Dhirubhai Ambani University Technology

Formerly DA-IICT

MDes.
Intelligent User Experience Design

Academics

Service to Society

DAU

Research & Innovation

Admissions 2026

Dhirubhai Ambani University
Technology
Formerly DA-IICT

The School of Technology at Dhirubhai Ambani University (DAU) is a pioneering, forward-thinking institution of higher learning and research. Consistently recognized for its academic excellence, the School has been a cornerstone of technical and intellectual rigor since its inception in 2001. Originally established as DA-IICT—one of India's first institutions dedicated to Information and Communication Technology—it has evolved into the technological heart of a vibrant multidisciplinary university, accredited with **NAAC A+** grade and honored as a **Centre of Excellence by the Government of Gujarat.** It has also been awarded with a **5-Star** Rating by the Gujarat State Institutional Rating Framework (GSIRF) for three consecutive years.

As the institute celebrates **25 years of academic excellence**, it remains committed to advancing technological sustainability while simultaneously fostering a culture of entrepreneurship. The DAU School of Technology continues to strengthen its position as a leading center for technical education and research.

The DAU School of Technology offers a comprehensive suite of undergraduate, dual degree, postgraduate, and doctoral programs meticulously aligned with emerging and high-impact domains. The undergraduate and postgraduate programs at the School have received commendations from accrediting bodies for their innovative pedagogy and outcome-based learning approach.

The mission of the School is to become a first choice academic institute having high caliber students, a dynamic faculty, a sensitive administration, functioning within an atmosphere of innovative research, emphasizing academic cooperation and global collaboration. To educate engineers and technologists who can lead in a rapidly changing and challenging world.

The School's alumni network spans the globe, with graduates holding leadership roles in organizations such as **Google, Microsoft, Amazon, Oracle, Deloitte, Goldman Sachs, and JP Morgan**. Furthermore, over 100 alumni-led startups highlight the School's significant entrepreneurial impact on the global tech stage.

For the **Academic Year 2025–2026, Rs. 11 crores** is being disbursed by the Institute towards student scholarships. For the **Academic Year 2026–2027, Rs. 13 crores** has been budgeted for the same.

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Interdisciplinary and Multidisciplinary Research Oriented Academic Programs

Program Level	Name of the Program	Duration	Unique Features
Doctoral	PhD	4-6 Years	- Personalized Mentor-Led PhD, Lab-Driven Research
Dual Degree	**BS-MS Dual Degree** in Information Technology	5 (3+1+1) Years	- From Code to Cloud to Enterprise - Build End to End Real-World Systems
	BS-MS Dual Degree in Data Science and Artificial Intelligence	5 (3+1+1) Years	- Develop the Expertise to Design Next-Generation Intelligent Systems & Drive Data-Driven Innovation across Industries
Postgraduate	**MTech** Information and Communication Technology (ICT)	2 Years	- Mastering next generation intelligent systems
	MSc Information Technology (IT)	2 Years	- Building scalable software for industry
	MSc Data Science (DS)	2 Years	- Driving decisions through predictive modeling
	MSc Agriculture Analytics (AA)	2 Years	- Tech-driven solutions for sustainable agriculture
	MDes Intelligent User Experience Design (IUxD)	2 Years	- Designing the future of interaction
Undergraduate	**BTech** Information and Communication Technology (ICT)	4 Years	- Connecting Computing with Communication Technologies
	BTech (Honours) in ICT with minor in Computational Science	4 Years	- ICT with Modeling, Simulation and Computation
	BTech Mathematics and Computing (MnC)	4 Years	- Computing with Depth, Logic and Applications
	BTech Electronics and VLSI Design (EVD)	4 Years	- From the Concept to Silicon Innovations
	BTech Computer Science and Artificial Intelligence (CS-AI)	4 Years	- Built on a Proven Tech Legacy - Designed for the Age of AI
	BTech Electronics and Communication Engineering-Artificial Intelligence (ECE-AI)	4 Years	- A future-ready engineering program that fuses classical Electronics & Communication Engineering with the power of AI

MDes IUxD Overview

MDes (Intelligent User Experience Design) is a 2-year Transdisciplinary design specialisation that prepares students for a professional career in UI/UX, HCI design, AR & XR design, UX research, Innovation, System thinking. The specialisation leverages growing integration and accessibility of smart and 'intelligent' technologies to create a variety of user experiences.

The MDes (IUxD) specialisation at DAU aims to provide a comprehensive design education that addresses real-world challenges by integrating technology, human-centered design, design process, and aesthetics within a transdisciplinary framework.

The specialisation prioritizes a deep understanding of design practice and thinking within specific contexts, highlighting the importance of both integrating design context with technology-driven design approaches.

