

DPU

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

Dr. D. Y. Patil School of Design

Think

**D
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Sign**

Think
**D
P
U**

A leading institute for
Design and Innovation

schoolofdesign.dpu.edu.in

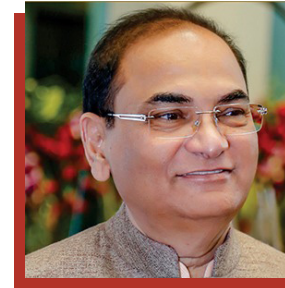


Dr. D. Y. Patil Vidyapeeth, Heritage Of Education Excellence

DPU also known as Dr. D. Y. Patil Vidyapeeth, situated at the midst of educational and industrial hub, Pune, Pimpri, Dr. D. Y. Patil Vidyapeeth is a testimony of rich cultural and contemporary education in the 21st century. From inception as group institutes in 1996 to being recognized as Dr. D. Y. Patil Vidyapeeth in 2003 under UGC act, 2008, the Vidyapeeth (University) has emerged as the best Deemed to be University in India. In 2022, the University has been re-accredited with grade A++ by NAAC in its 3rd assessment cycle. DPU has been ranked amongst the top 50 in university category by NIRF in 2024. DPU has also been recognized as a category I university with a grant of Graded Autonomy by UGC.

Promoting range of programmes and specializations in Health Sciences, Allied Health Sciences , DPU also extends quality education into Management, Biotechnology, Science and Technology, Liberal Arts, Online Distance Learning and Design.

LEADERSHIP



Dr. P. D. Patil

Chancellor,
Dr. D. Y. Patil Vidyapeeth,
Pune | India



**Dr. Mrs. Bhagyashree
P. Patil**

Pro-Chancellor
Dr. D. Y. Patil Vidyapeeth



Dr. N. J. Pawar

Vice-Chancellor
Dr. D. Y. Patil Vidyapeeth



Dr. Mrs. Smita Jadhav

Pro- Vice Chancellor
Dr. D. Y. Patil Vidyapeeth

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Our Goal

At DPU School of Design, we believe in developing designers and entrepreneurs for tomorrow to meet increasing challenges in design. Our comprehensive learning approach concentrates on research and re-innovation ensuring the design remains simple and sustainable.

The world is changing at rapid pace. Transformation in the business environment through digitization can be witnessed. We embrace the change and be a catalyst in bridging the gap between consumer expectations and the products keeping our focus on curriculum to be in tune with the skills and knowledge to meet the complex needs of businesses tomorrow.



Vision

Empowering creative minds to shape a transformative future through design excellence.



Mission

Dr. D.Y. Patil school of design's mission is to empower our students to become catalysts of positive change, pushing the boundaries of design and making meaningful contributions to society, culture and the built environment.

DPU Accolades

44th

in University category by NIRF, 2024

63rd

in Overall category by NIRF, 2024

A++

by NAAC with CGPA 3.64 on a four-point scale, 2022

ISO

9001:2015 & 14001:2015 Certified University



Innovative Curriculum award, Eduspark, 2023



Top Design Institute of India award, CSR, 2023



Emerging Design Institute of the year, ASSOCHAM, 2023



Best Emerging Institute in Design in Pune by Times Mirror, 2022

Awards are only the milestones in the journey of success at DPU

About Us

BRICK in the WALL

Dr. D. Y. Patil School of Design is another “BRICK in the TALL Wall” of Dr. D. Y. Patil Vidyapeeth. Since inception, profoundly known for its programmes in health sciences in 1996, it has emerged as university as Dr. D. Y. Patil Vidyapeeth, deemed to be University in 2003 recognized by University Grants Commission (UGC). DPU is a benchmark in education excellence offering diverse programmes across multiple disciplines in over 14 constituents.

School of Design at DPU is one of the fastest growing design schools, with impeccable infrastructure, exponential talent force, and aggressive industry network for design excellence. Dedicated wings for each domain with all technology-oriented learning studios and labs. Where each faculty comes with ages of experience in industry and premier design institutes. Rich knowledge pool as an advisory to direct us. Strong industry network to assist in getting latest trends in industry and what is expected out of you.

