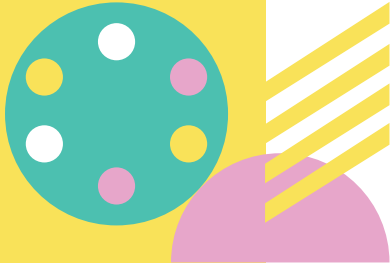




**CMR  
UNIVERSITY**

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

**BENGALURU**



# SOD

## SCHOOL OF DESIGN

SCAN THIS CODE



**TO UNLOCK A  
DEDUCTION OF 25%  
IN APPLICATION FEES.**

### We are not just Designers We drive Change



**Secured Gold Grade** in the  
Prestigious QS I-Gauge  
Indian University Rankings

Established in Karnataka State by  
Act #45 of 2013. Recognized by UGC.



CMR University has earned  
membership in the  
**Global Design Thinking Alliance  
(GDTA)**



The CMRU School of Design holds  
prestigious membership in the  
**World Design Organization (WDO)**



The CMRU School of Design is a  
proud member of the  
**European League of the Institutes  
of the Arts (ELIA)**

# CMRUAT

**Registrations Open**

# To nurture creative thinkers who will drive positive global change

Our curriculum aligns with the Vision of the University, to provide students with a holistic learning experience - to prepare students for successful careers or higher education and equip them to thrive in a VUCA (Volatility, Uncertainty, Complexity, and Ambiguity) world. We aim to mold graduates into socially responsible, creative problem solvers fostering lifelong learning and ethical leadership.




**Preparing for Success**



**Knowing Self & Community**



**Contributing to Society**



**Our thoughtfully crafted curriculum emphasizes Academics, Creativity, and Individual Expression.**

## Programme Curriculum

CREDIT COURSES

Constantly designing new initiatives and learning experiences for students to learn from, master and forge their unique learning paths such as:

- Experiential Learning
- Critical & Design Thinking
- Project Based Learning
- Community Service
- Innovation Council
- Embedded Indian Knowledge system

## Common Core

CREDIT COURSES & GRADUATE REQUIREMENT COURSES

All undergraduate and masters level students familiarize themselves with relevant skills, exposure, knowledge and practices to thrive in the practical world today and in the future.

## Accelerated Credit Course (ACC)

STUDENT ENGAGEMENT & CERTIFICATION

ACC courses engage students with specialized knowledge and skills in cutting-edge developments, through training & certifications, absolutely free to all. Those who join CMRU are awarded credits also.

## Global Immersion Programme

The global immersion programme provides diverse cultural experiences, fostering personal growth and valuable international exposure, aiming to expand students' learning beyond traditional boundaries. So far, there have been several diverse GIPs, namely in South Korea, Malaysia, Singapore etc.

## Scholarships Offered

**Rs. 12 Crores** worth scholarships available under different quotas such as:

- CMR Merit Scholarships**
- CMR Sports Scholarships**
- CMR Leadership Awards**



# Programmes at SOD

## B.Des. | COMMUNICATION DESIGN

### Specializations:

Design for Digital Experiences (UX Design) and Graphic Design for Print

Programme Duration: 4 years

## B.Des. | PRODUCT DESIGN

### Specializations:

Furniture, Lifestyle Products, Lighting, Toy, Appliance Design

Programme Duration: 4 years

## B.Des. | FASHION DESIGN

### Specializations:

Apparel Design and Accessory Design

Programme Duration: 4 years

## B.Des. | INTERIOR DESIGN

### Specializations:

Residential Interiors and Exhibition Spaces

Programme Duration: 4 years

## The SOD advantage

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 design 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's School of Design, committed to fostering innovation, prioritizes collaborative learning, industry engagement, and personal growth. Our dynamic programs cultivate creative minds, shaping them into adept thinkers and doers.

With a curriculum attuned to industry needs, students embark on a transformative journey, gaining invaluable insights from experts. At CMRU School of Design, we go beyond education; we empower individuals to redefine possibilities and emerge as trailblazers in the world of design that nurture creative thinkers and doers to become:

- Creative problem solvers
- Socially responsible and engaged human beings
- Reflective lifelong learners
- Competent ethical leaders

## Eligibility

Candidates should have passed the PUC / 12th/ Equivalent Exam with a minimum of 45% marks (40% for Karnataka reserved category candidates) in any stream (Science, Commerce, Arts), from any recognized board with English as a mandatory subject.

## 4-Year Programmes

1 Year Foundation + 3 Years with 3 Internships leading to the B.Des. Degree

# Training & Placements

Headed by a Director and Senior Professor, every school has a dedicated Placement Officer to liaison with the Corporates, providing placement opportunities for students to establish lucrative careers in their chosen field.

## STUDENT DEVELOPMENT PROGRAMME

- Structured Career Preparedness Programme (CPP) on Discover-Build-Deliver (DBD) Model from the first Semester
- Industry Specific Training
- Student Support Mechanisms

## INTERNSHIPS

All eligible students have the opportunity to secure internships with corporate entities as outlined in the program curriculum, facilitated by the CMRU Placement Office.

