THE.
STORY.
OF.TIME

The Story of

TIME

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TIME

IDC School of Design
IIT Bombay

Contents

Introduction

The Story of Time is about the history of IDC. Spanning a fifty year history and just a half century less than that of the momentous arrival of Bauhaus. Twenty two years after the country's Independence and only seven years after the setting up of NID. The most fundamental question about history is always: "how did it happen?"

It's a question that the new design schools of the recent years, and they are of relatively recent origin (because of policy imperatives until the late nineties, higher education was still not privatized as to allow the private sector to participate in initiating design schools). The new design schools of the recent years are bound to ask that question "how did it happen?" because it helps them find anchorage in an institution that had found its way through the vissicitudes of times that were less settled - being bootstrapped for resources, for opportunities, for technologies, for markets, for international exposure.

As a premier design school, IDC was also encumbered with having to answer "what good is design?" compared to the more commercially viable areas of engineering, medical studies, architecture, management studies. It amounted to societal pressure where parents were less inclined to let their wards opt for design as a profession. Way before Steve Jobs made design a talking point.

And yet, IDC did find its way through all these tribulations!

A stark view of history would say that those who ignore history are condemned to repeat its mistakes. IDC's fifty-year trajectory could afford us an opportunity to understand what worked, but also what did not. It could also hold valuable lessons for the newer design schools.

A gentler view of history, however, could simply be the chronicling of facts in order to understand the institution itself somewhat better.

In thus chronicling facts, The Story of Time becomes a "time capsule" of IDC for the past fifty years, albeit where we were unable to put the data together because it was either unavailable or incomplete or simply uneven (with variables such as Gender distribution of students, Urban vs Rural projects, etc.) . We regret the ensuing loss of information, knowing that IDC's passage of time for at least thirty of those fifty years was on a trajectory of often hand-recorded analogous data entry, strange as that may sound today.

With computing as a tool today for data recording, we expect that the next fifty years of IDC will find more vigorous, careful, comprehensive recording and documentation of events.

What we have done is to show information as timelines, which is to pin down certain facts as have occurred through the years. It is but history as laid out visually. In its two part viewing, the first part of the Story of Time compresses fifty years of IDC into a set of high level milestones, whereas the second part lays out a series of important variables with implications for design as a set of timelines.

At the end, the available data does afford us a kaleido-scopic view of the institution in terms of its gender distribution, university networkings, profile of students applying to IDC across the years, placements at companies, visiting faculty footsteps from around the world, the impact of IDC on the country through its design, the changing face of design concerns from largely urban or industrial projects to rural and crafts-based projects, and several such.

The narrative that information across time helps us build can also profoundly alter the mistaken perception of an IIT-based institution (as being rarefied, elitist, removed from the reach of common man) to reveal a deep humanizing quality about design. That design is welcoming and commonplace and accessible.

In that sense, in its half-century journey through design, time has been kind to IDC.

(P.S. One would like to add that the Story of Time, or indeed, the commemorative six-book series itself, avoids being hagiographic (which is the art of telling history as a statement of praise or reverence for oneself). Instead, the book series tells it as it is).
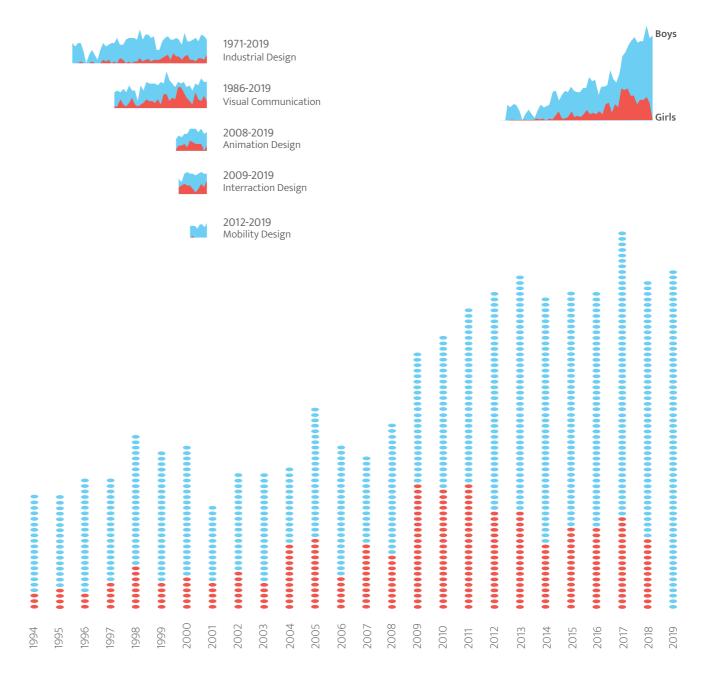
Gender distribution of students

IIT Bombay is First and foremost an engineering institute and as the general trends within students go, a high number of Male students opt for engineering as an Undergraduate course. IDC, being a part of IIT, too has seen the effects of the said phenomenon. In the initial years when industrial design was the only discipline at IDC, almost all of the of the students enrolled in the program were males.

In 1984, Visual communication as discipline was introduced and since then the sex ration at IDC has changed to a certain extent.

It can be observed that disciplines like VC, animation and IxD have high number of female students at IDC than in PD or MvD.

