



AJEENKYA
D Y PATIL UNIVERSITY
THE INNOVATION UNIVERSITY

School of Design





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Ajeenkya DY Patil University, Pune has been established under the Maharashtra Government Act 2015, approved by the UGC, with a core mission to graduate skilled professionals that are well prepared to meet the challenges of an increasingly complex world, aiming towards contributing for development.

ADYPU School of Design represents the power of untethered innovation in design. We encourage elastic and dynamic thinking to help our students develop ideas that can shape the world. Our courses are immersive and practical, engineered to give students a distinctive educational journey that will forever change their outlook to design.

We are a student-centric university offering cut-above undergraduate and postgraduate programs in unique areas, supported by cutting-edge technologies, guided by highly qualified and motivated teaching staff, with state-of-the-art infrastructure. We consistently contribute to the creation of an innovation-oriented world through our skilled mentors and enthusiastic students.

Vision

The vision of the ADYPU School of Design is to be recognized for leadership in the discipline and the profession by advancing design excellence in an evolving global environment, promoting human wellness, and cultivating responsibility to society, the environment, and the profession.

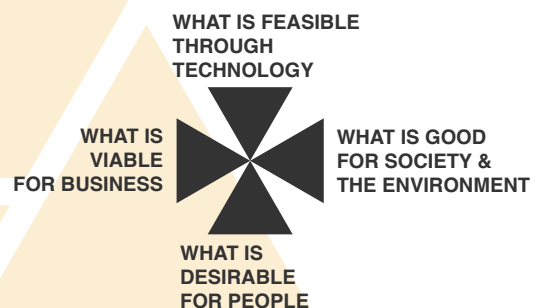
Mission

Mission ADYPU School of Design is a youthful and innovative institution that aims to distinguish itself through passionate commitment to excellence in all of its endeavors. Innovation is integral to all our pursuits with inspiration, intuition, imagination and innovation being our guiding terms. Our students will be leaders and innovators.

We are committed to:

Create and disseminate knowledge through a range of high-quality academic programs in a student-centered learning environment emphasizing intellectual achievement and employability. Work through a matrix of four imperatives in all academic and research pursuits, viz. what is desirable for people, what is feasible through technology, what is viable for business and what is good for society and the environment. Create an enabling environment of freedom and responsibility, which stimulates the intellectual capacity of students, faculty and staff to create opportunities for personal and professional growth.

MATRIX OF FOUR IMPERATIVES



Programs

BACHELORS DEGREE

180 CREDITS

FULL TIME

4 YEARS

- ▶ Transportation Design
- ▶ Product Design
- ▶ Fashion Design
- ▶ User Experience Design
- ▶ Visual Communication Design

