# STATUS OF IDC ALUMNI

भा. अ. केन्द्र पुस्तकालय
I. D. C. LIBRARY.

*A special project report by*

*Vinay M. Mundada*

*Guide: prof. S. Nadkarni*

*March 1988*

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**By : Vinay M. Mundada**

**Guide : Prof. S. Nadkarni**

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*Industrial Design Center*

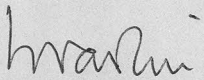
*Indian Institute of Technology*

*Powai, Bombay 400 076*

*March 1988*

*APPROVAL SHEET :*

*The special project titled 'Status of IDC alumni' , by Vinay M. Mundada is approved in partial fulfilment of the requirement for M. Des degree in Industrial Design.*



*Signature* *Date*

*Guide*

*ACKNOWLEDGEMENT :*

*I am highly indebted and I take this oppurtunity to express my deep sense of gratitute towards Prof. S. Nadkerni and all other faculty associates, SID- I president Mr. Y. T. Chaudhari and friends who helped me in achiveing the succes of this project.*

*Vinay M. Mundada*

*IDC 1988*

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*INTRODUCTION :*

*Industrial Design Center was started in 1969 at Indian Institute of technology, Bombay with a post-graduate diploma course in Product Design. By 1979 76 students succesfully completed this course. In 1979 this course was converted into a post-graduate degree course. The students admitted were from Engineering & Architecture background. In 1984 IDC entered into Graphic Design with a two year post-graduate degree course in Visual Communication.*

*At present IDC has very little information about its Alumni because of no proper way of interaction with them. Presently some of the Alumni are in contact with IDC in two ways-*

*1. personally visiting IDC*

*2. through IDC News letter*

*Interaction between IDC & its Alumni can help both in several ways-*

** to get feed back on many imporatnt subjects*

** increased interacton with Industries*

** evaluating & revising the course work to meet the demands of new environment.*

* *to make professionals known about IDC & its activities*

* *exchange of new trends & devlopments in design & its related fields*

* *to know the scope for a fresh designer as a freelancer*

*OBJECTIVE :*

*A study was planned to initiate the interaction between IDC & its Alumni.*

*The objective of this study was -*

* *to know where abouts of our past students*
* *to get details of their profession*
* *to know status of a designer in an industry & in other working places*
* *to find out how far Design has been understood by industries & how it is being practiced by them*
* *to find out need of designers in the industries having foreign collabrations*
* *to know role of a designer in an Indian industry*
* *to study the scope for evaluating & revising the course structure ot meet the demands of present environment*
* *to find out scope for a fresh designer as a freelancer*

*METHODOLOGY :*

*These type of studies can be conducted in two ways -*

*1. by preparing a questionaire & ciculating it among the designers*

*2. by interviewing the designers either on telephone or by personnaly meeting them*

*The first way to conduct the study is less time consuming & also less expensive. It is possible to get an elaborate information by adopting this method. But probability of getting the completed questionaire back is not very high, still it can be improved by giving some kind of incentives.*

*The second way to conduct the study is a direct way which gives quick feedback but it needs lot of resourses & time to cover the total population.*

*This project being of short duration, the first way to conduct the study was adopted. To prepare the questionaire present course structure, activities of various professions & similar questionaires were studied. Consultations with IDC faculty members, SID-I president, some passed out students & batch mates helped in modifying & simplifying the questionaire.*

*After the first presentation to IDC faculty members, it was further revised to take care of the suggestions.*

*Present addresses of the Alumni were collected from the following sourses -*

* *IDC faculty members*
* *IDC office address file*
* *SID-I membership list*
* *batchmates & friends of the past students*

*Role of a Designer in doing this study :*

*As the aim of this project was not just to create a record file of Alumni, undertaking of this project as a design project can be justified. It was very important to ask design related questions so that the information received can be made useful to IDC faculty, students & fellow designers.*

*THE QUESTIONAIRE :*

*The questionaire which ran through seven pages covered the following areas broadly -*

* *personnal data of Alumni*
* *various organisations employing designers*
* *job details like status, salary etc.*
* *kind of projects completed by our alumni & the projects they are presently working on*
* *awareness among industries about design*
* *kind of design assignments given to designers*
* *work given to designers other than design work*
* *facilities at the design departments of the employers*
* *involvement of a designer in the management*
* *need of a designer in an industry having foreign collabration*
* *previous job details of the alumni*
* *popular media among designers*
* *other fields of interest to the designers*
* *scope for a fresh designer as a freelancer*
* *kind of work undertaken by freelancing designers*

