



PRESIDENCY
UNIVERSITY

Presidency SCHOOL OF DESIGN

**Fashion
Design**



Multimedia



**Game
Design**

**Product
Design**



**Space
Design**

**Communication
Design**



**ASPIRE .
BELIEVE .
BECOME**

**Admissions Open
2026– 2027**

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.

Our Design Philosophy

At PSOD, we believe design is a tool for transformation- a bridge between human insight and technological progress. We nurture designers who think critically, act ethically, and imagine inclusively, shaping sustainable and meaningful futures through thoughtful design.



At the Presidency School of Design, we design not only for the world as it is, but for what it could become.



Programmes Offered

Bachelor of Design (B.Des.)

The Bachelor of Design (B.Des.) is a dynamic four-year, industry-oriented program that cultivates creativity, innovation, and problem-solving. The curriculum integrates design principles with technology, materials, and sustainability to prepare students for the demands of the global design industry.

Through hands-on studio projects, advanced labs, and expert mentorship, learners gain both conceptual understanding and practical experience. Whether specializing in Product Design, Space Design, Communication Design, Fashion Design, or Game Design, graduates emerge as confident creators ready to shape the future through thoughtful and impactful design.

Eligibility:

Applicants must have passed the Pre-University/Higher Secondary/10+2 examination in Arts, Commerce, or Science streams with at least 45% marks (40% for SC/ST and other reserved categories).

Bachelor of Science (B.Sc.) in Multimedia

The B.Sc. Multimedia is a three-year program offering a gateway to careers in digital storytelling, animation, gaming, and visual effects. Students master industry-standard tools and techniques to create compelling visual narratives while building expertise in animation, VFX, audio-visual production, and interactive media, combining artistic imagination with technical execution.

Eligibility:

Applicants must have passed (10+2)/PUC or an equivalent examination with a minimum of 40% aggregate marks.



Specializations



B.Des. Product Design

Explore the relationship between products, systems, and users through innovation and empathy. Students learn to design lifestyle products, accessories, and digitally integrated objects that balance form, function, and sustainability.

Career Pathways: Product Designer, Industrial Designer, Furniture or Lighting Designer, Lifestyle & Accessories Designer, Consumer Tech Product Designer, or Design Consultant in sustainable and smart product development.

B.Des. Space Design

Design and transform interior and built environments that enhance human experience and urban life. This specialization blends spatial thinking, aesthetics, and functionality to help students conceptualize interiors, exhibitions, museums, and public spaces.

Career Pathways: Interior Designer, Exhibition & Museum Designer, Space Planning Consultant, Retail or Experience Designer, or Urban Space Designer in residential, commercial, and public environments.

B.Des. Communication Design

Master visual storytelling through graphic design, new media, and motion graphics. Students explore branding, typography, illustration, and digital interfaces, learning to communicate ideas that inform, persuade, and inspire.

Career Pathways: Graphic Designer, Visual Communication Specialist, Brand Identity Designer, UI/UX Designer, Motion Graphics Designer, or Creative Strategist in advertising and digital media.

B.Des. Fashion Design

Combine creativity, craftsmanship, and cultural insight to design garments, accessories, and footwear that are both aesthetic and relevant. Students develop strong technical skills while exploring sustainability, materials, and fashion entrepreneurship.

Career Pathways: Fashion Designer, Trend Forecaster, Apparel & Accessories Designer, Fashion Illustrator, Visual Merchandiser, or Sustainable Fashion Entrepreneur.



Why Choose the Presidency School of Design?

**Our classrooms are
studios of imagination
where ideas meet
craft, and creativity
becomes change**



- **Design Studios**

Collaborative, hands-on learning that integrates concept, craft, and context.

- **Industry-Aligned Curriculum**

Covering UX/UI Design, Animation, Game Design, Communication Design, Space Design, Product Design, and Fashion Design to meet global industry needs.

- **Interdisciplinary Learning**

Encouraging cross-pollination of ideas across design disciplines, enabling students to work on integrated projects that bridge technology, and art.

- **State-of-the-Art Facilities**

Advanced design studios, multimedia labs, and professional software tools encouraging experimentation and skill-building.

- **Expert Faculty & Industry Exposure**

Learn from renowned designers and creative professionals through live projects, workshops, and internships.

- **Strong Placement Support**

Strategic partnerships with leading companies for internships and career opportunities.

- **Creative & Experiential Learning**

Real-world projects, interdisciplinary collaboration, and portfolio development prepare students for global design careers.

