



PCET's
**Pimpri
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University**

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Pimpri Chinchwad Education Trust's

Pimpri Chinchwad University

Pune Design School

Sate, Pune – 412106, Maharashtra, India

(Established under Maharashtra Act No V of 2023)

Rules, Structure and Syllabus for First to Final Year (SEM - I to SEM - VIII)

B.Sc – AI Graphics & Interactive Design

(2026 Pattern)

Choice Based Credit System (CBCS) and Grading System



Effective from Academic Year 2026-27



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2.	Tentative list of Electives, Open Electives, Life Skill Courses, Proficiency Foundation Courses, HSMC Courses	
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Curriculum Structure:

Sr. No.	Type of course	Abbreviations
1	Major	MAJ
2	Elective (Minor Stream/Vocational/Program Specific)	MIN
3	Open Electives	OE
4	Ability Enhancement Courses	AEC
5	Skill Enhancement Courses	SEC
6	Vocational Skill Course	VSC
7	Summer Internship/ On Job Training	OJT
8	Project	PROJ
9	Field Project	FP
10	Indian Knowledge System	IKS
11	Community Engagement Program	CEP
12	Value Education Course	VEC



Bachelor of Design- Course Structure

Sr. No .	Type of course	No. of Credits/Semester									
		1	2	3	4	5	6	7	8	Total	Total
1	Major Mandatory	Max:16	Max:16	Max:14	Max:14	Max:14	Max:14	Max:10	Max:4	102/94	110
		Min:16	Min:16	Min:12	Min:12	Min:12	Min:12	Min:10	Min:4		
2	Major Elective (MOOC)	Max:2	Max:2	Max:2	Max:2	Max:2	Max:2	Max:2	Max:4	16/6	
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:2	Min:4		
3	Multidisciplinary Minor (MDM)	Max:3	Max:3	Max:3	Max:0	Max:0	Max:0	Max:0	Max:0	9	9
		Min:3	Min:3	Min:3	Min:0	Min:0	Min:0	Min:0	Min:0		
4	Ability Enhancement Courses	Max:1	Max:1	Max:1	Max:1	Max:0	Max:2	Max:2	Max:0	8	8
		Min:1	Min:1	Min:1	Min:1	Min:0	Min:2	Min:2	Min:0		
5	Skill Enhancement Courses	Max:4	Max:4	Max:4	Max:4	Max:4	Max:4	Max:0	Max:0	12	12
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0		
6	Interdisciplinary (Open Elective)	Max:4	Max:4	Max:4	Max:4	Max:4	Max:4	Max:0	Max:0	12	12
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0		
7	Vocational Skill Course (Indian Knowledge System)	Max:1	Max:1	Max:1	Max:1	Max:1	Max:1	Max:0	Max:0	6	6
		Min:1	Min:1	Min:1	Min:1	Min:1	Min:1	Min:0	Min:0		
8	Summer Internship/On Job Training/Project	Max:0	Max:0	Max:0	Max:0	Max:2	Max:0	Max:6	Max:0	8	8
		Min:0	Min:0	Min:0	Min:0	Min:2	Min:0	Min:6	Min:0		
9	Field Project/ Rural immersion/ Community Engagement project	Max:0	Max:0	Max:1	Max:1	Max:1	Max:1	Max:0	Max:0	2	2
		Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0	Min:0		
10	Major Project	-	-	-	-	-	-	-	Max:12	12	12
									Min:12		
Total		25/27	25/27	23/24	20/21	21/22	21/22	20	20	179	179



BSC– AI GRAPHICS & INTERACTIVE DESIGN

[Bsc.]: 2026-27											
SEMESTER - I											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	BSCAI101	PCC	Fundamentals of Design	1	-	3	4	7	40	60	100
2	BSCAI102	PCC	Introduction to AI	3	-	1	4	7	40	60	100
3	BSCAI103	PCC	Interactive Design Fundamentals	2	-	2	4	6	40	60	100
4	BSCAI104	PCC	Digital Design Tool - I	1	-	3	4	6	40	60	100
5	BSCAI105	SEC	Project Planning	1	-	3	4	7	40	60	100
	BSCAI110	OE	* Open Elective-I	1	-	3					
6	MINOR 1	MIN	Multidisciplinary	2	-	1	3	4	20	30	50
7	ACUHV101	VAC	* Universal Human Values - I: Professional Ethics	1	-	-	1	1	50	-	50
	ACIKSBD101		* IKS (Indian Design History)								
8	UFL101	AEC	Foreign Language – I	1			1	1	50	-	50
9	MOOCISD101	MOOC	Design Thinking	2	-	-	2	2	50	-	-
Total							25/27	39/41	350	300	650
Foreign Language - I											
	UFL101A	AEC	German	1			1	1	50	-	50
	UFL101B	AEC	Japanese	1			1	1	50	-	50
	UFL101C	AEC	Korean	1			1	1	50	-	50
Open Elective - I											
	BSCAI110A	OE	Creative Workshop	1	-	3	4	7	40	60	100
	BSCAI110B	OE	Digital Presence for Business	1	-	3	4	7	40	60	100