1971-2019
Industrial Design

1986-2019
Visual Communication

2008-2019
Animation Design

2009-2019
Interraction Design

2012-2019
Mobility Design

Boys

Girls

1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987 1988 1989 1990 1991 1992 1993

1994 1995 1996 1997 1998 1999 2000 2001 2002 2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019

Spatial origin of students
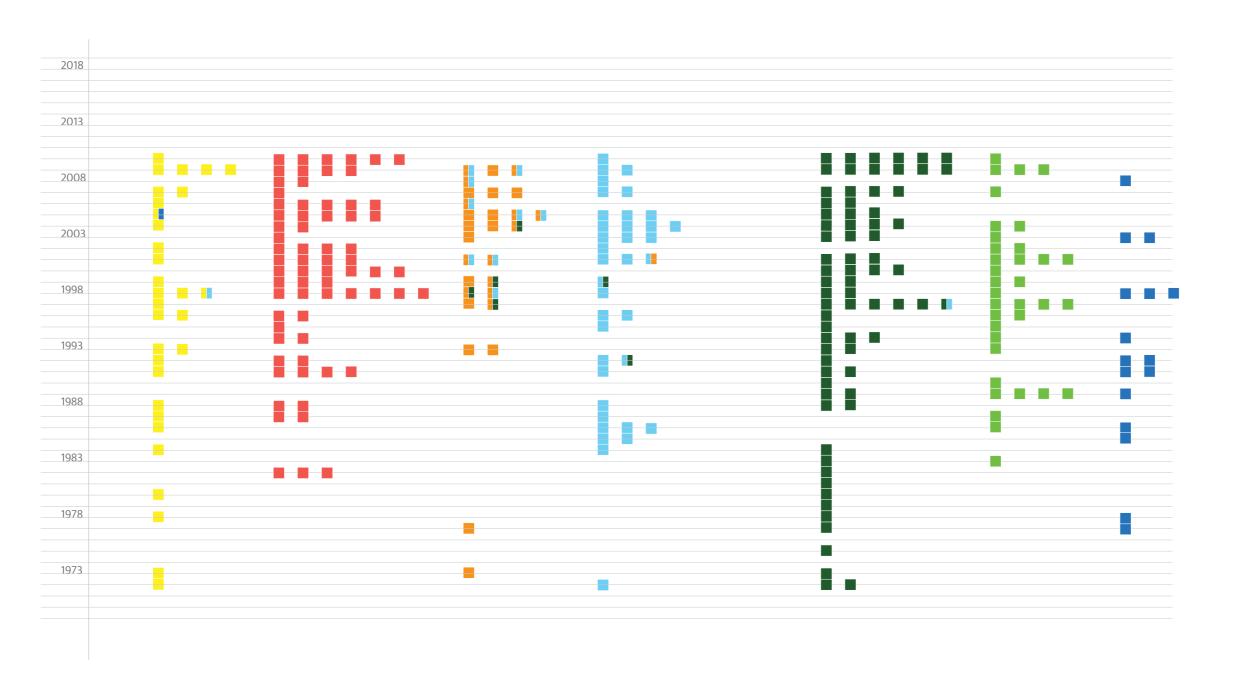
IDC was started in Mumbai and in the initial years, most of the students were either from mumbai or from a metro city. This infographic shows the percentage of students coming from tier 1, tier 2 cities and other areas of India which include small towns villages, tier 3 cities, etc. One of the major reasons for this to happen was the rise of popularity of IDC and expansion of design entrance exams like CEED and UCEED.

The cumulative map of student demographic shows how many students come from which places in the country. The visualisation is presented in terms of range to balance the visually significant difference between rural areas and metro areas.

- Tier1- Cities
- Tier2- Cities
- Tier3- Cities,towns and rural areas
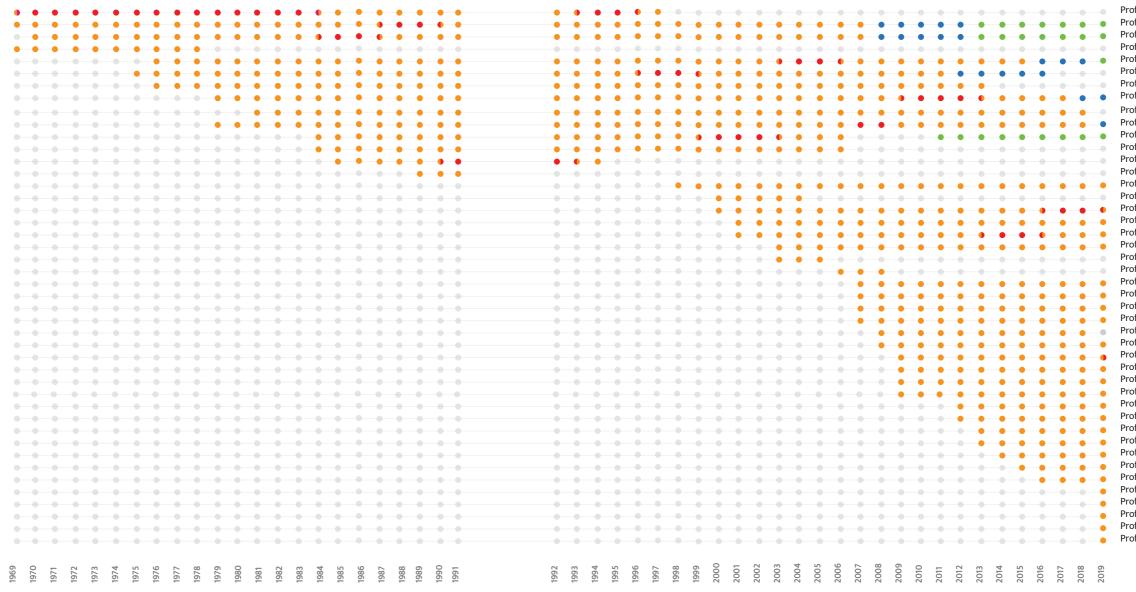
Year		Year	
1969			
1970		1995	
1971		1996	
1972		1997	
1973		1998	
1974		1999	
1975		2000	
1976		2001	
1977		2002	
1978		2003	
1979		2004	
1980		2005	
1981		2006	
1982		2007	
1983		2008	
1984		2009	
1985		2010	
1986		2011	
1987		2012	
1988		2013	
1989		2014	
1990		2015	
1991		2016	
1992		2017	
1993		2018	
1994		2019	

200- more   100-199   50-99   25-49   10-24   0-9

2018
2013
2008
2003
1998
1993
1988
1983
1978
1973

Vice President, President
General Manager, Manager Of...
Founder, Co-founder
Director, Deputy Chair
Professor, HOD
Director Of...
CEO, CFO, CCO
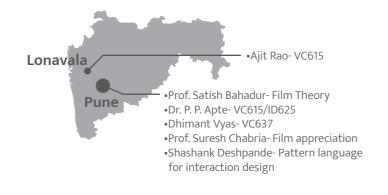
This infographic shows all the permanent and adjunct faculty IDC. It goes on to show which of these faculty were HOD, who have received an emeritus fellowship, how many years were actively teaching at IDC, when did they retire or become adjunct faculty.