- **Global Exposure**

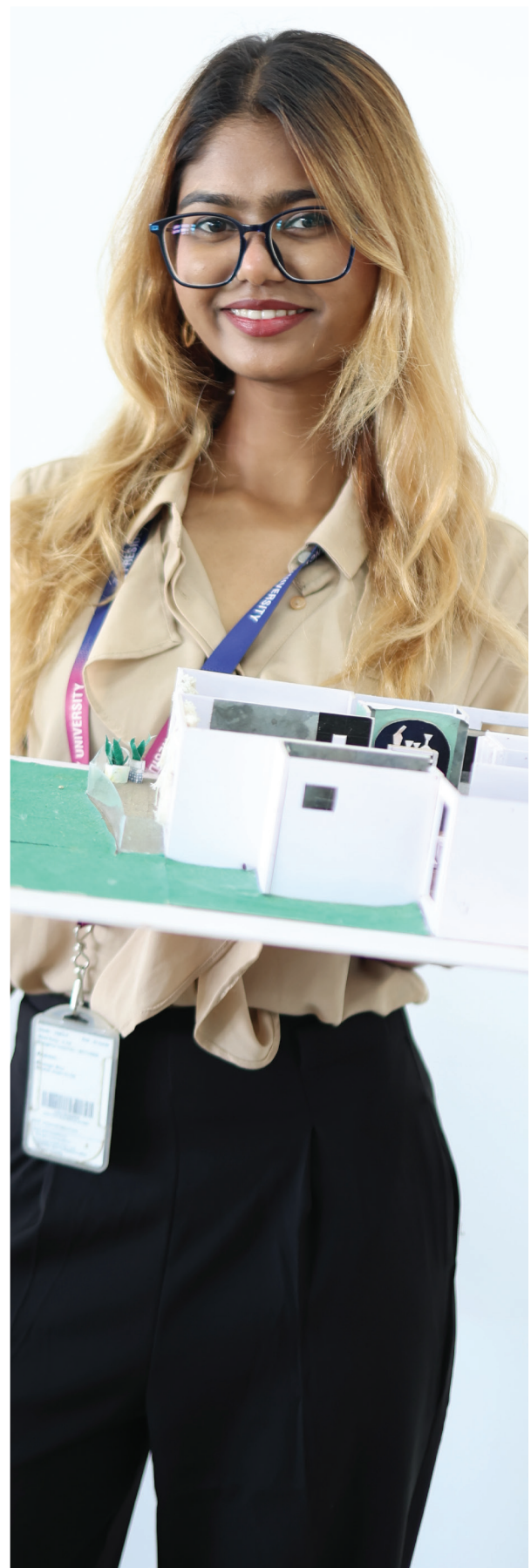
International masterclasses, study-abroad programs, and cross-cultural projects foster diverse perspectives and global design understanding.

- **Future Ready**

Engage with future-focused themes such as augmented technology, sustainable materials, digital storytelling, and smart living.

- **Diverse Career Pathways**

Opportunities across design, fashion, gaming, film, advertising, and digital media sectors.

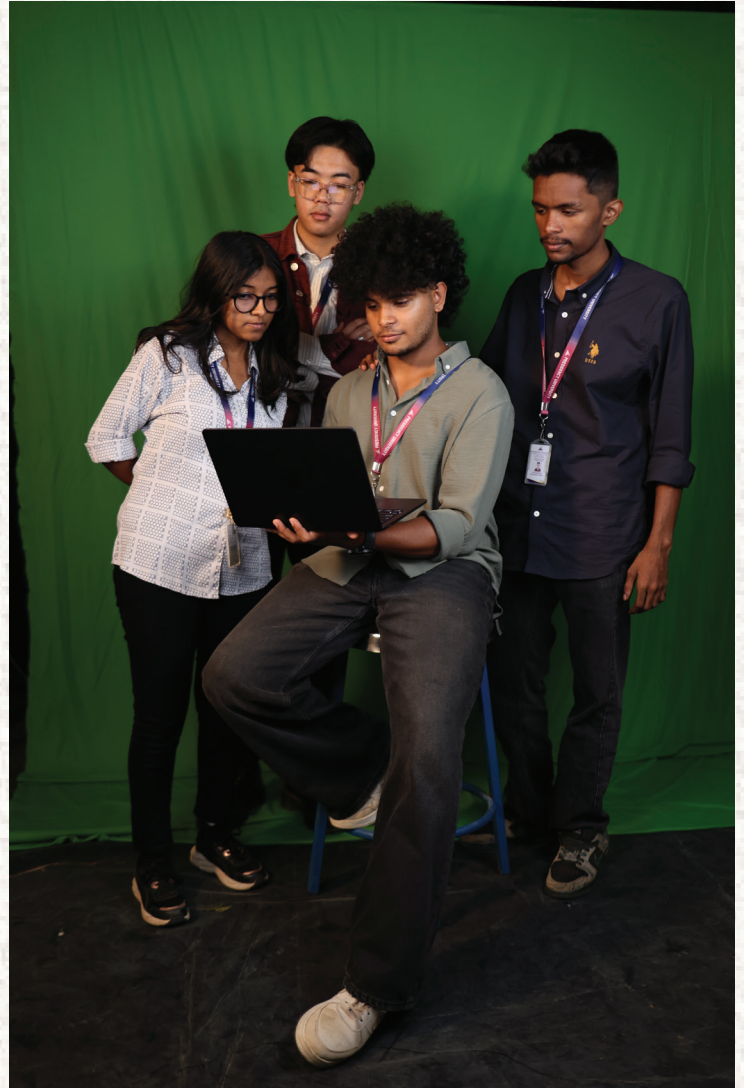


Make Memories for Life at Presidency University

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