Note: * Student can opt the course whether in Sem-I/Sem-II, under choice based credit system

[Bsc]2026-27												
SEMESTER – II												
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme			
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total	
1	BSCAI106	PCC	Design Fundamentals for Digital Media	3	-	1	4	7	40	60	100	
2	BSCAI107	PCC	Creative Coding	1	-	3	4	7	40	60	100	
3	BSCAI108	PCC	Advance AI for Designer	2	-	2	4	6	40	60	100	
4	BSCAI109	PCC	Digital Design Tool - II	1	-	3	4	6	40	60	100	
5	BSCAI105	SEC	* Project Planning	1	-	3	4	7	40	60	100	
	BSCAI110	OE	* Open Elective- I	1	-	3						
6	MINOR 2	MIN	Multidisciplinary	2	-	1	3	4	20	30	50	
7	ACUHV101	VAC	* Universal Human Values - I: Professional Ethics	1	-	-	1	1	50	-	50	
	ACIKSBD101		* IKS (Indian Design History)									
8	UFL102	AEC	Foreign Language – II	1			1	1	50	-	50	
9	MOOCISD101	MOOC	Design Thinking	2	-	-	2	2	50	-	50	
							Total	25/27	39/41	350	300	650
Foreign Language - II												
	UFL101A	AEC	German	1			1	1	50	-	50	
	UFL101B	AEC	Japanese	1			1	1	50	-	50	
	UFL101C	AEC	Korean	1			1	1	50	-	50	
Open Elective - I												
	110A	OE	Creative Workshop	1	-	3	4	7	40	60	100	
	BSCAI110B	OE	Digital Presence for Business	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-I/Sem-II, under choice based credit system

Exit Policy:

UG Certificate in Foundation Design: A Students who opt to exit after completion of the first year and have scored the required credits offered by the school in the program structure will be awarded a UG in **Certificate in Foundation Design** provided they must earn additional credits during the summer vacation of the first year.

First Year													
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
			Th	Pr	Tut	Cred	Irs	Theory		OR/PR		Total	
								CIA	ESA	CIA	ESA		
BSCAI101	MOOCs	VSC	2	-		2	2	-	-	50			50
BSCAI102	Exploring forms in nature	VSC	-	8		4	8	-	-	50	50		100



[Bsc.]: 2026-2027 (AI GRAPHICS & INTERACTIVE DESIGN)											
SEMESTER - III											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	BSCAIxxx	PCC	Web and App Design	2	-	2	4	7	40	60	100
2	BSCAIxxx	PCC	Design Research and Innovation	2	-	2	4	6	40	60	100
3	BSCAIxxx	PCC	Introduction too UI / UX	1	-	3	4	6	40	60	100
4	BSCAIxxx	PCC	Branding	-	-	2	2	02-Apr	50	-	50
	MOOCAI201	MOOC	AI Centric Design	2	-	-					
5	BSCAIxxx	SEC	* Project Planning	1	-	3	4	7	40	60	100
	BSCAIxxx	OE	* Open Elective - II	1	-	3					
6	MINOR 3	MIN	Multidisciplinary	2	-	1	3	4	20	30	50
7	ACUHV201	VAC	* Universal Human Values - II: Understanding Harmony	1	-	-	1	1	50	-	50
			* Fundamentals of Artificial Intelligence								
8	UFL201	AEC	Foreign Language - III	1	-	-	1	1	50	-	50
9			Sports	-	-	1	1	2	20	30	50
Total							23/24	35 / 36	350	300	650
Foreign Language - III											
UFL201A	AEC	German	1			1	1	50	-	50	
UFL201B	AEC	Japanese	1			1	1	50	-	50	
UFL201C	AEC	Korean	1			1	1	50	-	50	
Open Elective - II											
BSCAI208A	OE	Creative Workshop	1	-	3	4	7	40	60	100	
BSCAI208B	OE	Digital Presence for Business	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-III/Sem-IV, under choice based credit system



