CMR UNIVERSITY

Private University Established in Karnataka State by Act No. 45 of 2013

— BENGALURU —

Recognised by **UGC**

SCHOOL OF DESIGN

"To nurture creative thinkers who will drive positive global change."

B.Des. (Communication Design)

B.Des. (Product Design)

B.Des. (Fashion Design)

B.Des. (Interior Space Design)

STAY AHEAD OF THE COMPETITON

Apply Today to Get Trained & Certified in Niche Courses with **CMRU ACCELERATED CREDITS**

Emerging University of the Year

ASSOCHAM New Delhi

Best University in South India 2022

Centre for Education Growth and Research

Best University for Campus Life

R World Institutional Ranking

6th

Among Best State Private Universities & in South Zone

Indian Institutional Ranking Framework

4th

Best Engineering Institutes in the Country

Times Engineering

ADMISSION HELPLINE
9342900666

www.cmr.edu.in | **admissions@cmr.edu.in**

ABOUT CMR UNIVERSITY

CMR University (CMRU), Bangalore is a private university in the state of Karnataka, established under the Act 45 of 2013. The University fosters creative communities where new ideas are nurtured, new discoveries made, and new creations shared. CMRU works with the Vision "To nurture creative thinkers who will drive positive global change."

- With a new-age INNOVATION CENTRE in place, CMRU provides students from all programmes a sophisticated platform to enhance their learning experiences. This comes with a practical and actionable approach.

- CMRU also focuses on making learning and development more student-friendly. The launch of the CMRU Accelerated Credits programme enables all early enrollers to earn 2 Credits right at the Registration Phase.

- Conforming with statutory norms set by UGC Guidelines set for Higher Education Institutions (HEIs), CMRU outclasses the set standards through respectable rankings in areas of Education, Placement, Research, Sustainability, Best Practices and more.

WHY SCHOOL OF DESIGN

Led by a team of experienced and passionate instructors, the School of Design provides a nurturing and inspiring environment where students can explore a wide range of design disciplines, from graphic design and fashion to product design and more. With top-notch facilities, cutting-edge technology, and a commitment to practical learning, the School of Design at CMR University is the perfect choice for any aspiring designer looking to make their mark on the world.

CMR University is promoted by the CMR Jnanadhara Trust and was established in 2013 as a Private University in Karnataka State by Act number 45 of 2013. CMR University is a New Age University that encourages creativity and cross-disciplinary learning through its unique education engagement model. With an industry-designed curriculum of study, the focus is on flexible, experiential, and integrated learning, involving a blend of intensive academic interventions such as group discussions, case studies, participatory classroom approach, choice of electives, and more. We believe in creating knowledge partnerships with the industry to plug the industry-academia gap, imparting the latest skill-sets, relevant and current knowledge and developing a human-centric attitude in students.

B.Des.
Programmes of a Different Kind

CMRU School of Design is dedicated to delivering programmes that are driven by emphasis on collaborative learning, interaction with industry experts, relevant curriculum and personal development. Our programmes nurture creative thinkers and doers to become:
- **Innovative designers as creative problem solvers**
- **Socially responsible and engaged human beings**
- **Reflective lifelong learners**
- **Competent ethical leaders**

B.Des. COMMUNICATION DESIGN

Specializations:
Design for Digital Experiences (UI / UX Design)
Graphic Design for Print

YEAR I FOUNDATION YEAR (Common to all programmes)
Semester I - Fundamentals of Design and Visual Identity Design
Semester II - Fundamentals of Design and Physical Object Design
Internship I

YEAR II
Semester III - Design for Print: Branding and Retail Communication
Semester IV - Design for Digital Experiences: Branding and Design for Web and Social Media
Internship II

YEAR III
Semester V - Design for Print: Book Design & Publication Branding
Semester VI - Design for Digital Experiences: Instruction Design & Application Design
Internship III

YEAR IV
Semester VII - Specialization Project: Design Intervention
Semester VIII - Specialization Project: Design Intervention IRL
Placement

B.Des. PRODUCT DESIGN

Specializations:
Furniture Design, Lifestyle Product Design, Lighting Design, Toy Design, Appliance Design

