.

## Career Opportunities

- \* Physical Product Designers
  - \* Product Designer (Consumer Goods)
  - \* Industrial Designer/Engineer (Appliances)
  - \* Transportation Designer
  - \* Medical Equipment Designer
  - \* Furniture Designer
  - \* Sustainable Product Designer
  - \* Packaging Designer
  - \* Design Consultant
  - \* Product Development Specialist
  - \* CAD Designer/Modeler
  - \* Design Researcher (Product)
  - \* Universal Design Specialist
  - \* Product Innovation Strategist
  - \* Studio Owner / Entrepreneur
  - \* Design Manager
- and many more...

## Top Recruiters





# B.Des. (Interior and Spatial Experience Design)

**Highlight Areas** — Responsive Environments & Ambient Intelligence, Human-Space Interaction (HSI) & Spatial Psychology, End-to-End Spatial Service Blueprinting, Environmental Ethics, Universal Inclusion, and Circularity, Strategic Foresight & Trend Integration in Habitats, Biophilic Urbanism & Socio-Spatial Design.

Interior and Spatial Experience Design focuses on creating meaningful, functional, and restorative physical environments, systems, and habitats. This specialization determines how people interact with the built world, shaping their entire journey within a space to be intuitive, healthy, and culturally resonant.

The program elevates traditional interior design to spatial experience design, teaching students to curate the full discourse of engagement a person has with a physical environment—from sensory triggers to smart responsiveness. It integrates environmental foresight and deep human-centered research to manage the complexity of smart, biophilic, and sustainable systems. The curriculum focuses on ethics, inclusive accessibility, and the enhancement of human well-being, ensuring that the spaces of the future augment user comfort and decision-making while maintaining a regenerative relationship with the planet.

## Career Opportunities

- \* Spatial Experience (UX) Designer
- \* Interior Designer
- \* Smart Space Designer
- \* Biophilic Design Consultant
- \* Sustainable Space Strategist
- \* Exhibition & Scenography Designer
- \* Retail Experience Designer
- \* Hospitality Design Specialist
- \* 3D Visualization & Walkthrough Designer
- \* BIM (Building Information Modeling) Coordinator
- \* Lighting & Acoustic Designer
- \* Adaptive Reuse Specialist
- \* Universal Design Consultant
- \* Furniture & Fixture Designer
- \* Workplace Strategy Consultant
- and many more...

## Top Recruiters



# B.Des. (User Experience and Interaction Design)

**Highlight Areas** — Mobile Application Website Design & Development, Industrial Interface Design, Digital Products, Service Design.

This specialization trains designers to create user-centric digital experiences through intuitive interaction, efficient information processing, and meaningful engagement. It integrates UX/UI principles with a human-centered design process, emphasizing information architecture, interaction models, visual design, and the opportunities and challenges of Artificial Intelligence (AI) in a rapidly evolving digital landscape.

The curriculum builds from design thinking and interaction fundamentals to advanced visual design, motion design, and prototyping for AR/VR/AI. Students conduct user research, analyze behavior, design information architectures, build design systems, and develop service and UX strategies aligned with business goals.

Graduates are prepared to design accessible, inclusive, and engaging digital products that maximize human potential and create organizational value.

## Career Opportunities

- \* Digital Product Design
  - \* Mobile Application Design
  - \* UI Designer - Interaction Designer/Engineer
  - \* Website Design
  - \* UX Designer
  - \* UX Researcher
  - \* UX Strategist
  - \* Information Architect
  - \* Web Designer
  - \* Product Designer (Digital)
  - \* Usability Analyst
  - \* UX Writer
  - \* Conversation Designer (AI/Voice)
  - \* AR/VR Experience Designer
  - \* Design Systems Designer
  - \* Service Designer
- and many more...

