



DAYANANDA SAGAR  
UNIVERSITY



# B.DESIGN

Explore your Innate Creative potential to  
Learn, Discover, Innovate & Create



SCHOOL OF DESIGN & DIGITAL TRANSMEDIA

# Index

About DSU.....	01
Great Legacy.....	02
Design at DSU.....	03
Program Vision & Mission.....	04
Specializations.....	05
Program Eligibility.....	05
Why Design @ DSU.....	20
Internships.....	22
Facilities & Resources.....	24
Student Chronicles.....	25
Why students should opt for a B.Design program in a city like Bangalore ...	27

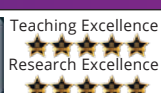
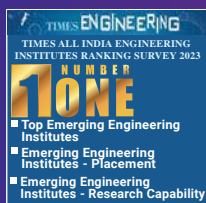
# DSU & its Rich Legacy of Excellence & Innovation

Dayananda Sagar Institutions founded in the 60's by a visionary, Late Sri. R. Dayananda Sagar (Barrister-at-Law) committed to take knowledge to the people, transforms today's students into responsible citizens and professional leaders of tomorrow. Dayananda Sagar University created by an Act of the Karnataka State in 2014, built on this adorable legacy and inspired by its own milestones, meeting the needs of quality higher education in this part of the world.

Dayananda Sagar University (DSU) is one of the top buoyant centers of transformative education, technological breakthroughs, and multidisciplinary research across engineering, law, management and media. Being a young, proactive, and leading university, DSU is breaking new ground and introducing some of the most advanced and innovative technologies in pedagogy with the goal of fostering the enduring skills and dispositions that the students will need for this new world.



## University Accreditation and Rankings



# Great Legacy



**Late Shri R. Dayananda Sagar**



**Late Dr. Chandramma Dayananda Sagar**

The Founder President of Dayananda Sagar Institutions, Late Shri R. Dayananda Sagar and Late Dr. Chandramma Sagar had a great vision: Education for all sections of society.

They set up the Mahatma Gandhi Vidya Peetha Trust (MGVP); which started as a one-college campus and is today a multi location destination to thousands of young men and women who walk into the Dayananda Sagar campuses in pursuit of a dream and march out as confident citizens, ready to absorb the challenges and opportunities of an exciting new world.

Dayananda Sagar Institutions, played an important part in creating history enabling easy access to good and quality education by all, winning the hearts of many, far and wide reflecting the legacy of Dayananda Sagar University.

## The Leadership



**Dr. D. Hemachandra Sagar**  
Chancellor and Founder

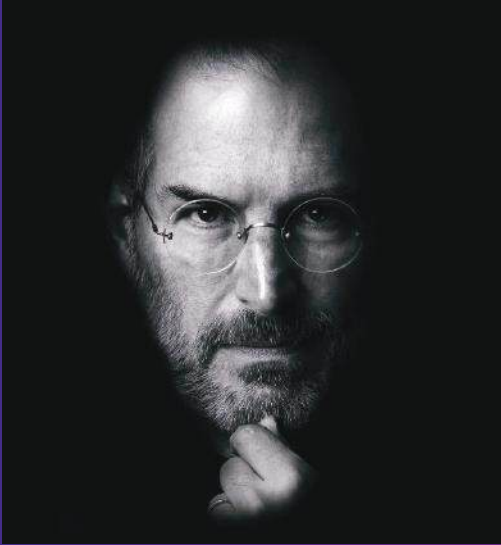


**Dr. D. Premachandra Sagar**  
Pro Chancellor and Founder

They are thinkers, planners, institution builders. By profession they are medical doctors, enriched with insights gained from hands-on work experience, learning and sharing through interaction. Accomplished and widely travelled, they bring with them worldly wisdom in all that they do.



# Design at Dayananda Sagar University



“

*“Design is not just  
what it looks like and feels like.  
Design is how it works.”*

- Steve Jobs

At Dayananda Sagar University, Bachelor's in Design (B.Des.) course is a four-year full-time degree program that equips students with industrially relevant knowledge and skills that are required to become a professional designer. With creativity as its main driver, we consider usability, aesthetics, functionality and sustainability at the focal points of design. This course combines the knowledge of science, technology, human behavior and society to address human needs spanning across the various levels of Maslow's hierarchy. We nurture students to apply emerging technologies such as AI, IoT, AR and VR, Additive Manufacturing to develop systems that address real-world problems.



Immersive  
Interdisciplinary Design  
Program



Multifaceted Faculties  
from Industry



Global Perspectives  
into Design Trends



Mentorship Program  
for Skill Development



Student-Centric  
Approach & Innovative  
Teaching Methodology



Greater  
Industrial Exposure



Innovation in Inspiring  
Space at the Heart  
of Bangalore City

# Program Vision

To become a global leader offering world-class education in the field of Design, Filmmaking, Animation, Visual Effects and Gaming industry and proactively engage with the industry and adapt to rapid changes in technology landscape.

# Program Mission

Offer world-class education to develop highly skilled professionals in the field of Design, Filmmaking, Animation, Visual Effects, Gaming, VR & AR.

