



SUPERIOR
UNIVERSITY

BS Product Design

FACULTY OF ART & DESIGN



RANKED NO. 1 IN
QUALITY OF EDUCATION
IN PAKISTAN

WORLD RANK IN
QUALITY OF EDUCATION
101-200

OVERALL RANK IN
WORLD'S TOP
401-600

AMONG THE
TOP 10
UNIVERSITIES OF
PAKISTAN

3U1M[®]

3 Years in University and 1 year in Market

3U1M is our unique and distinctive framework which is focused on enabling and empowering the youth to create social and economic impact. This research-informed experiential learning program has been designed to ensure student success by teaching not only theories but their practical implications to equip our students with the skills of 21st-century graduates. This employability ensured program is a milestone in our mission for developing an economically Superior Pakistan.

Year 2 - Exploration PBL 2

In year 2 students explore the emerging concepts of the relevant industry and gain experiential learning through Project based learning Level 2.

Freshman Program

A rigorous on-boarding program for a smooth transition to university education through IQ & EQ Accelerators preparing students for entering university life.

1M-Market Intensive Year

For the final Market Intensive Year "1M" (one year in the market), we have designed four indigenous career streams i.e., Design Challenge, Startup, Scaleup & Superior Go Global so our students may choose any track according to their aptitude.

Career Pathways

Startup: to become a successful entrepreneur by getting incubated at our **Innovation District 92 (ID-92)**



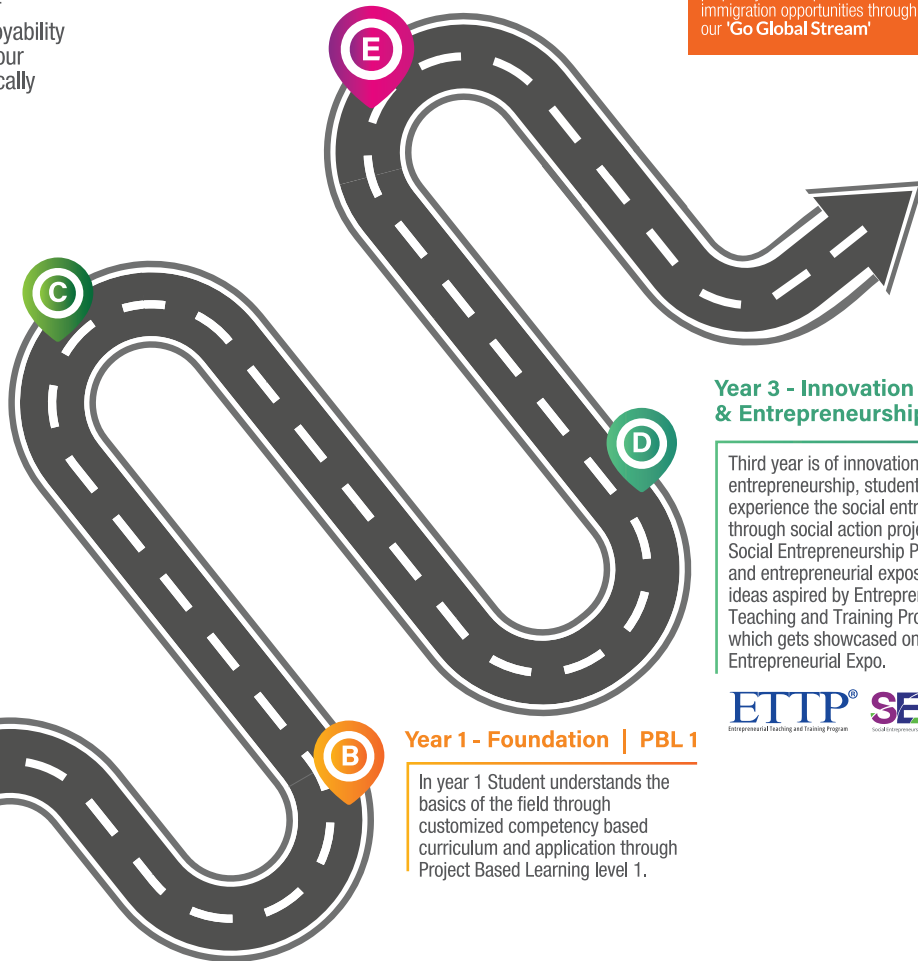
Scaleup: to uplift your family business by getting trained at our accelerator "ScaleupPk"



