



C  
R  
E  
A  
T  
E

Art & Design  
Programs  

---

Year 2016





# WELCOME TO CHITKARA UNIVERSITY IN PUNJAB

Chitkara Educational Trust established its Punjab campus in the year 2002 on the Chandigarh-Patiala national highway which is 30kms from Chandigarh. In the year 2010, Chitkara University was established by the Punjab State Legislature under "The Chitkara University Act". Chitkara University is a government recognized University with the right to confer degrees as per the sections 2(f) and 22(1) of the UGC Act, 1956. Chitkara University Punjab is a multi-discipline student centric campus with more than 7000 students.

## **WE OFFER UNDER GRADUATE & POST GRADUATE PROGRAMS IN THE FOLLOWING STREAMS:**

Engineering | Architecture | Hotel Management | Mass Communication  
Pharmacy | Business Management | Health Sciences | Education | Art & Design



# LEARN THE CHITKARA WAY

One-on-one discussions with the professors make the classes very interesting and interactive. The faculty is very helpful and approachable at all times—even for the slightest of doubts. We have lot of group projects and presentations which help students in team-building, understanding and bonding with classmates.



# GRADUATE WITH A HOLISTIC SKILL SET

Our holistic educational approach is designed with an intensive focus to equip you with a total skill set comprising hard knowledge skills, soft people skills and 'heart' skills. You will be equipped with both depth and breadth of knowledge. You will be transformed into a well-rounded individual, and become a valuable asset to your future employer and society at large.



Hard knowledge skills (specific to your chosen track of study)

+



Soft people skills (analytical thinking, problem solving, communication, presentation, leadership and team-building)

+



'Heart skills' (ethical and social responsibility)

# OUR INDUSTRY ACADEMIA RELATIONSHIPS

Chitkara University maintains close link with leading corporations and professional associations to deliver most of our professional programs. Through these alliances we stay in touch with industry, ensuring that our courses are relevant, practical and deliver the skills in demand allowing our graduates to hit the ground running. Some of our leading industry collaborations are:

---

# OUR INDUSTRY COLLABORATIONS

CHITKARA UNIVERSITY HAS ESTABLISHED AN UNASSAILABLE REPUTATION FOR VERY STRONG CAMPUS RECRUITMENT ON THE SHEER VIRTUE OF OUR INTENSIVE FOCUS ON MAKING ALL OUR GRADUATES “INDUSTRY READY”.

- Marquee companies such as ARM, Cadence and NXP Semiconductors are supporting us in terms of supplying state of the art equipments for best hands-on classroom training.
- nVIDIA which is one of the leading companies in the parallel computing space has granted the status of “CUDA teaching Centre” to Chitkara University.
- Infosys Campus Connect and Wipro 10X Mission has provided us an important framework for our Engineering curriculum Strong linkages with Industry leaders such as CISCO, Ericsson, Dassault Systems, National Instruments & Oracle to develop and deploy industry-relevant curricula on various technologies for our Engineering curriculum.
- Our program in Mechanical Engineering has been endorsed by leading companies such as Mahindra, Rasco, Dassault Systemes, Tata Technologies And Bosch.
- Chitkara Business School is offering a unique 2 year MBA program in Human Resource management with ManpowerGroup which is the leading manpower consultancy in the world.
- Joint management programs with BSE Institute has helped us initiate academic programs in the realm of financial sector knowledge.
- Our program in supply chain management works towards bridging the huge skill gap prevalent in the logistics industry through our industry partner, Safexpress, India's largest supply chain & logistics company.
- All degree programs offered by the School of Health Sciences are in collaboration with Fortis Healthcare which is one of the leading healthcare providers in Asia.
- Our Optometry programs are fully endorsed by Sankara Healthcare which is one of the leading eye care chains in the country.
- The curriculum and program structure for all our Journalism and Mass Communication has been inspired and adapted from the UNESCO Model Curricula for Journalism Education.
- Strong Association with leading media corporations such as ZEE Network and other media companies has been a great support in redefining our programs in Mass Communication.