Foster an ecosystem of start-ups and entrepreneurship in the Design, Animation, Visual Effects, Filmmaking and Gaming Industry, AR & VR.



# Specializations



## Product Design

- o CAD and 3D printing
- o Product Ergonomics
- o Furniture Design
- o Toy Design
- o Inclusive Design
- o Design of intelligent products



## Animation and VFX

- o Digital Art
- o 2D and 3D Animation
- o VFX visualization
- o Augmented and virtual reality
- o Stereoscopy
- o Motion Graphics for film, broadcast and other media pads.



## User Experience Design

- o User research
- o Usability and Usability Testing Studies
- o Augmented and Virtual Reality
- o Web Design
- o Application Design for Android and IOS
- o Packaging and Branding



## Game Design

- o Game Art
- o Narrative Principles
- o Augmented and Virtual Reality
- o Game Programming

### Note:

Students enrolled in the 4-year B. Design program can select their specialization of choice starting from the 3rd semester (2nd year). This means you can explore your passions, find what excites you the most, and dive deeper into the area that truly inspires you.

## Eligibility

50% marks in 10+2 or equivalent in any stream from a recognized board with English as a mandatory course.

or at least 50% aggregate in 3 year diploma with English as a mandatory course.

## Program Highlights

- >> Four year full time degree program
- >> Active industry interaction
- >> Inter-disciplinary curriculum
- >> Highly experienced and qualified faculty

- >> Curriculum designed under the guidance of experts from IISc, IITs & industry
- >> Project driven curriculum

# Product Design

## Introduction:

This program is crafted to transform creative thinkers into innovative product designers. This specialization merges essential design principles with practical skills, empowering students to create impactful, sustainable products that shape tomorrow.

## What You Can Expect?

**Dynamic Curriculum:** A comprehensive approach combining functionality, usability, and sustainability to build versatile design expertise.

**Hands-On Learning:** Engage in real-world projects that bridge theory and practice, setting a strong foundation for a career in product design.

**Technical Skills:** Master key tools and techniques, including CAD, 3D printing, AR/VR applications, and ergonomic design.

**Research-Based Learning:** Participate in research-driven courses that inspire innovation and foster deep industry insights.

**Industry Connections:** Access valuable mentorship and collaborations with industry leaders like the DERBI Foundation for firsthand experience.

**Expert Faculty:** Learn from distinguished faculty members who bring extensive industry and academic experience into the classroom.

## Elective Options

### Professional Elective – I

- ▣ DESIGN SEMIOTICS AND SEMANTICS
- ▣ DESIGN OF SMART SYSTEMS
- ▣ VEHICLE STYLING
- ▣ HUMAN COMPUTER INTERACTION

### Professional Elective – II

- ▣ PACKAGING AND BRANDING
- ▣ DESIGN MANAGEMENT
- ▣ INTERIOR DESIGN
- ▣ DESIGN SIMULATION AND ANALYSIS
- ▣ NEW PRODUCT DEVELOPMENT

### Professional Elective – III

- ▣ APPLICATION DESIGN
- ▣ TECHNICALLY COMPLEX PRODUCTS
- ▣ INTRODUCTION TO GAME DESIGN
- ▣ PROGRAMMING IN PYTHON AND REACT JS

### Professional Elective – IV

- ▣ PRODUCT LIFE CYCLE AND MANAGEMENT
- ▣ AI APPLICATIONS IN DESIGN
- ▣ DESIGN FOR ASSEMBLY AND DISASSEMBLY
- ▣ ADVANCED SCULPTING
- ▣ AR AND VR TECHNOLOGIES IN DESIGN



## Industries looking for the Relevant Skills

**Consumer Electronics:** Apple, Samsung, Philips, Dyson

**Automotive:** Tesla, BMW, Tata Motors, Mahindra

**Furniture and Home Goods:** IKEA, Urban Ladder, Pepperfry

**Healthcare and Medical Devices:** GE Healthcare, Siemens Healthineers, Philips Healthcare

**Technology:** Microsoft, Google, Dell, Logitech

**Industrial Design:** 3M, Honeywell, Bosch

**Sustainable Design:** Organizations focusing on eco-friendly products like Tesla, and start-ups in green energy solutions

## Industry Insights

- Strong demand across automotive, furniture, footwear, lighting, consumer appliances, medical devices, electronics, industrial machinery. [Reference Link](#)
- Reports project ~12% annual salary hikes in design/engineering roles in FY 2025—26. [Reference Link](#)

## Emerging Job Opportunities/Careers

### Industrial & Product Design

Industrial Designer, Mechanical Product Design Engineer, Product Design Engineer, R&D Designer, Materials Specialist

### Automotive Design

Automotive Designer, EV Designer, Vehicle R&D Specialist, Automotive Design Lead

### Furniture & Interior Design

Furniture Designer, Lighting Designer, Interior Product Designer

### Footwear Design

Footwear / Shoe Designer, CMT (Cutting, Making, Trimming) Designer, Accessories Designer

