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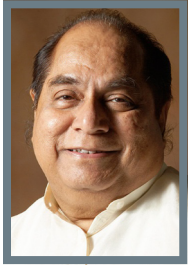|| ज्ञानधीनं जगत् सर्वम् ||

School of **Design**

**B.Des**
**M.Des**

# Prospectus

"**Design** creates culture.
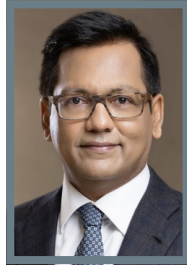Culture shapes values.
Values determine the **future**.

- Robert L. Peters

## Management Leaders
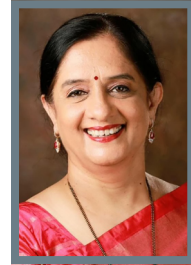
**Dr. D. Y. Patil**
Founder President

**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 a school of design excellence with highly creative implementations in research, innovation, and entrepreneurship producing world class 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.

**S**ince 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, 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.

DYPU

# 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)**
    - **Media & Communication Design**
    - **Furniture & Interior 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

**T**he 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)
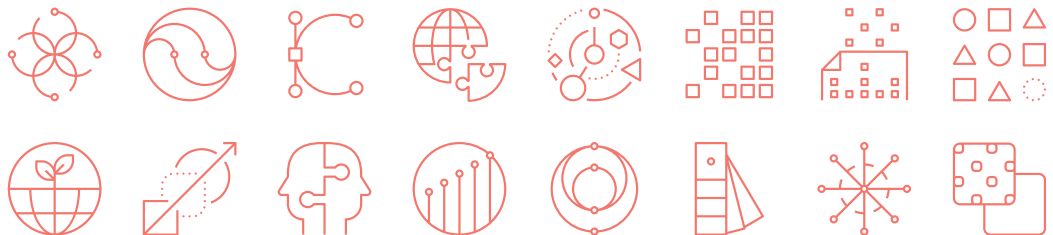
**Duration:** 4 years

**Specialization:**

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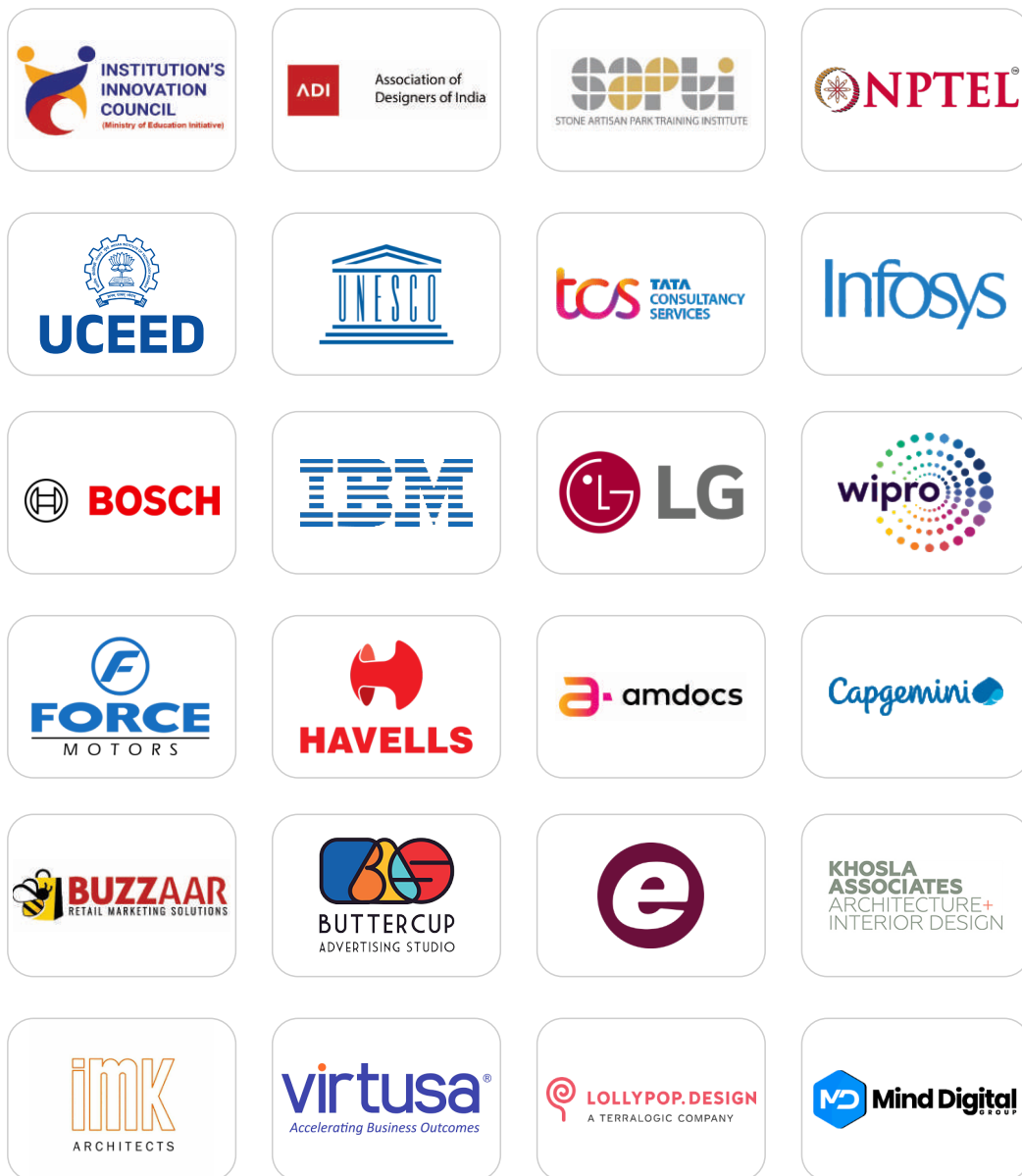- Communication & Media Design

