Best Educational Institute in Fashion Design & Interior Design of the Year
Poornima University (PU) upholds the idea that education is a powerful tool to transform individuals, communities and the nation. PU's unique environment nurtures the spirit of enquiry, creativity, problem solving, entrepreneurship, innovation, hands-on practice, inter-disciplinary learning and inculcate a raft of values, job and life skills. This ensures that PU students are transformed into well-rounded, industry-ready individuals, who are equipped to take on leadership responsibilities from day one of graduating from the University.

With a strong legacy in education for Civil & Architectural studies, the School of Design at Poornima University has came up with flying colours in a very short span of time. The courses are so designed to develop the learner's world-view understanding and the socio-cultural context of Design. SOD has earned the recognition as the "Best Educational Institute in Fashion and Interior Design" of the year by ASSOCHAM-2016.
Rajasthan, recognized by its Aristocratic heritage is an outstanding and well-entrenched craft industry. It acquires both creative and cultural attitude which replicate the prehistoric Indian lifestyle. Ever since 6th century A.D, the nucleus of Rajput influence in Rajasthan can be understood from the striking forts and engraved marble shrines that emerge as the soaring pinecones.

Located in Rajasthan, city of Jaipur is popular for it's amazing forts and stupendous palaces. This royal town has magnificent architecture and is the first planned city of India. Jaipur's rich cultural heritage is displayed in the traditions, customs, lifestyle, art and architecture.

The Mughal and Rajput rulers used to invite skilled artists and craftsmen from India and abroad to display and share their abilities with the people of Jaipur. Many of them settled here leading to advancement of Jaipur as the haven of rich art and culture. Some of the artful talents and expertise of artisans include: Bandhani, Block printing, Stone carving & Sculptur, Tarkashi, Zari, Gota, Kinari & Zardozi, Silver jewellery, Gems, Kundan, Meenakari, Miniature paintings, Blue Pottery, Ivory carving, Shellac work, Leather ware etc.
Mentors of Interior Design

Ar. Dhiraj Jhamaria
B. Arch.,
Chairperson, (IIID)(JRC)

Ar. Sanjay Kothari
B. Arch., AIIA,
Founder, Kaleido

Ar. Anshuman Sharma
B. Arch. (Hons.), MCoA, AIIA,
MIIID, Hon. Secretary, (IIID) (JRC)
Bachelor of Design (Interior Design)

Course Objective
Every space of the environment that we dwell in, has its own character. With the ever-changing demands of the people and the need of something new every time has given a whole new vision to the interior design industry. It has become a serious profession as now people understand the importance of detailing and the employment of every space with the vertical growth in the construction industry.

As interior design implicates practices put together to constitute an artwork out of once living or work space. SOD provides the understanding of design thinking.

It frames a pathway for learners to demonstrate their indigenous capabilities of students work in small associations with the faculty on design thinking and design development. The students learn to conceptualize and establish the Interior Design perceptions using distinct portrayal channels from model making to digital rendering.

B.Des. is a 4 year professional degree course in design that is one of its kind and as per the industrial demands.

Duration: 4 years
Seats: 40 per Batch
Curriculum

YEAR I
Design Foundation
Material Study
History of Art & Design
Drawing Studio
Computer Applications
Graphics
Our Environment
Craft Design Studies
History of Interior Design
Interior Design Studio

YEAR II
Material Study
Design Research
Building Services
Interior Design Studio
Interior Landscape
Model Making
Computer Applications
Interior Furnishings
Building Construction

YEAR III
Estimation & Costing
Computer Applications
Building Services
Interior Design Studio
Entrepreneurship
Basics of Vastu
Visual Merchandising
Research Method

YEAR IV
Internship
Research
Dissertation
Portfolio Development
Seminars
Jury Presentation

Specializations
Furniture Design | Product Design | Commercial Design | Restoration |
Visual Merchandising | Hospitality Design | Exhibition Design | Sustainable Design etc.
Fashion and Textile Design

Rajasthan is chromatic because of what its people wears. The dull-colored monotone of the sands and hills look cheery with the vibrant spirits of the people who wear brilliant colors to make up for the absence of blossoming flowers. From the colorful glasses of Hawa Mahal’s windows to the picturesque view of Amber Fort Rajasthan present a very positive vibe towards creativity and art. Interesting costumes and jewellery of these desert people are not mere ornaments for them, everything from head-to-toe including the turbans, attire, jewellery and even the footwear establishes distinct identity. Being the hub of Rajputana Kings and Nobles, Rajasthan always has been a promoter of fashion and mesmerizing colorful wear. Other than that Rajasthan is also enriched with its marvelous textiles which include batik & bandani, bagru, sanganeri and barmeri prints etc. Exploring design in Rajasthan assigns pronounced rostrum to embellish immense design artistry and perception.
Mentors of Fashion & Textile Design