### Emerging Tech & Advanced Manufacturing

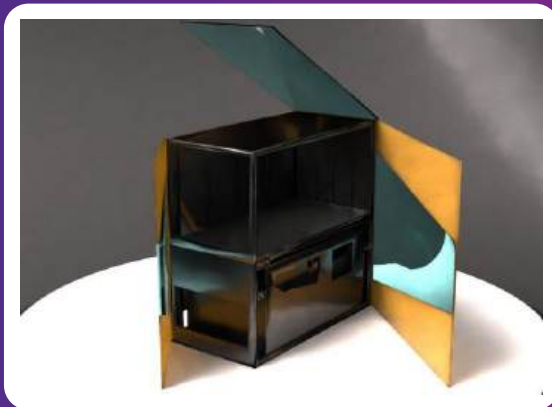
Smart Product Designer (IoT Devices), Sustainable Product Designer (Eco-materials, Circular Design), Rapid Prototyping / 3D Printing Specialist

### Cross-Domain / Senior Leadership Roles

Design Leads / Heads of Product Design, Senior R&D Managers, Cross-functional Design + Engineering Specialists

# Student Projects for Experiential Learning

## The Gold Cleaning & Polishing Machine



**JEWLUXE**

Gururaj R,  
Surya Srinivas M,  
Sanshray B K

The project “Design and Development of Cleaning and Polishing Machine” aims to create a compact, user-friendly device for efficient and safe ornament maintenance. It combines ultrasonic cleaning to remove dirt with felt-wheel polishing to restore jewelry luster. A gold dust collection tray is integrated to minimize material loss and enhance economic value.

## Cradled by Nature



**CRADELLA**

Fariyah Khan

The project “Cradella: Cradled by Nature” is a baby cradle design inspired by the bivalve shell, combining symmetry, protection, and compactness. It addresses urban living challenges with an ergonomic, space-efficient, and visually appealing design. Nature-inspired textures, colors, and forms enhance comfort and aesthetics, while digital prototypes showcase functionality, mobility, and harmony with modern interiors.

# User Experience Design

## Introduction:

This program is crafted for creative visionaries and problem-solvers, blending design principles with cutting-edge technology to equip you for an impactful career in UX design. Through research, industry projects, and a hands-on curriculum, you'll be ready to create intuitive digital experiences that shape the future.

## What You Can Expect?

**Design Seamless Interactions:** Master the skills to create user-friendly, visually captivating interfaces across web, mobile, and game platforms.

**Holistic Skill Development:** Gain expertise in critical areas like user research, visual design, and AR/VR, essential for a dynamic UX field.

**Hands-On Learning:** Engage in project-based work that directly applies to real-world UX scenarios, building a standout professional portfolio.

**Research-Focused Approach:** Dive into courses that prioritize user insights and industry trends, keeping you at the forefront of UX design innovations.

**Industry Engagement:** Connect with industry leaders through DSU's DERBI Foundation, offering collaborative projects and valuable industry exposure.

**Guidance from Expert Faculty:** Learn from experienced professionals passionate about digital innovation and user-focused design.

## Elective Options

### Professional Elective – I

- ▣ ADVANCED METHODS IN USER RESEARCH
- ▣ ANGULAR JS
- ▣ DESIGN SEMIOTICS AND SEMANTICS
- ▣ UX FOR SMART SYSTEMS

### Professional Elective – II

- ▣ ANIMATION DESIGN
- ▣ UX AND DIGITALIZATION
- ▣ PACKAGING AND BRANDING DESIGN

### Professional Elective – III

- ▣ EMERGING PATTERNS IN INTERFACE DESIGN
- ▣ GAMIFICATION AND UX
- ▣ AI APPLICATIONS IN DESIGN
- ▣ PROGRAMMING IN PYTHON AND REACT JS

### Professional Elective – IV

- ▣ UX DESIGN ADVANCES
- ▣ UX APPROACHES IN AGILE ENVIRONMENT
- ▣ AR AND VR TECHNOLOGIES IN UX
- ▣ DESIGN FOR ASSEMBLY AND DISASSEMBLY

## Industries looking for the Relevant Skills

**IT and Software:** Adobe, SAP, IBM, Infosys, Wipro

**E-Commerce:** Amazon, Flipkart, Myntra, Nykaa

**Social Media and Digital Platforms:** Meta, Twitter, YouTube, LinkedIn

**Banking and Fintech:** Paytm, Razorpay, HDFC Bank, Kotak Mahindra

**EdTech:** BYJU'S, Unacademy, Coursera, Khan Academy

**HealthTech:** Practo, Portea, 1mg

**Start-ups:** Various SaaS and mobile-first app start-ups

**Gaming UX:** Zynga, Ubisoft, Activision

## Industry Insights

- Over 45,000+ active UI/UX job openings in India (early 2025), up approximately 67% from 2023. [Reference Link](#)
- Strong year-on-year demand increases (e.g. approximately 67% growth in job openings from 2023 to 2025) in UI/UX roles. More demand for specialised roles (UX Research, Service Design, etc.). [Reference Link](#)

## Emerging Job Opportunities/Careers

User Research

UX Research Scientist, Behavioral Data Analyst, Research Operations Manager

Visual Design/UI Design

Voice & Conversational UI Designer, AR/VR Interaction Designer, Design Systems Architect

