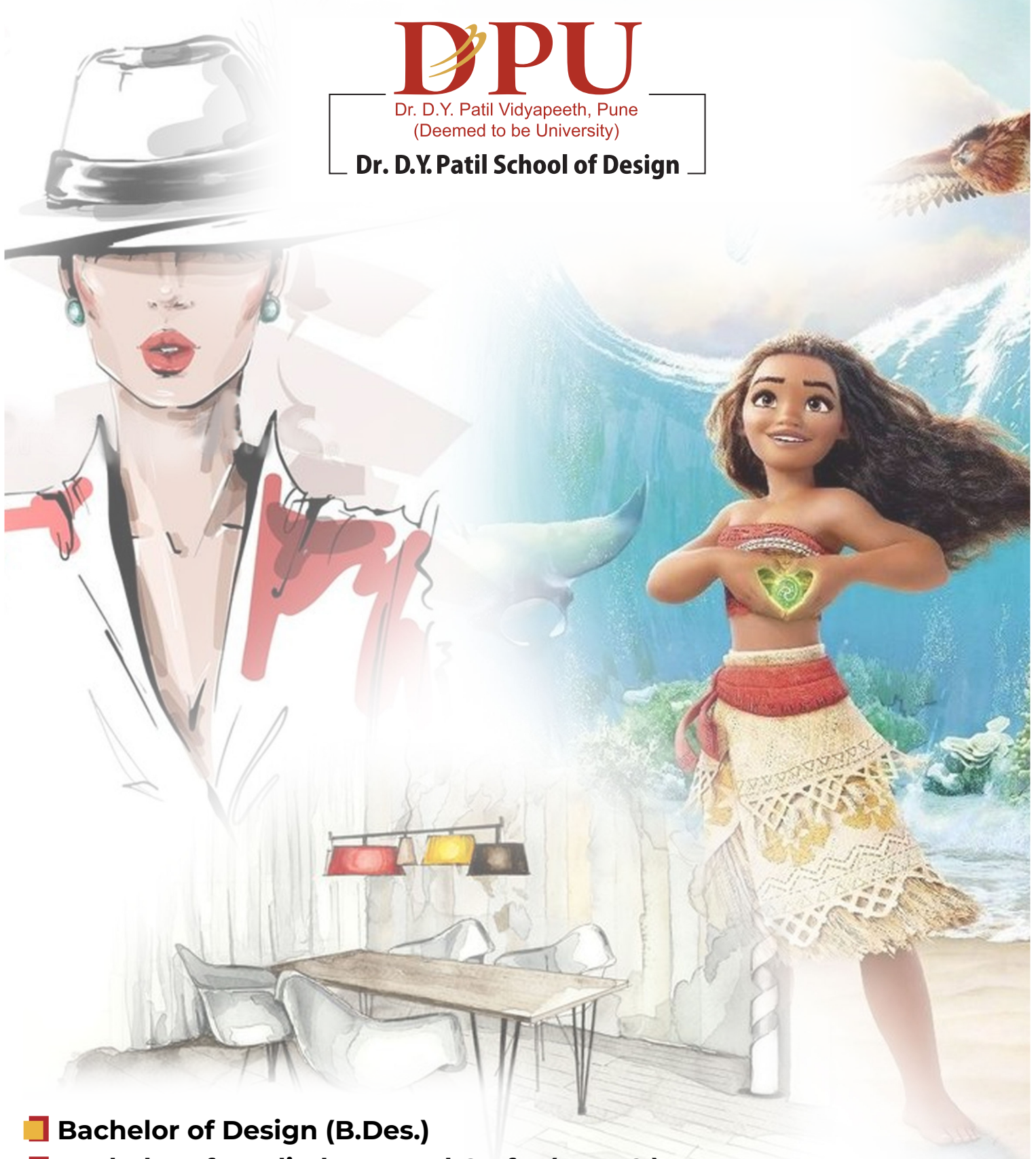


DPU

Dr. D.Y. Patil Vidyapeeth, Pune
(Deemed to be University)

Dr. D.Y. Patil School of Design



- Bachelor of Design (B.Des.)
- Bachelor of Applied Arts and Crafts (B.AAC.)
- Bachelor of Science with Honours (B.Sc. Hons.)