Legend:
- Faculty (orange)
- HOD (red)
- Emeritus profs (blue)
- Adjunct (green)

Faculty names:
- Prof. S. Nadkarni
- Prof. A. G. Rao
- Prof. U. A. Athvankar
- Prof. Chattopadhyay
- Prof. V.P.Bapat
- Prof. K. Munshi
- Prof. K.K. Trivedi
- Prof. G.G.Ray
- Prof. Nachiketa Sadhu
- Prof. Ravi Poovaiah
- Prof. Ravi Hazra
- Prof. Mohan Bhandari
- Prof. R. K. Joshi
- Prof. Mickey Patel
- Prof. Anirudha N. Joshi
- Prof. Pravin Nahar
- Prof. G.V. Sreekumar
- Prof. (Ms.)Shilpa Ranade
- Prof. B.K. Chakravarthy
- Prof. Raja Mohanty
- Prof. Suresh Sethi
- Prof. Kiran
- Prof. (Ms.) Nina Sabnani
- Prof. Sumant Rao
- Prof. Mandar S. Rane
- Prof. Ramu M. Sandesh
- Prof. K. Ramachandran
- Prof. R. Sandesh
- Prof. Phani Tetali
- Prof. Sudesh Balan
- Prof. Nishant Sharma
- Prof. (Ms.) Purba Joshi
- Prof. P.Kumaresan
- Prof. (Ms.)Alka Hingorani
- Prof. Venkatesh Rajamanickam
- Prof. Girish Dalvi
- Prof. Mazhar Kamran
- Prof. Jayesh Pillai
- Prof. Sugandh Malhotra
- Prof. Prasad Bokil
- Prof. Vivek Kant
- Prof. Avinash Shende
- Prof. Swati Pal
- Prof. Arun Mascarenhas

Years (x-axis): 1969, 1970, 1971, 1972, 1973, 1974, 1975, 1976, 1977, 1978, 1979, 1980, 1981, 1982, 1983, 1984, 1985, 1986, 1987, 1988, 1989, 1990, 1991, 1992, 1993, 1994, 1995, 1996, 1997, 1998, 1999, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019
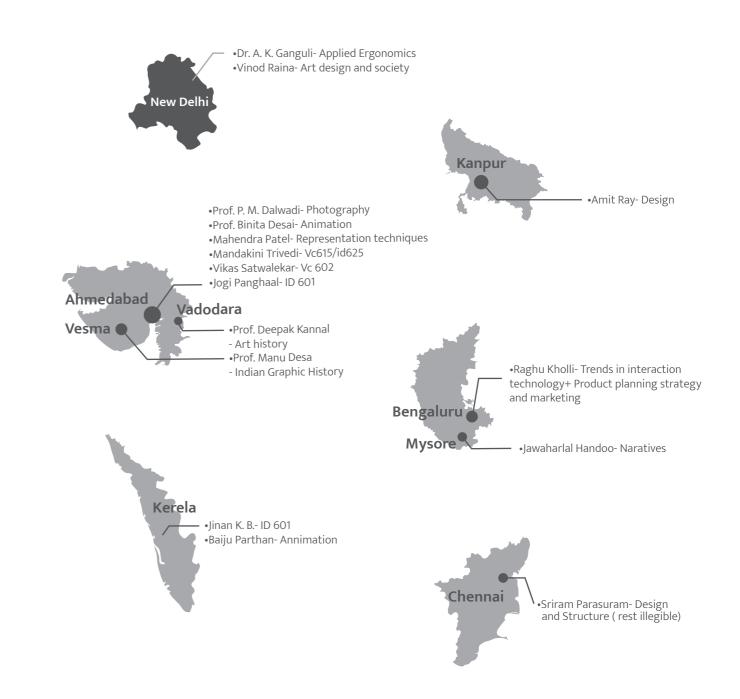
Faculty visiting
from India

New Delhi
- Dr. A. K. Ganguli- Applied Ergonomics
- Vinod Raina- Art design and society

Kanpur
- Amit Ray- Design

Ahmedabad
Vadodara
Vesma
- Prof. P. M. Dalwadi- Photography
- Prof. Binita Desai- Animation
- Mahendra Patel- Representation techniques
- Mandakini Trivedi- Vc615/id625
- Vikas Satwalekar- Vc 602
- Jogi Panghaal- ID 601
- Prof. Deepak Kannal
  - Art history
- Prof. Manu Desa
  - Indian Graphic History

Bengaluru
- Raghu Kholli- Trends in interaction technology+ Product planning strategy and marketing

Mysore
- Jawaharlal Handoo- Naratives

Lonavala
Pune
- Ajit Rao- VC615
- Prof. Satish Bahadur- Film Theory
- Dr. P. P. Apte- VC615/ID625
- Dhimant Vyas- VC637
- Prof. Suresh Chabria- Film appreciation
- Shashank Deshpande- Pattern language for interaction design

