Pimpri Chinchwad Education Trust's
Pimpri Chinchwad University
Sate, Pune - 412106

Curriculum Structure
Bachelor of Design
Pune Design School

Effective from Academic Year 2025-26

Program Structure

Preamble:

India has a long history of welcoming visitors with open arms, making it recognised as a typically hospitable nation. Hospitality is known to be the very essence of India. The hospitality sector offers a wide range of professional options at different levels and requires a variety of talents, and it makes a considerable contribution to the economies of India and many other nations. The goal of Pimpri Chinchwad University's Bachelor of Design is to provide students with a solid intellectual foundation. Their ability to develop strategic business insight, make moral decisions, and adopt a sustainable worldview is empowered by the curriculum. In essence, the programme aims to create leaders who can proactively implement business strategies that pursue the economic well-being of all stakeholders while considering the welfare of the people and impact on the planet. The foundational information and abilities offered in this undergraduate degree programme are crucial for students to succeed in creative roles and be responsible citizens in the future. A key component of the curriculum is the student's holistic development. The B.Des program is Ideal for students who wish to start a career in Design, management, or entrepreneurship soon after graduation.

Vision and Mission of Programme:

Vision

The vision of the Pune Design School is to be recognized for leadership in the discipline and the profession by advancing design excellence in an evolving global ecosystem, promoting human values and well being, and inculcating responsibility to society, the environment, and the profession.

Mission

- To offer future leaders with academic and research excellence to succeed in today's dynamic Design Environment as successful managers and entrepreneurs.
- To Improve and Enhance the Educational Experience.
- To Cultivate a Culture of Research, Scholarship and Creative Activities
- To Grow a Comprehensive and Balanced Student community and Faculty
- To Advance Industry, Professional, Community and University Partners

Programme Educational Objectives:

1. Develop research methodologies to investigate and identify design focused interventions.
2. Develop critical thinking and ability to create innovative solutions.
3. Exhibit proficiency in practices that employ media, materials & emerging technologies.
4. Ability to demonstrate digital & analogue competence to present ideas.
5. Develop entrepreneurial approach to create strategic design solutions.

Programme Outcomes (POs):

The Graduates will be able to:

1. **Research Mindset:** Evolving a research-oriented mindset as an approach to undertake design solutions.
2. **Critical & Design Thinking:** Capacity to apply and effectively problem-solve in an unstructured, unfamiliar and complex context.
3. **Material Sensibility:** Demonstrate advanced sensibilities to analyse attributes and applicability of materials.
4. **Emerging Technology Practice:** Demonstrate curiosity and intention of practice in the domain of emerging technologies that engender innovation in the industry.
5. **Analog & Digital Competency:** Demonstrate competency in a range of analog and digital skills for creativity and communication.
6. **Strategic Design Disposition:** Illustrate critical understanding of impact of design interventions on micro & macro environments.
7. **Entrepreneurial Attitude:** Display of professionalism, enterprise, teamwork and collaboration as an approach and attitude towards entrepreneurship.

Programme Specific Outcomes (PSOs):

1. Using a structured thought process and design development process, ability to design Products that create business value, serve individual and societal needs while considering environmental impact
2. Ability to create innovative solutions which are desirable to the user, technically feasible and commercially viable.
3. Ability to develop concepts through cycles of research and concept progression while integrating all relevant issues in a given context through several stages of design development and form building.
4. Develop an understanding of the human- centered focus of design and knowledge of functionality based on human factors and ergonomics.
5. Ability to identify consumer needs through understanding of values, cultures, behavioral norms, social patterns, demographics, trends and future scenarios.
6. Ability to develop a personal learning style, observe and evaluate own learning, diagnose own learning needs to serve the purpose of self and life-long learning.
7. Ability to work in a professional manner with the knowledge of design management in a collaborative, team environment, honoring timelines and ethical considerations.

