



PCET's
**Pimpri
Chinchwad
University**

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Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Pune Design School

Sate, Pune – 412106, Maharashtra, India

(Established under Maharashtra Act No V of 2023)

Rules, Structure and Syllabus for First to Final Year (SEM - I to SEM - VIII)

Bachelor of Design - VC

(2026 Pattern)

Choice Based Credit System (CBCS) and Grading System



Effective from Academic Year 2026-27



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2.	Tentative list of Electives, Open Electives, Life Skill Courses, Proficiency Foundation Courses, HSMC Courses	
3.	Course Code Nomenclature	

Curriculum Structure:

Sr. No.	Type of course	Abbreviations
1	Major	MAJ
2	Elective (Minor Stream/Vocational/Program Specific)	MIN
3	Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Vocational Skill Course	VSC
7	Summer Internship/ On Job Training	OJT
8	Project	PROJ
9	Field Project	FP
10	Indian Knowledge System	IKS
11	Community Engagement Program	CEP
12	Value Education Course	VEC



Bachelor of Design- Course Structure

Sr. No .	Type of course	No. of Credits/Semester									
		1	2	3	4	5	6	7	8	Total	Total
1	Major Mandatory	Max:16	Max:16	Max:14	Max:14	Max:14	Max:14	Max:10	Max:4	102/94	110
		Min:16	Min:16	Min:12	Min:12	Min:12	Min:12	Min:10	Min:4		
2	Major Elective (MOOC)	Max:2	Max:2	Max:2	Max:2	Max:2	Max:2	Max:2	Max:4	16/6	
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:2	Min:4		
3	Multidisciplinary Minor (MDM)	Max:3	Max:3	Max:3	Max:0	Max:0	Max:0	Max:0	Max:0	9	9
		Min:3	Min:3	Min:3	Min:0	Min:0	Min:0	Min:0	Min:0		
4	Ability Enhancement Courses	Max:1	Max:1	Max:1	Max:1	Max:0	Max:2	Max:2	Max:0	8	8
		Min:1	Min:1	Min:1	Min:1	Min:0	Min:2	Min:2	Min:0		
5	Skill Enhancement Courses	Max:4	Max:4	Max:4	Max:4	Max:4	Max:4	Max:0	Max:0	12	12
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0		
6	Interdisciplinary (Open Elective)	Max:4	Max:4	Max:4	Max:4	Max:4	Max:4	Max:0	Max:0	12	12
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0		
7	Vocational Skill Course (Indian Knowledge System)	Max:1	Max:1	Max:1	Max:1	Max:1	Max:1	Max:0	Max:0	6	6
		Min:1	Min:1	Min:1	Min:1	Min:1	Min:1	Min:0	Min:0		
8	Summer Internship/On Job Training/Project	Max:0	Max:0	Max:0	Max:0	Max:2	Max:0	Max:6	Max:0	8	8
		Min:0	Min:0	Min:0	Min:0	Min:2	Min:0	Min:6	Min:0		
9	Field Project/ Rural immersion/ Community Engagement project	Max:0	Max:0	Max:1	Max:1	Max:1	Max:1	Max:0	Max:0	2	2
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0		
10	Major Project	-	-	-	-	-	-	-	Max:12	12	12
									Min:12		
Total		25/27	25/27	23/24	20/21	21/22	21/22	20	20	179	179



B.DES – VISUAL COMMUNICATION DESIGN

[B. Des.]: 2026-27 (FOUNDATION)

SEMESTER - I

Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	UBDFY101	PCC	Fundamentals of Design - I	1	-	3	4	7	40	60	100
2	UBDFY102	PCC	Material Exploration - I	1	-	3	4	7	40	60	100
3	UBDFY103	PCC	Design History	2	-	2	4	6	40	60	100
4	UBDFY104	PCC	Visualisation and Illustrations - I	2	-	2	4	6	40	60	100
5	UBDFY105	SEC	* Digital Tools	1	-	3	4	7	40	60	100
	UBDFY110	OE	* Open Elective-I	1	-	3					
6	MINOR 1	MIN	Multidisciplinary	2	-	1	3	4	20	30	50
6	ACUHV101	VAC	* Universal Human Values - I: Professional Ethics	1	-	-	1	1	50	-	50
	ACIKSBD101		* IKS (Indian Design History)								
7	UFL101	AEC	Foreign Language - I	1			1	1	50	-	50
9	MOOCISD101	MOOC	Design Thinking	2	-	-	2	2	50	-	-
Total							25/27	39/41	350	300	650
Foreign Language - I											
	UFL101A	AEC	German	1			1	1	50	-	50
	UFL101B	AEC	Japanese	1			1	1	50	-	50
	UFL101C	AEC	Korean	1			1	1	50	-	50
Open Elective - I											
	UBDFY110A	OE	Study of bamboo crafts and products	1	-	3	4	7	40	60	100
	UBDFY110B	OE	Study of Terracotta Crafts and Products	1	-	3	4	7	40	60	100

