



PRESIDENCY UNIVERSITY

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

SCHOOL OF DESIGN

BOARD OF STUDIES - 01

AGENDA & MINUTES OF MEETING

DOCUMENT REFERENCE NUMBERS

Agenda of the meeting: PU/SOD/BOS-01/2019-20/CIR-01

Minutes of Meeting: PU/SOD/BOS-01/2019-20/MOM-01


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PRESIDENCY UNIVERSITY

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

REF. NO.: PU/SOD/BOS-01/2019-20/CIR-01

Date: 02nd July 2019

INVITATION TO THE 1st BOS

Dear all,

This is to inform you that the 1st BOS for the School of Design has been scheduled for 4th July 2019 between 1:30 pm to 3:30 pm. The agenda for the same is shared below. Requesting you all to be present for the meeting on the stipulated date and time.

Agenda of the meeting:

- 1.1. Regarding the approval and commencement of B.Des, a four-year program from the academic year 2019-20
- 1.2. Approval of the salient points mentioned in Program Regulation and Curriculum as shown in Annexure-I
- 1.3. Any other points at the discretion of the Chair

Dr. Neeti Sethi Bose
Dean – School of Design


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

REF. NO.: PU/SOD/BOS-01/2019-20/MOM-01

Date: 05th July 2019

MINUTES OF MEETING

Members present:

Sl. No.	Name of the member	Designation	Department
1	Dr. Neeti Sethi Bose	Dean – SoD and Chairperson - BOS	SOD
2	Mr. Deepak Srinivasan	Adjunct faculty	SOD
3	Ms. Monika Bijlani	Associate Professor	SOD
4	Dr. Rosewine Joy	Assistant Professor (External Member	SOM

Agenda DES 1.1: Regarding the approval and commencement of B.Des, a four-year program from the academic year 2019-20

Dr. Neeti Bose welcomed the attendees and gave a brief account of the School of Design and B.Des program designed as a four-year course. She introduced the attendees to the program structure and explained the nature of the specializations offered under the B.Des program.

The following are some of the salient features of the said program:

- 1) The said program will be of a four-year duration
- 2) There will be four specializations offered – Product, Fashion, Space and Communication Design
- 3) The said specializations will be offered from the second year after the students successfully complete the first year which is a Foundation program.

She stated that the School of Design is set to be officially inaugurated and commence on the 19th of August 2019. She also stated that any further additions in the program/specializations that would be offered in the future shall be according to the approval of the competent authority. It was discussed that the nature of the courses listed in the PRC shall be categorised into various baskets based on the structure, credits offered and other academic requirements.

Resolution: Committee agreed to the points discussed in the Agenda DES 1.1

Agenda DES 1.2: Approval of the salient points mentioned in Program Regulation and Curriculum as shown in Annexure-I





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Salient points related to the below were discussed in the meeting and deliberated upon. The committee agreed to the structure of the Program Regulation and Curriculum with a few minor changes made in the document. These are shown in Annexure-I attached to this document.

- 1) Course lists and credit structures
- 2) Progression of the courses across four years

Resolution: Committee agreed to the points discussed in the Agenda DES 1.2 with an opinion that the structure of the courses can be changed from time to time and also be approved in the subsequent BOS.

Dr. Neeti Bose concluded the meeting by thanking all the participants and requested for active cooperation from the department faculty members to begin the academic proceedings of the School of Design.

Prepared by:

Monika Bijlani
(Associate Professor – SoD)





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ANNEXURE – I

TABLE 3.1.1 - B. Des 2019-2023: Mandatory Courses and Credits			
S. No	TYPE OF COURSES	NO. OF COURSES	CREDITS
1	Humanities, Social Sciences and Management Sciences (HS)	6	12
2	Basic Design (BD)	8	20
3	Design Studies (DS)	12	24
4	Core (Professional) Course (CC)	14	42
5	Design Project (Professional Practice) Course (DPC)	6	40
6	Discipline (Professional) Elective (DE)	6	12
7	Open Elective (OE)	2	4
8	Professional Practice (PP) I and II	2	20
9	Personal and Professional Skills (PPS)	5	5
10	Social Immersion Courses (SICS)	1	1
TOTAL		62	180
The mandatory minimum credits required for the award of the B. Des Degree is 180 Credits			


