



**PRESIDENCY**  
UNIVERSITY

**NAACA**  
ACCREDITED UNIVERSITY



**Presidency**  
**School of Design**  
**(PSOD)**

**20**  
**26**  
**27**



# PRESIDENCY UNIVERSITY

*School of Design*

**Presidency University** is a leading NAAC 'A' accredited, NIRF-listed and THE-ranked state private university committed to excellence in education, research, and innovation. With a vibrant campus and a learner-centric approach, the university nurtures creativity, critical thinking, and leadership among students.



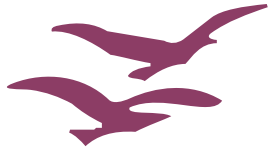
**Offering 70+ diverse programmes across disciplines** such as computer science, engineering, commerce, management, law, media studies, liberal arts, allied health sciences and more, Presidency University delivers academic excellence to a vibrant community of over **20,000** students. Guided by experienced faculty, and strong industry collaborations, AI integrated learning pedagogy, the university empowers learners to explore their potential and build successful, purpose-driven careers.

With state-of-the-art infrastructure including smart classrooms, studios, modern libraries, conference and seminar halls, advanced computer, media and engineering labs, an incubation centre, and well-equipped sports facilities alongside dynamic cultural activities and active NCC, NSS, and Rotaract units under the **Department of Student Affairs**, the university ensures a holistic and enriching academic experience.

Built on a strong foundation and guided by a global outlook, Presidency University continues to shape the leaders of tomorrow, setting new benchmarks in education that resonate beyond borders.