ADMISSIONS OPEN FOR 2023 - 2024

(Approved by AICTE and UGC respectively)



About University

- Beginning in 2000, Dr. D. Y. Patil Vidyapeeth, Pune (DPU) was established under the leadership of the great visionary and philanthropist, Dr. D.Y. Patil.
- Dr. D. Y. Patil Vidyapeeth, Pune is a private, non-profit, self-financing organization, dedicated to serving society and making a difference. Initially, it had a humble beginning with only one institution under its fold- Dr. D. Y. Patil Medical, College & Research Centre.
- The Institute started as a Centre of Excellence with an emphasis on medical education, research and health care. Within a short period, the Institute gained recognition as one of the best in the State and across the country.
- Gradually, over the last 20 years, there has been humongous growth and 11 more professional institutions have been added under its umbrella. These 11 institutions of Dr. D. Y. Patil Vidyapeeth, Pune are in the field of Medicine, Dentistry, Nursing, Physiotherapy, Optometry, Biotechnology, Homoeopathy, Ayurveda, Design and Management.
- The institutions have earned prominence and stature by providing quality education to more than a lac students across India and globe.
- So far, it has nurtured and produced doctors, dentists, nurses, optometrists, physiotherapists, biotechnologists and management executives in large numbers.





DPU

School of Design

Dr. D. Y. PATIL VIDYAPEETH, PUNE
(Deemed to be University)



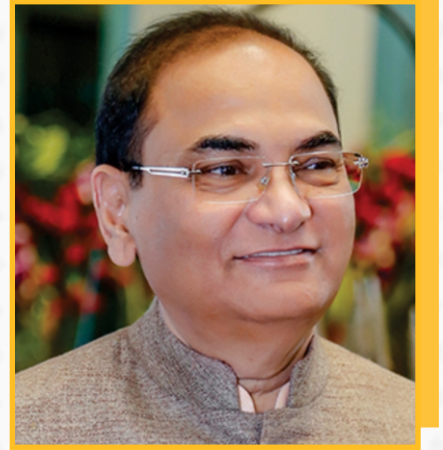
About Institute

School of Design (SOD) has been added to Dr. D. Y. Patil Vidyapeeth's renowned legacy of providing excellent academic experiences. The Design School's core mission is to provide a future-focused design curriculum that prepares students to work as professionals in the future.

The programs framed by Dr. D. Y. Patil School of Design lays strong emphasis on preparing students who can solve real-world problems by combining high levels of creativity and technical proficiency with comprehensive knowledge and compassion for people.

Dr. D. Y. Patil School of Design with its state-of-the-art infrastructure and competent training faculty is determined to guide students to achieve academic excellence and become professionals in the field of fashion, communication, interior, product and animation as content creators, designers, animators etc

FROM THE CHANCELLOR'S DESK



Dear Students,

Today is the beginning of a brand new journey and you have to trust the magic of beginnings. You have opened a new chapter in your life and we are here to guide and assist you. Welcome to Dr. D. Y. Patil School of Design. This new school is an addition to the bouquet of DPU institutes and colleges offering a variety of professional courses. This one of its kind School's core missions is to provide a future-focused school curriculum that will prepare students to work as professionals shortly. DPU-SOD will be offering programs on Fashion, Interior, Communication design along with Animation, Graphics, VFX design and other career oriented courses. These various courses will prepare you to be innovators navigating a whole new artistic and career landscape, one which requires an incredible range of skills, depth of knowledge and courageous vision.

