

SCHOOL OF DESIGN
SWARNIM STARTUP & INNOVATION UNIVERSITY
 UG – DEGREE (40) – PRODUCT DESIGN

Course	Bachelor of Product Design
Aim & Objective	Product Design course at School of Design, SSIU offers skills to develop new innovative products through combining art, creativity and applied sciences. The course offers students to design products that meets residential, commercial and industrial needs of the people through most innovative ways in terms of aesthetic values as well as functional needs. The coursework of Product design focuses on developing innovative and entrepreneurship skills, understanding consumer behaviour and studying technological trends to prepare creative yet practical designers. Students will gain exposure to the technical nuances of product design through different mediums such as computer-aided design, 3-D printing and electronics.
Pre-requisite	12 th Science, Commerce + University Examination
Semester – 1	Basics of Design – I
	Material & Techniques – I
	Workshop – I
	Introduction to Entrepreneurship
Semester – 2	Design Studio – I
	Material & Techniques – II
	Technical Representation Drawings – I
	Design Process
	Environmental Perception
	Introduction to Innovation & Ideation
Semester – 3	Design Studio – II
	Material & Techniques – III
	Furniture Design – I
	Services – I
	History of Product Design
	Business Model (Plan & Execution)
Semester – 4	Design Studio - III
	Material & Techniques – IV
	Furniture Design – II
	Services – II
	Lighting Design
	Computer Application – I
	New Venture Creation
Semester – 5	Design Studio – IV
	Material & Techniques – V
	Furniture Design – III
	Specifications & Estimation
	Computer Application – II

	Scaling up the Venture
Semester – 6	Design Studio – VI
	Material & Techniques – VI
	Furniture Design – IV
	Computer Application – III
	Growth & Expansion of the Venture
Semester – 7	Professional Training
Semester – 8	Project Work