



GUJARAT TECHNOLOGICAL UNIVERSITY

(Established by Government of Gujarat under Gujarat Act No. : 20 of 2007)

(Accredited with A+ Grade by NAAC)

ગુજરાત ટેકનોલોજીકલ યુનિવર્સિટી

(ગુજરાત સરકારના ગુજરાત અધિનિયમ ક્રમાંક : ૨૦/૨૦૦૭ દ્વારા સ્થાપિત)

Ref: GTU/GTU-Venture/CID-ODS/DE Portal/AY2026-27/5762

Date: 23/07/2026

To,

The Principals/Directors/HoD/DE Coordinators/Students of BE Colleges affiliated to GTU

GTU – Centre for Industrial Design (Open Design School) strives to stay abreast of the latest trends in Design & Innovation, Entrepreneurship, and Technological advancement. To achieve this goal, GTU has introduced the subject Design Engineering and Design Thinking (DT). This course is designed for students from all disciplines who seek to understand design thinking for brand, product, and service development. It covers essential concepts, methods and techniques of design thinking, empowering students to drive innovation in both business and the social sector.

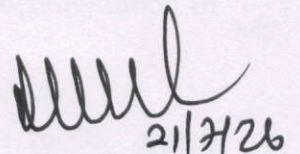
GTU has developed a web portal to manage and coordinate all activities related to Design effectively. Through this portal, all stakeholders associated with the Design subject can stay connected and informed about the latest information and updates. GTU sincerely appreciates the efforts of all stakeholders in utilising this portal to implement the design subject and adhere to the specified timeline for all activities as outlined in the guidelines.

It is our earnest desire that all affiliated degree engineering colleges of GTU take full advantage of the portal's resources and join hands in contributing to the vision of building Digital and India its true essence. All colleges are required to complete the activities listed in Annexure 1 according to the schedule provided.

Kindly visit the Design Engineering web portal at: <http://www.de.gtu.ac.in>

For any queries related to DE projects/portal, please connect with us at:
designprojects@gtu.edu.in

For any queries related to DE subject and feedback, please connect with us at:
design@gtu.edu.in


21/7/26
Registrar, GTU

Copy to:

1. Centre for Industrial Design (Open Design School)
2. Design Innovation Centre
3. GTU Venture

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Head Office : GTU Campus, Nr. Visat Three Road, Visat-Gandhinagar Road, Chandkheda, Ahmedabad-382424. Gujarat, India.
Ph : +91 079-23267521/570 e-mail : info@gtu.ac.in Website : www.gtu.ac.in



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Annexure 1

Instructions for all BE colleges affiliated with GTU:

(Important guidelines for students, guide, Design Engineering and Design Thinking coordinators, HOD, and Principal)

1. Registration for the Student Team, Faculty member/Guide, and Design Coordinator is open for this **AY 2026-27 (ODD)** semester on the Design portal at <http://www.de.gtu.ac.in>. (Note: To guide DE/DT projects, faculty members must be trained at the FDP-organised by GTU). Students may make a new team, and there is no limitation on the number of team members allowed, but the guide needs to ensure the involvement of each team member and ensure an equal amount of work on the project.
2. Each College also needs to assign one Design Coordinator (one per college, not branch-wise) who is trained at the FDP organised by GTU. The Design Coordinator also needs to register on the DE portal. The Design Coordinator will be the only point of contact with the GTU Design Team for any queries or suggestions. He/she will be responsible for the student's progress in Design Engineering projects as per the timeline/schedule.
3. All the guidelines, circulars, and latest news related to Design Engineering/Design Thinking are and will be available on the portal.
4. Study material, canvases, and other formats are also available on this portal for DE/DT subjects. We will update the study material and formats as per the requirements and new developments, so all stakeholders are advised to visit the portal frequently for the latest information and updates.
5. Students are encouraged to utilise resources such as GTU IDEALab, Design Innovation Centre, SSIP or available lab resources for their prototype development. However, students must provide clear and detailed references to the sources they utilise in both the evaluation form and project reports. This practice ensures proper acknowledgement of resources and promotes transparent documentation of the development process.
6. Design Thinking-related blogs will be started soon for a better understanding of the subject. If anyone finds good material, a blog, a case study, news, etc., related to DE, please send it to us at design@gtu.edu.in, and we will update it on the portal for everyone to use.
7. Colleges need to send us the reports of events, case studies, and achievements in relation to Design Engineering/Design Thinking is to be uploaded on the DE portal. Every college needs to strictly adhere to the schedule below for Design Engineering/Design Thinking-related activities as an even semester in **AY 2026-27**.

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❖ Tentative Schedule for Design Engineering / Design Thinking Module:

FOR 1st SEMESTER

Task	Activity related to DE for AY 2026 – 27 (ODD Sem)	Timeline
1.	Registration for Team/Guide/DE Coordinator	Till 1 st Aug 2026
2.	Problem Definition/Project title	
	3.1 Domain selection	Till 15 th September 2026
	3.2 Observation	
	3.3 Empathy Canvas – Mind Mapping	
	3.4 Prior Art Search (PAS)	
3.	Assessment - I	Till 15 th OCT 2026
4.	Ideation (Canvas, PAS)	
5.	Product Development Canvas (PDC) & User Feedback	
	5.1 Learning Needs Matrix (LNM) & Detailed Design	
6.	Assessment - II	Till 15 th Nov 2026
7.	Working Model / Prototype / Testing	
8.	Assessment – III (Design Demo Day)	Till 5 th Dec 2026
9.	Report Submission, Plagiarism check, and Generation of project certificate	

Note : First-year students will be able to register on the portal once they receive their enrolment numbers. Until then, all offline activities should be carried out as per the prescribed guidelines. Please ensure that all assigned offline tasks are completed during this period.

FOR 3rd / 5th SEMESTER (Remedial/Detained)

Task	Activity related to DE for AY 2026 – 27 (ODD Sem)	Timeline
1.	Problem Definition/Project title	Till 15 th Aug 2026
	Domain selection, Observation, Empathy Canvas – Mind Mapping, Prior Art Search (PAS)	
2.	Assessment - I	Till 15 th Sept 2026
3.	Ideation (Canvas, PAS)	
4.	Product Development Canvas (PDC) & User Feedback	
	5.1 Learning Needs Matrix (LNM) & Detailed Design	
5.	Assessment - II	Till 10 th OCT 2026
6.	Working Model / Prototype / Testing	
7.	Assessment – III (Design Demo Day)	Till 10 th OCT 2026
8.	Report Submission, Plagiarism check, and Generation of project certificate	

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