MASTERS DEGREE

90 CREDITS

FULL TIME

2 YEARS

- ▶ Transportation Design
- ▶ User Experience Design

POST GRADUATE DIPLOMA

60 CREDITS

FULL TIME

1 YEAR

- ▶ Digital Modelling

B. Des.

Transportation Design

► 180 CREDITS

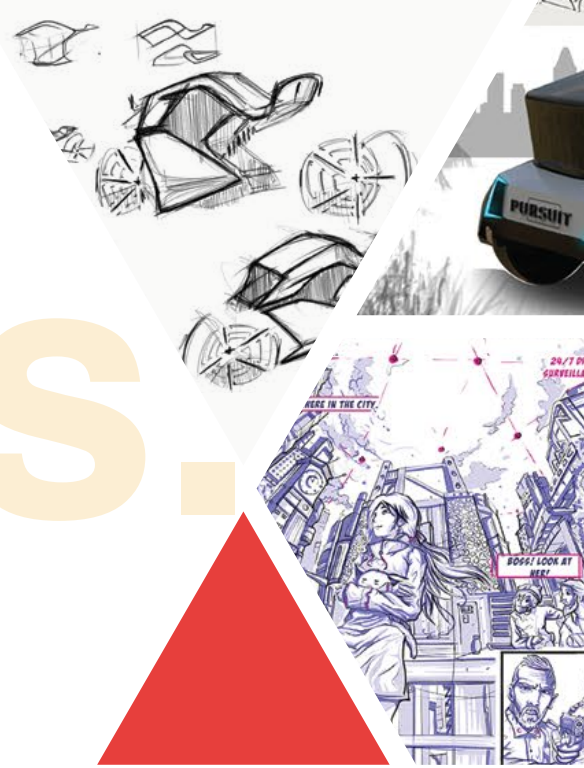
► FULL TIME

► 4 YEARS

Transportation design evolved in the frontier between art, market and science, and progressively became an aesthetic reference. Aspects such as aesthetic appeal, emotional response, brand impression and expression are heavily influenced by product appearance, and thus of main concern for automobile manufacturers today. Aesthetic and identity related factors such as exterior styling, interior styling, trends and 'makes me feel attractive' are among the ten most important purchasing criteria across the world.

J D Powers says that the Design weight age factor of transportation, in most segments, is higher than the related factors of reliability and performance. That is the importance of design in the market success of a transportation.

Since direct sense perception acts strongly on the world of feelings, styling assumes a key function in the development of a transportation; styling often determines individual acceptance or rejection of a given product even before technical features are evaluated. Transportation designers work in multi-disciplinary teams to define interior and exterior forms, materials, textures, surfacing and colors applied in the shaping of an automobile.





COURSE CURRICULUM

SEM - I

- 1 Elementary Sketching and Illustrations
- 2 Elements of Design
- 3 History of Design
- 4 Craft Exposure and Creative Art Work
- 5 Design Overview
- 6 Composition and Rhetoricst

SEM - II

- 1 Design Drawing
- 2 3D Form Design
- 3 Art and Aesthetics Appreciation
- 4 Physical Model Making
- 5 Photography and Digital Editing
- 6 Writing - I
- 7 Environmental Studies
- 8 Discipline Introduction

SEM - III

- 1 Automotive Design Drawing
- 2 Designing Automotive Forms
- 3 Design Research and Info. Synthesis
- 4 Digital Rendering - 1
- 5 Materials and Processes - 1 (Metals)
- 6 History of Automobile Design
- 7 Writing - II
- 8 Design Presentation Techniques
- 9 Free Elective - I

SEM - IV

- 1 Design Studio - 1
- 2 Vehicle Ergonomics and Packaging
- 3 Digital Rendering - 2
- 4 Materials & Processes - 2 (Plastics + Composites)
- 5 General Education Course
- 6 Free Elective - II
- 7 Art, craftsmanship & car design
- 8 Minor I

SEM - V

- 1 Design Studio - 2
- 2 Digital Modelling - 1 (Alias Automotive)
- 3 Design Studio - 3 (Conceptual)
- 4 Automotive User Interface
- 5 Introduction to Automotive Technologies
- 6 General Education Course
- 7 Portfolio - I
- 8 Free Elective - III
- 9 Minor - II

SEM - VI

- 1 Design Studio - 4 (2-wheelers)
- 2 2-Wheeler Sketching & Rendering
- 3 Design Project (Research)
- 4 3D CAS Advanced (Alias Automotive)
- 5 Portfolio - II
- 6 Design Reviews
- 7 General Education Course
- 8 Free Elective - IV
- 9 Minor - III

SEM - VII

- 1 Design Studio 5
- 2 Trend Analysis and Forecasting
- 3 Minor - IV
- 4 Product Planning and Strategic Branding
- 5 Free elective - V
- 6 Free elective - VI

SEM - VIII

- 1 Degree Project
- 2 Project Documentation & Presentation

B. Des.

Product Design

► 180 CREDITS

► FULL TIME

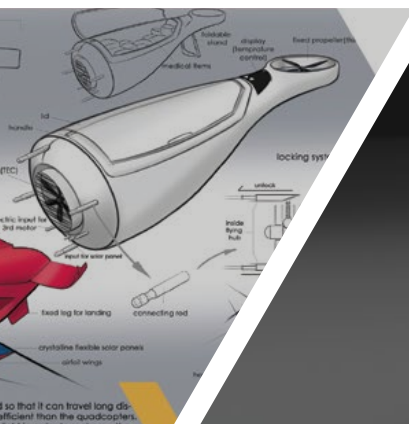
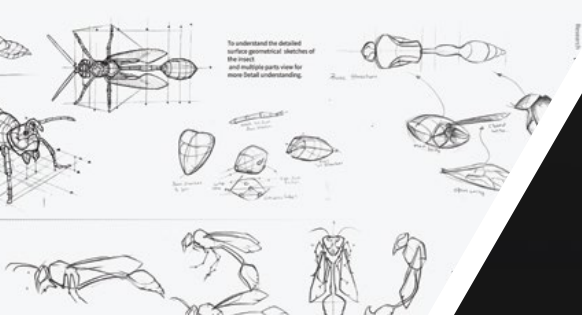
► 4 YEARS