Mumbai
- Ramu Ramanathan- Storytelling elective
- Dr. Ajanta Sen- Interaction Design
- Soumitra Ranade- Contemporary arts vc614/id644
- Jagannathan krishnan- Contemporary arts
- Devdutt Pattnaik- Contemporary arts
- Punam Medh- Trends in interaction design
- Sudhir Bhatia- Interaction design
- Dr. K. P. Jayasankar- Art, design and technology
- Paromita Vohra- Art, design and society
- Anjali Monteniro- PhD, 1st semester
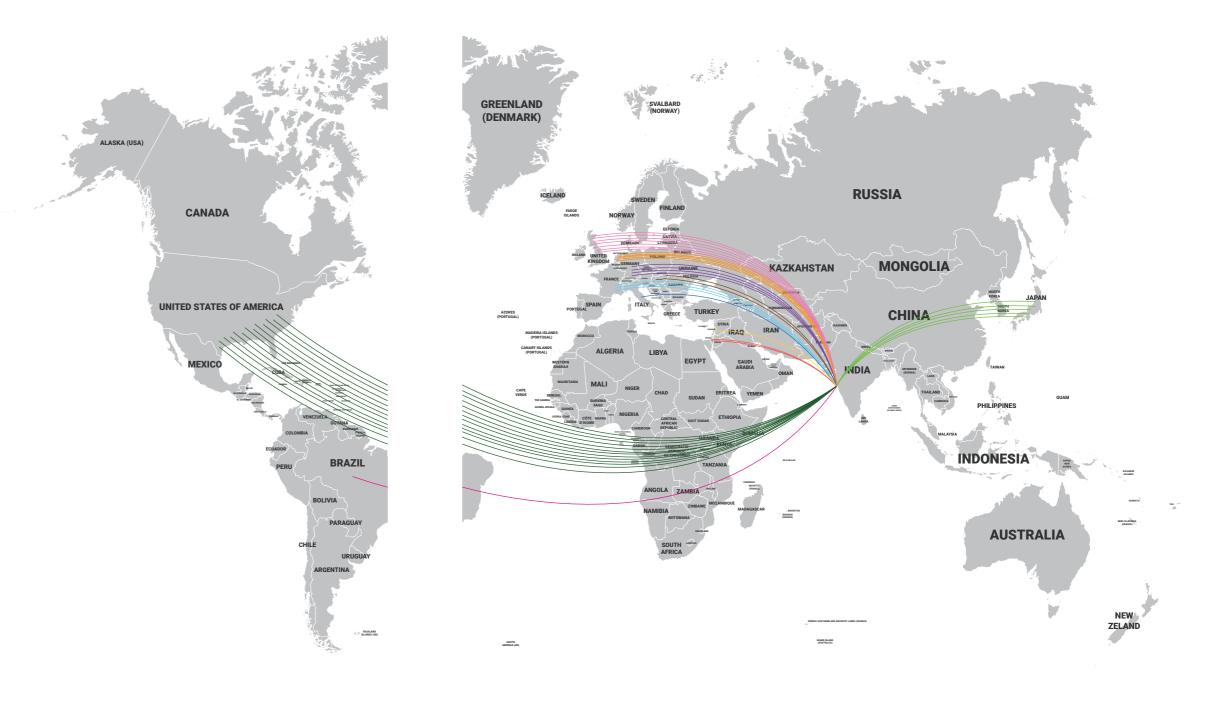
- Guilherme Vaz- Visual Design
- Narayan C. P- Sound Design
- Achyut Palav- Studies in typography
- Mitter Bedi- Photography
- Vilas Bhende- Photography
- Prof. Kamalakar Sontakke- Theatre
- Prof. Indira Mahadevan- Social Sciences
- Ram Mohan- Animation
- Yeshwant Chaudhary-Graphic Design
- Sudarshan Dheer- Graphic Design

Kerela
- Jinan K. B.- ID 601
- Baiju Parthan- Annimation

Chennai
- Sriram Parasuram- Design and Structure (rest illegible)

Overseas Visiting Faculty

Since its inception IDC has been blessed to receive prominent designers from around the world come to guide us. This infographic shows all the people who visited from abroad to conduct a course, workshop or a seminar. It shows their country of work or origin and the year(s) they came to IDC. The colors of the line denote various fields they belong to.

USA •••••••

GERMANY ••••

FRANCE •••

JAPAN •••••

HUNGARY ••

ITALY •

BRAZIL •

ISRAEL ••

LEBANON •

UK •••••••

NETHERLAND ••••

USA

•Arthur Pulos- Industrial Design-President, IDSA
•C. Joshua Abend- Design Innovation
•Inder Agrawal- Product Planning
•J.G. Kreifeldt- Design Research
•Prof. Rolf Faste- PD
•Prof. John G. Kreifeldt- Professor & Presiden
-Dept. of Engineering Design & Consumer Products Technical Group,Human Factors Soc.
•Prof. James Barnhill- Professor Theatre Arts,
Brown University
•Prof. Tom OckerseProfessor, Head Graphic Design Dept.
& Chairman of Faculty
of Design at Rhode Island School of Design
•Rodney Clough- Sr. Product Designer-JC Penney Co.
•Prof. Richard Schechner- American Theater Director,
Critic and Editor of TDR
•Prof. Abir Mullick- Asso. Professor-Dept. of Architecture
at State University of New York
•Prof. Gudrun Buhnemann- Professor at Dept.
of Language and Cultures of Asia
-University of Wisconsin- Madison, USA
•James Barnhill

GERMANY

•Manfred Herrman- Product Design
•Gui Bonsiepe- UNESCO experts
•Prof. Roland Furst- Photographer and Teacher Mannheim
•Manfred Herrman- Product Design

FRANCE

•Alain Bâillon- Product Design
•Miss. Anne Dufour
•Alian Baillon- Founder & Technical Director Society TRINOME

JAPAN

•Kohei Suguiura- Graphic Design
•Fujio Watanabe- Illustration
•Sori Yanagi- Product Design
•Takeo Iida
•M. Yoshioka

HUNGARY

•Erno Rubik
•Prof. Erno Rubik- Professor Hungarian Academy of Craft & Design

ITALY

•Ettore Sottsass- Designer

BRAZIL

•Gui Bonsieppe- Industrial Design

ISRAEL

•Prof. Iko Avital- Communication Design
•Ms. Nonie Avital- Designer

LEBANON

•Abi Aad Antoine- Typography

UK

•Theo Crossby- Industrial Design
•R.H. Harding- Design Education
•Theo Crosby- UNESCO experts
•Mr. John Wood- Dircetor of Communications Complex Design Ltd.
•Prof. Trilokesh Mukherjee-Graphic Designer from Oxford
•Prof. John Sanders- Professor- an expert in the ares of Eye Movement Analysis by Electro -occulography & control Panel Organisation
•Mr. Colin Banks- Graphic Designer from UK Educatinal Technology Activities
•Dr. Dick Powell- Product Designer

NETHERLAND

•Frans Van Der Put- Manager Industrial Design Affair at
•Philips Corp. Industrial Design, Eindhoven
•Karina Meister- Calligrapher
•Ir. J.C. Diehl- Industrial Designer Delft University of Tech.
•Mr. Hans Schreuder- Industrial Designer

MoUs with Universities including Student Exchange Programs

IDC has had good relations and MOUs with various other universities abroad though IIT or through mutually hosting conferences. These relations are shown in this infographic.