DPU School of Design has well-equipped classrooms, workshops, and infrastructural facilities that will help in imparting quality education to students. The faculty's mission is to provide a local, state, regional, national and international forum for intellectual, technical and artistic inquiry into creative solutions by creating a dynamic centre of knowledge and research.

Moreover, here, your days and semesters will be filled with indispensable tools that will shape, and rattle your respective pursuits across the field of design. We will also help connect the various departments and programs and more ambitiously allow you all to assert an elastic constellation signalling greater ambitions as citizens in a world that has never needed us more.

Dear Students, make the best use of your time here. Look around: The world is here. No doubt, it will be challenging at times, but it will help you to hone your skills and gain experience. As our former President of India, Late Dr. A P J Abdul Kalam said, "If you want to shine like a sun, first burn like a sun." Challenge yourself and your peers on daily basis. Absorb everything. You have the power to change people's lives. The lives of students, faculties and staff. And above all, strive for excellence.

I guarantee you that by the end of your program, you will all be armed with knowledge, skills and a level of professionalism and commitment that will position you to be a model citizen.

Wishing you a successful journey ahead

- Honourable Dr. P. D. Patil

Pro Chancellor's Message

Dr. (Mrs) Bhagyashree P. Patil

Pro-Chancellor

Dr. D. Y. Patil Vidyapeeth, Pune.

(Deemed to be University)



Dear Students,

I welcome you to this amazing community of Dr. D. Y. Patil Vidyapeeth, Pune. As you set out on the incredible journey that will help, to give shape to your dreams and goals, I want you to know that the entire University team is here to support, sustain, and encourage you as you commit to studying at DPU. John O Donohue in his poem 'For a new beginning,' says "Awaken your spirit to adventure; Hold nothing back, learn to find ease in risk; Soon you will be home in a new rhythm, For your soul senses the world that awaits you.

Since its inception, our Vidyapeeth has achieved many milestones and has garnered many accolades and recognitions. The main idea of setting up the Vidyapeeth is to provide quality education and empower students. Here, we follow a clear developmental path so that our students can have a better chance at a life filled with choices and the skills to achieve goals. Throughout the campus, schools and professors, we are expanding opportunities for hands-on, experiential learning. At the same time, faculty are erasing boundaries on the map of knowledge.

DPU in the National Institutional Ranking Framework (NIRF), a methodology adopted by the Ministry of Human Resource Development (MHRD), Government of India, has secured the 41st rank in the University category, 2022; DPU Medical College, Hospital & Research Centre has secured 19th rank in the Medical category; DPU College of Pharmacy has secured the 41st rank in the Pharmacy category and DPU College of Engineering has secured the 196th rank in the Engineering category. DPU Dental College and Hospital, Pimpri, Pune has bagged the 2nd highest rank in the country in the Dental category. It has also been re-accredited by the National Assessment and Accreditation Council NAAC A++ Grade with CGPA 3.64 on a four point scale. All the technical programs are also accredited by the National Board of Accreditation (NBA).

Our Vidyapeeth has always kept pace with the latest trends and innovations in the education industry across the world. As for our students, we always encourage them to strive for excellence. And, this is done keeping in mind the ideals and goals of our Vidyapeeth. In the future also, we have many plans in the pipeline which will bring greater good to all the students and to the Vidyapeeth as a whole.

Dear Students, make the best use of your time here and live every moment.....

All the best,

– Dr. Bhagyashree Patil.

Vice Chancellor's Message

Prof. (Dr.) N. J. Pawar,

Vice Chancellor

Dr. D. Y. Patil Vidyapeeth, Pune.

(Deemed to be University)



Dear Students,

Welcome to the School of Design of Dr. D. Y. Patil Vidyapeeth, Pune. This is where Design, Art, Science, and Technology come together. A Design program is a passion, which goes beyond books, beyond instructions and beyond the learning horizon. Albert Einstein had said, "Creativity is intelligence and having fun," and we believe in that. Technology is migrating into design more and more every day, and the role of a designer is changing faster than ever before.