## Top Recruiters



# Master of Design (M.Des.)

**Strategic design for next-generation intelligent systems – advances transdisciplinary practice by leveraging Human Intelligence (HI), Artificial Intelligence (AI) and Emerging Technologies to drive innovation in systemic design, organizational strategy, and the augmentation of Human Environment Cognition (HEC).**

The Master of Design (M.Des.) program is an advanced specialization for thinkers and leaders aiming to move beyond conventional design practice. It develops design strategists capable of engaging with high levels of complexity through deep theoretical inquiry and transdisciplinary application. The curriculum integrates the analytical power of Artificial Intelligence (AI) with the ethical and creative strengths of Human Intelligence (HI), enabling graduates to design product-service systems, policies, and intelligent frameworks that shape future technologies.

Focused on addressing complex, systemic challenges, the program trains students to navigate disruptive technologies and evaluate their long-term social and environmental impacts. Rather than emphasizing traditional product or interface design, the M.Des. centers on domains such as Design for Complexities, Future-Proofing Organizational Strategy, and Computational Ethics. A key specialization is Human Environment Cognition

(HEC), which involves designing intelligent systems that enhance human awareness and decision-making in dynamic contexts such as smart infrastructure, public health systems, and ecological networks.

Students learn to investigate, critically envision, and strategically shape preferred societal, technological, and environmental futures. Through advanced design methodologies, graduates translate theory into actionable, resilient, and sustainable strategies that create meaningful and positive outcomes.

## Streams Offered

- \* Design Futures
- \* Graphic and Visual Communication Design
- \* Industrial Product Design
- \* Interior and Spatial Experience Design
- \* User Experience and Interaction Design

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### Admission Procedure —

Merit will be prepared on the basis of the qualifying exam.

### Eligibility Criteria —

**Academic Qualification:** To be eligible for the Master of Design (M.Des.) program, a candidate must have a Bachelor's Degree of minimum 4 years duration in any specialization.

**Entrance Exam:** Candidate's admission may be based on Graphic Era's entrance test, or a personal interview, unless they have a valid score from a national-level entrance exams like GATE / CEED / NID-DAT / NIFT Entrance Exam.

Entrance Exam is exempted for GEU Alumni.

### Provisional Admission —

Seats to be allocated based on projected scores (Bachelor's Degree), and calculated basis the candidate's 12th percentage.



# M.Des. (Design Futures)

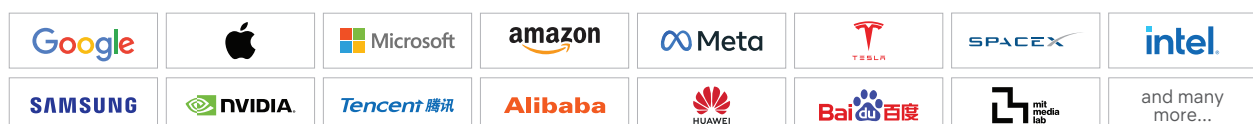
**Highlight Areas** — Strategic Foresight & Speculative Design, Systemic Change Modeling and Intervention, Algorithmic Governance and Ethical Frameworks, Designing for Emergence and Organizational Resilience, Future Prototyping and Narrative Creation.

Design Futures moves beyond just predicting what's next. It is a critical inquiry into plausible, possible, and preferred futures for humanity and the planet, preparing specialists to ask, 'What could we be able to enable?'. This stream trains designers to become strategic foresight leaders who drive innovation by designing emergence. The curriculum integrates Radical Foresight (identifying weak signals and constructing scenarios) with an understanding of Systemic Change and Emerging Technologies (including AI and biotech). Students learn to create provocative, strategic, and evidence-based visions manifested as policy prototypes, conceptual products, and experiential narratives to guide organizations toward resilient and sustainable outcomes, transforming uncertainty from a threat into a field of creation.

## Career Opportunities

- \* Foresight Strategist / Corporate Futurist
  - \* Product-Service-System Designer
  - \* Innovation Portfolio Manager
  - \* Strategic Design Lead
  - \* Future of Work/Mobility/Health Designer
  - \* Policy Design
  - \* Systemic Risk Analyst
  - \* Academic/Researcher
  - \* Creative Technologist
  - \* Ethical AI/Biotech Designer
  - \* Consulting
  - \* Provocation/R&D
  - \* Software/Tools
  - \* Capacity Builder
  - \* Academic/Educator
- and many more...