[Bsc.]: 2026-2027 (AI GRAPHICS & INTERACTIVE DESIGN)											
SEMESTER - IV											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	BSCAIxxx	PCC	App Development Techniques	1	-	3	4	7	40	60	100
2	BSCAIxxx	PCC	Graphic Design AI Tool - I	1	-	3	4	6	40	60	100
3	BSCAIxxx	PCC	UI / UX Tool - I	1	-	3	4	6	40	60	100
4	BSCAIxxx	PCC	Branding	-	-	2	2	02-Apr	50	-	50
	MOOCAI202	MOOC	AI Centric Design	2	-	-					
5	BSCAIxxx	SEC	* Project Planning	1	-	3	4	7	40	60	100
	BSCAIxxx	OE	* Open Elective-II	1	-	3					
6	ACUHV201 /	VAC	* Universal Human Values - II: Understanding Harmony	1	-	-	1	1	50	-	50
			* Fundamentals of Artificial Intelligence								
7	UFL202	AEC	Foreign Language - IV	1			1	1	50	-	50
8			Sports	-	-	1	1	2	20	30	50
Total							20/21	31/32	330	270	600
Foreign Language - IV											
UFL202A	AEC	German	1			1	1	50	-	50	
UFL202B	AEC	Japanese	1			1	1	50	-	50	
UFL202C	AEC	Korean	1			1	1	50	-	50	
Open Elective - II											
BSCAI208A	OE	Creative Workshop	1	-	3	4	7	40	60	100	
BSCAI208B	OE	Digital Presence for Business	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-III/Sem-IV, under choice based credit system

Course Exit Policy

UG Diploma in Design: Students who opt to exit after completion of the second year and have scored required credits offered by the school in the program structure will be awarded a UG diploma in Design, provided they must earn additional credits during the summer vacation of the second year.

Second Year												
Course Code	Course Name	Course Type	Teaching Scheme					Assessment Scheme				
			Th	Pr	Tut	Credit	Hrs	Theory		OR/PR		Total
								CIA	ESA	CIA	ESA	
BSCAI201	Research in Design/MOOCs	VSC	2	-		2	2	-	-	50		50
BSCAI202	Project/ Internship	VSC	-	8		4	8	-	-	50	50	100

*Project- In house/ Sponsored/ Case Study/ Field work

[Bsc.]: 2026-2027 (AI GRAPHICS & INTERACTIVE DESIGN)												
SEMESTER - V												
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme			
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total	
1	BSCAIxxx	PCC	Understanding of Website	1	-	3	4	7	40	60	100	
2	BSCAIxxx	PCC	Graphic Design AI Tool - II	2	-	2	4	6	40	60	100	
3	BSCAIxxx	PCC	UI / UX Tool - II	2	-	2	4	6	40	60	100	
4	BSCAIxxx	PCC	Human Psychology	-	-	2	2	02-Apr	50	-	50	
	MOOCAI301	MOOC	Immersive Interaction Design - I	2	-	-						
5	BSCAIxxx	SEC	* Project Planning	1	-	3	4	7	40	60	100	
	BSCAIxxx	OE	* Open Elective - III	1	-	3						
6	ACEVS301	VAC	* Environmental Studies	1	-	-	1	1	50	-	50	
	ACCOI202		* Constitution of India									
7	BSCAIxxx		Summer Internship	-	-	-	2	-	40	60	100	
8			Rural Immersion	-	-	1	1	2	20	30	50	
							Total	21/22	29 / 31	320	330	650
Open Elective - III												
	BSCAI309A	OE	Creative Workshop	1	-	3	4	7	40	60	100	
	BSCAI309B	OE	Digital Presence for Business	1	-	3	4	7	40	60	100	

Note: * Student can opt the course whether in Sem-V/Sem-VI, under choice based credit system

