



DESIGN
▶▶▶ is where
SCIENCE &
ART break
even



D Y PATIL
UNIVERSITY

PUNE | AMBI

॥ ज्ञानधीनं जगत् सर्वम् ॥

School of
Design

Bachelor of Design

Duration 4 year

Product Design | Communication and Media Design |
Interior Space and Furniture Design

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.

It owes its existence to the wisdom, benefaction, and hard work of a far sighted visionary-Padmashree Dr. D. Y. Patil, Ex-Governor of States of Tripura, West Bengal and Bihar, who sowed the seed of education in Kolhapur, Maharashtra in 1983 with a motto: "Knowledge is Supreme" Established in 1983 primarily for extending quality education to rural population of the State, today, it is one of the largest private educational providers in the State of Maharashtra. Presently, it has more than 182 Institutes, Three Deemed Universities, Four State Private Universities, 96,000 + Students, 3.75 Lacs + Alumni, 11,000+ Employees under its expansive umbrella.





Our Journey

From 2006, at DY Patil Technical Campus colleges namely

DY Patil College of Engineering, DY Patil School of Engineering Academy, DY Patil Institute of Engineering and Technology, School of Pharmacy, Padmabhushan Vasantdada Patil College of Agriculture, DY Patil Polytechnic, DY Patil Institute of Management,

DY Patil School of Architecture and School of Design 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 LEADERS



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



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Director, Futuring Design Pvt. Ltd
Faculty, IDC School of Design,
IIT BOMBAY



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Strategic Design
Consultant



Miss Gauri Chincholkar
TCS Interactive,
Interaction Designer



Mr. Bhavin Mali
Design Consultant



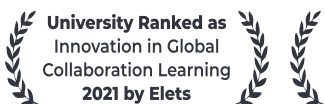
Ar. Omkar Samudra
HOI
DYPUSOD



Ar. Swaminath Swamy
HOD, SOD



Ar. Rahul Telgote
Program Head, SOD



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 Designpreneures.

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

- 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, Communication and Media Design & Interior Space and Furniture 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

- Preparing students for various careers in the field of Design
- 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

Bachelor of Design (B. Des)

Duration 4 year

Specialization :-

Product Design | Graphic Design | Interior Design

Four Year – Full Time

Programme Structure

Choice based Credit Systems: 240 Credits

- 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

B. Design Course Basket



PRODUCT DESIGN

Design and Innovation

- Product Analysis and Function Design
- Creative Thinking Process and Methods
- Design Studio – Problem Identification and solving skills
- User centered Design
- Art and Design Fundamentals
- Brand Identity
- Emotions intelligence
- Patent filing and copy rights.

Design Representation skills

- Design Sketching and Renderings
- Drawing Tools, Lines and Forms
- Image representation and Transformations
- World of Images and Objects
- Typography fundamentals and Exploratory Printing
- Human Anatomy
- Product Photography
- Communication Theories, Visual Perception and Semiotics
- Portfolio design and Development

Design Research and Methodology

- Art, Design and Technology History
- Design, Society, Culture and Environment
- Design and human evolution
- Creative Thinking Process and Methods.
- Applied Ergonomics
- System design
- Interaction design process and methods

Design Studio skills

- Basic Materials and Methods
- 3D Form Studies
- 3D Printing and laser cutting
- Clay and Ceramic Design
- Design art and aesthetics
- Reproduction and Methodology
- UI-UX Design
- National study tour



COMMUNICATION AND MEDIA DESIGN

Visual Communication Design

- Typography
- Photography
- Color Theory
- Illustration
- Information Graphics Design
- Way Findings and Signage Design
- Social Media Design
- Interactive Media
- Design, Media and Technology
- Brand Communications
- Design for social cause
- Semiotics
- Human Factors
- Web Design
- App Design

New Media Design

- Publication Design
- Copywriting
- Packaging design
- Brand identity
- Research and Theory
- Contemporary Design Issues
- Transportation Graphics
- Advertising