* *services offered by them to their clients*

* *facilities at their offices & design studios*

* *type of their clients*

* *their way of locating the clients*

*( Please find the 'Questionaire' at the last page of this report )*

*ANALYSIS :*

*The questionnaire was designed by keeping the information required in mind to make the analysis of every question simple which will result into a useful set of information. Effectiveness of the data mainly depends on the method of analysing the data.*

*The analysis is based on 50 Questionnaires received and all of those being filled by IDC alumni, may or may not reflect the exact situation of the professional fields where IDC alumni are working. Still it gives a base to draw useful conclusions.*

*The following analysis has been divided in three parts based on professions of the Alumni.*

*a. Product Designers (Employed)*
*b. Visualizers (Employed)*
*c. Product Designers & Visualizers (Frelancers & Manufactures)*

*following figures shows the total No. of students passed out from IDC till year 1987*

| | |
|---|---|
| *DIIT (Product Design)* | *80* |
| *M. Des (Product Design)* | *76* |
| *M.Des (Visual Communication)* | *17* |

*Out of the 50 Questionnaires received_*

*31 are from employed product designers*
*5 are from employed visualizers*
*12 are from freelancing designers & manufactures*
*2 are from freelancing visualizers*

*The chart 1 shows the geographical locations of the working designers. It is clear from this chart that more number of designers are working in the western part of India in which IDC is situated. This may indicate that people away from a Design Institute are either totally or partially unaware of such Institutes and its courses. Also major industries are located in this region.*

*Following charts give the analysis of all the questionnaires together. The chart 2 is based on total No. of Alumni (i.e. 173)*

*Chart 3 shows the No. of designers employed in various type of work places and their contribution towards design activity. One can find out the reasons for less or no designers employed in an organisation in further similar study.*

CHART 1

| CITY | | CITY | |
|---|---|---|---|
| BOMBAY | 56 | AHMEDABAD | 3 |
| THANE | 3 | UMBERGAON | 1 |
| PUNE | 16 | VADODARA | 2 |
| NAGPUR | 1 | | |
| NASIK | 2 | INDORE | 2 |
| JALGAON | 1 | BHOPAL | 1 |
| AURANGABAD | 1 | | |
| MIRAJ | 1 | DELHI | 6 |
| SANGLI | 1 | | |
| | | LUCKNOW | 1 |
| HYDERABAD | 1 | | |
| SECUNDERA-BAD | 1 | CALCUTTA | 1 |
| | | BIRBHUM | 1 |
| KALPAKKAM | 1 | | |
| | | GUWAHATI | 1 |
| BANGLORE | 4 | | |
| BIDAR | 1 | TRIVENDR-UM | 1 |
| MANIPAL | 1 | | |
| MYSORE | 2 | QUILON | 1 |
| HOUSER | 2 | | |
| MADRAS | 2 | | |
| VISHAKHAP-ATNAM | 1 | | |

