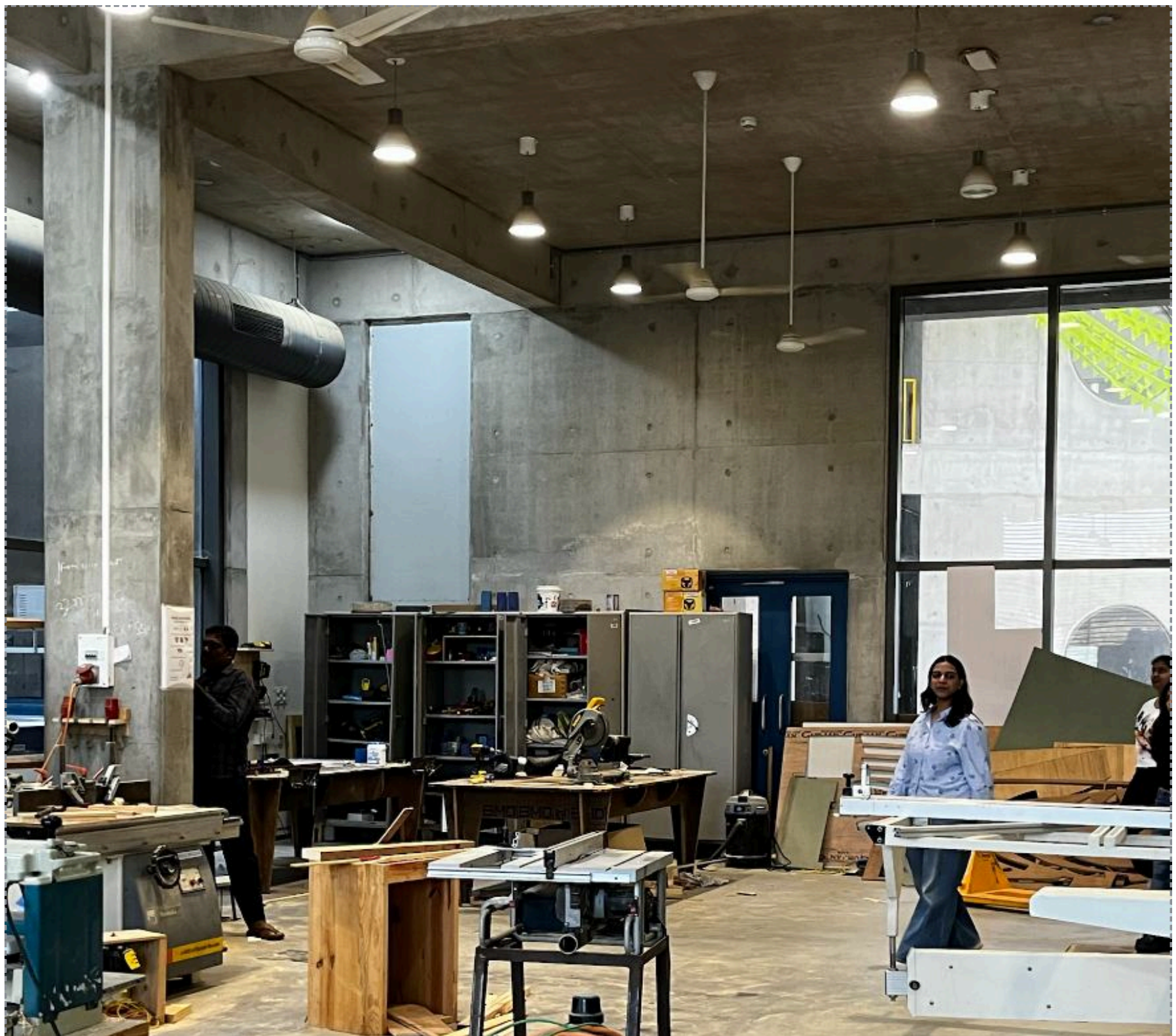


Five days to learn how design really works.

The HCD Immersion Programme: a studio in design thinking and entrepreneurship for undergraduate and postgraduate college students, at the Design Innovation Centre Hub, IIT Hyderabad.