## PRE-PLACEMENT TRAINING PROGRAMME

Placement Officer arranges pre-placement training programs for students to prepare and face campus recruitments such as:

- Soft skills for employability
- Quantitative Aptitude and Logical Reasoning
- Verbal aptitude
- Training specific learning outcomes

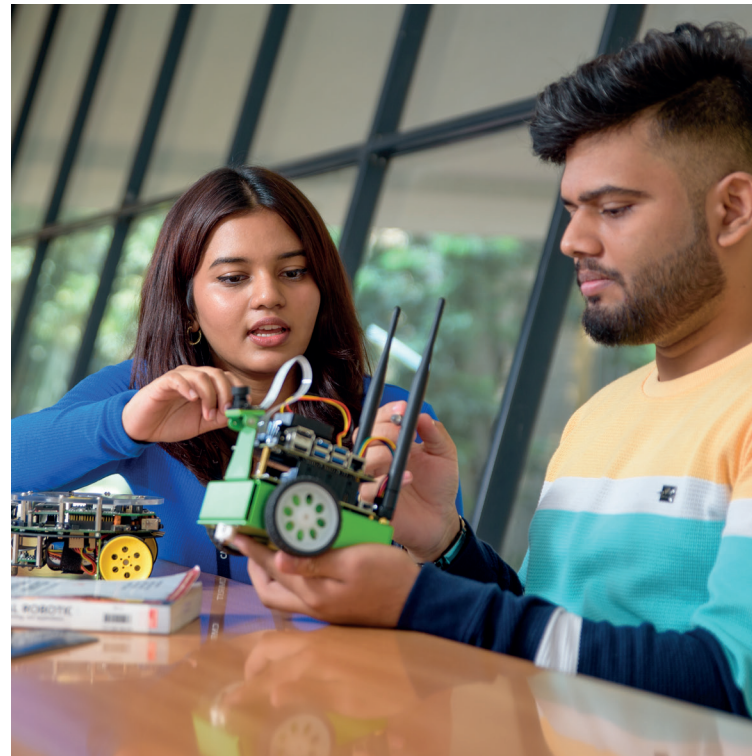
200+  
recruiters



INNOVATE. ELEVATE. EXCEL.

## Design Thinking Lab & Innovation Centre

- Inclusive innovative ecosystem
- Building capacity to excel
- Providing a platform to compete and succeed
- Shaping viable ideas
- Helping to ideate and incubate
- Fostering the entrepreneurial spirit within
- Nurturing startups



## LEAP

The LEAP Program, initiated by CMR University, aids students in learning to support each other, fostering the building of communities. It encourages the development of a deeper understanding of oneself and instils consistent reflective practices to enhance social well-being.







## E-Portfolio

Students create E-portfolios and update them periodically. CMRU takes the initiative to support students in enhancing the skills acquired during this journey, making them better learners.



# CMRU Schools

SCHOOL OF DESIGN

SCHOOL OF ARCHITECTURE

SCHOOL OF ENGINEERING  
& TECHNOLOGY

SCHOOL OF ECONOMICS  
& COMMERCE

SCHOOL OF LIBERAL STUDIES  
(Formerly School of Social Science &  
Humanities)

SCHOOL OF LEGAL STUDIES

SCHOOL OF SCIENCE &  
COMPUTER STUDIES  
(Formerly School of Science Studies)

SCHOOL OF MANAGEMENT



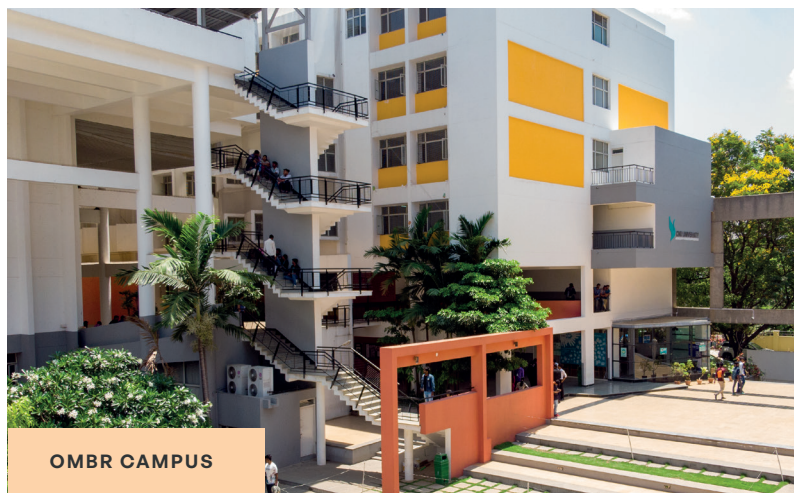




LAKESIDE CAMPUS



CITY CAMPUS



OMBR CAMPUS

## Get in touch



CMR University is among the top private universities in Bengaluru, recognised by the UGC. It is part of the CMR Group of Educational Institutions, including the NAAC A++ Accredited CMR Institute of Technology. CMR Group of Institutions holds 30+ years of experience in teaching students of 45+ Nationalities, across 20+ institutes, from K-12 to doctoral, catering to over 20,000+ students.

### CITY CAMPUS

#2, 3rd 'C' Cross, 6th 'A' Main, 2nd Block, HRBR Layout, Kalyan Nagar, Bengaluru 560043

**+91 93429 00666**

### LAKESIDE CAMPUS

Off Hennur, Bagalur Main Road, Chagalatti, Bengaluru 562149

**+91 93429 00666**

### INFORMATION CENTRE, VIJAYWADA

65-3-17, 1st Floor, NTR Circle, Patamata, Vijayawada, 520010 Andhra Pradesh

**+91 89519 93762**

**+91 89519 93761**

**+91 63669 82923**

### OMBR CAMPUS

No.5, Bhuvanagiri, OMBR Layout, Bengaluru 560043

**+91 93429 00666**

### ADMISSIONS HELPLINE

 **+91 93429 00666**

 **admissions@cmr.edu.in**

 **www.cmr.edu.in**