In the CITY referred to as OXFORD OF THE EAST

Pune has been given the sobriquet of ‘Oxford of the East’ in late 1950s. The label was given due to the number of institutes in education and research. Pune is the cultural capital of Maharashtra and is known for its indigenous Marathi culture, flaunting its generosity in arts and crafts, and theatres. Reconned as an important city for economic and industrial growth, with a strong presence in the automobile sector.

WHY DESIGN at DPU

Turn your bold creativity into great ideas with DPU School of Design.











Part of the renowned Dr. D.Y. Patil Vidyapeeth, DPU School of Design offers a forward-thinking curriculum that blends creativity, innovation, and real-world application. It prepares students to excel in global design fields by nurturing both artistic vision and technical skills.

What makes DPU SOD unique is its focus on developing future-ready designers. Through industry collaborations, cutting-edge research, and hands-on experiences, students refine their skills in design thinking, project-based learning, and state-of-the-art facilities. With top faculty, a vibrant campus culture, and a supportive environment, DPU SOD fosters creativity, growth, and innovation.

An Advantage

- 1 Drawing and Illustration Studio
- 2 CAD Studio
- 3 Graphic Design Studio
- 4 Clay and Soil moulding studio
- 5 Visual Merchandising Area
- 6 Advanced Pattern Making Lab
- 7 Textile and Weaving Lab
- 8 Garment Construction Studio
- 9 CNC Lab and Shop Floor
- 10 Fabrication Lab
- 11 Furniture and Wood working Studio
- 12 Leather Design Studio
- 13 Creative Display Studio
- 14 Ceramic Design Studio
- 15 Metal Design Studio
- 16 3D Printing Studio
- 17 Photography Studio
- 18 Cinematography Studio
- 19 Sound Engineering Studio
- 20 Light Engineering Studio

Compliment Your Learning with

-  Internship opportunities for gaining hands-on experience
-  Seminars and conclaves
-  Prototype and Portfolio development
-  Activity based workshops by experts
-  Training on soft skill and communication
-  Opportunity for the students to exhibit their creative work
-  Placement Training comprises of Mock Interviews
-  Periodic lecture by industry professionals
-  Entrepreneurship Development Programmes
-  Industry visits and educational tours

Design essentials

OPEN mind keeps rolling	CREATIVITY IS MAGICAL and not a magic	BE SOCIAL to be sensitive
Sky tells no limits and CURIOSITY tells me to EXPLORE	Think OUT of THE BOX	Being CRAZY defines ME
Being DIFFERENT is OUTSTANDING	THINK what you can do with the box	Be PRACTICAL to be LOGICAL
THINK SIMPLE to deal with COMPLEXITY	Care for being SUSTAINABLE	There is lots to KNOW, be friends with LITERATURE
BELIEVE you are GOOD; others are there to JUDGE you	To ASPIRE, stay INSPIRED	Design is SYSTEM, design a PROCESS
Creation is never DUMB, it is rather made for MINIMALIST	Good DESIGN is Good BUSINESS	More is NOT ENOUGH

Learning Paradigm

- GROW every Semester
- We EVALUATE your performance continually
- Minimal Theory and PRACTISE MUCH MORE
- From BASICS to ADVANCE progression of academics
- ONE on ONE learning and monitoring success
- LEARN in comfort ambience and put in your PASSION
- BE on YOUR TOES with assignments and timelines
- WANDER round the city and states to grab some insights you never knew
- Capture the moments in a PORTFOLIO
- EXPLORE more about yourself as an artist, design specialist or an entrepreneur

PROGRESS

- GEAR 1** concentrates on your fundamental approach, thought process and clarity of art, design and principles of design along with environmental study.
- GEAR 2** Gives you enough momentum to learn more about design specialization, hones your skills and knowledge through practise, pep-talks and activities. Gets you on track with what you want to do in Design
- GEAR 3** Liberty to race more speed with enough practice, hand-on experience, developing and creating prototypes, work on projects, internship, explore possibilities through research and focus on the goal you have thought for your self
- GEAR 4** Projects, Assignments, Prototypes assimilation and display, readiness with the best portfolio, scripting the best out of you graduating ahead with OVER-DRIVE mode from campus to business world.

Whats In for you

BACHELOR OF DESIGN, 2025

● **Visual Communication Design**

Careers

Advertising Specialists | Storytellers | Content Designers | UI&UX specialists | Photo Journalist | Trend Forecaster | Publication specialists | Web Designers | Game Art Designer | Typography Specialist | Art Directors | Branding specialists | Graphics Artist | VFX Specialist | Multimedia specialists | and more...