## Top Recruiters



# HYPER

## M.Des. (Graphic and Visual Communication Design)

**Highlight Areas** — Strategic Visual Systems and Brand Architecture, Semiotics and Cognitive Persuasion, Information Complexity and Data Visualization, Cross-Platform Visual Integrity and Fidelity, Designing Trust and Ethics in Media Environments.

Graphic and Visual Communication Design is an advanced specialization focusing on creating meaningful, persuasive, and engaging visual solutions that meet complex communication objectives. Students move beyond surface aesthetics to become architects of visual information systems. The curriculum emphasizes transforming complex, large-scale information into clear, actionable, and beautiful designs for brands, media, and digital ecosystems. This involves a deep integration of semiotics (the study of meaning-making), cognitive psychology, and organizational strategy to ensure that visual artifacts determine the overall clarity, perceived trustworthiness, and strategic impact of a message across all platforms.

### Career Opportunities

- \* Visual Strategist
  - \* Creative Designer-Director
  - \* Design Manager/Lead
  - \* Brand Identity Designer
  - \* Packaging Designer
  - \* Advertising/Campaign Designer
  - \* UI/UX Designer (Visual Focus)
  - \* Information Architect
  - \* Motion Graphics Designer
  - \* Data Visualization Specialist
  - \* Editorial/Publication Designer
  - \* Infographic Designer
  - \* Typographer/Type Designer
  - \* Design Researcher
  - \* Accessibility Specialist (Visual)
- and many more...

### Top Recruiters

IDEO	frog	Apple	Google	SAMSUNG	dyson	TOYOTA	BMW
TEAGUE	PHILIPS	Panasonic	BRAUN	Nike	patagonia	LEGO	and many more...



# M.Des. (Industrial Product Design)

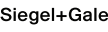
**Highlight Areas** — Circular Economy and Sustainable Lifecycle Strategy, Smart Systems Integration and AI-Driven Product Interaction, Advanced Material Science and Fabrication, Ergonomics for Complex Human-Machine- Environment Systems, Production-Manufacturing Management and Market Viability.

Industrial Product Design is focused on creating meaningful, functional, and desirable tangible products that effectively meet user needs. It involves transforming human needs into manufacturable and scalable solutions by balancing form, function, and advanced technology. At the Master's level, this stream emphasizes lifecycle responsibility and the integration of smart systems and material science. Students tackle systemic challenges like circular economy principles and ethical manufacturing, ensuring products are not only technically feasible and economically viable but also contribute positively to Human Environment Cognition (HEC) by shaping how people interact with their physical world in complex and sustainable ways.

## Career Opportunities

- \* Industrial Designer
  - \* Product Designer
  - \* Design Engineer
  - \* Design Researcher / Human Factors Specialist
  - \* Automotive/Mobility Designer
  - \* Medical Device Designer
  - \* Furniture/Lifestyle Designer
  - \* Materials & Manufacturing Specialist
  - \* Sustainable/Circular Design Consultant
  - \* Design Strategist
  - \* CAD/Visualization Specialist
  - \* Innovation Consultant
  - \* Creative Director (Product)
- and many more...

## Top Recruiters

# M.Des. (Interior and Spatial Experience Design)

**Highlight Areas** — Critical Spatial Practice & Theory, Immersive Technologies & XR, Regenerative Systems & Material Innovation, Neuro-Architecture & Sensory Design, Parametricism & Data-Driven Fabrication, Service & Systems Design.

This postgraduate program explores the evolving relationship between people and the built environment, redefining interiority as a dynamic ecosystem rather than a static setting. It frames designers as system thinkers operating at the intersection of physical space, digital systems, and ecological responsibility. Moving beyond aesthetics, the course examines how environments can be shaped to support social equity, cognitive well-being, and emotional connection.

Guided by a research-led approach, the curriculum blends spatial theory with computational thinking to address future challenges. Students develop adaptive, responsive spaces that integrate intelligent systems and regenerative design principles. Graduates emerge as strategic thinkers equipped to design resilient, hybrid environments that balance technological innovation with planetary health.

