DPU

Dr. D.Y. Patil Vidyapeeth, Pune
(Deemed to be University)

Dr. D. Y. Patil School of Design

#THINKDESIGN

BACHELOR OF DESIGN | B.DES.

ADMISSIONS OPEN FOR

2024

(Programmes are approved by AICTE)

ABOUT UNIVERSITY

Dr. D. Y. Patil Vidyapeeth was granted the status of Deemed-to-be University in the year 2003 by Ministry of Human Resource Development (Government of India) on the recommendations of University Grants Commission, New Delhi.

The status was accorded in recognition of high quality of education through the state-of-the art infrastructure and dedicated team of faculty and ascertaining the potential of the Vidyapeeth for excellence.

The University believes in the holistic development of students. It is accomplished by harnessing the young innovative minds, making them responsible citizens and preparing them so that they can meet the challenges of the present-day global environment.

ABOUT INSTITUTE

School of Design (SOD) has been added to Dr. D. Y. Patil Vidyapeeth's renowned legacy of providing excellent academic experiences. The Design School's core mission is to provide a future-focused design curriculum that prepares students to work as professionals in the future.

The programmes designed by Dr D. Y. Patil School of Design lay strong emphasis on preparing students who can solve real-world problems by combining high levels of creativity and technical proficiency with comprehensive knowledge and compassion for people.

Dr. D. Y. Patil School of Design with its state-of-the-art infrastructure and competent faculty is determined to guide students to achieve academic excellence and become professionals in the world of design as specialists in domains like fashion, interior, product, visual communication graphics animation and VFX. School of Design at DPU trains and strengthens its students on techniques, use of modern tools and gadgets, skills like observation, logical reasoning, analytical skills, problem-solving ability, creative development, product development, colour theory, mechanical specs orientation etc. from the industry perspectives.

VISION

Empowering creative minds to shape a transformative future through design excellence.

MISSION

Dr. D. Y. Patil School of Design's mission is to empower our students to become catalysts of positive change, pushing the boundaries of design and making meaningful contributions to society, culture, and the built environment.

UNIVERSITY ACCOLADES

46th
in the University category by the National Institute of Ranking Framework (NIRF), 2023

81st
in the Overall category by the National Institute of Ranking Framework (NIRF), 2023

A++
by NAAC with CGPA 3.64 on a four-point scale, 2022

ISO
14001:2015 Certified University

INSTITUTE ACCOLADES

Innovative Curriculum Award
by Eduspark, 2023

Top Design Institute of India award
by Competition Success Review (CSR), 2023

Emerging Design Institute
of the year by ASSOCHAM, 2023

Best Emerging Institute in Design
in Pune by Times Mirror Education Excellence Survey, 2022

NATIONAL AND INTERNATIONAL COLLABORATIONS

The Designer's Class™

CITY OF OXFORD COLLEGE

FROM THE

CHANCELLOR'S DESK

Dear Students,

Today is the beginning of a brand new journey and you have to trust the magic of beginnings. You have opened a new chapter in your life and we are here to guide and assist you. Welcome to Dr. D. Y. Patil School of Design. School of Design is an addition to the bouquet of DPU institutes and colleges offering variety of professional courses. This one of its kind School's core mission is to provide future-focused school curriculum that will prepare students to work as professionals in the near future. DPU SOD will be offering programs on Fashion, Interior, Product and Communication Design along with Graphics, Animation and VFX. These courses will prepare you to be innovators navigating a whole new artistic and career landscape, one which requires an incredible range of skills, depth of knowledge and courageous vision.

The School of Design has well-equipped classrooms, workshops, and infrastructural facilities that will help in imparting quality education to students. The faculty mission is to provide a local, state, regional, national and international forum for intellectual, technical and artistic inquiry into creative solutions by creating dynamic centre of knowledge and research.

Moreover, here, your days and semesters will be filled with indispensable tools and technology that will shape, and rattle your respective pursuits across the field of design. They will also help connect the various departments and programmes to each other and more ambitiously allow you all to assert an elastic constellation signalling greater ambitions as citizens in a world that has never needed us more.

Dear Students, make the best use of your time here. Look around: The world is here. No doubt, it will be challenging at times, but it will help you to hone your skills and gain experience. As our former President of India, Late Dr. A. P. J. Abdul Kalam said, "If you want to shine like a sun, first burn like a sun." Challenge yourself and your peers on daily basis. Absorb everything. You have the power to change people's lives. The lives of students. Faculty and staff. And above all, strive for excellence.

I guarantee you that by end of your programme, you all will be armed with knowledge, skills and level of professionalism and commitment that will position you to be model citizen.

Wishing you a successful journey ahead …

Dr. P. D. Patil

Chancellor,
Dr. D. Y. Patil Vidyapeeth, Pune, India

FROM THE

PRO-CHANCELLOR'S DESK

Dear Students,

I welcome you to this amazing community of Dr. D. Y. Patil Vidyapeeth, Pune, India!

