D Y PATIL UNIVERSITY
PUNE | AMBI
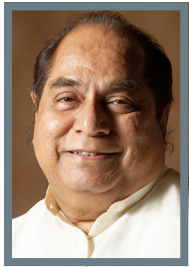|| ज्ञानधीनं जगत् सर्वम् ||

School of
Design

B.Des
M.Des

Prospectus

"**Design** creates culture.
Culture shapes values.
Values determine the **future**.
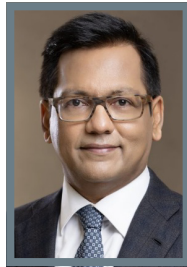
- Robert L. Peters

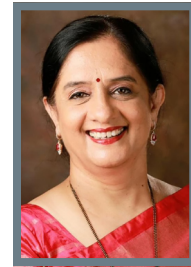# Management Leaders

Dr. D. Y. Patil
Founder President

Dr. Vijay D. Patil
President & Chancellor

Dr. Shivani V. Patil
Vice President &
Pro Chancellor

Dr. Sayalee Gankar
Vice Chancellor

Vision

To be globally recognised as an institution of design excellence with highly creative implementations in research, innovation, and Entrep. **To** make designers who are able to set benchmark for the future design generations offering optimum design solutions to the society.

Mission

At DYPU SOD our mission is to harness the power of design to create meaningful and impactful experiences. We strive to blend aesthetics with functionality, weaving a narrative that resonates with the essence of our client's aspirations. Through collaboration, experimentation, and a relentless pursuit of excellence, we aim to push the boundaries of design, leaving an indelible mark on the world.

Since its inception in 1983, the D Y Pātil Group of Institutions has established itself as a premier educational group in India. D Y Patil University Pune, established under the Government of Maharashtra Act No. VI of 2019 and Recognised by UGC New Delhi as a self financed University (Private University), owes its origin to the vision and dedication of Padma Shri Dr. D. Y. Patil, Founder President a forward-thinking leader who initiated the pursuit of education in Mumbai, Maharashtra.

With the guiding principle of "Knowledge is Supreme," the institution was established to deliver quality, value based and cutting-edge education. Over the years, it has evolved into one of Maharashtra's largest private educational providers, offering a diverse range of programs.

Under the leadership of Dr. Vijay D. Patil, *(President and Chancellor)* and Dr. Shivani V. Pātil *(Vice President and Pro-Chancellor, since 2006)*, D Y Patil Technical Campus has transformed into a university with schools dedicated to Architecture, Design, Engineering and Technology, Hospitality and Tourism Studies, Law, Management, Pharmacy, as well as Polytechnic and Agriculture.

Highlights

- Programmes offered consist of **Bachelor of Design (B. Des)** with specialisation in:
  - **Product Design**
  - **Communication & Media Design**
  - **Interior Space & Furniture Design**

- Programmes offered consist of **Master of Design (M. Des)** with specialisation in:
  - **Interaction Design (Ui/Ux)**
  - **Communication & Media Design**
  - **Interior Space & 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 - Behavioural Labs Boot Camp, Outreach, and Immersion Programmes for professional development.

- Study through human psychology and changing lifestyle patterns.

- Academics inclined towards Indian and World design history involving study tours, field and industrial visits.

- Focus on UN17 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.

- Partnership with leading Universities and Industries 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 & Theatre Club, Expressions Club, Social Media Club, Environmental Club and Outreach Club.

- Residential Campus.

DYPU

The School of Design at DY Patil University is a centre for creativity, innovation, and industry-focused learning. Our programs combine theoretical insights with hands-on studio projects, live industry collaborations, and expert mentorship, ensuring students develop real-world problem-solving skills. Located near the thriving MIDC industrial area, we provide unmatched exposure through internships and live projects, helping students build strong industry connections. Our faculty, a blend of experienced academicians and industry professionals, ensures a well-rounded education that balances conceptual knowledge with practical application.