## Career Opportunities

- \* Interior Designer
  - \* Principal Spatial Strategist
  - \* Experience Design (XD) Director
  - \* Smart Cities & Urban Interaction Designer
  - \* Immersive Environments Architect (VR/AR/MR focus)
  - \* Sustainability & Circularity Lead
  - \* Design Futures Researcher
  - \* Computational Designer
  - \* Wellness & Salutogenic Design Consultant
  - \* Museum & Narrative Environment Curator
  - \* Retail Strategy Director
  - \* Workplace Change Management Consultant
  - \* Digital Twin & BIM Strategist
- and many more...

## Top Recruiters

<b>H&amp;deM</b>	Heatherwick studio	<b>IDEO</b>	Adjaye Associates	<b>RAA</b> <small>RIBA Registered Architect (RAA)</small>	<b>mad</b>	<b>OMA</b>	<b>UNS</b> <small>UNSTUDIO</small>
studiolotus	CF MÖLLER ARCHITECTS	Zaha Hadid Architects	Foster + Partners	Snøhetta	Perkins&Will	rockwellgroup	and many more...



# M.Des. (User Experience and Interaction Design)

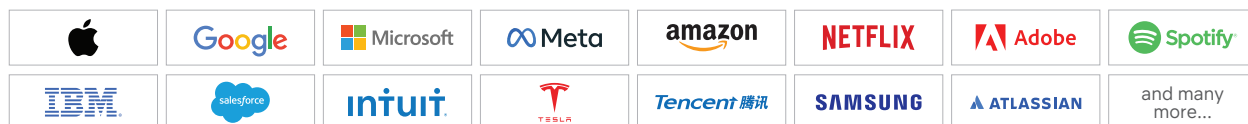
**Highlight Areas** — Digital Products, Human-AI Partnership, End-to-End Service Design Strategy and Blueprinting, Experience Ethics, Inclusion, and Privacy Design, Strategic Foresight and Trend Integration in UX, Social-Tech.

User Experience and Interaction Design focuses on creating meaningful, usable, and desirable interactive products, systems, and services. This specialization determines how people interact with technology and digital services, shaping their entire journey to be intuitive, efficient, and valuable. The M.Des. program elevates this practice to systemic design, teaching students to design the full discourse of engagement a person has with an intelligent service. It integrates foresight and deep human-centered research to manage the complexity of AI-driven systems, focusing on ethics, accessibility, and the augmentation of user awareness and decision-making within the digital environment.

## Career Opportunities

- \* UX-UI Designer-Manager
  - \* User Researcher Information Architect
  - \* User Experience Strategist
  - \* Accessibility Expert
  - \* Design Researcher
  - \* UX Writer
  - \* Usability Tester
  - \* Product Designer
  - \* Front-end Developer
  - \* Service Designer
  - \* Usability Analyst
  - \* Accessibility Specialist
  - \* Innovation Consultant
  - \* Creative Technologist
- and many more...

