



D Y PATIL
UNIVERSITY

PUNE, AMBI



School of **DESIGN**

B.Des (Product Design | Graphic Design | Interior Design)

Welcome to
21st Century
University
in India

D Y PATIL UNIVERSITY, PUNE

Since 1983, D Y Patil Group of Institutions is a leading group known amongst the top education institutions in India. 'D Y Patil University, Pune was established vide Government of Maharashtra Act No. VI of 2019 and recognized by UGC, New Delhi, India.

D Y Patil Group of Institutions is founded to provide quality education and contribute towards the social responsibility. The foundation was laid by Hon'ble Dr D Y Patil in the year 1983 by starting the first engineering college in Navi Mumbai. Group began to grow exponentially in all the fields of education namely, Agriculture, Medical, Science, Engineering, Management, Design and many more. Under the leadership of father founder Padma Shri Dr D Y Patil group has more than 12 campuses across India those includes 7 Universities and more than 150 Institutes which are engaged in delivering education from KG to PG.

Our Journey

From 2006, at D Y Patil Technical Campus colleges namely **D Y Patil College of Engineering, D Y Patil School of Engineering Academy, D Y Patil Institute of Engineering and Technology, School of Pharmacy, Padmabhushan Vasantdada Patil College of Agriculture, D Y Patil Polytechnic, D Y Patil Institute of Management and D Y Patil School of Architecture** are successfully running UG and PG programmes which are approved by AICTE, MSBTE, PCI and COA wherein more than 7000 students are studying in the various programmes of campus.

Rich legacy and history of excellence spanning more than **13 years** resulted into transform as D Y Patil University, Pune and continued to provide cutting-edge programs.

MANAGEMENT LEADERSHIP



Dr. D. Y. Patil
Founder President



Dr. Vijay D. Patil
President & Chancellor



Mrs. Shivani V. Patil
Managing Trustee

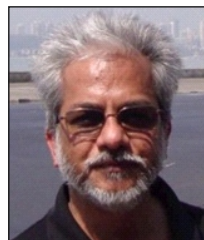


Dr. Sayalee Gankar
Vice Chancellor

ADVISORY BOARD



Mr. Chandrashekhar Wyawahare
Director | Futuring Design Pvt. Ltd
Faculty | IDC School of Design,
IIT BOMBAY



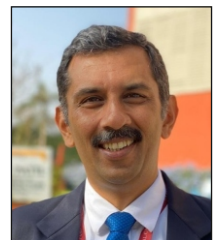
Mr. Deepankar Bhattacharya
Strategic Design
Consultant



Miss Gauri Chincholkar
TCS Interactive,
Interaction Designer



Mr. Bhavin Mali
Design Consultant



Ar. Omkar Samudra
HOI
DYPUSOD

SCHOOL OF DESIGN

D Y Patil University School of Design is established to work as specialized school. Studying for a degree in design will teach and train to become an expert in field. Design is a field of creative thinking which requires deep learning with critical analysis, structured and systematic manner and ability to visualize to solve real-world problems. Design thinking, innovation and use of information technology have become the major requirements of each industry.

Programmes are designed and developed by the academia and industry experts considering the need of the industry and profession. Programme have created many opportunities to work in industry, visual design agencies, advertising, product design and many more. Programmes are integral part of innovation and entrepreneurship to create future Designnovators and Designopreneures.

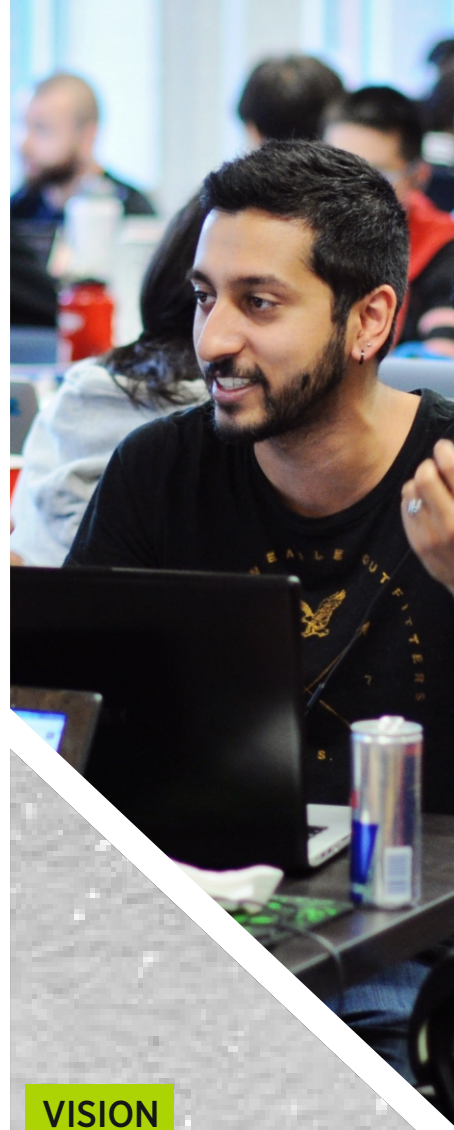
At university campus, students have the advantage of working in multidisciplinary area like engineering, management programme and architecture schools and departments to improve and apply the relevant knowledge and skills.

