

DAVV Institute of Design  
DEVI AHILYA VISHWAVIDYALAYA, INDORE

**Bachelor of Design (B. Des. – Product Design)**

## 1. Executive Summary

- **Brief Overview of the Program:**

Bachelor of Design (B. Des.) in Product Design is a 4-year undergraduate program that focuses on the creation and improvement of products for daily life. It combines design thinking, engineering basics, ergonomics, and aesthetics to solve real-world problems through functional and innovative products.

- **Objectives and Goals:**

This program provides opportunities for acquiring knowledge and skills relevant to product design through courses on relevant aspects of design, technology, ergonomics and aesthetics and through projects conducted within a professional environment. The goal is to create professional Product Designers qualified for senior position in industries and institutions.

- **Expected Outcomes :**

Program outcomes describe what students are expected to know and be able to do by the time of graduation. Students undergoing this program will have following capabilities:

- a) Ability to apply Integrate knowledge, skill and attitude that will sustain an environment of learning and creativity.
- (b) Ability to develop an understanding of various Trend Analysis & Product Conceptualization.
- (c) Ability to apply critical and contextual solutions on variety of Visual design and Product design strategies.
- (d) Ability to develop logical and creative thinking for the solutions of Product Design.
- (e) Ability to apply, explain, and recognize basic engineering, mechanical, and technical principles.
- (f) Ability to apply creative process techniques in synthesizing information, problem- solving and critical thinking.
- (g) Ability to understand, study, analyze and solve various kinds of existing problems in the field of product design.
- (h) Ability to apply deep knowledge of Product Design, material & Technology in the industries.
- (i) An understanding of professional and ethical values.
- (j) Ability to communicate effectively in diverse groups and exhibit leadership skills. To develop an understanding of global environment and its protection.

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### 2. Introduction

- **Background of the Department/School/Institute/Centre**

Institute of Engineering & Technology (IET), DAVV was established in 1996 as a university Teaching Department. Currently IET has offered B. Tech degree in Computer Engineering, Electronics & Telecommunication Engineering, Information Technology, Mechanical Engineering, Electronics & Instrumentation Engineering and Civil Engineering. IET is also offering Post Graduate programmes in Software Engineering, Information Security, Industrial Engineering & Management, Design & Thermal Engineering, VLSI, Digital Communication and Digital Instrumentation. IET has also good placement records at both UG and PG level. Looking at demand of industry and society IET is introducing Bachelor of Design (B. Des. – Product Design) program.

**Vision Statement of B. Des. Program:**

To cultivate visionary designers who combine creativity, critical thinking, and sustainable practices to shape meaningful, human-centered design solutions that positively impact society and the world.

- **Mission Statement of B. Des Program:**

The mission of the Bachelor of Design program is to equip students with the essential skills, knowledge, and creative mind set needed to thrive in the design industry. Through hands-on learning, interdisciplinary collaboration, and a deep understanding of design principles, we aim to produce forward-thinking, innovative designers who can address real-world challenges and contribute to a sustainable, inclusive, and evolving global design landscape.

- **Rationale for Introducing the Program**

Introducing a **Bachelor of Design** (B. Des. – Product Design) program is a strategic and timely step that meets educational, industrial, and societal needs. It prepares students for dynamic careers, nurtures innovation, and supports national development goals—while fostering a new generation of design leaders and thinkers. The decision to introduce a Bachelor of Design (B. Des.) program is grounded in a comprehensive understanding of current global trends, national priorities, and the evolving needs of industries and society. Design plays a vital role in preserving cultural heritage, promoting sustainability, and improving the quality of life. Introducing a B. Des. program enables students to work on projects that address local community challenges and foster social innovation.

- **Relevance to Regional/National Priorities**

Criteria	Alignment with National/Regional Goals
Societal Needs	Design plays a vital role in preserving cultural heritage, promoting sustainability, and improving the quality of life. Introducing a B. Des. program enables students to work on projects that address local community challenges and foster social innovation.
Industrial Requirements	Design sits at the intersection of technology, art, and social science. A B. Des. program fosters

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	<p>interdisciplinary learning, critical for preparing students for emerging careers in areas such as:</p> <ul style="list-style-type: none"> <li>• UX/UI Design</li> <li>• Product Design</li> <li>• Interaction Design</li> <li>• Environmental and Sustainable Design</li> <li>• Design for AI and IoT systems</li> </ul>
Academic Advancement	India has a limited number of quality design institutions compared to the demand. A B. Des. program expands access to high-quality design education, especially if introduced in regions underserved by existing institutions.
NEP 2020 Goals	The <b>National Education Policy (NEP) 2020</b> promotes multidisciplinary education and creativity. A B. Des. program supports these goals by offering flexible, skill-based, and project-driven learning that can complement engineering, humanities, and business education.