With a strong emphasis on design thinking, innovation, and strategic problem-solving, we prepare students to become future-ready professionals. By integrating academic excellence with industry-driven experiences, we equip students with the skills, knowledge, and mindset to excel in the evolving creative landscape. At DY Patil University School of Design, students don't just learn design—they shape the future of it.

SOD

Bachelor of Design (B.Des)

Duration: 4 years

Specialization:

- Product Design
- Interior Space & Furniture Design
- Communication & Media Design

Master of Design (M.Des)

Duration: 2 years

Specialization:

- Interaction Design (Ui/Ux)
- Interior Space & Furniture Design
- Communication & Media Design

The art of turning imagination into function - where creativity meets necessity to shape the future, one idea at a time.

Product Design

Communication & Media Design

The art of storytelling through visuals and technology - where creativity shapes perception, bridges ideas, and leaves a lasting impact.

The poetry of form and function - where aesthetics embrace utility to craft environments that inspire, comfort, and endure.

Interior Space & Furniture Design

B.Des Course Basket*

Product Design

- Design and Innovation
- Product Analysis and Function Design
- Creative Thinking Process and Methods
- Problem Identification and solving skills
- User centred Design
- Emotions intelligence
- IPR & Patent filing
- Design Representation skills
- Product Photography
- Communication Theories, Visual Perception and Semiotics
- Portfolio design and Development
- Design Research and Methodology
- Design, Society, Culture, and Environment
- Design and human evolution
- Creative Thinking Process and Methods.
- 3D Printing and laser cutting
- UI-UX Design
- National study tour

Communication & Media Design

- Visual Communication Design
- Typography
- Photography
- Colour Theory
- Illustration & Storytelling
- Brand Communications
- Publication Design
- Screenwriting & Film Studies
- Packaging design
- Research and Theory
- Transportation Graphics
- Advertising
- Animation and VFX
- Service Design
- Design Management
- Cognitive Design
- Rural exposure
- Motion Graphics
- Design art and aesthetics
- National study tour

Interior Space & Furniture Design

- Design Management
- System Design
- Environmental Science
- Anthropometrics & Ergonomics
- Retail Design
- Exhibition Design
- Interior Services
- Interior Landscape
- Lighting approach
- Lighting and Acoustics in Interiors
- Structural Design
- Materials and Methods of Construction
- Clay and Ceramic Design
- Site visit and Market Study
- Vendor Management
- National study tour

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

Interior Space & Furniture Design

- History of Furniture & Interior Design
- Simulated Visualisation Techniques
- Craft & Hand-woven Techniques in Furniture Design
- Bio-Based & Smart Materials in Interior Design
- Traditional Craft Revival & Artisanal Furniture Techniques
- Set Design for Films, Theatre & Events
- Furniture Systems & Modular Design
- Structural Systems in Interiors
- Lighting Design in Interiors
- Acoustic Design Integration
- Manufacturing Techniques for Furniture
- Bamboo & Cane Construction Techniques
- Exhibition & Museum Interior Design
- Hand-woven & Textile Integration in Interior Spaces
- AI & Generative Design in Interiors
- Interactive & Smart Furniture Design

Communication & Media Design

- Introduction to Media & Communication Design
- Visual Language & Semiotics
- Typography & Graphic Design Principles
- Photography Basics