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YEAR-WISE Basic Program Structure						
Sl. No.	Type of Courses	Year 1	Year 2	Year 3	Year 4	Total credits
1	Humanities	-	2 x (2 Credits)	2 x (2 Credits)	2 x (2 Credits)	12
2	Basic Design	2 x (4 Credits) & 2 x (3 Credits)	2 x (3 Credits)	-	-	20
3	Design Studies	8 x (1 Credit)	1 x (1 Credit)	1 x (1 Credit)	1 x (1 Credit)	11
4	Core Courses	4 x (3 Credits)	4 x (3 Credits)	4 x (3 Credits)	2 x (3 Credits)	42
5	Design Projects	-	2 x (5 Credits)	2 x (5 Credits)	1 x (5 Credits) & 1 x (15 Credits)	40
6	Discipline Electives	-	2 x (2 Credits)	2 x (2 Credits)	2 x (2 Credits)	12
7	Open Electives	-	1 x (2 Credits)	1 x (2 Credits)	-	4
8	Professional Practice I & II	-	-	1 x (5 Credits)	1 x (15Credits)	20
9	Personal & Professional Skills	2 x (1 Credit)	1 x (1 Credit)	1 x (1 Credit)	1 x (1 Credit)	5
10	Social Immersion Courses	1 x (1 Credit)	-	-	-	1

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TERM-WISE COURSE DESCRIPTION					
Sl. No.	Subject/Topic	Term 1	Term 2	Term 3	Term 4
1	Masterclass	Design Perspectives			
2	Liberal Arts/General Studies	Memory & Perception	History & Contemporary Culture	Study of Environment and Natural Systems	Technology and Contemporary Practice
3	Basics of Design	Observation & Documentation	Elements & Principles of Design	Composition & Design Drawing	Visualization & Representation of Ideas & Concepts
4	Design in Context	Exploration of Design for Self	Exploration of Design for Society	Exploration of Design for Sustainability	Exploration of Design using Technology
5	Workshops	Materials exploration (2D, 3D)	Software	Materials exploration	Software
6	Saturday Sessions	Ethics, Language, Writing & Presentation		Research Methodology, Language, Writing, Presentation & Excel + Office	


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Annexure SOD 1.1



PRESIDENCY UNIVERSITY

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School of Design

Bachelor of Design Degree

Program Regulations and Curriculum, 2019-2023

B.Des

Specialization in Fashion Design

2019-2023



COURSE STRUCTURE
BACHELOR OF DESIGN DEGREE PROGRAM

B.Des

Specialization in Fashion Design

2019-2023

SUGGESTED PROGRAM STRUCTURE

I Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	DES 101	Observation and Communication	BD	1	1	2	3	4	1	–
2	DES 102	Principles of Visual Representation - Elements of Design	BD	1	1	4	4	6	1	–
3	DES 105	Identity in Design History	HS	1	1	0	2	2	5	8
4	DES 106	Social Systems and Design History	HS	1	1	0	2	2	5	6
5	DES 109	Designing for Self	DS	1	1	2	3	4	5	8
6	DES 110	Introduction to Social Design	DS	1	1	2	3	4	5	6
7	DES 113	Computer Aided Skills	BD	0	0	2	1	2	1	–
8	PPE 101	Personal and Professional Enhancement - I	PPS	0	0	2	1	2	2	8
9	ENG 111	English for Designers	HS	2	0	0	2	2	2	8
		TOTAL		8	6	14	21	28		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

II Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	DES 103	Principles of Aesthetic Representation	BD	1	1	4	4	6	1	–
2	DES 104	Tools of Analysis	BD	1	1	2	3	4	1	–
3	DES 107	Sustainability and Design History	HS	1	1	0	2	2	5	6
4	DES 108	Technology and Design History	HS	1	1	0	2	2	5	7
5	DES 111	Designing with Nature	DS	1	1	2	3	4	5	7
6	DES 112	Technological Advancement in Design	DS	1	1	2	3	4	5	8
7	DES 114	Methods and Materials Workshop	DPC	0	0	2	1	2	2	6
8	DES 115	Material Exploration Workshop	DPC	0	0	2	1	2	2	6



9	DES 116	Sketching Workshop	DPC	0	0	2	1	2	2	–
10	DES 117	Font and Typography Workshop	DPC	0	0	2	1	2	2	–
11	DES 118	Advanced Computer Aided Skills	BD	0	0	2	1	2	1	–
12	PPE 222	Personal and Professional Enhancement	PPS	0	0	2	1	2	2	8
		TOTAL		6	6	22	23	34		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

III Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BFD 201	Basics of Textile Design	CC	0	1	4	3	5	1	–
2	BFD 202	History of Textiles	DS	1	0	2	2	3	5	6,7
3	BFD 203	Science of Textile Weaves Basics	CC	0	1	4	3	5	1	–
4	BFD 204	Science of Textile Weaves Advanced	CC	0	1	4	3	5	1	–
5	BFD 205	Analytical Study of Fibres, Yarns and Fabrics	CC	1	0	2	2	3	1	–
6	BFD 206	Digital Design Development	DPC	0	3	4	5	7	2	–
7	BFD XXX	Discipline Elective - I	DE	0	1	2	2	3	–	–
		TOTAL		2	7	22	20	31		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

IV Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BFD 208	Elements of Fashion Illustration	CC	0	1	4	3	5	1,2	–
2	BFD 209	Clothing Culture and Communication	DS	1	1	2	3	4	5	6,7
3	BFD 210	Basics of Sewing	CC	1	0	4	3	5	3	–
4	BFD 211	Basics of Pattern Making	CC	0	2	4	4	6	3	–
5	BFD 212	Fashion Accessories	DPC	1	1	4	4	6	1,2	–
6	BFD XXX	Discipline Elective - II	DE	1	2	0	3	3	–	–
		ADD DES117 here. total 21 credits								
		TOTAL		4	7	18	20	29		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										



V Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BFD 301	Advanced Pattern Making	CC	0	0	8	4	8	2,3	-
2	BFD 302	Advanced Sewing Techniques	CC	0	0	8	4	8	2,3	-
3	BFD 303	Fashion and Trend Forecasting	DS	3	0	0	3	3	3,4	6
4	BFD 304	Apparel Testing & Quality Management	CC	3	0	0	3	3	2,3	6,7,8
5	BFD 305	Fashion Merchandising	CC	4	0	0	4	4	3,4	6,7
6	XXX XXXX	Open Elective - I	OE	2	0	0	2	2	-	-
7	XXX XXXX	Open Elective - II	OE	2	0	0	2	2	-	-
		TOTAL		14	0	16	22	30		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

VI Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BFD 306	Fabric Manipulations & Embellishments	DPC	2	0	4	4	6	1,2	-
2	BFD 307	Draping & Garment Finishing	CC	0	0	8	4	8	2	-
3	BFD 308	Testing & Wet Processing of Textiles	CC	1	0	4	3	5	2	6,7
4	BFD 309	Visual Merchandising	DS	2	0	4	4	6	3,4	6,7,8
5	BFD 310	Fashion Management	CC	3	0	0	3	3	3,4	6,7,8
6	XXX XXXX	Open Elective - III	OE	2	0	0	2	2	-	-
7	XXX XXXX	Open Elective - IV	OE	3	0	0	3	3	-	-
		TOTAL		13	0	20	23	33		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

VII Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BFD 401	Introduction To Fashion Portfolio	DS	2	0	4	4	6	2	-
2	BFD 402	Studio Project - Fashion Design	PP	-	-	-	5	-	2,3	8,10
3	BFD 403	Internship - Fashion Design	PP	-	-	-	1	-	2,3	8,10

4	BFD XXX	Discipline Elective - III	DE	3	0	0	3	3	-	-
5	PPE 301	Reasoning and Employment Skills for Designers	PPS	0	0	2	1	2	2	2
		TOTAL		5	0	6	28	11		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

VIII Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BFD 405	Portfolio and Garment Collection	DPC	-	-	-	18	-	2,3	6,7,8
2	BFD XXX	Discipline Elective - IV	DE	3	0	0	3	3	-	-
3	BFD XXX	Discipline Elective - V	DE	2	0	0	2	2	-	-
		TOTAL		5	0	0	23	5		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										