● **Fashion Design & Fashion Communication**

Careers

Apparel Fashion Designer | Apparel Merchandiser | Fashion Retail Executive | Costume Designer | Fashion Illustrator | Fashion Photographer | Visual Merchandiser | Retail Manager | Boutique Manager | Fashion Journalist | Fashion Blogger | Fashion UI UX Designer | Fashion Forecaster | and more...

● **Product Design**

Careers

Product Designer | System Designer | Research and Development Specialist | Furniture Designer | Automotive and Accessory designer | UI UX specialist | Leather Product Designer | Lighting System Designer | Jewellery Designer | and more...

● **Interior Design**

Careers

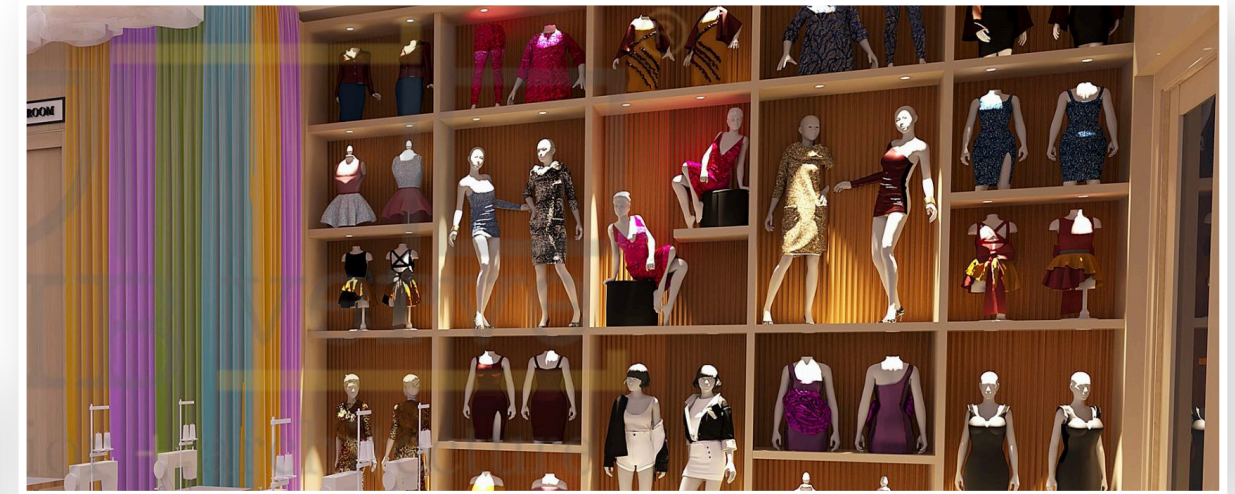
Interior Designer | Furniture Designer | Residential and Office Space Designer | Furnishing & Interior Stylist | Visual Merchandiser | Light and Ambience Designer | Exhibition and Set Designer | Interior Journalist | 3D Artists | Theatre Designer | and more...

Elements

Fashion Design and Fashion Communication

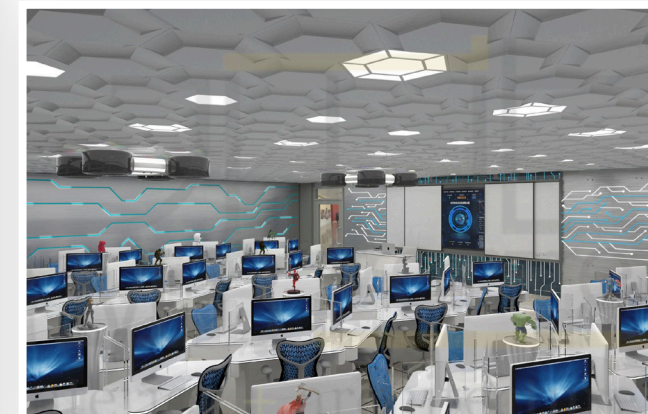
Garment Construction Studio

GC Studio enables you to get hands-on experience on the primary to advance weaving and sewing skills with the use of high-end technology machinery and techniques



Printing & Dying Lab

P&D lab encompasses your idea of printing and dying on the textile and fabric with the use of high end as well as traditional printing & dying techniques



CAD Labs

Labs are equipped with hi-tech software's and communication tools with graphic technology to produce great calligraphic effects, typographical snippets and digital media. Practice of UI&UX is normally introduced under technical guidance where students enjoy clarity between UI&UX.