Rohit Kamra  
Fashion Designer  
“Rohit and Abhishek”

Ragini Ahuja  
Fashion Designer  
“The Ikai Space”

Rose Irwin  
Fashion Designer  
“London College of Fashion”
Bachelor of Design (Fashion & Textile Design)

Course Objective
The global market for fashion and textiles demands skilled professionals who are well equipped to cope with the ever-developing commitment of this fast-moving sector. SOD supports and establishes students visionary creativity practice, critical analysis by engaging them in practical and theoretical communication. PU's industry-standard facilities are among the best. The benefit of the location on the global map has further helped PU to create a better future for students with a complete knowledge of not only fashion design but also a through knowledge of textiles.

The curriculum creates the opportunities through well-resourced workshops & to promote new approaches and processes in fashion and textiles. It also strengthened the traditional and contemporary uses of fashion and textiles.

Duration: 4 years
Seats: 40 per Batch
### Curriculum

#### YEAR I
- Communication Skills
- EOD, POD
- Basic Textiles
- History of Art & Design
- Intro. Fashion Design
- Material Study
- Drawing Studio
- Computer Applications
- Graphics
- Environmental Studies
- Craft Design Studies
- History of Costume
- Idea Generation

#### YEAR II
- Western Costume
- Supply Chain Mgmt.
- Textile Weaving
- Fashion Illustration
- Pattern Making
- Garment Construction
- Surface Ornamentation
- Print Development
- Apparel Production Mgmt.
- Indian Textiles
- Draping
- Women's Wear

#### YEAR III
- Apparel Quality Mgmt.
- Adv. Fashion Illustration
- Mens Wear
- Entrepreneurship
- Kids Wear
- Grading
- Home Furnishings
- Research Method

#### YEAR IV
- Internship
- Research
- Dissertation
- Final Collection
- Portfolio Development
- Seminar
- Jury Presentation

### Specializations
- Fashion Styling | Evening Wear | Wedding Collection
- Visual Merchandising | Accessory Design | Fashion Photography etc.
The focus in Interior Foundation is on material exploration & design concept. At SOD students learn about handling of various soft and hard materials. Apart from the theoretical learning students apply the knowledge of material exploration and design aspects to design & develop an end product concept such as lime jail, clay modeling, partition making etc.
Fashion Foundation

The foundation programme introduces students to develop design concepts in developing an end product. At SOD techniques of traditional crafts of Rajathan like block printing, tie & dye etc. are integral part of curriculum. As a skill development initiative students not only attend fashion shows but also participate in the backstage and create VM.
Career Opportunities

**Interior Design**
- Entrepreneurs
- Corporate Designer
- Hospitality Designer
- Visual Merchandiser
- Interior Designer
- Interior Stylist
- Exhibition Designer
- Furniture Manufacturers
- Furniture Designer
- Real State
- Architects
- Product Designer
- Event Organizer

**Fashion & Textile Design**
- Fashion Designer
- Textile Designer
- Entrepreneurs
- Boutiques
- Export Houses
- Fashion Marketing
- Quality Control
- Print Maker
- Fashion Accessory Designer
- Home Textile Designer
- Textile Product Designer
- Merchandiser
- Retail Manager
SOD @ a Glance

4 Year Professional & Recognized Degree
Skill Oriented Certification Courses
“Foundation Design study” in Art and Design
Integrated Curriculum
Association with Industry Experts
Mentoring by Industry Experts
Frequent Industrial Visits
Hands on Learning Experience
Well Equipped Studios and Labs
Extensive Library
Entrepreneurship Oriented Course
Multiple Specializations
Learning beyond the Academy Boundaries
Visits to Museums, Exhibitions, Trade fairs, fashion events etc.
Design Advisory Board

Mr. Ranjan De
Graphic Designer
NID

Ms. Sumita Chaudhary
Textile Designer
NIFT, NID

Ms. Aparna Yadav
Sr. Fashion Designer & Stylist, Artist
George Brown College, Toronto, Shanti Niketan
Achievements of School of Design at PU have been outstanding. Honorable Chief Minister of Rajasthan acknowledged the efforts of the design students at various events throughout the academic session.