As you set out on the incredible journey that will help to give shape to your dreams and goals, I want you to know that the entire University team is here to support, sustain, and encourage you as you commit to studying at DPU. John O Donohue in his poem 'For a new beginning', says "Awaken your spirit to adventure, hold nothing back, learn to find ease in risk; Soon you will be home in a new rhythm". For your soul senses, the world that awaits you.

Since its inception, our Vidyapeeth has achieved many milestones and has garnered many accolades and recognitions. The main idea of setting up the Vidyapeeth is to provide quality education and empower students. Here, we follow a clear developmental path so that our students can have a better chance at the life filled with choices and the skills to achieve goals. Throughout the campus, schools and professors, we are expanding opportunities for hands-on, experiential learning. At the same time, faculty are erasing boundaries on the map of knowledge.

DPU in the National Institutional Ranking Framework (NIRF), a methodology adopted by the Ministry of Human Resource Development (MHRD), Government st of India, has secured the 46th rank in the University category, 2023; DPU Medical College, Hospital & Research Centre has secured 19th rank in the Medical category; DPU College of Pharmacy has secured the 41st rank in the Pharmacy category and DPU College of Engineering has secured the 196th rank in the Engineering category. DPU Dental College and Hospital, Pimpri, Pune has bagged the 2nd highest rank in the country in the Dental category. It has also been re-accredited by the National Assessment and Accreditation Council NAAC A++ Grade with CGPA 3.64 on a four point scale.

All the technical programs are also accredited by the National Board of Accreditation (NBA). Our Vidyapeeth has always kept pace with the latest trends and innovations in the education industry across the world. As for our students, we always encourage them to strive for excellence. And, this is done keeping in mind the ideals and goals of our Vidyapeeth. In the future also, we have many plans in the pipeline which will bring greater good to all the students and to the Vidyapeeth as a whole. Dear Students, make the best use of your time here and live every moment..... All the best,

Dr. Mrs. Bhagyashree P. Patil
Pro-Chancellor
Dr. D. Y. Patil Vidyapeeth

FROM THE

VICE CHANCELLOR'S DESK

Dear Students,

Welcome to the School of Design of Dr. D. Y. Patil Vidyapeeth, Pune, India!

This is where Design, Art, Science, and Technology come together. A Design programme is a passion, which goes beyond books, beyond instructions and beyond the learning horizon. Albert Einstein had said, "Creativity is intelligence and having fun," and we believe in that. Technology is migrating into design more and more every day, and the role of a designer is changing faster than ever before.

To be an excellent designer and creator, a student must be a creative thinker with excellent problem-solving skills. One needs to be passionate about this subject and of course, it has great career opportunities. Our School of Design encourages critical thinking. No doubt, designing from concept to reality is a long process, with each project presenting its own unique challenges. But, life is about accepting the challenges along the way, choosing to keep moving forward, and savoring the journey. I would like to suggest to keep challenging yourself, to think better, do better and be better. With our goal of advancing excellence here at DPU, we will be continuously exploring new ideas, avenues and methods that are more effective for our students' knowledge enhancement.

We have dedicated and passionate faculties who are highly experienced and are our greatest resource. These faculties will bring integrated design practices into their teaching. I firmly believe that every student can excel and develop beyond their comfort zone, with the cooperation, advice and guidance from our faculties. In fact, we have created a safe, social and physical environment that will assist all our students to learn and succeed. We encourage our students to develop and nurture their individual competence. Our Design Studios function as per students' needs and time.

I guarantee you that the next few years at DPUSOD will be all about transformation. Dr. D. Y. Patil Vidyapeeth (DPU) is one of the leading Health Science Vidyapeeth and we critically examine, question, define and create solutions for future generations. And, through critical thinking, deep reasoning, and effective communication, we explore and learn about the transformative power of design and planning. We strive hard to see that our students step into the professional realm with academic brilliance and ethical excellence and make DPU proud in the days to come!

All the best!

Prof. Dr. N. J. Pawar
Vice Chancellor
Dr. D. Y. Patil Vidyapeeth

FROM THE

PRO VICE-CHANCELLOR'S DESK

Dear Students,

Early 2000s, pursuing careers in the field of product, fashion, communication, interior or animation was unconventional. However, the success stories of renowned creators across the globe brought a wave of awareness and opportunities among aspirants in the creative field. The emerging demand of varied professionals in the Fashion, Architectural, Construction, and Media industries has opened up a plethora of professional options for budding artists. Dr. D. Y. Patil School of Design welcomes students to contribute significantly in their chosen domain through imagination, innovation, expressiveness, and stellar vision. The courses at the University are designed to assist aspirants to take their thoughts from ideation to execution. They will learn to create designs and products for a variety of human consumption. Up-to-date infrastructure facilities including domain-specific labs (GC - Garment Construction lab, computer lab, well equipped library, material room, pattern making lab and draftsman lab) and all other relevant, modern equipment for complete educational experience of students.