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School of Design

Bachelor of Design Degree Program Regulations and Curriculum, 2019-2023

B.Des

Specialization in Product Design

2019-2023



BACHELOR OF DESIGN DEGREE PROGRAM

B.Des

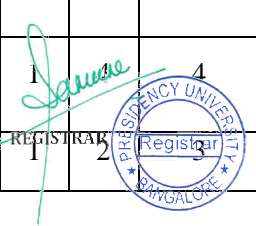
Specialization in Product Design

2019-2023

SUGGESTED PROGRAM STRUCTURE

I Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	DES 101	Observation and Communication	BD	1	1	2	3	4	1	-
2	DES 102	Principles of Visual Representation - Elements of Design	BD	1	1	4	4	6	1	-
3	DES 105	Identity in Design History	HS	1	1	0	2	2	5	8
4	DES 106	Social Systems and Design History	HS	1	1	0	2	2	5	6
5	DES 109	Designing for Self	DS	1	1	2	3	4	5	8
6	DES 110	Introduction to Social Design	DS	1	1	2	3	4	5	6
7	DES 113	Computer Aided Skills	BD	0	0	2	1	2	1	-
8	PPE 101	Personal and Professional Enhancement - I	PPS	0	0	2	1	2	2	8
9	ENG 111	English for Designers	HS	2	0	0	2	4	2	8
TOTAL				8	6	16	21	30		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

II Semester										
Sl. No.	Course Code	Course Name	Basket	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	DES 103	Principles of Aesthetic Representation	BD	1	1	4	4	6	1	-
2	DES 104	Tools of Analysis	BD	1	1	2	3	4	1	-



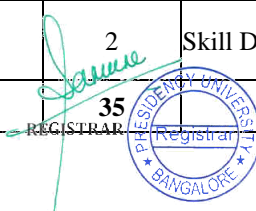
3	DES 107	Sustainability and Design History	HS	1	1	0	2	2	5	6
4	DES 108	Technology and Design History	HS	1	1	0	2	2	5	7
5	DES 111	Designing with Nature	DS	1	1	2	3	4	5	7
6	DES 112	Technological Advancement in Design	DS	1	1	2	3	4	5	8
7	DES 114	Methods and Materials Workshop	DPC	0	0	2	1	2	2	6
8	DES 115	Material Exploration Workshop	DPC	0	0	2	1	2	2	6
9	DES 116	Sketching Workshop	DPC	0	0	2	1	2	2	-
10	DES 117	Font and Typography Workshop	DPC	0	0	2	1	2	2	-
11	DES 118	Advanced Computer Aided Skills	BD	0	0	2	1	2	1	-
12	PPE 222	Personal and Professional Enhancement	PPS	0	0	2	1	2	2	8
		TOTAL		6	6	22	23	34		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

III SEMESTER										
Sl. No.	COURSE CODE	COURSE NAME	Baskets	CREDIT STRUCTURE				CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES
				L	T	P	CREDITS			
1	BPD 201	Design Drawing and Concepts	DS	1	1	2	3	4	Foundation	-
2	BPD 202	Evolution of Form	CC	1	0	2	2	3	Foundation	Ethics
3	BPD 203	Form Studies	CC	1	1	2	3	4	Foundation	Ethics
4	BPD 204	Materials, Constructions and Processes	CC	1	1	2	3	4	Foundation	-
5	BPD XXX	Discipline Elective - I	DE	1	1	0	2	2	Foundation	Env. & Sustainability
6	BPD 206	Simple Product Design and Prototype	DPC	1	2	4	5		S.D & Emp.	Env. & Sustainability
7	BPD 207	Basics of Ergonomics	CC	1	0	2	2		Skill Development	-

TOTAL			7	6	14	20	27	
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IV SEMESTER										
Sl. No.	COURSE CODE	COURSE NAME	Baskets	CREDIT STRUCTURE			CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES	
				L	T	P				CREDITS
1	BPD 208	Advanced Representation Techniques - I	DS	1	1	2	3	4	Skill Development	-
2	BPD XXX	Discipline Elective - II	DE	1	1	2	3	4	Skill Development	-
3	BPD 210	Evolution of Forms - II	CC	1	0	4	3	5	S.D & Emp.	-
4	BPD 211	Form Studies - II	CC	1	0	4	3	5	S.D & Emp.	-
5	BPD 212	Advance Material Skills and Processes	CC	1	0	4	3	5	S.D & Emp.	-
6	BPD 213	Craft Techniques and Product Design Prototyping Methods	DPC	1	2	4	5	7	Foundation	Env. & Sustainability
TOTAL				6	4	20	20	30		

