



DESIGN
▶▶▶ is where
SCIENCE &
ART break
even



D Y PATIL
UNIVERSITY

PUNE | AMBI

॥ ज्ञानधीनं जगत् सर्वम् ॥

School of
Design

Bachelor of Design | Master of Design

Duration 4 year

Duration 2 year

About D Y Patil University, Pune

Since its inception in 1983, the D Y Patil Group of Institutions has established itself as a premier educational group in India. D Y Patil University Pune, founded under the Government of Maharashtra Act No.VI of 2019 and recognized by UGC, New Delhi, owes its origin to the vision and dedication of **Padmashree 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 Vijay Patil**, 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."

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, D Y Patil School of Design 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 18 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



Dr. Shivani V. Patil
Vice President &
Pro Chancellor



Dr. Sayalee Gankar
Vice Chancellor

ADVISORY BOARD



Prof. Kiran Gopinath
M. Des IIT Delhi
Program Head Shrishti Manipal



Mr. Deepankar Bhattacharya
Strategic Design
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M. Des IIT Delhi



Prof. Abhijit Bhagat
M.Des SPA Delhi



Ar. Rahul Telgote
HOD DYPUSOD



Ar. Swaminath Swamy
Senior Mentor



Prof. Devavrat A Madhavi
Industry Mentor

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 Designpreneurs.

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 are of Bachelor of Design (B. Des) and Master of Design (M. Des) with specialization in Product Design, Interior Design, Communication and Graphic Design.
- Yearly renewed syllabus with support of industry for Choice Based Credit System and Multidisciplinary Education.
- Certifications and credit transfer with industry partners like Adobe, EdX, Course Era, MOOCs, NPTEL and Swayam as per the guidelines of UGC, New Delhi.
- 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.
- NSS under Ministry of Youth Affairs & Sports and NCC wings under Ministry of Defence, Govt of India for student development.

Programme Structure

- 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



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

Conditions Apply***

Bachelor of Design (B. Des)

- Duration 4 year
- Specialization :- Product Design I Interior & Furniture Design I Communication & Media
- Four Year – Full Time

Master of Design (M. Des)

- Duration 2 year
- Specialization :- UI-UX
- Two Year – Full Time
- Visual Interface Design I Interface Prototyping I Human Factors in Interaction Design I User Centered Design Research I Creativity & Innovation I Design Semantics I Tangible Interaction Design

B. Design Program Structure



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

M. Design Program Structure



INTERACTION DESIGN (UI-UX)

- Cognitive Studies for Better User Experience
- Gestalt Principles
- Visual Design
- Writing in UI Design
- User Interface Elements
- Accessibility in Design
- Prototyping
- Grid and Layout Systems
- Information Architecture
- Content Audit
- Organization Schemes
- Navigation
- Internship or Capstone Project



VISUAL COMMUNICATION DESIGN

- Theory of Visual Communication
- Graphic Design Principles and Practices
- Color theory
- Image-making
- Branding and identity design.
- Interactive and Multimedia Design
- Motion graphics
- User interface (UI) and user experience (UX) design
- Design Research and Methodologies
- Visual Storytelling and Narrative Design
- Internship or Capstone Project



FURNITURE DESIGN AND INTERIOR DESIGN

- Theory of Visual Communication
- Graphic Design Principles and Practices
- Color theory
- Image-making
- Branding and identity design.
- Interactive and Multimedia Design
- Motion graphics
- User interface (UI) and user experience (UX) design
- Design Research and Methodologies
- Visual Storytelling and Narrative Design
- Internship or Capstone Project



**Corporate
Relations &
Career Services**

FUTURE 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

Prof. (Col.) Sunil Bhosale
Director, Strategy

CAMPUS LIFE



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 Mudra Club, Astronomy Club, Coder Club, Photography 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. Book bank facility is made available to all FY students.



National Cadet Corps (NCC)

NCC-National Cadet Corps is an organisation under the Ministry of Defence, Government of India. NCC wing at D Y Patil University is established to develop selected cadets personality, sense of duty, discipline, professional skills and patriotism. NCC training brings discipline and expect cadets to contribute for the Nation Building and being responsible for the Social Integration.



National Service Scheme (NSS)

NSS - National service scheme is a public service program launched by the then union education minister V.K.R.V. RAO in 1969. Every Indian male and female who is earlier than 18 years of age at the time of joining is eligible to join national service scheme.



"The campus is serene, providing an ideal environment for academic, professional and wholistic pursuits"

Cdr. Abhijeet Hinge
Campus Director

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**





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ENTRANCE EXAM

26th April, 10th & 31st May

Admission Process



Apply Online www.dypatiluniversitypune.edu.in

Program Fees

B Des - Rs 2,00,000/- (per year)

M Des - Rs 2,00,000/- (per year)

Application Fees

B Des - Rs 800/-

M Des - Rs 1000/-



<https://www.facebook.com/profile.php?id=100080665462796&mibextid=ZbWkWL>



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

Office Address

**Ambi, Talegaon Dabhade, Pune,
Maharashtra - India, 410507**

+91 2114-302055

Email : info@dypatiluniversitypune.edu.in

Program Details & Admission

+91 922 686 5848 | 702 161 1747

+91 020 4717 0924

+91 844 8444 230

admissions@dypatiluniversitypune.edu.in

Application Form Technical Support

+91 810-4502-268

Scan to Apply



Apply online

AY 2024-2025

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