The program is grounded in diverse fields of knowledge, which acts together in conceiving and developing a new product. It follows an inter-disciplinary approach to address the broad range of issues facing an Industrial Designer such as marketing, corporate strategy, user research, aesthetics, manufacturing, user interaction, materials, etc. The program is designed in such a manner that it integrates these multiple disciplines and amalgamates with the core industrial design practice so as to enable the students to develop new ideas, concepts, products and solutions.

In today's complex world, a mere product, which looks nice and functions well, is not enough. A product in order to be successful today needs to be much more than just an artifact. It should be part of a larger system and should have an emotional connect with its user.

With changing times, the definition of a new product has expanded. It could be mass-manufactured product, or manufactured on demand; or it could combine a service, or it could be a limited edition product. The bottom line is that a product manifests in many forms and this program prepares you to tackle these varied requirements.





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COURSE CURRICULUM

SEM - I

- 1 Elementary Sketching and Illustrations
- 2 Elements of Design
- 3 History of Design
- 4 Craft Exposure and Creative Art Work
- 5 Design Overview
- 6 Composition and Rhetorics

SEM - II

- 1 Design Drawing
- 2 3D Form Design
- 3 Art and Aesthetics Appreciation Physical
- 4 Model Making
- 5 Photography and Digital Editing
- 6 Writing - I
- 7 Environmental Studies
- 8 Discipline Introduction

SEM - III

- 1 Product Design Drawing
- 2 Designing Product Forms
- 3 Design Research and Information Synthesis
- 4 Digital Rendering - 1
- 5 Materials and Processes - 1 (Metals)
- 6 Storyboarding
- 7 Writing - II
- 8 Free Elective - I

SEM - IV

- 1 Design Studio - 1
- 2 Display and Controls
- 3 Digital Rendering - 2
- 4 Materials & Processes - 2
- 5 Portfolio - I
- 6 Design Presentation Techniques
- 7 General Education
- 8 Minor - I
- 9 Free Elective - II

SEM - V

- 1 Design Studio 2 (TCP)
- 2 Design as competitive strategy
- 3 Digital Modelling - 1 (Rhino)
- 4 Form and Movement
- 5 Physical and cognitive ergonomics
- 6 General Education
- 7 Free Elective - III
- 8 Minor - II

SEM - VI

- 1 Design Studio - 3 (UX)
- 2 Understanding user experience
- 3 Digital Modelling 2 (Rhino Advanced)
- 4 Portfolio - II
- 5 Design Review
- 6 General Education Course
- 7 Free Elective - IV
- 8 Design Project research
- 9 Minor - III

SEM - VII

- 1 Design Studio - 4 (System Design)
- 2 Trend Analysis and Forecasting
- 3 Minor - Design Project
- 4 Product Planning and Strategic Branding
- 5 Free elective - V
- 6 Free elective - VI
- 7 Design Studio - 5 (New product development)

SEM - VIII

- 1 Degree Project
- 2 Project Documentation & Presentation

B. Des.

Fashion Design

▶ 180 CREDITS

▶ FULL TIME

▶ 4 YEARS

School of Design enables students to develop the knowledge and skills they need to succeed in a rapidly changing society. Students collaborate with peers throughout ADYP University, industry partners, and communities around the world, and business and their application for a stated purpose.

This innovative program has been designed to train the designers who shaped the global industry. Employing design thinking and creative problem-solving strategies, you explore form, design, material, and process — including social and environmental imperatives — to create beautiful, sustainable, and responsible new age fashion for a complex and evolving field. During the program you are encouraged to explore the broadest contexts and applications of fashion design.

