

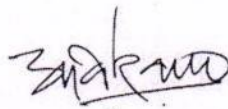
Revised/New Courses.

MIT | Academy of
Engineering
(An Autonomous Institute Affiliated to Savitribai Phule University)

FACULTY OF BACHELOR'S IN DESIGN

VALID FROM A. Y. 2020-2021

B. Des



Avinash Bhalerao
Dean, MIT School of Design,
MIT Academy of Engineering,
Alandi Road, Pune-412105

Seal



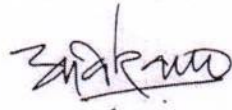
MITAOE School of Design - Alandi

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3.	B. Des	
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DETAIL SYLLABUS
FOR
BACHELOR'S IN DESIGN
B. Des



Avinash Bhalerao
Dean, MIT School of Design,
MIT Academy of Engineering,
Alandi Road, Pune-412105

Office Seal



(B. Des)

1. Title of the course:

Bachelor of Design

B. Des

Course Duration: 8 Semesters (Four Academic Years)

2. Preface of the Program:

3. Objective:

4. Eligibility:

First Semester bachelor's in design (Foundation)

Pass H.S.C. Examination or Equivalent Examination from any stream (Arts/ Science/ Commerce) with minimum

45% aggregate marks (40% for reserved category) and clear entrance examination conducted by **MH-AAC-CET Entrance Exam conducted by Govt. State of Maharashtra**. The admissions shall be carried out by a merit list prepared on the basis of marks obtained in the Common Entrance Test.

5. Potential Scope after completion of the program:

B.Des or Bachelor of Design is a professional undergraduate course of 4 years offering specializations like Product Design, Communication Design, and User Interaction Design. This is a professional design course to study different aspects and disciplines of the design industry. The Design industry in India is booming at a fast pace, therefore a large number of design professionals are required for the same. B.Des can be considered as a stepping stone to pursue career options for those who want to make it in the design industry or those who want to pursue a Master's degree in Design.

6. Evaluation

A. Pattern of Evaluation

75 - 25 (Internal- External)

continuous assessment

25% of total marks are reserved for the university Jury examination and 75% marks reserved for internal assessment basis on Individual Course Rubrics/ Parameters.



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A. All subjects are compulsory.

B. Medium of Instruction for the course will be English

C. Academic calendar of Savitribai Phule Pune University, Pune will be followed.

D. Letter Grades with Grade Points and brief Description

Letter Grade	Grade points	Marks	Brief Description
O	10	90-100	Outstanding Performance
A+	9	80-89	Excellent
A	8	70-79	Very Good
B	7	60-69	Good
C	6	50- 59	Average
D	5	45-49	Below Average Performance
F	0		Fail due to poor performance
FR	0		Fail due to Shortage of Attendance, or Penalized for Malpractice in Examination
U	0		Audited Satisfactorily
N			Not Satisfactorily
S			Satisfactory
N			Unsatisfactory
I			Incomplete

E. Organizing a Jury for Practical: Jury panel will be appointed by Exam Section, MIT ID – Alandi & SPPU

7. Details of semester wise Syllabus

1 Credit =25 Marks
1 Credit =25 Marks
Total Allotted days per semester
Extra Activities
Total Contact Days

Minimum Working Hours

CREDIT SEMESTER SYSTEM

= 15 Clock Hours (Theory)
= 30 Clock Hours (Practical)
= 80 Days
= 10 Days
= 90 Days

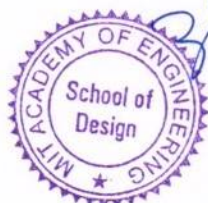
= 480 hrs

(80 Days x 6 Hours per Day)

Credit allotted for Theory - (15 Clock hrs. for 1 credit)

Credit allotted for Studio Practical - (30 Clock hrs. for 1 credit & depends on Course Objective could be extra credits)