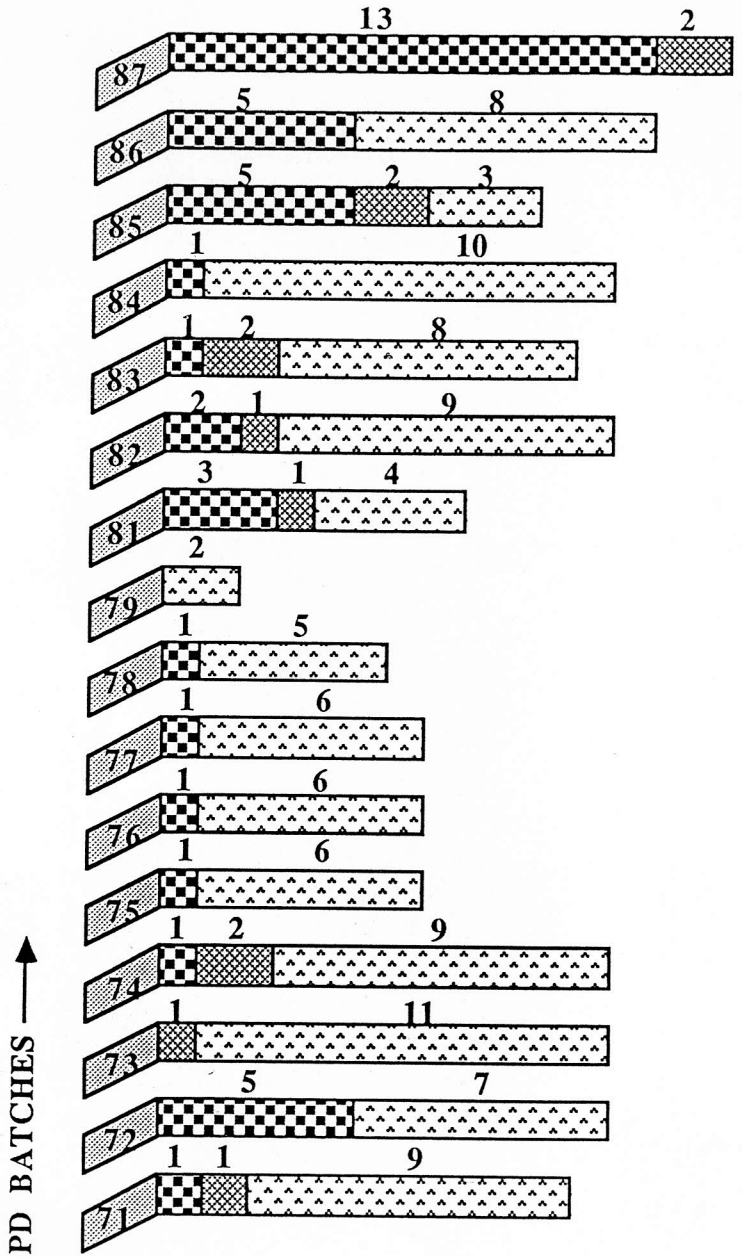



*Chart 2. No. of designers per batch*

EMPLOYED

FREELANCING / MANUFACTURING

DATA NOT AVAILABLE

BATCH

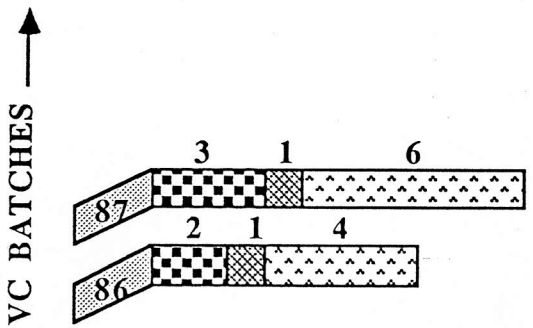


Chart 3a.