Pattern Making Studio

PM studio assists you in exploring techniques and styles about pattern making, fabric cutting and stitching skills with the use of state-of-the-art infrastructure to design eye-catching garments

Elements

Interior Design



Wood and Metal Work Studio

The Studio is equipped with all the tools and technology to give cuts and curves and transform a piece of wood into a product. Students enjoy the resources to their best ability to express their art here.

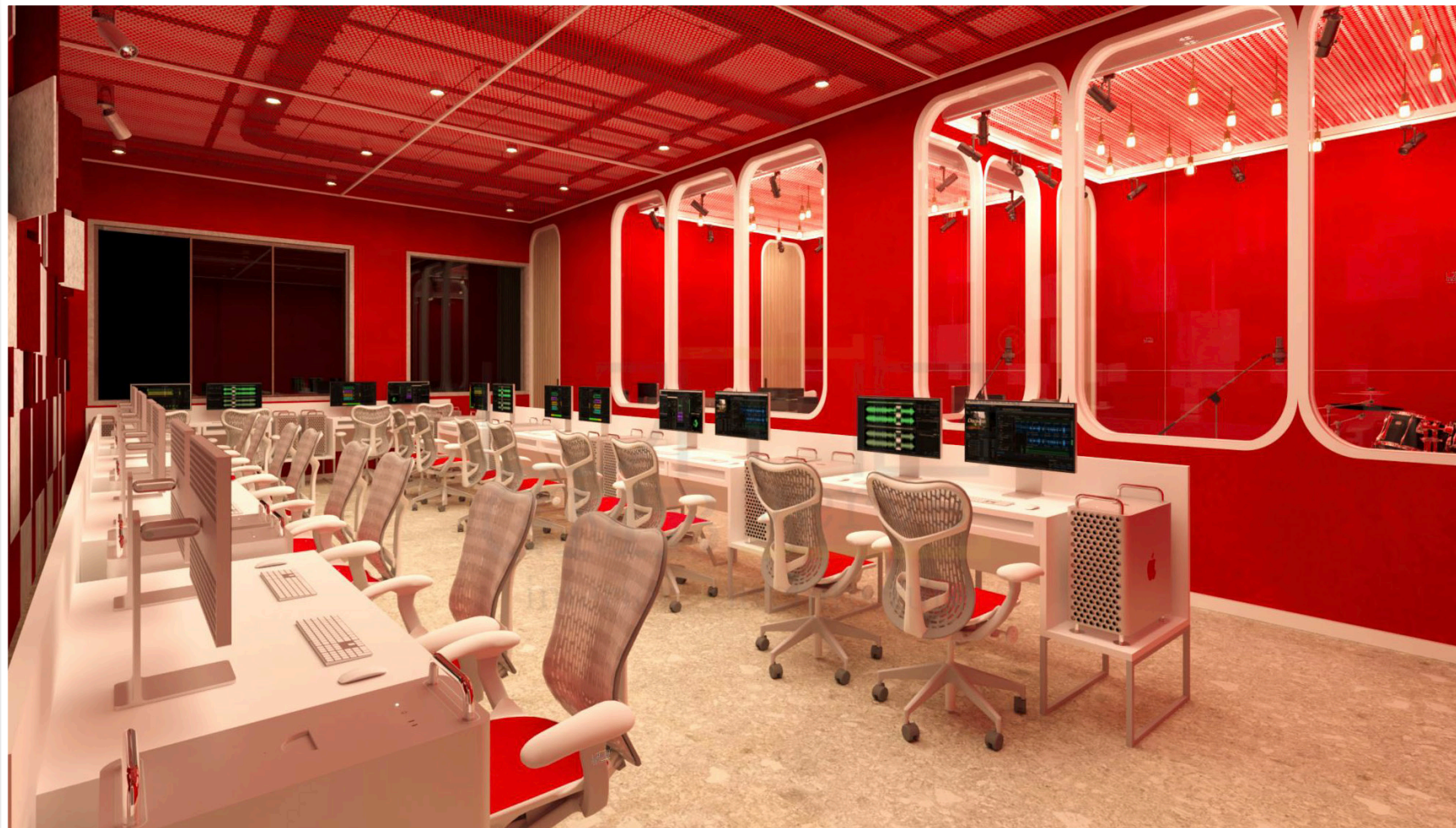


Clay and Soil Studio

Play with Clay allows students to practice various shapes and forms while they carve a sculpture or a mural or a miniature for display. A best way to start shaping your design ideas in reality