Note: * Student can opt the course whether in Sem-I/Sem-II, under choice based credit system



[B. Des.]: 2026-27 (FOUNDATION)												
SEMESTER – II												
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme			
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total	
1	UBDFY106	PCC	Fundamentals of Design - II	1	-	3	4	7	40	60	100	
2	UBDFY107	PCC	Material Exploration - II	1	-	3	4	7	40	60	100	
3	UBDFY108	PCC	Design Critic and Appreciation	2	-	2	4	6	40	60	100	
4	UBDFY109	PCC	Visualisation and Illustrations - II	2	-	2	4	6	40	60	100	
5	UBDFY105	SEC	* Digital Tools	1	-	3	4	7	40	60	100	
	UBDFY110	OE	* Open Elective- I	1	-	3						
6	MINOR 2	MIN	Multidisciplinary	2	-	1	3	4	20	30	50	
6	ACUHV101	VAC	* Universal Human Values - I: Professional Ethics * IKS (Indian Design History)	1	-	-	1	1	50	-	50	
	ACIKSBD101											
7	UFL102	AEC	Foreign Language - II	1			1	1	50	-	50	
9	MOOCISD101	MOOC	Design Thinking	2	-	-	2	2	50	-	50	
							Total	25/27	39/41	350	300	650
Foreign Language - II												
	UFL101A	AEC	German	1			1	1	50	-	50	
	UFL101B	AEC	Japanese	1			1	1	50	-	50	
	UFL101C	AEC	Korean	1			1	1	50	-	50	
Open Elective - I												
	UBDFY110A	OE	Study of bamboo crafts and products	1	-	3	4	7	40	60	100	
	UBDFY110B	OE	Study of Terracotta Crafts and Products	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-I/Sem-II, under choice based credit system

Exit Policy:

UG Certificate in Foundation Design: A Students who opt to exit after completion of the first year and have scored the required credits offered by the school in the program structure will be awarded a UG in **Certificate in Foundation Design** provided they must earn additional credits during the summer vacation of the first year.

First Year												
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme			
			Th	Pr	Tut	Credits	Theory		OR/PR		Total	
							CIA	ESA	CIA	ESA		
UDIEXBD10 1	MOOCs	VSC	2	-		2	2	-	-	50	-	50
UDIEXBD10 2	Brand Analysis	VSC	-	4		4	8	-	-	50	50	100



[B. Des.]: 2026-2027 (VISUAL COMMUNICATION DESIGN)											
SEMESTER - III											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	UBDVCxxx	PCC	Typography	1	-	3	4	7	40	60	100
2	UBDVCxxx	PCC	Design for Print	2	-	2	4	6	40	60	100
3	UBDVCxxx	PCC	Colour Fundamentals	2	-	2	4	6	40	60	100
4	UBDVCxxx	PCC	Design for Print Media	-	-	2	2	2	50	-	50
	MOOCVC201	MOOC	Fundamentals of Visual Communication	2	-	-					
5	UBDVCxxx	SEC	* Vector Illustration	1	-	3	4	7	40	60	100
	UBDVCxxx	OE	* Open Elective - II	1	-	3					
6	MINOR 3	MIN	Multidisciplinary	2	-	1	3	4	20	30	50
7	ACUHV201	VAC	* Universal Human Values - II: Understanding Harmony	1	-	-	1	1	50	-	50
			* Fundamentals of Artificial Intelligence								
8	UFL201	AEC	Foreign Language - III	1	-	-	1	1	50	-	50
9			Sports	-	-	1	1	2	20	30	50
Total							23/24	35 / 36	350	300	650
Foreign Language - III											
UFL201A	AEC	German	1			1	1	50	-	50	
UFL201B	AEC	Japanese	1			1	1	50	-	50	
UFL201C	AEC	Korean	1			1	1	50	-	50	
Open Elective - II											
UBDVC208A	OE	Event Communication Design	1	-	3	4	7	40	60	100	
UBDVC208B	OE	Event Installations Design	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-III/Sem-IV, under choice based credit system