YEAR I FOUNDATION YEAR (Common to all programmes)
Semester I - Fundamentals of Design and Visual Identity Design
Semester II - Fundamentals of Design and Physical Object Design
Internship I

YEAR II
Semester III - Packaging Design
Semester IV - Furniture Design and Modularity
Internship II

YEAR III
Semester V - Lighting Design
Semester VI - Home Appliance Design
Internship III

YEAR IV
Semester VII - Specialization Project: Design Intervention
Semester VIII - Specialization Project: Design Intervention IRL
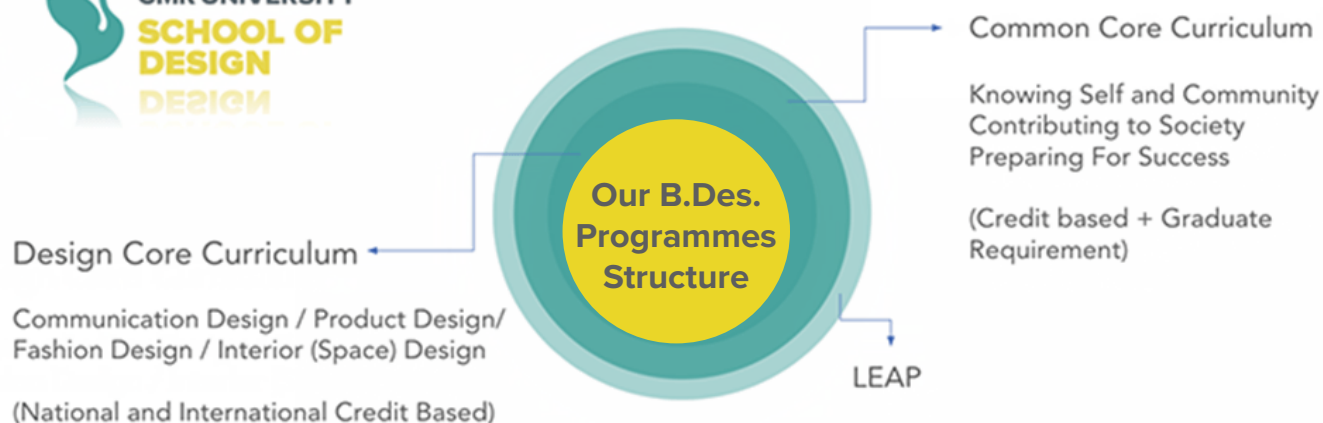Placement

ELIGIBILITY

Ten plus Two (10+2) or its equivalent from any streams including Science, Commerce and Arts/Humanities from CBSE/ICSE/NIOS/IB or any State board, or Diploma (10+3 pattern) of any stream with minimum 50% aggregate marks from Technical Board of Karnataka or any other state or from a college/ university established under Section 3 of the UGC Act 1956
and CMRU Entrance Exam

Our objectives are achieved by a multi-layered approach that incorporates structured guidance for building Core Design Competency, as well as the Learning, Engagement and Advancement Program (LEAP) and the Common Core which consist of a mix of mandatory and elective courses for personal growth and career preparedness. This emphasis on knowing thyself, contributing to society, and preparing for success through real-world impact uniquely sets our B.Des. programmes apart from any others in the country.

PURPOSE

To nurture creative thinkers and doers who will drive positive global change by Design.

CMR UNIVERSITY SCHOOL OF DESIGN

Our B.Des. Programmes Structure

Design Core Curriculum

Communication Design / Product Design/ Fashion Design / Interior (Space) Design

(National and International Credit Based)

Common Core Curriculum

Knowing Self and Community
Contributing to Society
Preparing For Success

(Credit based + Graduate Requirement)

LEAP

Learning, Engagement, Advancement Programmes
(LEAP Record as part of B.Des. Programmes)

**4-Year programmes
1 Year Foundation + 3 Years with 3 Internships leading to the B.Des. Degree**

B.Des. FASHION DESIGN

Specializations:
Apparel Design, Fashion Communication Design, Accessory Design, Fashion Styling

YEAR I FOUNDATION YEAR (Common to all programmes)