The University is blessed with adequate qualified faculty professionals with expertise in various sub-areas of Fashion Design, Interior Design, Graphics, Animation and VFX, Communication and Product Design. Dedicated academics, faculty, infrastructure, and industry exposure are our strengths. The academics pay substantial attention to the crucial requirement of hands-on experience through assignments, industry site visits, projects, and fellowship opportunities.

Students are given thorough guidance to become competent for further studies and develop professional proficiency to kickstart their career in the industry of their choice. The Dr. D.Y. Patil School of Design Tathawade campus is a multifaceted and exciting zone for co-curricular and extra-curricular events such as symposia and seminars, students' fests, quiz competitions, Design-day activities, Fashion show, Exhibitions and other such activities. These events provide students an opportunity to develop technical, managerial and entrepreneurial skills. Thus, creating an excellent ambience for education in the design and communication field.

I, along with my excellent team of student-centric industry experts, faculties, administrative staff, technical staff, and support team welcome you to the creative wing of Dr. D. Y. Patil School of Design also known DPUSOD.

Dr. Mrs. Smita Jadhav
Pro Vice-Chancellor
Dr. D. Y. Patil Vidyapeeth

Dr. Kumar Venkataraman

Director,
Dr. D. Y. Patil School of Design
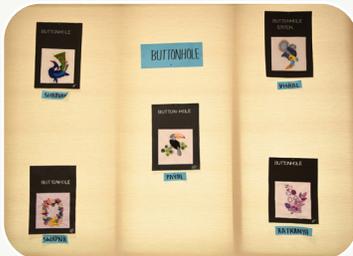
FROM THE

DIRECTOR'S DESK

Dear Students,

Welcome to Dr. D. Y. Patil School of Design, also refered as DPU-SOD, where creativity knows no bounds, and innovation thrives. I'm Dr. Kumar Venkataraman, your Director.

Design is your passport to the future, shaping cultures, solving problems, and driving progress. Whether your passion is in Fashion, Interior, Product, Communication, or Graphics Animation and VFX, our institution is your launchpad.

With 27 years in textiles and design, I bring a global perspective to enrich your journey. Design is more than aesthetics; it's about problem-solving and storytelling. Embrace every moment and challenge. Our world-class faculty and facilities will empower you to shape the future.

To our current students, thank you. To potential students, join our vibrant design community. Together, we'll explore, innovate, and transform.

Welcome to the world where creativity knows no limits, and your dreams create a brighter tomorrow.

PROGRAMME **Bachelor of Design (B. Des.)**

B.Des. (Visual Communication -ViCoDe)

B.Des. (Visual Communication Design - CoDe) is a programme with no leaps and bounds and greatly focuses on visual communication, graphic design and advertising. The students of CoDe learn how to convey messages effectively through medias such as print, digital, multimedia etc., For doing this a CoDe professional should expertise in multifarious skills such as Drawing , Photography, Videography, Storytelling, Colours and Lighting knowledge, wide range of Design Software knowledge, effective spoken and written communication skill etc., CoDe is a novel and rapidly growing programme with abundant job and start-up possibilities both in domestic as well as global communication market. The CoDe programme curriculum has been meticulously crafted with essential subjects such as Design Basics, Drawing and Illustration, Chroma in Design, Design Process, Design Thinking, Theory and Practices of Communication Design, Visual Literacy, Storytelling, Content Writing, Typography, Graphics in Visual Communication, Circular and Sustainable Design Practices, UI-UX Design, Branding and Advertising, Research Methodology, etc., The curriculum also encourages the practical learning of software such as Adobe Photoshop, Adobe Illustrator, Autodesk Maya, Autodesk 3Ds Max, Zbrush, Blender etc., The curriculum ensures the holistic making of CoDe professionals perfectly matching to the needs of mammoth and ever vibrant communication industry. CoDe has a strong faculty team comprises of dedicated full-time academicians, adjunct and visiting faculties from the industry. The full-time regular faculty team will manage the day to day curricular and co-curricular needs of the students. The adjunct and visiting faculties of their own repute will provide value addition to the programme through sharing their industrial acumen and amalgamate the students with industry. The Classrooms / Studios have designed with excellent ambience in terms of space, illumination, ventilation, interior, latest teaching – learning tools etc., to kindle the learning interest. The state-of-the-art Drawing Studio, CAD Studio, Illustration and Graphic Design Studio, Photography Studio, Cinematography Studio, Sound Mixing and Recording Studio, Editing Studio are well equipped with latest tools and equipment with trained technicians to impart practical skills to the students. With the support of the Trio known as Curriculum, Faculty and Studios the students would gain excellent hands-on knowledge in gradual phase and will be perfectly fit for their profession while reaching the zenith of their graduation.