5 days

Studio immersion

UG & PG

Any discipline

hcd The Institute of
Human-Centred
Design
मानव-केंद्रित डिज़ाइन संस्थान

DIC
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Funded by MoE

A studio that teaches the process, not a shortcut to an answer.

Students learn to read a large system, find where it breaks down, and turn one opportunity into an idea with a venture case behind it. The programme is run by DIC Hub faculty and research scholars, anchored by The Institute of Human-Centred Design, and assessed with the seriousness of any IIT Hyderabad course.

01

Process over speed

Teams are not pushed to a quick result. A team that spends longer at a stage is doing the work well, and the juries look at how teams got there as much as where they arrived.



02

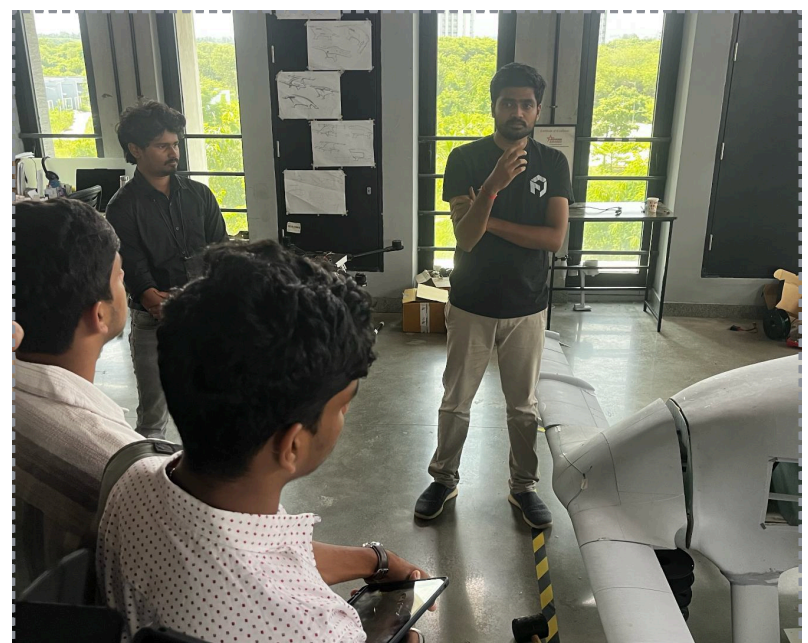
A continuous studio

Sessions run into each other, like a design sprint. Two DIC Hub faculty are with students at all times, and the work carries into dinner discussions.

03

Reading, research, paper

Papers, case studies, film, fieldwork, the library and past projects from the IIT Hyderabad ecosystem, with chart paper before screens.



01

Large systems

02

Micro-systems & research

03

Ideas & entrepreneurship

04

Design thinking

05

Final jury & pitch

From a large system to evidence-backed opportunities.

Timings mark where teams should aim to be, not hard cut-offs. Lunch runs 12:00–2:30 every day, and two DIC Hub faculty are with students at all times.

01 Introduction to design and large systems

Build a grounding in design principles, thought and practice, then study one large system in depth through mapping.

8:30–9:00	Arrival and studio set-up	Programme team
9:00–9:45	Welcome and Introduction to Design	Dr Deepak John Mathew
9:45–10:45	Introduction to Systems	Mathew Sebastian
10:45–12:00	Lectures: design principles, thought and practices	Mathew Sebastian with DIC Hub faculty
12:00–2:30	Lunch break	
2:30–6:00	Workshop: system mapping	2 DIC Hub faculty on rotation
7:30–8:30	Dinner discussion	Faculty present
Post-dinner	Open studio and process journal	

BY THE END OF THE DAY A first system map for each team, a reading list, and a working vocabulary of design and systems principles.

02 Micro-systems and research

Zoom into the large system, find the micro-systems inside it, gather evidence, and land on design opportunities by the afternoon.

9:00–9:30	Recap and map review	2 DIC Hub faculty
9:30–12:00	Finding micro-systems	2 DIC Hub faculty
12:00–2:30	Lunch break	
2:30–5:00	Landing design opportunities	2 DIC Hub faculty
5:00–6:30	Animation Lab visit and film screening floating	Prof. Delwin
7:30–8:30	Dinner discussion	Faculty present
Post-dinner	Open studio and process journal	

BY THE END OF THE DAY Each team has at least one evidence-backed design opportunity to carry forward.