# PSOD



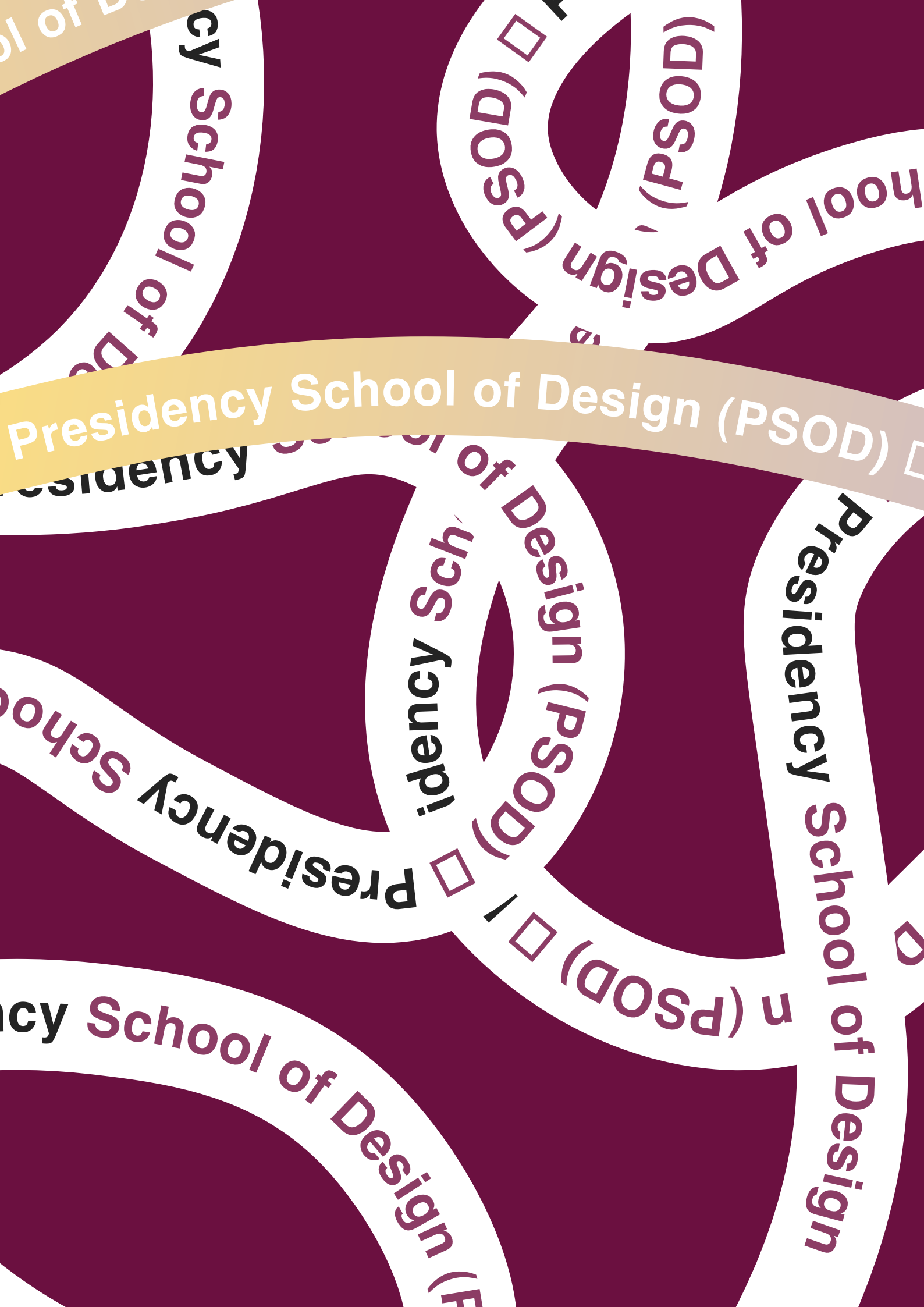


# About the School

## Presidency School of Design

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 contemporary studios and strong industry collaborations, PSOD provides a holistic learning environment that nurtures technical proficiency, artistic sensibility, and design thinking.





Designing Future-Ready, Socially Responsible Creators





## **Vision** *design thinking*

To become a value-based, innovation-driven Presidency School of Design, transforming students into visionary designers, who shape the world with creative and socially sustainable solutions.

## **Mission** *design knowledge*

- Inspire and train students to be creative thinkers and designers.
- Empower students with design knowledge to address social, technical, and economic challenges with innovative solutions.
- Sensitise students to embrace lifelong learning in a technology-enabled environment.
- Foster strategic alliances between society and academia for research & its practical application.
- Instill entrepreneurial and leadership skills to address social, environmental & community needs.



## Message from the Chancellor

“ *At Presidency University, we prepare you for that tomorrow* ”

Presidency University comes with academic excellence of **over a decade while the Presidency Group of Institutions has a rich legacy of over 50 years** and our steadfast commitment to education has enabled us to scale new frontiers and deepen our understanding of what it truly takes to nurture excellence. We have learnt that to bring out the best in every learner, we must provide the best - an environment that inspires growth physically, intellectually, and spiritually.

At Presidency University, we strive to be a premier and preferred destination for learning. Our institution stands as a temple of knowledge, dedicated to empowering society by shaping competent, responsible, and visionary professionals.