### Program Details

Aspect	Details
<b>Title of the Program</b>	Bachelor of Design (B. Des. – Product Design)
<b>Level of Study</b>	Undergraduate
<b>Duration</b>	<b>Minimum:</b> Four Years <b>Maximum:</b> Eight Years As per Ordinance No. 14 applicable to UTDs.
<b>Eligibility Criteria</b>	Higher Secondary (10+2) or equivalent examination from a recognized board having science stream and mathematics as a subject with at least 50% marks in aggregate or an equivalent grade for General/OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized Board.
<b>Age limit</b>	As per the provisions of Devi Ahilya Vishwavidyalaya / State Govt. norms for U.G. programmes.
<b>Admission Procedure</b>	Based on ranking of JEE-Mains Exam being conducted by NTA and Qualifying Exam (10+2 with PCM)
<b>Syllabus for Entrance Test</b>	Syllabus of JEE MAINS Entrance Examination
<b>Seats</b>	Seats for Indian Students: <b>-75----</b> (reservation as per state Govt. rules). Seats for NRI/ Foreign Students: ---N.A.-
<b>Duration</b>	.....VIII... Semesters (...04..... Years)

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### Curriculum Design

- **Course Structure and Credits**

Category	Number of Courses	Credits
Core Courses	36	138
Elective Courses	05	10
Practical/Internship	02	20
Total	43	168

- **Linkages to Industry and Research Opportunities :**

Students are encouraged to develop innovative and creative solutions to design challenges. The program often includes practical projects and workshops, allowing students to apply their knowledge and develop their skills. Many programs offer partnerships with industry leaders, providing students with real-world exposure and networking opportunities. (Collaborations, internships, research projects.)

- **Unique Features:** The **Bachelor of Design (B. Des.)** program is distinguished by its commitment to innovative pedagogy and interdisciplinary learning. These elements are integral to producing adaptable, creative, and future-ready design professionals. Studio-Based Learning, Interdisciplinary Curriculum, Use of Emerging Technologies **3D printing, and generative design** platforms. Focus on Design Thinking and Innovation.

### 3. Institutional Readiness

#### Infrastructure

Facilities	Current Status	Proposed Additions
Classrooms	01	01
Laboratories	To be developed	Development of Design Labs
Library Resources	To be developed	Books, soft wares related to design to be purchased
Other Academic Spaces	To be developed	Development of Design Studios

#### ICT Facilities

- Facilities of IET can be used. e- learning resources has to be developed., etc.

#### Research and Development

- Since it a new program R & D facility has to be developed.

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### Student Support

Support Services	Available	Planned
Career Guidance	N.A.	Through CPC of DAVV & faculties of IET, Counselling session by industry experts.
Mentoring	N.A.	Faculty of IET & other experts
Scholarships/Financial Aid	N.A.	All Govt. Scholarships applicable to other students of DAVV

## 4. Market and Feasibility Analysis

### Demand Analysis

Industry and Employment Opportunities The B.Des program prepares graduates for wide range of dynamic, high-growth career paths across industries that increasingly prioritize **design thinking, user experience, innovation, and sustainability**. As design becomes a strategic function in both traditional and emerging sectors, employment opportunities continue to expand. Product and Industrial Design Industrial/Product Designer, Design Engineer, Packaging Designer, Ergonomics Specialist.

### Target Audience

Higher Secondary (10+2) or equivalent examination from a recognized board having science stream and mathematics as a subject with at least 50% marks in aggregate or an equivalent grade for General/OBC candidates, and 45% marks in aggregate or an equivalent grade for SC/ST and Differently Abled (DA) category candidates from a recognized Board.

(Potential student demographics.)

### Fee Structure for Batch 2025-26:

#### For Indian Students:

Semester	Academic Fee	Development & Maintenance Fee	Students' Services Fee		Examination Fee	Total (Rs.)	
			Boys	Girls		Boys	Girls
First	65000	--	--	--	2750	65000	65000
Second	--	60000	7450	7010	2750	67450	67010
Third	65000	--	--	--	2750	65000	65000
Fourth	--	60000	7450	7010	2750	67450	67010
Fifth	65000	--	--	--	2750	65000	65000
Sixth	--	60000	7450	7010	2750	67450	67010
Seventh	65000	--	--	--	2750	65000	65000
Eighth	--	60000	7450	7010	2750	67450	67010

Caution money (Refundable) of Rs.4000 (Four Thousand) /- will be charged additionally in the first semester.

**For NRI/ Foreign Students:** USD .....NA..... per annum. Refundable caution money (once at the time of admission): USD .....NA....