



CEPT
UNIVERSITY

Placement Brochure 2020-21

Masters of Design Building Products and Systems

Faculty of Design

About CEPT

CEPT University focuses on understanding, designing, planning, constructing and managing human habitats. Its teaching programs aim to build thoughtful professionals and its research programs deepen understanding of human settlements.

The Faculty of Design at CEPT was established in 1991 as the 'School of Interior Design'. It deals with habitat related interiors, crafts, systems, and products.





M.Des in Building Products and Systems

The Master of Design Building Products and Systems program synthesizes a cross-disciplinary and cross-cultural approach with strong emphasis on the hands-on experimentation working in collaboration with emergent technologies and industrial partnerships. The goal of this program is to provide future product designers with thorough knowledge and skills in the field of industrial design: specifically, the design of products which are part of built spaces.



About Batch

We are a batch of 21 multi diverse individuals, with backgrounds in engineering, architecture, product design and crafts that bring to the table our varied expertise and interests in creating better experiences for the built environment through product based approach. We believe in a collaborative working environment to fuse together our spectrum of ideas and skills.

Anand Belhe | Dean

“Design is an approach of acute common sense”

He is Dean of Faculty of Design, CEPT. He has designed and manufactured furniture and building products since last 28 years and worked with eminent designers of west. He has in depth knowledge of Industrial Design, Building products Design, Product detailing and manufacturing. He has several Indian and International Patents. After graduating from NID with an award of achievement with outstanding scholastic success, he studied Architecture in Vienna for 3 years.



Our Faculty



**Vinai
Kumar**

Industrial Designer

Former Product design head at NID and Director Industrial Design at SPA Delhi.



**Sadasivan
Iyer**

Industrial Designer

HOD Product Design at NID and Director of German Tool Room Ahmedabad



**Samir
Bhatt**

Industrial Designer

NID faculty, Furniture design Studio proprietor



**Amal
Shah**

Interior Designer

Extensive work in residential, healthcare, hospitality and Retail.



**Sagar
Modh**

Industrial Designer

Collaborated with NID, Ahmedabad; Elephant design, Pune

Our Faculty



**Tanvi
Karia**

Interior Designer

Director of
Development
2020 & Raw
Collaborative



**Dinesh
Korjan**

Industrial Designer

Founder partner of
studio Korjan,
Ahmedabad



**Dr. Seema
Khanwalkar**

Doctor of Philosophy

Social Scientist and
Semiotic consultant



**Dr. Rebecca
Reubens**

industrial Designer

Sustainable craft
expert & Head at
Rhizome



**Vrushank
Vyas**

Industrial Designer

Founder of
Cosire design
innovation



Aditi Anerao

B.Arch

"Design is a language made visible"



**Chaudhary
Rishabh Surendra**

B.Des (Craft and Design)

"Design makes things meaningful"



Elvina Paul

B.Arch

"Good designers empathise with the people they are designing for"



Aniket Gatkhan

B.E (Mechanical)

"Design has the power to solve complex and ambiguous problems"



Chhavi Bhatnagar

B.Arch

"Bridge the gap between the user and designer. Keep it simple!"



Jayati Chopra

B.Arch

"Design is like dance, take the right steps to make it elegant "



Ankitha Thekkiniyath

Grad. Dip (Product Design)

" Timeless Design is easy and simple yet effective"



Chitresh Rustagi

B.Arch

"It's all about user satisfaction and designer's aspiration"



Mordhvaj Sisodiya

B.E (Civil)

"Good design says good story"



Arjun TB

B.Tech (Mechanical)

"Design- The magic wand ,that lights up your life "



Devvrat Sompura

B.Tech (Mechanical)

"Form Follows Experience"



Nameeta Madgundi

B.Des (Product)

"Designing is a deep ocean, you need to follow the process in order to float."



Palak Agrawal

B.Arch

"The design will unfold as you start to look from different perspectives"



Rutuja Nilvarna

B.Des (Product)

"Empathy and compassion is the first step in the world of design"



William George Kennedy

B.Arch

"Without right purpose, there is no product"



Pallavi Malkarnekar

B.Arch

"The function of design is letting design function"



Shirley Elizabeth Mathew

B.Arch

"You start by connecting the Dots"



Poorva Kamat

B.Arch

"Design is the key to open the lock of complexity at different levels"



Sneha Kashyap

B.Arch

"The pivot lies in the user, usage and usability."



Prashasti Gupta

B.Des (ceramic and glass)

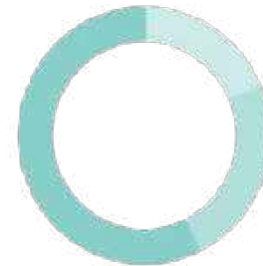
"What is now proved was once only imagined"



Surabhi Gupta

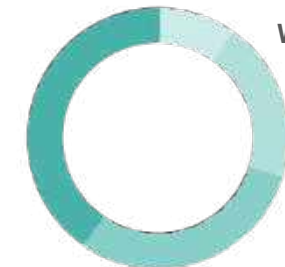
B.Arch

"Good design is transparent and empathetic"



Batch Background

- Engineering -19.0%
- Design -23.80%
- Architecture -57.10%



Work Experience

- 3+ yrs
- 2 to 3 yrs
- 6 months to 1 yrs
- 1 to 2 yrs



What We Offer

To having an idea is one thing but to be able to transform the abstract idea into a substantial physical design makes the whole difference. We are thoroughly and vigorously exposed to a hands-on design process creating an unmediated and feasible approach towards design and manufacturing making us capable for transforming those ideas into reality.