The students may explore into any one of the following job opportunities after the successful completion of B.Des. (Visual Communication Design - CoDe) programme.

➤ Branding and Advertising Specialists	➤ Instructional Designers	➤ Exhibition and Space Design Specialists	➤ Graphic Designers
➤ Publication specialists	➤ Film Set Designers	➤ Photo and Videography Artists	➤ Digital Print Designers
➤ Content Designers	➤ Storytellers	➤ Production Executives	➤ Typography Specialist
➤ Photo Journalist	➤ Web Designers	➤ Prop Designers	➤ Art Directors
➤ Trend Forecaster	➤ Game Art Designer	➤ Media Executives	➤ UI UX Designer

B.Des. (Product Design - ProDe)

B.Des. (Product Design - ProDe) is a programme with the mixed jargons of engineering and designing and concentrates very much towards wide range of product designing and prototype development by utilizing their creativity and inspiration. The students of ProDe learn how to design and develop new products, how to diversify the existing product, how to create brand image to an entirely new product or a modified product with the support of communication design specialists etc., through this programme. Product is a very general terminology, but actually it covers the entire range of items we use on and off the screen in our day-to-day life. Really, it is a programme which would enable the hard core practitioners to fetch ample number of job and business opportunities. That's why the ProDe students need to work very hard and smart with zeal to excel in their domains. For excel in their field ProDe professional should have wide range of skills such as freehand drawing, engineering drawing, material knowledge, analytical skill, colour and lighting knowledge, wide range of Design Software knowledge, effective spoken and written communication skill etc., combined with creativity. ProDe is a vivid programme with omnipresent job and entrepreneurial opportunities. The ProDe curriculum of DPU SOD has been methodically designed with subjects such as Design Basics, Drawing and Illustration, Chroma in Design, Design Process, Design Thinking, Theory and Practices of Product Design, Graphics in Product Designing, 2D and 3D modelling, Material Science, Engineering Mechanics, Strength of Materials, Product Manufacturing Machines, Creative Manufacturing Techniques, Design Science, Market Trends and Analysis, Sustainable Design, UI-UX Design, Product Semiotics, Research Methodology, etc., The curriculum also encourages the practical learning of software such as Autodesk AutoCAD, Rhino CAD, Fusion 360, Autodesk Inventor etc., The curriculum ensures the holistic making of ProDe professionals completely matching to the needs of ever vibrant manufacturing industry with open threshold for creative minds. The dedicated ProDe faculty team comprises of full-time academicians, adjunct and visiting faculties from the manufacturing industries. The full-time regular faculty team will manage the day to day curricular and co-curricular needs of the students. The adjunct and visiting faculties of their own repute will provide value addition to the programme through sharing their industrial acumen and amalgamate the students with industry. The Classrooms / Studios have designed with excellent ambience in terms of space, illumination, ventilation, interior, latest teaching – learning tools etc., to instil the learning interest. The state-of-the-art Drawing Studio, CAD Studio, Machine Lab, Photography Studio, are well equipped with latest technologies for product making with trained technicians to impart practical skills to the students. With the support of the Trio known as Curriculum, Faculty and Studios the students would gain excellent hands-on knowledge in gradual phase and will be perfectly fit for their profession while reaching the zenith of their graduation.

The students may explore into any one of the following job opportunities after the successful completion of B.Des. (Product Design - ProDe) programme.

- Product Designers
- Interior and Spatial Designers
- Jewellery Designers
- Artefacts and Murals Designers
- Hard Toy Designers
- Research and Development Specialists
- Furniture Designers
- Leather Product Designers
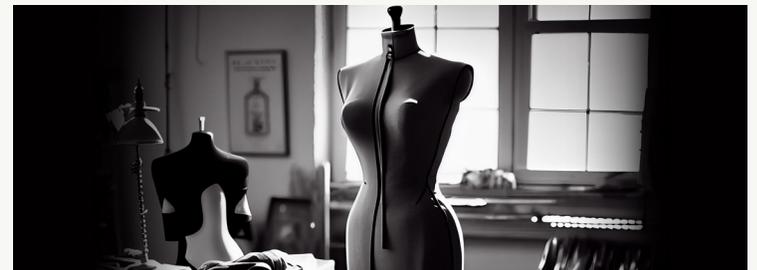- Lighting System Designers
- Soft Toy Designers

B.Des. (Fashion Lifestyle and Boutique Management - FaLiBoMa)