**SOD Achievements**

Honorable Chief Minister of Rajasthan Ms. Vasundhara Raje visiting SOD stall at Vastra 2015

SOD won the First Prize in the institutional display at Vastra 2015

Best Educational Institute in Fashion & Interior Design by ASSOCHAM-2016
SOD believes by learning through various modes. Visiting people, places, events etc. helps in achieving overall learning of students. It also helps them to become a professional in the years to come.
Learning by doing is strongly prevalent in the ideology of School of Design. Hands on practice develops strong design understanding along with ideation & design implementation.

SOD Workshops

Abstract Art
Origami
Krigami
Clay Modeling
Soft Materials
Stain Glass Painting
Typography
Paper Coiling
Testimonials

SOD Offers Hands on Practice with a unique learning experience. This has been a new beginning for me. Experiments by students are always motivated for creative output.

Jatin Choudhary
B.Des. ID

SOD gives a platform to constantly experiment and development new ideas. It helps us generate new design concepts keeping in mind the various elements & principals of design.

Apeksha Gupta
B.Des. ID

The emphasis of SOD, PU is to constantly create a charged environment where my creativity & innovation is on a boost. This is excellent place for learning & cultivating designing aptitude.

Arjun Arora
B.Des. ID

SOD, Poornima University give me a platform to explore & experiment. It has helped me to develop my own creativity in real sense. I admire the infrastructure of PU where I am carving my design career.

Riya Agarawal
B.Des. FTD

The kind of exposure I get at SOD is phenomenal. It helps me build my skill & give direction to my dreams. The various workshops, visits, guest lectures have made me design oriented in practical sense.

Shweta Sharma
B.Des. FTD

I came into design as a confused child, but now I am a transformed person. Thanks to the faculties who have created an environment of learning. I am able to build my skill & fashion design thinking.

Saumya Kukreti
B.Des. FTD

S O D , P o o r n i m a University is of great value to me. I have been exposed to the industry from the very beginning. The numerous workshops have made me confident & industry oriented.

Nidhi Gautam
B.Des. FTD

S t u d y i n g a t S O D , Poornima University is of great value to me. I have been exposed to the industry from the very beginning. The numerous workshops have made me confident & industry oriented.

Shankar S. Shekhawat
B.Des. ID

S O D , P o o r n i m a University is of great value to me. I have been exposed to the industry from the very beginning. The numerous workshops have made me confident & industry oriented.

Shweta Sharma
B.Des. FTD
Testimonials

Ranjan De  
Graphic Designer  
It was a delight to teach at SOD, PU. The faculty and dean were very supportive, prompt and helpful, which aided the atmosphere that is needed for the creativity to be instilled into next Gen of young design minds.

Kirti Rathore  
Celebrity Designer  
Visiting School of Design, Poornima University was a wonderful experience with lovely students & faculty.

Anuj Sharma  
Fashion Designer  
It's a good start with a good team and good intent. Good wishes always to the school and it's students.

Subh Malhotra  
Designer & Social Activist  
School of Design, Poornima University is an awesome team. Keep-up the great work & Chamakte Raho.
**Interior Styling**
Certificate Course

**COURSE OVERVIEW**
Our spaces have their own identity and defines those who reside in it. We now want our spaces custom made as per our likes. These spaces are sought to be elegant and provide us the utmost comfort. There are many aspects to design including texture, color, composition, and arrangement. This is a part-time certificate course to develop one's skills and will cater to the following modules:

**COURSE MODULES**
- Drawing Foundation
- Materials and Finishes
- Design Concept
- Interior Hardware and Accessories
- Design Studio

**CAREER OPPORTUNITIES**
- Event Organizer
- Exhibition Designer
- Interior Stylist
- Product Designer
- Entrepreneur

**Duration**: One Year  
**Batch Size**: 20  
**Schedule**: Three days a week  
**Timing**: 8:00 AM to 12:00 PM  

Eligibility Criteria: Candidate should have passed 10+2 from a recognized board.

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**Women's Fashion Clothing**
Certificate Course

**COURSE OVERVIEW**
Women's Fashion Clothing offers an introduction to the fashion elements & principles and concentrates on the creative design process and fashion range development. Fashion model drawing techniques will be introduced and the student will explore different media to develop their own personal style in portfolio presentation.