V SEMESTER										
Sl. No.	COURSE CODE	COURSE NAME	Baskets	CREDIT STRUCTURE			CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES	
				L	T	P				CREDITS
1	BPD 301	Digital prototyping	CC	1	0	4	3	5	Skill Development	-
2	BPD 302	History of Art & Craft - I	DS	1	0	4	3	5	Skill Development	Env. & Sustainability
3	BPD 303	Material Decisions and Preparation	CC	0	0	8	4	8	Employability	-
4	BPD 304	Design Research Methodologies	CC	3	0	0	3	3	Employability	-
5	BPD 305	Simple Product Design (Space)	DPC	0	0	8	4	8	Entrepreneurship skills	-
6	BDX XXX	Discipline Elective - III	DE	2	0	2	3	4	Employability	-
7	XXX XXX	Open Elective I	OE	2	0	0	2	2	- Skill Development	-
8	DES 125	Environmental Studies	Audit Course	2	-	-	0	2	Skill Development	Env. & Sustainability
TOTAL				8	2	24	22	35		-



VI SEMESTER										
Sl. No.	COURSE CODE	COURSE NAME	Baskets	CREDIT STRUCTURE				CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES
				L	T	P	CREDITS			
1	BPD 307	Color Material Trim Design	DS	0	0	8	4	8	Foundation & S.D	-
2	BPD 308	History of Art and Craft - II	DS	3	0	0	3	3	Skill Development	Env. & Sustainability
3	BPD 309	Manufacturing Techniques	CC	3	0	0	3	3	Skill Development	-
4	BPD 310	Advance Ergonomics	CC	0	0	8	4	8	Employability	Sustainability
5	BPD 311	Simple Product Design For Space(Prototyping)	DPC	0	0	8	4	8	Entrepreneurship skills	-
6	XXX XXX	Open Elective - II	OE	3	0	0	3	3	Skill Development	-
7	XXX XXX	Open Elective - III	OE	3	0	0	3	3	Skill Development	-
TOTAL				12	0	24	24	36		

VII SEMESTER										
Sl. No.	COURSE CODE	COURSE NAME	Baskets	CREDIT STRUCTURE				CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES
				L	T	P	CREDITS			
1	BPD401	Trend Forecasting and analysis	DPC	1	0	6	4	7	Foundation & S.D	-
2	BPD XXX	Discipline Elective - IV	DE	2	0	4	4	6	Entrepreneurship skills	Env. & Sustainability
3	BPD 403	Form and Functions (Biomimicry)	CC	1	0	6	4	7	Skill Development	-
4	BPD 404	Complex Product Design	DPC	4	0	8	8	12	Employability	Sustainability
5	PPE301	Reasoning and Employment skills for Designers	PPS	0	0	2	1	2	Employability	-
6	BDX XXX	Discipline Elective - V	DE	2	0	0	2	2	Entrepreneurship skills	-
TOTAL				10	0	25	23	36		


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VIII Semester										
Sl. No.	Course Code	Course Name	Baskets	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BPD 410	Product Portfolio	CC	0	0	0	2	-	Professional Ethics	
2	BPD 408	Graduation Project - Product Design	PP	0	0	0	16	-	Employability	
3	BPD 405	Internship - Product Design	PP	0	0	0	10	-	Skill Development	-
		TOTAL					28	36		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										


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School of Design

Bachelor of Design Degree
Program Regulations and Curriculum,
2019-2023

B.Des

Specialization in Space Design

2019-2023



BACHELOR OF DESIGN DEGREE PROGRAM**B.Des****Specialization in Space Design****2019-2023****SUGGESTED PROGRAM STRUCTURE**

I Semester										
Sl. No.	COURSE TYPE	Course Code	Course Name	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BD	DES 101	Observation and Communication	1	1	2	3	4	1	–
2	BD	DES 102	Principles of Visual Representation - Elements of Design	1	1	4	4	6	1	–
3	HS	DES 105	Identity in Design History	1	1	0	2	2	5	8
4	HS	DES 106	Social Systems and Design History	1	1	0	2	2	5	6
5	DS	DES 109	Designing for Self	1	1	2	3	4	5	8
6	DS	DES 110	Introduction to Social Design	1	1	2	3	4	5	6
7	BD	DES 113	Computer Aided Skills	0	0	2	1	2	1	–
8	PPS	PPE 101	Personal and Professional Enhancement - I	0	0	2	1	1	2	8
9	HS	ENG 111	English for Designers	2	0	0	2	2	2	8
TOTAL				8	6	14	21	27		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills										