These relations benefit the students from both universities providing providing an exchange programme.

-The Cooper Union for the Advancement of Science & Art, USA
-Michigan State University, USA
-Northwestern University, Illinoi, USA
-Virginia Polytechnic Institute and State University, USA
-Rutgers, the State University of New Jersey, USA
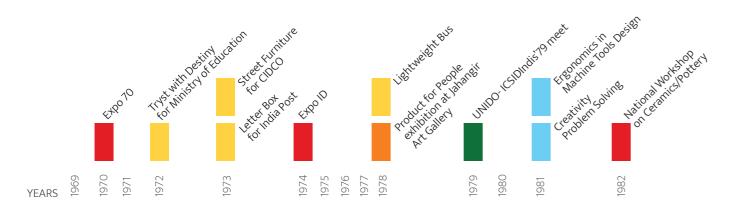
-Carleton University, Canada
Simon Fraser University, Canada

-Hochschule fur Gestaltung Schwabisch Gmund, Germany,
-Augsburg University of Applied Sciences ,Germany
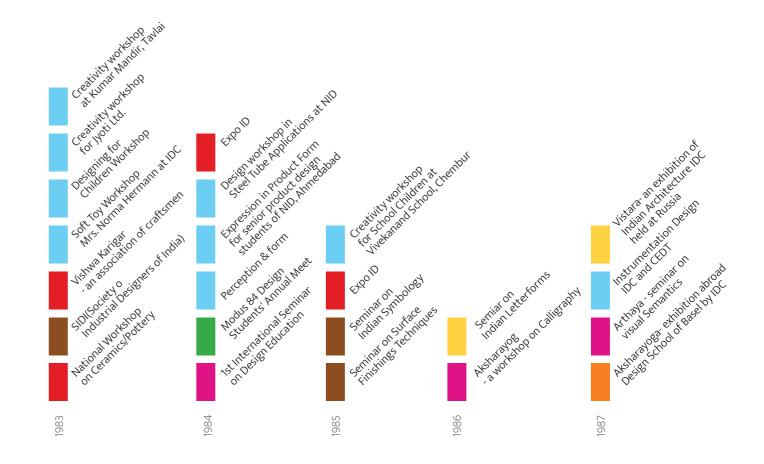
-Holon Institute of Technology, Israel

-Column The Académie libanaise des beaux-arts (Alba), Lebanon

-Ecole nationale superieure des Arts Decoratifs , Paris

-Politecnico di Milano, Italy

-Aalto University, Finland

-Kyota-Seiko University, Japan

-University of Moratuwa, Sri Lanka

-Nanyang Technological University, Singapore

Conferences Seminars Workshops Expo-CEPs Exhibitions conducted at IDC
—

Legend:
- National workshops
- Workshops
- National seminar
- International seminar
- National conference
- International conference
- International events
- DDS student events
- Design experience seminar
- Faculty project
- Exhibition

1970: Expo 70

1972: Tryst with Destiny for Ministry of Education

1973: Street Furniture for CIDCO / Letter Box for India Post

1974: Expo ID

1977: Lightweight Bus

1978: Product for People exhibition at Jahangir Art Gallery

1979: UNIDO- ICSIDIndis'79 meet

1981: Ergonomics in Machine Tools Design / Creativity Problem Solving

1982: National Workshop on Ceramics/Pottery

1983:
- Creativity workshop at Kumar Mandir, Tavlai
- Creativity workshop for Jyoti Ltd.
- Designing for Children Workshop
- Soft Toy Workshop Mrs. Norma Hermann at IDC
- Vishwa Karigar - an association of craftsmen
- SIDI(Society o Industrial Designers of India)
- National Workshop on Ceramics/Pottery

1984:
- Expo ID
- Design workshop in Steel Tube Applications at NID
- Expression in Product Form for senior product design students of NID, Ahmedabad
- Perception & form
- Modus 84 Design Students' Annual Meet
- 1st International Seminar on Design Education

1985:
- Creativity workshop for School Children at Vivekanand School, Chembur
- Expo ID
- Seminar on Indian Symbology
- Seminar on Surface Finishings Techniques

1986:
- Semiar on Indian Letterforms
- Aksharayog - a workshop on Calligraphy

1987:
- Vistara- an exhibition of Indian Architecture IDC held at Russia
- Instrumentation Design
- IDC and CEDT
- Arthaya - seminar on visual Semantics
- Aksharayoga- exhibition abroad Design School of Basel by IDC

YEARS: 1969 1970 1971 1972 1973 1974 1975 1976 1977 1978 1979 1980 1981 1982 1983 1984 1985 1986 1987

2005 2006 2008 2010 2012 2013 2015

"Design Experience"

Design Experience 2006

TYPOGRAPHY DAY 2008

INDIA HCI 2010 IDID 2010

TYPOGRAPHY)|@`~ 2012

DESIGN & DEGREE SHOW'13

TYPO DAY 2015

2007 2009

DDS 05 Design Degree Show

DESIGN DEGREE

suvrna Tweenty DESIGN DEGREE SHOW '09

Design For Children

IDC DDS 2012

DESIGN DEGREE SHOW15 JUNE 13TH-17TH 2015 DESIGN DEGREE SHOW

2016 2017 2018 2019

DDS '16 DESIGN AND DEGREE SHOW 2016

IDC IIT Bombay DDS '17 DESIGN & DEGREE SHOW 2017

DDS '18 DESIGN & DEGREE SHOW '18

typoday 2019 IDC

NATURE EMBEDDED - a design technology experience

DDS19 DESIGN AND DEGREE SHOW 2019

EXPO PDi EXPO infoD

EXPO CD EXPO SignageD

Vistara- an exhibition of Indian Architecture held at Tokyo

Akara- an exposition of world calligraphy India Gandhi National Centre for Arts, New Delhi