Information Architecture

UX Strategist, Ethical AI UX Designer, Voice/Content Strategist (UX Focus)

UX Strategy

CX/UX Integration Lead, Systems Designer, Smart City UX Designer

HCI (Human-Computer Interaction)

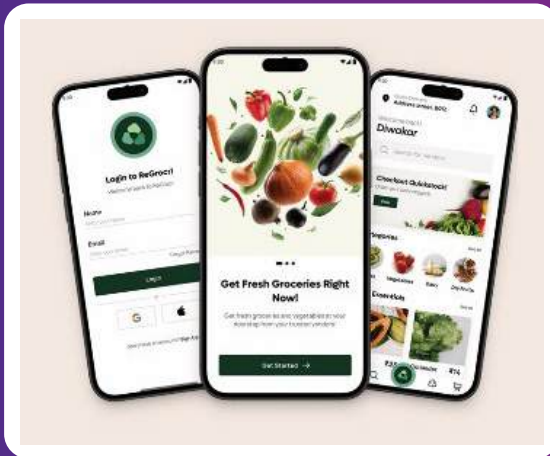
HCI Research Scientist, Human Factors Specialist, Usability Analyst

Design for Emerging Technologies (e.g. AR/VR, AI, etc.)

AR/VR Experience Designer, Conversational Interface Designer, AI UX Designer



# Student Projects for Experiential Learning



## Smart Stock

Vishal P  
Jaya Ridhanya S

SmartStock is an all-in-one grocery and health assistant that helps manage groceries, track stock levels, and get expiry alerts. Its Health Hub analyzes consumption trends, nutrient intake, and provides smart labels like Low Sugar or High Iron. With AI-powered tips, personalized diet plans, and automated ordering, it ensures both convenience and healthier choices.



## Vestora

Neha Poddar

Vestora is an AI-powered fashion app that empowers users with virtual try-ons, smart wardrobe management, and personalized outfit planning.

It bridges the gap between local fashion stores and digital shoppers, offering a convenient, interactive, and style-savvy shopping experience.

# Animation and VFX Design

## Introduction:

Designed for ambitious and passionate creators, this program blends artistry and technology to bring imagination to life. At DSU, you'll gain a competitive edge with a curriculum aligned to industry demands, focusing on both artistic finesse and technical mastery. Whether you're drawn to the art of character design, the science of digital effects, or the thrill of visual storytelling, this program opens doors to a dynamic array of career paths in animation and VFX.

## What You Can Expect?

**Master Creative Storytelling:** Learn to create compelling stories through visual art, animation, and digital effects.

**Gain Versatile Technical Skills:** Develop expertise in 3D modeling, lighting, compositing, and sound to meet diverse industry demands.

**Collaborate with Industry Experts:** Engage with industry professionals, giving you insights into current trends and workflows.

**Build a Dynamic Portfolio:** Work on industry-relevant projects that showcase your skills, helping you stand out in a competitive field.

**Prepare for a Wide Range of Roles:** From concept artist to technical director, this program equips you for various roles in animation and VFX.

## Elective Options

### Professional Elective – I

- ▣ GENERATIVE DESIGN [ AI BASED ]
- ▣ PHOTOREALISTIC LIGHTING & RENDERING /LOOK DEVELOPMENT
- ▣ 3D PRODUCTION DESIGN [BLENDER]

### Professional Elective – II

- ▣ ADVANCED 3D ANIMATION
- ▣ CREATURE ANIMATION
- ▣ ADVANCED TEXTURING &
- ▣ PAINTING [Substance painter]

### Professional Elective – III

- ▣ MATCH-MOVING
- ▣ ADVANCED COMPOSITING TECHNIQUES [ NUKE ]
- ▣ STEREOSCOPY TECHNIQUES
- ▣ LIGHTING AND RENDERING

### Professional Elective – IV

- ▣ ROTOSCOPY AND PAINT
- ▣ STUDIO DESIGN & PROJECT MANAGEMENT
- ▣ 3D LAYOUT DESIGN
- ▣ AR AND VR TECHNOLOGY

## Industries looking for the Relevant Skills

**Film Production Houses:** Walt Disney Studios, Pixar, DreamWorks, Warner Bros.

**Streaming Platforms:** Netflix, Amazon Prime, Disney+ Hotstar

**Advertising and Media:** Ogilvy, Dentsu, JWT, Leo Burnett

**Broadcasting Networks:** Discovery, BBC, Cartoon Network, Nickelodeon

**Post-Production Studios:** Framestore, MPC, Double Negative (DNEG)

**AR/VR Content Creators:** Oculus, Magic Leap, Unity Technologies

**Corporate Communication:** Companies needing animated explainer videos

## Industry Insights

The animation industry is expected to grow in 2025, with endless opportunities. According to a report, the global market size is projected to exceed \$400 billion by 2025. [Reference Link](#)

The sector is expected to create over 160,000 new jobs annually in AVGC-XR. and by 2030, total new jobs anticipated around 2,000,000 (20 lakh) in the AVGC-XR vertical. [Reference Link](#)

## Emerging Job Opportunities/Careers

### Junior Animator

Create basic animations, assist with storyboarding, and handle repetitive tasks under guidance.