## Master of Design (M.Des)

**Duration:** 2 years

**Specialization:**

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

## 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

**M.DeS Course Basket***

## Furniture & Interior 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

## Media & Communication 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
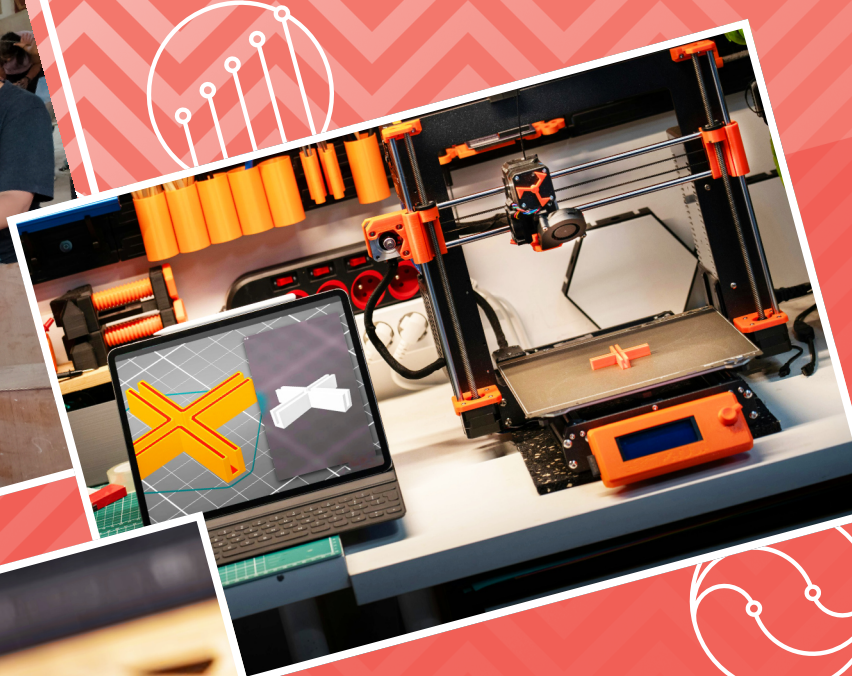- Consumer Behaviour Studies
- Media Law & Media Ethics

## 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
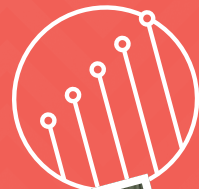- Real-World UX Problem Solving

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

**Gajānan Yādao**
Program Coordinator

**Prof. Nachiket Gujar**
*Photography*

**Ar. Gaurav Joshi**
*Furniture Design*

**Vishakha Vishwanath**
*Brand Communication*

**Prof. Rahul Narvane**
*Filmmaking*

# Students' Council

**T**he 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.

# Students' Testimony

**A**s 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.

**S**tudying 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.

**M**y 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.

**Ankita Patil**
*Communication Media Designer*
UCTC Co.
Pune

**Mrigaank Sahoo**
*Product Designer*
Syrma Johari Medtech
Pune

**Tanvi Kalamkar**
*Interior Designer*
Wikreate Design Studio
Nāshik

# Students' Testimony

**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)*: 30

**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

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📷 schoolofdesigndypu

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UNIVERSITY
PUNE | AMBI
|| ज्ञानधीनं जगत् सर्वम ||

Academic Year: 2025 - 2026