To be an excellent designer and creator, a student must be a creative thinker with excellent problem-solving skills. One needs to be passionate about this subject and of course, it has great career opportunities. Our School of Design encourages critical thinking. No doubt, designing from concept to reality is a long process, with each project presenting its own unique challenges. But, life is about accepting the challenges along the way, choosing to keep moving forward, and savoring the journey. I would like to suggest to keep challenging yourself, to think better, do better and be better.

With our goal of advancing excellence here at DPU, we will be continuously exploring new ideas, avenues and methods that are more effective for our students' knowledge enhancement. We have dedicated and passionate faculties who are highly experienced and are our greatest resource. These faculties will bring integrated design practices into their teaching. I firmly believe that every student can excel and develop beyond their comfort zone, with the cooperation, advice and guidance from our faculties. In fact, we have created a safe, social and physical environment that will assist all our students to learn and succeed. We encourage our students to develop and nurture their individual competence. Our Design Studios function as per students' needs and time. I guarantee you that the next few years at DPU-SOD will be all about transformation.

Dr. D. Y. Patil Vidyapeeth (DPU) is one of the leading Health Science Vidyapeeth and we critically examine, question, define and create solutions for future generations. And, through critical thinking, deep reasoning, and effective communication, we explore and learn about the transformative power of design and planning. We strive hard to see that our students step into the professional realm with academic brilliance and ethical excellence and make DPU proud in the days to come!

All the best!

– Honourable Dr. N. J. Pawar

Director and Trustee's Message

Dr. (Mrs) Smita Jadhav

Trustee

Dr. D. Y. Patil Vidyapeeth, Pune.

(Deemed to be University)



Early 2000s, pursuing careers in the field of product, fashion, communication, interior or animation was unconventional. However, the success stories of renowned creators across the globe brought a wave of awareness and opportunities among aspirants in the creative field.

The emerging demand of varied professionals in the Fashion, Architectural, Construction, and Media industries has opened up a plethora of professional options for budding artists.

Dr. D.Y. Patil School of Design welcomes students to contribute significantly in their chosen domain through imagination, innovation, expressiveness, and stellar vision.

The courses at the University are designed to assist aspirants to take their thoughts from ideation to execution. They will learn to create designs and products for a variety of human consumption.

Up-to-date infrastructure facilities including domain-specific labs (GC - garment construction lab, computer lab, well equipped library, material room, pattern making lab and draftsman lab) and all other relevant, modern equipment for complete educational experience of students.

The University is blessed with adequate qualified faculty professionals with expertise in various sub-areas of Fashion Design, Interior Design, Animation, VFX, Communication and Product Design. Dedicated academics, faculty, infrastructure, and industry exposure are our strengths.

The academics pay substantial attention to the crucial requirement of hands-on experience through assignments, industry site visits, projects, and fellowship opportunities.

Students are given thorough guidance to become competent for further studies and develop professional proficiency to kickstart their career in the industry of their choice.

The Dr. D.Y. Patil School of Design Tathawade. Campus is a multifaceted and exciting zone for co-curricular and extra-curricular events such as symposia and seminars, students' fests, quiz competitions, Design-day activities, Fashion show, Exhibitions and others such activities. These events provide students an opportunity to develop technical, managerial and entrepreneurial skills.

Thus, creating an excellent ambience for education in the design and communication field. I, along with my excellent team of student-centric industry experts, faculties, administrative staff, technical staff, and support team welcome you to the creative wing of Dr. D.Y. Patil School of Design.

– Honourable Dr. (Mrs) Smita Jadhav

VISION

To help build an enlightened, culturally, and economically vibrant India, developed through education in diverse disciplines.

MISSION

To contribute to the socio-economic and ethical development of the nation, by providing high-quality education through institutions that have dedicated faculty and state-of-the-art infrastructure, and are capable of developing competent professionals and liberal-minded citizens.