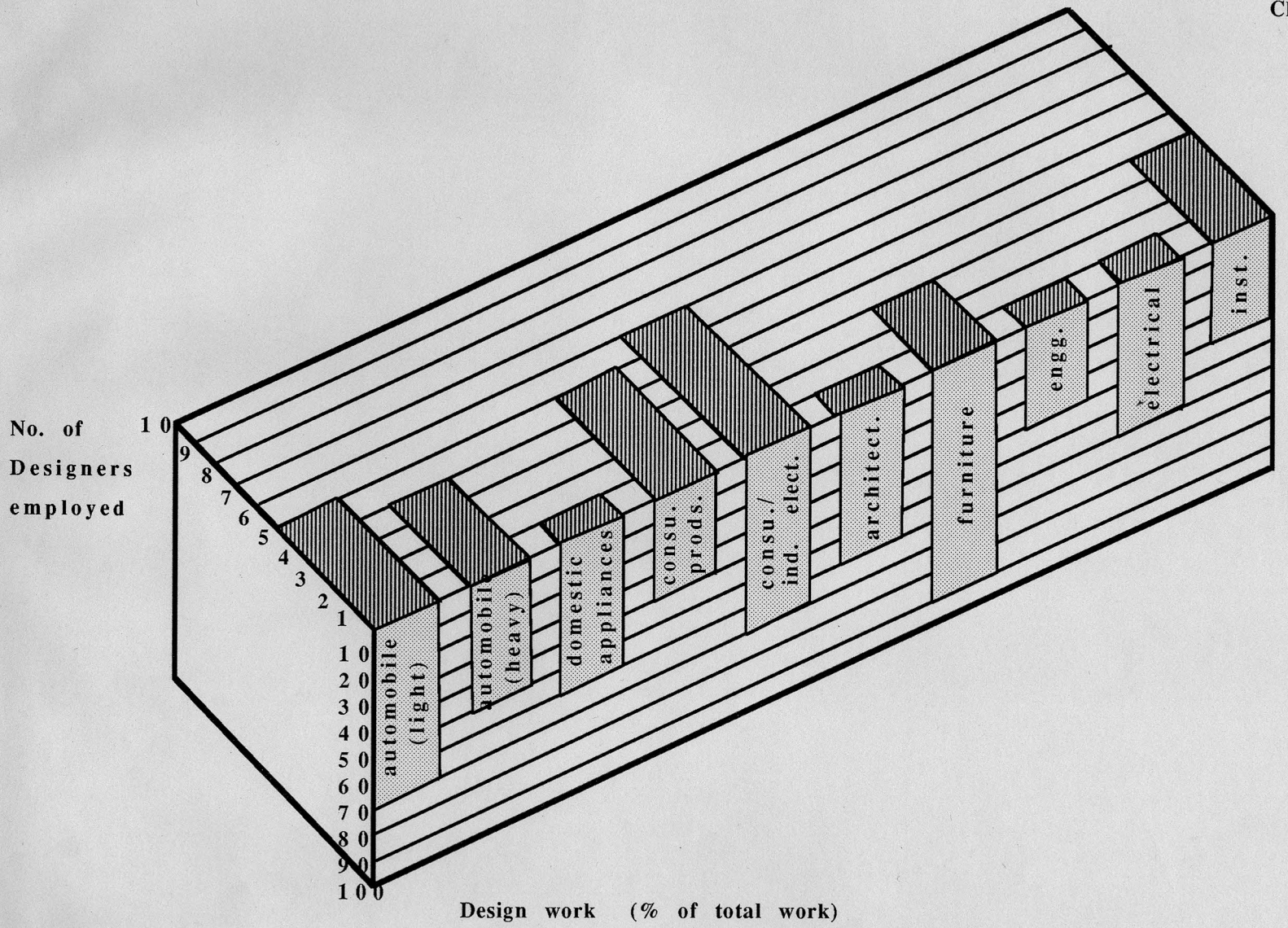

No. of Designers employed
10
9
8
7
6
5
4
3
2
1
10
20
30
40
50
60
70
80
90
100
automobile (light)
automobil (heavy)
domestic appliances
consu. prods.
consu./ ind. elect.
architect.
furniture
engg.
electrical
inst.
Design work (% of total work)

Chart 3b.