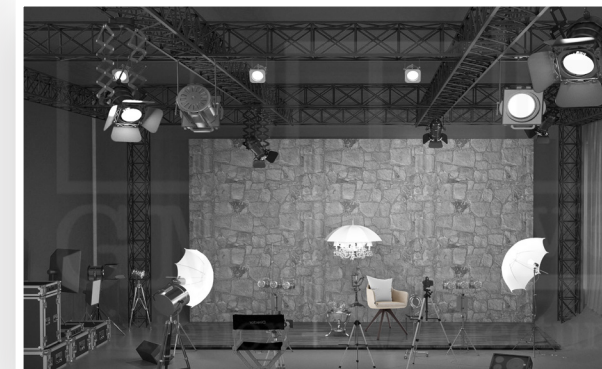
Elements

Visual Communication Design



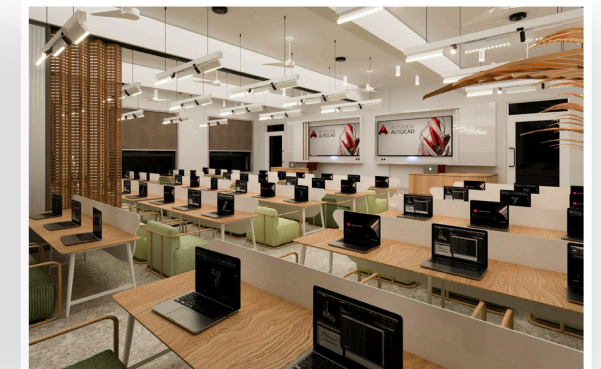
Visual Effects Studio

Studio where dynamic and variety of visual effects are introduced in any film or an ad. Studio is equipped with high end software's, tools, technology and other support to the best outcome



Photography Studio

Studio with hi-tech gadgets such as camera, ambient lights, drones, backdrops, shades, etc. where emotions and expressions are captured into frames, where idea and dreams are scripted into stories.



CAD Lab

Labs are equipped with hi-tech software's and communication tools with graphic technology to produce great calligraphic effects, typographical snippets and digital media. Practice of UI&UX is normally introduced under technical guidance where students enjoy clarity between UI&UX.

Elements

Product Design



Wood Work Studio

The Studio is equipped with all the tools and technology to give cuts and curves and transform a piece of wood into a product. Students enjoy the resources to their best ability to express their art here.

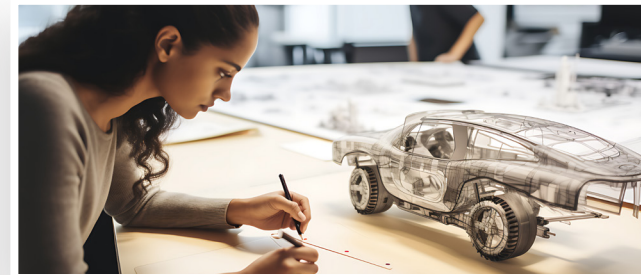


Illustration and Graphics Studio

An aesthetically designed studio with all necessities at reach to allow them to enhance and nurture their drawing and painting skills to express their ideas on the canvas.



3D Printing Studio

High-end resources for designing 3 Dimensional and 2 Dimensional objects and products. Students are trained to use and understand the purpose before they use.



Laser Cutting

L&C lab is core laboratory where cutting and welding of metal and plastic takes place to give a final finesse to the product. Assistants are appointed to guide students to use the machinery and to avoid or prevent accidents.



