



**AJEENKYA**  
D Y PATIL UNIVERSITY  
THE INNOVATION UNIVERSITY

School of Design

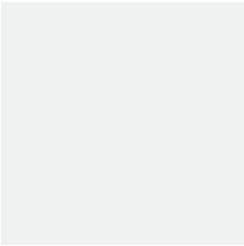


# ADYPU SCHOOL DESIGN



Empowering Creativity, Innovating Tomorrow

A creative blend of students engaged in hands-on projects, futuristic designs, and collaborative brainstorming sessions.



## TRANSFORM YOUR PASSION FOR DESIGN INTO A SUCCESSFUL CAREER



Applications Open for **2025-2026**

### ADYPU ALL INDIA DESIGN APTITUDE TEST

All India, Online Proctored Test conducted by Ajeenkya DY Patil University, Pune, India



ADI | Association of Designers of India



sod.adypu.edu.in

## ABOUT ADYPU:

Ajeenkya DY Patil University (ADYPU), established in 2015, is a UGC-approved institution dedicated to academic excellence and innovation. Located in Pune, the university offers various undergraduate, postgraduate, and doctoral programs across diverse disciplines. ADYPU is home to several schools, including the School of Engineering, School of Design, School of Law, School of Management, School of Hotel Management, School of Liberal Arts, School of Film and Media, and School of Architecture. With a



**Padmashree Dr. D.Y. Patil**  
Founder



**Dr. Ajeenkya DY Patil**  
President



**Dr. Rakesh Kumar Jain**  
Vice Chancellor



**Aparna Mhetras**  
Dean SOD

focus on research, creativity, and industry collaboration, ADYPU aims to equip students with the skills and knowledge to excel in their respective fields.

## ABOUT SCHOOL OF DESIGN (SOD):

Founded in 2010 as the Automotive and Research Center under DYP DC, the School of Design transitioned into a vibrant hub of limitless innovation in 2015. Initially focused on Automotive Design, we have since expanded our horizons, introducing diverse programs that redefine design education.

At the School of Design, we nurture adaptable, forward-thinking creators ready to shape ideas with global impact. Our BDes, MDes, and PGD programs blend immersive learning with practical expertise, offering a transformative journey that reshapes how students see and practice design. Step into a world where creativity knows no bounds — join us and redefine the future of design!

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## VISION:

The ADYPU School of Design blends creativity with education, offering a space for students to explore their passions, refine their skills, and turn concepts into impactful products and experiences.

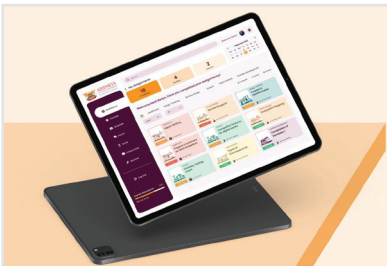
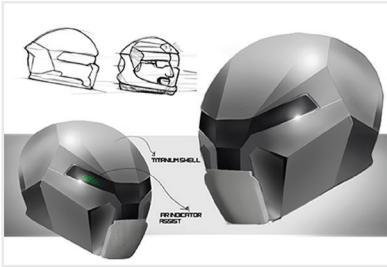
Our vision emphasizes innovation and creativity, fostering a culture of experimentation and ambitious projects that push the boundaries of design.

Equipped with state-of-the-art technology and tools, the school empowers students to explore new forms of media and design.

## MISSION:

The School of Design is dedicated to fostering design excellence by providing a comprehensive education rooted in design theory, practice, and real-world experience through internships, projects, and industry collaborations. We prioritize diversity and inclusivity in all aspects of our mission.

## EXPLORE OUR COMPREHENSIVE DESIGN PROGRAMS



### Undergraduate Programs (B.Des):



#### Transportation Design:

Design the vehicles of the future with a focus on sustainability and innovation.



#### Product Design:

Bring ideas to life with functional and aesthetic product solutions.



#### Visual Communication:

Craft impactful visual stories using design, photography, and media.



#### Fashion Design:

Revolutionize the world of style with creative and sustainable fashion solutions.



