



**PRESIDENCY**  
UNIVERSITY

# Presidency School of Design

**BECOME.**

**BELIEVE.**

**ASPIRE.**

**Admissions Open 2025 – 2026**



## Introduction

Presidency School of Design (PSOD) offers higher education in design that integrates critical and analytical thinking with research-driven, practice-based learning. At PSOD, designers and stakeholders are sensitised to the evolving role of design in shaping our socio-cultural environment by engaging with real-world ideas and projects. This hands-on approach sets PSOD apart from other design schools.

Guided by industry-experienced faculty, students refine their aesthetic talents and develop the skills needed for a successful career in the creative industry. With state-of-the-art studios and strong industry collaborations, PSOD provides a holistic learning environment that nurtures technical proficiency, artistic sensibility, and design thinking.





## Career Options

Graduates with a **B.Des.** or **B.Sc. in Multimedia** degree have diverse career opportunities in creative and digital industries. They can explore roles in marketing and advertising (**Social Media Marketing Designer, Digital Marketing Designer, Advertising Designer**), fashion and lifestyle (**Trend Forecaster, Fashion Engineer, Lifestyle & Accessories Designer, Visual Merchandiser**), and interior and space design (**Space Design Manager, Home Interiors Specialist, Smart Cities/Villas Designer**). Those interested in multimedia and entertainment can pursue careers as **Animators, Game Artists, Character Artists, or Board Game Designers**. Additionally, opportunities exist in studio and product design (**Studio Coordinator, Consumer Tech Products Designer**) and film and digital media (**VFX Artist, Motion Graphics Designer, Video Editor**).

## Eligibility

### B.Des.

The candidate seeking admission to the B.Des. programme must have passed Pre-University/Higher Secondary/10+2 Examination with Arts/Commerce/Science stream and obtained at least 45% marks & 40% in case of candidates belonging to SC/ST and other reserved categories.

### B.Sc. Multimedia

Candidates seeking admission to B.Sc. Multimedia must have passed (10+2)/PUC or equivalent examination with minimum of 40% marks in aggregate.

## Why Presidency University?

- **Industry-Aligned Curriculum** – UX/UI design, animation, game design, communication design, space design, product design and fashion design, aligning with industry needs.
- **State-of-the-Art Facilities** – High-end design studios, multimedia labs, and advanced software tools for hands-on learning.
- **Expert Faculty & Industry Exposure** – Learning from renowned designers and multimedia professionals through live projects, workshops, and internships.
- **Diverse Career Opportunities** – Career pathways in graphic design, animation, filmmaking, gaming, advertising, and digital media.
- **Strong Placement Support** – Industry tie-ups ensuring internships and job placements with top companies.
- **Creative & Practical Learning** – Focus on real-world projects, portfolio development, and interdisciplinary collaboration.

# Programmes Offered

## Bachelor of Design (B.Des.)

Bachelor of Design (B.Des.) programme is a dynamic and industry-focused course that nurtures creativity, innovation, and design thinking. With a curriculum blending aesthetics, technology, and problem-solving, the programme equips students with the skills to excel in diverse design fields. Through hands-on projects, state-of-the-art labs, and expert mentorship, students gain practical experience and a strong foundation in design principles. Whether in product design, visual communication, space design, UX/UI, or fashion design, the B.Des. programme prepares future designers to shape the world with their creative vision.

## B.Sc. Multimedia

The B.Sc. Multimedia (VFX, SFX, Gaming) programme equips students with industry-ready skills in design, animation, VFX, interactive media, and game development, along with strong communication skills. It covers audio/video production, web and mobile app development, and more, offering diverse career opportunities in film, gaming, media, and design as animators, graphic designers, content developers, and storyboard writers.

## B.Des. Specialisations Offered

### Product Design

This specialisation explores the relationship between products, systems, and end-users, emphasising innovation with social, ecological, and technological impact. Students develop expertise in digitally integrated products, lifestyle, and accessory design while gaining skills in cognitive factors, studio work, and material utilisation. Hands-on projects provide a platform to showcase their creative talents.