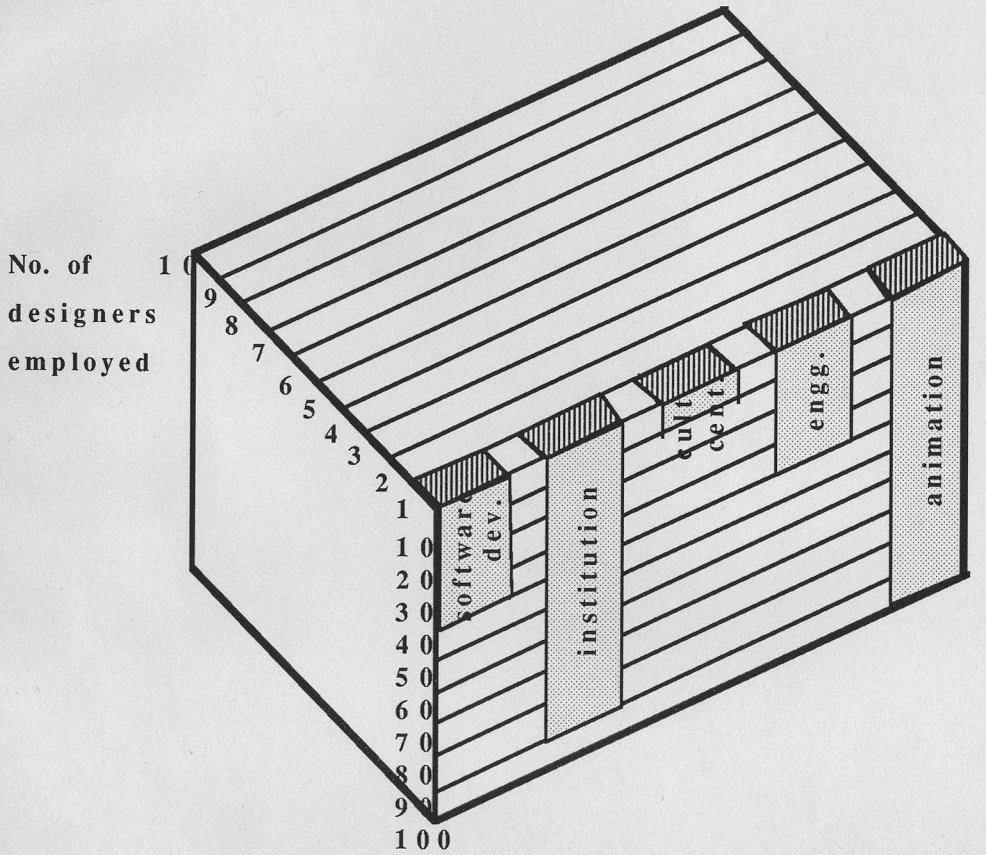
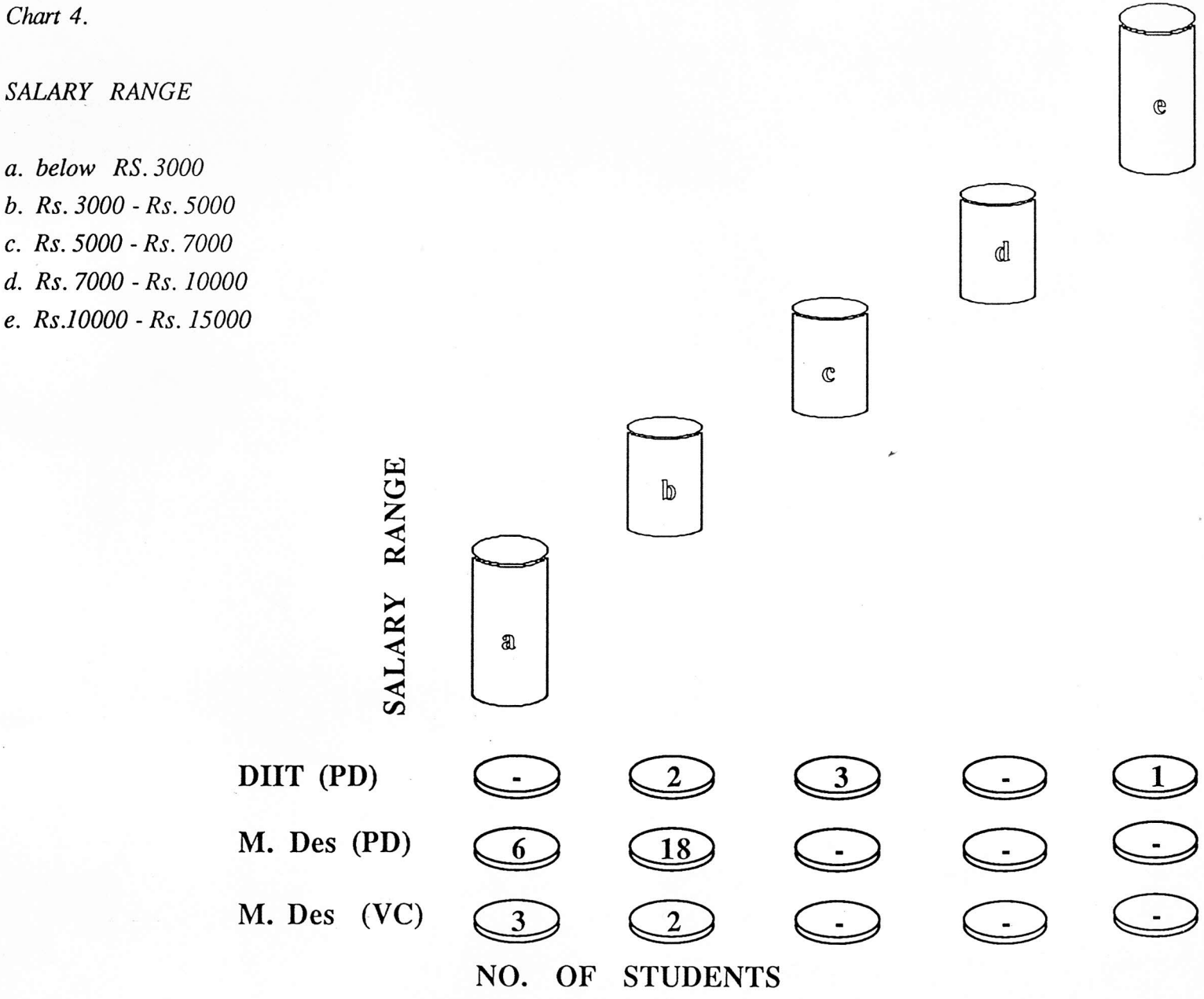