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Curriculum Framework for B. Des (4 years)

Sr. No.	Type of course	Abbreviations
1	Major	**PCC**
2	Elective (Minor Stream/Vocational/Programme Specific)	**MIN**
3	Multidisciplinary / Open Electives	**OE**
4	Ability Enhancement Courses	**AEC**
5	Skill Enhancement Courses	**SEC**
6	Value Added Courses	**VAC**
7	Summer Internship	**INTR**
8	Internship	**INTR**
9	Project	**PROJ**

Sr. No.	Type of course	No. of Courses	Total Credits No	Total Credits %
1	Programme Core Credit	34	86	53.75
2	Minor Stream/Vocational/Programme Specific	5	10	6.25
3	Multidisciplinary / Open Electives	3	6	3.75
4	Ability Enhancement Courses	6	6	3.75
5	Skill Enhancement Courses	6	16	10
6	Value Added Courses	4	5	3.125
7	Internship	1	4	2.5
8	Project	1	11	7.5
	Total	8	16	6.875

COURSE DISTRIBUTION: SEMESTER WISE

Sr. No.	Type of course	No. of Courses/Semester								Total
		1	2	3	4	5	6	7	8	
1	Programme Core Credit	4	4	4	5	5	5	5	3	34
2	Minor Stream/Vocational/Programme Specific	0	0	0	1	1	1	1	1	5
3	Open Electives	1	1	1	0	0	0	0	0	3
4	Ability Enhancement Courses	1	1	1	1	1	1	0	0	6
5	Skill Enhancement Courses	1	1	1	1	1	1	0	0	6
6	Value Added Courses	1	1	0	0	1	1	0	0	4
7	Internship	0	0	0	0	0	0	1	0	1
8	Project	0	0	0	0	0	0	0	1	1
9	MOOC	1	1	1	1	1	1	1	1	1
Total										**68**

Course Structure for B. Des (Animation and Game Design)

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Semester III							
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	UBDAG201	Animation/Game Foundations	**PCC**	2	-	2	4	6	40	60	100
2	UBDAG202	Design Research	**PCC**	-	-	1	1	2	20	30	50
3	UBDAG203	Introduction to 2D/ Puppet Animation	**PCC**	2	-	2	4	6	40	60	100
4	UBDAG204	History & Techniques of Animation	**PCC**	1	-	2	3	5	40	60	100
5	UBDAG205	Open Elective 3	**OE**	1	-	1	2	3	40	60	100
6	UBDAG206	Presentation Techniques	**AEC**	1	-	-	1	1	50	-	50
7	UBDAG207	3D Modelling Introduction	**SEC**	1	-	2	3	5	40	60	100
8	ACUHV201/ ACCOI202	Universal Human Values II : Understanding Harmony / Constitution of India	**AC**	-	-	-	-	2	50	-	50
9	UFL201	Foreign Language I	**AEC**	-	-	-	-	2	50	0	50
10	MOOCAG201	Foundations of Game Thinking and Design	**MOOC**	2	-	-	2	2	20	30	50
						Total	20	34	390	360	750

UFL201 - Foreign Language I
Foreign Language I German
UFL201B - Foreign Language I Japanese

UBDAG205 - Open Elective 3 UFL201A -
UBDAG205A – Product Photography
UBDAG205B - Design for Social Media

		Semester IV

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDAG208	Design Studio 1	**PCC**	1	-	3	4	7	40	60	100
2	UBDAG209	Introduction to Game Technologies	**PCC**	1	-	1	2	3	20	30	50
3	UBDAG210	Story Writing & Acting for Animation & Games	**PCC**	1	-	1	2	3	20	30	50
4	UBDAG212	Lighting, Shading& Composition 2D	**PCC**	1	-	1	2	3	20	30	50
5	UBDAG213	Mini Project 1	**PCC**	1	-	1	2	3	40	60	100
6	UBDAG214	Portfolio 1	**AEC**	1	-	-	1	1	50	-	50
7	UBDAG215	3D Weapon, Mech & Vehicle Design 1 - Maya	**SEC**	1	-	2	3	5	20	30	50
8	ACCOI202 / ACUHV201	Constitution of India / Universal Human Values II : Understanding Harmony	**AC**	-	-	-	-	1	50	-	50
9		**Minor 1**	**MIN**	2	-	-	2	2	40	60	100
10	UFL202	Foreign Language II	**AEC**	-	-	-	-	2	50	-	50
11	MOOCAG202	Interactive Game Design	**MOOC**	2	-	-	2	2	20	30	50
						Total	20	32	370	330	700

UFL202 - Foreign Language II
UFL202A - Foreign Language II German
UFL202B - Foreign Language II Japanese

