

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 recognized 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
9	MOOC	8	16	6.875
	Total	68	160	100.0

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 of B.Des (Visual Communication)

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	UBDVC201	Typography	PCC	2	-	2	4	5	40	60	100
2	UBDVC202	Design Research	PCC	-	-	1	1	2	20	30	50
3	UBDVC203	Design for Print	PCC	2	-	2	4	6	40	60	100
4	UBDVC204	Colour Fundamentals	PCC	1	-	2	3	5	40	60	100
5	UBDVC205	Open Elective 3	OE	1	-	1	2	3	40	60	100
6	UBDVC206	Presentation Techniques	AEC	1	-	-	1	1	50	-	50
7	UBDVC207	Vector Illustration	SEC	1	-	2	3	5	40	60	100
8	ACUHV201/ ACCOI202	Universal Human Values II : Understanding Harmony / Constitution of India	AC	-	-	-	0	2	50	-	50
9	UFL201	Foreign Language I	AEC	-	-	-	0	1	50	0	50
10	MOOCVC201	Fundamentals of Visual Communication	PCC	2	-	-	2	2	50	0	50
Total							20	32	420	330	750

UFL201 - Foreign Language I

UFL201A - Foreign Language I German

UFL201B - Foreign Language I Japanese

UBDVC205 - Open Elective 3

UBDVC205A - Design for Social Media

UBDVC205B - Design for IoT

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	UBDVC208	Design Studio 1	PCC	1	-	3	4	7	40	60	100
2	UBDVC209	Ergonomics	PCC	1	0	1	2	3	20	30	50
3	UBDVC210	Screen Printing Techniques	PCC	1	0	1	2	2	20	30	50
4	UBDVC211	Advanced Photography	PCC	1	0	1	2	2	20	30	50
5	UBDVC212	Mini Project 1	PCC	1	0	1	2	3	40	60	100
6	UBDVC213	Portfolio 1	AEC	1	0	-	1	2	50	-	50
7	UBDVC214	Infographics	SEC	1	0	2	3	5	40	60	100
9	ACCOI202 / ACUHV201	Constitution of India / Universal Human Values II : Understanding Harmony	AC	-	0	0	0	2	50	0	50
10		Minor 1	MIN	2	0	0	2	2	20	30	50
11	UFL202	Foreign Language II	AEC	-	0	0	0	2	50	0	50
12	MOOCVC202	Elements of Brand Development and Design	PCC	2	0	0	2	2	50	0	50
				Total			20	32	420	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	UBDVC301	Design Studio 2	PCC	1	-	3	4	7	40	60	100
2	UBDVC302	Strategic Branding	PCC	1	-	1	2	3	20	30	50
3	UBDVC303	Visual Identity Design	PCC	1	-	-	1	1	50	-	50
4	UBDVC304	Publication Design	PCC	1	-	1	2	3	20	30	50
5	UBDVC305	Mini Project 2	PCC	1	-	1	2	3	40	60	100
6	UBDVC306	Project Documentation	AEC	1	-	-	1	1	50	-	50
7	UBDVC307	Motion Graphics	SEC	1	-	1	2	3	20	30	50
8	UBDVC308	Short Movie Making	VAC	-	-	2	2	2	50	-	50
10	ACALR301 / ACEVS301	Aptitude and Logical Reasoning / Environmental Studies	AC	-	-	-	-	2	50	-	50
11		Minor 2	MIN	2	-	-	2	2	20	30	50
12	UFL301	Foreign Language III	AEC	-	-	-	0	1	50	-	50
13	MOOCVC301	Designing Media for a Digital and Ethical World	MOOC	2	-	-	2	2	30	20	50
Total							20	32	370	330	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	UBDVC309	Design Studio 3	PCC	1	-	3	4	7	40	60	100
2	UBDVC310	Wireframing and User Interface Design	PCC	1	-	2	3	5	40	60	100
3	UBDVC311	Visual Ergonomics	PCC	1	-	1	2	3	50	-	50
4	UBDVC312	Storyboarding	PCC	1	-	-	1	1	20	30	50
5	UBDVC313	Mini Project 3	PCC	1	-	1	2	3	40	60	100
6	UBDVC314	Portfolio 2	AEC	-	-	1	1	2	50	-	50
7	UBDVC315	Virtual Reality Tools	SEC	1	-	1	2	3	20	30	50
8	UBDVC316	Theatre Arts	VAC	-	-	1	1	2	50	-	50
10	ACEVS301 / ACALR301	Environmental Studies / Aptitude and Logical Reasoning	AC	-	-	-	-	2	50	-	50
11		Minor 3	MIN	2	-	-	2	2	20	30	50
12	UFL302	Foreign Language IV	AEC	-	-	-	-	1	50	-	50
13	MOOCVC302	UX/UI Design Essentials	MOOC	2	-	-	2	2	30	20	50
	Total						20	29	400	350	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	UBDVC401	Design Studio 4	PCC	2	-	2	4	6	40	60	100
2	UBDVC402	Design Studio 4	PCC	1	-	2	3	5	40	60	100
3	UBDVC403	Design Management	PCC	1	-	-	1	1	50	-	50
4	UBDVC404	Design For Print Media	PCC	2	-	-	2	2	20	30	50
5	UBDVC405	Mini Project 4	PCC	1	-	1	2	3	40	60	100
6	UBDVC406	Internship :UBD	PCC	-	-	-	4	-	40	60	100
7		Minor 4	MIN	2	-	-	2	2	40	60	100
8	MOOCVC401	Strategic Thinking for Designers	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	UBDVC407	Design Studio 6	PCC	1	-	2	3	5	40	60	100
2	UBDVC408	Research Paper Writing : UBD	PCC	2	-	-	2	2	50	-	50
3	UBDVC409	Graduation Project : UBD	PCC	-	-	11	11	22	150	200	350
4		Minor 5	MIN	2	-	-	2	2	40	60	100
5	MOOCVC402	Cross-Media 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/MOO Cs	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 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 as 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 resourcesReference 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>