

AR+D Advising Guidelines
Montfort del Rosario School of Architecture and Design
 Bachelor of Fine and Applied Arts Program in Art and Design
 Major in Product Design (Bilingual English/Chinese)
 Curriculum 2025_Student ID. 683xxxx

First year

First Semester

ELE	1001	Communicative English I	3	credits
ADX	1301	Visual Design	3	credits
PDS	1211	Design Method	3	credits
PDS	1212	Digital Design and Fabrication Technique	3	credits
MDD	3412	Product Design Studio: Brand CI Design	3	credits
XX	xxxx	Concentration Course I	3	credits
Total			18	credits

First year

Second Semester

ELE	1002	Communicative English II	3	credits
PDS	1122	User Factors and User Behavior Study	3	credits
PDS	1213	Model Making Technique	3	credits
PDS	1224	Mechanical Engineering for Product Design	3	credits
MDD	3413	Product Design Studio: Graphic and Packaging Design	3	credits
XX	xxxx	Concentration Course II	3	credits
Total			18	credits

Summer Semester

PDS	1111	History of Art and Design	3	credits
XX	xxxx	Concentration Course III	3	credits
Total			6	credits

Second year

First Semester

ELE	2000	Academic English	3	credits
PDS	2215	Theory and Trend in Design	3	credits
PDS	2216	Art and Science of Material Exploration	3	credits
PDS	3312	Collaborative Design I	6	credits
MDD	3424	Product Design Studio: Fashion and Textile Design	3	credits
Total			18	credits

Second year

Second Semester

ELE.	2001	Advanced Academic English	3	credits
XX	xxxx	General Education I	3	credits
PDS	3323	Collaborative Design II	6	credits
MDD	3422	Product Design Studio: User Interface Design	3	credits
Or MDD	3423	Product Design Studio: Furniture Design	3	credits
XXX	xxxx	Concentration Course IV	3	credits
Total			18	credits

Summer Semester

PDS	2321	Collaborative Design III	3	credits
MDD	3421	Product Design Studio: Small and Medium Object Design	3	credits
Total			6	credits

Third year

First Semester

BSB	1101	Design Thinking in Business	3	credits
BSB	1107	Data Analytics and Visualization	3	credits
BSB	1008	Marketing in Practice	3	credits
XX	xxxx	Free Elective I	3	credits
XX	xxxx	Free Elective II	3	credits
XX	xxxx	Concentration Course V	3	credits

18 credits

Third year

Second Semester

BSB	2101	Consumer Behaviors and Insights	3	credits
PDS	3228	Professional Ethics for Design Entrepreneur	3	credits
PDS	3217	Production and Manufacturing Process Studies	3	credits
XX	xxxx	General Education II	3	credits
XX	xxxx	General Education III	3	credits
GE	2202	Ethics	3	credits
Total			18	credits

Summer Semester

PDS	3239	Professional Practice in Design		Non-credit
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Grand Total

120 credits

B.F.A. Art and Design Major in Product Design 120 Credits
Minimum Grade Requirements and Pre-Requisite Courses for 2025 Curriculum

No.	Course	Course Title	Minimum Grade Requirement	Pre-requisite	Credits (Lecture - Studio)
**General Education Courses 24 Credits					
1.	ELE 1001	Communicative English I	C	None	3 (2 - 3 - 6)
2.	ELE 1002	Communicative English II	C	PRE ELE 1001	3 (2 - 3 - 6)
3.	ELE 2000	Academic English	C	PRE ELE 1002	3 (2 - 3 - 6)
4.	ELE 2001	Advanced Academic English	C	PRE ELE 2000	3 (2 - 3 - 6)
5.	GE 2202	Ethics	D	None	3 (3 - 0 - 6)
6.	XX xxxx	General Education I	D		3 (- - - -)
7.	XX xxxx	General Education II	D		3 (- - - -)
8.	XX xxxx	General Education III	D		3 (- - - -)
**Specialized Courses 90 Credits					
Core Courses 9 Credits					
9.	ADX 1301	Visual Design	C	None	3 (2 - 2 - 5)
10.	PDS 1111	History of Art and Design	C	None	3 (3 - 0 - 6)
11.	PDS 1122	User Factors and User Behavior Study	C	None	3 (2 - 2 - 5)
Professional Courses 24 Credits					
12.	PDS 1211	Design Method	C	None	3 (2 - 2 - 5)
13.	PDS 1212	Digital Design and Fabrication Technique	C	None	3 (2 - 2 - 5)
14.	PDS 1213	Model Making Technique	C	None	3 (2 - 2 - 5)
15.	PDS 1224	Mechanical Engineering for Product Design	C	None	3 (2 - 2 - 5)
16.	PDS 2215	Theory and Trend in Design	C	None	3 (3 - 0 - 6)
17.	PDS 2216	Art and Science of Material Exploration	C	None	3 (2 - 2 - 5)
18.	PDS 3228	Professional Ethics for Design Entrepreneur	C	None	3 (3 - 0 - 6)
19.	PDS 3217	Production and Manufacturing Process Studies	C	None	3 (3 - 0 - 6)
20.	PDS 3239	Professional Practice in Design	S	None	0 (0- 4 - 2) 320 Hrs.
Compulsory Major Courses 30 Credits					
21.	PDS 2321	Collaborative Design I	C	None	3 (2 - 2 - 5)
22.	PDS 3312	Collaborative Design II	C	PRE PDS 2321	6 (2 - 8 - 8)
23.	PDS 3323	Collaborative Design III	C	PRE PDS 2321	6 (2 - 8 - 8)
24.	MDD 3412	Product Design Studio: Brand CI Design	C	None	3 (2 - 2 - 5)
25.	MDD 3413	Product Design Studio: Graphic and Packaging Design	C	None	3 (2 - 2 - 5)
26.	MDD 3421	Product Design Studio: Small and Medium Object Design	C	None	3 (2 - 2 - 5)
27.	MDD 3422	Product Design Studio: User Interface Design	C	None	3 (2 - 2 - 5)
or	MDD 3423	Product Design Studio: Furniture Design	C	None	3 (2 - 2 - 5)
28.	MDD 3424	Product Design Studio: Fashion and Textile Design	C	None	3 (2 - 2 - 5)
Support Courses 12 Credits					
29.	BSB 1101	Design Thinking in Business	D	None	3 (3 - 0 - 6)