	Semester V

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	UBDAG301	Design Studio 2	**PCC**	1	-	3	4	7	40	60	100
2	UBDAG302	Digital Concept Art For Creatures/ Characters/ Environments	**PCC**	1	-	1	2	3	20	30	50
3	UBDAG303	Game Engine – Unreal Engine IV	**PCC**	1	-	-	1	1	50	-	50
4	UBDAG304	3D Environments 1	**PCC**	1	-	1	2	3	20	30	50
5	UBDAG305	Mini Project 2	**PCC**	1	-	1	2	3	40	60	100
6	UBDAG306	Project Documentation	**AEC**	1	-	-	1	1	50	-	50
7	UBDAG307	3D Weapon, Mech & Vehicle Design 1 - Maya	**SEC**	1	-	1	2	3	20	30	50
8	UBDAG308	Short Movie Making	**VAC**	-	-	2	2	4	20	30	50
9	ACALR301 / ACEVS301	Aptitude and Logical Reasoning / Environmental Studies	**AC**	2	-	-	-	2	50	-	50
10		**Minor 2**	**MIN**	2	-	-	2	2	40	60	100
11	UFL301	Foreign Language III	**AEC**	-	-	-	-	1	50	-	50
12	MOOCAG301	Designing Dynamics	**MOOC**	2	-	-	2	2	20	30	50
						Total	20	32	420	330	750

UFL301 - Foreign Language I
UFL301A - Foreign Language I German
UFL301B - Foreign Language I Japanese

	Semester VI

Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDAG309	Design Studio 3	**PCC**	1	-	3	4	7	40	60	100
2	UBDAG310	3D Character/ Creature Design	**PCC**	1	-	2	3	5	40	60	100
3	UBDAG311	3D Rigging & Skinning	**PCC**	1	-	1	2	3	50	-	50
4	UBDAG312	3D Environments 2	**PCC**	1	-	-	1	1	20	30	50
5	UBDAG313	Mini Project 3	**PCC**	1	-	1	2	3	40	60	100
6	UBDAG314	Portfolio 2	**AEC**	0	-	1	1	2	50	-	50
7	UBDAG315	Virtual Reality Tools	**SEC**	0	-	1	2	3	20	30	50
8	UBDAG316	Theatre Arts	**VAC**	0	-	1	1	2	50	-	-
9	ACEVS301 / ACALR301	Environmental Studies / Aptitude and Logical Reasoning	**AC**	-	-	-	-	2	50	-	50
10		**Minor 3**	**MIN**	2	-	-	2	2	40	60	50
11	UFL302	Foreign Language IV	**AEC**	-	-	-	-	2	20	30	50
12	MOOCAG302	Immersive Media and Extended Realities	**MOOC**	2	-	-	2	2	20	30	50
						Total	20	34	440	360	700

UFL302 - Foreign Language II
UFL302A - Foreign Language II German
UFL302B - Foreign Language II Japanese

				Semester VII									
Sr. No.	**Course Code**	**Course Title**	**Course Type**	**Teaching Scheme**						**Assessment Scheme**			
				Th	**Tut**	**Pr / Self study**	**Credits**	**Hrs.**		**CIA**	**ESA**	**Total**	
1	UBDAG401	Design Studio 4	**PCC**	2	-	2	4	6		40	60	100	
2	UBDAG402	Design Studio 5	**PCC**	1	-	2	3	5		40	60	100	
3	UBDAG403	Design Management	**PCC**	1	-	-	1	1		50	-	50	
4	UBDAG404	Visual Scripting & Blueprints For Games	**PCC**	2	-	-	2	2		20	30	50	
5	UBDAG405	Mini Project 4	**PCC**	1	-	1	2	3		40	60	100	
6	UBDAG406	Internship :UBD	**PCC**	-	-	-	4	-		40	60	100	
7		**Minor 4**	**MIN**	2	-	-	2	2		40	60	100	
8	MOOCAG401	Visual Scripting & Rendering	**MOOC**	2	-	-	2	2		20	30	50	
						Total	20	19		290	360	650	