REGISTRAR



6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10
Knowledge Enhancement

II Semester

Sl. No.	COURSE TYPE	Course Code	Course Name	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BD	DES 103	Principles of Aesthetic Representation	1	1	4	4	6	1	–
2	BD	DES 104	Tools of Analysis	1	1	2	3	5	1	–
3	HS	DES 107	Sustainability and Design History	1	1	0	2	2	5	6
4	HS	DES 108	Technology and Design History	1	1	0	2	2	5	7
5	DS	DES 111	Designing with Nature	1	1	2	3	5	5	7
6	DS	DES 112	Technological Advancement in Design	1	1	2	3	5	5	8
7	BD	DES 118	Advanced Computer Aided Skills	0	0	2	1	2	1	–
8	DPC	DES 114	Methods and Materials Workshop`	0	0	2	1	2	2	6
9	DPC	DES 115	Material Exploration Workshop	0	0	2	1	2	2	6
10	DPC	DES 116	Sketching Workshop	0	0	2	1	2	2	–
11	DPC	DES 117	Fonts and Typography Workshop	0	0	2	1	2	2	–
12	PPS	PPE 222	Personal and Professional Enhancement	0	0	2	1	1	2	8
TOTAL				6	6	22	23	36		

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10

Knowledge Enhancement



III SEMESTER

S. No.	COURSE TYPE	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES	
				L	T	P				CREDITS
1	CC	BSD 201	Design Studio: Form and Space/ Foundation in	1	0	4	3	5	Foundation	Env. & Sustainability
2	DS	BSD 202	History of Design-I (Architecture and	1	1	0	2	4	Foundation, Skill	Env. & Sustainability
3	DS	BSD 203	Material technology-I (Materials and	3	0	0	3	3	Foundation, Skill	Env. & Sustainability
4	CC	BSD 204	Computer Aided Design	1	0	4	3	5	Foundation, Skill	Env. & Sustainability
5	DE	BSD XXX	Discipline elective - I	1	0	2	2	5	Foundation, Skill	Env. & Sustainability
6	CC	BSD 206	Space Analysis-	0	2	6	5	6	Foundation, Skill	Env. & Sustainability
7	DE	BSD XXX	Discipline elective - II	2	0	0	2	2	Foundation, Skill	Env. & Sustainability
TOTAL				10	0	20	20	31		

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills


 REGISTRAR


IV SEMESTER



S. No.	COURSE TYPE	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES
				L	T	P	CREDITS			
1	CC	BSD 208	Design Studio	1	0	6	4	7	Foundation, Skill	Env. &
2	CC	BSD 209	Furniture	2	0	4	4	6	Foundation, Skill	Env. &
3	CC	BSD 210	Building Construction	2	0	2	3	4	Foundation, Skill development and	Env. & Sustainability &
4	DS	BSD 211	History of	2	0	2	3	4	Foundation, Skill	Env. &
5	DS	BSD 212	Material	2	0	2	3	4	Foundation, Skill	Env. &
6	DE	BSD XXX	Discipline elective - III	1	0	4	3	5	Foundation, Skill development and	Env. & Sustainability &
7	CC	BSD 214	Digital Illustration	1	0	4	3	5	Foundation, Skill development and	Env. & Sustainability
TOTAL				11	0	24	23	35		

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills

6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement

V SEMESTER

S. No.	COURSE TYPE	COURSE CODE	COURSE NAME	CREDIT STRUCTURE				CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES
				L	T	P	CREDITS			
1	CC	BSD 301	Design Studio -II	2	0	4	4	6	Foundation, Skill	Env. & Sustainability
2	CC	BSD 302	Furniture Design-II	1	0	6	4	7	Foundation, Skill	Env. & Sustainability &
3	DE	BSD XXX	Discipline elective - IV	1	0	4	3	5	Foundation, Skill	Env. & Sustainability &
4	CC	BSD 304	Working Drawing	1	0	4	3	5	Foundation, Skill	Env. & Sustainability &
5	DE	BSD XXX	Discipline elective - V	1	0	4	3	5	Foundation, Skill	Env. & Sustainability


 REGISTRAR


6	DE	BSD XXX	Discipline elective - VI	1	0	4	3	5	Foundation, Skill development	Env. & Sustainability
7	OE	XXX XXXX	Open elective - I	2	0	0	2	3	Skill Development	Env. & Sustainability
8	OE	XXX XXXX *	Open elective - II	2	0	0	2	2	Skill Development	Env. & Sustainability
TOTAL				11	0	26	24	38		