# Prepare for a Bright Design Career at Chitkara School of Art and Design

---

As the real and digital world becomes more image-conscious and image-laden, the demand for design is increasing rapidly. Millions of rupees worth of graphic design work like illustration and advertising are published or sold each day. The future is bright for visual graphic designers– and Chitkara University is initiating one of the finest applied art and graphic design programs in the country.

Applied Art & Graphic Design programs at Chitkara School of Art and Design is geared to produce illustrators, advertisers, and graphic designers who will be widely recognized, actively sought, and well paid for their command of these highly coveted skills and talents.

By choosing to begin their degree at Chitkara University, students get a competitive edge by spending two years on our state-of-the-art campus, working closely with full-time faculty and industry professionals - an experience that will be similar to the best design schools of the world. After the end of year 2, students will have the option of doing their internships with best of industry partners across the country towards their credits for the 3rd and 4th year.

Our BFA programs in Applied Art & Graphic Design will encompass four levels of training: hands, eyes, mind and social conscience. This comprehensive approach will pay great dividends in the job market, where Chitkara graduates will distinguish themselves by earning top design jobs – including managerial positions at creative agencies throughout the country.

# CHOOSE YOUR PATH. EMBRACE YOUR POTENTIAL.



**OPEN YOUR MIND  
TO OPPORTUNITIES  
IN ART + DESIGN**

**FOR THE ACADEMIC YEAR 2016, WE ARE OFFERING THE FOLLOWING PROGRAMS:**

- 4-Year **BFA in Applied Art**
- 4-Year **BFA in Graphic Design with NEW MEDIA**
- 3-Year **B.Sc. in Animation**
- 3-Year **B.Sc. in Game Design**

Our Design programs will lead students to one of the five major creative careers:

**Illustration** - the art of picture-making for the purpose of communicating ideas and information

**Graphic Design** - total information design, where pictures as well as words are created and designed to convey messages

**Advertising Art Direction** - a more focused combination of visual and verbal information designed to create a message that moves consumers to action.

**Animation** - The Art of creating animations to tell stories through TV, Films, and Games.

**Game Design** - The Art of creating Game Art and Levels for engaging Gameplay.

# WHAT WILL YOU DO?

## *I WANT TO GET MY* **DEGREE** *AT CHITKARA*

Get your UGC recognised 4 year BFA degree with specialisation in Applied Art and Graphic Design (New Media).

---

## *I WANT TO TAKE A* **CAREER** **PROGRAM**

Our professors work with industry professionals to ensure you get the skills and hands-on experience you need to launch a rewarding career.

## *I WANT TO* **INTERN IN** **INDUSTRY**

### TO COMPLETE MY DEGREE

Our BFA degree is applied which means you'll have opportunities to take what you have learned and actually do it-before your graduate. Students will have the opportunity to spend more than 2 years in internships in order to gain the experience to land the best job possible and to start the career on the right note.

---

## **GLOBAL CREDITS**

You will also have an option to pursue your 3rd and 4th year with our University partners across the world and get global design education.





# WE ARE DEGREES AHEAD

A DEGREE  
AND A CAREER  
- WE WANT YOU  
TO HAVE BOTH.

Our career focused degree programs in Art and Design are the ideal blend of theoretical learning and practical experience, taught by professors who have active industry connections and outstanding academic credentials.

Our programs will offer campus placements and internships - meaning you'll earn money and get valuable on-the-job experience before you graduate.

Add in small class sizes and industry-guided, job-relevant curriculum, and your Chitkara degree will give you a definite advantage in today's competitive world.

**Hello future.**

**SMALLER  
CLASSES FOR  
BETTER LEARNING**

OUR WAY OF  
LEARNING IS

**HANDS-ON  
COLLABORATIVE  
INTERACTIVE**



THEORIES ARE BROUGHT

**TO LIFE**

AND YOU LEARN BY  
EXPERIENCING THEM.

---

# A RIGOROUS, FLEXIBLE CURRICULUM

## PREPARES YOU TO KICKSTART YOUR CAREER IN THE FIELD OF ART AND DESIGN

You will experience the Chitkara BFA's rigorous, comprehensive curriculum in which you master the essential skills of visual communication design. After fulfilling the requirements of the core curriculum, you will find a high degree of flexibility to tailor your education to meet your own goals and interests through a wide variety of cutting-edge elective offerings, work internship and global opportunities.