				Semester VIII									
Sr. No.	**Course Code**	**Course Title**	**Course Type**	**Teaching Scheme**						**Assessment Scheme**			
				Th	**Tut**	**Pr / Self study**	**Credits**	**Hrs.**		**CIA**	**ESA**	**Total**	
1	UBDAG407	Design Studio 6	**PCC**	1	-	2	3	5		40	60	100	
2	UBDAG408	Research Paper Writing : UBD	**PCC**	2	-	-	2	2		50	-	50	
3	UBDAG409	Graduation Project : UBD	**PCC**	-	-	11	11	22		150	200	350	
4		Minor 5	**MIN**	2	-	-	2	2		40	60	100	
5	MOOCAG402	Production Design for Games	**MOOC**	2	-	-	2	2		20	30	50	
						Total	20	30		300	350	650	

Course Exit Policy

UG Diploma in Design : Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG diploma in Design, provided they must earn additional credits during the summer vacation of the second year.

Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
									Theory		OR/PR		
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total
UDIEXBD201	Research in Design./MOOCs	VSC	2	–		2	2		–	–	50		50
UDIEXBD202	Project/ Internship	VSC	–	8		4	8		–	–	50	50	100

Second Year

*Project- In house/ Sponsored/ Case Study/ Field work

3-year UG Degree in Design : Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG degree of B.Sc in Design, provided they must earn additional credits during the summer vacation of the third year

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*Project- In house/ Sponsored/ Case Study/ Field work

Name of the Program:	B.Des			EXIT Course		Level: UG	
Course Name	Research in Design			Course Code/ Course Type		UCEXBD101	
Course Pattern	2024			Version		1.0	
Teaching Scheme					Assessment Scheme		
Theory	Practical	Tutorial	Total Credits	Hours	CIA (Continuous Internal Assessment)	ESA (End Semester Assessment)	Practical/Oral
2	-	-	2	2	50	0	0
Pre-Requisite:							
Course Objectives (CO):	The Objective of **Research in Design** is – 1. identify and discuss the role and importance of research in the social sciences. 2. identify and discuss the issues and concepts salient to the research process. 3. Discuss the complex issues inherent in selecting a research problem, selecting an appropriate research design, and implementing a research project. 4. Understand the concepts and procedures of sampling, data collection, analysis and reporting. 5. minimize the risk of bias and helps to control extraneous variables.						
Course Learning Outcomes (CLO):	Students who successfully complete this course will be able to: 1. Understand why research is important for any kind of design intervention or design solution. 2. Understand and evaluate a wide range of qualitative and quantitative methodologies related to design research and practice 3. know which of these tools and methods be best suited in different context and circumstances during the research process. 4. Acquire data visualization skills and competently use visual representation tools such us Scenario and Personas building, Affinity diagram, Empathy mapping, Entities positioning map, ERAF System Diagram etc. in a range of situations. 5. Have the ability to translate research findings into design proposals.						

Course Contents:

Descriptors/Topics	CLO	Hours
UNIT I		
Research process and scope : types (Primary & Secondary and Qualitative & Quantitative) of research, sampling methods, user profiling etc. as well as various research tools and methods (excluding observation, visual ethnography, observations etc.).	**CLO 1**	**6**
UNIT II		
Tools of research : brainstorming, surveys, interviews, experiment design, etc.,	**CLO 2**	**6**
UNIT III		
Research analysis : Analysis techniques of insights and patterns from the collected data and information, Validation of Data , Writing research report, Format of the report, Style of referencing, Bibliography	**CLO 3**	**6**
UNIT IV		
Preparing research proposals: Selection of the topic, Review of literature, Identifying Objectives of the Study, preparing Research Questions, Hypothesis formation	**CLO 4**	**6**
UNIT V		
Issues in Research : Research Ethics, Plagiarism, software to detect plagiarism	**CLO 5**	**6**
Total		**30**

Learning resources

Reference Books:
- Design Research: Methods and Perspectives (The MIT Press) Hardcover – 2003 by Brenda Laurel
- Design Research Now: Essays and Selected Projects (1st edition) 2007 – By Ralf Michel, Hochschule fur Gestaltung und Kunst, Basel, Switzerland

Online Resources/E-Learning Resources
- https://www.inderscienceonline.com/journal/jdr
- 3 Kinds of Design Research: Research for / into / through Design - https://www.youtube.com/watch?v=7niJ2a6HTBo