This distinctive transdisciplinary specialisation prepares students to pursue careers as UX researcher and auditor, Mobile and web application designer, Interaction designer for AR/MR/AI and chatbots, designer for social intelligent system, UI designer, Experience designer for the phygital retail, Product interface designer for the smart devices/IoT, Entrepreneur and Design educator.

MDes IUxD Structure

MDes IUxD aims to deepen, broaden and innovate on the current understanding of how technologies (new and legacy) are being utilized to design and deliver a diverse range of products and services across various verticals, such as education, health, entertainment, tourism, hospitality, marketing, finances, and more. By focusing on their impact on value creation, relationship outcomes, customer perceptions, ethical issues, and other related aspects to provide valuable insights into the responsible application of these technologies.

Graduate Outcome

MDes (IUxD) specialisation at DAU is a blend of UX, UI, and Interaction Design, with a strong focus on smart products, positions the specialisation at the forefront of shaping empathetic and future-ready intelligent experiences.

At the end of the 2-year program students are expected to understand UX design, Technology, Design methods, processes to conceptualize and prototype solutions for human centric design problems in both linear and interactional formats.

In sum, the graduates would be able to:
- Empathy-Driven Innovation & HCI
- UX Research
- Cross-Disciplinary Innovation
- Design for Emerging Technologies
- Design thinking , Ideation, Research & Prototyping
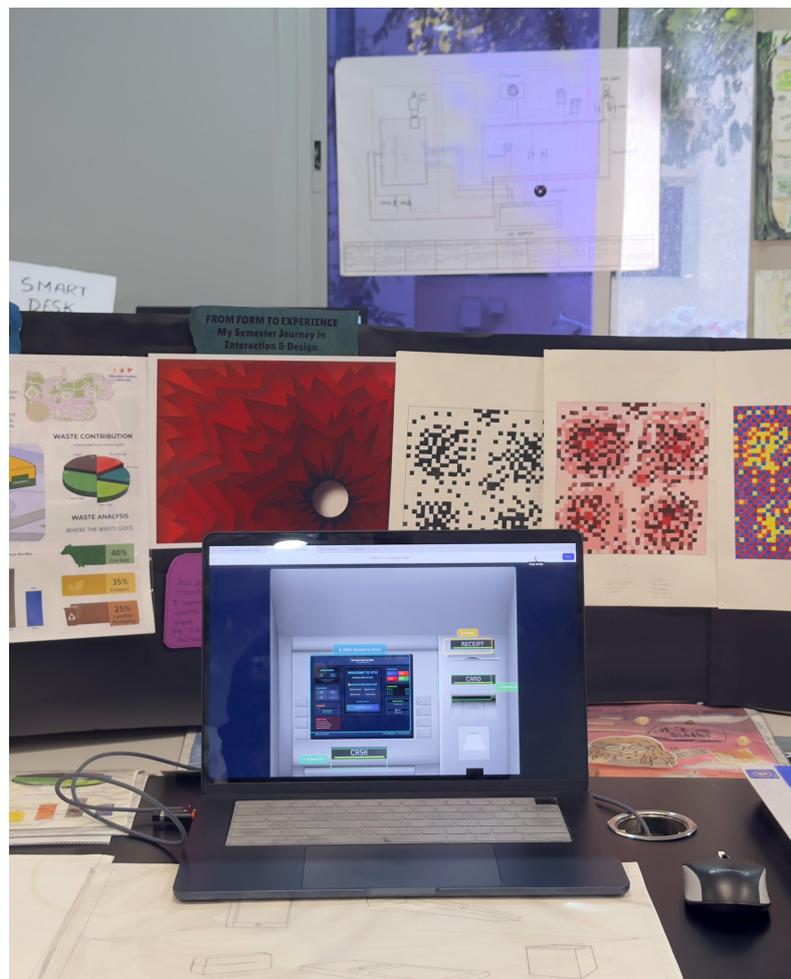
The MDes (IUxD) specialisation is module based with a combination of theory and Studio sessions. Instruction is provided through personalised engagement, proactive problem solving, exposure to technology, user-centric research, studio-based learning and through group and individual projects including final thesis projects.

Students are encouraged to interface with a variety of technologies, design verticals and experimentations in Makers Labs to observe, understand and engage with issues and challenges specific to IUxD. Through a series of inter-related courses spread over two years, the specialisation introduces students to a wide variety of foundational and specialised courses like Orientation to Intelligent User-Experience Design, Fundamentals of Design for IUxD, Elements of Design for IUxD, Intelligent Technology: An-introduction, Basics of UI, UX & IxD, Design Thinking: Concepts & concerns, Design Research Methods, AI & Interaction Intelligence, Intelligent Design Decisions. Courses in AR & XR for Designers, Interaction Design, Phygital

Experience Design, Immersive Experience Design, Human Factors (Physical and Cognitive Ergonomics) in Interaction Design, User Interface Design are also introduced.