[Bsc.]: 2026-2027 (AI GRAPHICS & INTERACTIVE DESIGN)											
SEMESTER - VI											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self- study	Credits	Hours	CIA	ESA	Total
1	BSCAIxxx	PCC	Understanding of Digital Marketing	1	-	3	4	7	40	60	100
2	BSCAIxxx	PCC	Content & Concept Writing	2	-	2	4	6	40	60	100
3	BSCAIxxx	PCC	Advertising	3	-	1	4	6	40	60	100
4	BSCAIxxx	PCC	Human Psychology	-	-	2	2	02-Apr	50	-	50
	MOOCAI301	MOOC	Immersive Interaction Design - I	2	-	-					
5	BSCAIxxx	SEC	* Project Planning	1	-	3	4	7	40	60	100
	BSCAIxxx	OE	* Open Elective - III	1	-	3					
6	ACEVS301	VAC	* Environmental Studies	1	-	-	1	1	50	-	50
	ACCOI202		* Constitution of India								
7	BSCAIxxx	AEC	Portfolio	-	-	2	2	4	20	30	50
8			Rural Immersion	-	-	1	1	2	20	30	50
Total							21/22	33 / 35	300	300	600
Open Elective - III											
	BSCAI309A	OE	Creative Workshop	1	-	3	4	7	40	60	100
	BSCAI309B	OE	Digital Presence for Business	1	-	3	4	7	40	60	100

Note: * Student can opt the course whether in Sem-V/Sem-VI, under choice based credit system

Course Exit Policy

3-year UG Degree in Design : Students who opt to exit after completion of the third year and have scored required credits offered by the school in the program structure will be awarded a UG degree of B.Sc in Design, provided they must earn additional credits during the summer vacation of the third year

Third Year													
Course Code	Course Name	Course Type	Teaching Scheme						Assessment Scheme				
			Th	Pr	Tut	Credit	Hrs	Theory		OR/PR		Total	
								CIA	ESA	CIA	ESA		
BACAID301	Design Thinking/MOOCs	VSC	2	-		2	2	-	-	50			50
BSCAI302	Project/ Internship	VSC	-	8		4	8	-	-	50	50		100

***Project- In house/ Sponsored/ Case Study/ Field work**



[Bsc.]: 2026-2027 (AI GRAPHICS & INTERACTIVE DESIGN) HONOR											
SEMESTER - VII											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	BSCAIxxx	PCC	Business Brand Strategy	2	-	3	5	8	40	60	100
2	BSCAIxxx	PCC	Professional Practice	2	-	3	5	8	40	60	100
3	BSCAIxxx		Summer Internship	-	-	-	6	-	40	60	100
4	MOOCAI401	MOOC	Immersive Interaction Design - II	2	-	-	2	2	50	-	50
5	BSCAIxxx	AEC	Portfolio	-	-	2	2	4	20	30	50
Total							20	22	190	210	400

[Bsc.]: 2026-2027 (AI GRAPHICS & INTERACTIVE DESIGN) HONOR											
SEMESTER - VIII											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total
1	BSCAIxxx	PCC	Research Paper Writing: UBD	4	-	-	4	4	50	-	50
2	BSCAIxxx	PRO/DESS	Graduation Project: UBD	-	-	-	12	-	150	200	350
3	MOOCAI402	MOOC	Innovation in AI graphics and UI/UX	4	-	-	4	4	50	-	50
Total							20	8	250	200	450

Summarized features of program Structure

Internships

SEMESTER - V											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA-OR	ESA-OR	Total
8	BSCAIxxx		Summer Internship	-	-	-	2	-	40	60	100
SEMESTER - VII											
Sr. No	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA-OR	ESA-OR	Total
3	BSCAIxxx		Summer Internship	-	-	-	6	-	40	60	100

Placement preparation trainings programs and assessments

SEMESTER - VI											
Sr. No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA-OR	ESA-OR	Total
7	BSCAIxxx	AEC	Portfolio	-	-	2	2	4	20	30	50
SEMESTER - VII											
Sr.No.	Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme		
				Th	Tut	PR/Self-study	Credits	Hours	CIA-OR	ESA-OR	Total
5	BSCAIxxx	AEC	Portfolio	-	-	2	2	4	20	30	50

Foreign Languages

SEMESTER - I											
Course Code	Course Type	Course Title	Teaching Scheme					Assessment Scheme			
			Th	Tut	PR/Self-study	Credits	Hours	CIA	ESA	Total	
UFL101	AEC	Foreign Language – I-German / Japanese/ Korean	1	-	-	1	1	50	-	50	
SEMESTER – II											
UFL102	AEC	Foreign Language – II-German / Japanese/ Korean	1	-	-	1	1	50	-	50	
SEMESTER – III											
UFL201	AEC	Foreign Language – II-German / Japanese/ Korean	1	-	-	1	1	50	-	50	
SEMESTER – IV											
UFL202	AEC	Foreign Language – II-German / Japanese/ Korean	1	-	-	1	1	50	-	50	