Given below is the general overview of our Foundation level courses for the 1st year of BFA programs -

### Foundation Courses

#### Fundamentals of Art and Design

In this module, students are introduced to a range of skills, techniques, methods, materials and technologies relevant to design development and communication.

#### Basics of Design Development

The module focuses on furthering development of visual language and building student confidence through 'out-of-the-box' experimentation with the tools they have learned.

#### Introduction to Design Tools & Techniques

This module incorporates greater complexity and integration of different design processes (e.g. design tools with elements of design), the added dimension of problem identification; and solution through innovation and creativity.

### Our Faculty

You will study with an outstanding full-time and part-time faculty and world-renowned visiting designers known for their expertise in graphic, web and interactive design; branding; print publication; communication technology; and fine arts.



## 4-YEAR BFA in APPLIED ART

Applied Art Professionals are visual problem-solvers who use a wide variety of concepts and media to inform, direct, promote, entertain, engage, and educate specific audiences. The applied art program prepares students to integrate design principles, methods, concepts, images, words, and ideas to creatively convey visual messages meant to produce specific responses from diverse audiences.

Graphic design surrounds us from logos to brands, book covers to packaging, posters to building facades, and websites to movie titles. Graphic designers create visual solutions that promote their clients' products, services, philosophies, or ideas. Often working together with other artists – such as photographers, illustrators, computer programmers, printers, and fabricators -- graphic designers combine words, images, color, and technology to communicate the messages of individuals, businesses, and institutions.



# The 4-year BFA in Applied Art is a specialized program in Design, where the student can specialize in Graphic Design and Advertising enabling him to acquire the skills and techniques necessary to pursue a fulfilling career in the various areas of the advertising, print and graphic design industry.

As an Applied art student, you will begin your studies with courses in design, composition, color theory, and art history. Subsequent study focuses on theories and practices of visual communication, including the selection and use of type and image; professional presentations; concept development; computer applications for professional production; and content preparation for print, multimedia and the web. We supplement our curriculum with a range of general education courses that foster critical thinking. Small classes that range from 18-22 students ensure personalized attention.

## Careers in Graphic Design

Applied Art graduates find work in a wide variety of professional settings, including design studios, advertising agencies, public relations firms, and publishing companies. Some designers work as free-lancers or start their own businesses. Web design and teaching are additional career options. Sample careers include:

- Advertising Design
- Book Cover Design
- Corporate Communications
- Environmental Design (the design of signs and sign systems)
- Information Design
- Exhibition Design for trade shows and museums
- Film, Video, and Video Game titles
- Interactive Design for Websites, Video Games, and Computer Displays
- Package Design
- Logo, Identity, and Brand Design
- Magazine and Page Layout Design
- Product Graphics
- Retail Design
- Television Graphics
- Type Design

## Career Path

- Graphic Designer
- Illustrator
- Publication Designer
- Multimedia Developer
- Retail Space Designer
- Exhibition Designer
- Creative Directors
- Visualizers
- Advertising Professional
- Design Educator
- Entrepreneur

**Program Fee : ₹ 60,000/- per semester**



# 4-YEAR BFA in GRAPHIC DESIGN with NEW MEDIA

Today's media-rich digital environment has created exciting career opportunities in visual design, entertainment, gaming, digital products, education, and technology industries. New media design is at the intersection of visual communication, design strategy, technology sciences, and user experience design.

With emerging technologies and new digital devices from wearable to large projected surfaces stretching the forms of communication and interactivity, new media designers are poised to become the innovative thinkers, designers, and creators of the next generation of digital media.

# The 4-year BFA in Graphic Design with specialisation in New Media Design focuses on training students to develop exceptional skills to craft high-quality, professional interface designs.

## Program overview

Grounded in the human centered design principles, this program leverages an approach that optimizes the interface around how users can, want, or may use the product, rather than forcing the users to change their behavior to accommodate the product. The program will focus on the tools, standards, frameworks and methods of creating, documenting, and communicating interface design across web, mobile, and large screen platforms. The studios will be more applied, where the students will learn through applying the concepts in concrete design situations under the mentorship of studio leads. To assist students in creating the trend setting interactive solutions the New Media Design Workshop offers unique hands-on experience with wearable, mobile, large format touchscreens, tangible computing and 3D printing.

