



AUREA

School of Art, Design and Architecture

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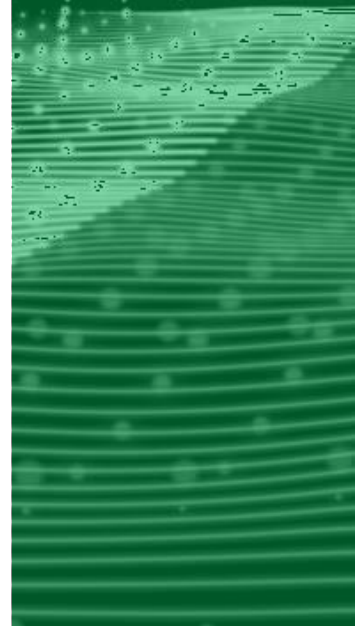
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3: Product Design

Product Design is a dynamic and interdisciplinary field that merges creativity, technology, and human-centered problem solving to shape the objects, systems, and experiences of everyday life. From traditional craft and material exploration to cutting-edge digital fabrication, sustainable design, and interactive technologies, Product Design cultivates innovative solutions that balance functionality, aesthetics, and social impact.

The discipline emphasizes research-driven design, prototyping, and critical thinking, enabling students to develop a distinctive design language while responding to cultural, environmental, and technological contexts. In Pakistan and South Asia, the growing ecosystem of design studios, manufacturing hubs, and entrepreneurial ventures presents significant opportunities for product designers to influence local and global markets. Internationally, product designers play essential roles in industries ranging from consumer electronics and furniture design to smart devices, transportation, and sustainable systems. Graduates can pursue careers as product designers, industrial designers, design strategists, experience designers, or innovation consultants. Emerging tools, including digital modeling, 3D printing, and AI-enabled design platforms, are expanding the possibilities for rapid prototyping, user-centered solutions, and immersive design experiences. The Product Design program is closely aligned with interdisciplinary practices, connecting design thinking with sustainability, cultural innovation, and technological experimentation. By combining rigorous conceptual frameworks with hands-on production skills, students are prepared to create meaningful, socially responsible, and globally relevant design solutions.



Product Design in Pakistan

Product Design is a dynamic and interdisciplinary field that shapes the objects, systems, and experiences that define everyday life. Responding to technological innovation, cultural trends, and social needs, product designers play a central role in creating solutions that are functional, aesthetically compelling, and socially responsible. In Pakistan, design education is increasingly blending traditional craft and material exploration with contemporary practices such as digital fabrication, sustainable design, and interactive systems.

This approach equips students to research, conceptualize, and prototype solutions that are culturally informed and globally relevant. The growth of design studios, innovation hubs, and industry exhibitions, alongside participation in international competitions, highlights the expanding role of product design as a driver of innovation in South Asia. Students gain both technical proficiency and a critical perspective on issues such as sustainability, user experience, urban living, and heritage integration.

Product Design in Pakistan offers strong potential for contributions to national industries and the international design ecosystem. By experimenting across materials, technologies, and forms—from handcrafted objects to digitally fabricated products—students develop the skills to create meaningful, impactful solutions. Graduates can pursue careers as product designers, industrial designers, UX/UI specialists, innovation strategists, or creative entrepreneurs, prepared to thrive in an increasingly design-driven and interconnected world.

3: Bachelor of Design (B. Des) in Product Design

The Bachelor of Design (B. Des) in Product Design at Leads University, School of Art, Design, and Architecture offers a comprehensive curriculum that integrates design studio practice, research, materials exploration, and human-centered innovation. Students are trained to develop strong creative, analytical, and problem-solving skills, enabling them to design meaningful and functional products across physical, digital, and interactive forms. The program emphasizes socially responsible, sustainable, and context-aware approaches, encouraging students to address cultural, environmental, and technological challenges through thoughtful design solutions.

The curriculum combines research-led inquiry with hands-on studio exploration, fostering experimentation, collaboration, and interdisciplinary problem-solving. Students engage with product ideation, materials study, prototyping, digital fabrication, and user experience design, while also exploring emerging fields such as interactive systems, smart products, and AI-assisted design. By balancing technical mastery with conceptual innovation, students are encouraged to create products and systems that are both functional and culturally relevant, grounded in principles of sustainability, usability, and critical awareness.

Aligned with the Bachelor of Design in Cultural Innovation & Heritage and connected to programs such as Visual Communication Design and Animation & VFX, this degree situates Product Design within a broader interdisciplinary framework. This versatility ensures graduates can navigate diverse creative and professional landscapes, from industrial and consumer product design to design strategy, innovation consulting, and entrepreneurial ventures. With its focus on cultural engagement, sustainability, and global design standards, the Product Design program prepares students to thrive as designers, innovators, and creative leaders, both within Pakistan and internationally.