Fashion is an omnipresent term among the people all over the world and attracts everyone. Because it is always adorned with vibrant colours and vast range of designs metamorphosing from season to season. Fashion is the word mostly associated by the stakeholders to fabrics and apparels, even though fashion and changes in fashion exist in all the products and services. The reason is the rapid and inevitable seasonal changes occur during the four international seasons namely Spring, Summer, Fall Winter and Winter in the multibillion-dollar apparel fashion industry. So, the ever-growing fashion apparel industry organically demands for more design professionals who have the potential to imagine always out of the box and bring their imagination into reality in very short lead time. By keeping all these in mind, at DPU SoD we have introduced a novel programme called B.Des. (Fashion Lifestyle and Boutique Management - FaLiBoMa). The very purpose this programme is not only generating design workforce. Apart from that encouraging and inculcating the spirit of establishing own design studios and boutiques into the minds of young budding designers. The young design students of FaLiBoMa programme learn not only the apparel designing skills. Apart from that they get the opportunity to learn about textiles for fashion, holistic garment production techniques, computer aided design and manufacturing, quality assurance norms of global apparel buyers, trend forecasting, visual merchandising, fashion merchandising and marketing, apparel costing, export and import procedures and documentation etc., This holistic learning helps them to become have an all-round ability about the apparel industry. We concentrate on the perpetual skill development of upcoming FaLiBoMa professionals in areas such as Drawing , Storytelling, Design Fundamentals, Fashion Illustration, Design Thinking, Colour Significance, Pattern Making, Fashion Draping, Garment Construction, Learning of Fashion Design Software, Communication Skill, Fashion Photography, Fashion Retailing, Fashion Marketing, Boutique Management, etc., FaLiBoMa programme curriculum has been meticulously crafted with essential subjects such as Design Basics, Drawing and Illustration, Chroma in Design, Design Process, Design Thinking, Pattern Making and Garment Construction, Projects on Kids', Womens' and Mens' Wear, Circular and Sustainable Fashion, Fashion Communication, Fashion Entrepreneurship, Fashion Communication, Fashion Research and Forecasting, Internship etc., The curriculum also encourages the firsthand learning of software such as Adobe Photoshop, Adobe Illustrator, Coraldraw and exclusive fashion software etc., The curriculum ensures the holistic preparation of customised FaLiBoMa professionals possess unique skills satisfying the needs of colourful and ever vivid fashion industry. The vibrant faculty team of FaLiBoMa programme is the combination of dedicated full-time academicians, adjunct and visiting faculties from the industry. The full-time regular faculty team will manage the day to day curricular and co-curricular needs of the students. The adjunct and visiting faculties of their own repute will provide value addition to the programme through sharing their industrial acumen and amalgamate the students with industry. The Classrooms / Studios have designed with excellent ambience in terms of space, illumination, ventilation, interior, latest teaching – learning tools etc., to kindle the learning interest. The state-of-the-art Digital Fashion Illustration Studio, Advanced Fashion CAD Studio using CLO 3D, Textile Lab, Fashion Coloration Lab, Advanced Pattern Making Lab, Draping Studio, Garment Construction Lab with use of TR Technique, Visual Merchandising Studio, Fashion Photography Studio, Students' Creative Display Centre etc., are well equipped with latest tools and equipment with trained technicians to impart hands-on training to the students. With the support of the Trio known as Curriculum, Faculty and Studios the students would gain adequate practical knowledge in gradual phase and will become perfectly fit for their profession while reaching the zenith of their graduation.

The students may explore into any one of the following job and entrepreneurship opportunities after the successful completion of B.Des. (Fashion Lifestyle and Boutique Management - FaLiBoMa) programme.

➤ Apparel Fashion Designer	➤ Visual Merchandiser	➤ Fashion Freelance Designer
➤ Apparel Merchandiser	➤ Retail Merchandiser	➤ Fashion Studio Owner
➤ Apparel Production Executive	➤ Retail House Executive	➤ Fashion Retailer
➤ Fashion Retail Executive	➤ Retail Manager	➤ Fashion Manufacturer
➤ Costume Designer	➤ Boutique Manager	➤ Fashion Buyer
➤ Fashion Illustrator	➤ Fashion Influencer	➤ Fashion Consultant/ Stylist
➤ Fashion CAD Designer	➤ Freelance Designer	➤ Production Merchandiser
➤ Fashion Photographer	➤ Fashion Journalist	➤ Fashion Forecaster
➤ Fashion Styling Executive	➤ Fashion UI UX Designer	

B.Des. (Interior Design Styling and Practices – InDe)