No. of designers employed
1 0
9
8
7
6
5
4
3
2
1
1 0
2 0
3 0
4 0
5 0
6 0
7 0
8 0
9 0
1 0 0
software dev.
institution
cult cent
engg.
animation
Design work (% of total work)

*Chart 4.*

*SALARY RANGE*

*a. below RS. 3000*
*b. Rs. 3000 - Rs. 5000*
*c. Rs. 5000 - Rs. 7000*
*d. Rs. 7000 - Rs. 10000*
*e. Rs.10000 - Rs. 15000*



*The following analysis is of the data given by Freelance Designers & Manufactures.*

*The fig. 1 shows the areas freelancers and Manufactures are work in*

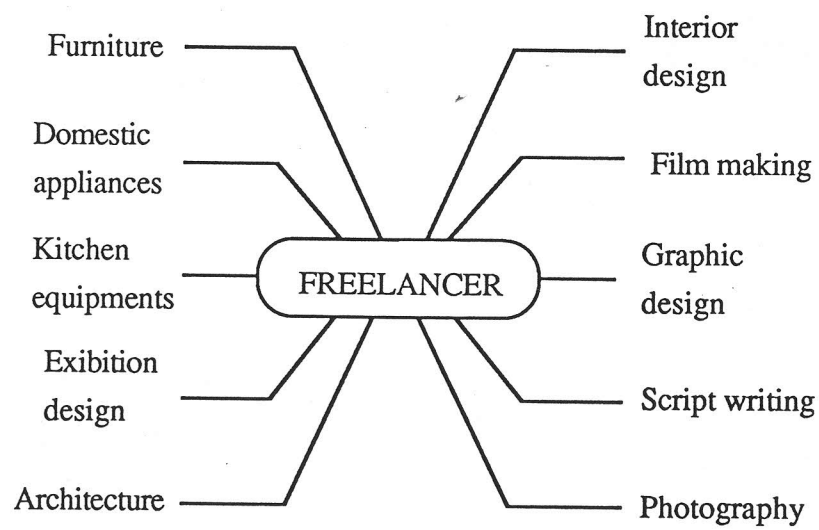



*Fig. 1. Specialisation of the freelancers*

*Fig. 2 below gives the type of Small scale Industries run by IDC Alumni.*

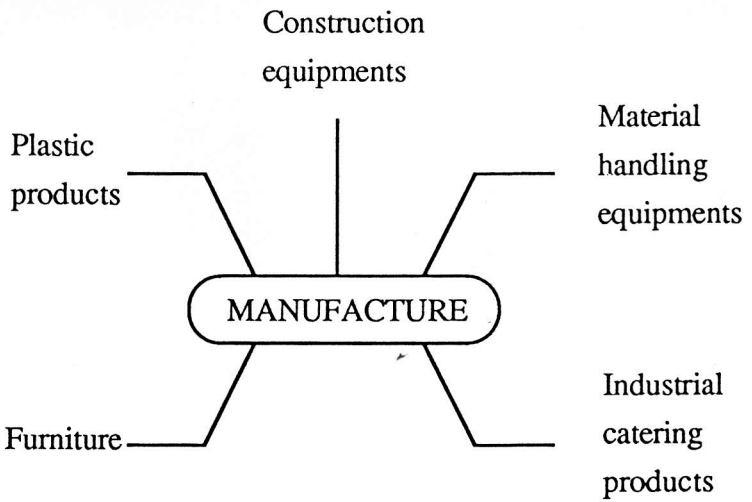



*Fig. 2. S. S. units run by the Manufactures*

*Conclusions :*

* *Designers having Architectural backgroud start freelancing immediately after passing out from IDC in the areas like furniture, interior, etc.*
* *Designers having established infrastructure, easily enter into manufacturing.*
* *Manufactures may or may not design their own products.*
* *Freelancing in a industrial city like Bombay has better prospects.*