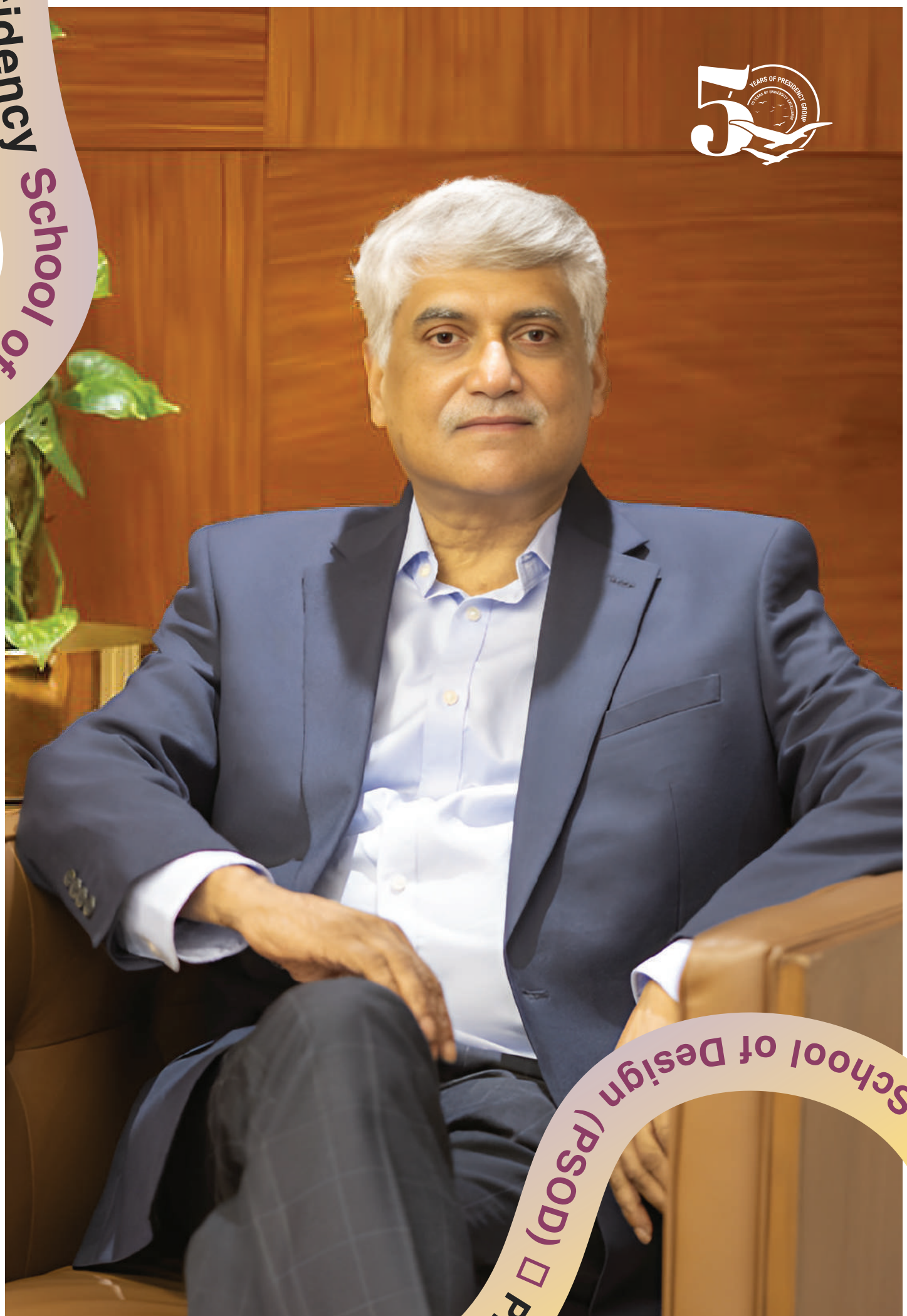
Our expansive and serene campus, cutting-edge technological infrastructure AI enabled pedagogy, forward-thinking curriculum, and the collective expertise of distinguished academic leaders and industry pioneers define the unique character of Presidency University. I am confident that as you embark on your academic journey with us, you will find it both enriching and transformative.

In the years ahead, we remain committed to advancing further, aspiring to establish Presidency University as a global benchmark in both academia and industry.

I warmly welcome you to this radiant, dynamic, and holistic learning environment - Presidency University, a vibrant university for the young.