## Careers

The BFA in New Media Design will position students for a career in visual, interactive, and user experience design for the digital advertising, marketing, mobile, web, application, and corporate design fields. Some of the key skillsets acquired are-

- Producing high fidelity wireframes of interaction design for web & mobile using software tools
- HTML and CSS coding and prototyping skills
- Designing usable web and mobile interfaces for specified requirements
- Applying iterative design to build high-fidelity wireframes
- Building click-through prototypes

**Program Fee : ₹ 60,000/- per semester**



## 3-YEAR B.Sc. ANIMATION

Animation Study is a field that allows you to partake in all new mediums right from Graphic Design, Web Design, Game Design, 2D and 3D Animation and Visual Effects. It's reach also extends upto far reaching domains such as 3D Printing, Augmented Reality, Virtual Reality, and 3D Projection Mapping.

An Animator is a problem solver who finds the best way to communicate a thought and then immerses the thought into a story so that it is digestible. Animators are not just making feature films, they also contribute in terms of Scientific Animations, Medical Animations, Educational Animations, and Architectural Animations. They help us visualize this world in tangible terms.



# The 3-year B.Sc. in Animation is a specialized program in Animation to create characters and tell their stories, as well as design, paint, model, texture, animate, light, composite, and even edit films.

## Program overview

You would learn the software and concepts that lead to a great graphic design. You would be engaged with art and graphics to develop a critical eye to improve your visualization. Alongside you learn to improve your sketching skills so that you can put your ideas onto paper before getting them to animate on screens. We focus on teaching students how to combine essential technical skills with conceptually original ideas that affect the audience emotionally, visually, and intellectually.

Herein, you would also learn compositing and green screening. You would learn how to prepare a storyboard and its relevant implementation. Now you'll combine all of these and start animating the graphics over time. This would lead you to the field of Motion Graphics and 2D Animation. Once you develop a sense of story telling through colors and characters you are now ready to plunge into a new dimension.

In the last phase of this program you shall be developing your portfolio showreel to showcase your work to the world. The mix of this above described talent is what animation studios of the world look forward to. The best and brightest graduates would surely become tomorrow's top animated filmmakers.

## Careers Path

- Illustrator ● Graphic Designer ● Visualizer ● Digital Artist ● Video Editor/ Cinematographer
- Multimedia Artist ● Web Graphic Designer ● Storyboard Artist ● Flash 2D Artist ● Faculty
- Motion Graphics Design ● 3D Modeler ● 3D Texturing and Lighting Artist ● Game UI Designer
- Projection Mapping Artist ● 3D Animator ● VFX Artist ● Chroma Artist ● Game Artist

**Program Fee : ₹ 60,000/- per semester**



## 3-YEAR B.Sc. GAME DESIGN

Game Development is the art of creating games, both analog (board games, card games) and digital (video games for mobile, tv or other screens). It is a multidisciplinary art form which draws its strengths from art, design and science. What makes games unique compared to other art forms is interactivity; games give players the agency to act as they will when they want to.

The scope of games produced can vary from project to project - some hobby projects can be done by one individual in under an hour while some projects may take hundreds of people five to seven years. But whatever the scale, the process of game development remains the same.

Core ideas, concepts, story, art style, mechanics are ironed out and even prototyped and iterated over in the pre-production phase. In production, art, audio, design, programming and marketing happen simultaneously. The final game is tested for bugs and issues that real users may bump into. A final master emerges out of the production cycle which is released. The post production phase for games usually involves fixing problems that users might encounter and maintenance.

## Program overview

Games are by far the highest-grossing field in the entertainment industry today and it's only getting bigger and bigger. The gaming experience stretches across many platforms. People play video games on their computers, consoles, mobile devices, and soon it will be commonplace to play on clothes, buildings and anywhere we can imagine.