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills

6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement

VI SEMESTER

S. No.	COURSE TYPE	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES	
				L	T	P				CREDITS
1	CC	BSD 307	Design Studio III	1	0	6	4	7	Foundation, Skill	Env. & Sustainability
2	CC	BSD 308	Detail Working Drawing	1	0	6	4	7	Foundation, Skill development and	Env. & Sustainability & Gender
3	DS	BSD 309	Eco - Friendly Interiors	1	0	6	4	7	Foundation, Skill development and	Env. & Sustainability
4	DS	BSD 310	Landscape Design	1	0	4	3	5	Foundation, Skill	Env. & Sustainability
5	CC	BSD 311	Retail Design	1	0	6	4	7	Foundation, Skill	Env. & Sustainability
6	OE	XXX XXXX	Open Elective	3	0	0	3	3	Skill development,	Gender sensitization,

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BANGALORE

7	OE	XXX XXXX	Open Elective III	2	0	0	2	2	Employability, Entrepreneurship	Env. & Sustainability
TOTAL				10	0	28	24	38		

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills
6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement

VII SEMESTER

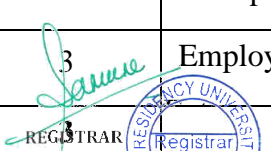
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				L	T	P				CREDITS
1	PP	BSD 401	Space Design Internship	0	0	0	15	-	Skill development	Gender sensitization,
2	DPC	BSD 402	Pre- Thesis	1	0	12	7	13	Foundation,	Env. & Sustainability
3	PPS	PPE 301	Reasoning and Employment				1			
TOTAL				1	0	12	23	13		

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills
6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement

VIII SEMESTER

S. No.	COURSE TYPE	COURSE CODE	COURSE NAME	CREDIT STRUCTURE			CONTACT HOURS	TYPE OF SKILL/ FOCUS	COURSE INTEGRATES	
				L	T	P				CREDITS
1	DPC	BSD 403	Design Thesis	2	0	36	20	-	Skill development and	Gender sensitization,
2	OE	XXXXXX	Open Elective	3	0	0	3	3	Employability,	Env. & Sustainability
TOTAL				5	0	36	23	3		

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PRESIDENCY UNIVERSITY

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

School of Design

Bachelor of Design Degree

Program Regulations and Curriculum, 2019-2023

B.Des

Specialization in Communication Design

2019-2023



BACHELOR OF DESIGN DEGREE PROGRAM

B. Des

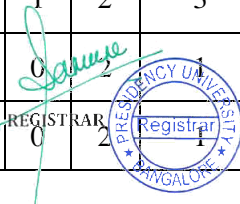
Specialization in Communication Design

2019-2023

SUGGESTED PROGRAM STRUCTURE

I Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	DES 101	Observation and Communication	BD	1	1	2	3	4	1	–
2	DES 102	Principles of Visual Representation - Elements of Design	BD	1	1	4	4	6	1	–
3	DES 105	Identity in Design History	HS	1	1	0	2	2	5	8
4	DES 106	Social Systems and Design History	HS	1	1	0	2	2	5	6
5	DES 109	Designing for Self	DS	1	1	2	3	4	5	8
6	DES 110	Introduction to Social Design	DS	1	1	2	3	4	5	6
7	DES 113	Computer Aided Skills	BD	0	0	2	1	2	1	–
8	PPE 101	Personal and Professional Enhancement - I	PPS	0	0	2	1	2	2	8
9	ENG 111	English for Designers	HS	2	0	2	2	4	2	8
		TOTAL		8	6	16	21	30		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

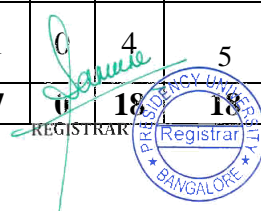
II Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	DES 103	Principles of Aesthetic Representation	BD	1	1	4	4	6	1	–
2	DES 104	Tools of Analysis	BD	1	1	2	3	4	1	–
3	DES 107	Sustainability and Design History	HS	1	1	0	2	2	5	6
4	DES 108	Technology and Design History	HS	1	1	0	2	2	5	7
5	DES 111	Designing with Nature	DS	1	1	2	3	4	5	7
6	DES 112	Technological Advancement in Design	DS	1	1	2	3	4	5	8
7	DES 118	Advanced Computer Aided Skills	BD	0	0	2	1	2	1	–
8	DES 114	Methods and Materials Workshop	DPC	0	0	2	1	2	2	6