Design Challenge: to become a valuable resource for corporate world by solving a real-time industry problem following **Design Thinking** approach



Superior Go Global: to prepare you to explore career and immigration opportunities through our 'Go Global Stream'



Year 3 - Innovation & Entrepreneurship | PBL 3

Third year is of innovation and entrepreneurship, students will experience the social entrepreneurship through social action projects under Social Entrepreneurship Program (SEP) and entrepreneurial exposition of new ideas aspired by Entrepreneurship Teaching and Training Program (ETTP) which gets showcased on Superior Entrepreneurial Expo.



Year 1 - Foundation | PBL 1

In year 1 Student understands the basics of the field through customized competency based curriculum and application through Project Based Learning level 1.

BS

Product Design

The Product Design degree program enables the students to think critically by combining art, science, and technology to create innovative products and services based on the client's requirements. This multifaceted, interdisciplinary approach as well as intensive case studies, and collaborative design projects help the students develop fundamental concepts aided by a rigorous curriculum and interaction with an experienced, dedicated faculty.

Course Duration	4 Years
Semesters	8
Total Credit Hours	130

Eligibility

45 % marks in Intermediate or equivalent.

Semester 1

Design Studio - I	3
Visual Communication - I	3
Introduction to Computer	3
English - I	3
Art History	3
Mathematics - I	3

Semester 4

Psychology	3
Product Design - II	3
Design Communication - II	3
Digital Applications - II	3
Marketing & Merchandising	3
English - IV	3

Semester 2

Design Studio - II	3
Visual Communication - II	3
Introduction to Business	3
English - II	3
Islamic Studies	2
Mathematics - II	3

Semester 5

Product Design - III	3
3D Visualization - I	3
Social Entrepreneurship	3
Ergonomics	3
Material and Manufacturing Processes-I	3

Semester 7

Mechanical Design Systems	3
Project Management	3
Sustainable Design	3
Professional Practice	3
Final Year Project - I	3

Semester 3

Product Design - I	3
Design Communication - I	3
Digital Applications - I	3
English - III	3
Design Chemistry	3
Pakistan Studies	2

Semester 6

Entrepreneurship	3
3D Visualization - II	3
Photography	3
Product Design - IV	3
Material and Manufacturing Processes-II	3

Semester 8

Additive Manufacturing	3
Final Year Project - II	3
Digital Marketing	3
Universal Design	3
Costing & Budgeting	3

To accommodate modern trends, University reserves the right to change course requirements, fee, course classifications, course content, class schedule, venue, faculty and the like, whenever it deems appropriate.



3U1M[®] WITH GLOBAL EXPERIENCE

CAREER SCOPE

- Land jobs as an Automotive Engineer
- Secure employment as a Furniture and Rug Designer
- Entrepreneurship opportunity to start your own product designing firm
- Opportunities to seek global exposure for higher education, internship, job or immigration through 3U1M Stream 'Superior Go Global'

DISTINCTIVE FEATURES

- The first product design program in Pakistan
- Specially designed road map to support local product design and manufacturing industry of Pakistan
- Integrated makers lab for a hands-on experience of the students

To apply online, please visit
admissions.superior.edu.pk
042-111-00-00-78



University Campus, Lahore

17-KM, Main Raiwind Road, Lahore.
Ph: 042-38103777

Sargodha Campus

10-KM, Lahore Road, Sargodha.
Ph: 048-211-00-00

Faisalabad Campus

13-KM Satiana Road, Near Khanuana
Bypass, Faisalabad. Ph: 041-8792007-8

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