Be part of this rapidly evolving world, learn to develop complex storylines, characters and create sophisticated gameplay with stunning graphics. Designing the game is far more challenging than playing it. With a Chitkara B.Des in Games Design, we can guarantee it's more fun.

## What you'll learn in this games design course

Challenge your mind and learn to hone the skills you need to create clever, compelling games. You'll learn to think up stories and concepts, and you'll play and analyse games to work out what makes them successful. Then, follow game development from concept to publishing, sketching out your own plotlines, gameplay and character arcs – and stitching them together to create whole new worlds. You will come out of this degree with a well-rounded understanding of game design and development. In addition to learning the design, animation and programming software used in the industry today, you'll develop your creative storytelling and illustration skills.

## Games design is for you if...

You know games, and you know what gamers want. You've got a creative mind, a knack for storytelling, and an interest in everything tech. Good communication and planning skills are also important, because game building is a collaborative job.

## Why choose a Games design course at Chitkara University !!

When you enrol in a games design course you'll use industry-standard software from the very beginning to design and create complete projects. We are lucky to have some of the best industry professionals on board as teachers; you'll be able to take advantage of their hands-on experience in the field and get an insight into how everything happens out in the real world..

## Careers

Games design is a rapidly growing industry that's in need of talented, skilled people. There's a huge range of career opportunities, and we can help you on your way there. Careers include:

- Creative director
- Producer
- Animator
- Game Developer
- Concept Artist
- Character Designer
- 3D modeler
- Lead designer
- Level designer or builder

**Program Fee : ₹ 60,000/- per semester**



# WE CAN

# PUT YOU IN THE FAST LANE

## Internships

Internships are an invaluable part of an Applied Art and graphic design education - nothing can better prepare a student for the rigors of the 'real world' industry. We encourage students to pursue multiple internships during their studies, and work closely with our industry partners. Students will have the opportunity to spend more than 2 years in internships in order to gain the experience to land the best job possible and to start the career on the right note.

## Exhibition Space

The School of Design's critique and exhibition facilities offer dedicated spaces that allow students and faculty to focus on classroom feedback and dialogue - and also allow their work to reach larger audiences throughout the university and beyond. We are also looking at opening up an exhibition centre in Chandigarh to showcase students' creative designs.

## Careers

As the world moves further into technology-based communication, it is important for professionals to understand the approaches and techniques by which content is designed and displayed. A degree in Applied Art & Graphic Design can provide you with the skills to do just that. Students participating in this degree will learn how to work with the technology used in both digital and print publication, while also studying theories and practices of visual communication.

**Our programs can lead to careers as art directors, communication manager; graphics design manager, marketer, design artists, animators, UI&UX designers, illustrators, game designers and VFX specialists among others.**







**DIGITAL**



Application Form  
for All Applications

**TEAMWORK**  
Promoting  
**DATA**

Statistical  
Analysis





The Global  
Design School

Live independently. Gain cultural awareness. Expand your social network to span the globe. Make new friends who may become your future business collaborators in an increasingly interconnected world.

Learn in a classroom on a different continent. Experience working in the real world, around the world. Lend a hand to those in need. There are so many new experiences awaiting you at Chitkara University.



# THE WORLD IS

## INTERNATIONAL STUDENT EXCHANGE PROGRAMS

Gain a global perspective

Chitkara University's robust international exchange program with more than 60 overseas universities gives you the opportunity to experience living on your own in a different country. The networks you build and experiences you encounter will give you a more global and culturally sensitive perspective.