Awards And Ranking

**Top Design
Institute of India**
by **CSR**
for the year 2023

**Best Emerging
Institute in Design**
in Pune by Times Mirror
Education
Excellence Survey 2022

41
in the university category by
NIRF
2022

an
ISO 9001 : 2015
and
14001 : 2015
certified university

76
in overall category,
NIRF
2022

Accreditation

Approved by
UGC in 2003

A++ by NAAC
with a CGPA
of 3.64 on a four-point scale

Approved by
AICTE

Master Class With



The
Designer's
Class™



Gauri Khan



Mickey Contractor



Rhea Kapoor



Kaabia and
Sasha Grewal



Masaba Gupta



Payal Singhal

Master Class With



The
Designer's
Class™



Rohan Shrestha



Joseph Radhik



Abu Jani &
Sandeep Khosla



Kunal Rawal



Jayanti Reddy



Mithun Sacheti

PROGRAMS & SPECIALIZATIONS

B.Des.

- Fashion Lifestyle & Boutique Management
- Interior Design, Styling & Practice
- Communication Design
- Product Design

B.AAC.

- Graphics, Animation & VFX

B.Sc. with Honours

- Fashion Design
- Interior Design
- Graphics, Animation & VFX

PROGRAM OUTCOME

Technician-Manager-Entrepreneur

A technician is someone who is the doer. He is someone who does the work himself. He lives in the present and he enjoys the feel of doing things himself. It's not a blue-collar or white-collar thing, technicians are people inclined towards hands-on aspect. So, a designer who designs the products is a technician since he is involved in the doing part.

The manager's work is both strategic and tactical. The manager's focus is on the present and achieving results through others. The manager is the pragmatist, planner, and organizer who turns the vision into action. Managers take the company's strategic vision and plot moment-by-moment tactical action to accomplish that vision. Time for the manager has both long and short-term considerations.

An entrepreneur is someone who is the dreamer and who likes to think about the future. He's the one who holds the vision for the business and likes to focus more on the strategic part. This vision is specific in terms of what the business will do to serve the wants and needs of the owner.



PROGRAM HIGHLIGHTS



ACADEMICS | SEMESTER PATTERN

CAREER DEVELOPMENT AND PLACEMENT OPPORTUNITIES

Summer Internship Programme

Summer Internship Programme is an integral part of B.Des, B. AAC and B.Sc. Honours program, in which students are assigned to do a project on their area of interest at various organizations in India. Generally, at the beginning of the IInd year for ninety hours and IIIrd year for ninety days. During SIP, students acquire first-hand experience and information about the organization and their subject domain along with the department and the working condition and corporate environment. They also have to exhibit their potential during the SIP under guidance from the project guide from an organization and from the school of design.

DPU | SOD ensures

- Emphasis on consistent practical exposure and training and skill development
- Sessions on communication skills and overall personality development
- Development of a positive approach and attitude
- Mock sessions on how to crack the studio tests, assignments, personal interviews etc.
- Student-driven corporate relations and placements to increase engagement of corporates

Few of the Prospective Recruiters



AMENITIES ON CAMPUS



A serene locale surrounded by the IT hub of Pune



Hi-tech Computer Lab



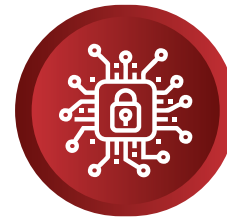
Café on campus



Doctor on call and tie up with hospitals



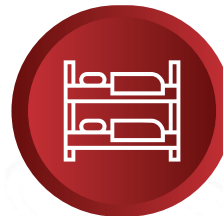
Smart and well-ventilated classrooms



24x7 security on campus



24x7 Wi-Fi connectivity on campus



Home away from home cozy hostel

PROGRAM TENURE | 4 YEARS

INR 3,00,000 P.A.

(B.Des) | (B.AAC.)

INR 1,45,000 P.A.

