

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	%
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
	<b>Total</b>	<b>8</b>	<b>16</b>	<b>6.875</b>

### 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
<b>Total</b>										<b>68</b>

## Course Structure of B.des ( Product Design )

Semester III											
Sr. No.	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs	CIA	ESA	Total
1	UBDPD201	Nature and Form	PCC	2	-	2	4	6	40	60	100
2	UBDPD202	Design Research	PCC	-	-	1	1	2	20	30	50
3	UBDPD203	Materials and Processes	PCC	2	-	2	4	6	40	60	100
4	UBDPD204	Physical Modelling	PCC	1	-	2	3	5	40	60	100
5	UBDPD205	Open Elective 3	OE	1	-	1	2	3	40	60	100
6	UBDPD206	Presentation Techniques	AEC	1	-	-	1	1	50	-	50
7	UBDPD207	Design Drawing	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	-	50
10	MOOCPD201	Product Centric Design	PCC	2	-	-	2	2	50	-	50
Total							20	34	420	330	750

### UFL201 - Foreign Language I

UFL201A - Foreign Language I German

UFL201B - Foreign Language I Japanese

### UBDFY205 - Open Elective 3

UBDFY205A - Product Photography

UBDFY205B - Design for Social Media

Sr. No .	Semester IV										
	Course Code	Course Title	Course Type	Teaching Scheme					Assessment Scheme		
				Th	Tut	Pr / Self study	Credits	Hrs.	CIA	ESA	Total
1	UBDPD208	Design Studio 1	PCC	1	-	3	4	7	40	60	100
2	UBDPD209	Packaging Design	PCC	1	-	1	2	3	20	30	50
3	UBDPD210	Ergonomics	PCC	1	-	1	2	3	20	30	50
4	UBDPD211	Prototyping Techniques	PCC	1	-	1	2	3	20	30	50
5	UBDPD212	Mini Project 1	PCC	1	-	1	2	3	40	60	100
6	UBDPD213	Portfolio 1	AEC	1	-	-	1	1	50	-	50
7	UBDPD214	Digital Modelling & Rendering1	SEC	1	-	2	3	5	40	60	100
8	ACCOI202 / ACUHV201	Constitution of India / Universal Human Values II : Understanding Harmony	AC	-	-	-	-	1	50	-	50
9		Minor 1	MIN	2	-	-	2	2	20	30	50
10	UFL202	Foreign Language II	AEC	-	-	-	-	2	50	-	50
11	MOOCPD202	Integrated Product Design	PCC	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	UBDPD301	Design Studio 2	PCC	1	-	3	4	7	40	60	100
2	UBDPD302	Form and Movement	PCC	1	-	1	2	3	20	30	50
3	UBDPD303	Artificial Intelligence	PCC	1	-	-	1	1	50	-	50
4	UBDPD304	Colour Material and Finishes	PCC	1	-	1	2	3	20	30	50
5	UBDPD305	Mini Project 2	PCC	1	-	1	2	3	40	60	100
6	UBDPD306	Project Documentation	AEC	1	-	-	1	1	50	-	50
7	UBDPD307	Digital Modelling and Rendering 2	SEC	-	-	2	2	4	20	30	50
8	UBDPD308	Visual Narratives	VAC	-	-	2	2	4	20	30	50
9	ACALR301 / ACEVS301	Aptitude and Logical Reasoning / Environmental Studies	AC	-	-	-	-	2	50	-	50
10		Minor 2	MIN	2	-	-	2	2	20	30	50
11	UFL301	Foreign Language III	AEC	-	-	-	-	1	50	-	50
12	MOOCPD301	Smart & Responsible Design Practices	PCC	2	-	-	2	2	50	-	50
				Total			20	31	460	240	700

### 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	UBDPD309	Design Studio 3	PCC	1	-	3	4	7	40	60	100
2	UBDPD310	Wireframing and User Interface Design	PCC	1	-	2	3	5	40	60	100
3	UBDPD311	Visual Ergonomics	PCC	1	-	1	2	3	20	30	50
4	UBDPD312	Storyboarding	PCC	1	-	-	1	1	20	30	50
5	UBDPD313	Mini Project 3	PCC	1	-	1	2	3	40	60	100
6	UBDPD314	Portfolio 2	AEC	-	-	1	1	2	50	-	50
7	UBDPD315	Virtual Reality Tools	SEC	1	-	1	2	3	20	30	50
8	UBDPD316	Theatre Arts	VAC	-	-	1	1	2	50	-	50
9	ACEVS301 / ACALR301	Environmental Studies / Aptitude and Logical Reasoning	AC	-	-	-	-	2	50	-	50
10		Minor 3	MIN	2	-	-	2	1	20	30	50
11	UFL302	Foreign Language IV	AEC	-	-	-	-	2	20	30	50
12	MOOCPD302	Immersive Interaction Design 1	MOOC	2	-	-	2	2	20	30	50
				Total			20	30	370	330	750

### 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	UBDPD401	Design Studio 4	PCC	2	-	2	4	6	40	60	100
2	UBDPD402	Design Studio 4	PCC	1	-	2	3	5	40	60	100
3	UBDPD403	Design Management	PCC	1	-	-	1	1	50	-	50
4	UBDPD404	New Product Development	PCC	2	-	-	2	2	20	30	50
5	UBDPD405	Mini Project 4	PCC	1	-	1	2	3	40	60	100
6	UBDPD406	Internship :UBD	PCC	-	-	-	4	-	40	60	100
7		Minor 4	MIN	2	-	-	2	2	40	60	100
8	MOOCPD401	Immersive Interaction Design 2	MOOC	2	-	-	2	2	20	30	50
Total							20	21	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	UBDPD407	Design Studio 6	PCC	1	-	2	3	5	40	60	100
2	UBDPD408	Research Paper Writing : UBD	PCC	2	-	-	2	2	50	-	50
3	UBDPD409	Graduation Project : UBD	PCC	-	-	11	11	22	150	200	350
4		Minor 5	MIN	2	-	-	2	2	40	60	100
5	MOOCPD402	Innovation in Product Design	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.

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

**\*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

Third Year													
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
									Theory		OR/PR		
			Th	Pr	Tut	Credit	Hrs		CIA	ESA	CIA	ESA	Total
UDEXBD301	Research in Design/MOOCs	VSC	2	-		2	2		-	-	50		50
UDEXBD302	Project/ Internship	VSC	-	8		4	8		-	-	50	50	100

**\*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 <b>Research in Design</b> 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
<b>UNIT I</b>		
<b>Research process and scope :</b> 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.).	<b>CLO 1</b>	<b>6</b>
<b>UNIT II</b>		
<b>Tools of research :</b> brainstorming, surveys, interviews, experiment design, etc.,	<b>CLO 2</b>	<b>6</b>
<b>UNIT III</b>		
<b>Research analysis :</b> 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	<b>CLO 3</b>	<b>6</b>
<b>UNIT IV</b>		
<b>Preparing research proposals:</b> Selection of the topic, Review of literature, Identifying Objectives of the Study, preparing Research Questions, Hypothesis formation	<b>CLO 4</b>	<b>6</b>
<b>UNIT V</b>		
<b>Issues in Research :</b> Research Ethics, Plagiarism, software to detect plagiarism	<b>CLO 5</b>	<b>6</b>
<b>Total</b>		<b>30</b>

**Learning resources****Reference Books:**

- Design Research: Methods and Perspectives (The MIT Press) Hardcover – 2003 by Brenda Laurel
- Design Research Now: Essays and Selected Projects ( 1<sup>st</sup> 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>