**Dr. Nissar Ahmed**  
Chancellor

Presidency School of Design



Presidency School of Design (PSOD) □ Presidency



# Bachelor of Design (B.Des.) □ Bachelor



# Bachelor of Design (B.Des.)

## **BACHELOR OF DESIGN PROGRAMMES**

***SPACE DESIGN***

***COMMUNICATION DESIGN***

***FASHION DESIGN***

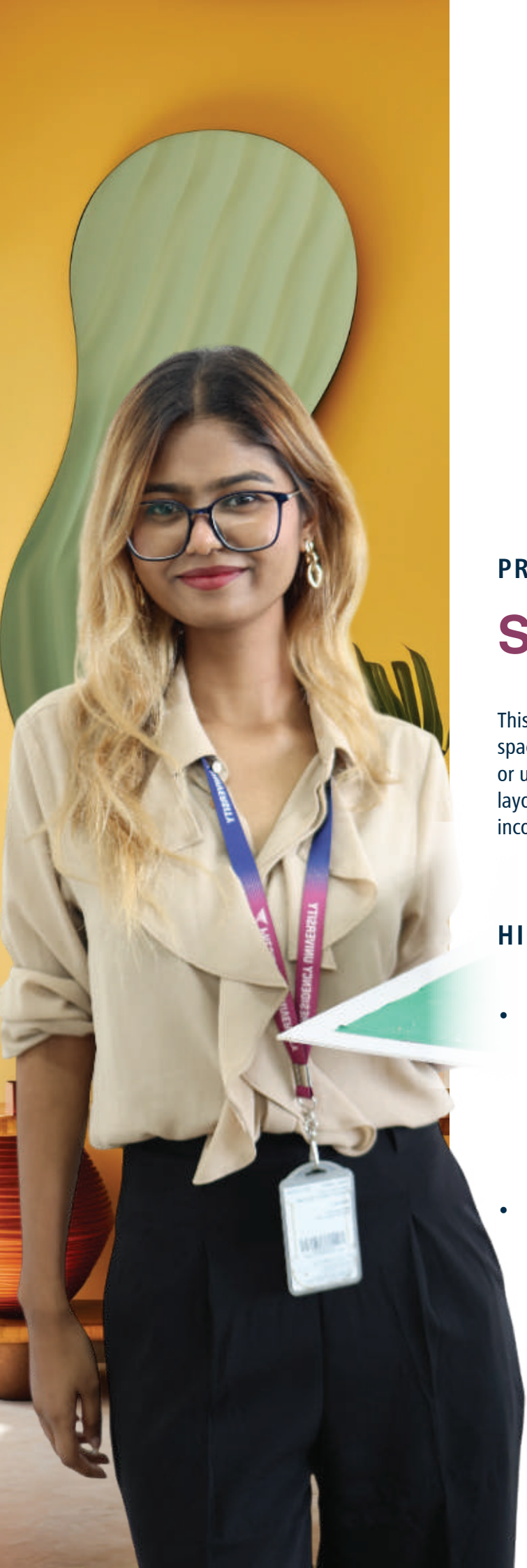
***GAME DESIGN***

***PRODUCT DESIGN***

### **ELIGIBILITY**

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

**DURATION: 4 YEARS**



## PROGRAMMES OFFERED

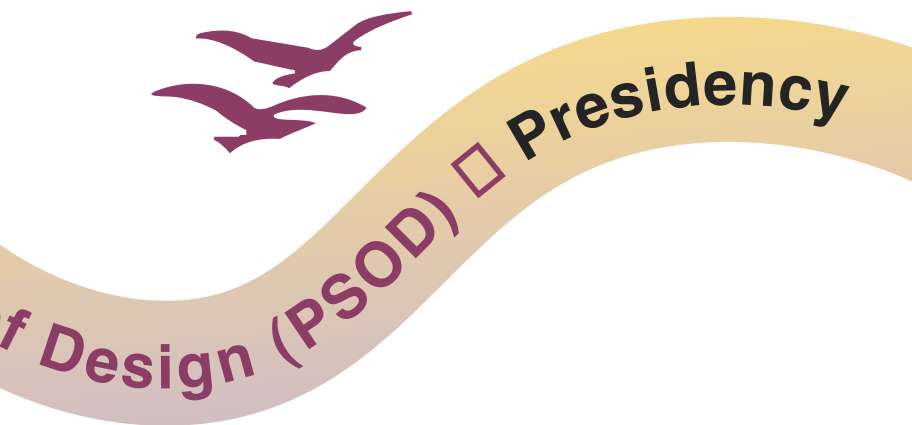
# Space Design

*Bachelor of Design*

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

## HIGHLIGHTS

- The Space Design Studios mimics professional firms with drafting tables, pin-up boards, and digital displays, supporting projects from residential to hospitality spaces. The Interior Design model-making Workshop features tools and materials such as wood and acrylic, enabling students to craft scaled models and develop a deeper understanding of spatial design.
- Computer-equipped classrooms feature high-performance workstations with software like AutoCAD, Revit, and Lumion for 2D/3D design and virtual walkthroughs. The Drafting Studio (DT04) with adjustable drawing boards builds technical draughting proficiency.



## PROGRAMMES OFFERED

# Communication Design

*Bachelor of 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.

## HIGHLIGHTS

- The state-of-the-art studio includes fully equipped labs with high-end cameras, enabling students to explore, experiment, and execute their ideas in space with confidence and clarity. The faculty team comprises experienced educators and industry experts from renowned institutions.
- With a curriculum that spans branding, UX/UI design, motion graphics, digital media, visual storytelling, print and packaging design, the communication design discipline prepares students to become agile professionals in an ever-evolving design landscape.





## PROGRAMMES OFFERED

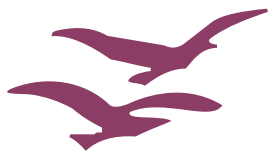
# Fashion Design

*Bachelor of Design*

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

## HIGHLIGHTS

- The textile laboratory with dye baths and tensile testers teaches fabric behaviour for durable, comfortable designs. Ergonomic pattern making tables enable precise pattern making, transforming sketches into templates. Sewing machines, from domestic to industrial, help master durable seams and intricate stitching.
- Advanced embroidery machines offer hands-on experience with real-world projects, fostering entrepreneurial skills. Professional dress forms enhance understanding of fit, balance, and fabric flow, ensuring polished, wearable designs. Students also access digital design software like Adobe Illustrator and CLO3D for modern design workflows.



