



RESEARCH | CONCEPTUALISE | IMPLEMENT | IMPACT

SCHOOL OF DESIGN

B.Des. (Humanising Technology)



AICTE Approved



Accredited by NAAC



IIRF State Rank 1
India Rank 4



MHRD / UGC Grant of Graded
Autonomy Regulation, 2018

NMIMS (Deemed to be University)

From its humble beginnings, NMIMS has evolved into one of India's leading multi-disciplinary and multi-centric universities. Recognised as a Deemed-to-be University in 2003 and awarded Category-I autonomy in 2018, it now spans eight campuses and 17 schools across Management, Engineering & Technology, Science, Commerce, Architecture & Design, Liberal Arts, Humanities, and Law. With more than 12,000 students in Mumbai and 17,000 across all campuses. NMIMS has become one of India's most sought-after academic communities. This vibrant academic community continues to thrive and contribute significantly to the educational landscape of India.



The School Of Design

NMIMS Deemed to be University has added to its impressive multidisciplinary lineage by imparting outstanding learning experiences. The School of Design program started in 2017, with top-notch staff and infrastructure, and trained professionals with skill sets suited for the future.

Learning in a design school is experiential, mostly by 'learn by doing'. Hence, relevant and state of the art equipment in engaging labs and studios is necessary to tinker, fail, and learn.

B.Des. (Humanising Technology)

NMIMS School of Design's B.Des. (Humanising Technology) program brings a new focus to this aspect of 'multi-disciplinary' - the byword in the field of design. It enables crafting product/service experiences.

These experiences are designed so that technology is seamless and intuitive, truly humanised. Humanising Technology is the act of design to make technology accessible, usable and delightful to the users.

This program has a generalist two-year foundation, progressing to a focus on designing seamless, cognitive and behaviour science based product experiences under emergent technologies such as Internet of things (IoT), Virtual Reality (VR), in the third year and professionalising the learnings in the fourth year.

“ Design in India,
deliver to the World ”

- Shri Narendra Modi
Prime Minister, Bharat



B.Des. (Humanising Technology)

Program Objective

The program teaches students to face and solve the design challenges of the modern world.

- To create designs that will make technology accessible and consumable to users.
- To expose students to multidisciplinary fundamentals like sociology, psychology and business.
- To open up numerous career avenues with our future-scoped, transdisciplinary, multi-skilled, and industry-focused program.

Curriculum

Our curriculum is built on the progressive belief of using design as a focal point to address problems, considering the interpretations from cognitive, behavioural science, and business. More importantly, it considers technology as an opportunity and moreover an enabler. This trans-disciplinary program is mainly based on seven fundamentals.

They are broadly classified as **'Design Centric'** and **'Design Influencers'**.

The Design Centric stream comprises the core design principle modules, while the Design Influencers stream include modules in Technology, Psychology, Sociology, as well as Business. Together, they equip the students with design sensibilities and problem-solving skills to build experiential solutions.



Eligibility

The candidate must have passed the 10+2 or equivalent examination in any stream and should have obtained a minimum of 50% aggregate marks from a recognized Board.

UCEED Score Accepted.

Mode	Duration	Intake
Full Time	4 Years	30 Students

Admission Info

<https://ndat.nmims.edu/>



The Modules

Design	Technology	Science	Business
Design Drawing	Interface Design	Social Anthropology	Project Management
Data Visualisation	Interaction Design	Ethnography	Marketing & Portfolio
Typography	Creative Coding	Cognitive Ergonomics	Business Acumen
Ideation & Prototyping	Immersive Experiences	Usability Testing	Creative Entrepreneurship
Communication Design	Web & Mobile Experiences	Design Research	IPR for Designers
Story telling	Connected Experience	Behavioural Design	Capstone Project
Digital Skills	Physical Computing & IoT	Design & Society: NGO Internship	Industrial Internship

Career Opportunities

With design dominating most sectors today, it presents great opportunities for budding designers.

Thanks to our intensive, immersive, and all-encompassing curriculum, aided by necessary practical training, our graduates can easily land a lucrative job in consulting, hospitality, IT, banking, healthcare, education, tourism, and other sectors.

Possible Job Profiles

- Interaction Designer
- Design Researcher
- UX & UI Designer
- Graphic Designer
- Data Visualiser
- Product Designer
- Experience Designer for Emerging Technologies

Higher Education :

Students can opt for a Master’s degree in design in India or abroad, given that the awarded degree is internationally recognized as well. Selected students are pursuing higher education at world-class universities across the globe.

- Royal College Of Art And Design
- Academy Of Art University
- Tu Delft
- California College Of The Arts
- Drexel University
- University Of Nottingham
- Loughborough University
- Eindhoven University Of Technology, Netherland
- George Brown College, Canada
- University Of Arts Of London
- Carnegie Mellon University
- University Of Europe For Applied Sciences
- University Of Sydney
- Thomas Jefferson University
- The New School University/Parsons School Of Design

Entrepreneurship :