**COURSE MODULES**
- Drawing Foundation
- Basic Design & Fashion Illustration
- Fashion Realization
- Textile Techniques
- Design Idea
- Surface Ornamentation
- Pattern Making
- Garment Construction

**CAREER OPPORTUNITIES**
- Merchandiser
- Women's Wear Designer
- Boutique
- Export House
- Retail Manager
- Entrepreneur

**Duration**: One Year  
**Batch Size**: 20  
**Schedule**: Three days a week  
**Timing**: 8:00 AM to 12:00 PM  

Eligibility Criteria: Candidate should have passed 10+2 from a recognized board.
Design Courses & Eligibilities

Bachelor of Design (4 year) : Interior Design / Fashion & Textile Design
10+2 with min. 50% marks (45% for ST/SC/OBC/SBC) from CBSE / equivalent board.

Certificate Courses (1 Year) : Women Fashion Clothing / Interior Styling
10+2 in any stream.

B. Des. (Lateral Entry) : Interior Design / Fashion & Textile Design
3 year Diploma after 10th / 2 year Diploma after 12th or Equivalent.

Admission Procedure
Apply online at http://online.poornima.edu.in OR Obtain application form, from university campus/designated centers.

Admission
Provisional admission will be provided to the candidates if they meet the eligibility requirements. Confirmation of admission will be on the basis of verification of original documents and deposition of First Semester course fee as per university fee structure.
# Fee Structure

<table>
<thead>
<tr>
<th>Degree Courses</th>
<th>B. Des. Annual Fee</th>
<th>XII percentage</th>
<th>Scholarship in Tuition Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Certificate Course</td>
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<tr>
<td>Annual Fee</td>
<td>₹ 60,000/-</td>
<td>88% &amp; above</td>
<td>100%</td>
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<tr>
<td>(Development Fee ₹ 15,000/-</td>
<td></td>
<td>81 ≤ 88%</td>
<td>80%</td>
</tr>
<tr>
<td>(Non Refundable) + Tuition Fee ₹ 45,000/-</td>
<td></td>
<td>74 ≤ 81%</td>
<td>60%</td>
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<tr>
<td>Diploma Lateral Entry</td>
<td>₹ 50,000/-</td>
<td>67 ≤ 74%</td>
<td>40%</td>
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<tr>
<td>(Development Fee ₹ 12,500/-</td>
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<td>60 ≤ 67%</td>
<td>20%</td>
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<tr>
<td>(Non Refundable) + Tuition Fee ₹ 37,500/-</td>
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<tr>
<td>Registration Fee</td>
<td>₹ 1000/-</td>
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<tr>
<td>Caution Money (Refundable)</td>
<td>₹ 5000/-</td>
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<tr>
<td>Annual Activity Fee</td>
<td>₹ 3500/-</td>
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<td>Uniform Fee</td>
<td>₹ 3000/-</td>
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<td>Enrolment Fee</td>
<td>₹ 500/-</td>
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<tr>
<td>Sem. Exam. Fee</td>
<td>₹ 1200/-</td>
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<tr>
<td>Hostel Fee (If applicable)</td>
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<tr>
<td>Double Seated non A/C</td>
<td>₹ 74,000/-</td>
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<tr>
<td>Double Seated with Air Cooling</td>
<td>₹ 82,000/-</td>
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<tr>
<td>Double Seated A/C</td>
<td>₹ 1,20,000/-</td>
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<tr>
<td>One time Caution Money (Refundable)</td>
<td>₹ 7,500/-</td>
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<tr>
<td>Approval &amp; Continuation of Scholarship as per University norms</td>
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All admissions are subject to fulfillment of eligibility criteria. If it is found at any stage that the candidate has submitted wrong information/certificate or concealed some information his/her admission will be cancelled without any notice and the fee will be refunded as per below norms.

Refund Rules

Course Fee

- Development fee as prescribed in prospectus is Non-Refundable under any circumstances for all courses
- Fee will be refunded within 15 working days in case a student withdraws the admission before the commencement of classes and within 30 working days in case the student withdraws after commencement of classes
- If a student withdraws admission after commencement of classes but before last date of admission the fee will be refunded after deduction of Development fee
- If a student withdraws admission after last date of admission, no fee will be refunded
- Caution money is refundable subjected to submission of annual course fee and no dues certificate
- If a student withdraws in subsequent semester, no fee will be refunded
- The above refund rules will also be applicable to a student who is expelled from the university on disciplinary grounds
- For any other fee refund rules please refer PU Admission Form-2016
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