9	DES 115	Material Exploration Workshop	DPC	0	0	2	1	2	2	6
10	DES 116	Sketching Workshop	DPC	0	0	2	1	2	2	—
11	DES 117	Fonts and Typography Workshop	DPC	0	0	2	1	2	2	—
12	PPE 222	Personal and Professional Enhancement	PPS	0	0	2	1	2	2	8
		TOTAL		6	6	22	23	34		
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

III Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BCD 201	Visual Language Syntactics	CC	1	0	4	3	5	1	2
2	BCD 202	History of Art and Design	HS	2	0	0	2	2	5	5
3	BCD 203	Basics of Communication	DS	3	0	0	3	3	1	-
4	BCD 204	Basics of Typography	CC	2	0	2	3	4	1	-
5	BCD 205	Story Telling and Narratives	HS	2	0	2	2	2	1	-
6	BCD 206	Visual Merchandising	CC	3	0	4	5	7	2	-
7	BCD 207	Digital Design Tools	CC	2	0	0	2	2		
		TOTAL		15	0	12	20	29		-
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

IV Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BCD 208	Visual Design – II	CC	1	0	4	3	1	1	2
2	BCD 209	Marketing and Advertising for Designers	DS	3	0	0	3	3	2	3
3	BCD 210	Basics of Interaction Design	CC	1	0	4	3	1	1	-
4	BCD 211	Introduction to Brand and Brand Identity	DS	1	0	6	4	1	1	-
5	BCD 212	Basics of Photography	CC	1	0	4	5	1	1	-
		TOTAL		7	0	18	18	7		-



1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills
6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge
Enhancement

V Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BCD 301	Cognitive Ergonomics and Ergonomics for Communication	CC	3	0	0	3	3	1	2
2	BCD 302	Brand Identity Design-II	CC	1	0	4	3	3	2	3
3	BCD 303	Digital Medium for Communication Designers	DS	1	0	4	3	5	1	-
4	BCD 304	Content Development	HS	1	0	4	3	3	1	-
5	BCD XXX	Discipline Elective- I	DE	3	0	0	3	3	1	-
6	BCD 306	Introduction to User Interface Design	CC	2	0	2	3	4	5	-
7	XXX XXXX	Open Elective - I	OE	2	0	0	2	2	1	-
8	DES 125	Environmental Studies	Audit Course	2	-	-	0	2	2	7
TOTAL				11	0	14	20	21		-

1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills
6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge
Enhancement

VI Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BCD XXX	Discipline Elective- II	DE	1	0	4	3	5	1	2
2	BCD 309	User Interface Design	CC	1	0	4	3	5	2	3
3	BCD 310	Printing and Publication	CC	2	0	2	3	4	1	-
4	BCD 311	Motion Graphics for Communication Designers	CC	1	0	4	3	5	1	-
5	BCD XXX	Discipline Elective- III	DE	1	0	4	3	5	1	-
6	BCD 313	Design Research Methodology and Research Publication	DS	3	0	3	3	6	5	-
7	XXX XXXX	Open Elective - II	OE	2	0	0	2	2	1	-

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8	XXX XXXX	Open Elective - III	OE	2	0	0	2	2		
		TOTAL		13	0	21	22	34		-
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

VII Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BCD 401	Communication Design Project	PP 1	-	-	-	5	5	1	2
2	BCD 402	Design Project Management	CC	2	0	0	2	2	2	3
3	BCD 403	Basics of System Design	CC	2	0	4	4	6	1	-
4	BCD 404	Communication Design Internship	PP 2	0	0	0	15	15	1	-
5	BCD 405	Entrepreneurship Management for Designers	DS	1	0	2	2	3	1	-
6	BCD XXX	Discipline Elective- IV	DE	1	2	2	2	2	1	-
7	PPE 301	Reasoning & Employment Skills	PPS	1	0	1	1	1	5	-
		TOTAL		7	0	9	31	34		-
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										

VIII Semester										
Sl. No.	Course Code	Course Name	BASKET	L	T	P	Credits	Contact Hours	Type of Skills	Course Caters to
1	BDC 407	Graduation Project	DPC	0	0	0	25			
		TOTAL					25	22		-
1 Foundation Course; 2 Professional Skills; 3 Employability Skills; 4 Entrepreneurship skills; 5 Research skills 6 Sustainability Issues; 7 Environment Issues; 8 Professional Ethics; 9 Gender Equality, 10 Knowledge Enhancement										


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