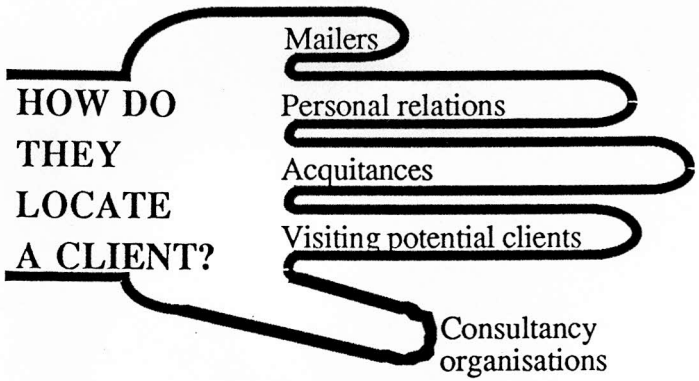



Fig. 3. Ways adopted to locate clients

*It is very important for a fresh freelance designer & manufacture to have at least a client to start with. The fig. 3 shows the ways by which they locate their clients. It is clear from this fig. that personal contacts with the potential clients helps a designer in a big way.*

*Following conclusions are based on the statistical analysis of the data. By the rules of statistics the sample of 50 Questionnaires will reflect the real picture of the whole population of 173 Alumni.*

* *Managements are becoming aware of what design is & what are designers caapabilities, but their project plans restricts the work of designers*

* *Designers have direct communication with their top management*

* *Work of designers is not restricted to design only. They are involved with other people from sales, marketing, production, model making, tool making, etc*

* *Very few organisations (30%) have sufficient designers employed*

* *Most of the organisations employing designers (80%) have sufficient model making, prototype developing, A-V equipments, Dark rooms & other necessary facilities*

* *Design magazines are most popular among designers which keep them in touch with new trends & developments in design field*

*SUGGESTIONS FROM ALUMNI (Regarding courses) :*

*Course : Materials & processes*
*Course content except 'Plastics part' does not add to the knowledge of an engineer. This course should deal with detailing in plastic products, mould designing in detail.*

* *More stress has to be given on rendering techniques & value engineering*

* *CAD should be introduced as a course.*

*FURTHER SCOPE FOR DETAILED STUDY :*

*Similar studies can be undertaken to find out more details in a specific area of interest.*

*Those areas can be_*
* *need of designers in various organisations*
* *to find out reasons for having less or no designers in an organisation which may need designers*
* *scope for a designer in an orgasnisation having foreign collabration*
* *successful projets done by employed & freelancing designers*
* *scope for a designer as a manufactures*

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8 th March 1988

**My dear Colleagues,**

**Mr. Vinay Mundada**, our senior batch student, has been assigned the work to collect various data on our past students in regard to their profession. This data will be helpful in two ways:

1. To find out how far design has been understood and practiced by our students in industry

2. To know the whereabouts of our boys here and abroad.

We are planning to have a get-together of our alumni to celebrate the twentieth year of IDC in next year and this will help us to work out some interesting programme with your co-operation.
I, therefore, request you to submit all these information which is bit little lengthy but will help to understand the above mentioned objectives. As you know, IDC has been grown physically and content-wise and I give you an open invitation to come and visit and discuss the climate of design in IDC.
Thanking you very much,

**Yours sincerely,**

**Prof. S. Nadkarni**
Faculty Adviser
IDC IIT Bombay 76

# QUESTIONAIRE

***# Note : The information delievered in this questionaire will be kept confidential, still you may or maynot give your name.***

* Name:
* Present Residential Address:

* Birth date:

* Sex: M/F

* Basic Qualification:

* Any other qualification after M. Des. Yes/No

If yes please give details-

Degree:

Institute:

Duration:

* Year of passing out from IDC:

* When did you join your first job after leaving IDC.

soon after passing out

after 6 months

after one year

(Note: If you are a freelancing designer you need not answer pages 2, 3, & 4)

* Who is your present employer. (pl. give full address of your employer)

* Date of joining the job:

* Your status in the office: Department:

Designation:

Grade:

* How many Industrial / Graphic designers your department has.