The program will expose you to the theory and practice of state-of-the-art fashion design and development through an array of specifically introduced topics coupled with hands-on skills, appropriate methods / tool kits.



COURSE CURRICULUM

SEM - I

- 1 Elementary Sketching and Illustrations
- 2 Elements of Design
- 3 History of Design
- 4 Craft Exposure and Creative Art Work
- 5 Design Overview
- 6 Composition and Rhetorics

SEM - II

- 1 Design Drawing
- 2 3D Form Design
- 3 Art and Aesthetics Appreciation
- 4 Physical Model Making
- 5 Photography and Digital Editing
- 6 Writing- I
- 7 Environmental Studies
- 8 Discipline Introduction

SEM - III

- 1 Elements of Fashion and Illustration
- 2 Contextual Design studies
- 3 Garment studio - 1
- 4 Fabric Study
- 5 Digital Drawing
- 6 Writing - II
- 7 Design Presentation Techniques
- 8 Free Elective - I

SEM - IV

- 1 Fashion Design Studio - 1 (Design Development)
- 2 Contextual Referencing
- 3 Garment studio - 2
- 4 Surface Design
- 5 Digital Rendering techniques
- 6 General Education
- 7 Free Elective - II

SEM - V

- 1 Fashion Studio - 2 (Collection development)
- 2 Garment Studio - 3
- 3 Textile Craft Sensitization
- 4 Costume design and styling
- 5 Adobe After Effects
- 6 Free Elective - III
- 7 Minor - I: Intro to Fashion Communication

SEM - VI

- 1 Fashion Studio - 3 (Range plan)
- 2 Garment Studio - 4
- 3 Portfolio development
- 4 Overseas exchange / Industry Exposure
- 5 Design Review
- 6 General Education
- 7 Free elective - IV
- 8 Minor - II :Fashion Styling and Branding

SEM - VII

- 1 Fashion Studio - 4 (Pathway project)
- 2 Fashion Forecasting and Trend analysis
- 3 Fashion Colloquim
- 4 Product Planning and Strategic Branding
- 5 General Education
- 6 Free elective
- 7 Minor - Design project Fashion Communication

SEM - VIII

- 1 Degree Project
- 2 Project Documentation & Presentation
- 3 General Education

B. Des.

User Experience

▶ 180 CREDITS

▶ FULL TIME

▶ 4 YEARS

This is a four-year full-time degree program concentrating on application-based training. Students will be taught the UX design tools and techniques as exercised in the industry to make students industry-ready and employable. This is a comprehensive education program focused on overall student development with a mix of classroom assignments, practical fieldwork, live industry projects, internships and shadow learning. Efforts have been taken to keep it industry relevant, with original curriculum and content and continual upgradation of the content.

Highlights for this program include project-based learning, exposure to live projects, personality development training and placement assistance.

Students with a B.Des graduation in UX Design will get to choose between job profiles such as being a UX Designer, Visual Designer, Usability Analyst, Interaction Designer & User Researcher.



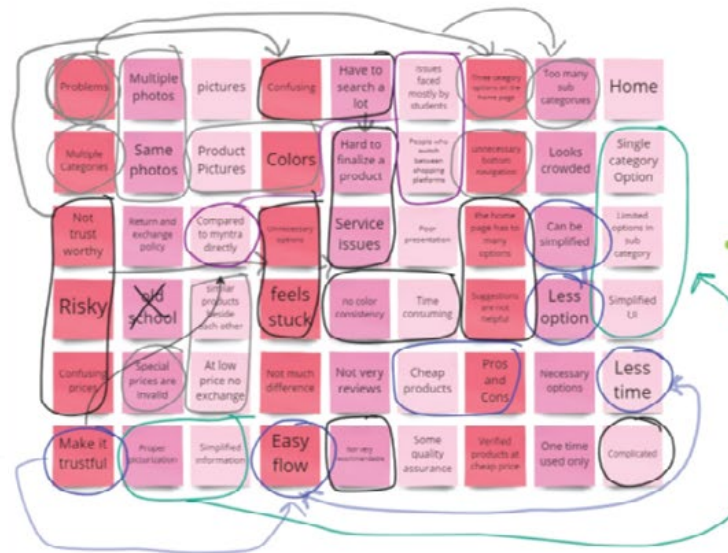
Story Boarding 2



Persona 3



Ideation and Brainstorming



COURSE CURRICULUM

SEM - I

- 1 Design Presentation Techniques - 1
- 2 Design Review (Fundamentals Of Design)
- 3 Introduction To UX Design
- 4 History of Art & Evolution of Design
- 5 Introduction to Visual Design
- 6 Design Communication & Visualizing Ideas
- 7 Empathy & Understanding Problems