ACHIEVEMENTS

- Ranked amongst top 20 Schools of Architecture in the State of Maharashtra in 2020.
- University Campus has received "Vanashree Award" as Green Campus by Government of Maharashtra and Ministry of Environment.
- D Y Patil University is awarded as University for Innovation in Global Collaborative Learning in 2021 at 19th World Education Summit.

HIGHLIGHTS

- Programmes offered consist of Bachelor of Design with specialization in Product Design, Interior Design and Graphic Design.
- *Certifications and credit transfer with industry partners like Adobe, EdX, Course Era, MOOCs, NPTEL and Swayam.
- Freshman Orientation Programme, Finishing School, Competency Mapping - Behavioral Labs Boot Camp, Outreach, and Immersion Programmes for professional development.
- Academics inclined towards Indian and World design history involving study tours, field and industrial visits.
- Study through human psychology and changing lifestyle patterns.
- Focus on UN 17 Goals for Environment importance and design measures as part of curriculum.
- Professional training in private and MNC Firm is mandatory once in two semesters for field experience.
- Centre for Industry and Academia Partnerships (CIAP) for providing career services.
- Centre for Entrepreneurship, Innovation, and Incubation (CEII) for creating professional architecture firms and developing successful business model.
- Partnership with leading Universities and Industry for imparting technology and techno-managerial development through guest lectures, seminars, conferences, on the job training, projects, and internships.
- Finishing School : 9 Student Clubs Readers' Club, Sport Club, Cultural Club, Photography Club, Film & Theater Club, Expressions Club, Social Media Club, Environmental Club and Outreach Club.
- Residential Campus.*



VISION

To be a premier school in the field of design education programmes focused to develop knowledge, use of technology with creativity and innovation to apply as a professional

MISSION

- Prepares students for various careers design field
- Understand and develop designs with interdisciplinary knowledge in liberal arts, traditions and values
- Provide an inspiring, creative, collaborative, and student-centric learning environment for developing knowledge, skills and abilities for the profession, the environment, and the world at large.

Programmes

Programme Structure

Choice based Credit Systems: 240 Credits

Bachelor of Design (B. Des)

Specialization :-

Product Design | Graphic Design | Interior Design

Four Year – Full Time

- Continuous Evaluation and assessment: Internal 60% and External 40%
- Electives: Design Electives and Professional Electives
- Series of Design Innovation Projects
- Series of Design Research Projects
- Design Industry internships
- Interdisciplinary Collaborative Design Project

Programme Objectives

- To develop the knowledge, skills, creativity and innovation for design profession.
- Ensure the collaborative learning through the interaction with qualified and experienced academicians, industry practioners and professionals.
- Competency Development programmes and Youth Leadership Programme are deigned to develop the personality, attitude and values.
- Provide opportunity for Certification* programmes in technical, management skills, upcoming areas.
- Experiential learning by providing winter and summer internship, live projects opportunities to work in visual agencies and design companies.
- Inculcate innovation, leadership, & entrepreneurial thinking.
- Academic delivery with the use of technology, workshops, seminars, visits, study tours, joint studios and webinars.

Subject Basket

PROFESSIONAL COURSE

- Art and Design Fundamentals
- Design and Human Evolution
- Visual-Arts Studio
- Typography fundamentals
- Exploratory Printing
- Self-Initiated Summer Project
- Collaborative Design Project
- Dissertation
- Thesis Project Work

TECHNICAL COURSE

- Applied Science for Designers
- 3D modelling and prototyping
- Applied Ergonomics
- Graphics & Drawing
- Design, Technology and Innovation
- Animation Design
- Film-Video Design
- Transportation Design
- Materials and Processes
- Design Management, Planning
- Professional Practice
- System Design Project

ELECTIVES/SPECIALIZATION TRACKS

- Basic Forms in Pottery
- Sculptural Ceramics
- Communication Theories, Visual Perception and Semiotics
- Design, Storytelling and Narratives
- Ceramic Glazes and Colour Development
- Understanding Human Anatomy
- Global Design Thoughts and Discourse

Four Year in Campus

- First and Second Year: Familiarizing with design thinking and acquiring skill sets for design and product
- Third Year: Focus on Application and Practice through projects
- Fourth Year: Industry internship and Project

Programme Delivery

- Classroom Learning: Theoretical lectures, interactive session, audio video, digital classrooms & Parallel Studies.
- Group based learning: Group Assignments & Presentations to learn collaborative skills.
- Technical workshops, Industry-Academia Guest lecture.
- Webinars for National and Global Exposure.
- Live projects, group projects, winter projects and summer internship, Field visits.
- Practice Lab for design practice, interior design, product design, graphic design, 3D visualizers, Graphic design, advertising, films, web banners and adverts, product configurators, posters (still and moving), historical re-constructions, e-books and magazines, architecture, video games, augmented reality, virtual reality, marketing and communications, infographics and many more
- Design advisory services such as digital training manuals, pathfinding, interfaces.
- Education, training and research - as teachers or lecturers of design-related topics.