30.	BSB	1107	Data Analytics and Visualization	D	None	3 (3 - 0 - 6)
31.	BSB	1108	Marketing in Practice	D	BSB1101	3 (3 - 0 - 6)
32.	BSB	2101	Consumer Behaviors and Insights	D	BSB1108	3 (3 - 0 - 6)
Major Concentration Courses 15 Credits						
33.	XX	xxxx	Concentration Course I	D	None	3 (- - - -)
34.	XX	xxxx	Concentration Course II	D	None	3 (- - - -)
35.	XX	xxxx	Concentration Course III	D	None	3 (- - - -)
36.	XX	xxxx	Concentration Course IV	D	None	3 (- - - -)
37.	XX	xxxx	Concentration Course V	D	None	3 (- - - -)
**Free Elective Courses 6 Credits						
38.	XX	xxxx	Free Elective I	D		3 (- - - -)
39.	XX	xxxx	Free Elective II	D		3 (- - - -)

***Concentration Courses (Student Select 5 courses from list):**

MDD 2503	Art in Community and Public	3 (3 - 0 - 6)
MDD 2504	Digital Culture and Innovation Creativity	3 (2 - 2 - 5)
MDD 2505	Art Psychology	3 (3 - 0 - 6)
MDD 3401	Artist Studio: Jewelry Art and Design	3 (2 - 2 - 5)
MDD 3404	Exhibition Design	3 (2 - 2 - 5)
MDD 3407	Seminar in Art and Design	3 (3 - 0 - 6)
MDD 3405	Artist Studio: Decorative Art	3 (2 - 2 - 5)
MDD 3451	Artist Studio: Drawing	3 (2 - 2 - 5)
MDD 3452	Artist Studio: Sculpture Art	3 (2 - 2 - 5)
MDD 3453	Artist Studio: Flower Arrangement	3 (2 - 2 - 5)
MDD 3412	Product Design Studio: Brand CI Design	3 (2 - 2 - 5)
MDD 3413	Product Design Studio: Graphic and Packaging Design	3 (2 - 2 - 5)
MDD 3421	Product Design Studio: Small-Medium Object Design	3 (2 - 2 - 5)
MDD 3422	Product Design Studio: User Interface Design	3 (2 - 2 - 5)
MDD 3423	Product Design Studio: Furniture Design	3 (2 - 2 - 5)
MDD 3424	Product Design Studio: Fashion and Textile Design	3 (2 - 2 - 5)
MDD 3407	Seminar in Art and Design	3 (3 - 0 - 6)
MDD 3441	Upcycling Fashion and Accessories	3 (2 - 2 - 5)
EG 1002	Application Design for Everyone Literacy	3 (3 - 0 - 6)
EG 1003	Introduction to Internet of Things (IoTs) Literacy	3 (3 - 0 - 6)

Minor: Fashion Design (select 5 courses from list):

MDD 3401	Artist Studio: Jewelry Art and Design	3 (2 - 2 - 5)
MDD 3442	Fashion Merchandising	3 (2 - 2 - 5)
MDD 3424	Product Design Studio: Fashion and Textile Design	3 (2 - 2 - 5)
MDD 3443	Fashion Communication and Styling	3 (2 - 2 - 5)
MDD 3444	Pattern Making and Fashion Sewing Technique	3 (2 - 2 - 5)

Minor: Design Entrepreneurial (select 5 courses from list):

BSB 1101	Design Thinking in Business	3 (3 - 0 - 6)
BSB 1107	Data Analytics and Visualization	3 (3 - 0 - 6)
BSB 1108	Marketing in Practice	3 (3 - 0 - 6)
BSB 2101	Consumer Behaviors and Insights	3 (3 - 0 - 6)
BSB 1102	Thinking as an Economist	3 (3 - 0 - 6)
BSB 1104	Quantitative Techniques in Business	3 (3 - 0 - 6)
BSB 1109	Navigating Global Business Environment	3 (3 - 0 - 6)
BSB 1111	Accounting for Professionals	3 (3 - 0 - 6)
BSB 2102	Management in Dynamic Contexts	3 (3 - 0 - 6)
BSB 2302	Essential Strategies for Sustainable Business	3 (3 - 0 - 6)
BSB 3101	Sustainable Entrepreneurship	3 (3 - 0 - 6)

Certificate: Interactive Design (select 3 courses from list):

MDD 3431	Computer Programming for Interactive Design	3 (2 - 2 - 5)
MDD 3432	Interaction Design	3 (2 - 2 - 5)
MDD 3430	Interactive and Digital Arts	3 (2 - 2 - 5)

Certificate: Interactive Design (select 3 courses from list):

EG 1002	Application Design for Everyone Literacy	3 (3 - 0 - 6)
ITX 2004	UX/UI Design and Prototyping	3 (3 - 0 - 6)
MDD 3422	Product Design Studio: User Interface Design	3 (2 - 2 - 5)

**Free Elective Courses :Students can take free elective courses of 6 credits from any faculty in Assumption University upon completion of the prerequisites (if any)