Semester I - Fundamentals of Design and Visual Identity Design
Semester II - Fundamentals of Design and Physical Object Design
Internship I

YEAR II

Semester III - Apparel Construction and Styling
Semester IV - Fashion Communication
Internship II

YEAR III

Semester V - Accessory Design
Semester VI - Wearable Tech
Internship III

YEAR IV

Semester VII - Specialization Project: Design Intervention
Semester VIII - Specialization Project: Design Intervention IRL
Placement

B.Des. INTERIOR DESIGN

Specializations:
Residential Interior Design, Office Interior Design, Exhibition , Space Design, Experiential Space Design

YEAR I FOUNDATION YEAR (Common to all programmes)

Semester I - Fundamentals of Design and Visual Identity Design
Semester II - Fundamentals of Design and Physical Object Design
Internship I

YEAR II

Semester III - Home Interiors: Styling + Functionality
Semester IV - Furniture Design and Modularity
Internship II

YEAR III

Semester V - Space + Automation
Semester VI - Experiential Space Design and Retail Modularity
Internship III

YEAR IV

Semester VII - Specialization Project: Design Intervention
Semester VIII - Specialization Project: Design Intervention IRL
Placement

SCHOLARSHIPS

CMR Leadership Awards / CMR Merit Scholarship / CMR Sports Scholarship
(For more information scan the QR code or log on to www.cmr.edu.in or call on 9342900666)

CAMPUS LIFE AT CMRU

WE ARE NOT JUST
DESIGNERS
COME, JOIN
YOUR TRIBE

CMR UNIVERSITY
SCHOOL OF
DESIGN

OUR CAMPUSES

LAKESIDE CAMPUS

HOSTEL BLOCK

LAKESIDE CAMPUS

OMBR CAMPUS

CITY CAMPUS

CMR UNIVERSITY - SCHOOLS

» School of Architecture
» School of Design
» School of Engineering & Technology
» School of Social Sciences & Humanities

» School of Economics & Commerce
» School of Management
» School of Science Studies
» School of Legal Studies
» School of Education

CMR GROUP OF INSTITUTIONS

20+ INSTITUTIONS   **50+ ACADEMIC DEPARTMENTS**   **1000+ WORLD CLASS FACULTY**   **STUDENTS OF 30+ NATIONALITIES**   **20000+ ALUMNI ACROSS THE GLOBE**

The CMR Group is a leading educational conglomerate consisting of K-12 Schools, Institutions of Higher Education, Pre-University Colleges, various Centres of Excellence in Research, and the prestigious Private University. The CMR Group is currently catering to over 20,000 students from 30+ countries.

• CMR Institute of Technology - NAAC A++ Accredited
• CMR National Public School
• Ekya School - ITPL
• Ekya School - JP Nagar
• Ekya School - BTM Layout
• Ekya School - Byrathi
• Ekya School - NICE Road

• CMR National PU College - HRBR
• CMR National PU College - ITPL
• CMR National PU College - BTM
• CMR National PU College - Byrathi
• CMR National PU College - NICE Road
• NPS International, Singapore

GET IN TOUCH

LAKESIDE CAMPUS:
Off Hennur - Bagalur Main Raod, Chagalahatti
Bengaluru - 562149, Karnataka

CITY CAMPUS :
#2, 3rd C Cross, 6th A Main, 2nd Block,
HRBR Layout, Kalyan Nagar,
Bengaluru - 560043, Karnataka

OMBR CAMPUS :
#5, Bhuvanagiri, OMBR Layout, Bengaluru -
560043, Karnataka

☎ **9342900666**

CMR University,
Information Centre (Hyderabad)
Flat No.610, Amrutha Estates, Lingapur-Law Building,
Himayath Nagar, Hyderabad-500029, Telangana

📞 **89519 93760**
89519 93763, 6301698716

CMR University,
Information Centre (Vijayawada)
65-3-17, 1st Floor, NTR Circle, Patamata, Vijayawada,
- 520010 Andhra Pradesh.

📞 **89519 93762**
89519 93761, 6366982923

F (+91) 80-2542 7840 **Stay Connected**
E admissions@cmr.edu.in
www.cmr.edu.in   🇫 🐦 📷 in **/CMRUniversity**