# Faculty of Design (PSOD) □ Presidency

## PROGRAMMES OFFERED

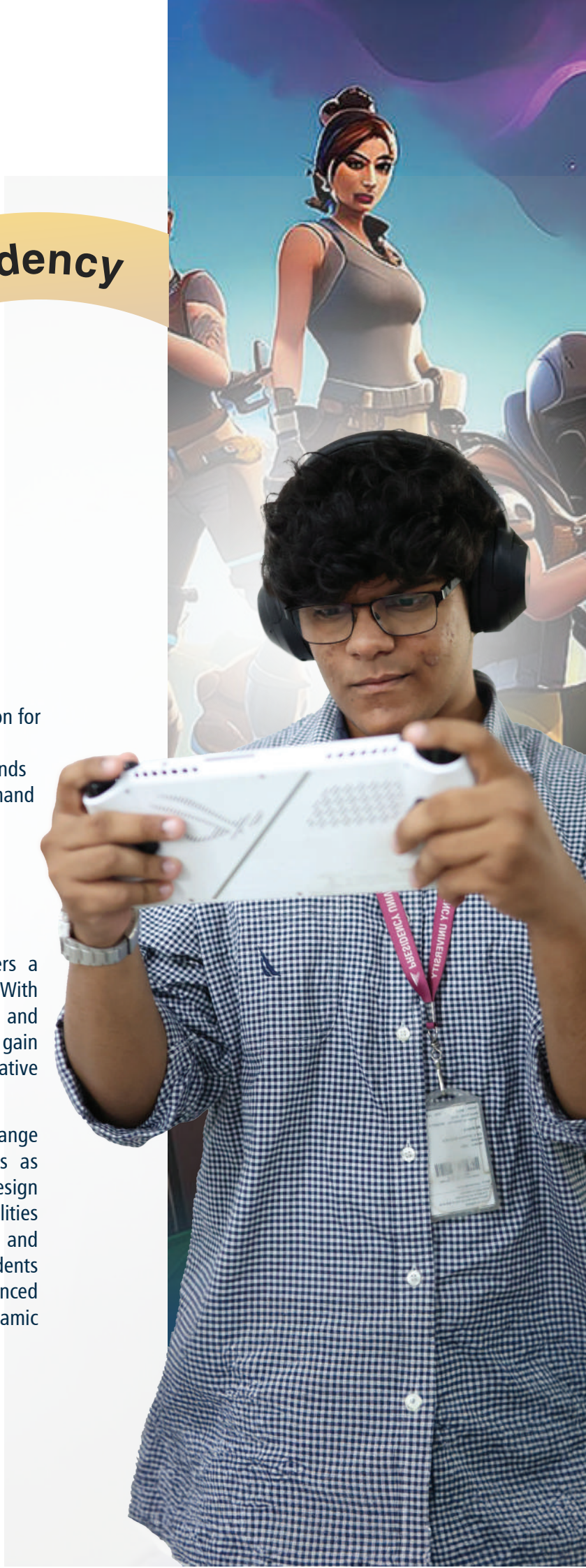
# Game Design

*Bachelor of 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.

## HIGHLIGHTS

- The cutting-edge Game Design Lab offers a unique setting for aspiring game designers. With the latest high-performance PCs and industry-standard software, students gain access to the equipment to realise their creative ideas.
- In addition to digital equipment, our wide range of board games and card games serves as priceless inspiration and reference for design techniques. In addition, specialised facilities such as our lightbox for animation training and combined AR/VR technology provide students with real-world experience using advanced technologies to prepare them for dynamic careers in the gaming sector.