## Top Recruiters





Design Computer Lab

# Makers Studio and Labs

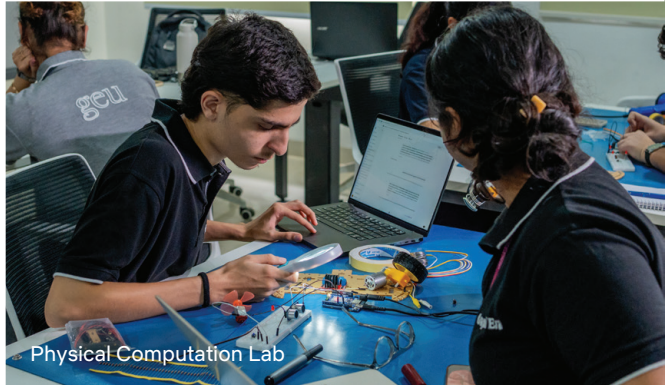
Learning in action



3D Printing - Makers Lab



CNC Router - Fabrication Workshop



Physical-Computation Lab



NVIDIA AI Lab



Welding Workshop



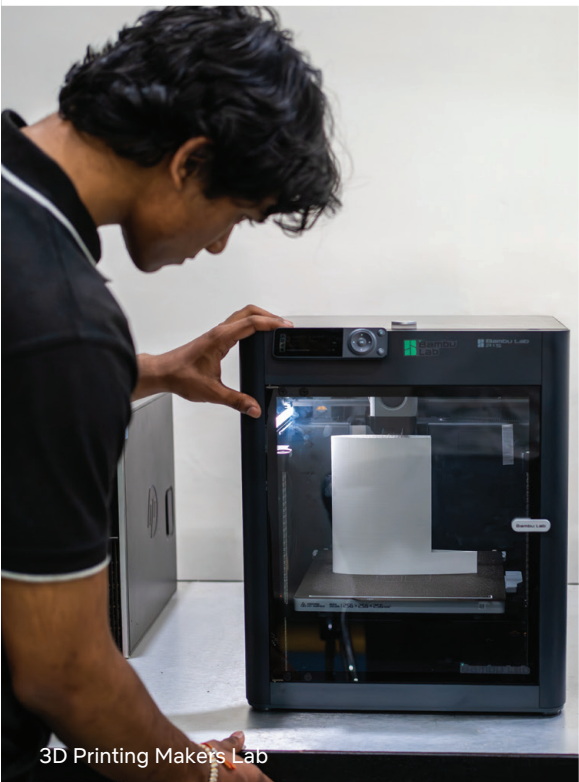
Laser Cutting - Makers Lab



Wood Workshop



Physical Computation Lab



3D Printing Makers Lab



Metal Milling - Fabrication Workshop

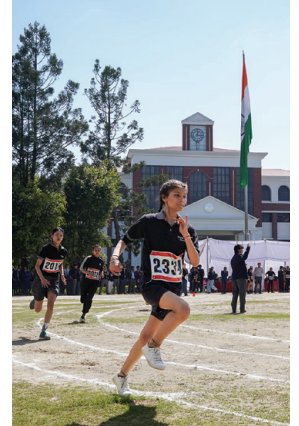


Metal Fabrication Workshop



# Beyond Classrooms

Where Every Event Tells a Story



## Career Counselling Services

The School of Design equips students with the guidance, skills, and opportunities needed for career success. Our Career Counseling and Professional Development Services prepare them for every stage of their professional journey.

### Domain-Specific Mentorship

We have dedicated Chair Heads for Marketing, Finance, and Human Resources, providing students with:

- Expert Mentorship
- Counseling Support

### Professional Development Program (PDP)

### Placement Support

Our Placement Department plays a vital role in shaping students' careers by providing:

- Support for Summer Internships (SIP) and Final Placements
- Internship Guidance

### Alumni Mentorship

## Graphic Era Common Entrance Test (GECET)

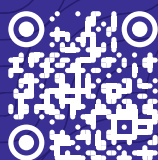
Scholarship upto

₹100  Cr

Unlock up to 100% scholarships with GECET – Graphic Era Common Entrance Test.

Secure your admission & financial support for a brighter future!

Apply Now – [gecet.geu.ac.in](http://gecet.geu.ac.in)



## Scholarships & Support Benefits

- Upto **100%** Scholarship based on 12th or UG marks
- Upto **100%** Merit-based Sports Scholarship
- 10%** Scholarship to the Girl Candidates
- 10%** Alumni Loyalty Scholarship
- 10%** Scholarship for Parentless Child
- 7.5%** Current Sibling Student Scholarship
- 05%** Passed out Sibling Student Scholarship
- 05%** Scholarship to the children of Defense Personnel
- 05%** Single Parent Scholarship
- 05%** Yearly Payment of Fees
- All students are covered under a comprehensive health insurance plan.
- Medical services are provided through the state-of-the-art Graphic Era Hospital.
- Student loan facilities are available to support financial needs.

## Student Facilities & Engagement



Well-equipped and comfortable hostel facilities



Efficient transportation services



Extensive sports facilities



Free student uniform



Vibrant student clubs and extracurricular activities



Multiple hygienic and student-friendly cafeterias



Green, eco-friendly campus environment



ICT-enabled smart classrooms



# Graphic Era

Deemed to be University  
DEHRADUN

## GET IN TOUCH

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