### Animator/3D Artist

Work on character movement, scene development, and collaborate on larger projects.

### Senior Animator

Lead animation sequences, mentor juniors, and ensure quality and consistency in output.

### Animation Supervisor

Oversee teams, coordinate with directors, and manage project timelines and creative vision.



### Art Director/Creative Director

Set the visual style, guide the creative process, and make high-level decisions for projects.

### Technical Director

Develop and implement animation tools, solve technical challenges, and optimize workflows.

### VFX Supervisor

Manage visual effects integration, ensure realism, and lead complex, tech-driven projects.

### Studio Head/Producer

Handle business operations, client relations, and oversee multiple projects and teams.





# Student Projects for Experiential Learning



## Berry Brave

Gopika  
Supraja

Our first 2D animated short film, created using Adobe Animate CC and Photoshop. We began with rough sketches, designed the backgrounds in Photoshop, and completed the animation in Animate CC. Vision and Mission The story follows a small strawberry that gets eaten by a young boy and begins an adventure inside his body. Along the way, it discovers the boy's heart is dusty and filled with germs. The strawberry decides to clean it, highlighting how strawberries are good for heart health.



## Tea Kadai

Gopika

This short video tells the story of a successful man returning to his childhood village. When he visits a familiar tea shop, memories of the struggles and traumas from his youth resurface—reminding him of everything that drove him to work hard and succeed.

# Game Design

## Introduction:

This innovative program empowers you to craft experiences that go beyond traditional gameplay, focusing on purposeful and engaging design that resonates with players. At DSU, you'll master the art of immersive storytelling, level design, and motion graphics—all while exploring the profound impact of games as interactive art.

## What You Can Expect?

**Hands-On Game Development:** Create engaging games with a focus on purpose-driven design and immersive storytelling.

**Cutting-Edge Skills:** Develop expertise in multi-platform design, interface development, and interactive narratives.

**Real-World Connections:** Engage with industry experts and gain startup exposure through DSU's DERBI Foundation.

**Diverse Career Options:** Enter roles like game designer, VR developer, narrative designer, and game analytics specialist.

**Expert Mentorship:** Learn directly from professionals with extensive experience in the gaming industry.

## Elective Options

### Professional Elective – I

- ▣ GENERATIVE DESIGN [ AI BASED ]
- ▣ PHOTOREALISTIC LIGHTING & RENDERING / LOOK DEVELOPMENT
- ▣ 3D PRODUCTION DESIGN [BLENDER]

### Professional Elective – II

- ▣ ADVANCED 3D ANIMATION
- ▣ ADVANCED PROGRAMMING FOR GAMES VFX FOR GAMES
- ▣ ADVANCED TEXTURING AND PAINTING

### Professional Elective – III

- ▣ WEB-BASED GAMES
- ▣ CINEMATICS FOR GAMES
- ▣ MOTION CAPTURE FOR GAMES
- ▣ AI FOR GAMES

### Professional Elective – IV

- ▣ APPLIED GAME MECHANICS
- ▣ STUDIO DESIGN & PROJECT MANAGEMENT
- ▣ ANDROID GAME DEVELOPMENT
- ▣ AR AND VR TECHNOLOGY

## Industries looking for the Relevant Skills

**Game Development Studios:** Ubisoft, EA Games, Rockstar Games, Naughty Dog

**Mobile Gaming Companies:** Supercell, Rovio, Zynga, Gameloft

**Indie Game Studios:** Local and global independent game development firms

**AR/VR Gaming:** Oculus (Meta), HTC Vive, Niantic (Pokemon GO)

**Educational Gaming:** MindSpark, LeapFrog, Duolingo

**E-Sports and Interactive Platforms:** Twitch, YouTube Gaming, Valve

## Industry Insights

Industry set to surpass \$3B by end of 2025, aiming for \$9.1B by 2029. [Reference Link](#)

1,900+ gaming companies, 1.3 lakh highly skilled professionals employed. Job creation projected at 2 million+ by 2034. [Reference Link](#)

## Emerging Job Opportunities/Careers

### Game Development & Engineering

- Game Developer (Frontend/Backend)
- Gameplay Programmer
- AI Programmer (Game AI, Procedural Generation)
- Tools & Pipeline Engineer
- Engine Developer (Unity/Unreal Specialist)

### Game Art & Visual Design

- 2D/3D Game Artist (Concept, Character, Environment)
- Technical Artist (Shader, VFX, Pipeline Integration)
- Animation Specialist (Cinematics, Character Rigging)
- UI/UX Designer for Games

### Game Design & Narrative

- Game Designer (Level, Systems, Mechanics)
- Narrative Designer / Game Writer
- Economy Designer (In-game currency, balancing)
- Player Experience Designer



## **Production & Playtesting**

- Game Producer / Associate Producer
- Quality Assurance (QA) Tester
- Playtest Coordinator / User Researcher
- Community Manager / Player Support Analyst