In the contemporary lifestyle Interior Design is part and parcel of Home, Work and Commercial Spaces. People all over the world are attracted by good interior ambience of the places where they associate often. The interior ambience is a complex terminology comprises of designing the interior with appreciable ergonomics, user friendliness, space effective, ease to maintain, pleasant and appealing, longevity, durability, ease to shift, worth for money etc., By keeping all these points in mind DPU SOD has introduced a novel B.Des. programme to create Interior Design Specialists. The developed programme B.Des. (Interior Design Styling and Practices – InDe) has been designed as a perfect blend to produce Interior Design Professionals as well as Interior Design Entrepreneurs with core objectives such as conceptual development, residential and commercial space planning and management, procurement and management of material and executing, keeping space science, construction and the ergonomics. InDe is one of the flagship design programmes with abundant placement opportunities in the interior design and décor domain of construction field. The aspirants of InDe programme are provided the opportunity to learn a wide range of foundation subjects such as Design Basics, Drawing and Illustration, Design Process, Design Thinking, Story Telling, Communication and Presentation Skills and subjects pertaining to Interior Architecture such as Interior History, Colour and Textures in Interior, Technical Drawings, Materials, Interior Construction, Interior Design Studio, Sustainable Interiors, Interior Photography, Furniture Design, Space Planning, Computer Aided Interior Design and Manufacture, AI in Interior, UI UX in Interior, Interior Budgeting, Brand Promotion, Marketing, Export and Import of Interior products, Visual Merchandising etc., The curriculum encourages the first-hand learning of software such as Adobe Photoshop, Adobe Illustrator, Autodesk AutoCAD, Trimble SketchUp, VRay, Lumion, Blender Autodesk Revit etc., The curriculum ensures the holistic preparation of customised InDe professionals possess unique skills satisfying the needs of mindboggling interior industry. The vibrant faculty team of InDe programme is a perfect blend of dedicated full-time academicians, adjunct and visiting faculties from the industry. The full-time regular faculty team will manage the day to day curricular and co-curricular obligations of the students. The adjunct and visiting faculties of their own repute will provide value addition to the programme by sharing their industrial acumen and amalgamate the students with industry. The Classrooms / Studios have designed with excellent ambience in terms of space, illumination, ventilation, interior, latest teaching – learning tools etc., to kindle the learning interest. The state-of-the-art CAD Studio, Lighting Studio, Furniture/ Wood working Studio, Model Making Studio, Students' Creative Display Centre etc., are well equipped with latest tools and equipment with trained technicians to impart hands-on training to the students. With the support of the Trio known as Curriculum, Faculty and Studios the students would gain adequate practical knowledge in gradual phase and will become perfectly fit for their profession while reaching the zenith of their graduation.

The students may explore into any one of the following job and entrepreneurship opportunities after the successful completion of B.Des. (Interior Design Styling and Practices – InDe) programme.

➤ Interior Designer	➤ Commercial Space Designer	➤ Light and Ambience Designer	➤ 3D Artists
➤ Furniture Designer	➤ Furnishing Stylist	➤ Exhibition and Set Designer	➤ Theatre Designer
➤ Residential Space Designer	➤ Visual Merchandiser	➤ Interior Journalist and Interior Blogger	➤ Interior Stylist

ACADEMIC PATTERN

Semester pattern

YEAR WISE PROGRESSION OF DPU-SOD'ian

YEAR 1

Foundation Year (Fundamentals and Principals of Design with a dash of environmental studies and practices)

YEAR 2

Core Design orientation, skills and practices (specialization perspective) (Flexible Credits and inter-disciplinary approach)

YEAR 3

Core Design with Studio and Lab practices, Internships, Projects and Research. Personal, Professional and Social Development practices

YEAR 4

Core Design with Studio and Lab practices, Professional, Social and Entrepreneurial Development

PROGRAMME OUTCOME

➤ Efficiency in domain-related knowledge and skills
➤ Enhancement in personal and professional skills and nurture social sensitivity towards being a global citizen
➤ Boost logical, and creative ability along with problem-solving and critical thinking skills
➤ Innovation through continuous research and development

ACTIVITIES HIGHLIGHTS

Periodic expert lectures by industry professionals	Activity based workshops by experts	Opportunity for the students to exhibit their creative work	Seminar and Conferences	Periodic Industrial Visits and Educational tours
Internship opportunities for gaining hands-on experience	Opportunity for the students to exhibit their talents	Communication and Soft skill Development	Placement Training comprises of Mock Interviews	Entrepreneurship Development Programmes

DPU SOD

INFRASTRUCTURE AND AMENITIES ON CAMPUS

1 Drawing Studio

10 Fabrication Lab

7 Advanced Pattern Making Lab

18 Creative Display Studio

15 Lighting Studio,

2 CAD Studio

11 Ceramic Design Studio

5 Visual Merchandising Studio

13 Cinematography Studio

19 Leather Design Studio

8 Textile Lab,

3 Illustration and Graphic Design Studio,

16 Furniture/ Wood working Studio

12 Metal Design Studio

6 CNC Lab and Laser Cutting Shop Floor

14 Sound Mixing and Recording Studio

20 Jewelry Design Studio

9 Garment Construction Lab

4 Photography Studio

17 Model Making Studio

CAREER DEVELOPMENT AND PLACEMENT OPPORTUNITIES

DPU SOD students are closely monitored from the day they join the programme till the time they join the organization or take up further course for their post-graduation in India or abroad. We evaluate them on certain parameters that may influence their career aspiration and guide them throughout their programme tenure. Our Training and Placement department imparts mentoring, counselling session with each student, coach them and train them on the personal, professional and technical skills along with social skills necessary in today's world. We also carry out certain training and development to inculcate cross-cultural skills to bridge the gap to the best of our ability to ensure and elevate the placement track record. DPU SOD students enjoy quick placements while they are about to complete their B. Des. Programme.

