



**D Y PATIL**  
UNIVERSITY  
PUNE AMBI

School of  
Design

Welcome to  
# 21<sup>st</sup> Century  
University  
in India

**Admissions Open 2020-2021**

**B. Des**

**Product Design | Graphic Design | Interior Design**

# About D Y Patil University, Pune

Since 1983, D Y Patil Group of Institutions is leading group known amongst the top education institutions in India. The 'D Y Patil University, Pune' was established by and under the Government of Maharashtra Act No. VI of 2019 and recognized by UGC, New Delhi, India.

D Y Patil Group of Institutions is founded to provide quality education and contribute towards the social responsibility. The foundation was laid by Dr D Y Patil in the year 1983 by starting the first engineering college in Navi Mumbai. Group began to grow exponentially in all the fields of education namely, Agriculture, Medical, Science, Engineering, Management, Design and many more. Under the leadership of father founder Padma Shri Dr D Y Patil group has more 12 campuses across India those includes 5 Universities and more than 150 Institutes which are engaged in delivering education from KG to PG.

## 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 and D Y Patil School of Architecture are successfully running UG and PG programmes are

approved by AICTE, MSBTE, PCI and COA wherein more than 7000 students are studying in the various programmes at campus.

Rich legacy and history of excellence spanning more than 13 years resulted into transform as D Y Patil University, Pune and continued to provide cutting-edge programs.

## Management Leadership



Padma Shri Dr D Y Patil  
Founder



Dr Vijay Patil  
President & Chancellor



Mrs Shivani Patil  
Managing Trustee



Dr. Sayalee Gankar  
Vice Chancellor

“  
Our role & purpose is  
as a future-maker  
for our State, our  
Nation and our World”



## Industry-Academia Advisory Board



Miss Gauri Chincholkar  
TCS Interactive, Interaction Designer



Mr. Chandrashekhhar Wyawahare  
Director | Futuring Design Pvt. Ltd  
Faculty | IDC School of Design,  
IIT BOMBAY



Mr. Bhavin Mali  
Design Consultant



Mr. Deepankar Bhattacharya  
Strategic Design Consultant

## Academic Leaders



Ms. Anuradha Date  
Professor



Dr. Uma Jadhav  
Principal,  
School of Architecture



Ar. Sayli Pawar  
Assistant Professor



Ar. Babasaheb Mhaske  
Associate Professor





## About 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 Designpreneures.

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.

## 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

- Prepares students for various careers design field
- 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.





## Programmes

**Programme:** Bachelor of Design (B. Des)

**Seats:** 60

**Specialization:**

Product Design, Graphic Design, Interior Design

**Duration:** Four Year – Full Time

## Programme Structure

Choice based Credit Systems: 240 Credits

- Continuous Evaluation and assessment: Internal 60% and External 40% for each subject
- Electives: Design Electives and Professional Electives
- Series of Design Innovation Projects
- Series of Design Research Projects
- Design Industry internships
- Interdisciplinary Collaborative Design Project

# Subject Basket

## PROFESSIONAL COURSE

- Art and Design Fundamentals
- Design and Human Evolution
- Visual-Arts Studio
- Typography fundamentals
- Exploratory Printing
- Self-Initiated Summer Project
- Collaborative Design Project
- Dissertation
- Thesis Project Work

## TECHNICAL COURSE

- Applied Science for Designers
- 3D modelling and prototyping
- Applied Ergonomics
- Graphics & Drawing
- Design, Technology and Innovation
- Animation Design
- Film-Video Design
- Transportation Design
- Materials and Processes
- Design Management, Planning
- Professional Practice
- System Design Project

## ELECTIVES/SPECIALIZATION TRACKS

- Basic Forms in Pottery
- Sculptural Ceramics
- Communication Theories, Visual Perception and Semiotics
- Design, Storytelling and Narratives
- Ceramic Glazes and Colour Development
- Understanding Human Anatomy
- Global Design Thoughts and Discourse

\* University has right to make the changes in programme structure/subject basket/assessment/evaluation.