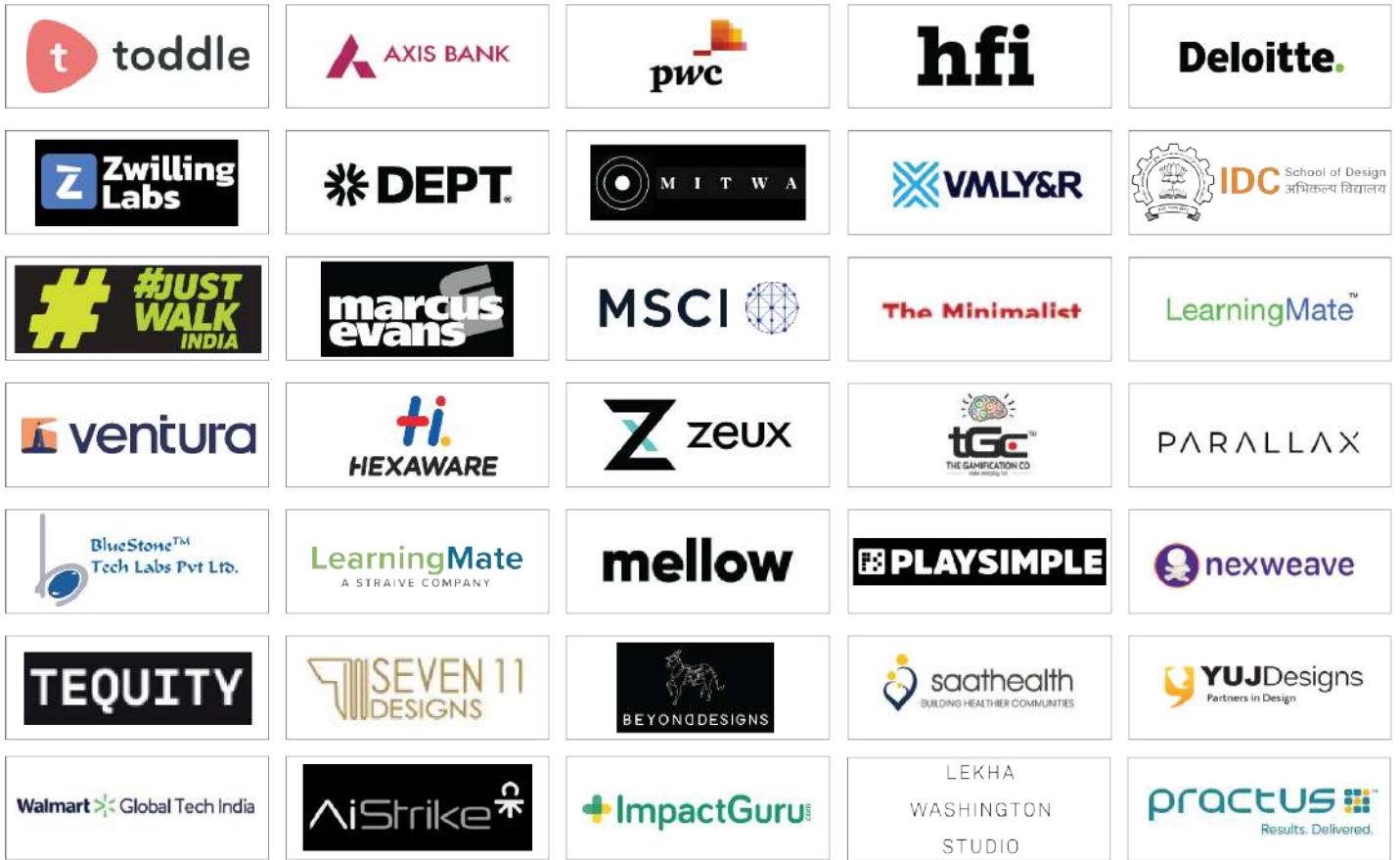
The opportunities are endless. For those wanting to fly solo, the scope is limitless, while the world of start-ups beckon.

Some notable entrepreneurship ventures by our students:

- Artcetra Design
- Praan Studio



Placement and Internship Partners



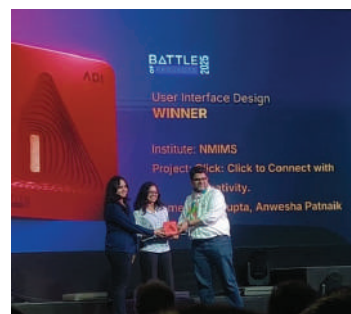
Research

More than 45 published International and National research papers in journals and conferences by students and faculty

Awards



Silver Winner at Taiwan International Student Design Competition 2025



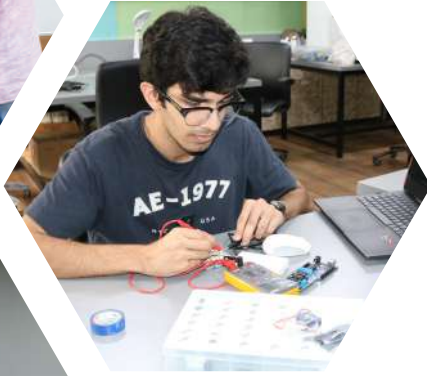
Winner of Association of Designers of India, Battle of Projects 2025



First Position at India-Finland Hackathon 2023



Second place at Stanford Center of Longevity Design Challenge 2023



How to Apply?

- Step 1:** Register online and pay the application fee.
- Step 2:** Appear for Entrance Exam & Personal Interview.
- Step 3:** Check your name in the Merit List.
- Step 4:** Complete the admission form with required documents.
- Step 5:** Pay the admission fee & complete the process.

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Contact SCHOOL OF DESIGN

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