From six ideas to one venture worth pitching.

03 Ideas, entrepreneurship and debate

Generate at least six different ideas, test them through an entrepreneurial lens, then debate and settle on one to take deeper.

9:00–9:30	Opportunity pin-up	2 DIC Hub faculty
9:30–12:00	Ideation	2 DIC Hub faculty
12:00–2:30	Lunch break	
2:30–4:00	Entrepreneurship workshop	Elias
4:00–6:30	Debate and selection	2 DIC Hub faculty
Flexible	Animation Lab visit and screening floating	Prof. Delwin
7:30–8:30	Dinner discussion	Faculty present
Post-dinner	Open studio and process journal	

BY THE END OF THE DAY One idea chosen from six or more, with a first venture canvas. A team still working through this stage is also a good result.

04 Design thinking process and internal jury

Led by Jacinta Bell

Take the chosen idea through the design thinking process using the programme workbook, prototype it, and document every step for review.

9:00–12:00	Design thinking process, taught from The Design, Thinking & Entrepreneurship Workbook	Jacinta Bell (co-author), with Elias
9:00–12:00	Industry visit, option A floating	Programme team
12:00–2:30	Lunch break	
2:30–4:30	Prototype, test and document	Jacinta Bell, with Elias
4:30–6:30	Internal jury	Available DIC Hub faculty
7:30–8:30	Dinner discussion	Faculty present
Post-dinner	Open studio and process journal	

BY THE END OF THE DAY Internal jury complete; each team knows what to strengthen for the final jury and pitch.

05 Final jury and pitch

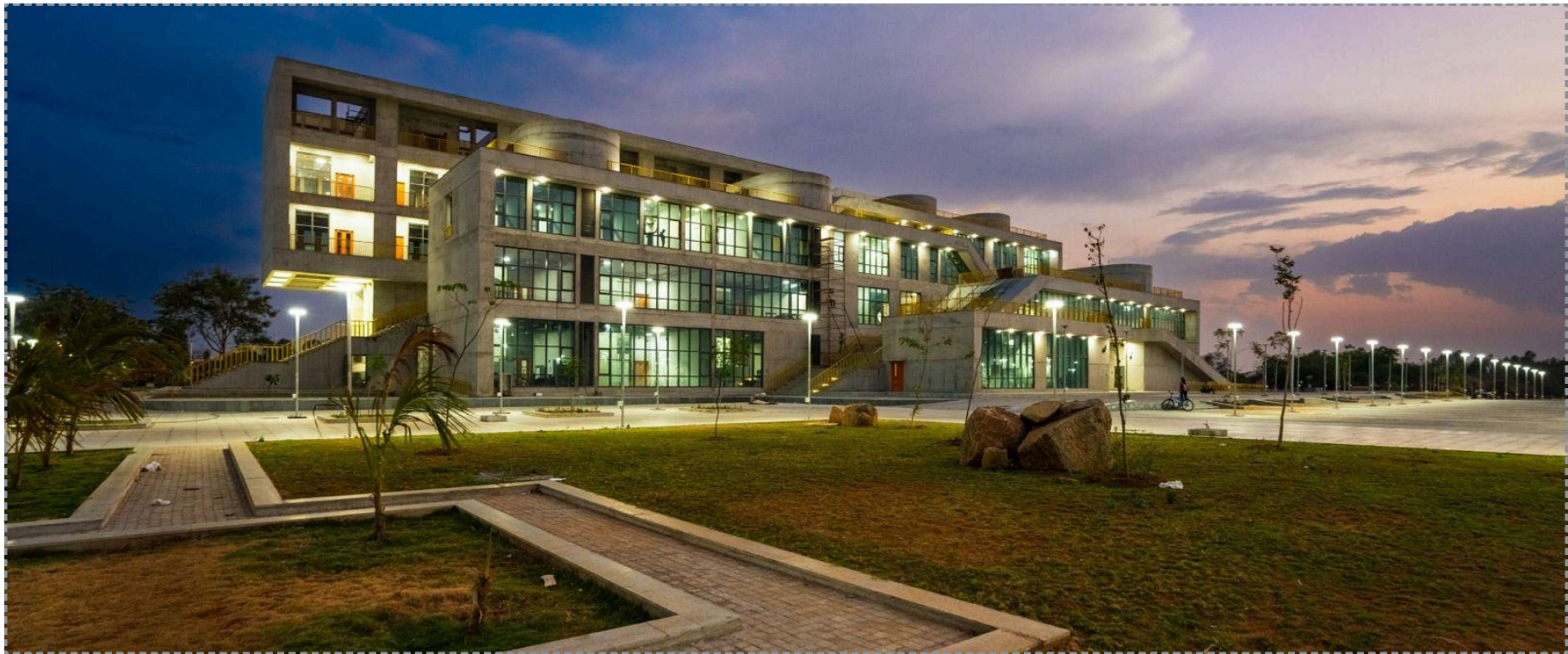
Act on internal-jury feedback, then present the full process and pitch the venture case to the final jury.