“ Be the next forward thinker  
to tackle social, economic and industry challenges  
through theoretical and practical approach ”

## Programme Objectives

- To develop the knowledge, skills, creativity and innovation for design profession.
- Ensure the collaborative learning through the interaction with qualified and experienced academicians, industry practioners and professionals.
- Competency Development programmes and Youth Leadership Programme are deigned to develop the personality, attitude and values.
- Provide opportunity for Certification\* programmes in technical, management skills, upcoming areas.
- Experiential learning by providing winter and summer internship, live projects opportunities to work in visual agencies and design companies.
- Inculcate innovation, leadership, & entrepreneurial thinking.
- Academic delivery with the use of technology, workshops, seminars, visits, study tours, joint studios and webinars.

## Programme Delivery

- Classroom Learning: Theoretical lectures, interactive session, audio video, digital classrooms & Parallel Studies.
- Group based learning: Group Assignments & Presentations to learn collaborative skills.
- Technical workshops, Industry-Academia Guest lecture.
- Webinars for National and Global Exposure.
- Live projects, group projects, winter projects and summer internship, Field visits.
- Practice Lab for design practice, interior design, product design, graphic design, 3D visualizers, Graphic design, advertising, films, web banners and adverts, product configurators, posters (still and moving), historical re-constructions, e-books and magazines, architecture, video games, augmented reality, virtual reality, marketing and communications, infographics and many more
- Design advisory services such as digital training manuals, pathfinding, interfaces.
- Education, training and research – as teachers or lecturers of design-related topics.



## Four Year in Campus

- First and Second Year: Familiarizing with design thinking and acquiring skill sets for design and product
- Third Year: Focus on Application and Practice through projects
- Fourth Year: Industry internship and Project



## Centre for Industry & Academia Partnership

### Industry Partnership | Collaborations | MOU

Proximity to Indian Corporates in Mumbai and Pune University campus has become the “Seat of Education and Knowledge”. It is preferential education destination for students. Campus is equally distanced from Pune and Mumbai. Due to which academicians, industry practitioners and industry from India's Financial Capital Mumbai are partnered and providing training, internship and placement.

- Mumbai
- Pimpri Chinchwad Industry
- PUNE
- IT Industry- Hinjewadi
- MIDC-Chakan
- MIDC-Talegaon

#### Industry Focused Learning

Programs are designed, developed and reviewed in consultation with academic experts and leading industry practitioners for ensuring relevant learning.

#### Practice, Experience and Experimentation

Industry projects, Joint programs, certifications, research, internships and placements are the outcome of partnership.

### Our Future Recruiters





# Campus Life



Shankar Mahadevan

## Campus

D. Y. Patil University Group is known for its' beautiful 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, and amphitheatres. Other amenities include canteen, guesthouse, student accommodation for girls and boys and Wi-Fi campus..

## Student Clubs

Students at campus can pursue their passions through clubs like Photography club, the dancing 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.





## Testinomial

“

I always wanted to stay for education in campus to give focus on study and extra-curricular activities. Here I got all including large campus, nature and climate to have quality of life

”

- Shruti Agarwal

## Sports Club

Second largest stadium for cricket is built at Ambi Campus. 'Dr Vijay Patil Sports Meet' are organized interschool and intercollegiate competitions to understand spirit of the game. Facilities for Cricket, Football, Basketball, Volleyball, Athletics, Kabaddi, Kho-Kho, Badminton, Throw-ball, Dodge-ball and indoor games Carom, Table-Tennis are available.



## 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.

## Accommodation

University has accommodation\* for boys and girl with canteen facilities.\*



Hostel







# Infrastructure







“

Creativity is inventing, experimenting,  
growing, taking risks, braking rules,  
making mistakes and having fun.

Mary Lou Cook

”

## Eligibility Criteria

1. The Candidate should be an Indian National.
2. Passed HSC or its equivalent examination with English as compulsory subjects, 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 2020.

## Selection Criteria

1. SSC, HSC examination marks.
2. Score of UCEED / NID 2020.
3. Assessment of portfolio for remarkable achievement in Co-curricular and Extra-Curricular Activities, Written examination & Personal Interview.





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**Application Form Technical Support**

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**\*Conditions Apply**



Website

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