Program Aims & Objectives

1. To prepare students for careers in product design, industrial design, user experience, innovation consulting, and creative industries.
2. To provide a balanced curriculum that integrates design theory, research, and studio-based hands-on practice.
3. To build a strong multidisciplinary foundation in materials exploration, prototyping, digital fabrication, industrial design, and interactive systems.
4. To encourage critical thinking, experimentation, and creative problem-solving in design and cultural contexts.
5. To equip students to apply design research, human-centered principles, and innovative practices to real-world social, cultural, and technological challenges.
6. To develop technical and creative skills across traditional craftsmanship, digital tools, and emerging technologies.
7. To emphasize storytelling, user experience, cultural context, and engagement with contemporary design practices.
8. To foster collaboration, independent inquiry, and teamwork in studio and cross-disciplinary environments.
9. To integrate innovative methods, materials, and technologies into design practice, from analog to digital and interactive solutions.
10. To promote innovation, adaptability, and professional readiness for local and global design, manufacturing, and creative sectors.

Program Learning Outcomes

1. To prepare students for global careers in product design, industrial design, UX/UI, and creative industries.
2. To balance studio practice, design theory, and research-driven innovation.
3. To build strong foundations in materials exploration, prototyping, digital fabrication, and product development.
4. To foster creative problem-solving, user-centered thinking, and cultural awareness.
5. To train students in design strategy, innovation management, and product lifecycle planning.
6. To engage with contemporary design trends, sustainability, and industry practices.
7. To develop skills in design communication, presentation, and critical analysis.
8. To encourage experimentation across physical, digital, and interactive design mediums.
9. To nurture leadership in product development, experience design, and design entrepreneurship.
10. To integrate global and local perspectives in product innovation and design research.
11. To connect students with industry networks, design residencies, and professional collaborations.
12. To align the curriculum with international standards of design education.
13. To prepare graduates to become product designers, industrial designers, design strategists, innovators, and creative leaders.

Career Prospects

The program aims to equip students with advanced theoretical knowledge and hands-on expertise in product design, preparing them to address real-world challenges, engage critically with cultural, technological, and sustainable design practices, and build careers as product designers, design strategists, innovators, and creative leaders.

- Product Designer
- Industrial Designer
- Furniture Designer
- Product Developer
- UX/UI and Experience Designer
- Humanitarian & Service Designer
- Health & Medical Designer
- Toy & Game Designer
- Design Entrepreneur / Studio Founder
- Design Researcher
- Exhibition & Experience Designer
- Creative Producer
- Design Consultant
- Cultural & Heritage Product Designer
- Design Policy Advisor / Arts Administrator
- Independent Entrepreneur (creative startups, studios, incubators)

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The Bachelor of Design (B. Des) in Product Design has been designed in accordance with the Higher Education Commission's Undergraduate Education Policy V-1.1 (2023), which is mandatory for all Higher Education Institutions in Pakistan from Fall 2023 onwards.

Semester 1 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	History of Art, and Design	3(3+0)	Major	FYD-101
2	Sketching, Space & Form	3(1+2)	Major	FYD-102
3	Foundational Theory Elective – I	3(3+0)	General Education	GEN-103
4	Technical Writing	3(3+0)	General Education	GEN-161
5	Digital Studio: Tools & Techniques	3(0+3)	Interdisciplinary	IDS-105
6	Foundational Studio Elective – I	3(1+2)	Interdisciplinary	IDS-106
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 2 (Foundation Year)

Integrated Foundation Year

	Course Title	Credit Hours	Course Category	Code
1	History, Theory and Practice of Product Design	3(3+0)	Major	PRD-107
2	Product Digital Studio: Tools & Techniques	3(0+3)	Major	PRD-108
3	Foundational Theory Elective - II	3(3+0)	General Education	GEN-109
4	AI & Prompting in Creative Practice	3(1+2)	General Education	GEN-110
5	Pakistan Studies	2(2+0)	General Education	GEN-111
6	Fehm-e-Quran – I	1(1+0)	General Education	GEN-112
7	Foundational Studio Elective – II	3(1+2)	Interdisciplinary	IDS-113
Total Credit Hours		11(Theory)+7(Studio) = 18		