[B. Des.]: 2026-2027 (VISUAL COMMUNICATION DESIGN)											
SEMESTER - IV											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	UBDVCxxx	PCC	Brand Analysis	1	-	3	4	7	40	60	100
2	UBDVCxxx	PCC	Screen Printing Techniques	2	-	2	4	6	40	60	100
3	UBDVCxxx	PCC	Infographics	2	-	2	4	6	40	60	100
4	UBDVCxxx	PCC	Design for Print Media	-	-	2	2	2	50	-	50
	MOOCVC201	MOOC	Fundamentals of Visual Communication	2	-	-					
5	UBDVCxxx	SEC	* Vector Illustration	1	-	3	4	7	40	60	100
	UBDVCxxx	OE	* Open Elective-II	1	-	3					
6	ACUHV201 /	VAC	* Universal Human Values - II: Understanding Harmony	1	-	-	1	1	50	-	50
			* Fundamentals of Artificial Intelligence								
7	UFL202	AEC	Foreign Language - IV	1			1	1	50	-	50
8			Sports	-	-	1	1	2	20	30	50
Total							20/21	31/32	330	270	600
Foreign Language - IV											
UFL202A	AEC	German	1			1	1	50	-	50	
UFL202B	AEC	Japanese	1			1	1	50	-	50	
UFL202C	AEC	Korean	1			1	1	50	-	50	
Open Elective - II											
UBDVC208A	OE	Event Communication Design	1	-	3	4	7	40	60	100	
UBDVC208B	OE	Event Installations Design	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-III/Sem-IV, under choice based credit system

Course Exit Policy

UG Diploma in Design: Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG diploma in Design, provided they must earn additional credits during the summer vacation of the second year.

Second Year												
Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme				
			Th	Pr	Tut	Credit	Hrs	Theory		OR/PR		Total
								CIA	ESA	CIA	ESA	
UDIEXBD201	Research in Design/MOOCs	VSC	2	-		2	2	-	-	50		50
UDIEXBD202	Project/ Internship	VSC	-	4		4	8	-	-	50	50	100

*Project- In house/ Sponsored/ Case Study/ Field work



[B. Des.]: 2026-2027 (VISUAL COMMUNICATION DESIGN)											
SEMESTER - V											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self- study	Credits	Hours	CIA	ESA	Total
1	UBDVCxxx	PCC	Packaging Design	1	-	3	4	7	40	60	100
2	UBDVCxxx	PCC	Strategic Branding	2	-	2	4	6	40	60	100
3	UBDVCxxx	PCC	Publication Design	2	-	2	4	6	40	60	100
4	UBDVCxxx	PCC	Mini Project	-	-	2	2	2	50	-	50
	MOOCVC301	MOOC	UX / UI Design Essentials	2	-	-					
5	UBDVCxxx	SEC	* Motion Graphics	1	-	3	4	7	40	60	100
	UBDVCxxx	OE	* Open Elective - III	1	-	3					
6	ACEVS301	VAC	* Environmental Studies	1	-	-	1	1	50	-	50
	ACCOI202		* Constitution of India								
7	UBDPDxxx		Summer Internship	-	-	-	2	-	40	60	100
8			Rural Immersion	-	-	1	1	2	20	30	50
Total							21/22	29 / 31	320	330	650
Open Elective - III											
	UBDVC309A	OE	Product Photography	1	-	3	4	7	40	60	100
	UBDVC309B	OE	Design for social media	1	-	3	4	7	40	60	100

Note: * Student can opt the course whether in Sem-V/Sem-VI, under choice based credit system