#### UI/UX Design:

Create seamless digital experiences with a user-first approach.



#### Interior Design:

Design functional and inspiring spaces that cater to the needs and aesthetics for users.

### Postgraduate Programs (M.Des):



#### Transportation Design:

Master advanced vehicle design and future mobility concepts.



#### UI/UX Design:

Dive deeper into creating intuitive digital experiences.

### Post Graduate Diploma (PGDM):



#### Digital Modelling:

Learn to create high-quality 3D models and digital prototypes using advanced digital tools.

01

Drawing Studios

02

CAD Studio

03

Illustration and Graphic Design Studio

04

CNC Lab and Laser Cutting Shop Floor

05

Garment Construction Lab

06

Sound Mixing and Recording Studio

07

Furniture/ Wood Working Studio

08

Model Making Studio

09

Innovation Lab/Center

10

Clay Modelling Lab

11

Cintiq Lab

UNPARALLELED  
LEARNING  
EXPERIENCE

## WHY CHOOSE ADYPU SCHOOL OF DESIGN?

### World-Class Infrastructure:

Fully equipped design studios, labs, and prototyping facilities.

### Collaborative Opportunities:

Interact with leading professionals through workshops, seminars, and live projects.

### Global Edge:

Benefit from international collaborations and global design exposure.

### Vibrant Campus Life:

Engage in design fests, competitions, and cultural events.

### Placement Support:

Join the ranks of our alumni working with top design firms and global brands.



## CAREER GUIDANCE:

Communication | Problem Solving | Team Skills | Portfolio Creation | Analytical Skills | Interview Techniques | Creative Thinking | Collaborative Environment Skills

## PLACEMENT ASSISTANCE:

Strong industry tie-ups with leading companies like Tata Motors, Wipro, Infosys, Raymond, and many more.

Dedicated career counseling, portfolio development, and interview preparation.



## ELIGIBILITY:



### UNDERGRADUATE PROGRAMS:

10+2 (any stream) with a minimum of 50%.

### POSTGRADUATE PROGRAMS:

Bachelor's degree in any relevant field with a minimum of 50%.

### PG DIPLOMA:

Bachelor's degree or equivalent with a design background. Valid Scores of ADYPU All India Design Aptitude Test Studio Test and Personal Interview on Campus

\* Aspirants who have attempted UCEED | NOD with valid scores, will be preferred in lieu of ADYPU AIDAT



Sr No.	Name of Program	Duration (in years)	First Installment	Second Installment	Tuition Fees for AY 25-26 in INR
1	B.Des - Transportation Design	4	₹ 500,000	₹ 500,000	₹ 1,000,000
2	B.Des - UI/UX	4	₹ 175,000	₹ 175,000	₹ 350,000
3	B.Des - Product Design	4	₹ 175,000	₹ 175,000	₹ 350,000
4	B.Des - Visual Communication Design	4	₹ 175,000	₹ 175,000	₹ 350,000
5	B.Des - Fashion Design	4	₹ 175,000	₹ 175,000	₹ 350,000
6	B.Des - Interior Design	4	₹ 175,000	₹ 175,000	₹ 350,000
7	M.Des - Transportation Design	2	₹ 350,000	₹ 350,000	₹ 700,000
8	M.Des - UI/UX	2	₹ 250,000	₹ 250,000	₹ 500,000
9	PG Diploma in Digital Modelling	1	₹ 137,500	₹ 137,500	₹ 275,000

\*Examination fees, one-time registration fees, and Convocation & Alumni registration charges will be applicable additionally, as per the norms prescribed by the university.



# ADYPU AIDAT

ENTRANCE 2025



## STEPS TO FOLLOW



**STEP 1**  
Register  
Yourself



**STEP 2**  
Verify  
Email



**STEP 3**  
Fill Application  
Form Online



**STEP 4**  
Pay  
Application Fee



**STEP 5**  
Submit  
Application



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**LET YOUR  
CREATIVITY  
REDEFINE  
THE FUTURE**

**ADMISSIONS OPEN**

CONTACT US:

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+91-8956487912

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