

Call for Research Chair in Design

Design Research Chair: AI in Design Education

The National Institute of Design (NID), an institution with over six decades of legacy in user-centred design research, has re-established its Design Research Chairs. These positions are central to NID's goal of fostering holistic design thinking and utilising comprehensive research, guided by a futuristic vision, to improve the quality of life. Design research is a core part of NID's teaching, and the Chairs will be crucial to generating knowledge and enriching pedagogical experiences across NID's graduate, postgraduate, and PhD programs.

The Context and Urgency

India is leading global AI adoption, yet needs to elevate the specialised expertise, particularly in product development and marketing, where design is central. Current design education faces a critical challenge: integrating AI without diminishing human-centric design values. This Chair will explore the forefront of this intersection, addressing pedagogical shifts, ethical implications, and new creative methodologies enabled by AI.

Focus for the Chair on AI in Design

The Chair will lead a research program organised around four interconnected streams:

1. **Investigate AI's Impact:** Research on how AI tools (e.g., generative image models, predictive analytics) influence design thinking, creativity, and the student learning experience.
2. **Develop Future-Ready Curricula:** Create evidence-based models to integrate AI literacy and proficiency into design programs across disciplines (e.g., industrial, graphic, UX/UI).
3. **Address Ethical and Societal Implications:** Explore the complex issues of bias, ownership, intellectual property, and job displacement that AI introduces to the design profession.
4. **Foster Interdisciplinary Collaboration:** Serve as a nexus point, bridging traditional design departments with computer science, ethics, and education faculties.

Appointment of the Chair Holder

Duration:

The duration of the chair will be three years, subject to performance evaluation at the end of each year.

Eligibility:

We invite applications from distinguished academics or accomplished professional practitioners possessing at least 15 years of substantial experience across design, technology, and pedagogy. Candidates must demonstrate an established national or international reputation and the ability to serve as a strategic liaison between NID and key stakeholders in industry, government, and international organisations.

This position is also open to NID internal faculty members with at least 15 years of service at the Institute, or to those holding the Senior Faculty or higher position.

Emoluments and Facilities:

The selected candidate will receive a monthly honorarium of ₹ 1,55,000, with on-campus accommodation provided, subject to availability.

Internal faculty candidates must fulfil minimum teaching requirements. They will be relieved of other academic and external professional project commitments for the duration of the appointment. Selected faculty will receive an additional 20% of their basic pay, plus dearness allowance (DA), as an incentive.

Selection Procedure:

Shortlisted candidates will be invited for an interview with a specialised selection committee at NID.

To Apply:

Interested candidates may submit their applications through the **NID website** at <https://nid.edu/career>

The application should include the following documents:

- A detailed Curriculum Vitae (CV) along with a Portfolio demonstrating relevant research, professional practice, projects, publications and other significant achievements relevant to the proposed Chair.
- A Statement of Research Intent, outlining the proposed research agenda, scope, methodology, and expected outcomes for the three-year tenure of the Chair.

Application Deadline: 30 days from the date of the advertisement.