TOTAL CREDIT OFFERED: - 20



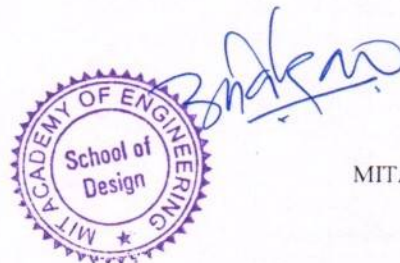
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Semester – I (2020-2021)

Subject Code	FIRST SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
AE20FD101	Fundamental of Design 1: Colour	90	15	3	01	01	01	75	25	100
DS20FD102	Fundamental of Design 2: Geometry	30	5	1	00	00	01	75	25	100
DS20FD103	Fundamental of Design 3: Materials	120	20	4	01	01	02	75	25	100
DS20FD104	Fundamental of Design 4: EFSS	90	15	4	01	01	02	75	25	100
SE20FD105	Design Drawing 1: Free Hand Drawing	120	20	4	01	01	02	75	25	100
SE20FD106	Digital Methods 1	60	10	2	00	00	02	75	25	100
AE20FD107	Interdesign Studies 1: Rural Exposure	60	5	1	00	00	01	75	25	100
		570	90	19	04	04	11	525	175	700

Semester – II (2020-2021)

Subject Code	FIRST SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
DS20FD201	Fundamental of Design 5: Colour II	90	15	3	01	00	02	75	25	100
DS20FD202	Fundamental of Design 6: Solid Geometry	30	5	1	00	00	01	75	25	100
DS20FD203	Fundamental of Design 7: 3D EFSS	90	10	3	01	01	01	75	25	100
DS20FD204	Fundamental of Design 8: Materials	90	15	4	01	01	02	75	25	100
SE20FD205	Design Drawing 2: Technical Drawing	90	15	3	01	01	01	75	25	100
SE20FD206	Digital Methods 2	30	05	1	00	00	01	75	25	100
DS20FD207	Design Process: Problem-Solving	90	15	5	01	02	02	75	25	100
AE20FD208	Interdesign Studies 2: Urban Exposure	60	10	1	00	00	01	75	25	100
		570	90	21	05	05	09	600	200	800



Semester – I (Revised 2021-2022)

Subject Code	FIRST SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
CC21FD101	Colour:	90	15	3	01	00	03	75	25	100
SE21FD102	Representation Techniques: Free hand Drawing	90	15	3	01	00	03	75	25	100
C21FD3103	Applied Design Drawing: Technical	90	15	4	01	00	04	75	25	100
SE21FD104	Model Making-I: Soft Material	90	15	4	00	00	04	75	25	100
CC21FD105	Form Space & Structure -I	60	10	4	00	00	06	75	25	100
AE21FD106	Society, Environment & Culture (IDS)- I	30	05	2	00	00	04	75	25	100
		480	80	20	03	00	24	450	150	600

Semester – II (Revised 2021-2022)

Subject Code	FIRST SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
SE21FD201	Digital Tools: Digital Drawing	90	15	4	00	00	06	75	25	100
CC21FD202	Form Space & Structure- II	90	15	4	00	00	04	75	25	100
AE21FD203	Technologies in Design: Material & Process	60	10	3	00	00	04	75	25	100
SE21FD204	Model Making: II (Hard Material)	90	15	3	00	00	06	75	25	100
CC21FD205	Design Thinking: – Problem Identification /Analysis/Solving	120	20	4	00	00	04	75	25	100
AE21FD206	Society/Culture/Environment (IDS)- II	30	05	2	00	00	04	75	25	100
		480	80	20	00	00	28	450	150	600



Communication Design

Semester III

Subject Code	FIRST SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
AE20CD301	Design Drawing-Mediums & techniques	30	5	1	0	1	1	30	20	50
SE20CD302	Digital tools – PS, Illustrator, InDesign	60	10	3	1	1	4	75	25	100
DS20CD303	Communication Theory & media studies	90	15	4	1	1	5	75	25	100
SE20CD304	Typography & Calligraphy	60	10	3	1	1	4	75	25	100
DS20CD305	Graphic composition, layouts/colors	90	15	4	0	0	6	75	25	100
DS20CD306	SPD - Design method	120	20	4	1	1	5	75	25	100
AE20CD307	IDS - Folk arts	30	5	1	0	0	1	30	20	50
		480	80	20	4	5	26	435	165	600