## **Data & Analytics**

- Game Data Analyst (Player Behavior, Monetization)
- Live Ops Analyst (Retention, Engagement, Events)

## **Audio & Technical Experience**

- Game Audio Engineer (Sound Design, Music, VO Direction)
- Audio Programmer for Immersive/AR/VR

## **Esports & Content**

- Esports Manager (Team, League, Tournament)
- Game Commentator / Shoutcaster
- Streaming & Content Producer
- Influencer/Community Liaison

## **Emerging Technology in Gaming**

- AR/VR Game Designer & Developer
- XR Interaction Designer
- AI-Driven Content Specialist (Procedural design, Generative AI tools)
- Cloud Gaming Specialist

## **Production Management & Business**

- Games Producer / Product Manager
- Monetization Strategist
- Games Marketing & Distribution Specialist
- IP & Licensing Manager

## **Specialized Technical Roles**

- Security Analyst for Games
- Network Engineer (Multiplayer/Online)



# Student Projects for Experiential Learning



## BEGINNING

Saswath

Beginning is an atmospheric adventure exploring game. Featuring main focus on atmosphere and world building.

### Genre/Platform

Atmospheric adventure Exploration / Windows

### Gameplay

As the players traverse through the land they are greeted with multiple biomes, Deserts, forests, snowy landscapes transformed and changed by the after effects of mass extinction.

# Why

## Design @ DSU

1

The curriculum is designed following the state-of-the-art market and research trends.

---

2

Design in an engineering eco-system at DSU facilitates multi-disciplinary collaborative projects.

---

3

Choice based credit system facilitates students in pursuing their interests.

---

4

Major emphasis on internship ensures that students understand contemporary market requirements and professional expectations.

---

5

Advanced Labs Set up by Top Companies for Experiential learning

---

6

The inclusion of research-based courses and project provides research orientation and encouragement to pursue research as a career.

---

7

Existence of design eco-system due to a large number of manufacturing and software firm in Bangalore.

---

8

Project driven curriculum ensures that students creatively apply knowledge and acquire future-ready career skills. Students are guided and encouraged to patent these projects.

---



## Our Multidisciplinary Design Labs

---

*Digital Prototyping laboratory*

---

*Autodesk Lab*

---

*Virtual Design Studio*

---

*Makerspace*

---

*Design Studio-I- Clay modeling and Pottery*

---

*Design Studio-II- Sketching and Painting*

---

*Ergonomics Lab*

---

*Animation and Game Lab*

---

# Internships

At the heart of every great designer is real-world experience—and that's exactly what we offer our B.Design students. With exclusive internship opportunities at some of the most renowned companies, you'll get the chance to bring your ideas to life while working on real projects that truly matter.

These internships are more than a learning experience, they're your gateway to the design industry. This year, several of our students have secured paid internships with leading design firms, with the highest stipend reaching ₹25,000 per month, setting an inspiring benchmark for future achievers.

## Our Internship Partners Include

- Department of Students Affairs
- Chetal International Group LLC
- Gizmo Plugs
- DERBI / MentorLink
- WE DEZIN
- Real Foundation & many more

# Pre-Placement Training Sessions

## Core Components of Pre-Placement Training

### Portfolio Development

Building domain-specific portfolios (Product Design, UX, Animation, Game Design).  
Including case studies, process documentation, and completed projects.  
Tools for presentation: Behance, ArtStation, Dribbble, personal websites.

### Resume and Cover Letter Workshops

Crafting resumes tailored to creative industries.  
Highlighting technical and soft skills.  
Writing compelling cover letters for internships and jobs.

### Technical Skill Refinement

Revisiting key tools and software relevant to each domain.  
Conducting proficiency tests and certification opportunities.

### Mock Interviews

Industry-specific interview formats (Technical and HR).  
Emphasis on behavioral questions, problem-solving tasks, and portfolio discussions.

### Soft Skills and Professional Development

Communication, teamwork, and presentation skills.  
Professional email etiquette

## Domain-Specific Pre-Placement Training

### Product Design

**Design Thinking and Problem-Solving:** Workshops on ideation, prototyping, and iterative design.  
**Prototyping Tools:** Figma, Sketch, Rhino, Fusion 360.  
**Material and Manufacturing Basics:** Understanding materials, 3D printing, and CAD modeling.  
**Case Study Analysis:** Reviewing real-world product designs and innovation processes.  
**Industry Presentation Skills:** How to present product concepts to non-design audiences.

### User Experience (UX) Design

**Research Skills:** Conducting user research, surveys, and usability testing.  
**Prototyping and Wireframing:** Hands-on sessions with Figma, Adobe XD, InVision.  
**Usability Metrics:** Understanding key UX KPIs like usability, accessibility, and engagement.  
**Portfolio Challenges:** Creating wireframes and prototypes for hypothetical scenarios.  
**Live Problem-Solving Sessions:** Tackling real-world UX design challenges.