Ceramic Studio

Play with Clay allows students to practice various shapes and forms while they carve a sculpture or a mural or a miniature for display. A best way to start shaping your design ideas in reality

Master Class by The Top Designers



Abu Jani & Sandeep Khosla



Arpita



Abhyang Kuvalekar



Bunty Bajaj



Gauri Khan



Jayanti Reddy



Kunal Rawal



Masaba



Vikram Phadnis



Narendra Goidhani



Payal Singhal



Pooja Sheth



Devika



Rhea Kapoor



Rohan Sreshtha



Saima Shaikh



Joseph



Tanaya



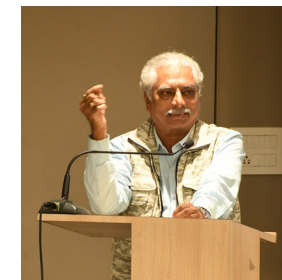
Tarang Arora



Tarun Grover



Mickey Contractor



Vivek Khatavkar



Vineet Raj Kapoor



Vilvin Sabu

Industry Mentors



Jigesh Gajjar



Asif Merchant



Aniruddha Dasgupta



Vilvin Saboo



Rikhil Nagpal



Preeti Puranik



Sandip Bhamkar



Rajesh Dahiya



Pallavi Kaushik



Debabrata Pal



Prof Nilesh Rahate



Sanjeev Chaturvedi



Vinod (A S) Vinu



Kirti Daryani



Sanjay Khimsera



Vijay Jadhav



Rajeev Ranjan



Alhad Gore



Krishna Mohan Chintapata



Suhas Ekbote



Suhas Misra



Darshan Jadhav



DK Mohan



Nitin Thakre



Ashok Giri



Badal Kumar



Dr. Meghashyam Gurjar



Shubham Jinde



Ajjay Parge



Ar. Sanjeev Joshi



Akash Shah



Akshay Patil



Anubhav Khanna



H. Varun



Shreyas Khinvasara



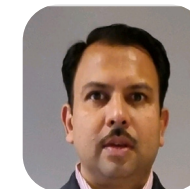
Nishant Rao



Ar. Dhairyasheel Powar



Ajay Panchmatia



Rajesh Sangewar



Sangram Khopade (RJ Sangram)



Ar. Siddharth Rajurkar



Bharat Pathak



Mukim Tamboli

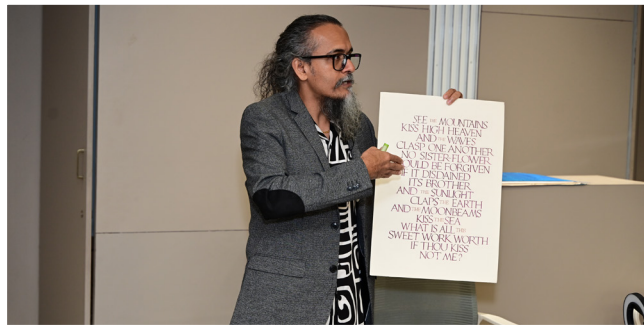
real life real learning



FASHION RUNWAY 2024 : Students of fashion design flaunting their creations on the “runway 2024”. They grow with experience and practice what they have learnt.



“ARDOR” Animation Day : Art and creations out of clay, soil, armatures wood and paper put together to display creativity of animation design students.



Calligraphy and Typography : 16th century Engrossers, Gothic, Uncial and Ruling Pen Scripts and much more. Students were engaged in the calligraphy and typography skills with Ashok Giri during his session.



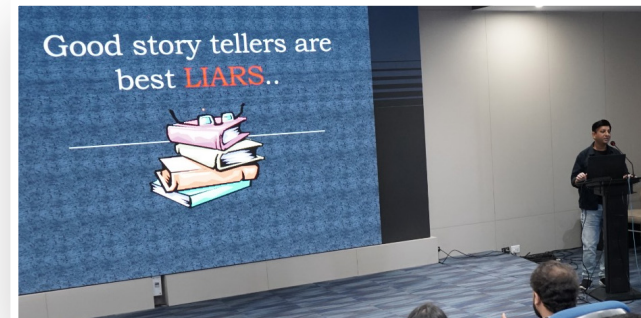
ZERO cut waste GARMENTS : Traditional craftsmanship blended with modern designs with the unique zero cut waste garments idea still remains unique for students. Minimizing the cost to “ZERO” is a punch where freelancer Mr. Badal Kumar makes his way to guide students of fashion design