Semester – IV

Subject Code	FIRST SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
SE20CD401	Digital illustration	60	10	2	1	1	2	75	25	100
DS20CD402	Advance digital tools	60	10	3	1	1	3	75	25	100
DS20CD403	Photography + Digital Image Making	60	10	3	1	1	3	75	25	100
DS20CD404	Packaging design	90	15	4	1	1	4	75	25	100
DS20CD405	Design Project- Redesign	120	20	4	1	0	4	75	25	100
DS20CD406	UI-UX fundamentals	60	10	2	1	1	2	75	25	100
		450	75	18	6	5	20	450	150	600



Product Design

Semester – III

Subject Code	THIRD SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
SE20PD301	Design Drawing (product sketching & renderings)	60	10	4	1	0	5	75	25	100
DS20PD302	Form Studies 1: Radii Manipulation (form exploration/mock-up making)	90	15	4	1	1	4	75	25	100
SE20PD303	Digital tools (CAID)- intro to CAID tools (Rhinoceros 3D modeling)	60	10	2	1	0	3	75	25	100
AE20PD304	Introduction to Ergonomics	60	10	2	1	1	3	75	25	100
DS20PD305	Materials & Processes + Advance mfg.	90	15	3	1	0	4	75	25	100
DS20PD306	Design Project 1- Simple Product Design SPD (Research methods included here)	120	20	5	1	0	6	75	25	100
		480	80	20	6	2	25	450	150	600

Semester – IV

Subject Code	FOURTH SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
SE20PD401	Design Drawing –Digital sketching & Rendering Techniques (Wacom)	60	10	3	1	0	4	75	25	100
DS20PD402	Form Studies 2: Form Transition (form exploration in foam/mock-up making)	90	15	4	1	1	4	75	25	100
AE20PD403	How things work (Products, systems & services - understanding everyday science)	60	10	2	1	0	3	75	25	100
SE20PD404	Workshop techniques: Material explorations & Model making skills	90	15	4	1	1	3	75	25	100
DS20PD405	Design Project 2: Human-Product Interface (visual and organizational ergonomics)	120	20	4	1	0	5	75	25	100
SE20PD406	Digital tools: CAID & Digital 3D rendering	60	10	3	1	1	4	75	25	100
		480	80	20	6	3	23	450	150	600



User Experience Design

Semester – III

Subject Code	THIRD SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
SE20UX301	Illustration for Digital Products	90	15	4	1	0	5	75	25	100
DS20UX302	Fundamentals of User-Centred Design	120	20	4	0	0	6	75	25	100
AE20UX303	Introduction to Ergonomics	60	10	4	1	1	4	75	25	100
DS20UX304	Introduction to Interaction Design	120	20	4	0	0	6	75	25	100
AE20UX305	Overview of Software Design Process & Modelling	60	10	3	1	1	4	75	25	100
SE20UX306	Digital Tools for Typography	30	5	1	0	0	2	75	25	100
		480	80	20	3	2	27	450	150	600

Semester – IV

Subject Code	FOURTH SEM	HRS	DAYS	Credit	L	T	ST	Internal	External	Total
DS20UX401	User Experience Design Methods	120	20	5	1	1	6	75	25	100
AE20UX402	Cognitive Ergonomics: Tools & Techniques	90	15	4	1	0	5	75	25	100
DS20UX403	User Study	90	15	4	1	0	5	75	25	100
AE20UX404	Trends in Interactive Technologies	60	10	2	0	0	3	75	25	100
DS20UX405	Task Analysis & System Visualization	90	15	3	1	0	3	75	25	100
SE20UX406	Tools for UXD- Photography & Visual Communication	30	5	2	1	0	2	75	25	100
		480	80	20	5	1	24	450	150	600