Trends in Architecture in colloboration with INTACH and the Festival of India

Joining Hands- an exhibition on 13 innovative products for the spastics

Akara- an exposition of world calligraphy India Gandhi National Centre for Arts, New Delhi

1st DDS

Abhikalpa-DDS'92

Design Experience 3 held as an accompaniment to DDS92

Arthaya - in search of meaning in man-made products and images

Design Education 'Ulm and After'

Exploration of Calligraphy (Akalan)

Stained Glass Workshop Ms. Vanamala Jain

Terra-cotta Workshop Mrs Vimala Jain

Calligraphy workshop Prof. R. K. Joshi

Creative Engineering Design IDC at Kolhapur Institute of Technology

Visual Communication Design as a Marketing Tool IDC and The Indian Institute of Packaging

1988 1989 1990 1991 1992 1993 1994 1995 1996 1997 1998

Bamboo Dying Workshop Developmental Science Academy in Kashere

Castles in the air National Centre for Performing Arts

DDS 99

Animation Workshop

Raku Workshop

A Pottery Workshop under CEP

DDS'01

DDS'02

DDS'03

Design Experience Seminar

DDS - Abhikalpa

Design Experience Seminar

DDS'05

Design Experience Seminar

DDS - TaKke Off

ICOGRADA Design Week in India - Design Local - Stops at All Stations

DDS- Poorna

1999 2000 2001 2002 2003 2004 2005 2006 2007 YEARS

Timeline

2008
- Spring Course on HCI 2008
- Design Workshop for School Children 2008
- Design of Signage Systems
- Corporate Identities of Public Sector Corporations: The need for Change
- Exposure to Product Design and Innovation (Expo PDi)
- Communication Design for IT and Media Professionals (Expo CD)
- Design Experience Seminar 2008
- Research Methods - as inspirations for design
- Design Research Methods Seminar
- DDS - Degree 44
- 1st Typoday 2008

2009
- Visual Narratives -stories through images
- In a Planet of our Own
- Design Workshop for School Children 2009
- Exposure to Product Design and Innovation
- Communication Design for IT and Media Professionals
- Design Experience Seminar 2009
- DDS-Swarna
- DDS- Aaroha

2010
- Monsoon Course on HCI 2010
- Expo infoDesign (Expo InfoD)
- Exposure to Product Design and Innovation
- Communication Design for IT and Media Professionals
- India HCI 2010 and Interaction Design for International Development 2010'
- AnimaFest-A Franco-Indian Animation Film Festival
- Designing for Children
- DDS-Urdhvam

2011
- Expo InfoD
- Expo PDi
- Expo CD
- Creating Learning Materials for Children

2012
- Creating Learning Materials for Children
- Expo InfoD
- Expo PDi
- Expo CD
- 'TRIZ creative methodology
- DDS - Abhikalpana
- Typoday 2012

2013
- DDS'13
- Communication Design Principles
- Expo InfoD
- Expo PDi
- Expo CD
- 4th International Holcim Forum for Sustainable Construction

2014
- Expo SignageDesign
- Expo InfoD
- Expo PDi
- Expo CD
- DDS -dconstruct

2015
- Abhikalpana' 2015
- 9th Annual Event of the Nutrition Society of India Mumbai Chapter
- 13th Indian Society of Ergonomics Annual Convention
- Humanizing Work and Work Environment 2015
- Innovation & Design Process Management
- Expo InfoD
- Expo PDi
- Expo CD
- 'Design Show' Abhikalpana 2015
- CII - IDC, IITB -DSIR Conclave
- Exhibition: '4D Living'
- Cumulus Mumbai 2015: 'In a planet of our own
- Typoday 2015

2016
- Expo InfoD
- Expo PDi
- Expo CD
- DDS'16
- India HCI 2016

2017
- Automotive Styling & Design 2017
- Film Appreciation Course by FTII
- Expo InfoD
- Expo PDi
- Expo CD
- DDS17
- INTERACT 2017

2018
- The Seed of Innovation
- Industrial Design Day 2018
- Introduction to Automotive Styling & Design
- Design thinking and Innovation
- Workshops by Greg Daly
- Workshops by Greg Daly
- Expo InfoD
- DDS'18
- Expo DMCI
- Expo InfoD
- Expo CD
- Expo PDi
- Expo CD
- Nature Embedded -a Design Technology Experience