- Cinematography & Video Production
- Cultural Studies in Media
- Storytelling & Narrative Structures
- Film Studies & Screenwriting
- Print Media & Publication Design
- Advanced Motion Graphics & Animation
- Branding & Identity Design
- Interactive & Emerging Media
- Digital Content Creation
- Advertising Psychology
- Consumer Behaviour Studies
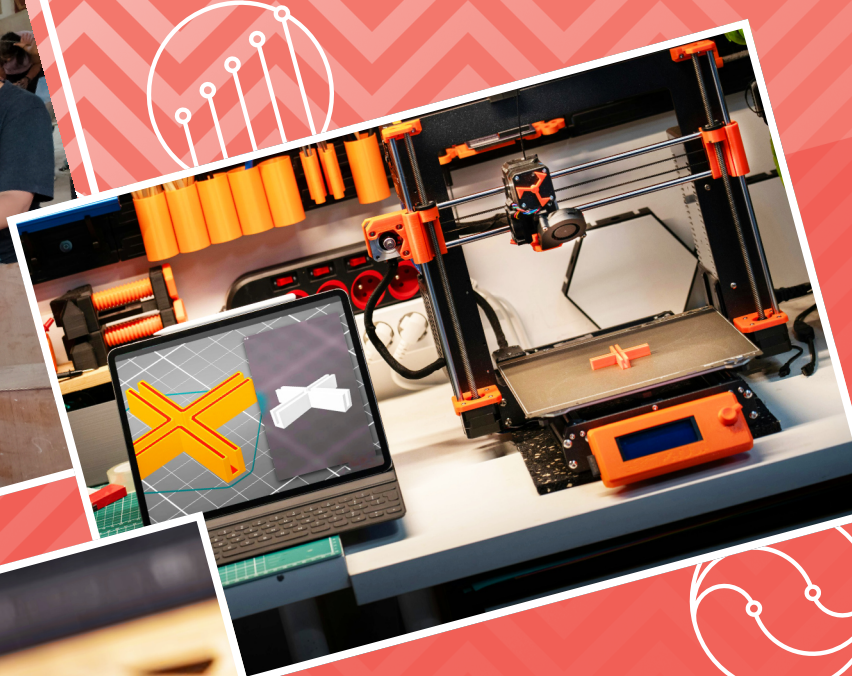- Media Law & Media Ethics

Interaction Design (Ui/Ux)

- Cognitive Psychology & User Behaviour
- Information Architecture
- Data Visualisation Techniques
- Prototyping Techniques
- UX for E-Commerce & Digital Products
- Packaging UI
- UX Strategy & Product Thinking
- UX Metrics & Data-Driven Design
- Front-End Development Basics (HTML, CSS, JS)
- AR in User Experience
- VR in Interaction Design
- AI in UX
- Narrative Design for UX
- Blockchain & UX for FinTech
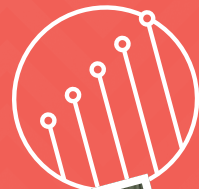- Real-World UX Problem Solving

Campus Life

Facilities

Facilities

Study Tours

Industry Visit

Prof. Prajeesh Kumar
HOI/HOD SOD

Ar. Swaminath Swamy
Senior Advisor, SOD

Prof. Harshada Pawar
SEO, SOD

Ar. Elvis Phumale
Program Coordinator, ID

Gajānan Yādao
Program Coordinator, CD

Prof. Nachiket Gujar
Photography

Ar. Gaurav Joshi
Furniture Design

Vishakha Vishwanath
Brand Communication

Prof. Rahul Narvane
Filmmaking

Students' Council

The Students' Council at the School of Design is a dynamic platform that empowers students to lead, collaborate, and make a lasting impact on campus life. As the voice of the student body, the council fosters a vibrant and inclusive community, organizing events, workshops, and initiatives that enhance both academic and extracurricular experiences.

It serves as a bridge between students and faculty, ensuring that every voice is heard and every idea has the potential to shape the future. Whether it's fostering creativity, promoting teamwork, or driving positive change, the Students' Council is at the heart of a thriving design community.

As a Communication and Media Design student at DYPU School of Design, I have experienced a transformative education that has significantly enhanced my creative and technical skills. The curriculum's emphasis on real-world projects and the faculty's industry expertise have prepared me for a successful career in design.

Ankita Patil
Communication Media Designer
UCTC Co.
Pune

Studying Product Design at DYPU School of Design has been an enriching experience, allowing me to explore my passion for problem-solving through design. From medical devices to consumer products, I have honed my skills in research, ergonomics, and user-centred design. The college has provided me with a strong foundation, enabling me to approach challenges with creativity and practicality, shaping me into a designer ready to make an impact.