Academically qualified designers:

On the job trained designers:

* Salary drawn (monthly):

a. below 3000/- b. 3000/- to 5000/-

c. 5000/- to 7000/- d. 7000/- to 10000/-

e. 10000/- to 15000/-

* Do you work individually / with a group of designers.

* Major projects worked on so far: (pl. give the list of projects you were involved in)

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* Which assignment you are working on presently.

* Is your management aware of what Industrial / Graphic design is all about? Yes/No

* Which type of work your mgt. expects you to do.
(If you are employed in an industry)

- Product aesthetics Yes/No
- Engineering design Yes/No
- Product detailing Yes/No
- Preparing production drawings Yes/No
- Model/prototype making Yes/No
- Product planning Yes/No
- Market research Yes/No
- Assisting sales & marketing people Yes/No
- Assisting production people Yes/No
- Reproducing foreign designs Yes/No
- Modifying existing designs Yes/No
- Vendor development Yes/No
- Dark room techniques Yes/No
- Designing & preparing artworks Yes/No
- Any other activity (pl. write it down)

* What facilities your co. has.

- Model / prototype making Yes/No
- Dark rooms, B/W - Colour Yes/No
- Video equipments Yes/No
- Audio-visual equipments Yes/No
- Technical assistance for video or A-V work Yes/No
- Finishing artist Yes/No

* What percentage of your work is devoted to design work only.

* How many meetings you attend weekly & with whom.

* Is your management in favour of implementing creative new design ideas. Yes/No

* Does your dept. have sufficient design personals. Yes/No

* Is your company having collabration with foreign company Yes/No

If yes pl. answer the following questions-

Technical collabration Yes/No

Product collabration Yes/No

What is the percentage of innovative input from your side.

Is there any scope for Indian designer in such collabrations. Yes/No

If yes_

Would you like to give more light on this issue. Yes/No

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* Do you undertake any private condultancy work on your own. Yes/No

* Did you work previously with any other firms / institutes.

If yes pl. give the following information-

How many offices have you worked with.

Your status at each of those offices

Peroid of working

Salary drawn (Range only- a/b/c/d/e)

Major assignments worked on

Would you like to give reasons for change in the work.

(Reasons such as place, salary, status, working conditions, accomodation, kind of assignments, personal, medical, other facilities.)

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* How do you keep yourself aware of new trends & developments in design field.

Through-

Design magazines Yes/No

Attending design related seminars Yes/No

Business relations with international manufacturers Yes/No

Any other source (pl. write it down.)

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* Which other magazines do you read.

(pl. give the list of Indian & Foreign magazines you read)

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* Among the design courses you studied at IDC which courses do you find useful / not at all useful for your work.

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* Would you like to know about present IDC batches. Yes/No

* Would you like to know about your batch-mates. Yes/No

* Would you like to receive a IDC bulletin. Yes/No

* IDC is planning to have a getogether in the month of July, this year. Would you like to attend. Yes/No

(We will be informing you the date later.)

* Are you a freelancing designer. Yes/No

(If yes pl. answer this set of questions)

* When did you start as a freelancer.

* Which areas are you specialised in.

* Who are your clients.

* Which type of services you offer to your clients.

* How many people assist you in your design & other activities.

* What facilities you have at your office.

| | |
|---|---|
| Design studio | Yes/No |
| Model making facility | Yes/No |
| Prototype developing facility | Yes/No |
| Dark room facility | Yes/No |
| Any other facilities | |

* How do you find your clients

| | |
|---|---|
| Personal relations with the clients | Yes/No |
| Through people known to you | Yes/No |
| Personally visiting potential clients | Yes/No |
| Advertising in media | Yes/No |
| Any other source | |

* Major assignments worked on so far with the clients name:

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My dear Colleagues,

8 th March 1988

Mr. Vinay Mundada, our senior batch student, has been

work to collect vari