9:00–11:00	Refinement and presentation build	2 DIC Hub faculty
11:00–12:00	Accelerator session	IIT Hyderabad incubator team
9:00–12:00	Industry visit, option B floating	Programme team
12:00–2:30	Lunch break	
2:30–5:00	Final jury and pitch	DIC Hub faculty jury
5:00–5:30	Closing and next steps	Dr Deepak John Mathew, Mathew Sebastian

BY THE END OF THE DAY Final jury complete. Strong projects are flagged for pre-incubation.

● Where it happens

On campus at IIT Hyderabad.



Design Innovation Centre Hub, IIT Hyderabad

Kandi, Sangareddy, Telangana

DIC studio & library

Daily studio space, the IIT Hyderabad library and past projects from the IIT Hyderabad ecosystem.

Animation Lab · Day 2 or 3

A visit hosted by Prof. Delwin, with a screening of an animation film he created.

Industry visit · Day 4 or 5

MS Lab Hyderabad, OPPO Lab Hyderabad, or the drone design lab at the IIT Hyderabad start-up incubator, which also houses a rocket-engine manufacturing lab and a space vacuum lab design centre.

● Who leads it



Dr Deepak John Mathew

Professor, IIT Hyderabad · Nodal Head, DIC Hub

Welcome · Introduction to Design



Mathew Sebastian

Fellow, The Institute of Human-Centred Design · DIC Hub

Introduction to Systems



Jacinta Bell

Interaction designer · Fellow, HCD Institute · Researcher, DIC Hub

Design thinking · Workbook co-author



Elias

Faculty, DIC Hub, IIT Hyderabad

Entrepreneurship workshop



Prof. Delwin

Animation Lab, IIT Hyderabad

Animation Lab visit and screening



Marsukola Kranthi Kiran

Researcher, DIC Hub, IIT Hyderabad

Studio faculty

Two faculty are with students at any time; pairs swap around their IIT Hyderabad teaching timetables.

- What students leave with

Skills for the week, and a pathway after it.

4

core skills: systems, research, venture building, a process portfolio

2

juries reviewing every team's work

1

pre-incubation pathway at IIT Hyderabad

82

DIC centres across India

DIC certification

Issued by DIC Hub, IIT Hyderabad after evaluation of each student's coursework.

DIC alumni status

For students who complete the programme at par.

Pre-incubation

Strong projects enter DIC's collaborating incubator at IIT Hyderabad.

Global events

Invitations to events such as India Mobile Congress and the Global South Design Summit.

The DIC network

82 centres incl. all IITs and selected NITs and IIMs, at IIT Hyderabad's discretion.

- How students are assessed

Coursework

System maps, research notes, opportunities, ideas, venture canvas, workbook exercises and prototypes.

Process journal

An individual journal written each evening and submitted on Day 5.

Two juries

Internal jury on Day 4, final jury and pitch on Day 5.

- Before you arrive

Who

UG and PG students from any discipline; individuals or college groups.

Bring

Laptop, chart papers, stationery, college ID and a journal notebook.

Workbook

The Design, Thinking & Entrepreneurship Workbook by Dr Deepak John Mathew, Mathew Sebastian and Jacinta Bell.



Bring a cohort to IIT Hyderabad.

Next cohort: to be announced · Fee on enquiry · Individuals and college groups welcome

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