

Vishwakarma University (VU), Pune
Bachelor of Design (BDes)
4 Years – 8 Semesters Full Time Programme
Effective from AY 2024 – 2025

Programme Structure (NEP)
Choice Based Credit System

Semester I

Fundamentals of Design
Design Principles & Elements
Product Photography
Drawing & Representation
English
Design History and culture
Exploration of Materials

Semester II

Form Space and Structure
Design Process
Visual Language and Aesthetics
Indian Arts for Design
Advanced Material Study
IKS- Indian Thoughts and Traditions

Environmental Studies
Sketching & Conceptualisation

Semester III

Storytelling
Cognitive Ergonomics/ Ergonomics for Visual Communication /Ergonomics for Products Design
Empathy and Design
Indian Crafts for Design
Calligraphy and Typography
Ethnography
Field Project Social Immersion (Indian Arts & Crafts)

Semester IV

Packaging & Interaction
Introduction to Visual Tools (Wireframing & Prototyping) /Semiotics/ Semantics
Design Thinking for Business
Design Methods/ Grid & Layout/ Sustainable Design
Modern Indian Language
Design Problem Analysis
Field Project Ecological Immersion

Semester V

Design for Public Places
Interaction Design- I /Visual merchandising/ Simple Product Design
Research Methodology
System Analysis and Design / Way Finding and Infographics/ Prototyping Techniques
Case Studies
Design Management

Semester VI

Data Visualisation/ System Design for VC/ System Design in Products
Design for AI/ Exhibition Design/ Product Analysis and Value Engineering
Design for Healthcare/ Strategic Branding/ Biomimicry
Design for IIoT/ Applications of Illustration/ CMF
Design Project
Digital Portfolio Preparation

Semester VII

Honours Track	Research Track
Toy & Game Design	IPR and Innovation Management
Web Design/Branding & Research/Technically Complex Product	Web Design/Branding & Research/ Sustainable Design
UX writing/ Digital Tools & Technology/ Product Accessories Design	UX writing/ Digital Tools & Technology/ Product Accessories Design
Interaction Design-II/ Communication Media/ Usability Testing in Products	Interaction Design Advance (AI & IoT)/ Communication Media/ Usability Testing in Products
Thesis project / Internship	Research Project-1

Semester VIII

Honours Track	Research Track
Service Design/ User Interface Graphics/ Design for Manufacturing	Entrepreneurship Development
Design for Financial Technologies/ Corporate Identity/ Design for future	Design for Financial Technologies/ Advertisement Campaign/ Design for future
Major Project	Research Internship
Internship	Research Project-2