User Interaction

- UI-UX Design
- Device interface
- Animation and VFX
- Game Design
- System Design
- Service Design

Behavioral Design

- Design Ethnography
- Design Management
- Cognitive Design
- Rural exposure
- Motion Graphics
- Design art and aesthetics
- Human Factors
- National study tour



INTERIOR SPACE AND FURNITURE DESIGN

Space Planning and Design

- Art and Design Fundamentals
- Elements of Interior Design
- Color and Texture
- Interior decoration
- Design Management
- Advanced Theory of Design
- History of Interiors
- System Design.
- Advanced Furniture Design.
- Environmental Science
- Design art and aesthetics
- Anthropometrics & Ergonomics
- Retail Design
- Interior Services
- Interior Landscape
- Lighting approach

Design Representation skills

- Sketching and Drawing
- Perspective views
- 3D Modeling and Rendering
- Photography
- Visual and Performing Arts
- Value and Ethics
- Advanced Visualization and Representation
- Advanced Computer Design and Digital Fabrication

Material and Workshop

- Geometric Construction
- Aerospace Materials
- Lighting and Acoustics in Interiors
- Advanced Construction Techniques and Representation
- Structural Design
- Materials and Methods of Construction
- Clay and Ceramic Design
- Site visit and Market Study
- Vendor Management
- National study tour

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

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

Conditions Apply***



CORPORATE RELATIONS AND CAREER SERVICES

University has created the two important services to promote discovery, innovation driven environment namely CIAP and KRITI. Platforms are created to bring companies and university for the collaboration with an outcome of developing competencies, future skills, research, projects and final placement.

Centre For Industry and Academia Partnerships (CIAP)

Vision

Develop the young workforce as corporate professionals, techno-managers and entrepreneur through academic and industry partnership.

Mission

- CIAP aims to be engaged to provide advance education, research, skill building program and employment through various interventions.
- Build the competencies and provide the exposure to industry practices.
- Use of behavioral - technical assessments and conduct training programs to build competencies.
- Collaborate and partner with industry and government for development of knowledge and skills.

Initiatives

CTO Summit | CHRO Summit | CEO Summit | Honhar Bharat | MOUs | Guest Lectures, Seminars, Panel Discussion, Industry Visits

Centre for Excellence KRITI

Knowledge | Research | Ideation | Technology | Innovation

Vision

Focus on upskilling to develop the technical and professional skills through professional organizations and trainers.

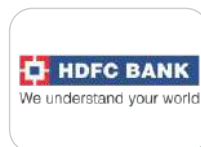
Mission

Identify the latest requirement of the industry and design the program

Initiatives

- Up-Skilling through leading partners for credit based and additional certifications
- Hackathon | Skill-Hackathon | Business Idea Pitching Competition | Business Modelling | Prototyping

SOME OF OUR TOP RECRUITERS



Be the next forward thinker to tackle social, economic and industry challenges through theoretical and practical approach, we prepare you to work for Industry 4.0

Dr. Ajim Shaikh
University Campus Head Corporate Relations

STUDENTS ACTIVITIES



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

Ar. Sayli Pawar
Assistant Professor, School of Design



CAMPUS

DY Patil University is known for its Architecturally well designed 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 and harmony.

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

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

Ar. Omkar Samudra
HOI, School Of Design



ELIGIBILITY CRITERIA

1. The Candidate should be an Indian National.

2. Passed HSC or its equivalent examination with English as compulsory subject, 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 or equivalent examination

SELECTION CRITERIA

- SSC, HSC examination marks.
- Score of UCEED / NID or equivalent examination.
- 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.**





DESIGN

is intelligence

made

VISIBLE



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Admission Process



Apply Online www.dypatiluniversitypune.edu.in



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https://instagram.com/dypusod_ambi?igshid=ZDdkNTZiNTM=

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Apply online

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