

PARUL UNIVERSITY

R/Notification-1450/2024-25

Office of the Registrar
January 2, 2025

NOTIFICATION

Sub: - Revision in the syllabus and course structures of specializations offered under B.Des programme

**Ref: - (i) Proposal submitted by Dean, Faculty of Design dated January 2, 2025
(ii) Orders of the Provost**

PREAMBLE

Dean, Faculty of Design proposed revision in the syllabus and course structures of specializations offered under B.Des programme viz, a) Fashion Design and Technology, b) Visual Communication, c) Product Design and d) Interior and Furniture Design which has been approved by the Provost. Hence, the order.

ORDER:

The particulars of revision carried out in the syllabus and course structures of specializations offered under B.Des programme viz, a) Fashion Design and Technology, b) Visual Communication, c) Product Design and d) Interior and Furniture Design are enclosed in the annexure.

This is subject to the approval of the Academic Council and the Governing Body.

By Order


Registrar

To,

1. Dean, Faculty of Design and Director, PID
2. The Controller of Examinations
3. Director (IQAC)
4. PUMIS Coordinator

Submitted to,

1. The President
2. The Provost

ANNEXURE

B.Des Foundation

Semester	Subject Title	Subject Category	Credit
1	Contextual Art and Design	AEC (Theory)	2
1	Material Studies (Linear, Planar, Solid, Mouldable)	VAC (Elective)	2
1	Creative Skills	DSC	2
1	Object as History	DSC	4
1	Visual Expression	SEC	6
1	Design Concepts	DSC	6
		Total	22
Specialization:- Visual Communication			
2	Design Communication Skills	AEC (Theory)	2
2	*Traditional Printing techniques	VAC (Elective)	2
2	*Material Exploration		
2	Principles of Communication Design	DSC	2
2	Craft Experience	Multidisciplinary	4
2	Image Making and Illustration I	SEC	6
2	Graphic Design - Brochure	DSC	6
		Total	22
3	History of Communication Design	AEC (Theory)	2
3	*Introduction to Photography	VAC (Elective)	2
	* Character Design		
3	Story boarding	DSC	2
3	Image Making and Illustration II	DSC	4
3	3D Visualization Methods	SEC	6
3	Design Project – Corporate Identity Design	DSC	6
		Total	22
4	Visual Culture & Context	AEC (Theory)	2
4	*Commercial Photography	VAC (Elective)	2
	*2D Animation		
4	Digital Motion Graphics	DSC	2
4	Creative Production Studio	Multidisciplinary	4
4	Advance Typography	SEC	4
4	Packaging Design	DSC	4
4	Design Project – Wayfinding Systems	DSC	4
		Total	22
5	Story Telling and Narrative Structure	AEC (Theory)	2
5	*Conceptual Photography	VAC (Elective)	2

	*Caricature design		
5	Design Apprenticeship	Internship/Project	2
5	Research Process	Research Project	4
5	User Interface and User Experience I	SEC	4
5	Campaign Design	DSC	4
5	Design Project - Publication Design	DSC	4
		Total	22
6	Semiotics and Semantics	AEC (Theory)	2
6	Digital Art and Generative A.I/Ad Film	VAC (Elective)	2
6	Interdisciplinary Design	VAC	2
6	Design Entrepreneurship	Multidisciplinary	4
6	Portfolio Development	DSC	4
6	User Interface and User experience II	SEC	4
6	Design Project – Immersive Media	DSC	4
		Total	22
7	Industry Experience	Internship/Project	6
7	Contemporary Narration Practice	Multidisciplinary	4
7	Design Innovation and Sustainability	Multidisciplinary	4
7	Design Graduation Project	Internship/Project	8
		Total	22
8	Industry Graduation Project	Internship/Project	22
		Total	
Specialization:- Product Design			
2	Design Communication Skills	AEC (Theory)	2
2	Form Studies	VAC (Elective)	2
	Geometric Constructions		
2	Product and Material Analysis	DSC	2
2	Craft Experience	Multidisciplinary	4
2	Advanced Creative Skills	SEC	6
2	Design Thinking	DSC	6
		Total	22
3	Product as History	AEC (Theory)	2
3	Colour, Material and Finish Study	VAC (Elective)	2
	Design Psychology		
3	Product Photography	DSC	2
3	Material & Manufacturing Process	DSC	4
3	Basic Mechanisms	SEC	6
3	Design Studio – Simple Products	DSC	6
		Total	22
4	History of Industrial Design	AEC (Theory)	2
4	Design for Manufacturing	VAC (Elective)	2
	Usability Engineering		