## SUMMER STUDY PROGRAMS

Immerse in overseas experience

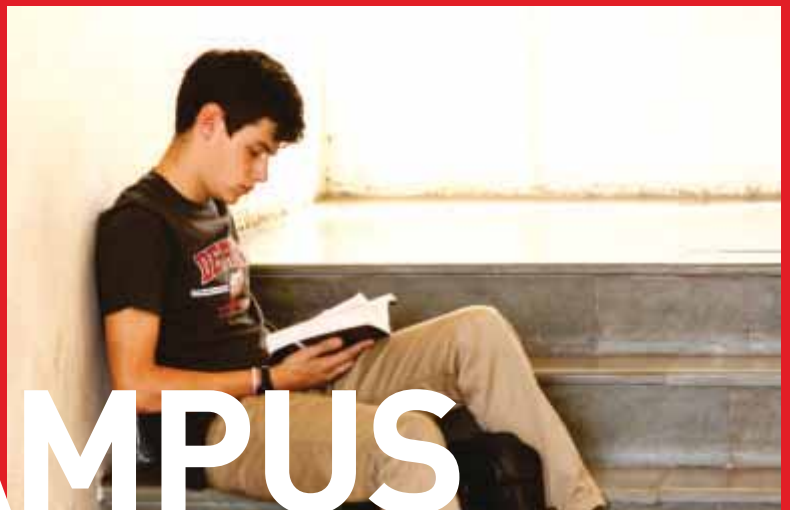
Summer Programs are short duration programs of 2-4 weeks on various design specialisations. It adds to the international exposure of the students.

## SEMESTER EXCHANGE PROGRAMS

Foster stronger bilateral ties

Chitkara art and design students have option to finish the last 1/2 part of their degree programs at our partner Universities. Students visit Partner Universities for six months to one year for completing their semesters abroad.

Give your career an advantage in our culturally diverse and rapidly changing world. Through a combination of academic courses, travel experience, and extra-curricular activities which fit into your current studies, you'll gain a highly valued global perspective, deepen your understanding of human diversity, interconnectedness, and cultural complexity, and enhance your sense of personal and community responsibility.



# YOUR CAMPUS

## OVERSEAS STUDY MISSIONS

Gain insights from industry leaders

Overseas study missions bring you right into the heart of the art and design around the world, giving you current insights on latest trends through site visits. You will also go on a networking journey with prominent artists and designers, opening doors to a world of opportunities.

## OVERSEAS INTERNSHIPS

Step into the global marketplace

Experience art and design for yourself, broaden your perspective and apply your skills and knowledge to immersive experiences that expose you to a world you haven't seen before.

## GLOBAL EXPOSURE

Cultivate empathy and the human touch

We regularly invite faculty from leading design Institutions across the world and it helps our students to understand diverse cultural and educational contexts.



# LEARN,



## CHANDIGARH THE CITY BEAUTIFUL

Chandigarh is a city that comes under 'Times' 15 best Asian spots. 'Times' magazine has dubbed Chandigarh as "the thinking man's city" amidst a continent of mindless growth.

With easy connectivity to major cities across India by flight as well as rail Chandigarh serves as the gateway to northern India. There are also direct flights to connect with the rest of the country mainly Mumbai, Delhi and Bangalore. Indian rail network connects this city to various Indian cities chiefly Delhi, Shimla, Lucknow, Jaipur, Mumbai, Goa and Kerala.





# PLAY, LIVE



## VIBRANT STUDENT LIFE

The great experiences that you have at Chitkara University are what you will remember long after you graduate – these are made up of the times you spend with friends and teammates exploring shared interests. Choose from vast array of co-curricular activities covering sports, performing and visual arts, community service, entrepreneurial and international interest groups. If you can't find what you like, there's always the option of starting your own hobby club.

We give you invaluable opportunities to hone team, leadership and time management skills while pursuing your passion and networking with students from all backgrounds.





**CHITKARA**  
UNIVERSITY



**CHANDIGARH INFORMATION CENTRE**  
SCO 160-161, Sector 9-C | 160 009 | India

**DELHI/NCR INFORMATION CENTRE**  
105, Indraprakash Building, 21 Barakhamba Road,  
Connaught Place, Near Barakhamba Metro Station | New Delhi-110 001

**CHITKARA UNIVERSITY (PUNJAB)**  
Chandigarh-Patiala National Highway | Punjab-140 401

**CHITKARA UNIVERSITY (HIMACHAL PRADESH)**  
Pinjore-Barotiwala National Highway | Himachal Pradesh-174 103

[www.chitkara.edu.in](http://www.chitkara.edu.in)  
[admissions@chitkara.edu.in](mailto:admissions@chitkara.edu.in)

For more information about the University  
give a miss call on **1800 267 1999**

**Admissions Helpline:**  
Chandigarh : +91 95011 05714 | 95011 05715  
Delhi/NCR : +91 95993 68734