



PRESIDENCY UNIVERSITY

(Established under the Presidency University Act, 2013 of the Karnataka Act 41 of 2013)

PROGRAM CURRICULUM

for 4 Year Full Time

Bachelor of Design (B.Des.) – Product Design

Credits Distribution B.Des							
Foundation Credits	Discipline Credits		Elective Credits		Internship	Thesis Project	Total
	Mandatory	Optional	Institute Elective	Open Elective			
40	72	20	4	4	4	16	160

B.Des	Credits
Mandatory credits	112
Optional credits	20
Thesis Projects credits	16
Internships	4
Minimum credits to get the Degree(all mandatory+50%optional+all electives)	150

B.Des - Course Structure
IST YEAR COMMON
FOUNDATION PREDESIGN

SEMESTER 1 : Predesign							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GFNFD101	Overview of Design	30	1	0	0	1
2	GFNFD102	Design Drawing 1 : Freehand Drawing	120	4	1	1	2
3	GFNFD103	Fundamentals of Design 1 : Colour	90	3	1	1	1
4	GFNFD104	Fundamentals of Design 2 : Geometry	30	1	1	0	0
5	GFNFD105	Fundamentals of Design 3 : Materials	120	4	1	1	2
6	GFNDS106	Fundamentals of Design 4 : Form , Space & Structure	90	4	1	2	1
7	GFNDG107	Digital Methods 1 : Introduction to Digital Methods	60	2	0	0	2
8	GFNDC108	Interdesign Studies 1 : Rural Environment Exposure	60	1	0	0	1
		Total	600	20			

SEMESTER 2 : Predesign							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GFNFD201	Design Drawing 2 : Freehand , Analytical & Perspective	90	3	1	1	1
2	GFNFD202	Fundamentals of Design 5 : Colour II	60	2	1	0	1
3	GFNFD203	Fundamentals of Design 6 : Solid Geometry	60	2	1	0	1
4	GFNFD204	Fundamentals of Design 7 : Three Dimensionalities of Form , Space & Structure	90	3	1	1	1
5	GFNFD205	Fundamentals of Design 8 : Materials	90	3	1	0	2
6	GFNDS206	Digital Methods 2 : Advanced Image Processing and Vector Graphics Applications	30	1	0	0	1
7	GFNPR207	Design Process : Problem Solving	120	5	1	2	2
8	GFNDC208	Interdesign Studies 2 : Urban Environment Exposure	60	1	0	0	1
		Total	600	20			

B.Des - Course Structure

Product Design

SEMESTER 3 : Product Design							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GPFD301	Design Drawing	120	4	1	1	2
2	GPFS302	Form Studies - Radian Manipulation	90	3	1	1	1
3	GPFD303	Basic Photography	30	1	0	1	0
4	GPFD304	Basic Typography	30	1	0	1	0
5	GPDG309	Digital Studies (CAD)	30	1	0	1	0
6	GPDC305	Introduction to Ergonomics	60	2	1	0	1
7	GPST306	Materials & Processes	60	2	1	0	1
8	GPDC307	Research Methods	60	2	1	0	1
9	GPPR308	Design Project - Simple Product Design	120	4	1	1	2
		Total	600	20			

SEMESTER 4 : Product Design							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GPFD401	Design Drawing: Rendering Techniques	60	2	0	1	1
2	GPST402	Technology: Workshop Skills & Working Model Making	150	4	0	1	3
3	GPFS403	Form Studies: Form Transition	60	2	0	1	1
4	GPST404	Technology: Advanced Manufacturing Processes	60	2	1	0	1
5	GPDC405	IDS: Everyday Science & Creative Intervention	90	3	1	1	1
6	GPPR406	Design Project 2 : Human-Product Interface	150	5	1	1	3
7	GPDG407	Digital Methods : Advanced CAD	30	1	0	1	0
		Total	600	20			

SEMESTER 5 : Product Design							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GPST501	Basic Mechanisms & Modeling	60	2	1	0	1
2	GPPR502	Project: Techno-Aesthetic Detailing	120	4	1	1	2
3	GPDC503	History Of Industrial Design	30	1	1	0	0
4	GPPR504	Project: Design For Social Needs	180	6	1	2	3
5	GPDC505	Color, Finish, Materials & Trend Studies	90	3	1	1	1
6	GPDG506	Digital Methods: Cad/Cam 3	30	1	0	1	0
7	GPDG507	Digital Rendering: Wacom	60	2	0	1	1
8	GPDC508	Interdesign Studies : Travel	30	1	0	0	1
		Total	600	20			

	GPPR801	Industrial Internship (Extended in vacation, credits to be earned in Sem 8)	140	4			N
--	---------	---	-----	---	--	--	---

SEMESTER 6 : Product Design							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GPST601	Prototyping Electrical /Digital Technology	90	3	1	1	1
2	GPDC602	Product Semantics	60	2	1	0	1
3	GPPR603	Project: Technically Complex Product	150	5	1	1	3
4	GPDC604	Open Elective	60	2	0	1	1
5	GPPR605	Packaging Design (With Graphic Design)	90	3	1	1	1
6	GPDC606	Interdesign Studies : Appropriate Economics	30	1	1	0	0
7	GPDC607	Design & Business	90	3	1	1	1
8	GPDG608	Digital Methods: CAD/CAM	30	1	0	1	0
		Total	600	20			

SEMESTER 7 : Product Design							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GPPR701	Project: Nature-inspired Design	120	4	1	1	2
2	GPDC702	Design Ethnography	60	2	1	1	0
3	GPPR703	Project: Story-telling & Product Design	150	4	1	1	2
4	GPDC704	Green Design: Attitude to Sustainability	60	3	2	1	0
5	GPPR705	Project: System Design	210	7	1	2	4
		Total	600	20			

SEMESTER 8 : Product Design							
S.No	Course Code	Course Title	Duration (Hours)	Total Credit	Credit Distribution		
					L	T	P
1	GPPR802	Graduation Project	460	16			
		Total	460	16			