## Space Design

This specialisation aims at enabling students to deal with space and the built environment with a focus on designing or upscaling interiors, exteriors, or conceptualising and layout planning for exhibitions and museums by incorporating urban designs and more.

## Communication Design

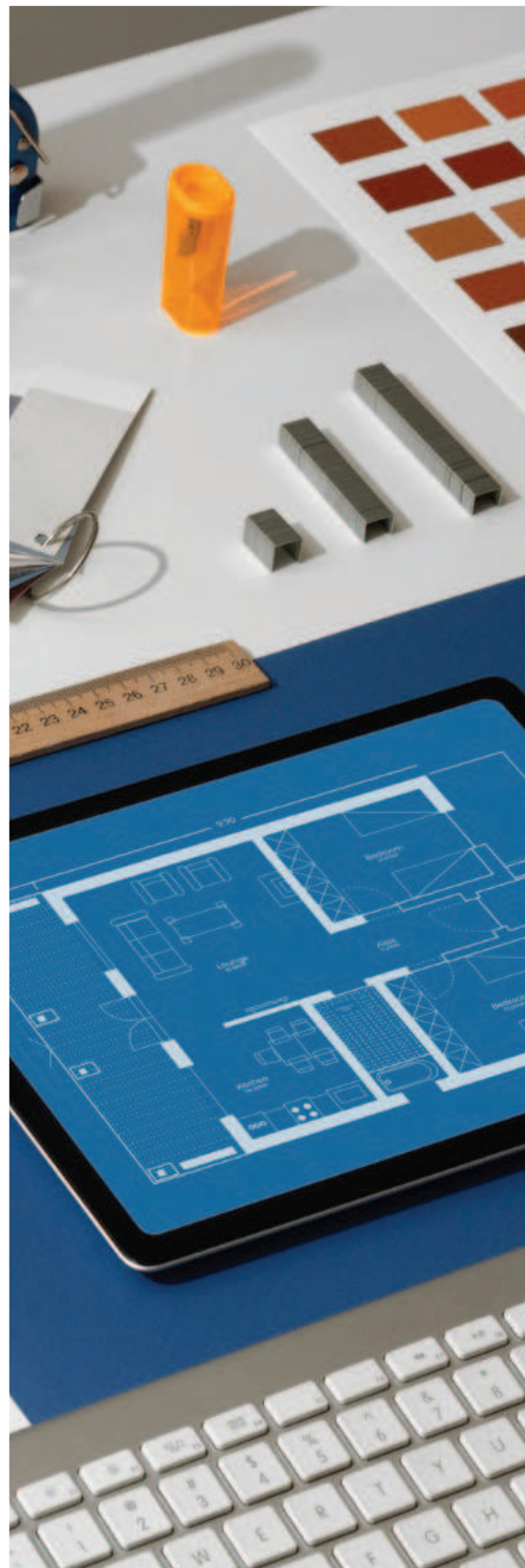
This specialisation covers communication design fundamentals, allowing learners to focus on graphic design or visual representation through new media. It provides a deep understanding of both pathways, along with motion graphics and an introduction to special effects.

## Fashion Design

This specialisation develops technical skills in garment, apparel, and accessory design, enabling students to create aesthetic and contemporary designs in clothing, jewellery, and footwear.

## Game Design

This specialisation nurtures creativity and passion for gaming, providing technical skills and intensive training to keep pace with evolving industry trends and technologies, ensuring learners gain in-demand expertise.



# Make Memories for Life at Presidency University

- Presidency School of Computer Science & Engineering
- Presidency School of Information Science
- Presidency School of Engineering
- Presidency School of Management
- Presidency School of Commerce
- Presidency School of Law
- Presidency School of Design
- Presidency School of Media Studies
- Presidency School of Liberal Arts & Sciences
- Presidency School of Allied Health Sciences



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