2019
- LIVE WEBINAR: 'Innovation by Design'
- Expo InfoD
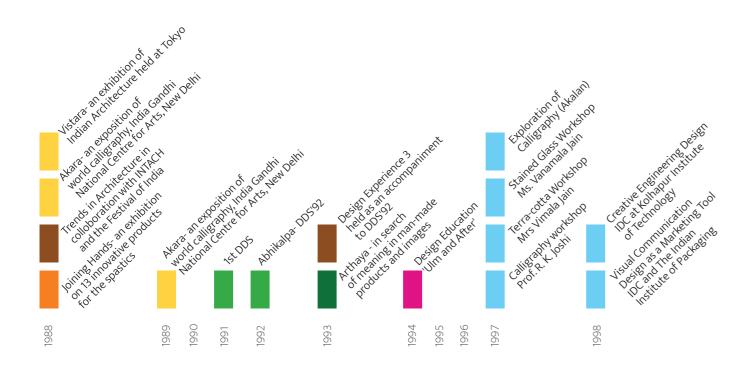- Expo PDi
- Expo CD
- DDS'19
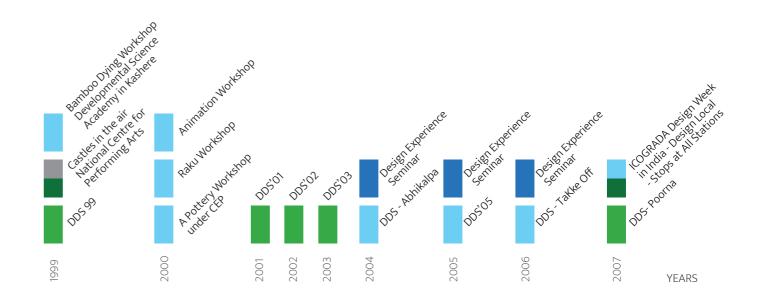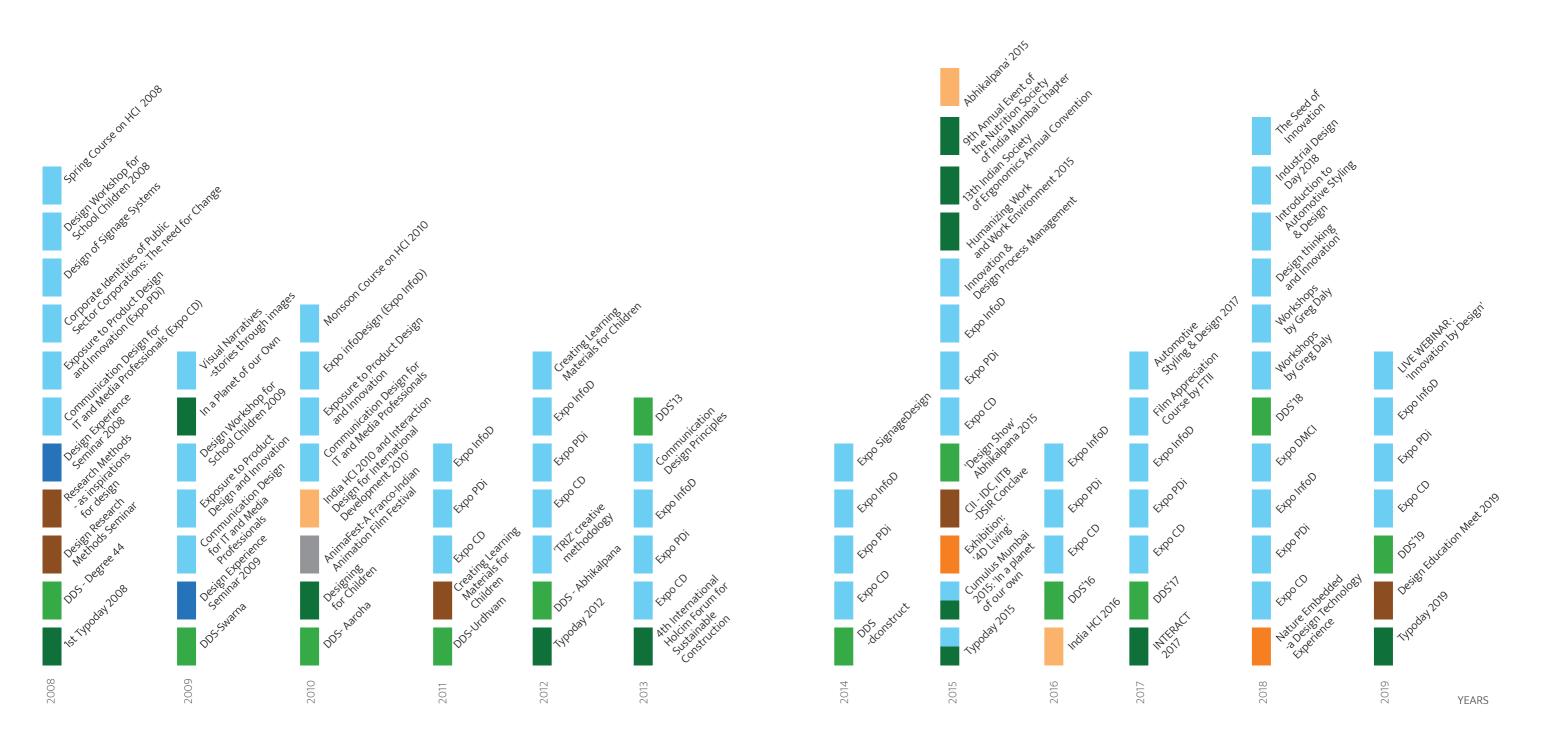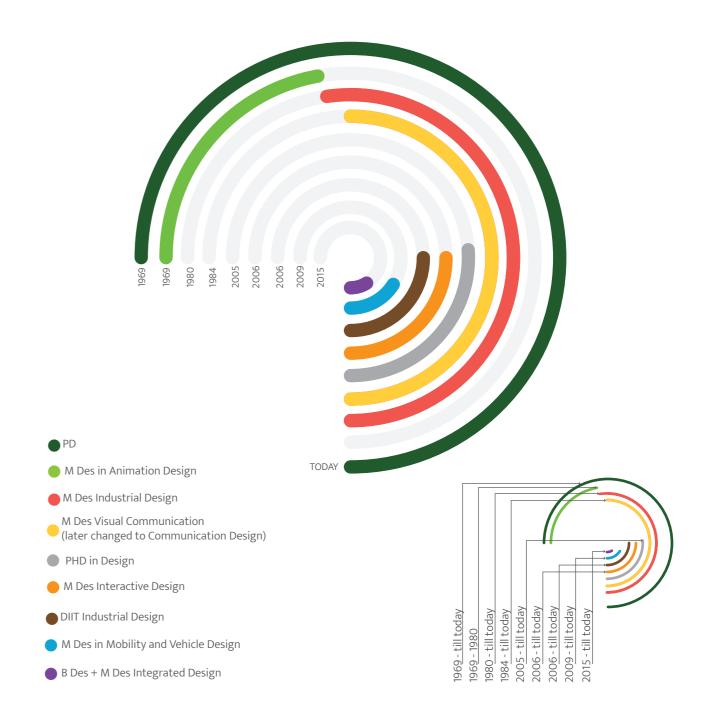- Design Education Meet 2019
- Typoday 2019