CREATIVE DIRECTORS perspective on 3D animation tools and techniques for movie making : where students of animation and multimedia got insights from the giant media house at Green Gold Studios



WALLS that Speak : An innovative and resilient design philosophy in Art and Design is what students could learn with Ar. Dhairyasheel Power



Story Telling, Screenplay, Dialogues : Nishant Rao, a versatile story teller sharing insights from industry to our students on the impact it makes on films movies and web series. Creative work always begins with a sheet of paper and pencil



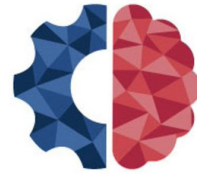
Journey as Visual Communication Designer : An insight on the journey of student to being a renowned Visual Communication Designer by Rajesh Dahiya opened eyes of young budding designers from all domains. Doing right things, at right time and right manner is the key note



SCRAP to tap CREATIVE quotient : A group activity was introduced to boost creativity amongst the design students. Use of metal scrap like wire, nuts and bolts, chain sprockets, bearings, etc. was used to make replicas and products. Research, logistics, budgets, resources, were executed by the students

association for

Design Excellence



MHRD'S INNOVATION CELL
(GOVERNMENT OF INDIA)



Live Network



G2Design
Interior



anibrain
bringing images to life

pepperfry



DELUXE

philm®
/CGI/



DIGIKORE
STUDIOS



Saisystems
INTERNATIONAL

TASTA
INDIA'S FIRST & BEST WEDDING HOUSE
LONDON / PUNE / AUHANGARAD



TRENDS

evonix

ZARDOZI
THE FINEST SILK STORE



HomeTown
The Art Of Better Living



MISHANSI
FASHION STUDIO

mit
media
lab

LIVSPACE

lenskart

99
acres

heavensolutions
aligning IT and business

NEO
DESIGNS

THE
DESIGN
SAFARI

elephant™

3D
LEGEND 3D

RENISHAW
apply innovation™

ledwing
studio

Myntra



HNI
INDIA

SideFX®

BUBBLE CREATIONS

What They Have To Say about us



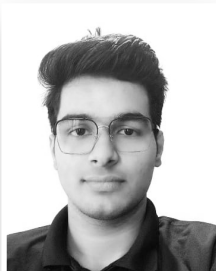
Nishita Kosta
Interior Design

I am enjoying each day of my learning here at DPUSOD as I am witnessing the change in me. I had that hunger to be the best in what I do and it is coming out to be true. Frequent industry visits and study tours every term, a perfect sync between theory and prototypes makes me even more confident. I have been thinking design and living the essence of it. A “good place to be” if you are more creative and explore more.



Guntaj Gill
Fashion Design & Fashion Communication

Though I decided a bit late on DPU Dr. D. Y. Patil School Of Design (DPUSOD), I am sure that I have made a right decision. All the way from my native to Maharashtra was a tough decision for me and my family. The 10 storied building is just fabulous. Coupled with great ambience, lavish space and decor with murals and sculptures, walls speak all about art and design throughout. Environment is happening and warm. Theory rooms, Practice Studios are just impeccable.



Sakcham Mishra
Visual Communication Design

Hi I am Sakcham from Visual Communication Design. Overall DPUSOD is a great place to take design courses. Fundamentally institute has all that a good design institute may need to deliver a quality education. I am more impressed about the relationship management that institute has nurtured amongst the staff, faculty, guests, students from the top to bottom. It sets an environment, where every day is a celebration.



Aarush Nagvekar
Product Design

I am a student of DPUSOD and specializing in Product Design. I am sure, I would excel to the next level as the resources for learning are all in place giving us the best experience needed at all times. The materials, tools, machinery to design prototypes and making of portfolio every semester gives me enough confidence that I am getting better day by day. Guest’s sessions, industry visit, study tours are scheduled quite often to get the real insights. Institute has left no stone unturned for my career.



Hirva Limbasiya
Fashion Design & Fashion Communication

An institute that will push you to grow. Academically, I confide on the institute for its faculty team and the mind-boggling infrastructure set up. We have a dedicated floor for each department with all laboratories and studios and theory rooms. I can witness the positive change in me. “I am growing here”.