SEM - II

- 1 Design Presentation Techniques - 2 (Sketching & Drawing Advance)
- 2 Visual Design Tools
- 3 Technology in Experience Design
- 4 UX Design Advance
- 5 Basics of UI Development
- 6 Integrated Studio for UX

SEM - III

- 1 Ethnography & People Design
- 2 Introduction to User Research GE - 3
- 3 Service Design & Task Flows Advance
- 4 Information Architecture
- 5 Introduction to UI Design
- 6 Design Thinking
- 7 Information & Data Study

SEM - IV

- 1 User Research Application
- 2 Service Design & Task Flows Advance
- 3 Introduction to Interaction Design
- 4 UI Design Advance
- 5 Design Thinking Application
- 6 Data Analytics
- 7 Introduction to 6D

SEM - V

- 1 Wireframing & Prototyping
- 2 Usability Testing
- 3 UX & Digitalization
- 4 Innovation Management
- 5 Visual Design Tools Advance
- 6 Technology in Experience Design
- 7 Advance Omnichannel Experience Design

SEM - VI

- 1 Interaction Design Advance
- 2 UX Design for Futuristic Technologies
- 3 UX Design For Rural India
- 4 UI Development Advance
- 5 Industry Specific UX Design
- 6 Integrated Studio for UX Advance

SEM - VII

- 1 Gamification & UX
- 2 HMI
- 3 Product Design & Lifecycle Management
- 4 Business, UX & Design Management
- 5 Live Project

SEM - VIII

- 1 Degree Project
- 2 Project Documentation & Presentation

B. Des.

Visual Communication

▶ 180 CREDITS

▶ FULL TIME

▶ 4 YEARS

ADYPU School of Design offers you an excellent B. Des Graphic Design program. The program offers standards-based, time-tested curriculum based on internationally recognized academic standards and frameworks. The program offers students the art and science of conceptualization, visualization, design principles and execution of an idea. The program covers many salient courses related to digital, film and print media enabling students to work on diverse tasks ranging from creating advertisements for print or digital platforms to creating anything on-demand which needs to be graphically designed. The program also delivers hands-on expertise in terms of handling variety of latest software associated with graphic design.

The study of the course includes subjects like sketching, visualization techniques, typography, branding, packaging design and publication design, design principles of still and moving images, user interface graphics, colour theory, advertising design, layout theory, design management and many other subjects. Students learn in real-time industry environment delivering them practical feel of the work waiting for them in real-life.



COURSE CURRICULUM

SEM - I

- 1 Elementary Sketching and Illustrations
- 2 Elements of Design
- 3 History of Design
- 4 Craft Exposure and Creative Art Work
- 5 Design Overview
- 6 Composition and Rhetorics

SEM - II

- 1 Design Drawing
- 2 3D Form Design
- 3 Art and Aesthetics Appreciation
- 4 Physical Model Making
- 5 Photography and Digital Editing
- 6 Writing- I
- 7 Environmental Studies
- 8 Discipline Introduction

SEM - III

- 1 Basic Typography (lettering and Layout)
- 2 Color Fundamentals (Print/ Digital/ Video)
- 3 Vector Illustration (Adobe Illustrator)
- 4 Advanced Photography
- 5 Design Studio - 1 (Information Design)
- 6 Design Research & Info. Synthesis
- 7 Storyboarding (GE)
- 8 General Education

SEM - IV

- 1 Advanced Typography Infographics & Visualization
- 2 Advanced Photography
- 3 Design Studio - 2 (Branding)
- 4 Portfolio - I
- 5 Design Presentation Techniques (GE)
- 6 General Education
- 7 Free Elective - I
- 8 Minor - I