YEARS

Design Disciplines introduced across time

In the past 50 years a lot of new disciplines have been added in IDC. this has happened due to various reasons and quite often some fields have branched out from another discipline.
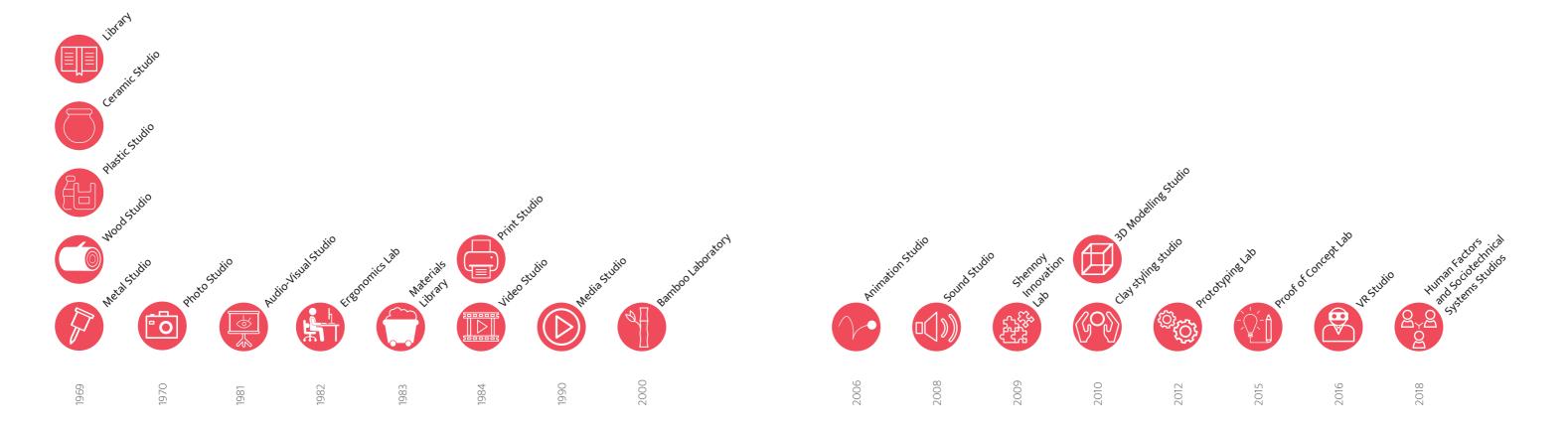
This infographic shows the years when this disciplines were introduced. In 1979 IDC started offering a M.Des Degree in industrial design. It soon added visual communication in 1984 to address a more research based visual design approach in the country. A number of projects in the visual communication department were in animation or interaction design and in 2006 the two new disciplines were introduced. Mobility and vehicle design was formalised from the product design discipline.

IDC began offering ph.d in 2005.

A four year Bachelor's programme offering a very holistic approach to design was introduced in 2015 along with the dual degree program.

1969 1969 1980 1984 2005 2006 2006 2009 2015

TODAY

- ● PD
- ● M Des in Animation Design
- ● M Des Industrial Design
- ● M Des Visual Communication (later changed to Communication Design)
- ● PHD in Design
- ● M Des Interactive Design
- ● DIIT Industrial Design
- ● M Des in Mobility and Vehicle Design
- ● B Des + M Des Integrated Design

1969 - till today
1969 - 1980
1980 - till today
1984 - till today
2005 - till today
2006 - till today
2006 - till today
2009 - till today
2015 - till today

Library

Ceramic Studio

Plastic Studio

Wood Studio

Metal Studio

Photo Studio

Audio-Visual Studio

Ergonomics Lab

Materials Library

Print Studio

Video Studio

Media Studio

Bamboo Laboratory

Animation Studio

Sound Studio

Shennoy Innovation Lab

3D Modelling Studio

Clay styling studio

Prototyping Lab

Proof of Concept Lab

VR Studio

Human Factors and Sociotechnical Systems Studios

1969 1970 1981 1982 1983 1984 1990 2000 2006 2008 2009 2010 2012 2015 2016 2018

Design contribution according to
-Urban vs. Rural
-Industrial vs. Crafts concerns as problem solving

IDC has undertaken projects in the form of student projects. These projects show a general interest in the type of work IDC does.

- ■ URBAN
- ■ RURAL
- ■ INDUSTRIAL
- ⊞ CRAFT

2018
2013
2008
2003
1998

1993
1988
1983
1978
1973

URBAN　　RURAL　　INDUSTRIAL　　CRAFT
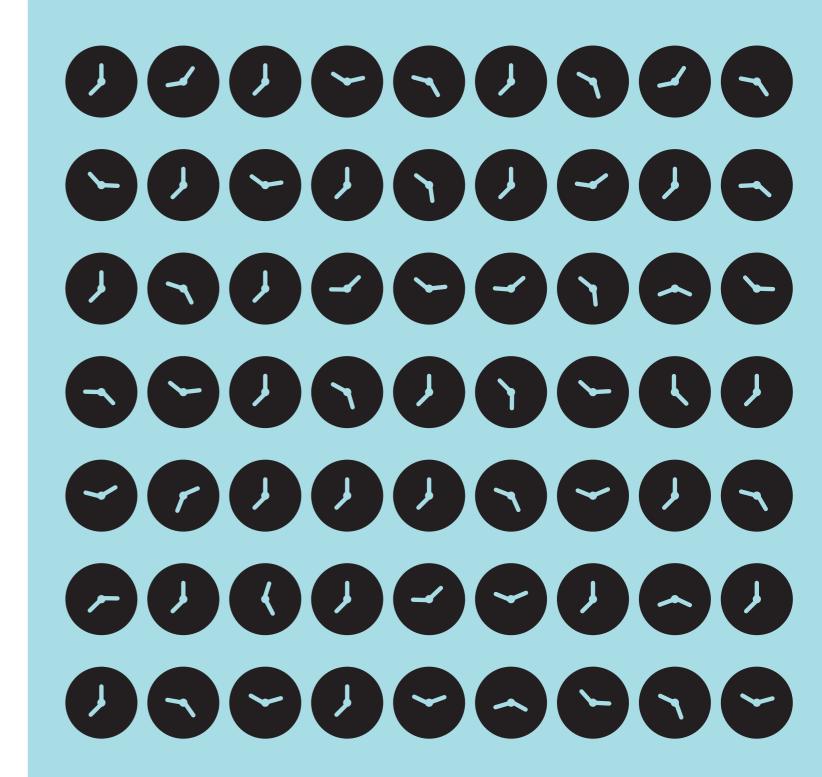
Credits:

Research, Concept and Design:

Dr. Ajanta Sen

Graphic Design and layout:

Dwani Gosalia, Shweta Pathare & Radhika Gohil

TIME