The B.Design Product Design is a four-year undergraduate program that concentrates on the designing aspect and prepares students for careers in product design. The program's curriculum is designed to provide students with a strong foundation in design principles and methodologies and provides a thorough understanding of the technical aspects of product design.

The B Design program in Product Design, an immersive four-year undergraduate program that focuses on nurturing students' talents and preparing them for successful careers in the dynamic field of product design. Our comprehensive curriculum is meticulously crafted to provide students with a solid foundation in design principles, methodologies, and technical expertise, ensuring they acquire a holistic understanding of the discipline.

Throughout the program, students learn from various subjects essential to product design, ranging from design

history, drawing, and sketching, materials science, and computer-aided design (CAD) to ergonomics, manufacturing processes, prototyping, and user-centered design. This diverse range of topics ensures that students are equipped with a broad spectrum of knowledge and skills to excel in the industry.

Launch your career in Design with our B.Design Product Design program. Experienced faculty, hands-on learning, and industry connections.

Course Information

Admission Procedure

Merit prepared on basis of the qualifying exam

Provisional Admission

Seats to be allocated based on projected scores(12th), calculated basis the candidate's 10th percentage

Eligibility

All interested candidates should have passed Class XII from a recognized board of examination in any

Important Links

Fee Structure

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Scheme

Curriculum

Career Prospects

Graphic Era Hill University's B Design Program in Product Design will help the students embark on a transformative educational experience that will empower them to become a highly skilled and visionary product designer.

Below are the job profiles that could be explored:

- Product Designer: graduates can work with companies across industries to design and develop innovative and visually appealing products. They can contribute to the entire product lifecycle, from conceptualization and prototyping to manufacturing and market launch.
- Industrial Designer: Industrial designers specialize in creating products that are not only aesthetically pleasing but also functional, ergonomic, and user-friendly. They work on a diverse range of products, such as consumer electronics, appliances, furniture, and transportation vehicles.
- Design Researcher: Graduates can explore careers as design researchers, conducting qualitative and quantitative research to gain insights into user needs, preferences, and behaviour. They help shape the design process by providing valuable data-driven insights and recommendations.
- Design Consultant: Graduates can offer their expertise as design consultants, working with businesses and organizations to improve their products, user experiences, and overall design strategies.
- Design Entrepreneur: Our program equips graduates with the skills needed to venture into entrepreneurship by developing and marketing their own product ideas or offer design services to clients.
- Design Manager: Graduates with strong leadership and project management skills can pursue careers as design managers. They oversee design teams, coordinate projects, and ensure the successful execution of design strategies within organizations.

We invite you to join our B Design program in Product Design and embark on a transformative educational journey that will nurture your creativity, hone your technical expertise, and empower you to make a lasting impact in the world of product design.

Key Highlights

Our program places a strong emphasis on the vital aspects of design thinking, creativity, and innovation in the realm of product design. Students are encouraged to approach design challenges systematically and think outside the box, fostering their ability to develop ground-breaking solutions that truly meet the needs of users. By honing their creative and analytical abilities, students gain a unique perspective on problem-solving and acquire the tools to drive innovation in the field.

Throughout their journey, students will have the opportunity to engage in hands-on projects, collaborate with industry professionals, and gain practical experience that nurtures their growth as product design specialists. By working on real-world design challenges, students develop a comprehensive skill set that merges technical expertise with artistic flair, preparing them to tackle the complexities of the rapidly evolving product design landscape.

Some of the Key Highlights about our program are following:

- Comprehensive Curriculum: Our program offers a comprehensive curriculum that covers a wide range of essential subjects in product design.
- Design Thinking and Innovation: Our program emphasizes these crucial elements, enabling students to approach design challenges with a systematic and creative mindset.
- Practical Learning: We value experiential learning, and our program provides ample opportunities for students to gain practical experience. Collaborating with industry professionals, engaging in internships, and working on real-world projects allow students to apply their skills and knowledge in a professional setting.
- Blend of Artistic and Technical Skills: Students develop strong artistic and visual communication skills through drawing, sketching, and visual design, while also mastering the technical aspects of product design, such as CAD and manufacturing processes.
- Industry Connections: We have established strong connections with industry partners, ensuring that our students have access to valuable networking opportunities and exposure to the latest trends and advancements in product design.
- Studio Environment: Our program fosters a collaborative and creative studio environment where students can thrive. Engaging in teamwork, brainstorming sessions, and critique sessions, students benefit from the diverse perspectives

and constructive feedback of their peers and faculty, fostering personal growth and refining their design skills.

Frequently Asked Questions

What are the prerequisites or requirements for applying to the B Design Product Design program?

Are there any specific software or tools that students will learn to use in the program?

Are there any internships or industry collaborations available for B Design Product Design students?