



ACHARYA SCHOOL OF DESIGN

Affiliated to BCU

Acharya School of Design is a hub where creativity meets opportunity. With a curriculum aligned to global standards and guided by industry-experienced faculty, students gain hands-on experience through real-world projects, professional collaborations, and cutting-edge labs. The program equips aspiring designers with the skills, tools, and global exposure needed to transform ideas into impactful design solutions across fashion, UI/UX, interiors, and more.

- Programs aligned with global standards, led by industry-experienced faculty.
- Hands-on, studio-centered learning with practical design projects.
- Skill-building certifications in Autodesk, UI/UX, and other design tools.
- Direct industry exposure through workshops, seminars, and internships.
- Advanced design labs and access to LinkedIn courses and high-performance laptops.

**B.V.A PRODUCT
DESIGN**

**Global Immersion
Track - Europe**

About

The program's core goal is to impart extensive knowledge in Product Design, emphasizing understanding the product persona and problem-solving with a focus on sustainability and aesthetics. Through our collaboration with Medini, students benefit from a holistic exposure to AutoDesk software, significantly enhancing their proficiency in utilizing industry-standard tools.

- **Global immersion experience** with Acharya's association with a leading design university in Milan, Italy — offering international exposure and design certification.
- **Strong foundation in product design principles** including aesthetics, form, function, sustainability, user-centred design and design thinking processes.
- **Hands-on practical training** in sketching, prototyping, digital tools and product development workflows to build real-world skills.
- **Exposure to industry-standard software** and collaboration with Adobe for enhanced proficiency in design technologies.
- **Portfolio development focus** enabling students to showcase their creative solutions and design projects to future employers or clients.

Career Scope

- **Product & industrial design roles** – Careers as Product Designer, Industrial Designer, Packaging Designer, Furniture Designer, and other user-centric design positions.
- **Specialist design careers** – Opportunities in UX/UI Design, Consumer Electronics Design, Automotive Design, Footwear & Toy Design, and sustainable product consulting.
- **Creative innovation & consultancy** – Paths as Design Consultant, Innovation Strategist, Design Researcher, or entrepreneurial roles in emerging creative industries.

Eligibility

10+2 in any stream OR 3-year diploma as applicable.

Duration
4 years

COURSE CONTENT

Semester 1

- Design Fundamentals- I
- Drawing Fundamentals- I
- Design Language- I

Semester 2

- Design Fundamentals-2
- Drawing Fundamentals-2
- Design Language-2

Semester 3

- Design Thinking
- Models, Mock-ups and Prototypes

Semester 4

- Design Ideation
- Materials and Manufacturing Processes
- Digital Methods

Semester 5

- Design Ethnography
- Human Factors, Ergonomics and Interface
- Product Digital Rendering I

Semester 6

- History of Industrial Design
- Introduction to UI Design
- Product: Furniture Design
- Theory of Design I

Semester 7

- Graduation Project-I
- Design Thesis

Semester 8

- Graduation Project-II
- Internship

FEE STRUCTURE

Refer offer letter for the actuals.

Inclusions: Tuition Fee, University Registration, Eligibility Fee, Miscellaneous Fee, Laboratory Fee, Library Fee and Sports Fee.

Exclusions: Uniform & Stationery.
Examination Fee as prescribed by the University / Board.

The Program includes OBT, Soft Skills Training, Long Term Domain Training and LinkedIn Learning. Students are also provided with a Complimentary Laptop.



Acharya Legacy

Founded in 1990, Acharya aims to revolutionize education. With over 12,000 students and 100+ academic programs annually, it stands among the global education elite. Located in India's technical hub, Bangalore, Acharya prioritizes innovation and knowledge. The institution fosters experiential and collaborative learning, shaping well-rounded individuals, evident in its diverse student population from 75+ countries.

11 Institutions

15 Research Centers

100+ Programmes

75+ Nationalities

12000+ Students

1000+ Eminent Faculty

120 Acres State-of-the-Art Campus

B Premnath Reddy

Founder Chairman
Acharya Group

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Academic Studio



Collaboration



Center of Excellence



Clubs



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Habba



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