Design Development Process



SEMESTER 1

Simple Building Product
History of Design and Object
Material and Process- Woodworking

SEMESTER 2

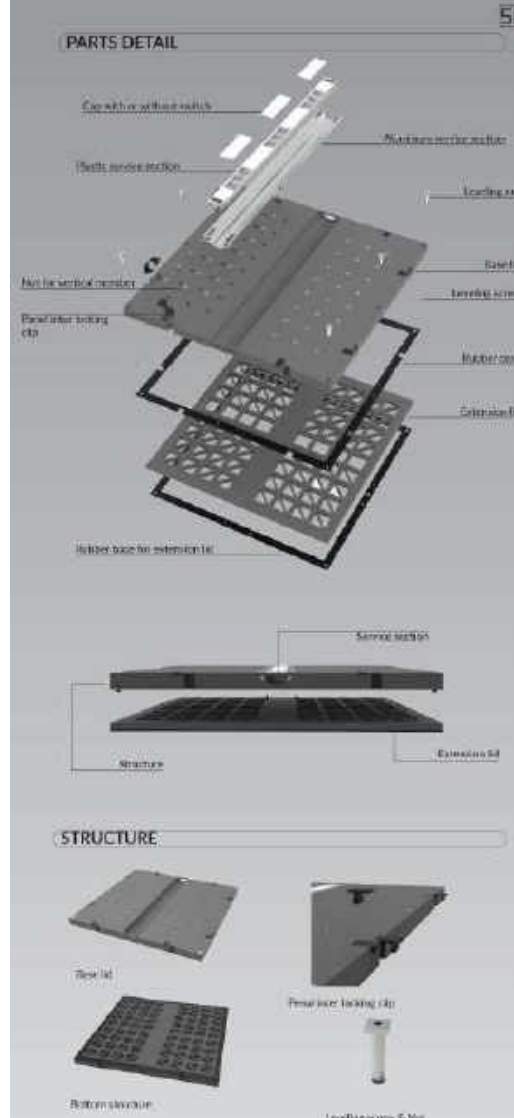
Interior Building Product
Human Centered Design
Material and Process- Metal Working

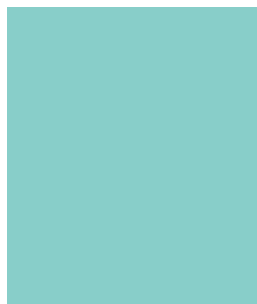
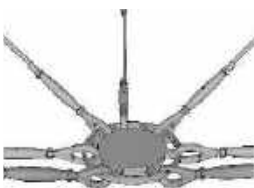
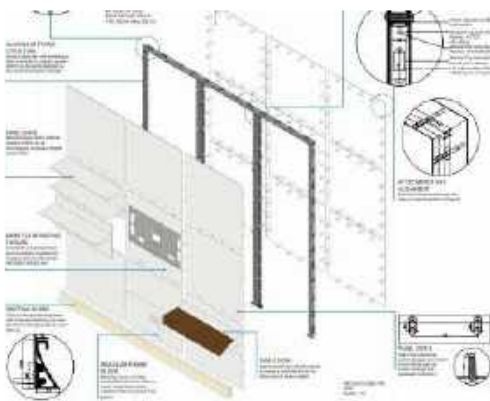
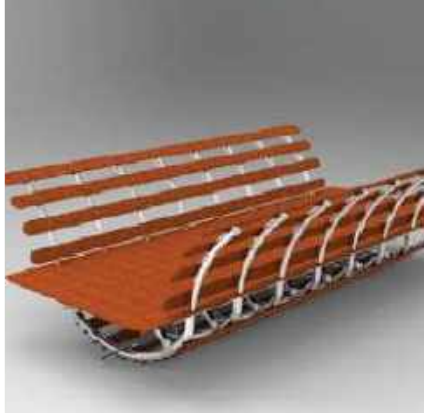
SEMESTER 3

Exterior Building Product System Thinking Design Management

SEMESTER 4

Exterior Building Product System Thinking Design Management





Prototyping

We believe in the culture of “Learning by making” CEPT workshops are equipped with a wide range of metal and wood working machinery, power and hand tools and a vast array of state of the art super computer controlled machines which encourages us to develop our designs through hands on experimentation, exploration of materials, model making and prototyping. Another workshop was organized by **Hafele India** in which we were taught how to assemble the units of a modular kitchen.





Workshops

Throughout the academic year, to strengthen our foundation into the human-centered design approach to problem-solving, workshops have been hosted by

- Prof. Uday Athavankar (Product Semantics) IDC IIT Bombay
- Prof. Mukesh Sudd (IDEO kit) IIM Ahmedabad.
- Yogesh Maralkar (Design Process and Innovation) Elephant Design, Pune

The workshops had first hand learning with simultaneous reflections with the studio projects.





Industrial Visit



We believe Learning and Experience has to go beyond the studio walls. Our design process does not stop at the user rather expands into gaining insight from all stakeholders of a product with direct learning from the manufacturing plant to immersive discussions with Industry Heads and Business owners.



Contact Us



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