## PROGRAMMES OFFERED

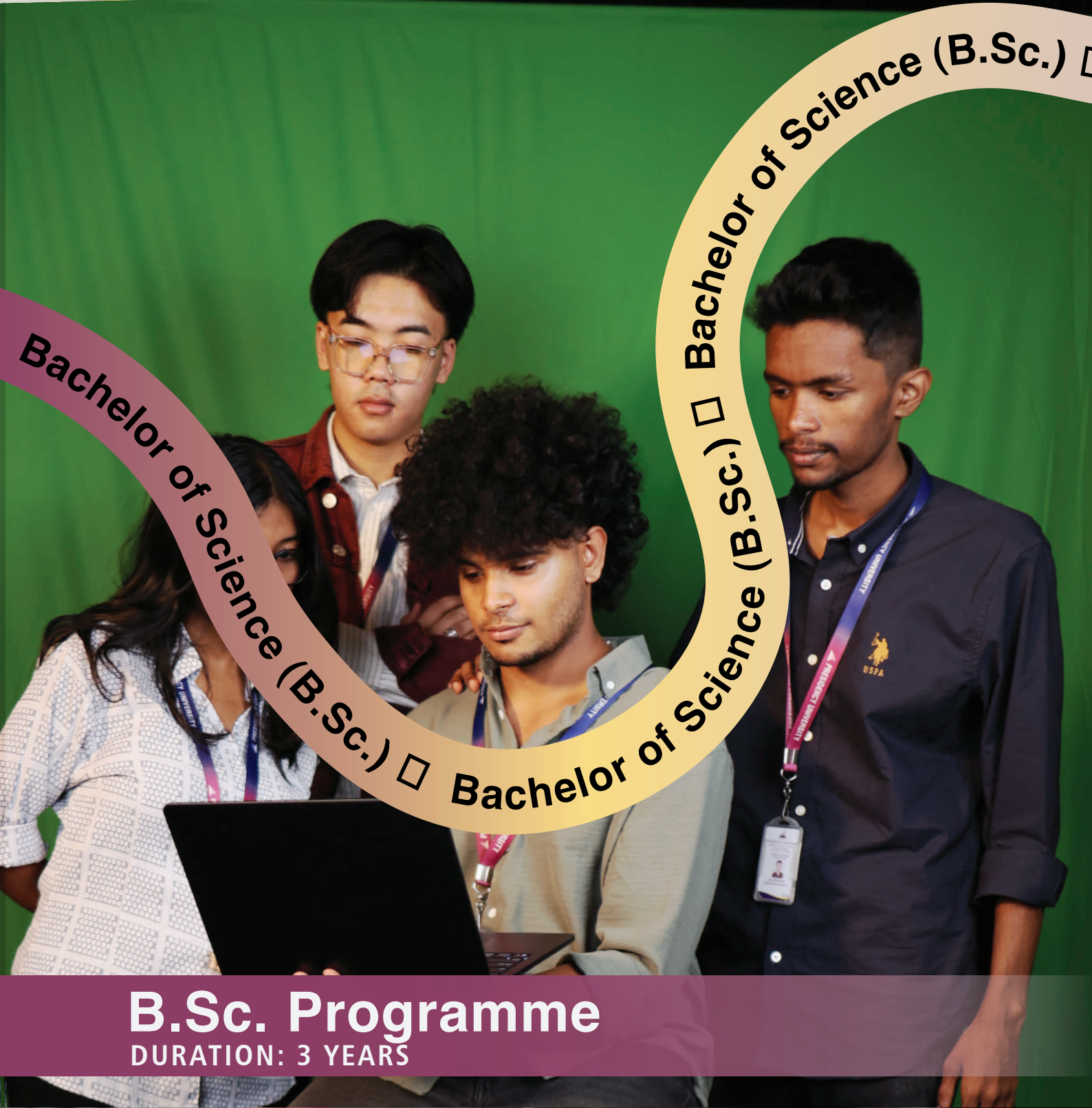
# B.Des. Product Design

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.

## HIGHLIGHTS

- The Product Design lab combines creativity, technology, and functionality to create impactful products and experiences. Through hands-on labs like the Digital Fabrication Lab for rapid prototyping, the Clay & Model-Making Studio for tactile exploration, the Material Lab for sustainability studies, the UI/UX & Interaction Design Studio for digital interfaces, the Mechanical & Manufacturing Workshop for fabrication, and the Photography & Documentation Studio for professional portfolios, students engage in real-world projects.
- Equipped with tools like 3D printers, Arduino kits, Wacom tablets, and software such as Rhino 3D, Keyshot, Blender, Solidworks and Unity, graduates emerge as innovative designers shaping the future.





Bachelor of Science (B.Sc.)

□

Bachelor of Science (B.Sc.)

□

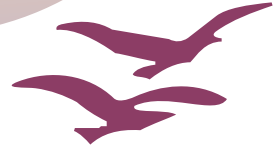
Bachelor of Science (B.Sc.)

## B.Sc. Programme

DURATION: 3 YEARS

### **Multimedia** *Bachelor of Science*

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.