[B. Des.]: 2026-2027 (VISUAL COMMUNICATION DESIGN)											
SEMESTER - VI											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self- study	Credits	Hours	CIA	ESA	Total
1	UBDVCxxx	PCC	Wireframing and User Interface Design	1	-	3	4	7	40	60	100
2	UBDVCxxx	PCC	System Design	2	-	2	4	6	40	60	100
3	UBDVCxxx	PCC	Virtual Reality Tools	2	-	2	4	6	40	60	100
4	UBDVCxxx	PCC	Mini Project	-	-	2	2	2	50	-	50
	MOOCVC301	MOOC	UX / UI Design Essentials	2	-	-					
5	UBDVCxxx	SEC	* Digital Modelling and Rendering	1	-	3	4	7	40	60	100
	UBDVCxxx	OE	* Open Elective - III	1	-	3					
6	ACEVS301	VAC	* Environmental Studies	1	-	-	1	1	50	-	50
	ACCOI202		* Constitution of India								
7	UBDVCxxx	AEC	Portfolio	-	-	2	2	4	20	30	50
8			Rural Immersion	-	-	1	1	2	20	30	50
Total							21/22	33 / 35	300	300	600
Open Elective - III											
	UBDVC309A	OE	Product Photography	1	-	3	4	7	40	60	100
	UBDVC309B	OE	Design for social media	1	-	3	4	7	40	60	100

Note: * Student can opt the course whether in Sem-V/Sem-VI, under choice based credit system

Course Exit Policy

3-year UG Degree in Design : Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG degree of B.Sc in Design, provided they must earn additional credits during the summer vacation of the third year

Third Year													
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
			Th	Pr	Tut	Credit	Hrs	Theory		OR/PR		Total	
								CIA	ESA	CIA	ESA		
UDEXBD301	Design Thinking/MOOCs	VSC	2	-		2	2	-	-	50		50	
UDEXBD302	Project/ Internship	VSC	-	4		4	8	-	-	50	50	100	

***Project- In house/ Sponsored/ Case Study/ Field work**



[B. Des.]: 2026-2027 (VISUAL COMMUNICATION DESIGN)											
SEMESTER - VII											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	UBDVCxxx	PCC	Exhibition Design	2	-	3	5	8	40	60	100
2	UBDVCxxx	PCC	Design Management	2	-	3	5	8	40	60	100
3	UBDVCxxx		Summer Internship	-	-	-	6	-	40	60	100
4	MOOCVC401	MOOC	Strategic Thinking for Designers	2	-	-	2	2	50	-	50
5	UBDVCxxx	AEC	Portfolio	-	-	2	2	4	20	30	50
Total							20	22	190	210	400

[B. Des.]: 2026-2027 (VISUAL COMMUNICATION DESIGN)											
SEMESTER - VIII											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	UBDVCxxx	PCC	Research Paper Writing: UBD	4	-	-	4	4	50	-	50
2	UBDVCxxx	PRO/DESS	Graduation Project: UBD	-	-	-	12	-	150	200	350
3	MOOCVC402	MOOC	Cross - Media Design	4	-	-	4	4	50	-	50
Total							20	8	250	200	450

Summarised Features:

1. **Placement Preparation & Industry Readiness:** Placement preparation modules are currently included in the curriculum and dedicated practical training and assessment courses in Semester II and Semester IV focusing on portfolio building, design aptitude, communication, software proficiency and industry readiness aligned with Design practice.
2. **Foreign Language Integration:** The curriculum already includes Foreign Language courses from Semester I to Semester IV (German/Japanese/Korean) with 1 credit each under AEC, supporting global communication and interdisciplinary exposure for design students.
3. **Internship Structure & Evaluation:** Internship exposure is already present through “Summer Internship” in Semester V and VII; however, authorities expect completion before Semester VI with structured evaluation methods such as logbooks, rubrics, mentor feedback, and presentation assessment.
4. **Technical Club & Co-curricular Engagement:** The present structure includes Sports and Rural Immersion activities are added as Co-curricular Engagement.
5. **Global Exposure Opportunities:** The program currently emphasizes strong multidisciplinary and immersive learning experiences through studio practice, electives, MOOCs, and rural immersion activities. As the program develops further international collaborations and academic partnerships, opportunities such as Foreign University Internships and Study Tours may be incorporated to enhance global design exposure and cross-cultural learning experiences for students.
6. **Theory–Practical Balance & R&D Orientation:** The Product Design curriculum demonstrates a strong practical orientation through studio, modelling, prototyping, rendering, and project-based subjects across semesters. However, semester-wise theory-practical ratio should be explicitly documented to satisfy the required 50-50 experiential learning expectation. Additionally, project evaluation rubrics should formally include R&D outcomes such as patents, research publications, innovative prototypes, design filings, and industry collaborations, especially in Mini Projects, System Design, Research Paper Writing, and Graduation Project.