“B Des Program aims to develop multifaceted designer by laying strong foundation of understanding and challenge physical, experimental, functional and emotional reality. Focus on design and scientific approach to deal with real world problems”

Ar. Babasaheb Mhaske

HOD & Program Head
School Of Design

* University has right to make the changes in programme structure/subject basket/assessment/evaluation.

CENTRE FOR INDUSTRY & ACADEMIA PARTNERSHIP

Industry Partnership | Collaborations | MOU

Proximity to Indian Corporates in Mumbai and Pune

University campus has become the "Seat of Education and Knowledge". It is preferential education destination for students. Campus is equally distanced from Pune and Mumbai. Due to which academicians, industry practioners and industry from India's Financial Capital Mumbai are partnered and providing training, internship and placement.

- Mumbai
- IT Industry- Hinjewadi
- Pune
- Pimpri Chinchwad Industry
- MIDC-Chakan
- MIDC-Talegaon

Industry Focused Learning

Programs are designed, developed and reviewed in consultation with academic experts and leading industry practitioners for ensuring relevant learning.

Practice, Experience and Experimentation

Industry projects, Joint programs, certifications, research, internships and placements are the outcome of partnership.

“Be the next level professional Expert to tackle the various challenges of this modern age through theoretical and practical approach, we prepare you to work for Industry 4.0”

Dr Rajesh Kherde
Head - CAIP

OUR FUTURE RECRUITERS



Campus Life

Campus

DY Patil University is known for its Architect - buildings, large campuses, world class stadium and sports culture. Ambi campus is spread over more than 40 acres of land, fresh air and climate, lush green and amidst of nature near the valley. Campus has modern structure, academic spaces include library, studio, labs & workshops.

Student Clubs

Students at campus can pursue their passions through clubs like Photography club, the dancing club, the film club, the singing club, the theatre/ club, storytelling club, book reading club and sports club are engaged to organize various competitions and events.

Student Council

University has elected student council which contributes in the academic and disciplinary proceedings. Committees are Student Welfare Committee, Sports Committee, Cultural Committee and Youth Leadership Development Committee.

Infrastructure

The campus is amidst nature with flora and fauna gives the campus a uniqueness and located near the valley. Infrastructure is a modern design which resulting into a scenic and beautiful campus with quietness.

Accommodation*

University has best accommodation facilities for boys and girls students.

Library

Library is equipped with books, journals, E Resources & Data bases.

DYPU quarterly publish journal "IJSTEAM With ISSN No. 2582-8509

Conditions Apply*

“ Creativity is inventing,
experimenting, growing, taking
risks, breaking rules, making
mistakes and having fun ”

Ar. Omkar Samudra
HOI
School Of Design



STUDENTS ACTIVITIES



“ Your designs are the eyes that mirror your soul and the reflect the philosophy of life you follow. ”

Ar. Anuradha Date
Assistant Professor
School Of Design

ELIGIBILITY CRITERIA

1. The Candidate should be an Indian National. 2. Passed HSC or its equivalent examination with English as compulsory subjects, and obtained at least 45% marks (at least 40% marks, in case of Backward class categories and Persons with Disability candidates belonging to Maharashtra State only) in the above subjects taken together.

OR

Passed Diploma in Engineering and Technology and obtained at least 45% marks (at least 40% marks, in case of Backward class categories and Persons with Disability candidates belonging to Maharashtra State only).

AND

3. The Candidate with remarkable achievements in Co-Curricular & Extra-Curricular Activities and qualified in written test conducted at DYPU.

OR

4. The Candidate should have qualified in UCEED/NID.

SELECTION CRITERIA

1. SSC, HSC examination marks.
2. Score of UCEED / NID.
3. Assessment of portfolio for remarkable achievement in Co-curricular and Extra-Curricular Activities, Written examination & Personal Interview.

*As per the norms of respective regulatory authorities (UGC | AICTE | PCI | COA | MSBTE | DTE) etc.

Apply Online www.dypatiluniversitypune.edu.in



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PUNE, AMBI

**School of
Design**

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Application Form Technical Support
+91 810-4502-268

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scan QR code
use Paytm app



 **Apply online**

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*Conditions Apply