Samridhi Chandel
Fashion Design & Fashion Communication

I am here to be an entrepreneur. I chose fashion domain as it interests me much more than the rest. My personality defines me a social person, strong on building connects and give back the society something good to cherish. At DPUSOD, I am technically effective but I am exposed to concentrate more on the skills, qualities, traits and acumen that is need to be a successful entrepreneur from the first semester. I am confident that “I will make it happen”. If you have that passion, then be here.



Drishti Shah
Visual Communication Design

The vibes I get from institute makes me excited about attending sessions every day. It is a place that promotes congenial environment in personal, professional and social aspects that one would look for. Loads of activities take place for overall growth and development like summits, conclaves, seminars and workshops, tours, activities towards social responsibility, sports, annual fests etc. I cherish every moment every day, at DPUSOD.



Pihu Sharma

Fashion Design & Fashion Communication

At DPUSOD, the faculty are generally from the industry and alumni of premier design schools from India and abroad. First year being a foundation year, we have been concentrating on the fundamentals of design and finetuning the weak areas. Being loaded with assignments and having many re-takes on almost each assignment makes life a bit tedious but that is what is needed. At school of design faculty is more like a mentor and treat education as their responsibility. "I am Loving It".



Rishika Dubey

Interior Design

Not a typical institute or college types. Its more professional and cozier place to engage with design. No black or white boards but hi-tech smart boards. Classrooms do not exist but comfortable learning spaces are created for leaving best experience. High on aesthetics, fresh every day, colourful and vibrant that makes our day a special one.

Garba during Navratri, Onam, Pongal, Janmashtami, Diwali, Eid and almost all days are celebrations on campus. That's what I love about DPUSOD.



Samiksha Marathe

Fashion Design & Fashion Communication

Learning at DPUSOD so far has been truly content. Curriculum is carefully planned for each semester with more of assignments on what we learn as subjects. Resources are ample, variety of authored books and journals from our digital library, tools and machinery is quality stuff for being hands-on. Getting in one of the labs or studios keeps me excited to be more creative day-by-day. Few of the many things out here, the space, comfort and environment are really conducive for design students.



Swapnangana Senapati

Visual Communication Design

I am a budding aspirant in Visual Communication Design. An institute, I vouch for the immense knowledge, intense curriculum where each session is interactive and learning is more joyful with all real-life examples to make us understand the concepts well. Faculty here keeps me alive and my interests levels are elevated to be more receptive.

Applications Invited

DPU
ALL INDIA DESIGN
APTITUDE TEST
13th April, 2025

DPU All India Design Aptitude Test					
All India, Online Proctored Test conducted by Dr. D. Y. Patil Vidyapeeth, PUNE, INDIA For Admission Selection Process to B.Des.					
DPU AIDAT 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

Eligibility

Candidate must be 10+2 from a recognised university or board with minimum 50 percent marks. Freshers may also apply.

*Aspirants who have attempted UCEED | NID 2025 with valid scores, will be preferred in lieu of DPU AIDAT 2025.

The selection process will evaluate you on three parameters: DPU All India Design Aptitude Test (DPU AIDAT) score + Studio Test (ST) and Portfolio submission (PS) + Personal Interview (PI)

Programme Fee | INR 3,00,000/-

*University eligibility fee, University Examination fee, Hostel fee will be in addition to the programme fee.

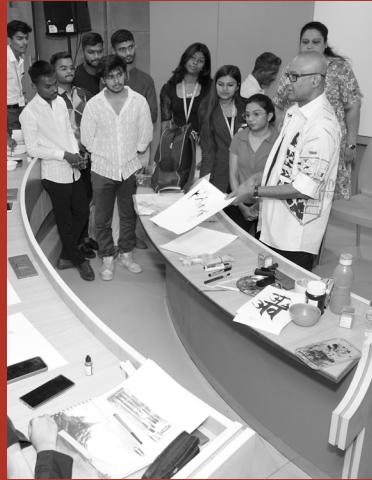
*Increase of 3% in the programme fee every year is applicable.



Amphi Theater



Music Room



📍 Dr. D. Y. Patil School of Design
Survey No 87/88, Mumbai Bangalore Express
Highway, Tathawade, Pune, Maharashtra 411033

☎ 020-67919494

📞 8956627636 / 38 / 39 | 8956197521 / 24 / 25

🌐 schoolofdesign.dpu.edu.in

🌐 Website



📷 Instagram



📍 Location