Semester 3 - 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Theory Elective – I	3(3+0)	Major	PRD-201
2	Soundscapes in Design Practice	3(0+3)	Major	SND-202
3	Product Design Studio – I	3(1+2)	Major	PRD-203
4	Islamiyat	2(2+0)	General Education	GEN-204
5	Colonial & Postcolonial Visual Culture	3(3+0)	General Education	GEN-205
6	Fehm-e-Quran – II	1(1+0)	General Education	GEN-206
7	Design, Modeling & Prototyping	3(1+2)	Interdisciplinary	IDS-207
Total Credit Hours		11(Theory)+7(Studio) = 18		

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Semester 4 – 2nd Year

	Course Title	Credit Hours	Course Category	Code
1	Introduction to Research Methodologies	3(3+0)	Major	RSD-208
2	Product Design Studio – II	3(1+2)	Major	PRD-209
3	Studio Elective – I	3(1+2)	General Education	GEN-210
4	Ethics & AI in Creative Practice	3(0+3)	General Education	GEN-211
5	Theory Elective - II	3(3+0)	General Education	GEN-212
6	Sustainable Materials & Production	3(1+2)	Interdisciplinary	IDS-213
Total Credit Hours		9(Theory)+9(Studio) = 18		

Semester 5 – 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - I	3(3+0)	Major	RSD-301
2	Global Internship Studio	3(0+3)	Major/Internship	GIS-302
3	Market Driven Certificate – I	1(0+1)	Major	PRD-303
4	Market Driven Certificate – II	1(0+1)	Major	PRD-304
5	Market Driven Certificate – III	1(0+1)	Major	PRD-305
6	Heritage, Power & Product	3(3+0)	Major	PRD-306
7	Specialization Studio – I	3(0+3)	Major	PRD-307
8	Theory Elective – IV	3(0+3)	Interdisciplinary	IDS-308
Total Credit Hours		6(Theory) +12(Studio) = 18		

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Semester 6- 3rd Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design - II	3(3+0)	Major	RSD-309
2	Specialization Studio – II	3(0+3)	Major	PRD-310
3	Product Design Project (Mini Thesis)	6(2+4)	Major	PRD-311
4	Creative Entrepreneurship	3(0+3)	General Education	GEN-312
5	Studio Elective - II	3(1+2)	Interdisciplinary	IDS-313
Total Credit Hours		6(Theory) +12(Studio) = 18		

Semester 7 – 4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Methodologies for Design – III	6(6+0)	Major	RSD-401
2	Designing Displays: Curatorial Thinking	3(0+3)	Major	CUR-402
3	Specialization Studio - III	6(2+4)	Major	PRD-403
Total Credit Hours		8(Theory) +7(Studio) = 15		

Semester 8 - 4th Year

	Course Title	Credit Hours	Course Category	Code
1	Research Display and Integration	3(3+0)	Major	RSD-404
2	Final Project (Thesis Display)	12(0+12)	Major	PRD-405
Total Credit Hours		3(Theory) +12(Studio) = 15		

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Program Duration: Minimum: 4 Years | Maximum: 6 Years

Degree Requirements

- General Education (GE): 13 courses | 33 credit hours
- Interdisciplinary: 7 Courses | 21 Credit Hours
- Major (Core + Electives + Mandatory): 24 courses | 84 credit hours
- Capstone (Thesis + Internship) Along with Research Paper
- Total: 44 courses | 138 credit hours

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Pool of Electives

Theory Electives

	Course Title	Credit Hours	Course Category	Code
1	Histories of Technology, Media and AI	3(3+0)	General Education	
2	Semiotic Thinking in Visual Culture	3(3+0)	General Education	
3	Environmental Policy & Law	3(3+0)	General Education	
4	Theatre, Ritual, and Visual Culture	3(3+0)	General Education	
5	South Asian Art & Visual Traditions	3(3+0)	General Education	
6	Politics of Representation	3(3+0)	Interdisciplinary	
7	Performance Documentation	3(3+0)	Interdisciplinary	
8	Time-Based Media	3(3+0)	Major	
9	Global Perspectives in Visuality	3(3+0)	Major	

Studio Electives

	Course Title	Credit Hours	Course Category	Code
1	Experimental Drawing Studio	3(1+2)	Interdisciplinary	
2	Scientific Illustration	3(1+2)	Interdisciplinary	
3	Climate Responsive Design	3(1+2)	Interdisciplinary	
4	Digital Heritage & Archiving	3(1+2)	Interdisciplinary	
5	Kinetic Imagery	3(1+2)	Interdisciplinary	
6	Virtual & Augmented Design	3(1+2)	Interdisciplinary	
7	Political Animation Studio	3(1+2)	General Education	
8	Zero Waste Studio	3(1+2)	General Education	
9	Workshop: Light, Space & Motion	3(1+2)	General Education	