## ELIGIBILITY

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

## HIGHLIGHTS

- Blend of various forms of media
- Mastery of industry-relevant software
- Portfolio-driven learning
- Inclusion of AI tools in the design workflow





## PROGRAMMES OFFERED

### **Fine Arts**

*Bachelor of Fine Arts*

The Bachelor of Fine Arts (BFA) is a practice-led undergraduate programme that integrates Fine Arts, Design Thinking, and Digital Literacy to develop strong artistic foundations and contemporary creative skills. The programme emphasises visual exploration, conceptual development, and material experimentation.

From the second year, students specialise in Painting or Sculpture, engaging in studio-based learning, critical inquiry, and professional portfolio development, preparing them for artistic careers or higher studies.

### ELIGIBILITY

The candidate seeking admission to the BFA programme must have passed the Pre-University / Higher Secondary / 10+2 with at least 40% marks.

### DURATION: 3 YEARS

## HIGHLIGHTS

- Intensive studio training
- Portfolio-driven learning
- Studio-based work
- Courses designed to meet industry demands



## DOCTORAL STUDIES

# Ph.D. in Design

The Ph.D. in Design at Presidency University, Bengaluru is a research-intensive doctoral programme focused on advancing knowledge, innovation, and critical inquiry in the field of design. The programme is structured to develop independent, high-impact researchers capable of contributing original scholarship to academia, industry, and society, leading to the award of the Doctor of Philosophy (Ph.D.) degree.

## ELIGIBILITY

The candidate seeking admission to the Ph.D. programme must hold a relevant Master's degree with at least 55% marks aggregate.

## DURATION

PART TIME - MINIMUM 4 YEARS

FULL TIME - MINIMUM 3 YEARS





## HIGHLIGHTS

Practice-led and research-through-design doctoral work.

Scholars engage with real-world industry and societal challenges.

Advanced labs and digital tools enable rigorous design experimentation.

Strong mentoring provided for publications and patents

# STUDENT LIFE

## OFFICE OF INTERNATIONAL AFFAIRS

The Office of International Affairs (OIA), established in October 2021, fosters strategic global partnerships and advances internationalisation initiatives at Presidency University. OIA supports and facilitates the development of strategic alliances and collaborative agreements with international partners, including international internships, articulation and pathway programs, dual/double degrees, exchange and twinning programs, joint degrees, master's progression, offshore teaching arrangements, hosting international faculty, developing international strategy and policy, fostering student global experiences, and supporting international research partnerships. Whether you are a prospective student, collaborative partner, or international visitor, scan to learn more about the Office of International Affairs.

## PRESIDENCY LAUNCHPAD

The Presidency Launchpad Association ecosystem enables start-ups to take their next big step by offering pre-incubation (ideation stage) as well as physical and virtual incubation support, free of charge for the first 18 months. The programme is open to all individuals with innovative ideas.

The Presidency Launchpad Association (Technology Business Incubator, or TBI) is a non-profit organisation registered as a Section 8 company. It supports aspiring entrepreneurs by providing guidance, facilities, and assistance to start, incubate, and successfully run businesses focused on innovation, societally important solutions, and environmentally relevant technologies.

## PLACEMENTS

The Career Services Division serves as a springboard for students as they launch their professional careers, providing critical support at a pivotal stage of their academic journey. The Career Connect Division offers comprehensive placement services, forges strategic alliances with a wide range of companies, and oversees on-campus placement drives. Dedicated teams manage placement activities for the University's various schools. The Career Services Division has partnered with leading companies such as Capgemini, VLSI, PLM, and Tech Mahindra, which have established laboratories on campus. These labs initially train faculty members, who in turn train students, equipping them with industry-relevant skills and making them job-ready.