SEM - V

- 1 Design as Competitive Strategy
- 2 Video Technologies (Types of Animation)
- 3 Design Studio - 3 (Packaging Design)
- 4 Sound Design (GE)
- 5 Motion graphics (Adobe after effects)
- 6 (GE) Free Elective - II
- 7 Minor - II

SEM - VI

- 1 Design Studio - 4 (UI-UX)
- 2 Introduction to User Interface Design
- 3 Understanding User Experience
- 4 Human Factors in Visual Design
- 5 Portfolio II
- 6 Design Review (GE)
- 7 General Education
- 8 Free elective - III
- 9 Design Project - Research
- 10 Minor - III

SEM - VII

- 1 Design Studio - 5 (Publication Design)
- 2 Trend Analysis and Forecasting
- 3 Design Studio - 6 (Advertisement campaign)
- 4 Product Planning and Strategic Branding
- 5 Free Elective
- 6 Free Elective
- 7 Minor - IV

SEM - VIII

- 1 Degree Project
- 2 Project Documentation & Presentation

M. Des.

Transportation Design

► 90 CREDITS

► FULL TIME

► 2 YEARS

Automotive design implies taking into account of several elements: function of the car, market, production, distribution, promotion, price reduction, and increase in safety, ergonomics and environmental concerns. Automotive designers work in multi-disciplinary teams to define interior and exterior forms, materials, textures, surfacing and colors applied in the shaping of an automobile

As an automotive designer:

You decide New Styles and New Patterns that make Lifestyle statements; Take care of style, function, quality, safety. Shape the automobile in all its visible aspects; Style the outer body shape; Style the interiors: dashboard, seating, cabin interiors, boot space Arrange components in the engine compartment and Define the interior and exterior forms, materials, textures and colours.



COURSE CURRICULUM

SEM - I

- 1 Design Studio -1 (Simple Mobility Studio)
- 2 Automotive Design Drawing - I
- 3 Design Research and Information
- 4 Synthesis History of Automobile Design
- 5 Fundamentals of Design (2D + 3D)
- 6 Design Management

SEM - II

- 1 Design Studio - 2
- 2 Automotive Design Drawing - II
- 3 Vehicle Ergonomics and Packaging
- 4 Digital Rendering - 1
- 5 Alias Automotive - Basics
- 6 Automotive Materials and Processes

SEM - III

- 1 Design Studio - 4
- 2 Trend Analysis and Forecasting Design
- 3 Project - Research
- 4 Alias Automotive - Advanced
- 5 Product Planning and Strategic Branding
- 6 Free Elective

SEM - IV

- 1 Degree Project
- 2 Project Documentation and Presentation
- 3 Free Elective - II

M.Des.



**CUSTOMER
EXPERIENCE
FINTECH**

Redesign Of YONO SBI

User Experience

► 90 CREDITS

► FULL TIME

► 2 YEARS

This program solely focuses on practical training. UX design tools and techniques along with intensive hands-on training will be taught in the program. Industry-led curriculum and application-based structure of the course ensures the employability of graduates.

Highlights for this programme include project-based learning, exposure to live projects, personality development training and placement assistance, scheduled guest - lectures for discussion and understanding of the latest trends in the industry.

Students with an M.Des graduation in UX Design will get to choose between job profiles such as being an Information Architect, Wireframe Expert, Interaction Designer, Information Designer, Visual Designer, Design Manager, Usability Analyst, and an Automotive UX Designer.

Certain design concepts and fundamentals of design that will be covered in the course will ensure the students can even branch out to allied design fields.