4	Manufacturing Process for Industrial Design	DSC	2
4	Creative Production Studio	Multidisciplinary	4
4	Models & Mockups	SEC	4
4	Product Promotion & Packaging	DSC	4
4	Design Studio – Nature inspired Products	DSC	4
		Total	22
5	Future Tech for Products	AEC (Theory)	2
5	Product Branding	VAC (Elective)	2
	Product Retail Design		
5	Design Apprenticeship	Internship/Project	2
5	Research Process	Research Project	4
5	User Experience Design	SEC	4
5	Ergonomics	DSC	4
5	Design Studio - Industry driven Project	DSC	4
		Total	22
6	Strategic Management	AEC (Theory)	2
6	System Design	VAC (Elective)	2
	Service Design		
6	Interdisciplinary Design	VAC	2
6	Design Entrepreneurship	Multidisciplinary	4
6	Portfolio Development	DSC	4
6	Anthropology: Objects, Sites, System	SEC	4
6	Design Studio – Design for Special Needs	DSC	4
		Total	22
7	Industry Experience	Internship/Project	6
7	Contemporary Narration Practice	Multidisciplinary	4
7	Design Innovation and Sustainability	Multidisciplinary	4
7	Graduation Design Project	Internship/Project	8
		Total	22
8	Industry Graduation Project	Internship/Project	22
		Total	22
Specialization:- Fashion Design and Technology			
2	Design Communication Skills	AEC (Theory)	2
2	Surface Manipulation I	VAC (Elective)	2
	Yarn Craft		
2	Fashion Context	DSC	2
2	Craft Experience	Multidisciplinary	4
2	Fashion Drawing and Representation I	SEC	6
2	Fashion Studio I	DSC	6
		Total	22
3	Textile studies II	AEC (Theory)	2

3	Surface manipulation II	VAC (Elective)	2
	Yarn Craft II		
3	Introduction to Fashion Styling	DSC	2
3	Fashion Drawing and Representation II	DSC	4
3	Fashion Studio II	SEC	6
3	Design Project – Ready-to-wear	DSC	6
		Total	22
4	Traditional Indian Textiles	AEC (Theory)	2
4	Textile Design	VAC (Elective)	2
	Fashion Styling		
4	Craft Study	DSC	2
4	Creative Production Studio	Multidisciplinary	4
4	Fashion Illustration	SEC	4
4	Fashion Karkhana	DSC	4
4	Design Project – Ethnic Studio	DSC	4
		Total	22
5	Apparel Merchandising and Production	AEC (Theory)	2
5	Textile Art	VAC (Elective)	2
	Image Identity and Curation		
5	Design Apprenticeship	Internship/Project	2
5	Research Process	Research Project	4
5	Fashion Production Studio	SEC	4
5	Fashion and Trend Forecasting	DSC	4
5	Design Project - Athleisure	DSC	4
		Total	22
6	Retail and Branding	AEC (Theory)	2
6	Wearable art	VAC (Elective)	2
	Fashion Communication		
6	Interdisciplinary Design	VAC	2
6	Design Entrepreneurship	Multidisciplinary	4
6	Portfolio Development	DSC	4
6	3D Fashion Studio	SEC	4
6	Design Project - Bespoke	DSC	4
		Total	22
7	Industry Experience	Internship/Project	6
7	Contemporary Narration Practice	Multidisciplinary	4
7	Design Innovation and Sustainability	Multidisciplinary	4
7	Graduation Design Project	Internship/Project	8
		Total	22
8	Industry Graduation Project	Internship/Project	22
		Total	22
Specialization:- Interior and Furniture Design			

2	Design Communication Skills	AEC (Theory)	2
2	2d Exploration	VAC (Elective)	2
	3D Exploration		
2	Basic Design 1 (form, Space and Order)	DSC	2
2	Craft Experience	Multidisciplinary	4
2	Technical Representation of Drawing I	SEC	6
2	Design Process and Design Thinking	DSC	6
		Total	22
3	History of Art and Architecture	AEC (Theory)	2
3	Interior Products I	VAC (Elective)	2
	Interior Lifestyle I		
3	Visual Expression	DSC	2
3	Material and Construction Technology I	DSC	4
3	Technical Representation of Drawing II	SEC	6
3	Design Studio- Space Planning	DSC	6
		Total	22
4	History of Modern Interiors	AEC (Theory)	2
4	Interior Products II	VAC (Elective)	2
	Interior Lifestyle II		
4	Interior Services I	DSC	2
4	Creative Production Studio	Multidisciplinary	4
4	Furniture Typology – Storage Systems	SEC	4
4	Material and Construction Technology II	DSC	4
4	Design Studio – Commercial Spaces	DSC	4
		Total	22
5	Cultural Anthropology II	AEC (Theory)	2
5	Interior Photography	VAC (Elective)	2
	Advanced Graphics		
5	Design Apprenticeship	Internship/Project	2
5	Research Process	Research Project	4
5	Interior Services II	SEC	4
5	Furniture Typology – Sitting Systems	DSC	4
5	Design Studio – Residential Space	DSC	4
		Total	22
6	Material Trends and Finishes	AEC (Theory)	2
6	Design Documentation	VAC (Elective)	2
	Conceptual Installation		
6	Interdisciplinary Design	VAC	2
6	Design Entrepreneurship	Multidisciplinary	4
6	Portfolio Development	DSC	4
6	Furniture Typology – Transformative systems	SEC	4

6	Industrial Drawing and representations	DSC	4
		Total	22
7	Industry Experience	Internship/Project	6
7	Contemporary Narration Practice	Multidisciplinary	4
7	Design Innovation and Sustainability	Multidisciplinary	4
7	Graduation Design Project	Internship/Project	8
		Total	22
8	Industry Graduation Project	Internship/Project	22
		Total	22