ENTREPRENEURSHIP DEVELOPMENT OPPORTUNITIES

DPU also extends support in the entrepreneurial development of students who so ever would like to pursue on completion of the B. Des. Programme.

SUMMER INTERNSHIP PROGRAMME

Summer Internship is an integral part of B. Des. programme, in which students are assigned to do a project on their area of interest at various organizations in India. Generally, students are assigned for SIP as per the schedule planned by academics. During SIP, students acquire first-hand experience and information about the organization and their subject domain along with department and the working condition and corporate environment. They also have to exhibit their potential during the SIP under guidance from the project guide from an organization and from the school of design.

CAREER GUIDANCE AND PLACEMENT ASSISTANCE

DPU SOD ensures

➤ Emphasis on consistent practical exposure, training and skills development
➤ Sessions on communication skills creative thinking, power of imagination, social sensitivity, soft skills and behaviour and overall personality development
➤ Making of portfolio and display of design skills ➤ Expression and presentation skills ➤ Student-driven corporate relations and placements to increase engagement of corporates

LIVE NETWORK

GUEST SESSIONS AND WORKSHOPS

Abu Jani & Sandeep Khosla

Arpita

Arun Desai

Abhyang Kuvalekar

Bunty Bajaj

Devika

Gauri Khan

Jayanti Reddy

Joseph

Deepali Mukherjee

Kunal Rawal

Masaba

Mickey Contactor

Mukim Tamboli

Narendra Goidhani

Payal Singhal

Pooja Sheth

Prantik Panigrahi

Rhea Kapoor

Rohan Sreshtha

Rikhil Nagpal

Sanjay Khimsera

Syed Abbas

Saimah Shaikh

Tanaya

Tarang Arora

Tarun Grover

Vivek Khatavkar

Vinit Raj Kapoor

Vilvin Sabu

CALENDAR OF EVENTS 2024

DPU All INDIA DESIGN APTITUDE TEST
All India, Online Proctored Test conducted by Dr. D. Y. Patil Vidyapeeth, PUNE, INDIA
For Admission Selection Process to B.Des.

DPU AIDAT Pattern

Section	Question Pattern	Question Type	Number of Questions	Marks for each section	Time per section
A	Multiple Choice Questions	Visualization, Observation and Perception	35 Questions	100 Marks	90 Minutes
B		Creativity, Analytical and Logical Reasoning	35 Questions		
C		Design Thinking and Problem Solving	30 Questions		
D	Assignment	Drawing and Sketching	1	100 Marks	90 Minutes
TOTAL			**101 Questions**	**200 Marks**	**180 Minutes**

IMPORTANT INSTRUCTIONS FOR DPU ALL INDIA DESIGN APTITUDE TEST (DPU AIDAT) 2024

1. DPU All India Design Aptitude Test is Online Proctored based and conducted by Dr. D. Y. Patil Vidyapeeth for its School of Design.
2. DPU AIDAT is scheduled on 21st April, 2024 at 11:00 AM to 2:00 PM.
3. Total duration of the All India Design Aptitude Test is 180 minutes.
4. Admit cards can be downloaded from dpu.edu.in one week prior to the DPU All India Design Aptitude Test (DPU AIDAT). Kindly take coloured and clear print of the admit card for the verification during online DPU AIDAT.
5. Candidates must be seated at least 15 minutes prior to the DPU AIDAT is scheduled.
6. Candidates must ensure that the system is on, duly charged, high bandwidth internet connection and the camera is in working condition throughout the Test..
7. Candidates must ensure all the necessary material is readily in possession. Candidates are not allowed to speak or call for assistance during the Test.
8. Candidates must keep their admit card, Aadhar Card / Driving Licence as ID proof, if asked for verification.
9. SECTION - A B C will have Multiple Choice Questions (MCQ) and you have to select an appropriate (correct) answer for each question. Section D will have one Drawing assignment.
10. Each question is of one mark and there are no negative marks for a wrong answer.
11. Candidates should be seated in an isolated room without any disturbance during the test. Once ccandidates are given access, they will not be allowed to leave their seat till the test is over and submitted.
12. Use of calculators, digital watches during the test are strictly not allowed. If found detected, candidate will be disqualified without any further warning.
13. Use of Geometry box or Scale are strictly not allowed during the test assignment.
14. For any query related to technical errors, downloading admit cards, forgetting username or password, etc.; kindly connect with our counselor immediately.
15. For any query related to programme, entrance exam, curriculum, fee structure, selection process, programme commencement date, kindly connect with Mr. Mandar J. Phadnis - 9960499000

DPU SOD

PROGRAMME TENURE

4 Year Full-time programme

FEES

Bachelor of Design (B. Des) | Rs. 3,00,000/- per annum

*University Eligibility Fee, University Examination Fee and Hostel Fee will be separate.
*Increase of 3% in the programme fee every year is applicable.