### Animation and VFX

**Software Mastery:** Maya, Blender, After Effects, Nuke, Houdini, ZBrush.

**Pipeline Simulation:** Understanding the animation/VFX pipeline from concept to render.

**Portfolio Critique:** Creating demo reels and presenting character animations, visual effects, or compositing work.

**Industry Workflows:** Best practices in production environments and time management.

**Scene Breakdown Practice:** Learning how to explain and showcase project work during interviews.

### Game Design

**Game Engines:** Unreal Engine, Unity—hands-on training and creating sample levels.

**Game Art and Animation:** Basic to advanced skills in 3D modeling and rigging.

**Storytelling and Narrative Design:** Developing compelling game narratives.

**Gameplay Testing and Feedback:** Conducting QA sessions and analyzing player feedback.

**Pitching Game Concepts:** Structuring and presenting game ideas to potential employers.

## Industry Connect Initiatives

### Guest Lectures and Industry Insights

Sessions with industry experts from companies like EA Games, Pixar, Flipkart, and Bosch.

### Hackathons and Competitions

Encouraging participation in design and development competitions to build experience and confidence.

### Live Projects and Internships

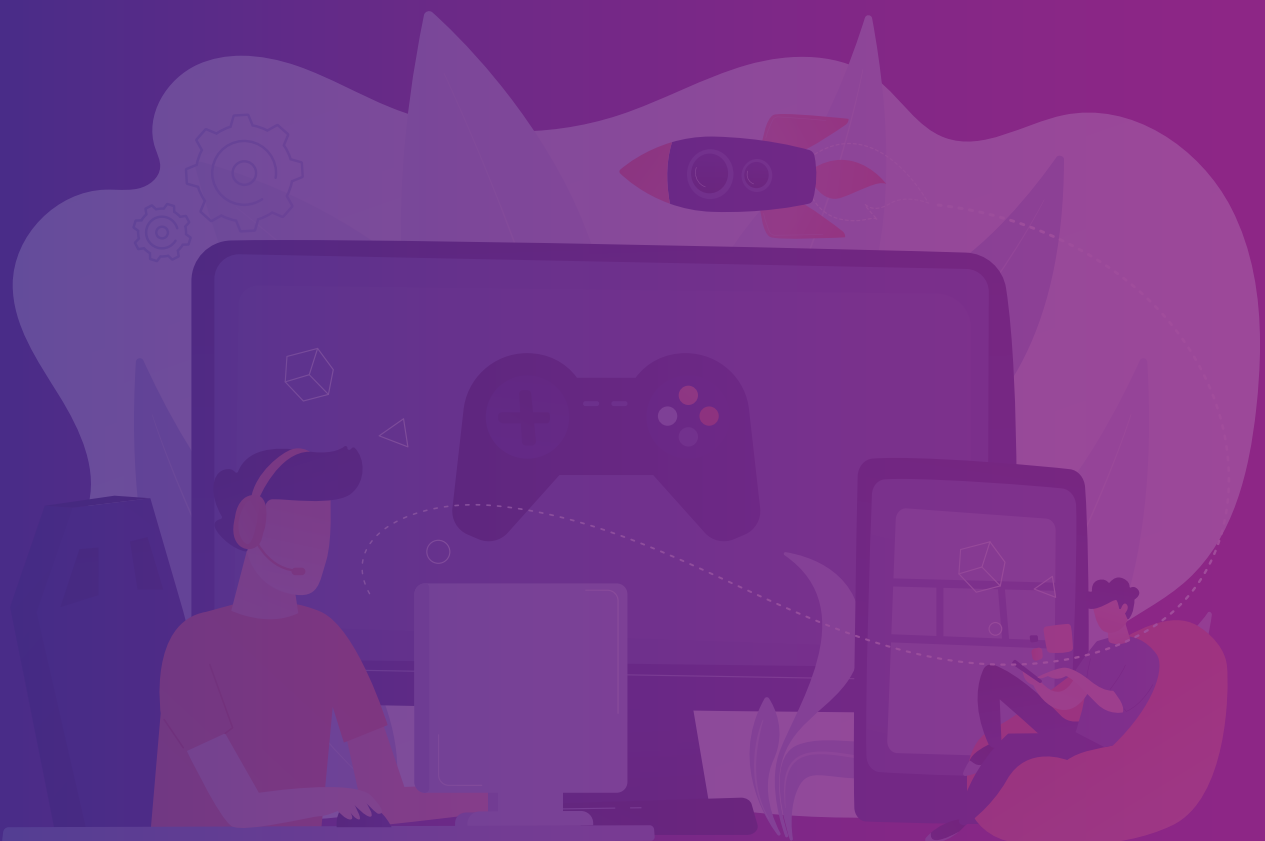
Collaborating with industry partners to gain practical exposure.

### Placement Test Prep

Preparing for domain-specific placement rounds, including aptitude, technical, and creative tests.

### Outcomes of Pre-Placement Training

- Enhanced employability with a strong portfolio and resume.
- Improved confidence during interviews and presentations.
- Clarity of industry expectations and standards.
- Networking with professionals and mentors to kick-start careers effectively



# Facilities & Resources



Maker-Space



Adobe Lab



Autodesk Lab

# Student Chronicles:

## A Tapestry of Experiences, Triumphs, and Growth



DSU is a community values not only academic excellence but also personal growth and development. The faculty at DSU are not just educators; they are mentors who are genuinely invested in the success and well-being of their students. The class sizes fostered a collaborative learning environment, allowing for meaningful interactions with professors and fellow student.