**360+**

COMPANIES  
PARTICIPATED

**410+**

PLACEMENT DRIVES  
CONDUCTED

**21000+**

STUDENTS IN  
CAMPUS

**100%**

PLACEMENT  
ASSISTANCE

**12.00**

AVERAGE CTC,  
LPA

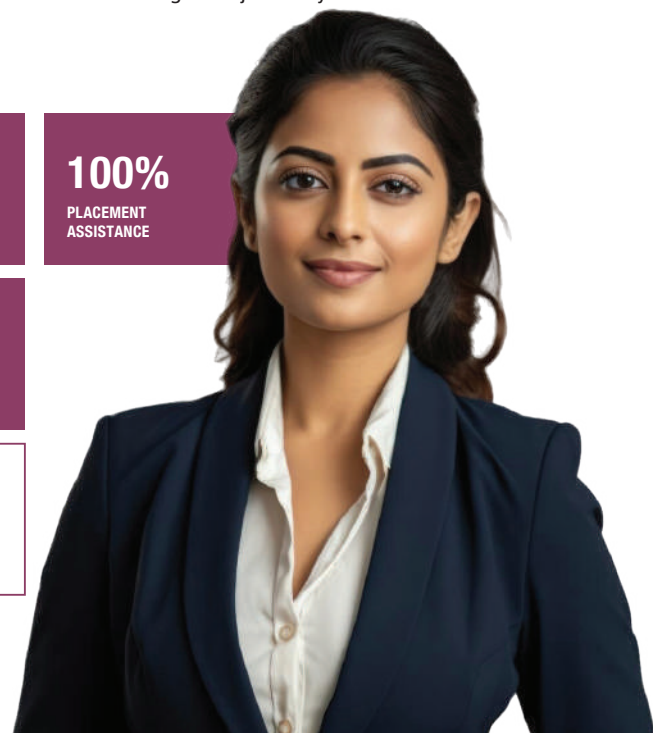
**6.00**

MEDIAN CTC,  
LPA

**16.42**

HIGHEST CTC,  
LPA

GLOBALITY RANKED ON



# TO LEARN MORE ABOUT OUR CAREER SERVICE DEPARTMENT, SCAN:

## LIBRARY



Spread across three locations, Presidency University's library system includes a main library in the Management Block, which houses reference books for the School of Engineering. Located adjacent to this is the Library Annexe, which offers an extensive collection of books in management and commerce. Additionally, a dedicated library serving the School of Law is located on the second floor of E Block.

The library system houses a collection of over 40,500 books and subscribes to 343 national and international journals, along with 45 magazines. It also provides access to 23 online databases covering Engineering, Law, Management, Design, and the Humanities.

## SPORTS & ATHLETICS



Presidency University believes that sports play an important role in the development of the integrated personality of the youth including body, mind and spirit. Sports contribute to the health of anyone by generating physical and mental energy that can be transformed into action, creativity, and innovation.

Students are encouraged to participate in the wide range of sports offered on campus. Presidency students have actively competed at international, national, and state levels across various sports, including cricket, horse riding, shooting, football, volleyball, table tennis, badminton, basketball, handball, hockey, athletics, and swimming. Presidency University is recognised among the leading universities for its innovative and modern sports facilities, made possible through the dedicated commitment of its coaches and physical education instructors.

## STUDENT HOUSING



Presidency University is committed to creating a home away from home for both domestic and international students, enabling them to enjoy a welcoming environment while fully focusing on their academic pursuits. The University provides excellent hostel facilities for both male and female students. At present, there are three hostels accommodating boys and girls. Each hostel offers twin-sharing and triple-sharing rooms. Every room is furnished with beds, study tables and chairs, cupboards, and free Wi-Fi. Hostel amenities include independent dining areas, laundry services, recreation rooms with entertainment facilities, indoor and outdoor sports facilities, access to hot and cold drinking water, round-the-clock security personnel, and CCTV surveillance. For more information about student housing, scan QR Code.



**To view complete admission process scan QR CODE**

# EXCELLENCE IN

## EXCELLENCE IN PARTNERSHIPS



**600+** PLACEMENT PARTNERS

**180+** INTERNATIONAL UNIVERSITY PARTNERS



# EVERY DIMENSION



**Times School**  
Ranked No. 11  
In Pan India in the Category Top 36 Private Universities  
By Times B-School Survey 2023

**CSR-GHRDC**  
Engg. Colleges SURVEY 2022  
Ranked No. 2  
Top Engineering Colleges of Excellence

**IIRF - 2023**  
INDIAN INSTITUTIONAL RANKING FRAMEWORK  
Ranked No. 61  
In Overall Best Private B-School at All India Level  
- IIRF (Indian Institutional Ranking Framework) 2023

**Career 360**  
Law School SURVEY 2023  
Ranked No. 16  
In India's Best Private Law Colleges  
Rated AAA+ in India's Best Law Colleges South Zone



**PRESIDENCY**  
UNIVERSITY

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**AI**  
INTEGRATED  
PROGRAMMES

**THE** WORLD  
UNIVERSITY  
RANKINGS

**Ranked 1501+**  
Worldwide Rank

**Ranked 98**  
National Rank

**Ranked 1662**  
Research Quality Rank

Disclaimer: The information given in this brochure is current as on the day of going into print. This information and the courses mentioned can change at a later date. We would advise you to clarify any doubts at our university admission office.