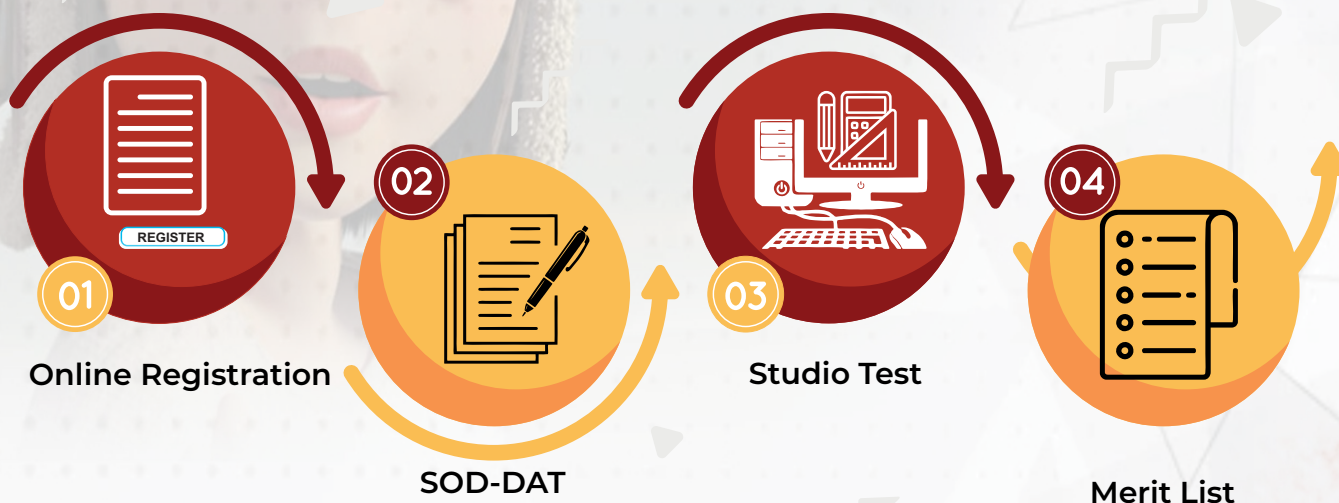
B.Sc. with Honours

- *Eligibility Examination and Hostel fee will be in addition to the program tuition fee and may change to the discretion of the management
- *The annual fee will be increased by 3% after every academic year

ELIGIBILITY

Candidate must be 10 + 2 from any stream and from a recognized institute/board/university with a minimum of 45% of marks for Open category and 40% for other categories. Candidates appearing for 10 + 2 may also apply. We accept all exams i.e. (HSC, CBSE, ICSE, IB).

Admission Process



Application Process

- Step 1: Register online.
- Step 2: Verify email id.
- Step 3: Submit mandatory information.
- Step 4: Upload the documents.
- Step 5: Pay Application Fee.

Application Fee | INR 1000/-

DPU | SOD - DAT (Design Aptitude Test)
25th June, 2023

DESIGN APTITUDE TEST

DPU-SOD DESIGN APTITUDE TEST

All India, Online Proctored Test Conducted By Dr. D. Y. Patil Vidyapeeth, PUNE, INDIA

For Admission Selection Process to B.Des. And B.AAC.

25th June, 2023 at 11:00 AM

DAT Pattern

Section	Question Pattern	Question Type	Number of Questions	Marks for each section	Time per section
A	Multiple Choice Questions	Visualization, Observation and Perception	35 Questions	100 Marks	90 Minutes
B		Creativity, Analytical and Logical Reasoning	35 Questions		
C		Design Thinking and Problem Solving	30 Questions		
TOTAL			100 Questions	100 Marks	90 Minutes



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Dr. D Y Patil School of Design



Done
Day or
Day one
You Decide.

You may reach us on

Pune Campus

Dr. D. Y. Patil School of Design, Survey No 87/88,
Mumbai Bangalore Express Highway,
Tathawade, Pune - 411 033 India.

Landline | 020- 67919494
Cell | 8956627636/38/39, 8956197521
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