COURSE CURRICULUM

SEM - I

- 1 Fundamentals of Design
- 2 Cognitive Design and Ethnography
- 3 UX Design
- 4 User Interface Design
- 5 Introduction to Design Research
- 6 Visual Design Tools
- 7 Fundamentals of Information Design and & Intro to 6D Process
- 8 Presentation and Communication Skills- I

SEM - II

- 1 HCI Advance and User Experience
- 2 Design Thinking and Innovation
- 3 Multi-Device Design
- 4 Digital Experience Strategy
- 5 UX Design for Emerging Technology
- 6 Presentation and Communication Skills- II
- 7 Seminar
- 8 Design Methodologies used by Industries and Project with 6D

SEM - III

- 1 Service Design and Enterprise UX
- 2 Human Factors in Healthcare
- 3 Customer Experience in Fintech
- 4 Data Analytics, Data Sorting, Risk
- 5 Analysis & Management
- 6 Portfolio Development
- 7 UX Case Study
- 8 M. Des. Thesis
- 9 Industry Work/ Live Project

SEM - IV

- 1 Internship

Post. Grad. Diploma



Digital Modelling

▶ 60 CREDITS

▶ FULL TIME

▶ 1 YEAR

School of Design enables students to develop the knowledge and skills they need to succeed in a rapidly changing society. Students collaborate with peers throughout ADYP University, industry partners, and communities around the world, and business and their application for a stated purpose.

This innovative program has been designed to train the designers who shaped the global industry. Employing design thinking and creative problem-solving strategies, you explore form, design, material, and process — including social and environmental imperatives — to create beautiful, sustainable, and responsible new age fashion for a complex and evolving field. During the program you are encouraged to explore the broadest contexts and applications of fashion design.



COURSE CURRICULUM

SEM - I

- 1 Introduction to basic functions of Alias Automotive
- 2 Introduction to intermediate functions of Alias
- 3 Advanced tools of Alias Automotive for CAS Modeling

SEM - II

- 1 Introduction to Class - A modeling
- 2 Advanced tools of Alias Automotive for Class - A Modeling
- 3 Advanced tools for Rendering



ADYPU ADVANTAGE

ADYPU is one of the few institutions in the country focusing on innovation and design thinking and leading the convergence of design, business and technology.

State of the art facilities that inspire ideas and breed creativity, a place where you are always welcome to try new things and shape new ideas and concepts.

Full-time faculty that open a world of possibilities for you by making you question, discover, explore and express yourself, pushing you to new limits you never thought possible.

Strong visiting faculty program to ensure that you learn from the best professionals and academics from around the world. Not only do you get access to the latest knowledge and practices, you also gain a fresh perspective on which to build your own sensibility.

Flexible teaching and learning methods that augment your understanding. Learn and discover through studio and workshop practice, critical reflection and experimentation with ideas, processes and materials.



Flexible curriculum that stimulates interest and develops knowledge, skills and deep understanding.

Engaging learning environments to ensure your success through pedagogical models that foster innovative mindset, encourage creativity, and enable inspired teaching.

Commitment to personal attention distinguishes ADYPU from other institutions. A student faculty ratio of 8 to 1 reflects our supportive campus community where everyone has one single aim, your development and success.

International linkages allow you to continue your education with leading universities, be a part of joint projects and learn from international faculty.

Real-life projects in industry like situations enable you to be job ready when you complete your course.

Our deep-rooted partnership with the industry will help us source projects, internships and placements for you.

Placement of successful, worthy students is a natural outcome of ADYPU's rigorous academics, hands-on experiential learning and real-world experiences.

Specially designed programs based on the real needs and challenges faced by the industry and society prepare you for a successful, rewarding career.

ADYPU is one place where you are empowered to make a difference and inspired to create something of enduring value – an advantage that is exceptional and quite rare.

PLACEMENT

The Placement and Corporate Relations at ADYPU is an alliance between Industry practitioners, the University and the student-body of ADYPU, facilitating the entities to make strategic hiring and career decisions.

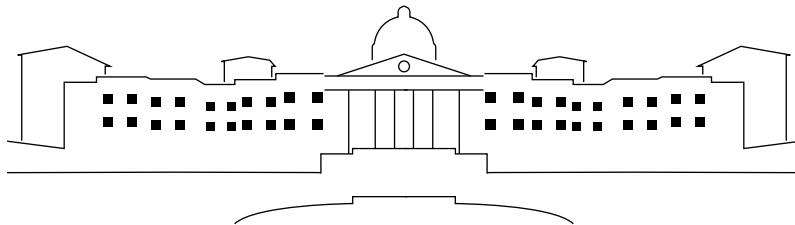






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THINK

EXPLORE

CREATE

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