Open Electives are offered every year on Design subjects not part of the Core curriculum. This is to help students explore the larger field of Design and provide them with a hands-on experience to develop a product under the guidance of a faculty.

DAU also houses a rich Resource Centre that offers students a wide-range of books, journals and Design archives that supplement the content taught in class. Students are meant to use these resources to deepen their understanding of Design as a profession, as a discipline and as an interdisciplinary practice.

With its limited seats, the MDes (IUxD) programme provides students with excellent opportunities of interaction with Faculty and a learning experience that is collaborative, immersive and holistic.

Semester I (Autumn Semester)
Foundation of Design and UI/UX

Module Name	Credits (L-T-P-C)
Orientation to Intelligent User-Experience Design	2-0-2-3
Fundamentals of Design for IUxD	3-0-4-5
Elements of Design for IuxD	2-0-4-4
Intelligent Technology: An-introduction	2-0-4-4
Basics of UI, UX & IxD	2-0-4-4

Semester II (Winter Semester)
IuxD Foundations

Module Name	Credits (L-T-P-C)
Design Thinking: Concept & Concerns	2-0-2-3
Design Research Methods	2-0-2-3
AI & Interaction Intelligence	2-0-4-4
Intelligent Design Decisions	2-0-4-4
Human Factors (Physical & Cognitive Ergonomics in Interaction Design)	2-0-2-3
User Interface Design	2-0-4-4

Semester III (Autumn Semester)
IuxD Core: Interactive, Immersive & Experience Design

Module Name	Credits (L-T-P-C)
AR & XR for Designers	1-0-4-3
Interaction Design	3-0-4-5
Phygital Experience Design	3-0-4-5
Immersive Experience Design	3-0-4-5
Open Elective	2-0-2-3

Semester IV (Winter Semester)

Final Thesis Project	6-0-24-18

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Total Seats: 25

Eligibility Criteria

A Bachelor's Degree or equivalent from a statutory university in the fields of Design, Humanities, Social Sciences, Fine Arts, Applied Arts, Science, Engineering, Technology, and Performing Arts. Professional degrees or Diplomas from nationally recognized institutions such as NID, NIFT, CEPT, IDC will also be considered for eligibility. Candidates must have 55% marks or equivalent in the last qualifying degree/examination and are required to submit the provisional Degree certificate or proof of completion of Degree before 30 October 2026 failing which their admission is liable for cancellation.

Selection Process

Candidates for this specialisation without a valid CEED score will be selected for interview through a Design Aptitude Test (DAT) to be conducted at selected centers all over the country.

Candidates with a valid CEED score will be selected for interview if they have qualified Part A, and have obtained a minimum of 25 marks in Part B. Further, for such candidates their CEED score will be used as DAT score. The final selection will be based on the combined scores attained in the DAT and the interview. The DAT will constitute 60%, and the interview 40% of the overall marks assigned to the admission test.

Note: The decision of the Competent Authorities of DAU regarding eligibility and selection of any candidate shall be final.

How to Apply

Candidates submit an online application by clicking on the link given on the Institute website.

Admission Offer

Final merit list of the confirmed and wait-listed candidates (based on their performance in the entrance examination/interview) shall be posted in the website of the institute.

Important Dates

- Online application website opens: **24th March 2026**
- Last date for submission of
  online applications: **25th May 2026**
- Entrance test DAT
  (Design Aptitude Test):   **14th June 2026**

Fees Structure*

At the time of counselling an amount of Rs. 1,75,000/- (Rs. 1,50,000/- towards Tuition Fee for the First Semester and Rs. 25,000/- towards a Caution Deposit) is to be paid. The registration fee is payable at the time of registration and hostel rent on allotment of the hostel room.

- Tuition fee   Rs. 1,50,000 per Semester
- Registration Fee   Rs. 2,500 per Semester
- Caution Deposit   Rs. 25,000 (Refundable at the end of the program)
- Hostel Rent   Rs. 37,800 per semester
- Food   On actuals. There are multiple food options available in the campus (The expense will be approximately Rs.5,500 pm)

*Subject to revision every Academic Year from 8 to 10%.

Education Loan

The Institute will facilitate the students to avail educational loan from selected banks. The students can also avail loan from banks of their choice and in either of the case; the Institute will extend support in completing the loan documentation process.

For Inquiries
Email: pg_admissions@dau.ac.in
Voice call: 079 69 08 08 08
For more details please visit: www.dau.ac.in

Important Links:
DAU M.Des. (IUxD) website link: https://www.dau.ac.in/mdes-intelligent-user-experience-design
DAU Instagram handle: https://www.instagram.com/daiictofficial