Mrigaank Sahoo
Product Designer
Syrma Johari Medtech
Pune

My experience at DYPU School of Design has been amazing. The supportive faculty, engaging curriculum, and hands-on learning have prepared me for real-world challenges. The strong sense of community and extracurricular opportunities have helped me grow both personally and professionally.

Tanvi Kalamkar
Interior Designer
Wikreate Design Studio
Nāshik

My journey at DY Patil University has been transformative. Over four years, I've honed my interior design skills, from conceptualisation to execution. Hands-on learning, industry exposure, and expert mentorship have shaped me into a confident 3D designer and problem-solver. Now, I step into the professional world with both theoretical knowledge and real-world experience to tackle any design challenge.

Mayank Srivastav
Interior Designer
Kataria & Associates
Uttar Pradesh

The past four years have been a journey of self-discovery. The exposure to various design disciplines, workshops, and industry professionals helped me refine my skills. I am grateful for the opportunities and the memories I've made at DYPU.
This university nurtured my creativity and gave me the freedom to experiment. I appreciated the constructive feedback from professors, who genuinely care about student growth. The design community here is inspiring, and I've made lifelong connections.

Sejal Kudale
Communication Designer
WikrStudio
Pune

Learning at DYPU School of Design has been an incredible journey. The balanced curriculum, expert faculty, and industry projects have prepared me for the professional world. While finishing my final year, I've started working as a Ui/Ux Designer, applying my skills to digital experiences. DYPU School of Design has given me the confidence and creativity to step into the industry, and I'm excited for what's next.

Rucha Muley
Ui/Ux Designer
Xebec Communication
Pune

Bachelor of Design (B.Des)

Application Process
Mode: Online
Fee Payment: Online
Seat Intake *(Total Seats)*: 60

Seat Reservation Quota:
As per the norms of the Government of India and regulatory authorities

Admission Process and Timelines
Application Deadline: 31st July 2025

Eligibility Criteria:
Educational Qualification: 10+2 in any stream (Arts, Commerce, Medical, Non-Medical)

Mandatory Subject: English

Nationality: Indian

Qualifying Exams & Minimum Score Requirement:
Minimum Requirement: 45% Marks in HSC

Cut-off Criteria: UCEED Score *'Or'* DYPU Entrance Score

Application Fees: ₹1000

Master of Design (M.Des)

Application Process
Mode: Online
Fee Payment: Online
Seat Intake *(Total Seats)*: 20

Seat Reservation Quota:
As per the norms of the Government and regulatory authorities

Admission Process and Timelines
Application Deadline: 31st July 2025

Eligibility Criteria:
Educational Qualification: A bachelor's degree in any discipline from a recognised Indian university *'Or'*
A three-year undergraduate diploma from a reputed university

Qualifying Exams & Minimum Score Requirement:
Minimum Requirement: 60% aggregate marks from a recognised university

Cut-off Criteria: CEED Score *'Or'* DYPU Entrance Score

Application Fees: ₹1200

Tuition Fees	
Annual Fee (for B.Des & M.Des)	₹2,00,000
Total Fees (for B. Des, i.e. total 4 years)	₹8,00,000
Total Fees (for M. Des, i.e. total 2 years)	₹4,00,000

Accommodation*	
Single Occupancy	₹70,000/year
Double Sharing	₹65,000/year
Triple Sharing	₹60,000/year

* Terms & conditions apply.

How to Apply?

Campus Visit → Registration & Form Submission → Counselling → Aptitude Test → Portfolio Review → Document Verification → Fee Payment → Student Portal Access → Orientation Program → Design Journey Started.

Address:

D. Y. Patil University Pune,
Talegaon Dabhade,
MIDC Road, Talegaon - 410506

🌐 dypatiluniversitypune.edu.in

📞 +91 70309 52392
+91 84484 44230

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