ELIGIBILITY

➤ Candidate must be 10 + 2 from any stream and from a recognized board/ university with a minimum of 45% of marks for Open category and minimum of 40% for other categories. Candidates appearing for 10 + 2 may also apply.

➤ Valid scores of DPU All India Design Aptitude Test, 2024.

➤ Portfolio Submission and Personal Interview on campus.

*Aspirants who have attempted UCEED | NID 2024 with valid scores, will be preferred in lieu of DPU AIDAT 2024.
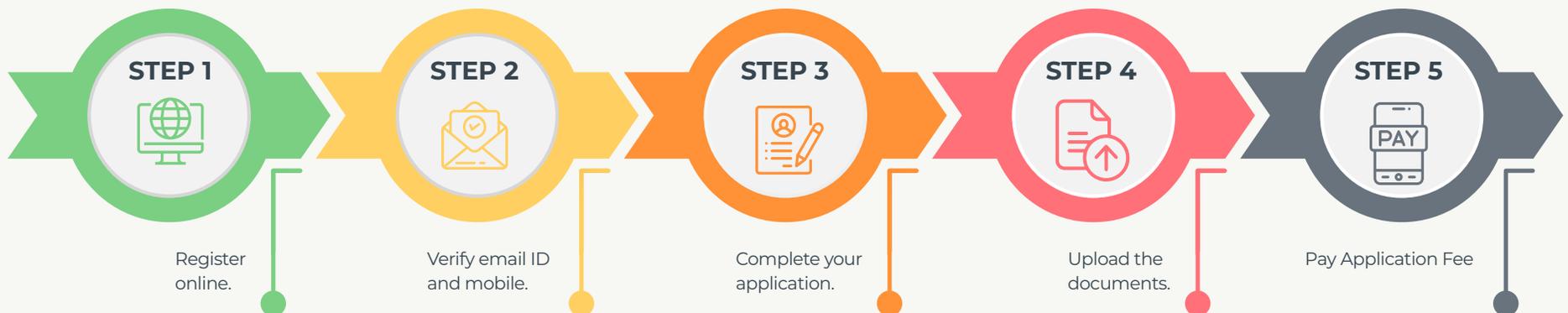
ANTI RAGGING POLICY

Ragging: As per the University Grants Commission (UGC) Regulations, the affidavits to be filed by the student and their parent about the anti-ragging regulations of UGC, these affidavits need not be on stamp paper nor need to be registered. The affidavits should be submitted by the admitted students through on-line in the following Website : http://antiragging.in/site/affidavits_registration_form. aspx (This link is also available on DPU website)

1.3 Prohibition of Ragging: 1.3.1: Ragging in any form is strictly prohibited in side and outside the campus. The UGC Regulations on "Curbing the Menace of Ragging in Higher Educational Institutions, 2009" (as amended) and the MCI (Prevention and Prohibiting Ragging in Medical Colleges/ Institutions) Regulations 2009, and DCI Regulations on Curbing the Menace of Ragging in Dental Colleges,2009 shall be applicable to all students of the Vidyapeeth.
1.3.2: It is mandatory to fill the online Anti Ragging undertaking, by every student at the time of the admission and on commencement of every academic year.
1.3.3: Smoking or consumption of alcoholic beverages, or use of banned materials inside the College, Hostel and Campus is strictly prohibited.. Any violation on the part of the students will be viewed very seriously and they will be suspended from the college immediately pending enquiry and in the case of hostellers, they will be expelled from the hostels immediately. Such students will not be permitted to attend classes/sit for examinations and enter the campus without the written permission of the competent Authority.

APPLICATION PROCESS

STEP 1 Register online.
STEP 2 Verify email ID and mobile.
STEP 3 Complete your application.
STEP 4 Upload the documents.
STEP 5 Pay Application Fee

Mode of payment | Credit Card / Debit Card / Net Banking / UPI / NEFT / RTGS / IMPS Application fee is Non-Refundable under any circumstances

DPU

Dr. D.Y. Patil Vidyapeeth, Pune
(Deemed to be University)

Dr. D. Y. Patil School of Design

COMMITTED TO NURTURE AND DEVELOP DESIGN PROFESSIONALS

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