**MEENA LOSHINI**

*B.Des*



Enrolling in the Bachelor of Design program at Dayanand Sagar University was a game-changer for my creative journey. The dynamic curriculum, guided by seasoned professionals, provided a perfect balance between theory and hands-on projects. The state-of-the-art facilities and collaborative environment nurtured my design skills. DSU emphasis on industry exposure through internships and workshops prepared me for the real-world challenges of the design field. Grateful for the enriching experience, I wholeheartedly recommend Dayanand Sagar University Bachelor of Design course to aspiring designers.

**NIHARIKA**

*B.Des*



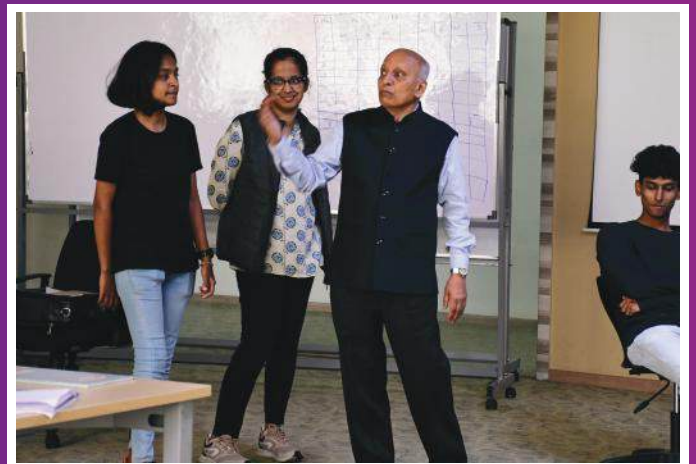
In my delightful journey through the first year of design in DSU, I've unearthed a realm where creativity dances with purpose. The design class has been a nurturing space, allowing my passion to blossom and skills to flourish. From the captivating realms of Gaming and Animation design to the intricate landscapes of UI/UX and Product design, this foundational period has been a dynamic exploration. Beyond the vibrant world of design activities, projects, and assignments, the people within the design class have been instrumental in shaping my journey. Each task has been a puzzle, pushing me to think critically and approach design challenges with ingenuity. Through hands-on projects and real-world simulations, I've honed my ability to translate ideas into visually compelling and user-friendly designs. The constructive feedback from the mentors and peers alike has been in my growth, encouraging me to refine my craft and approach each project with a fresh, informed perspective. As I continue this journey, the collaboration with peers and mentorship from the dedicated guides, collectively weave a narrative of growth and shared aspirations. Eagerly anticipating the continued influence of these remarkable individuals in shaping my evolving design story.

**NEHA PODDAR**

*B.Des*



# Living the Journey





# Why students should opt for a B.Design program in a city like Bangalore

## Thriving Design Ecosystem

**Hub for Design and Innovation:** Bangalore is a leading center for startups, tech companies, and creative industries, providing opportunities to collaborate with innovative businesses.

**Presence of Design Studios:** The city hosts numerous design studios and agencies, offering exposure to real-world design practices.

## Industry Integration

**Access to Internships and Jobs:** Proximity to leading companies in technology, fashion, media, and product design enhances students' chances of internships and placements.

**Networking Opportunities:** Regular design expos, hackathons, and meetups in the city allow students to build valuable industry connections.

## Exposure to Multidisciplinary Learning

With Bangalore being a hub for IT, engineering, and management, students have the chance to work on interdisciplinary projects, integrating design with technology, business, and user experience.

## Vibrant Student Life

**Diverse Community:** As an education hub, Bangalore attracts students from across India and the world, creating a dynamic and multicultural learning environment.

**Cultural and Creative Scene:** The city's art galleries, music festivals, and fashion shows provide inspiration and opportunities for creative expression.

## Cutting-Edge Facilities and Institutions

Leading design colleges and universities in Bangalore offer state-of-the-art infrastructure, experienced faculty, and globally relevant curricula.

Access to fabrication labs, design studios, and collaborative spaces further enrich the learning experience.

## Opportunities for Entrepreneurship

Bangalore's startup culture encourages aspiring designers to launch their own ventures, with ample mentorship, incubators, and funding opportunities available.

## Lifestyle and Connectivity

The city's blend of modern and traditional culture inspires design thinking.

Excellent connectivity and moderate weather make it a comfortable and stimulating place to study and explore.

Choosing Bangalore for a B.Design program ensures not just academic growth but also personal and professional development in a city that thrives on creativity and innovation.

# Digital Transmedia & Design



**DSU City Innovation Campus:**

Kudlu Gate, Srinivasa Nagar, Hal Layout, Singasandra, Hosur Road,  
Bengaluru, Karnataka - 560 068

**Admissions Helpline Nos:**



**080 4646 1800**



**+91 636 688 5507**

[www.dsu.edu.in](http://www.dsu.edu.in)

[admissions@dsu.edu.in](mailto:admissions@dsu.edu.in)